

right2vote

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VALUE PROPOSITION

Incentivize young voters to make informed decisions and votes.

PROBLEM AND SOLUTION OVERVIEW

In 2012, only thirty-eight percent of 18 to 24 year olds in the United States voted in the presidential election. Young voters have consistently voted at lower rates than other age groups, a discrepancy harmful to both the young voters and the country. Contrary to some beliefs, younger voters' votes do affect elections (as seen in Barack Obama's reelection in 2012). Furthermore, the younger generations should play an active role in voting because many of these issues will define their future. However, raising voting rates of the youngest sector should be coupled with education of current events and issues. Ultimately, increasing awareness about events and issues will lead to higher voting rates and more educated votes, especially among the youngest voting generation.

UI SKETCHES

Idea One: Ranking opinion on specific issues, guided towards a candidate whose opinion is aligned with yours, provided with logistics on voting (date/location/etc).

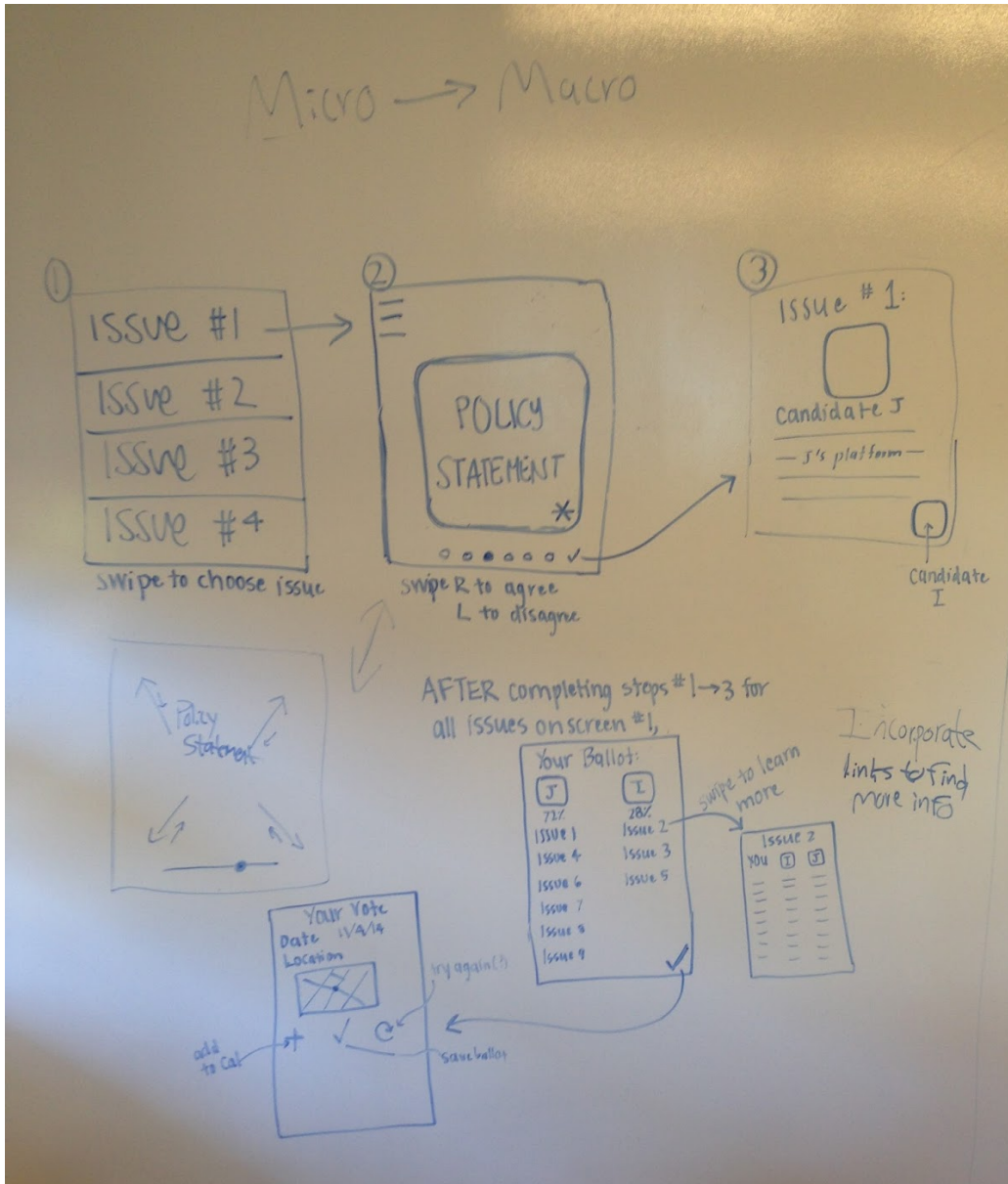


Figure 1: Ranking/ballot UI idea

Idea Two: Social media campaign; candidates, issues, and voters “pin” articles, pictures, quotes, and more to individual boards. User (voter) can choose to have board analyzed, app creates specific ballot for user based on pinned items.

