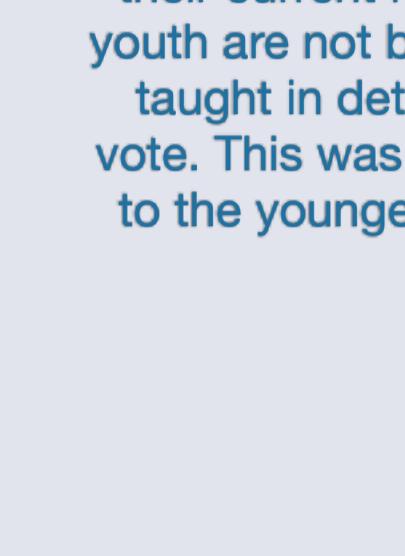
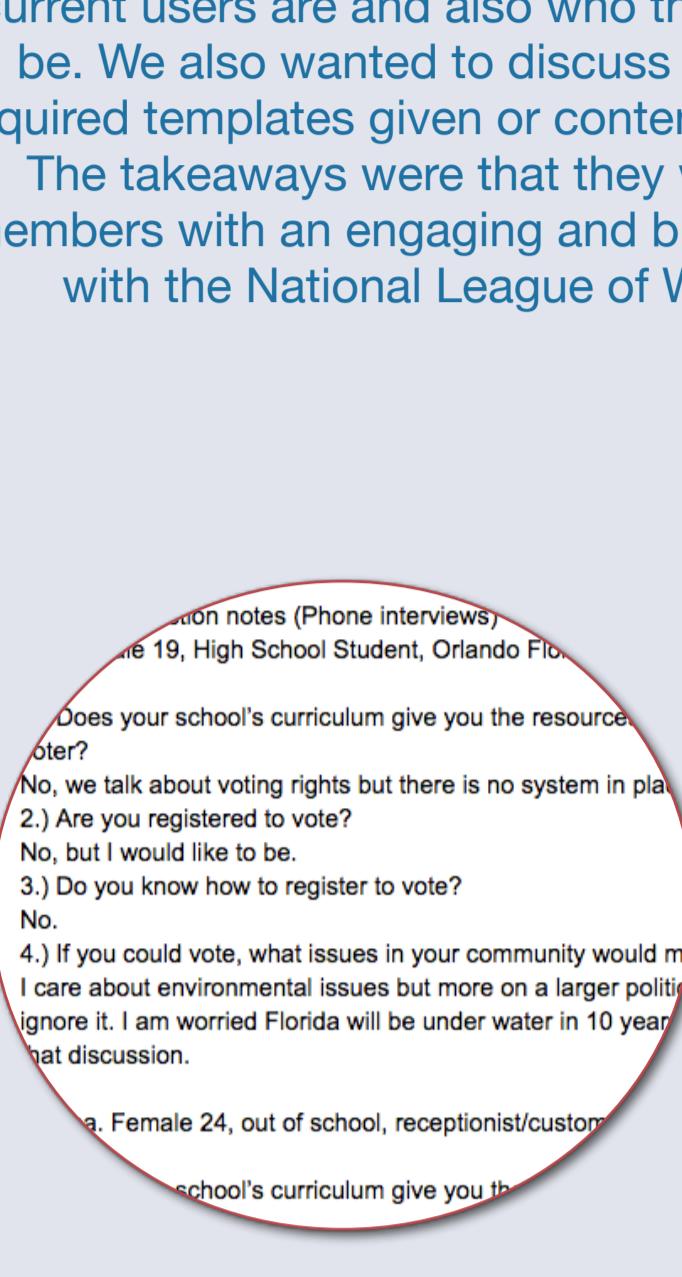


