right2vote

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Overview

Mission statement
Representative Tasks
Lo-fi Prototype Structure
Scenarios
Experimental Method + Results
Suggested UI Changes
Summary

Team Mission Statement

+ 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.

Representative Task #1

Guiding user to rank their opinion on specific issues:

+ Gets list of relevant issues
+ Selects an issue of importance
+ Swipes through policy statements on this issue
+ Returns the candidate that matches the user's stance on the selected issue

Representative Task #2

Forming the users' ballot based on the user's stance on the issues:
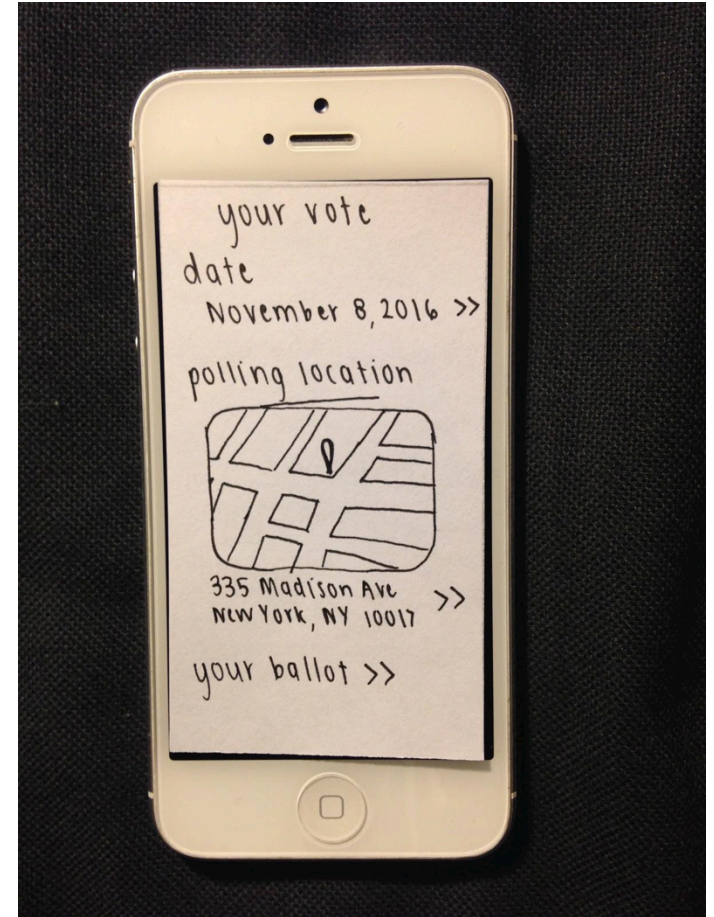
    + Uses data from interaction with application (Task #1)

