right**2**vote

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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

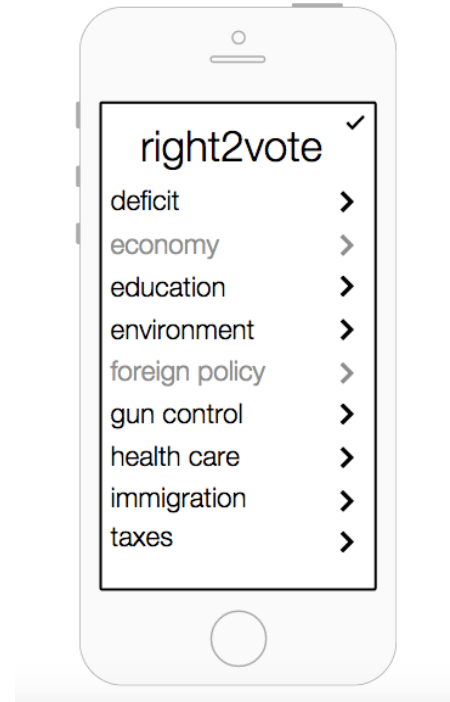Revised Design

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:
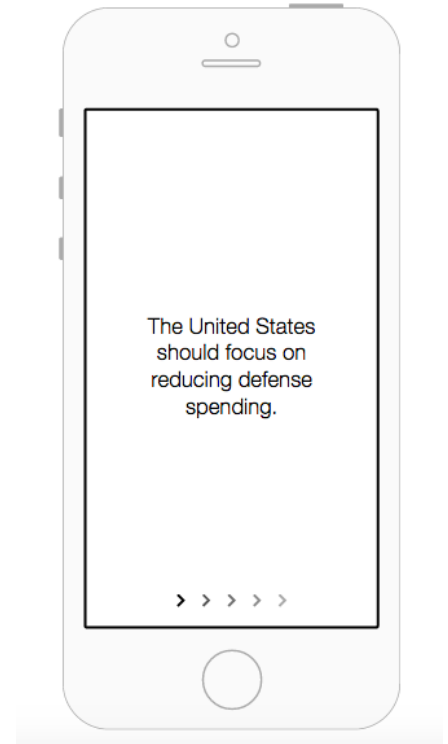+ Redesigning homescreen to increase system visibility

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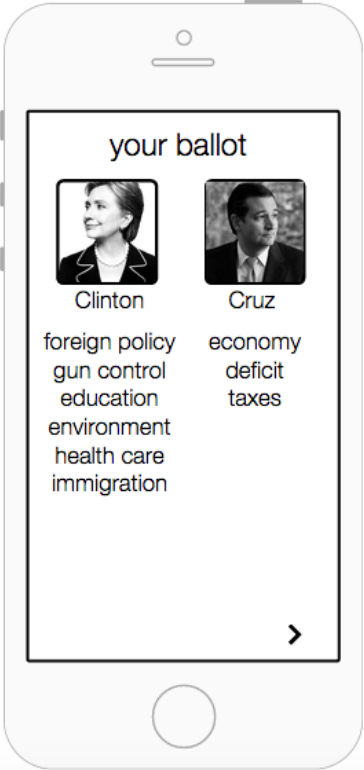
Our Fix:
+ Creating a video tutorial for first-time users

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.
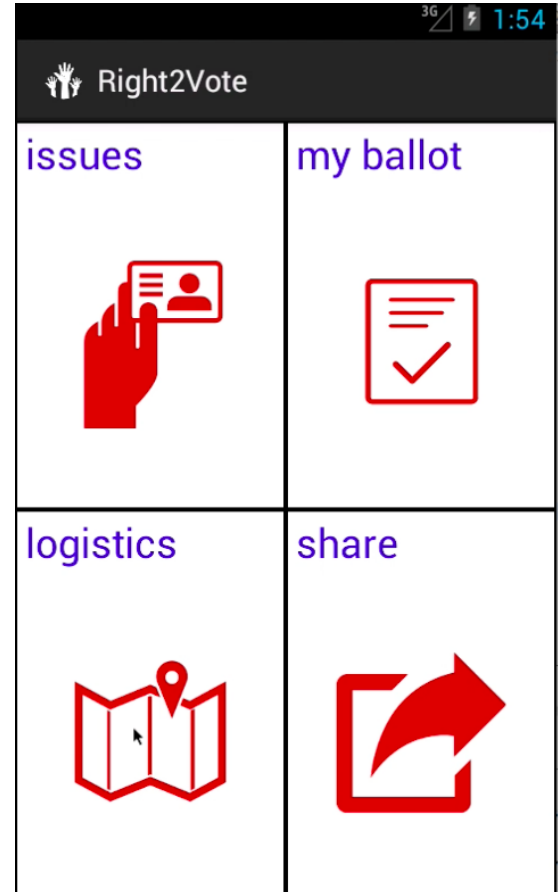
Revised Design

