

E-VOTE PH App and Responsive Website Design

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Full Stack Web Developer, UI/UX Designer

Project overview



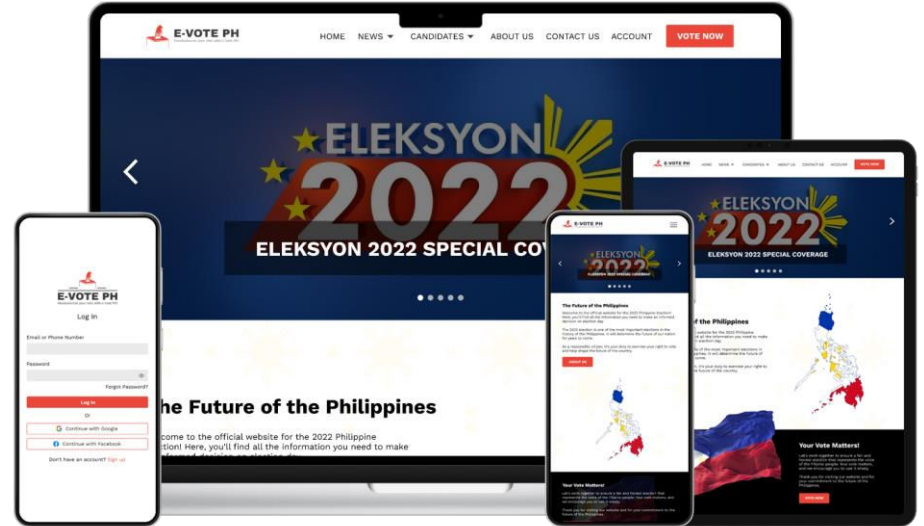
The product:

E-Vote PH is my last personal design for a social good project throughout the UX Design course that I've taken on Coursera. E-Vote PH is an app and website for voting for candidates from the elections to provide an easy way and convenience to the social community in their homes.



Project duration:

March 2023 to May 2023



Project overview



The problem:

When elections begin, the community voters need to prepare important things and arrive early to prevent long lines of waiting, finding lost precincts and etc. Identified that the traditional process is not easy and convenient for the social community.



The goal:

Design an app and responsive website an easy way that will allow the social community to vote for their favorite candidates at their comfort homes.

Project overview



My role:

UI/UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Ideation

User research: summary



As a part of social community voters, I analyzed and I did research about data on elections to develop interview questions, which were then used to conduct user interviews.

Most interview participants say they are tired of long lines of waiting, waste of time cannot vote due to the voting hours limit, the heat of rooms, and many more but still they wanted to vote for better administration. The feedback received through research made it very clear that users would be open and willing to improve the traditional process of voting if they had an opportunity to an easy and convenient way.

Persona 1: Tom

Problem statement:

Tom is a Manager in a Tech Company and voter who needs an easy way and fast to vote candidates because he wants to use time from the long waiting process for something valuable things.



Tom

Age: 37
Education: B. Degree in Business
Hometown: Midwest, PH
Family: Married with 2 child
Occupation: Manager in a Tech Co.

“Voting is not just a right, it's a responsibility. It's not only a privilege, it's a duty - even when it feels like a waste of time.”

Goals

- Fast and reliable voting process
- There's no issue or error occur upon voting
- User friendly app and easy to use

Frustrations

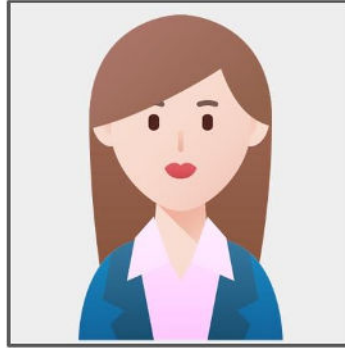
- Long waiting lines
- Wasted time on some who cannot vote on time
- Too long process

Tom, a busy working adult, was frustrated about finding time to vote in the upcoming election. Despite his busy schedule, he woke up early on election day and waited in a long line of people who were also busy working adults. Tom felt proud to fulfill his civic duty and grateful to be part of a community that cared about the future of their country.

