VOTR

Voting Made Easy

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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.
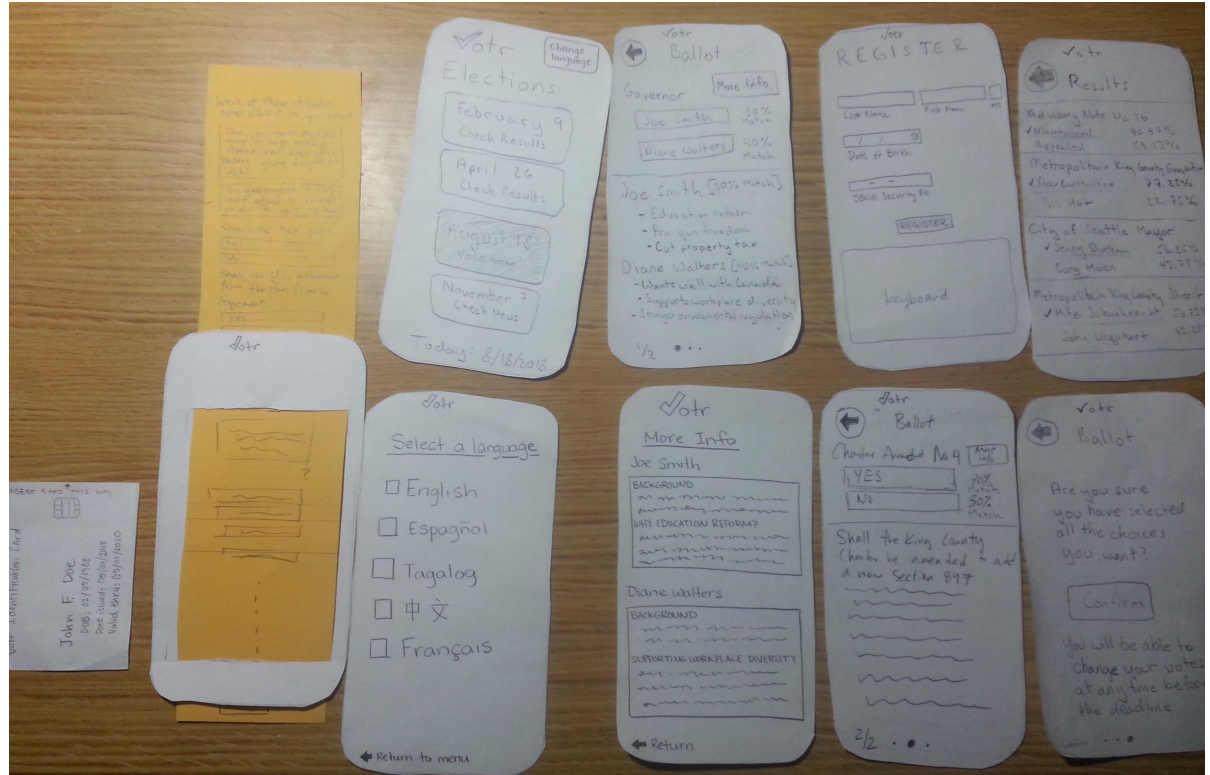
How can we make voting quick and easy?

Our Solution

Votr is a mobile device that:

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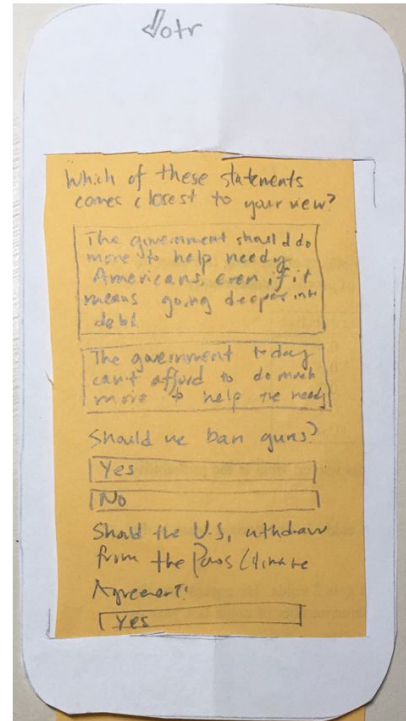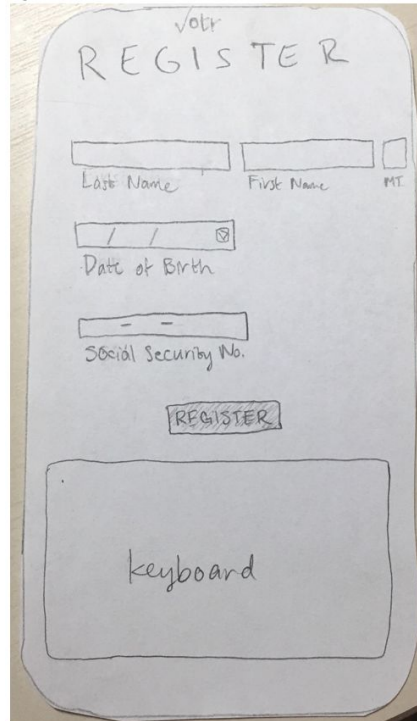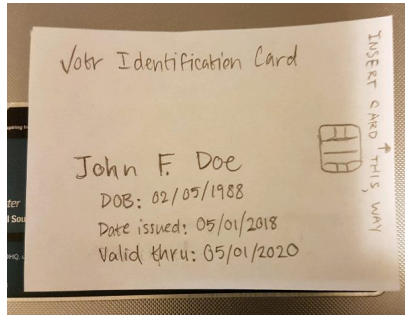✓ Allows for voting anywhere at anytime

