

**#\$!\*?Gov**

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2017

# Problem

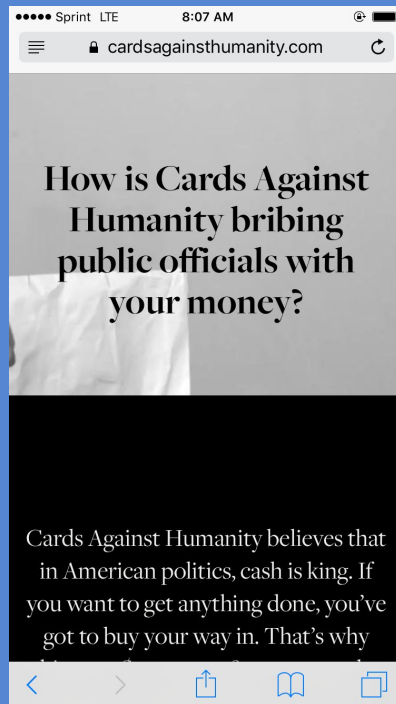
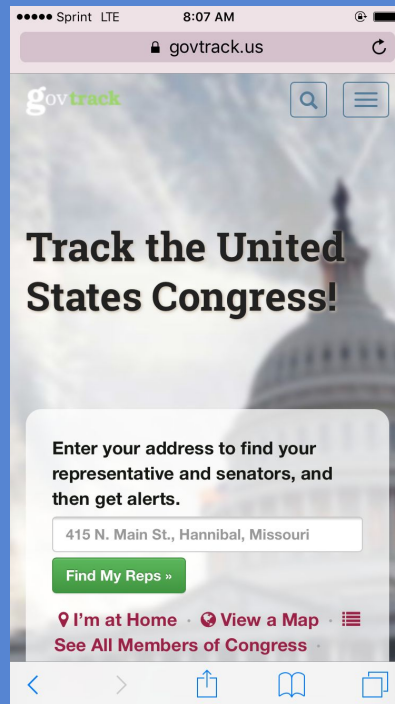
Would voter turnout increase if there was more education about how the US government works?

# Solution

Create a place where users can get information about all the current legislative issues in Congress.

# Competitive Analysis - Qualitative Overview

- There are many, many websites that exist with vast amounts of information about the US government. Everything from Newspapers, Wikipedia, the US.gov sites, and political organizations provide sources for users to get information.
- Only some are available as either a mobile website or an app.
- Even fewer focus information down to one political area, with small, easily read headlines that users can flip thru...



	Overview	What is provided?	Ease of Use	ED Value	Links	Call to Action	Platform	Interactive Features
<b>GovTrack</b>	Large site dedicated to following all the current Bills in process, as well as archiving previous administrations.	Links to all the current administration's Bills in process or at Vote week.	Dated and hard to navigate	Can link to read full version of Bills in but doesn't provide a synopsis or key points.	yes	no	Website Mobile APP	Signup for update
<b>National Priorities</b>	Provides overview of Federal Budget	Breakdown of spending, and explanation of spending types	Concise - limited focus	High quality content that clearly and fairly describes the current system	yes	yes	Website Mobile	Tax breakdown Find Gov. Reps
<b>Congress.gov</b>	Large, formal, site representing all of the US Congress	Information about what policies and programs the gov oversees	dated	Users link to in depth gov policies and procedures	no	no	Website	
<b>Cards Against Humanity - civics project</b>	Took revenue generated by game and donated it to the Gov. then documented how it was spent.	Explanation of project and comments on breakdown of spending	High	Grabs attention and provides a glimpse into spending	no	no	Website Mobile	
<b>WTF</b>	Website shows one-liners that are concise summaries of policies implemented by the Obama administration.	User has navigational option to "continue"	High - one button	Grabs users attention with humor and has generated "buzz" in the marketplace	yes	no	Website	
<b>Rock the Vote</b>	Large, Non-profit website dedicated to getting the "younger" demographic to come out and vote	Popular stars calling on age group to vote. Videos, concerts, commercials, and election reminders, calls to register	Concise - limited focus	Popular culture used to advocate for involvement, but no key issues, policy, or gov. overview	Links to register	yes	Website Mobile App	

# User Interviews

Discussed the premise of the project with several different people over 2-3 days. Each was asked 4 questions to get the conversation started.

What motivates you to vote? Why?

