

# Ranked-Choice Voting



# Overview

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# What is RCV?

Ranked-choice voting (RCV) is an electoral system in which voters rank candidates by preference on their ballots. This makes sure votes get counted easily and not wasted on a single candidate.

## Benefits of RCV

- Greater voice for less prominent candidates and issues
- Encourages candidates to maintain civility in campaigns
- Gives individual voters more power





## Prompt

Design an **information campaign** that explains what RCV is and how it works to prepare voters in advance of election day, an **interactive ballot** for use in the polls, and an **animated presentation** of the outcome.



# Team Member & Roles



**Will Lee**

UI/UX Design, Prototype

I focused primarily on UI/UX design, working closely with Anna on her research results and the ballot experience. We collaborate and brainstorm on ideas together, as well as communicating with the development team.



**Mary Tannian**

Project Manager



**Van Mac**

Data Visualization



**Jack Richards**

Dev Lead



**Hun Choi**

Developer



**Meg Shenoy**

Information Campaign



**Xander Kaylan**

Developer



**Anna Leung**

UX Architect, UI/UX Design

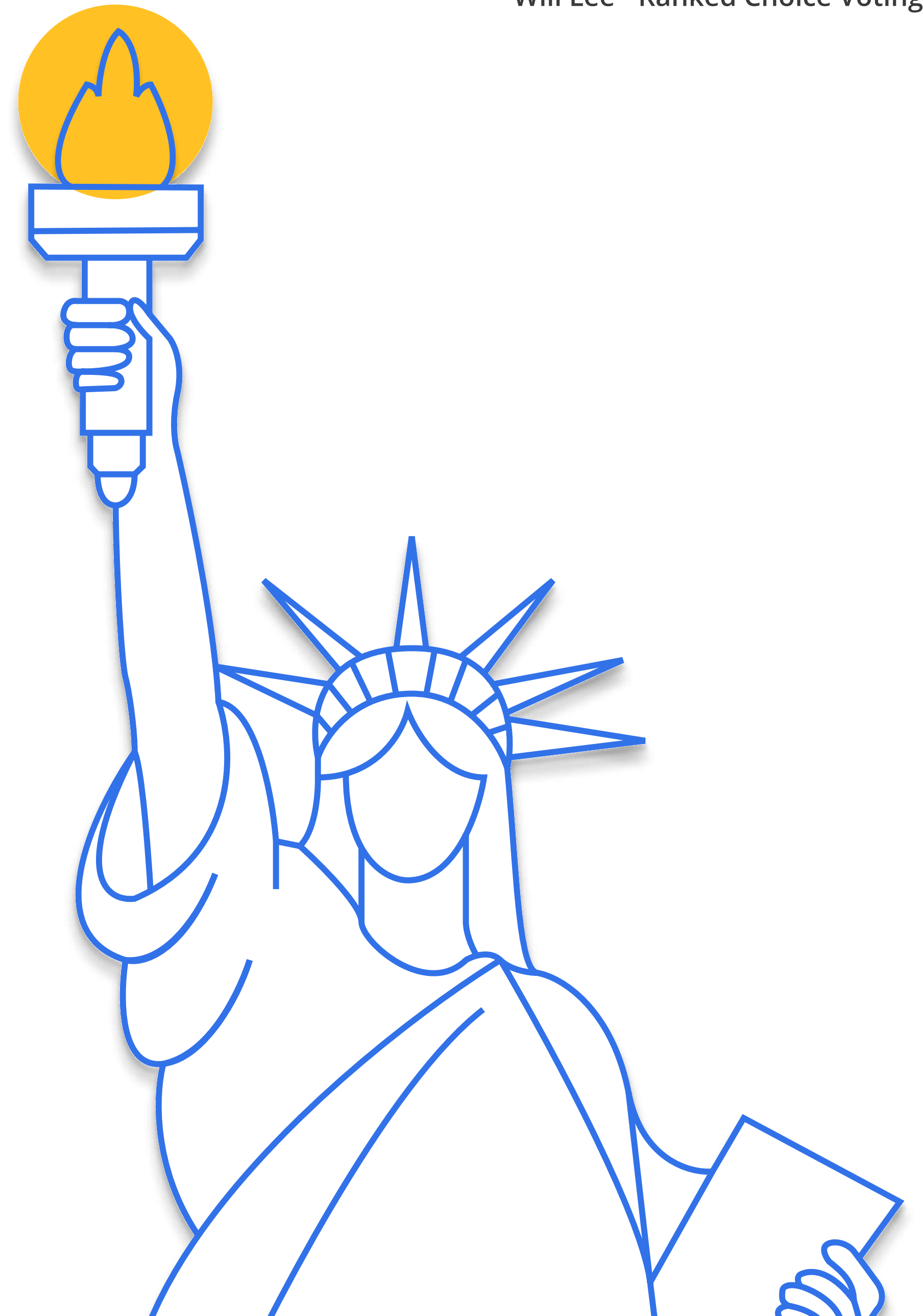
## Solution

Create a digital voting experience on a **kiosk**, featuring candidate ranking solutions with an **intuitive** and **interactive ballot**.

6-10

# Research

Anna's research results.





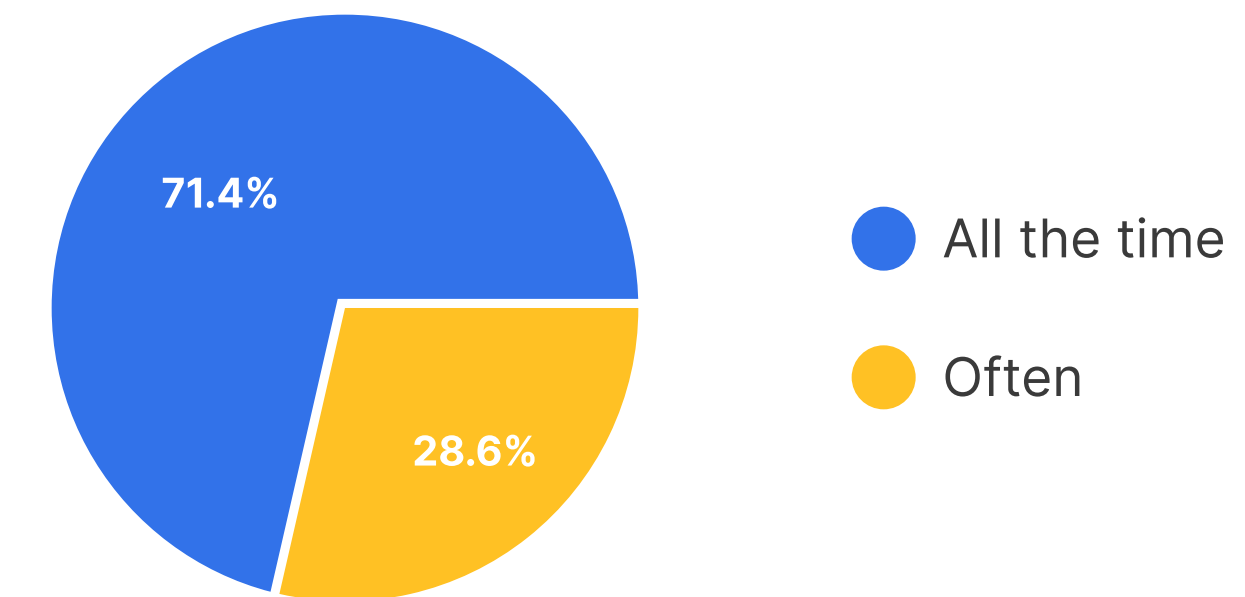
# Primary Research

We surveyed **77 adults** from age 18-71 across 11 different states.

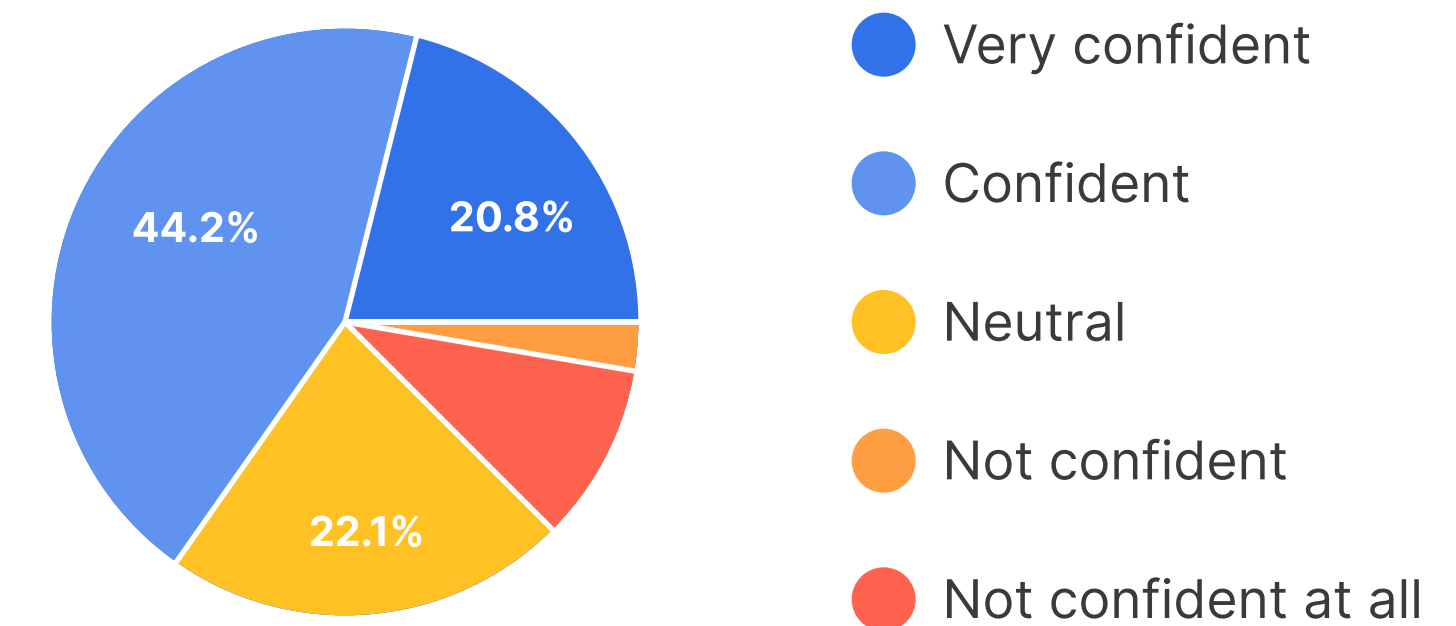
## Takeaways

- Familiar with **touchscreen** tech
- Concerned with voter **fraud**
- **Trust issues** + feeling **uncertainty** with RCV because of **lack** of knowledge
- People **35+** participate most in voting
- Lots of room for **user error** on touchscreen

How often do you use a device with a digital touchscreen in your daily life?

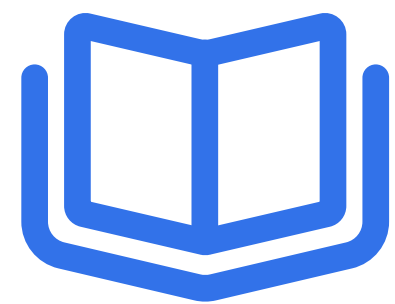


How confident do you feel about the process and results of using an electronic/digital voting method?



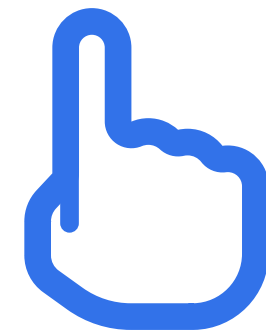
# Secondary Research

With the insights we got from our primary research, Anna also went online and collected some additional information.



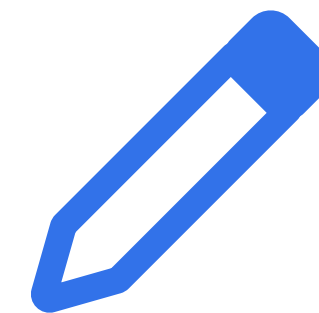
## Understanding

Lack of knowledge + access to social media = **fear mongering** about security



## Interaction

Drag is **tedious** for older adults and functions **slower**, using more force



## Language

Use **plain language** in texts and buttons, and consistent wording throughout



## Clear Design

Prevent **user error** through spacing, simplicity, visual cues, and restraints

# Our Scope

With a clearer understanding of the subject and our users, we came up with some goals to focus on.

We want to create a trustworthy experience, keeping users from doubting the **legitimacy** of the digital voting process. At the same time, we want to create a **simple and intuitive** interface for users to operate, ensuring an unbiased and accessible experience.

