**Election Volunteer** 

www.IntuitiveVoting.com | Rob Tannen, PhD | Intuitive Company

"Need to do all that we can

yst Election Judge

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

Designed to work within the current election infrastructure, the platform is extensible to support future, online voting.

Democracy Simplified

# Methods

Contextual observation and interviews

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

Comparative research of existing resources

- o Government websites
- o Third-party election support tools
- o Research-driven conceptual designs

Iterative design and prototyping

- o Workflow-driven concepts
- o Workflow-driven wireframes
- o Interactive prototype designs

Usability testing with representative individuals

- o Young, first-time voters
- o Older, experienced voters
- o Election volunteers

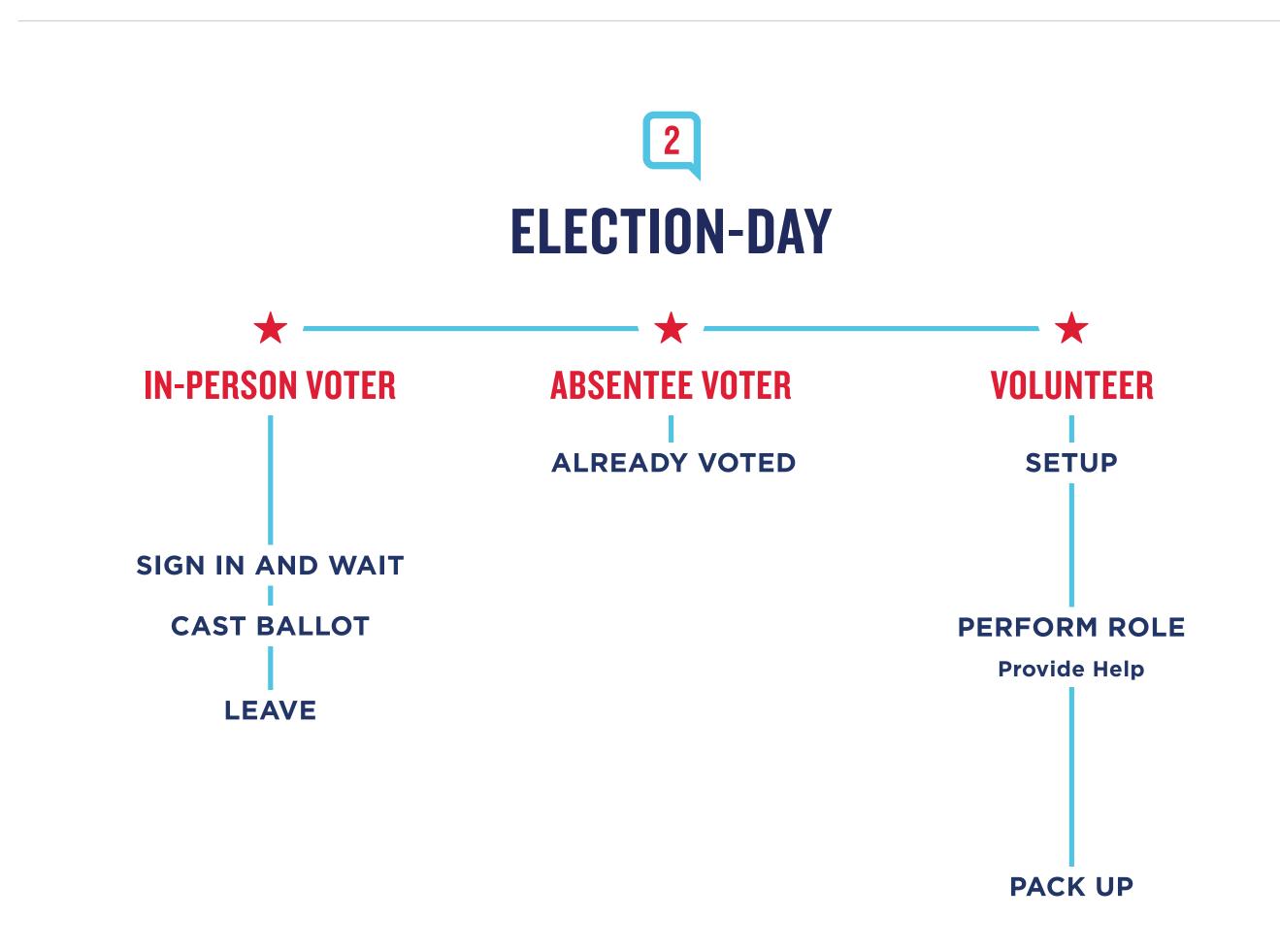
# Users and Workflows

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

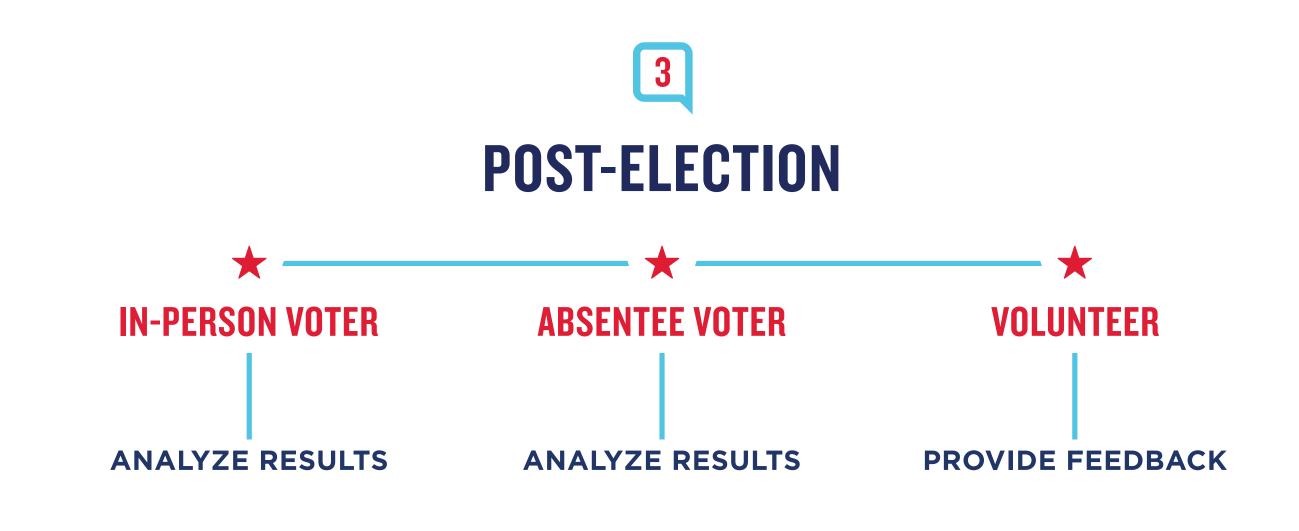
- 1. A **first-time voter** who needs to register and subsequently vote in person.
- 2. An experienced, **absentee voter** who needs to request and submit an absentee ballot.
- 3. An **election volunteer** who needs training to perform support tasks on election day.

# PRE-ELECTION IN-PERSON VOTER ABSENTEE VOTER VOLUNTEER REGISTER REGUEST BALLOT Candidates and Issues How to Vote Where to Vote Where to Vote PLAN Who to Vote for What Time to Vote VOTE

