

shake up the vote

Make voting go online



Table of Contents

Project Statement	3
Recap	4
Design process overview	5
User Definition	7
Prototype	10
InVision Portfolio	15
Portfolio	16
Mood Board	17
Style Guide	18
Marketing website	19
Layout	20
Animated screen	21
Behance portfolio structure	22
Video	28
Self reflection	29
Reference	31

Project Statement

For the final phase of the project, I focused on polishing the prototype and the visuals that will be showcasing at the grad show. I originally planned to make a marketing website that supports the online voting web app. However, I decided to focus on how my work will be presented. In this phase of the project, I invested my time working extensively on the visual aspect of the overall project to make it more visually appealing so it can stand out at the grad show.

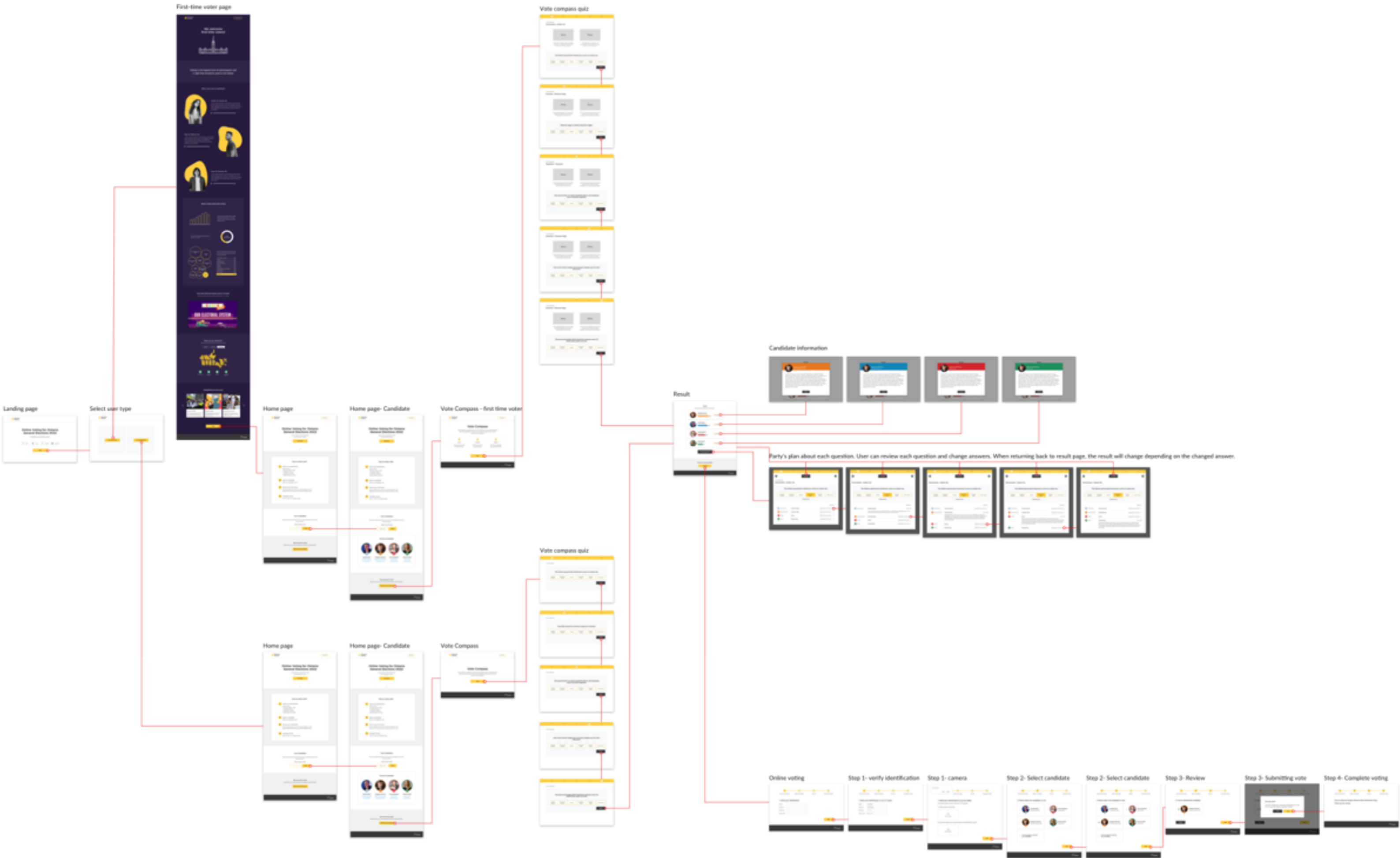
In this phase, I am delivering:

- Interactive prototype on InVision
- Animating key screens
- Behance piece showcasing the work
- Video
- Reflection

Recap

Over the course of the thesis project, I heavily worked on validating the online voting web app prototype through numerous usability testing and iterations.

In the last phase, I finished my final validation and implemented the feedback from the usability testing. For this phase, I made minor changes to the prototype (see pg 10).



Design Process Overview

1. Secondary research

Research on why youths are not interested in politics and why they have the lowest voters turnout rate.

Findings:

Youths didn't vote because

- 31% not interested in politics
- 25% too busy
- 13% illness or disability
- 12% out of town

2. Primary research

The goal was to find out why 31% of youths are not interested in politics. This was done through interviews, surveys, user journey, empathy map, observational research and journey mapping.

Findings:

- Politicians do not target youths.
- Lack of access to traditional media (youths don't have cable TV or newspaper)
- Youths don't feel they are qualified to vote or "not ready yet" to vote.

3. Ideation

- Streetwear pop-up store
- Pop-up gallery
- Instagrammable public installation
- Online voting web app

Online voting web app was selected as a solution because it allows easier access to vote for youths and online voting is something that they actually act on unlike other ideations were more towards raising awareness.

4. Survey

Goal: To understand if youths would vote online.

Findings: Surveyed 18 people and 89% of the participants said that they would vote online.

5. Online voting app prototype and testing

Prototyped a voting app and usability testing.

Findings:

- Although people who care would vote online and is a lot easier, people who are distant from politics were still not be able to identify who they should vote for.

Design Process Overview

6. Competitive analysis

Held usability testing of the existing competitor tools which were Vote Compass (quiz), Unpublished Vote (blog), Know Your Vote T.O (informational website) to see which one was the most effective for youths to decide who to vote for.

7. Redefining user definition and design challenge

First-time voters: How might we educate and guide youth voters to vote for their ideal candidate accurately under short time?

Youths who are not educated on politics: How might we get youth voters to really understand the importance of voting?

8. Prototype and usability testing

9. Visual development

Process

User Definition

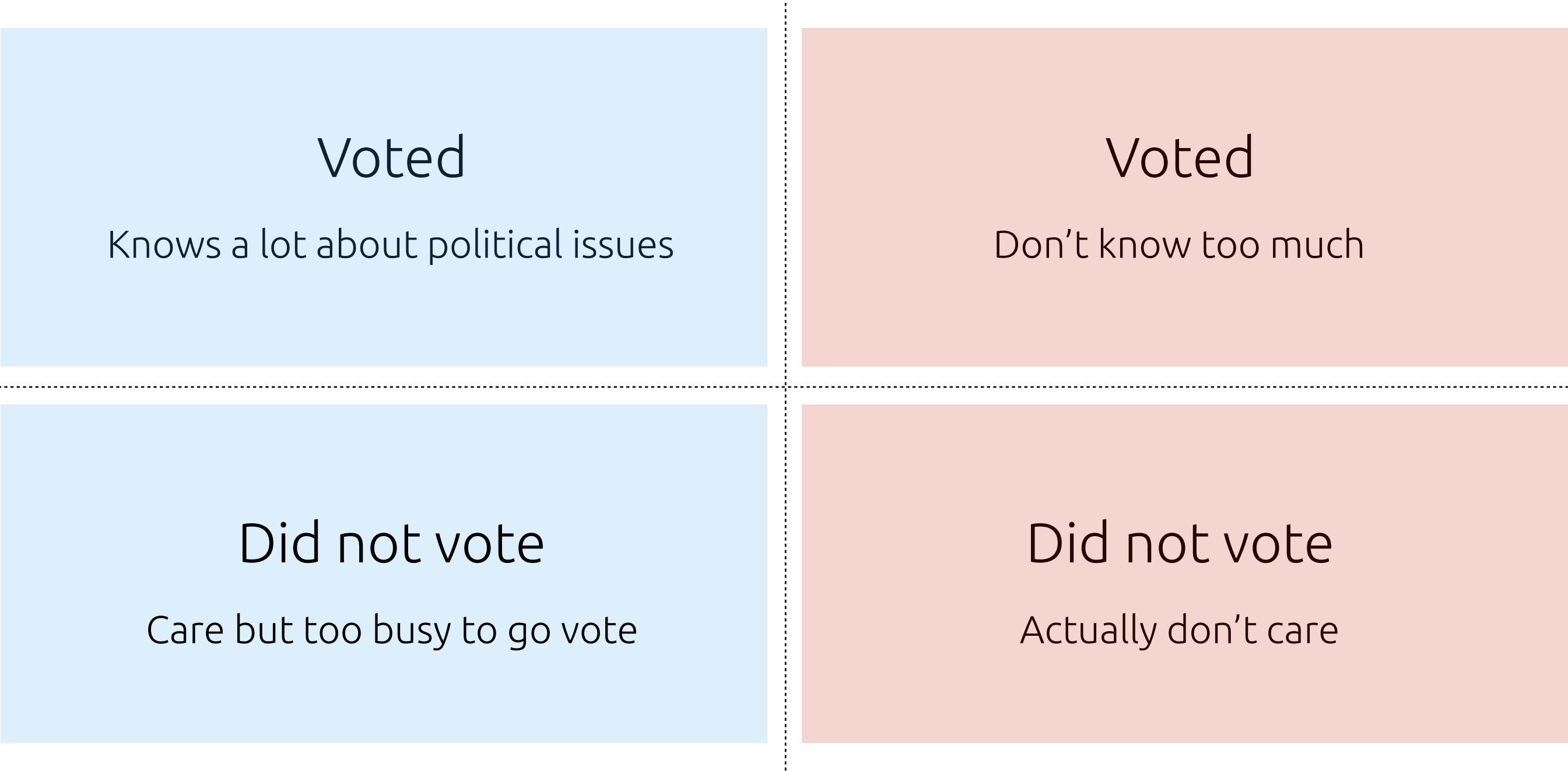
From the prototype testing, I was able to identify 4 different types of users. Even if online voting is available, some users still were not able to vote because they didn't know who to vote. The 4 types of users are:

People who will vote online

- 1. Who cares and knows a lot about political issues.
- 2. Who couldn't vote in the past even if they care about it because they were too busy to make it to the voting ballot.

