

OVERVIEW

I believe that the best way to encourage voting in local elections would be to create a digital experience embedded into Facebook's existing platform. After doing some initial research, I found that a voter guide feature had been implemented in the past during the 2016 election that served primarily as a hub for information, and users could find their polling place and share their list of chosen candidates with friends. While the main goal of that tool was education and awareness. I think there is an opportunity for Facebook to hone in on the social aspect of voting, providing ways for citizens to make a tangible voting plan with friends, ask questions, and engage with a number of interactive features that could make elections more of a way to build up communities online. I often find that elections make people feel bombarded with competing and often unreliable information, and while any effective voter tool needs to be educational, it also needs to be engaging and social to make a difference in voter turnout.

With an engaging graphic and call to action button positioned right at the top of a user's news feed or in the primary menu of the static sidebar, they'd be encouraged to check out the voter portal which would be organized in categories similar to the current setup of the Marketplace feature. The user's location would determine their list of candidates as well as other geographical based features such as registration information and polling place locators. Once in the portal, the landing page would include a welcome message with timely updates, as well as a countdown to election day and a mini political news feed.

Users can choose from a list of simple categories to guide their experience:

- 'Your Registration' lets users register to vote through the RocktheVote online form, and/or look up their current registration, and share with friends to receive a special "I'm Registered to Vote" icon to be displayed next to your profile name. The exclusive badge would also serve as a link to the voter portal.
- 'Your Voting Plan' would make logistics easier by encouraging users to make a tangible, realistic plan to get to the polls with friends, providing an interactive polling place map, information on transportation services, and an 'Invite Friends' feature that, if accepted, would transfer your voting plan over to your friend's account, setting automatic reminders.
- 'Your Ballot' would allow you to view and fill out a digital sample ballot to prepare for the booth, a broken-down list of any local referendums or relevant policy updates, and a comprehensive yet simplified list of all relevant candidates at the national, state, and local level. This would include a picture, party affiliation, their platform, a link to their official website, and links to additional fact-checked resources regarding their track record and political standings.
- 'Polls & Quizzes' would serve as an interactive educational feature, with polls for relevant issues, a candidate match quiz, as well as a fun test of political knowledge that would allow people to compete with their friends. All quiz/poll results would be sharable to the user's timeline.

All of these categories would be designed to be welcoming and free of bias both in copy language and visual design, and serve as a hub to make our civic duty more personalized, engaging and social.

ASSET LIST

News Feed & Voter Portal Landing Page

- Enticing Header Graphics (updated each day to keep feed fresh)
- Call to Action Button Linked to Portal
- Sidebar Icon with Coordinating Text Linked to Portal

- Welcome Header Graphic
- Animated Election Day Countdown
- Election News Feed
- Locator Icon with Location Text (Editable by User)
- Category Icons with Coordinating Linked Text

Your Registration

- Hero Graphic
- Options Menu
- Embedded [Rock the Vote](#) Online Registration Form
- [Voter Lookup](#) Form (Powered by State Board of Elections)
- Share Button
- I Am A Registered Voter Profile Icon (Obtained by either registering to vote or confirming existing registration)

Your Voting Plan

- Hero Graphic
- Options Menu
- Interactive Polling Place Map
 - Locator Icons and Pop-Up Text for Details
 - Get Directions Button
- List of RideShare Services with links to schedule rides
- Link to Local Transit Services
- "My Plan" Form
 - I am going to vote on... (auto-fill calendar date) at... (auto-fill time)
 - My chosen polling place is... (auto-fill using maps data)
 - My method of transportation is... (car, RideShare, transit, walking, etc.)
- Invite Friends Button

