Looking across the voter experience

how design, usability, and accessibility shape voters' paths through elections

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Center for Civic Design

Presidential Commission on Election Administration
September 4, 2013

- Clear process
- Efficient, effective poll workers
- Usability and accessibility

- Clear, verifiable results

- A margin of victory that is larger than the number of residual votes

- Carrying out voter intent.

- Cast as intended

- Cast as intended, counted as cast.

- 41 participants
- geographically diverse
- looked for answers on their county's website

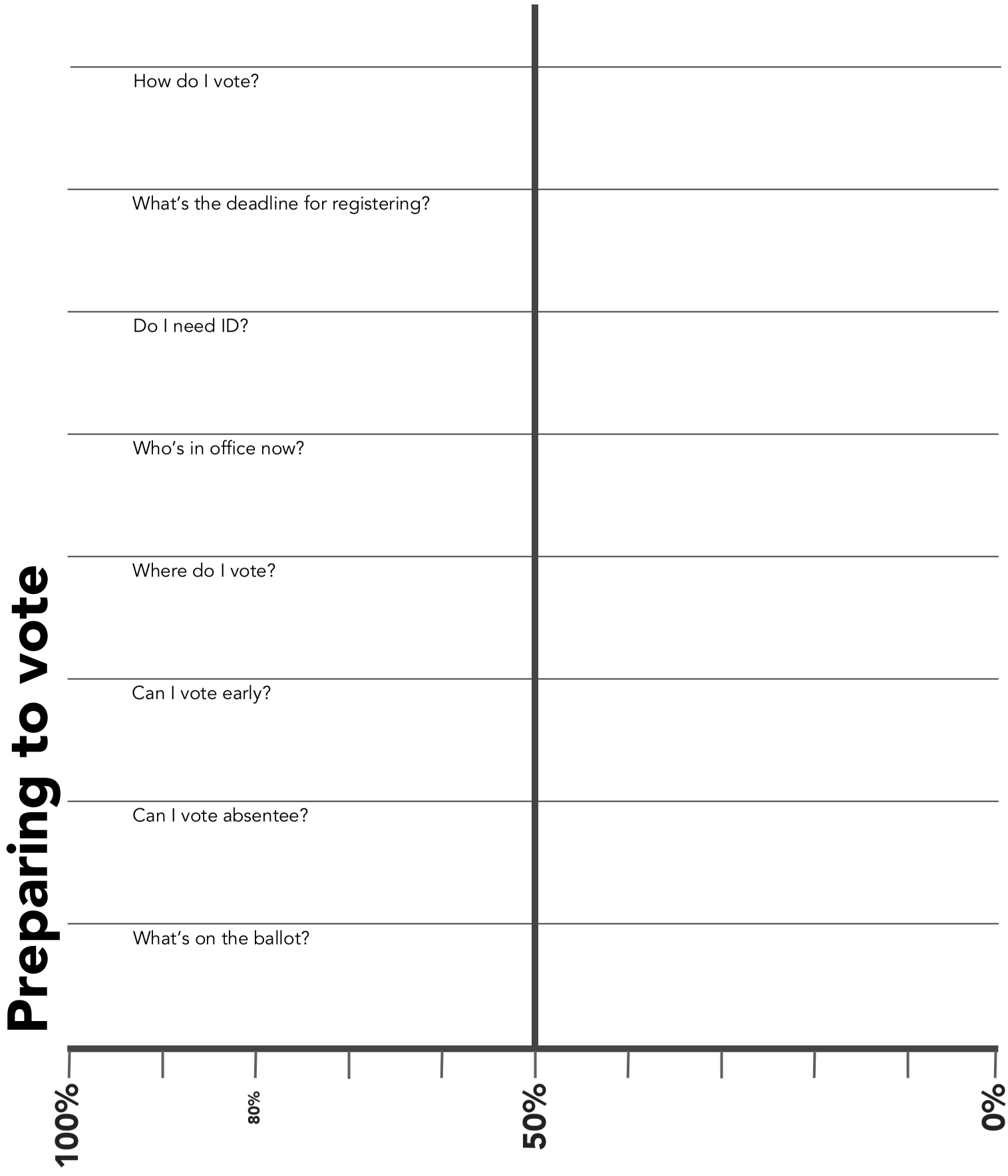
Most-asked questions

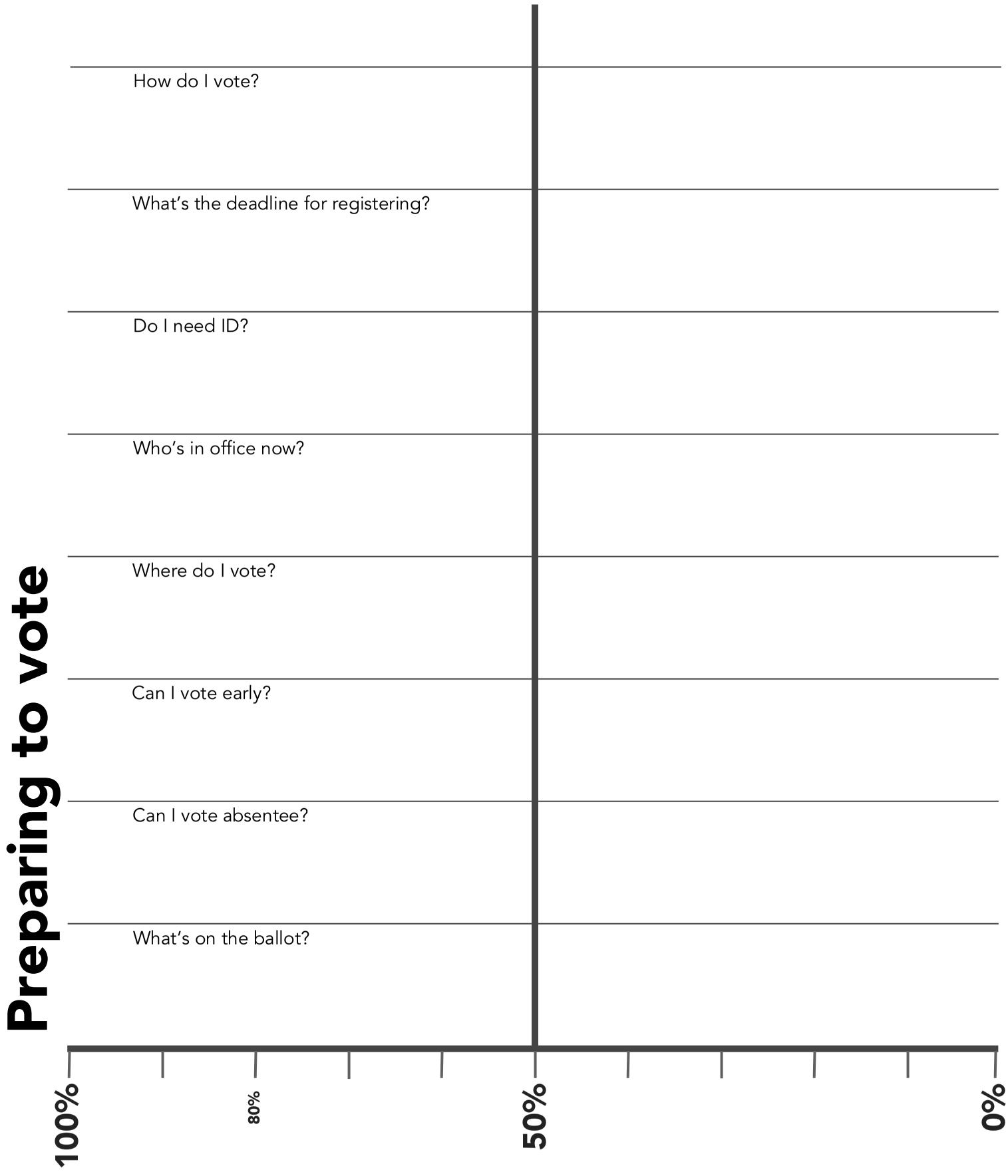
Most-asked questions

1. **What's on the ballot?**
2. Can I vote absentee?
3. Can I vote early?
4. Where do I vote?
5. Who's in office now?
6. Do I need ID?
7. What's the deadline for registering?
8. How do I vote?

- 100+ hours in polling places

Preparing to vote


Preparing to vote
How do I vote?
What's the deadline for registering?
Do I need ID?
Who's in office now?
Where do I vote?
Can I vote early?
Can I vote absentee?
What's on the ballot?
100%
80%
50%
0%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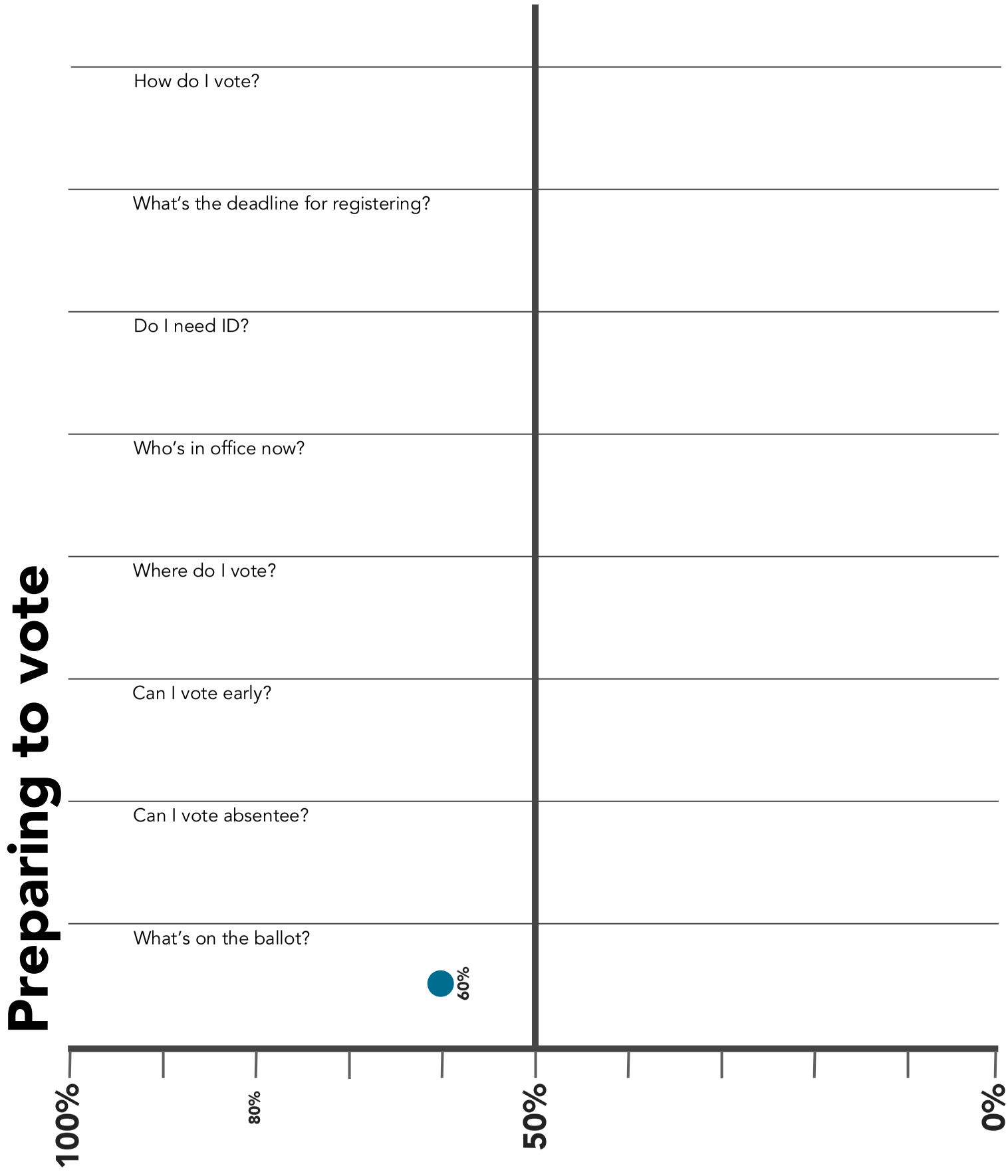
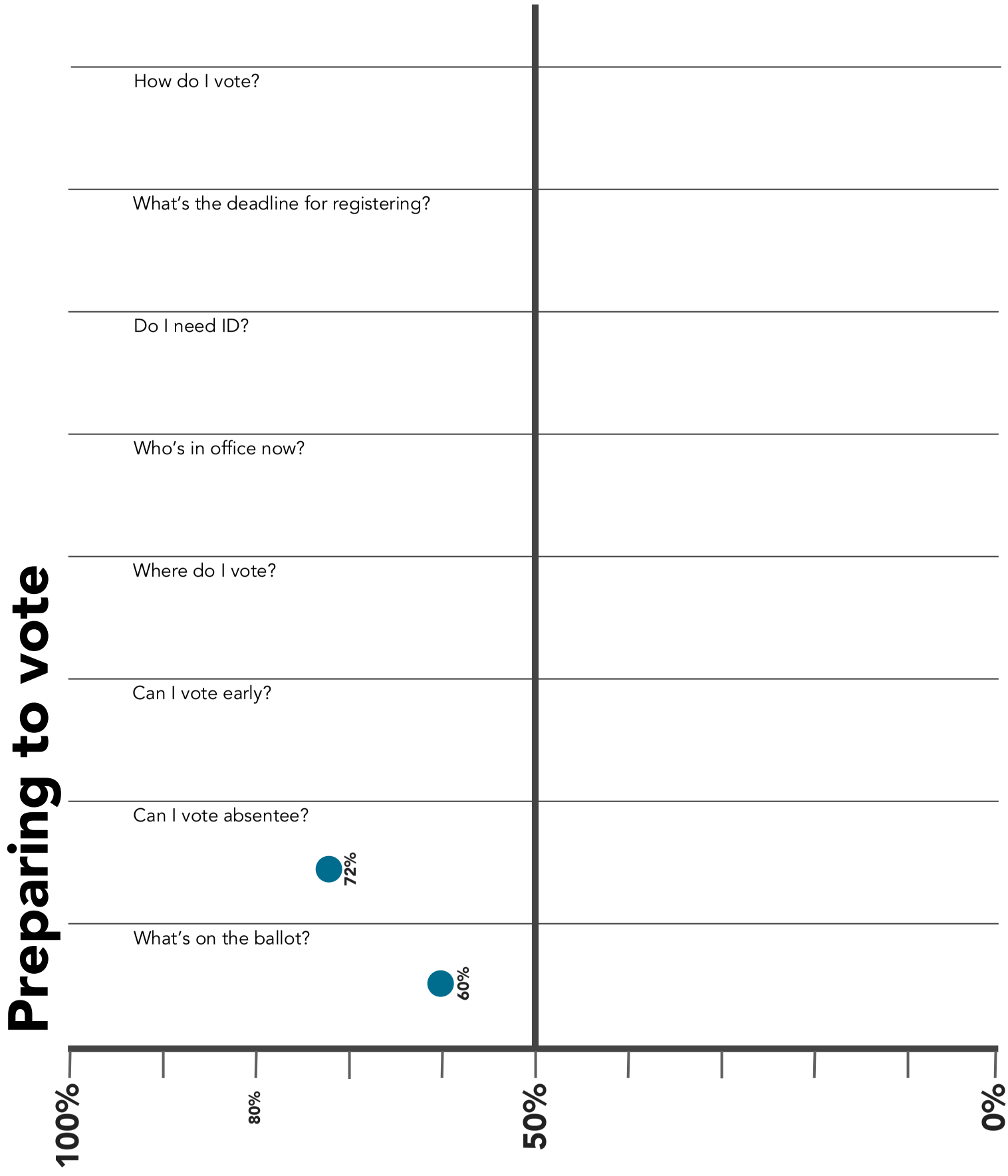

Preparing to vote
How do I vote?
What's the deadline for registering?
Do I need ID?
Who's in office now?
Where do I vote?
Can I vote early?
Can I vote absentee?
What's on the ballot?
60%
100%
80%
50%
0%


Preparing to vote
How do I vote?
What's the deadline for registering?
Do I need ID?
Who's in office now?
Where do I vote?
Can I vote early?
Can I vote absentee?
72%
What's on the ballot?
60%
100%
80%
50%
0%