People who wouldn't vote online because they don't know who to vote

- 1. People who voted in the past but only because their parents or someone around them told them to.
- 2. People who did not vote in the past because they actually don't care much (First-time voters).



Process

How might we question

Voted

Don't know too much

(Voted because parents told them to)

How might we educate and guide youth voters to vote for the ideal candidate accurately under short time?

Did not vote

Actually don't care

(First-time voter)

How might we get youth voters to really understand the importance of voting?

Process

2 Design Solutions

I came up with 2 design solutions for 2 different type of users.

Design solution 1 for First-time voters

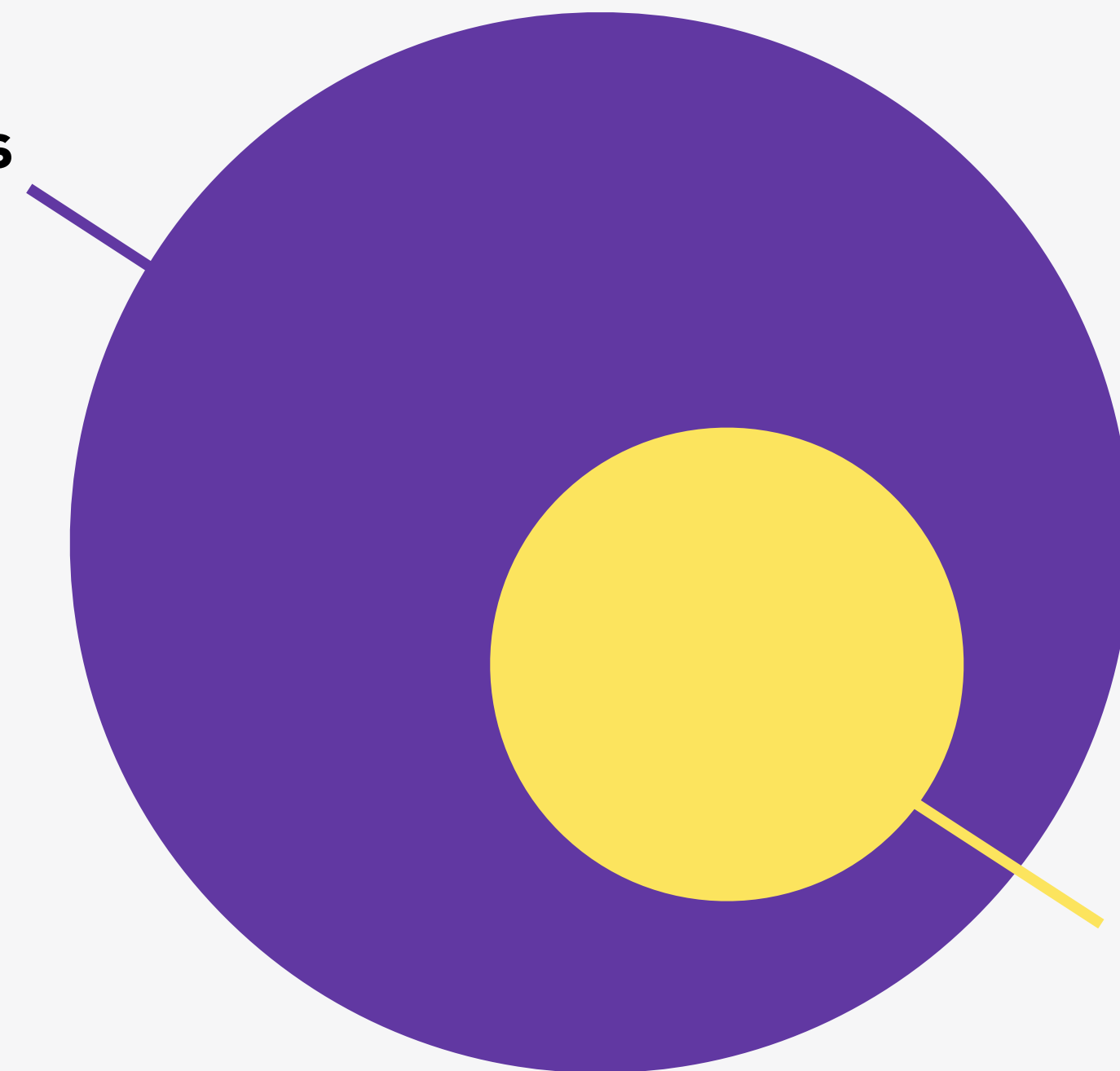
- Make them feel welcomed and educate why voting is important
- Not guilt tripping them of not voting

Design solution 2 for First-time voters + Voted because parents told them to

- After holding usability testing on existing tools, Vote Compass was the most helpful tool for the users.
- Vote Compass is a short questionnaire that helps users identify how their political views align with the candidate and party
- Vote Compass can be used for both first-time voters and the ones who voted but don't know much about politics.

The full prototype can be viewed on the InVision link on page 12.

First-time voters



**Voted because
parents told
them to**

Prototype

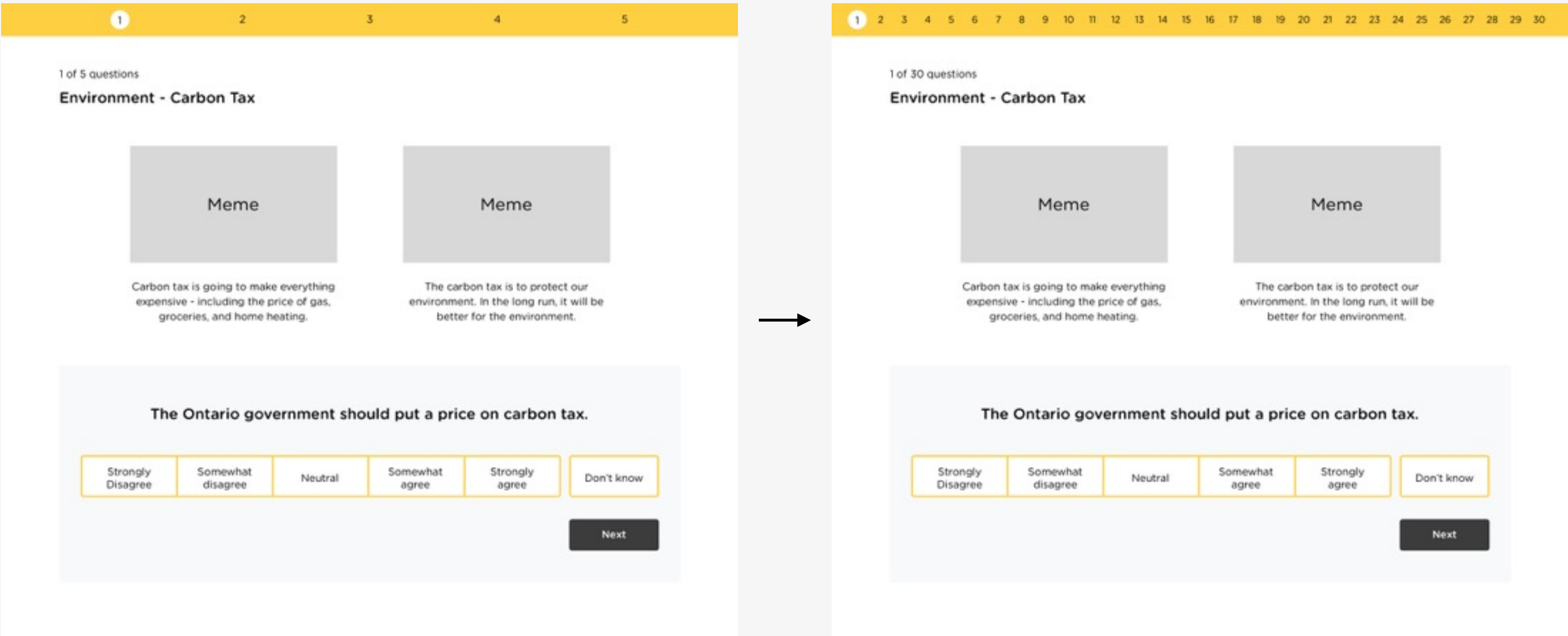
Prototype Iteration

I made minor changes from previous usability testings.

Vote Compass 30 questions

The Vote Compass has 30 questions but for the past prototypes, I had 5 sets of questions to prove the concept of what Vote Compass is. One of the common comments about this section was that 5 questions seem to be too short to determine the results.

To make the prototype realistic, I changed the header to 30 questions to demonstrate that there are 30 questions.