Persona 2: Jane

Problem statement:

Jane is a Marketing Manager and voter who needs convenience and comfortable way of voting process because she wants to decide clearly and focus about candidates.



Jane

Age: 34
Education: B. Degree in Business
Hometown: Northwest, PH
Family: Married with 2 child
Occupation: Marketing manager

“Voting shouldn't be an obstacle to your busy schedule. With some planning, you can make your voice heard without sacrificing your work or personal life”

Goals

- Comfortable and convenient voting process
- Hassle free and easy way voting process system
- Vote for the right candidate

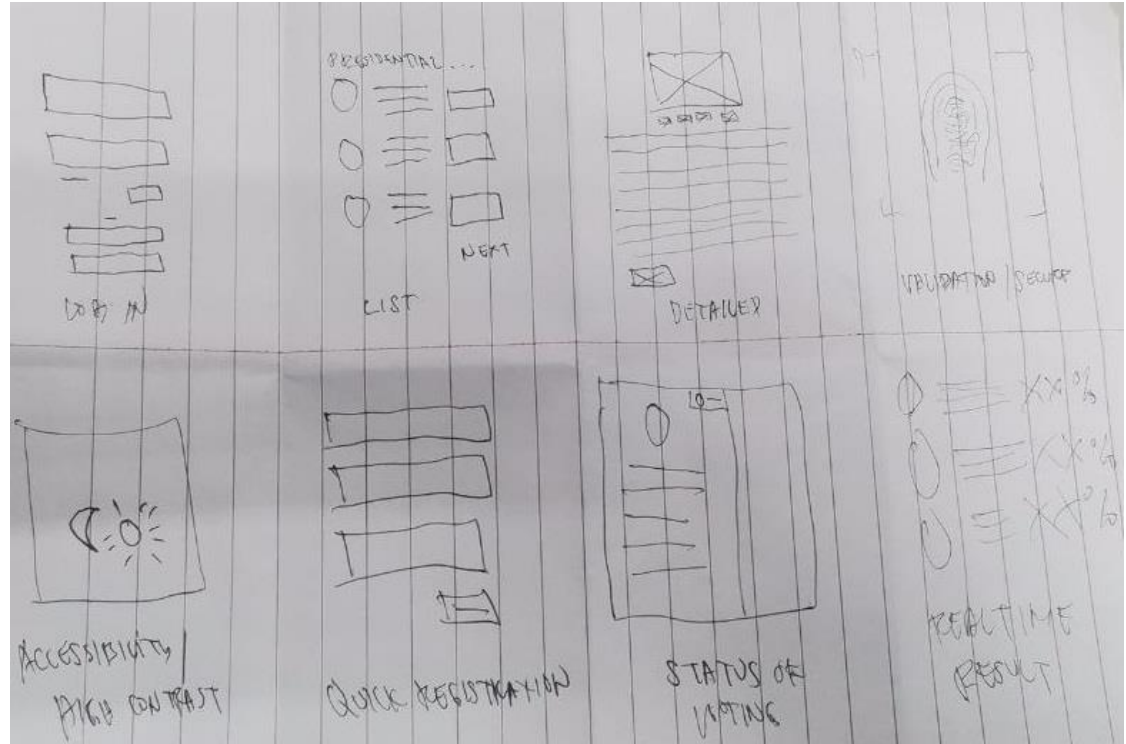
Frustrations

- Hate shading many too times
- The heat of voting areas
- Influencing voting decision

Jane was a Marketing Manager who found the hassle and inconvenience of the traditional voting process overwhelming. Despite this, she did some research and found alternative ways to vote, such as early voting and mail-in ballots, that were more convenient for her busy schedule. She was able to fulfill her civic duty and make her voice heard in the democratic process, which gave her a sense of relief and satisfaction.

