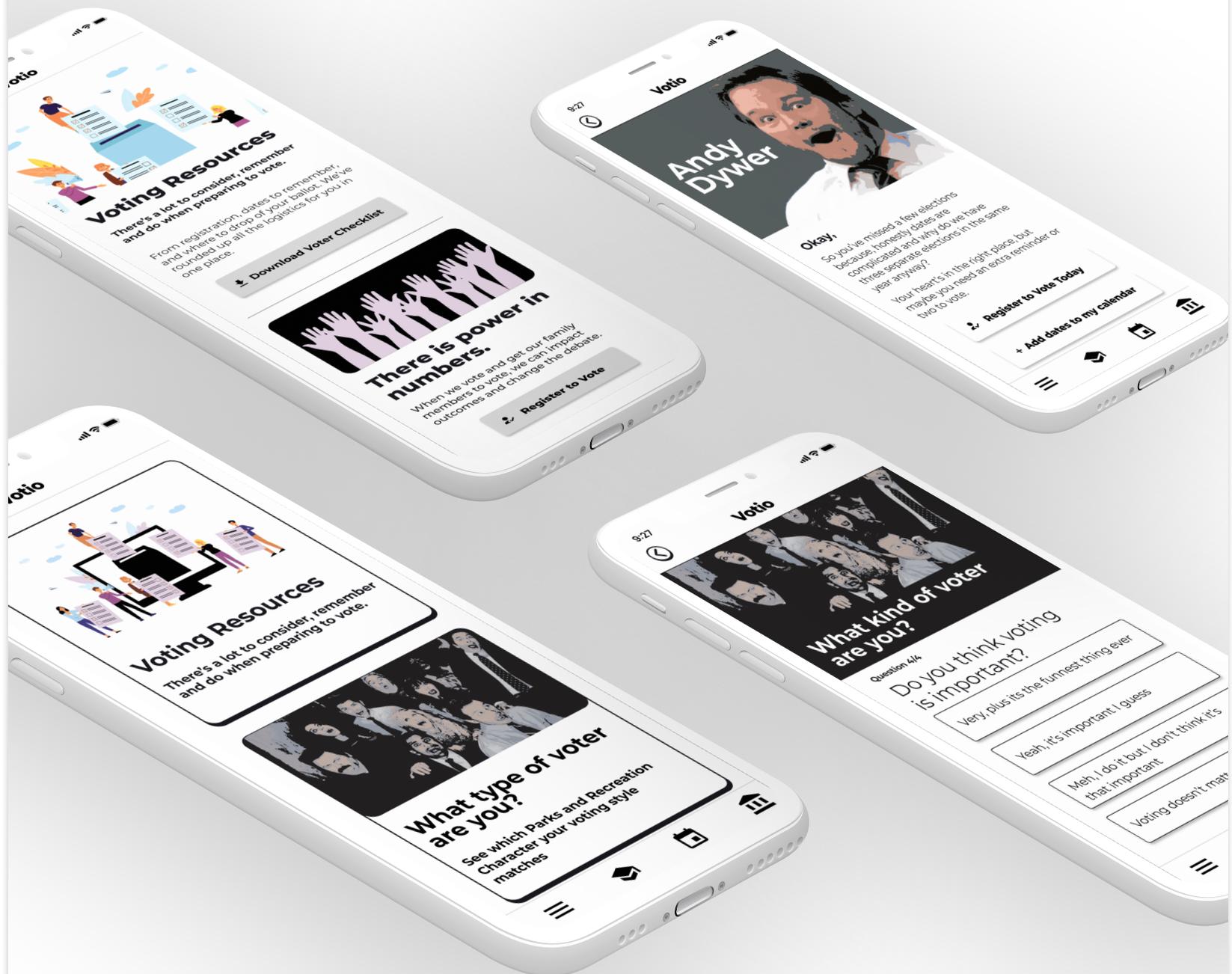


Votio

Capstone 2020

Human Centered Design & Engineering

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Votio Design Guide

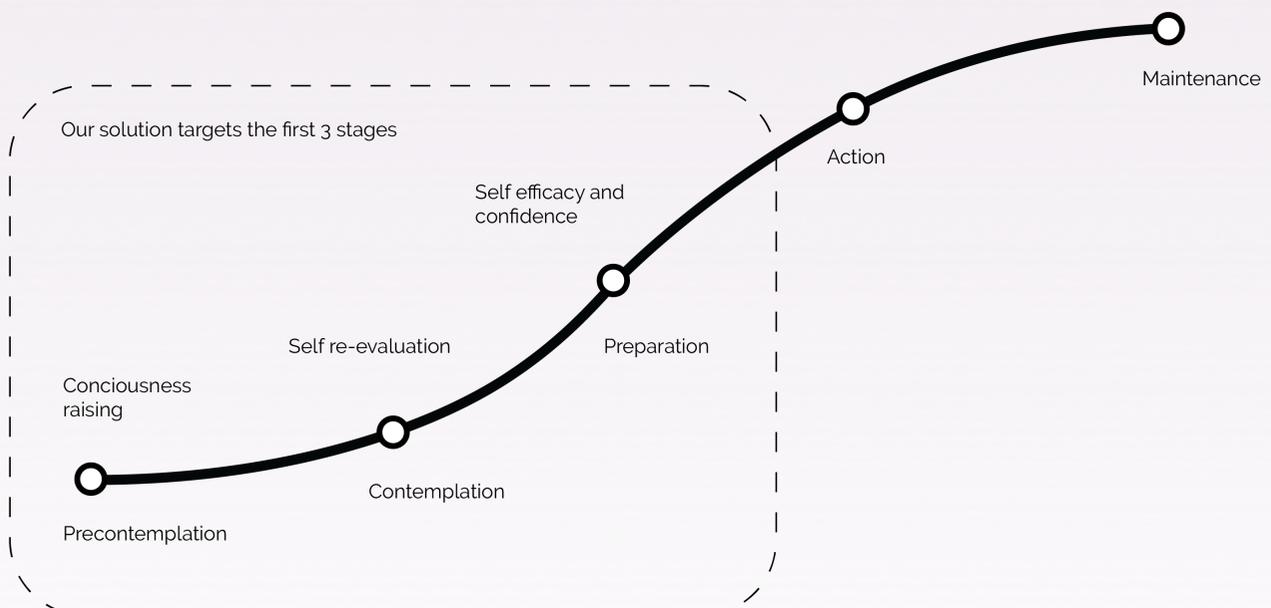
Introduction

Votio is a conversation starter and educational toolset that encourages 18-24 year olds to participate in voting. There are two parts to Votio, a reflection sticker and a link to a digital asset for additional content and resources on voting. Our intervention draws from the Transtheoretical Model of Behavior Change (TTM) to encourage our target population to reflect on why voting is important to them and then prepares them to vote.

Reflection stickers focus on the first two stages of the TTM: Pre-contemplation (Have I ever thought about this?) and Contemplation (How do I feel about this?) The digital asset focuses on the first three stage of the TTM with a special emphasis on the third stage, Preparation (How do I do this?) The content can be customized as long as the components adhere to the Votio principles that were intentionally designed and based on our initial research.



Transtheoretical Model of Behavior Change



Design Principles

Four design principles guided our design. These should be considered when making adjustments or additions to the Votio experience.

Encourage reflection and conversation in a low-key setting

Our research suggested that when participants were able to reflect upon voting and the voting process in a low-key setting (e.g. having drinks with a friend) they were able to have a positive experience that prompted them to think about their values.

Focus on voting and government processes and not politics

