



VOTING MADE EASY

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- Billy Wu** ✓ Ideation, Designer

Problem

Low voter turnout in low-income populations due to:

- Lack of time
- Different priorities
- Busy with work
- Transportation issues
- Long lines at the polls
- Lack of information

How large is the discrepancy?

The US has one of the largest gaps in voter turnout. During the 2012 election,

80.2% of those making

more than \$150,000 voted, while

46.9% of those making

less than \$10,000 voted.

How can we make
voting quick and easy?

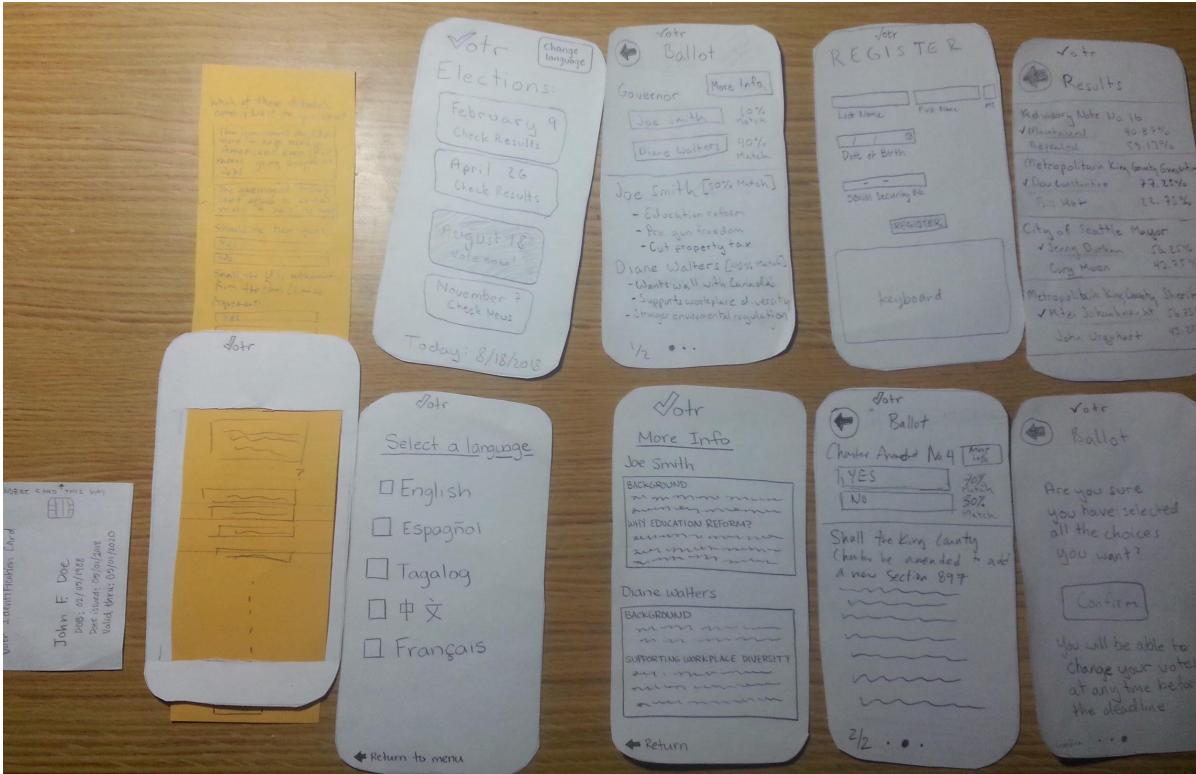
Our Solution

Votr is a mobile device that:

- ✓ Immediately registers citizens to vote
- ✓ Informs voters about election issues
- ✓ Allows for voting anywhere at anytime

Initial Paper Prototype

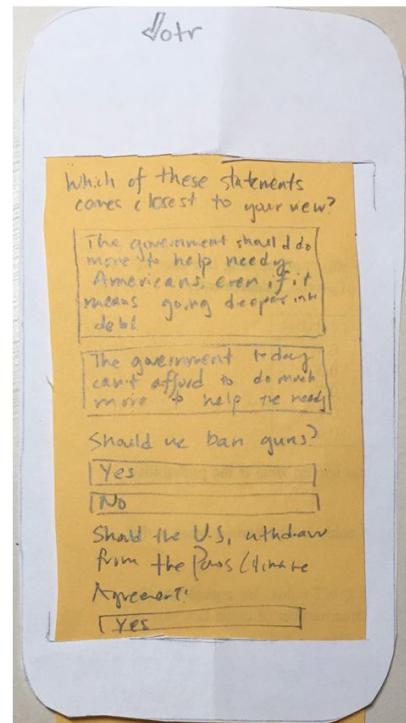
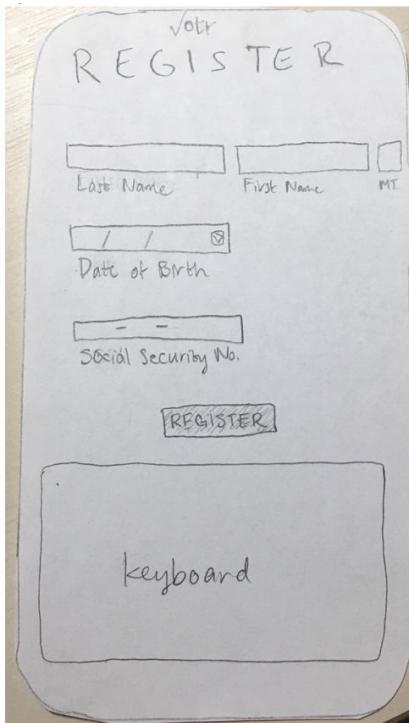
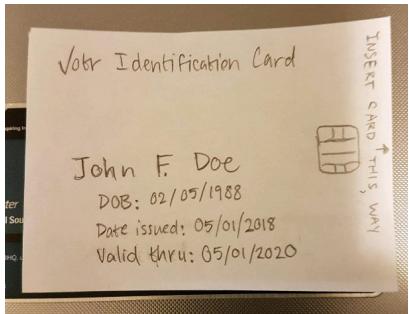
Overview



Initial Paper Prototype

Task 1: Voting from anywhere at anytime

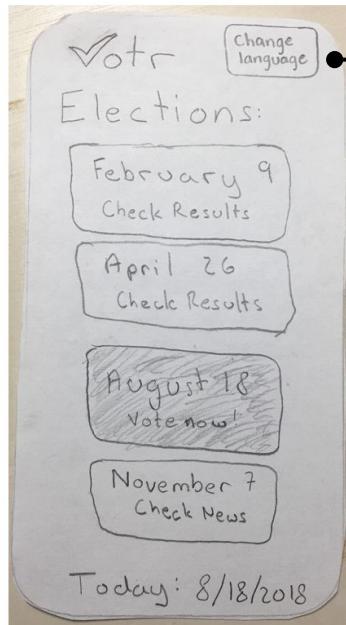
Insert registration card
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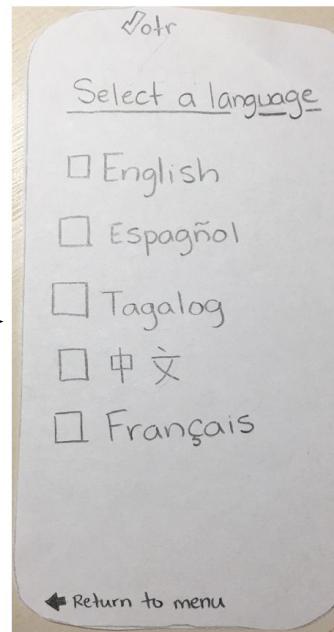
Take initial
alignment test to
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Initial Paper Prototype