Prototype

Prototype Iteration

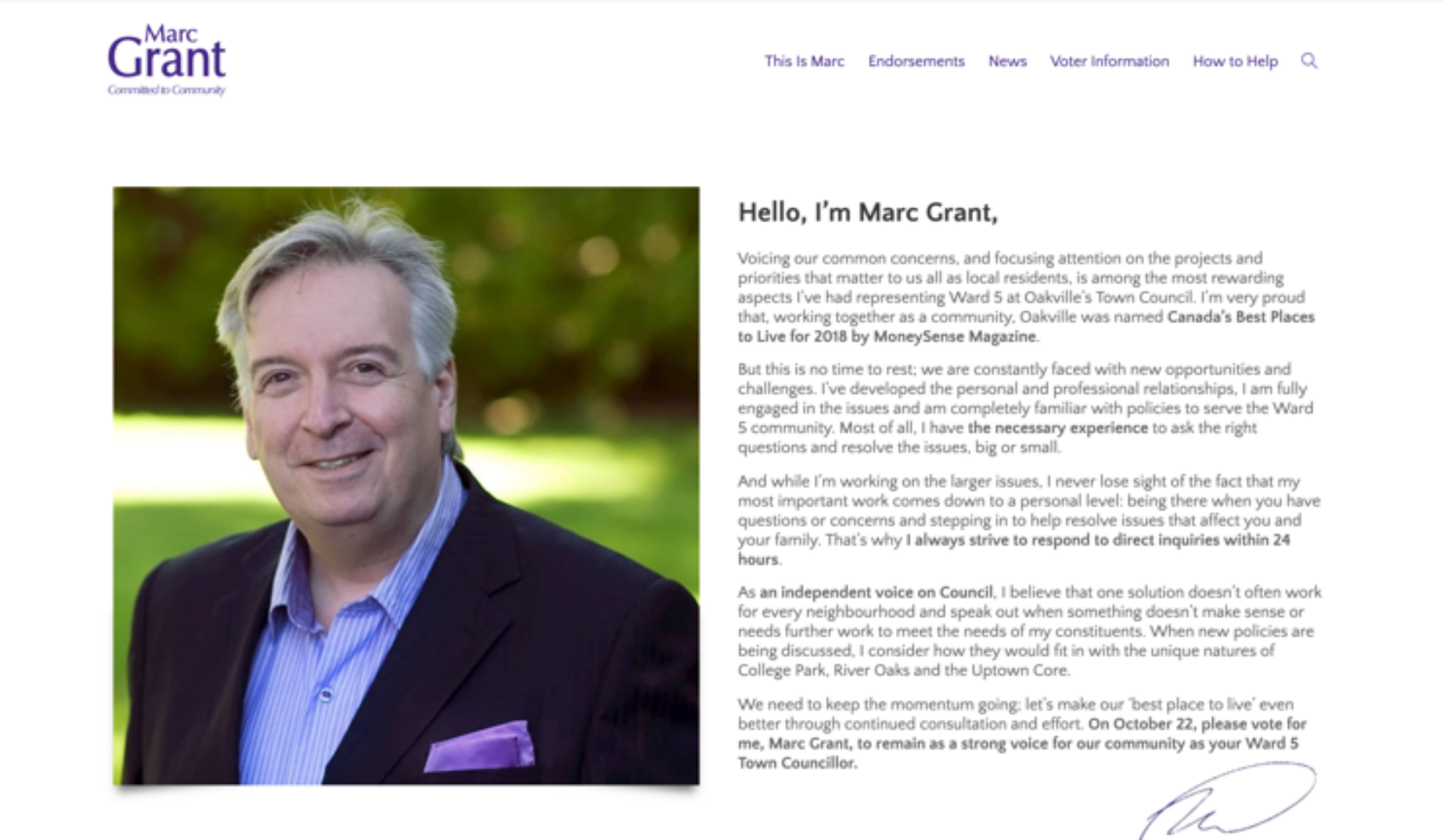
Copywriting

Previously, the screens that are showed on the right were just lorem ipsum placeholders.

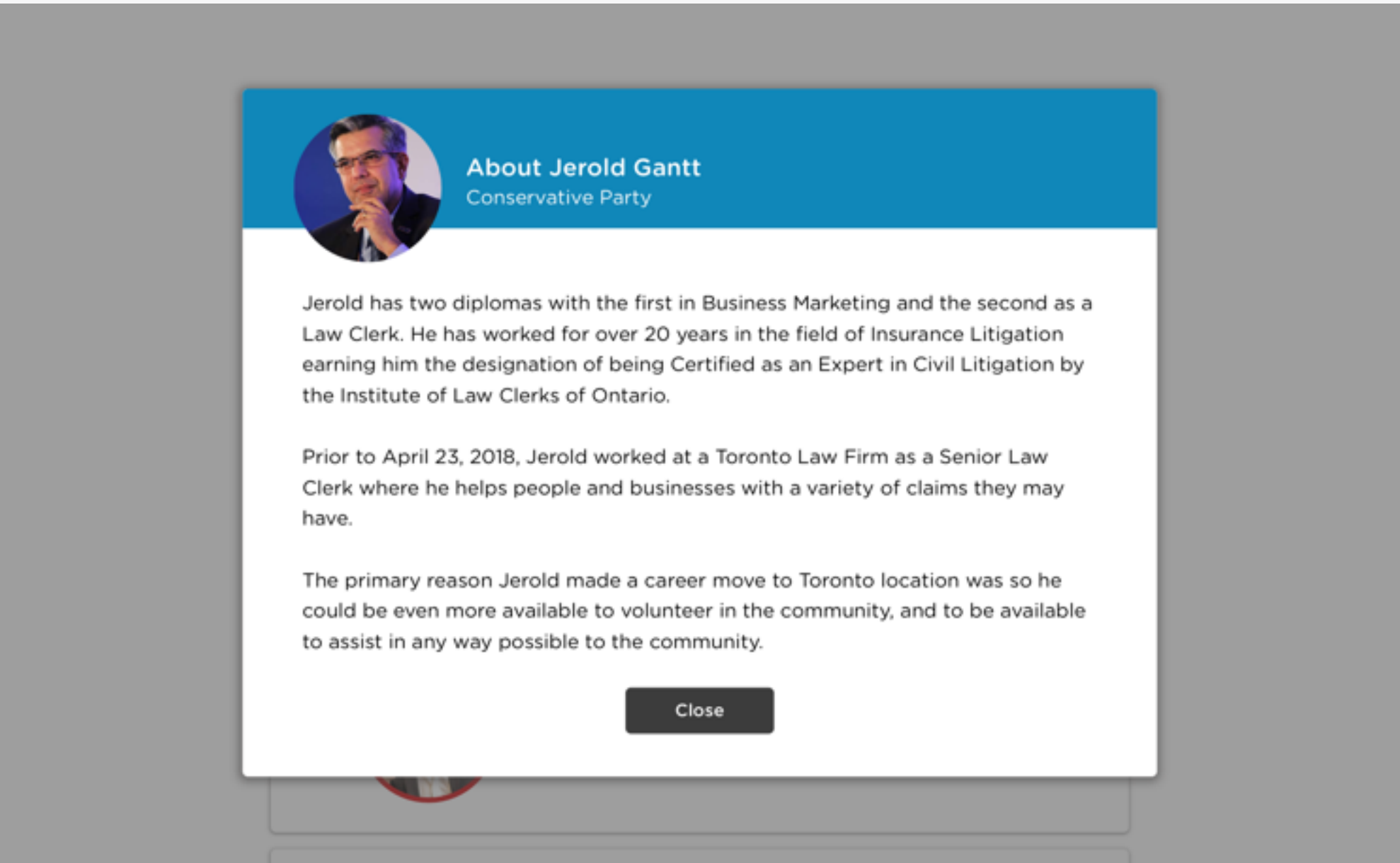
During the usability testings, users expect to see information and background about the candidate.

In order to make it realistic as possible, I looked up a real candidate’s profile. Most candidate profiles were very lengthy. The format was similar to what student would write for a cover letter but with more personal stories and interest. It consisted of work or volunteering experience, hobby, and family life.

I used this format as a guideline and created each candidate’s profile.



Oakville Candidate information



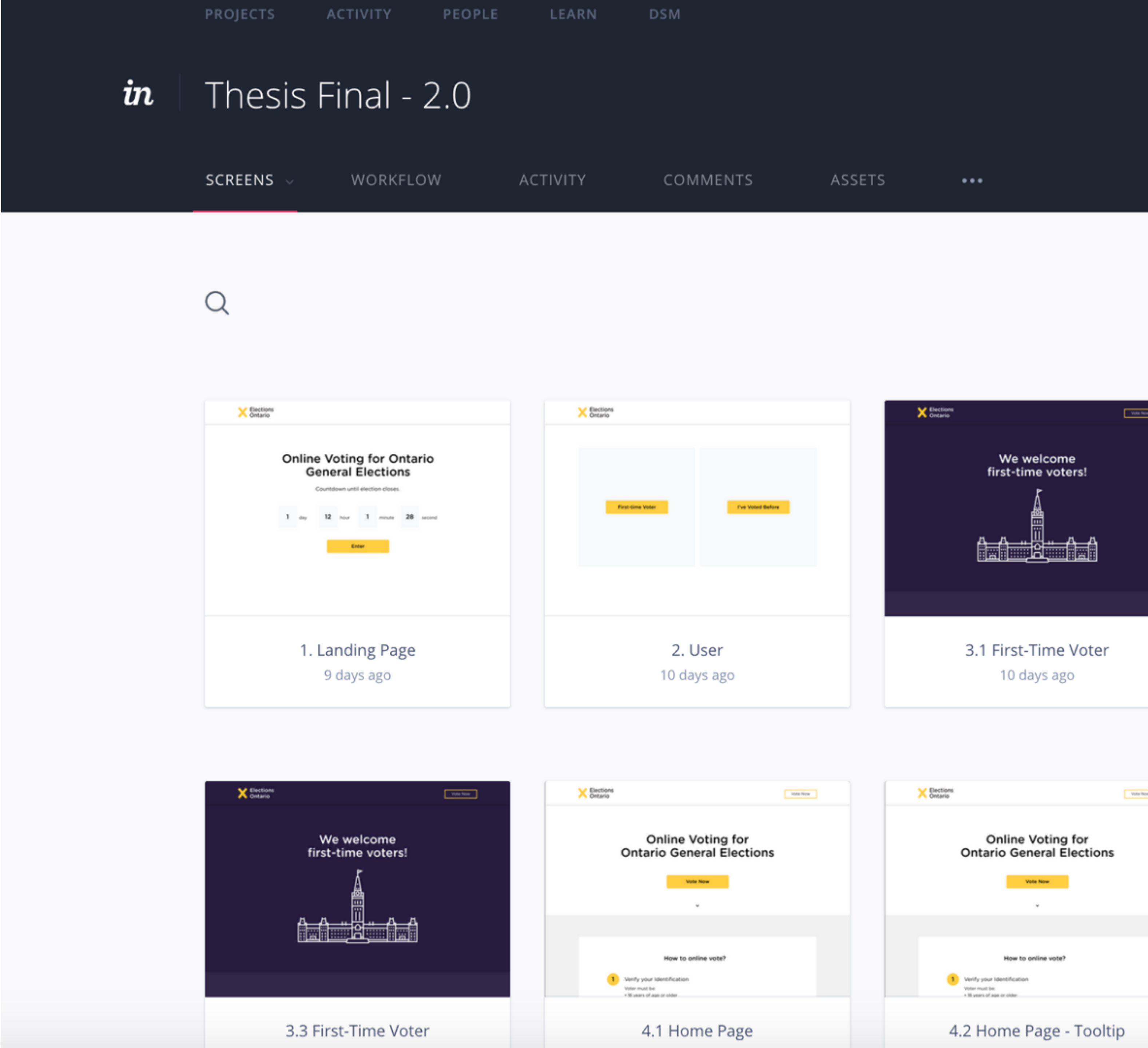
Candidate information from the prototype