Preparing to vote

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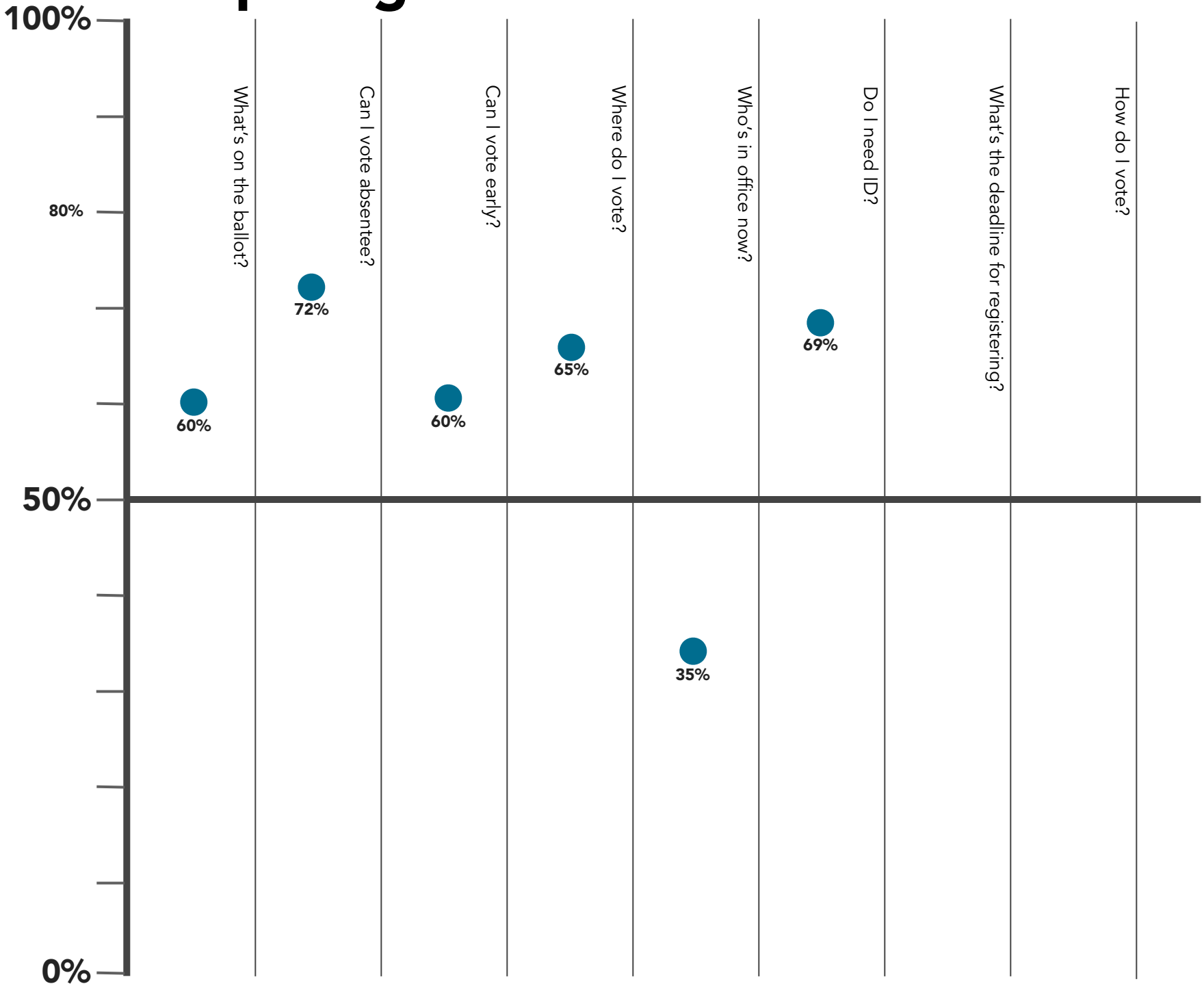

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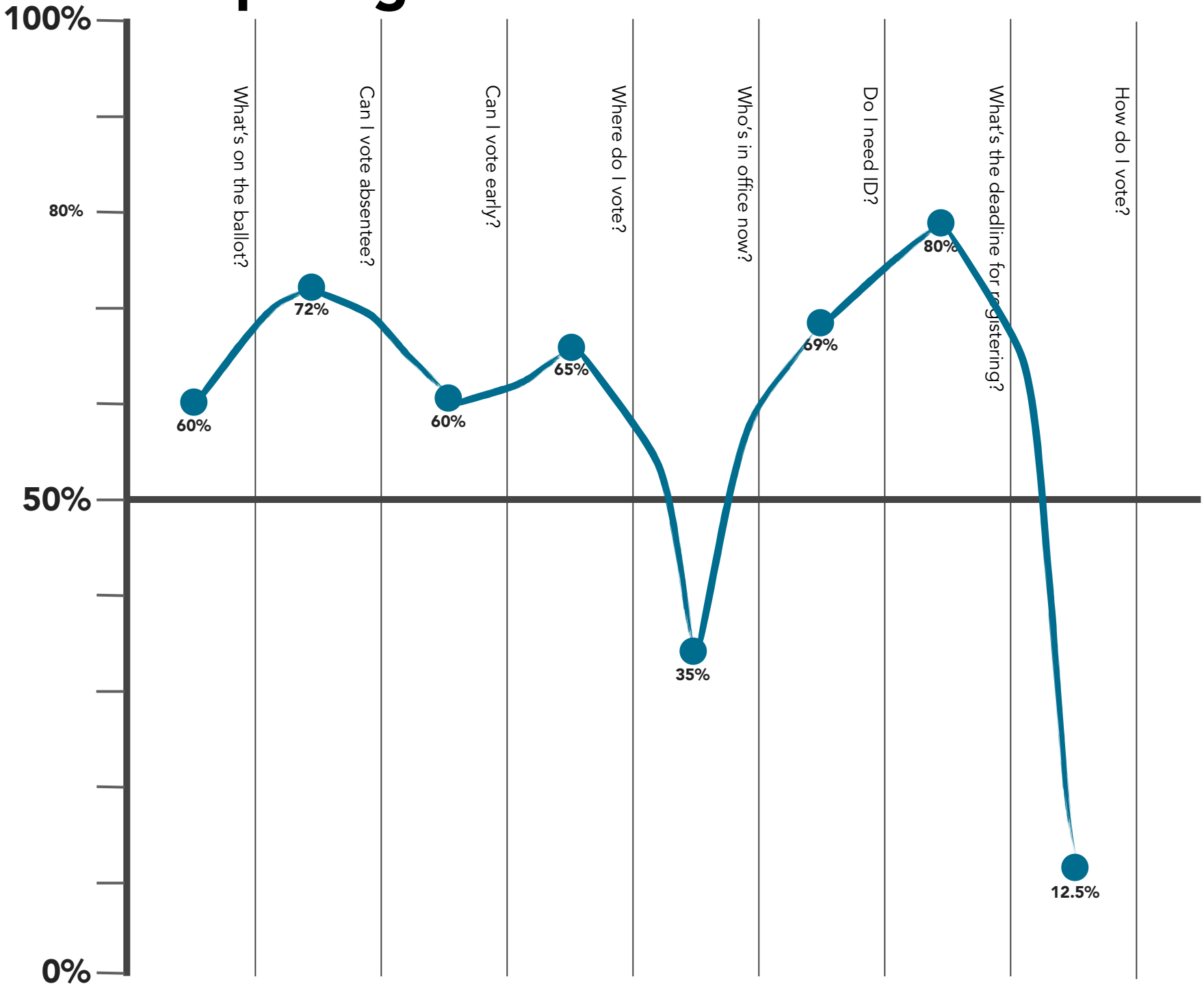

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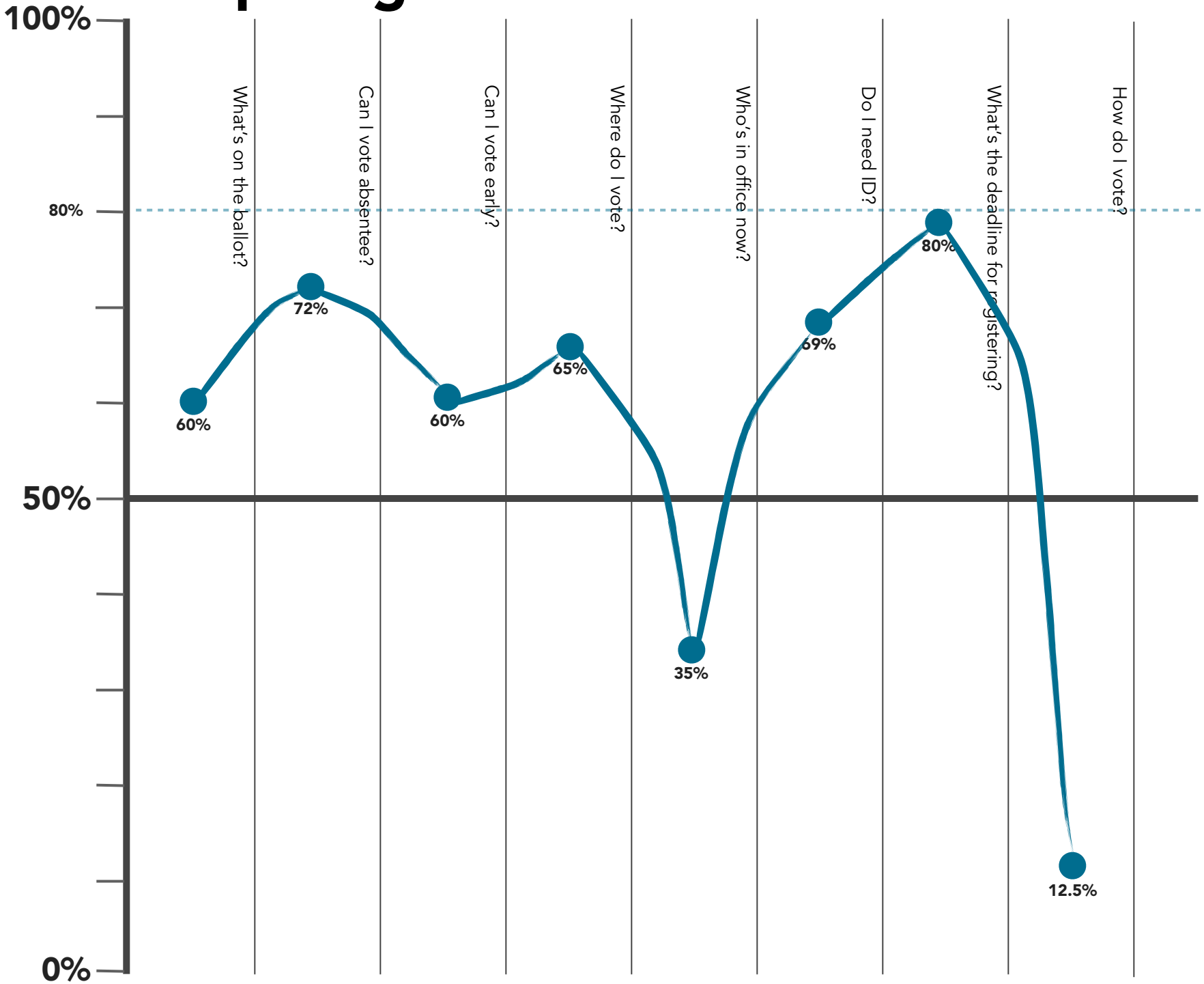

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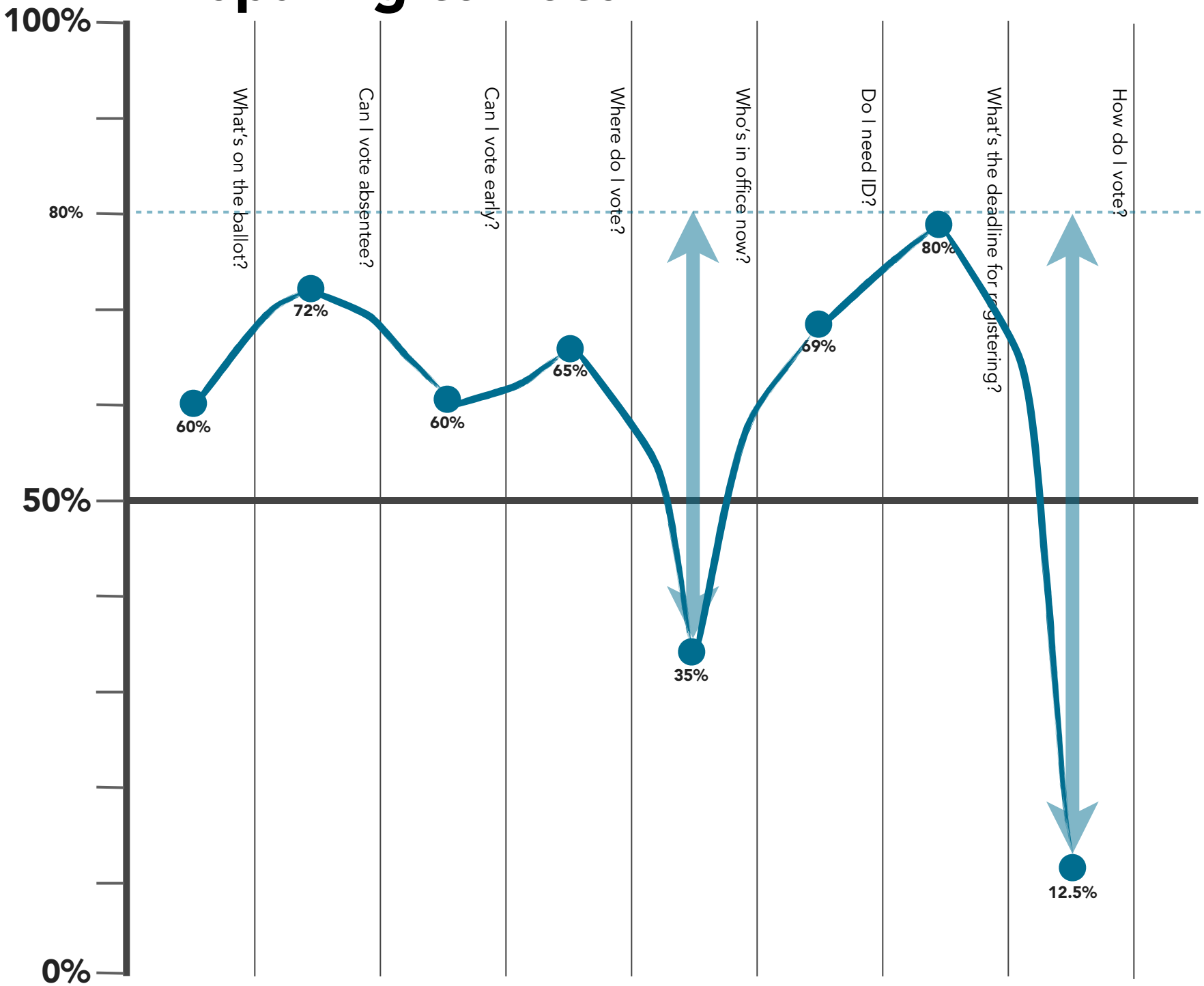

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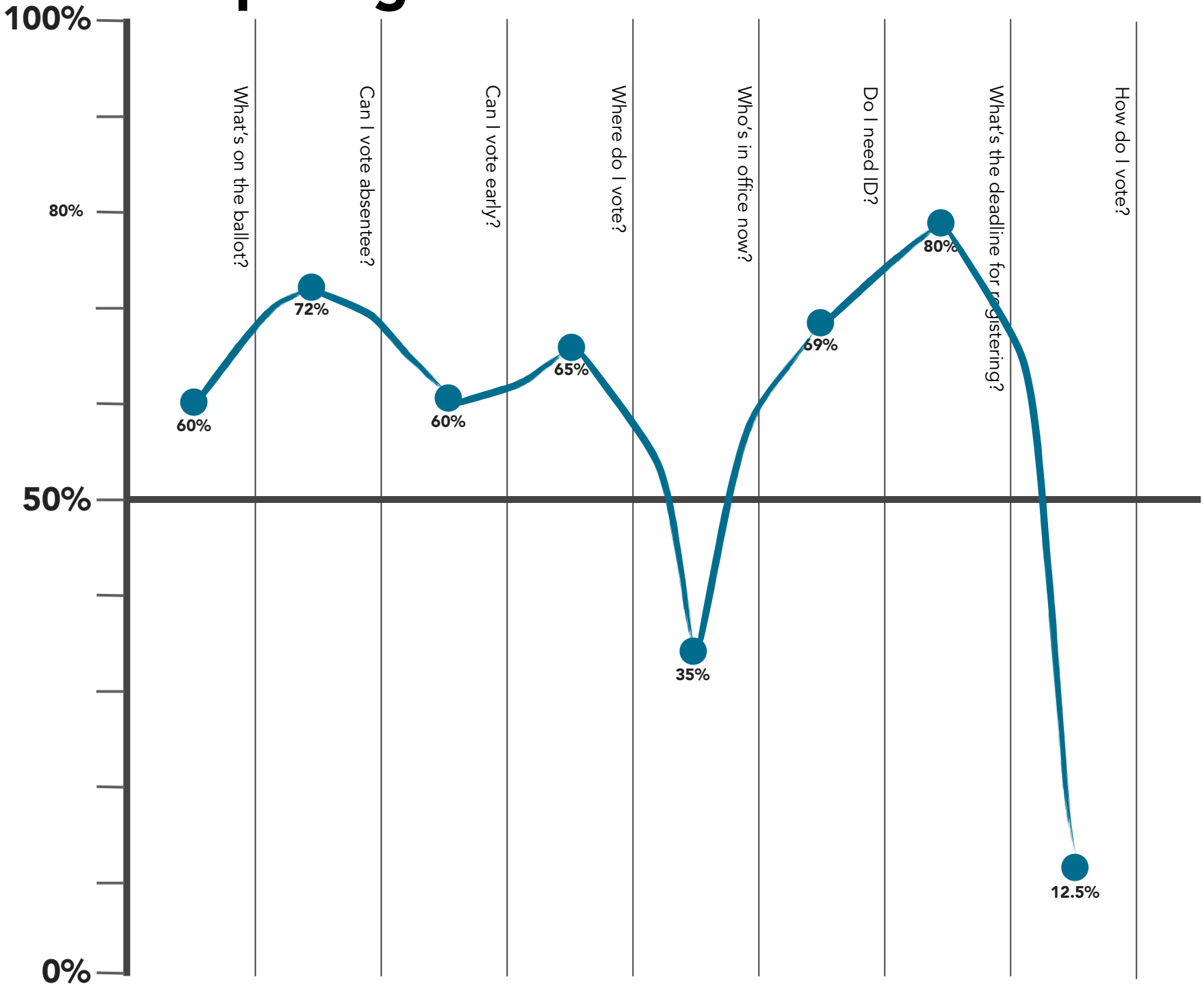