Task 1: Voting from anywhere at anytime



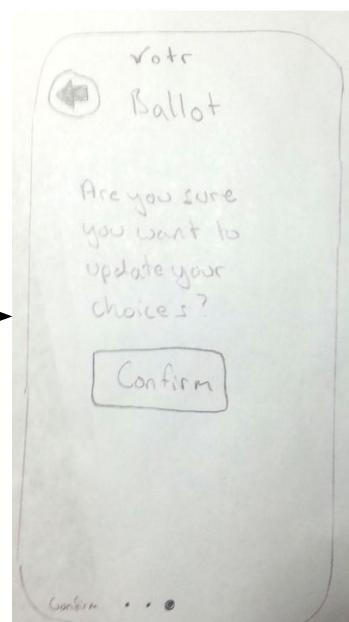
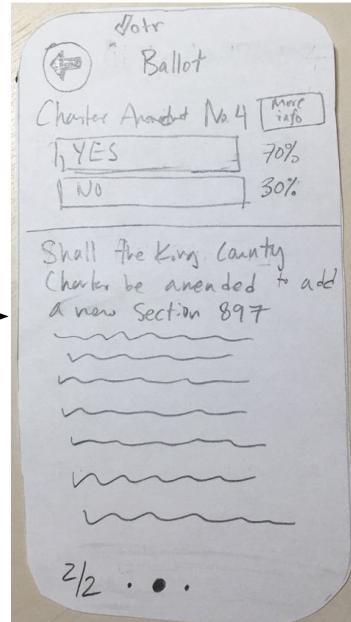
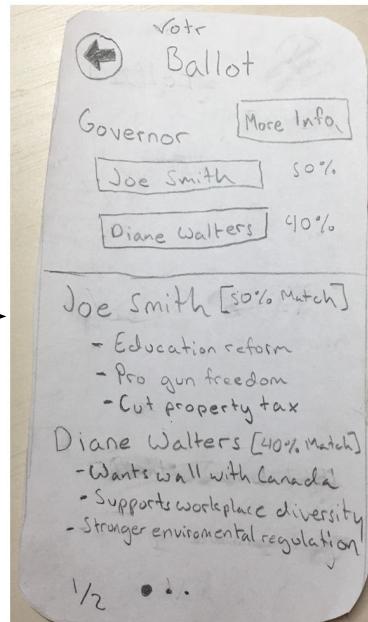
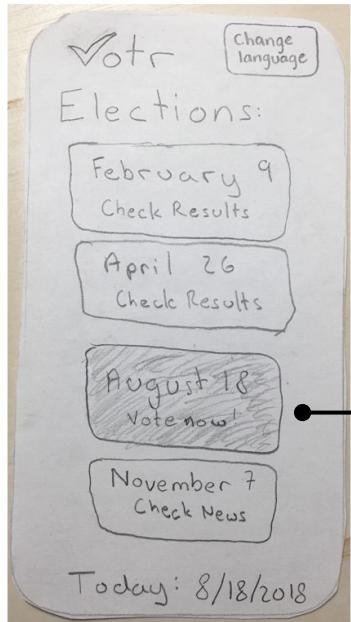
Main menu



Change language

Initial Paper Prototype

Task 1: Voting from anywhere at anytime



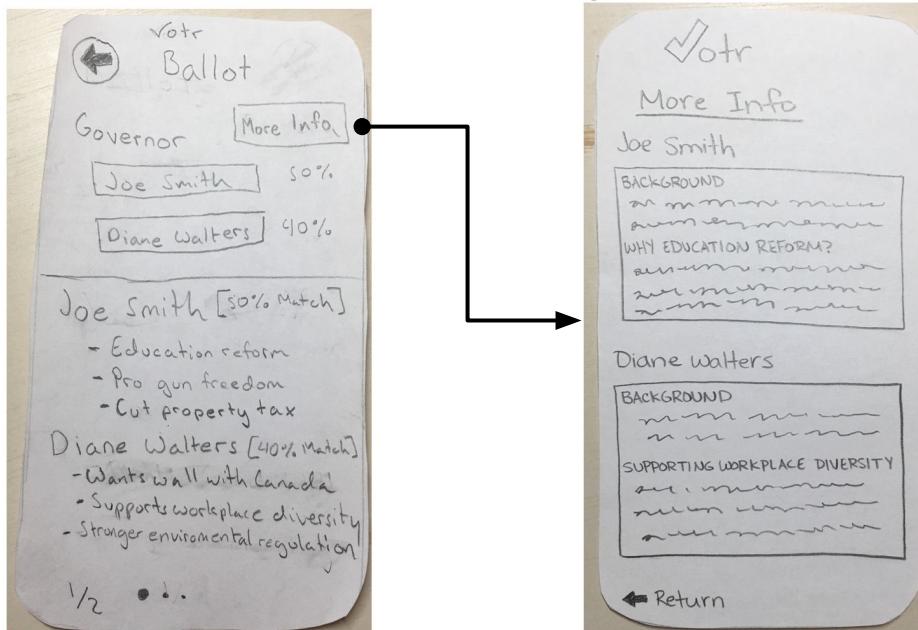
Main menu

Brief information in ballot view

Confirmation page

Initial Paper Prototype

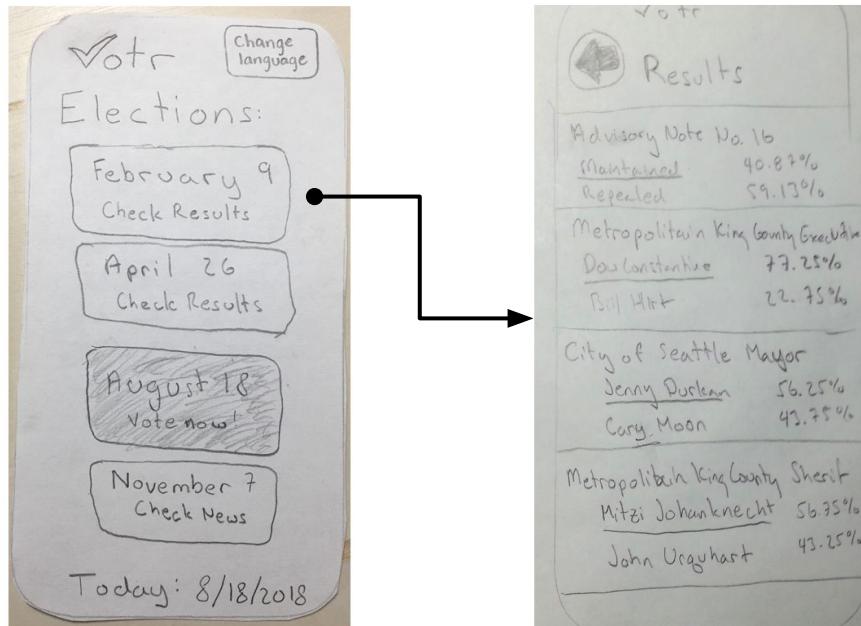
Task 2: Educate users about the election