LEAGUE OF WOMEN VOTERS®

## The Brief

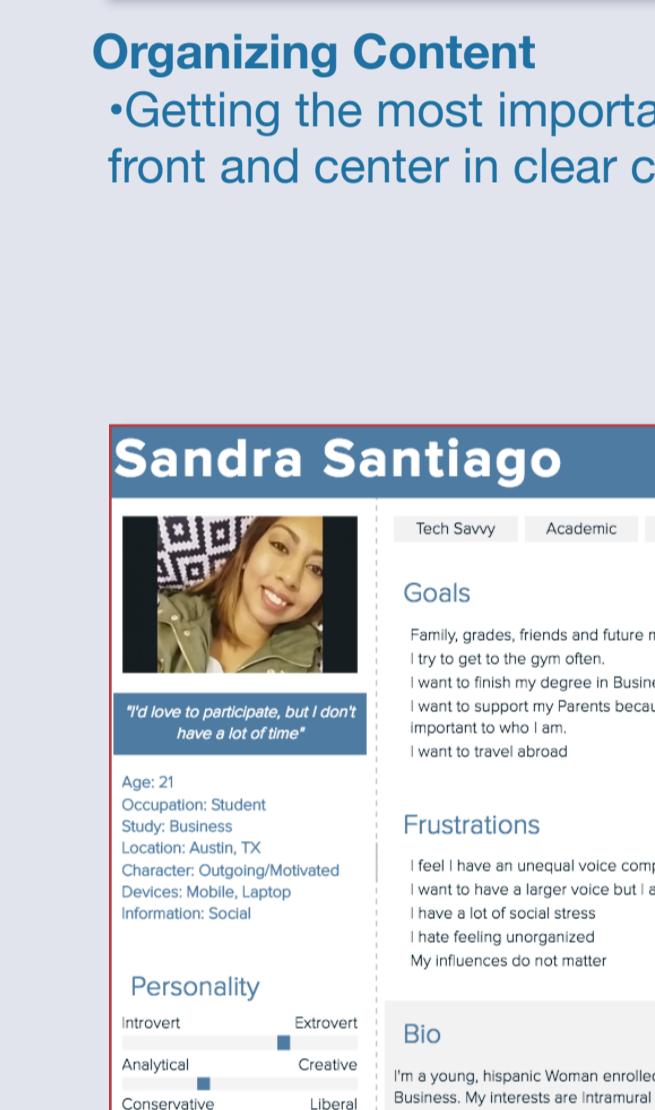
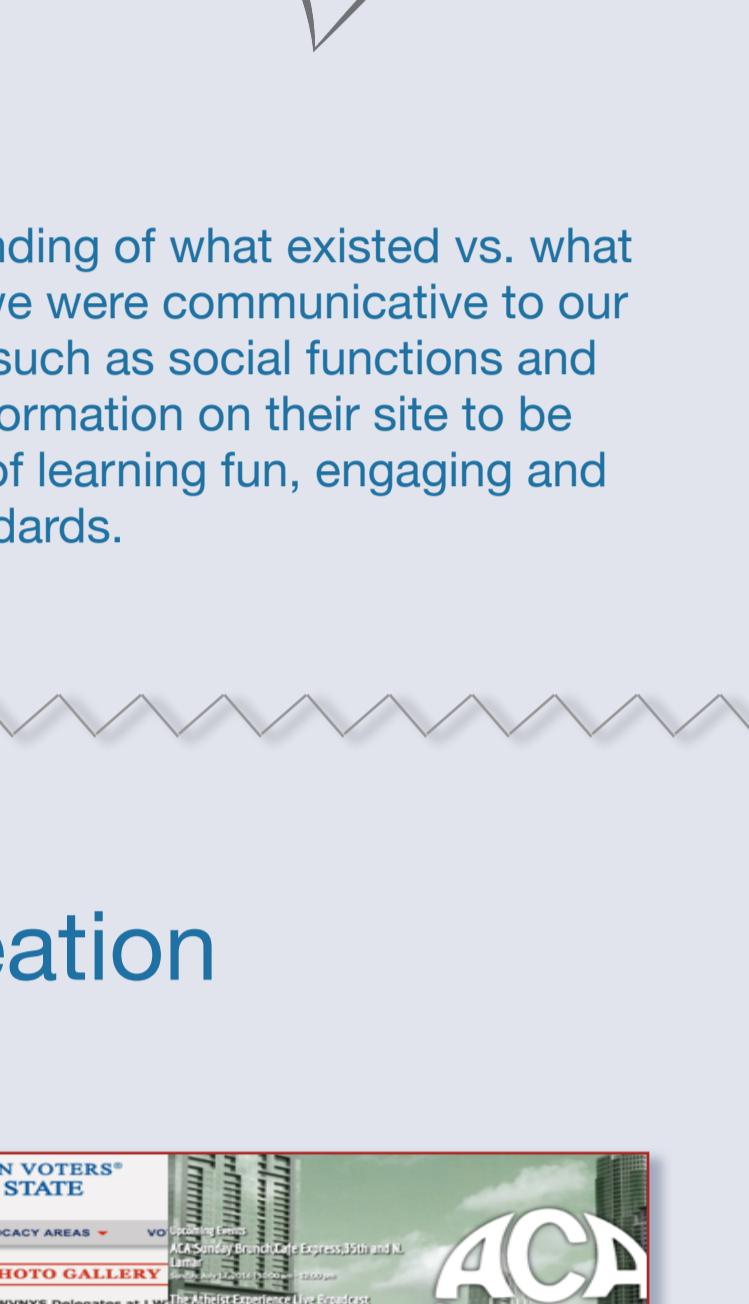
The League has seen poor engagement on its digital properties which, in turn, directly impacts its ability to fulfill its mission of education and engagement. The League of the Austin area believes that a new approach is required to attract attention to its preferred causes and to catalyze positive action related to these causes.