Does Government policy affect you personally? How? Why?

How do you currently find information about what the Government is doing?

Would more information encourage you to participate?

# User Findings

Thru general observations I saw that many people use their mobile devices while waiting, eating, and hanging out alone. They are often flipping thru sites.

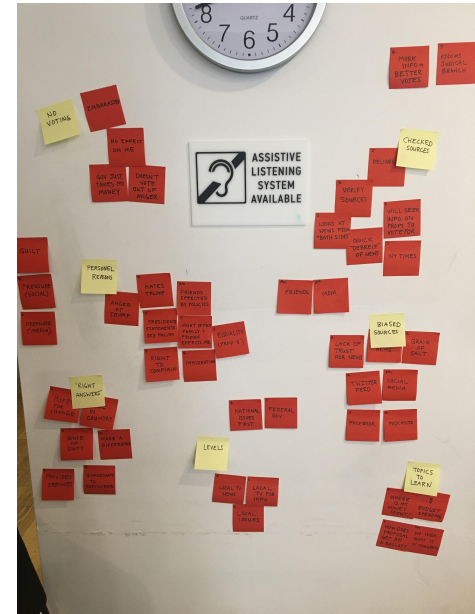
I learned a lot from the people who did **NOT** want to be interviewed. They all had strong reactions to the current government and would visibly be angry, guilty, or embarrassed that they don't vote.

From the people I did speak to I learned that money, policies, and duty were the key motivators for political participation.

“Now that I am a home owner with property taxes I want to know how that money is getting spent.”

“My family is made up of refugees and immigrants and I want to feel that my country respects my participation.”

# Affinity Mapping





## After User Testing...

How can government  
spending information be used  
to motivate political  
involvement?

## Narrow, narrow, narrow

Focus on small, quick  
interactions with headline  
statements to pull users into  
more information.

Build a website and mobile  
version because of potential  
for heavy content and lack of  
need for app features.

# Sam Taylor

AGE: 35

OCCUPATION: Investment Broker

LOCATION: San Francisco

EDUCATION: BA Arizona State



## MOTIVATIONS

Duty to Country/Citizenship

Personal Identification with Policies

Anger at current leadership

Hope for change

Sam lives in the city with his wife and young son. They recently bought their first condo and now live a quieter lifestyle. His change in status has made him more aware of how the government works, and specifically how money is spent on things he values. Additionally, he has personal connection to many of the policies being implemented by the current administration and feels a lot of anger and frustration with the direction of the country.

He wants to feel empowered.

## FRUSTRATIONS

- Sources can have a biased viewpoint
- Lack of clear and easy information
- Need to verify from multiple sources
- Not enough time to learn
- May choose not to participate in government due to frustration and disenfranchisement

## GOALS

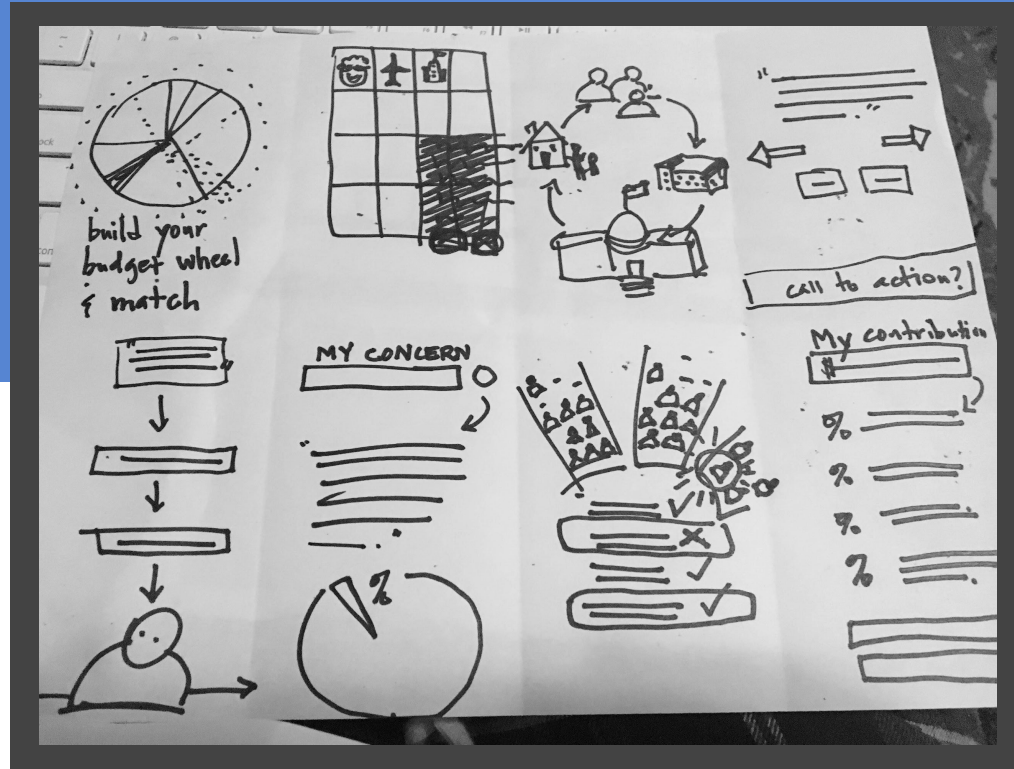
- Find and a simple and accurate source for information
- Doesn't require a lot of time commitment
- Called to action
- Relatability
- Engaging and changes enough to visit regularly
- Multiple points of access (i.e. mobile device)