**Trustworthy**

**Reduce user error**

**Unbiased**

**Accessible**



11-14

# Feature Analysis

Analyze what's out there.



## COMPETITIVE ANALYSIS

# The Voting Experience

Users should know what to do by just looking at the interface. The system should give users **proper directions** and not allow users to make **conflicting inputs**.

**Rank your vote**  
Rank up to five candidates. Mark no more than one oval in each column.

Favorite Fruit	1st	2nd	3rd	4th	5th
Watermelon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Papaya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your Ranked Ballot: 1) Not selected 2) Not selected 3) Not selected 4) Not selected 5) Not selected

SUBMIT

**Rank your vote**  
Rank up to five candidates. Mark no more than one oval in each column.

Favorite Fruit	1st	2nd	3rd	4th	5th
Papaya	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watermelon	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Mango	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Warning: Each candidate can only be ranked once.

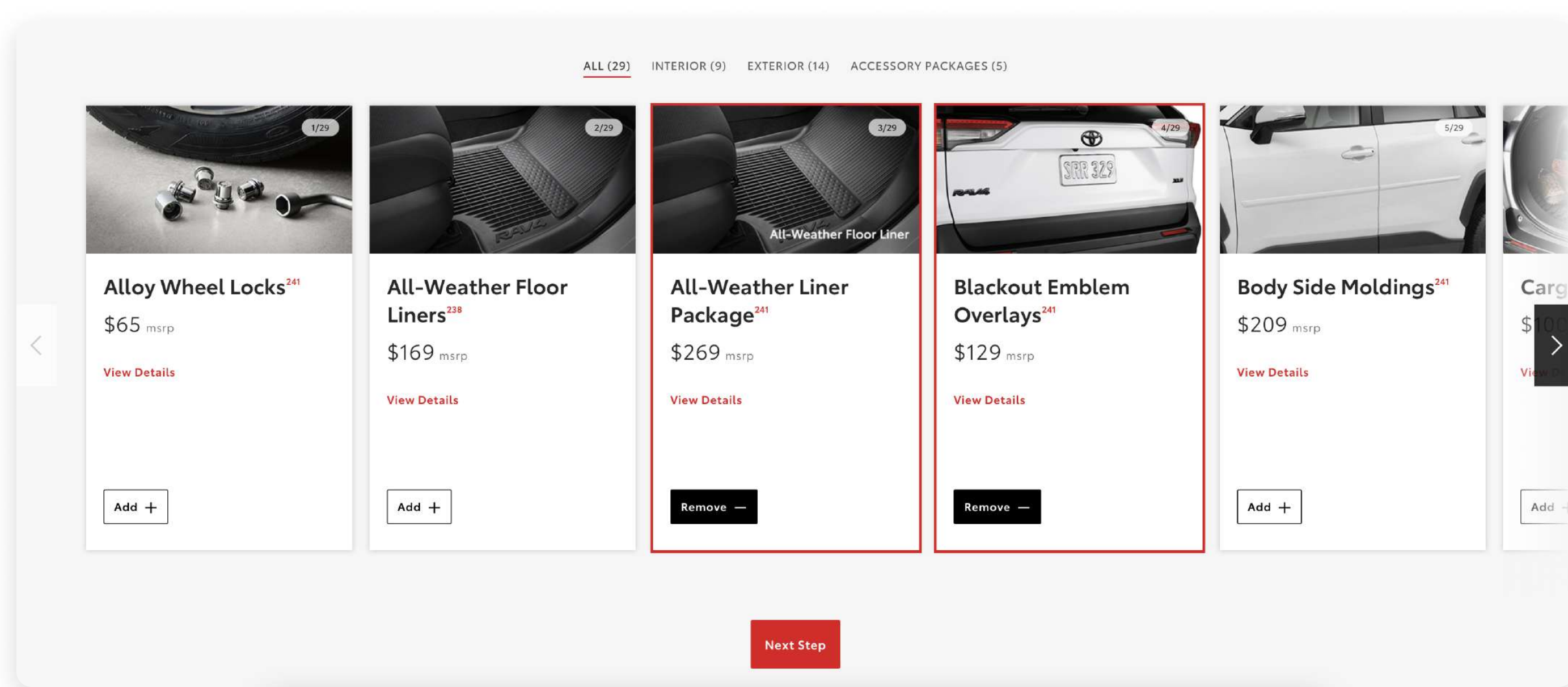
SUBMIT



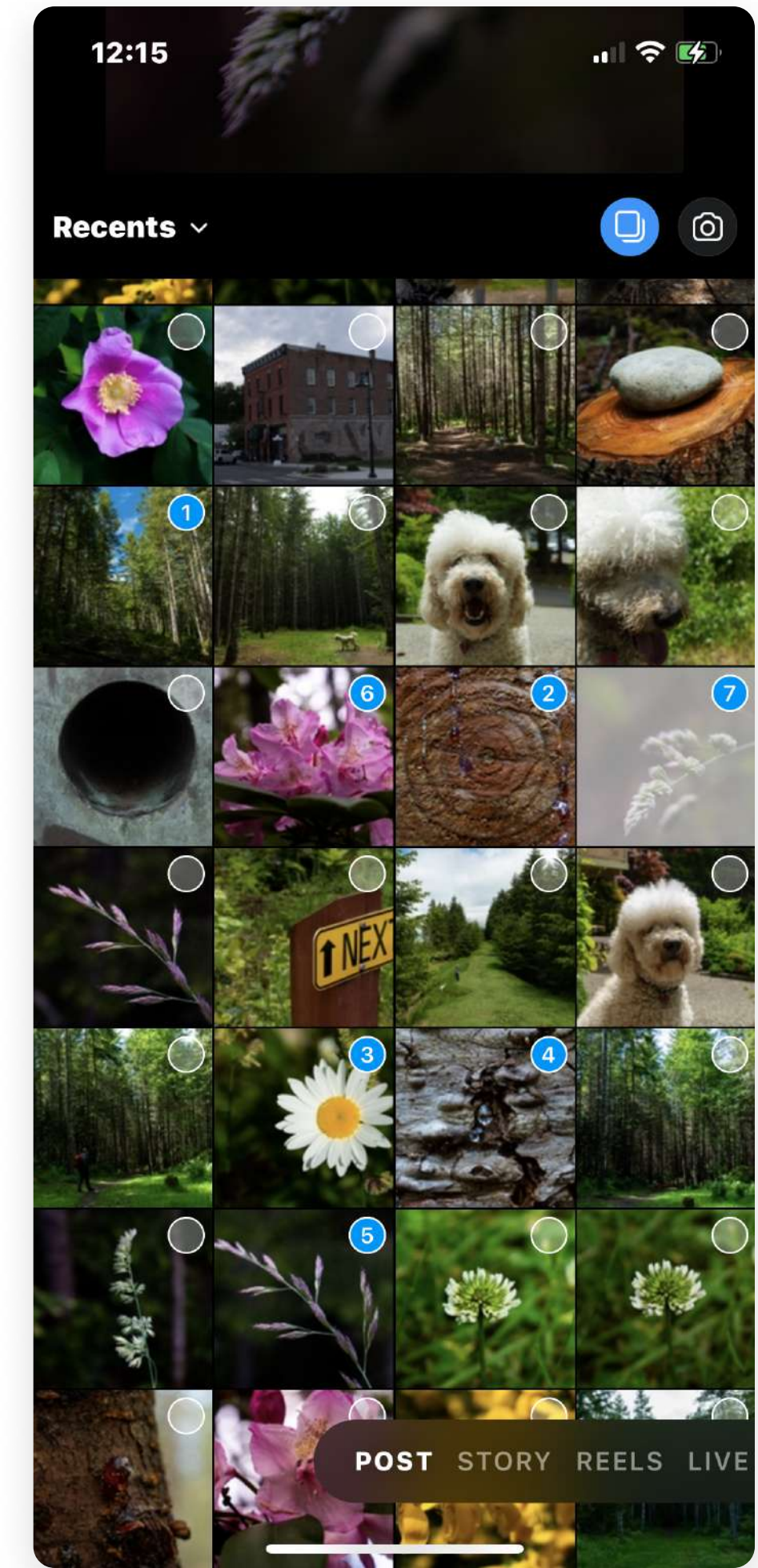
## COMPETITIVE ANALYSIS

# Candidate Selection

Users need to feel **comfortable** with selections, knowing what they have selected and what they can select. It's important to give users the **confidence** to make choices.



Toyota



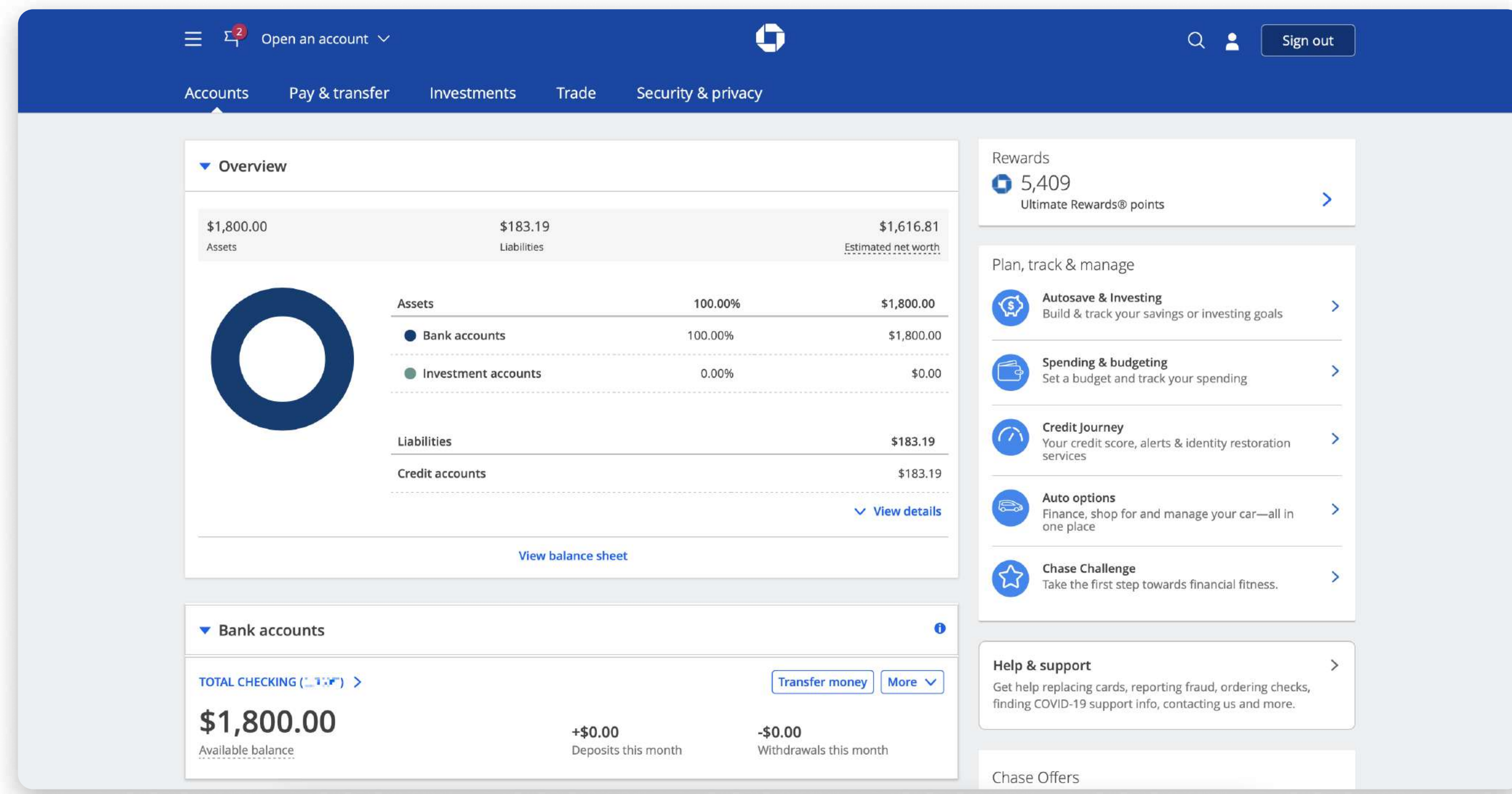
Instagram



## COMPETITIVE ANALYSIS

# User Interface Style

It is important that our users trust the voting experience and feel confident when operating it. The **visual experience** affects how users **perceive** the product.