## Stakeholder Meeting

We met with The Leaders of TLWV in Austin to discuss who the current users are and also who their target demographic would be. We also wanted to discuss potential limitations such as required templates given or content from their board of directors.

The takeaways were that they want an infusion of younger members with an engaging and bright website design that fits in with the National League of Women Voters regulations.

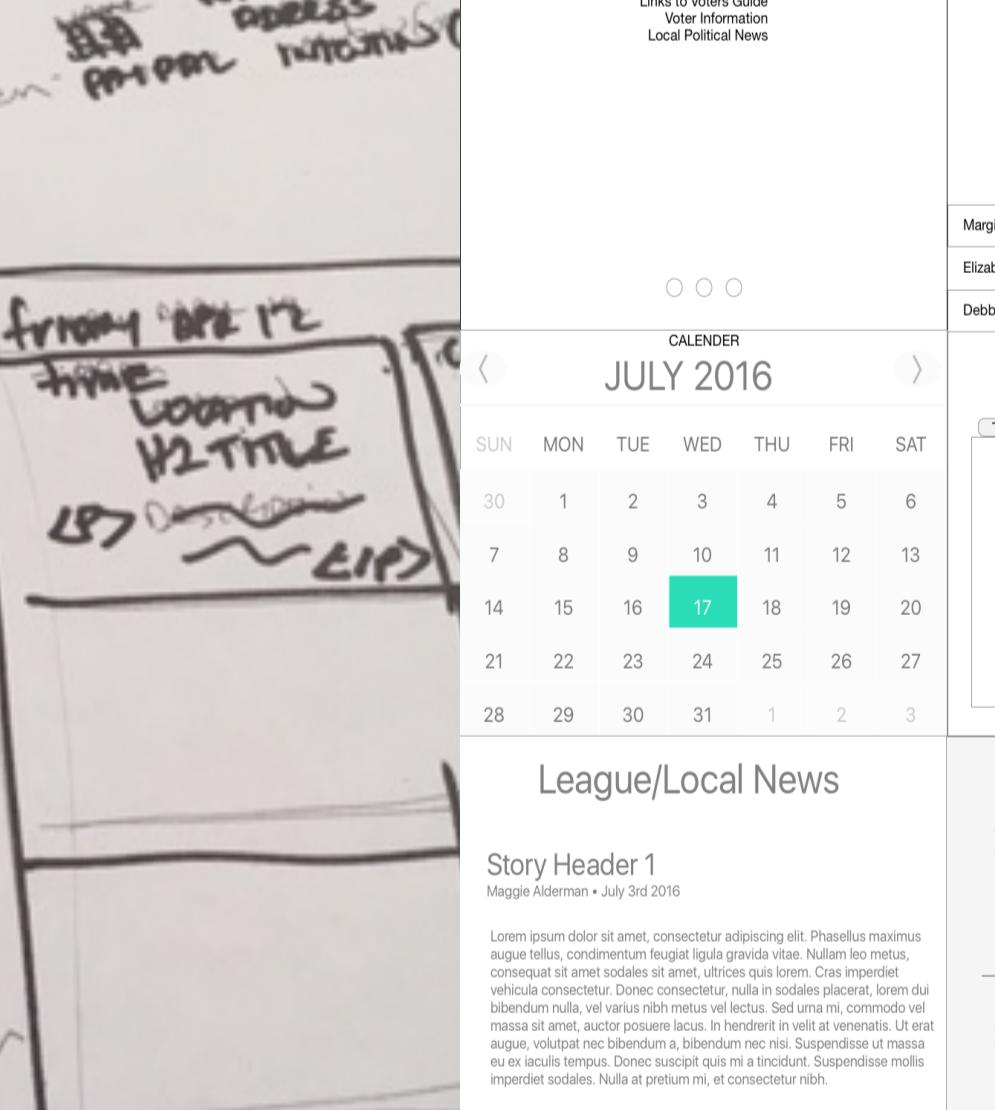
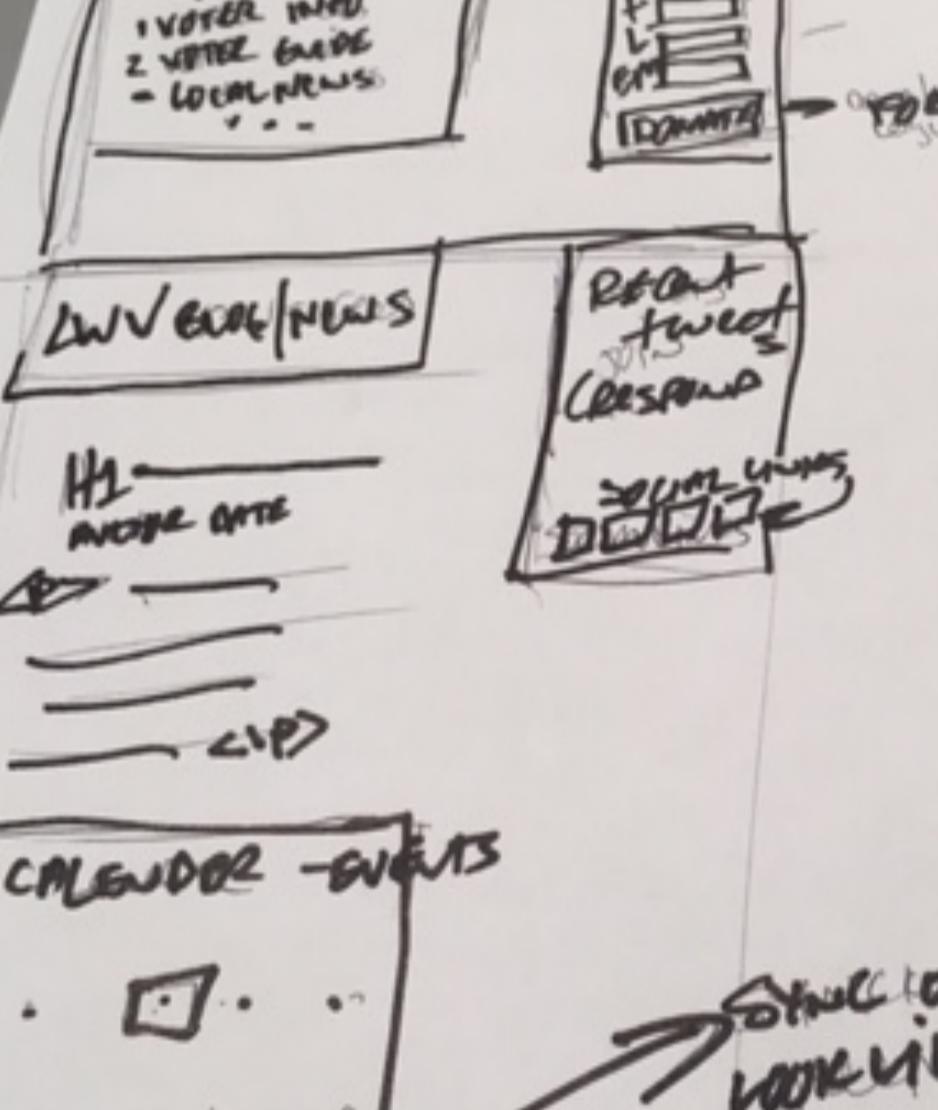


