

SMAD 317

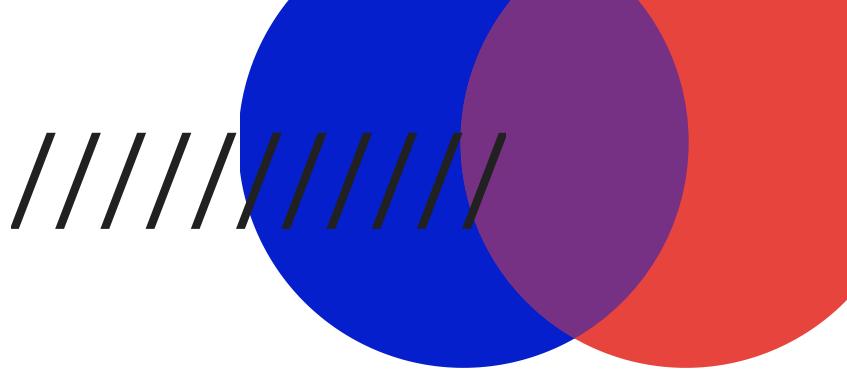
POLITILECT

Cut the bias

MADISEN DIVINE
PAIGE TOWNSHEND
OLIVIA TUCKER



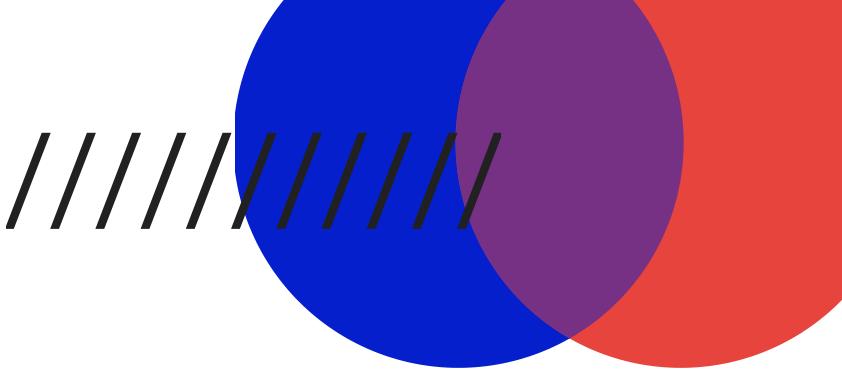
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CHAPTER 1

EXECUTIVE SUMMARY



Politillect was created because of the apparent disconnect between young adults and the political process, more specifically voting. We are coming up on the next Presidential election and now is the perfect time to make sure new voters, or people who aren't yet registered to vote, are aware of the constantly changing political climate that they live in.

Brainstorming for this app began with the realization that there are over a dozen candidates running for presidential positions, and yet college students remained uninformed and unexposed to imperative information. Many students have expressed the need for a single-platform app that can provide basic information to those seeking political cognizance. Using this demographic to our advantage, we conducted user research to become familiar with our primary target audience.

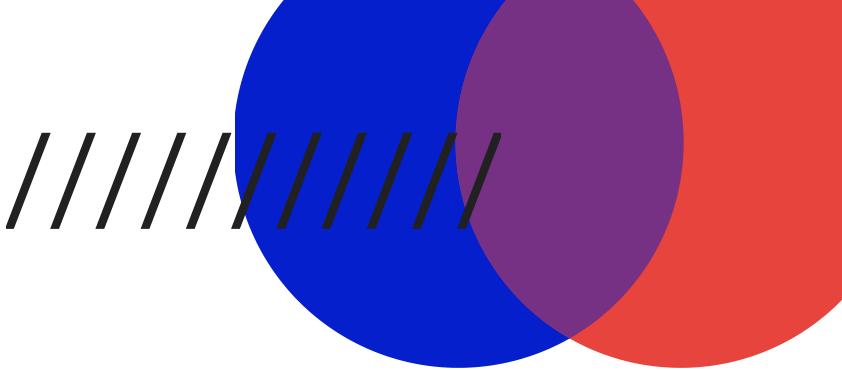
Analyzing the data from these users allowed us to recognize what we needed to change about our app in the paper prototyping phase. Different heading titles improved our usability and made the product much more cohesive to look at and use. The computer prototypes allowed Politillect to really flourish with smooth transitions and lots of non-biased information. The more research we conducted, the more apparent user needs became.

The final version of Politillect allows any user to check the news and read up on candidates without listening to the political spin and biased opinion that comes with big media outlets.

Through our simplistic design and interactive features, Politilect allows you to become educated on all necessary candidate information. Whether you are registering to vote, adding candidates you like to your favorites, or simply reading up, Politillect cuts the bias.

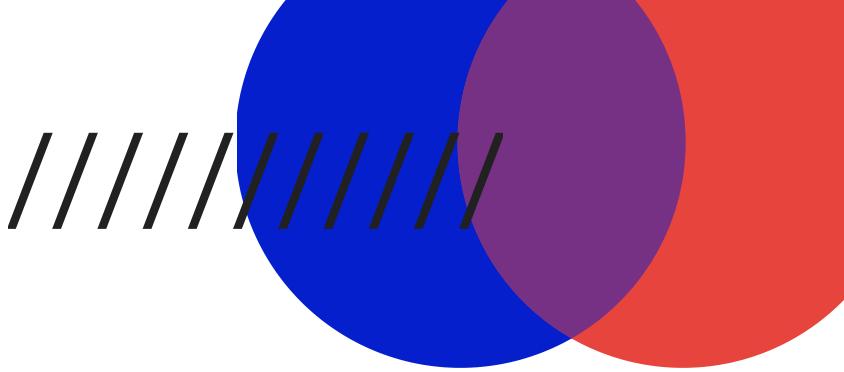
CHAPTER 2

PROBLEM STATEMENT



When it comes to United States politics, many Americans are mystified by their lack of knowledge regarding Capitol Hill. With the past election weighing heavily on many important political issues, it is crucial that Americans are informed and educated on upcoming candidates for the 2020 election. It is easy to hear bits and pieces of information through social media platforms, news articles, and television broadcasting. While many people believe they are educated on our political systems, they are often being filtered biased information that can get easily misconstrued. Through the creation of this app, we are hoping to create a single-platform source where people can find answers to all of the confusing political questions they may have. We are aiming to simplify the learning process for voters so citizens can stay informed and updated on all political candidates and voting topics.

What is the problem? Through personal experience, it is understood how students can become easily overwhelmed with lack of political knowledge. It has become increasingly difficult to differentiate between candidates who seem to be making the same claims, while trying to stay up to date on news each week. Although we have tried to stay informed about the candidates and their viewpoints of varying topics throughout this election, there is no easy way to keep track of it all. Each news article leads to not only another question, but three more computer tabs. The problem is finding unbiased and accurate information that is clear and concise. While there's value in learning all aspects and views on an issue, it can easily become a chore. When other students were asked if they feel confident in their knowledge for the upcoming election, nearly all of them agreed they felt unprepared to discuss what they know with others. As the 2020 election rounds the corner, it is vital that U.S. citizens familiarize themselves with the different candidates. Since the 2020 Presidential election is only a few short months away, we want to make sure this app will survive prior to the election, and last long after the presidential election is over. Once a President is elected, this app will transform into a platform with information on local, state, and national election candidates, opening as a "one stop shop" for all political candidate questions. We are hoping to create a sustainable



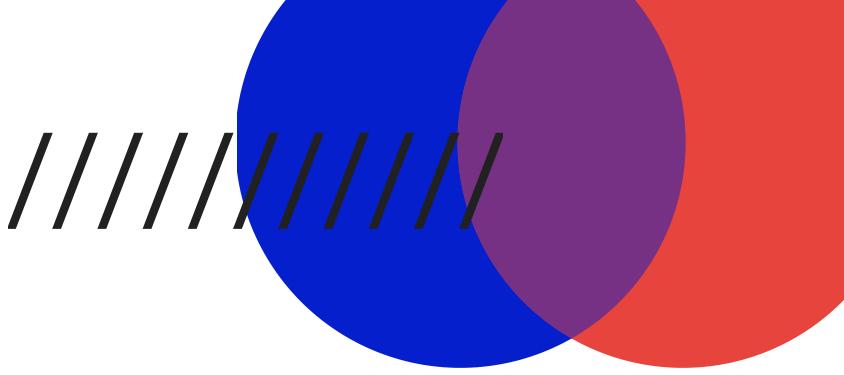
platform that will acquire factual and unbiased information on each and every running candidate. Whether it is for senator, governor, president, or any congressional position, this app will provide its users with factual information regarding the candidates.

Who? Our primary target would be U.S. citizens over the age of 18 (those who will be voting). This app is intended to educate others on the U.S. political process, and diminish the widening information gap regarding U.S. politics. The secondary target group includes those who are below the age of 18 and want to become educated, or those who will be turning 18 in time for the 2020 election. This would allow younger students an opportunity to familiarize themselves with candidates and important figures who are acting in congress. We want to influence all citizens to make informed voting decisions, as the choice in casting their ballot should not be made lightly.

Why? This app has the potential to cause a great wave in the next election, and possibly those after it. With more educated populations making more informed decisions, there will be fewer votes cast on a whim across the nation. The Washington Post noted that political ignorance is not a new issue, and it has plagued U.S. politics for decades (Somin, 2016). We can start changing this with our app. It will be simple enough to pull it up on your smartphone. The interface will be color coded and sleek, keeping things simple on the surface and getting more in depth as you pick a candidate to learn more about.

CHAPTER 3

RELATED WORK



Countable - <https://www.countable.us> 2013

Acts as a news site and claims to be unbiased. They have a newsletter to consolidate the weekly information and happenings on the political scene. Countable tries very hard to promote engagement on their website and app through signing up, participating in polls, and the aforementioned newsletter. Our app would differ from this in that we wouldn't show top news articles, but instead we flush out the platforms and campaigns of the current Presidential candidates.

Involvd - <http://involvd.news>

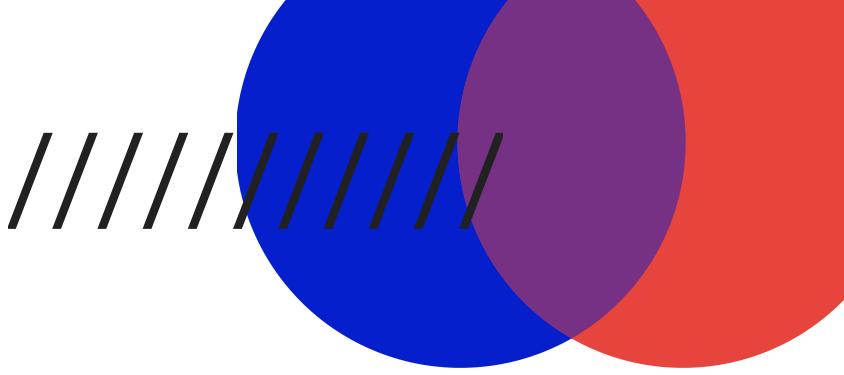
This is solely an app and does not function as a website. It was used for the 2016 election and focused on the differences and debate between Trump and Clinton. Similar to Countable it offers polls within the site, but these have no effect on the election, they are only used to keep up engagement with the app. This app is no longer utilized but if the owners decide to use it to inform voters for this upcoming election, it could become relevant again.

Voters Bloc - <https://apps.apple.com/us/app/voters-bloc/id1164594750>

This app claims to give unbiased information on potential candidates in national, state, and local elections. Their goal is to remove the financial influence on candidates and citizens. Voters Bloc tries to accomplish this by only providing objective information about each candidate to give citizens the opportunity to make their own determinations. The app gives a profile on each potential candidate that includes party, education, professional experience, religion, etc. It also shows their position on big topics such as healthcare, education, and foreign policy. Overall, this app is very well done in providing a good unbiased basis of information on candidates in a clear application design. Our app would hope to expand on this groundwork by also providing new and relevant news that comes out and will give users an opportunity to share and discuss these current events.

CHAPTER 3

RELATED WORK

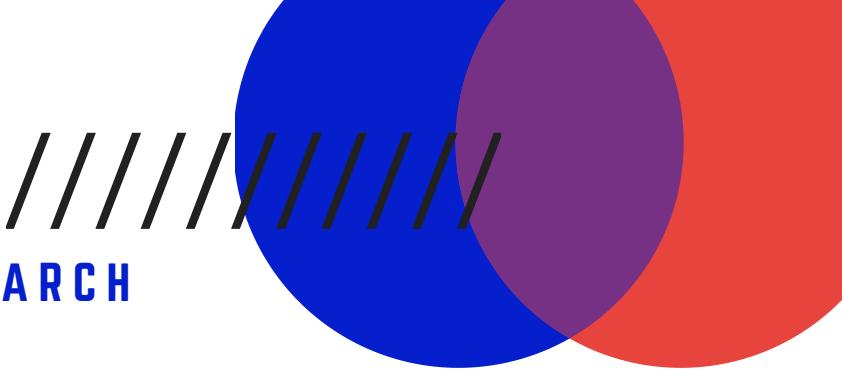


PoliTalk USA - <https://www.politalkusa.org/>

PoliTalk is a website and app that is for the upcoming 2020 presidential election. Their goal being to displays information about election candidates as simply and as objectively as possible. Each candidate has their profile displayed on the main page, if you want to check out a specific policy issue you can compare each candidate' stances cross-sectionally. PoliTalk also contains a glossary of terms that appear in the app that the user may not understand. This would be useful for younger less politically educated people, such as college students.