    + Displays result in easily viewable format
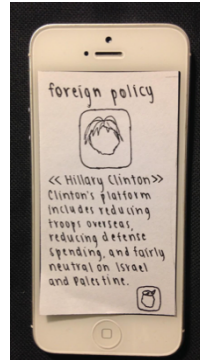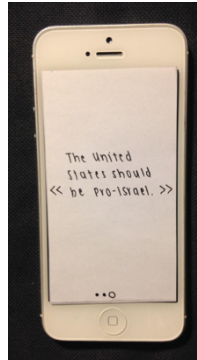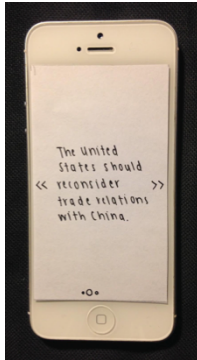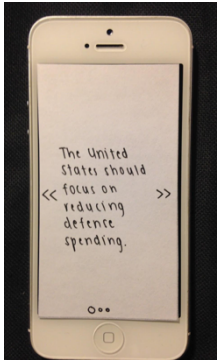
    + Creates baseline for user to do more research
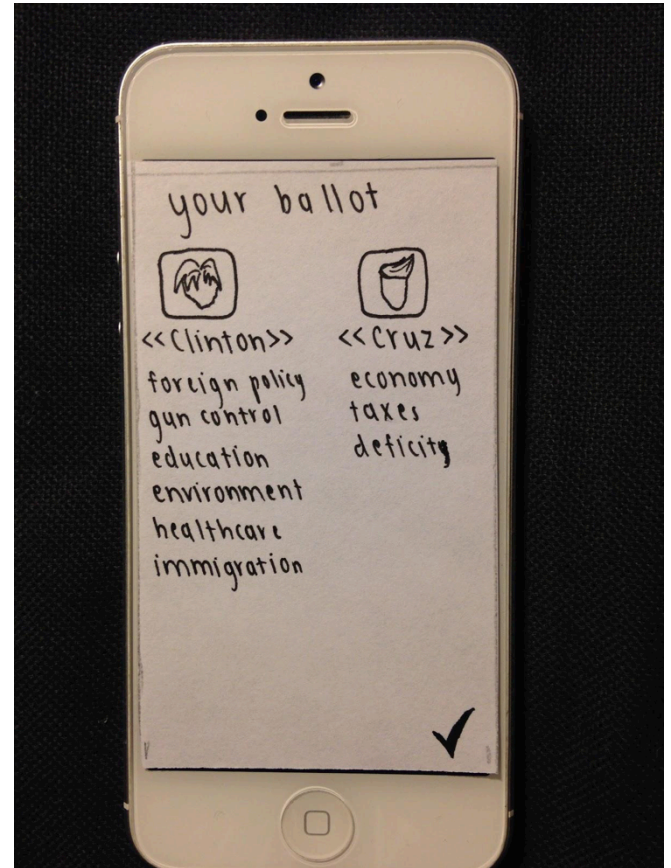
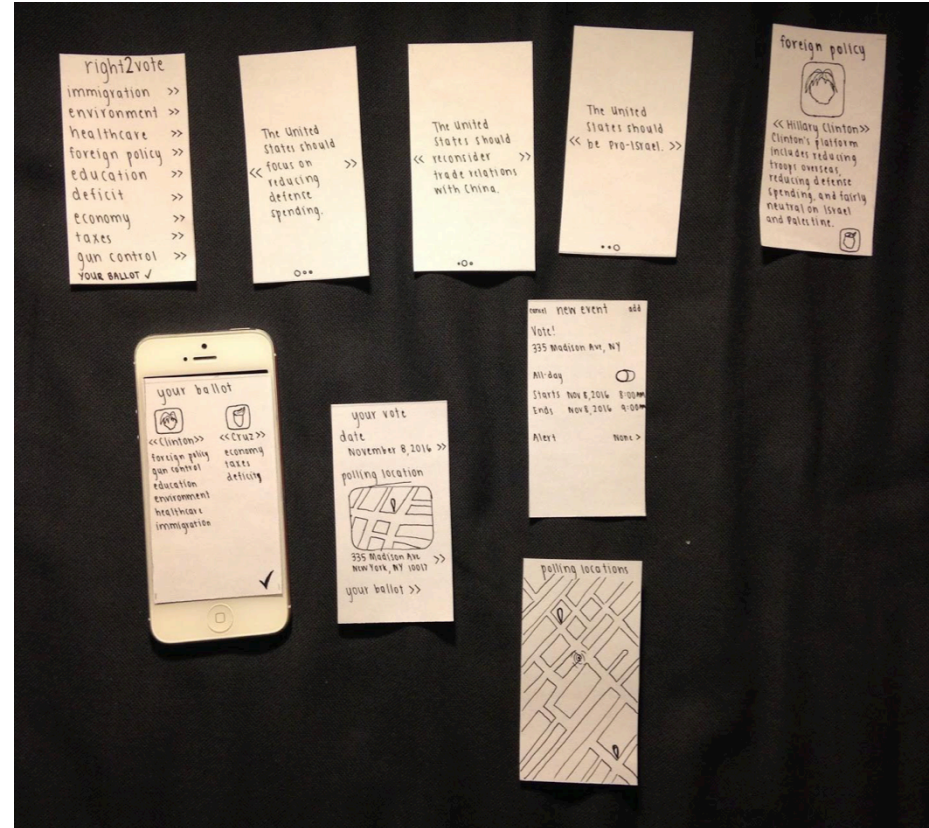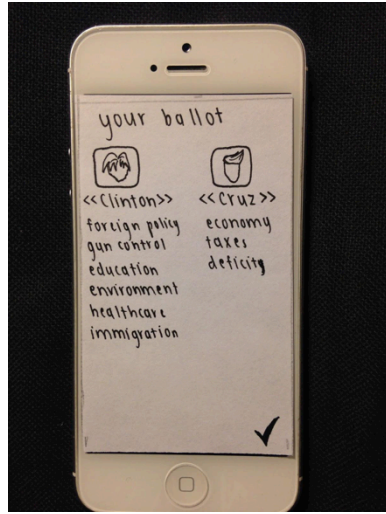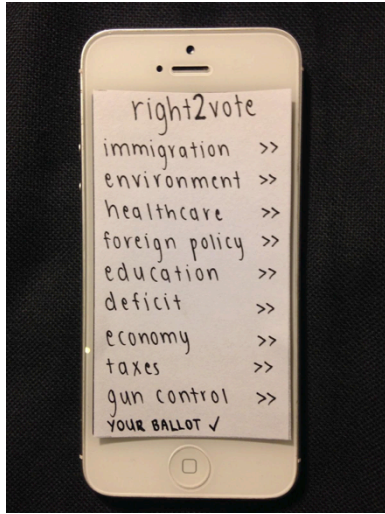# Representative Task #3

