

Responsive Web Site For Voter Assistance

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Project overview



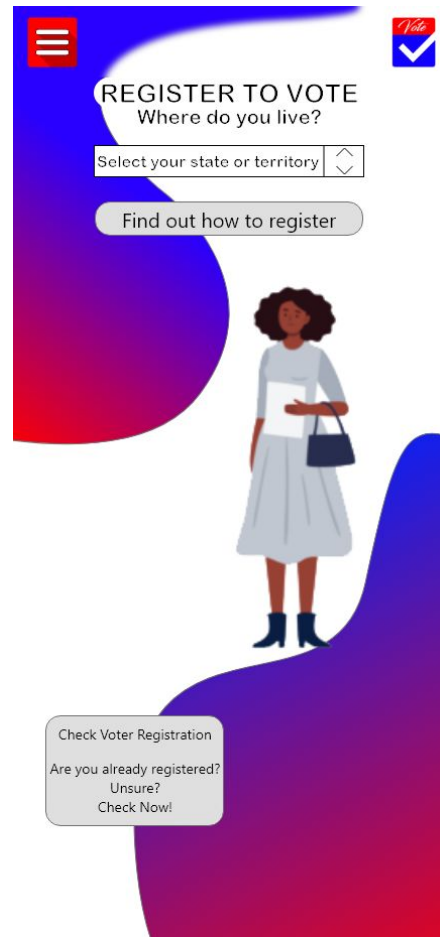
The product:

This site is to assist users to check registration or register to vote if needed.



Project duration:

Month of May 2022



Project overview



The problem:

Users were expressing the want, to register to vote but due to personal constraints were unable to make it to the local county board to register.



The goal:

To find a way to assist with the user needs to remotely register to vote or check registration party affiliation.

Project overview



My role:

Lead UX Designer for Coursera Project in a mock scenario.



Responsibilities:

Completed a competitive audit

Completed an unmoderated Usability Study

Created Wireframes

Created Mockup and prototype for final design

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



In this mock scenario, I conducted a Competitive Audit as well as a Usability study for 5 participants.

The research yielded a streamlined design to allow users to complete the process to check registration, register, or find out where they can vote locally.

Persona 1: Jeff Drooper

Problem statement:

Jeff Drooper is a Person with a physical disability who needs to change his political party because he wants to vote in the primary election.



Jeff Drooper

Age: 52
Education: High School Graduate
Hometown: Dayton, OH
Family: Lives Alone
Occupation: Unemployed

Bio
Jeff is currently unemployed due to a work place injury 4 years ago, he wants to change his political alignment but is unable to make it to the local office to change registration before the preliminary voting takes place.

Goals
Check Voter Registration
Change Political Party

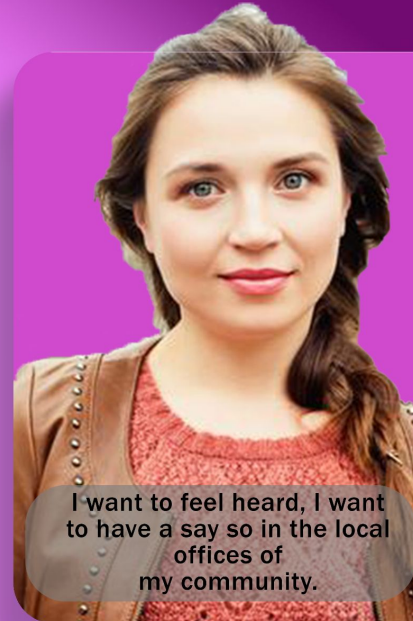
Frustrations
Unable to drive
Wants his vote to count

Its time for a change

Persona 2: Sherry Smith

Problem statement:

Sherry Smith is a single mother with a full time job who needs to register to vote because she wants to participate in the election.



I want to feel heard, I want to have a say so in the local offices of my community.

