

VEER

AN INTERACTIVE APPROACH TO
VOTER EDUCATION

AN ITERATIVE
CASE STUDY

IAM TEAM 2021
Columbia College Chicago

TABLE OF CONTENT

INTRO

TEAM - 3

CLIENT - 4

OVERVIEW - 5

PHASE ONE

VOTER JOURNEY MAP - 8

RESEARCH TOPICS FINALIZED - 9

COMPETITIVE ANALYSIS - 11

OUR AUDIENCE - 14

CLIENT FEEDBACK - 16

PHASE TWO

USER SURVEYS - 18

USER FLOW CHART - 20

SUBCONCIOUS QUESTIONS - 21

LANGUAGE EXPLORATION - 22

CONTENT WRITING - 23

COLOR THEORY - 24

LOW FIDELITY - 25

MID FIDELITY - 26

PHASE THREE

PROTOTYPE TESTS - 28

BLOBFEST - 29

COLOR TESTING - 30

FINAL STYLE GUIDE - 31

DESIGN SYSTEM - 34

FINAL PROTOTYPE - 35

OUTRO

CHALLENGES - 37

HAND OFF - 38

CREDITS - 39

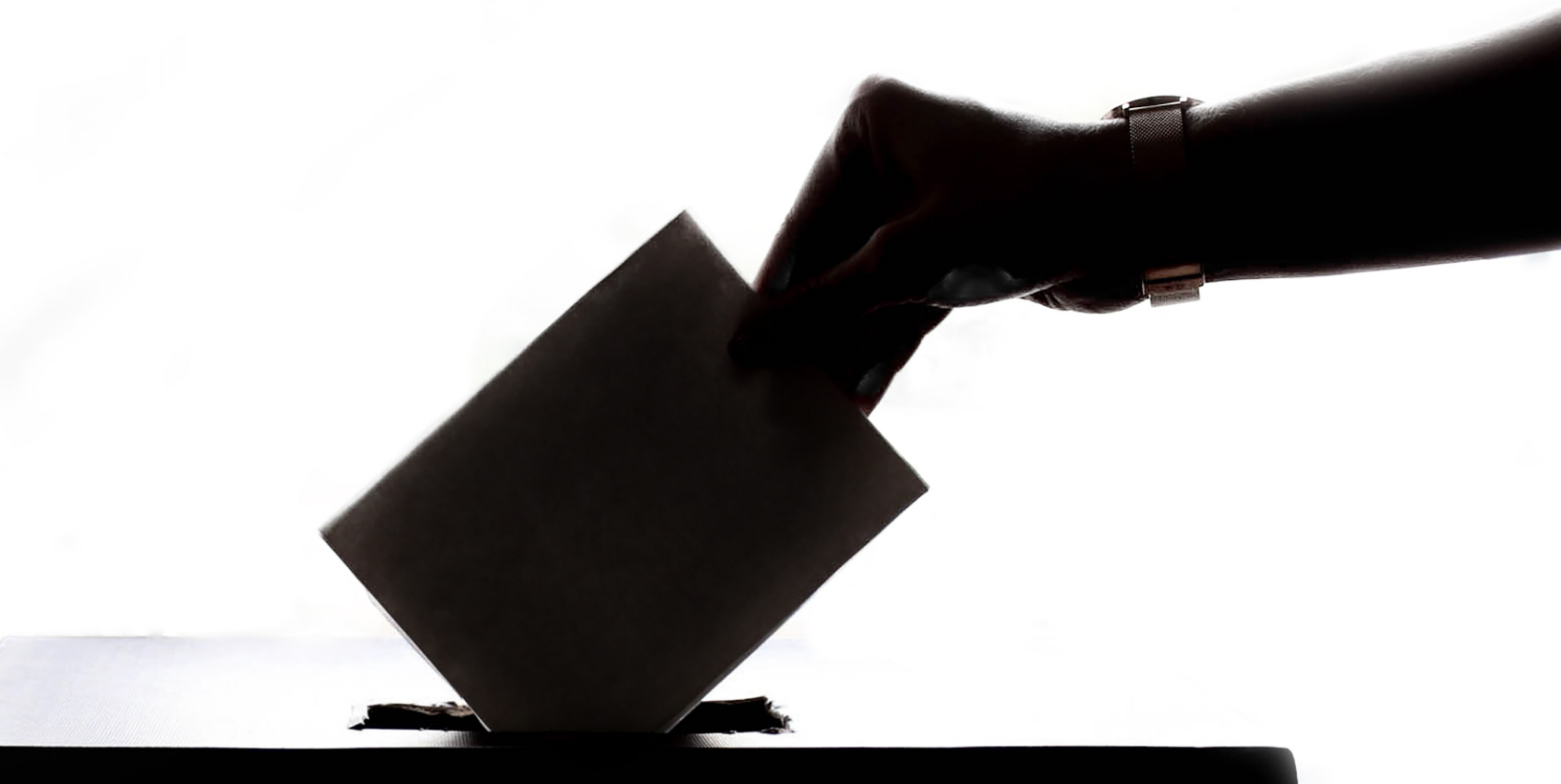
WHO WE ARE

We are a group of senior level students from Columbia College Chicago in the Interactive Arts and Media department. Our team consists of students with a variety of different skillsets that range from programming, design, and more. For our sixteen week class we were tasked with creating an interactive deliverable for an external stakeholder. In the early weeks of this project, we were originally split into two different groups based on our initial thoughts on how we wanted to proceed.

Soon we realized that our goals were aligning more each meeting and we decided to come together into one solid team to tackle the project together. Since then through cooperation and teamwork, we've been able to build up our project to where it is now to hand off to our stakeholder and future teams.

THE TOOLS

Designing our prototype we worked in Figma, for final documentation we used Canva. To share our work we used Google Drive, and for communication we used Discord. Organization platforms Trello and Notion were used for projected assignments. All other collaboration were done on shared Miro boards.



RESEARCH

Kin and Carta Background

KIN AND CARTA

RESEARCH GIVEN

Kin and Carta planted the first seed of this project with a month-long remote workshop. They collaborated with 206 participants which birthed numerous suggestions regarding the election process. These included developing a hub full of local voting resources and education, establishing consistent eligibility rules for voting, creating an educational walkthrough for the voting process, and making election day a paid holiday.



PROJECT OVERVIEW

SUMMARY

For our final direction, we decided to make our **primary goal to end with an extremely well-researched and organized Case Study**. As our primary deliverable, this meant that research became one of the central elements to our success. With the subject of voting at-hand, we felt that setting a Case Study as our main deliverable would allow us to look into the intricacies of voting and create a solution that was appropriate and sensitive to the tumultuous political nature of voting. User research also is one of the main pillars of successful human-centered design, so we felt that it should be given the attention that it deserves. As another deliverable, we also wanted to end with a high-fidelity Figma prototype. Since our team had 20 people, a multifaceted solution like this one allowed us to utilize everyone's individual skill sets at multiple points throughout the process. Figma also allowed us to visualize our solution without placing too much of our resources into a lengthy development. Our final deliverables, the case study and high-fidelity prototype, would be handed off internally for another team to work on the development.

