

SwiftVote

Stefan Guan

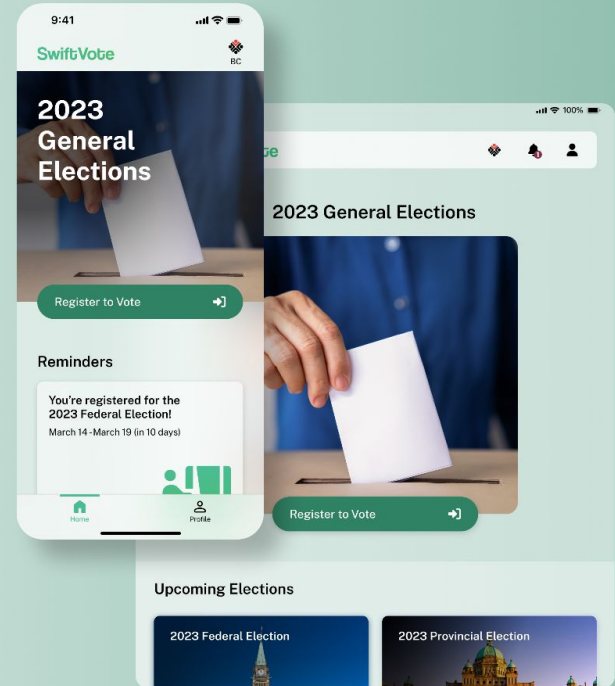
Project overview

The Product

SwiftVote is a service that allows individuals to quickly and effortlessly register to vote. The main users include the young voters in college and adults who find it difficult to register.

Project Duration

March 2023 - April 2023



Project overview



The Problem

Users find that registering to vote is not always simple. Users find it difficult to plan around their registration. Additionally, it is the user's responsibility to set a reminder.



The Goal

Design an app and a responsive website that help guide users through the registration process.

Project overview



My Role

UX designer for the app and responsive website, SwiftVote



Responsibilities

- User interviews
- Wireframing (paper, digital)
- Prototyping (low-, high-)
- Usability studies
- Design iterations
- Responsive design
- Accessible design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps
- Ideation

User research: summary



The user interviews conducted paved the way for empathy maps. The empathy maps were crucial for understanding the user needs. The initial interview revealed that some users do want to participate in the electoral process. The interview showed that users would be more willing to vote if the registration process was made smoother.

Persona: Mark

Problem statement:

David is an accountant who is extremely busy.

They usually have a lot going on and is

sometimes forgetful.

Thus, they need a simple method of voting registration.



Mark

Age: 42
Education: Undergrad
Hometown: Calgary
Family: Married
Occupation: Accountant

"Voting is important in a democratic society, but how do you find time when society expects you to keep working?"

Goals:

- Quickly register to vote ahead of time
- Find nearby voting locations
- Setting reminders for his voting appointment

Frustrations:

- "It is difficult to schedule a time to head out and vote given my own commitments."
- "It is a headache to prepare documents prior to voting."

Mark is a 42-year-old father with two children. They are extremely busy, if not with work than with his children. In the last few years, Mark did not vote on the election due to scheduling conflicts. In addition, they heard that voting booths usually have long line-ups and wait time.

Given the reasons, Mark finds it difficult to make time to head to a voting office to vote.

Persona: Samantha

Problem statement:

Samantha is an undergraduate student that is extremely punctual. They find it difficult to find time to conduct research about the election and to go vote.



Samantha

Age: 20
Education: Undergrad
Hometown: Edmonton
Family: Single
Occupation: Student

"I love to vote during elections, but it is hard to find time to go vote, let alone do research."

Goals:

- Schedule a time to go to a voting office
- Find out which voting office has the least number of participants at a given time

Frustrations:

- "I don't really know who to even vote for in these elections.."
- "It is difficult to find a good time with little people."

Samantha is a 20-year-old student attending university. They currently rent an apartment with a roommate. Samantha is a very punctual student and spends a lot of time studying. Samantha usually does not know much about elections and feels that she does not have the knowledge to participate.

Samantha spends a lot of her time on their phone, whether it is winding down or texting friends. They use their laptop strictly for schoolwork as it helps Samantha concentrate

User journey map

Through mapping Mark's journey, it demonstrated the need for a streamlined registration tool.