Sherry Smith

Age: 23
Education: some Collage
Hometown: Brookeville, OH
Family: Lives with her two children
Occupation: Waitress

Bio

Sherry is a single mother of two young children, she wants to see changes made in her community and has followed a candidate through social media that aligns with her beliefs. Sherry wants to register and vote to push this Candidate to the next level.

Goals



Register to vote
Participate in Election Day

Frustrations

Between working and caring for her children, she is unable to make it to the County Board to register.

Digital wireframes

In order to maintain an easy to navigate methodology, I went with the hamburger button on mobile layout as well as easy to read text and blocks for user input.



CHECK VOTER REGISTRATION

First Name	Last Name
<input type="text"/>	<input type="text"/>

Street Address

City	State	ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date Of Birth

Month	Day	Year
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Email Address

Cell Phone Number

I agree to the Privacy Policy and Terms of Service.

By entering your phone number and pressing "Check your registration", you consent to receive occasional text messages from 123456 via an automatic telephone dialing system. Message and data rates may apply. Consent is not a condition of registering for this service. Text STOP to opt out of texts. Text HELP for more info.

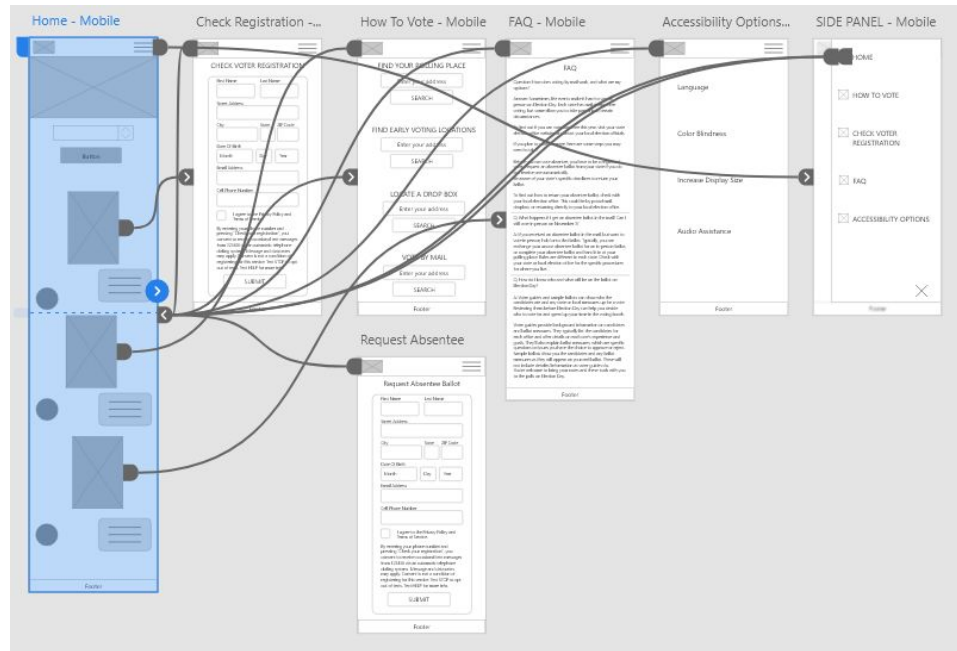
SUBMIT

Footer

Low-fidelity prototype

My goal here was to create an easy to navigate layout, segmenting sections into an easy to read formatting.

[Low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

The site is streamlined and easy to navigate.

2

Finding

Design fills the need for the users.

3

Finding

Some users would prefer more accessibility options.

