Smart Voting

User Personas

Version 1.0
2021 October 10

REVISION HISTORY

Revision	Date	Author	Summary of Changes

DOCUMENT APPROVAL LIST

Version	Approved By	Signature	Date
1.0	Matt Campbell Stephen Davis Satabdi Sangma Michael Sirna	matthew.campbell@georgebrown.ca stephen.davis@georgebrown.ca satabdi.sangma@georgebrown.ca michael.sirna@georgebrown.ca	2021-10-10

DOCUMENT DISTRIBUTION LIST

Version	Name of the Receiver / Group	Date
1.0	Matt Campbell Stephen Davis Satabdi Sangma Anjana Shah Michael Sirna	2021-10-10

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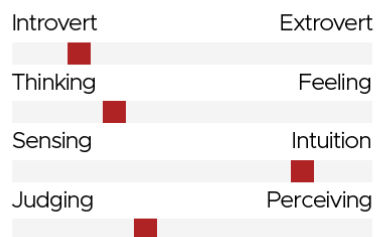
#1 - ELECTION OFFICIAL

James Ramirez

"Voting must be secure. Efficiency is a bonus."

Age: 33
Work: Election Official
Family: Single
Location: Toronto, ON
Character: The Judge

Personality

Introvert	Extrovert

Thinking	Feeling

Sensing	Intuition

Judging	Perceiving

Goals, Needs, and Wants

- The system is secure and votes cannot be tampered with.
- A system where it is easy to manage election settings (i.e. dates, ridings, information, etc.)
- Ability to gather presentable and accurate results quickly.
  - Efficient / automatic counting is a nice bonus.

Frusterations

- System adds another thing that must be checked and counted on top of current voting systems.
- Another system to worry about breaking or not working.
- Worried abut identification and voter registration.

Bio

A regular worker for the Elections committee. It is his duty to help uphold the integrity of elections by validating votes and counting them towards the total count. During a normal election, he will work in voting locations to gather votes from the public, and then spend countless hours counting them once polls close. While this process could be sped up with the inclusion of a digital system, validity of ballots is always a crucial part and main concern.
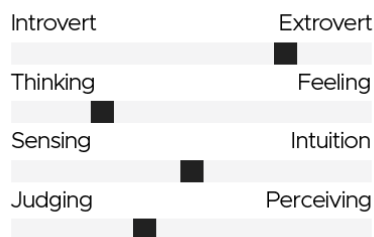
#2 - POLITICAL CANDIDATE

Daniel Sena

> *"Every vote matters. The more accessible voting is, the better."*

Age: 54
Work: Political Candidate
Family: Married w/ Kids
Location: Toronto, ON
Character: The Politician

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Goals, Needs, and Wants

- Ability to view analytics for riding to better strategize campaign.
- Updatable information so voters know ideas and policies.
- As many people voting as possible (More people voting because of easier access = possible higher chance of winning).
- A fair and accurate election so there is no doubts of results.
- No waiting time for results.

Frusterations

- Learning curve may be too much for some.
- Voter card distribution and registration could be frusterating.
- Worried about possible issues with technology.

Bio

His main goal, of course, is to get as many votes as he can as that's what determines whether he has his position or not. He usually spends his time on the campaign trail trying to get as many people knowing his name as possible; after all, more recognition means a greater chance of a vote in your favour.
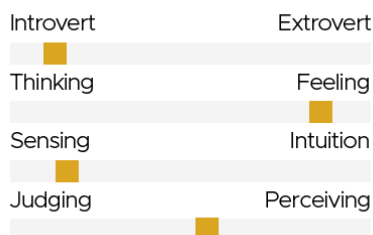
#3 - VOTER 1 (NEW VOTER)

Katie Hayes

"Voting should be a simple process, without headaches."

Age: 19
Work: Student
Family: Single
Location: Houston, BC
Character: The New Voter

Personality

Introvert ——————— Extrovert

Thinking ——————— Feeling

Sensing ——————— Intuition

Judging ——————— Perceiving

Goals, Needs, and Wants

- An efficient system that doesn't cause headaches or confusion.
- The ability to vote quickly from anywhere.
- Wants to avoid the awkwardness of normal verification.
- Would like to be able to decide last-minute on candidates.

Frusterations

- Doesn't want to bother with going through the process of getting a voter card to vote online.
- Dislikes waiting for a voter card in order to vote.

Bio

New to the voting scene. Grew up in a generation that is more technologically savvy than ever before, and with this, has the ability to adapt to new online systems. A busy life as a student, they don't want the inconvenience of having to go out of their way to vote, especially the first time around.
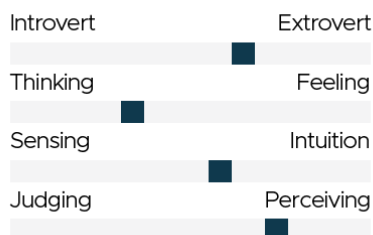
#4 - VOTER 2 (WORKING MAN)

Paul Clark

"Voting shouldn't be complicated or obstructive."

Age: 45
Work: Working Man
Family: Married, Kids
Location: Burnaby, BC
Character: The Average Voter

Personality

Introvert	Extrovert

Thinking	Feeling

Sensing	Intuition

Judging	Perceiving

Goals, Needs, and Wants

- Prefers not needing to schedule a time to go vote.
- Would like to view analytics and polls without waiting for news.
- Wants a non-confusing identification method.
- Wants a fast, in and out voting system that doesn't waste time.

Frusterations

- Worried about integrity of election / wants vote to count.
- Doesn't want to bother with registering for online voting.
- Concerned with navigation / simplicity of website.
- Possiblility of losing the long lunch breaks given to vote.

Bio

Your normal everyday worker. Not as advanced technology-wise as the generations below, but can still get around the internet quite well, especially for work. An online voting system certainly would eliminate some of the hassle of having to scehdule a time to go out to a voting location and vote. With that, time could be much better spent.
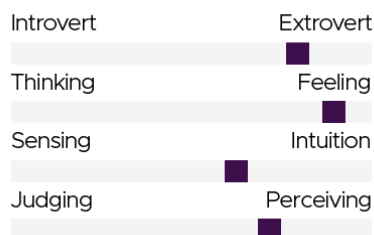
#5 - VOTER 3 (VETERAN VOTER)

Donna Rudolph

"I shouldn't need to learn anything new to vote."

Age: 78
Work: Retired
Family: Married
Location: Lindsay, ON
Character: Non-Tech Savvy

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Goals, Needs, and Wants

- Would prefer not having to wait in lines in order to vote.
- Wants a system that would be safer health-wise, especially if health deteriorates.
- Wants a system that is easy to navigate.

Frusterations

- Learning curve of technology would prove a challenge.
- Concerns of security are brought up.
- Might not have access to technology when the need arises.

Bio

A veteran to the voting process at this point, but has little to no experience using technology. Grew up in a society that didn't use technology to the extent we use it today, and might have trouble adapting to a new system. Though, today is very much different, especially with the possibility of further health deterioration, and even more so in the wake of the global pandemic.