PHASE ONE

VEER

01/
03

THE RESEARCH
WHERE WE STARTED

TEAM
COLUMBIA COLLEGE CHICAGO

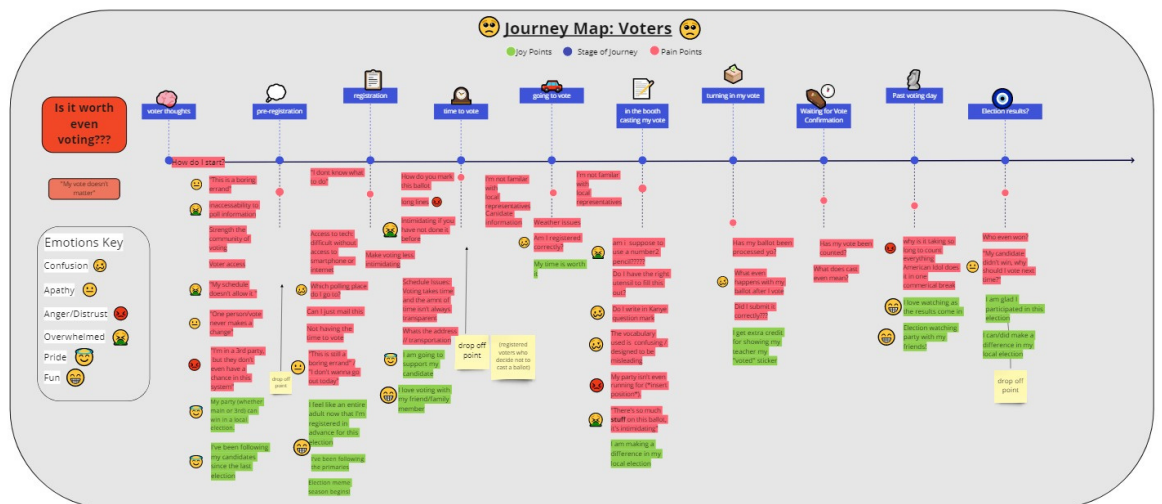
THE VOTER'S JOURNEY

User Journey Map

During our research we talked to young voters to find out what parts of the voting experience they enjoyed or didn't enjoy and created a user journey map based on what we had found.

We created an emotions key to see what best represented how voters felt about the voting process. Everything in blue is the stage of the journey, while green shows joy points and red shows pain points.

We thought this would be the best way to show how voters looked and felt about the voting process as a whole. Through this exercise, we found that isolation was one of the most common pain points that our voters had. Through Veer we can make voting a social experience and increase voter turnout.



Take a better look at our Miro here!



FINALIZING RESEARCH TOPICS

+ Research Methods

RESEARCH POINTS



Given the highly political and sensitive nature of voting, we came into the project with the knowledge that our solution would need to be especially well-researched and tested. Kin and Carta initially came to us with useful user data as to the general type of solution that people wanted in accordance to a product related to voting. We began by unpacking this exploratory research and using this to define our full problem. With all of this information, we started looking into related problems people associate with voting. This constituted our initial phase of exploratory research.

Though nobody at this stage had any inclination as to what our final deliverable would be, the words “conversational interface” were bounced around. In this medium, tone and presentation are both immensely important. To make sure that our deliverable had the right tone, we looked into humor theory. To certify that our deliverable was appropriately presented, we looked into color theory.

✓ Color Theory

A deeper dive into how color choice affects users. There are political, cultural, sensory, and aesthetic aspects of color. Additionally, it is a powerful tool in terms of branding and marketing.

✓ Humor Theory

An analysis into the vast world of humor philosophy, or how humans perceive and react to humor. Is it useful? It is necessary? And finally, how can we do it right?

✓ Disability/Accessibility

Analysis of the voting procedures in the US and how differently-abled people are compromised of their experiences.

✓ Internet Inequality

A deep dive exploration into the disparities of internet availability between different areas of America, specifically between different socioeconomic groups.

✓ Interaction

User flow, user journey



VOTER PAIN POINTS

01 “I don’t know what to do”

“I have no one I trust enough to ask what’s up.”

02 “My vote doesn’t matter”

“I am struggling to see how I fit into larger trends.”

03 “This is a boring errand”

“I don’t want to go to this civic center alone.”

04 “My schedule doesn’t allow it”

“I am unsure of the best way to find local support.”

RESEARCH SUMMARY

This research phase was done to help ensure that our final deliverable would be in accordance with the nuances of designing a product centered around such a sensitive topic. As human centered designers, we wanted to confirm that our deliverable would be pertinent to the modern problems of voting, would create a positive impact on the process of voting, and altogether that it was appropriate for the subject at hand.

For the problems of pertinence and impact, we created research groups on internet accessibility, gerrymandering, and redlining. We came in with the idea that these were problems of voting, so this research helped us both confirm that and understand all 3 subjects to be able to appropriately discuss and eventually create content related to them.

The present study is not fully comprehensive; however, it does pose a potential starting point for future research and development.

ASSESSING SIMILAR PRODUCTS/SERVICES

The Competition // The Inspiration

OUR TARGET

To strengthen pre-existing community support of voting or to introduce a new support system for vulnerable voters, we started out looking at what was already in the hands of users and what worked. We wanted to be proactive about how our service was used and its intended goals, not to just add another similar service that already was being under utilized.

Through research and referencing specific documents we have compiled companies that have similar goals, product, services, and everything in-between. Through this we can outline topics we may want to pursue or avoid with our service! We began this exploration.

WHAT NOW?

This competitive analysis provided our team with strategic insights into the features, functions, flows, and feelings evoked by the design solutions and direction of our competitors.

As a team we compared our intended result and features with the existing competitors in the market and explored the following prompts in regards to the importance to users:

- **What we do that they don't.**
- **What we do better.**
- **What the competitors do better.**
- **Where we align.**

WHO?

Vote 411

TurboTax

ALEX -
Jellyvision

Center For Civic
Design

Chicago Votes

SlideLizard

FairVote

RagTag

Duolingo

18F

[Our Full Analysis Here!](#)



THE COMPETITION

Competitive Analysis



Vote 411 Analysis

VOTE411.org is a "one-stop-shop" for election related information. Vote 411 provides nonpartisan information to the public with both general and state-specific information.

	Of Some Importance To Users	Of Moderate Importance To Users	Of High Importance To Users
What We Do That They Don't	Consistent Multi-Lingual System Vote 411 offers external documents for languages other than Spanish and English, but the website, Vote 411, only has Spanish and English page	Retention Rate We provide a system that documents user progression and retention of content.	Ease of Access Due to gamification of the service users will be able to access categorized information, & tests. Using games as a way of building familiarity.
What We Do Better	Youth Engagement Our Content is built on the idea that America's Youth is not learning important voting information.	Build For a New Generation Vote 411 is built for an older millennial audience.	Be Unique Though Vote 411 is a great resource for Voter Information it seems to lack personality.
What We Do Equally	Resourceful & Informative A resource for educating people on the voting process. Vote 411 allows users to input their residence to see upcoming elections, voter information, and the ability to see if you are registered to vote!	Accessible Both systems provide multilingual options as every voter is unique.	Here To Educate A Non-Partisan platform that leaves any bias at the front door.
What They Do Better Than Us	Vote 411 has Built the Foundation for Voter Information They already list important information! No need to make a copy and paste of another service.	Provides External Resources and Partnerships Vote 411 covers the questions people may have before and after the voting process.	Categorizes Information by Interactive Map Being able to Identify Information by State can be organized in many ways. Vote 411 Organizes the content in a more Visually Familiar image (the map of the United States).



