

# VOTR

VOTING MADE EASY

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# Problem

Low voter turnout in low-income populations due to:

- Lack of time
- Different priorities
- Busy with work
- Transportation issues
- Long lines at the polls
- Lack of information

# How large is the discrepancy?

The US has one of the largest gaps in voter turnout. During the 2012 election,

80.2% of those making more than \$150,000 voted, while

46.9% of those making less than \$10,000 voted.

How can we make  
voting quick and easy?

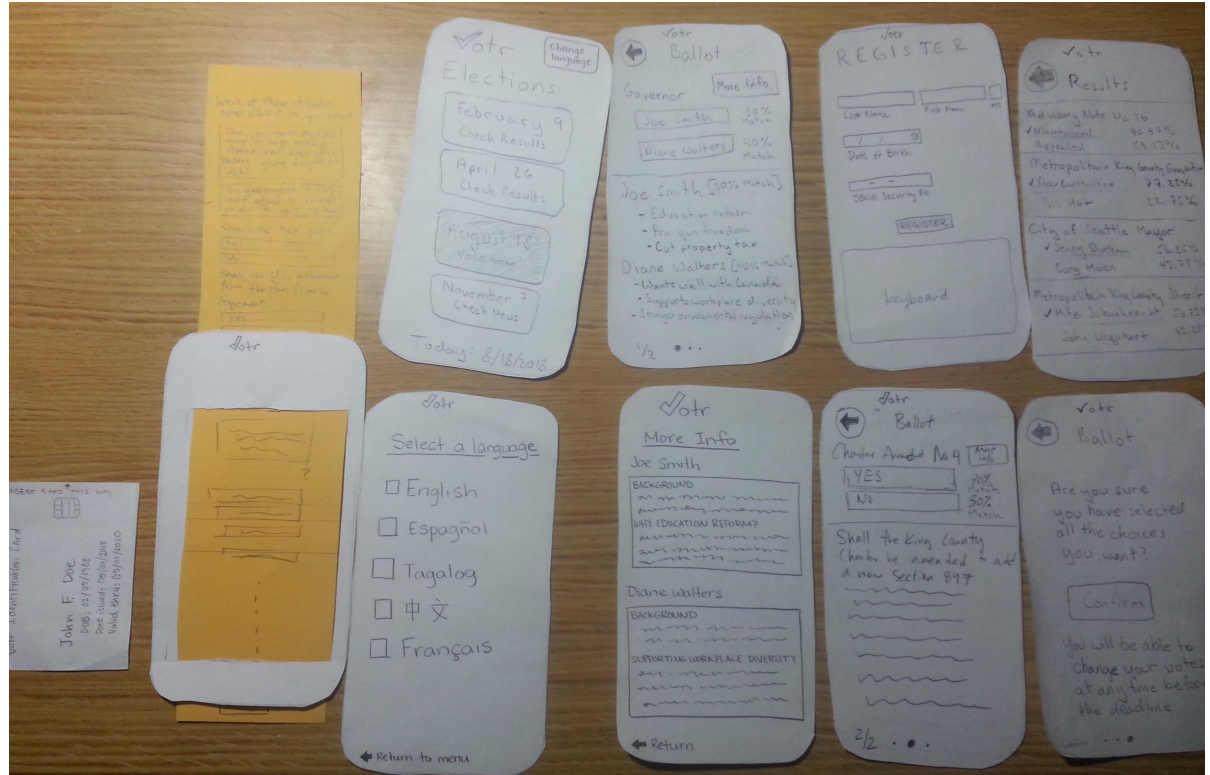
# Our Solution

Votr is a mobile device that:

- ✓ Immediately registers citizens to vote
- ✓ Informs voters about election issues
- ✓ Allows for voting anywhere at anytime

# Initial Paper Prototype

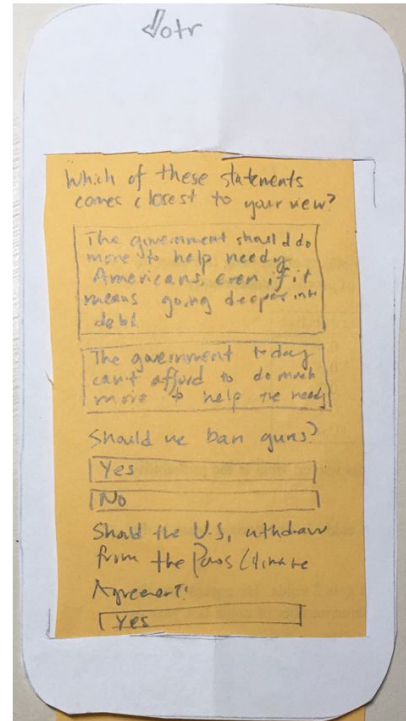
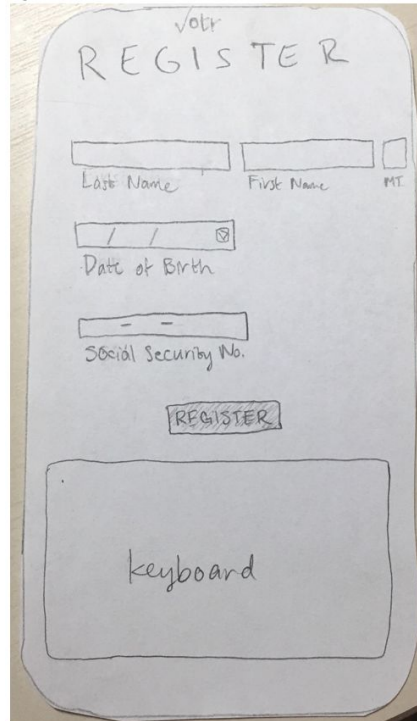
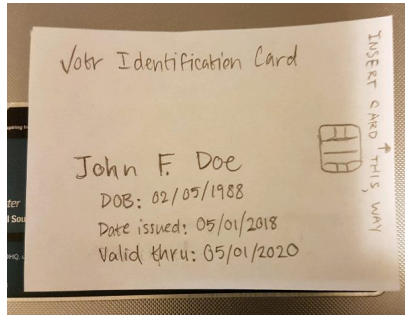
## Overview



# Initial Paper Prototype

## Task 1: Voting from anywhere at anytime

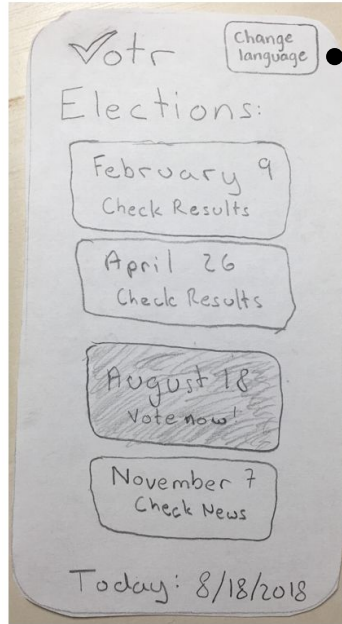
Insert registration card into device and register



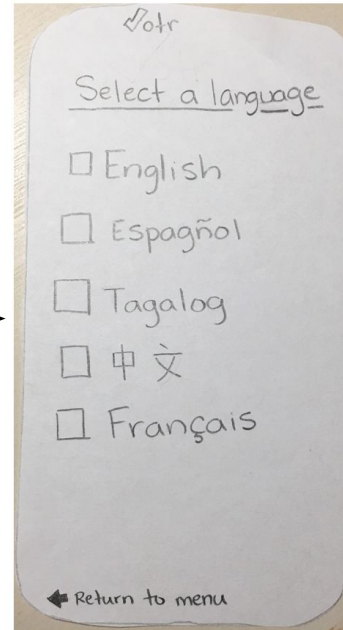
Take initial alignment test to determine political preferences