Providing Logistical Information On How to Cast One's Ballot:

+ Uses current location
+ App provides:
    + election date
    + polling location
    + link to your voting preferences
    + reminder to vote on election date

Lo-Fi Prototype Structure
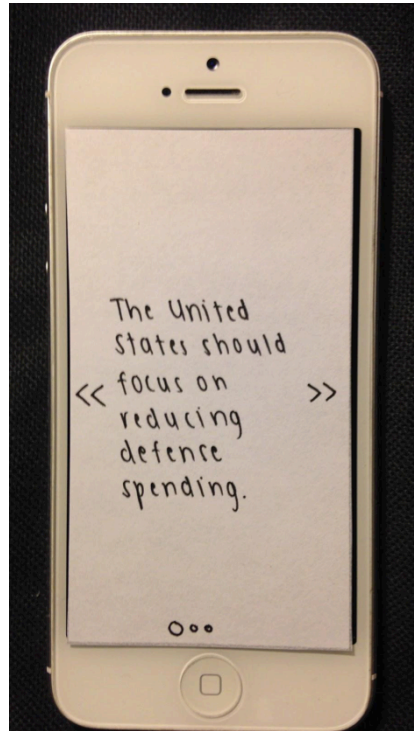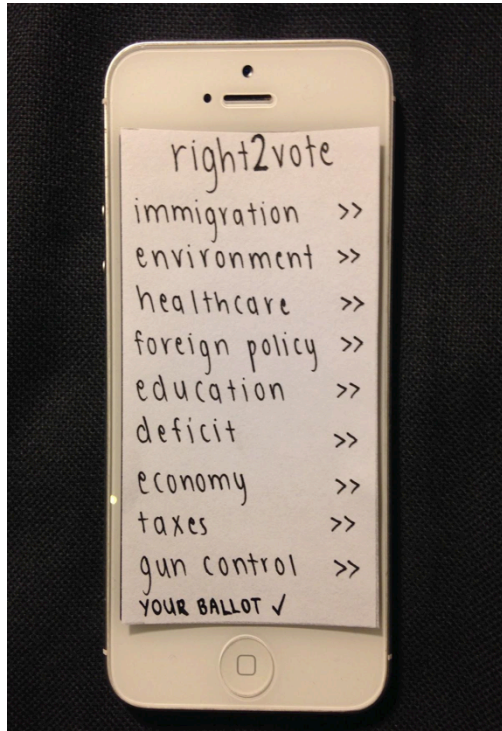
What candidate has the same foreign policy as I do?