User Roles and Workflows



**Cast Ballot in Mail** 



# Key Findings

**First-Time Voter** 

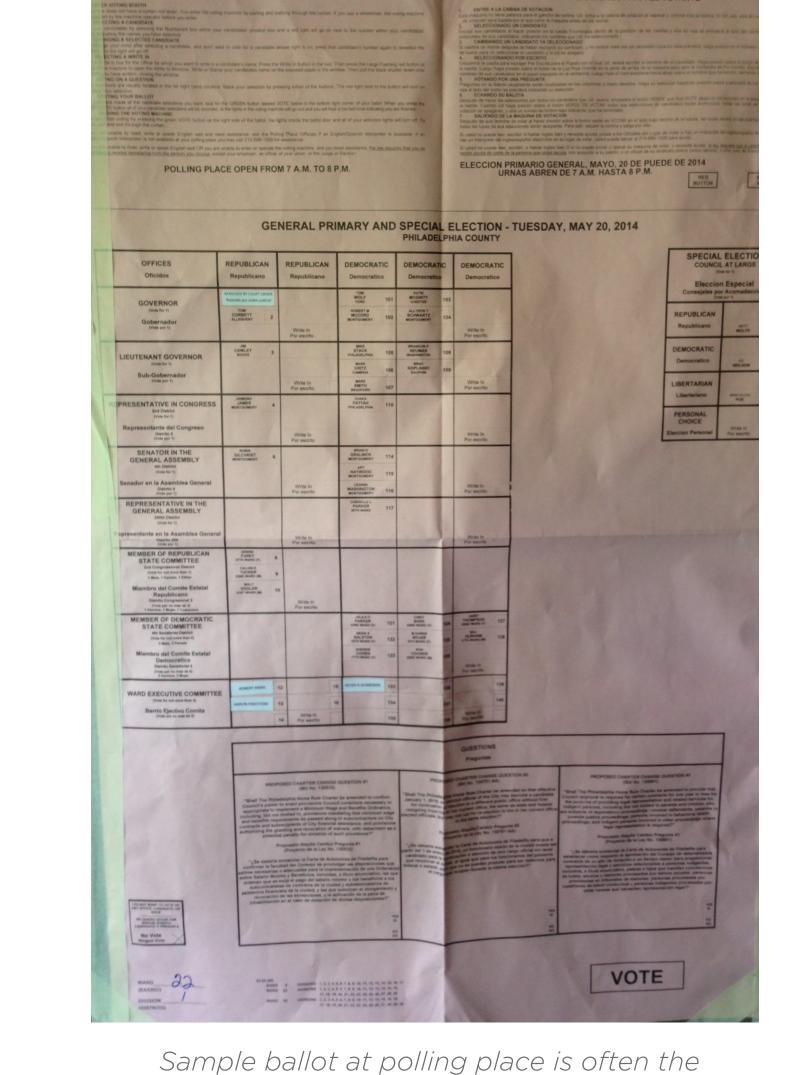
Lack of information integration for voters

- o Insufficient knowledge of all offices and issues that would be on the ballot prior to voting
- o Unknown waiting times until they arrived at the polls
- o Inability to easily find results to compare against their own selections, which they could not always accurately recall

Lack of usability and support for volunteers

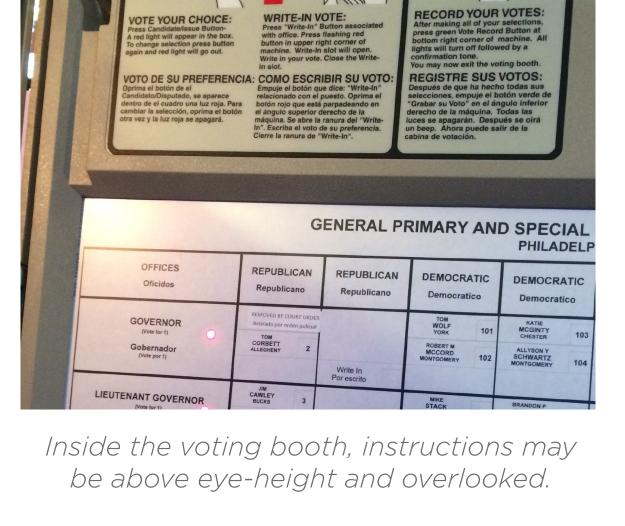
- o Low-quality training materials
- o Cumbersome voting machines
- o Inadequate tools to communicate wait time information to voters

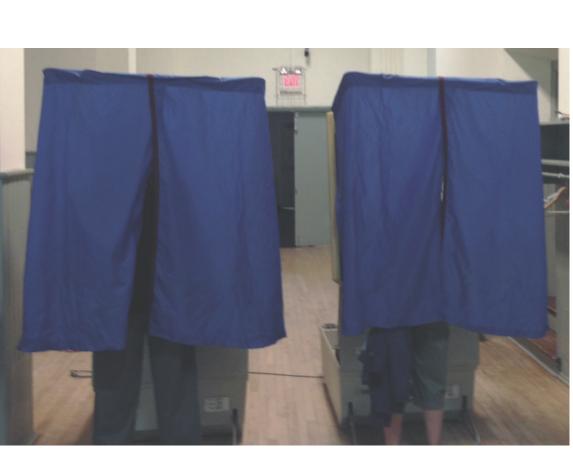
Contextual Observations



first time a voter sees all of the candidate.