'20 Matters - <https://20matters.com/>

This app was also created for the upcoming 2020 election in hopes to inform the public with real time information and in depth descriptions on both democratic and republican candidates. Polling data is available for viewing, these include all the primary polls in the last 7 months. Including the polling data was an interesting choice but I don't think it was necessary for this application. The data was confusing to decipher and I felt didn't add much to the app as a whole. Lastly, '20 Matters has a section where your able to enter your zip code and get information on your states representatives and gives you their contact information. I believe that including a section on local elections would be beneficial for our app, helping to keep it relevant and useful when primary elections are not going on.



CHAPTER 4

DESIGN PROCESS

4.1 USER RESEARCH

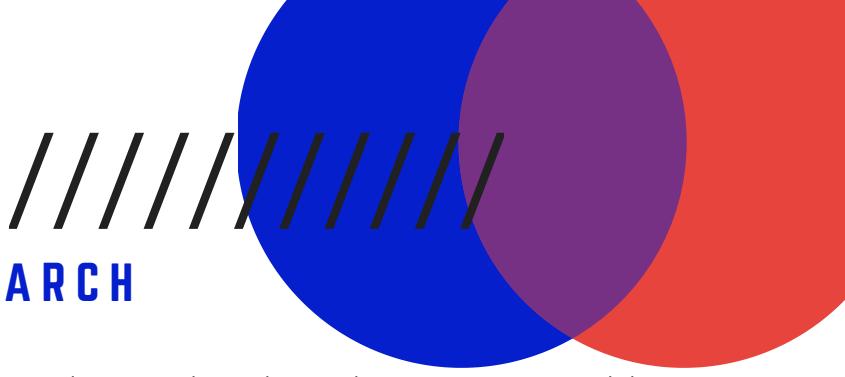
Design Problem Statement: American citizens are generally uneducated in the world of politics, leading them to make uninformed decisions when it comes time to vote. We are creating an app that can provide up-to-date and unbiased information on the current Presidential Candidates for the 2020 election. This app will also help people register to vote, add their favorite candidates to their cart, and remain as a political platform following the Presidential election to keep user retention for upcoming elections.

Defining Users: The users of this app can be placed into two broad groups: American citizens and students over the age of 18 who have voted in the past, and those who will be able to register to vote in the upcoming months. We believe that these two groups will benefit the most from the app because they either are or will be voting. The app will consolidate information on the many different candidates, drawing in more users because of its unbiased form on the subject. The users we found are people we already know through JMU and the different activities we participate in. There is a broad enough demographic here that we could choose different types of people for the interview process.

Flynn Sexton: A friend from high school, Flynn is a sophomore geology major at JMU from Stafford, VA. He considered himself knowledgeable in politics but has some qualms with how American media outlets portray current events. He feels like his, “parents have groomed [him] to register and vote.”

Julia McGroarty: A friend from the MRD Trumpet section, she is an English major at JMU from New Jersey. She votes absentee but only for Presidential elections. She isn’t as informed as she would like to be and her parents have had little influence on how she gets her news. Most of her critical thinking comes from conversations with friends after a big event happens, such as a mass shooting or when abortion laws get passed.

Willie Wilder: Willie is a Junior Business Management student from



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DESIGN PROCESS

4.1 USER RESEARCH

Richmond, Virginia. Willie is an extremely social and academic 20 year old, serving as a JMU FROG this past summer. He is not registered to vote, but both of his parents are.

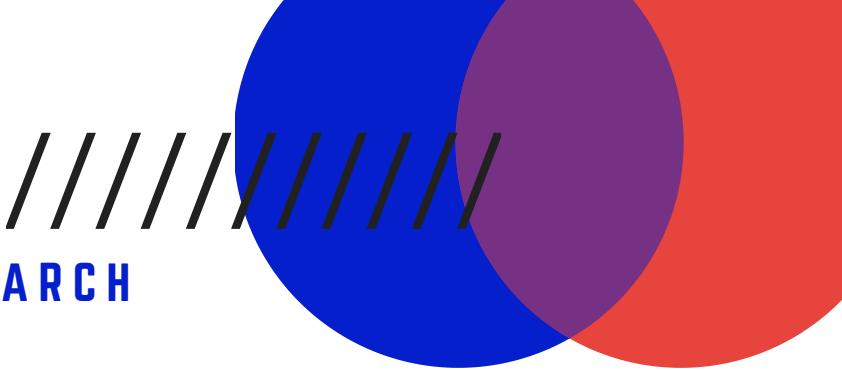
Meg Allen: Meg is a Junior JMU Business Major from Richmond, Virginia. This past summer, she worked for the state senator of Virginia. She is politically interested, but feels she could still be way more informed on the current election. Meg is registered to vote and plans to vote in the upcoming election, but she has not voted before. Meg is an avid social media user, and wishes there was an easier way to stay politically involved while at school.

Sophie Johnson: Sophie is Junior Architecture major at James Madison University. She was born and raised right outside Philadelphia. Sophie has never shown interest in politics but keeps up to date with the national news. She has expressed her concerns with our current president and has mentioned her plans to vote in the next primary election. Her parents are extremely political and mentions the impact they had on her.

Brooke Townshend: Brooke was a IDLS Major and also received her Masters degree from James Madison University in 2017. She grew up and is currently living in Herndon, VA, where she is teaching 3rd grade at a public elementary school. Brooke has never shown an interest in the primary or local elections and has never voted before. She is considered one of our extremes because of the level of disinterest and involvement she has towards politics . She typically is on her phone a majority of her free time but doesn't keep up with the daily news.

Interview Process

The interviews took place over the span of 2 days in different locations. Madisen's interviews were conducted in Harrison Hall at 3:30pm and recorded with both a Nikon 1 camera and a USB microphone. Olivia's interviews were conducted on the third floor of Carrier in a quiet study room, and in her home. Paige's interviews took place in person at her



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DESIGN PROCESS

4.1 USER RESEARCH

house and lasted around 30 minutes. Her second interview took place over Facetime. All subjects were asked the same set of base questions, with follow up questions depending on where the conversation went.

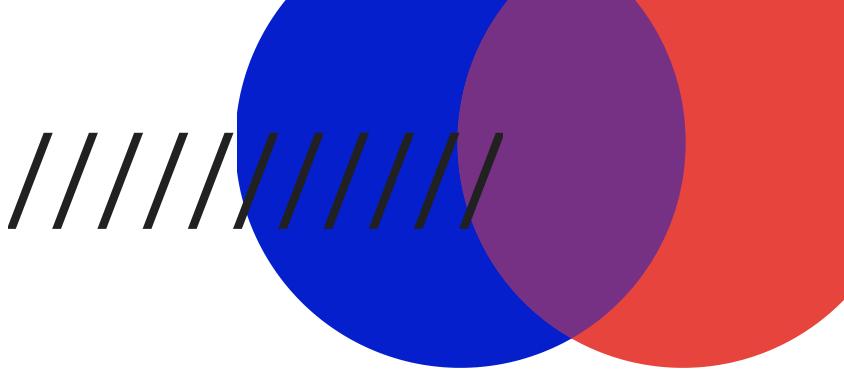
Conclusion

Overall, the people we interviewed do not feel prepared to vote in the upcoming elections. Each interviewee agreed that if there was an app that could consolidate unbiased information, they would willingly download it as a way to stay informed. 100% of those interviewed also said they are avid phone and technology users, relying on digital sources for a majority of their news. The obvious gap lied in the lack of application that were concise and user friendly to busy students and voters. They need some way to access non-biased information on the political scene while keeping up with their busy schedules. This showed the opportunity for us to create an app that could fill this need.

CHAPTER 4

DESIGN PROCESS

4.2 PERSONA



Primary Audience: Our primary audience is made up of American citizen students between the ages of 18-25 who are planning to become more educated on the political process and presidential candidates. They are students and young adults who feel they are too uninformed to vote, or want to vote but feel unprepared/uneducated.

Secondary Audience: Our secondary audience consists of American adults who are uneducated on current political candidates. They are too worried about the bias that news outlets push to make an uninformed decision on Election Day.

Tertiary Audience: The third target audience for this app is made up of those who aren't yet 18 years old. We target them because they will soon be able to register to vote. They could potentially register through the app.

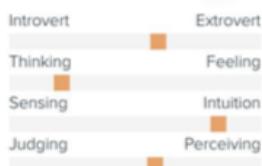
Jackie Blaise-



"Being an informed voter is important, but it's so hard these days to differentiate real and fake news."

Age: 20
School: James Madison University
Major: Architecture
Family: 2 parents, 1 brother
Location: Harrisonburg, VA

Personality



Goals

- To become more politically informed
- To be able to get unbiased information on candidates
- To be able to vote in the next primary election

Frustrations

- Not knowing what media is giving true accurate data
- Not having time to get news on candidates

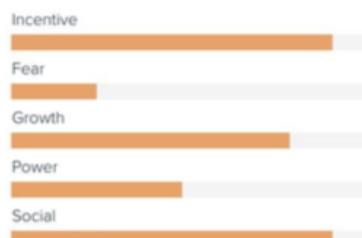
Needs

- Clear unbiased information on politics
- A fast and easy way to inform herself
- Way to find information on registering to vote

Bio

Sophie is Junior James Madison University. She was born and raised right outside Philadelphia, so has to vote via absentee. Sophie has never shown a direct interest in politics but keeps up to date with the national news through social media outlets and has expressed her concerns with finding accurate unbiased info. She mentioned her plans to vote in the next primary election. Her parents are extremely political and mentions the impact they had on her. They expressed the importance of being an informed voter, which is why Jackie is looking for a way to start learning about the potential voter candidates.

Motivation



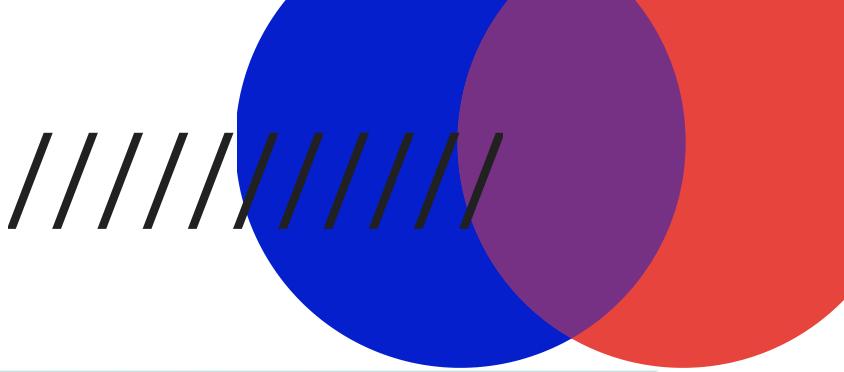
Ways to Get News



CHAPTER 4

DESIGN PROCESS

4.2 PERSONA



Meg Allen



"I really want to become politically involved, but I wish there was an easier way."

Age: 20
Work: JMU Student
Family: 2 Parents, 1 brother: single
Location: Richmond, VA
Character: Uninformed voter

Personality



Goals

- Trying to become more informed on voting
- Seeking

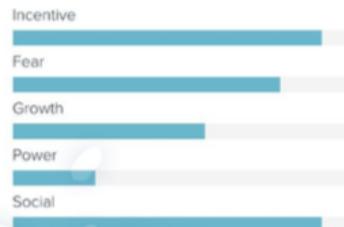
Frustrations

- Seeking a quick and easy way to become informed on news
- Too much biased information, all too wordy to understand.
- Seeking an app with simplistic design elements

Bio

Meg Allen is a 20 year old female from Richmond, Virginia. She is a Business Management Major who tries her best to balance her harsh school work load with her social life. Meg loves to stay active and considers herself well versed in many school subjects....but not politics. She is a registered voter who did not vote in the last election, but plans to vote in the upcoming 2020 election. She is looking for a new way to keep her brain sharp with something new, and she thinks dabbling into the world of politics is the perfect new challenge. As long as it is straight and to the point, Meg is ready to dive into the world of politics.

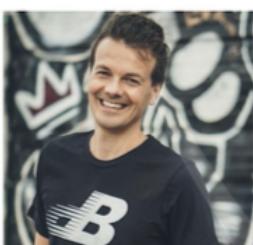
Motivation



Preferred Channels



Austin Freeman - Active Uninformed Voter



"It's my responsibility to vote, but I don't know much about the candidates."

Age: 22
Work: Student at James Madison University
Family: 2 parents and one sister, all active voters
Location: Harrisonburg, VA
Character: Active Uninformed Voter

- Votes in all elections
- Not aware of platforms
- Wants to research more
- Vaguely politically aware

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

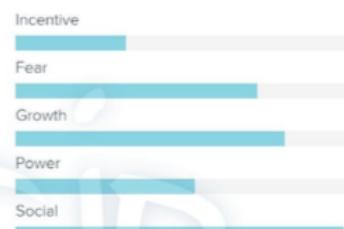
- No good way to read through the bias in news.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

Austin is a 22 year old white male from Virginia. He was born a citizen and has the right to vote. Like most college students, he relies on his phone for the majority of his communication with friends and family, as well as reading current events online.

Austin's family raised him to register to vote and practice his right to make a difference in politics. However, he doesn't feel like he has the time to research the current Presidential candidates. He fears making an uninformed decision.