# Initial Paper Prototype

Task 1: Voting from anywhere at anytime



Main menu

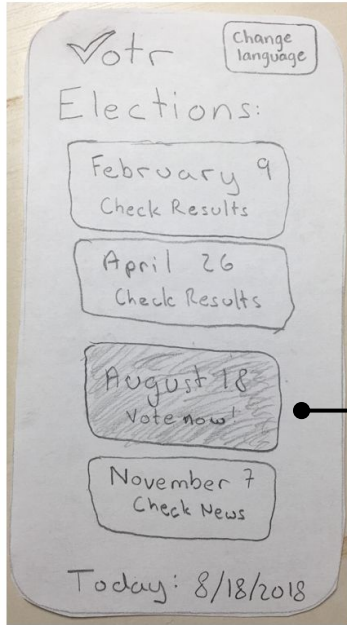


Change language

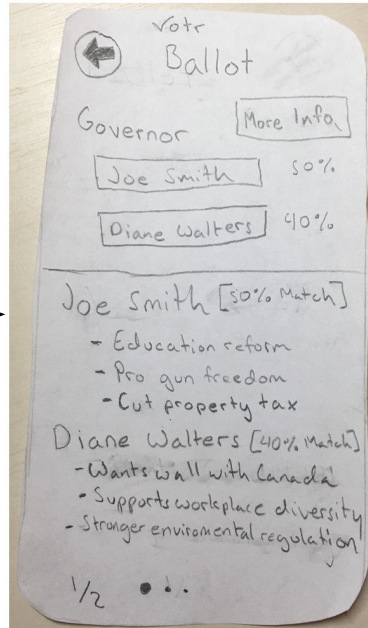


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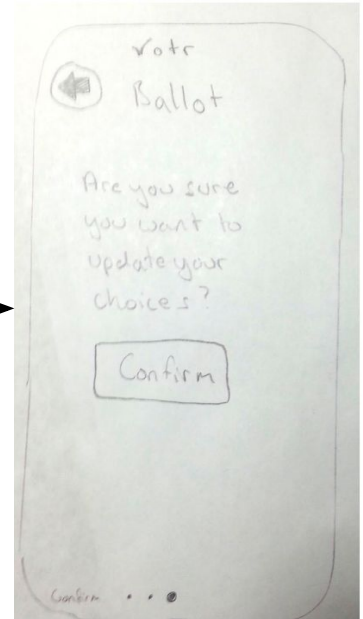
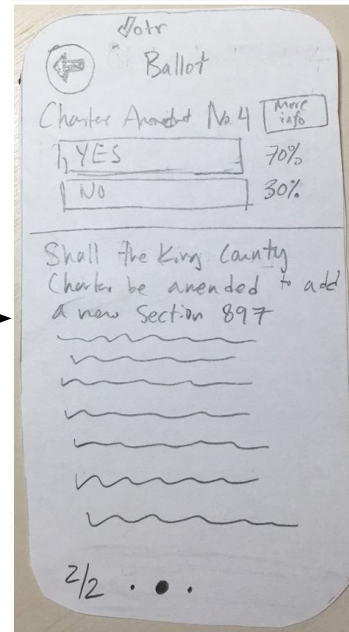
Task 1: Voting from anywhere at anytime



Main menu



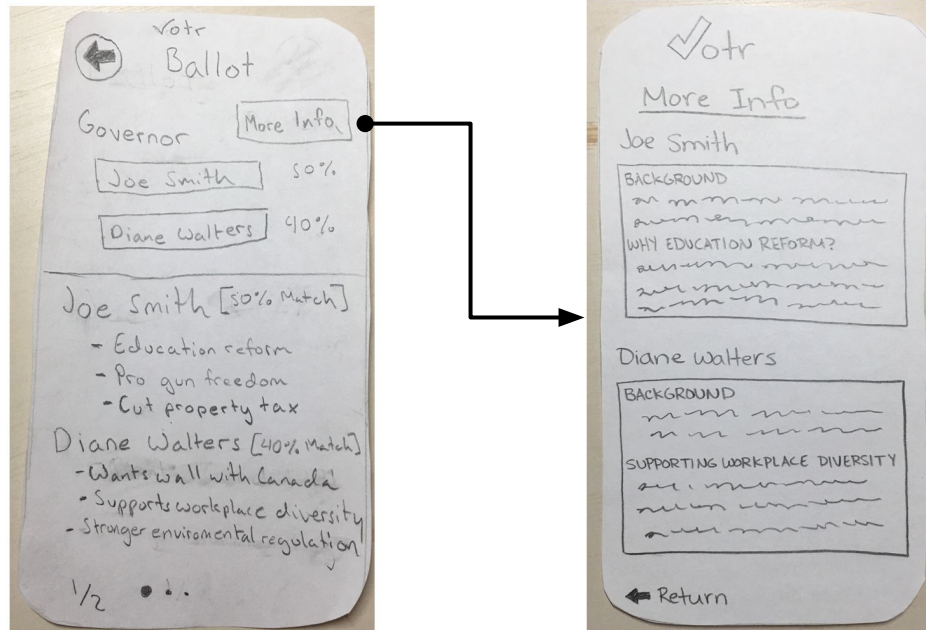
Brief information in ballot view



Confirmation page

# Initial Paper Prototype

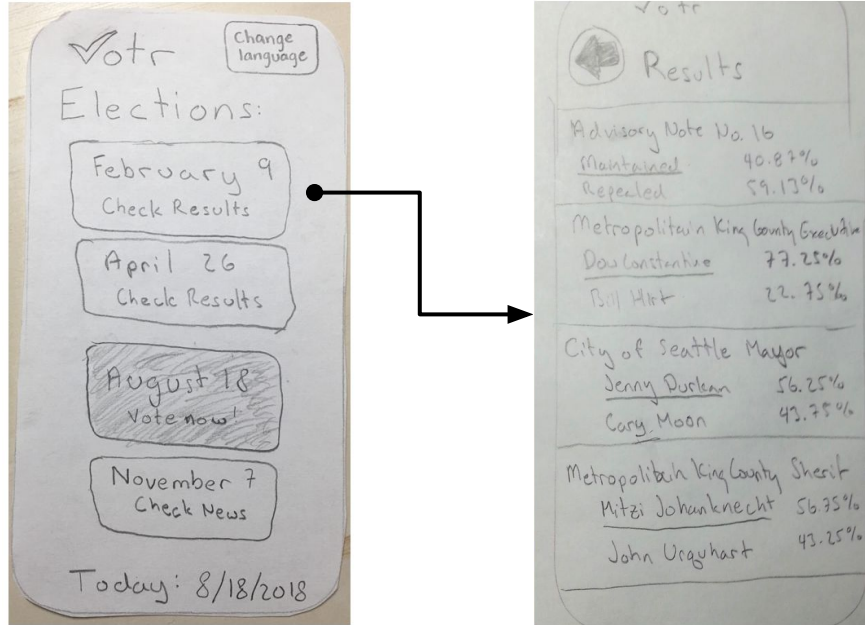
Task 2: Educate users about the election



Get more info about each candidate

# Initial Paper Prototype

Task 2: Educate users about the election



See previous election results

# Testing Process

## Participants:

- 20 year old, female, low-income UW student
- 23 year old, female, low-income UW student
- 50 year old, female, low-income worker

## Test Protocol:

- Inserting the card correctly into the device.
- Main menu navigation.
- Voting process/making a vote.
- Obtain information about an interested candidate/initiative.
- Navigating the device in general.