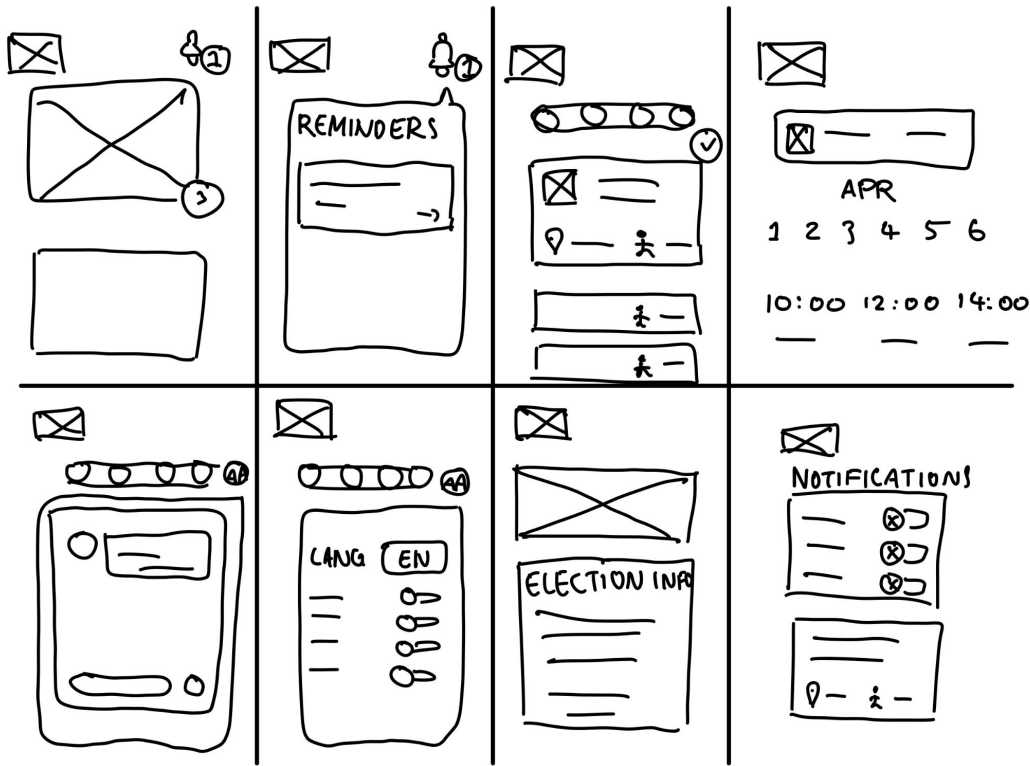
Persona: Mark

Goal: To register to vote at a certain location at a certain time.

ACTION	Receiving a reminder through their mailbox	Visit the local elections office website	Enter and verify personal information	Complete voter registrations
TASKS	<ul style="list-style-type: none">- Walk to the mailbox- Grab the mail- Open the letter	<ul style="list-style-type: none">- Open up their browser- Navigate to the website- Click on the register button	<ul style="list-style-type: none">- Answer screening questions- Enter ID information- Enter Address	<ul style="list-style-type: none">- Confirm user information- Memorize closest voting office
FEELINGS	<ul style="list-style-type: none">- Frustrated at letter reminders	<ul style="list-style-type: none">- Happy to see a big call-to-action button	<ul style="list-style-type: none">- Indifferent, used to filling in personal information	<ul style="list-style-type: none">- Relieved they are finished registering
IMPROVEMENTS	<ul style="list-style-type: none">- Push reminders about relevant upcoming elections	<ul style="list-style-type: none">- Layout information more clearly	<ul style="list-style-type: none">- Add a way to quickly contact support- Add ability to switch languages	<ul style="list-style-type: none">- Show number of people confirmed at location- Remind user about about voting time

Ideation

I did the crazy-8's exercise to quickly draft up ideas on how to relieve some of the pain points found in the journey maps. Areas of focus included, notification, accessibility, and vital information.