Motivation

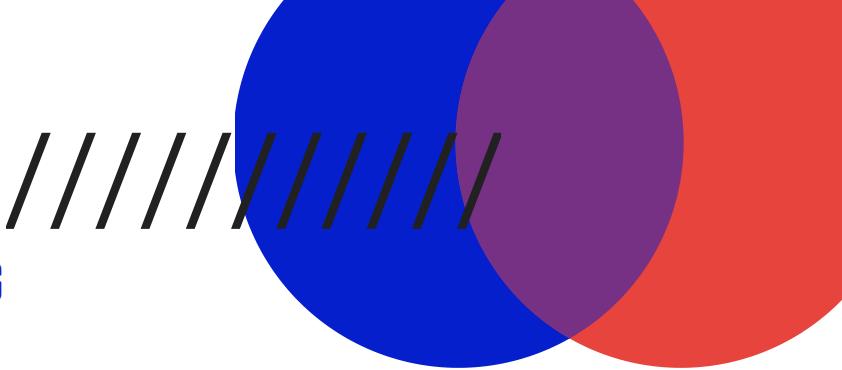


Personality



Companies that Influence



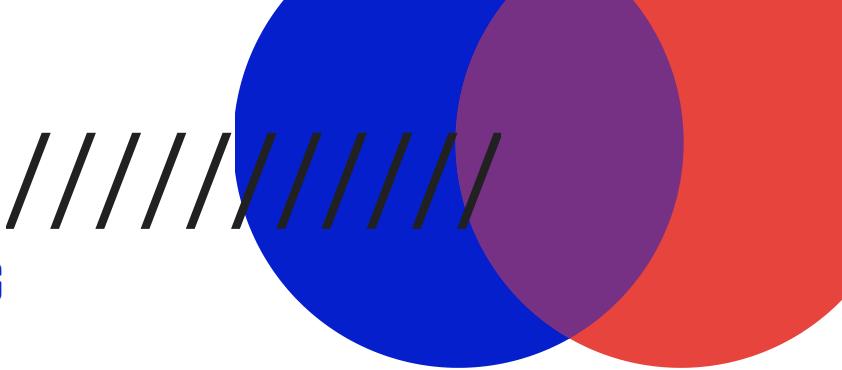


Scenario 1: Jackie Blaise

Jackie's parents are taking her out to dinner before they officially drop her off and leave her at college to begin her Junior year. She is excited to begin this year as an upperclassman, and her parents ask what her goals are for the upcoming school year. Jackie is someone who is extremely goal-oriented, and is looking for some new endeavors to add to her checklist.

As the news comes on at dinner, a lightbulb goes off in Jackie's brain. She knows she wants to become a more informed voter this year. Jackie's parents have always stressed the importance of making your voice heard, and they want to encourage Jackie to make smart choices when voting.

A commercial comes on the television advertising a new app that could help make voting a breeze, educating all of its users on different presidential candidates. Jackie decides to download the free app alongside her parents. As she clicks through the homepage, she is drawn into the simplicity of the usability. Even her parents knew exactly how to use it, and began to read the candidate bullets with her. Jackie and her parents were amazed that it was possible to have each and every candidate laid out in a way that was informative and unbiased. From this point forward, she knew this would finally be something that could help her through all of her political confusion. She turned her notifications on, excited to finally able to access the information she had been seeking



CHAPTER 4

DESIGN PROCESS

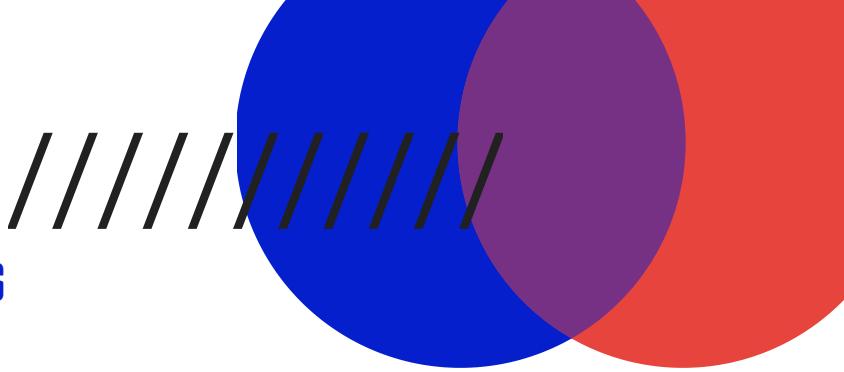
4.3 SCENARIOS

Scenario 2: Meg Allen

Meg Allen is completely swamped with school work this year. She finally accomplished her goal of getting into the business school, and she is using nearly all of her spare time to study. When Meg has a moment to herself, she wants to relax and unwind. As she lays in bed, she loves to mindlessly scroll through social media and browse the news. However, articles that are long and wordy instantly lose her attention. Meg likes modern and simple graphics, colors that pop, and informational bullets that are quick and to the point.

On Friday, Meg finally finishes her last test of the week. She has been studying day in and day out, and she thinks she aced it. She is too exhausted to go out, and her preferable way of celebrating is to lay in bed and relax. As she is laying in bed on her phone, she remembers her teacher offered her extra credit to every student who proved that they are registered to vote. Meg has always wanted to become more politically involved, and she sees this as the perfect opportunity to try and become more educated. She has been hearing a lot of stir about a new app that simplifies voting and helps voters become more familiar with presidential candidates.

As she opens the app, she is pleased to see the bold design greets her with two options, Democrats or Republicans. She decides to read up on both. She loves the visual aspect which provides her with pictures of each and every candidate, as well as a bulleted list of their opinions on varying topics. She begins to get overwhelmed by all of this new information, so she decides to add her top candidates to her favorites list, in order to keep tabs on everybody. Instead of spending all of her time scrolling through wordy articles and social media posts, Meg is happy to be able to mindlessly learn. She already feels much more educated on the information she was seeking, and she is excited to finally feel more secure in her political opinions.



Scenario 3: Austin Freeman

Time goes by slower than ever and Austin sits up in his chair. He picks up his phone at the 5th news alert to turn it off. But as he's about to disable his news alerts, he sees an ad on the news site for an app that claims it filters through the bias and gives him straight news. Austin isn't so sure about the app, but since it's free, he downloads it anyway.

Upon opening the app, he sees it's clean and dualistic interface divided in half between red and blue for Republicans and Democrats. Austin is about to explore more but he sees the time and realizes that he needs to get a bus to class. Austin locks his phone, packs up, and heads outside to catch a bus.

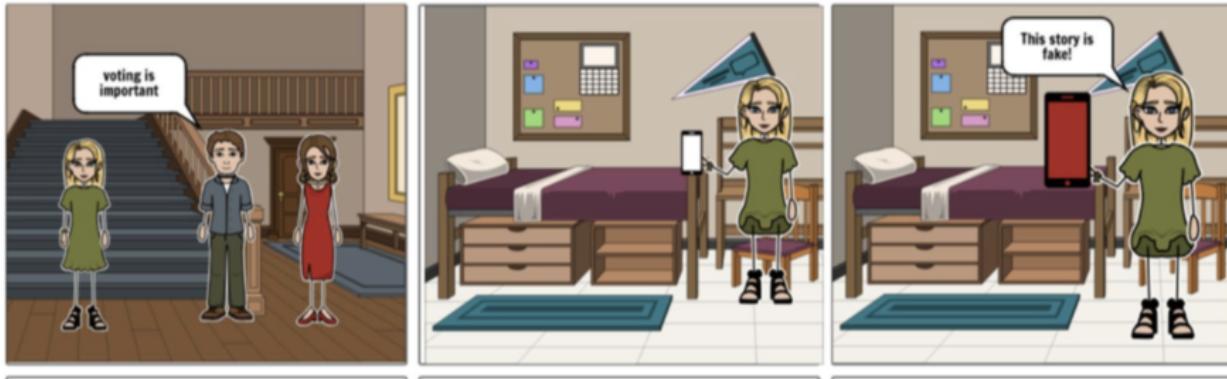
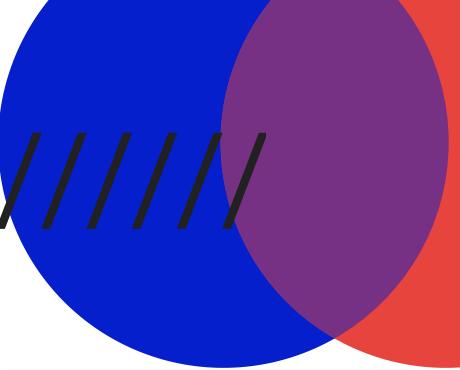
On the bus Austin realizes that he left his headphones at home and doesn't have anything to do. He reopens the app and is delighted to find that it has an "Offline" mode for when he's not on wifi. Past the landing page of the app, Austin reads about the many Democrats who are Presidential candidates. There's so much information on their policy, what they want to change, and debate topics. Austin didn't realize how easy it was to get this information and he's happy that it's all in one place. He doesn't have to switch back and forth between different news sites to get all sides of the story.

He arrives to class, but is still interested in what the app has to offer when he's "Online". He'll have to wait until class is over to see that the app also keeps up with current events and has live updates whenever a politician speaks on a new subject or goes back on their word.

CHAPTER 4

DESIGN PROCESS

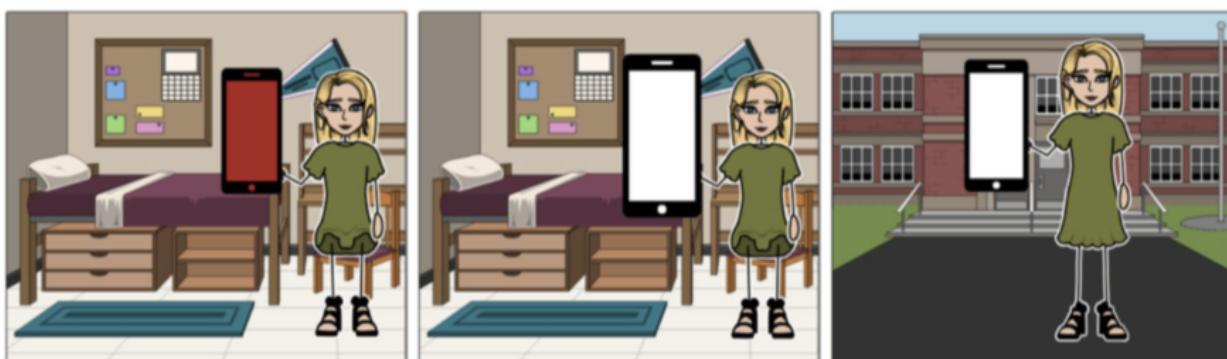
4.4 STORYBOARDS



Jackie's parents always taught her the importance of voting. They emphasized how being informed on what's going on in the news is just as critical.

She valued her parents' advice and tried to keep up on the news and politics. Jackie used social media outlets to get her daily news

The more she reads the more frustrated she became. Not only were the sources biased, some of the news she was reading were completely false... how was she suppose to get accurate information.



She decides social media isn't the best way to get information for the election. She goes to the app store and searches up presidential election.

She downloads our app and is able to use it to get accurate unbiased info on each candidate.

She is able to register to vote through the app and is able to make an informed decision on which candidate fits her ideals.

Persona 2 storyboard

Madisen Divine

Austin is sick of hearing bias in the news all day long.

Even outside reporters can't contain their opinions.

He sees an ad on the bus for a non-biased app.

He downloads the app and chooses from the minimalist homepage.

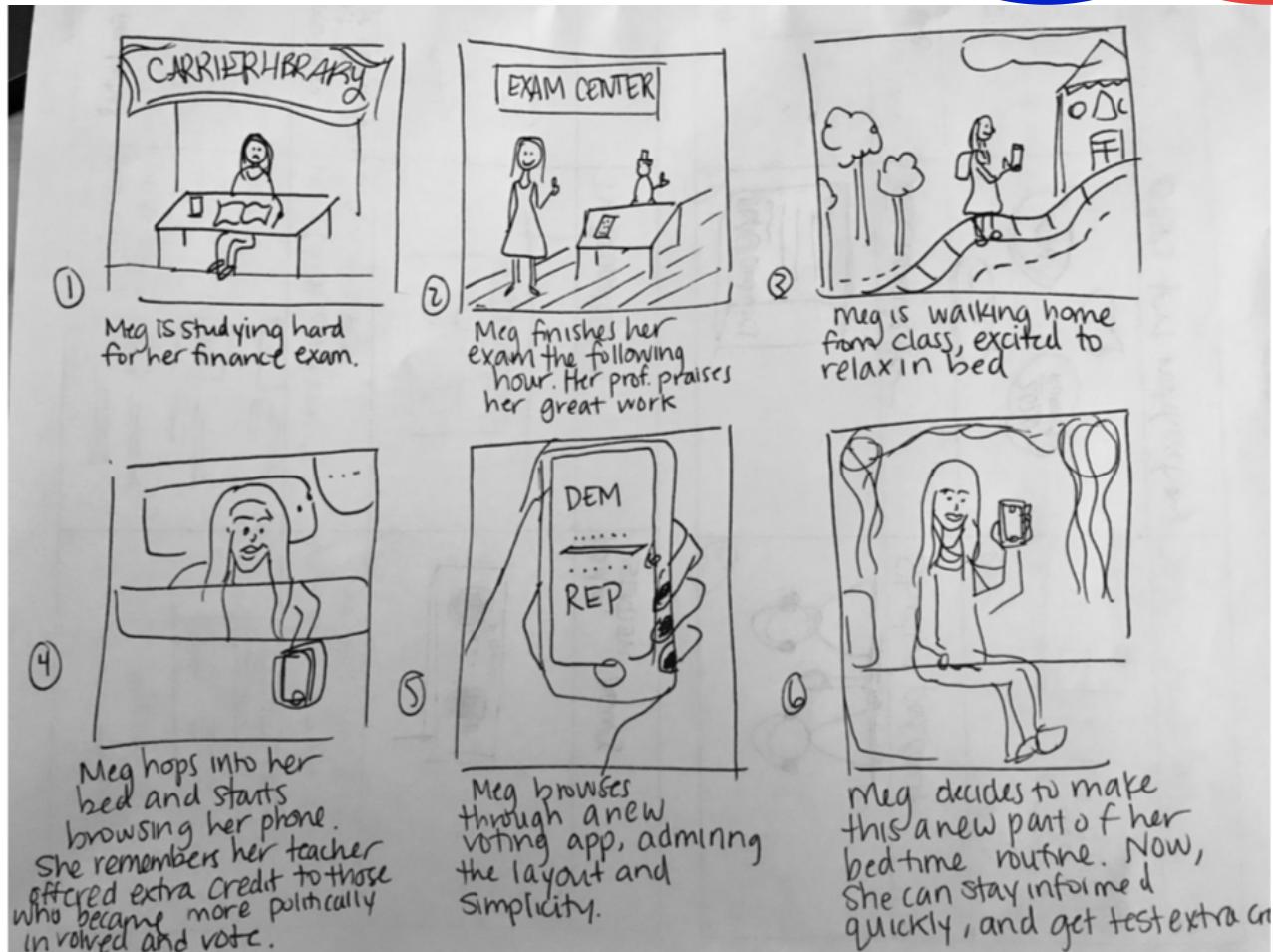
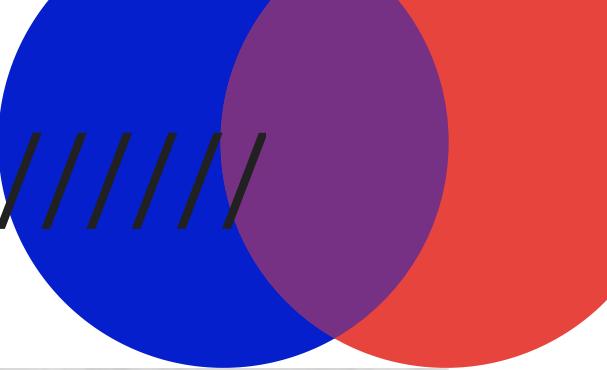
The app now opens up a list of all candidates and has basic info on them.

