

VOTR

VOTING MADE EASY

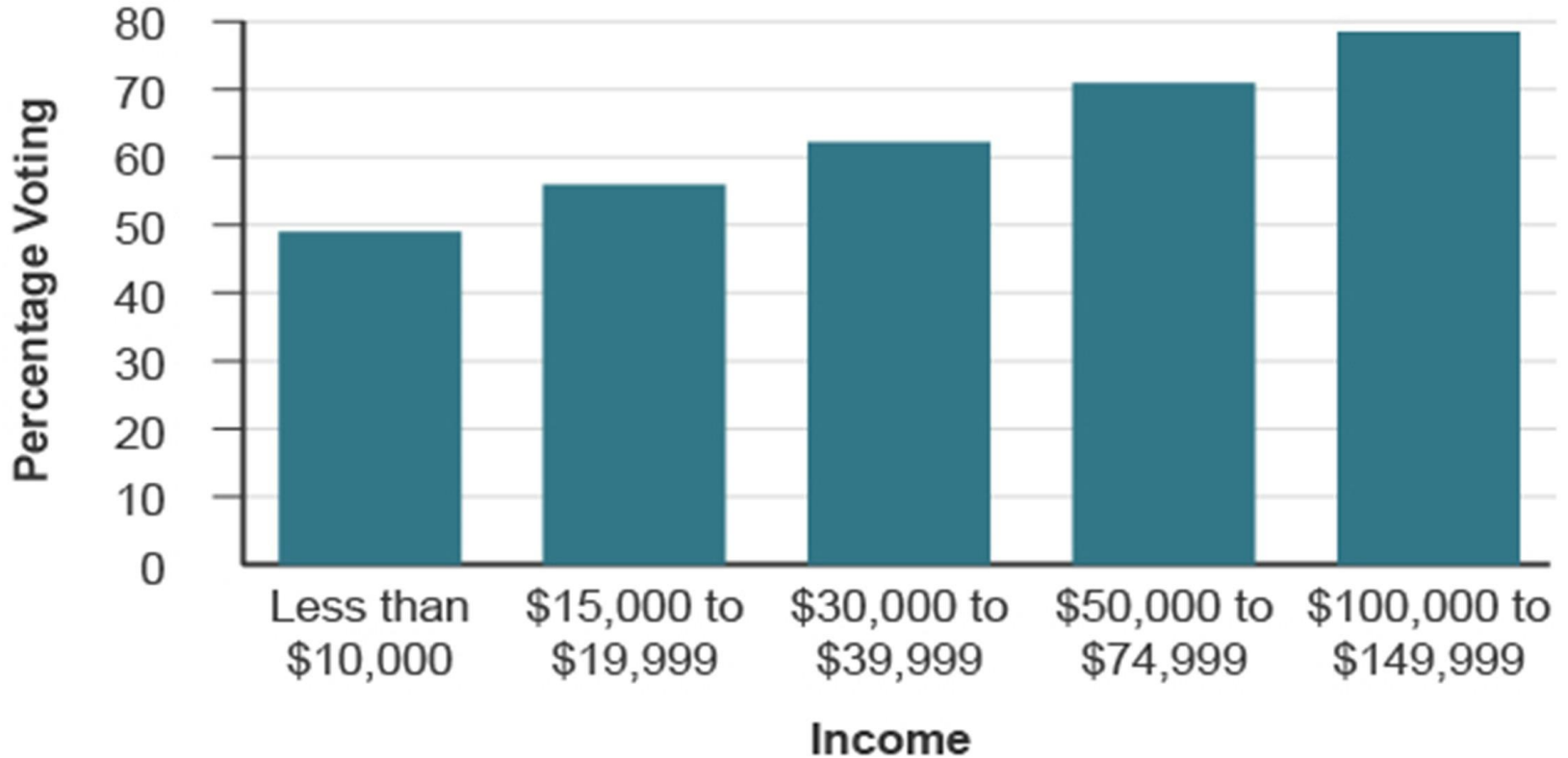
- Ryan Fok** ✓ Writer, Ideation, Designer
- Graham McCoy** ✓ Researcher, Designer
- Sally Wei** ✓ Researcher, Writer, Designer
- Billy Wu** ✓ Ideation, Designer

Problem

Low voter turnout in low-income populations



How bad is it?