Initial Paper Prototype

Overview

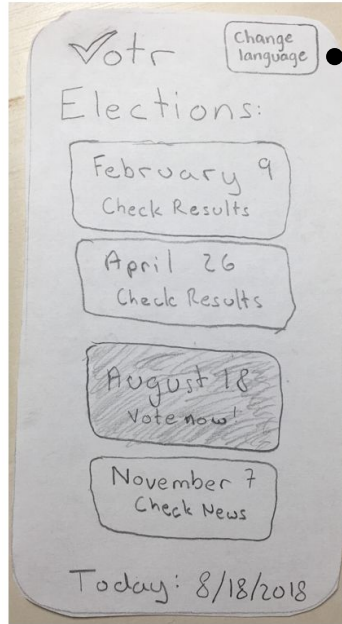# Initial Paper Prototype

Task 1: Voting from anywhere at anytime
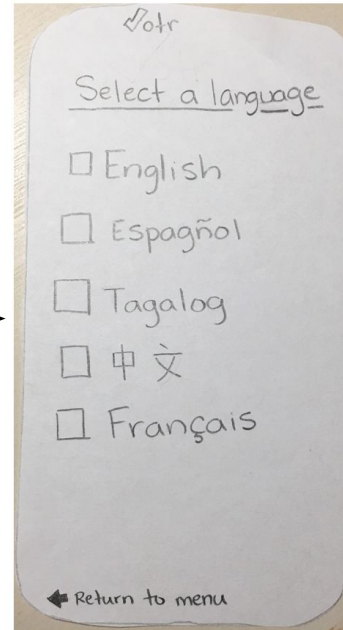

Insert registration card into device and register

Take initial alignment test to determine political preferences

Initial Paper Prototype
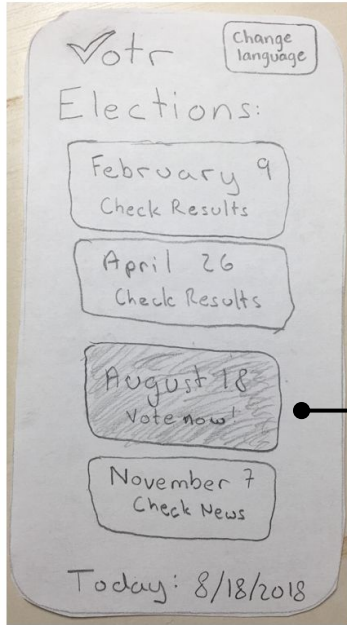
Task 1: Voting from anywhere at anytime
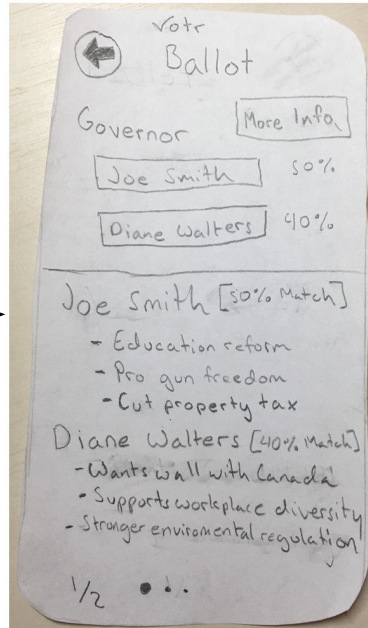

Main menu
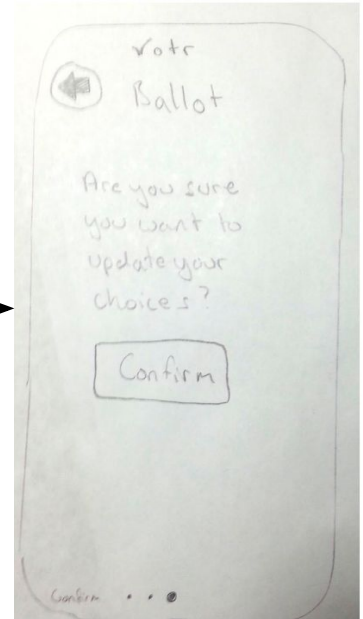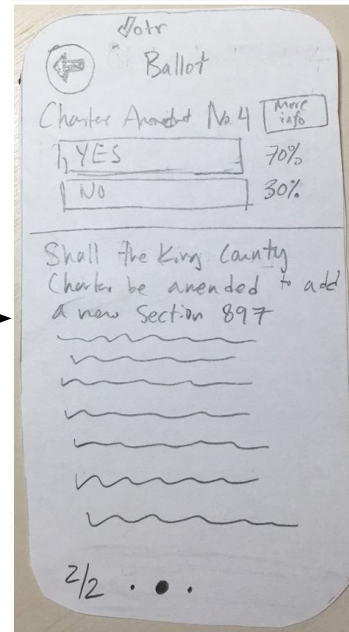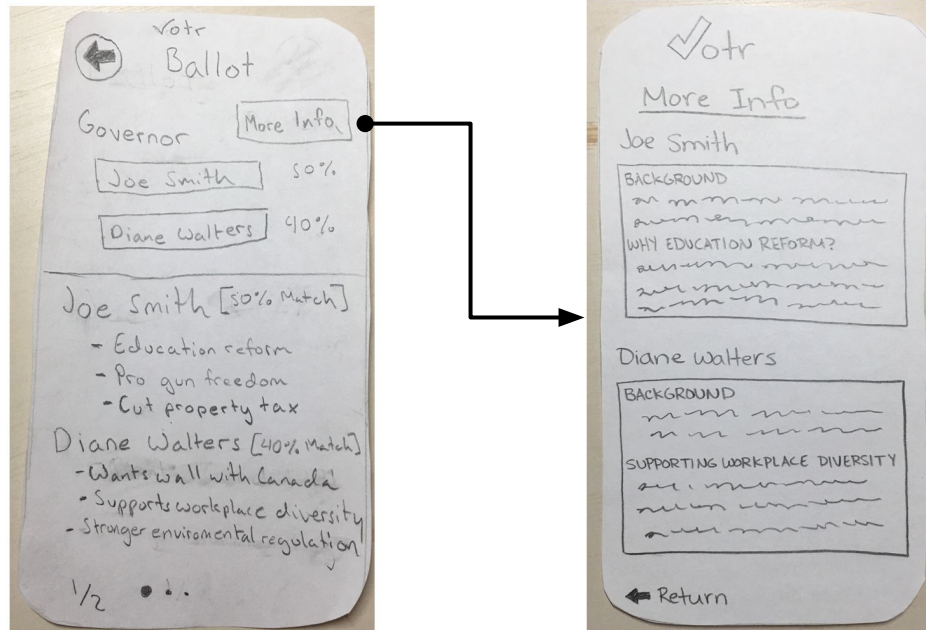
Change language