Chase

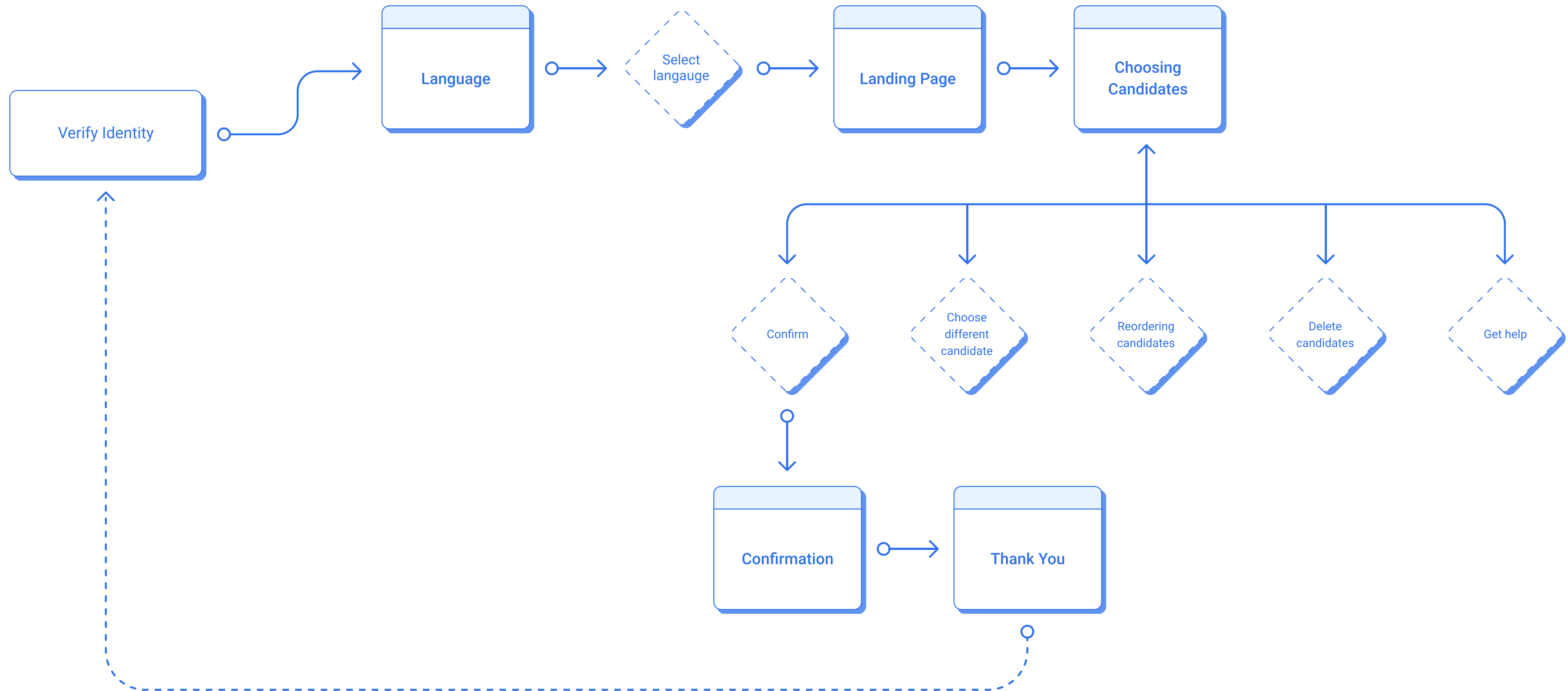
15-18

# Wireframes

The drawing board of our ideas.



