Interaction Design for Voting Service

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Fundamental of Interaction Design
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During the election period, voters are under heavy pressure. The mass media, in particular, are conveying propaganda such as "Don't give up your rights". However, the voting rate is going down year after year. Why are more people not voting?

In my experience, I didn’t want to vote because I didn’t want to make an uninformed decision. I wasn’t confident of my knowledge of the candidates and searching for directions to polling stations is such a hassle.

To encourage more people to vote, I want to suggest a “Voting Service” that provides electronic access methods such as WAP (Wireless Application Protocol), Internet, IVR (Interactive Voice Recognition), KIOSK, and SMS (Short Message Service) that allow a person to vote and to receive general election information and election pledges by parties and their candidates.

This system provides not only easy access to voting without physical barriers but also provides impartial election information about candidates and parties.
Target User

Angela is a 30-year-old making her way up through the fashion industry. She is currently working in merchandising.
**User Scenario**

**Persona Profile**
Angela is a 30-year-old making her way up through the fashion industry. She is currently working in merchandising.

1. After receiving an email and SMS reminding her about voting registration, Angela accesses the official central electoral web site to confirm her registration. Because she is always on the move with her PDA and mobile phone, she also chooses on the site to receive information about the upcoming election and candidates via e-mail and SMS.

2. Once she receives an e-mail providing the website where she can access the candidates’ profiles and election pledges, she decides to vote for the Democratic Party’s candidate who is in support of improving the working woman’s rights.

3. While on her way to work on Election Day, Angela stops by the electronic voting kiosk in the subway. After typing in her authorization number and password on the touch screen, she compares the election pledges of each party’s candidate one more time for assurance. She then changes her mind and decides to vote for the Green Party candidate, because she promises to reduce taxes for low income workers. She submits her vote which gets stored in her e-mail and mobile phone for her personal records.

The election results are sent to her via e-mail and SMS.
User Scenario

1

SMS Content

Hello! Remember that Election Day is November 14, 2004. Your voting identification code is 344467azx. Logon to www.ocevote.org and register with your code before it is too late!
User Scenario

Welcome to the Official Central Electoral website!
Please enter your voting identification code: #111-111-1111
The nearest Free Voting System kiosk is located in the subway stop at West 65th Street and 10th Avenue.
Remember that you may mail your ballot if you choose to do so.
Welcome to the Free Voting System! As you make your way through the process you will have the opportunity to compare the candidates’ pledges. After submitting your vote, you also have the option of saving your vote to your mobile phone or e-mail address. Touch the screen to get started.
2004 Presidential Election

Welcome to the Free Voting System!
As you make your way through the process you will have the opportunity to compare the candidates’ pledges.
After submitting your vote, you also have the option of saving your vote to your mobile phone or e-mail address.

You need “vote registration number(#111-111-1111)” or SSN # to start system. If you don’t have the number, please call 1-800-NEW-VOTE.

Touch the screen to get started.
2004 Presidential Election

User Verification
Please enter your assigned voting identification code and press "Enter":

[Input field with letters and numbers]

Back Clear Enter
2004 Presidential Election

User Verification
Hello Angela L. Stewart! You have been cleared for voting. Please press the “Next” button to proceed to the Free Voting System.

Do I have the wrong name? Please press the “Previous” button and enter the number again.
2004 Presidential Election

Choose one candidate only;

- **George W. Bush** (Texas) - REPUBLICAN
  - Biography
  - Pledge
  - Campaign

- **John F. Kerry** (Massachusetts) - DEMOCRATIC
  - Biography
  - Pledge
  - Campaign

- **Michael Badnarik** (Texas) - LIBERTARIAN
  - Biography
  - Pledge
  - Campaign

- **David Cobb** (California) - GREEN
  - Biography
  - Pledge
  - Campaign

Compare “election pledge”:
Review the result of straw poll:

Submit
2004 Presidential Election

Choose one candidate only:

- **George W. Bush** (Texas) - REPUBLICAN
  - Biography
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- **John F. Kerry** (Massachusetts) - DEMOCRATIC
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  - Biography
  - Pledge
  - Campaign

- **David Cobb** (California) - GREEN
  - Biography
  - Pledge
  - Campaign

Compare "election pledge":
Review the result of straw poll:

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2004 Presidential Election

Review straw poll
Please, select what you want to review.

- AGE: 20’s~30’s 40’s~50’s over 60’s
- Income: low middle high
- Gender: male female gay
- Ethnic: Caucasian African American Spanish
- Location: county county & population
- Organization: Labor Association Education Association

View Result

go back
2004 Presidential Election

Review straw poll
popular votes by county

popular votes by county & population
2004 Presidential Election

Review straw poll
preference by time - 2004
### 2004 Presidential Election

**Compare pledge**
Where do these candidates stand on the issues?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bush</th>
<th>Kerry</th>
<th>Badnarik</th>
<th>Cobb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iraq War</td>
<td>Agree</td>
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<tr>
<td>Environment</td>
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<td>Gun Control</td>
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- **Agree**: Agree with the candidate's position
- **Disagree**: Disagree with the candidate's position
- **No comment**: No comment on the candidate's position

[go back] [go to vote]
# 2004 Presidential Election

## Compare pledge
Where do these candidates stand on the issues?

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- **Bush** REPUBLICAN pledge about Iraq War: The credibility of the United States is incredibly important for keeping world peace and freedom.

[view video]

[go back]

[go to vote]
2004 Presidential Election

Michael Badnarik (Texas) - LIBERTARIAN

Biography  Pledge  Campaign

POLITICAL: Libertarian nominee for State Representative, 2000 (2nd place - 15,200 votes - 17%) and 2002 (3rd place - 1,100 votes - 2%).


EDUCATION: Indiana University, attended 1972-77.

2004 Presidential Election

Michael Badnarik (Texas) - LIBERTARIAN

Biography    Pledge    Campaign

The Federal Bounty on Broken Homes
It's time to end the war on American families!

Property is the Basis of All Rights
Private Property cannot be allowed to vanish in America!

Your Constitutionally Guaranteed Rights Are Under Final Assault!
The Bill of Rights must not be swept under the carpet!

See Pledge Movie

go back    go to vote
2004 Presidential Election

Michael Badnarik (Texas) - LIBERTARIAN

Biography  Pledge  Campaign

Pledge Movie

go back  go to vote
2004 Presidential Election

Choose one candidate only;

**George W. Bush** (Texas) - REPUBLICAN

Do you really cast this candidates?

**Michael Badnarik** (Texas) - LIBERTARIAN

(If you click “Yes”, it’s your final decision.)

Compare “election pledge”:

Review the result of straw poll:

Submit
2004 Presidential Election

Your vote was sent!
Thank you for voting!

Finish my voting

Select Additional Option

You can see the your vote history on the site and next election.
Do you want to save your vote in your registration?

☑ Yes, I want to save my vote history

You will receive election result by phone, email, and mail.
Would you like to receive voting results?

☑ Phone 917-309-XXXX
☐ email
☐ mail

Select Additional Option