Starting the design

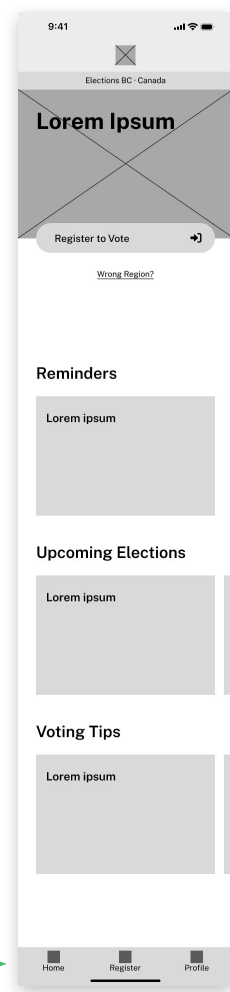
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

After the ideation phase and sketching paper wireframes, I made the digital wireframes. These designs are meant to solve the issues user's had with previous implementations (e.g., reminders, easy navigation)

Reminders section provides an overview of scheduled events (e.g., registered elections)

Familiar and easy-to-use navigation bar

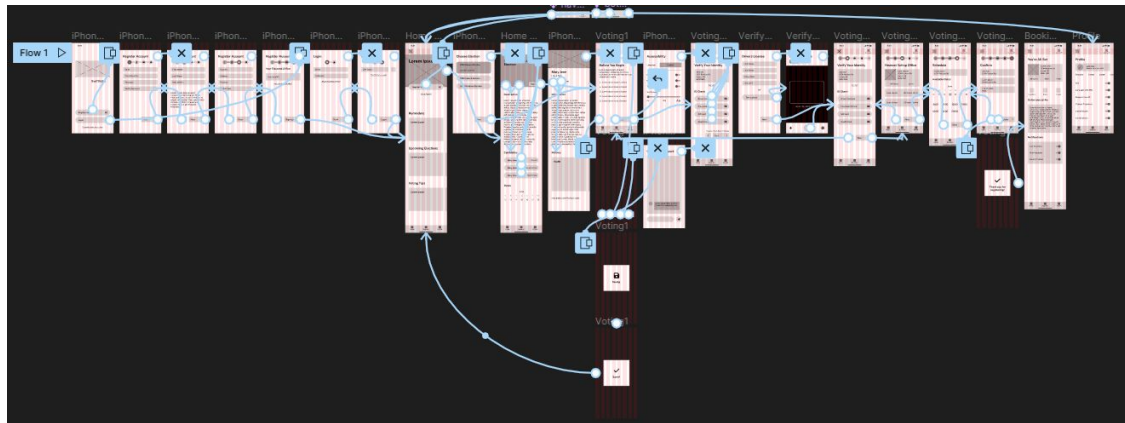


A large and bold call-to-action button that draws user attention towards registration

Voting tips provides information that may help alleviate voting stress

Low-fidelity prototype

To conduct usability studies, I created a user-flow from the user creating an account to registering to vote.



Lo-Fi Prototype



Usability Study: parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

6 participants



Length:

40 minutes

Usability Study: findings

The first usability study revealed the following:

1

Confusing Tracker

Users found the progress tracker confusing. They also found the accessibility button a bit confusing as it is similar to the progress tracker

2

Support

The users could find it difficult to get help in the middle of the registration process

3

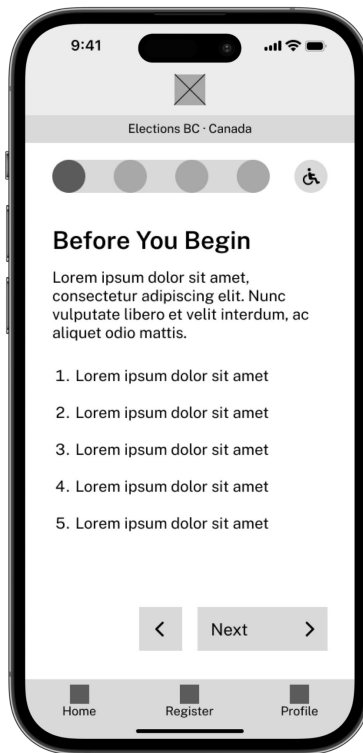
Details

Users wanted read up on the election they are registering in (e.g., what the election is about, who is participating)