Get more info about each candidate

Initial Paper Prototype

Task 2: Educate users about the election



See previous election results

Testing Process

Participants:

- 20 year old, female, low-income UW student
- 23 year old, female, low-income UW student
- 50 year old, female, low-income worker

Test Protocol:

- Inserting the card correctly into the device.
- Main menu navigation.
- Voting process/making a vote.
- Obtain information about an interested candidate/initiative.
- Navigating the device in general.

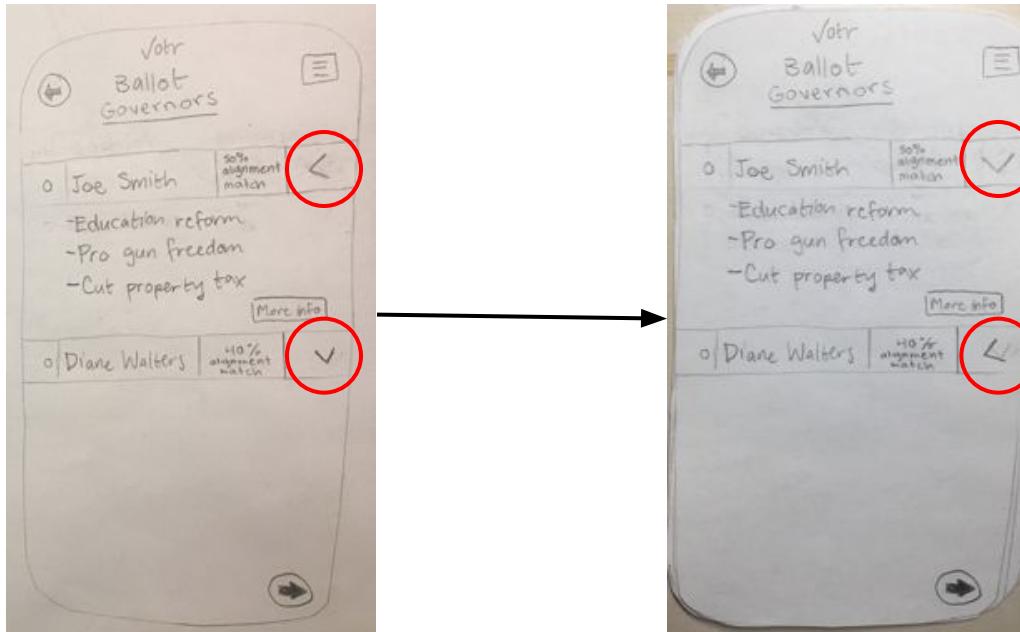
Testing Results

Issues addressed:

- Inverted arrows contrary to convention
- Confusion about registration card
- Order of buttons on main menu
- Placement of “More info” button in ballot view
- Confirmation of votes
- Inconsistent button placement
- Ballot navigation

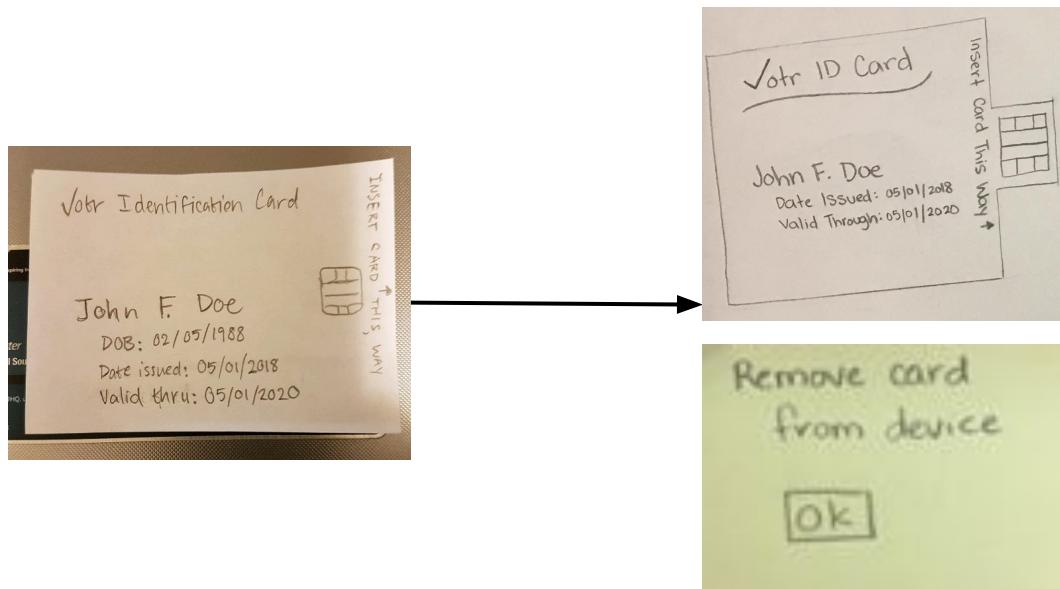
Arrows contrary to convention

Solution: Swapping the arrows to follow convention



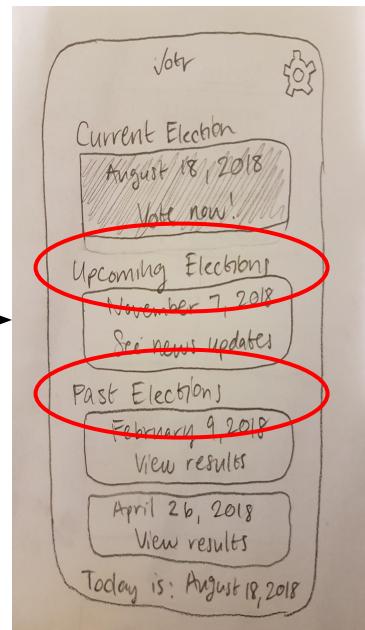
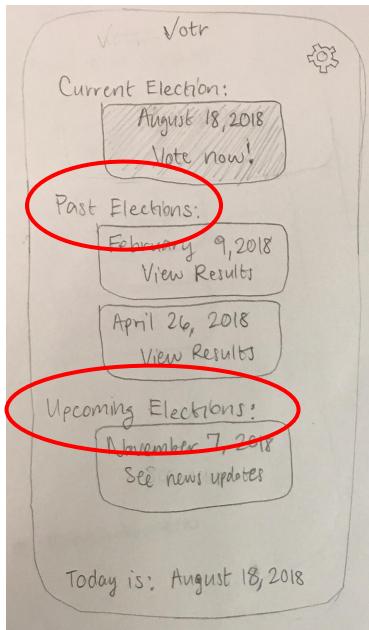
Confusion about registration card