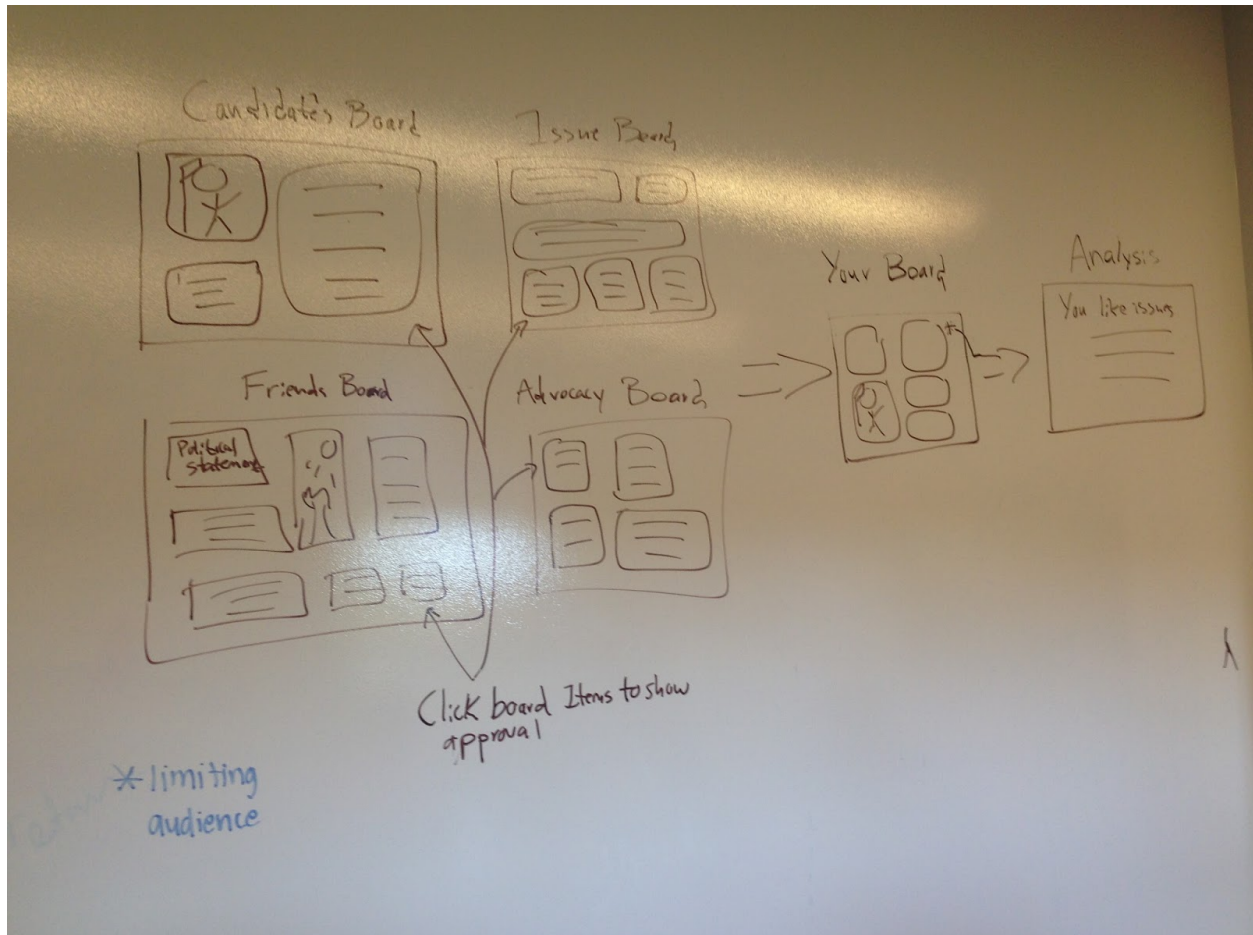


Figure 2: Social media political board UI idea

SELECTED DESIGN INTERFACE

Our team chose the ranking/ballot idea (see *Figure 1*) because its elements and interface best aligned with our value proposition and tasks found via contextual inquiry. Our target audience is American young voters aged approximately 18 to 24 years old. Since we aim to appeal to all types of Americans, we wanted to focus on an idea that is universally applicable to a wide range of users. For example, our social media political board idea (see *Figure 2*) would have a limited audience; only those who had sufficient time and interest to build, maintain, and explore political boards would

successfully use this application. In contrast, the ranking/ballot idea appeals to a more universal user as it is more simple, personal, and flexible. Users do not need to constantly maintain, check, and update this app.

The ranking/ballot idea also allows for personal exploration as users express their own views and stances on issues. Similar to the concept of BuzzFeed quizzes, this app allows users to learn more about how their own beliefs stand within the context of political issues. Finally, this idea offers an end product to users: a recommendation of whom to vote for. The finality and anticipation of this “match” will provide what is needed to ultimately create behavioral change and encourage voting. The below functionality summary table (see *Figure 3* to match features to physical design) outlines the functionality of our artifact.