Initial Paper Prototype

Task 1: Voting from anywhere at anytime

Main menu

Brief information in ballot view

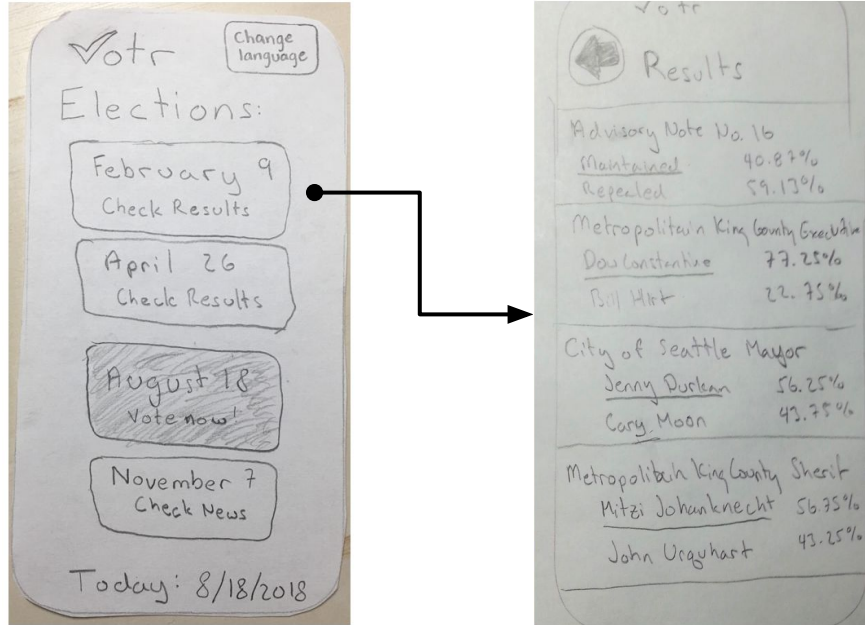Confirmation page

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
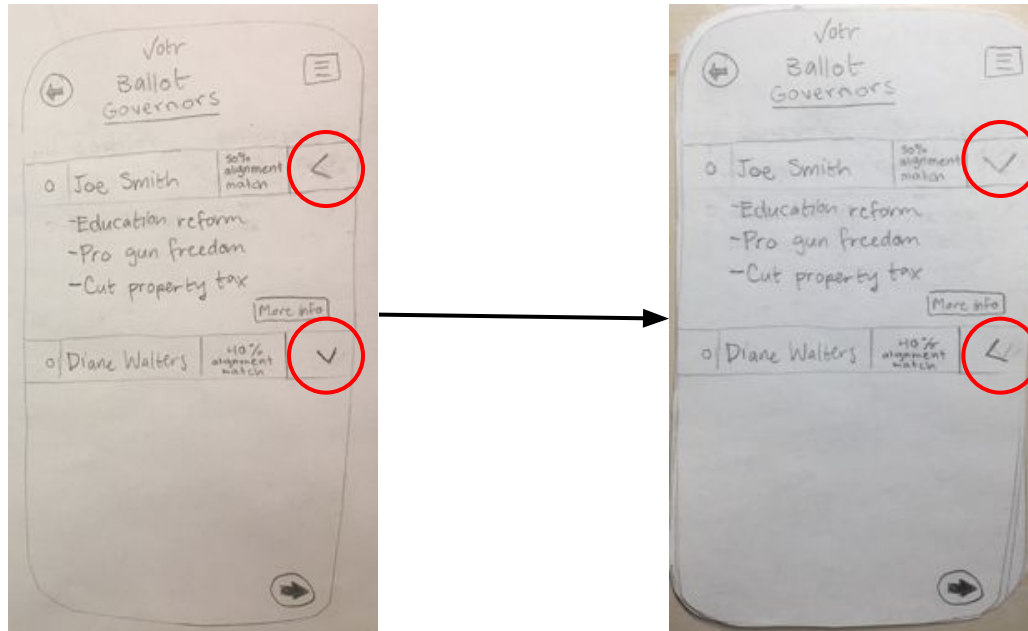
Confusion about registration card

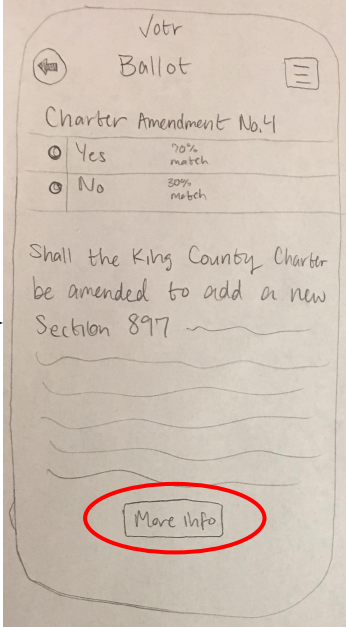Solution: Redesigned card and added notifications
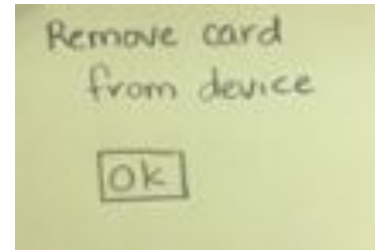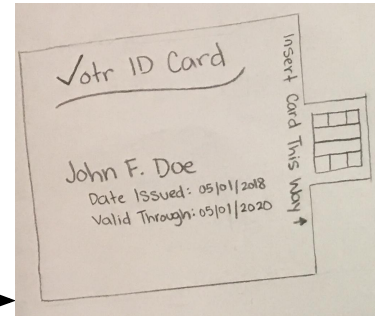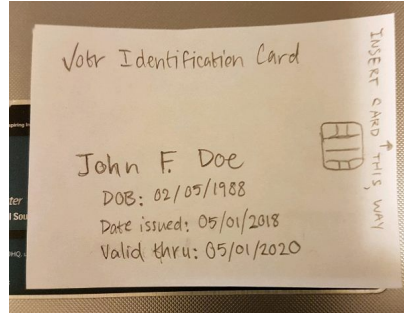
Order of buttons on main menu

Solution: Reordering buttons on main menu
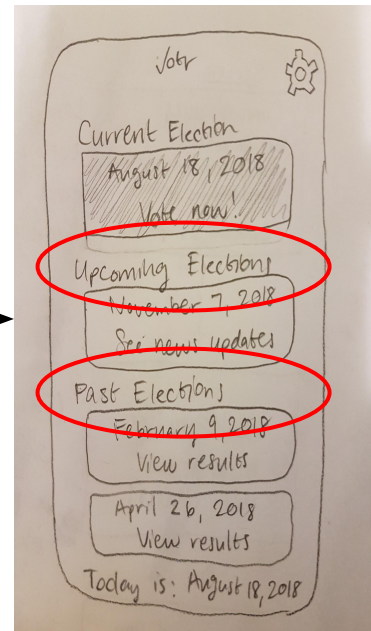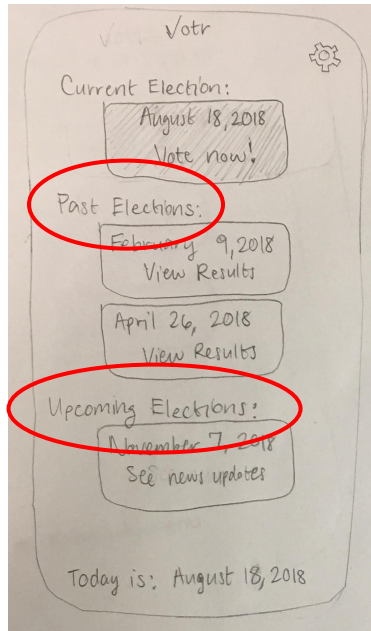
Placement of "More info" button

Solution: Changed placement of "More info" button
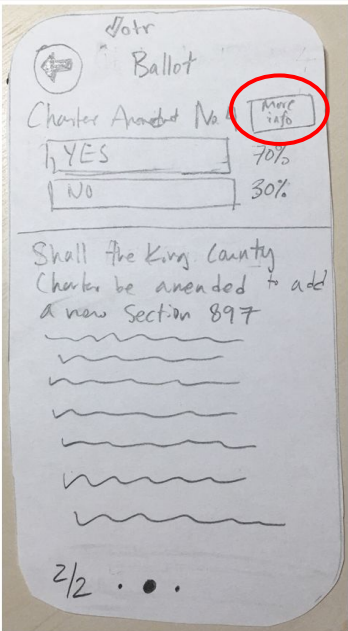
Confirmation of votes

