

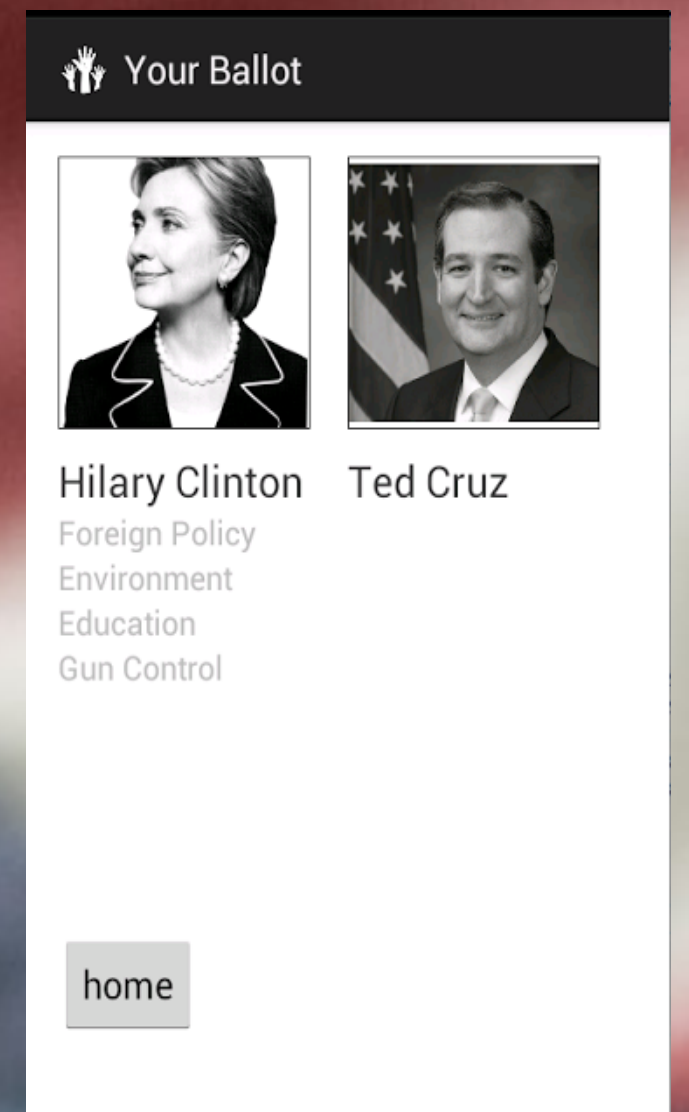


right2vote

Incentivizing Young Voters to Make Informed Decisions

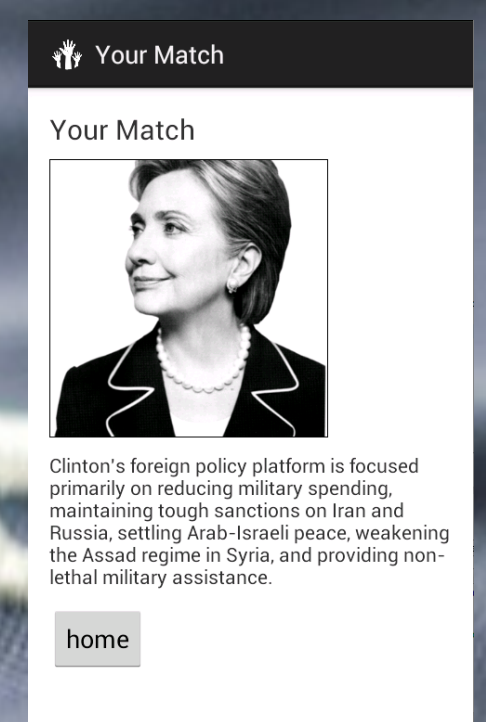
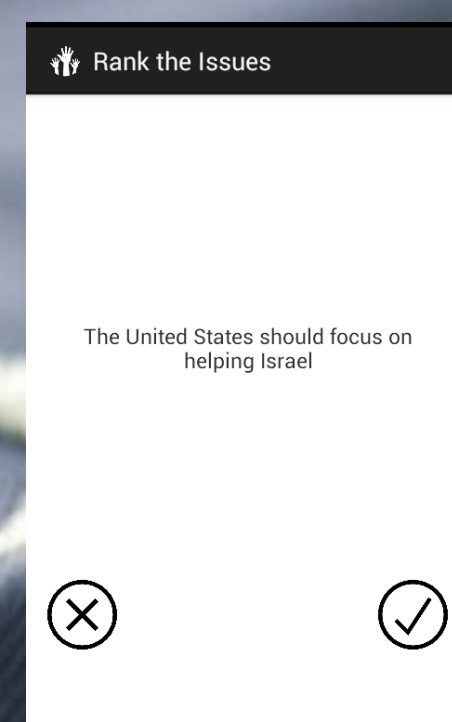
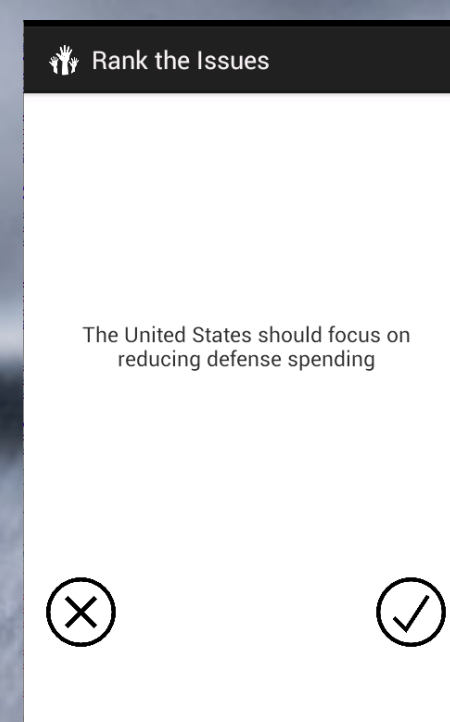
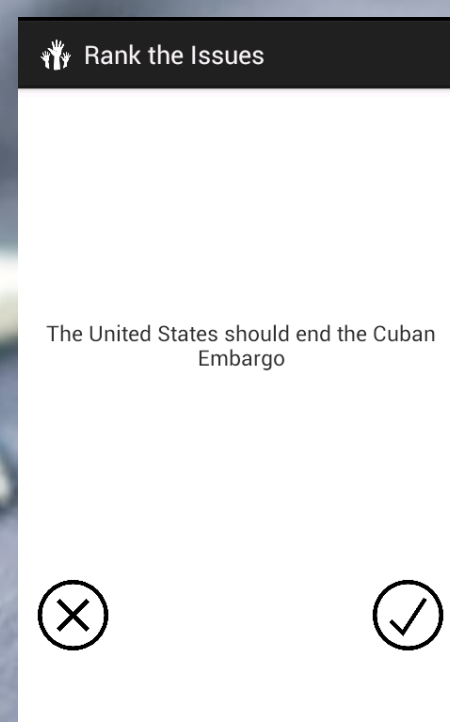
OVERVIEW