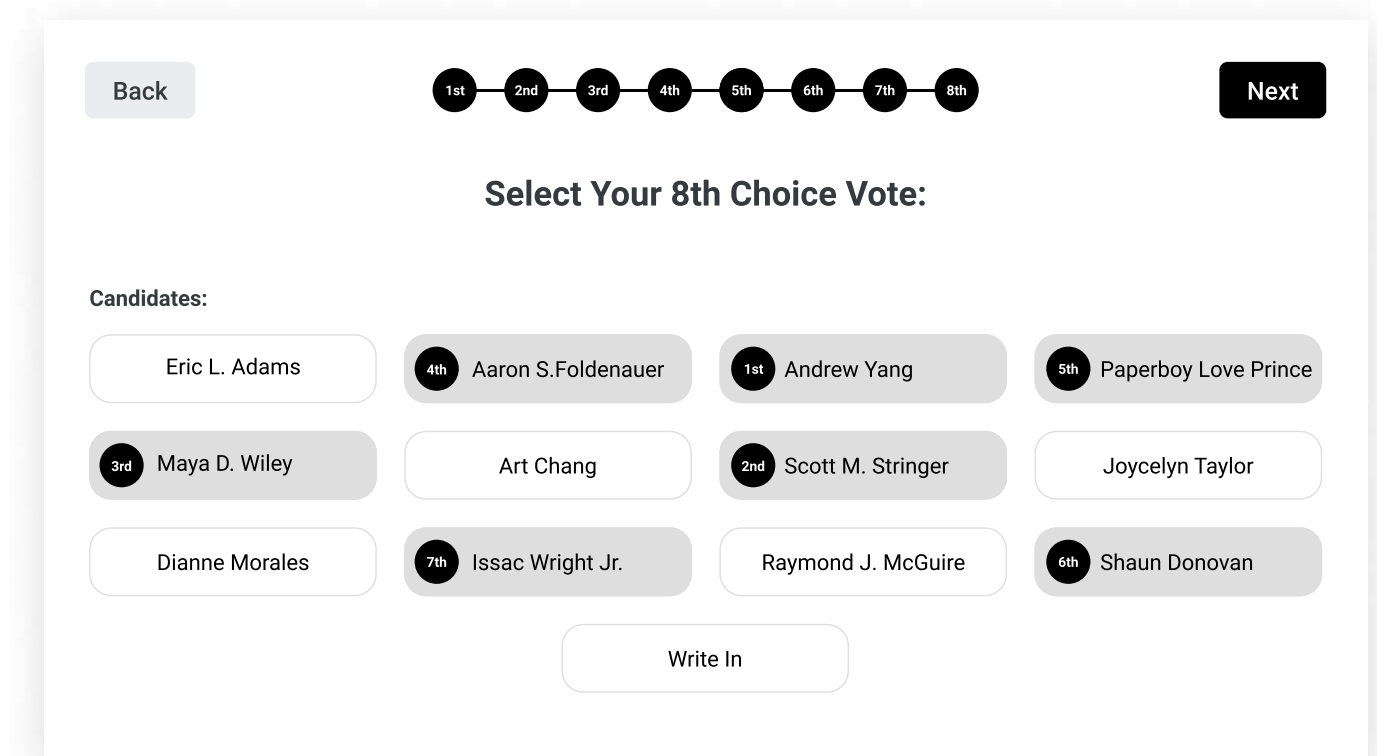
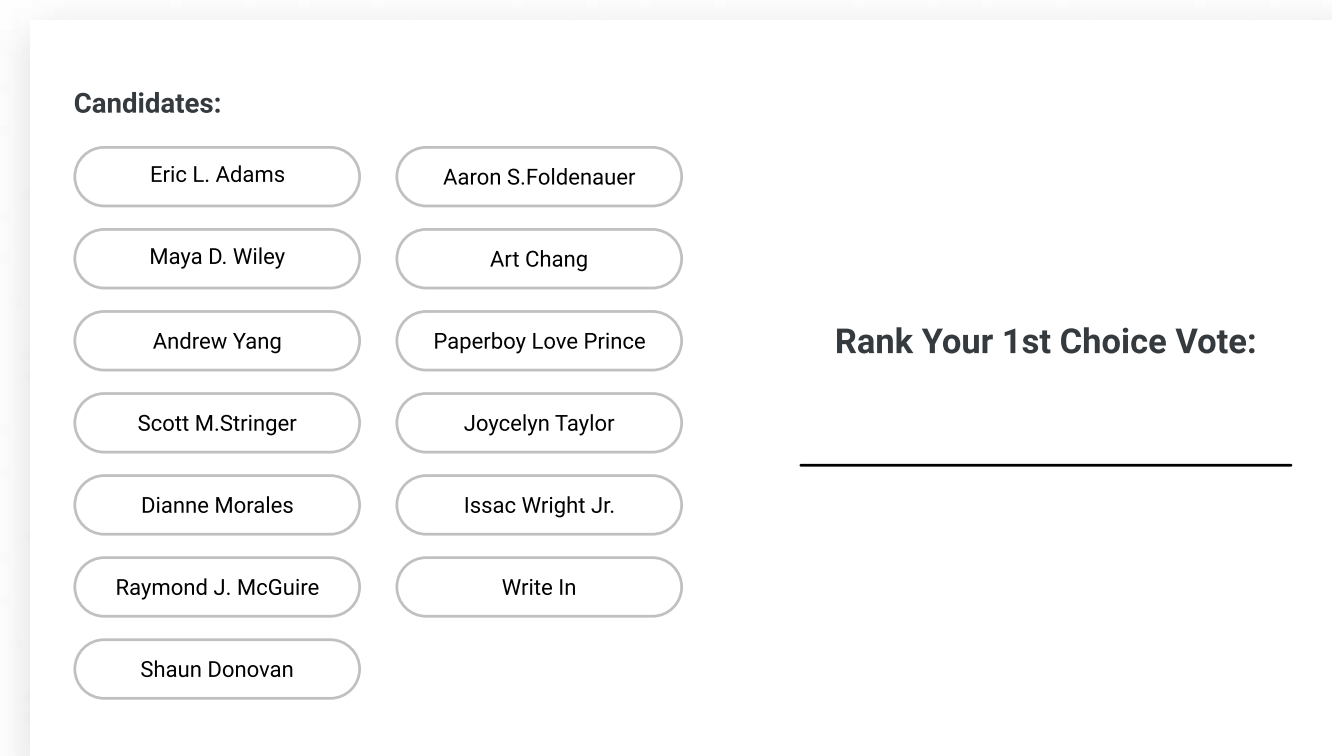
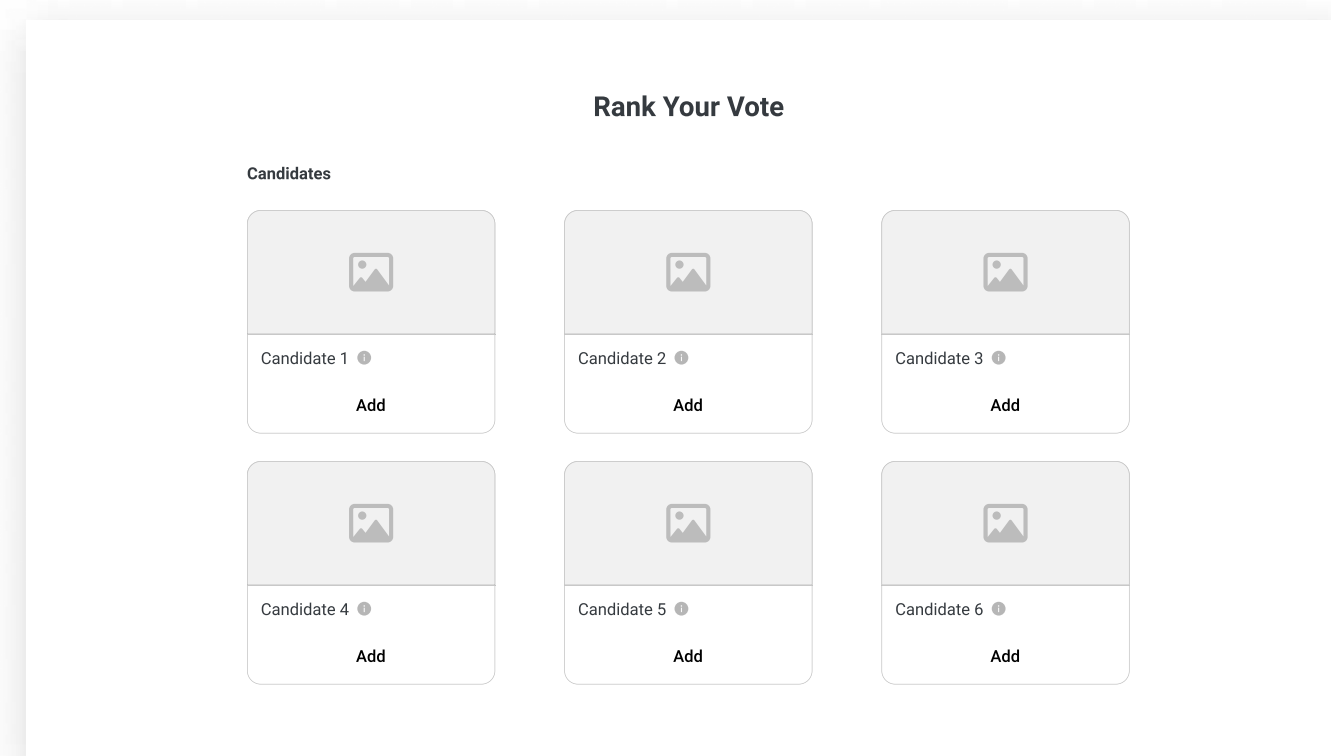
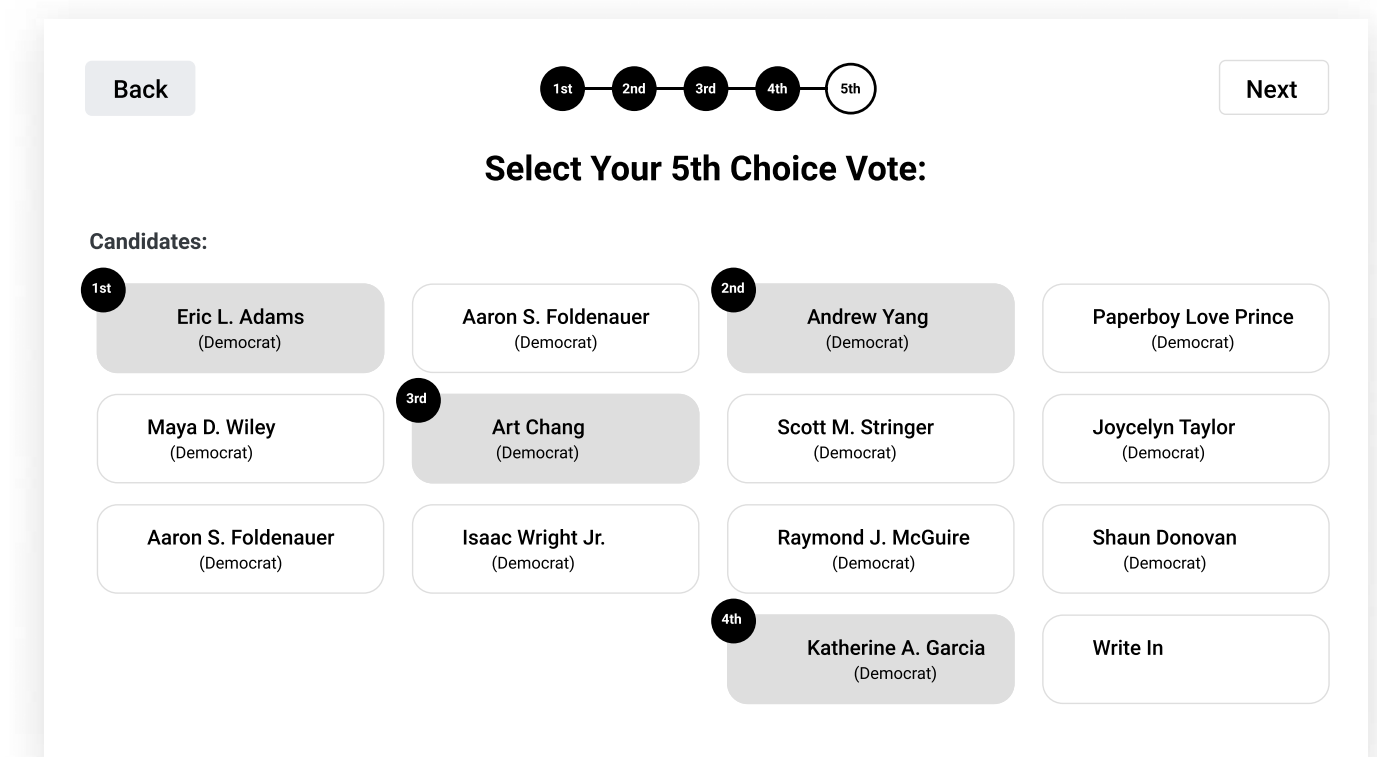
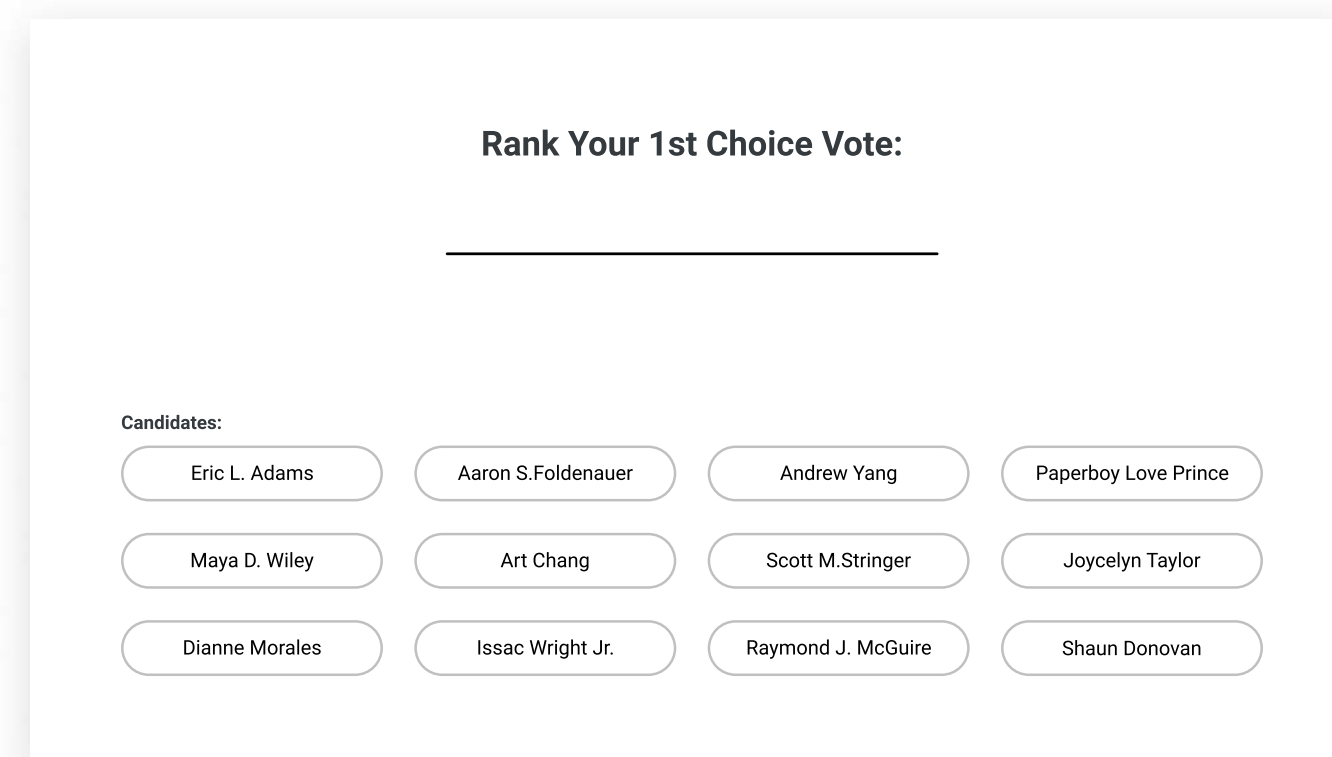
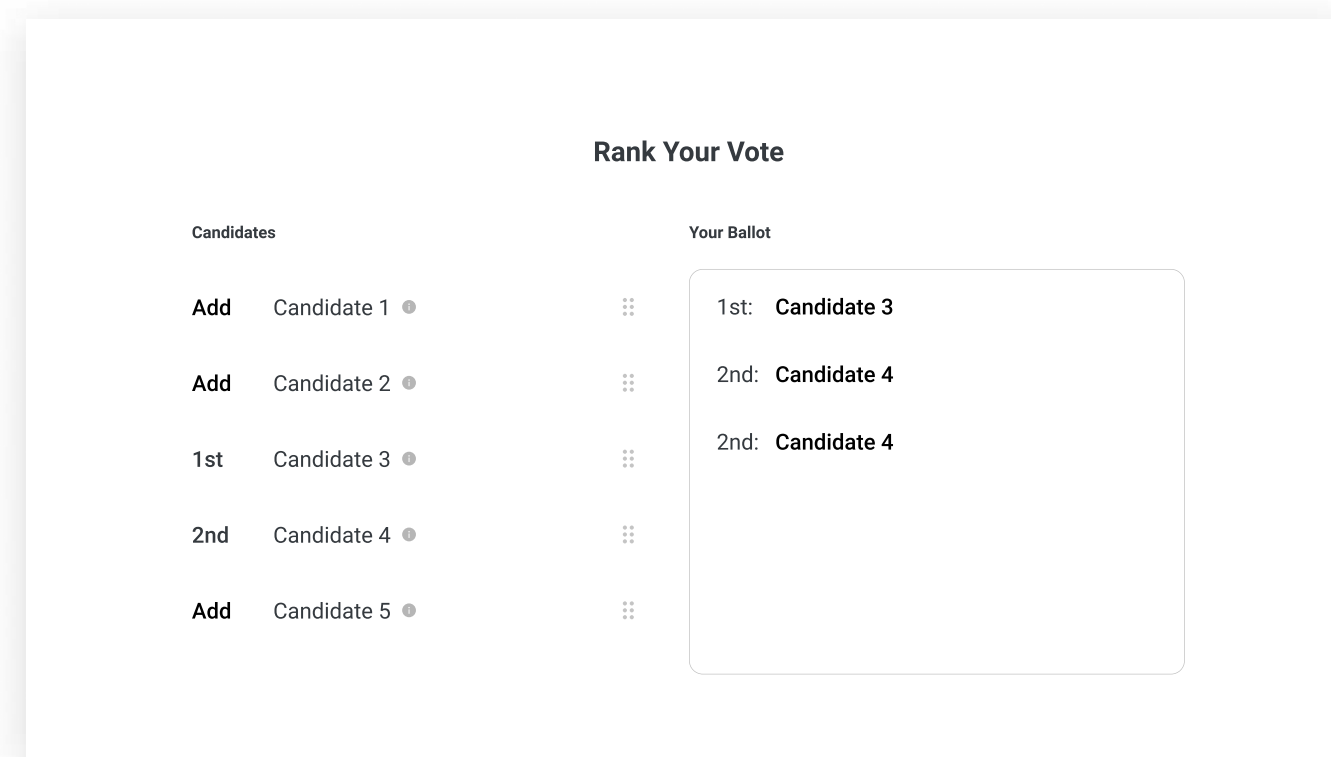
# User Flow