Solution: Redesigned card and added notifications



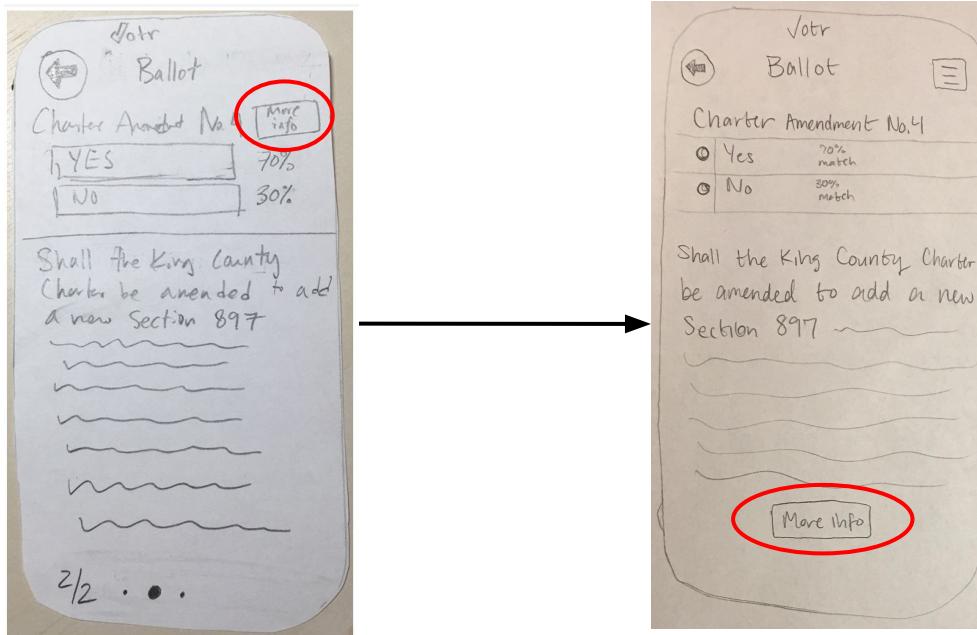
Order of buttons on main menu

Solution: Reordering buttons on main menu



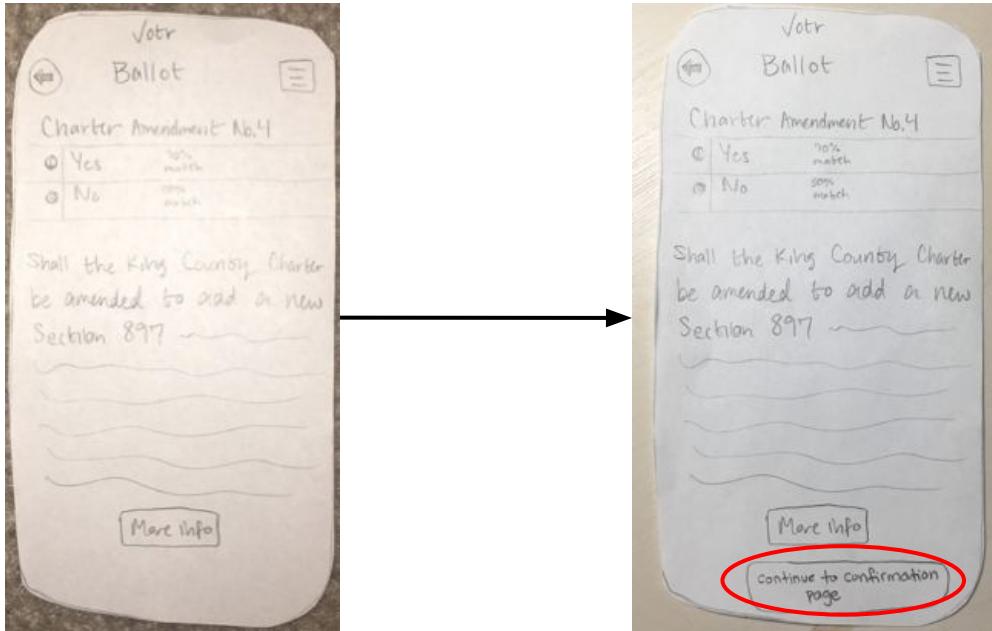
Placement of “More info” button

Solution: Changed placement of “More info” button



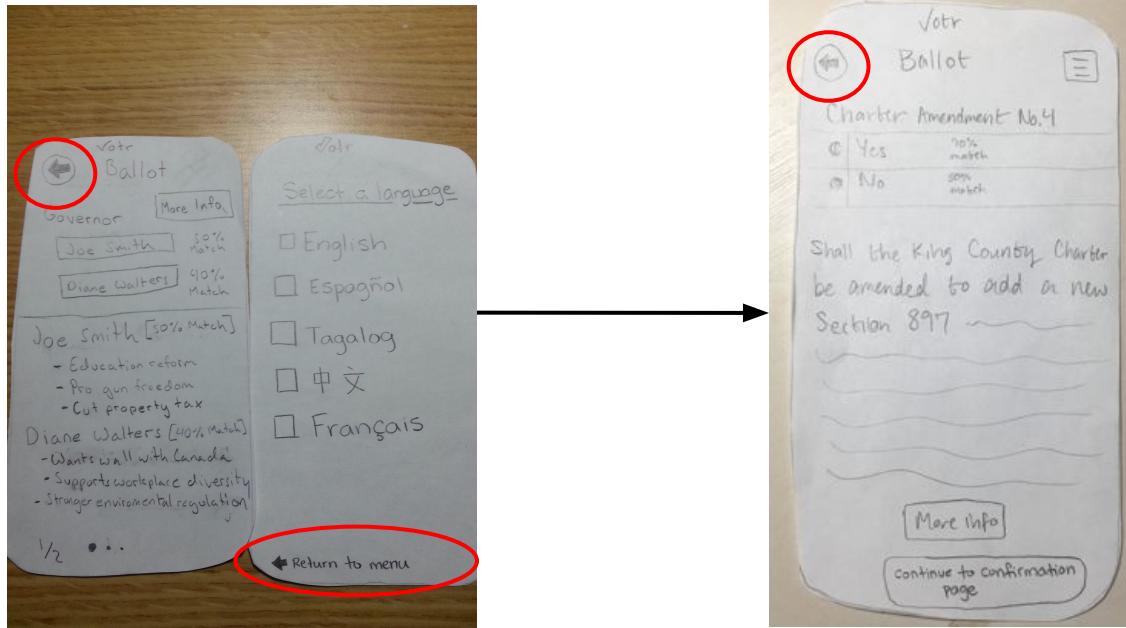
Confirmation of votes

Solution: Added confirmation button on last page



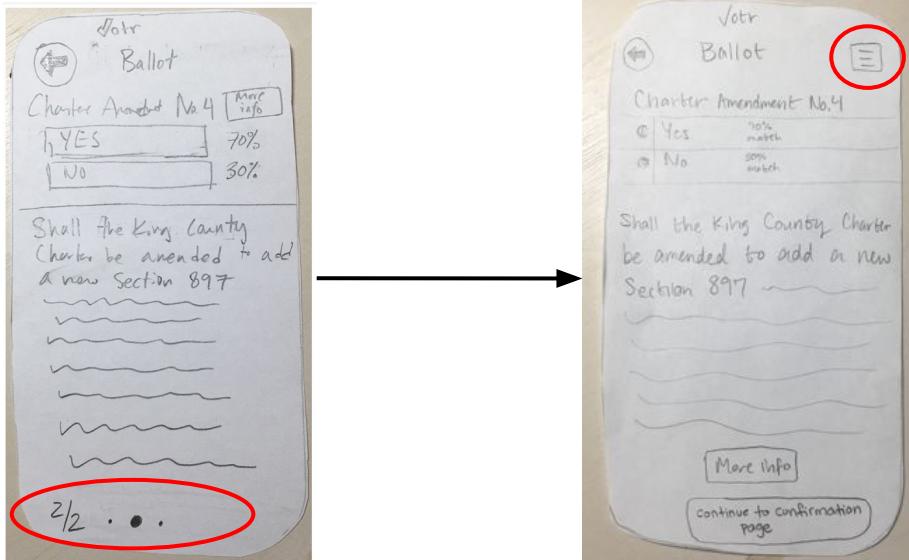
Inconsistent button placement

Solution: Made button placement consistent



Ballot navigation