User Research

Time

Motivation

Tasks

Voting

Informing

Design Decisions

Government provided voting device

Minimal interface

Digital Mockup

The image displays three sequential mobile app screens for the VOTR (Vote Right) application. 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'. A prominent green 'REGISTER' button is centered at the bottom. Below the button, there is a small line of text: 'By registering, you agree to our [Terms](#). Already registered? [Sign in](#)'. The second screen is the 'Alignment Test' introduction, featuring a back arrow in the top left, the VOTR logo, and the title 'Alignment Test'. The text explains that the user will take a political alignment test to record their opinion on various issues and to see how their views compare to candidates. A green 'Continue' button is centered at the bottom. The third screen is the 'Alignment Test' question page, also with a back arrow and the VOTR logo. It displays a question: 'The government should do more to help the poor, even if it means going into more debt.' Below the question are two buttons: 'Agree' and 'Disagree'. A second question is partially visible: 'The right to bear arms should not be limited.', with 'Agree' and 'Disagree' buttons below it. A third question is also partially visible: 'Tax cuts help improve the economy.', with an 'Agree' button below it. A green 'Submit' button is centered at the bottom of the screen.

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

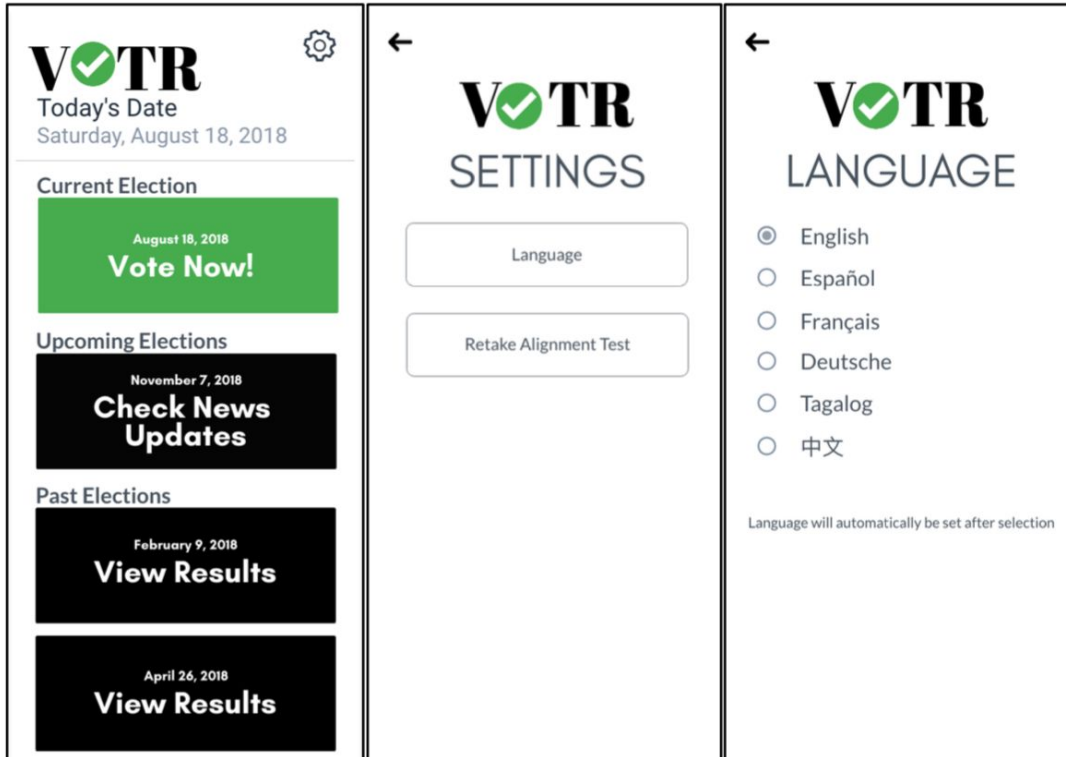
The government should do more to help the poor, even if it means going into more debt.

The right to bear arms should not be limited.

Tax cuts help improve the economy.