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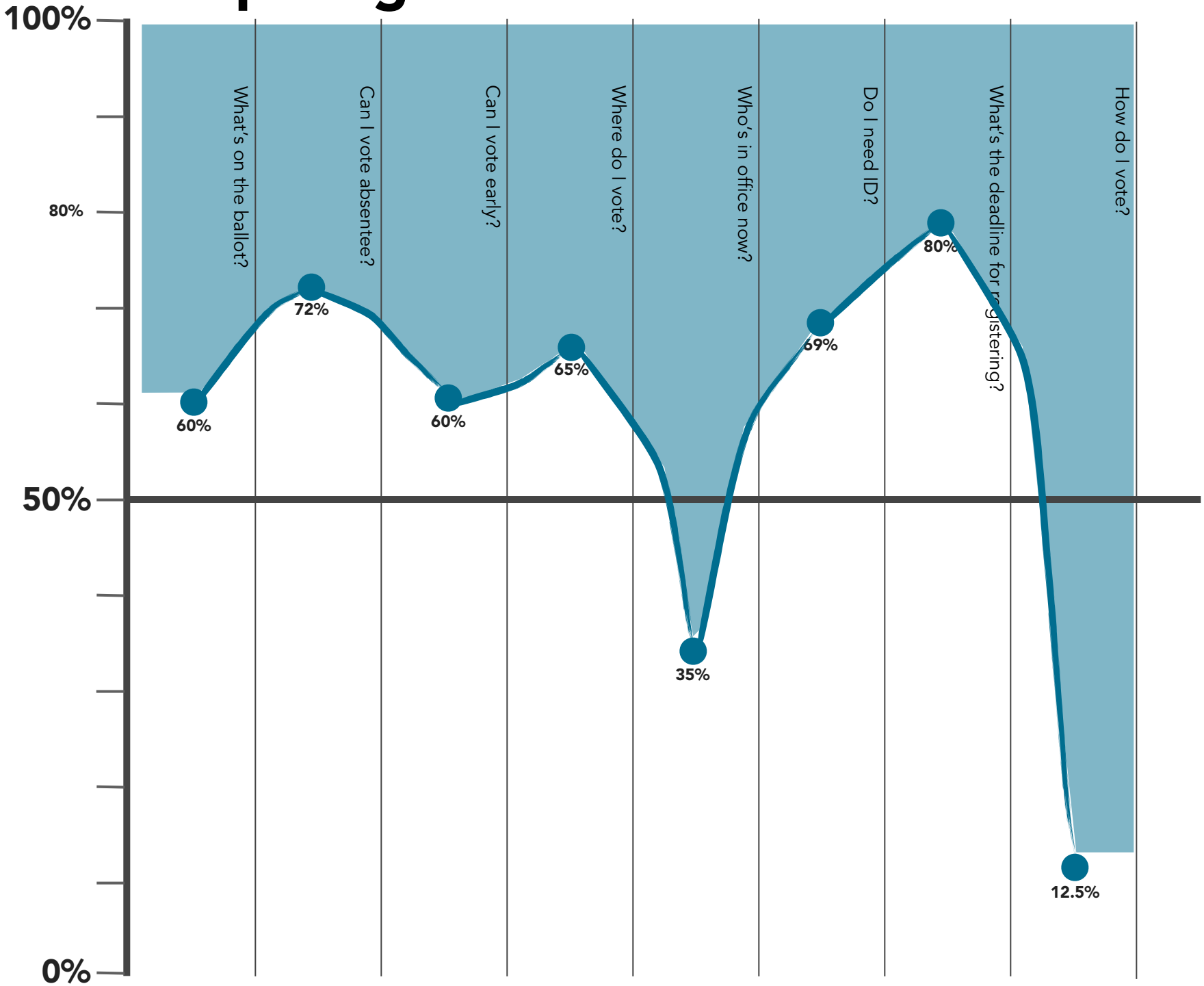

Voting at the polling place

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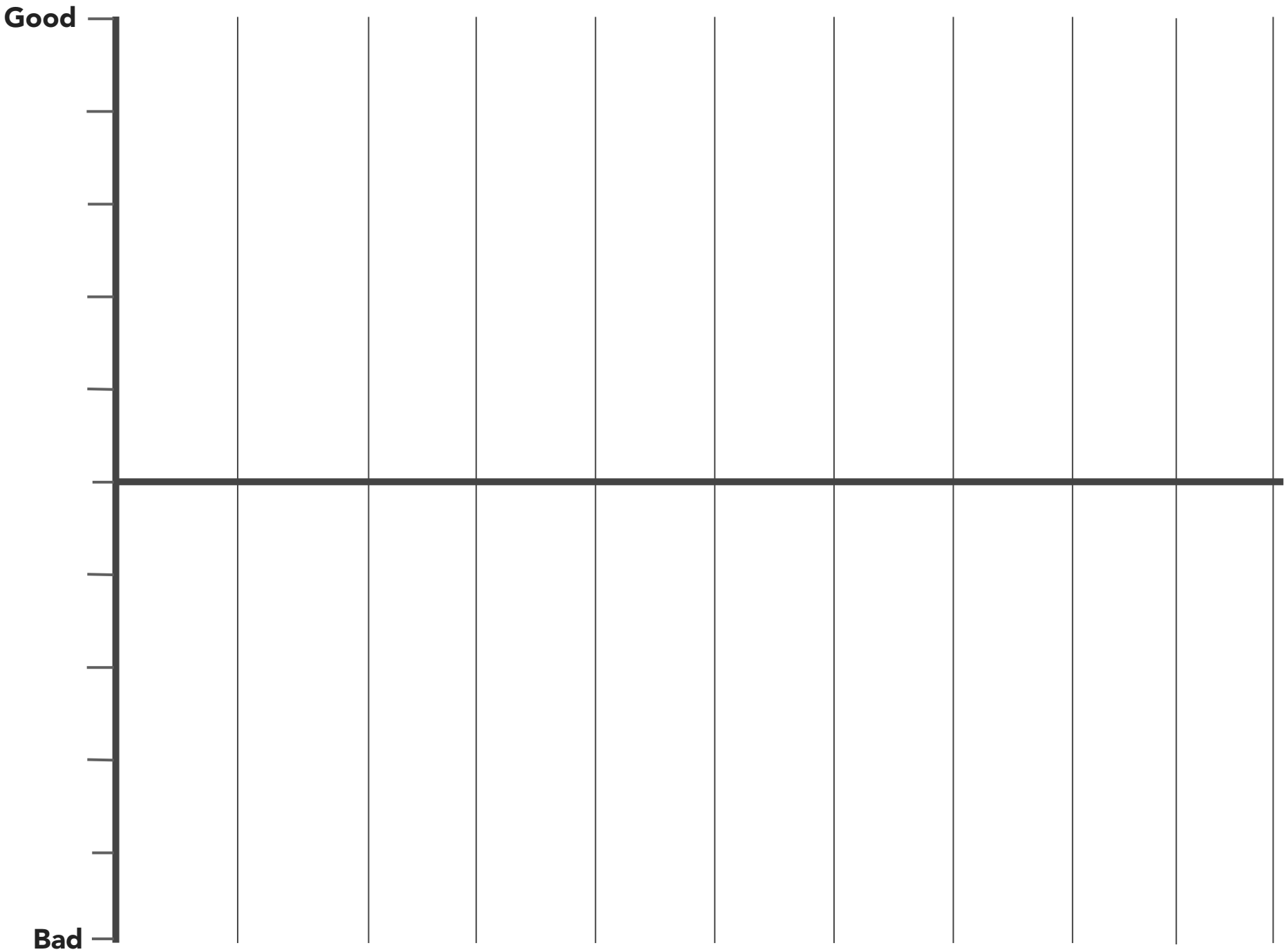

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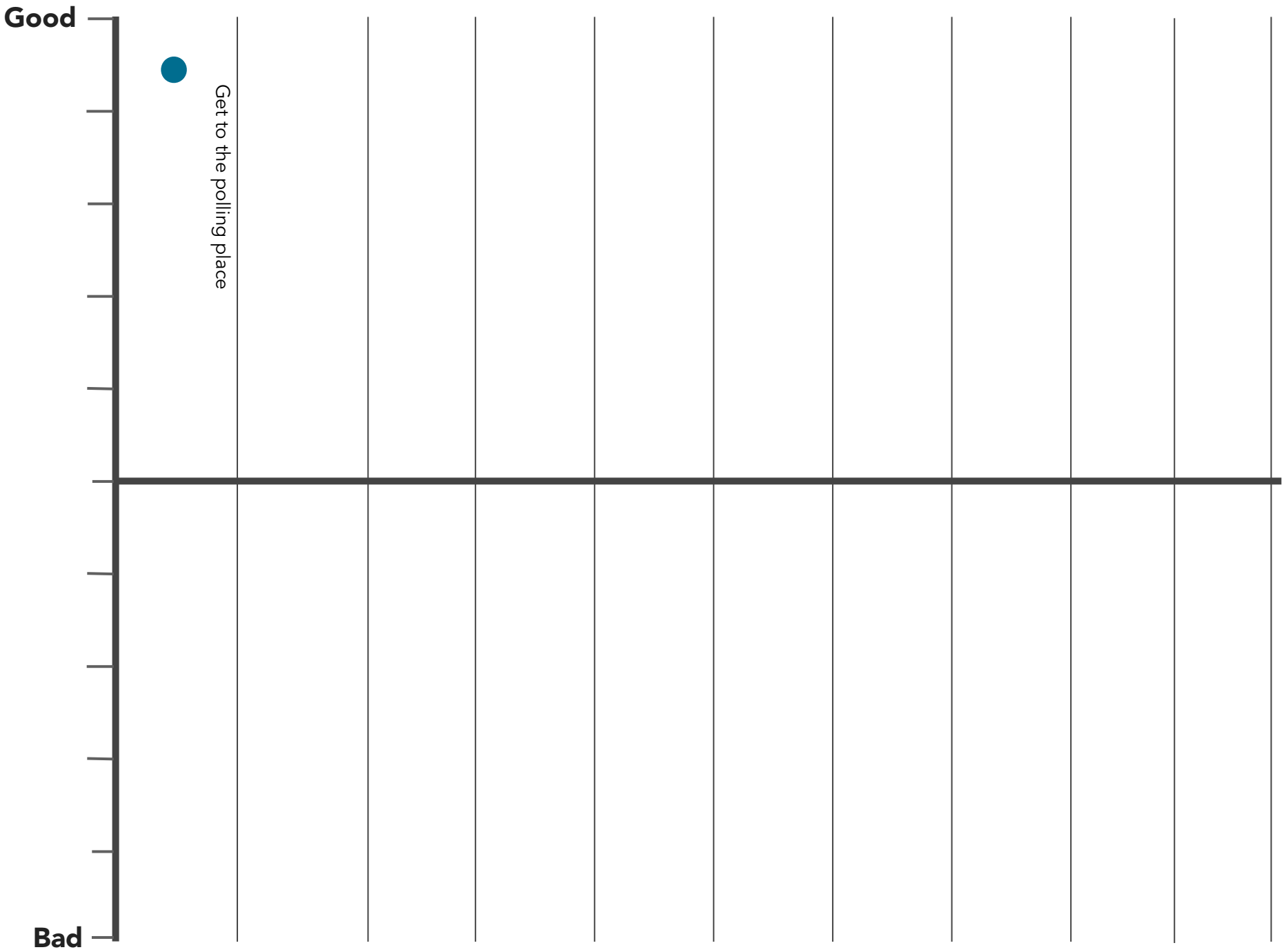

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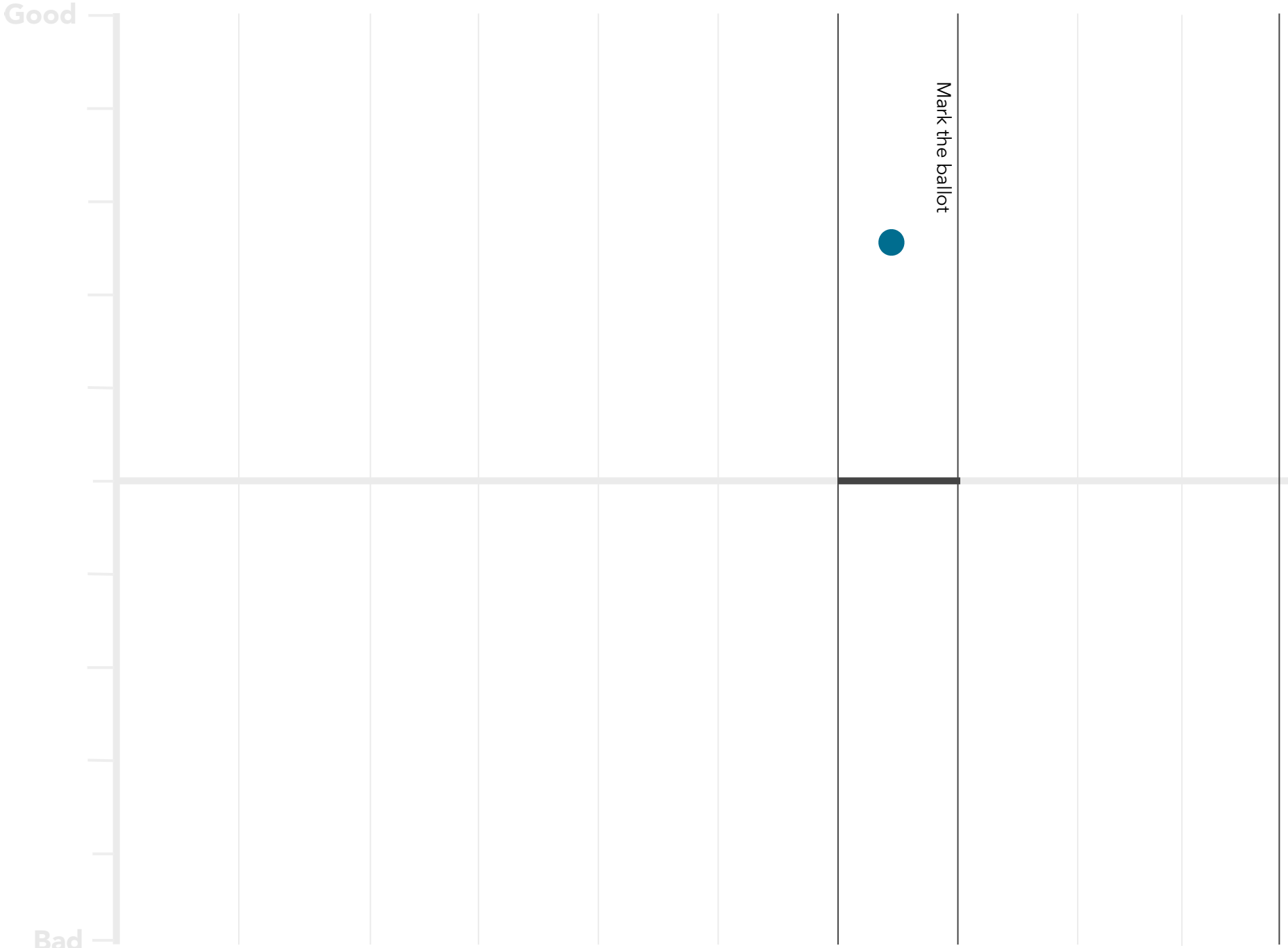