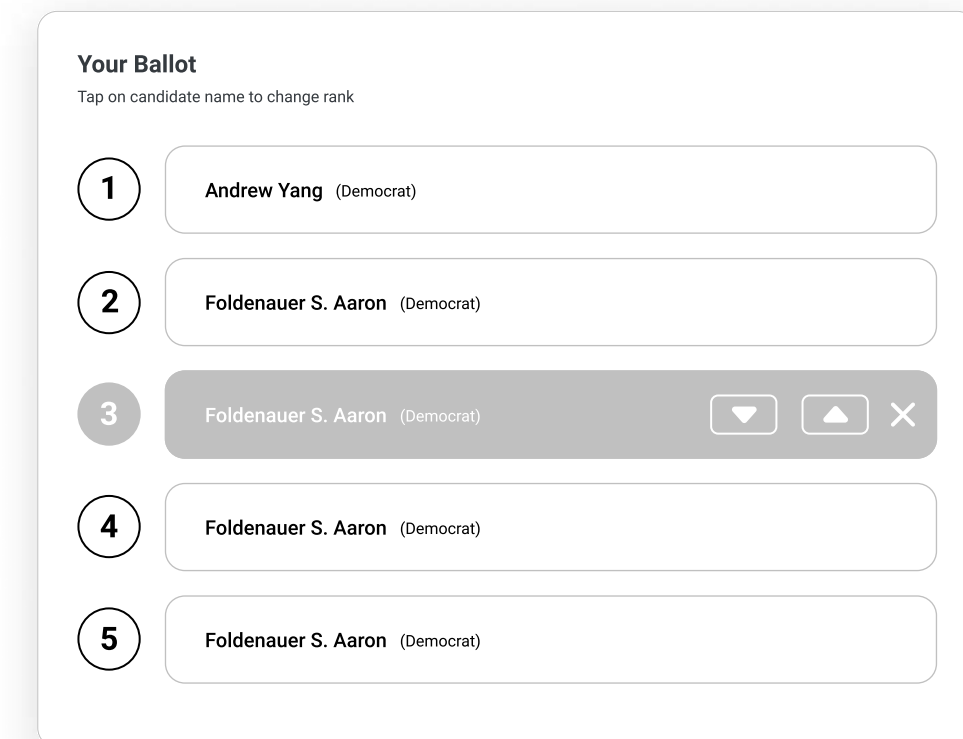
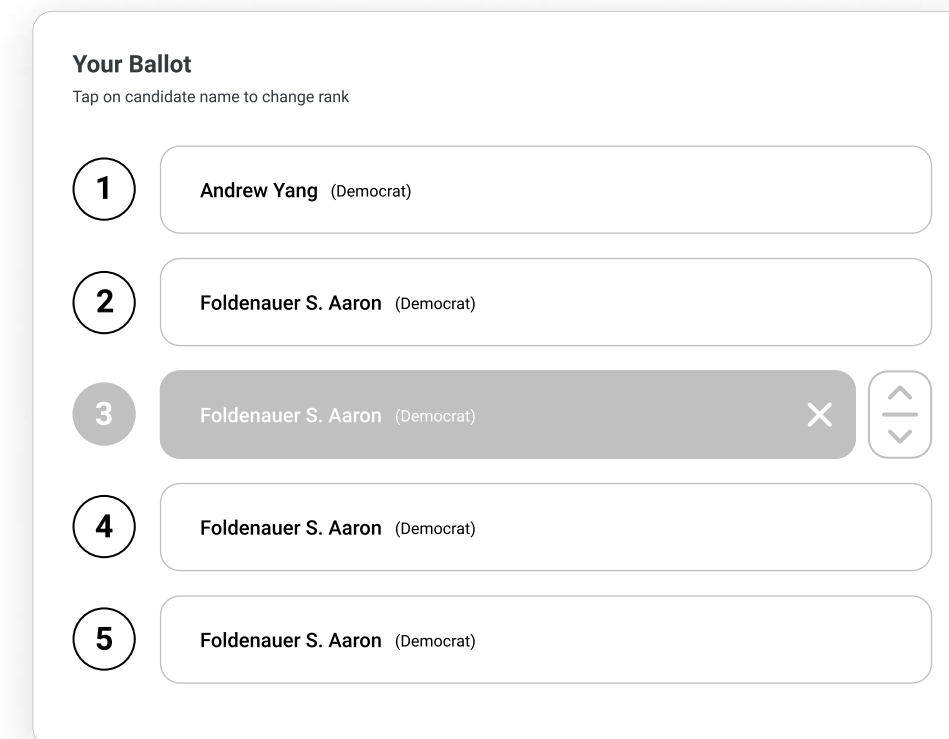
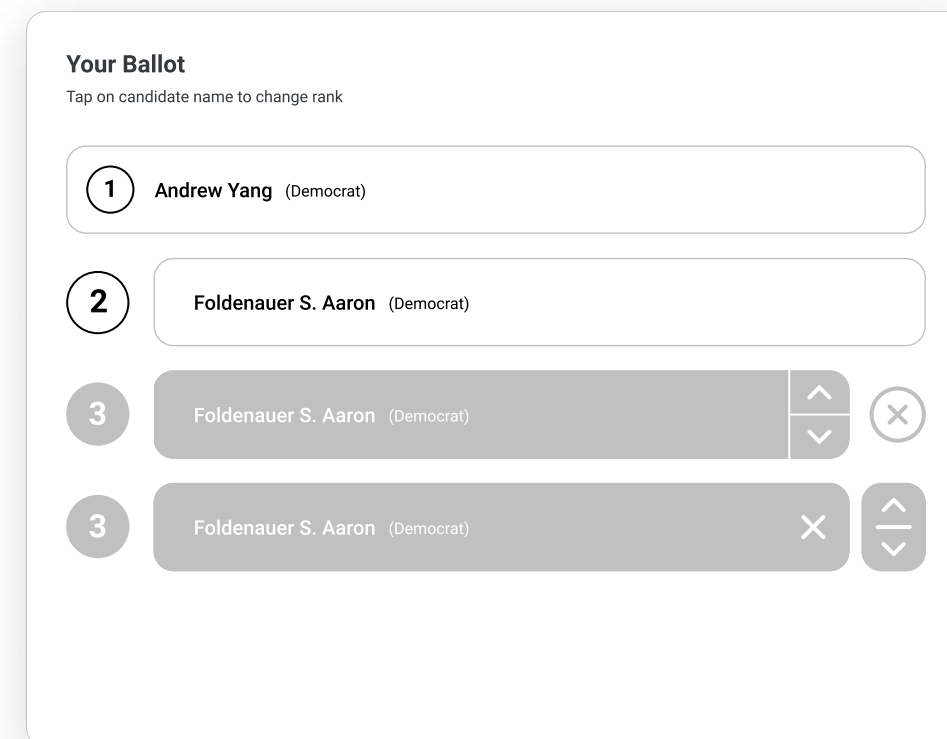
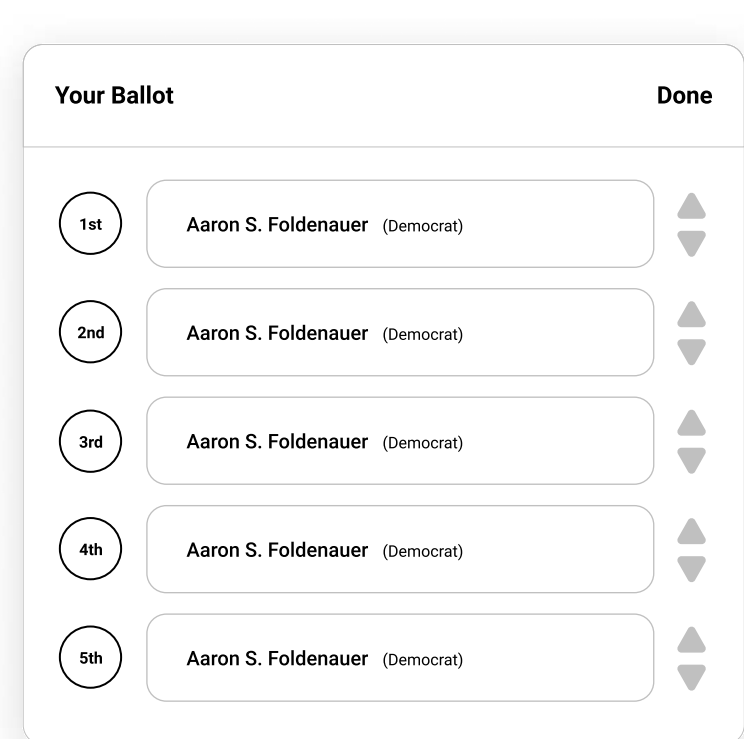
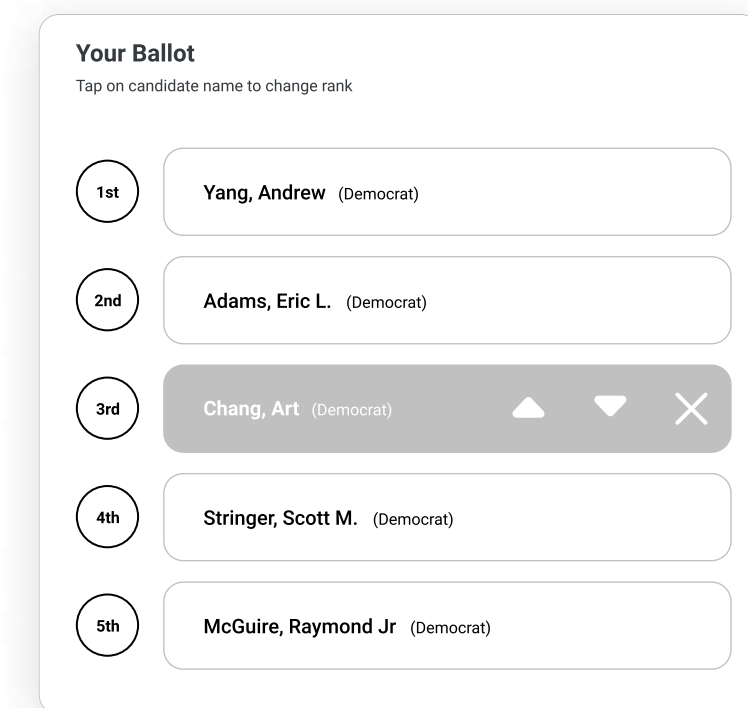
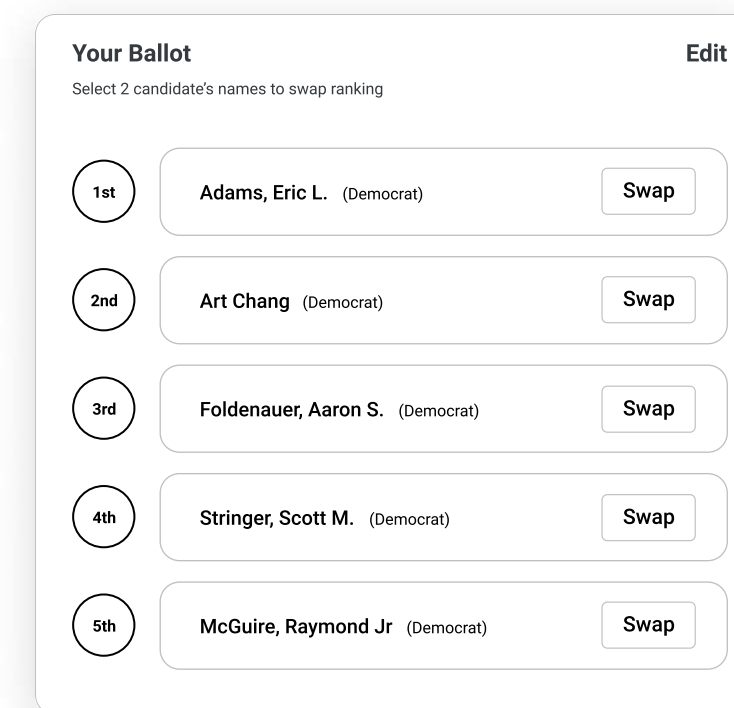
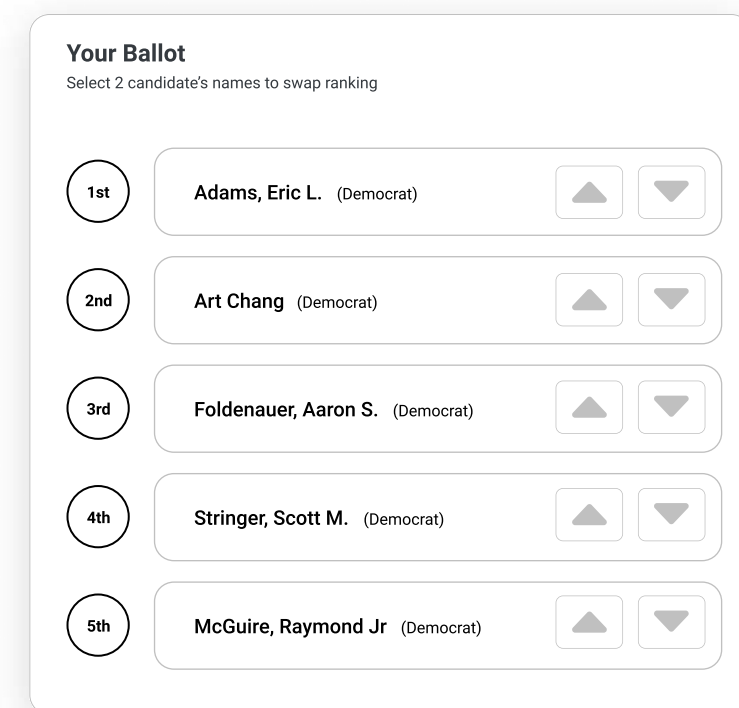
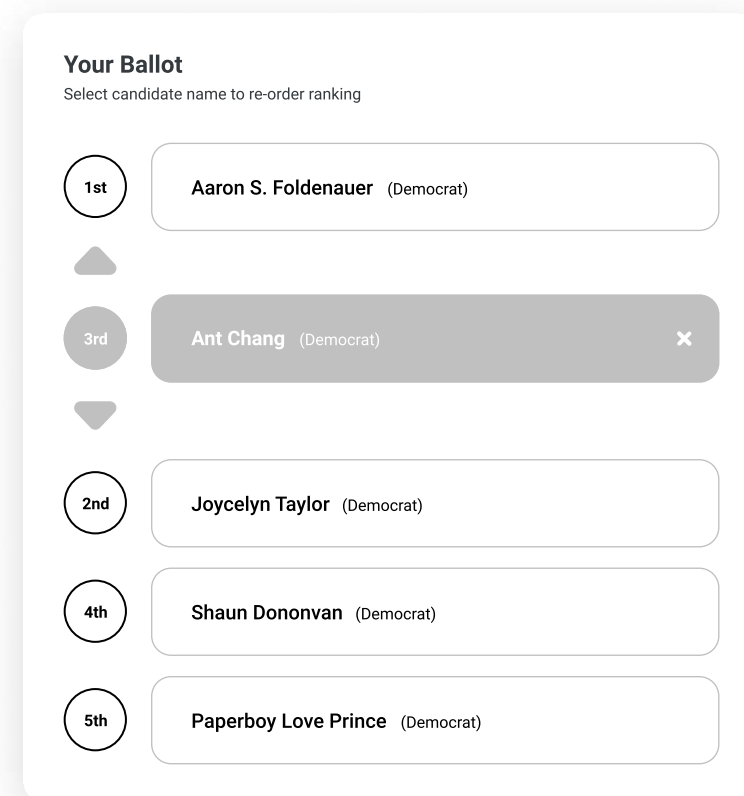
# Initial Wireframes

We experimented with a couple initial designs and ideate on different kinds of user experience.