Submit

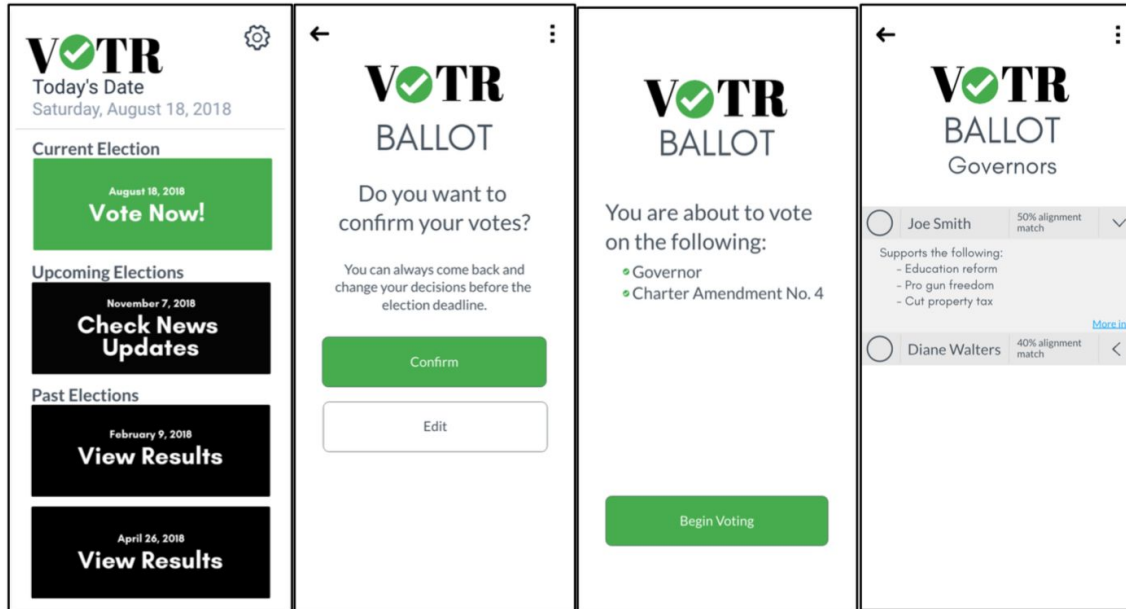
Digital Mockup



Digital Mockup

Task 2

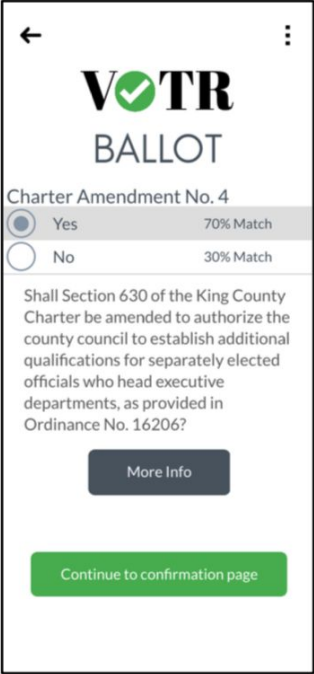
Succinct information concerning the current election.