Ideation

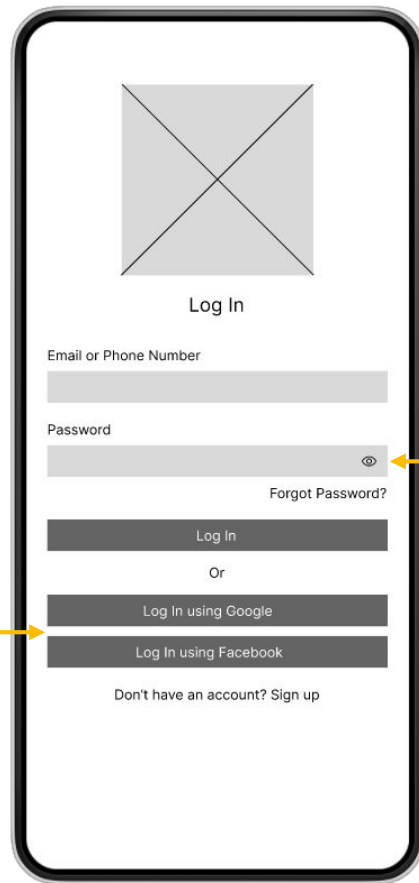
I engaged in a rapid ideation exercise to generate concepts for how to tackle the gaps highlighted in my research. My main objective was to devise a method that would make **voting uncomplicated and hassle-free for social community.**



Digital wireframes

I came up with some ideas and drew rough sketches on paper, then used them to make the first designs for the E-Vote PH app. These designs focused on an easy login with 3rd party access.

Easy to log in with common 3rd party access

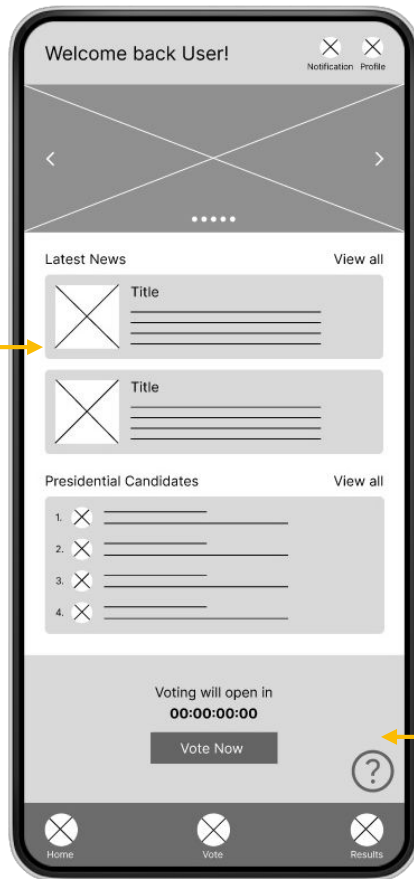


Easy to confirm if the password entered is correct

Digital wireframes

These designs focused on easy access what is the latest news and the app features which have a global navigation bar.