"I am angry at the current administration's direction and I want to make sure my opinion gets told."

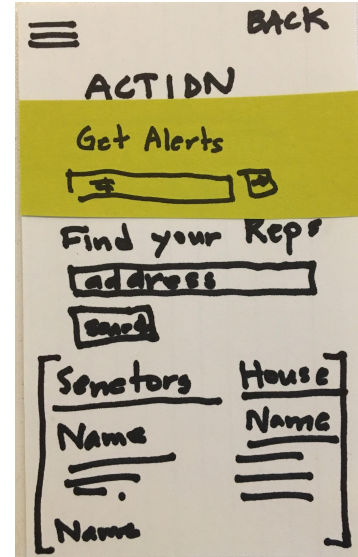
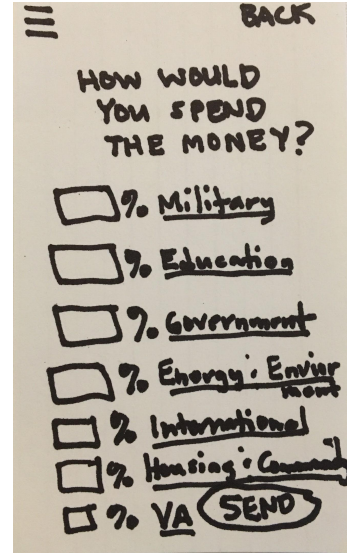
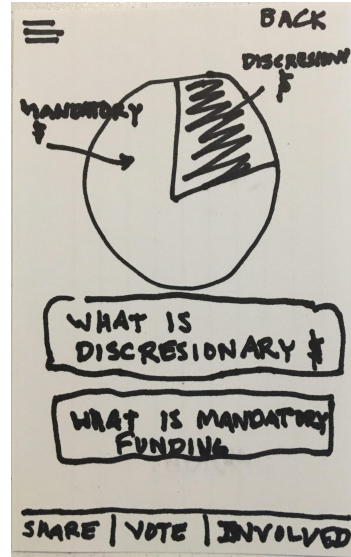
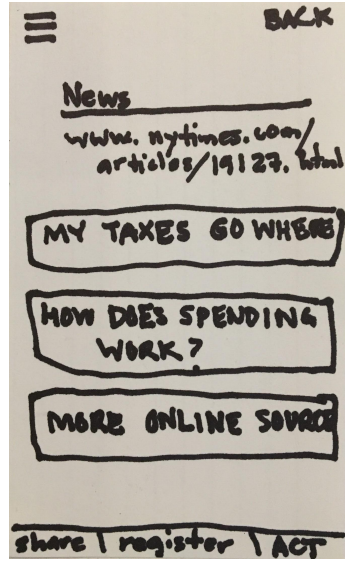
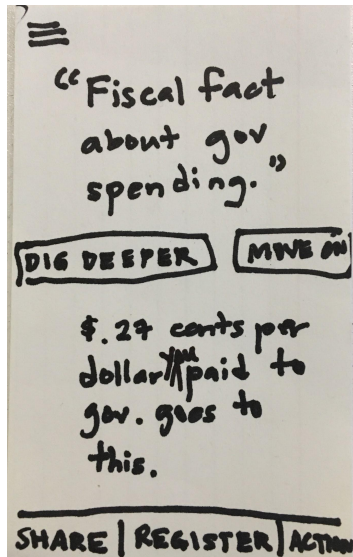
# Storyboard