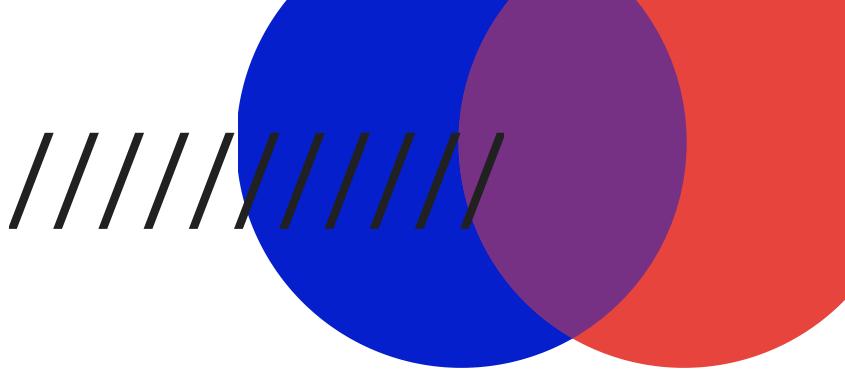
Austin happily goes through the candidates and feels confident that he will make an informed decision.

CHAPTER 4

DESIGN PROCESS

4.4 STORYBOARDS





CHAPTER 4

DESIGN PROCESS

4.5 DESIGN REQUIREMENTS

Data Requirements

- Up-to-date information
 - What current candidates say in interviews and debates
 - New policies and proposed laws
- Logo for the app
- Headshots for all candidates
- Form to register to vote

Functional Requirements

- Choose from all candidates who are running for office.
- Touchscreen
- Offer easy registration to vote
 - Secure through SSL
 - Possibly takes the user to a different site

Contextual Requirements

- Software for download on a phone
- Used on wifi connection or data for current events
- Offline mode has no real-time updates

Technical Requirements

- It will be an app, available in the App Store and Play Store
 - iOS and Android versions

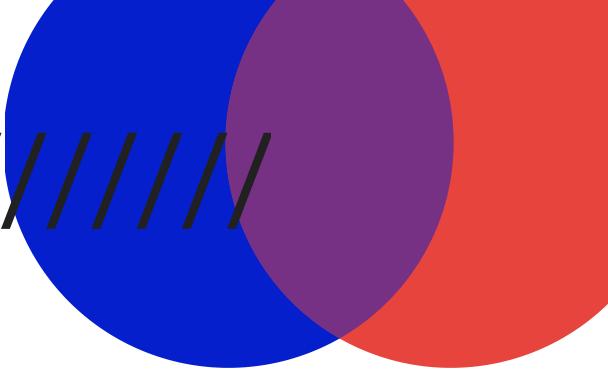
User Experience

- Color coded
 - Red = Republican, Blue = Democrat
- Sleek and simple interface
- Easy to go back and forth between candidates
- Options to look at policy via categories
 - Ex: Education, Environmental, Economy, etc.
- Options to view all candidates in columns

CHAPTER 5

DESIGN SOLUTIONS

5.1 BRAINSTORMING & SKETCHES



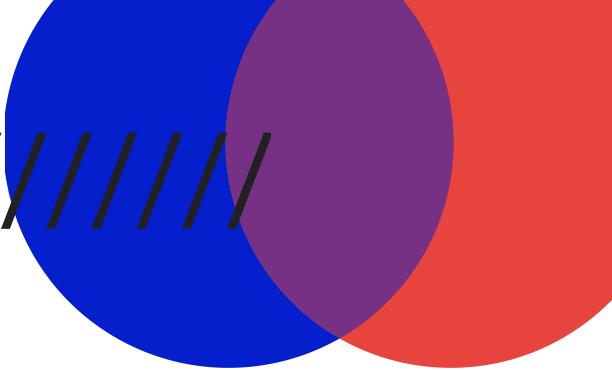
		Scroll Now	National → Residential State Local	KNOW your candidates
allsides.com - rating media bias	Congress app - senate bios candidate social medias	VOTERS Blog: voting info Natl, state + local election different sites	HeadCount.org + links to different sites	Vote.org - simple form to register to vote
 20 MATTERS				
^20 matters - splits up parties + gives info on candidates	POLL TALK - photo + info on candidates based off of photo	Newspapers	TV Broadcasts	Radio station news
Ideas you think does not yet exist in the world; these should be ideas you thought of yourself				

10 ideas you think does not yet exist in the world; these should be ideas you thought of yourself
Simple layout for political party
youtube playlist of candidates
JMU discussion forum online
JMU newsletter
Student podcast
informational + interactive booth on campus
Interactive online game to familiarize with candidates
polls/survey on campus after a debate
VOTERS text notifications
Student group trips to D.C.

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DESIGN SOLUTIONS

5.1 BRAINSTORMING & SKETCHES



NUF Test for Brainstorming

Directions: Put each sticky note into the idea column. Score each idea from 1-10. Put total in the final column.

NEW-Has it been tried before? An idea will score higher if it is significantly different from approaches that have come before it. A new idea captures attention and possibility.

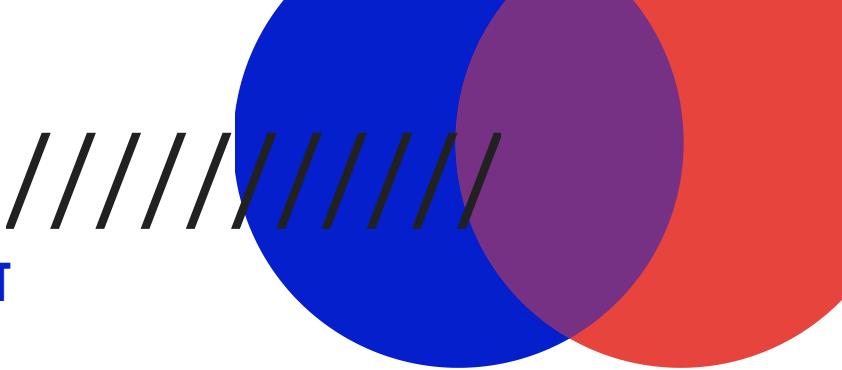
USEFUL-Does the idea provide a solution? An idea that solves the problem completely, without creating any new problems, will score better here.

FEASIBLE-Can it be done? A new and useful idea still has to be weighed against its cost to implement. Ideas that require fewer resources and effort to be realized will score better here.

Idea	New	Useful	Feasible	Total
① Allsides.com	7	7	8	22
② congress App	3	4	8	15
③ voters Blog	7	8	9	25
④ Head Count	6	8	8	22
⑤ vote.org	3	3	3	9

⑥ 20 matters	6	7	8	21
⑦ Poll Talk	3	3	3	9
⑧ Newspapers	1	6	8	15
⑨ TV Broadcasts	1	6	9	16
⑩ Radio Station News	1	4	4	9
⑪ Simple layout	7	9	6	22
⑫ YouTube playlist	5	8	9	22
⑬ Discussion forum	6	5	5	16

pol(s) survey on campus	14	Newsletter	3	7	7	17
15	podcast	7	8	9	24	
16	booth on campus	2	4	6	12	
17	online game	5	3	5	13	
18	pol(s)/survey on campus	4	6	6	16	
19	text notifications	7	8	9	24	
20	student trips to DC	5	8	5	18	



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DESIGN SOLUTIONS

5.2 THE 3 BEST CONCEPTS

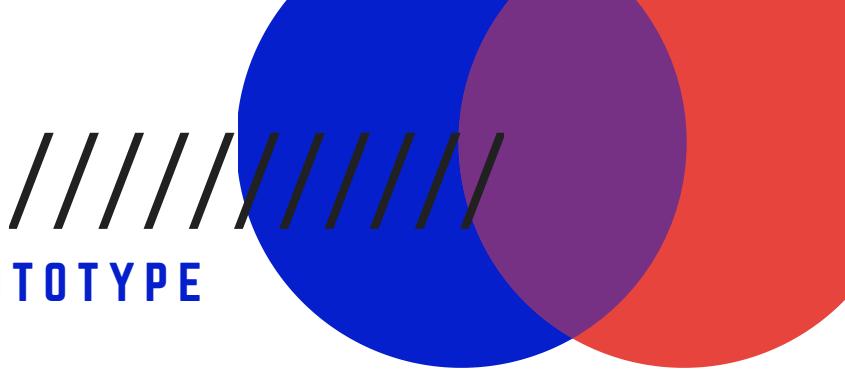
Voter Blog

Podcast

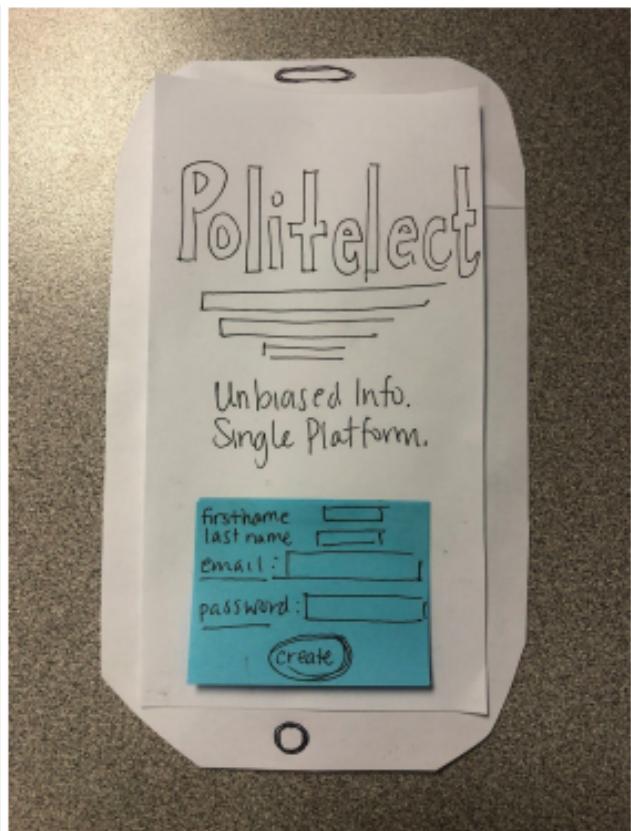
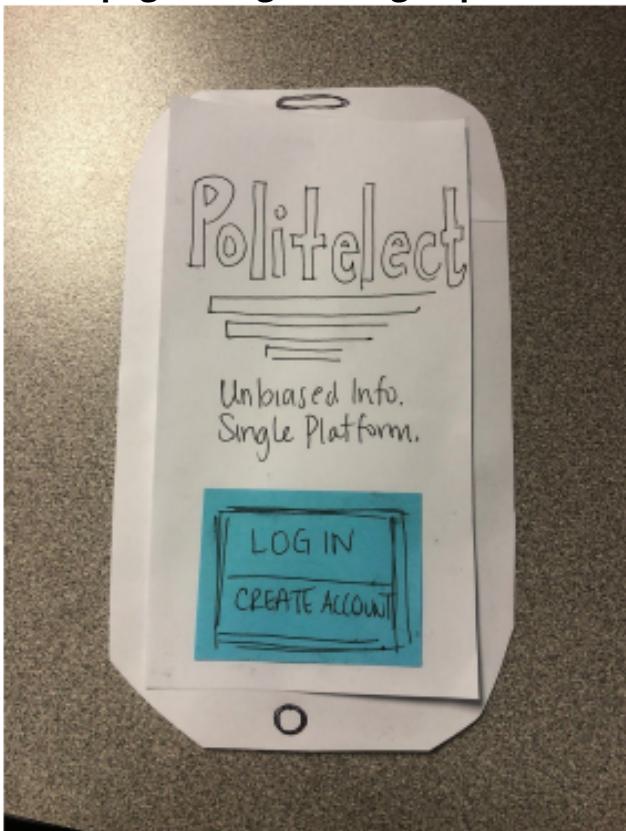
Text Notifications

This idea could easily be implemented in an app. We could allow users to toggle between turning notifications on and off. They would be able to decide what kind of notifications they want and how often. A popular idea is to consolidate the daily news into a Briefing notification. This would let users know what happened the day before in a concise summary. Another notification could be a News Alert when there is time sensitive information that a user might want to hear about while it's happening. An example of this would be the Impeachment hearings.