Chicago Votes Analysis

Chicago Votes is a voting advocacy group that is committed to educating, training, and empowering the next generation of Chicagoans. Their initiatives are rooted in voter registration, voter education, and voter activation.

What We Do That They Don't

Some Importance to Users

They do not have a mascot or any sort of interaction. Just a hub of information about getting involved at a young age in the Chicago land area.

What We Do Equally

Moderate Importance

Provide information for young people about getting involved with voting. Red and blue are used in their logos, but they are not overly dominant or connotating politics.

What We Do Better

Moderate Importance

Draw participants into our content via a more interactive interface.

What They Do Better Than Us

Moderate - High Importance

Connecting youths with activism opportunities other than voting. As well as networking. Chicago Votes attempts to connect youths to political events and learning experiences going on around Chicago.

THE INSPIRATION

Competitive Analysis



Turbo Tax Inspiration

Content Writing

Tone

TurboTax was helpful in analyzing already existing conversational interfaces out in the market. It is already used by Americans dealing with government taxes and other financial problems. This link between a government issue and a brand making an interface that has ease of use is something we sought out to replicate. They have already tackled the problem of writing legal "jargon" in a capacity for the average user to understand. We pulled both interactive design and content writing as inspiration for Veer.



ALEX - Jellyvision Inspiration

Conversation

Personality

Jellyvision is an award-winning technology company whose interactive software, ALEX, talks people through complex, yet important life decisions in simple, fun, and engaging ways. ALEX is a conversation simulator that asks questions, remembers answers and offers personalized guidance with a bit of personality. This iCi (or Interactive Conversation Interface) is something we wanted to mimic and apply to our use case. Voting is something that is generally not enjoyed thoroughly and is confusing and to make this process between government and citizens a better experience we have to engage. Engagement and a conversation is needed in a topic this sensitive.



Duolingo Inspiration

Mascot

Friendly

Duolingo has steadily inspired our group throughout this semester. Specifically we are very into the 'memeification' of the mascot. The duolingo owl is super mean to its user and threatens to die. This went viral a few years ago and ultimately distinguished the platform from its competitors.

While voting is largely a universal experience, gauging the user's familiarity and individual circumstance is pertinent to the educational experience that we intend to deliver.

OUR AUDIENCE

Indoctrination of the Youth

The project intention from the start was to make a significant impact on voting. Taking the approach of a bottom - up strategy rather than trying to work our way from the top (seasoned voters) was something we discussed with great detail and iterated on to find that sweet spot of making a lasting impact to a group that sought guidance. The following are some of our internal talking points:

- Misunderstanding about voting at a young age follows people into adulthood.
- Younger Generation - **Bigger Impact.**
- As we get older we get stuck in our ways.
- Picking the right tone for our audience can have a big impact
- The isolated voter
 - **First time voters**
 - **Out of state voters**

Voting is an incredibly broad and varied subject, as it is an issue that pertains to the majority of Americans. Early in our ideation process, we realized that we needed to narrowly define our target audience in order to deliver a more practical product. In collaboration with our clients we determined that high schoolers and young voters who are making a transition to adulthood would be our focus. Our material revolves around indoctrinating young people into a lifelong identity as a “voter.”



OUR USERS

User Personas

Building personas helps us as designers and researchers understand what behaviors a typical user performs. For VEER's specific user personas, we wanted to capture what we believe are the primary and secondary personas that would make use of VEER. By predicting their motivations, needs, and pain points, we are then able to incorporate the users' expectations in the usability and interface of VEER.



"It's too hard to keep up with politics and voting procedures."

AGE: 23
OCCUPATION: Data Analyst
LOCATION: Seattle, WA
STATUS: Single
GENDER: Male

VOTER STATUS: Registered to vote in Michigan, but hasn't voted in the past 4 years.

USER PERSONAS

Daniel King

ABOUT

Daniel is an associate data analyst at a large tech company. He was never too into politics when he lived with his parents because of their opposite views. Since moving to Seattle, he is unfamiliar with Washington state voting procedures and wants to find an easier way of learning about it.

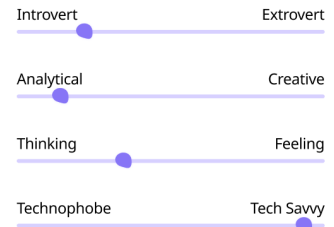
GOALS

- To find a more efficient way of staying informed in politics even with his busy schedule
- To feel like his vote will count

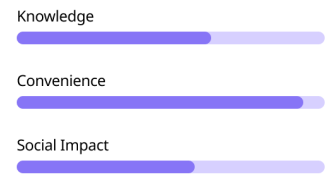
Frustrations

- Doesn't know how absentee ballots work or how to request one
- Daniel has different views than his family members, so he's uncomfortable asking them for help
- Educating himself on voting is too time consuming

PERSONALITY



Motivations



USER PERSONAS

Sofia Anne Rodrigo

ABOUT

Sofia is a first-generation immigrant and will be the first in her family to be pursuing a higher education. She recognizes her privilege of voting and is very proactive in politics both at home and in school. Sofia would like to learn more on how her state and representatives tackle disability issues.

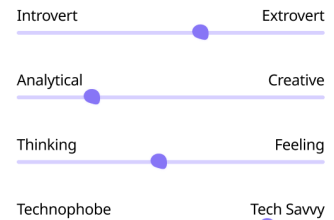
GOALS

- To be educated in her state elected officials and their campaigns
- To learn where to vote, when, and if the polls are accessible to her physically disabled parents

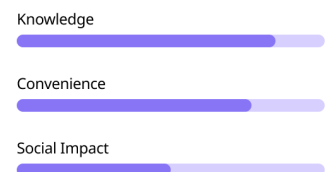
Frustrations

- Voting resources that are embedded within an article full of ads
- The tedious nature of sourcing helpful information
- No helpful voting timeline available for efficient planning

PERSONALITY



Motivations



"I want to continue to be politically educated, but I don't know where to start."

AGE: 18
OCCUPATION: Full-time Student
LOCATION: Austin, TX
STATUS: Single
GENDER: Female

VOTER STATUS: Registered to vote and worked as an election judge in the last election.



CLIENT FEEDBACK

Getting feedback and prioritizing critiques has been a big goal of ours throughout this project. We believe that every voice is valuable and we wanted to give the space to hear feedback. We held many in class critiques to get the feedback we needed to progress this project.

We took the feedback of Kin + Carta UX Consultants Madison Ross-Ryan, Justin Peddycoart, and our course instructor Lauren Liss very seriously and applied what they said to different aspects of this project.

This feedback was used to help us make big decisions with our project for example project direction, intended audience, color scheme, and more. It should be noted that the client feedback has paid a crucial part of this project's development and without it we wouldn't have made the progress and advancements we did.