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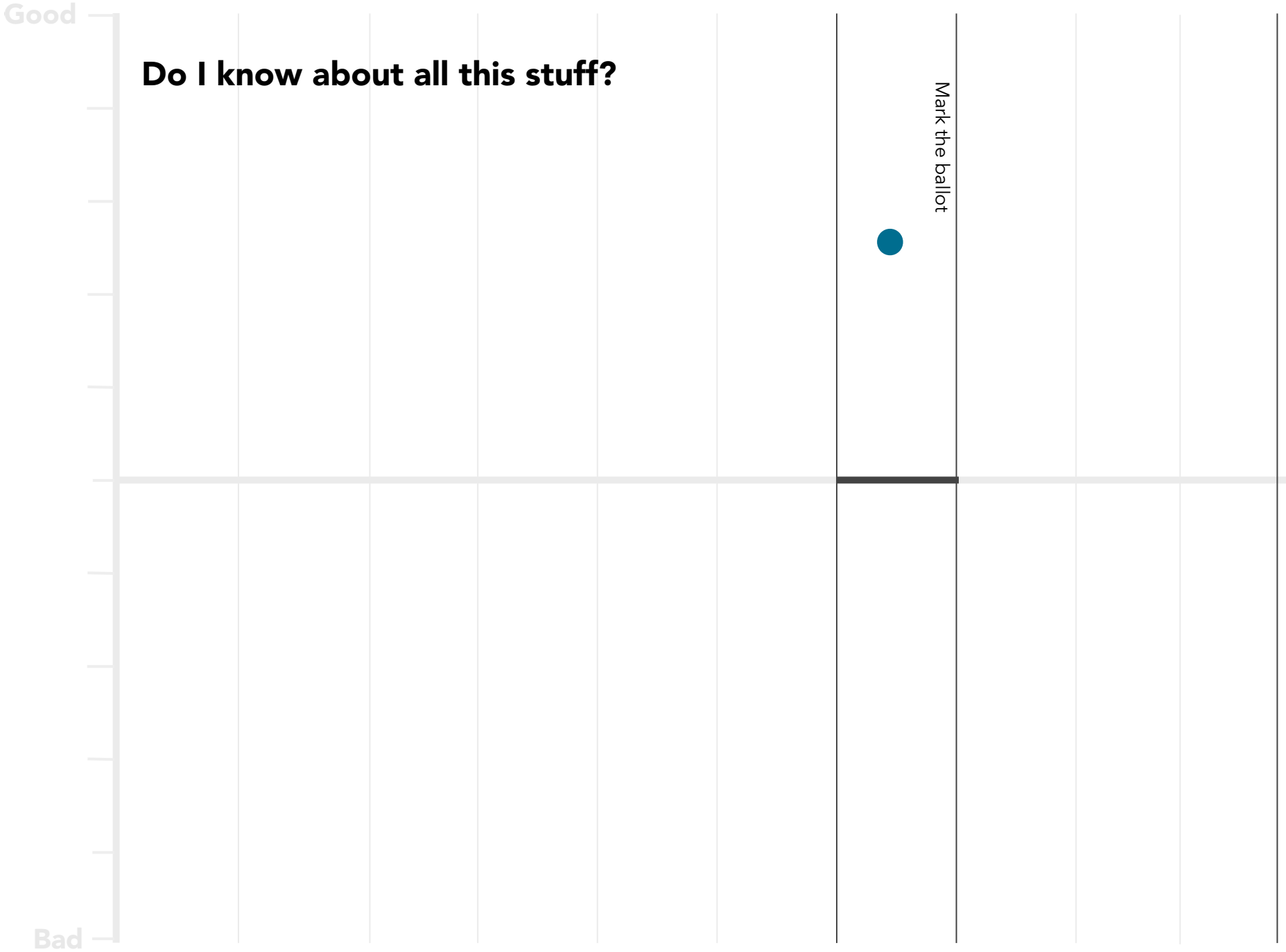

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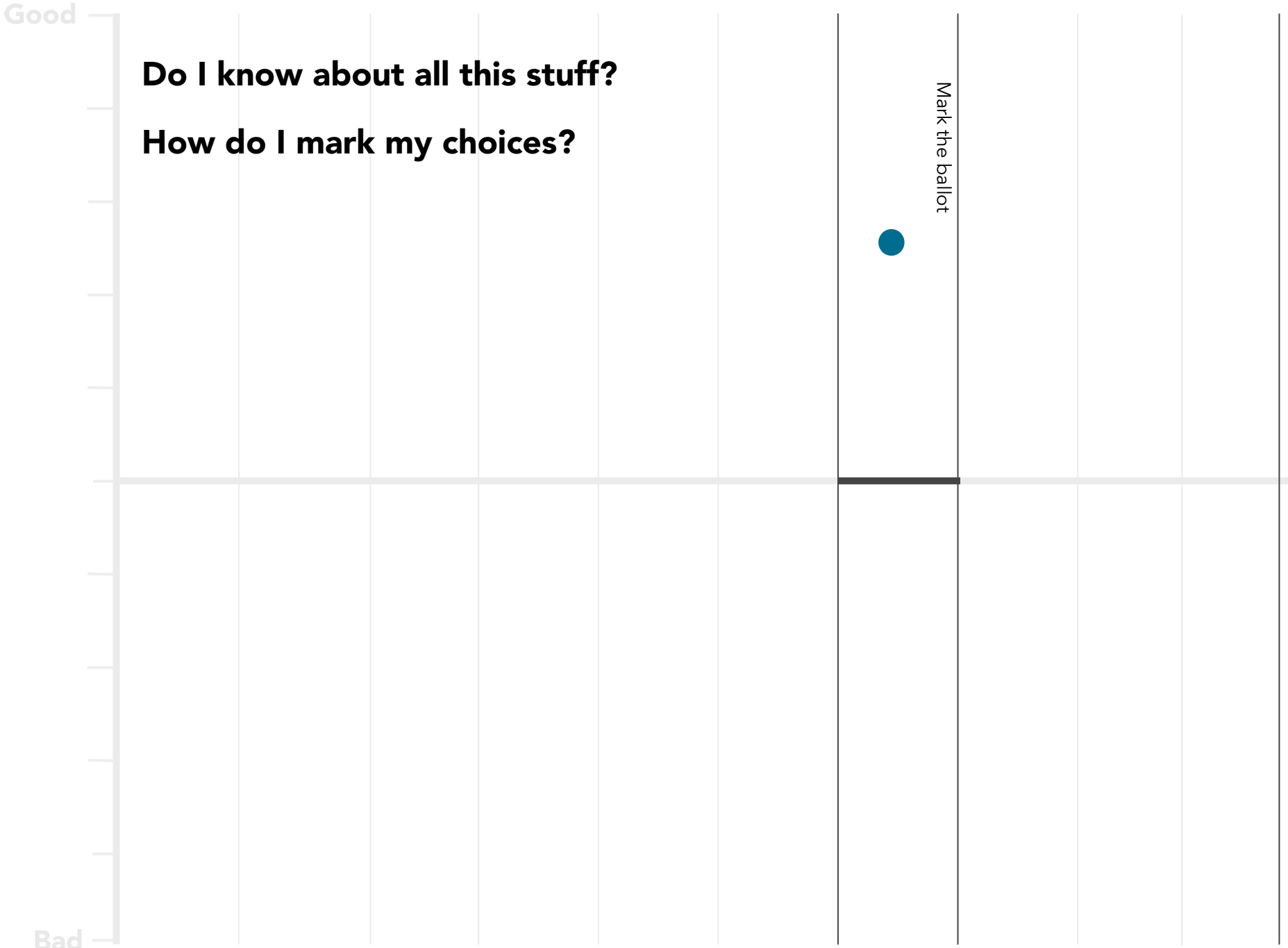

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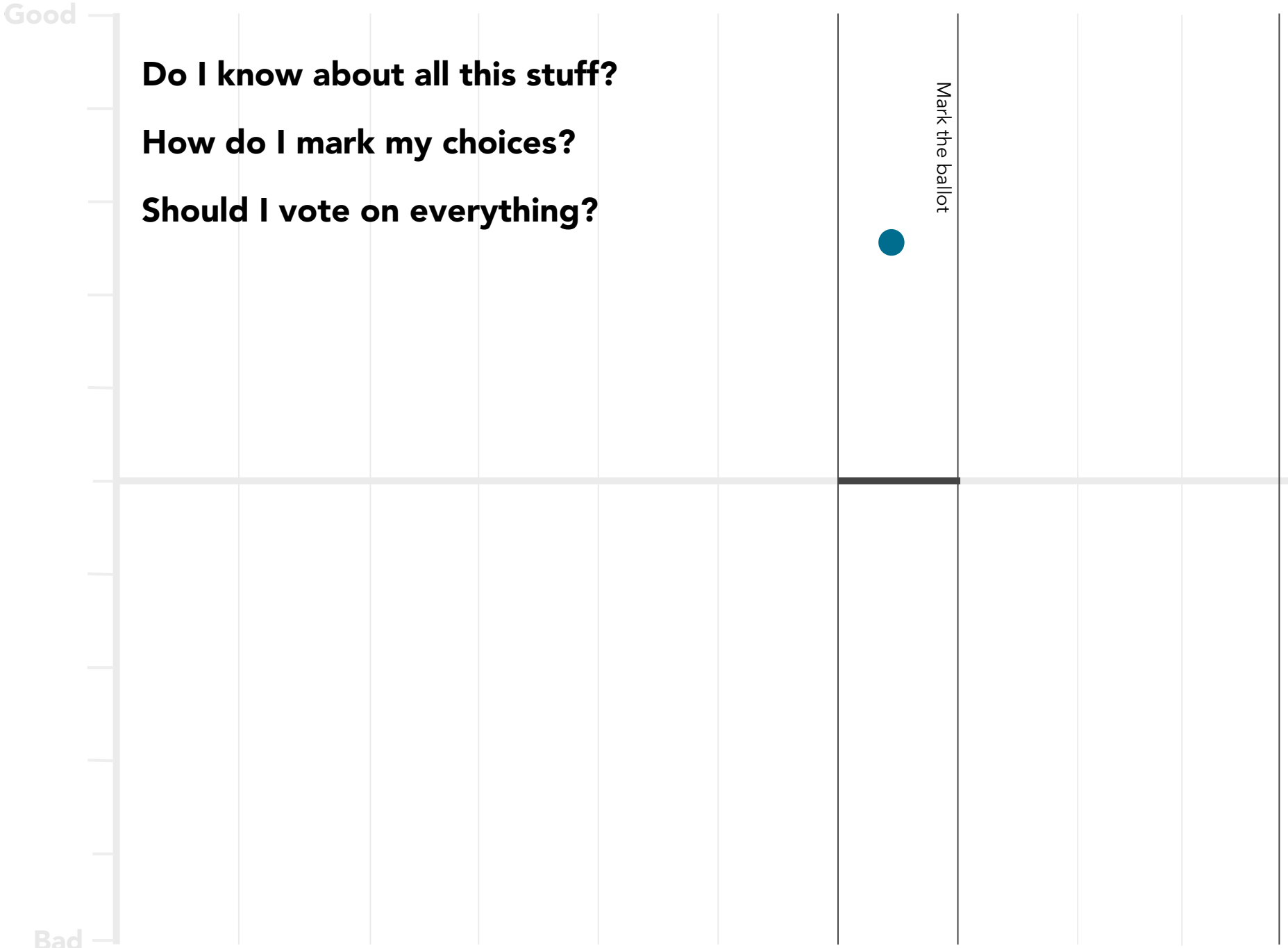

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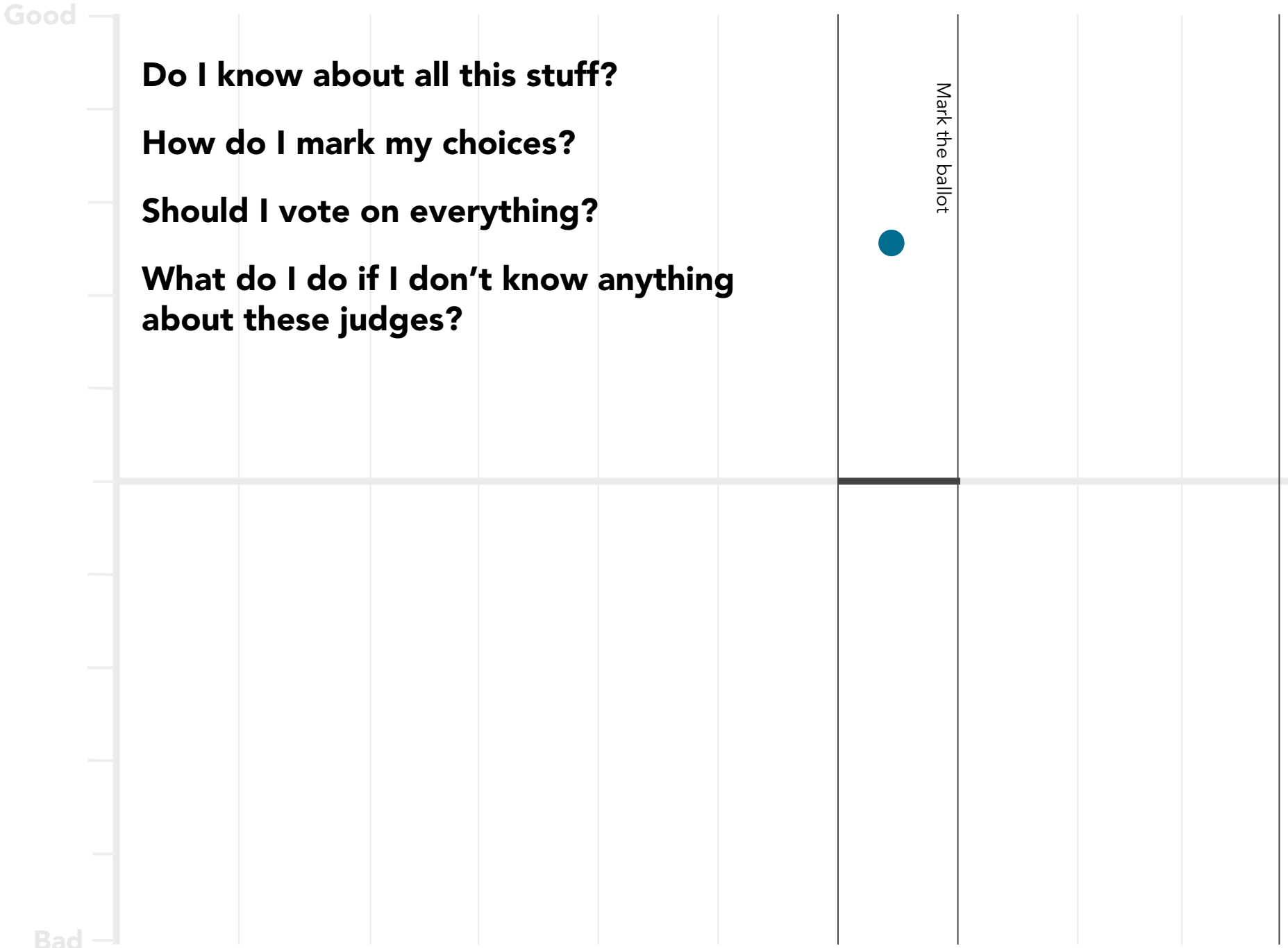