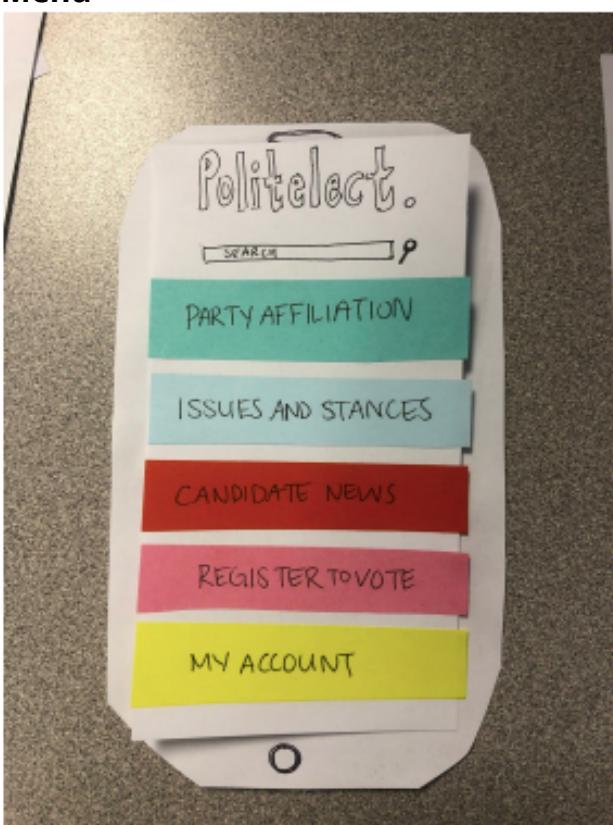
CHAPTER 5
DESIGN SOLUTIONS
5.3 PAPER PROTOTYPE
& TESTING



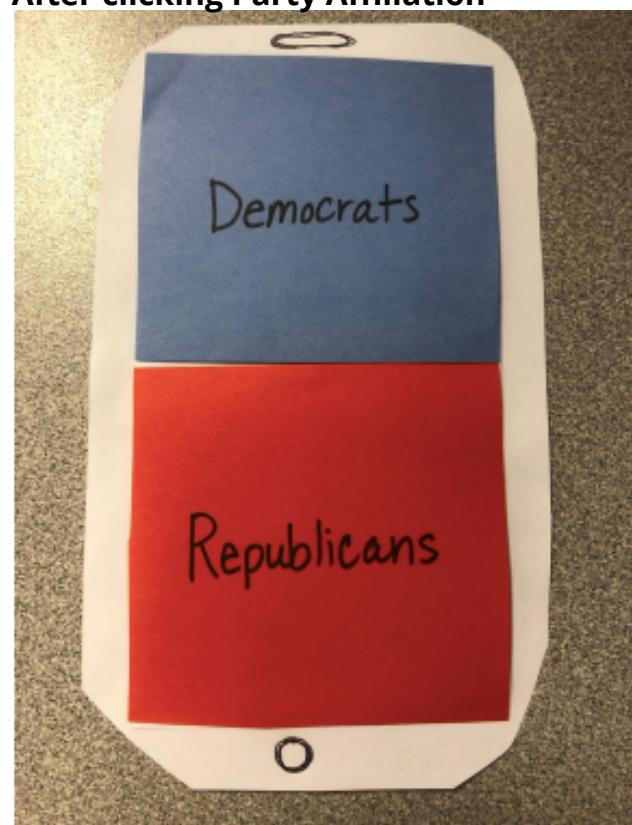
Home page to log in or sign up



Menu



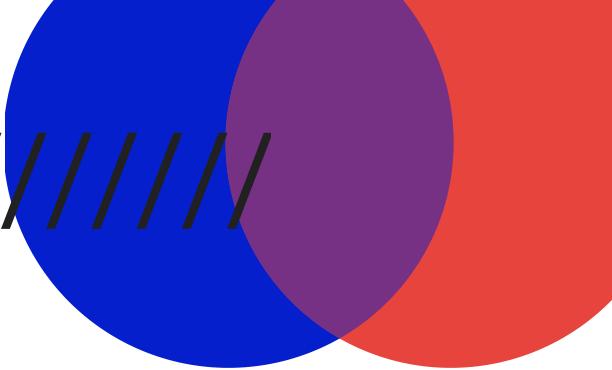
After clicking Party Affiliation



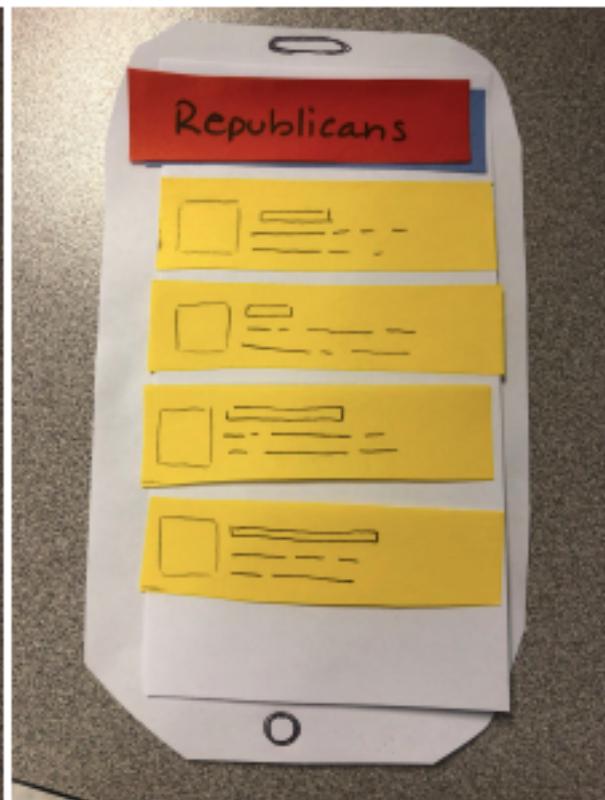
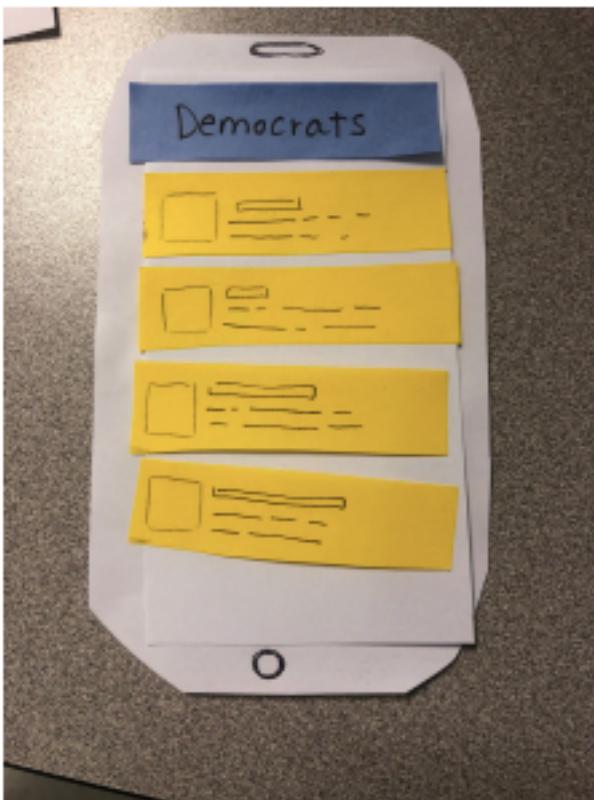
CHAPTER 5

DESIGN SOLUTIONS

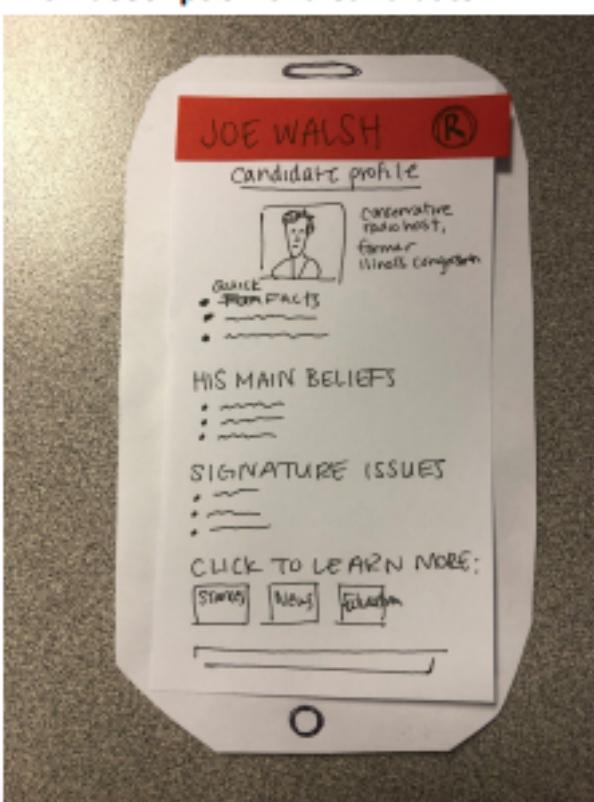
5.3 PAPER PROTOTYPE & TESTING



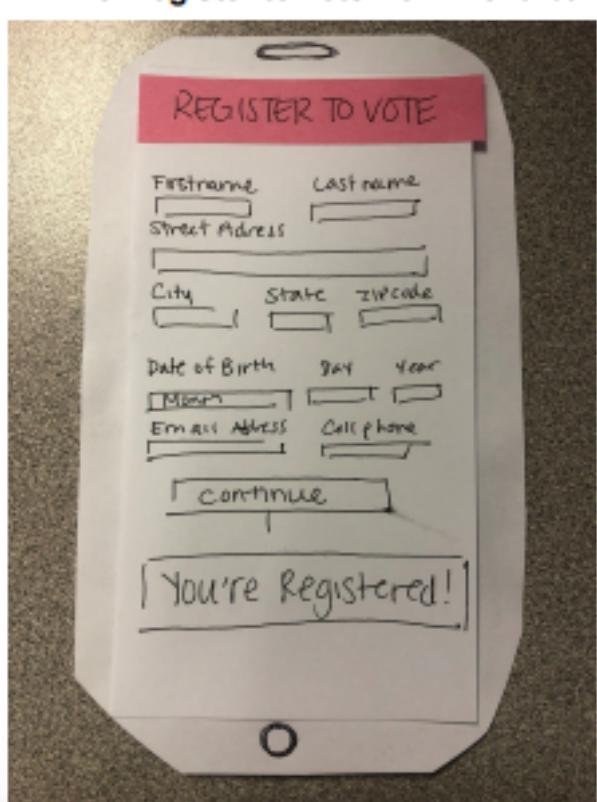
Depending on your choice, a list of candidates will appear



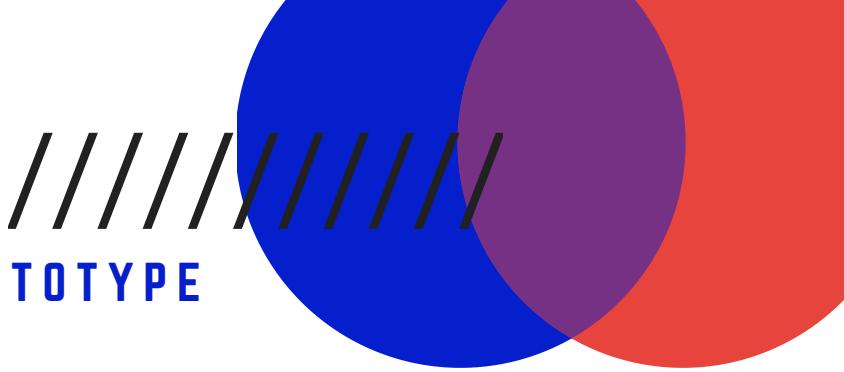
A full description of a candidate



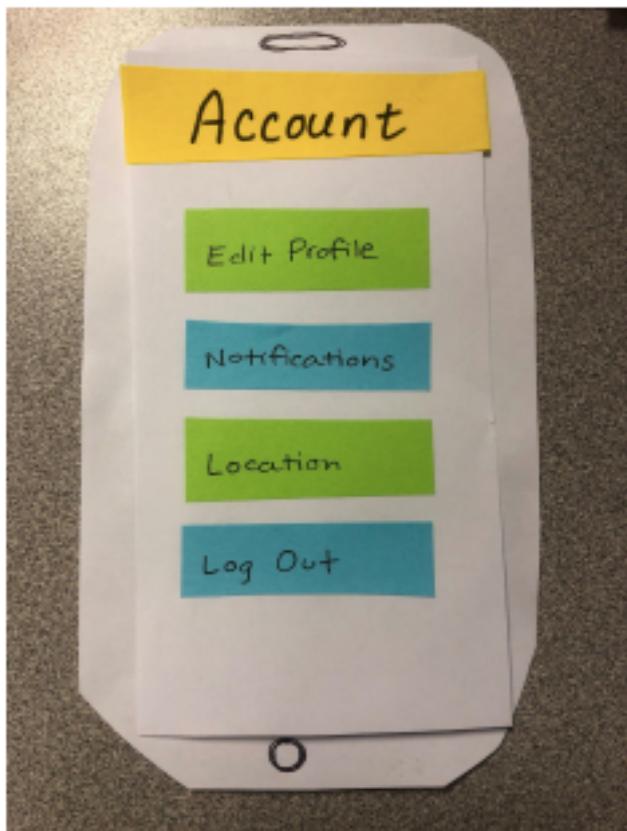
Click register to vote from menu bar



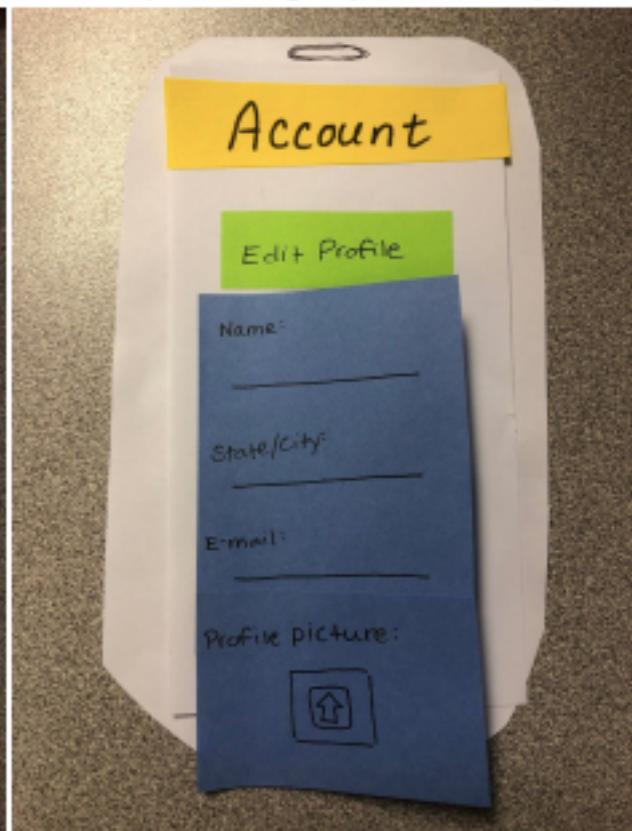
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5.3 PAPER PROTOTYPE
& TESTING



