

right2vote

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Overview

Problem + Solution

Contextual Inquiry Description + Results

Task Analysis

Representative Tasks

Application Ideas

Early Design Sketches

Problem + Solution

38% of 18 to 24 year olds in America vote.

- + increasing awareness about events and issues
- + matching individuals' views with candidates' platforms
- + ultimately create new generation of educated voters

Contextual Inquiry Overview

Participants

- C.T.** 19 years old, undergraduate majoring in political science
 - + extensive background in politics, law, and elections
 - + chooses not to vote because feels she isn't informed enough
- B.S.** 28 years old, graduate student studying public policy
 - + has voted in 10 elections (ever since he turned 18)
- A.G.** 20 years old, undergraduate major in mechanical engineering
 - + not interested in politics, little civic involvement, does not vote

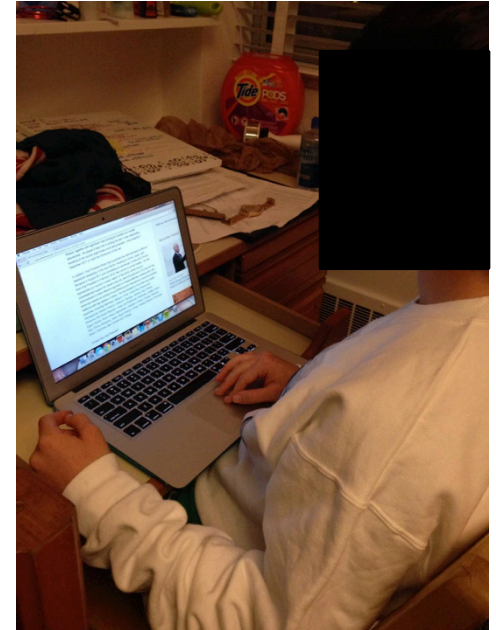
Contextual Inquiry Overview

Why were our participants specifically chosen?

+ diversity: academic, political, demographic

Where were our participants interviewed?

+ environments where our participants work/
research



Contextual Inquiry Results

Using technology to read the news

- + multiple online news sources
- + also used to learn about candidates and platforms

Focusing on issues most important to them

- + concept of the “Big Three” issues

Choosing candidates

- + based on party alignment
- + based on platforms that align with personal beliefs

Task Analysis

Who is going to use the system?

What tasks do they now perform?

Where are the tasks performed?

How often are tasks performed?

Time constraints on the task?

Customer's **other tools**?

Task 1 — Issue Research

Frequency

- + Near elections when the issue is relevant
- + Off cycle if the user is passionate

Current Tools

- + Social Media
- + Trusted News Sites

Learned From

- + Self-learned

Task 2 — Candidate Research

Frequency

- + Near Elections with issues the user cares about

Current Tools

- + Social Media
- + Trusted News Sites
- + Live Debates

Learned From

- + Family
- + Friends
- + Self-Created

Task 3 — Voting

Frequency

- + Near elections
- + Usually once a year

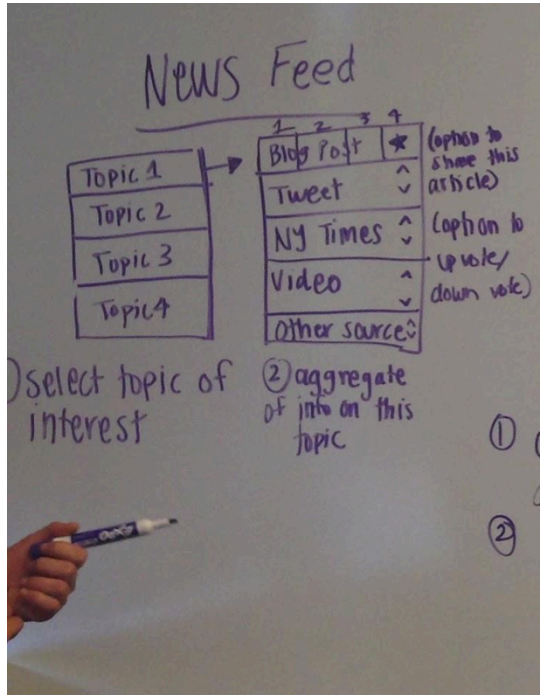
Current Tools

- + Physical Polls or Mail
- + Internet / Word of Mouth (Polling location)