Functionality Summary Table

Feature	Function
Issues	The first screen of the app contains a list of relevant issues regarding the upcoming election. The user swipes right on a specific issue to rank his/her opinion on this issue.
Policy Statements	Upon choosing a specific issue, the user is presented with a specific policy statement regarding the issue. For example, if the issue is “Foreign Affairs,” a potential policy statement might be, “The United States should withdraw all troops from Iraq by 2015.” The user must agree or disagree with the policy statement by either swiping right or left, respectively.
Learn More About Policy Statements	If the user wants to learn more about the policy statement on the screen, he/she can click this button. By clicking this button, a compilation of news articles on the policy statement’s topic will emerge.
Page/Statement Indicator	This bar indicates how far along the user is in completing the survey on his/her opinion on this issue. This feature sets expectations with users and provides concrete measurements on how far away the goal is.
Menu Button	In the upper left corner, users can click this button to pull back out onto the “Issues” screen. This feature allows users to stop and resume the surveys as desired.
Candidate Match on Issue	Upon answering all policy statements, this screen will display which candidate’s view on this issue is most aligned with the users. On the bottom right, users can view the other candidate’s view on the issue. By providing information on each issue, the app offers feedback after specific intervals.

	<p>This feature urges users to continue using the app by offering bits of information intermittently. Without this feature, users would only have information at the very end of the app, which would not encourage and promote usage of the entire app.</p>
<p>Your Ballot</p>	<p>After completing the policy statements for all issues, this screen would appear, delineating the best fit candidate given the user's opinions on specific issues. By providing numerical evidence and outlining stances on specific issues, the user can see which issues he/she agrees on with the best fit candidate and the issues he/she agrees on with the other candidate. By seeing which issues he/she is aligned on with specific candidates, the user can choose a candidate based on which issues are most important to him/her. For example, suppose a user is numerically more aligned with Candidate A, but agrees more with Candidate B's foreign policy, which is an issue the user deeply cares about. By seeing this chart, the user will know she is more aligned with Candidate B's foreign policy, and will perhaps change her vote.</p>
<p>Learn More About Issues</p>	<p>On the Your Ballot screen, a user can swipe right on specific issues to learn more about the issue, the user's stance, and both candidates' stances. This feature allows further exploration and understanding of the ballot.</p>
<p>Ready to Vote Button</p>	<p>This button on the lower right hand corner of the Your Ballot screen leads users to the final screen that offers logistical information about voting.</p>
<p>Voting Logistics</p>	<p>This final screen informs users about the specifics of how to vote, including the time, date, and location of the nearest polling station.</p>