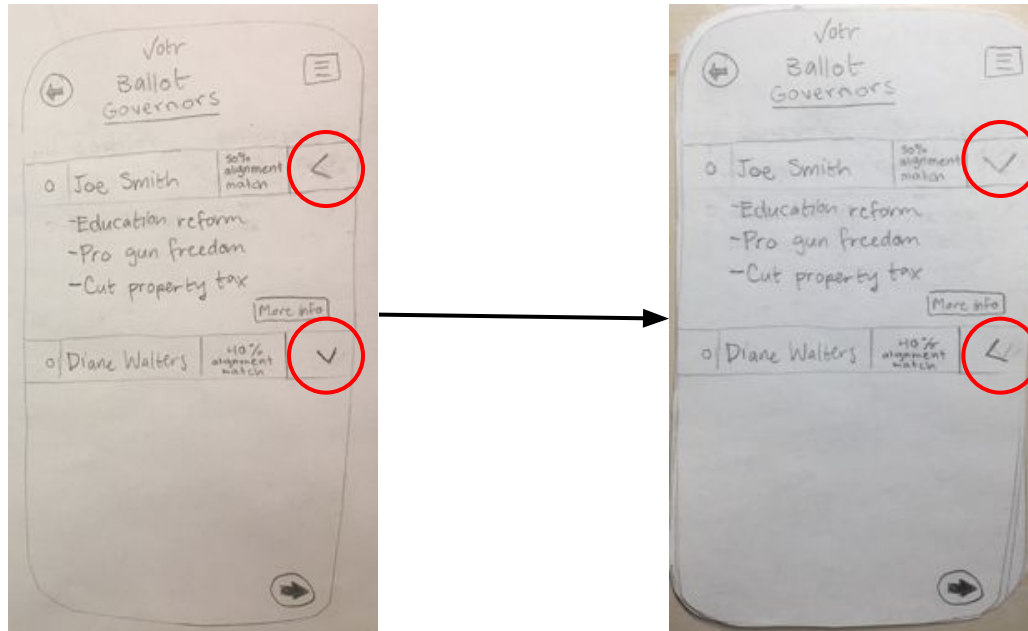
# Testing Results

## Issues addressed:

- Inverted arrows contrary to convention
- Confusion about registration card
- Order of buttons on main menu
- Placement of "More info" button in ballot view
- Confirmation of votes
- Inconsistent button placement
- Ballot navigation

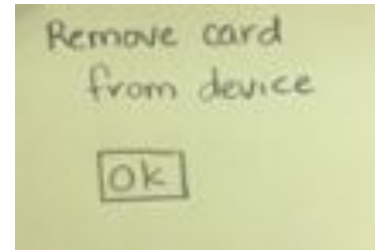
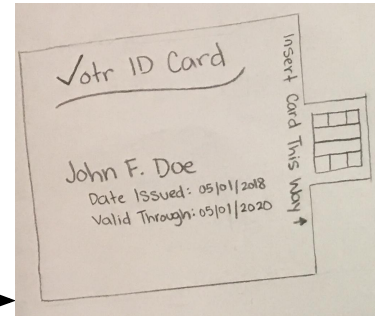
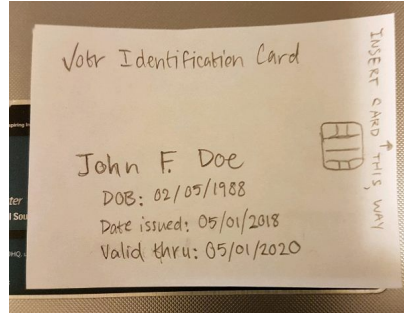
# Arrows contrary to convention

Solution: Swapping the arrows to follow convention



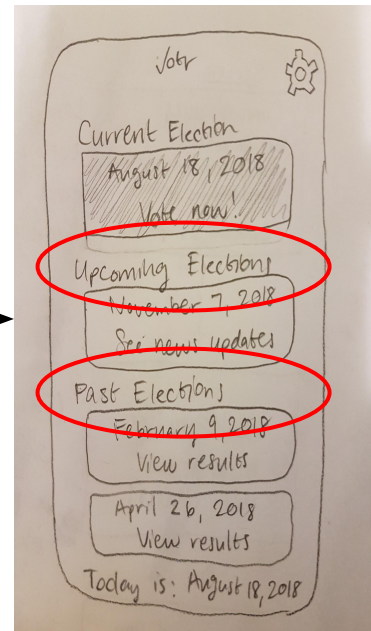
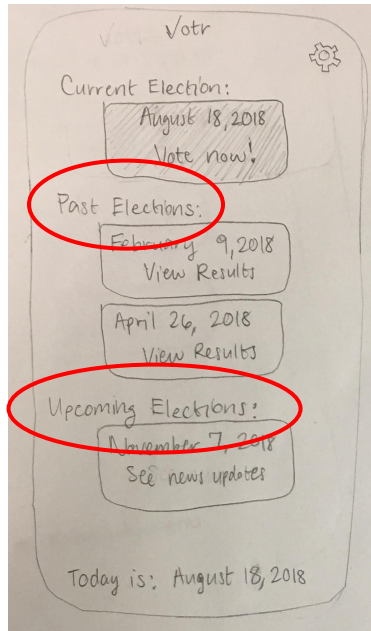
# Confusion about registration card

Solution: Redesigned card and added notifications



# Order of buttons on main menu

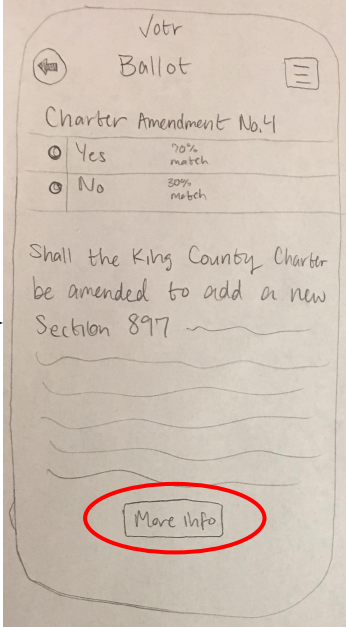
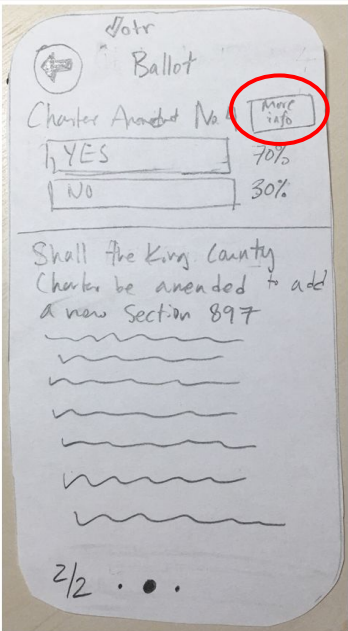
Solution: Reordering buttons on main menu