Learned From

- + Family
- + School
- + Internet

Application Idea 1- News Feed



Stay informed

- + Search & select favorite news topics
- + Ex. Environment, feminism, technology policy

News Stream

- + Blog posts, tweets, news articles

Social Media

- + Share articles on Facebook or Twitter

Application Idea 2 - Election Aid

Stage 1: Sign On

- + App parses browser history to choose important issues

Stage 2: Confirm

- + Confirm/modify issues

Step 3: Engage

- + Emails about important elections (by issue)
- + Candidate information
- + Voting information

Application Idea 3 - Issue Priority Ranking

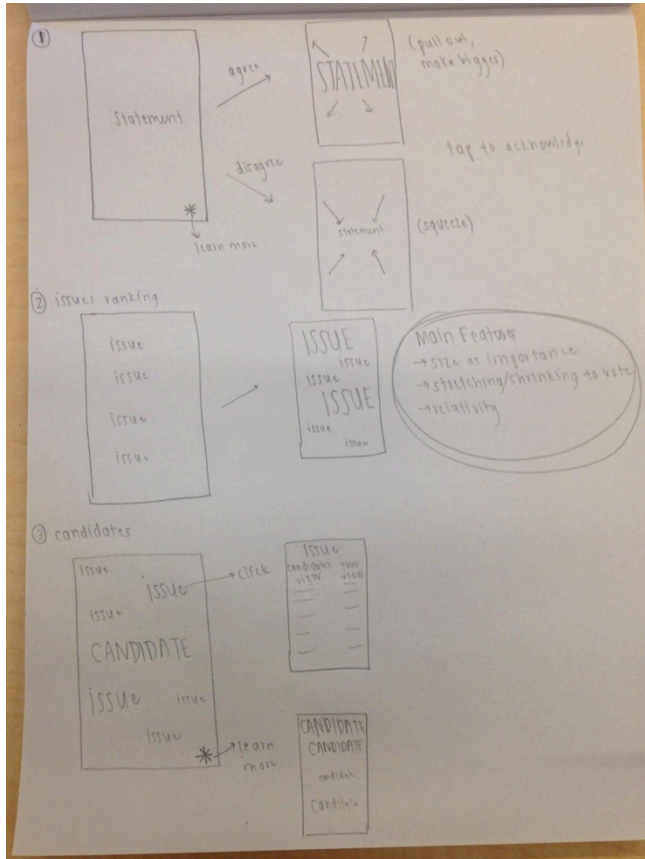
Stage 1: Issue Positions

Stage 2: Issue Importance

Step 3: Voting Recommendation

Step 4: Stay Informed

