

SCREEN 1

Onboarding

“Preferred Language” feature: Targets Low Accessibility

- Voting information must be available in many languages in order to be accessible.

Information Icons: Targets High Confusion, High Distrust

- These blue icons are available to offer explanations as to why certain information is needed

“Complete Identification Later?” Feature: Targets High Distrust, High Confusion, low accessibility, ID requirement challenge

- This allows those who are skeptical about the app to explore its features before giving their information. It can also help those who don't have time or don't have their documents ready still access the app.
- “Identification processing” paragraph also targets skepticism about the app by offering in-person and phone-call help.

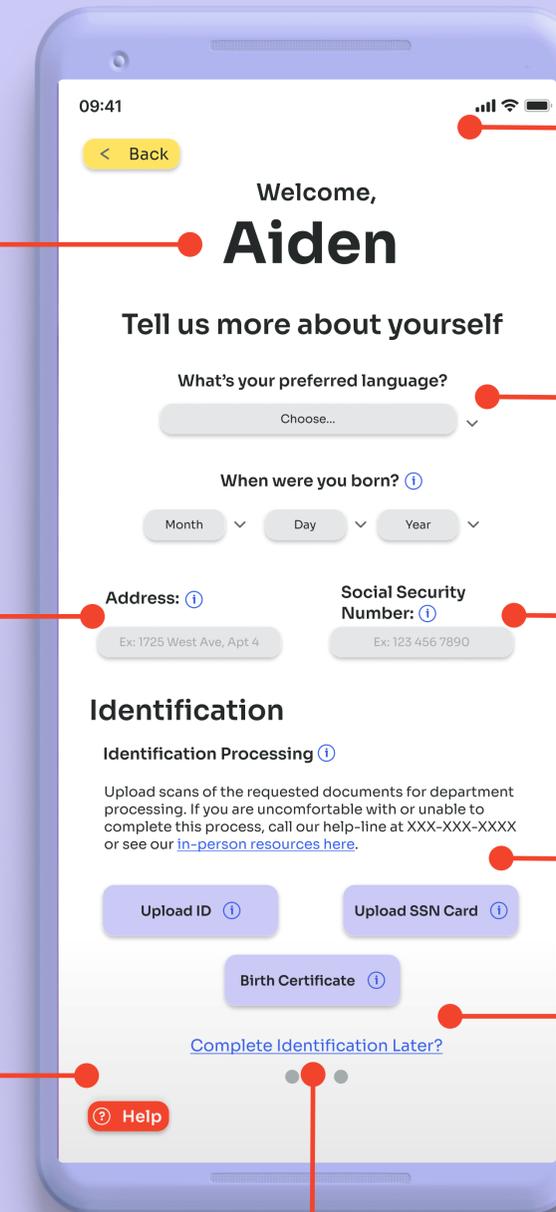
“Back” and “Help” Buttons: Targets High Confusion

- Always gives users the option to go back to revise information or get help

Center-aligned is sparingly used with important voting info, but here it is used for welcome messages that flow down the page and read easy for the viewer (Perceivable in WCAG terms).

Use of placeholder text in a similar color gives examples of acceptable entries user can type.

Use of alert color on brings attention to help feature, but size of button ensures it's not overwhelming.



Negative space and Gradient Background guides user's attention to the top of the screen, so that they can read down easier.

Use of darker text and down-arrows imply that user must make selection (Operable in WCAG terms).

Use of drop shadows creates contrast between text boxes and background (Perceivable in WCAG terms).

Use of soft, cool color and rounded edges on upload buttons makes the ID verification process appear less stressful.

Use of blue text and underline implies this is a clickable link. The font size is big enough to read, but small enough to not immediately encourage users to skip the ID verification.

Highlighted Circles here show that there are multiple onboarding steps (Understandable in WCAG terms).

No Attribution

SCREEN 2

Home Page

“Get involved” feature: Targets High Motivation

- Offers volunteering opportunities for those who are very politically conscious (Like Naeri)

“In-Person Resources” Feature: Targets Low Accessibility, High Distrust

- Seeing in-person resources can inform users of nearby options and real-life people can increase trust.

“Prepare to Vote Here” Feature: Targets High Confusion, Scattered Digital Landscape

- This is Voting Preparation. Users can click here to research candidates and propositions concerning them.

“What’s New?” Feature: Targets High Confusion, Scattered Digital Landscape

- Users can learn more about candidates adjacent to their political concerns

Hamburger icon is a UI convention that implies that a navigation menu will appear when clicked (Operable in WCAG terms).

Font is Sans-Serif, friendly, and easy to read.

Use of soft color in search box has suggestive tone that invites users to ask questions

Use of green is friendly, yet alerts user that they're on their “for you” feed (Perceivable in WCAG terms).