In 2012, only 38% of 18-24 year olds in the United States voted in the presidential election, a much lower rate than all other age groups.



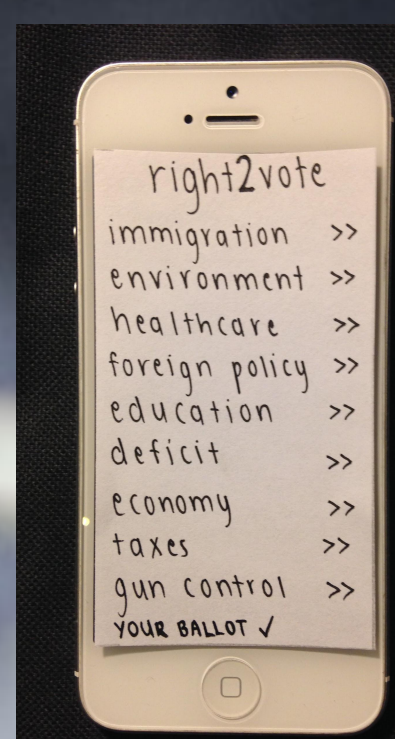
OUR SOLUTION

- + Up/down vote policy statements on issues to match your policy with the candidate that shares the most similar views
- + Share your ballot and view friends' ballots
- + Map to polling locations
- + Sync election dates with mobile calendar applications



DESIGN ITERATION

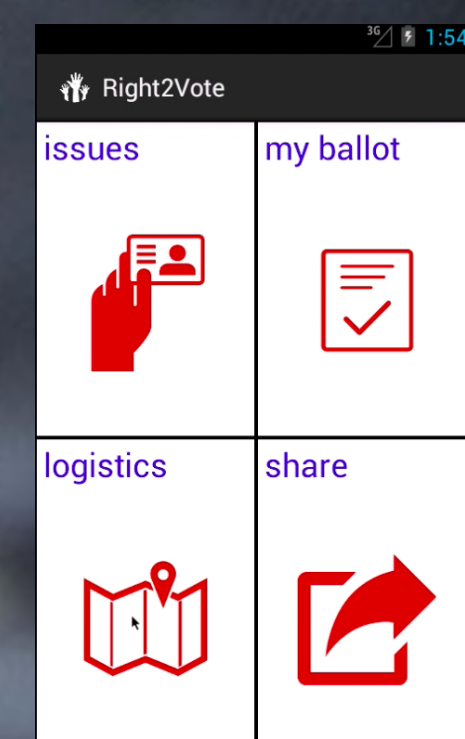
- + Simplified flow of app
- + Increased visibility and feedback
- + Use of consistent icons
- + Ease of viewing user ballots



Paper + Low-Fi



Med-Fi



High-Fi 1



High-Fi 2