NON PARTISAN

- Add accreditation - Flex that we are nonpartisan
- Topics we focus on are a nonpartisan issue
- Focus on how we are benefiting our users - creates a clear vision of what our goal is
- Helping people vote is not partisan. If people view it as partisan that's their issue

PROJECT DIRECTION

Conversational Interface

Younger Generation

Education & Awareness Platform

PHASE TWO

VEER

02 /
03

THE SOLUTION

CREATING THE PROTOTYPE +
ANALYZING THE RESEARCH

TEAM

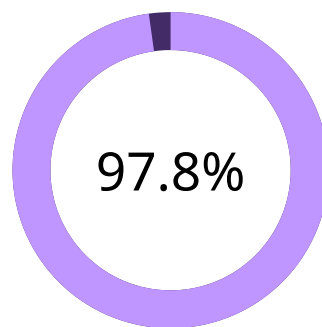
COLUMBIA COLLEGE CHICAGO

Summary

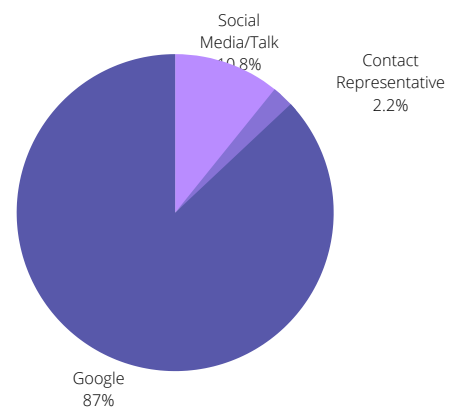
It was important for us to have a survey to reach out to a bigger audience. The questions we used were taken from the subconscious questions. Our focus for this was to gather information about our target audience to help us guide our content insertion and to see if this would be a product that is desired and helpful. By making most questions open ended we were able to gather a deeper understanding of their thought process. Our key question was “What is something you think you should know but don't about the voting process and/or local elections?”, asking this was crucial to our research because it provided a safe anonymous space for the user to admit what they otherwise might not have in front of others and certainly not in an interview.

The results of this question became the base for our finalized lesson plan. Out of 46 responses our top three overlapping to this question dealt with local election candidates, the entire voting process, and registration.

Results



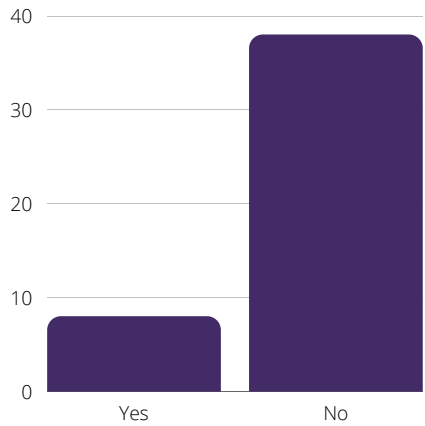
Users that believed they could influence voting.



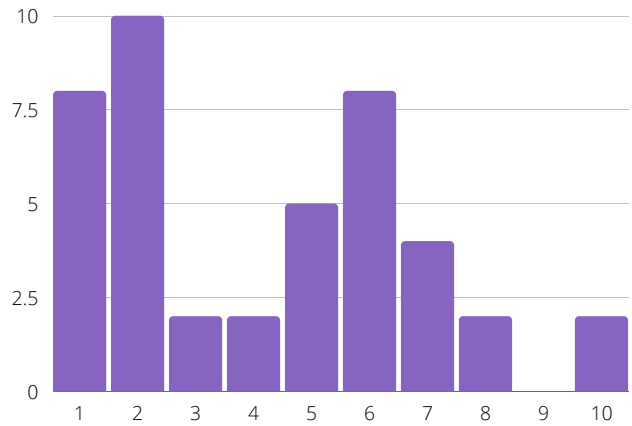
What action do you take when you need to find information about who is on the ballot? (If unsure, please let us know what you'd try first)

DATA CONTINUATION

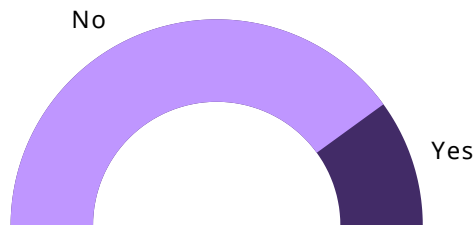
USER RESEARCH



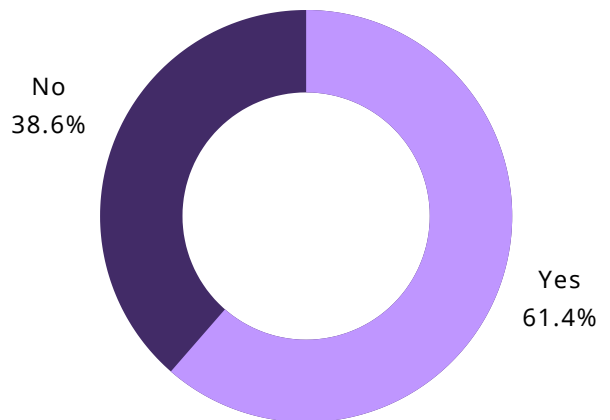
Do you know how to switch your residency to a different state?



This chart shows where users scored themselves in terms of familiarity with local elections. 1 being not familiar and 10 being most familiar.



Are you familiar with the term gerrymandering?



Have you used a website with the intent of informing yourself about driving laws, renting laws, or any type of legal information?

Summary

During our research, we had to think of questions that we know voters may have. So we created a page dedicated to asking those questions. The main topics we were thinking about are, questions we know but high schoolers may not know, questions that we still currently have about the voting process, and questions about existentialism and the mentality behind voting. Under these topics, we thought of questions that will help us find out what voters know and want to know. Using these we can understand what to research to help benefit voter turnout.

▼ Questions we know but high schoolers may not know

- How do I register to vote?
- How can a state like Illinois be covered in mostly red but be considered a blue state?
- Why do people say our votes don't even matter?
- I'm not able to vote for another couple of years, why should I care now?
- How can I participate before I turn 18?
- How does socioeconomic impact voting?
- Doesn't everyone get the same opportunity to vote?
- What do I bring with me on voting day?
- What are primary and general elections?

▼ Questions that we still currently have about the voting process

- What is a referendum?
- What does "flipped seats" mean in elections?
- What does a swing state actually mean in retrospect?
- How do I know that my vote was counted?
- Can I trust the system?
- Who is going to be on the ballot?
- Where can I get this information?

▼ Questions about existentialism & the mentality behind voting

- Why am I scared to admit what I don't know?
- What if I vote for the wrong candidate?
- What if I regret whom I vote for later?
- Can my vote really even make a difference?

[Look at the rest of the questions here!](#)



Humor

Humor is a tricky thing. It's something humans have used for millennia to cope with our fears and connect to others. For our humor research, we wanted to answer 3 main questions: Is it useful? Is it necessary? And finally, how can we do it right? Our findings did tell us that not only is it useful, but it's necessary in helping people feel comfortable with technologies. This discovery led us to experiment with different types of humor, one of which we believed would be the best way to connect with our target audience, edgy and unfiltered. Unfortunately, we quickly discovered this was easier said than done. This type of humor not only would be extremely difficult to flow with the seriousness of our topic but to be successful it had to follow a very particular formula that we did not crack!

Humor is necessary and important as long as it is done right, which comes from a mix of understanding our target demographic and the rules of humor, it is a powerful tool for supporting educational engagement and user comfortability.