Prototype

Final InVision Interactive Prototype

This is the final completed interactive prototype on InVision.

Link to InVision Prototype:
<https://invis.io/AJR3ME6WQMX>



Prototype

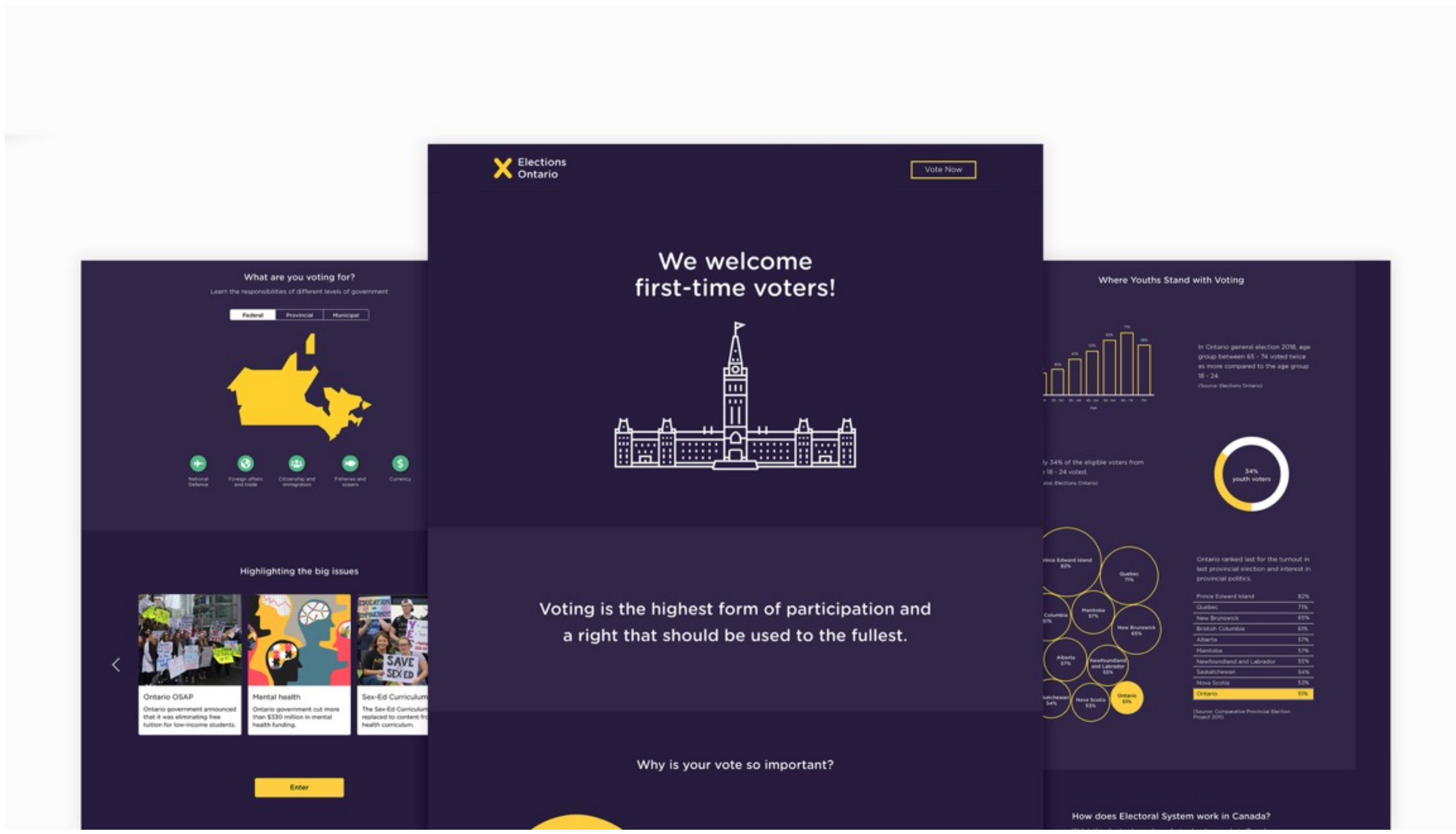
Benefits Sought

Welcoming first-time voter’s page

From the research, youth voters expressed that they don’t feel qualified to vote or feel like they are not “ready yet”.

The welcoming page is essentially a crash course on the Canadian political system while educating why voting is important through interactive data visualization and testimonials from youths.

It meets first-time voter’s needs to make them feel included and learn about the importance of voting.



Prototype

Benefits Sought

Vote Compass

One of the biggest problems with the existing Vote Compass was that youths didn’t understand the seriousness of an issue to be able to identify where they stand about the problem.

Through brief pro and con style of information with memes allow youths to be educated about the issue and to be able to see in a broader perspective about the topic. This will help youths to choose the “correct” answer to discover which candidate they match with.

123456789101112131415161718192021222324252627282930

1 of 30 questions

Environment - Carbon Tax



Carbon tax is going to make everything expensive - including the price of gas, groceries, and home heating.



The carbon tax is to protect our environment. In the long run, it will be better for the environment.

The Ontario government should put a price on carbon tax.

Strongly Disagree

Somewhat disagree

Neutral

Somewhat agree

Strongly agree

Don't know

Next

Prototype

Technical challenges

I faced a lot of technical problems for the prototype. The technical requirements were to support audio, YouTube video, and to support GIF.

I originally planned to work on my prototype on InVision however it didn't support the three technical requirements that I needed.

I tried numerous prototyping tools such as Framer, Sketch, XD, Principle, JustInMind, proto.io, and Marvel. I spent a lot of time trying to find the right tool that supports all the requirements I needed. However, all of the tools would support only part of the functionality or would support all but I would run into new problems that would not work that would have worked on InVision.

I initially researched which prototyping tools would work and when I found a tool, I had to investigate whether if the tools were free and or how much I had to pay.

I would first try the tool and make sure all three functionalities worked. Afterwards, I worked on building the rest of the prototype. Even if I tried to tackle this part strategically, I ran into new unexpected problems that the tool couldn't support. Furthermore, I spent around 3 weeks learning different tools jumping from one tool to another.

I really wasted a lot of my time here. I learned that prototyping tools that have more flexibility are harder to learn and is a lot more complex.

After spending 3 weeks, I came to the conclusion that I need to move on and come up with an alternative way to show my prototype because I was very much delayed on my project schedule.

Portfolio

To compensate for half-working prototype, I created a Behance portfolio piece so that my work is showcased concisely and can be easily understood rather than to go through 35+ screens on the InVision prototype.

I asked myself which of the technical functionality is the most important and how the work will be presented at the grad show.

The GIF from the VoteCompass was the most important and going through the interactive prototype won't be the most effective way to present the work since I have a lot of screens to go through. Therefore, the Behance portfolio will showcase the key highlights of the project with animations.

The aesthetic-usability effect written by Chakraborty led me to really finesse my visual aesthetic in this phase of the project. "Aesthetic designs are perceived as easier to user than less-aesthetic designs" (Chakraborty, 2017).