Participants expressed discomfort in talking about political issues with others, but had no reservations in discussing the voting process. By having conversations focused on the voting process, participants were able to reflect on what voting meant to them without feeling like they were going into dangerous territory.

Inform and educate with an emphasis on taking action

Every module on the Votio app is designed with the *next step* in mind. For example, when a participant takes a "What kind of voter are you?" quiz, if they land on the disengaged voter spectrum, we make sure their next step is to learn how to register to vote. Having the next step on the journey is critical to moving participants up the Transtheoretical Behavior Change Model.

Maintain a positive, light-hearted and non-judgemental tone

It is important to make sure the tone of the educational materials are light-hearted and non-judgmental. Feeling shame does not lead to reflection, self reevaluation, or self efficacy and therefore does not fit within our theoretical framework.

Votio Process Flow

Reflection Sticker

QR Code

Digital Asset

Online Resource



Vote.org
Local Resources
State Resources

Reflection Stickers

The reflection stickers live on everyday objects that are used while spending time with friends. The questions they pose initiate contemplation and conversations about voting. Each sticker is a gateway to the mobile app via the QR code.

Everyday Objects

Shared beverages create the opportunity for relaxed conversations. Reflection stickers pose questions that spark contemplation and conversations about voting.



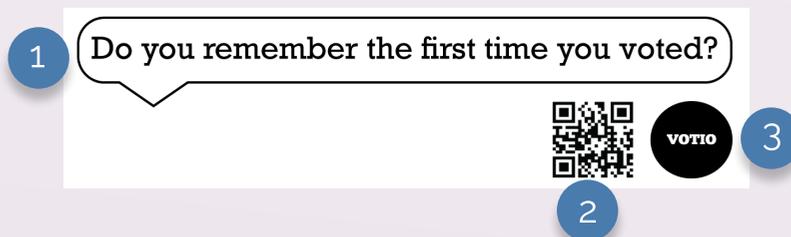
Friends

Trusted friends are a key ingredient to enabling comfortable open conversations.