# 8 solution ideas



# Paper Prototypes





# Findings and Pivot

## Features : Content

### Now

- refreshing current fiscal facts
- pull related news if available
- tax "calculator"
- current Federal budget
- Make Your Own Budget
- Process Chart
- Online Resources
- Share fact / site
- Find upcoming elections
- Find polling
- Find Rep

### NEXT

- Contact Reps
- more articles
- add other branches of Gov.
- add other Congress actions

### LATER

- sign up to volunteer

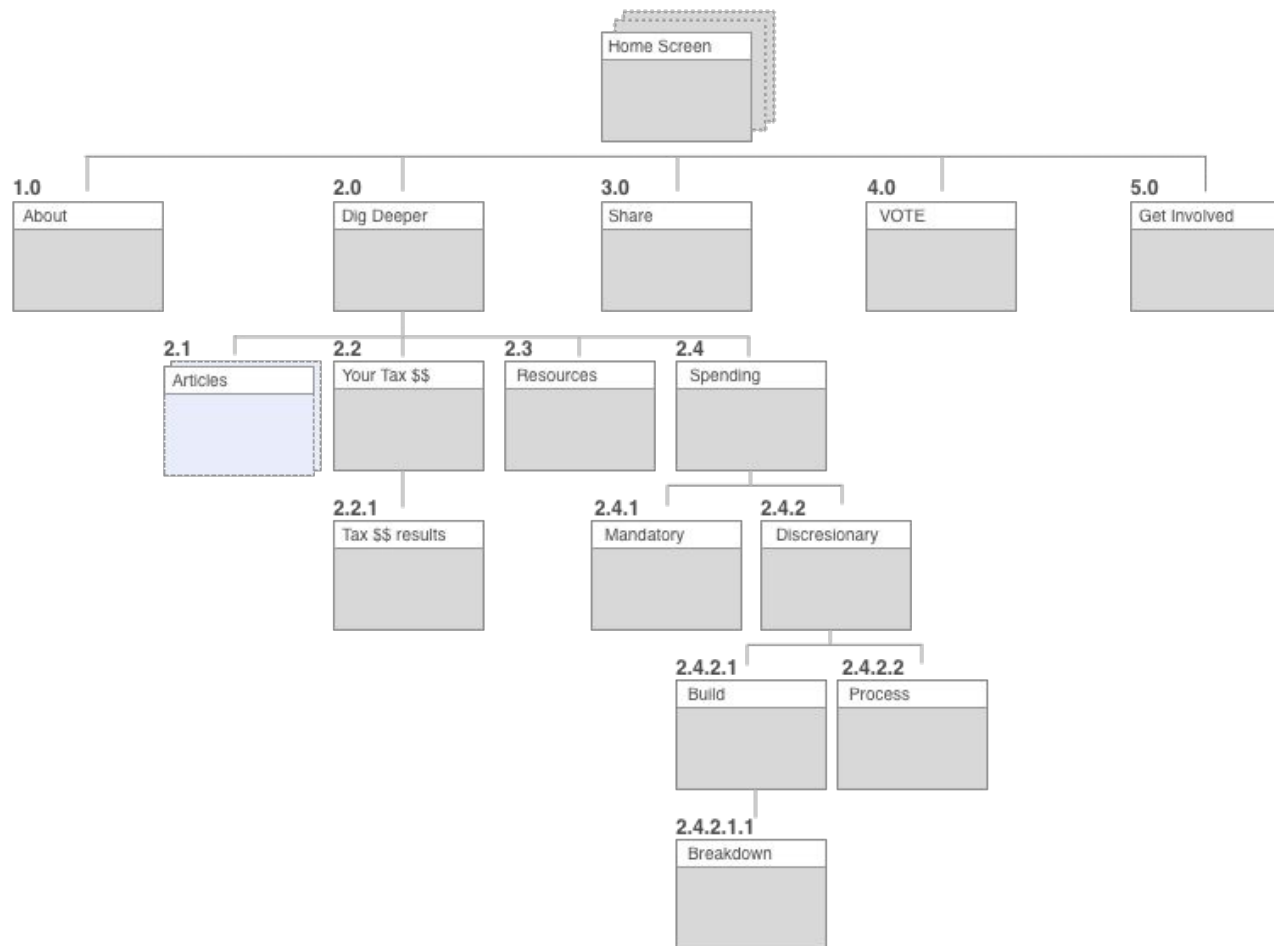
### DREAMS

- vote by phone
- donate to campaigns
- register to vote

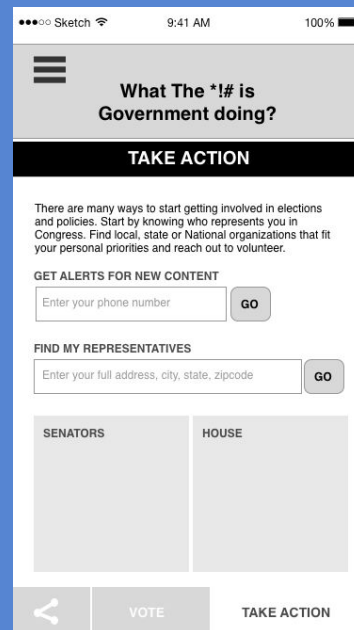
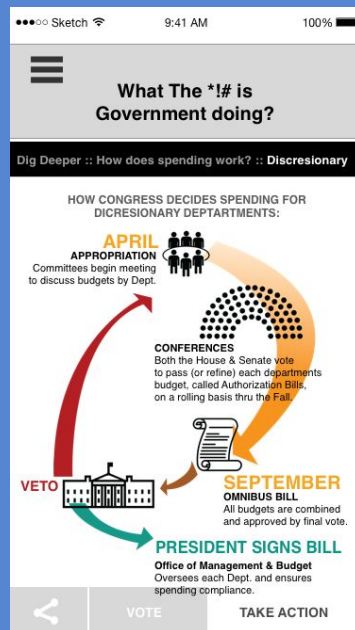
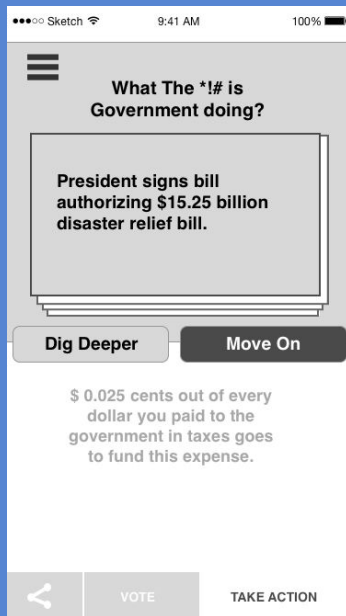
Make a hybrid app in order to keep users on the site when looking at news articles.

Benefit from marketplace of the App Store.

