Democracy Simplified

Intuitive Voting is a research-driven concept designed to improve the election process. It includes smartphone apps to inform and assist voters, and to train and support election volunteers.

Methods

Contextual observation and interviews
- First-time and experienced voters
- Volunteers who set up and run the voting machines
- Judges who monitor the polls on election day
- Analysts who study elections

Comparative research of existing resources
- Government websites
- Third-party election support tools
- Research driven conceptual designs

Iterative design and prototyping
- Workflow driven concepts
- Workflow driven wireframes
- Interactive prototype designs

Usability testing with representative individuals
- Young, first-time voters
- Older, experienced voters
- Election volunteers

Users and Workflows

Out of our research, we defined three key user stories that cover a representative range of needs and tasks:

1. An election volunteer who needs training to perform support tasks on election day.
2. An experienced, absentee voter who needs to request and submit an absentee ballot.
3. A first-time voter who needs to register and subsequently vote in person.

Key Findings

Lack of information integration for voters
- Insufficient knowledge of all offices and issues that would be on the ballot prior to voting.
- Unknown waiting times until they arrived at the polls.
- Insufficient knowledge of all offices and issues that would be on the ballot prior to voting.

Lack of usability and support for volunteers
- Low-quality training materials
- Inadequate tools to communicate wait time information to others.

Contextual Observations

Strategic Recommendations

Provide voters with a single-point, start-to-finish experience for registration, candidate and issue research, ballot review, and results tracking.

Streamline traditional in-person voting in the near-term and scale to long-term online voting models.

Extend the idea of voting beyond election day by keeping the voter informed of candidates and issues throughout the year, not just on election day.

Improve voting experience for disabled voters by allowing ballot to be pre-filled; supports multiple language translations for non-English reading voters.

Concept Benefits

Directly addresses critical issues identified by U.S. Presidential Commission on Election Administration, including ballot design and simplicity, poll worker training and support, and voter wait time.

Improves venue utilization by providing information on all locations and allowing election volunteers to report voting waiting times.

Design Concept and Prototypes

New voter registers via the app electronically or by generating traditional registration forms.

Voter views objective information about candidates and issues and selects options ahead of time to bring to the voting booth for reference.

User Roles and Workflows

Political Analyst

Election Judge

Volunteer App

Election volunteer can access training tools, report wait times, and contact officials for assistance.

Volunteer

Election Judge

Political Analyst

Election Volunteer

Get training

Watch video

Get training

Watch video

Get training

Watch video

Get training

Watch video