Voice Guide

Our initial experimentation with writing humor raised a problem with how we envisioned our content. We had to internally decide how we wanted to translate ourselves to the user by creating a voice guide to use as our base for any writing thereon. While still considering our target demographic we ultimately decided our tone and style for our writing would be informal, witty and at times sarcastic but never disrespectful. This would ensure our users would have a smooth, painless, and fun learning experience.



Content Writing

Initial Concept

The initial concept for our content was created before the survey and with a broad understanding of what we wanted our end result to look like. We had established from the beginning that we wanted to create a learning process that would be easily understood, established by the person's level of expertise, and in bite size portions to encourage engagement and attention span. We created an onboarding quiz that would determine the level of expertise of the user as well as example lessons, phrases blob would say, and our about page. After considering what our voice and tone would be for content, we determined crude and vulgar humor would hinder our connection with the audience and the same could be said about offering a lengthy quiz.

Lesson plan

The lesson plan was decided through our survey results. We chose to focus it on the topic with the most confusion from our audience which was local elections. To make the lesson match the person's experience and still deliver relevant information, we broke it up into general and location based. From that we divided it into subsections of the lesson to explain what elections are/why they're needed, registration, and voting day necessities. The route for a more specific lesson would include a category with upcoming elections in that region which for the prototype, we chose to do Chicago, IL based on the location that the majority of our survey participants wrote

In the process of writing the lesson we relied on the cook county election site and the Chicago elections page for up-to-date information for the local elections. Some of the key concepts include:

- Explaining what local elections are and why they are important to participate in.
- Showing the positions up for election as well as explaining what they do and where to go for specific details.
- Who's eligible to vote, where to register, and what happens next.
- How to fill in a ballot, what to prepare and bring with on voting day.

Summary

Color is deeply ingrained in the American political domain. Culturally, we are very visually sensitive to how our bipartisan system of blue and red is coded. Alone each color denotes a political party, together the colors still imply the involvement of politics.

Along the lines of color theory, mixed together blue and red create “bipartisan purple.” The use of purple in our case both rejects this political association of blue and red while also portraying a sense of unity between parties and American political systems overall.

How we'll be testing color

- First Impressions - Discover the user's first impression and gut reactions. Often reactions to color are inherently emotional.
- Expectations - Ask the user about their own expectations regarding the appearance fo the site/platform before they visit.
- Trust - Trust is a crucial ingredient of success when it comes to interaction and politics alike, when testing color make sure to gauge the user's sense of trust.



LOW FIDELITY WIREFRAMES

Cloud Loading Animation
 -Kin+Carca
 -Civic Center for Design
 -Columbia College, Chicago
 -Interactive, Arts, & Media

Single screen home page
 -Get Started
 -Link 2 About page
 -Blob (The Best Blob)

Path Selection -3 buttons
 What do you want to learn more about
 Gerrymandering
 Local elections
 History, facts, & general terms

Local Elections
 What the heck are they & why are they needed?
 Upcoming Elections
 Registration
 Voting day necessities
 Pick a lesson that interests you or sail through them all as a breeze to get a completion badge!

What the heck are they & why are they needed?
 Lorem ipsum is placeholder text commonly used in the graphic. Lorem ipsum is placeholder text commonly.
 Button
 Hint! You can swipe up to see your progress anytime here.

Persona Name
 Put a background or photo here
 Blob
 Badge
 Relentless execution
 Start End

Local elections
 -Congrats!
 -2 sentences
 -Signal to continue

Create variants for the 3 paths
 -blob
 -text
 -continue

Filtered content for Illinois
 -blob
 -text
 -quiz/gamification
 -3 buttons/
 -options/fields

Option to Filter Info specific to your state/Full Screen
 Would you like content specific to your location?
 YES NO
 Zip code
 Keyboard

Loading Filtered Content animation
 Would you like content specific to your location?
 YES
 Zip code
 Keyboard

Congrats!
 Next up is upcoming elections
 Start NEXT

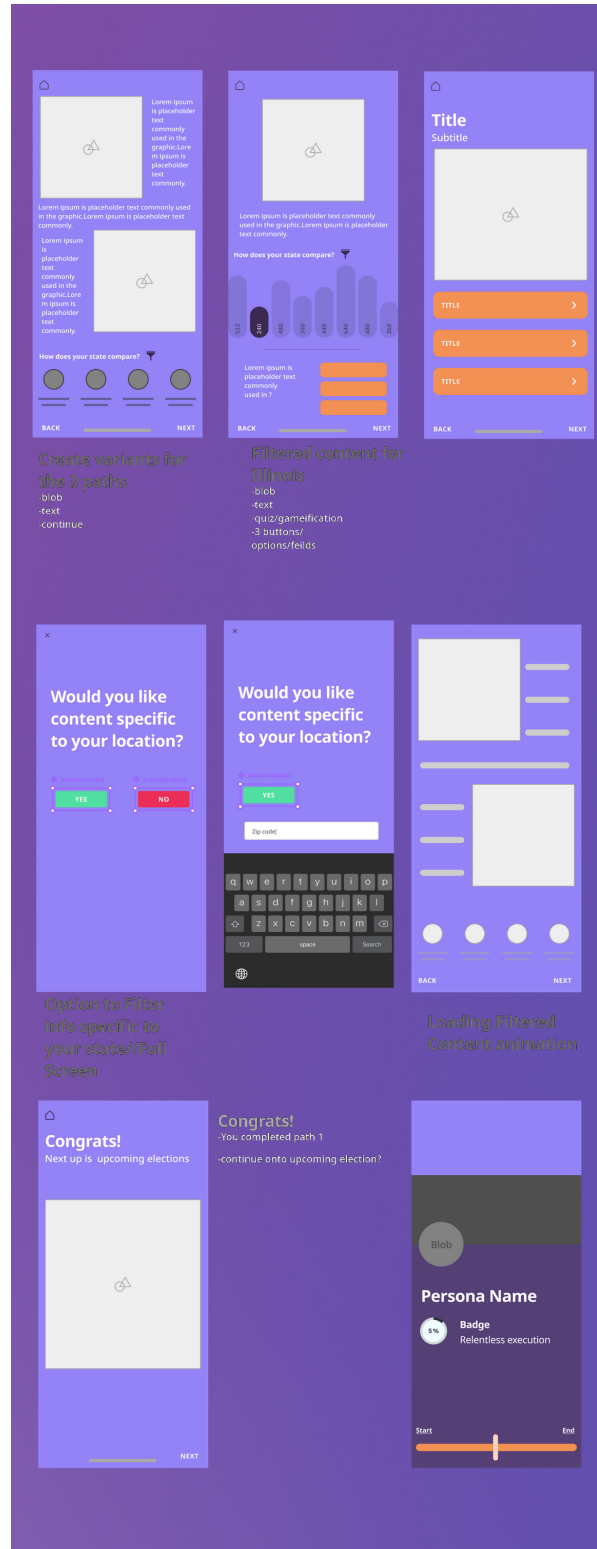
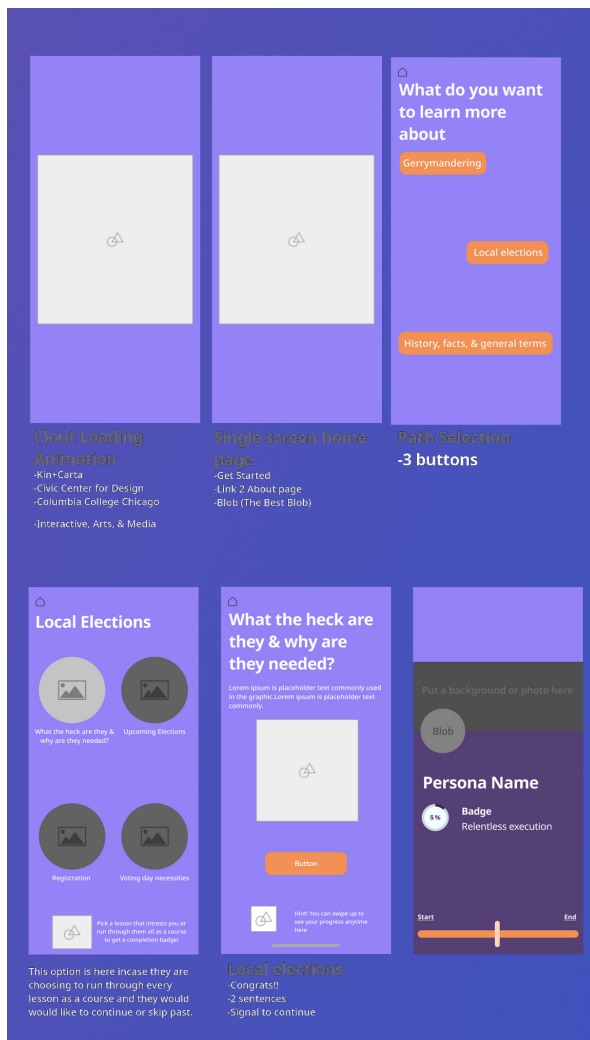
Congrats!
 -You completed path 1
 -continue onto upcoming election?
 Put a background or photo here
 Blob
 Persona Name
 Badge
 Relentless execution
 Start End