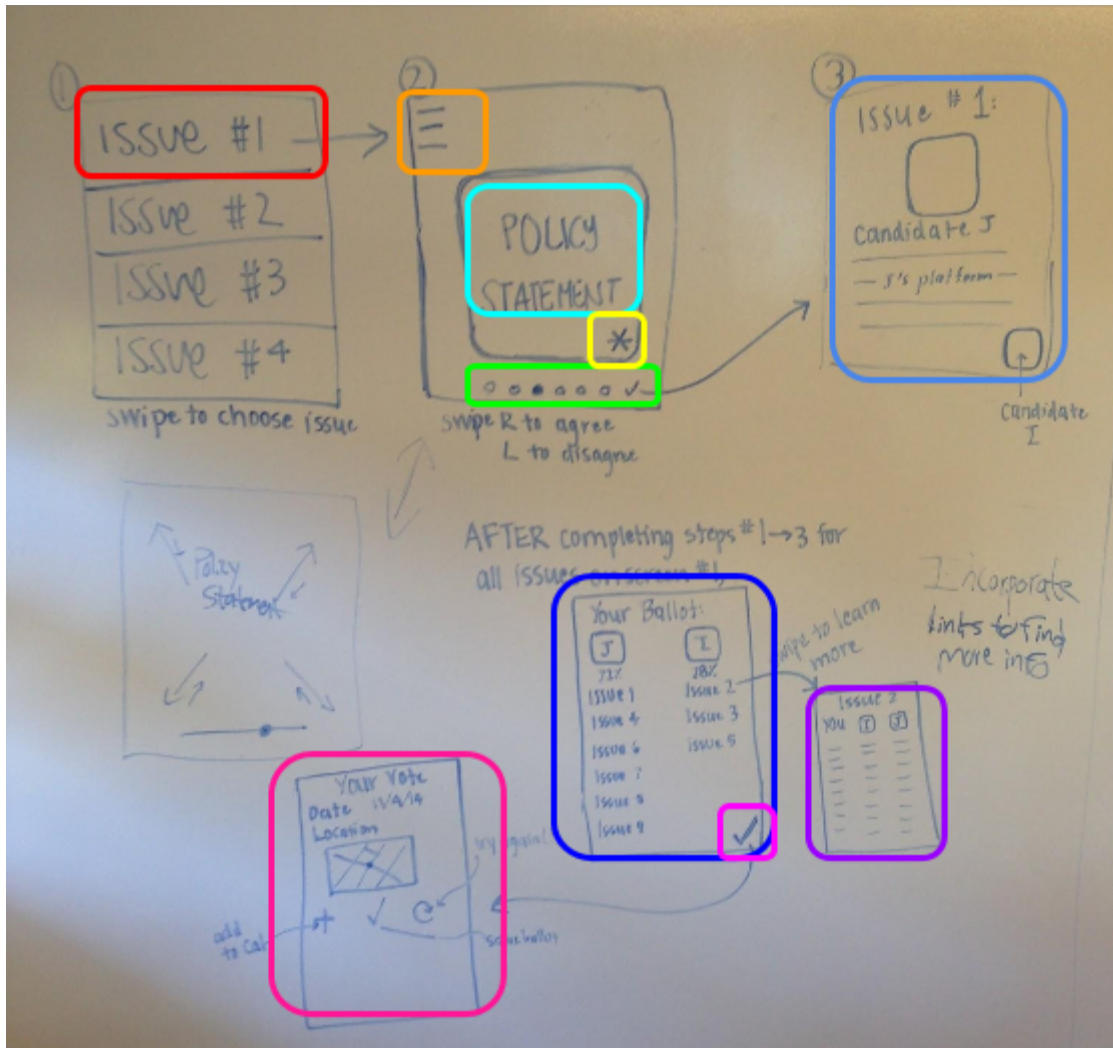
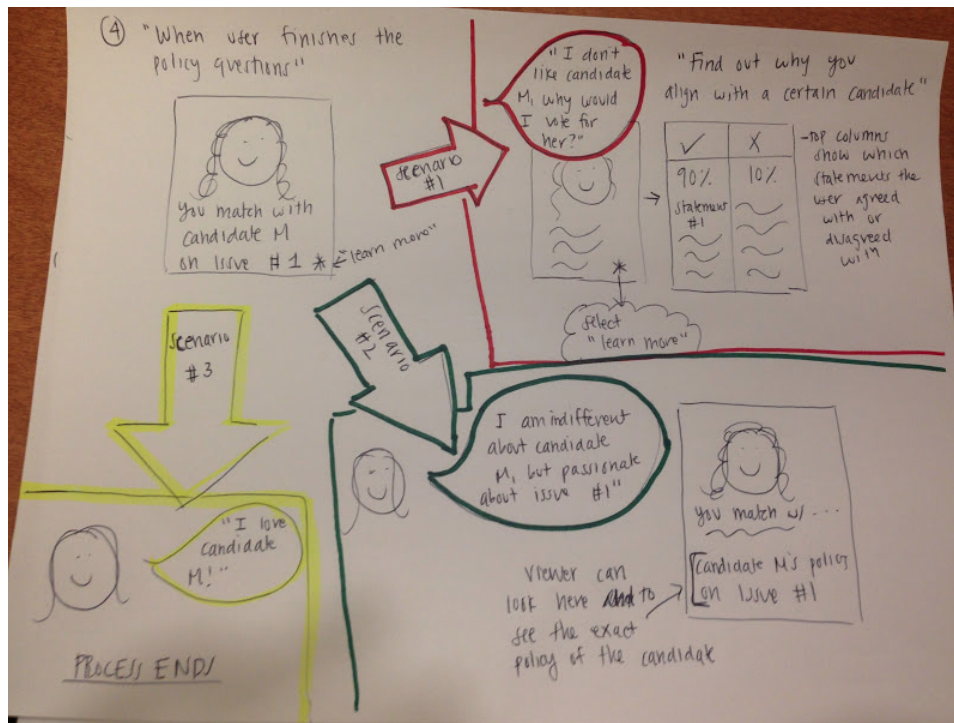
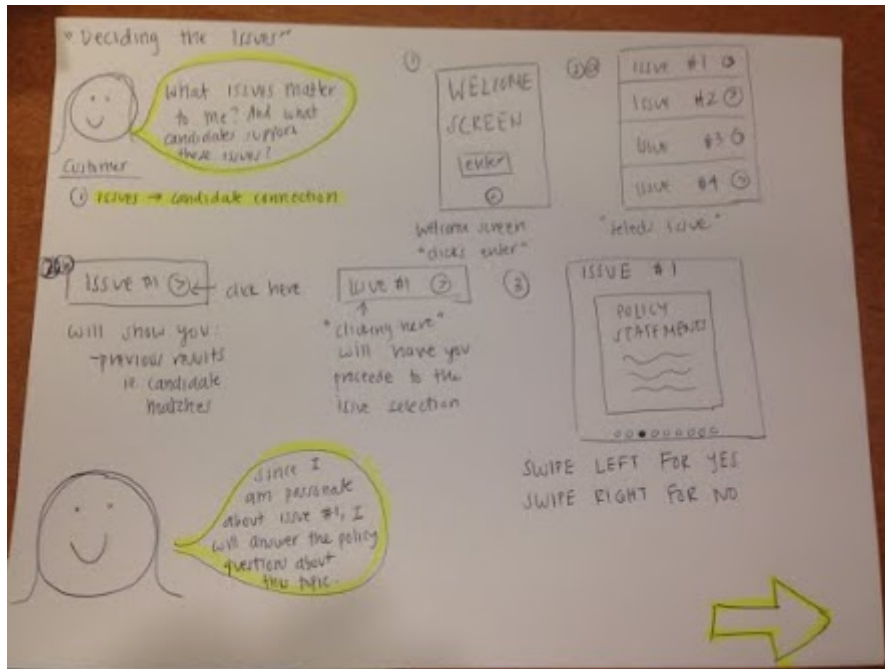