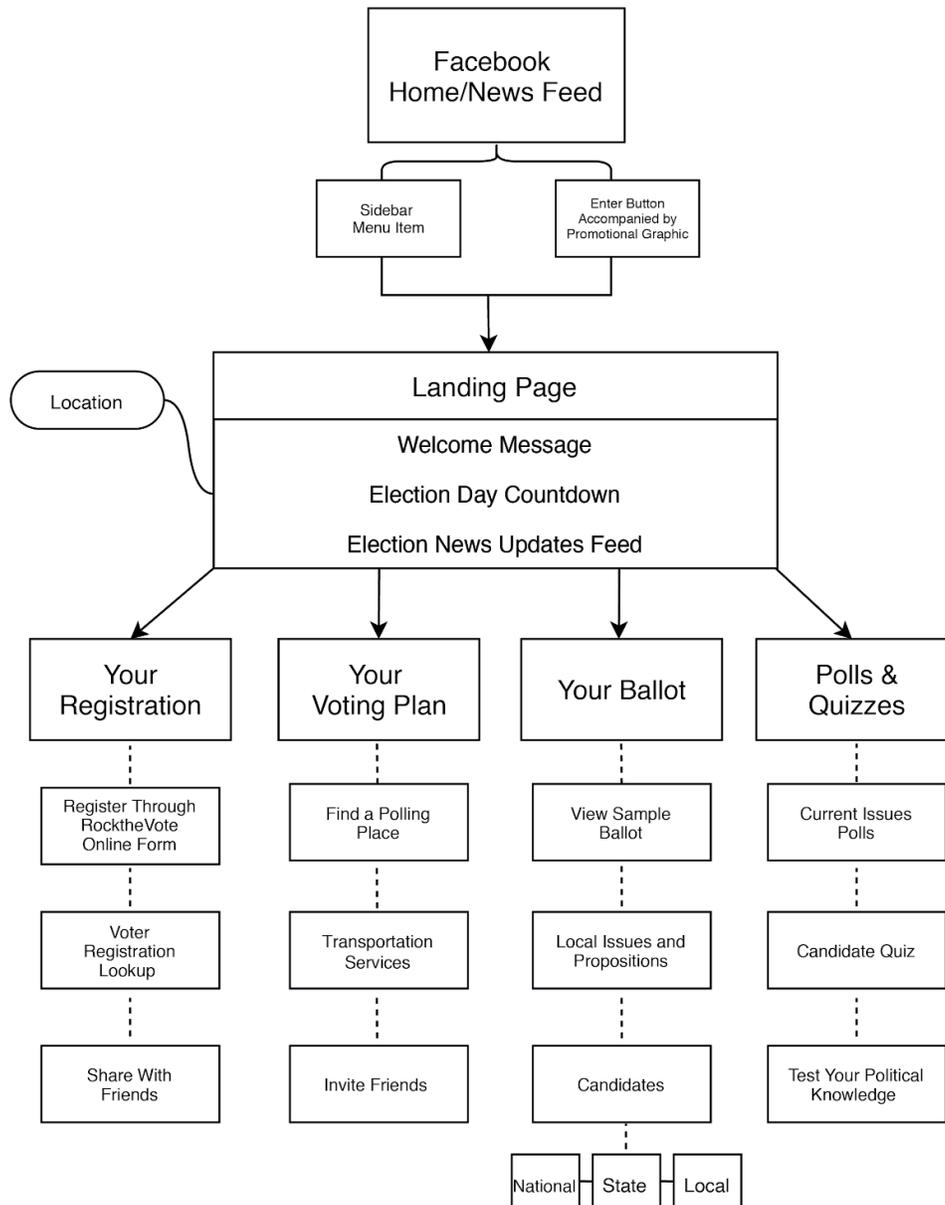
Your Ballot

- Hero Graphic
- Options Menu
- Digital Sample Ballot (users can fill out online and download for reference)
- Local Issues and Propositions List + coordinating links for additional resources
- Candidates (National, State, and Local Lists)
 - Candidate Picture
 - Relevant Demographics (Party Affiliation, Age, Home State, Education)
 - Platform Details
 - Links providing additional fact-checked resources regarding candidate's track record and political standings

Polls & Quizzes

- Hero Graphic
- Options Menu
- Current Issues Poll Interactive Form + Share Button
- Candidate Quiz Interactive Form + Share Button
- Political Knowledge Test Game + Share/Challenge Your Friends Button

FLOW CHART



PERSONAS



"I know that my opinion does matter. I'm not just a dumb kid. Now that I can vote, I can act on those opinions and have a voice."

Amanda

21 • Aspirational Activist • Fayetteville, NC

MINDSET

- Has a passion for politics but finds the current climate emotionally draining
- Local government is important, but college towns do little to engage student voters
- Every vote matters, but sometimes we need a reminder

MOTIVATIONS

- Empowered by both encouraging and deterring influences
- Feels an obligation to use her privilege and her voice for good
- A future led by a progressive generation of voters

DESIRES

CANDIDATE #1

- Description I
- Description II
- Description III
- Description IV
- Description V



Access to Transportation
(ex. Rideshare Services)



Better Education and
Bureaucratic Transparency

HABITS



Always votes in general elections at the national level, less likely to vote in primaries or local elections



Tries to keep up with news, but can get overwhelmed by complexity and hostility



Has attended rallies and/or protested in the past, but now prefers more low-key involvement

Passive Penelope

"I don't think my personal opinion is going to shake the table in the grand scheme of things"



Bio

She is a full-time college student that resides on campus. She is preoccupied by other aspects in her life and does not have much time nor inclination to seek information about politics. She believes that her opinion does not matter thus refrains from sharing it.

Frustrations

Feels that politics can be draining and she does not enjoy the feeling so will avoid engaging with it. She does not believe there is equal weight in federal or state government making her vote feel less impactful.

Wants & Needs

To have information about voting provided to her.
To participate in a low-effort voting process.
To make voice feel heard and appreciated.