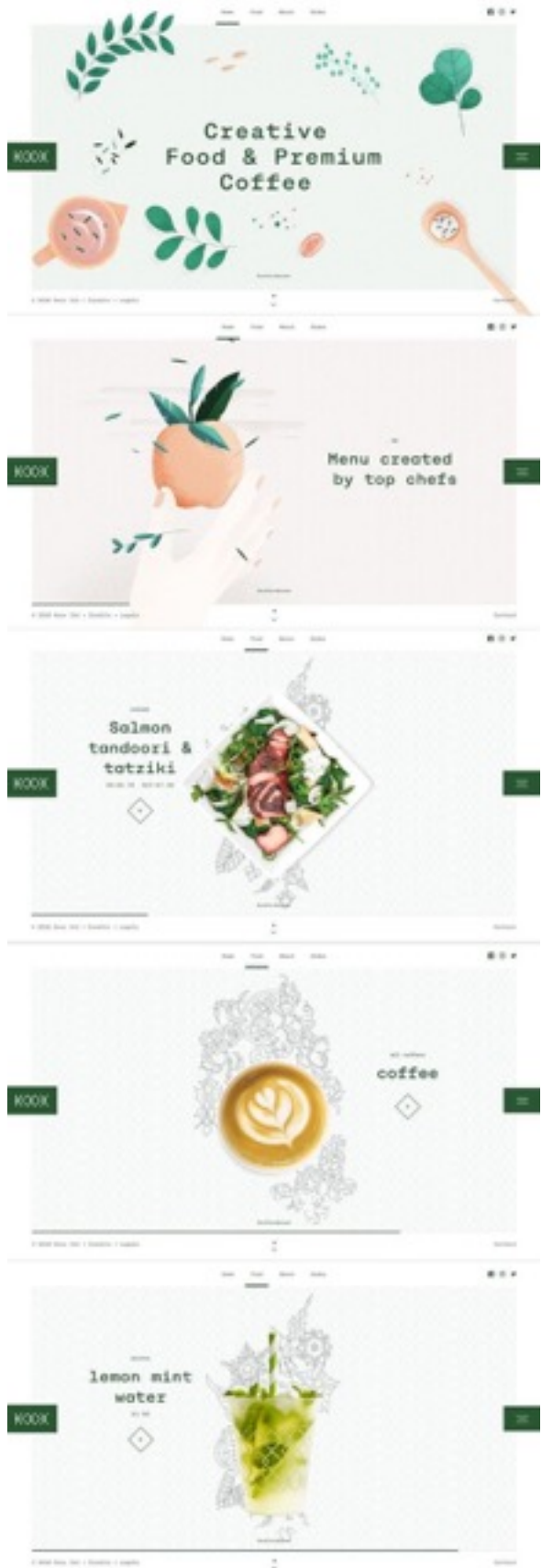
I learned that visual aesthetic isn't only to attract and grab people's attention but it also influences the usability of a product.

Overall, I'm proud to make the decision to work on the aesthetic visual development so that the project information can be presented clearly at the grad show.

Portfolio

Mood Board

As the main target audiences are youths, I looked for something colourful to represent youthfulness but not too playful so that it doesn't distract from the seriousness of the importance of voting.



Portfolio

Style Guide

Typography

Arial Black

Didot Regular

Primary colour



#6138A2



#FCE45E

Secondary colour



#D95C00



#33BEC3



#3E4D86

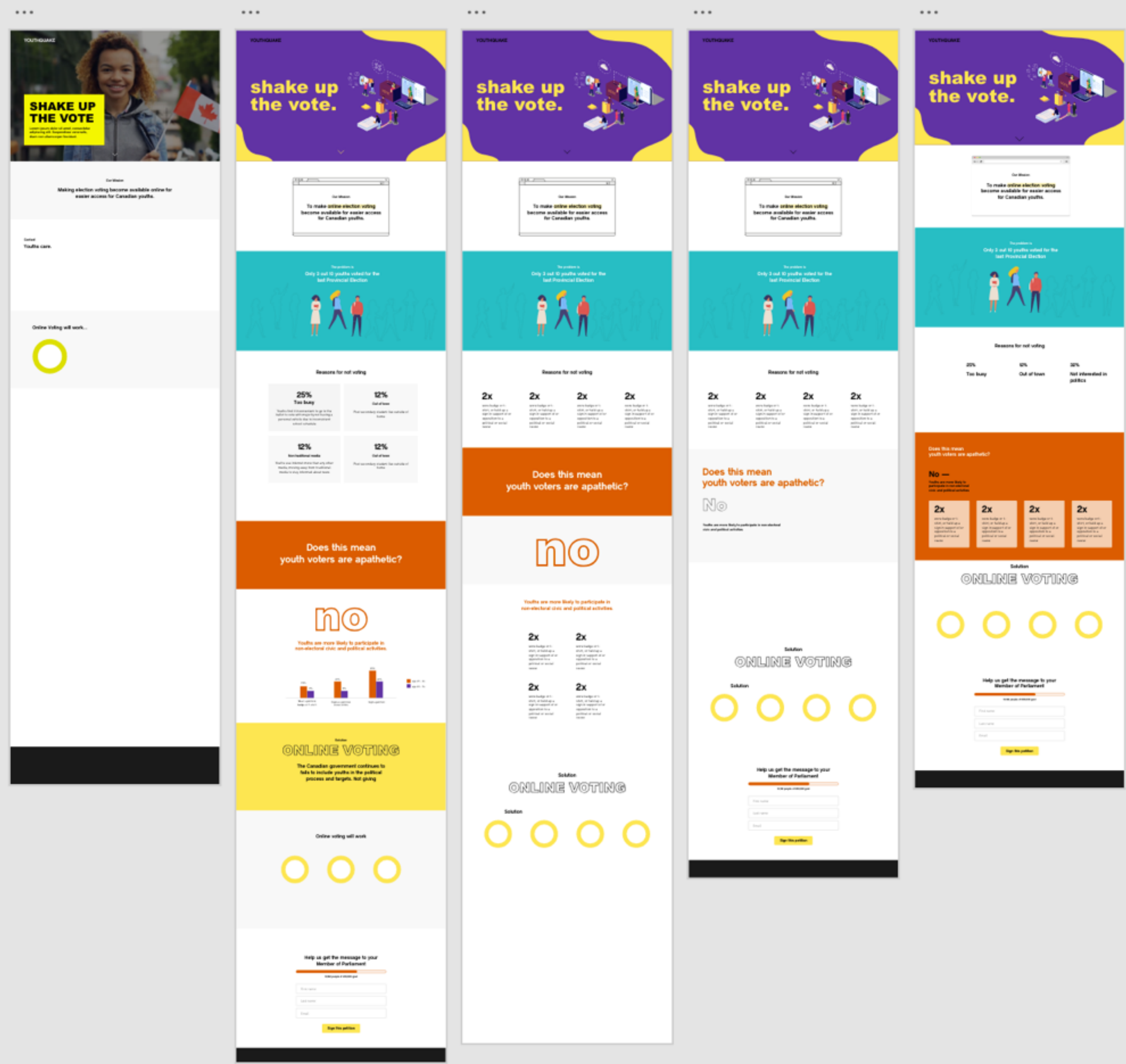
Portfolio

Marketing website

As mentioned earlier, the marketing website was originally planned to support a step further in my thesis project.

Having the marketing website didn't work well because my prototype is a speculative design of how online voting would work in the future, while the marketing website is to help raise awareness among youths so that the online voting will be available in the future. Because of this reason on the marketing website, it won't be showing what the interactive prototype. I felt like there was a disconnection between the actual project and the marketing website and marketing website was something that I wouldn't show at the grad show.

Instead the content and the style developed from the marketing website was used for the Behance portfolio.

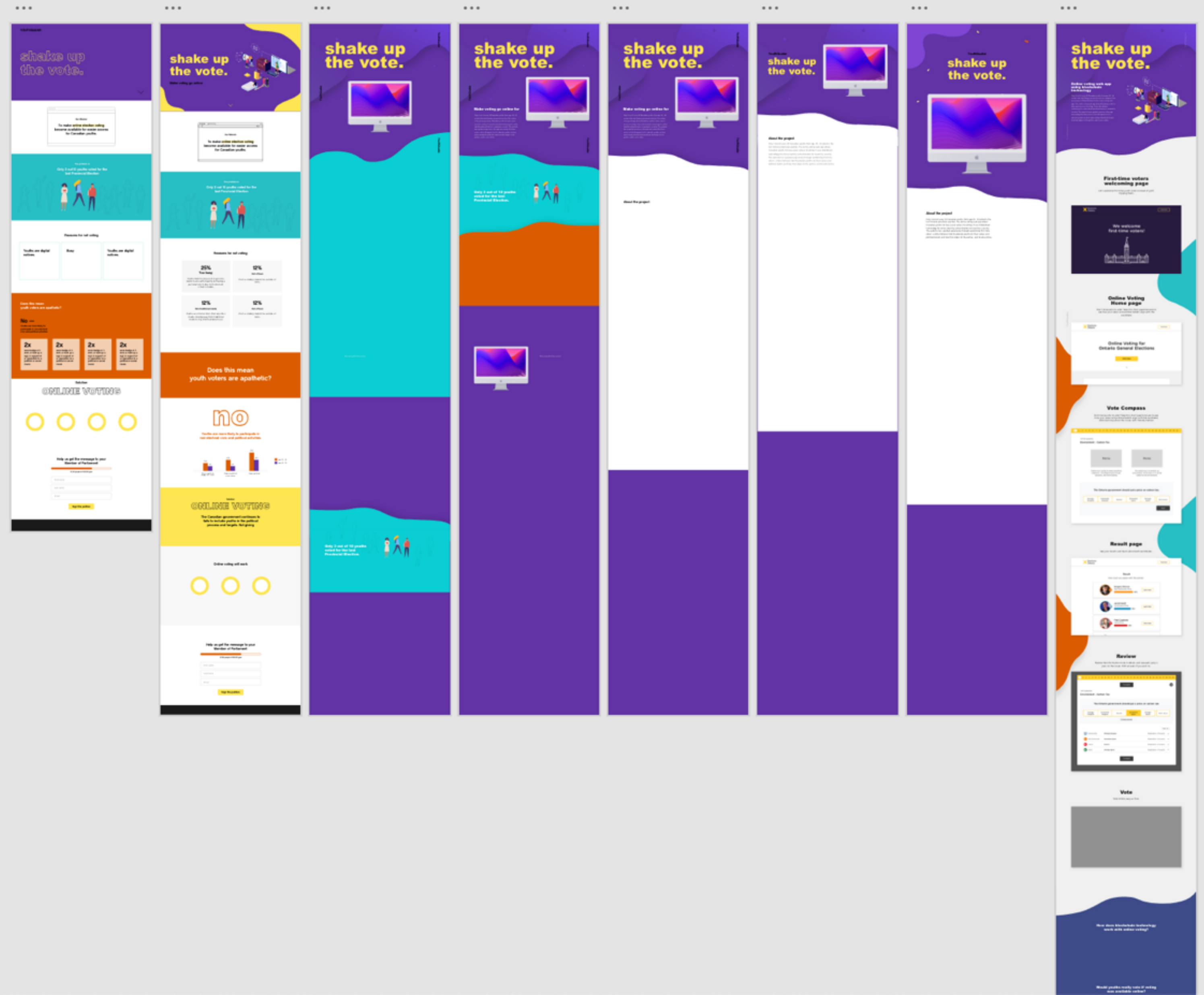


Portfolio

Layout

I explored different layouts and incorporated organic shapes instead of the grid/box structure.