Solution: Added confirmation button on last page
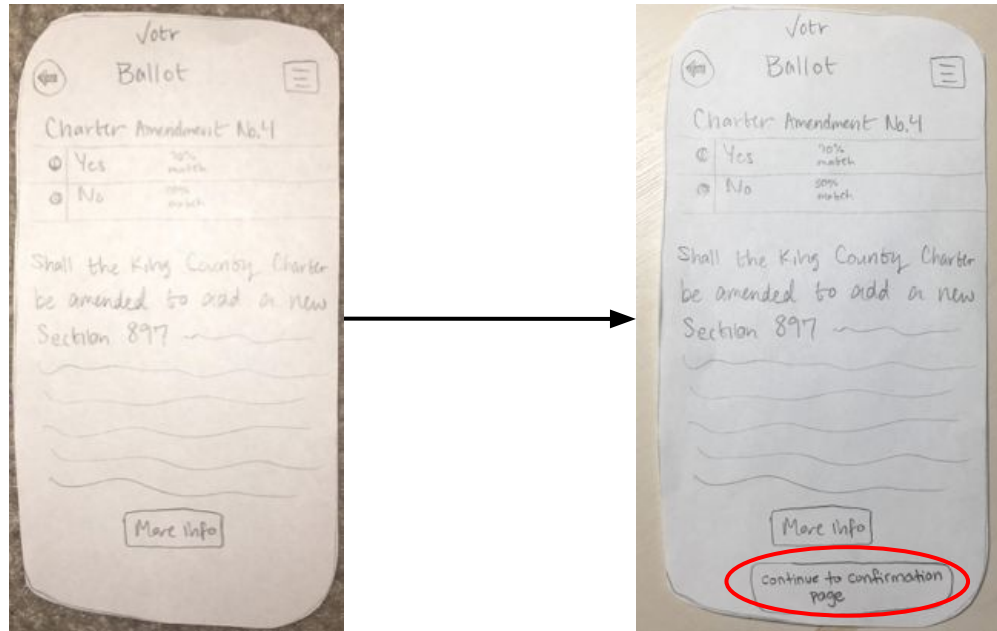
Inconsistent button placement

Solution: Made button placement consistent
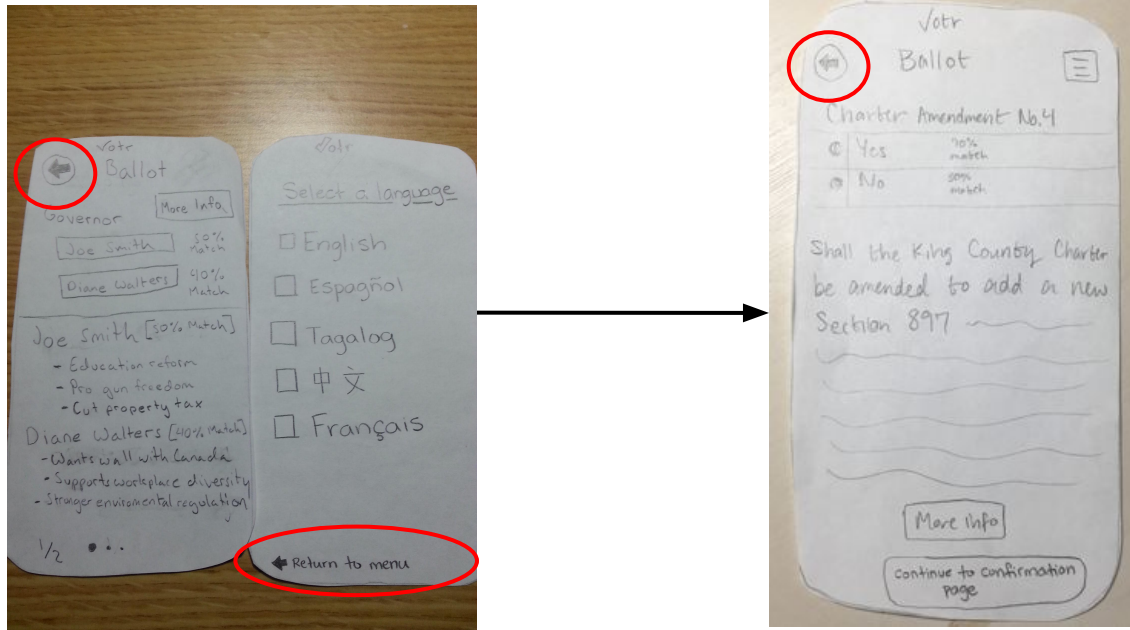
Ballot navigation

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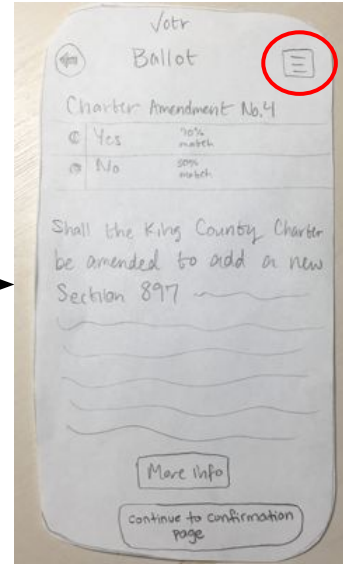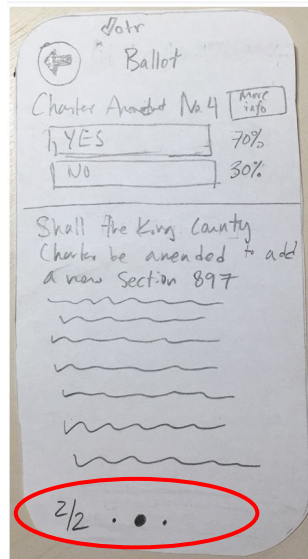
Final Paper Prototype

