right**2**vote

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PROBLEM SOLUTION AND 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.

TASKS

Task 1 (Complex): A user wants to find out who/what to vote for.
Task 2 (Medium): A user wants to find out where/when to vote.
Task 3 (Simple): A user wants to share that he/she voted.

Our tasks have changed from our last prototype in that we are now evaluating tasks from the user's perspective as opposed to the application's perspective. Instead of "forming a user's ballot," the user uses our application to complete the task of "find out who/what to vote for. We also consolidated two of our tasks from the previous iteration ("guiding the user to rate his/her opinions" and "forming the users' ballot") into a single task, because the two tasks are so closely related. We use the data about the user's position preferences to help them complete this task. We also added a new, very simple task of "sharing your vote". Here, we enable the user to let the world know that he or she voted via various social media platforms. Our medium difficulty task remained the same.

REVISED DESIGN INTERFACE

In this new design we made several changes to the design interface from our low-fi prototype. We decided to start with our model in grayscale in order to provide the most clear medium-fi prototype and help the user understand the hierarchy of what is important in our app.

For the first change, we added different interactions from selecting the "right2vote" logo. This interaction will allow the user view his or her current ballot. The improved ballot organizes the previously ranked issues into an easy-to view format. It makes the candidate-issue breakdown very obvious for the client.
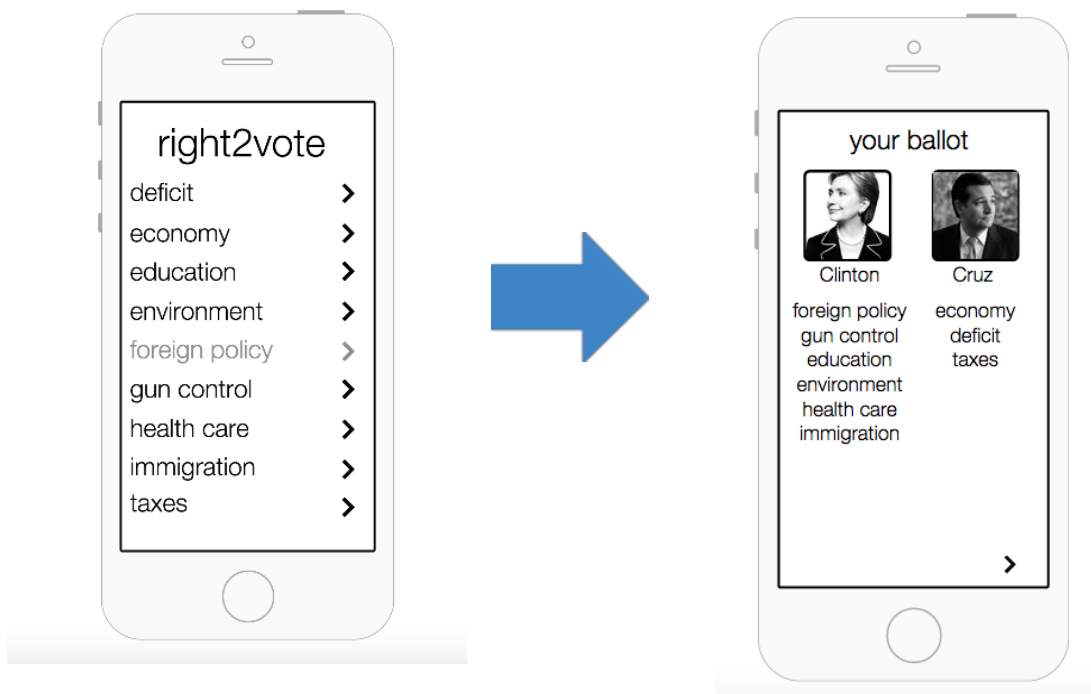