## Research / Field Work

To understand the demographic they desired as users, Through interviews both in person and over the phone, I interviewed students about their level of awareness of local political groups as well as their current knowledge of voting processes. What I found is that our youth are not being exposed to local political groups nor are they being taught in detail about how to get involved politically or even how to vote. This was a huge breakthrough in understanding that reaching out to the younger demographic would play an integral part in getting an engaging digital product.

## Takeaways

Getting to know the leaders of TLWV gave us a great understanding of what existed vs. what was desired. The scope of this project is a digital one though we were communicative to our client the importance of reaching out in non-digital mediums such as social functions and educational classes. Our digital strategy is to simplify the information on their site to be informative and less daunting. We want to make the process of learning fun, engaging and quick while keeping to their brand standards.

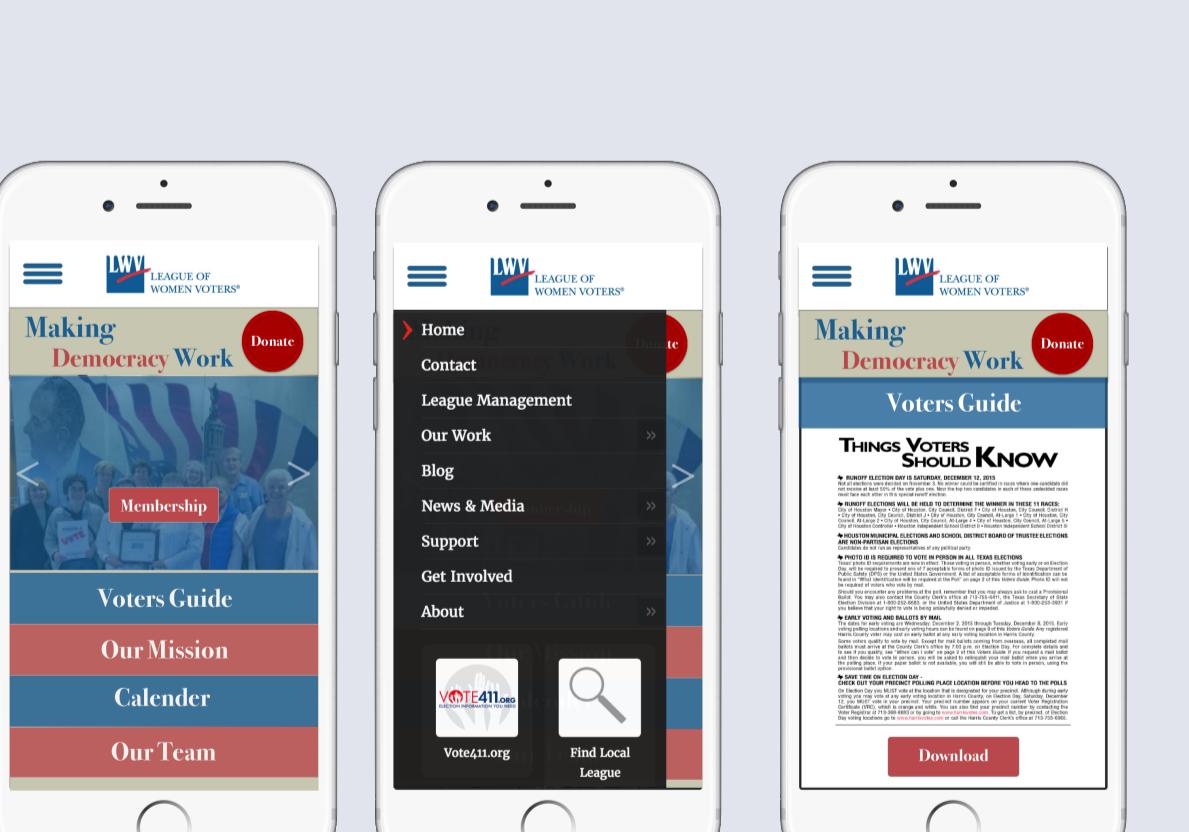


### Organizing Content

- Getting the most important information front and center in clear concise language.