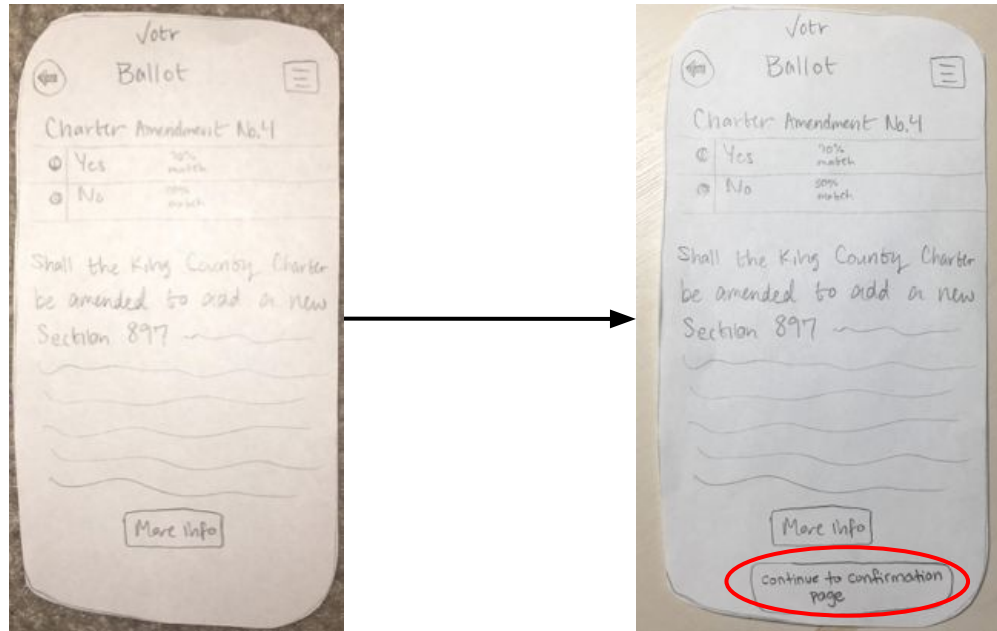
# Placement of "More info" button

Solution: Changed placement of "More info" button



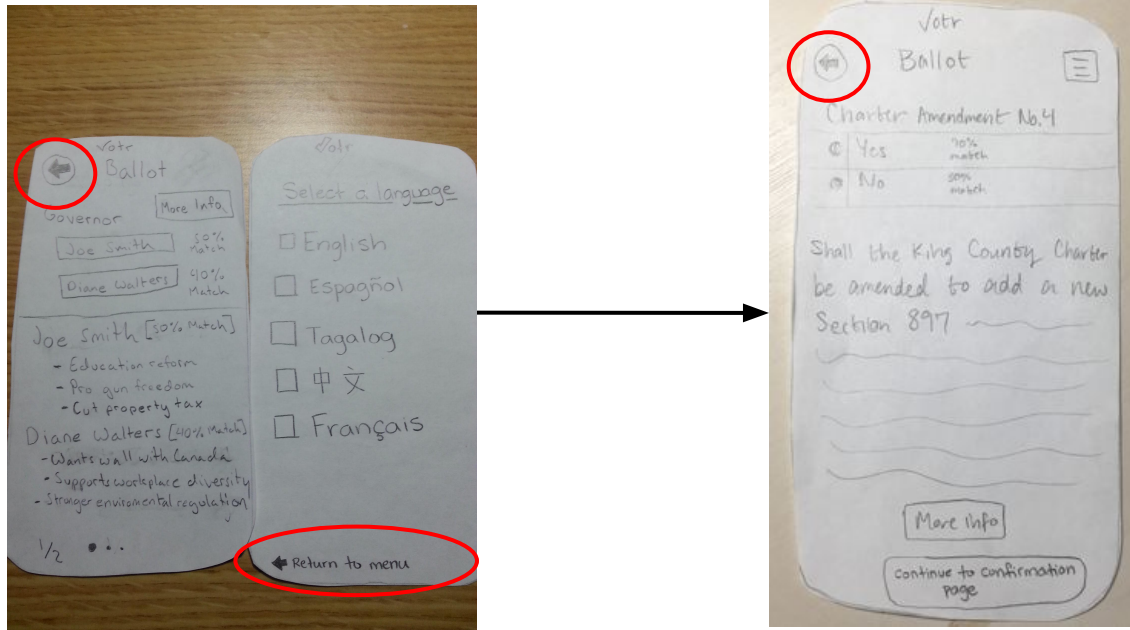
# Confirmation of votes

Solution: Added confirmation button on last page



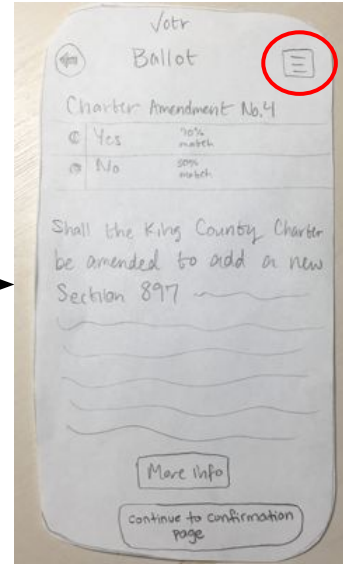
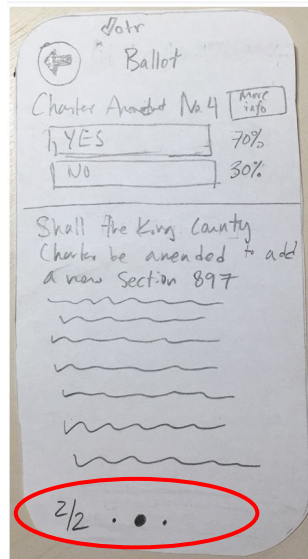
# Inconsistent button placement

Solution: Made button placement consistent



# Ballot navigation

Solution: Changed to drop-down menu to allow jumping around the ballot



# Final Paper Prototype

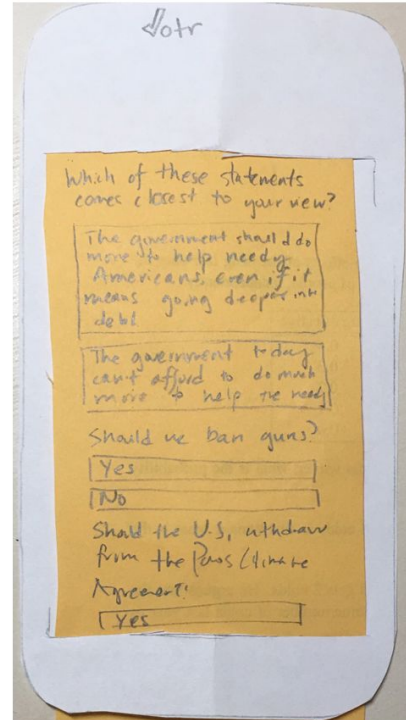
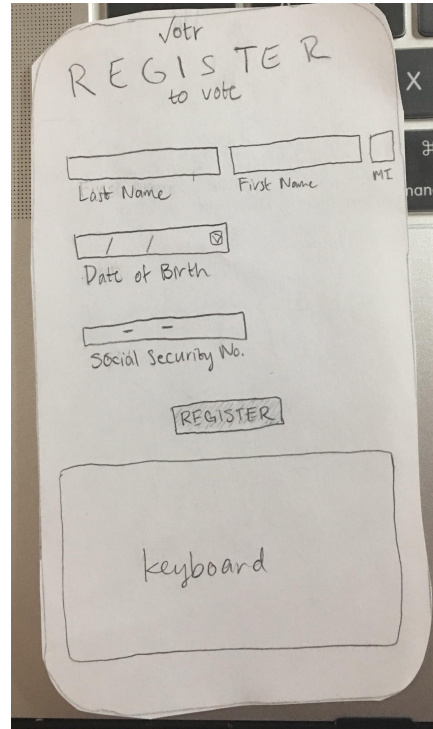
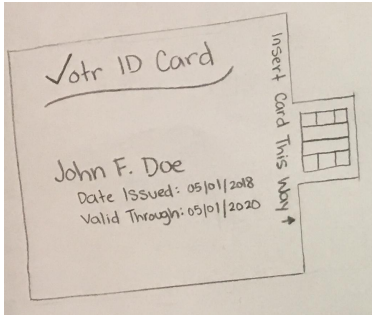
## Overview