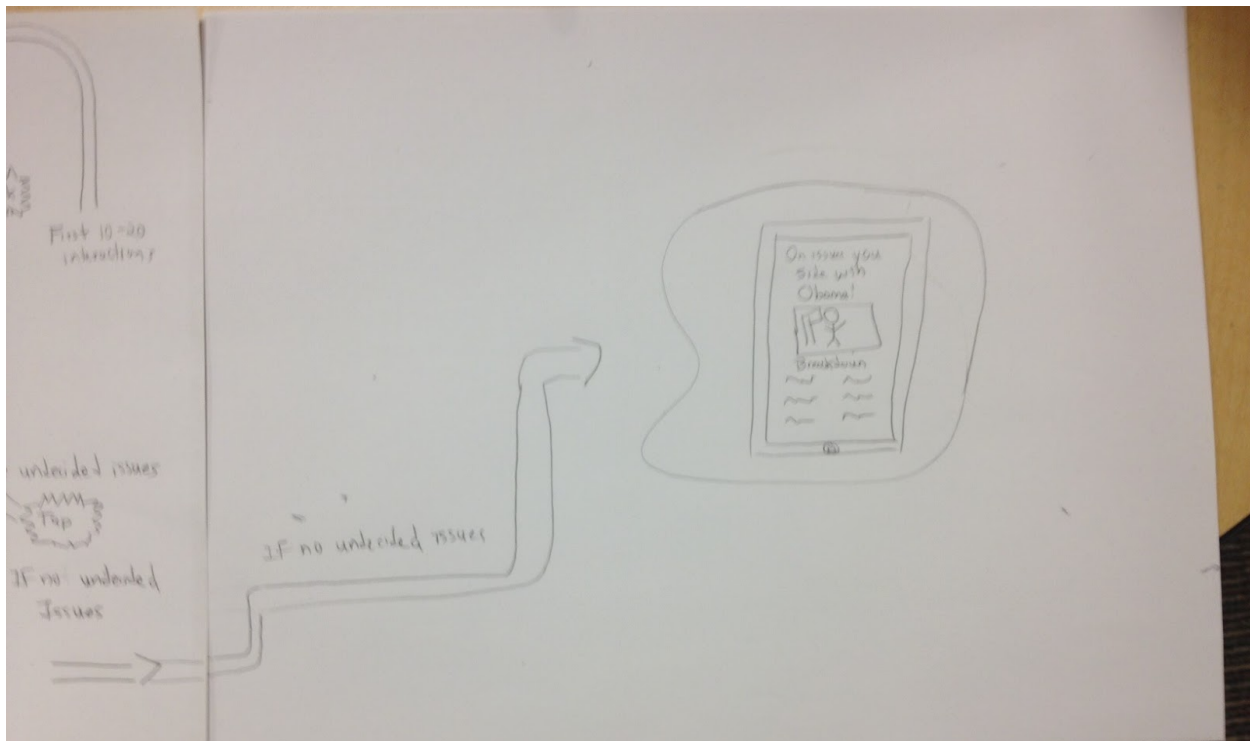
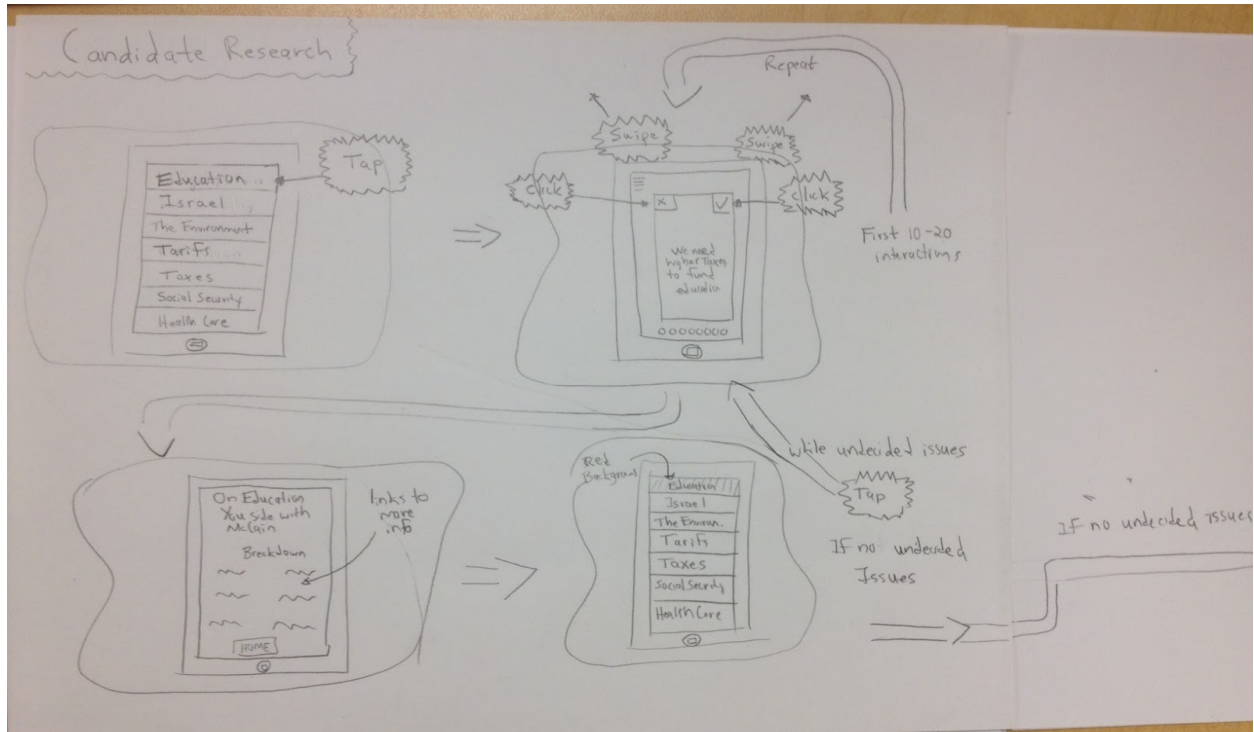
Figure 3: Annotated ranking/ballot UI idea