On the box-like structure, it made it feel more informational while the organic shapes made it feel friendlier, relaxed and communicative rather than informational.



Portfolio

Animation screens

The screens were animated on Adobe XD and After Effects.



Portfolio

Structure & Storytelling

The Behance portfolio is structured in a way that it is concise and be able to deliver what my project is about.

Introduction

The introduction uses the why-how-what method which describes shortly on what the project is about.





Portfolio

Structure & Storytelling

Problem space

Why

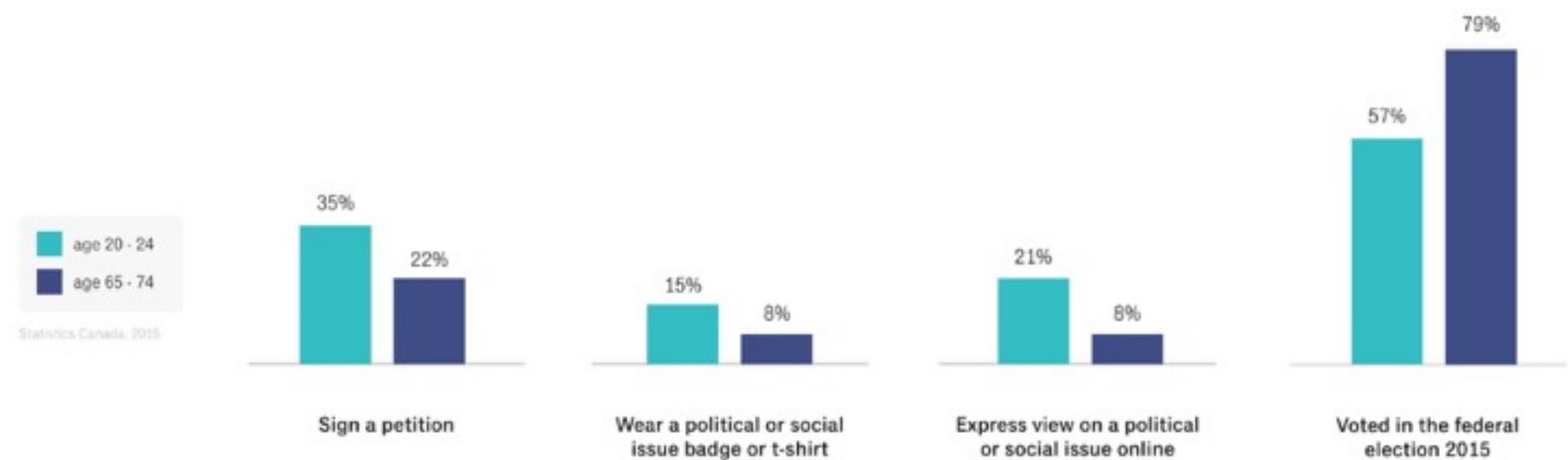
After the introduction, it shows more in details about the problem space with data visualization. This is to help viewers understand the seriousness of the issue and why this project was created and what it is trying to solve. Here you can see that youths are much more involved in non-electoral political activities than older adults which means that they do care about political issues. However, when it comes down to voting, it's the opposite. Older adults vote more than youths.

How

Vote online.

They say youths are **apathetic.** But are they really?

Only 34% of Canadian youths voted for last Ontario provincial election, however voting isn't the only form of political participation or civic engagement.



Make voting go online.

Youths are more likely to be involved in non-electoral political activities than older adults, meaning that they do care. However, as this generation has grown up with the digital age, youths require easier access to voting.

Portfolio

Structure & Storytelling

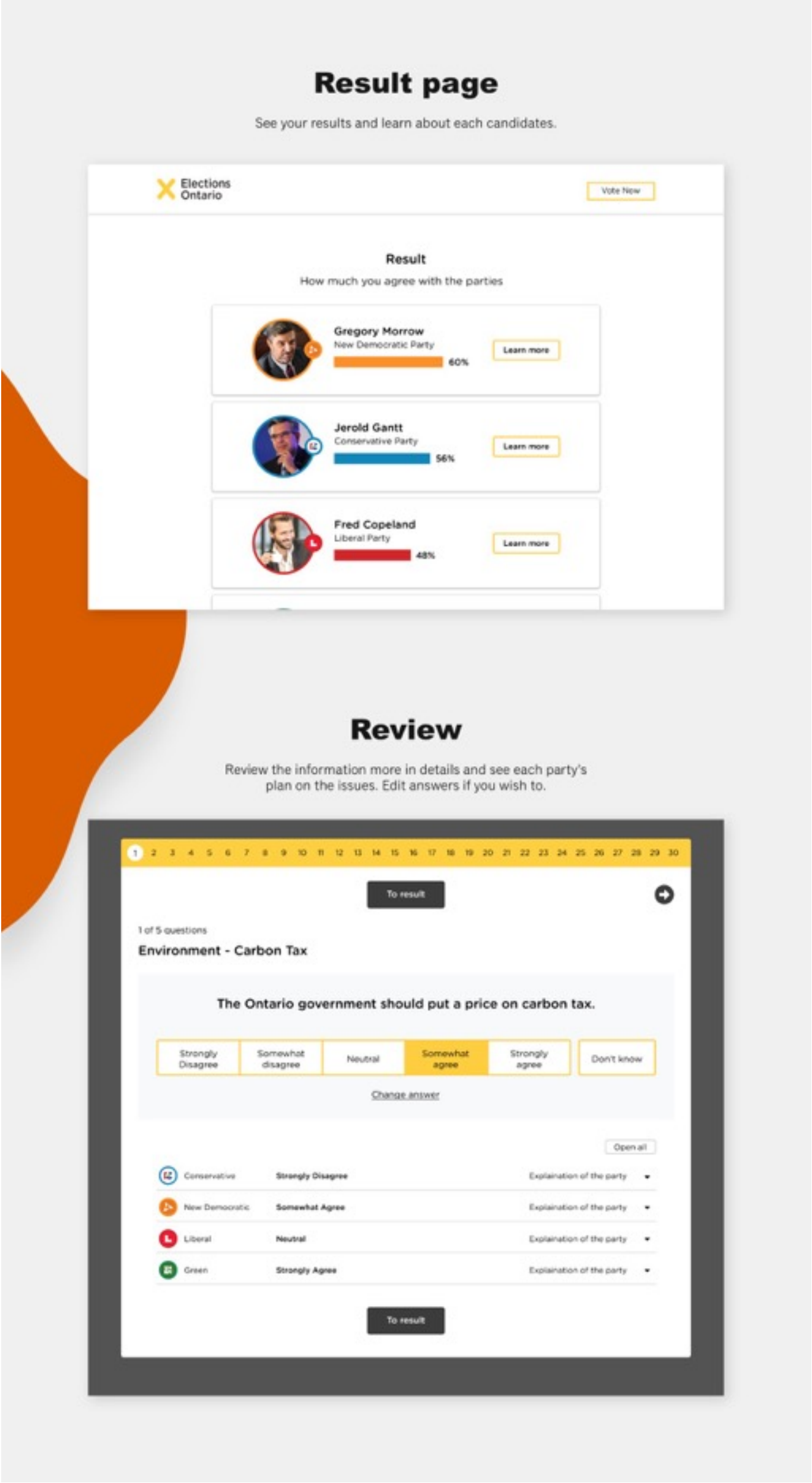
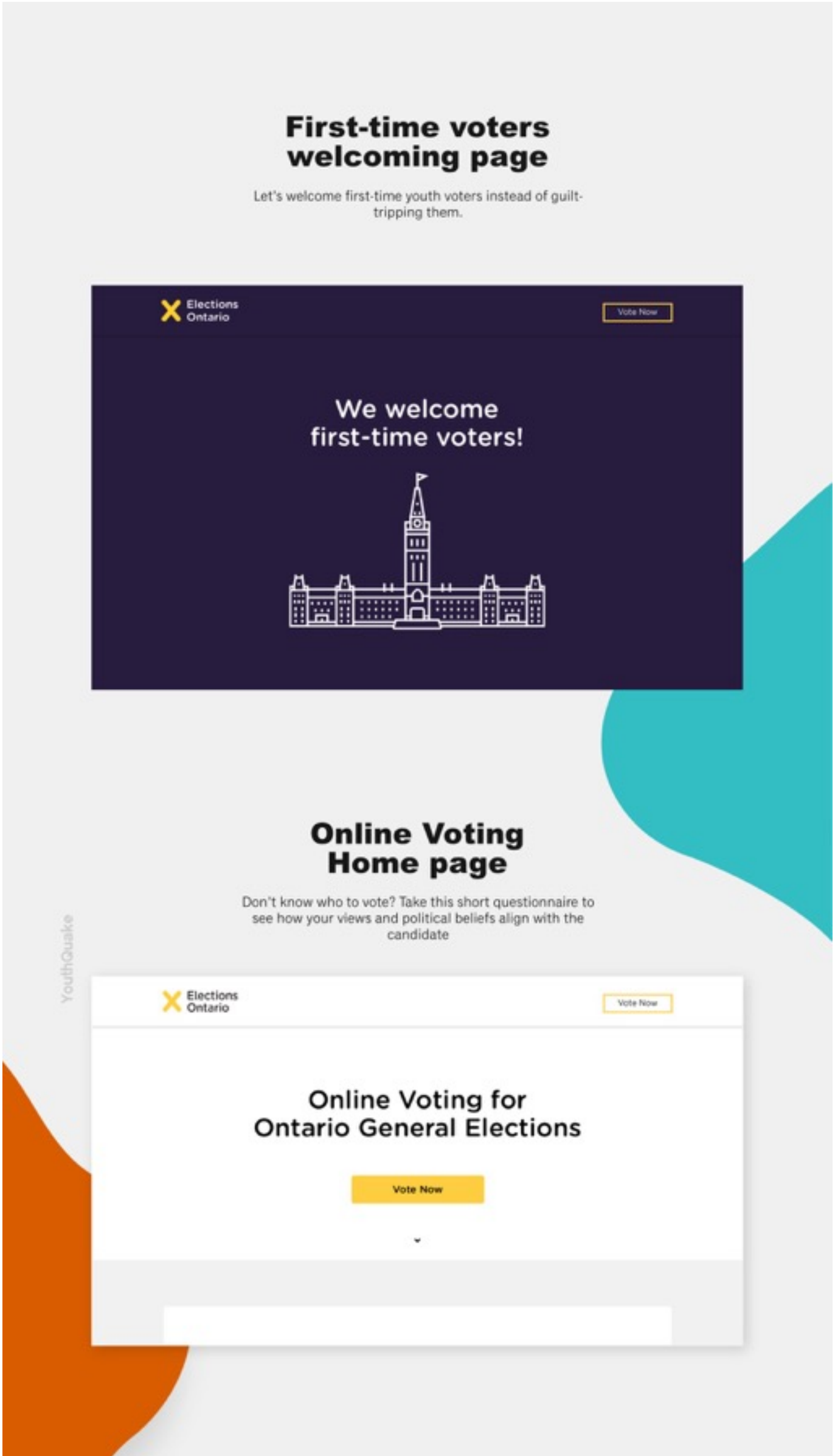
What