Overview

Final Paper Prototype

Task 1: Voting from anywhere at anytime

Insert registration card into device and register
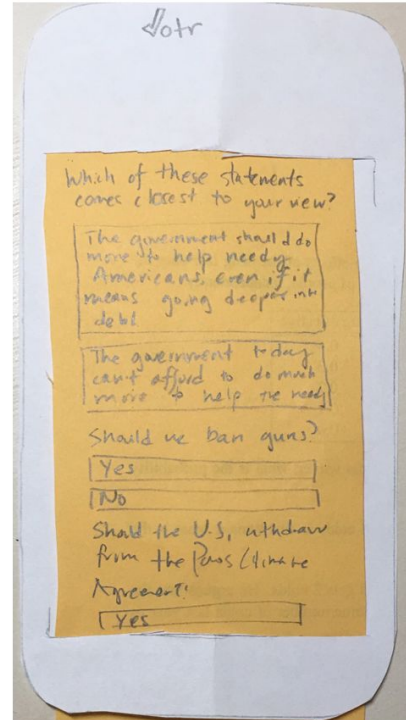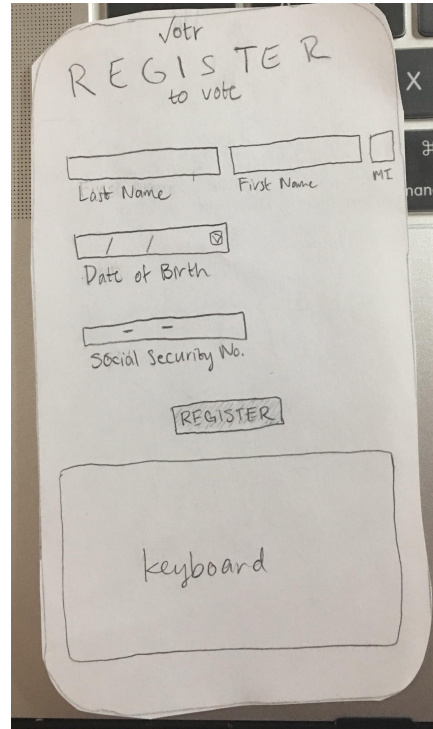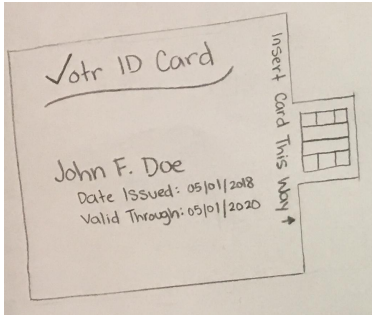
Take initial alignment test to determine political preferences

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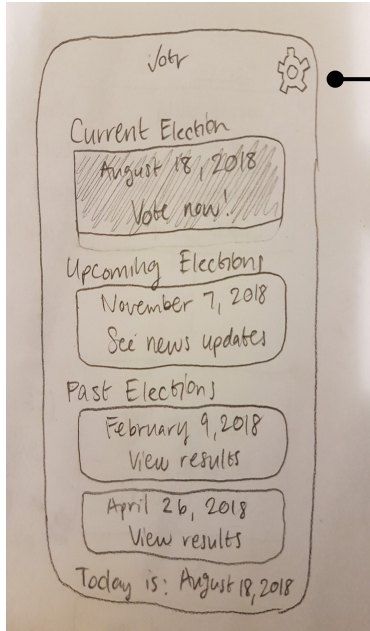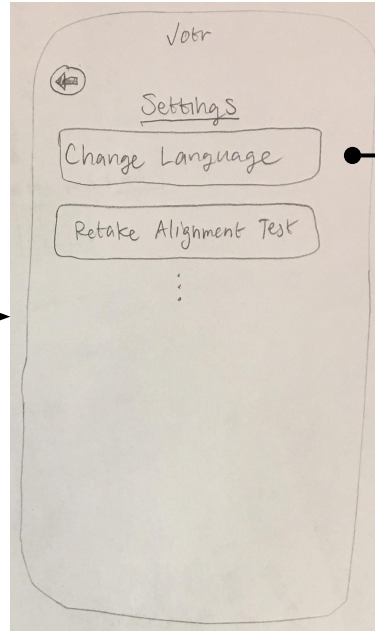
Main menu

Settings
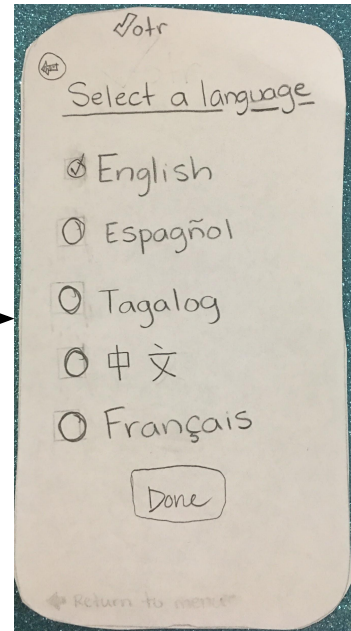
Change language

Final Paper Prototype

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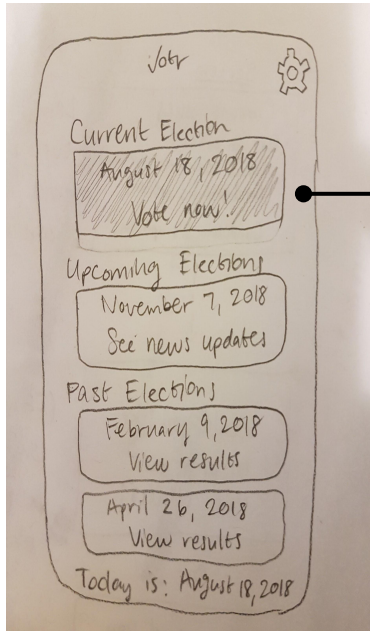
Main menu
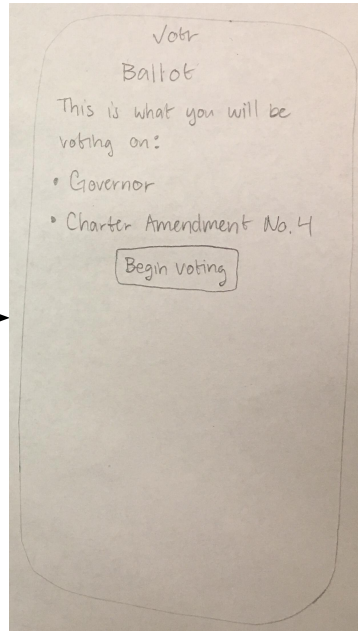
Ballot agenda
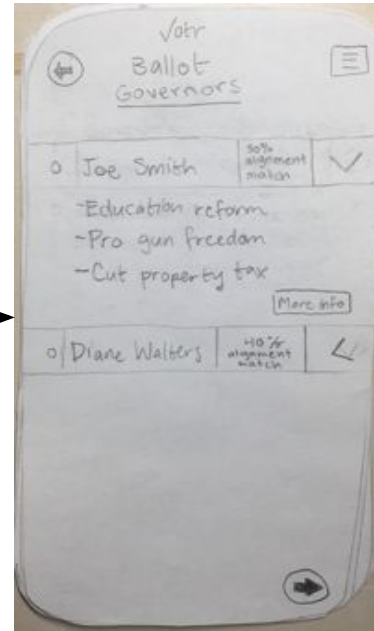
Brief information in ballot view
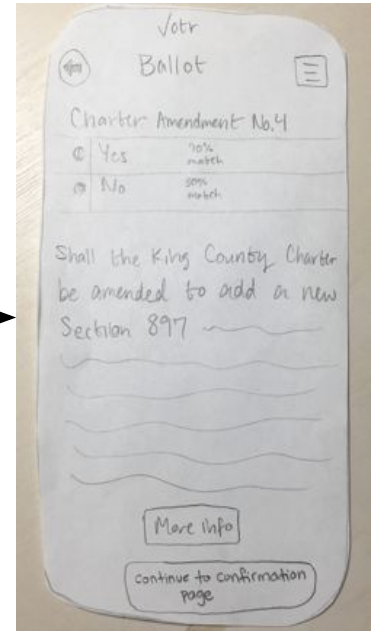
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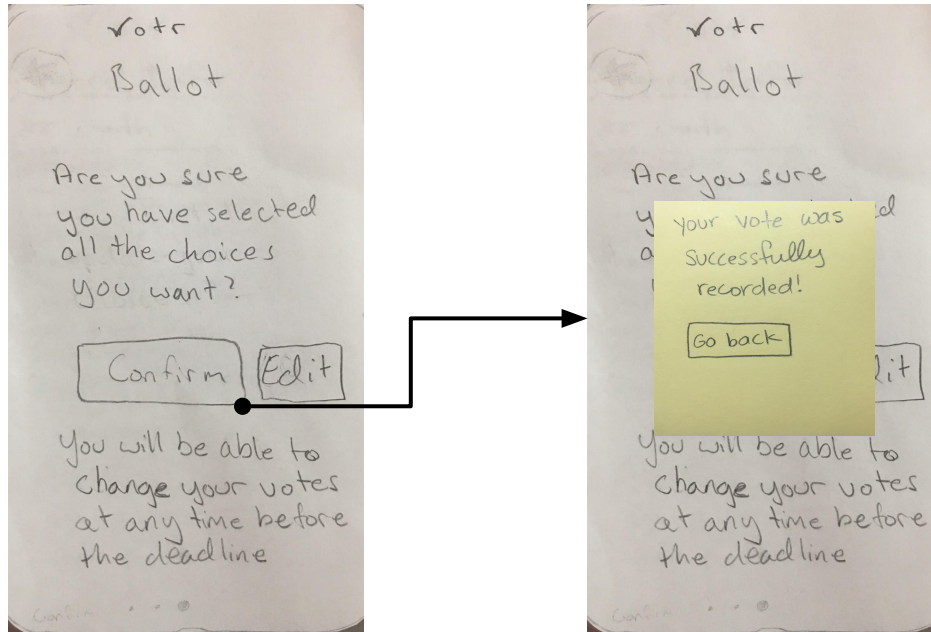
Confirmation page