Fast and easy access to new latest updates about news

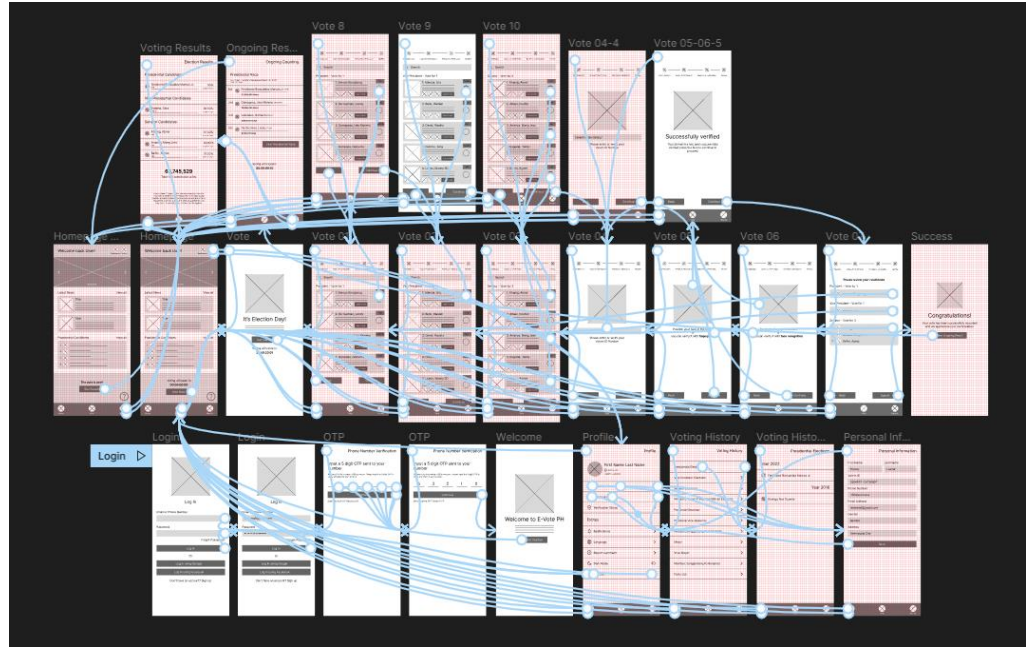


Easy and global navigation bar to provide an accessible user experience

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of login, voting of the candidates, and checking the results when elections are finished.

View [E-Vote PH App low-fidelity prototype](#)



Usability study: parameters



Study type:

Moderated and Unmoderated usability study



Location:

Philippines, In Person and remote



Participants:

6 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Voting Familiarization

People want to feel old traditional shading when selecting candidates for familiarity.

2

Ongoing Results

People want to see if their vote has been counted and making sure the vote was tallied.

3

Increasing fonts size

People had difficulty seeing the text of the app.

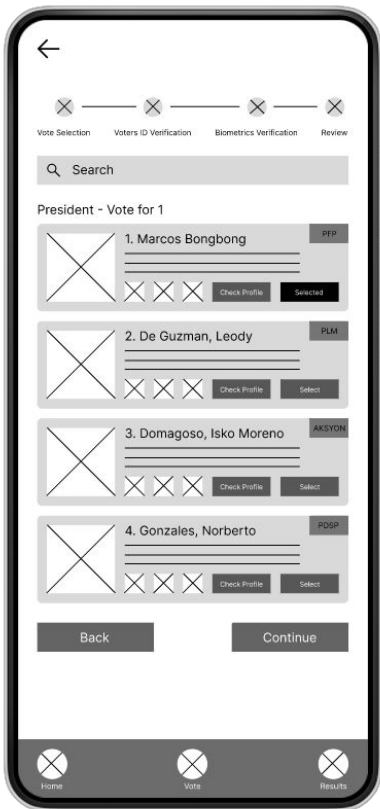
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

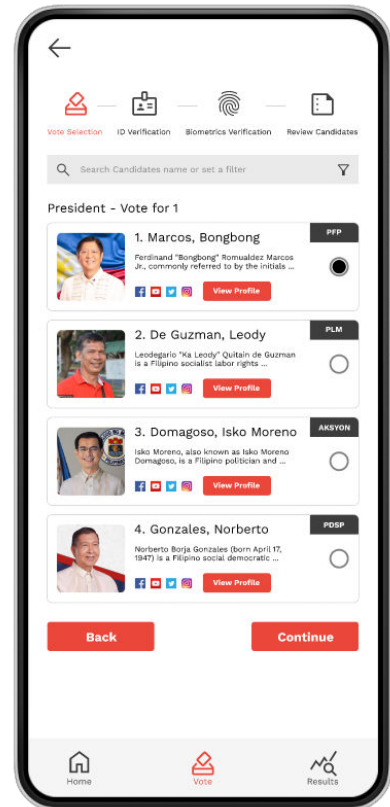
Mockups

Based on the insights from the usability studies, I applied design changes like providing a feeling of shading when selecting candidates in the initial voting process.