UI STORYBOARDS FOR THREE SCENARIOS

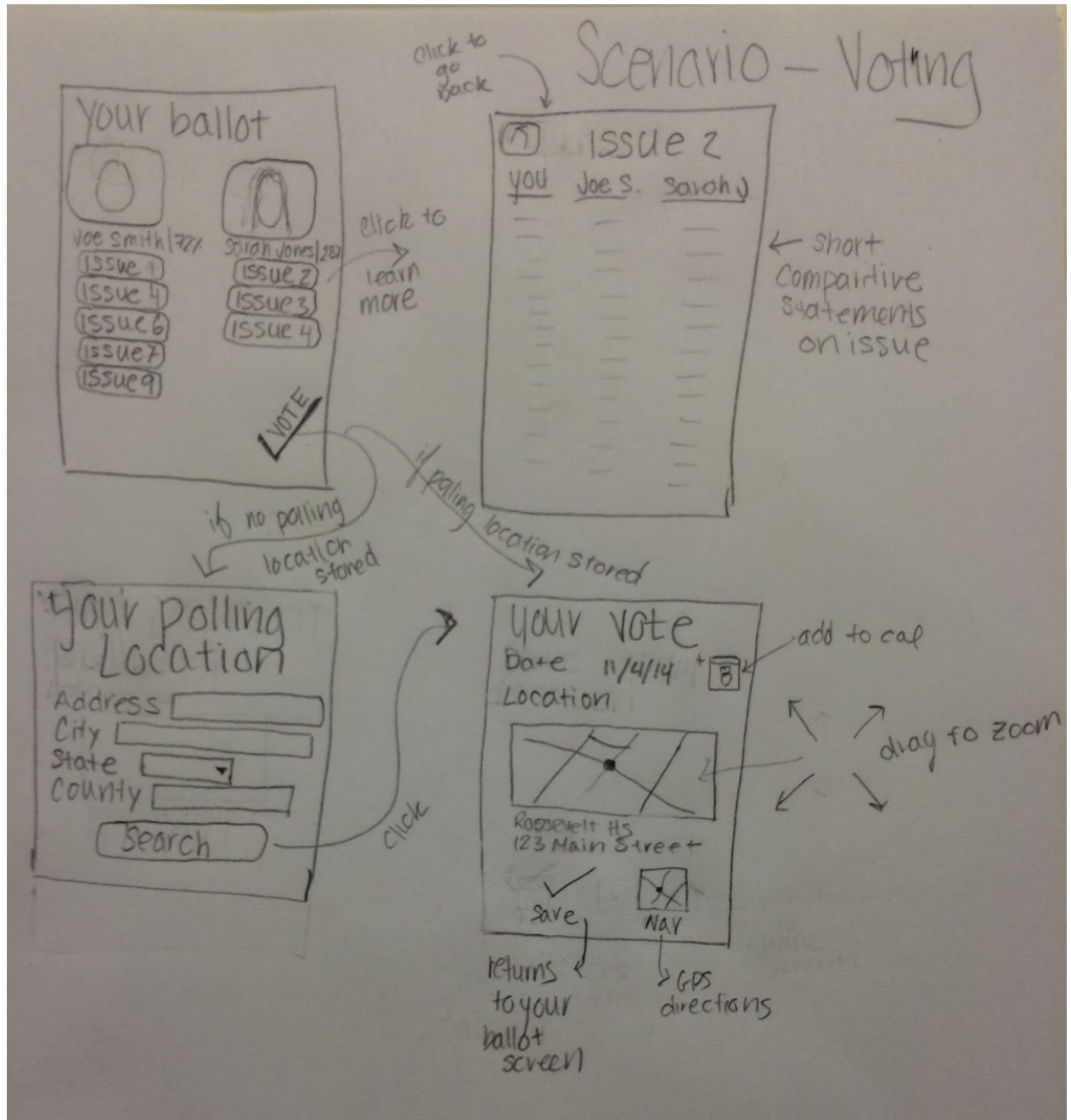
Scenario One: Deciding the Issues



Scenario Two: Candidate Research



Scenario Three: Customizing ballot & casting vote



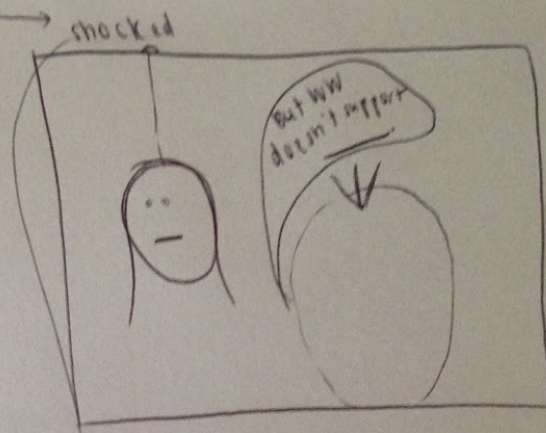
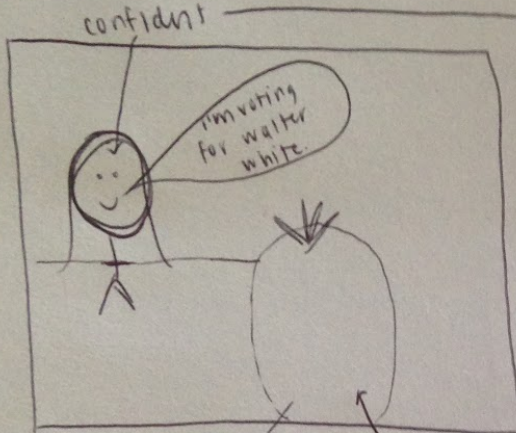
VIDEO PLANNING STORYBOARDS

Scenario One: User's Lack of Time and failure to research candidates [Candidate Research]

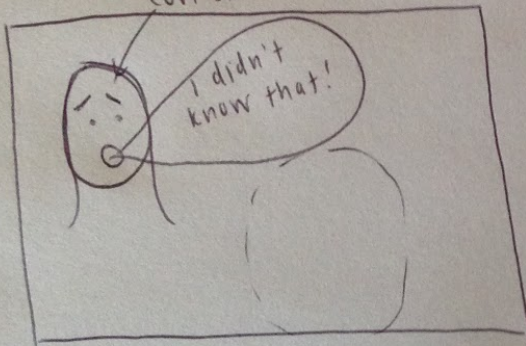


Scenario Two: Using app to help discover/develop own views/opinions about issues [Deciding the Issues]