Solution: Changed to drop-down menu to allow jumping around the ballot



Final Paper Prototype

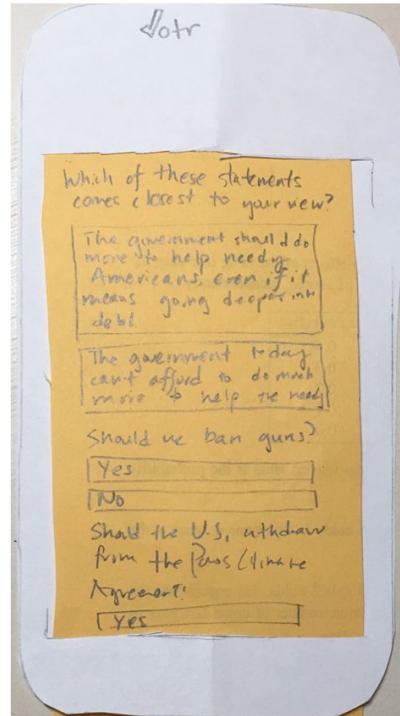
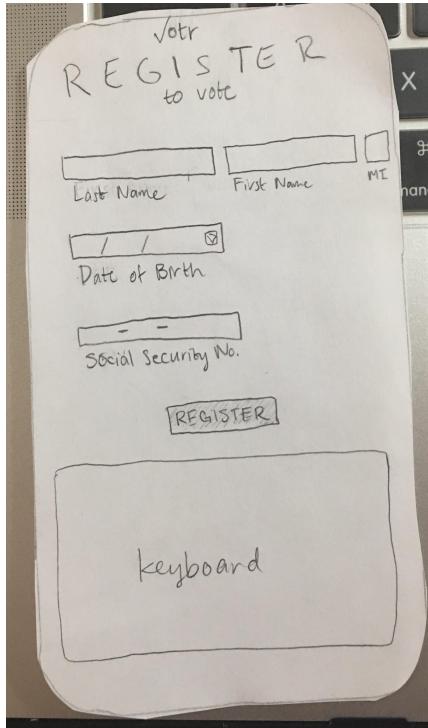
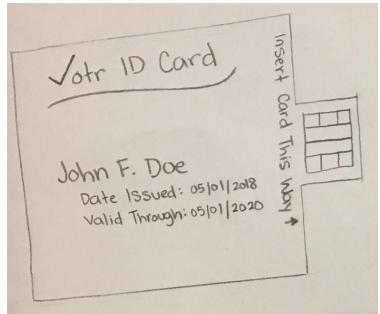
Overview



Final Paper Prototype

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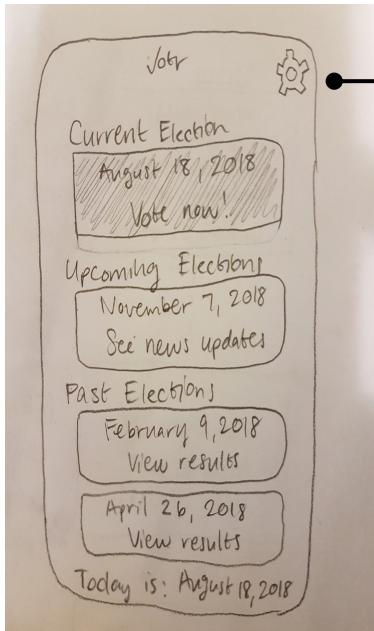
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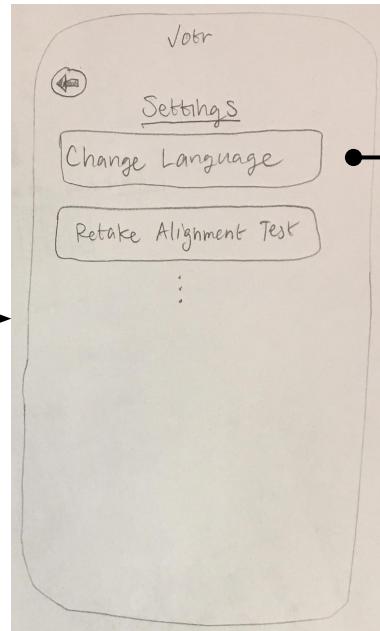
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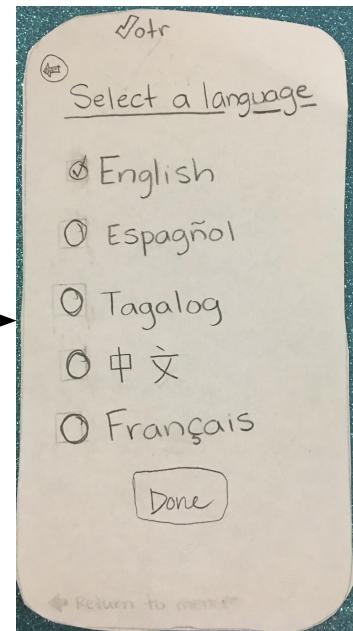
Task 1: Voting from anywhere at anytime