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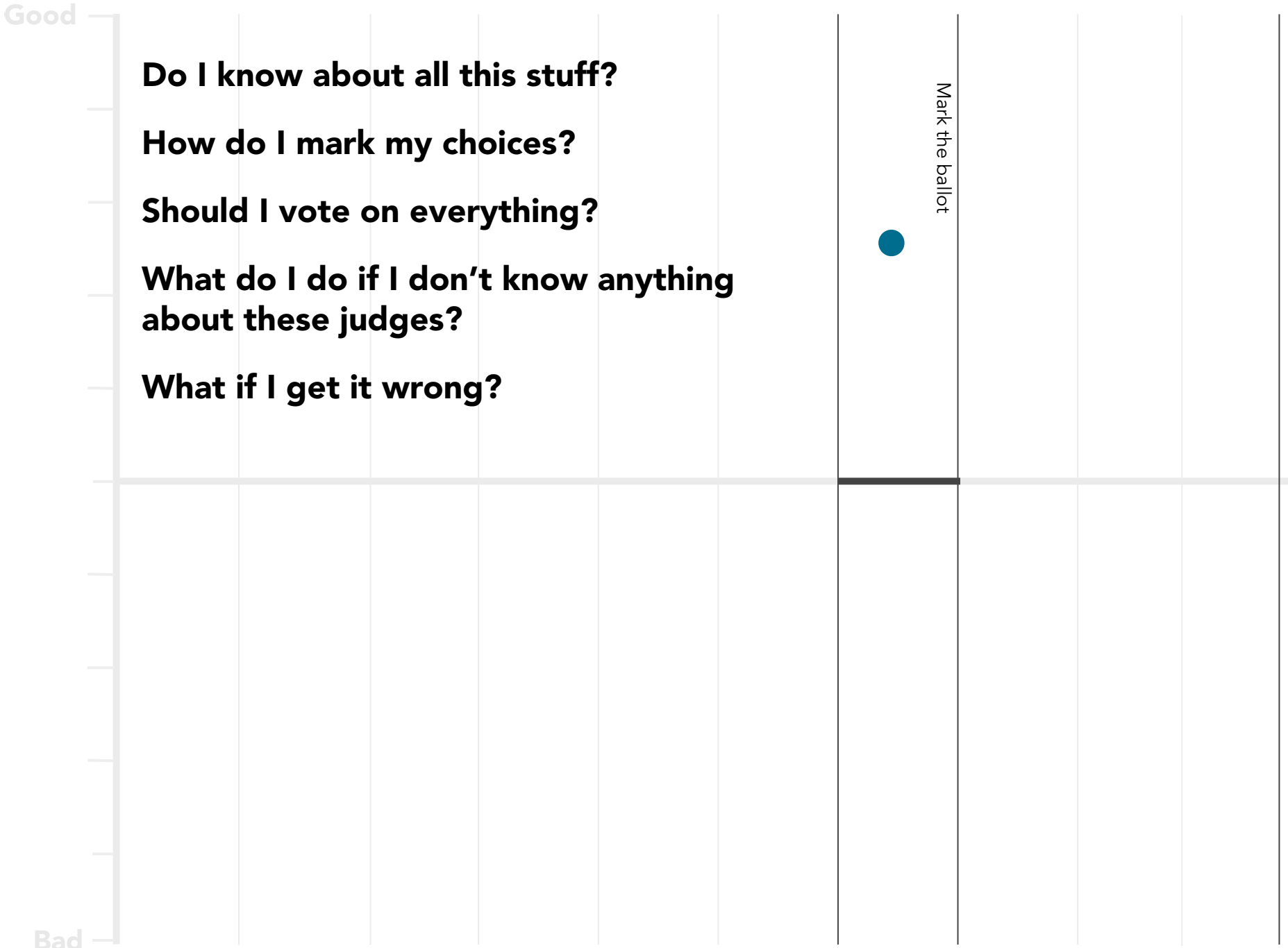

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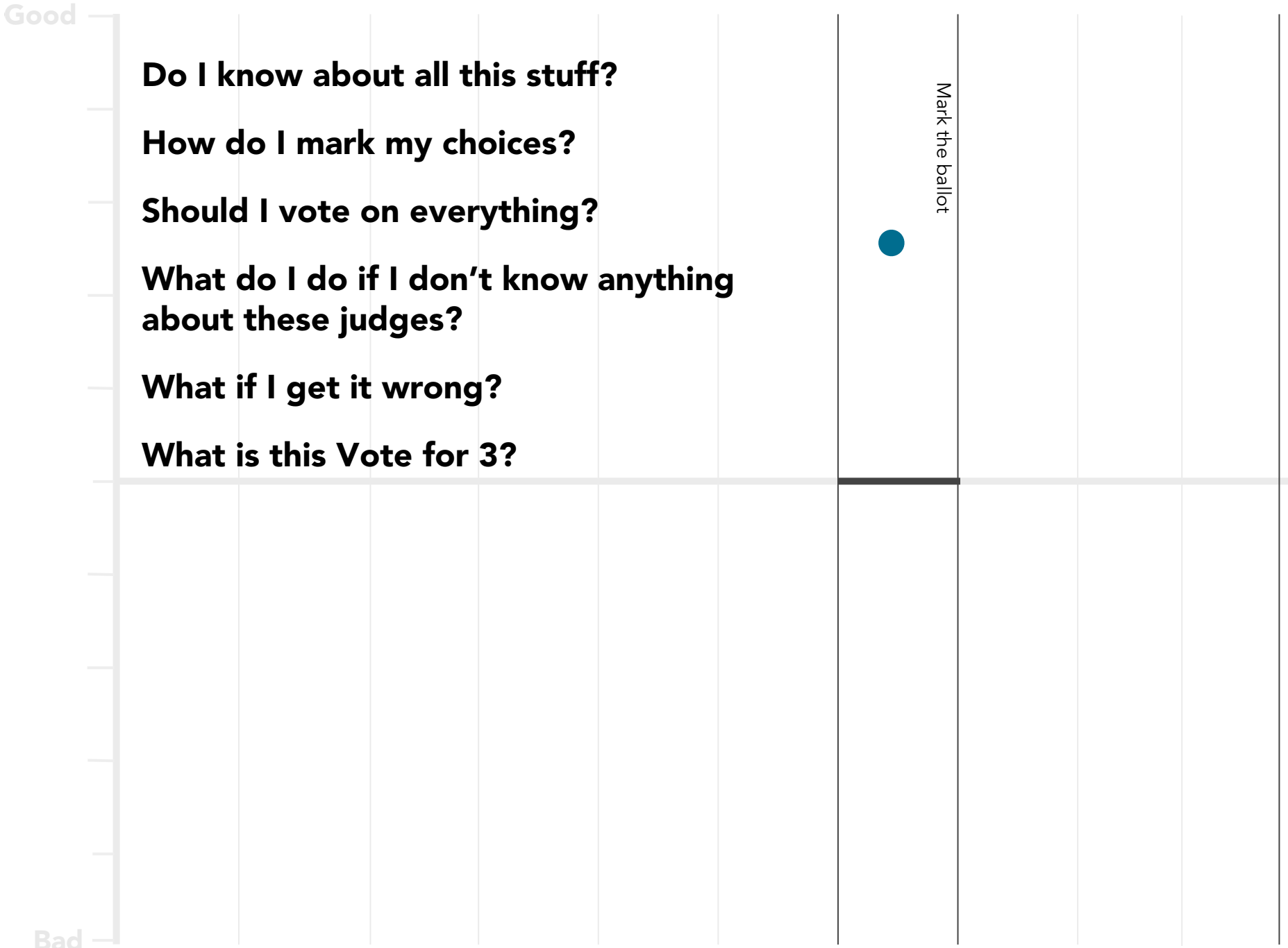

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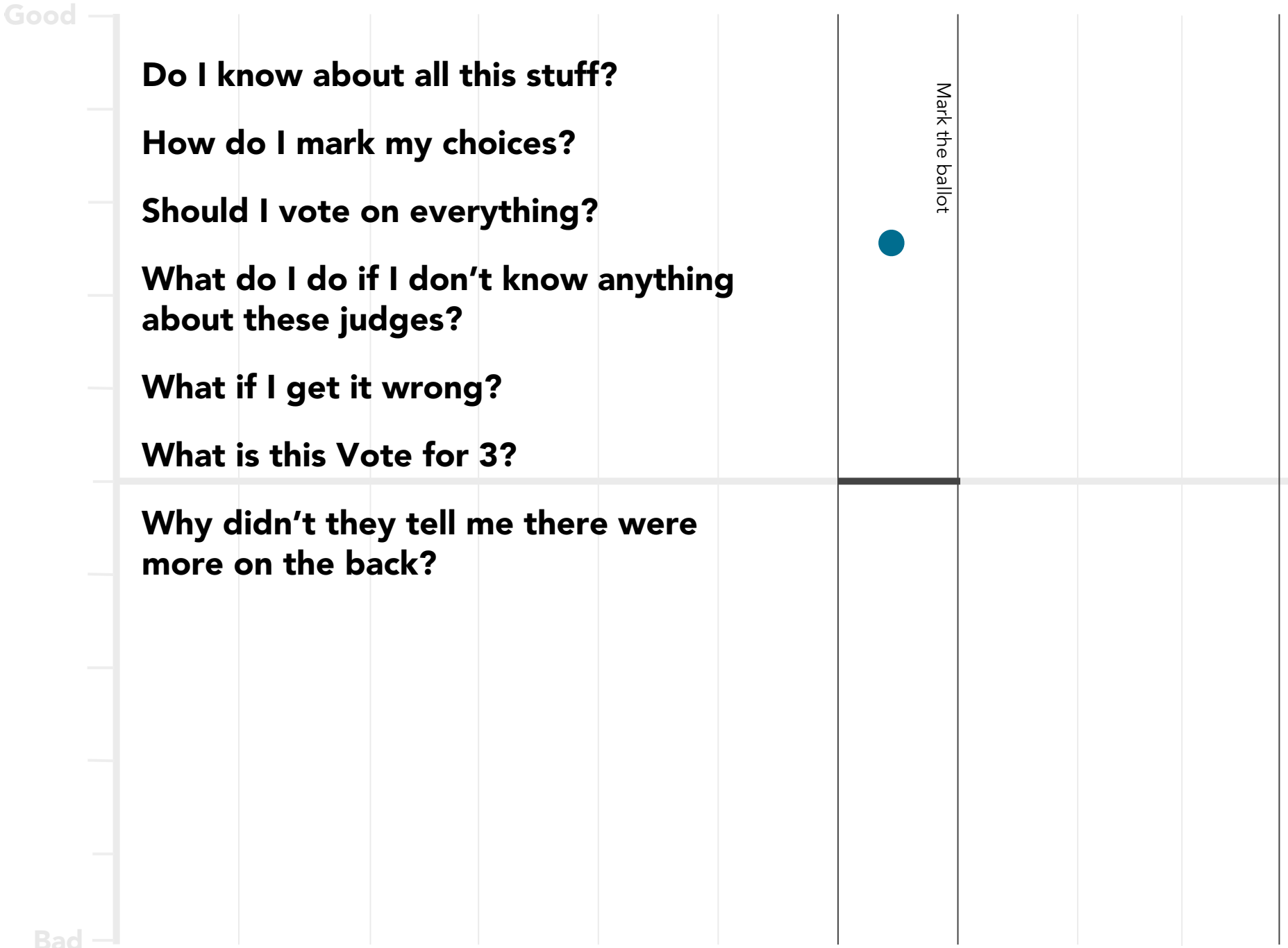

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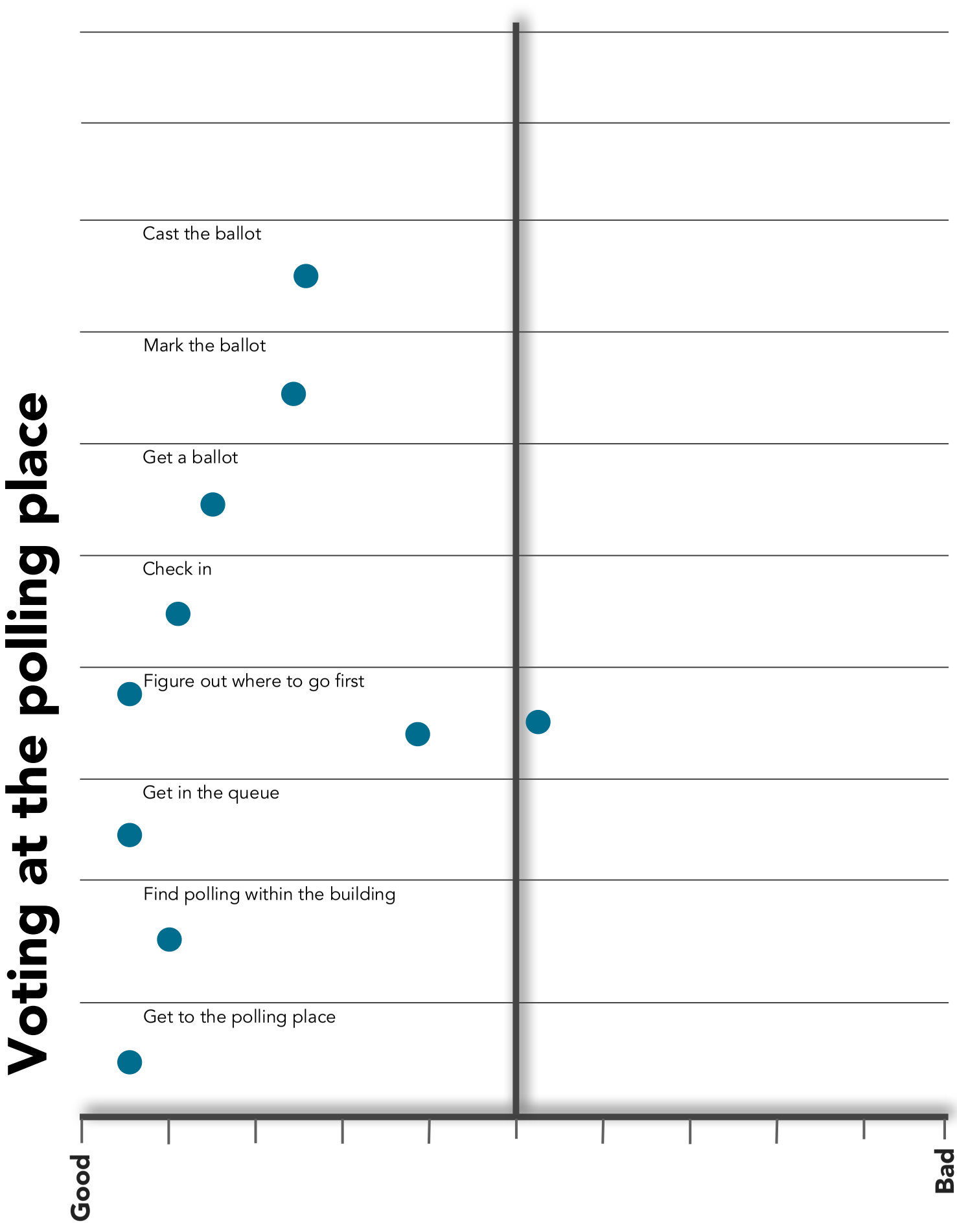
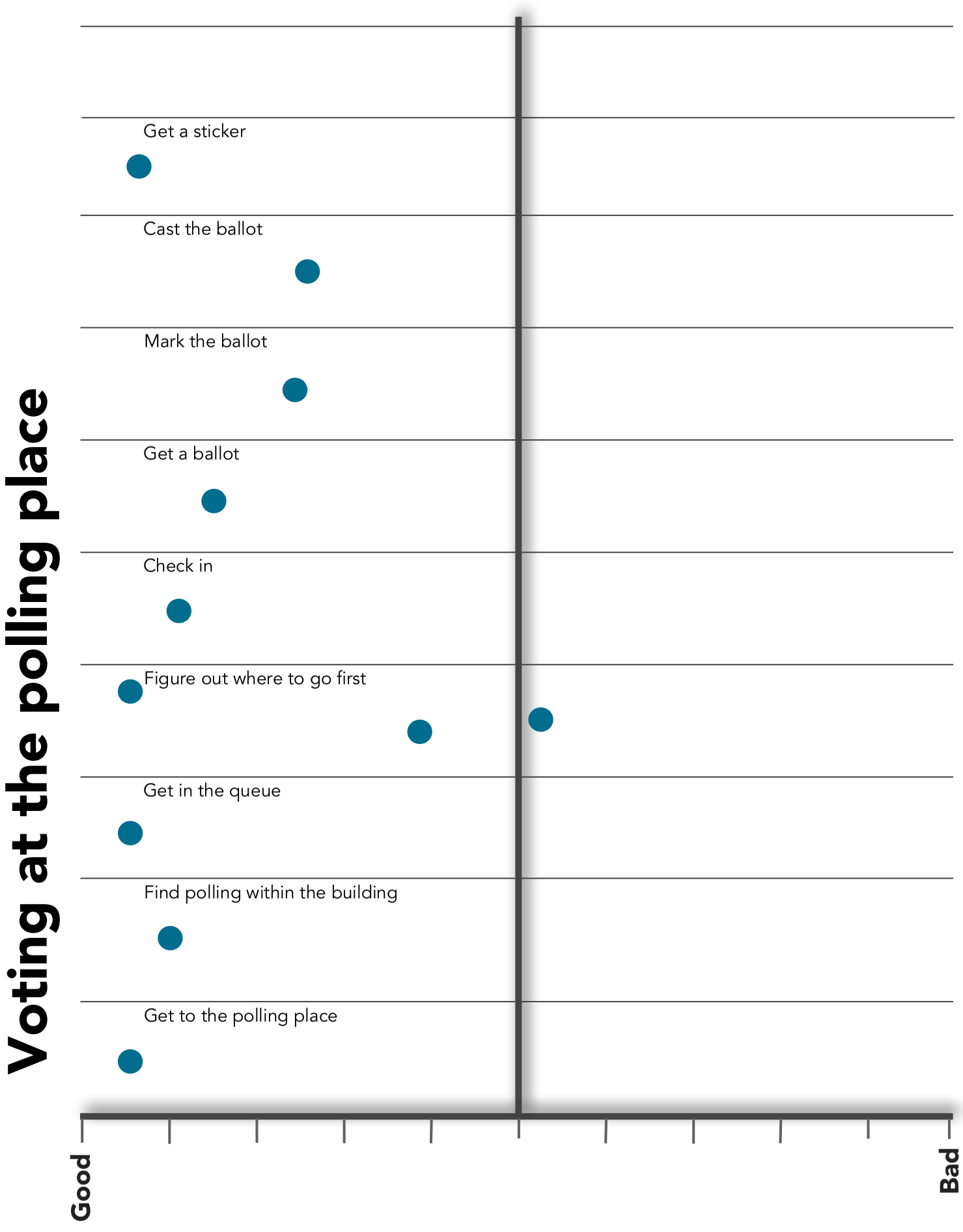