Sketch 1 - Finger Gestures



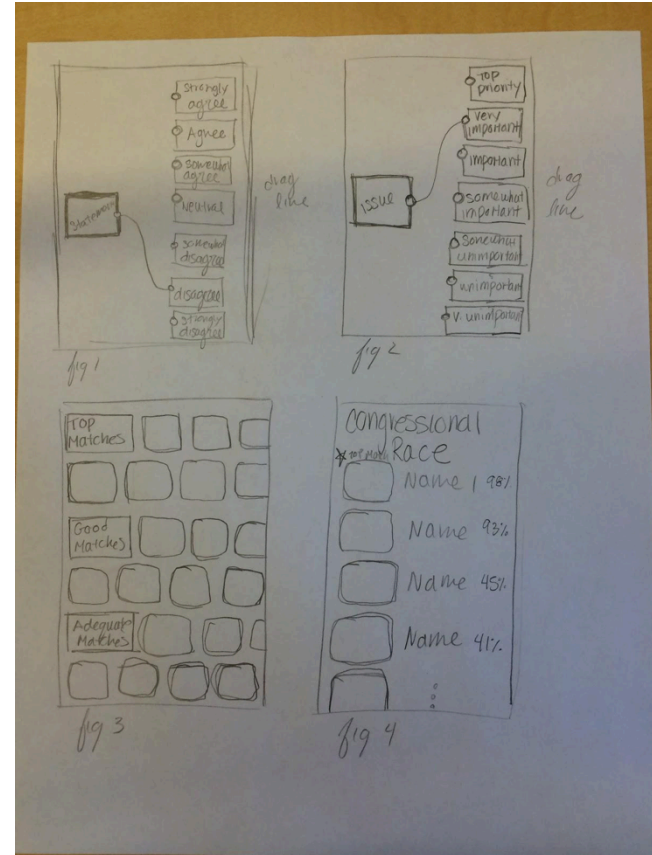
Key Design Features

- + Size = Importance
- + Stretching/Shrinking gestures
- + Prominent text of relative sizes

Sketch 2 - Icons and Graphics

Key Design Features

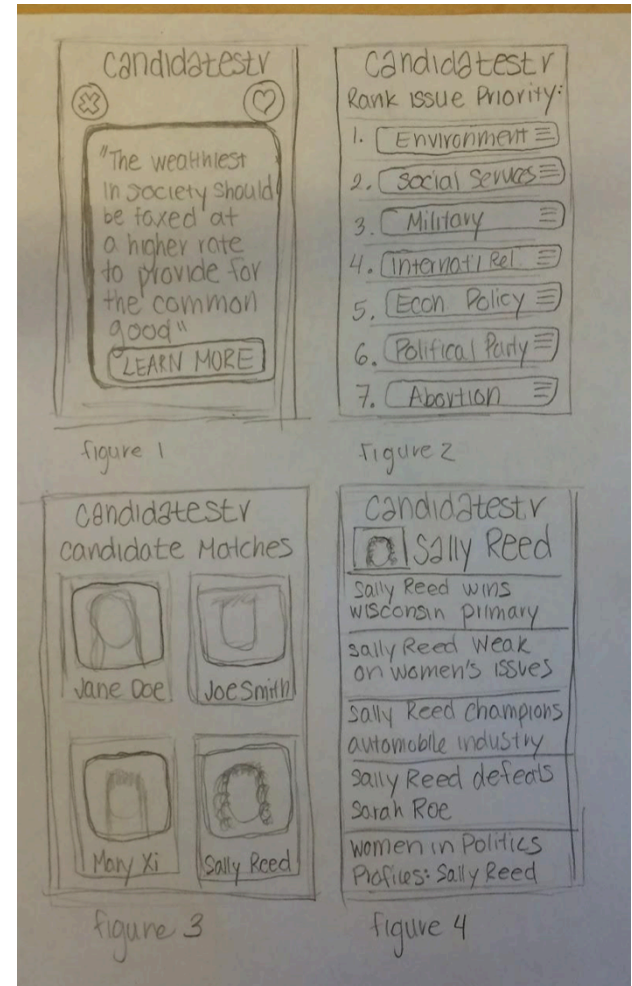
- + Large Icons
- + Drawing Connections
- + Candidate match scores



Sketch 3 - Swipe & Drag

Key Design Features

- + Swiping - "right2vote"
- + Large, visible text
- + Rounded Edges



Summary

- + Increase civic engagement amongst college students
- + Students don't vote because they don't feel they are adequately informed
- + Three tasks: Issue research, candidate research, voting
- + Three app ideas: News Feed, Election Aid, Issue Priority Ranking

Questions?

Thank you!