Before usability study



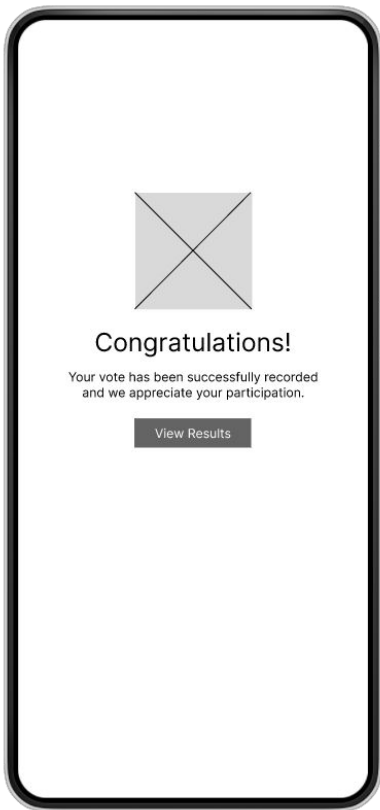
After usability study



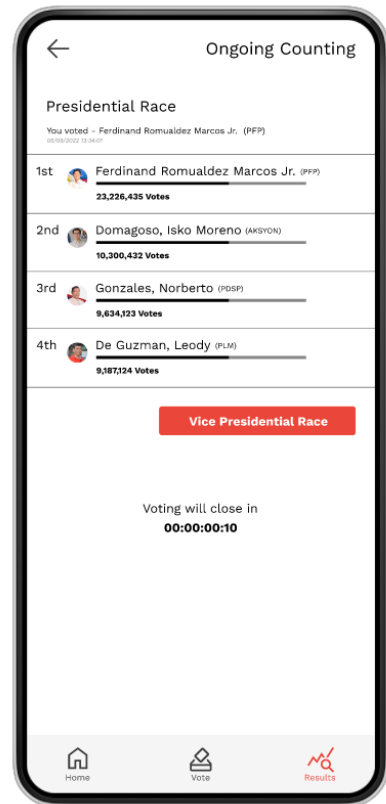
Mockups

Based on the insights from the usability studies, I applied design changes like providing a current ongoing screen counting to feel that the people's vote is well cast and counted.