The second interaction from the homescreen is a combination of new design and design features that had positive feedback from low-fi user testing. In the the low-fi prototype, the user swipes left and right through a series of policy statements. However, in this new design the user shrinks or expands the statement based on if they agree with the policy statement or not. This task is accomplished with either pinching or stretching the policy statements based on the users opinion. This also

means that we got rid of the confusing arrows on either side of the policy statement. We also wanted to address the complaint from one of our participants that transition from policy statement to candidate was too abrupt. For this, we included more obvious arrows at the bottom of the screen to track the progress through the different policy statements.
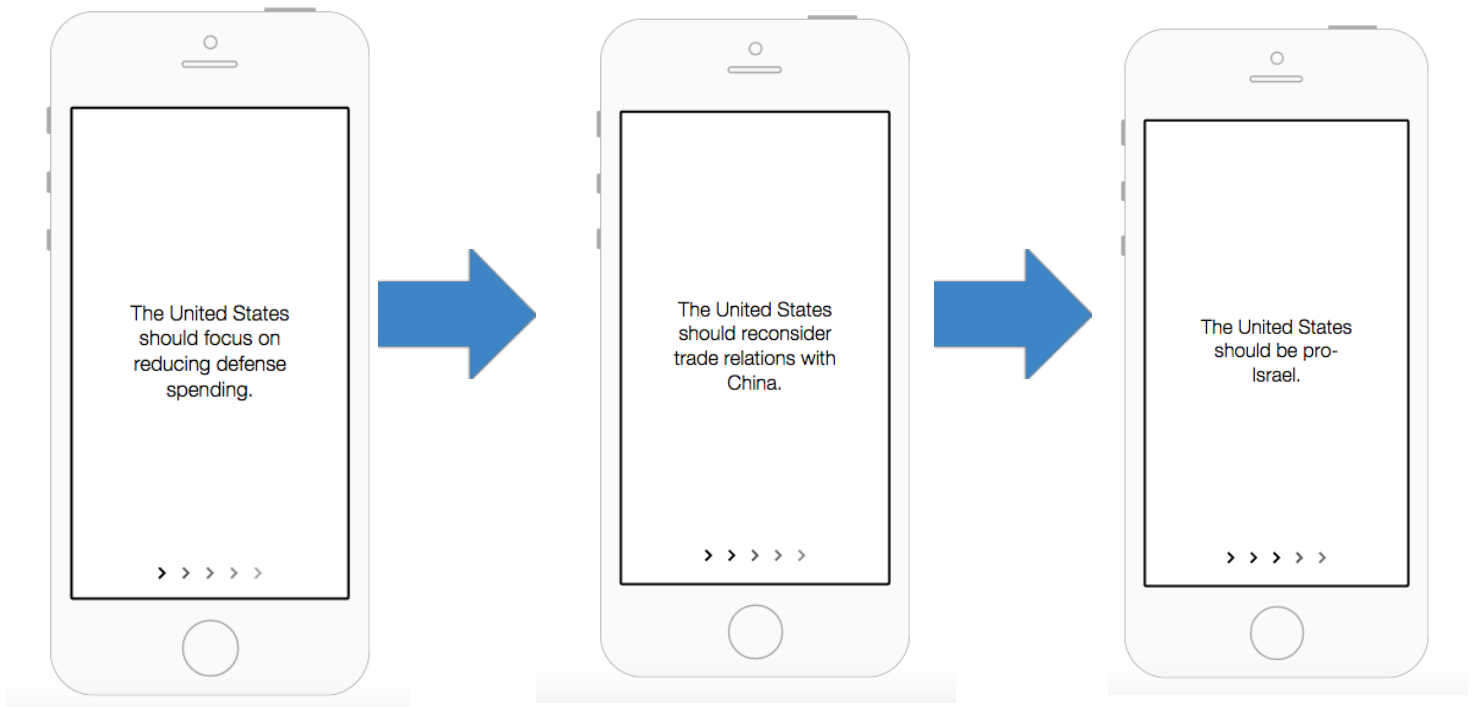
The third interaction from the homescreen is to get logistical support for casting the users ballot on election day. This can be accessed by tapping on the right2vote icon and then selected the checkmark in the upper right corner. Tapping the arrow takes the user to the screen for logistical support on election