Scenario #1
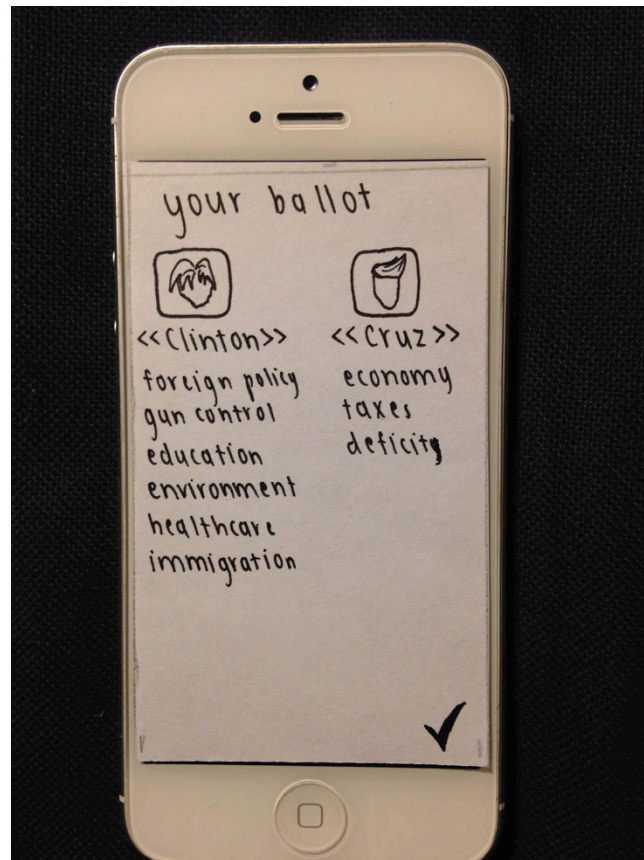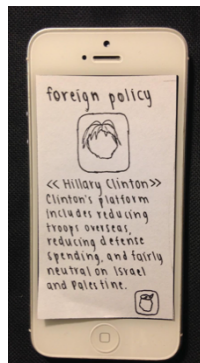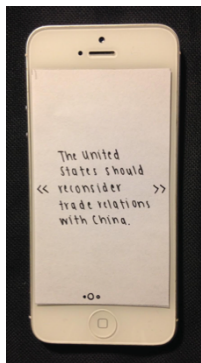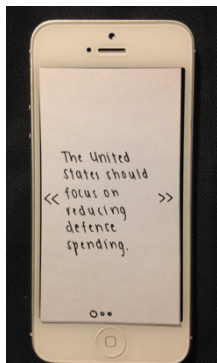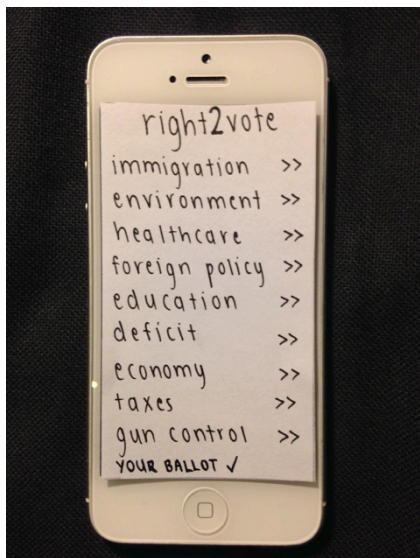
Guiding user to rank their opinion on specific issues:

I ranked my issues, but who do I vote for?

Scenario #2

Forming the users' ballot based on the their stance on the issues:

I have my ballot?
Now what?