Politicking

Interest	●	●	●	●
Research	●	●	●	●
Engage	●	●	●	●
Vote	●	●	●	●

Personality

Active	Curious	Empowered
●	●	●
Passive	Unconcerned	Bounded

JOURNEY MAPS



Amanda

Aspirational Activist

Has a passion for politics, and wants to be more involved, but finds the current climate emotionally draining

	DISCOVERY	EXPLORATION	INTERACTIONS	FINAL THOUGHTS
MINDSET	<p>Knows the election is coming up, and has every intention to vote</p> <p>Wishes she could find a way to encourage friends to vote while keeping herself accountable</p>	<p>Research has made her realize she could be more educated on local referendums and candidates</p> <p>Getting more and more eager to cast her ballot</p>	<p>Research has made her realize she could be more educated on local referendums and candidates</p> <p>Determined to make a voting plan and stick to it</p>	<p>Ready for election day, has anxious thoughts regarding outcome and how to move forward</p>
ACTIONS	<p>Immediately wants to use voter portal, but is not seeking out political content on Facebook today, will check it out later</p>	<p>Uses the embedded lookup form to check on her registration status, unlocks the registered voter icon for her profile.</p> <p>Takes a few issues polls and looks through a couple unfamiliar candidates</p>	<p>Uses the voting plan feature to figure out her logistics, and fills out the voting plan form, inviting 2-3 close friends she knows will likely join in</p> <p>Decides to challenge her friends to the political knowledge quiz</p>	<p>Periodically checks back into the portal before election day, to see latest news updates and fill out her sample ballot to prepare for the real deal</p> <p>Gets a reminder on election day for her voting plan and texts her friends to coordinate</p>
FEELINGS	<p>Delighted that Facebook is taking steps to help its users be more active voters</p>	<p>Scared that this type of tool might start political fights, but excited to have a registered voter icon!</p>	<p>Comforted knowing she has an online resource for all this craziness, hopes others will use it as well</p>	<p>Proud of herself for doing her civic duty and being more educated in the process</p>
TAKEAWAYS	<p>PAIN POINTS Social discourse that becomes a vehicle for ignorant speech, wishes more people, herself included tried harder to educate themselves on candidates/issues</p>		<p>GAINS Desires simplicity and ease of access, so an online platform dedicated to laying out everything you need to vote well is a stress reducer</p>	



Penelope

Passive and Preoccupied

Her busy schedule takes priority over engaging in political activity, doesn't feel like her opinion matters.

	DISCOVERY	EXPLORATION	INTERACTIONS	FINAL THOUGHTS
MINDSET	<p>Forgot that the election was coming up, but would like to go vote if she can make time</p> <p>Wants to avoid any sort of conversation regarding politics to prevent conflict</p>	<p>Curious to know where she stands in terms of registration, can't remember if she got around to voting in the last election</p>	<p>Realizes that she'd like to be a little more educated on politics going forward</p> <p>Not sure exactly where to start</p>	<p>Knows that she can't say it was too hard to prep to vote, because Facebook was shoving it in her face everyday leading up to election day</p>
ACTIONS	<p>Doesn't log on to Facebook that often, may overlook the promotion of election-focused content</p> <p>Notices the sidebar icon and clicks out of curiosity</p>	<p>Checks to see if she's registered, finds that she needs to update her place of residence, and online form helps her do it with little fuss</p> <p>Opts out of the profile badge upon registration</p>	<p>Gets overwhelmed by the sample ballot, doesn't finish filling it out</p> <p>Decides to take the candidate match quiz to get some sort of direction</p>	<p>Answers a couple polls one day on a whim and finds that she's in the majority on several issues</p> <p>A friend invites her to join their voting plan, and she tentatively accepts hoping it will help her go through with it</p>
FEELINGS	<p>Stressed about life's obligations and wishing for some more free time</p>	<p>Uneasy about sharing any sort of political views on her timeline</p>	<p>Guilty about not feeling educated enough to vote</p>	<p>Relieved knowing that her civic duty is almost taken care of and she didn't have to go out of her way to do it</p>
TAKEAWAYS				
PAIN POINTS	<p>Feels that her voice doesn't matter, and hasn't been encouraged to share her beliefs, wants proof that her vote matters</p>			
GAINS	<p>Felt slightly more supported and encouraged to go vote, was able to educate herself enough to feel like she was making a somewhat informed decision</p>			

REFLECTION

I found myself really struggling with how to approach this assignment, as similar to my first persona, I've come to find this current election cycle particularly draining and disappointing, thus making it hard to feel inspired and motivated to create a digital experience to encourage others to vote. My personal experience with this election also came with challenges that I tried to use this structure development as a means of solving, such as creating a tangible voting plan you can stick to, and having a non-biased resource to find out which candidates your values best align with. As far as the aspects of the project went, I don't think I'd ever realized just how many assets go into just a single web page, let alone a whole site or app. I had to really slow down and methodically think about what elements one would interact with in what order, and this helped define my content hierarchy as well. The journey maps in particular were a huge hurdle for me, as I kept finding it hard to think about how a person not necessarily like me would experience the same content. By the time I finished, I felt proud of myself for being able to look through their eyes and in turn know how to better develop for others, and I'm excited to continue to explore other viewpoints and desires in creating digital experiences.