Before we began implementing colors, we had to mock up the app itself. Using our use flow chart as a baseline, our group constructed a low-fidelity prototype. The point of this stage was solely to begin mapping our user's journey in the app itself, so placeholders were used for most images and text content. Colors were also not implemented at this stage.

MID FIDELITY

WIREFRAMES

With mid-fidelity, we wanted to continue iterating upon what we began with low-fidelity. We also implemented some more visual elements to guide the user and ensure that our user journey made sense within the app. Here we implemented text content and colors, and the app was made interactable for user testing.



PHASE THREE

VEER

03 /
03

THE OUTPUT
WHERE WE ENDED

TEAM
COLUMBIA COLLEGE CHICAGO

Sydney 23, f Sam 22, m Aaron 22, m Miriam 16, f Jenni 20, f Javier 16, m Gabi 20, f

"I loved the colors and appreciated the images."

Like that it's set up like text

Liked how "it was an easy read"

"I was confused about the design of the app option."

I like the design of the app option.

"It gave the research very useful and easy to read."

"I like the color it looks not boring and fun and makes me want to learn"

"bring site to look like it's very bright, good, and easy to understand"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

"I like the color it looks not boring and fun and makes me want to learn"

I like

I don't like

Recommendations

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

"I really like the color and the design of the app option."

Confused

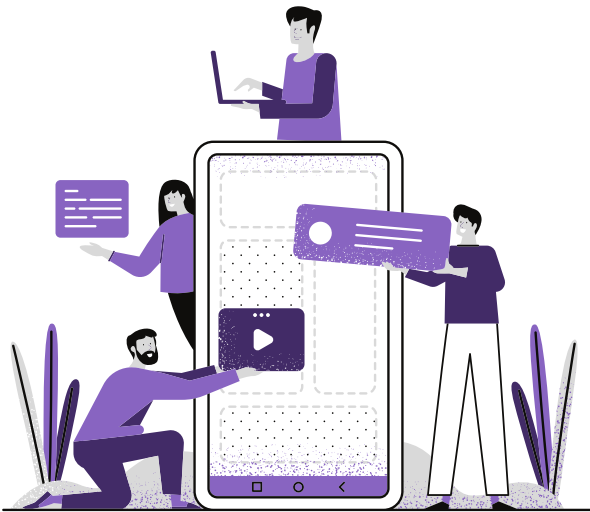
Understood

Complications

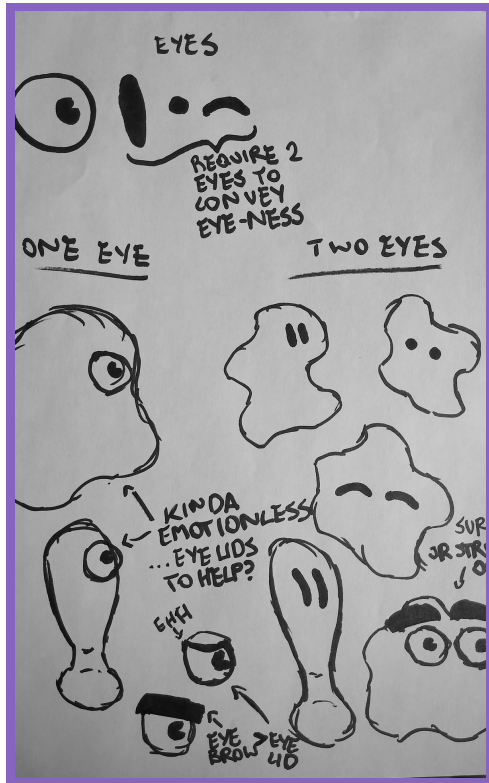
Complex block containing numerous sticky notes with user feedback and observations, organized under the categories: Confused, Understood, and Complications.

Prototype Testing

With our mid-fidelity prototype in place, we had an interactive, testable application on our hands. Before moving on to a high-fidelity prototype, we did rounds of user testing to ensure that our product was generally going in the right direction, and that the workflow we designed felt natural to the users. We wrote a script, decided on a primary task flow for the user to complete, and finally ran tests to help influence changes for our high-fidelity prototype. Our findings revealed some highlights and pain points dealing with our language, design, UI, and overall purpose and goals.