# Final Paper Prototype

## Task 1: Voting from anywhere at anytime

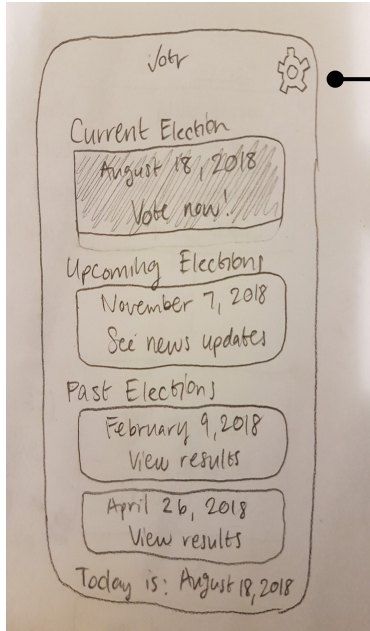
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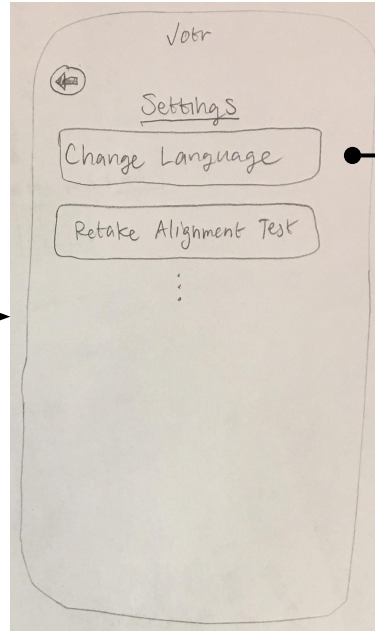
Take initial alignment test to determine political preferences

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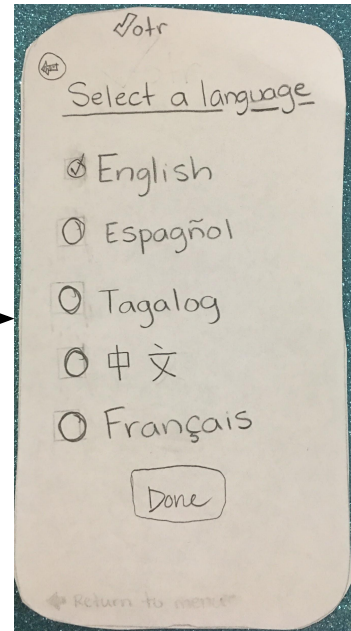
Task 1: Voting from anywhere at anytime