Problem User isn't aware of entire platform of selected candidate



unknown friend
identityless
concerned

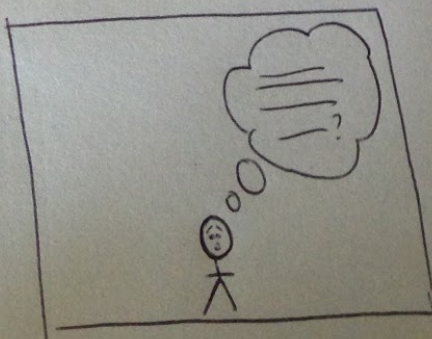


emotional change
confident → shocked → concerned

music: anxious? eye opening?

different angles
→ no: want friend to remain anonymous

User concerned abt ~~how~~ how informed



* small person, big white frame ⇒ user is lost

* questioning if she should vote

Using r2v

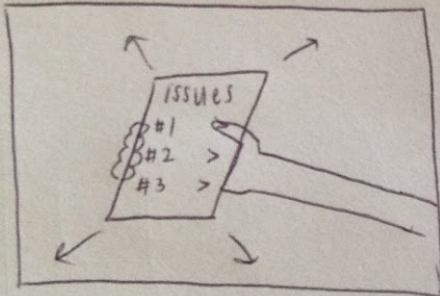


→ looking down at phone
→ swiping screen

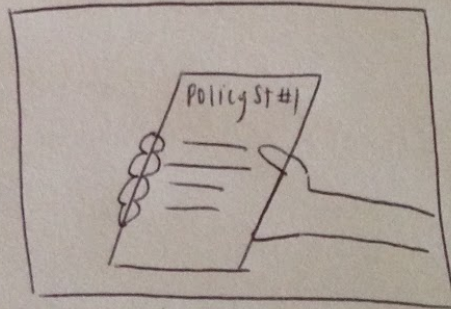
zoom in

HAPPY!