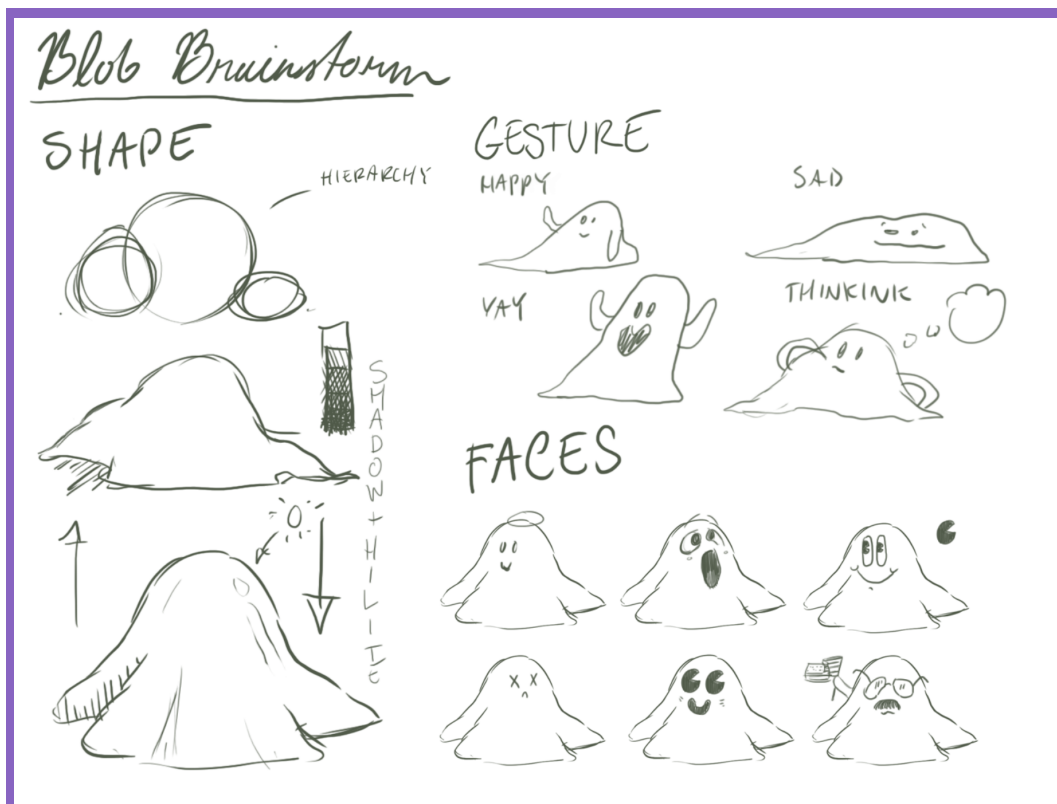


BLOBFEST



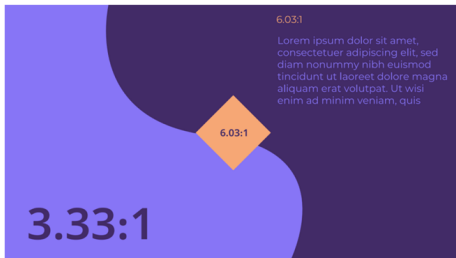
Since the beginning of the semester our team fostered an interest in how humor and mascotry contributes to the user's experience. We were particularly inspired by the Duolingo owl, a mascot that had gone viral for its sarcasm towards users learning a new language.

After research and an in-group poll, we decided that an amorphous blob would be our mascot of choice.



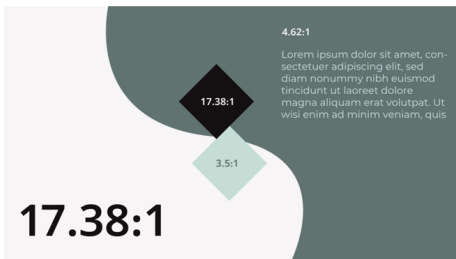
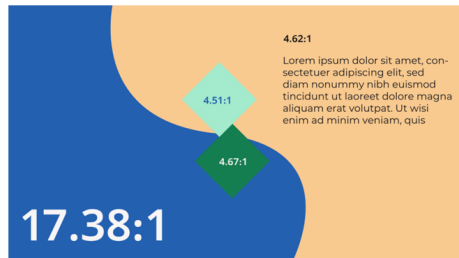
COLOR TESTING RESULTS

#1 (Gold)
Average:
7.14286



#2 (Tie)
Average:
6.85714

#2 (Tie)
Average:
6.85714



#2 (Tie)
Average:
6.85714


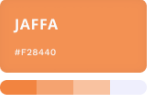






Using data from prior weeks' color theory research, we created 30 color palette options for our final application's design. Since a lot of our research veered towards purple for its symbolism, we centered our swatches around purples while also experimenting with complements and other motifs. These palettes were tested with 7 users. We asked each user to rate the palette on a score of 1 to 10 and to give an adjective they would use to describe the palette. We compiled the averages of each palette to rank them then chose our final palette based on the top 3 highest ranked ones. The highest-ranked palette had an average score of 7.14 and the rest tied for second place all had a score of 6.86.

▲ Except this one is banned. We tested with a user that has Deuteranopia and this scheme rated low for lack of readability.

After speaking with a professional graphic designer and art educator who advised against our highest-ranked palette and additional color blindness testing, we chose that which included purples predominantly as it was supported by earlier research. The bipartisan nature of the color purple.

FINAL STYLE GUIDE

Colors

 <p>MEDIUM SLATE BLUE #8775F6</p>	Foreground	Primary
 <p>JAFFA #F28440</p>	Mascot CTAs Highlights importance	Secondary
 <p>SPANISH VIOLET #422B67</p>	Background	Tertiary Brand
 <p>MEDIUM AQUAMARINE #271240</p>	Accent	Dark
 <p>AZURE #3DDC97</p>	Body text	Text
 <p>MEDIUM AQUAMARINE #3DDC97</p>	Success Task Complete Graphic Objects Valid fields	Success
 <p>CRIMSON #EA1744</p>	Notification Error Invalid Field	Error
 <p>COBALT #0645AD</p>	Links	Accent

Typography

Title/Header 1	Family: Noto Sans Weight: Bold Size: 64px Letter Spacing: -2%	Title/Header 1
Header 2	Family: Noto Sans Weight: Bold Size: 40px Letter Spacing: -2%	Header 2
Header 3	Family: Noto Sans Weight: Bold Size: 24px Letter Spacing: -2%	Header 3
Subtitle/Body Large	Family: Noto Sans Weight: Medium Size: 24px	Subtitle
Body	Family: Noto Sans Weight: Medium Size: 16px Line Height: 140%	Body
Bold	Font Weight: Bold	Body
Small	Family: Noto Sans Weight: Medium Size: 14px	Smaller text here
Pre Title	Family: Noto Sans Weight: Bold Size: 10px Letter Spacing: 3%	PRE TITLE
Button Text	Family: Noto Sans Weight: Bold Size: 10px Letter Spacing: 3%	BUTTON TEXT
Link	Family: Noto Sans Weight: Bold Size: 16px	Link Text

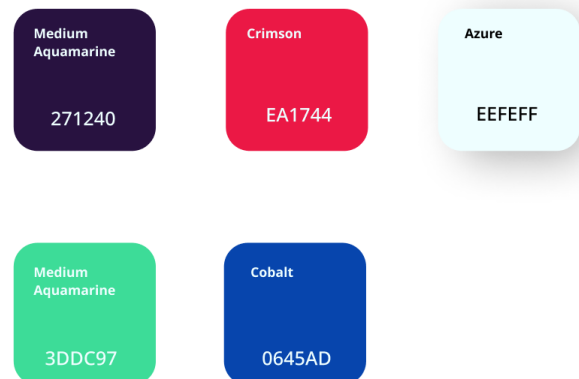
Primary Palette:

Showcases Service Personality



Secondary Palette:

Compliments the Primary Palette



Primary Palette:

Showcases Service Personality



Testing Color Palettes Specifics:

Mission & Goal:

Our test was conducted based on one of Nielsen Norman Group's methods of testing visual stimuli, in our case it's color. Utilizing 5-Second Testing on our participants allows us to capture the "gut reaction" of the color palette that they are viewing. Five seconds of viewing time is too short for reading copy or for noticing details like specific fonts or design accents rather the test provides enough time for forming an impression which accurately reflects the visual style.