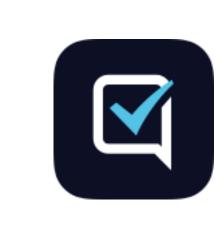
and issues in one place.





Limited number of voting machines, regardless of voter turnout.

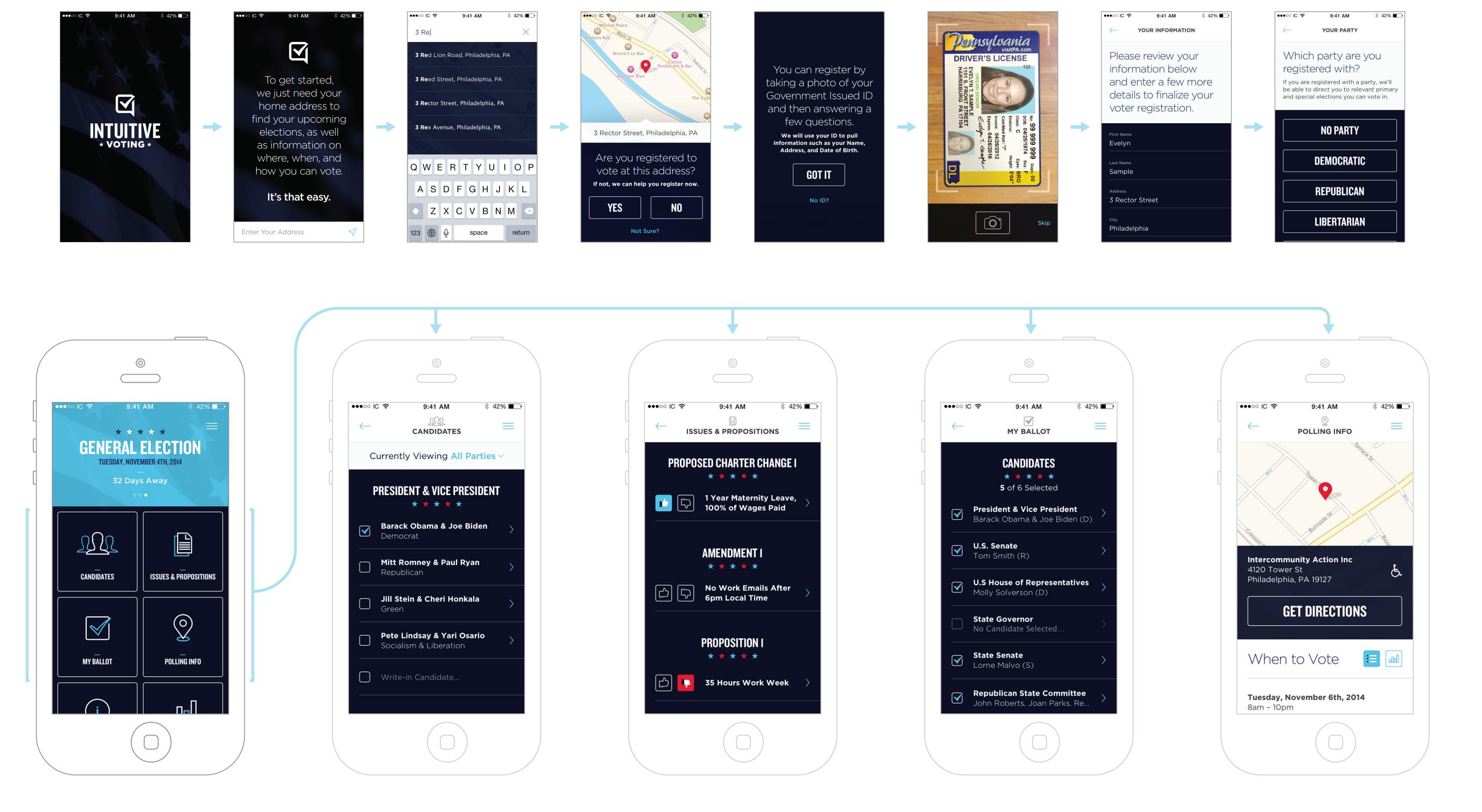
# Design Concept and Prototypes



# **Voter App**

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

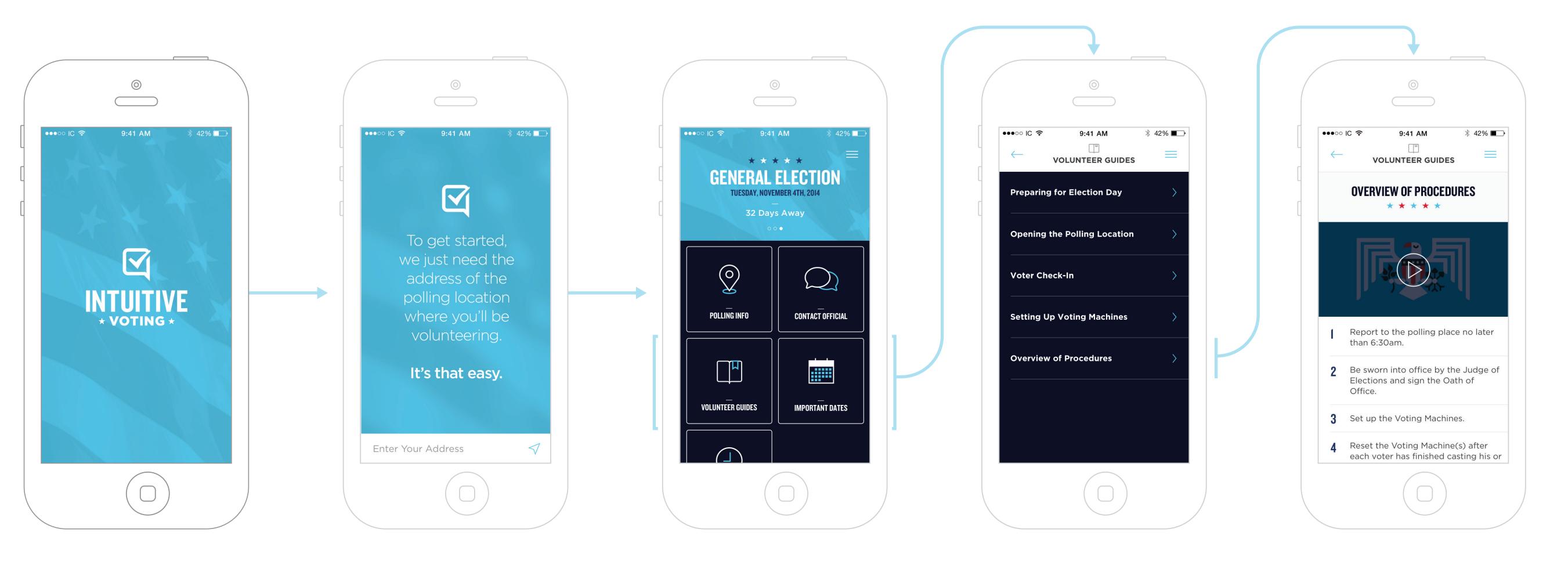
Voter views objective information about candidates and issues and selects options ahead of time to bring to the voting booth for reference.





# Volunteer App

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



# Strategic Recommendations

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

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

Extend the idea of voting beyond election day by keeping the voter informed of candidates and issues before elections and results after elections.

Support election volunteers with usable and interactive training and communication tools.

# Concept Benefits

Directly addresses critical issues identified by U.S.

Presidential Commission on Election Administration, including ballot design and simplicity, poll worker training and support, and voter wait time.

Works within current election system infrastructures by creating efficiencies for voters using existing voting machines, while readily enabling future online voting.

Addresses voter apathy by increasing engagement with candidates and issues throughout the year, not just on election day.

Improves venue utilization by providing information on poll locations and allowing election volunteers to report waiting times. Improves voting experience for disabled voters by allowing ballot to be pre-filled; supports multiple language translations for non-English reading voters.