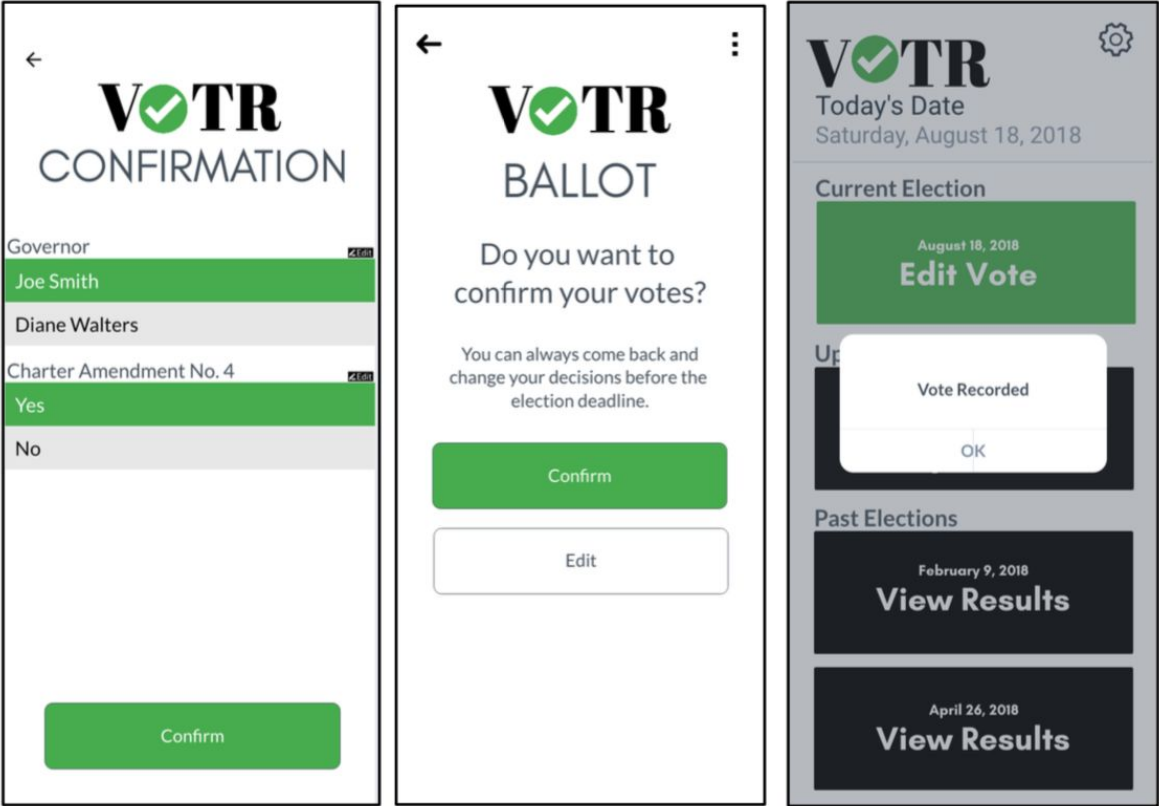
Digital Mockup



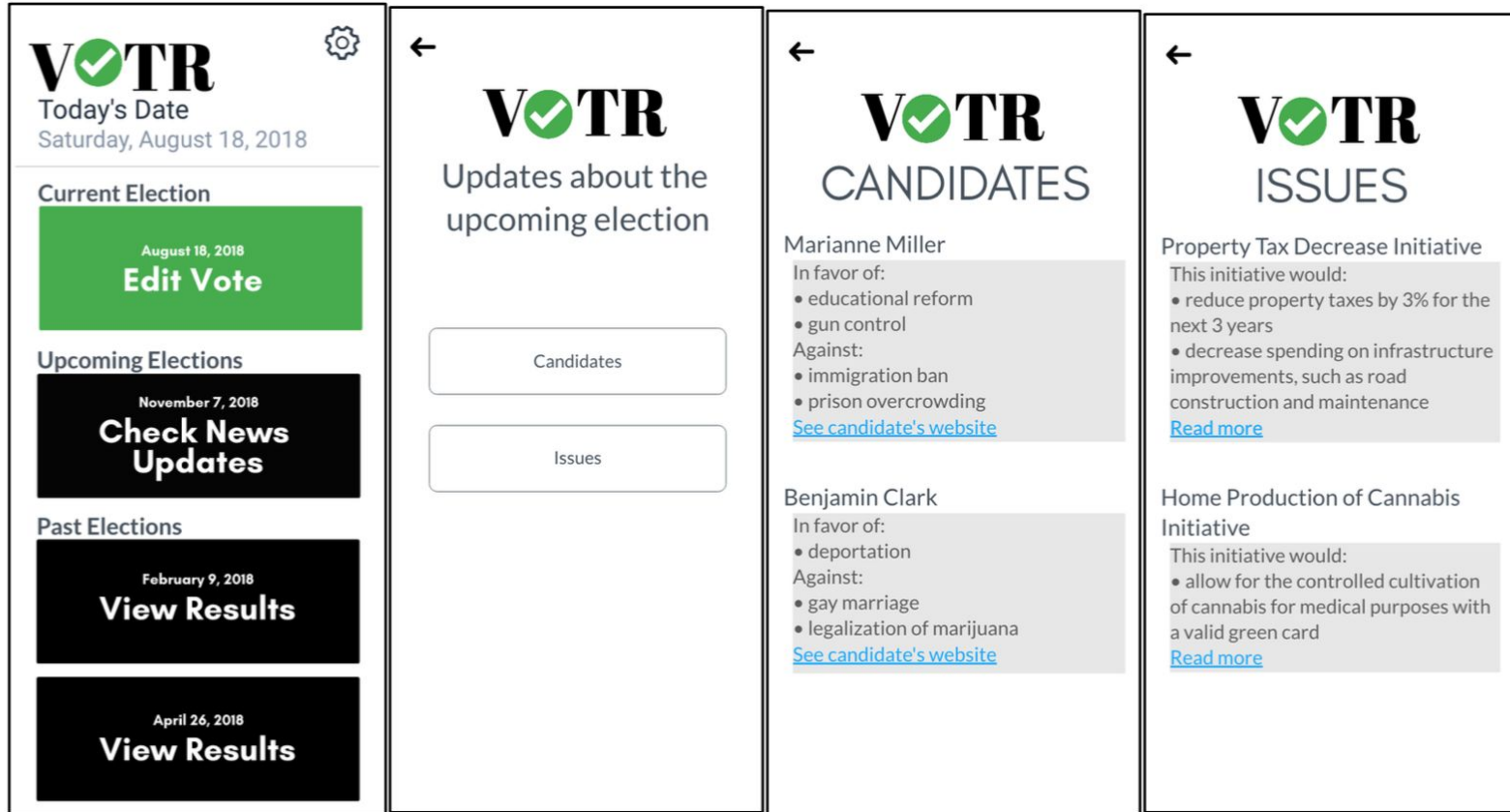
Digital Mockup



Digital Mockup



Digital Mockup



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



Updates about the
upcoming election

Candidates

Issues



CANDIDATES

Marianne Miller

In favor of:

- educational reform
- gun control

Against:

- immigration ban
- prison overcrowding

[See candidate's website](#)

Benjamin Clark

In favor of:

- deportation
- gay marriage
- legalization of marijuana