# Ballot Wireframes

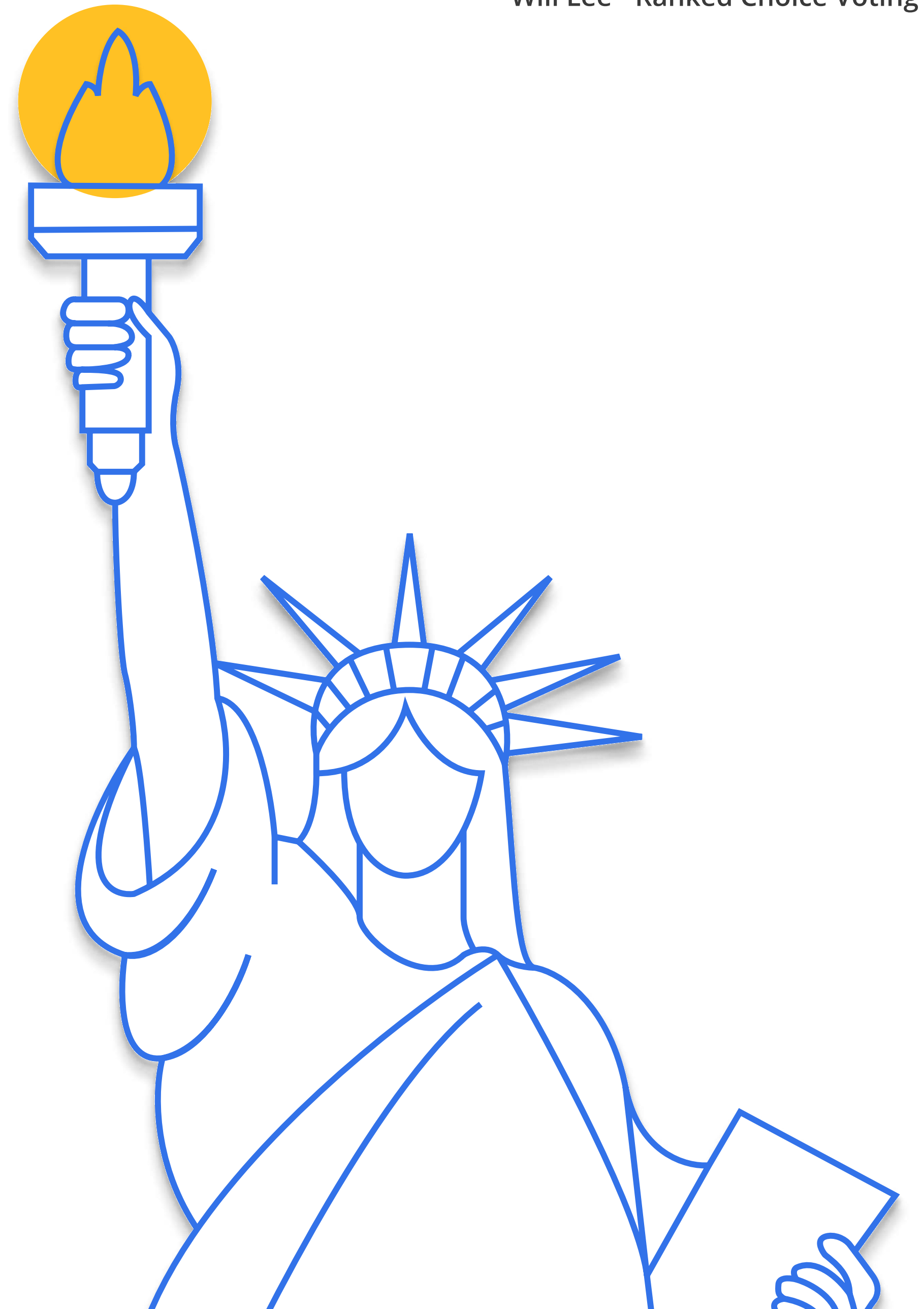
We decided to have a **ballot module** for users to see **live changes** and what they have at the moment. It also allows them to edit.



19-22

# Visual Style

Let's bring our ideas to life.



# Style Guide

## HEADING

# Primary Election

Inter, Bold, 92 pt

## SUB-HEADING 1

## NYC Democratic Primary Election

Inter, Bold, 48 pt

## SUB-HEADING 2

## NYC Democratic Primary Election

Inter, Bold, 40 pt

## SUB-HEADING 3

## NYC Democratic Primary Election

Inter, Bold, 24 pt

## SUB-HEADING 4

### Paperboy Love Prince

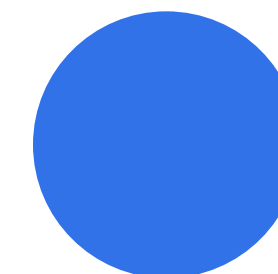
Inter, Regular, 20 pt, #3A3A3A

## PARAGRAPH

Ranked-choice voting (RCV) is an election method that allows voters the option to rank candidates in order of preference.

Inter, Regular, 20 pt, #3A3A3A

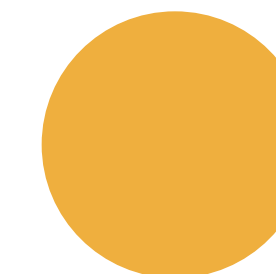
## COLOR PALETTE



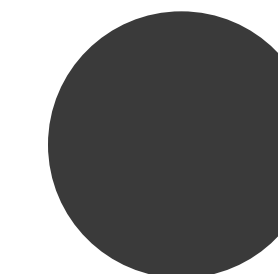
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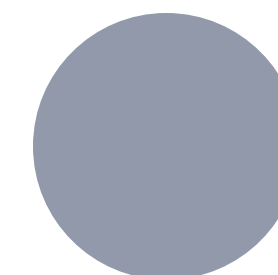
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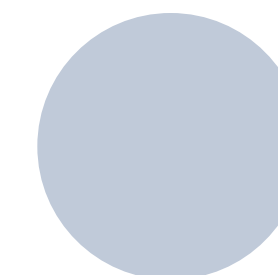
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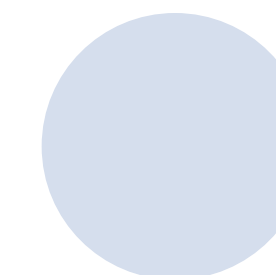
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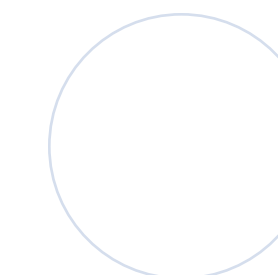
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#C0CAD9