day. Overall, subjects in our low-fi user testings conveyed to the team that this layout was both effective and visually appealing so only minor aesthetic changes were made.
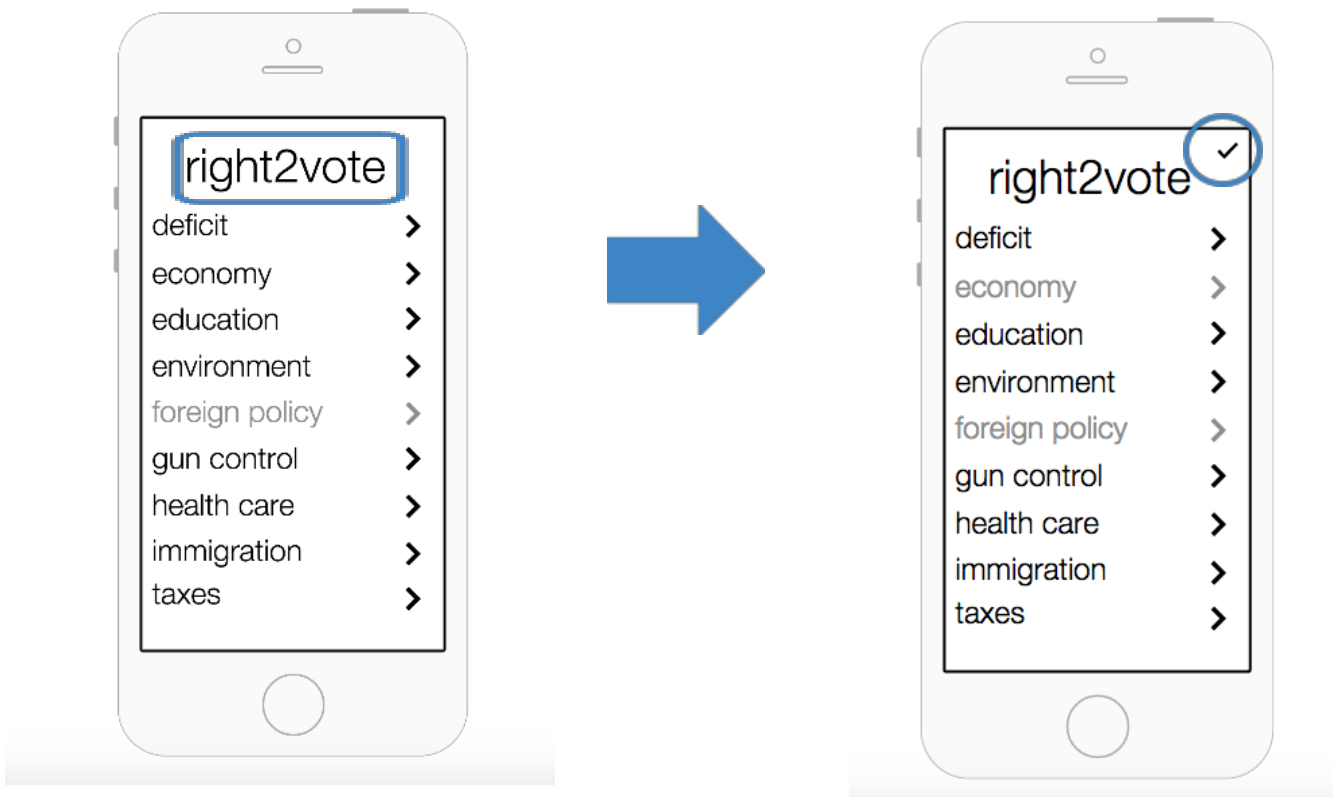
The first task from this screen is when the user selects "when" which creates an iCal event that syncs with the calendar of the user and provides them with information and alerts when elections are upcoming.
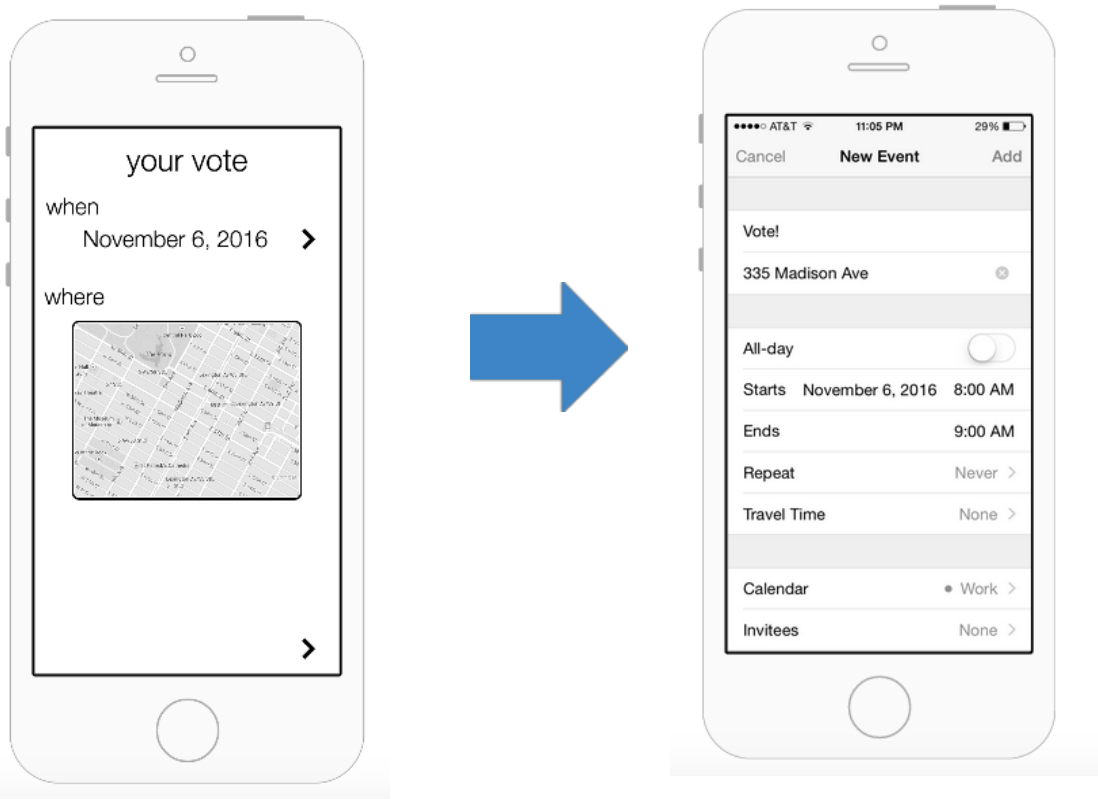
The second use of the logical screen is to give users a map to their polling location.
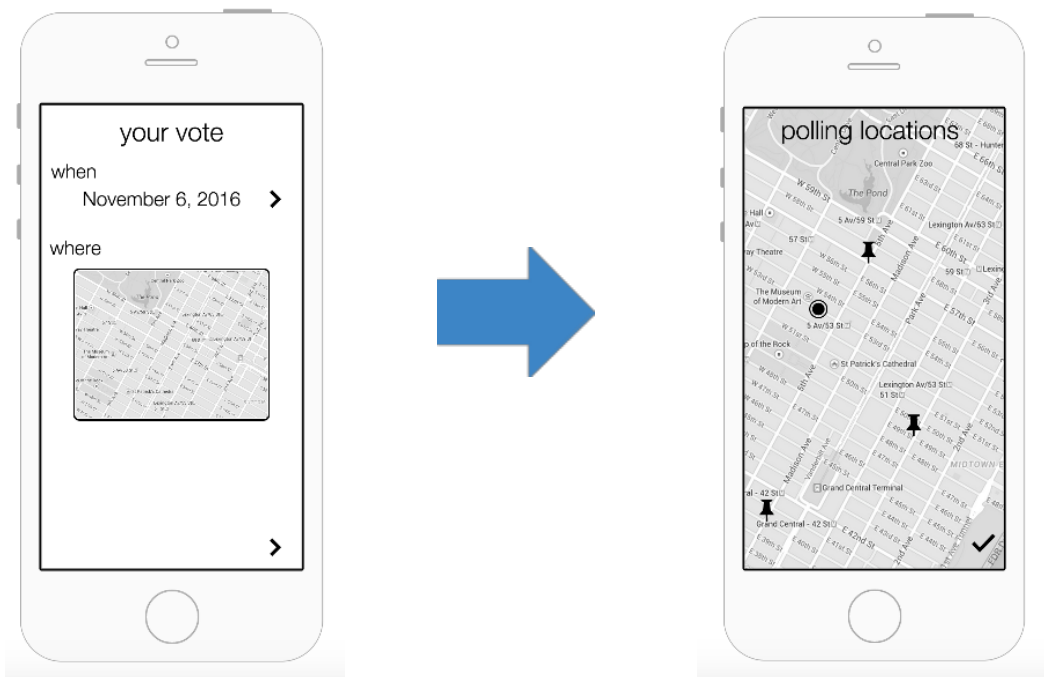
PROTOTYPE OVERVIEW