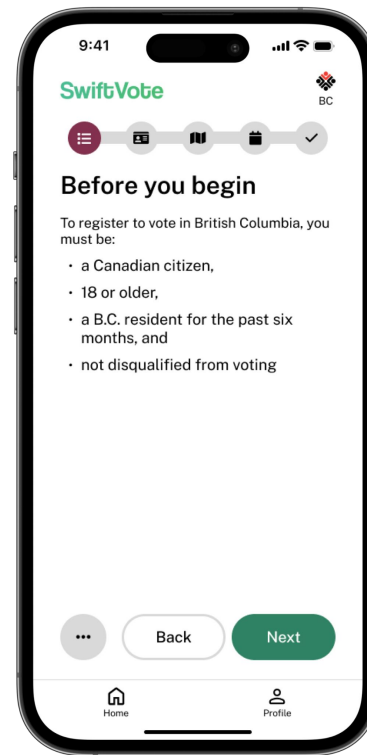
Mockups

With the findings, I changed some elements to help clear up some confusion. For example, the progress tracker now includes iconography.

Before usability study



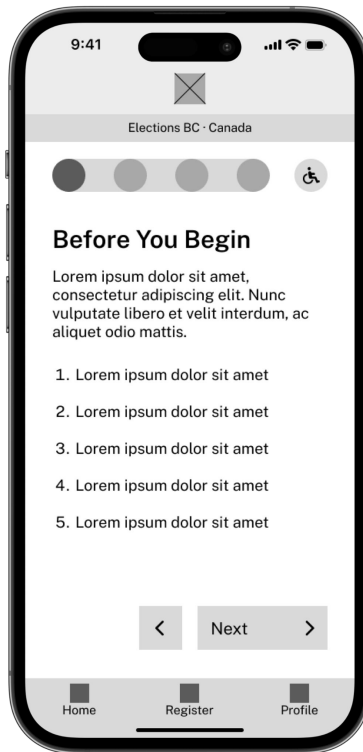
After usability study



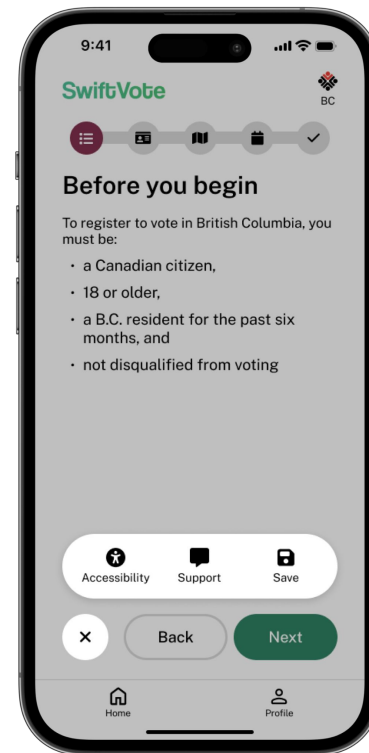
Mockups

In addition, the accessibility button from before now opens up a fly-out menu, allow the user to select whether they want to configure accessibility settings, get support, or save their progress.