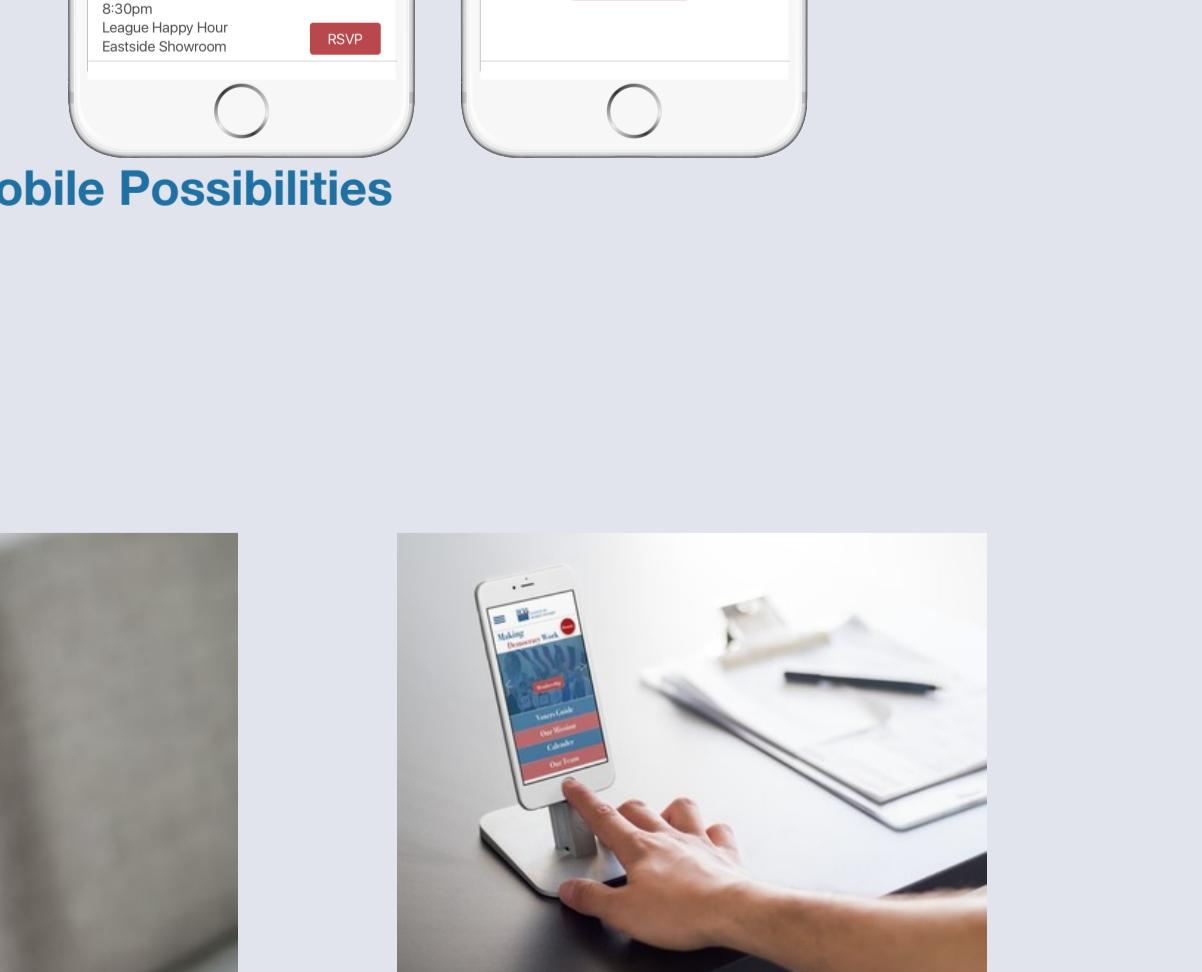