To develop the medium-fidelity prototype, we used Proto.io, an online prototyping tool. This tool helped us implement the animations and user feedback that were lacking in our static paper prototype. In addition, the tool allowed us to begin exploring the overall brand and feel of our application. However, this tool did have a few limitations. It proved a bit difficult to test both on mobile and browser (specific triggers did not work) and some features could not be fully implemented (i.e. when pinching in or out, could not set the font size relative to the size of the pinch). Additionally, instead of altering the original screens, this tool required the development of different "states" for the same screen. Therefore, whenever an action trigger changed an aspect of a screen, we had to duplicate the screen and alter the copy (or "state") of the screen. Despite these shortcomings, Proto.io ultimately allowed us to create a successful, full medium-fidelity prototype.

The prototype includes the following flow: home screen, ranking of foreign policy statements, candidate that matches opinion on foreign policy statements, home screen post voting on foreign policy, ballot including opinion on foreign policy, home screen post voting on foreign policy and economy, ballot including opinions on all issues, voting logistics, add voting event to calendar, map of polling locations.

As mentioned above, the current prototype includes numerous states or versions of the same home screen. For example, upon loading the app, an initial home screen appears. After ranking "foreign policy" statements, the user returns to a copy of the initial home screen that includes an updated ballot and listing of the issues. Because it was too time consuming to develop and implement policy statements on more than one issue, we created a "fast forward" button: by double clicking on the "right2vote" title on the home screen, the user can fast forward to a home screen where both "foreign policy" and "economy" have been voted on, the ballot is more fully developed, and the voting logistics are available. We left out the rest of the policy statements on different issues because we felt they did not add much value beyond what we already had. Additionally, time constraints made it unrealistic to fully develop the policy statements for all issues.

The designer also omitted nonessential elements: graphics, icons, colors, etc. Instead, this prototype focuses on the interactivity and flow of the application as a true medium-fidelity prototype. Furthermore, we did not include all policy statements for the category of foreign policy. We felt five statements sufficiently provided the feeling of the app's flow.

PROTOTYPE SCREENSHOTS

right2vote

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

The United States
should focus on
reducing defense
spending.

> > > > >

foreign policy

Hillary Clinton

Clinton's foreign policy platform is
focused primarily on reducing
military spending, maintaining
tough sanctions on Iran and
Russia, settling Arab-Israeli
peace, weakening the Assad
regime in Syria, and providing
nonlethal military assistance to
Ukraine.

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