Voting at the polling place
Cast the ballot
Mark the ballot
Get a ballot
Check in
Figure out where to go first
Get in the queue
Find polling within the building
Get to the polling place
Good
Bad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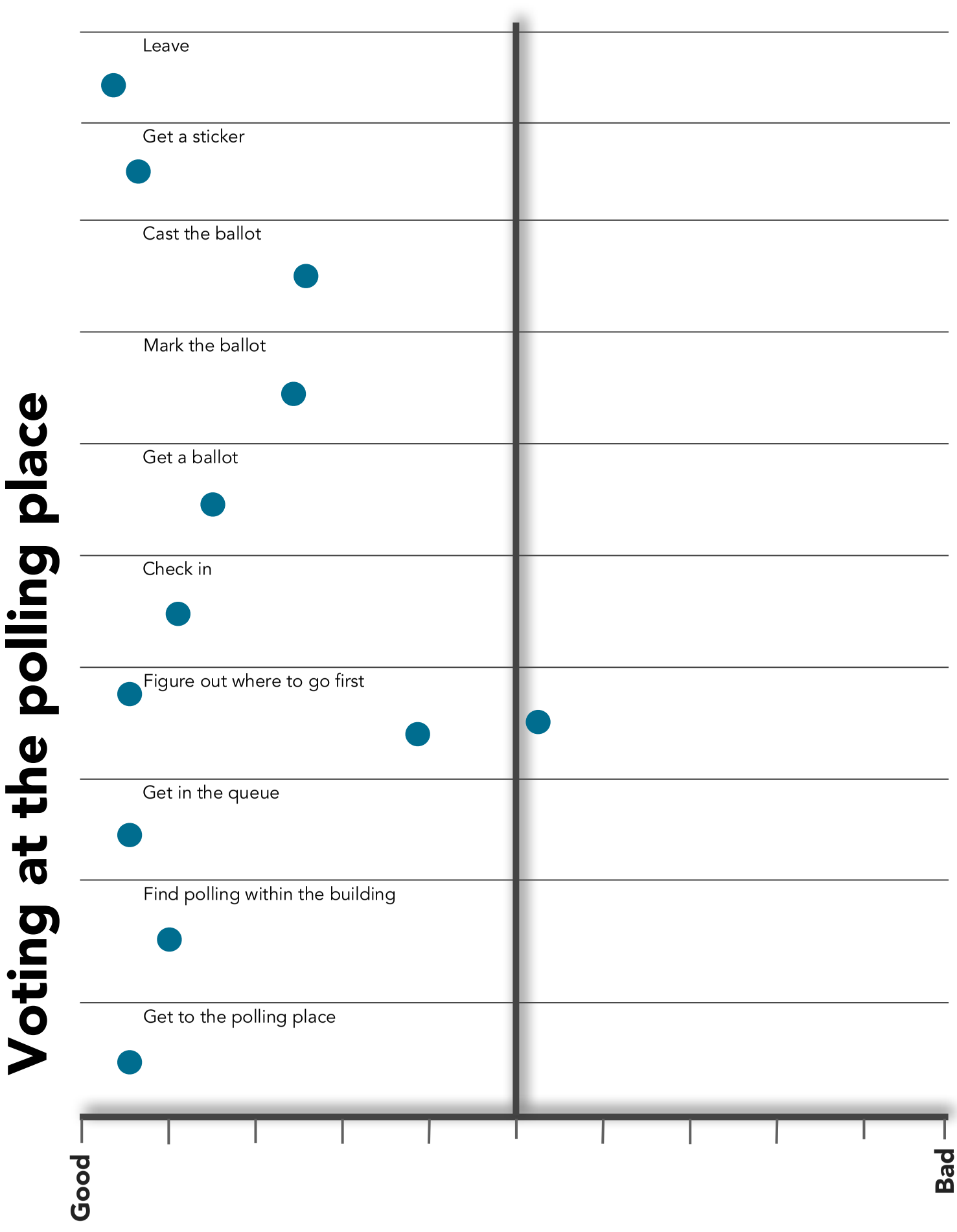
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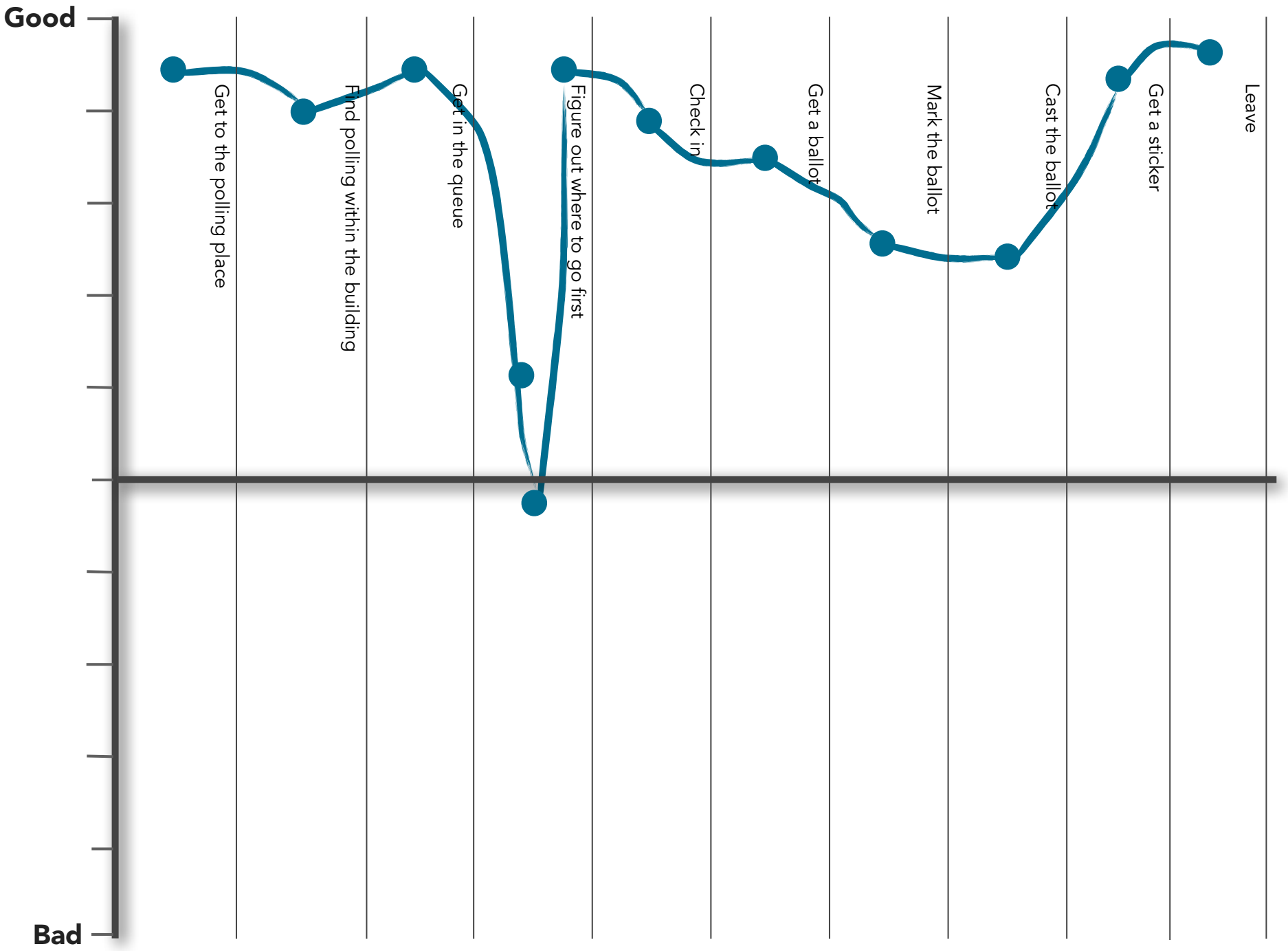

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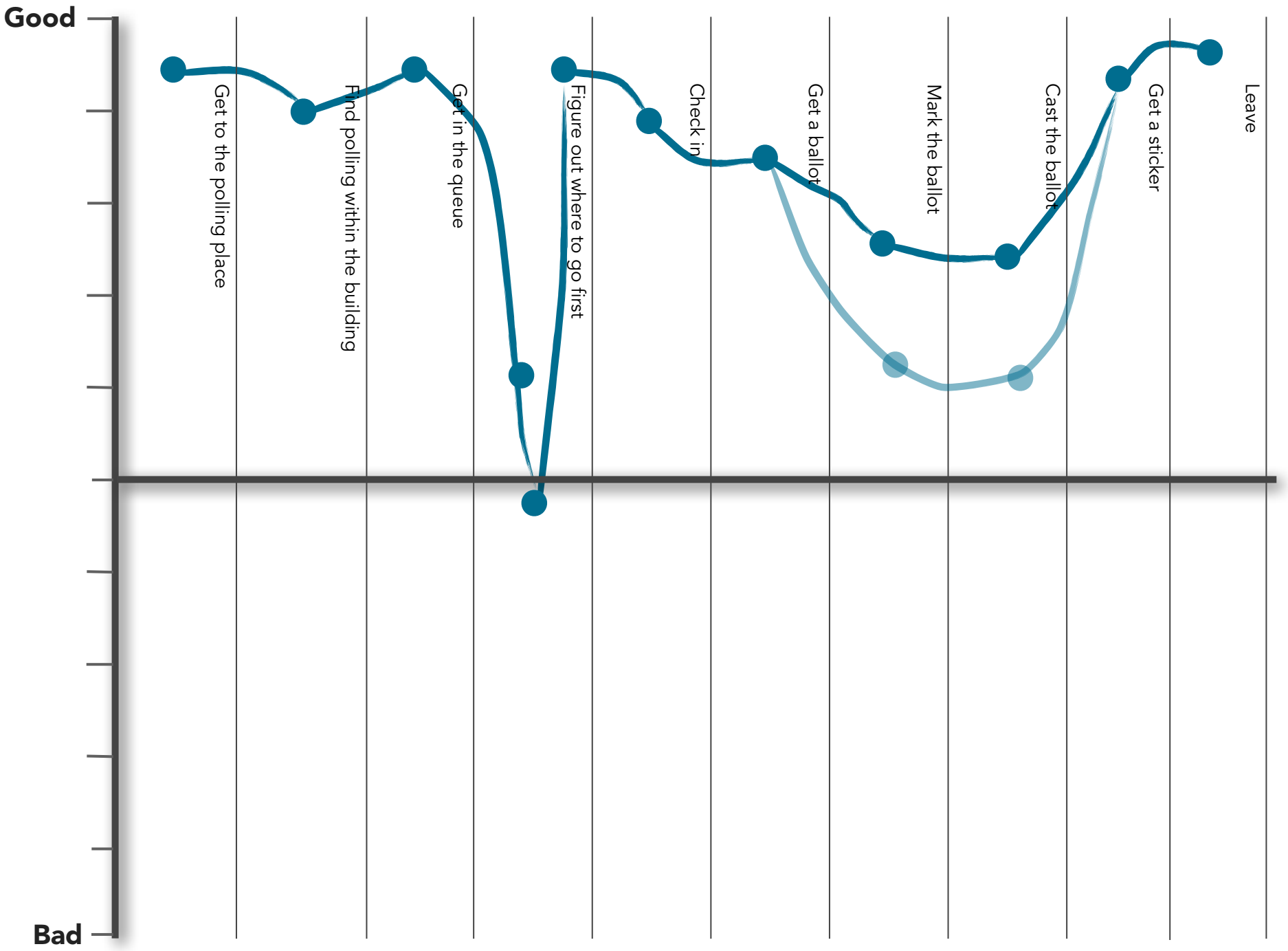

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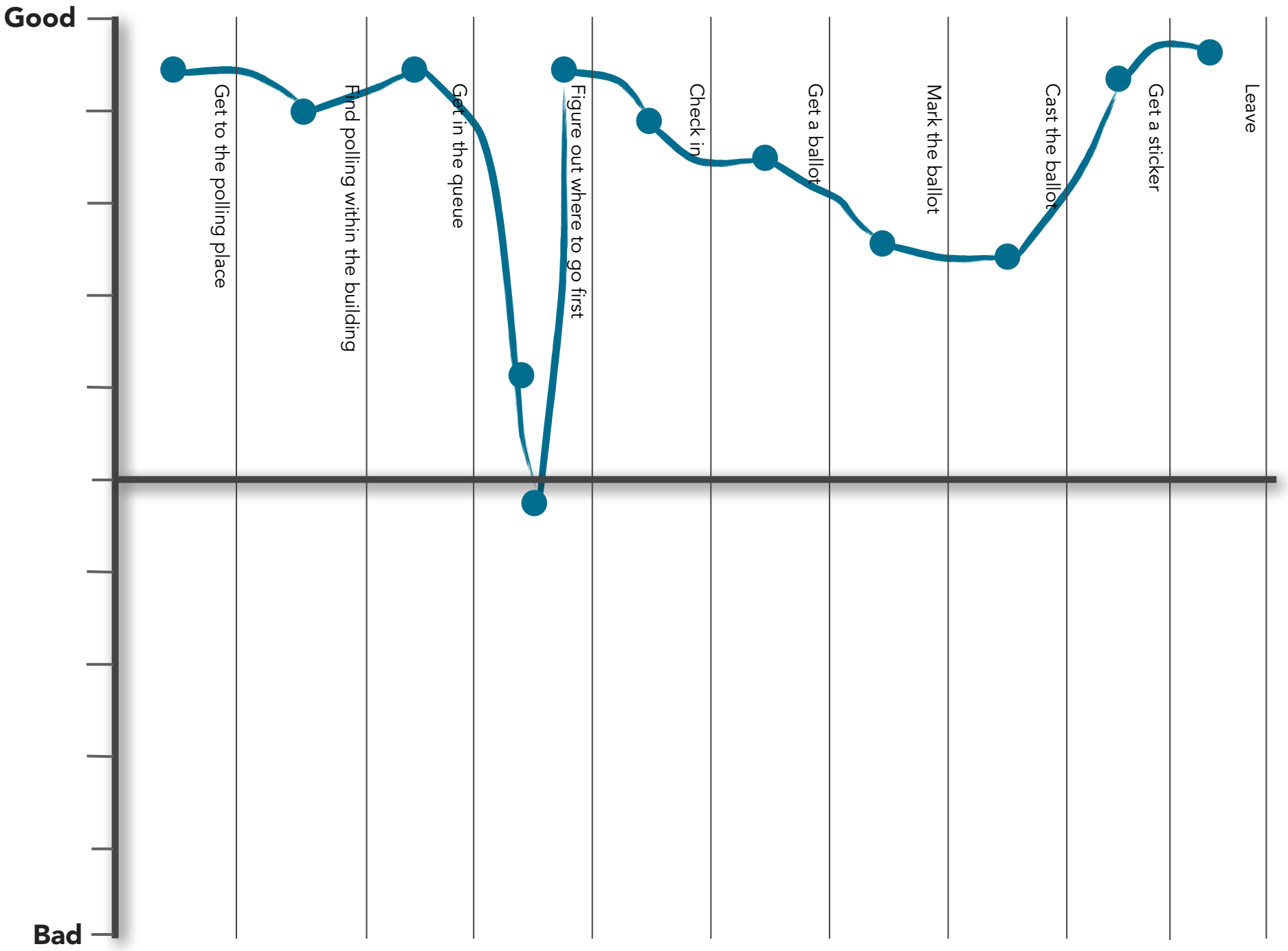