Insight: Our research indicated that friends are interested to know what their friends think about voting. Friends feel comfortable asking questions and admitting to gaps in understanding voting and government complexity.

Sticker Anatomy



1 Reflection Prompts

Good reflection prompts are conversation starters with no wrong answers. They invite voters to reflect on voting and not politics or political issues.

2 Scan Me

The QR code links to online content centered on voting. Content can be hosted on any organization's website, a 3rd party website like Vote.org or in a new mobile app, like Votio.

3 Your Logo

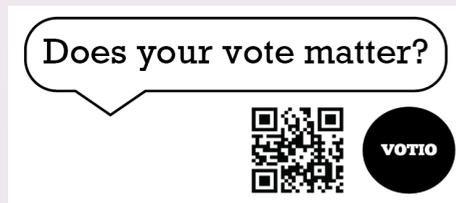
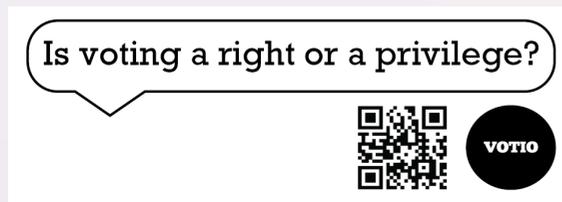
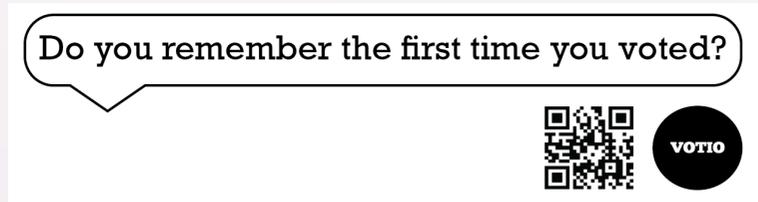
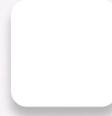
Votio is the logo for our system. It is meant to evoke the act of voting. You are welcome to use that logo or you can add your own logo and direct traffic to educational and informational content on your organization's website.



Insight: Our research indicated that people feel more comfortable and engaged when the conversation is centered around the process and not political opinions.

Where is the color?

Black and white is striking and politically neutral. Colors and fonts can be customized to match any brand, though we suggest avoiding politicized colors, like red or blue.



Shape and Size

Dimensions are optimized to display on different everyday objects. Rectangular designs are meant to fit into unused spaces on beverage bottles or cans with existing designs. Round labels are best on blank surfaces like a coffee cup, reusable water bottle or even a laptop.



3 x 3 inches

1 x 4 inches

1 x 3 inches

1 x 2.5 inches

Online Educational Content

The Votio mobile app displays educational content using a design architecture that is easy to navigate and guides voters to external voting resource links. The goal of the material is to engage, educate and empathize with 18-24 year old voters.

Link to our digital prototype - <https://bit.ly/372Ty3n>

Cards

Learning Content

Online Resource

Design Architecture

It was important for our design solution to display content in an approachable manner. Playful entry points into the heavier government filled content allow the information to feel approachable. We intentionally created catchy titles and fun graphics to engage our end users. Once someone clicks further, the content expands and provides empathetic and resourceful information. The topics within each section center around informational voting resources, fun quizzes, and questionnaires.



← Image

← Title

← Description

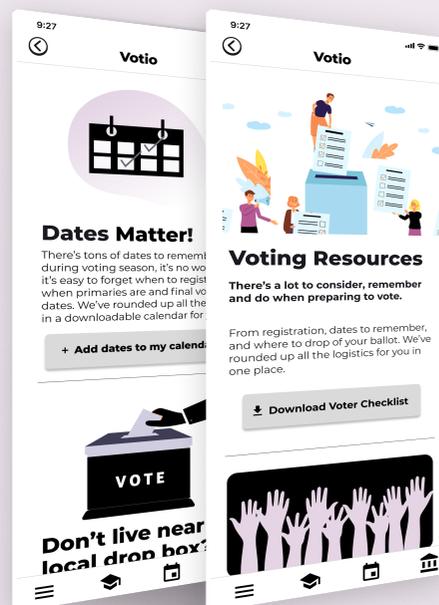


Insight: Our research indicated that new voters were hesitant to engage in online activity that would lead to unfriendly debate with strangers.