Final Paper Prototype

Task 2: Inform users about the election
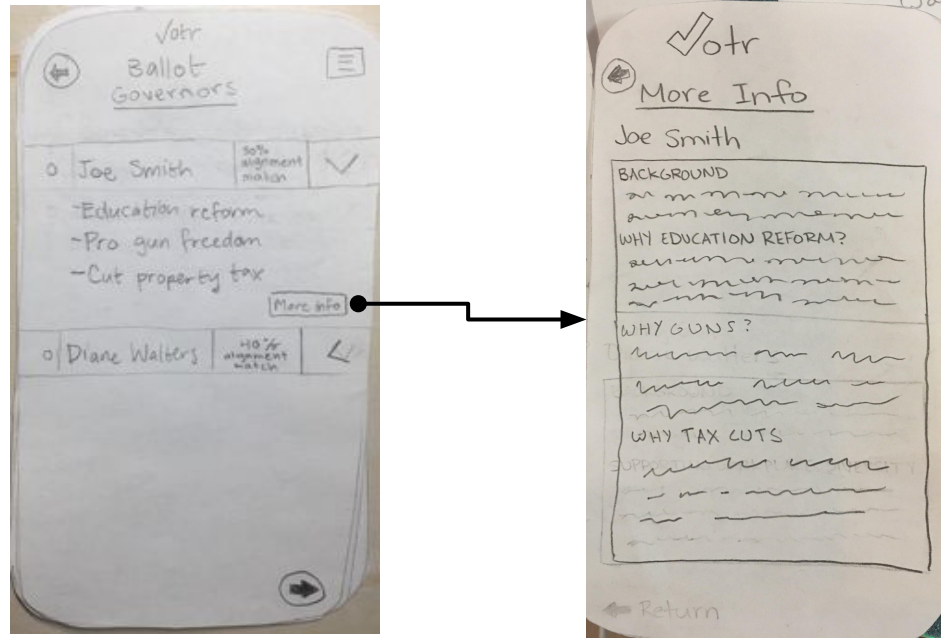
Get more info about each candidate

Final Paper Prototype

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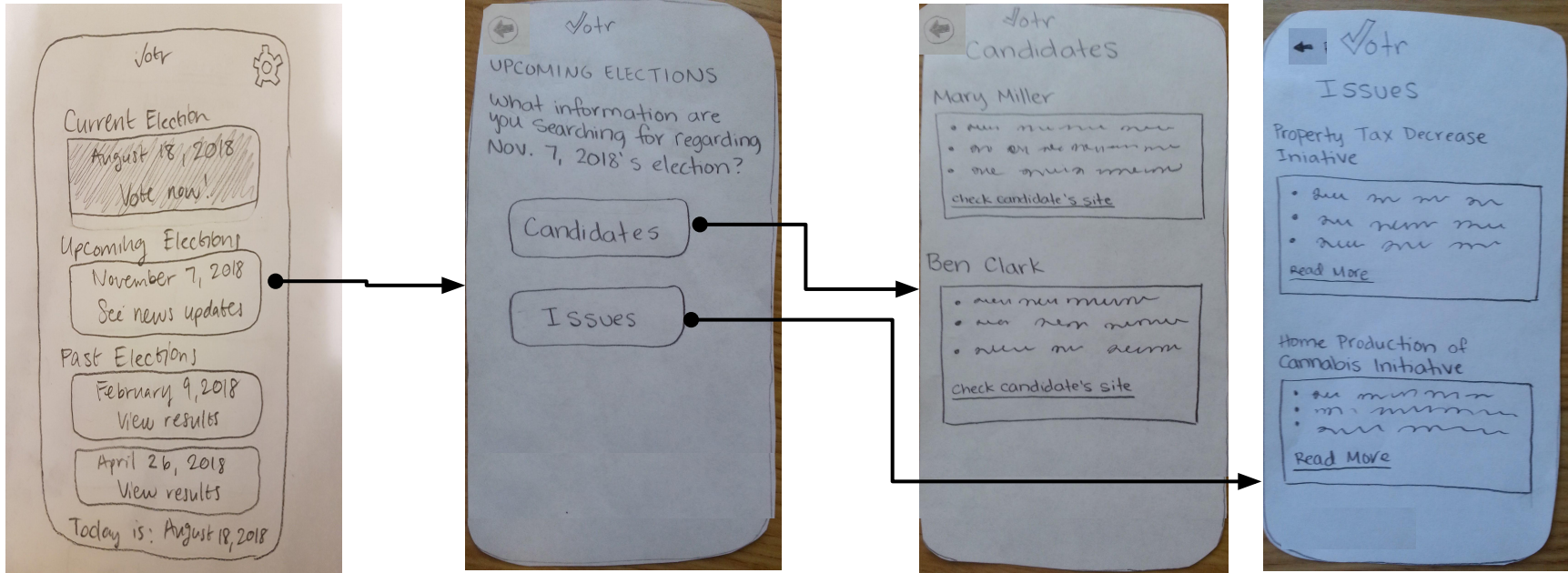
See news about upcoming elections