#D5DEED



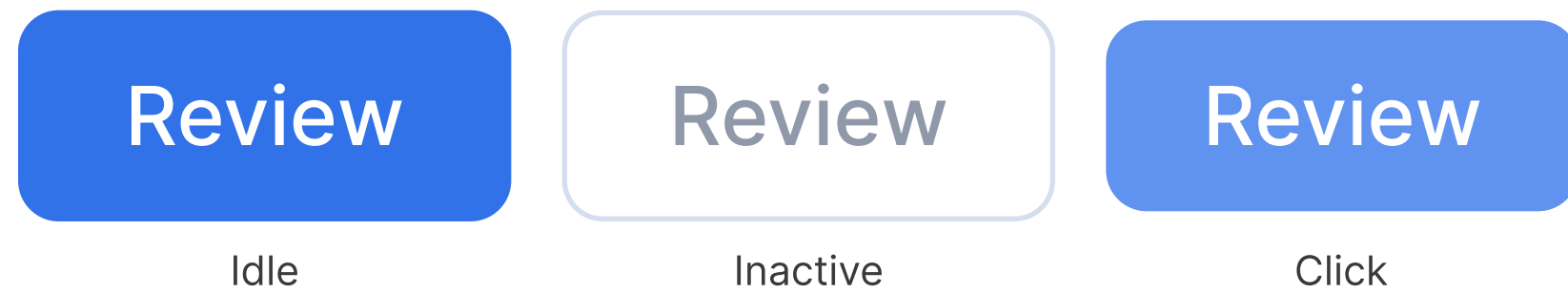
#FFFFFF

# Components

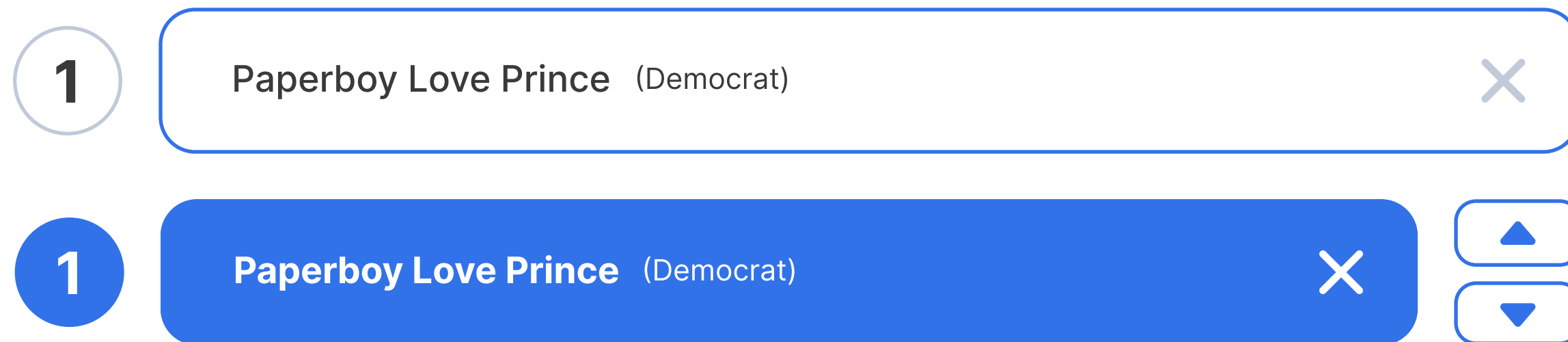
## START BUTTON



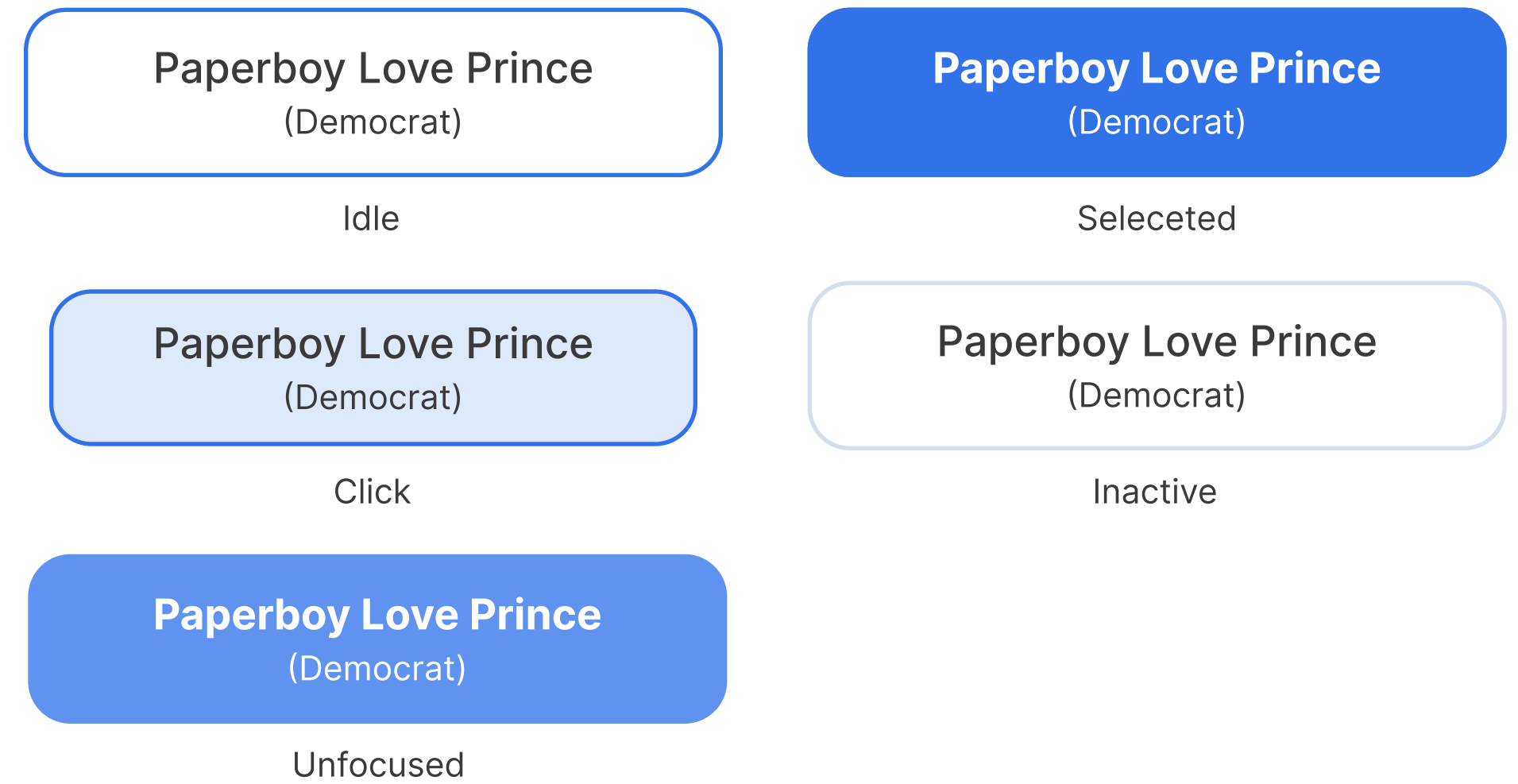
## MAIN ACTION BUTTON



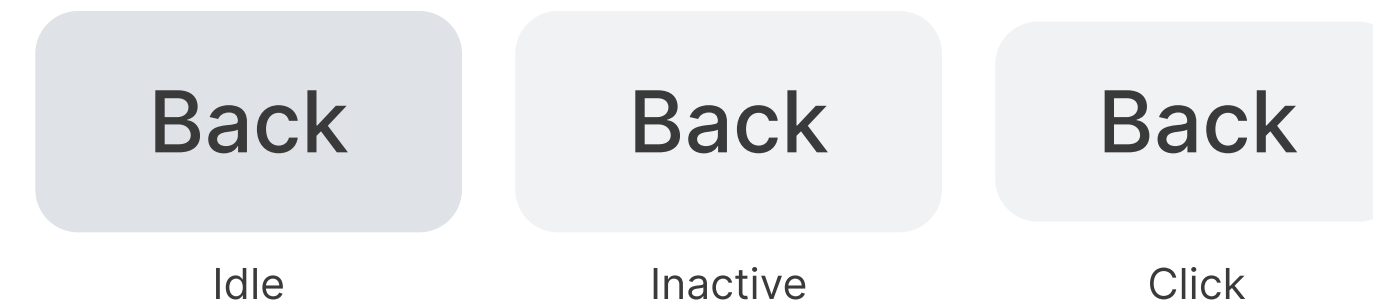
## BALLOT CARD



## CANDIDATE BUTTON



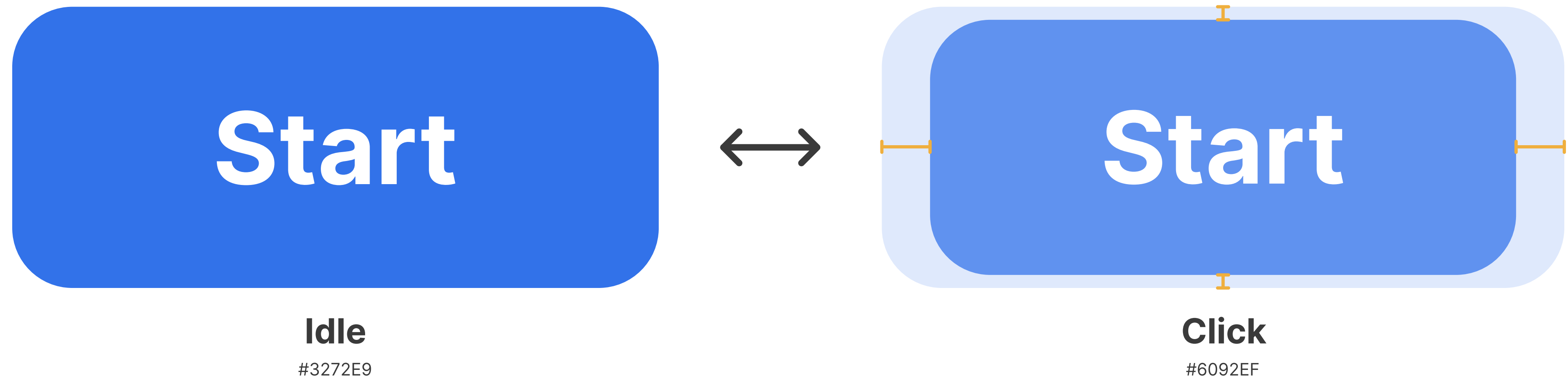
## BACK BUTTON





# UI Animation

To create a responsive experience for the system, I made sure to focus on **micro-animation** to give users more **affordance** when operating. The quick and **subtle movement** provides **affirmation** of users' decisions and actions.



22-28

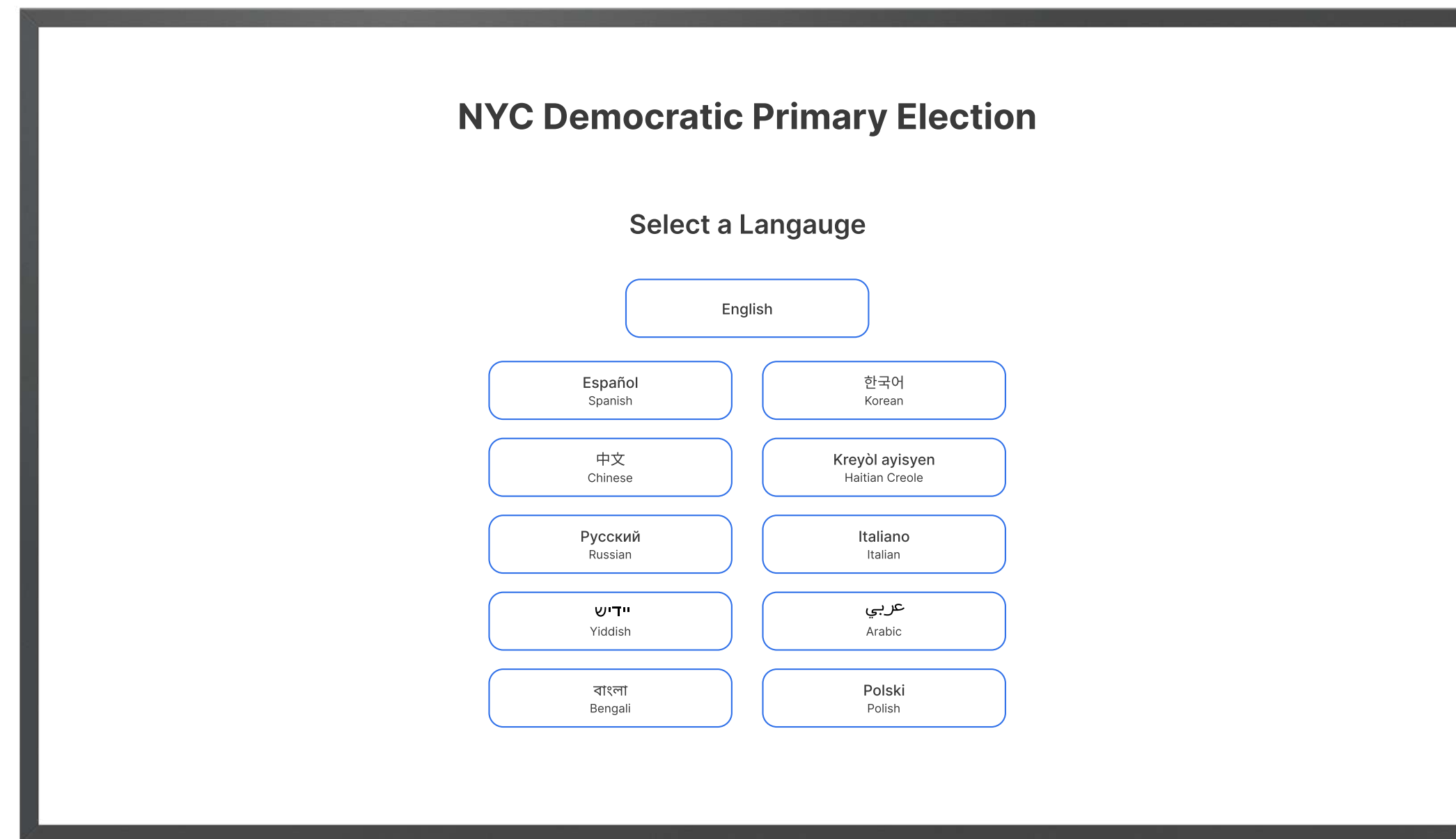
# Solution Screens

The final product.