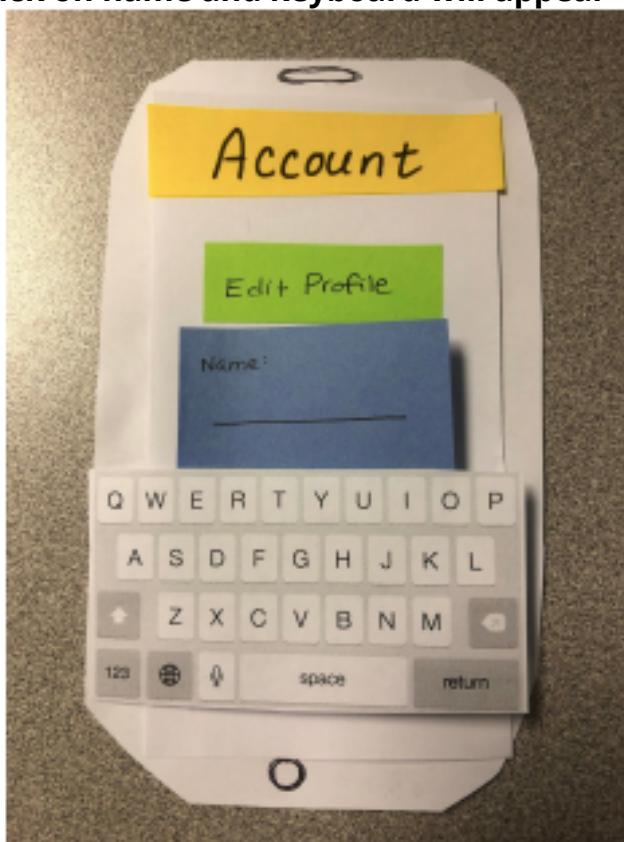
Click Account from menu bar



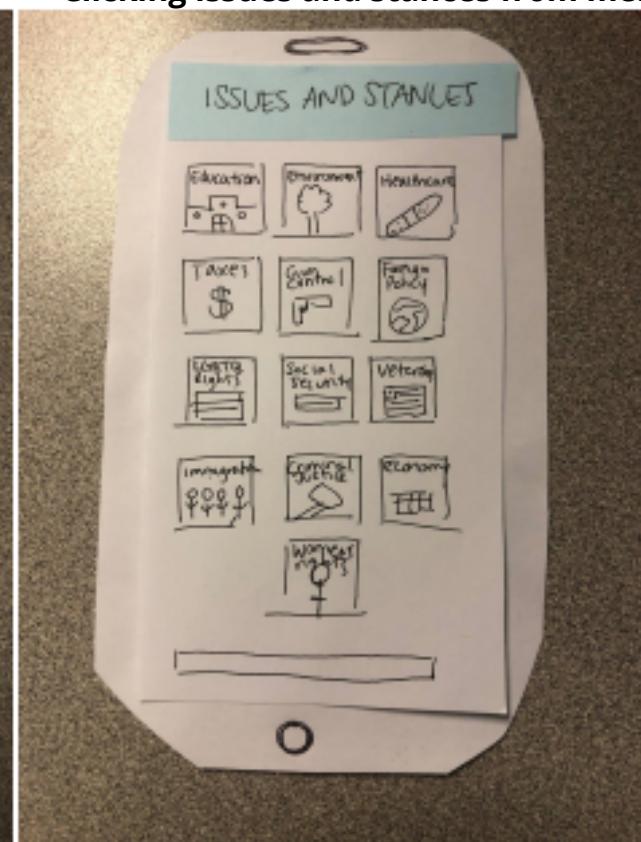
Click edit profile, sign up form will appear



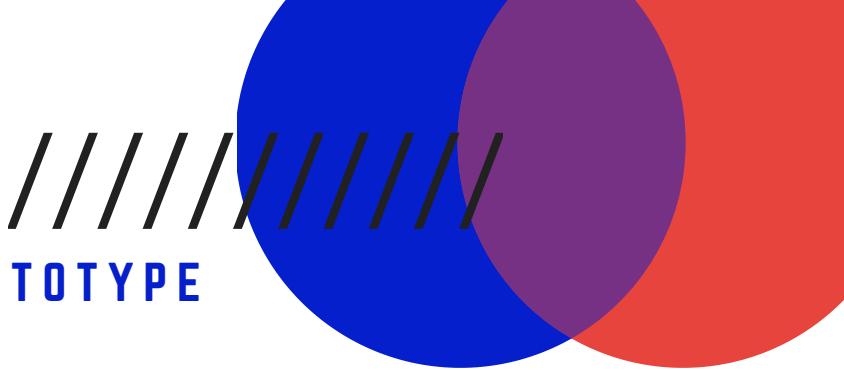
Click on name and keyboard will appear



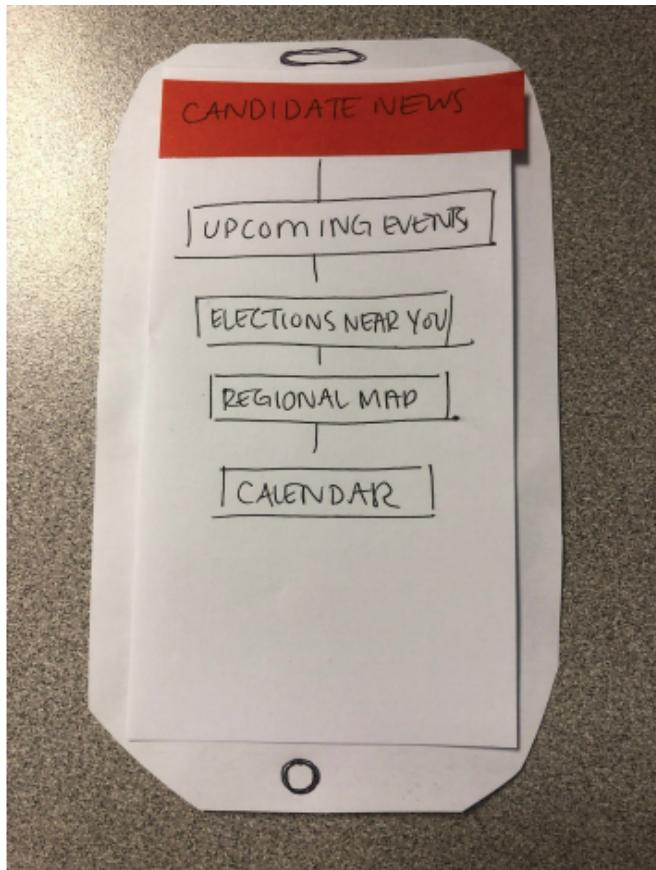
Clicking Issues and stances from menu

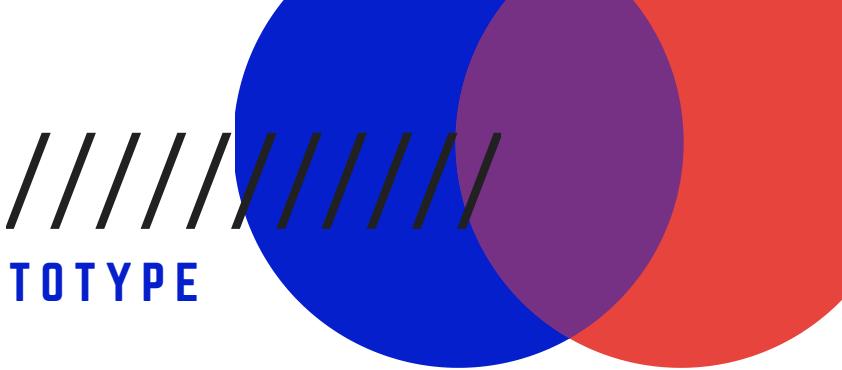


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**5.3 PAPER PROTOTYPE
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Click Candidate News from Menu





CHAPTER 5

DESIGN SOLUTIONS

5.3 PAPER PROTOTYPE & TESTING

Roles

Human-computer: Paige Townshend
Facilitator: Madisen Divine
Observer: Olivia Tucker

Participants

Flynn Sexton
Gabby Taylor
Mitchell Sasser

Testing Environment

Harrison Hall at JMU, SMAD lab.

Briefing

This is a basic paper prototype for an app called “Politilect”. The app will provide up to date information on political candidates, focusing right now on the 2020 Presidential election. It provides unbiased news and events regarding the candidates in the running in contrast to big news organizations who are paid to lean a certain way. Our app encourages college students to register to vote and make an informed decision on voting day.

Tasks

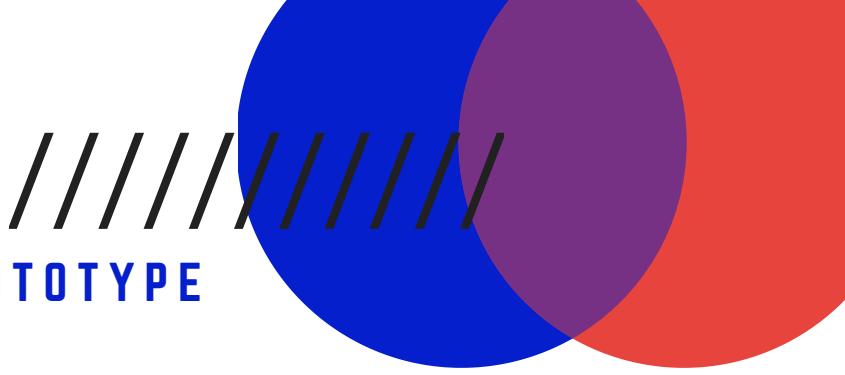
- Create a Politifact account. (Success = 1 minute)
- Set your location to Harrisonburg, VA. (Success = 3 minutes)
- Pick a Republican Candidate to read about. (Success = 2 minutes)

Open-ended Questions

- Describe your overall experience using this interface. What did you like and dislike about using this app?
- How does this compare to similar apps/have they have used something similar?
- What additional features would you like to see?

Testing Procedure

- Brief the users what our app is about.
- Explain how users should interact with the interface
 - They should think out loud as they perform actions.



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DESIGN SOLUTIONS

5.3 PAPER PROTOTYPE & TESTING

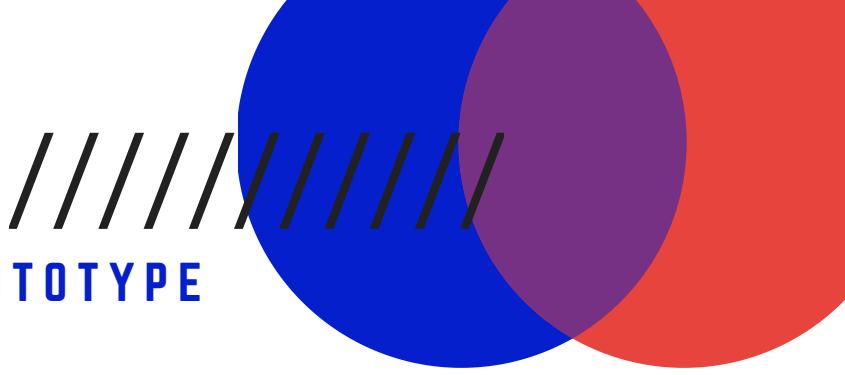
- They're welcome to ask questions, but we will not be answering or helping them complete the tasks.
- Explain our roles as Human-computer, Facilitator, and Observer.
- Tell user their tasks as well as showing it written on paper. We do our jobs and keep the test as seamless as possible.
- Discuss with user their experience and ask questions.

Test Measures

- Did the user show any hesitation during the process? (Second guessing)
- Did the user encounter errors more than one time?
- How long did the user take to complete each individual task?