# Sitemap



# Wireframes

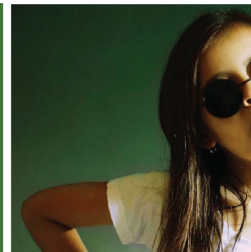
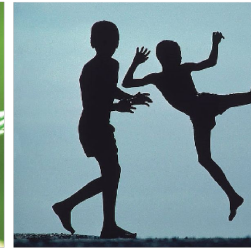
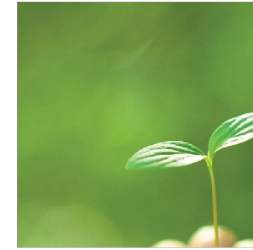
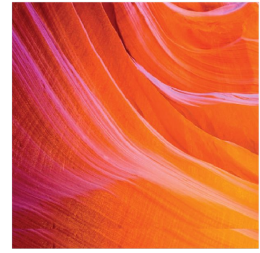


<https://invis.io/FPDIQFID7>



# #\$!\*?gov

Mood Board



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Voice

Use the most direct tone.

Irreverent and approachable.

Leave complexity for other sites.

Understandable.

#\$!^?Gov

**Federal Government votes  
to fund \$11.24 million dollars  
for Housing and Urban  
Development's program for  
low income city planning  
commission.**

DIG DEEPER

MOVE ON

\$0.0025 of every dollar you paid  
to the Government went towards  
this bill.

# Conclusions

May not make anyone actually start to vote, but may make users feel more informed about their votes.

And, with information people can have a stronger voice to share with others.