[See candidate's website](#)



ISSUES

Property Tax Decrease Initiative

This initiative would:

- reduce property taxes by 3% for the next 3 years
- decrease spending on infrastructure improvements, such as road construction and maintenance

[Read more](#)

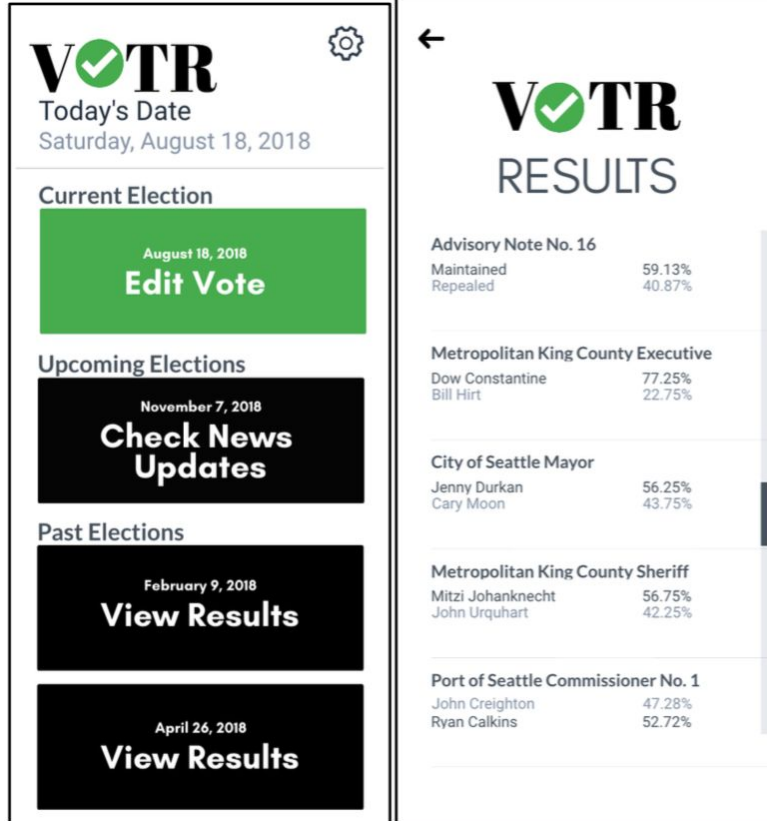
Home Production of Cannabis Initiative

This initiative would:

- allow for the controlled cultivation of cannabis for medical purposes with a valid green card

[Read more](#)

Digital Mockup



Questions?

Vote!