Scenario #3

Providing Logistical Information On How to Cast One's Ballot:
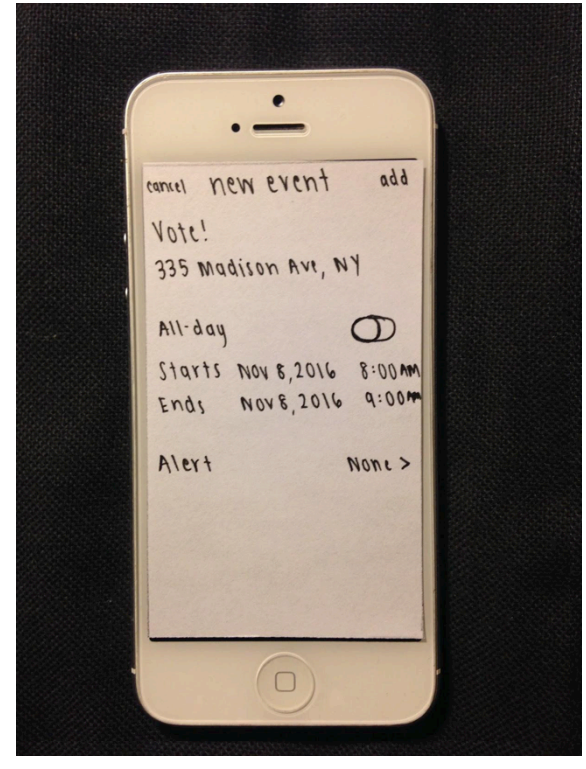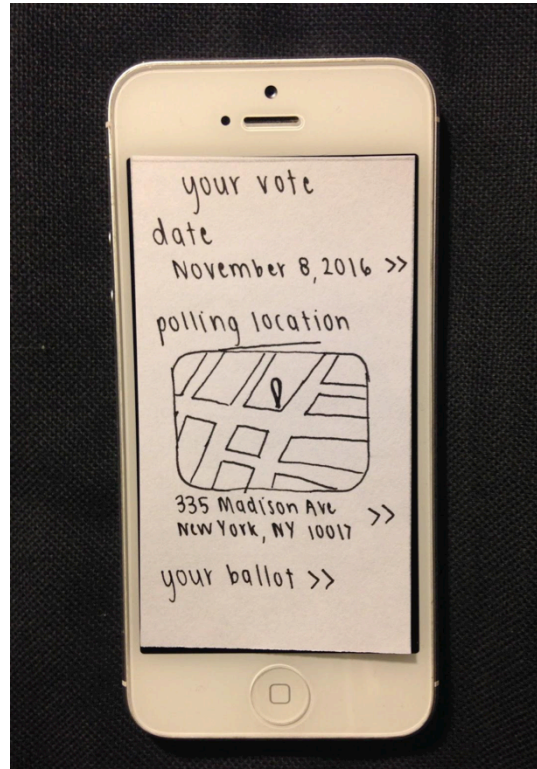
Experimental Method

+ Prep the participant: background & consent

+ Demo the prototype

+ Ask participant to navigate through prototype to perform three tasks:
  + ranking issues
  + finding candidate
  + voting logistics

+ Interview participant about his/her reaction, insights, concerns, questions, ideas

+ Conclude

Maya: Designer Interviewer

Devon: Facilitator Computer

Marina:

Christina:

Experimental Results (Subject 1)

+ Positives
    + 'Easy', 'Simple'
    + Completed all tasks
- Deltas
    - Direction to 'agree' or disagree' on issue statement screen is unclear
    - The ballot screen made the user slightly puzzled on how to proceed. 'What are my next steps on this?'
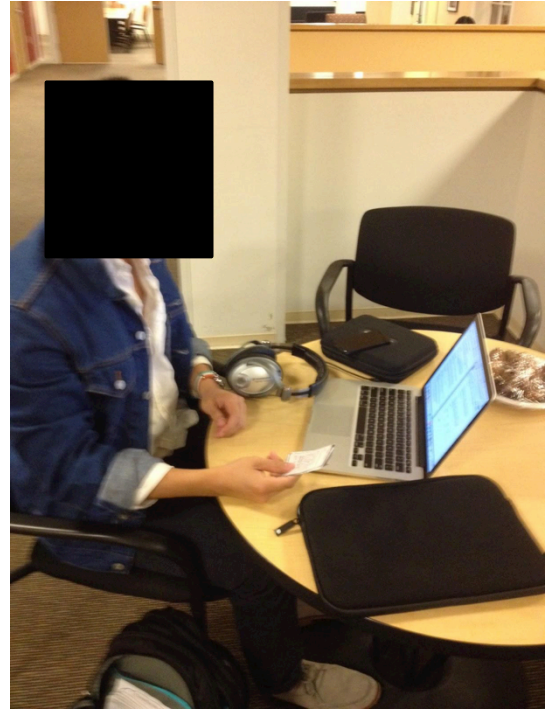
Experimental Results (Subject 2)

+ Positives
    + Liked the aesthetics of the app
    + Understood the swiping task
- Deltas
    - Was confused by the arrows around the candidates' names
   - Was confused from various screens about how to return to the home screen

Experimental Results (Subject 3)