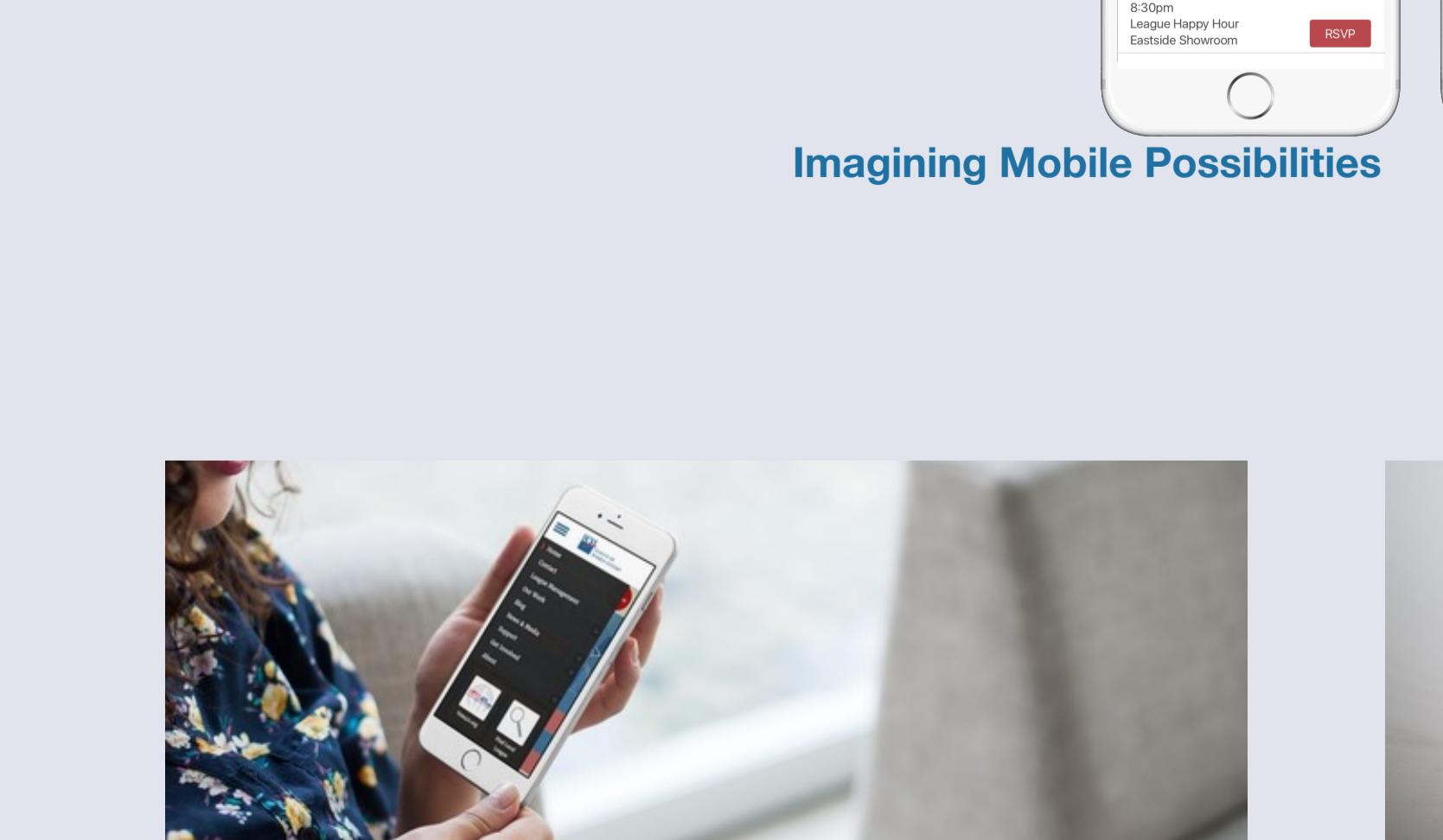
### Comparative Analysis