Final Paper Prototype

Task 2: Inform users about the election
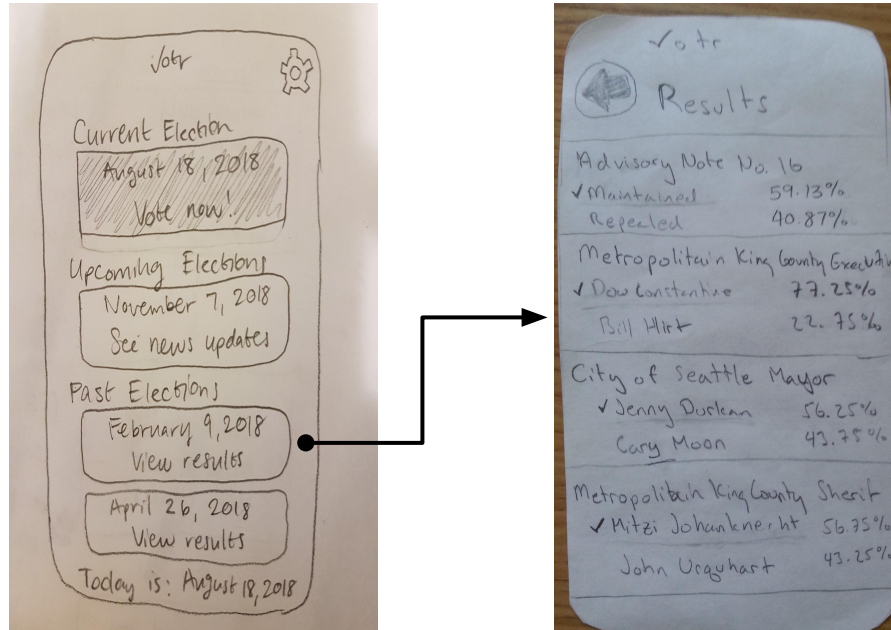
See previous election results

Digital Mockup

Task 1

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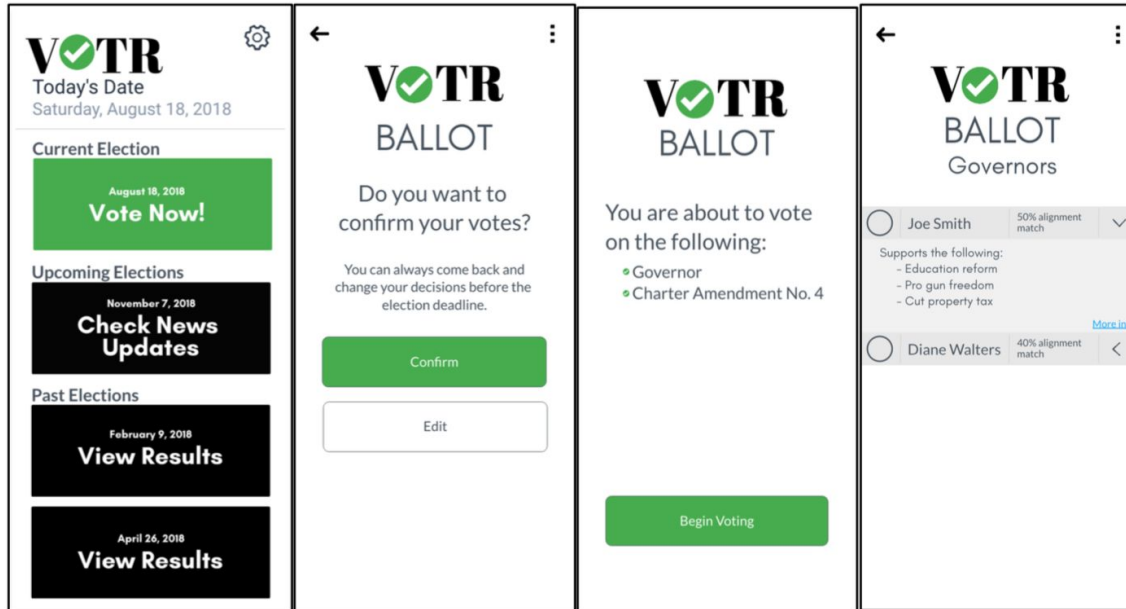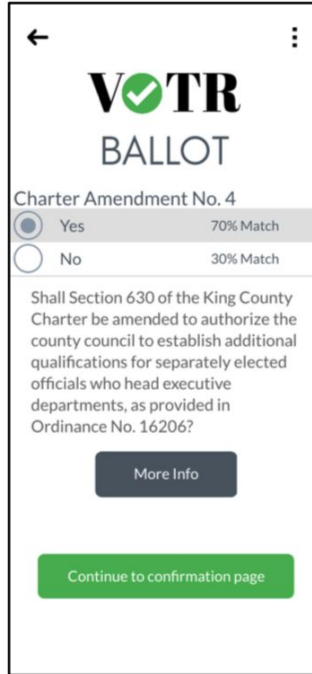
Digital Mockup