+ Positives
  + "Well Designed"
  + Was able to complete all tasks
- Deltas
  - Confused how the different policy statements translated to the candidate ("Too abrupt")
  - Not sure whether left or right swipe meant yes or no
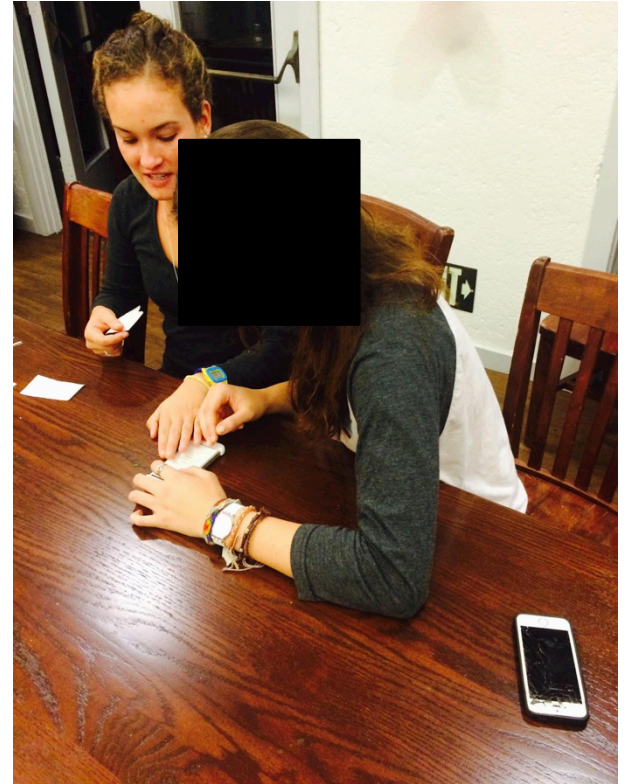
Suggested UI Changes

+ Make the swiping task clearer by m
  objects on the screen are being sw
  the screen itself

+ Ask user for home location instead
  location to find their polling location

+ Get rid of the check mark on the "n
  label it
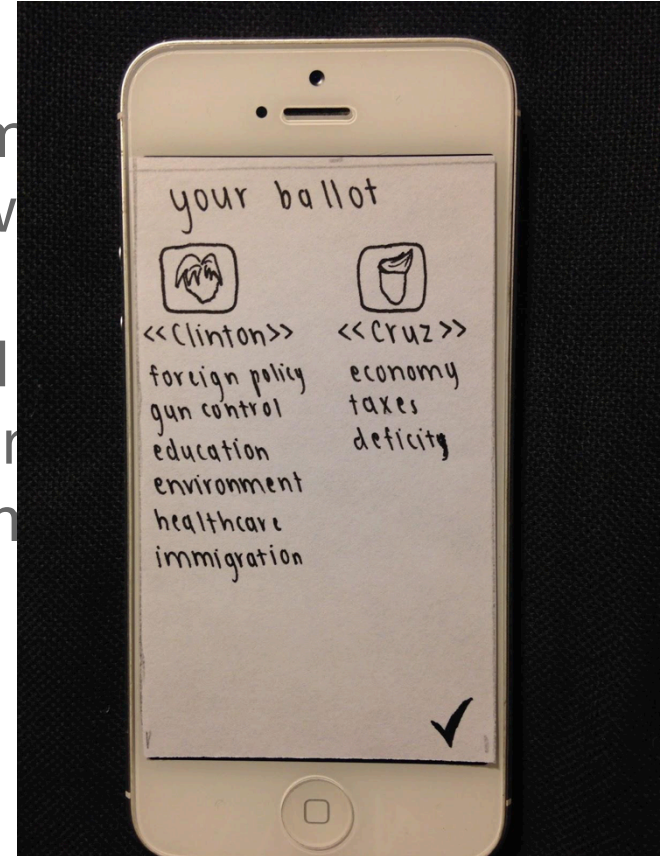
Suggested UI Changes

+ Add a mechanism to show which swipe direction is 'agree' and 'disagree' on the issue statement screen
+ Make clicking on issues on the ballot screen take users to a granular breakdown of their score. This screen will also link to related articles.
+ Make transitions between tasks more clear
+ Gesture of swiping left/right is not significant (perhaps up/down)

Summary

+ Prototype allows us to test the usability of the system
+ Testing and feedback process was helpful for our own evaluation
+ Basic concept was well received, need adjustments to the UI

Questions?

Thank you!