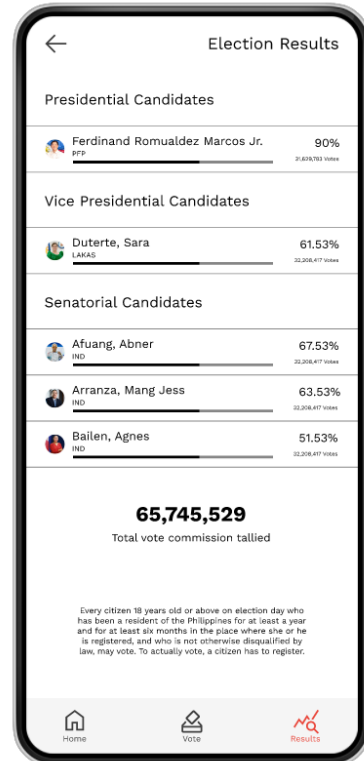
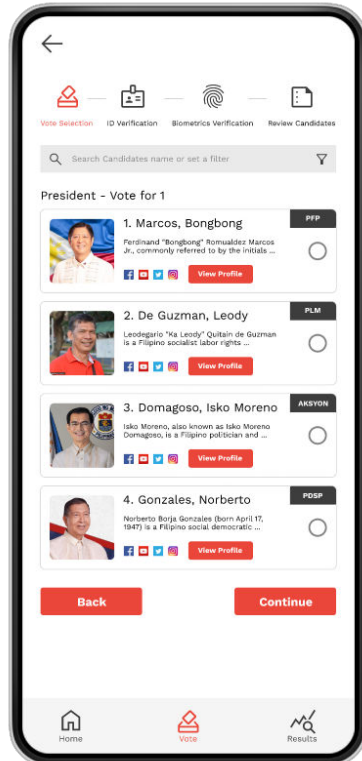
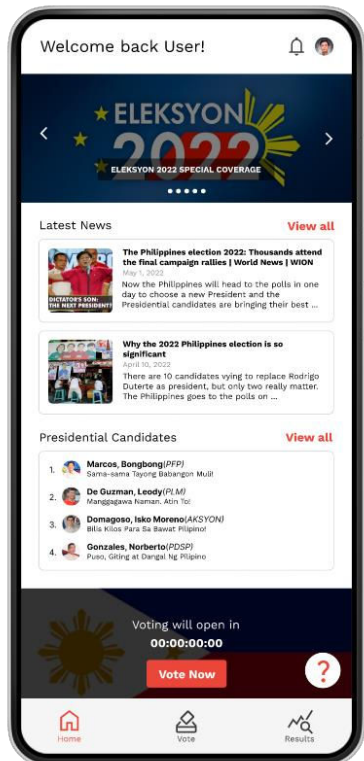
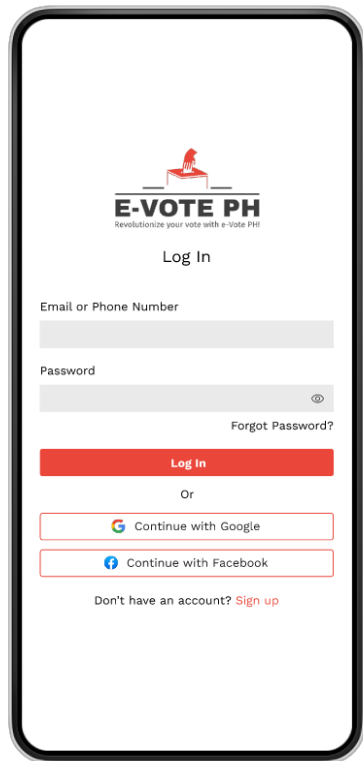
Before usability study



After usability study



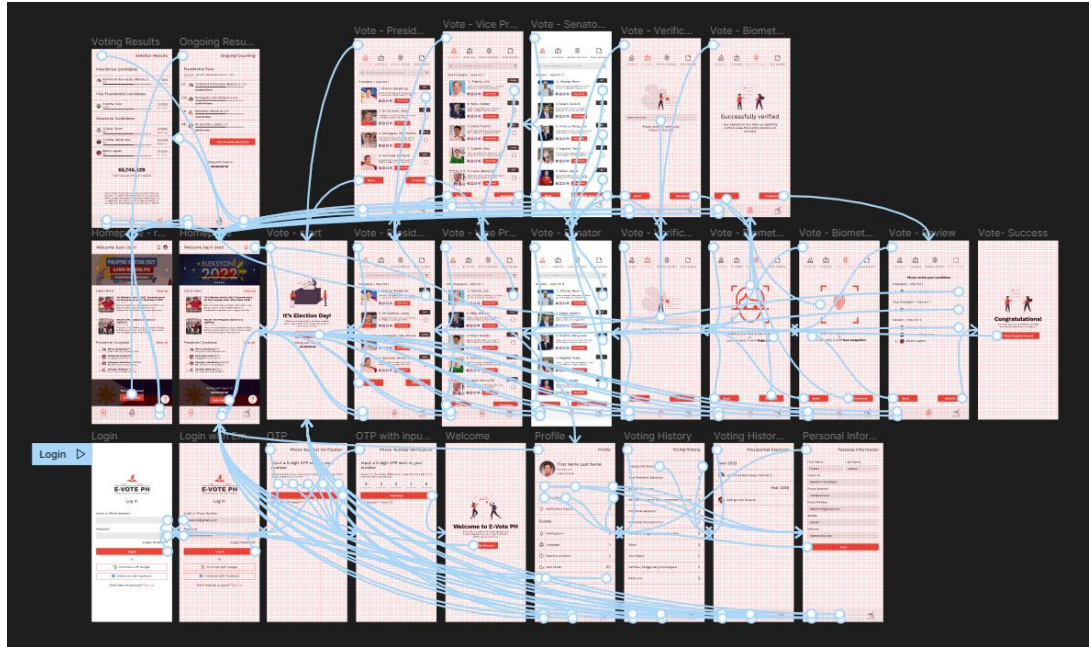
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View [E-Vote PH App high-fidelity prototype](#)