Main menu



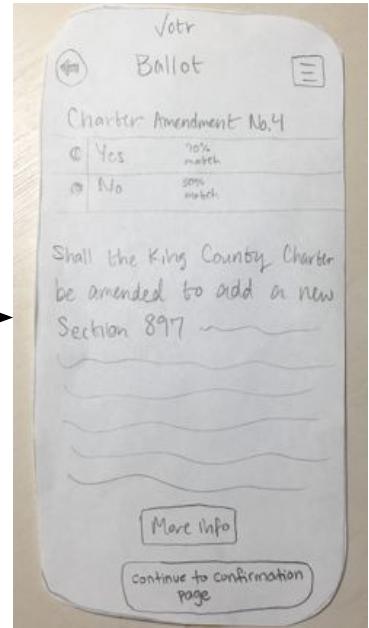
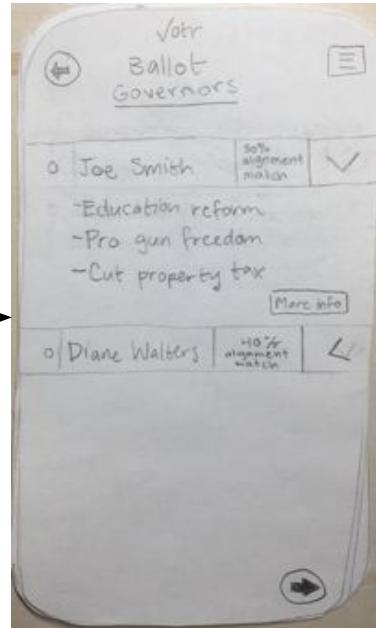
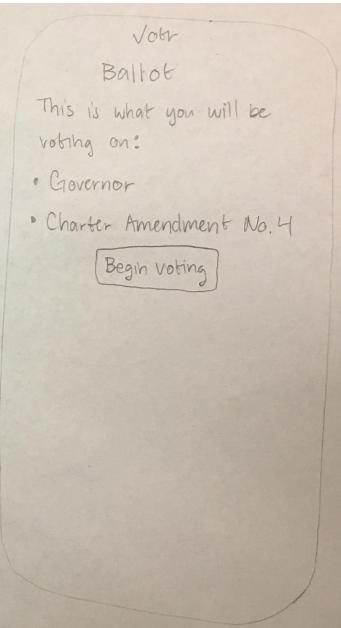
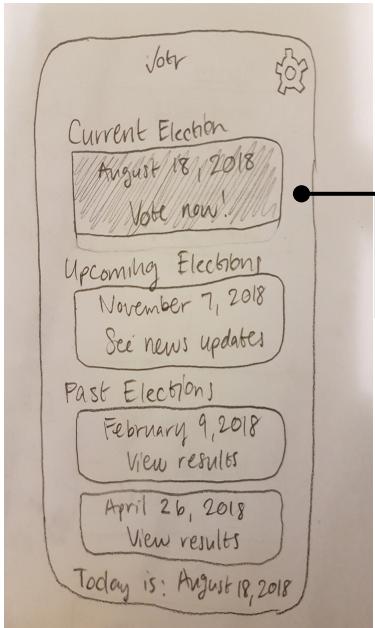
Settings



