Problem + Mission Statement

+ 38% of 18 to 24 year olds in America vote.
+ Our goal is to connect voters with candidates who have similar political views and agendas.
+ We hope to create an interface that allows users to learn more about political issues and clarify their positions.
+ We also hope to simplify the voting process by providing instructions about how to vote and reminders to go to the polls.
Solution

We aim to **increase awareness** about events, candidates and issues by **matching individuals’ views with candidates’ platforms** in an effort to ultimately create **new generation of educated voters**.
Overview

Heuristic Evaluation Results

Revised Design

Prototype Implementation Status

Demonstration of Prototype
Heuristic Evaluation Results

1. [H2-10 Help and Documentation] [Severity 3] [Found by: A, B, C]
   - The home screen is not self-explanatory

Our Fix:
+ Redesigning homescreen to increase system visibility
Heuristic Evaluation Results

2. [H2-4 Consistency and Standards] [Severity 4] [Found by: A, B]
   - Pinching in and out to agree/disagree with a statement is not intuitive
   - Don’t know how to operate

Our Fix:
+ Creating a video tutorial for first-time users
Heuristic Evaluation Results

+ Good feedback on the basic concept of our application.
+ Clear correlation between user agreeing/disagreeing with policy statements and being matched with candidate.

- Need to provide consistency in our transitions between tasks to simplify the overall flow of our application.
- The general concept is a bit complicated, first-time users would benefit from a tutorial.
Revised Design

Medium-Fi Prototype

right2vote
- deficit
- economy
- education
- environment
- foreign policy
- gun control
- health care
- immigration
- taxes

your ballot
- Clinton
- Cruz
- foreign policy
- gun control
- education
- environment
- health care
- immigration
- taxes

your vote
- when
  - November 6, 2016
- where
- your ballot
Revised Design

- Android
- Homepage
- Tutorial: first-time vs experienced users
- Increased visibility
Prototype Implementation Status

Tools
+ Eclipse (Java IDE)
+ Droid Razr M
Prototype Implementation Status

Implemented Features

+ Logistics for voting day: “A user wants to find out where/when to vote”
Prototype Implementation Status

Unimplemented Features
+ Complex Task - Finding who to vote for
+ Simple Task - Sharing vote

Plan
+ Build off of homepage
+ Tasks simplest → complex
+ Tutorial
Prototype Implementation Status

Hard-Coded Data
+ Political information
  + Candidates
  + Platforms
  + Policy statements
+ Creation of ballots
  + Aligning views with candidates’
+ Polling locations/logistics
Prototype Implementation Status

Wizard of Oz Techniques
+ None, as of yet

Issues/Questions
+ In process of converting iOS design into Android app
+ Extent to which we plan to develop the “Ballot” task
Demonstration of Prototype
Any questions?

Thank you!