It includes animated screens of key functionalities of the online voting web app.

The screens are in the order of how the user will go through the entire experience on the InVision app.

Within each page, it demonstrates what content is displayed with a short description of the purpose of each page. This allows viewers to understand what my project does without having to go on the InVision prototype clicking through 35+ screens.

Each page is animated in a timely manner so that I can explain at the same pace while the GIF is playing.



Portfolio

Structure & Storytelling

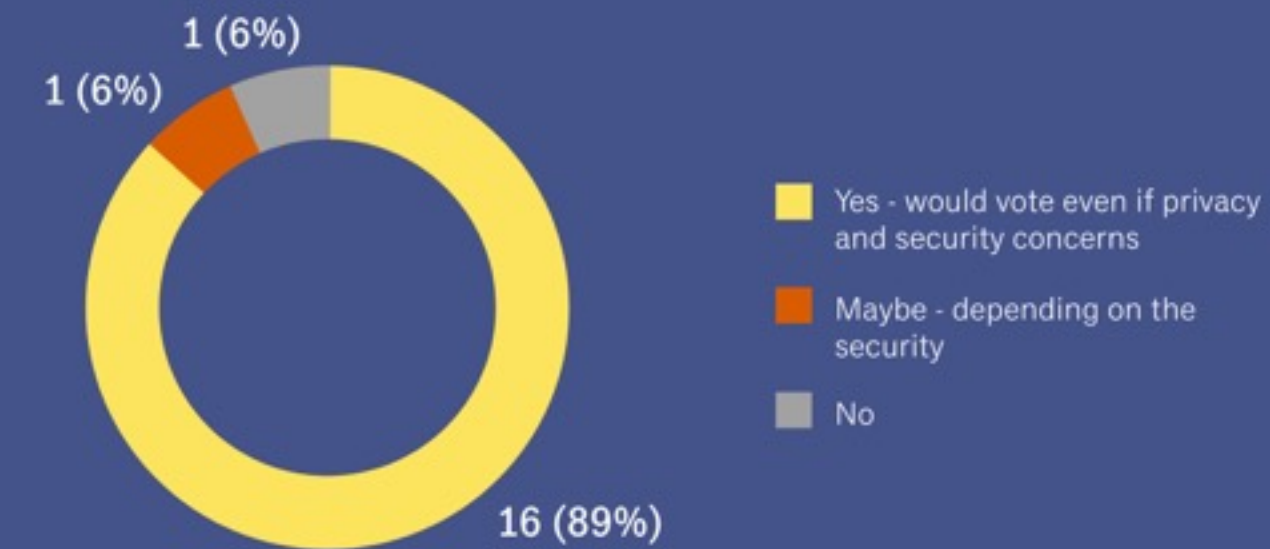
Would this work?

Since this is a speculative design project, it was important to prove that this design concept will work.

This part was to ensure and convince the readers that online voting web app is the only solution that youths will actually vote.

Would youths really vote if voting was available online?

89% Youths said yes.



The survey result showed that youths would vote online even if they have privacy or security concerns. This indicates that youths much prefer the convenience and easy access to voting to participate in the electoral process.

Portfolio

Structure & Storytelling

Closing

Throughout the piece, I mentioned about how youths are much more closer to digital technologies, thus online voting is necessary for it to be available for youths can take part in the Canadian electoral process.

For the closing, I rephrased who youths are once again and the benefits sought of having this product.

Youths are digital natives.

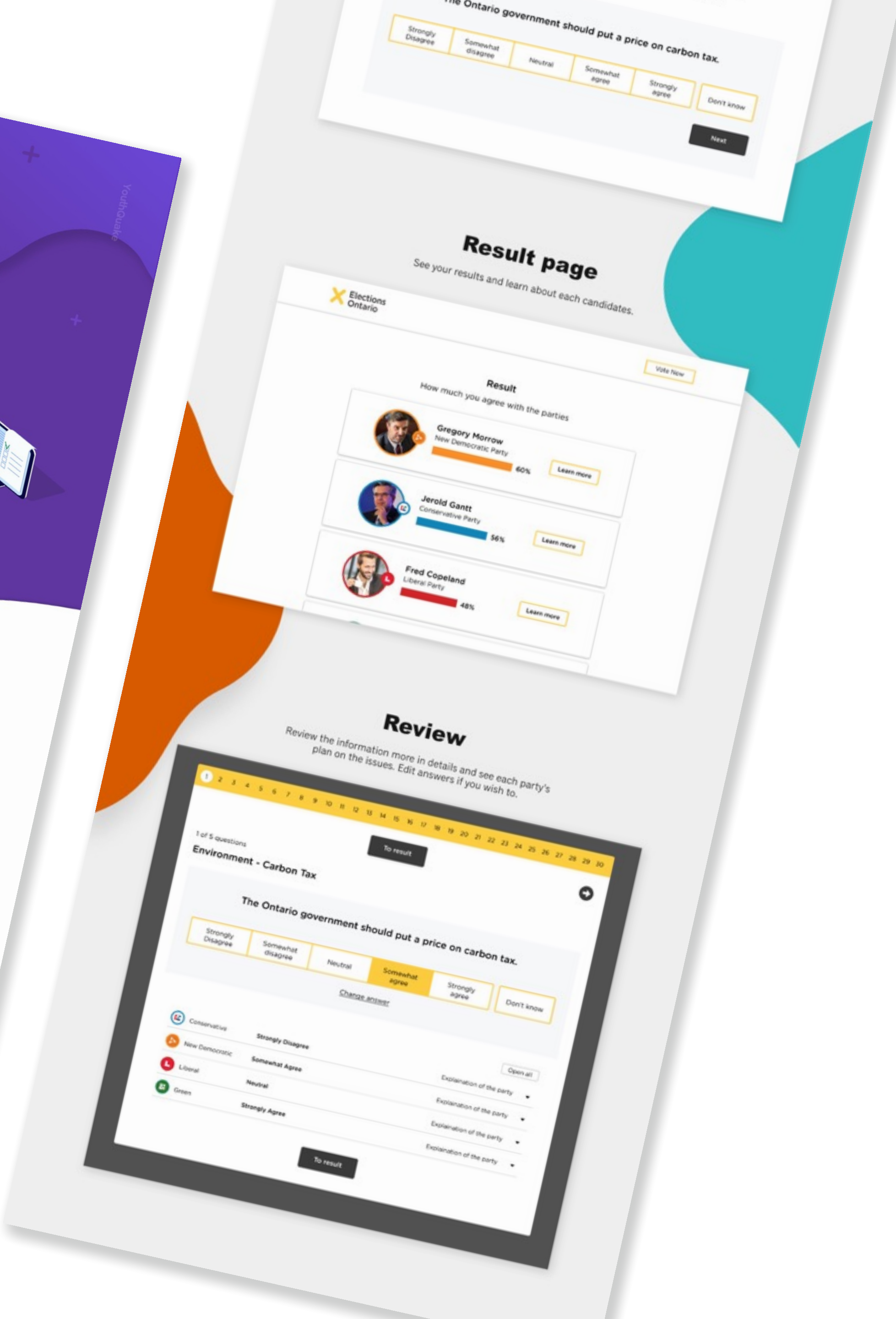
The Canadian government fails to include youths in the political process and must invest in building the online voting system for the leaders of tomorrow.

Portfolio

Structure & Storytelling

Animated prototype screens can be viewed on Behance.