Observations

- Gabby and Flynn found the heading "Candidate News" confusing. They had an issue with it when it came to task #3 and we felt that this misguided them. They assumed that they could get to the list of Republican candidates from that heading and failed that task on their first attempt. On the 2nd attempt, they chose correctly.
- The "Location" portion of our app was a little difficult to use as the human-computer, but the process will be streamlined when we make the digital interface.
- Gabby was unsure of how the Location feature worked. She did not start typing or scrolling to search for her location and instead needed to restart the task.
- Mitchell tried to log in first instead of creating an account.
 - Expressed how they don't like to always have to create an account, want option where you can continue without making one.
- There was no menu bad or return button, so if the user clicked on the wrong button then they have no way to return.
- Gabby brought up how she would like an opportunity to voice her opinions in a forum or chat room



CHAPTER 5

DESIGN SOLUTIONS

5.3 PAPER PROTOTYPE & TESTING

Gabby Taylor

- Task 1: 0:47, Task 2: 2:01, Task 3: 3:48
- 5 errors, we would conclude that this was not a success. Gabby was confused as to where she should go to complete the 3rd task.

Flynn Sexton

- Task 1: 0:39, Task 2: 1:58, Task 3: 3:34
- 4 errors, this was a little better but still not at streamlined of an experience as we expected for our users.

Mitchell Sasser

- Task 1: 0:42, Task 2: 1:40, Task 3: 2:10
- 0 errors, although the third task took longer than expected, we believe that this was a success because Mitchell moved through the app with ease.

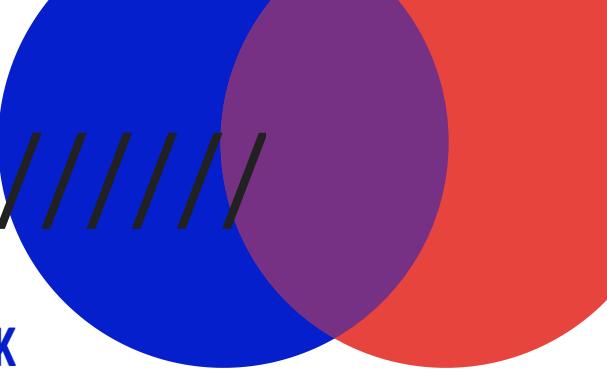
Design Modification

- We might change the colors of the tabs because that seemed to be a distraction to users.
- We will probably change the name of the 3rd list item so that it doesn't have the word "Candidate" in it.
- The interface will be less colorful and stick to red, white, and blue to appear more patriotic.
- Add option to view application without creating an account/ logging in.
- Add a return button or simple menu bar.

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DESIGN SOLUTIONS

5.4 LOW FIDELITY PROTOTYPE & FEEDBACK

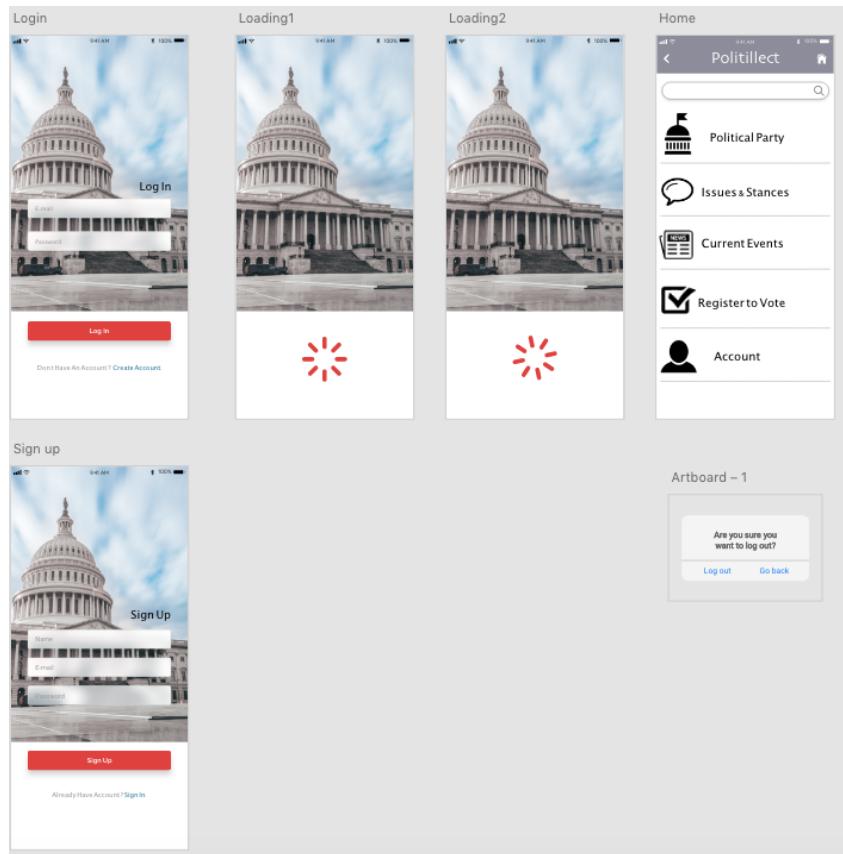


This prototype of the Politillect app was created in Adobe Xd and made use of a few UI Kits that were available for free. The app is made to work with iOS devices.

We improved on the interactions that were done in the paper prototype as well as added a few more. The tasks for this version of the prototype are:

- Sign up for Politillect
- Read about a Republican/Democrat candidate
- Register to vote
- Turn notification sound and vibration on/off
- Set location of Harrisonburg, VA
- Learn what a candidate's stance on Climate Change is

Sign up for Politillect

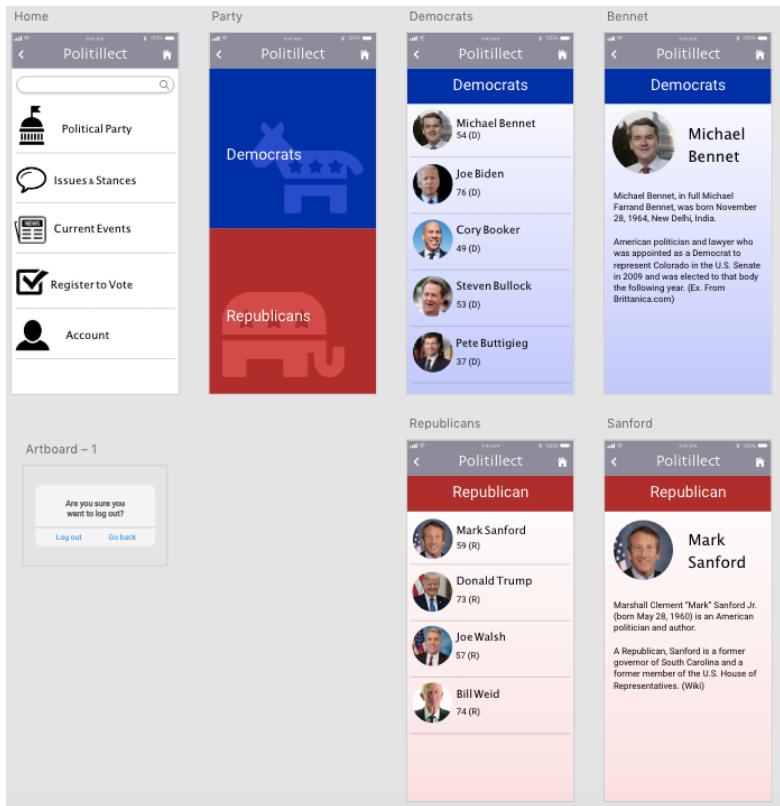


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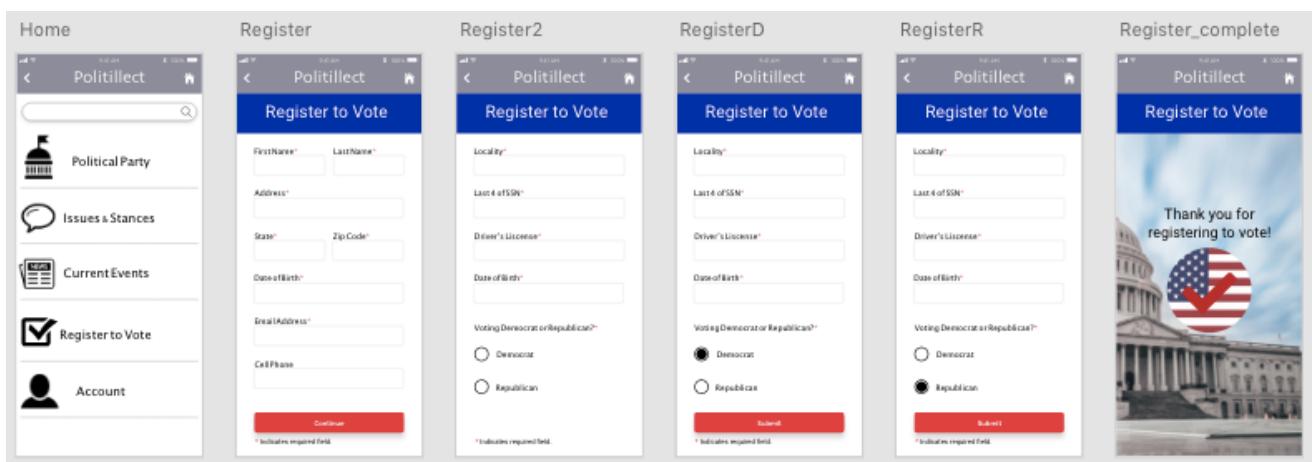
DESIGN SOLUTIONS

5.4 LOW FIDELITY PROTOTYPE & FEEDBACK

Read about a Republican or Democrat candidate



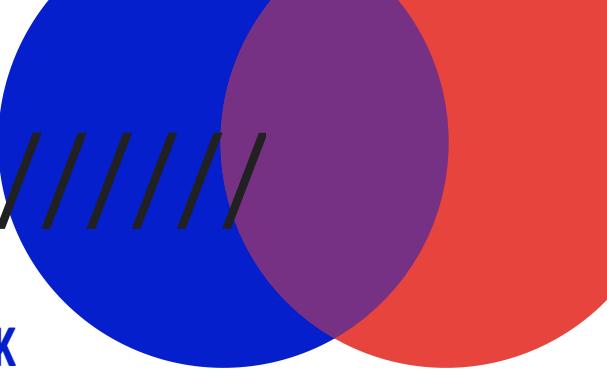
Register to vote through Politillect



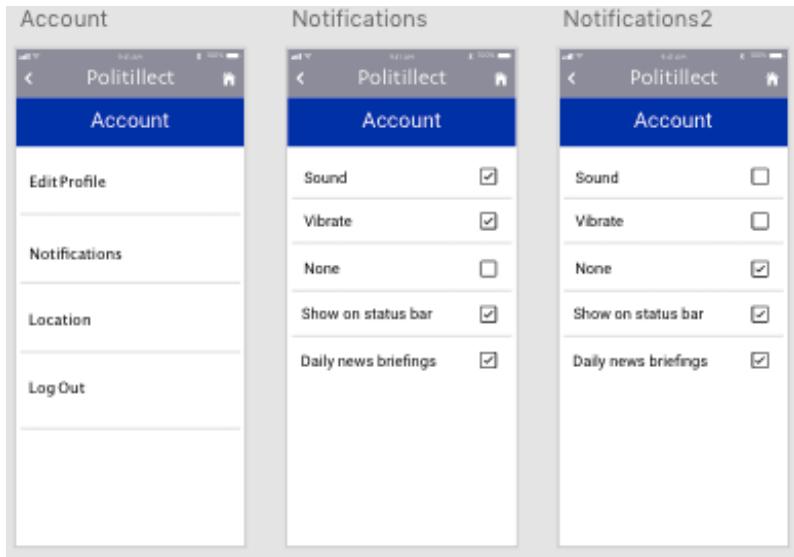
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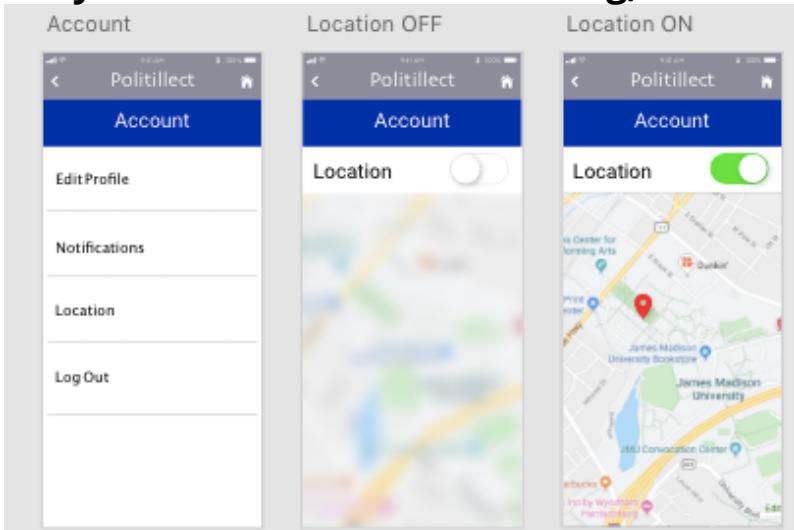
5.4 LOW FIDELITY PROTOTYPE & FEEDBACK



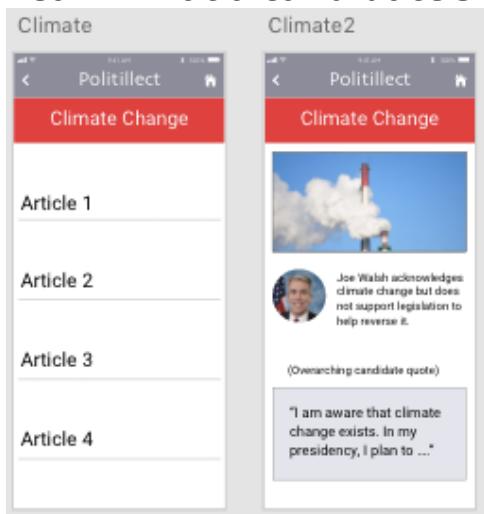
Turn notification sound and vibration off



Set your location to Harrisonburg, VA



Learn what a candidate's stance on Climate Change is

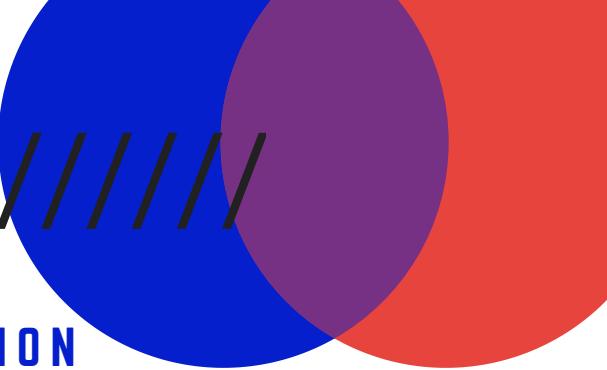


CHAPTER 5

DESIGN SOLUTIONS

5.5 HIGH FIDELITY

PROTOTYPE & EVALUATION



The tasks for our high fidelity prototype are:

- Create an account with Politillect
 - Or log in
- Read about a Republican or Democrat
 - “Favorite” a candidate*
 - Register so you can vote for that candidate*
- Read about a candidate’s stance on Climate Change
- Check out a current event of your choice
 - Like or dislike the article*
- Register to Vote through Politillect
- Change your profile information

* We added these features after reading feedback from the low-fidelity prototype.