Main menu



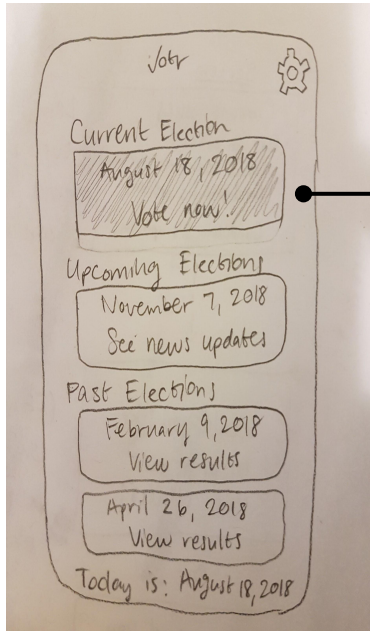
Settings



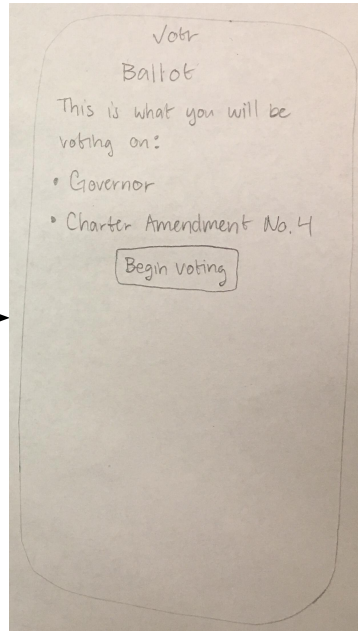
Change language

# Final Paper Prototype

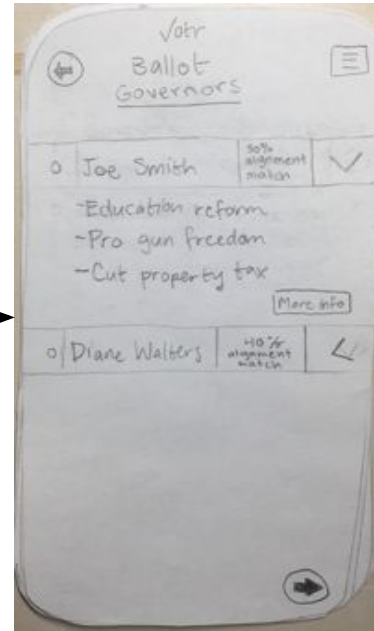
Task 1: Voting from anywhere at anytime



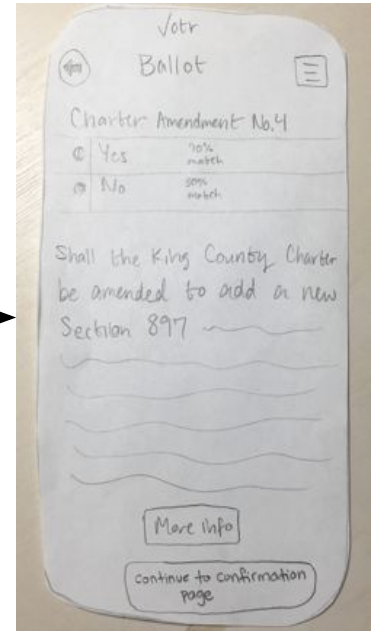
Main menu



Ballot agenda



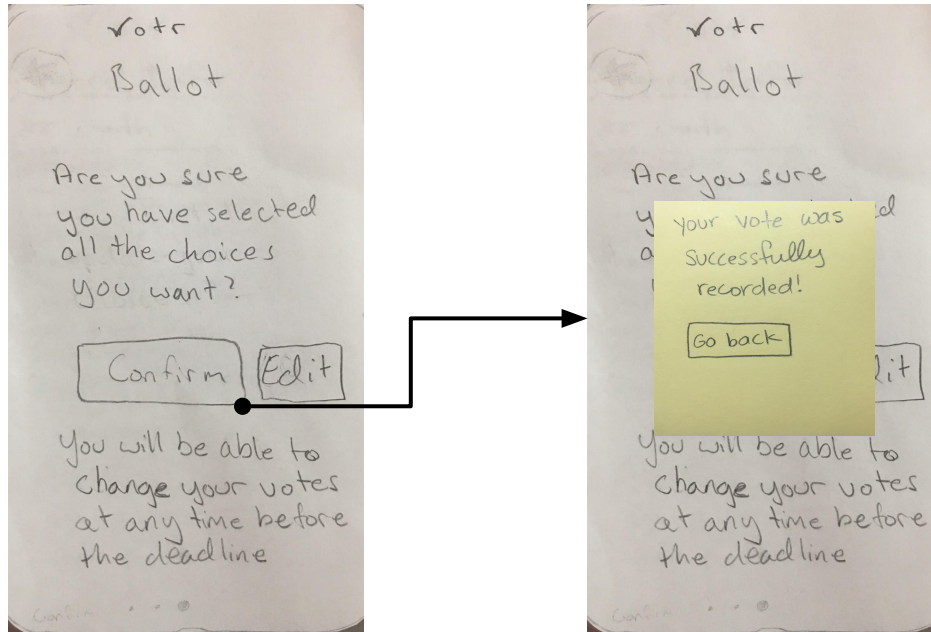
Brief information in ballot view





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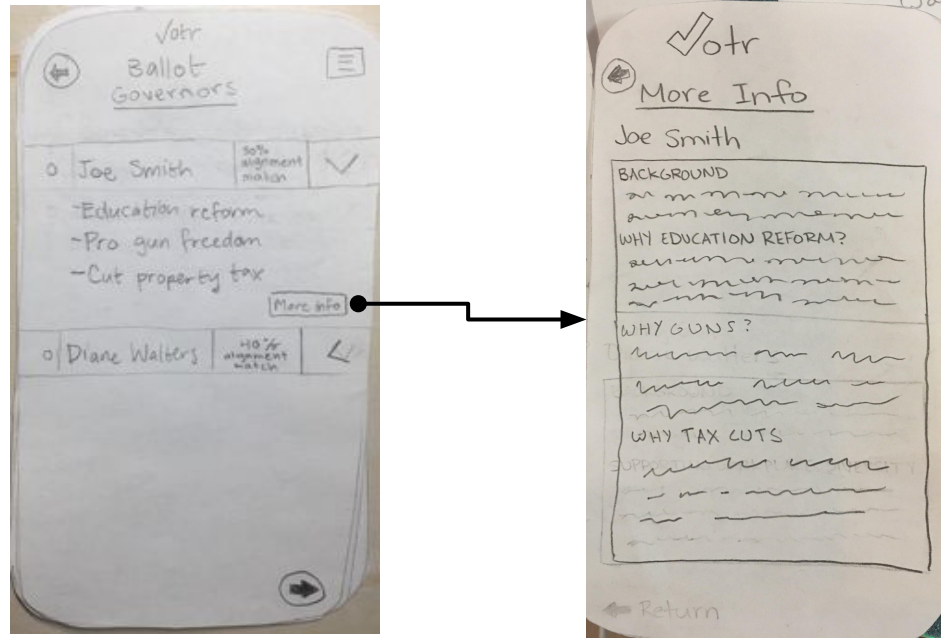
Task 1: Voting from anywhere at anytime



Confirmation page

# Final Paper Prototype

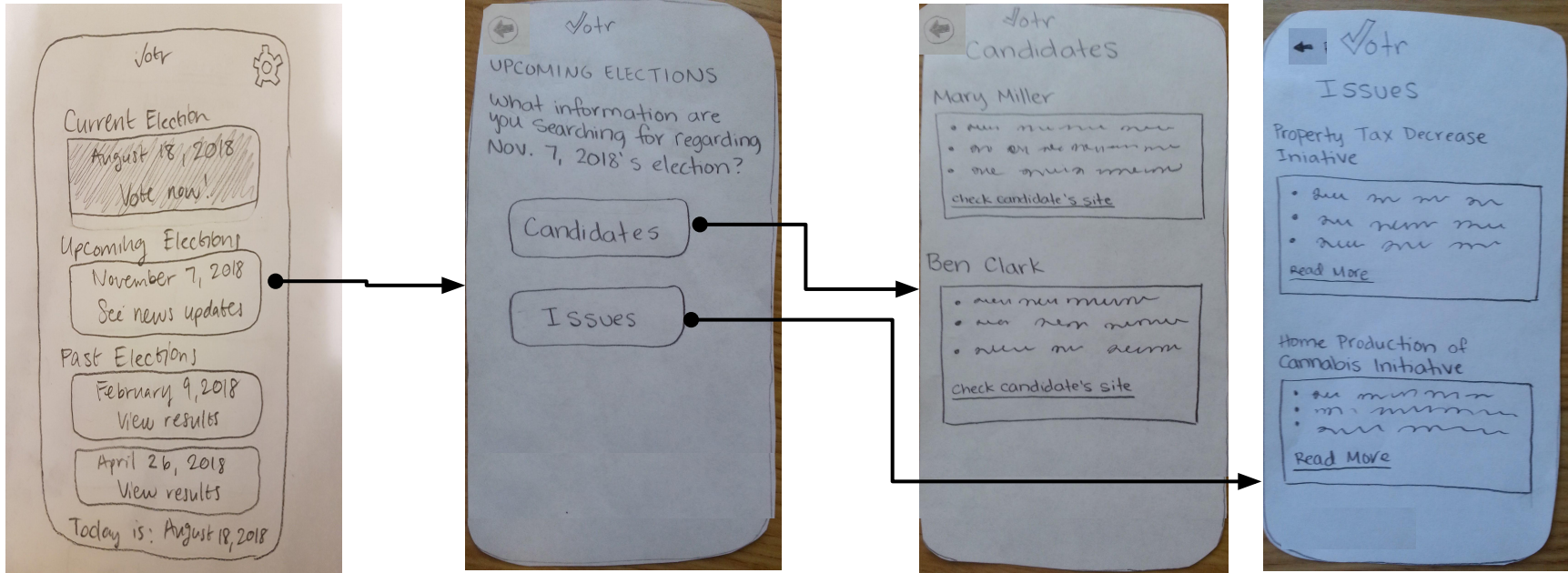
Task 2: Inform users about the election



Get more info about each candidate

# Final Paper Prototype

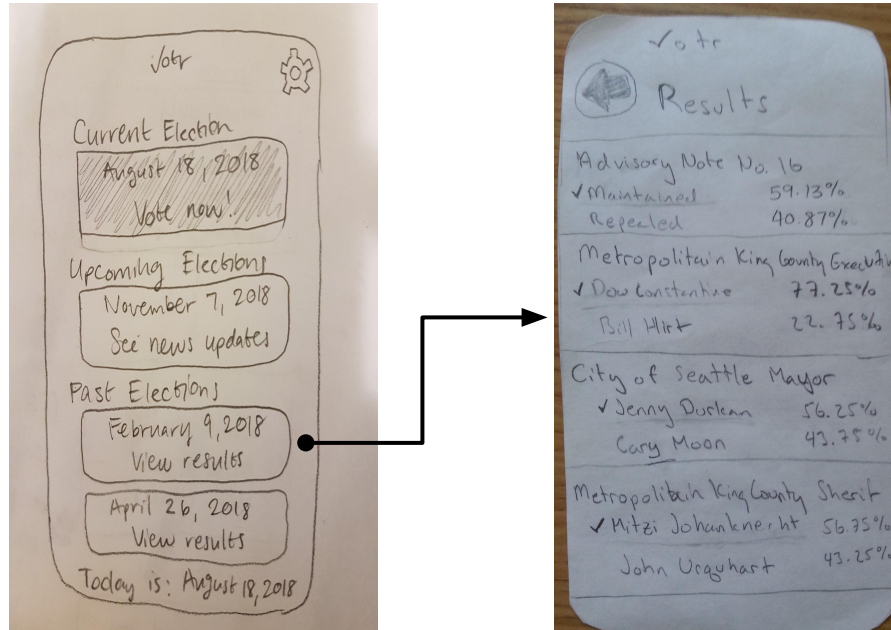
## Task 2: Inform users about the election



See news about upcoming elections

# Final Paper Prototype

Task 2: Inform users about the election



See previous election results

# Digital Mockup

## Task 1

*Voting from the device in a location that is not a polling booth and is before the voting deadline.*

The image displays three sequential mobile app screens for the VOTR (Vote On The Run) system. Each screen features the VOTR logo at the top, which consists of the letters 'VOTR' in a bold, black, sans-serif font, with a green checkmark inside the letter 'O'. The first screen is the registration page, titled 'REGISTER TO VOTE', and contains several input fields: 'First name' and 'Last name' (split into two boxes), 'Date of birth' (with a dropdown arrow), 'Password', 'Confirm password', and 'Social security number' (with a dashed line for the format). A green 'REGISTER' button is at the bottom, and a small note at the very bottom says 'By registering, you agree to our Terms' and 'Already registered? Sign in'. The second screen is the 'Alignment Test' introduction, featuring a back arrow, the VOTR logo, and the title 'Alignment Test'. It contains a paragraph explaining the test's purpose and a green 'Continue' button. The third screen is another 'Alignment Test' screen, also with a back arrow and the VOTR logo. It shows two statements: 'The government should do more to help the poor, even if it means going into more debt.' and 'The right to bear arms should not be limited.' Each statement has two buttons: 'Agree' and 'Disagree'. At the bottom, there is a third statement, 'Tax cuts help improve the economy.', with an 'Agree' button and a green 'Submit' button.