Digital Mockup

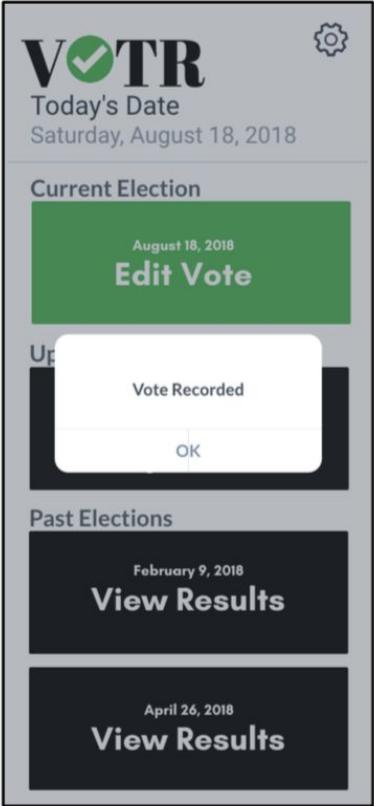**Task 2**

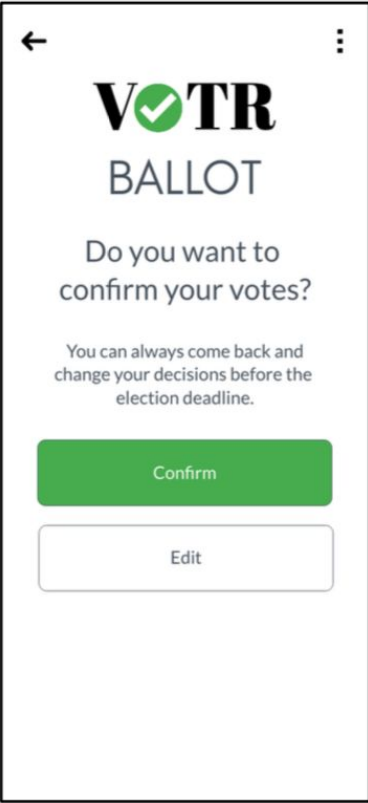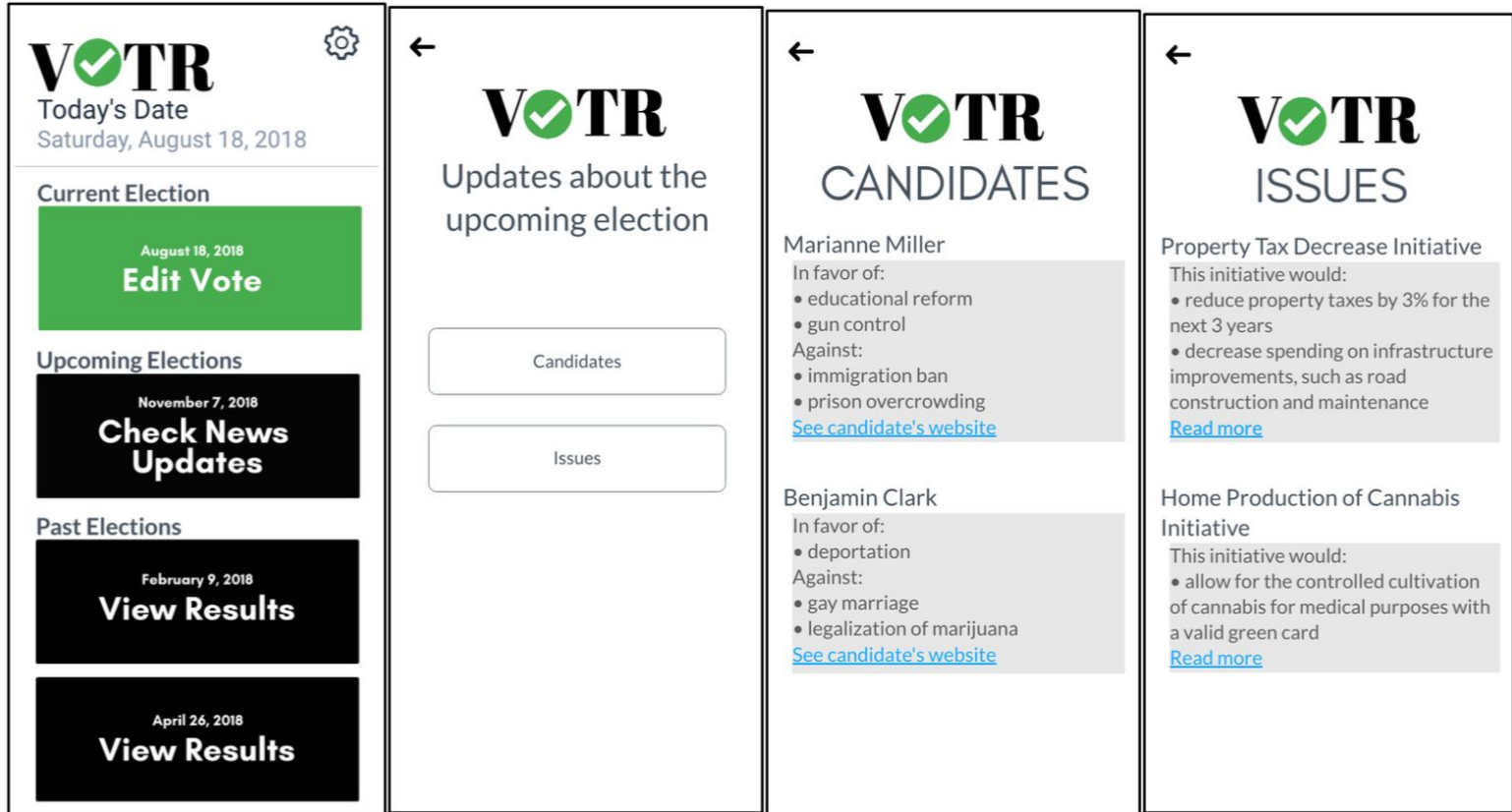*Succinct information concerning the current election.*
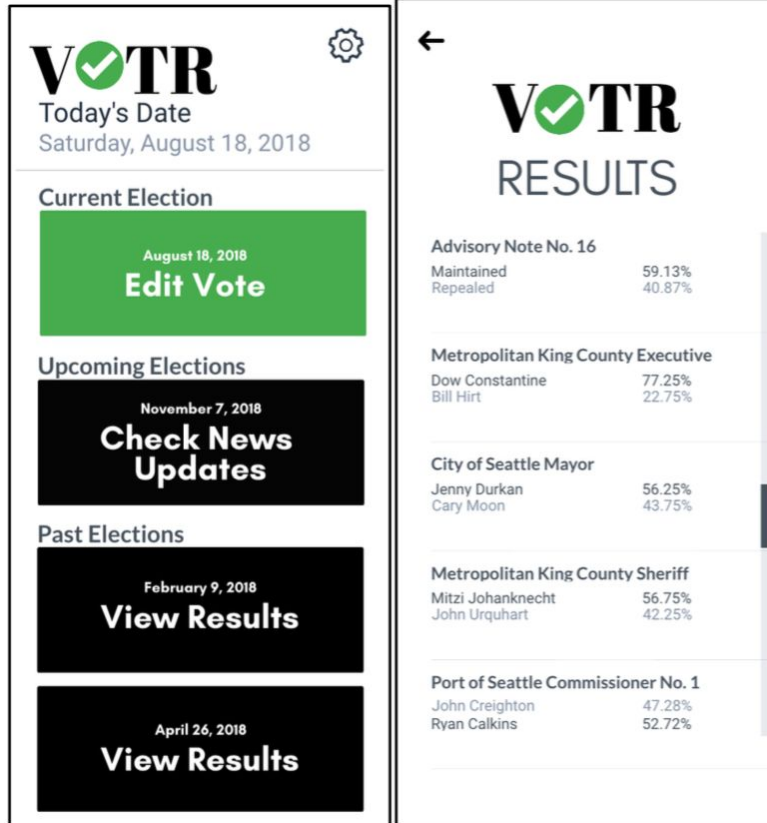
Digital Mockup

Digital Mockup

Digital Mockup

Digital Mockup

Digital Mockup

Summary

Don't assume things about your target group

Keep testing and revising

It's never too late to change something

Questions?

Vote!