Create an account or log in



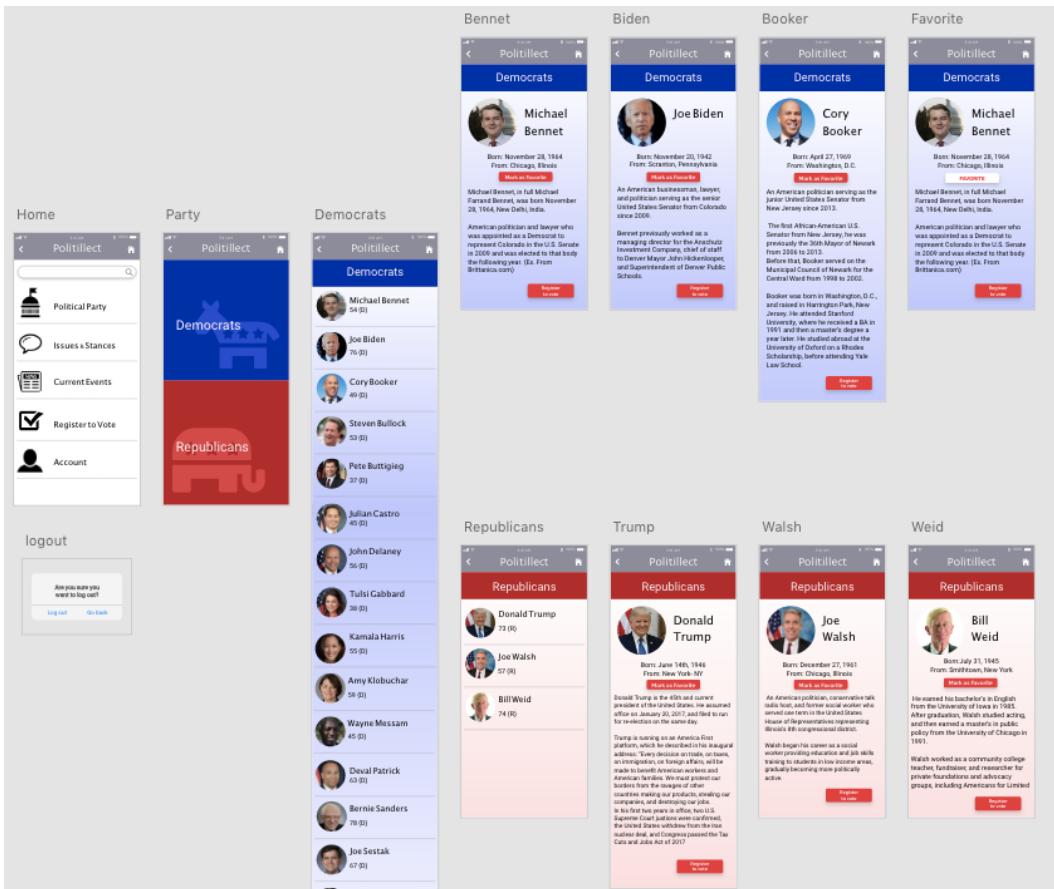
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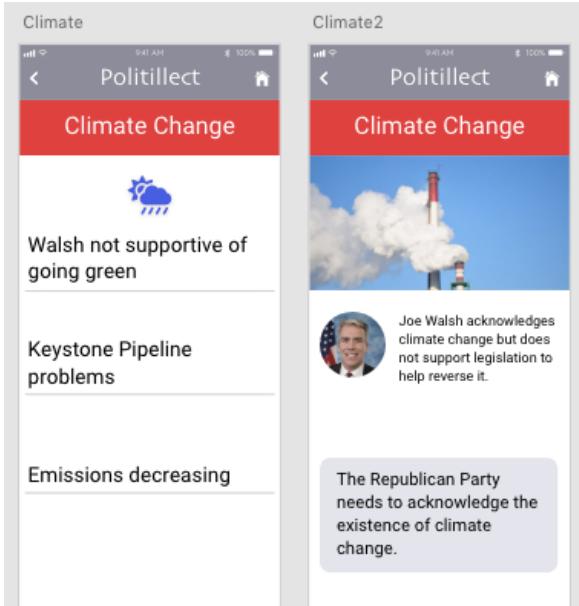
5.5 HIGH FIDELITY PROTOTYPE & EVALUATION

Read about a Republican or Democrat

- “Favorite” a candidate*
- Register so you can vote for that candidate*



Read about a candidate's stance on Climate Change



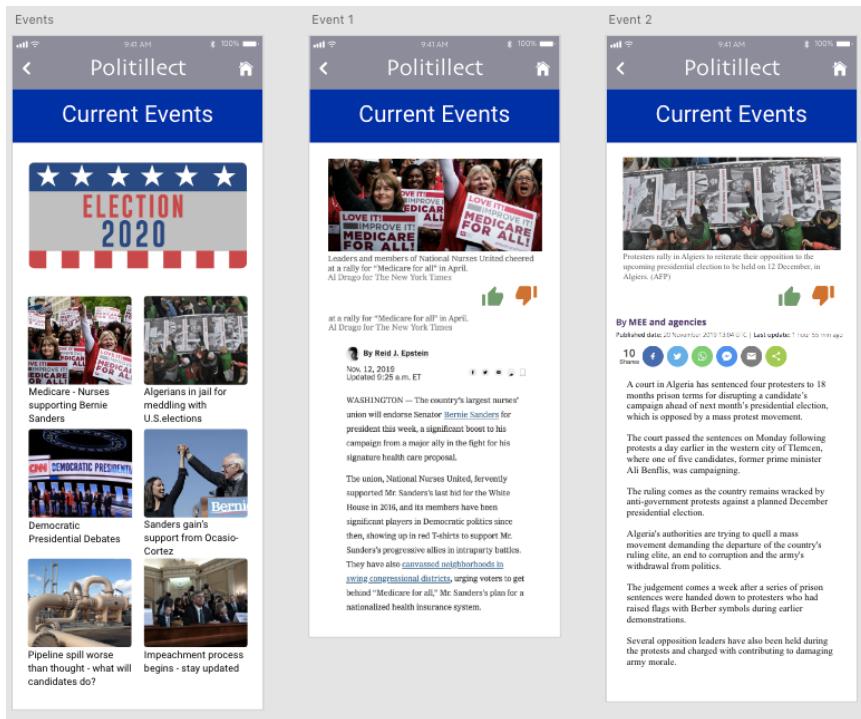
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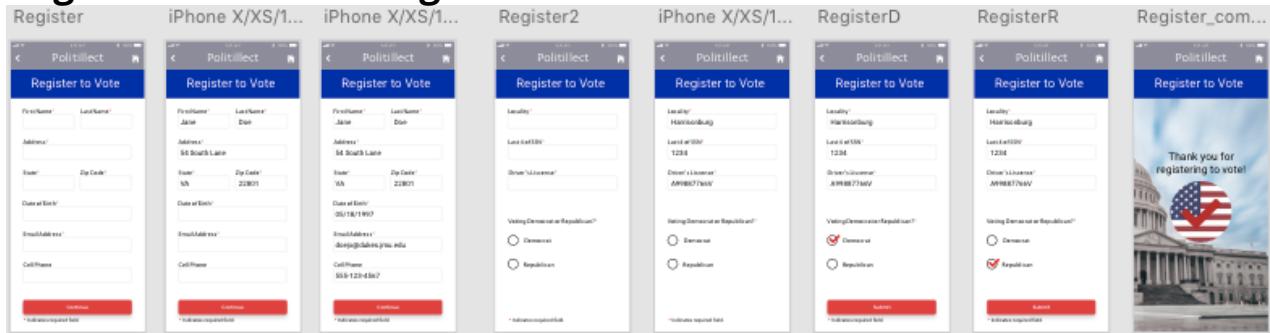
5.5 HIGH FIDELITY PROTOTYPE & EVALUATION

Check out a current event of your choice

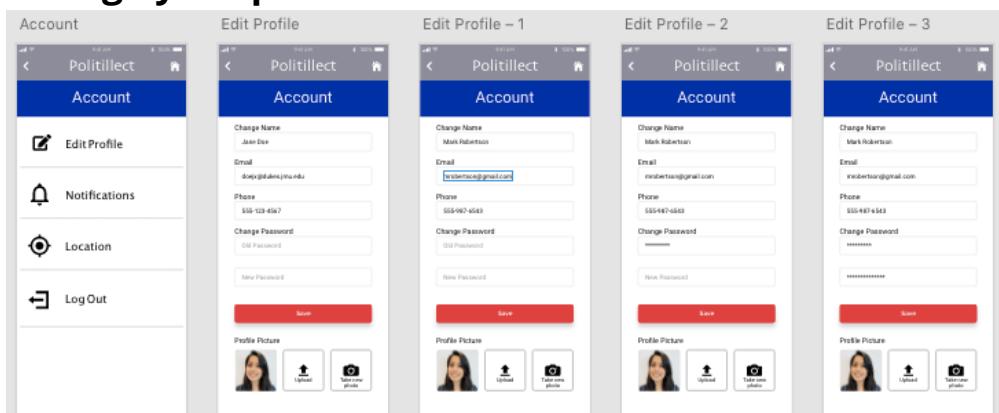
- Like or dislike the article*



Register to Vote through Politillect

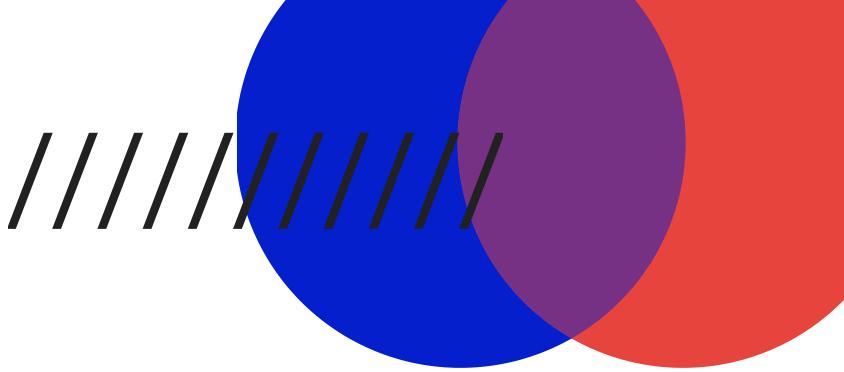


Change your profile information



CHAPTER 6

CONCLUSION

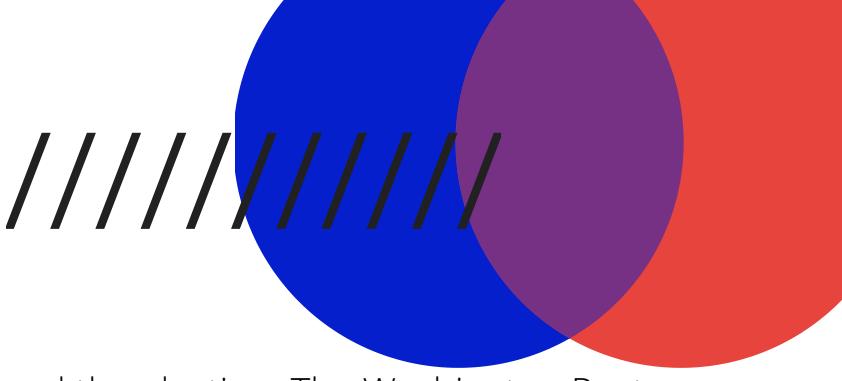


Politillect aims to take the bias out of politics, something that media outlets haven't yet dared to do. We can provide our users with a sleek interface that keeps things simple in a world of fake news with varying sources. With the turbulent political climate causing a national division , the United States is heavily reliant on this next election.

With the extensive user research and testing we have done to test our target demographic, Politillect is designed to succeed as an application, and hopes to propel citizens to become more informed, register voters, and most importantly, spread news without bias.

This project took about 4 months in total to brainstorm, research, design, test, and refine. Although it was by no means easy, we are proud of not only the final product, but all of the steps we took to work together and create a usable product. This project has shown us what it is like to work on a time-sensitive project.

This project will serve as a reminder of how difficult and how rewarding it can be to create a unique user experience in an app from start to finish.



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