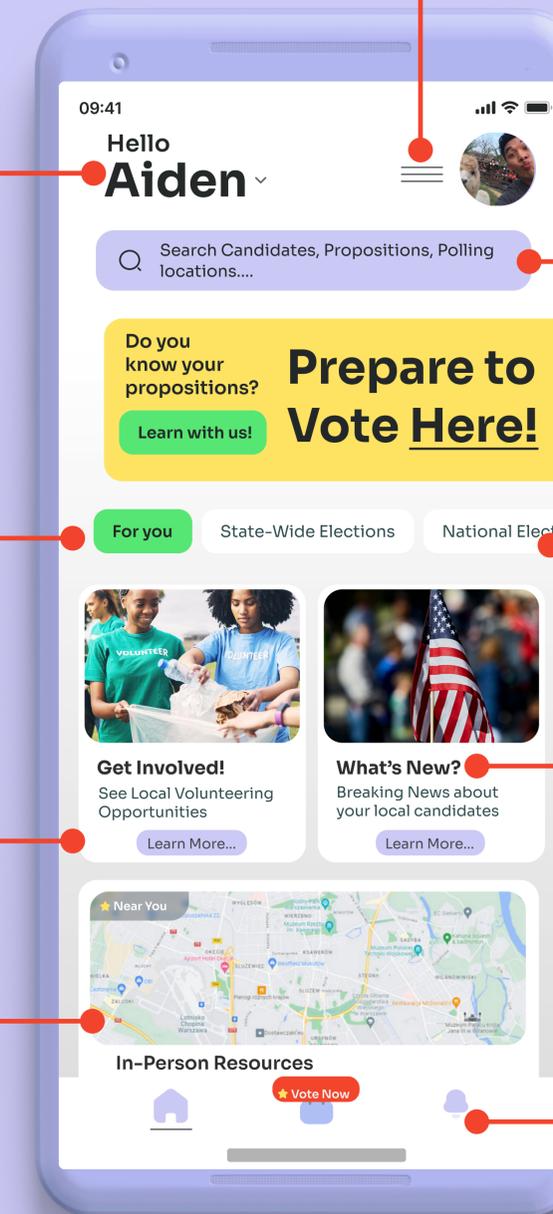
Cut-off text shows that users can scroll to more feed options (Operable in WCAG terms).

Rounded corners carry more inviting tone for an otherwise stressful process.

Phrasing is simple and inviting to combat confusing diction of voting documents

Interactive google map feature creates quick and easy access to map information

Soft Icons create a more welcoming environment for a stereotypically stressful process.



SCREEN 3

Ballot

“How does this affect me?” Feature: Targets High Confusion, High Distrust

- This link offers personalized information about government positions and propositions based on a user’s profile to limit confusion. Unbiased source links would be included for those who don’t trust the information given in the app.

Information Icons: Targets High Confusion, High Distrust, poorly designed paper ballot challenge

- These blue icons are available to offer explanations on any government positions or propositions

“Meet the Candidate” Feature: Targets High Confusion

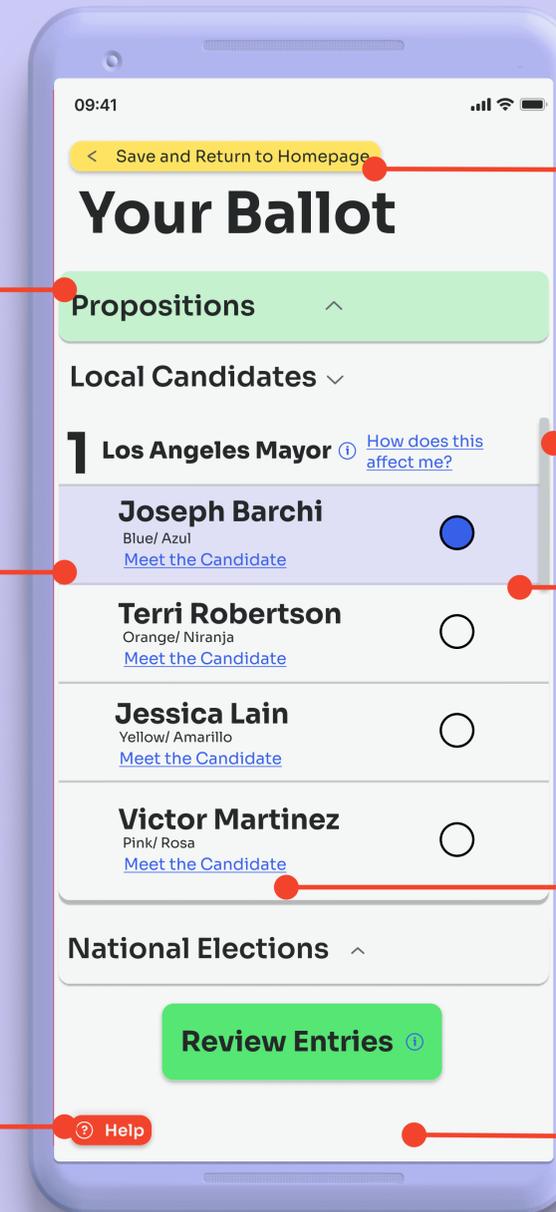
- This link offers a digestible run-down of each candidate or proposition.

“Review Entries” Button: Targets High Confusion

- This allows users to review their ballot before submitting it.

“Save and Return” Button: Targets Low Accessibility, Economic Hardship

- This allows users to save their progress and return later to complete their ballot if they are unable to complete it in one sitting.



Use of green, a positive alert color, shows that this section has been completed.

Use of soft color on ballot creates less stressful experience.

Use of alert color on brings attention to help feature, but size of button ensures it’s not overwhelming (Perceivable in WCAG terms).

Use of alert color brings attention to this button, and the size of button ensures it’s visible and that saving is a constant option.

Scroll bar shows that user can scroll through multiple candidates (Operable in WCAG terms).

Gestalt Principle: Candidate boxes are similar and connected/ in proximity to each other, but selected candidate is highlighted for easy differentiation (Robust in WCAG terms).

Use of blue text and underline implies this is a clickable link (understandable in WCAG terms).

Bright Background creates clear contrast for readability.