Accessibility considerations

1

I utilized headings in varying font sizes to establish a visually distinct structure that prioritizes content hierarchy.

2

Icons were employed to assist users in comprehending and maneuvering through the interface with ease.

3

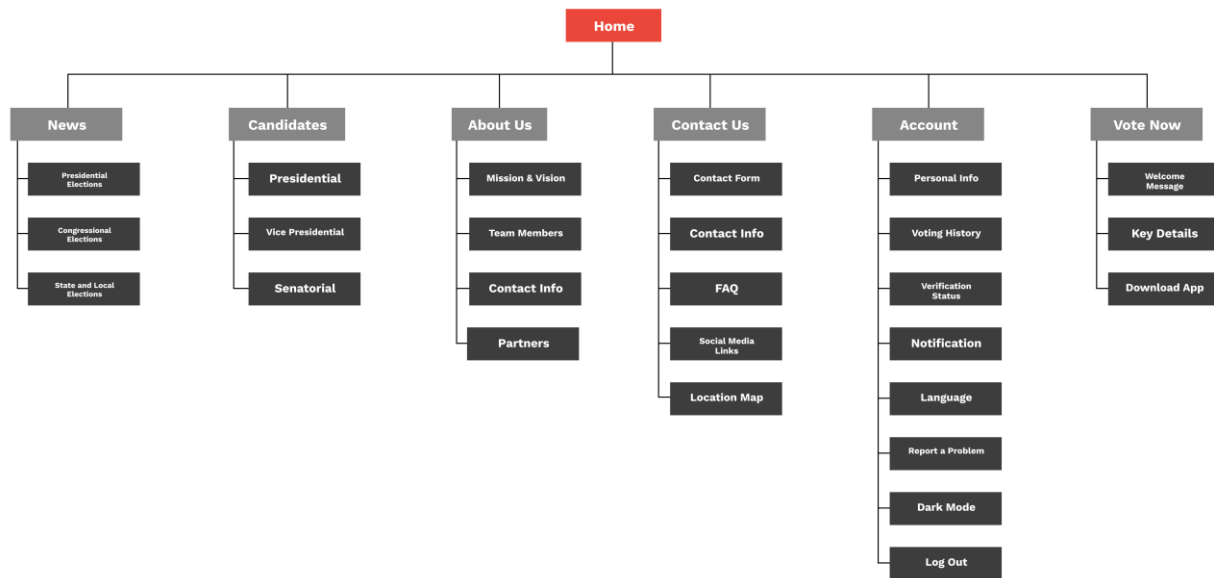
Implemented motion in every switch of pages to provide more cues to the community about the voting process.