Change language

Final Paper Prototype

Task 1: Voting from anywhere at anytime



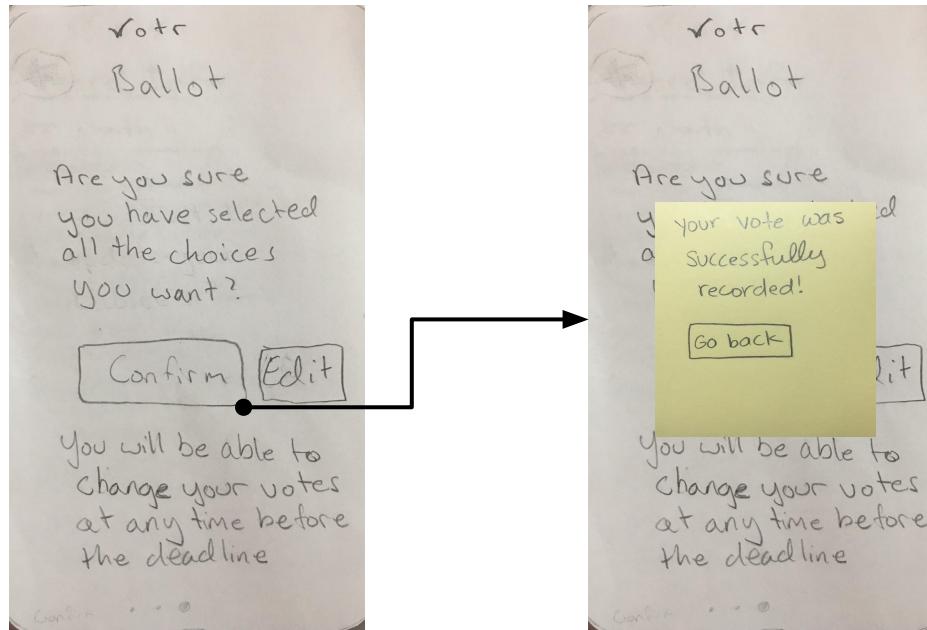
Main menu

Ballot agenda

Brief information in ballot view

Final Paper Prototype

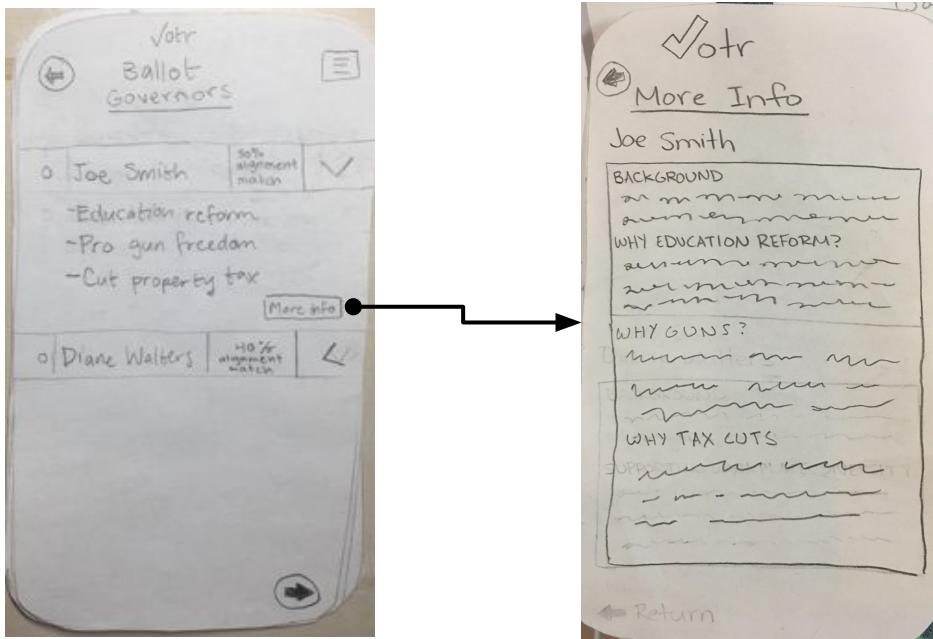
Task 1: Voting from anywhere at anytime



Confirmation page

Final Paper Prototype

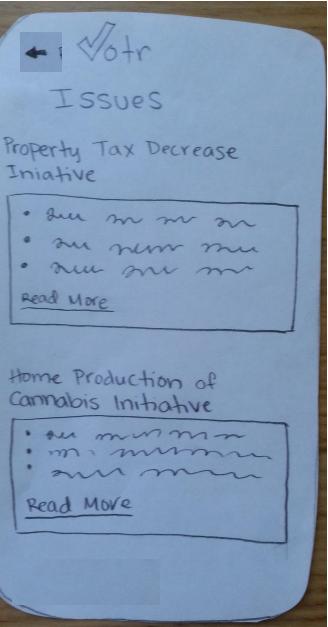
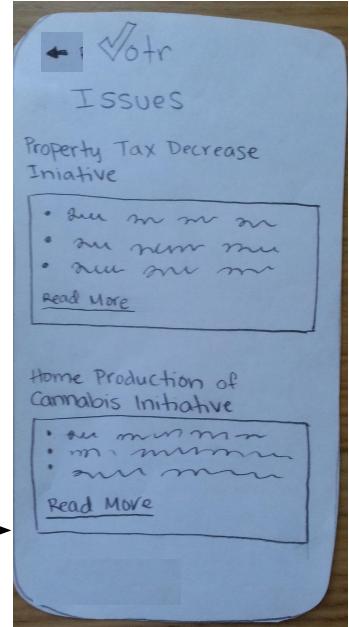
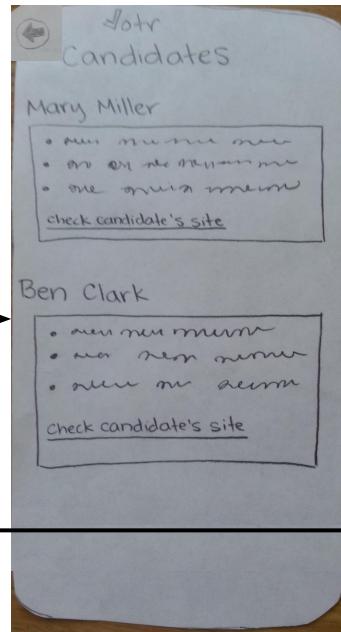
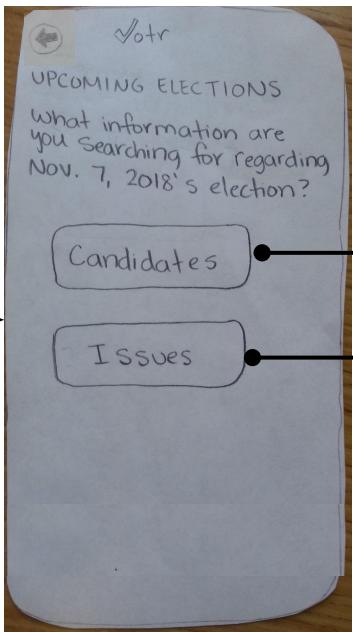
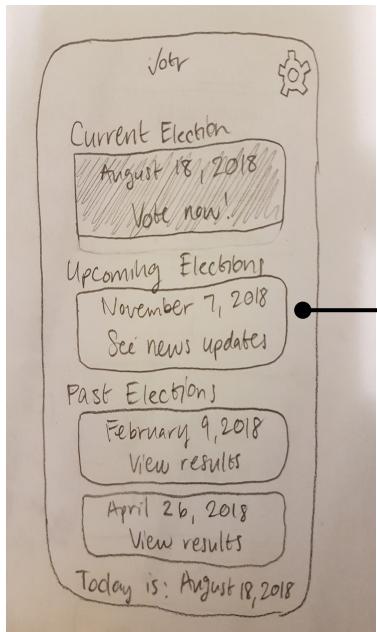
Task 2: Inform users about the election



Get more info about each candidate

Final Paper Prototype

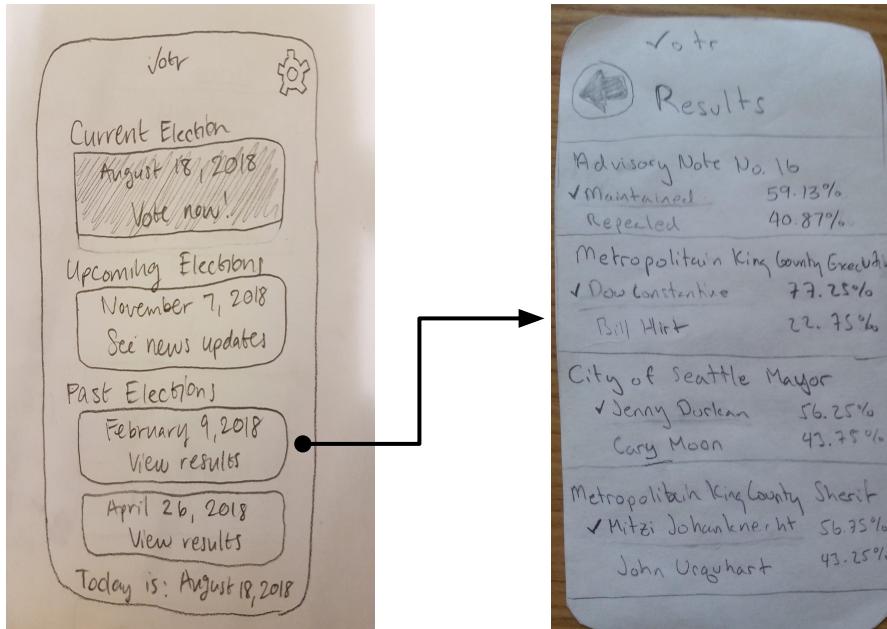
Task 2: Inform users about the election



See news about upcoming elections

Final Paper Prototype

Task 2: Inform users about the election



See previous election results

Digital Mockup

Task 1

Voting from the device in a location that is not a polling booth and is before the voting deadline.

The digital mockup displays three screens of a mobile application:

- Screen 1: Register to Vote**

Welcome to VOTR

REGISTER TO VOTE

First name Last name
Date of birth -- / -- / ----
Password
Confirm password
Social security number

REGISTER

By registering, you agree to our [Terms](#). Already registered? [Login](#).
- Screen 2: Alignment Test**

VOTR

Alignment Test

You will now take the political alignment test. This test will record your opinion on a number of political issues, and use the data to display how closely your views match the views of candidates. If you ever want to change your answers, you can return to this test from the settings on the main menu.

Continue
- Screen 3: Alignment Test Questions**

VOTR

Alignment Test

The government should do more to help the poor, even if it means going into more debt.

Agree Disagree

The right to bear arms should not be limited.

Agree Disagree

Tax cuts help improve the economy.