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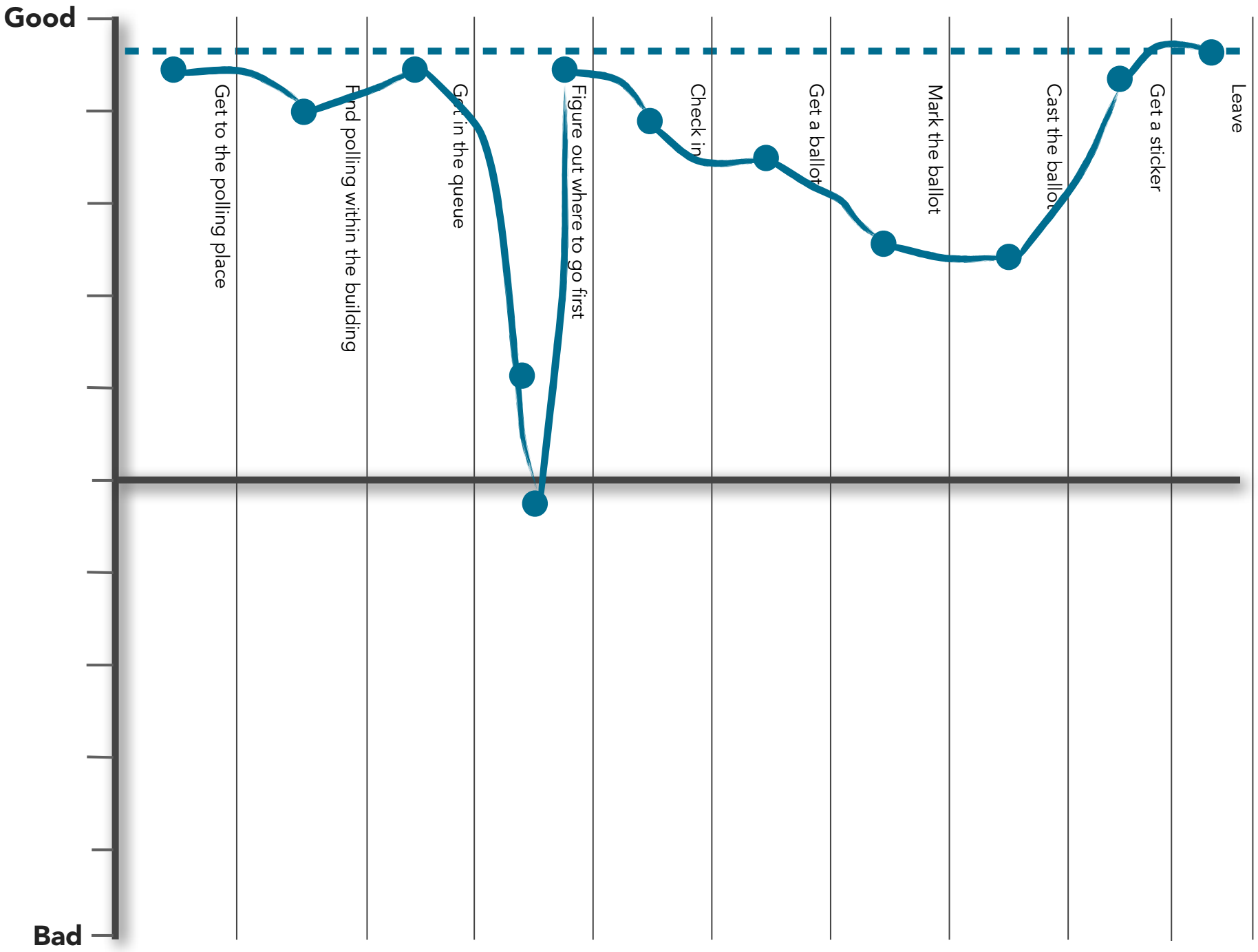

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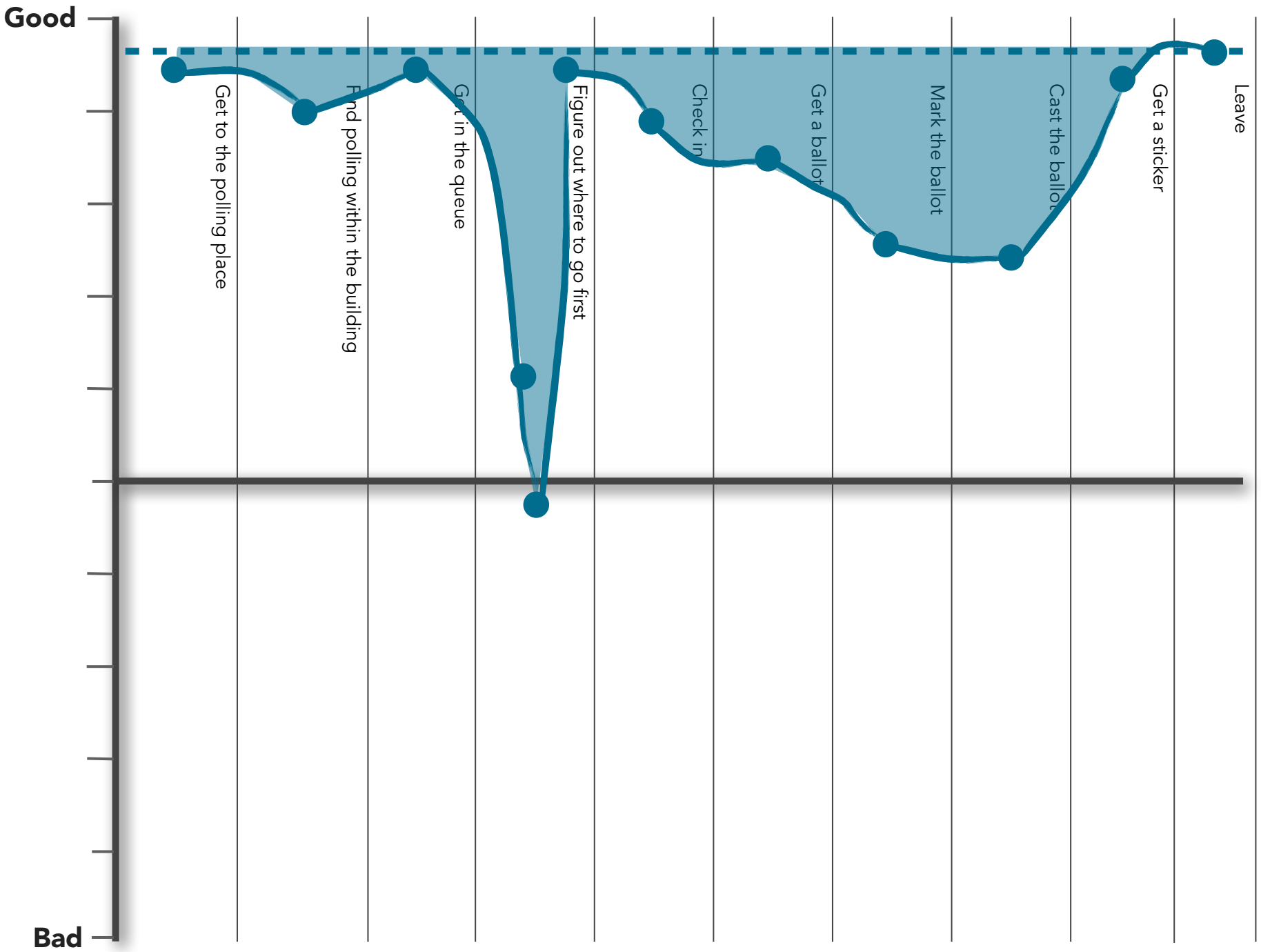

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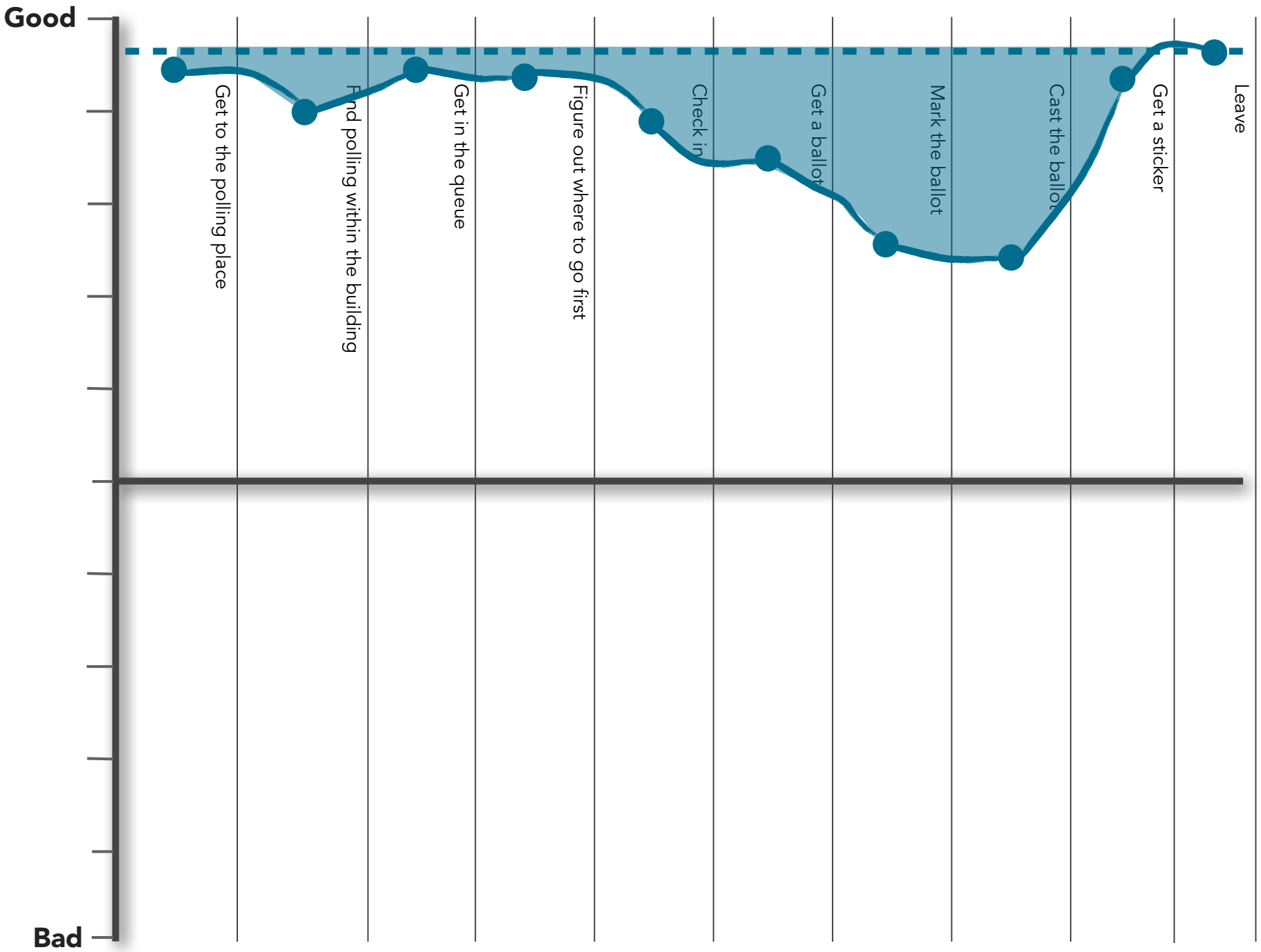

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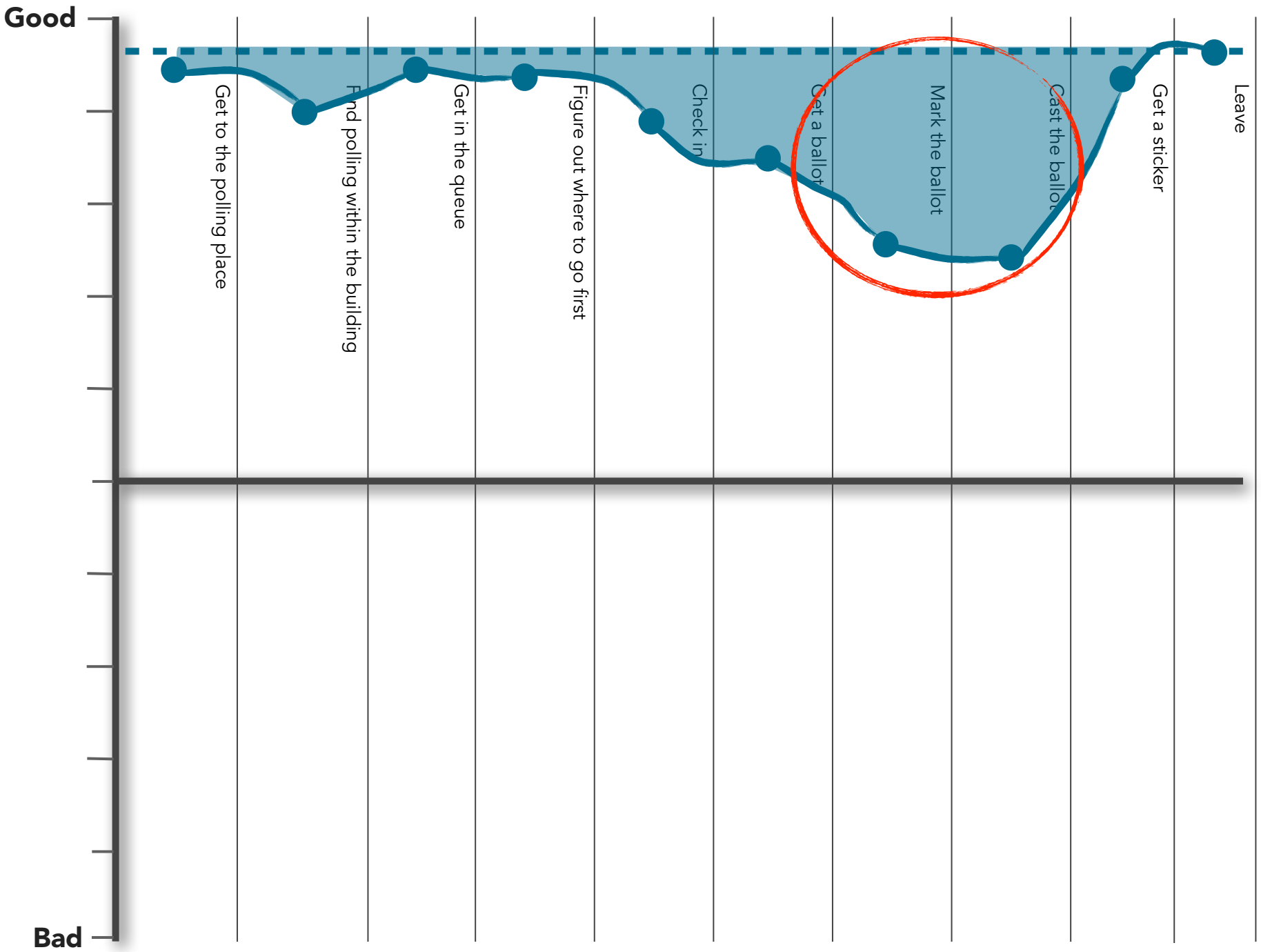
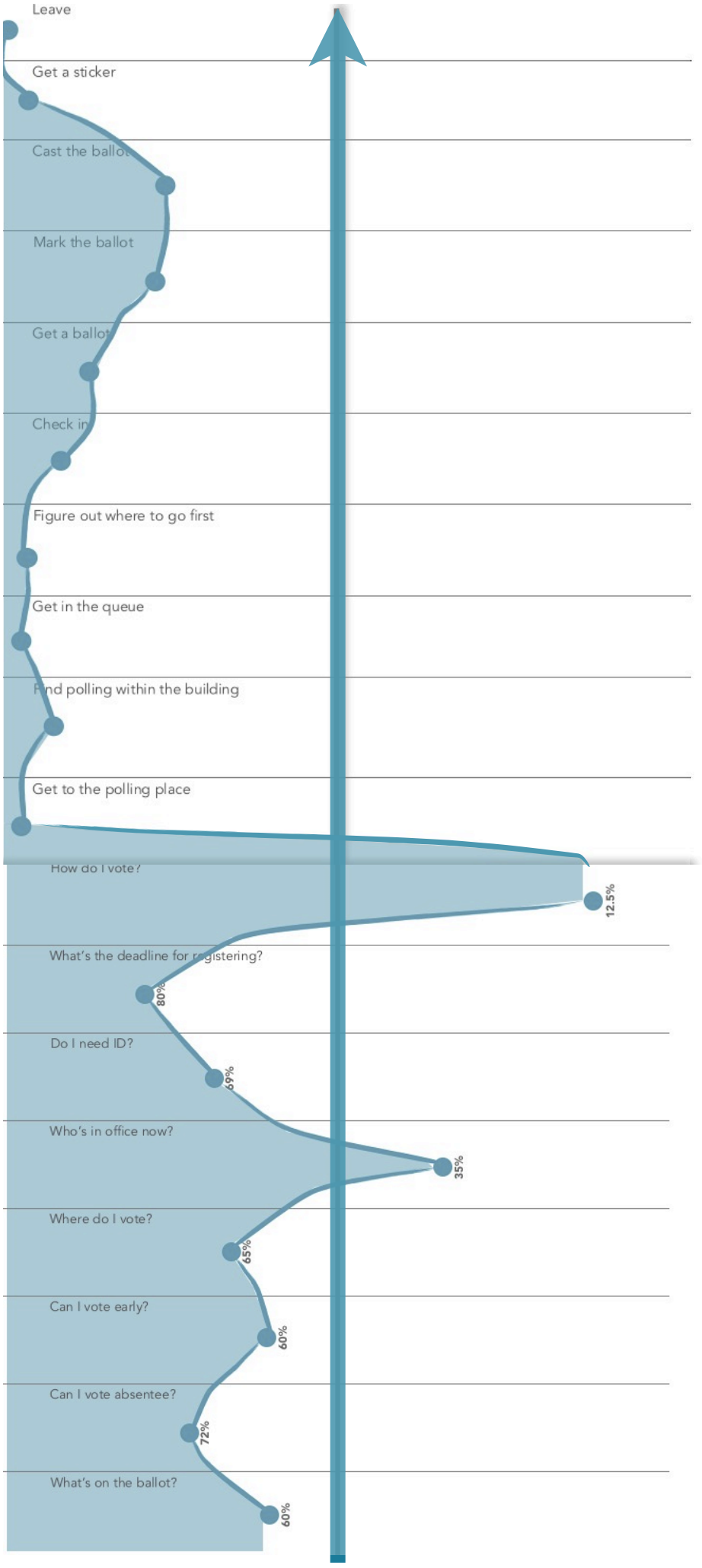
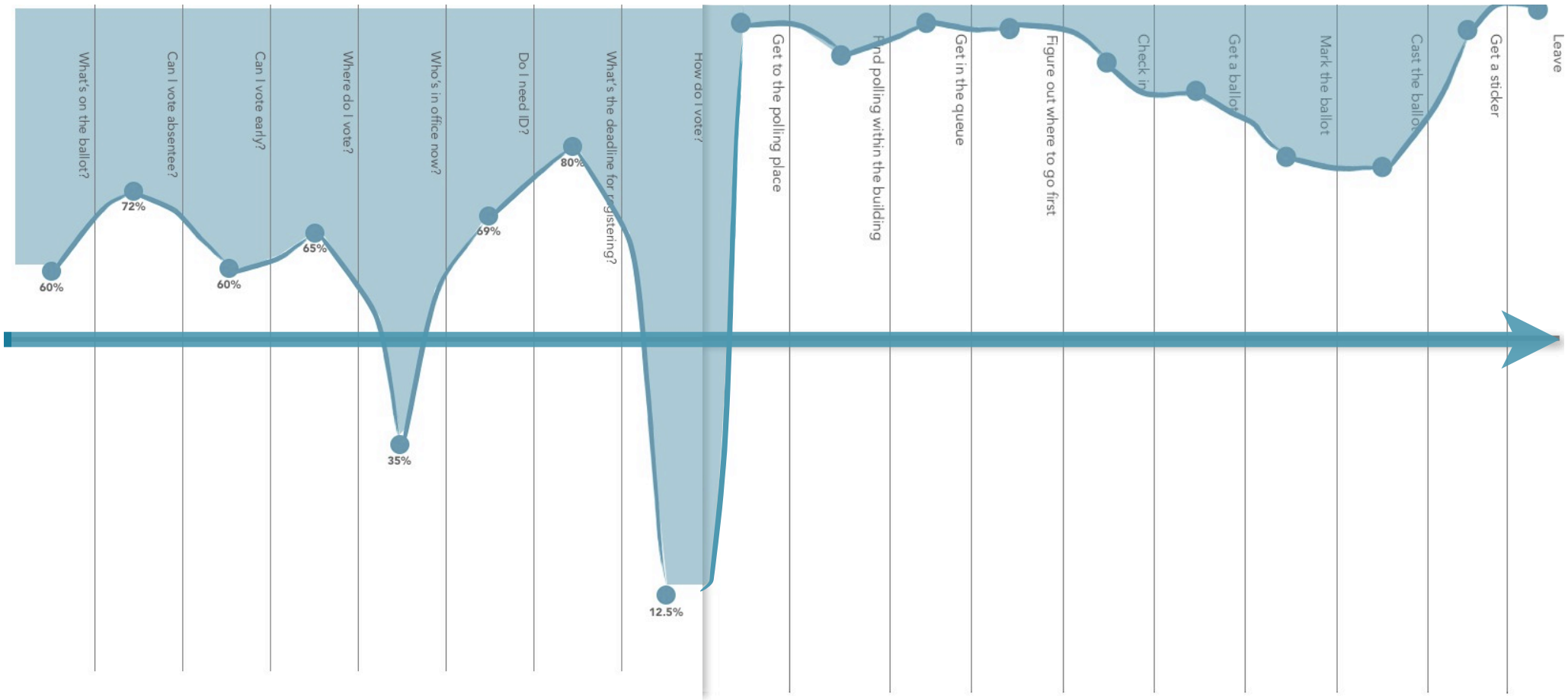