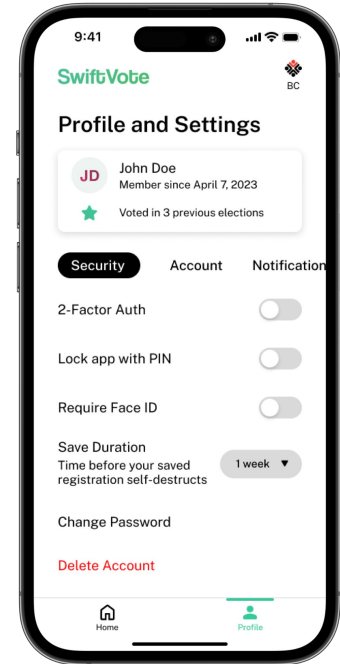
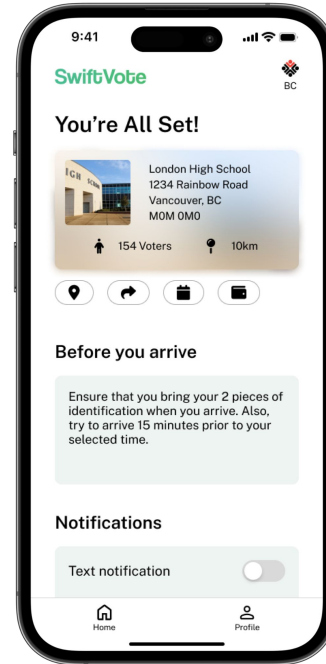
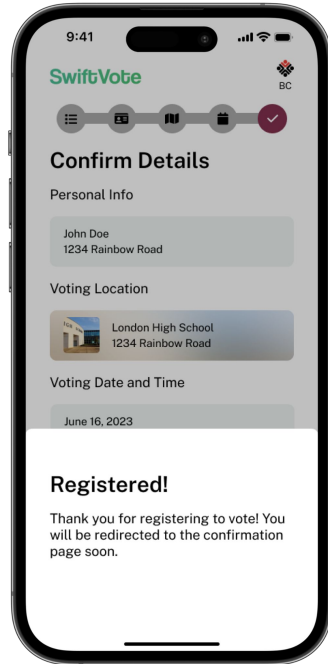
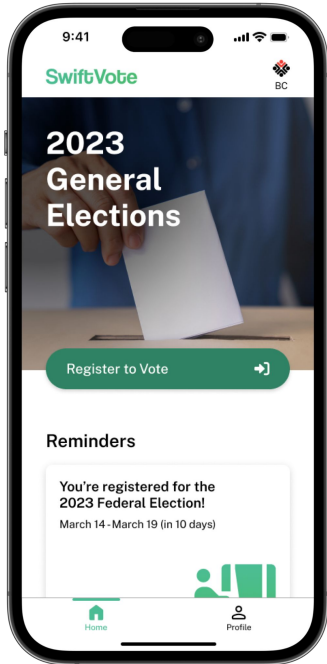
Before usability study



After usability study

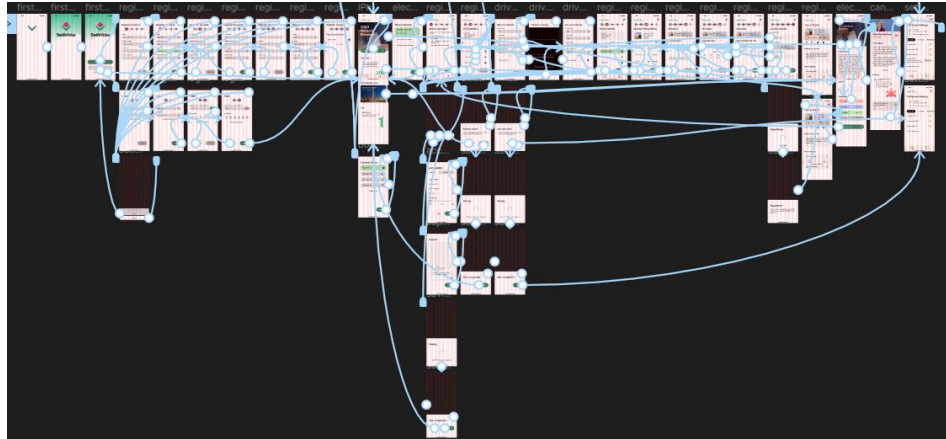


Mockups



High-fidelity prototype

The hi-fi prototype has a similar flow compared to the lo-fi prototype. This prototype adds changes that were informed from the usability study.