Welcome to **VOTR**

## REGISTER TO VOTE

First name Last name

Date of birth  
-- / -- / ----

Password

Confirm password

Social security number  
-- -- --

**REGISTER**

By registering, you agree to our [Terms](#)  
Already registered? [Sign in](#)

←

## VOTR

### Alignment Test

You will now take the political alignment test. This test will record your opinion on a number of political issues, and use the data to display how closely your views match the views of candidates. If you ever want to change your answers, you can return to this test from the settings on the main menu.

**Continue**

←

## VOTR

### Alignment Test

The government should do more to help the poor, even if it means going into more debt.

Agree

Disagree

The right to bear arms should not be limited.

Agree

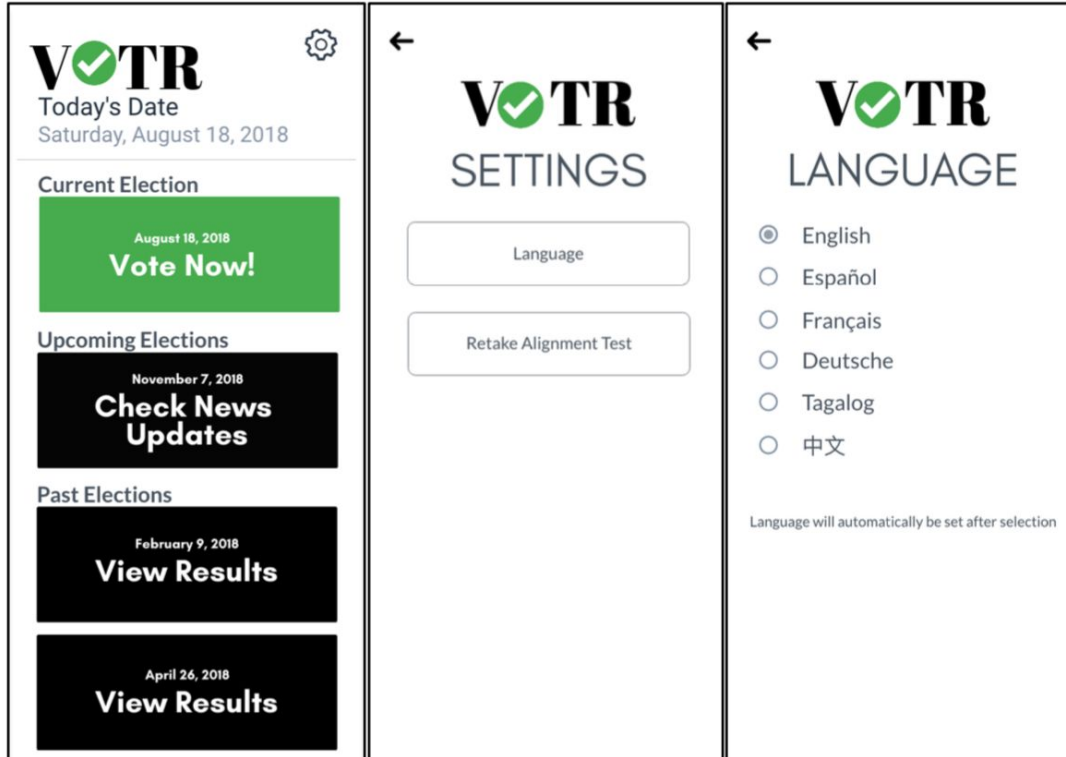
Disagree

Tax cuts help improve the economy.

Agree

**Submit**

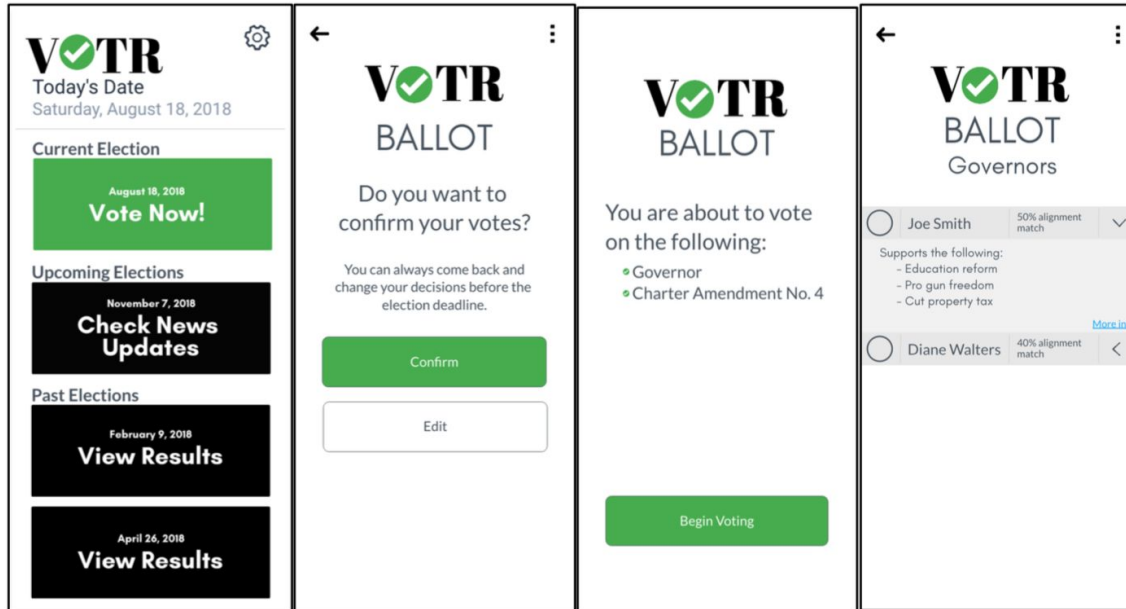
# Digital Mockup



# Digital Mockup

## Task 2

*Succinct information concerning the current election.*

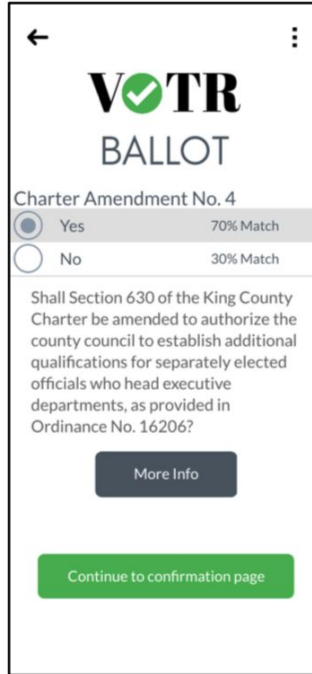


# Digital Mockup

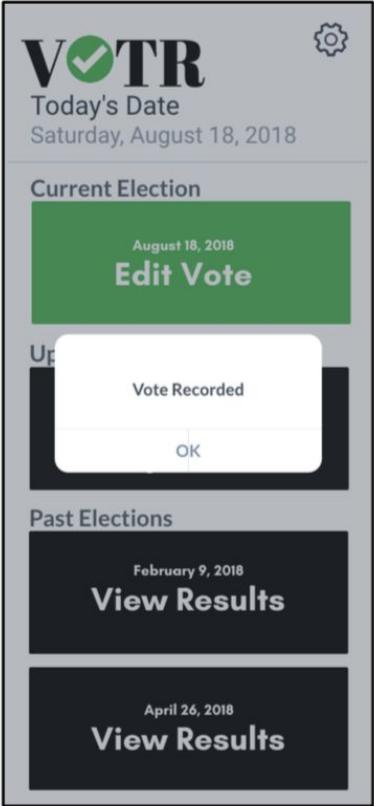
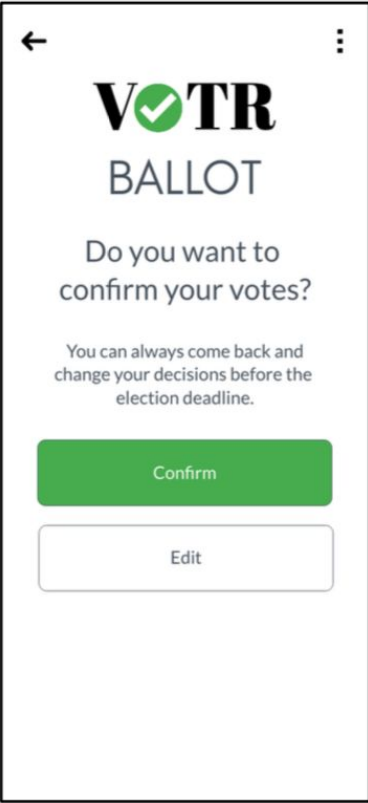