Link to Behance:
<https://www.behance.net/gallery/78013945/YouthQuake-Online-Voting>



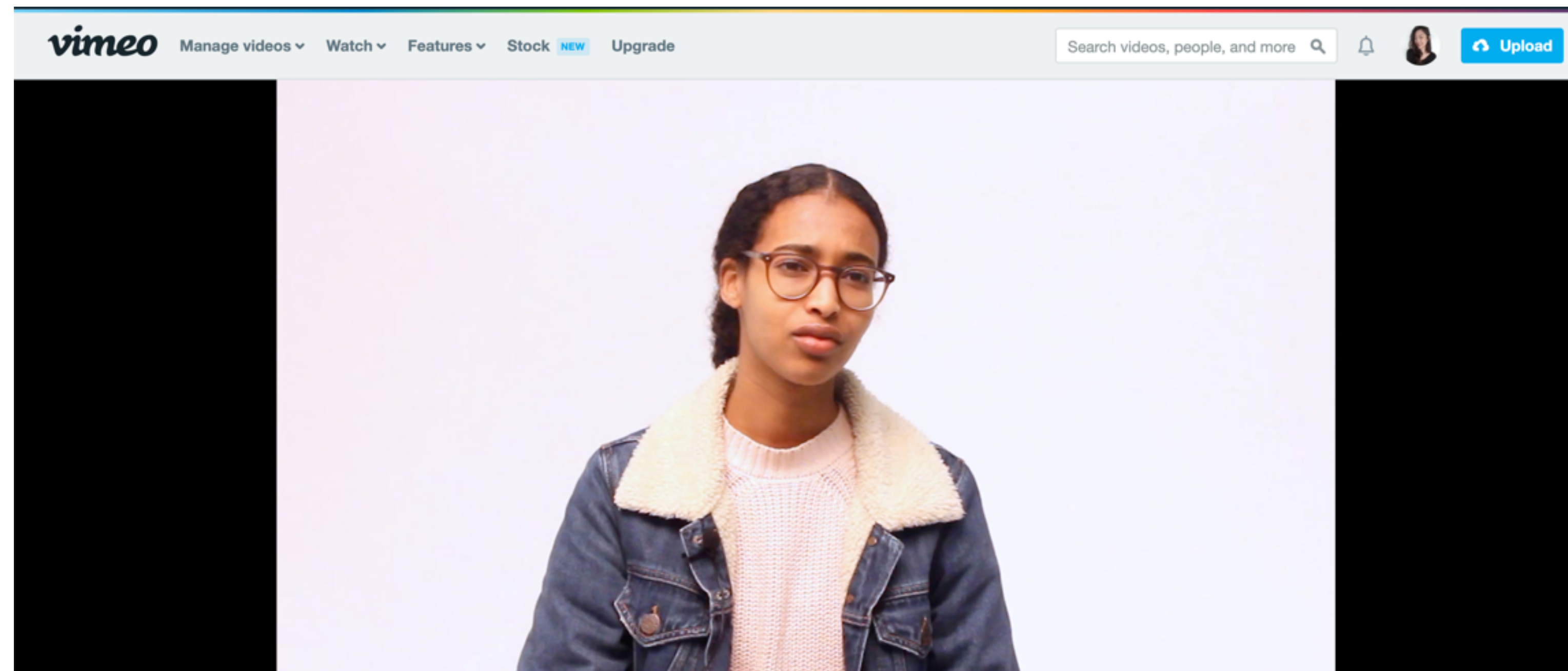
Promo Video

<https://vimeo.com/329967328>

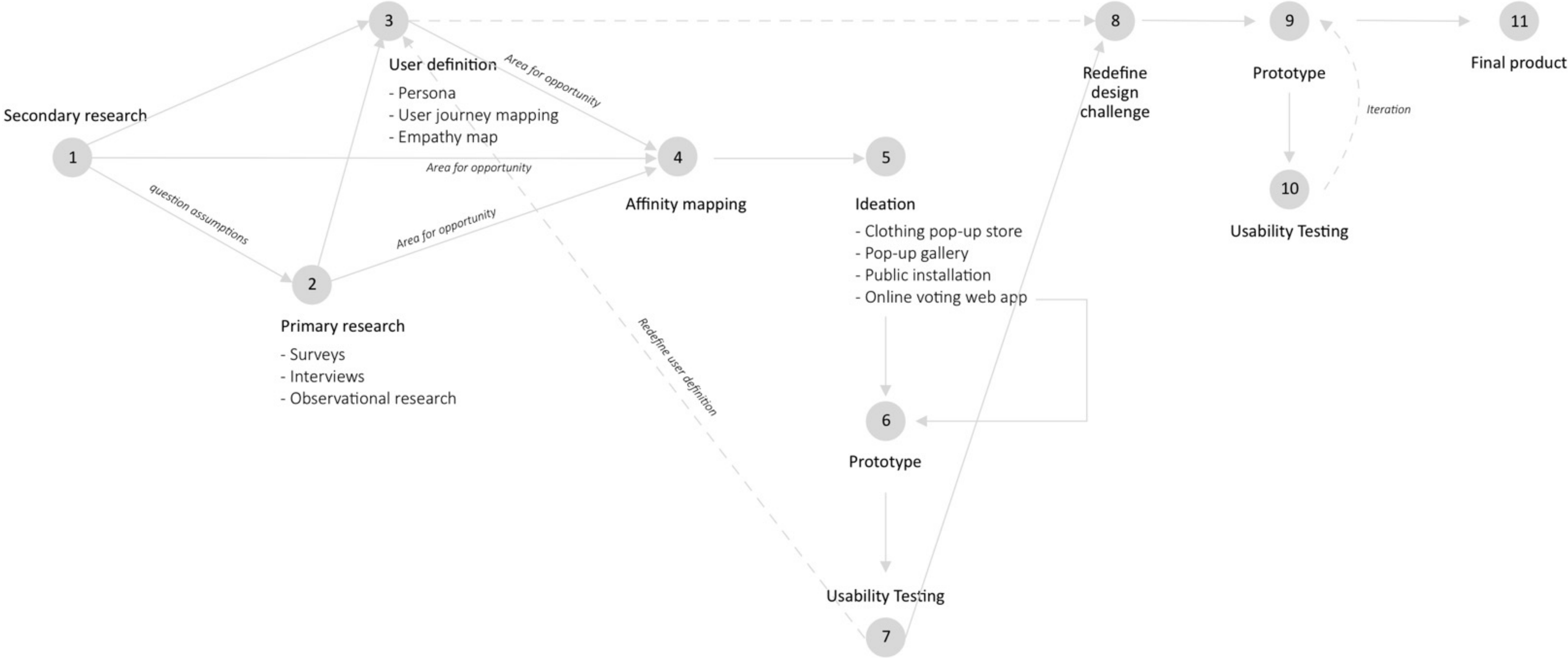
Since the project was a speculative design, I didn't want to make it look like an advertisement. I wanted to make sure that it shows what the product does but at the same time raise awareness of the lack of youths involved in voting.

I took an interview style video where youths themselves explain why they or their peers are not engaged with politics explaining the problem so that youth viewers can relate.

I recruited 2 Canadian youths in the age between 18 - 24. The interviewees go through the online web app experience and show their reaction towards the product to deliver a message to viewers who may have a perception of youths being apathetic that youths actually do care and they are excited to be involved in the political process.



Self Reflection



Self Reflection

Throughout the thesis project, I came to really value group and collaborative work. Prior to this class, group work was troubling for me because at times it is hard to coordinate times, spend long hours on design discussions and also having to go with design decisions that I do not completely agree with. However, I realized making design decisions with myself is even harder.

I wish we did this kind of project in the second or even third year. I've learned so much in terms of hard skills. Up until this year, I don't think I fully understood the purpose design methodologies such as persona, user journey, user flow etc. I think I didn't understand it because in previous classes it was just a requirement as part of the project that was going to be marked instead of knowing why certain design methodology help develop in crafting your work. In a way, it was done just for the mark and to fill in the requirement. It made me feel like I was a knowledgeable designer and really enjoyed selecting the methodologies that I think it is correct and made more sense to me to know the purpose of why I am taking each design steps. This allowed me to strengthen my analytical skills to understand the problem and to come up with the "right" solution.

And of course, the biggest challenge for the thesis project was to decide what I think is right. Since everyone's project was so different and often be working in a very different way although we are on the same phase of the project, it made me feel unconfident in the way I was approaching the problem. In the end, I decided to do what I want to do and what I think is right. I took in the fact that there are no "real" answers or method in designing and the only way all designers say, to trust in the process.

Earlier I mentioned that making design decision myself was even harder than deciding within the group environment. I overcame this by talking to both design and non-design friends and to hear other's opinion on it. Although I got to hear on other's advice, I didn't always take in everyone's pieces of advice. I think it was just a way for me to talk about my thoughts out loud to help me think more clearly. I also overcame this by just doing it. I personally think that I tried to move fast with what I wanted to do. I struggled with ideating because I was trying to come up with the solution that can be immediately feasible rather than thinking in a futuristic way. If I was unsure of something, I tested and failed quickly instead of holding onto it and trying to make it work for too long.

Overall, I learned that there is really no limit or "correct" things of doing in design whether that is choosing design methodologies or the idea of the project.

Reference

Chakraborty, A. (2017, October 03). The Aesthetic-Usability Effect: Why beautiful-looking products are preferred over... Retrieved from <https://medium.com/coffee-and-junk/design-psychology-aesthetic-usability-effect-494ed0f22571>

Isometric illustration concept. Group of people give online vote. Content for web page, banner, social media, documents, cards, posters, news. (2018, November 08). Retrieved from <https://www.shutterstock.com/image-vector/isometric-illustration-concept-group-people-give-1224630322?src=1J4z6hYJNvb1GkU9BK1YIg-1-21>

Re-Elect Marc Grant. (n.d.). Retrieved from <http://marcgrant.ca/>