should show glimpse of interface



zoom in, C swipes right on issue #1

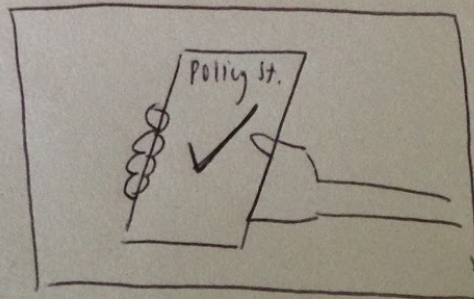


policy st pops up



C thinks

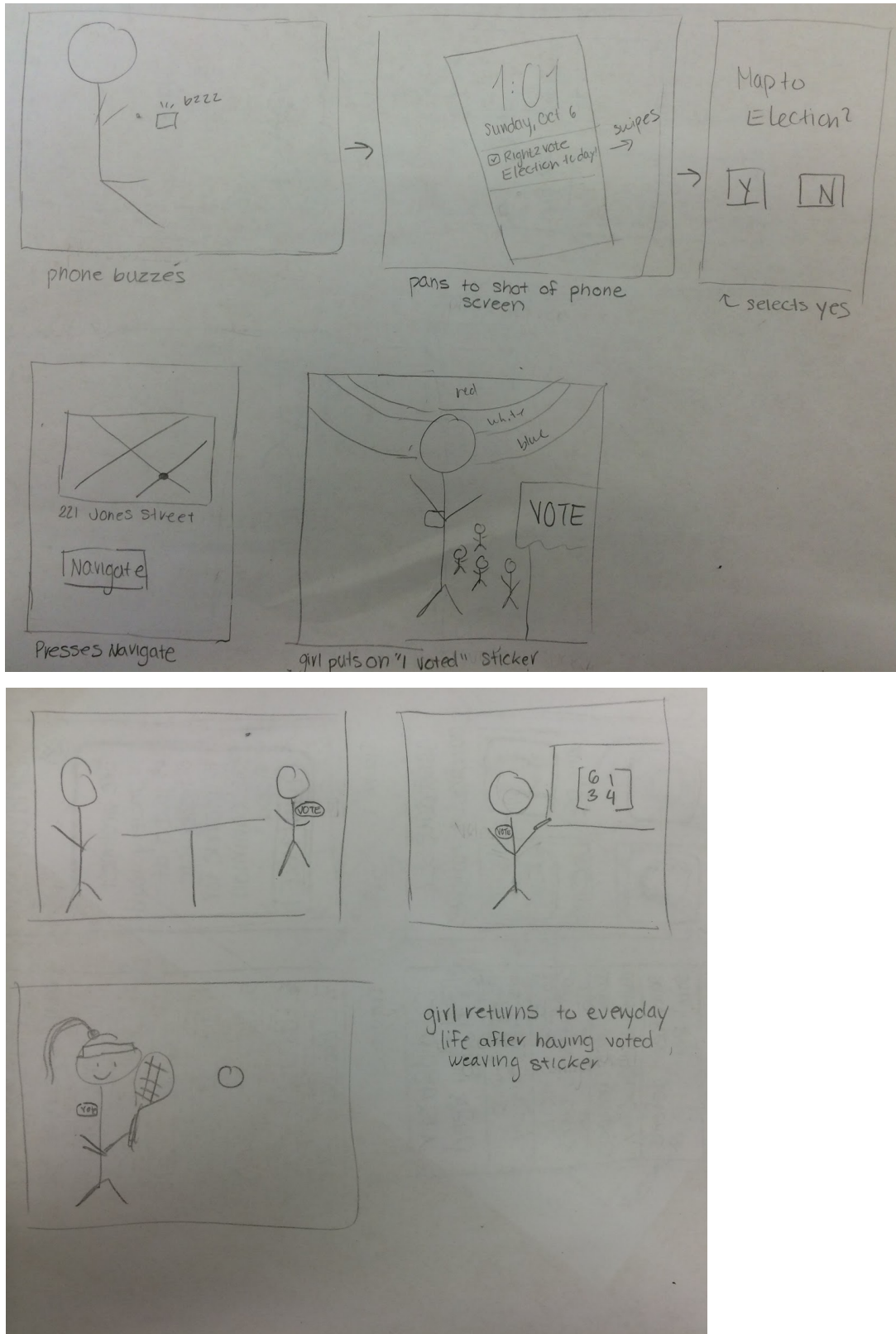
phone blurred out



swipes R to agree

* should repeat for 2-3 more policy statements

Scenario Three: Reminding the user to vote and guiding her to the poll. [Voting]



CONCEPT VIDEO DESCRIPTION

In the concept video, we strove to depict the life of a busy college student that wants to participate in elections but doesn't have time to research candidates herself. Our story line displays the most unique and impressive features of our app while also incorporating a relatable depiction of the lives of a young adult. We are hoping that this video shows the seamless integration of right2vote into the lifestyle of college students.

The most difficult part about this video was being able to coordinate schedules for all group members in order to ensure that we were able to design and produce a quality video. With such a compressed timeline, we found it difficult to plan out all design stages of the video. This part of the assignment was very collaborative and required the participation of everyone in the group so we had difficulties being able to plan the video separately and then integrate our ideas at the end.

Having a plan going into the video worked really well. Since we had a solid foundation to our video from creating the storyboards and brainstorming, the actual process of filming the video was easy and enjoyable. We also made sure to capture at least 15 minutes of filming so that we had plenty of scene options for editing. Our group works together very well so we were able to come up with many excellent and creative ideas for our film.

The design prep took around four hours of collaborative work to bring together. This includes brainstorming, creating the storyboards, and scouting film locations. Shooting video took about two and a half hours to get all the footage that we need to produce a quality video. Finally, editing the video took three and a half hours.