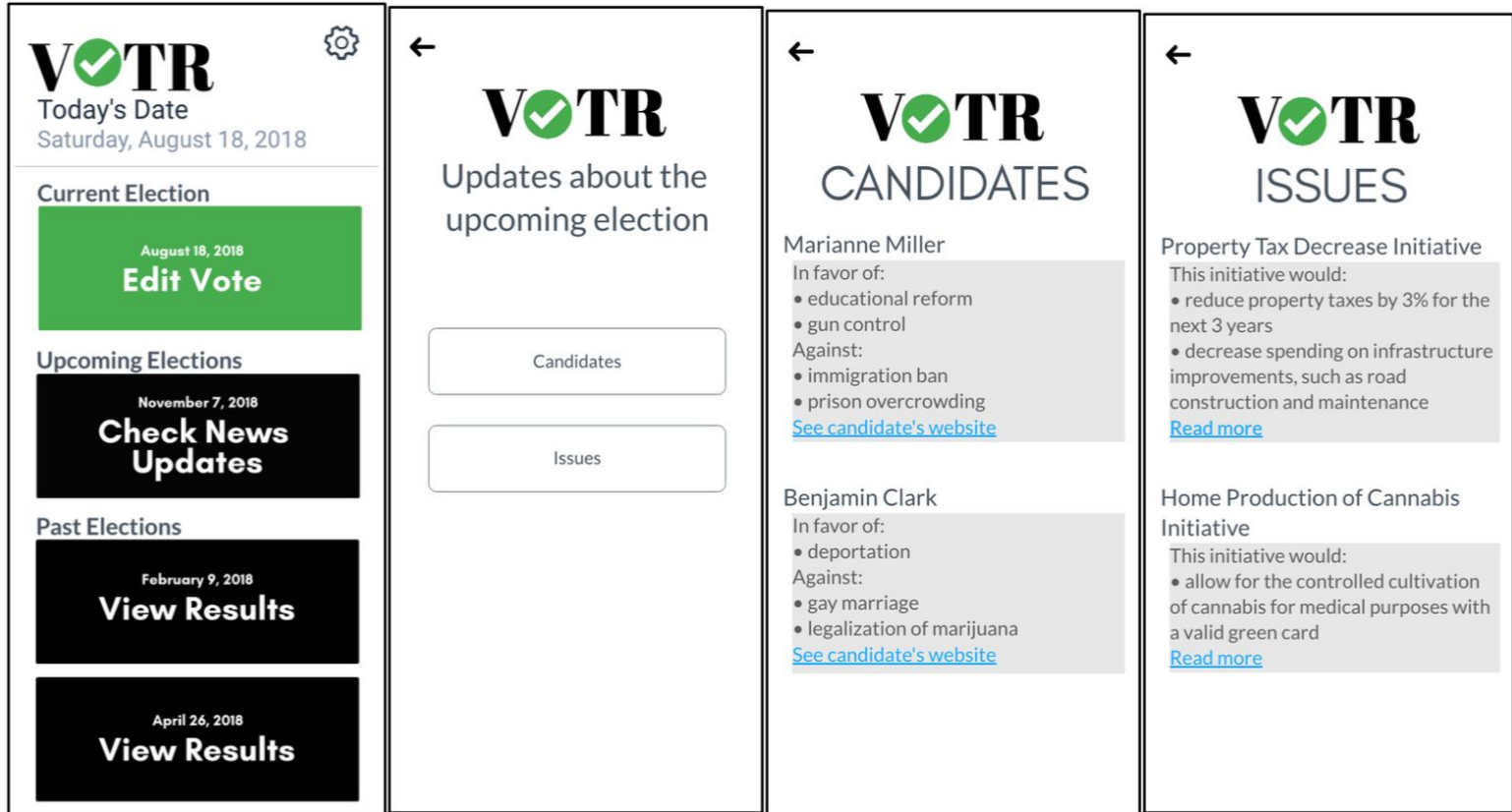
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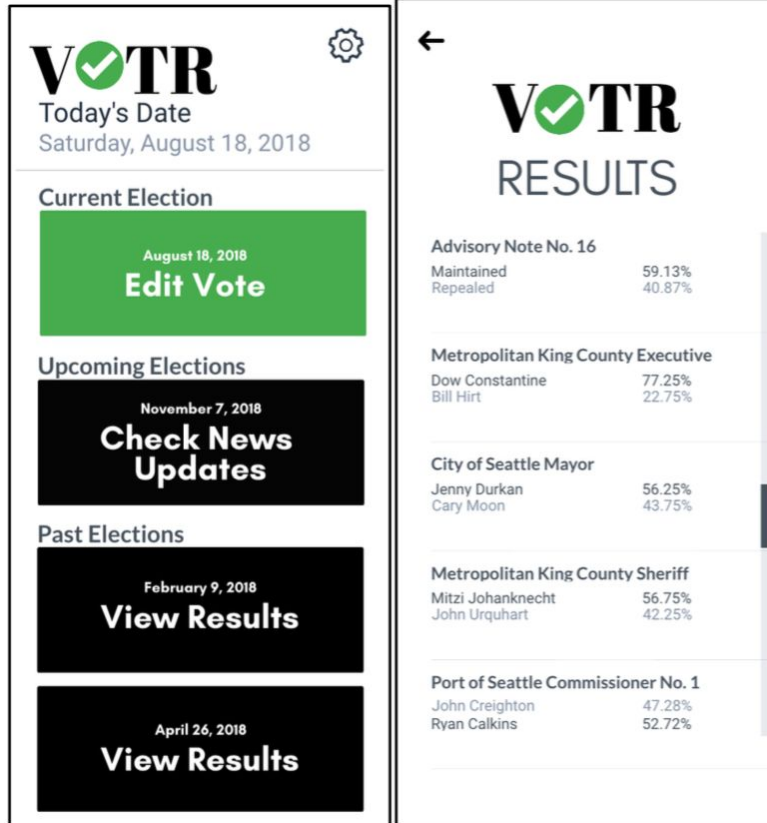
# Digital Mockup



# Digital Mockup



# Digital Mockup



**VOTR**

Today's Date  
Saturday, August 18, 2018

### Current Election

August 18, 2018  
**Edit Vote**

### Upcoming Elections

November 7, 2018  
**Check News Updates**

### Past Elections

February 9, 2018  
**View Results**

April 26, 2018  
**View Results**



**VOTR**  
**RESULTS**

#### Advisory Note No. 16

Maintained	59.13%
Repealed	40.87%

#### Metropolitan King County Executive

Dow Constantine	77.25%
Bill Hirt	22.75%

#### City of Seattle Mayor

Jenny Durkan	56.25%
Cary Moon	43.75%

#### Metropolitan King County Sheriff

Mitzi Johanknecht	56.75%
John Urquhart	42.25%

#### Port of Seattle Commissioner No. 1

John Creighton	47.28%
Ryan Calkins	52.72%

# Summary

Don't assume things about your target group

Keep testing and revising

It's never too late to change something

# Questions?

Vote!