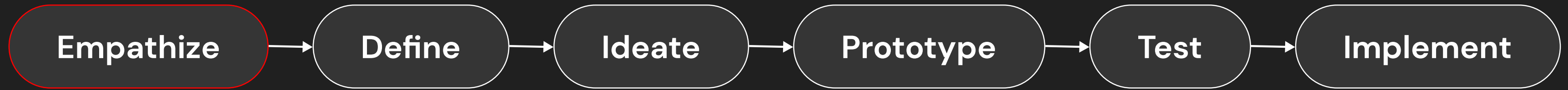


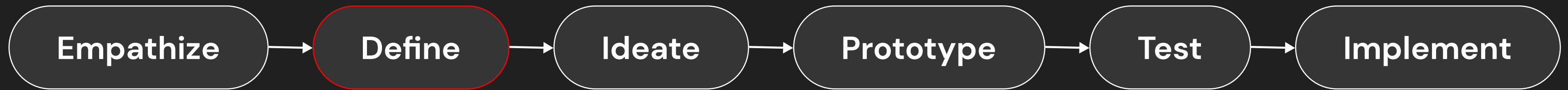
# DESIGN THINKING

*Measure twice, cut once!*



- **What is the effect of the problem?**
  - *To innovate the way that local laws are implemented.*
- **What are the pain points?**
  - *Lack of resources, finances and access.*
- **What about the current situation creates this negative effect?**
  - *Local laws are created/passed every day without the residents knowing or having a say.*
- **Who does this hurt the most?**
  - *The average person.*
- **Are there multiple groups?**
  - *Yes.*
- **If so, which group is affected the most?**
  - *Low income groups.*

Design



- **What's the underlying source (what/who contributes to the issue(s))?**

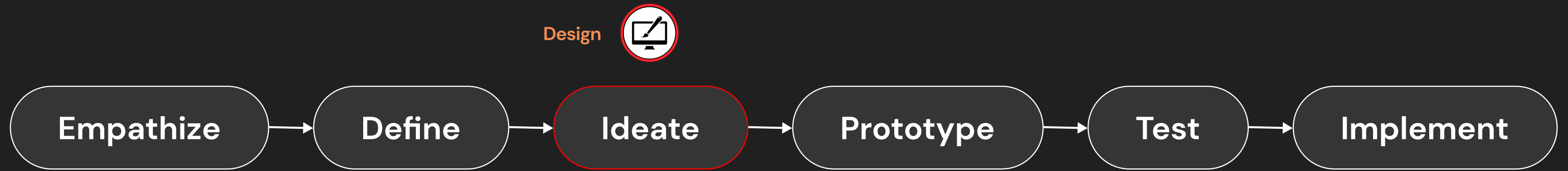
- Local politicians, law makers & courts.
- Infuential celebrities and/or public figures.
- Lobbyist.
- Local media.
- Corporations.
- Lack of access.

- **Are we looking to tackle the root cause?**

- Yes, we are trying to create a way for users to self-organize and provide them the access and guidance they need.

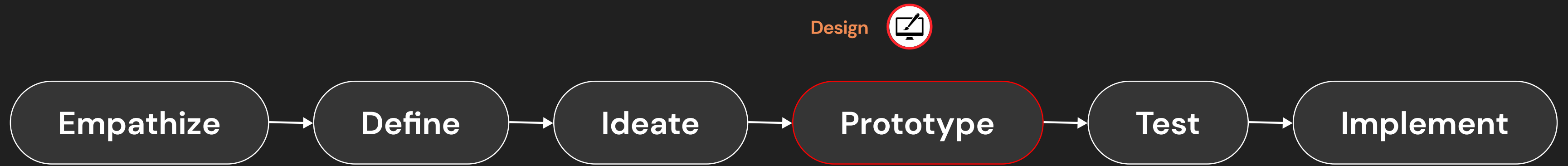
- **Are we looking to directly address a single or multiple pain point(s) of the problem?**

- We are trying to tackle multiple pain points; collection of data, managing resources & surveying the target audience/market.

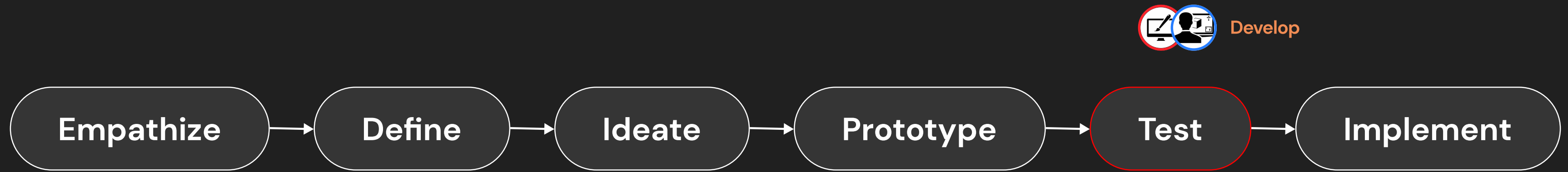


- **Brainstrom possible solutions:**

- Create a web-app which can allow users to review and vote on current and new laws which they can donate money to that will be collected and utilized lobbying purposes on behalf of the users.
- Create a google form petition to collect signatures.
- Create a website that displays laws are currently being voted on in their are and provides information on where to vote.



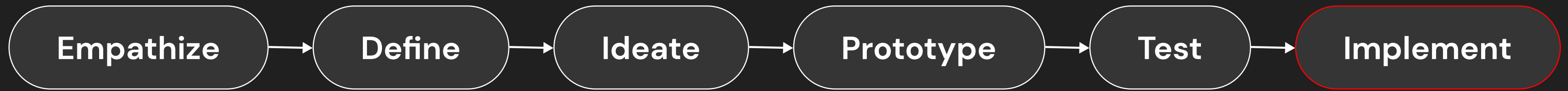
- **Prototype in progress...**



- **While testing, make notes of the following points:**
  - Are there any usability issues?
  - Does the prototype miss any of the major pain points?
  - Should any new features be implemented before re-testing?



Develop



- **Implementation T. B. A.**