Responsive Design

- Information architecture
- Responsive design

Sitemap

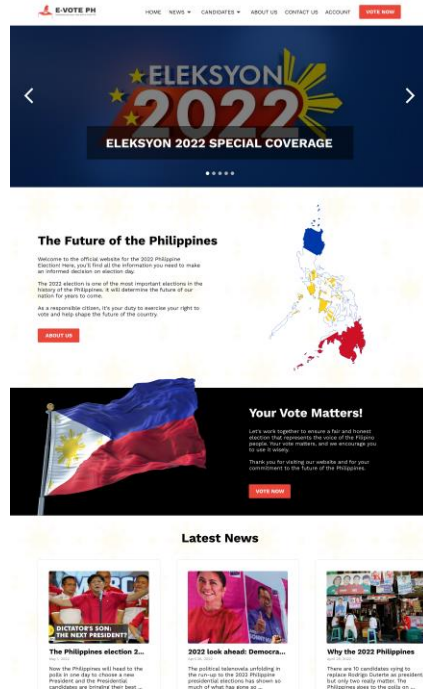
After finishing the app designs, I began creating a website that works well on different devices. I followed the E-Vote PH sitemap to organize the design of each screen and ensure a consistent experience.



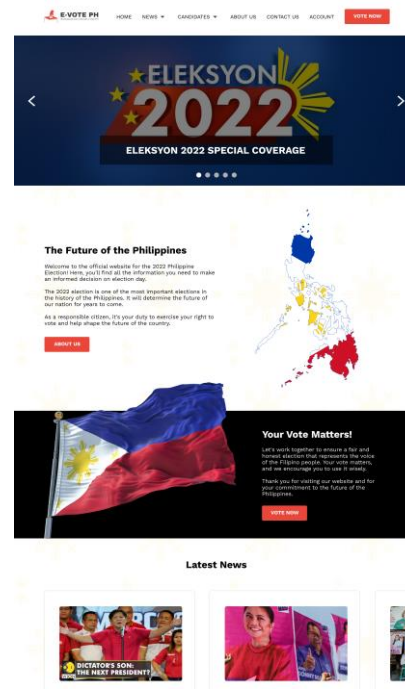
Responsive designs

I made designs that work on different device sizes like mobile, tablet, and desktop. I customized each design to fit the needs of users on each device and screen size.

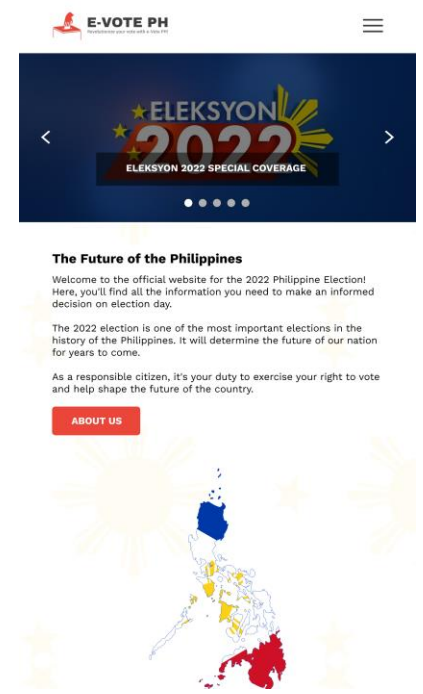
Desktop



Tablet



Mobile



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that an app could make the voting process easier and more convenient during elections.

One quote from peer feedback was that "This app will help us a lot."



What I learned:

First, I learned how the design process work to solve the user's problems and I gained a lot of knowledge from the people I was talking to from the start of the design process by empathizing. Creating designs solution for that user's problem is all about learning from different perspectives and this is really helpful to expand your ideas that might not realize that this idea can bring great impacts on the world of user experience.

Next steps

1

Conduct research on how successful the app is in reaching the goal to provide an easy way and convenient voting process.

2

Provides responsive support to the users to feel they are always important to vote for the community.

3

Perform additional usability tests to confirm that the problems users encountered have been successfully resolved.

Let's connect!



Thank you for your precious time in reviewing my work on the E-Vote PH app! If you'd like to see more or get in touch, my contact information is provided below.

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Website: <https://joshuaconcepcion.ga>

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