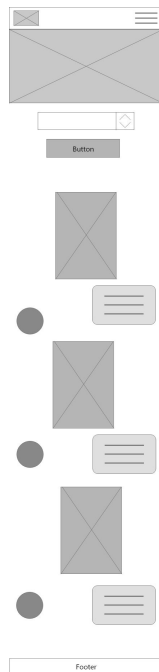
Refining the design

- Mockups
- High-fidelity prototype

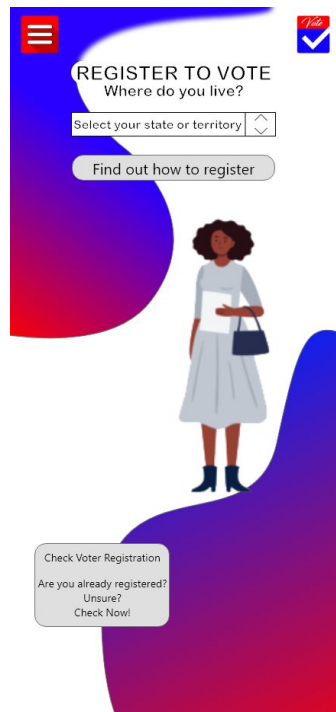
Mockups

Creating a scrolling home screen in conjunction with a hamburger button navigation gives users multiple options to navigate the page.

Before usability study



After usability study



Mockups

FIND YOUR POLLING PLACE

Enter your address

SEARCH

FIND EARLY VOTING LOCATIONS

Enter your address

SEARCH

LOCATE A DROP BOX

Enter your address

SEARCH

VOTE BY MAIL

Enter your address

SEARCH

Request Absentee Ballot

First Name Last Name

Street Address

City State ZIP Code

Date Of Birth

Month Day Year

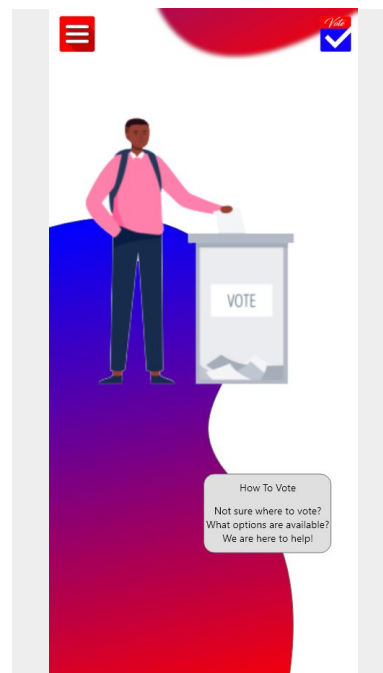
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SUBMIT



HOME

HOW TO VOTE

CHECK VOTER REGISTRATION

FREQUENTLY ASKED QUESTIONS

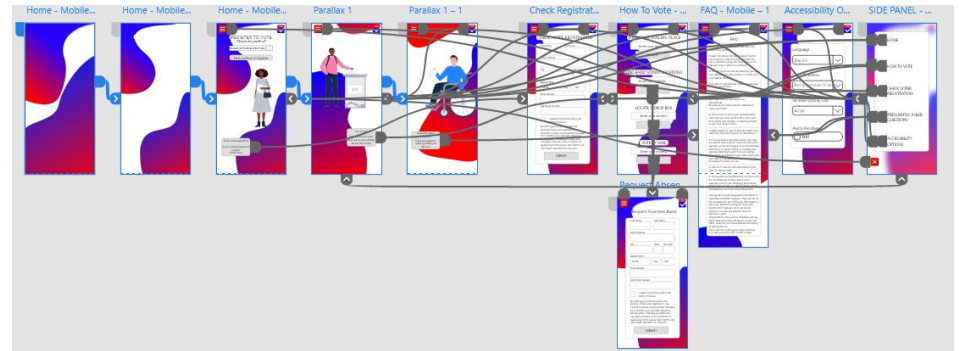
ACCESSIBILITY OPTIONS

High-fidelity prototype

With the high-fidelity prototypes, I emulated as much of the navigation as possible.