Agree

Submit

Digital Mockup

The image displays three digital interface mockups for the VOTR app, arranged horizontally.

- Home Screen:** The top section shows the VOTR logo with a checkmark icon. Below it is "Today's Date" and "Saturday, August 18, 2018". A green button labeled "Vote Now!" with the date "August 18, 2018" is prominently displayed. The middle section is titled "Upcoming Elections" and features a black button labeled "Check News Updates" with the date "November 7, 2018". The bottom section is titled "Past Elections" and includes two black buttons: one for "View Results" dated "February 9, 2018" and another for "View Results" dated "April 26, 2018".
- Settings:** This screen is titled "SETTINGS" and contains two buttons: "Language" and "Retake Alignment Test". It includes a back arrow icon in the top left corner.
- Language Selection:** This screen is titled "LANGUAGE" and lists seven language options with radio buttons:
 - English (selected)
 - Español
 - Français
 - Deutsche
 - Tagalog
 - 中文A note at the bottom states: "Language will automatically be set after selection". It also includes a back arrow icon in the top left corner.

Digital Mockup

Task 2

Succinct information concerning the current election.

The digital mockup illustrates a mobile application interface for VOTR, designed to provide succinct information about the current election. The interface consists of four main screens:

- Home Screen:** Displays "Today's Date" (Saturday, August 18, 2018), a "Current Election" section for "August 18, 2018" with a "Vote Now!" button, an "Upcoming Elections" section for "November 7, 2018" with a "Check News Updates" button, and a "Past Elections" section for "February 9, 2018" with a "View Results" button.
- Confirmation Screen:** Asks the user if they want to confirm their votes, with a "Confirm" button and an "Edit" button below it.
- Ballot Overview Screen:** Shows the user is about to vote on the following: "Governor" and "Charter Amendment No. 4". It includes a "Begin Voting" button at the bottom.
- Governor Ballot Screen:** Shows the user is voting for "Governors". It lists "Joe Smith" with a "50% alignment match" and "Diane Walters" with a "40% alignment match". Both profiles include a "More info" link. A note states: "Supports the following:" followed by "- Education reform", "- Pro gun freedom", and "- Cut property tax".

Digital Mockup

The digital mockup displays a mobile application interface. At the top left is a back arrow icon. The top right features the VOTR logo, which consists of a green checkmark inside a circle followed by the letters "TR". Below the logo is the text "More Info". The main content area begins with the name "John Smith" in bold. A large gray rectangular box contains a block of Latin placeholder text (Lorem ipsum). At the bottom of the screen, there is another gray rectangular box containing more Latin placeholder text.

←

VOTR

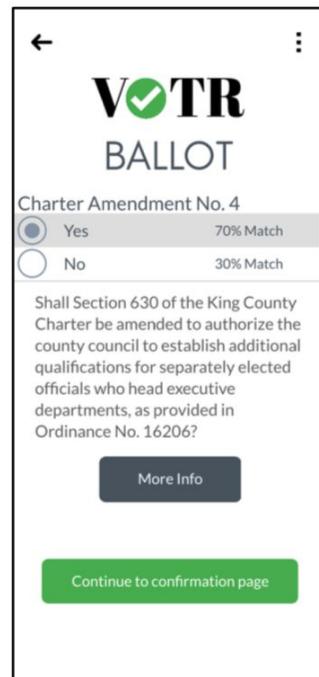
More Info

John Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque convallis fringilla quam, nec pretium orci scelerisque in. Pellentesque nisl augue, suscipit eget augue id, dapibus scelerisque quam. Sed elementum pellentesque enim, sit amet dignissim nisi hendrerit vel. Sed et nunc blandit, ultrices odio eu, maximus tortor. In sed condimentum lacus. Donec porta enim at rhoncus sodales. Suspendisse potenti. Suspendisse id enim sit amet arcu condimentum vehicula. Cras magna elit, viverra eu metus eu, facilisis vestibulum odio. Fusce erat augue, scelerisque sit amet massa a, faucibus tincidunt dolor.

Aenean quis purus blandit, pretium lorem sed, tristique ipsum. Vivamus mattis neque ac elit

Digital Mockup



Digital Mockup

The image displays three screens of a mobile application called VOTR:

- Confirmation Screen:** Shows a list of selected candidates and amendments. "Joe Smith" is listed under "Governor" and "Yes" is listed under "Charter Amendment No. 4". Both items have a green background and white text. At the bottom is a large green "Confirm" button.
- Ballot Screen:** A confirmation dialog asking, "Do you want to confirm your votes?". It includes a message: "You can always come back and change your decisions before the election deadline." Below the message are two buttons: a green "Confirm" button and a white "Edit" button.
- Home Screen:** Displays "Today's Date" (Saturday, August 18, 2018) and a gear icon. It shows the "Current Election" (August 18, 2018) with a green "Edit Vote" button. A modal window is overlaid, showing "Vote Recorded" and "OK". Below the election info are sections for "Past Elections" with links to "View Results" for "February 9, 2018" and "April 26, 2018".

Digital Mockup

The VOTR mobile application interface. At the top left is the VOTR logo with a green checkmark icon. To its right is a gear icon for settings. Below the logo, it says "Today's Date Saturday, August 18, 2018". A large green button labeled "Edit Vote" is prominently displayed. Below this are sections for "Upcoming Elections" (November 7, 2018) and "Past Elections" (February 9, 2018 and April 26, 2018), each with a "View Results" button.

A screen titled "Updates about the upcoming election". It features two buttons: "Candidates" and "Issues".

A screen titled "CANDIDATES" showing information for Marianne Miller. It lists her positions: "In favor of: educational reform, gun control" and "Against: immigration ban, prison overcrowding". There is a link "See candidate's website".

A screen titled "ISSUES" showing the "Property Tax Decrease Initiative". It states: "This initiative would: reduce property taxes by 3% for the next 3 years, decrease spending on infrastructure improvements, such as road construction and maintenance". There is a link "Read more".

Digital Mockup

The digital mockup displays two screens of a mobile application for VOTR. The left screen shows the main navigation with sections for Current Election, Upcoming Elections, and Past Elections. The right screen shows election results for various offices.

Left Screen: Current Election

- Today's Date: Saturday, August 18, 2018
- Current Election: August 18, 2018
Edit Vote
- Upcoming Elections: November 7, 2018
Check News Updates
- Past Elections: February 9, 2018
View Results
- April 26, 2018
View Results

Right Screen: RESULTS

Advisory Note No. 16

	Maintained	Repealed
	59.13%	40.87%

Metropolitan King County Executive

Dow Constantine	77.25%
Bill Hirt	22.75%

City of Seattle Mayor

Jenny Durkan	56.25%
Cary Moon	43.75%

Metropolitan King County Sheriff

Mitzi Johanknecht	56.75%
John Urquhart	42.25%

Port of Seattle Commissioner No. 1

John Creighton	47.28%
Ryan Calkins	52.72%

Summary

Don't assume things about your target group

Keep testing and revising

It's never too late to change something

Questions?

Vote!