Leave
Get a sticker
Cast the ballot
Mark the ballot
Get a ballot
Check in
Figure out where to go first
Get in the queue
Find polling within the building
Get to the polling place
How do I vote?
12.5%
What's the deadline for registering?
80%
Do I need ID?
69%
Who's in office now?
35%
Where do I vote?
65%
Can I vote early?
60%
Can I vote absentee?
72%
What's on the ballot?
60%

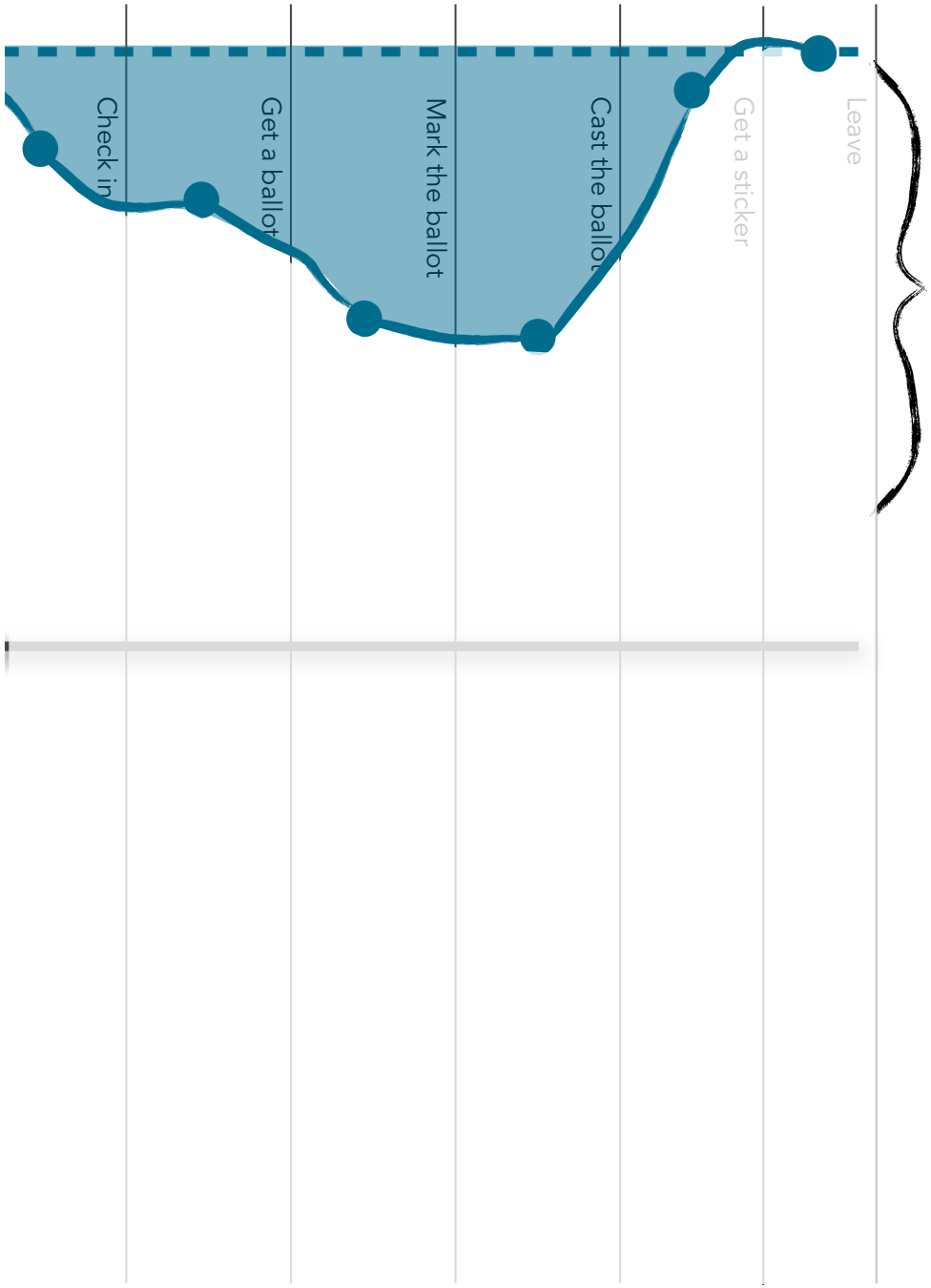


Journey maps look at experience holistically

Benchmarking

Showing improvement over time

Voting at the polling place



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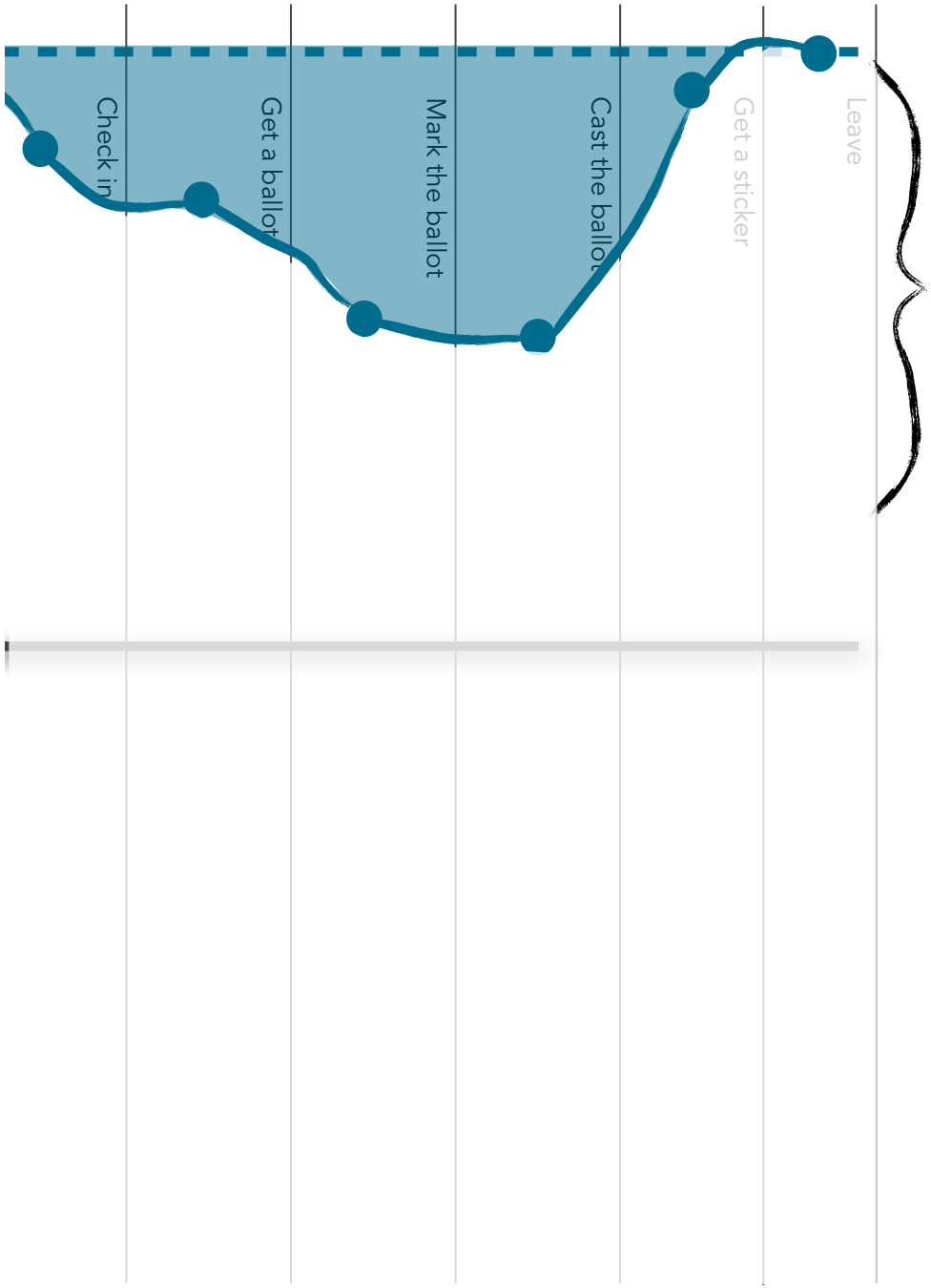
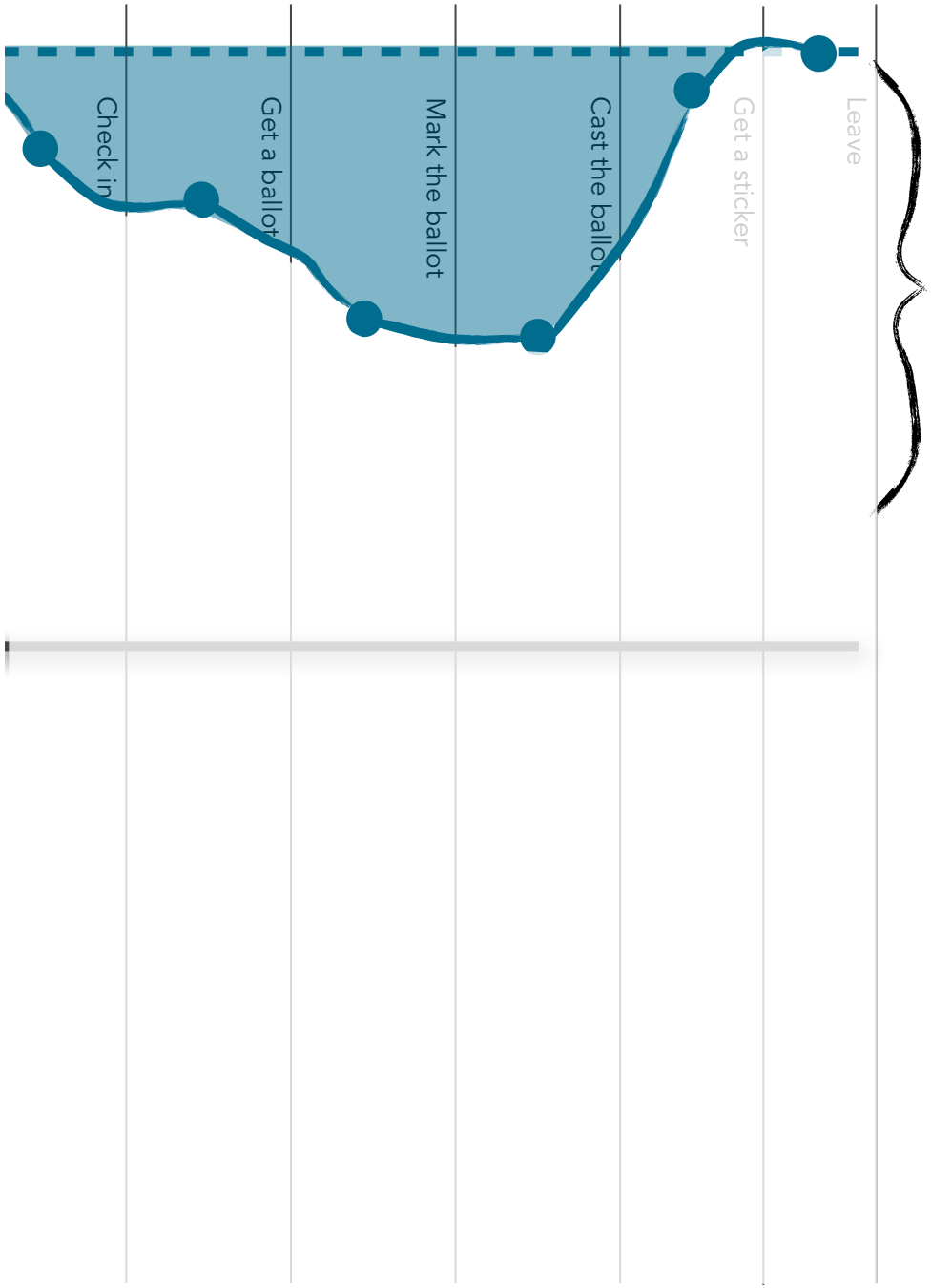


Checklist: test and measure

Can voters:

- find the information they need?
- find the correct place to sign in?
- read all signs easily?
- understand what is allowed in the polling place?
- read all of the information on the ballot easily?
- navigate the ballot to find all contests and ballot questions?

Voting at the polling place



Closing the gap

- Make signs easy to read
- Provide clear information about behavior in the polling place
- Use plain language
- Use icons to reinforce instructions
- Use mixed case
- Use big enough type
- Pick one sans serif font
- Use contrast and color to support meaning
- Show what's most important

- Design matters throughout the experience.

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- Testing and measuring through usability checks can make it easy to make and see improvement over time.