[High-fidelity Mobile Prototype](#)

[High-fidelity Desktop Prototype](#)

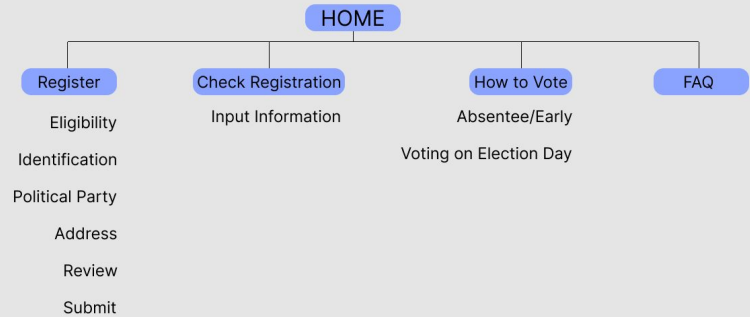


Responsive Design

- Information architecture
- Responsive design

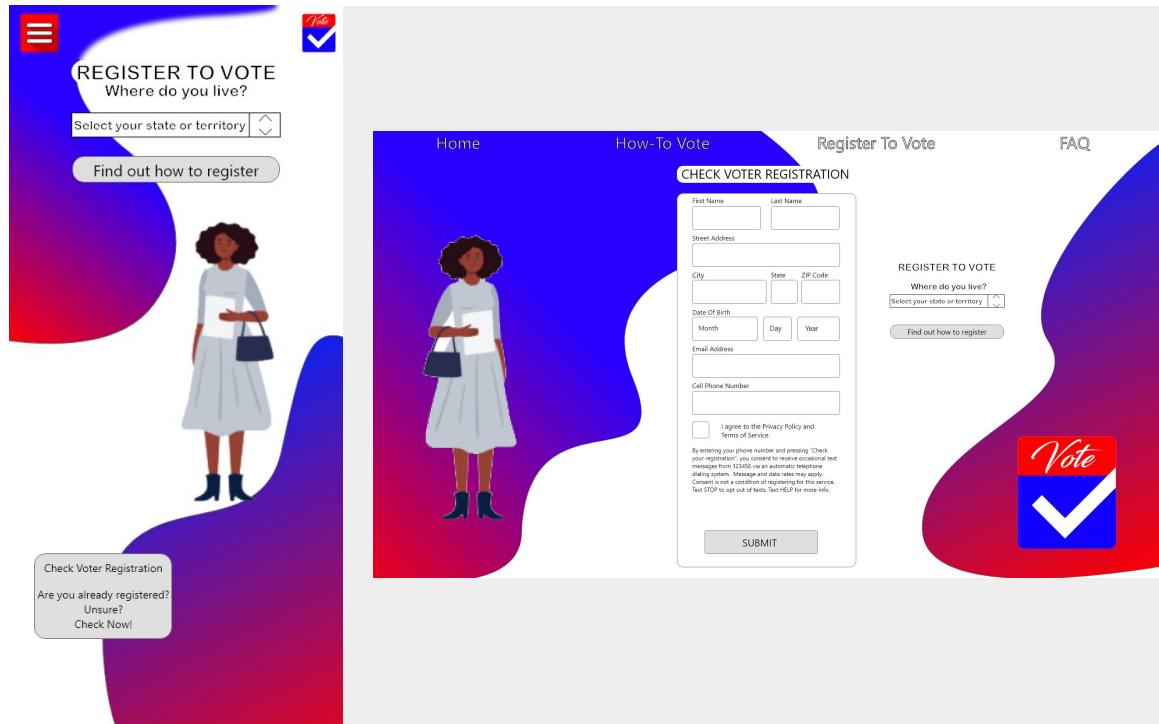
Sitemap

The initial goal was to create a navigational flow to allow users to register, check registration, and find where to vote.



Responsive designs

I wanted to ensure no matter what device was used to access the site, it would maintain that ease of use flow.



Going forward

- Takeaways

Takeaways



Impact:

In a real world scenario, I would of liked to view the number of users that completed registration to put into a statistic to show technology is constantly improving practices that have been in person processes in the past.



What I learned:

Even though this was a mock scenario, I have learned a lot more in depth on the UX design and animation process to create an aesthetically pleasing and functional design.