Voting Resource

Clicking into the content cards expands the content. There is a mix of brief educational content, always followed by a call to action (CTA)

- Informative with an emphasis on action
- Normalize and empathize with common voting challenges of 18-24 year olds
- Voting logistics vary by state and county; if your audience is local, make your links to local sources
- If your audience is national, websites like Vote.org provide access to all 50 state election websites, which overcomes the challenge of state by state differences



← Educational Content

← CTA



Insight: 18-24 year olds are new to voting. Our research indicates that some are unfamiliar with absentee voting. Others may live in one state but be registered in another. Many are unclear on date and timelines.

Quiz - Know Your Government

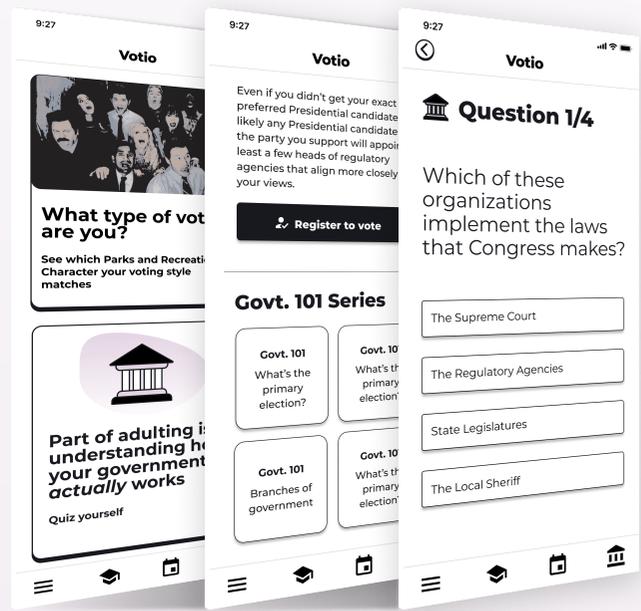
This educational quiz is intended for new voters to learn about the nitty gritty of how the government actually works and how that ties back to voting. It is meant to evoke “Oh, I never thought about it that way” thinking.

Quiz Format

- Focused on one topic e.g. how laws get passed
- We suggest four questions, each building on the previous question
- Each question should follow a brief explanation of the answer
- Quizzes should encourage positive learning and the explanations should be concise and accurate



Insight: Our research indicates that 18-24 year olds are in the process of assuming the responsibilities of adulthood (or “adulthood” as they call it). Many of them are working to understand their responsibility as voters and their role in our system of government.

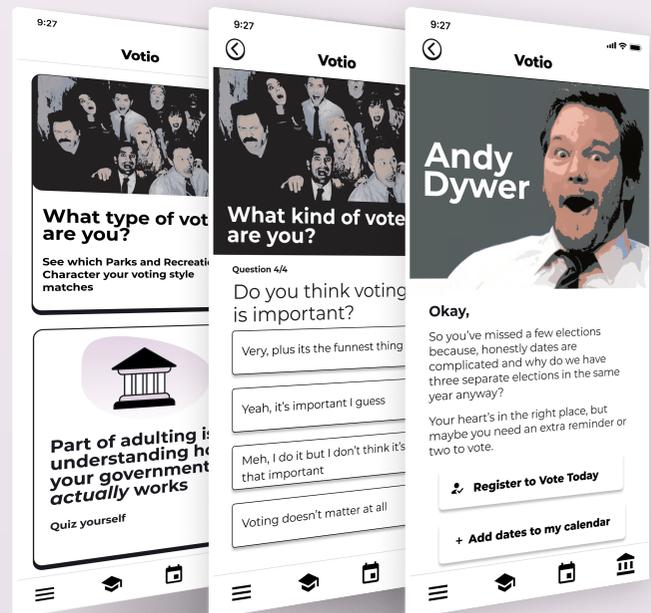


Quiz - What Kind of Voter Are You?

This light-hearted quiz is meant to prompt reflections on voting behaviors in a fun way, and to provide relevant follow-up resources based on their results.

Quiz Format

- Light-hearted and non-judgemental tone. We've used Parks and Rec characters as a fun way to think of yourself as a voter
- Four questions around voter behavior that are simple to answer
- Result ends in a Parks and Rec character that fits with the voting behavior in a “Buzzfeed” style quiz
- Each character has content follow-ups that fit with the voter profile. E.g. the forgetful voter “Andy” has links on how to register to vote and adding reminders to a calendar



Insight: Our research indicates that 18-24 year olds believe voting is important, but they do vary in their actions when it comes to actually participating. Acknowledging challenges and not shaming new voters invites them to participate.

Ready to Make a Difference?

Want to prompt 18-24 year old voters to vote in the next election? Use our guidelines to create stickers and voting related content for your products and digital experiences.

Contact us with questions about Votio and learn more about the research behind it.
votiostickers@gmail.com



Thank you,

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