- Who's already doing this and how can we improve our system by adopting common strategies.

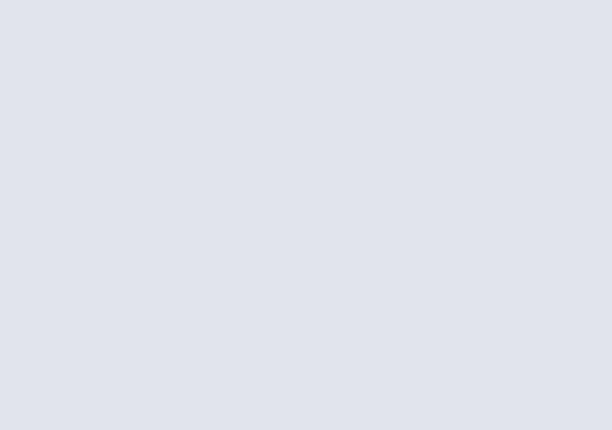
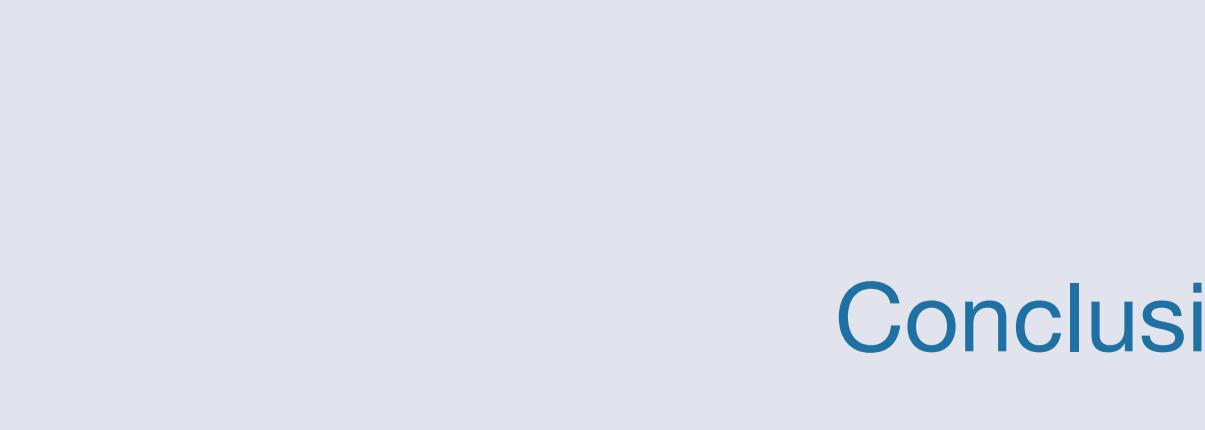


### Site Map/Architecture

- Straightforward and Easy to Navigate



### Imagining Mobile Possibilities



### Presentation Tools for Design Recommendations

## Conclusion

Working with The League of Women Voters was a very enjoyable process. We really were able to empathise with their needs and create an interface that was sleek and easy to navigate without losing the important information they needed to communicate. This MVP is a step in the right direction for TLWVAA in that it's an affordable design that is an improvement over their current web presence. It incorporates their corporate design standards into a local platform for political action.