Medium-Fi Prototype

right2vote

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

your ballot

Clinton   Cruz

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

>

your vote

when
November 6, 2016 >

where

your ballot >

Revised Design

+ Android

+ Homepage

+ Tutorial: first-time vs experienced users

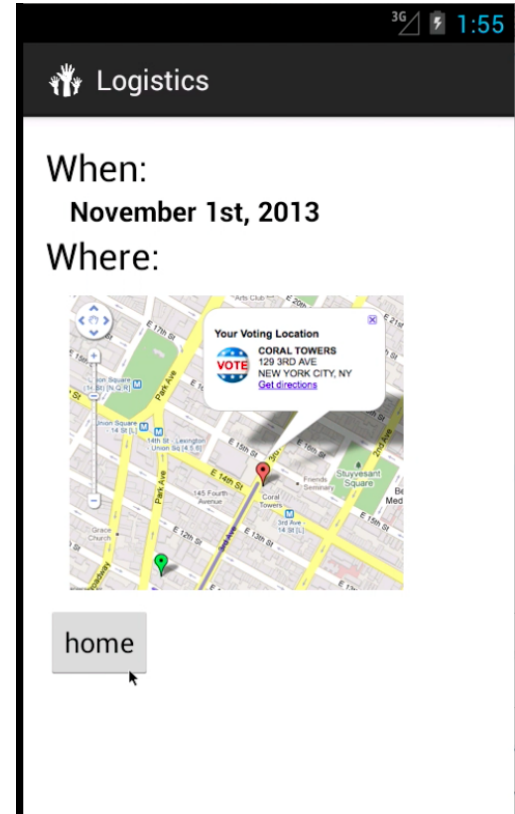+ Increased visibility

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
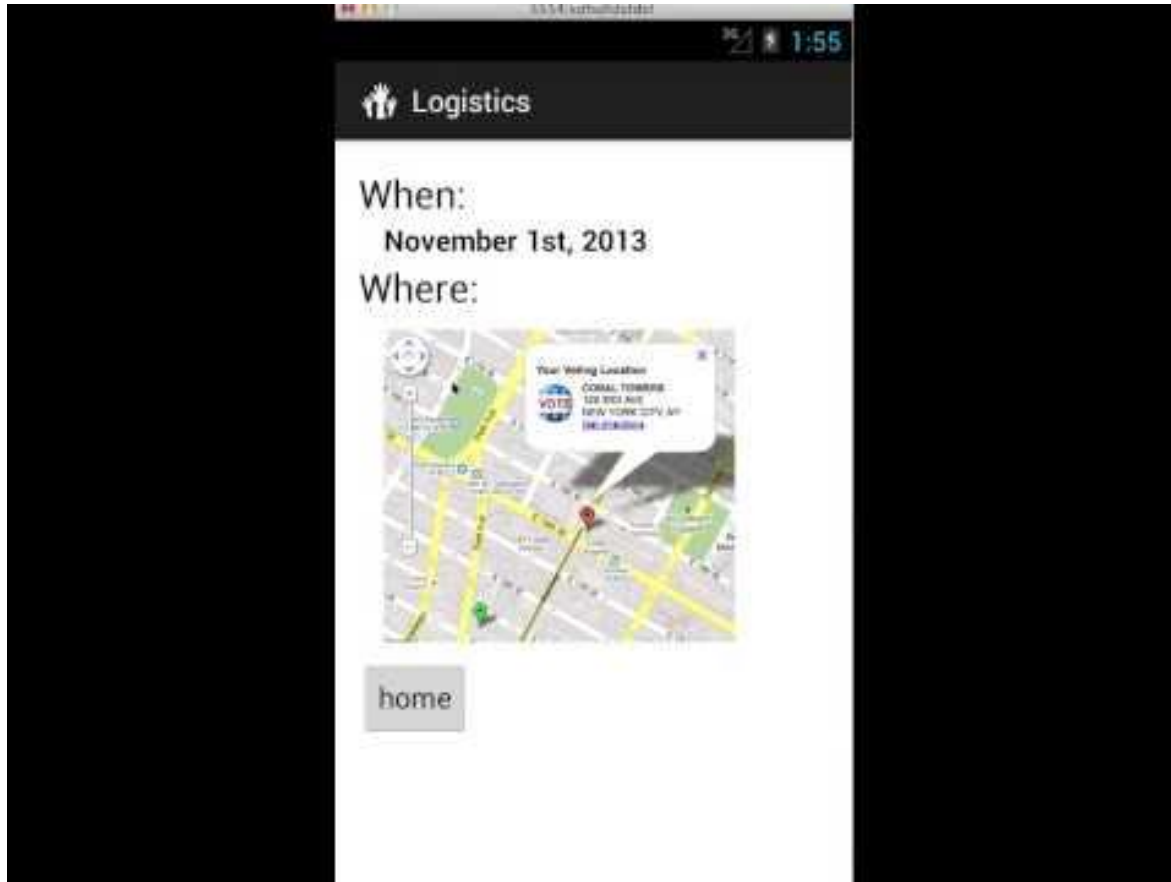
Wizard of Oz Techniques
+ None, as of yet

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!