Hi-Fi Prototype



Accessibility considerations

1

Clear and consistent heading styles informs visual hierarchy of each page

2

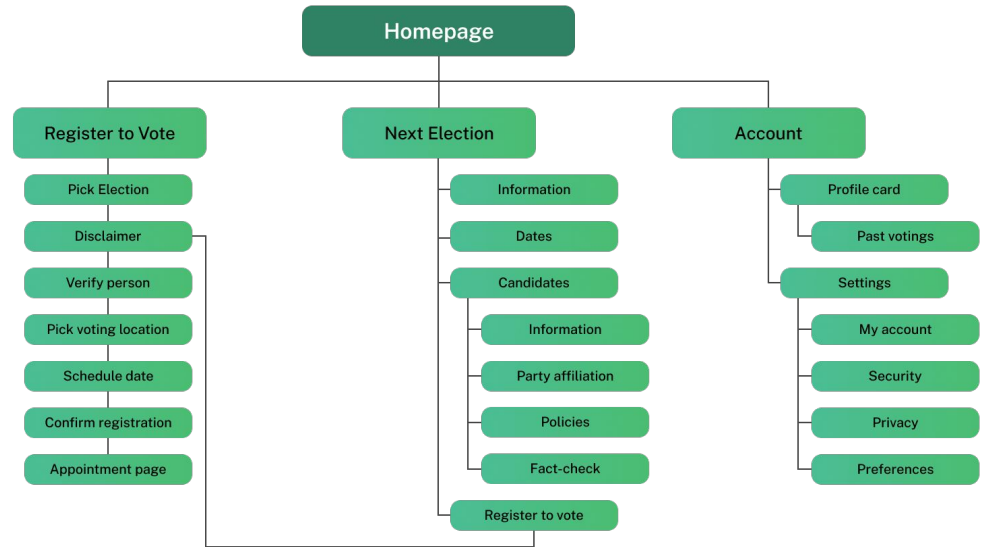
Bold call-to-action buttons that have high contrast

Responsive Design

- Information Architecture
- Responsive Design

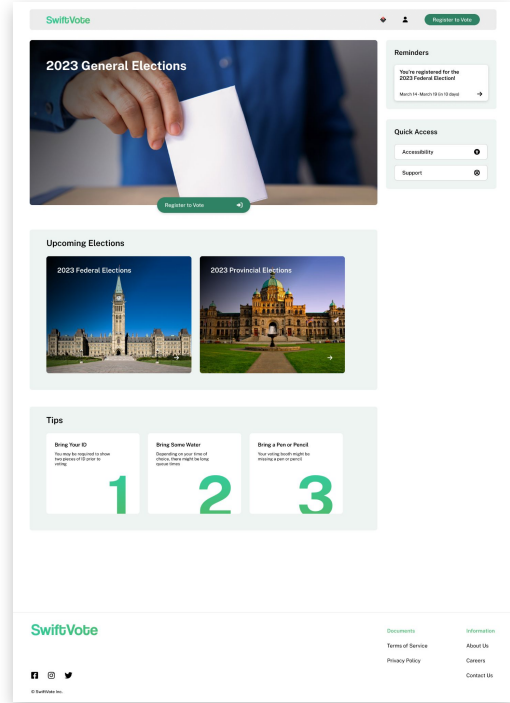
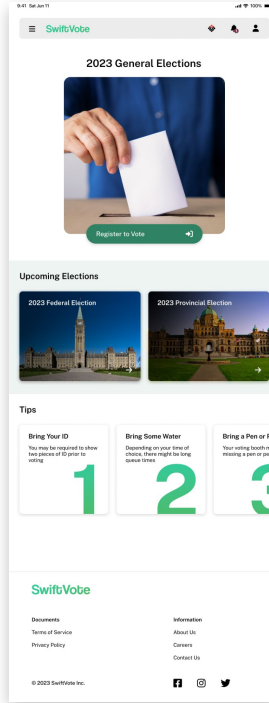
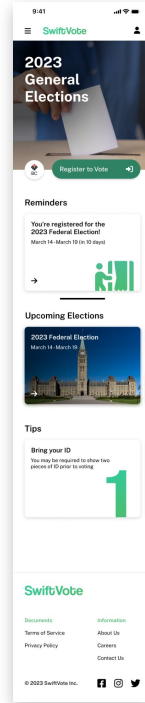
Sitemap

After designing the app, work began on the responsive website. I created a sitemap to visualize the organization of the pages to maintain consistency throughout the experiences.



Responsive Designs

I designed different variations for mobile, tablet, and desktop screen sizes. Thus, the experiences adapts to the device the user views the webpage on.



Going forward

- Takeaways
- Next steps

Next steps

1

Gather data on
registration rates within
the app

2

Conduct additional user
research to identify new
pain points

Takeaways



Impact:

The users described the experience as simple and straightforward. The app appears to have removed some roadblocks that might have prevented people from registering in the past.



What I learned:

The initial problem was a tricky one to solve. However, through user research and the design process, I was able to create different solutions which helped towards solving the problem.

Let's connect!



Thank you for taking you time to look at my case study on the SwiftVote project! Feel free to contact me below!

Portfolio



stefanguan.com

•

stefan.guan@outlook.com