The Process:

During the color palette creation process it's important to generate a range of colors to gauge the emotional response towards various color combinations. Each palette was tested using Web Accessibility in Mind's Contrast Checker for the various color combinations we intend to present to the viewer. This was to assure that every palette, no matter the outcome, will have high contrast color pairings. Thus, we created 30 color swatches, tested 7 viewers, with 5-seconds of viewing time per swatch.

*Before testing each viewer it's important to inform the user on what to expect. As the viewer only has five seconds to respond to each swatch. We found that the participants had enough time to respond using one adjective and a rating between 1-10. 1 being that it hurt your eyes or evoked negative emotions and 10 being that it was amazing. Participants should be aware of the time frame and encouraged to think out loud.

The final results provide us with a narrowed selection of palettes to choose from on top of adjectives that best align with our service. Through the testing process and results we found our palette and descriptors, provided by the viewers, that best describe the color balance.

Color Process:

When choosing our colors we found that it was important to be political but not pick a side! Political Products and Services tend to linger on the idea of Red vs Blue. These colors are synonymous with tradition and politics as a whole. Thus, once results came back from our 5-Second Test we decided to hone in on purple as one of our primary motifs to represent bipartisanship and unity, as it mixes the colors of our primary two parties together.

Orange represents Ambition, Determination, and Joy. This contrasts and pairs well with the calming nature of our Bipartisan Purple.

Medium Slate Blue Compliments the Purple through accenting and bringing out light from darkness. Slate Blue is named after the attributes of the metamorphic rock named slate which commonly brings us back to our roots, our Earth. Creating a sense of foundation, structure, and purpose.

Our secondary palettes compliment our primary palette in which I like to refer to as our secondary cast. These secondary members within our color palette serve a more supporting role in which each color has a specific job due to common associations. Like Green meaning success, growth, and moving forward. As the color Red tends to catch the viewer's attention and indicates that actions have been stopped. It's important that the secondary palette doesn't override our primary palettes' goal which acts as the primary identifier of our service.

Fonts:

When we spoke with the Center of Civic Design their team of experts recommended that we use Noto Sans. Noto Sans is a Humanist Typeface which best emulates calligraphy and has minimalist contrasting strokes which makes it perfect for small text. This is primarily why humanist type is typically found within government, education, and financial work. In addition, it's large x-height was designed to improve functionality of lower case letters. This assists readers of all types, visually impaired or not, as the individual letterforms are more distinguished than other complex letterforms like serif typefaces which can prove detrimental for users with dyslexia. Thus, we found that Noto Sans provided heightened accessibility for our users.

Final Design System

Using our final style guide as a base, we created a system of clonable components and elements. This helped ensure that our final design would maintain a homogenous aesthetic and narrative, even while multiple people simultaneously worked on our high fidelity prototype.

VEER DESIGN SYSTEM

BADGES

Beginner ————— Expert

- Star icon
- Leaf icon
- Infinity icon
- Star icon

Superpower
Relentless execution

5%

ICONS + MASCOT

BUTTONS

SUCCESS

CONTINUE

SELECTED (NOT INTERACTABLE)

Continue (Conversational)

Continue (Hover / Hold)

QUIZ OPTION

B. Quiz Option (Text)

Learn More →

Category Button

Button with Icon

UTILITY

BACK NEXT

Conversation (the bot talking to you)

Local Position Card

Current: Lorem Ipsum

Term: X yrs

Learn More →

FINAL HIGH FIDELITY PROTOTYPE



A large number of changes were made between our mid-fidelity and high-fidelity prototype versions. These changes were all based on our Prototype Tests and the synthesis document we made which recorded all requested changes and user pain points.

Interactive Prototype

FINAL HIGH FIDELITY PROTOTYPE



Final Mock-Up

Apart from polishing the user journey and content, we also incorporated non-placeholder images into our final prototype. At this point, our mascot, AB, was brought into the app to give it more character and make the user more comfortable. With all these changes, our prototype was complete.

CONCLUSION

VEER



THE HANDOFF
FINAL THOUGHTS

TEAM
COLUMBIA COLLEGE CHICAGO

CHALLENGES OF PROJECT

Our primary challenge we faced was combating the current partisan issues of voting. While the voting process from education to casting a vote shouldn't be partisan, it is. As a result, this was a challenge we combatted by deliberately trying to distance ourselves from using traditional colors and insignia that usually represent voting—red, white, and blue colors and stars and stripes. Instead, of the traditional styling of governmental interfaces, we opted for a more neutral blend of the two colors, red and blue to produce our primary color, purple.

Another obstacle was understanding how to best reach our target audience in a meaningful way. Deciding to target high school and college students due to the fact that many of them are first-time voters, we wanted to reach to them with language that they would respond to. While our initial approach of utilizing profanity in an online interface eventually surfaced issues with parental oversight which would limit the number of potential users, we settled instead on a witty, conversational, but never disrespectful tone. This, we believed, would ultimately capture better user engagement than profanity.

Lastly, internal processes and technologies stalled and slowed our work. Through having access to an abundance of project management systems, chat applications, and collaboration tools, collectively we were unable to amalgamate a disjointed mashup of tools. This ultimately made tracking progress difficult, collaboration uneven and file management scattered. In short, the lack of full-featured software tools caused an overall insufficient control of how we worked collectively.(edited)

HAND OFF / DELIVERABLE

There will be an internal handoff of this project. The current IAM team class will hand the project off to the incoming group of students in the intro to IAM team class. The new team will pick up our work where we left off and continue the design cycle. The handoff will be done through an online database. This site includes our final case study and all case study documentation.

The site also has all major documents from our process. These documents will be organized by research, design, testing, and presentations. This will allow the next team to have easy and organized access to all of our documentation.

The new team will hopefully continue to update this online database with their own files, case study, and presentation. The intention is to hand off a living breathing database that can continue to grow as the project grows.

Our Database



PROJECT MANAGER

CASSI SEIFERT - UX DESIGN / RESEARCH

PROJECT LEADS

ANNA GINGLE - UX DESIGNER / RESEARCHER

BECK RIVERA - UX DESIGNER / RESEARCHER

LOURDES SERANNO - UX RESEARCHER / CONTENT WRITER

RILEY JAKUSIK - UX DESIGNER / WEB DEVELOPER

GEORGIA SWINAND - UX / GRAPHIC DESIGNER

PROJECT TEAM

ARTUR CIECIERSKI - UX RESEARCHER / DESIGNER

AUBREE BORROR - GRAPHIC DESIGNER / UX

CHRIS BOWLING - GRAPHIC DESIGNER / UX RESEARCHER

CHRIS MORRIS - DESIGNER / UX RESEARCHER

JENNICA YVONNE HONTIVEROS - UX RESEARCHER

MACKENZIE CHERNOK - UX DESIGN

MATT BASIL - UX DESIGNER / RESEARCHER

RIGOBERTO CERVANTES - UX DESIGNER / RESEARCHER

TIM BRADISH - CONTENT WRITING

TYLER MORALES - UX DESIGN

SNEH MEHTA - UX RESEARCHER

VICKI LEI - UX DESIGN