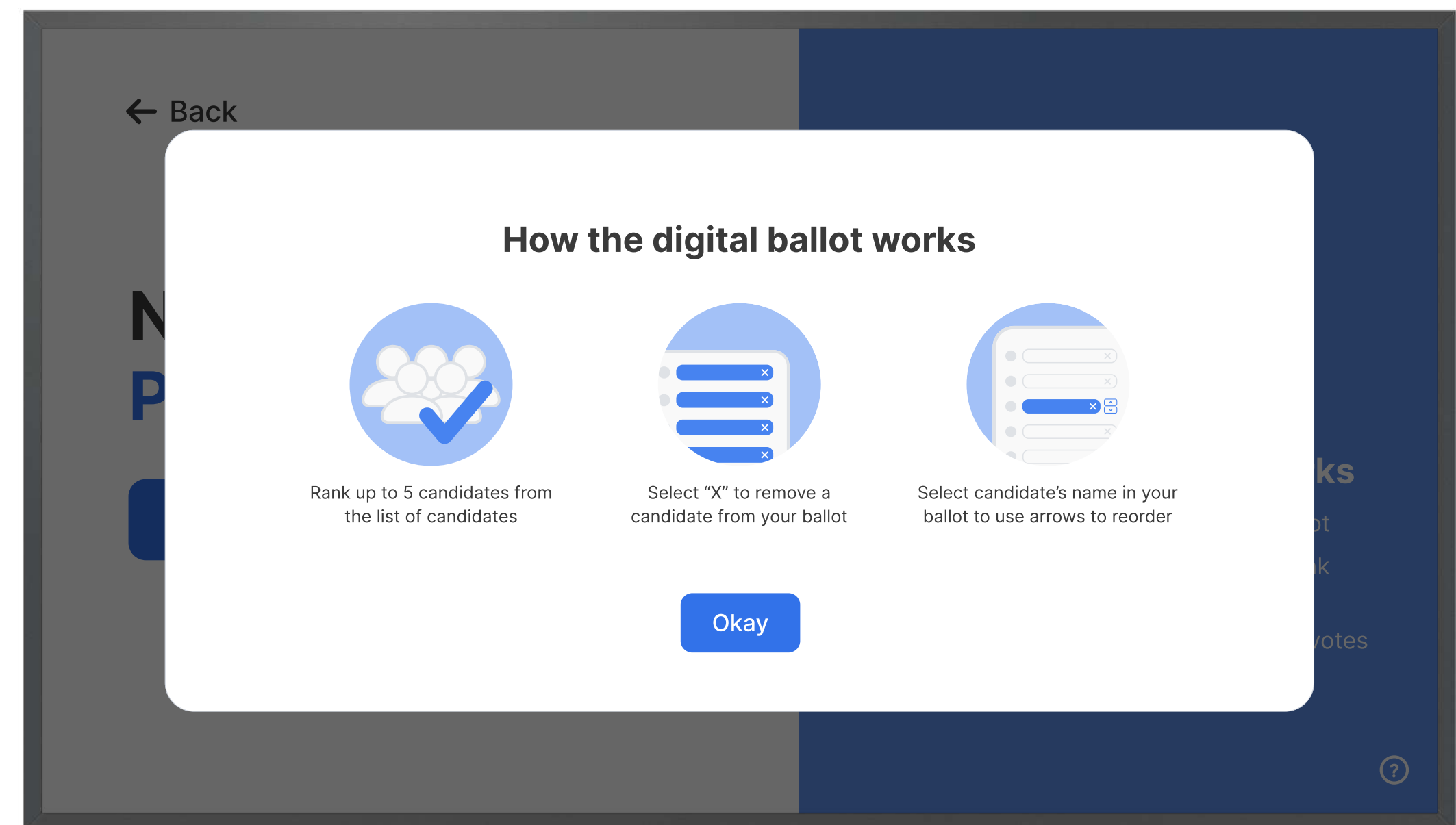
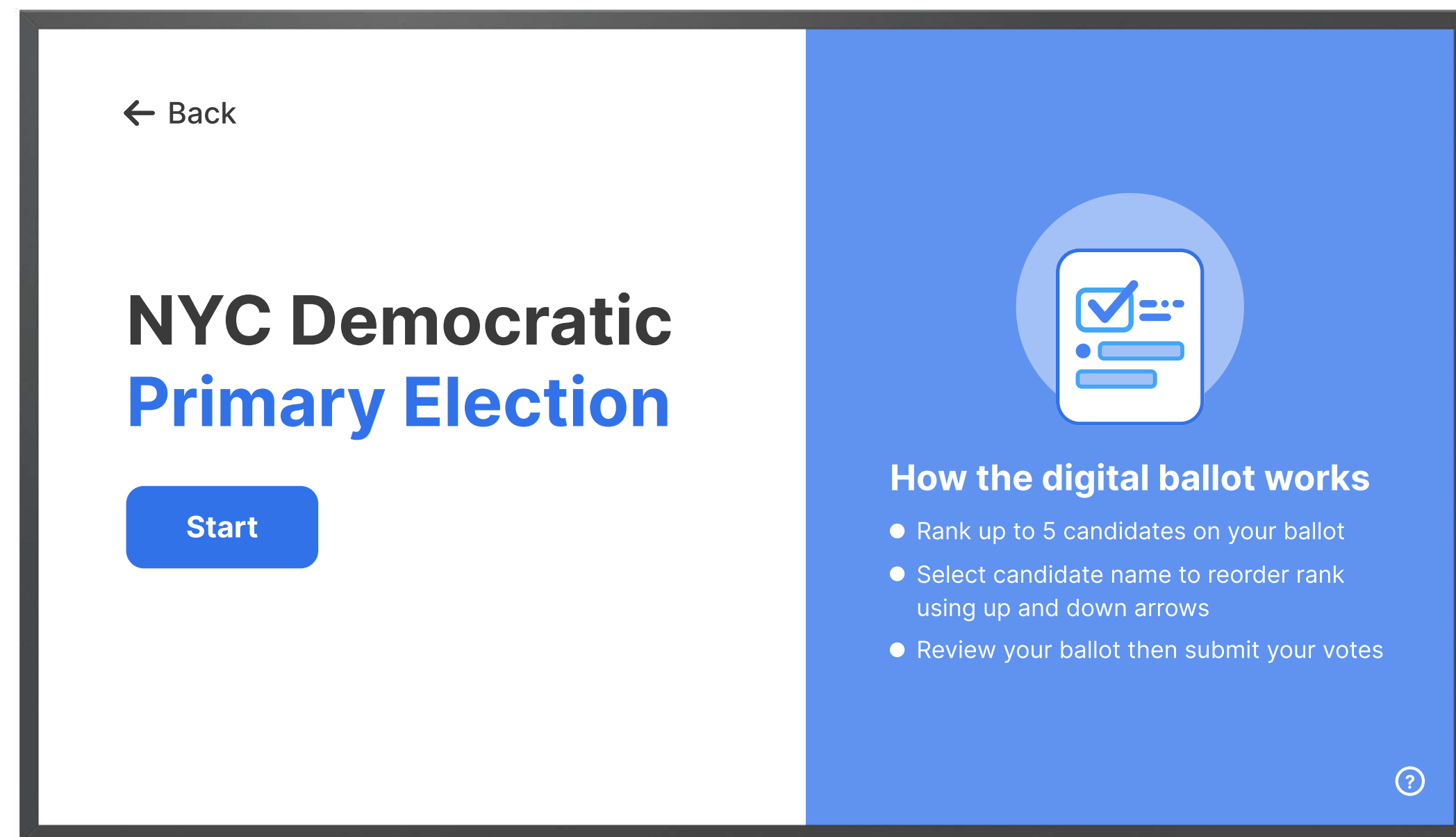
# Language

Users will be greeted with a language page to accommodate users who learned English as a second language.



# Landing Page

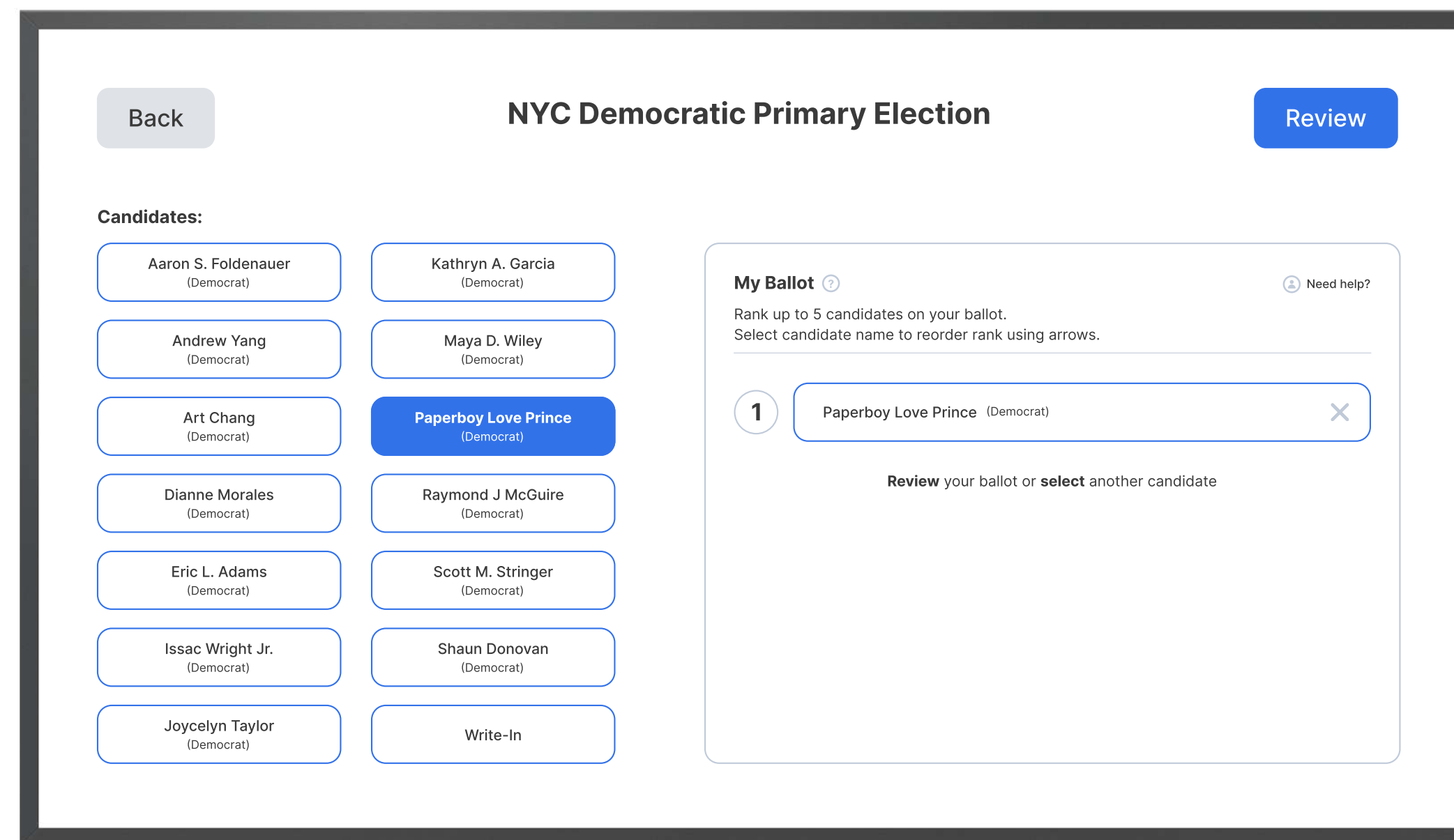
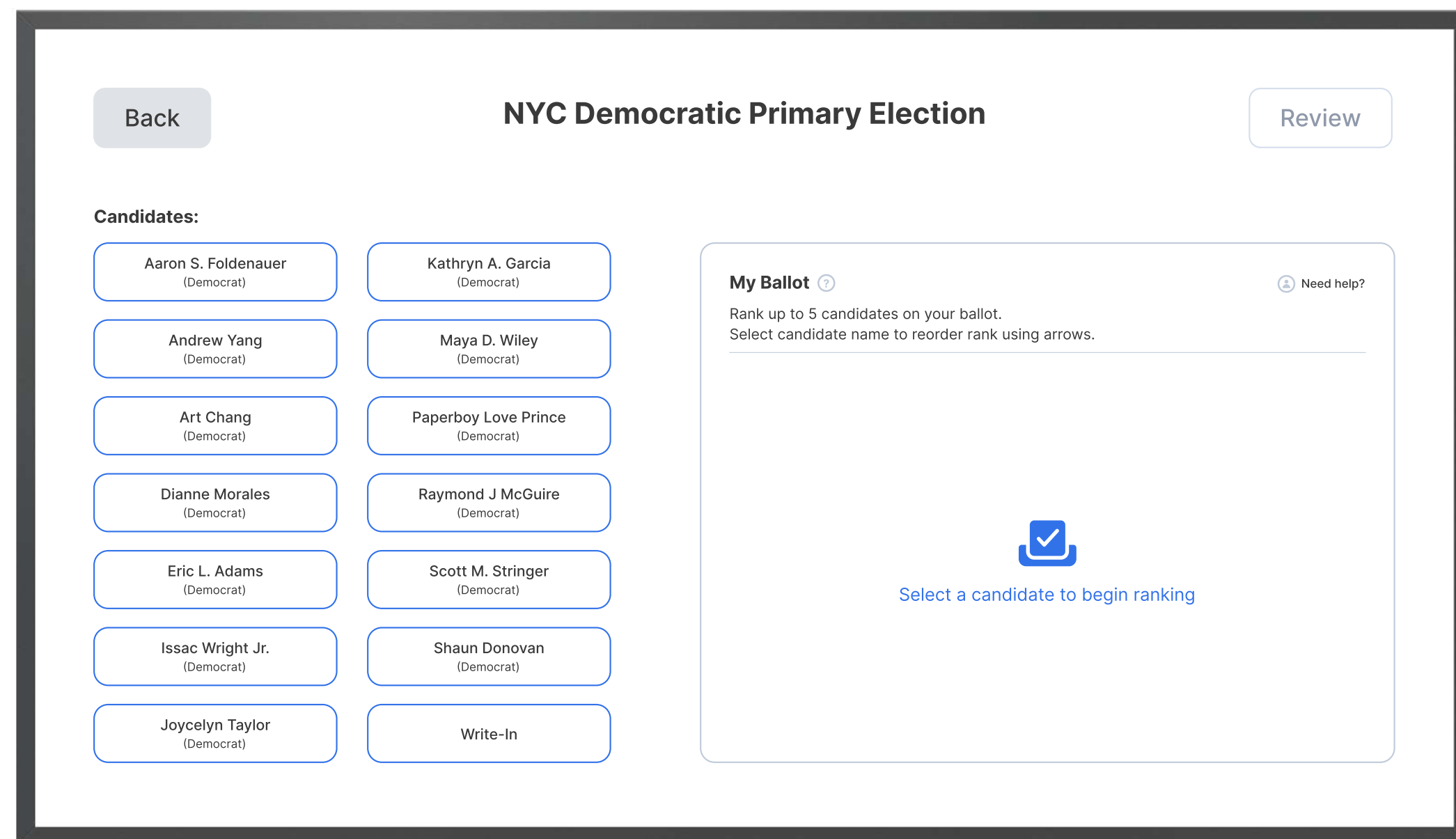
Users are provided simple **instructions** of the voting process, making sure they understand how to operate the kiosk.



## FINAL DESIGN

# Candidate Selection

The candidates are listed clearly to users to select and rank, making the process as as **simple** and **clear** as possible to users.

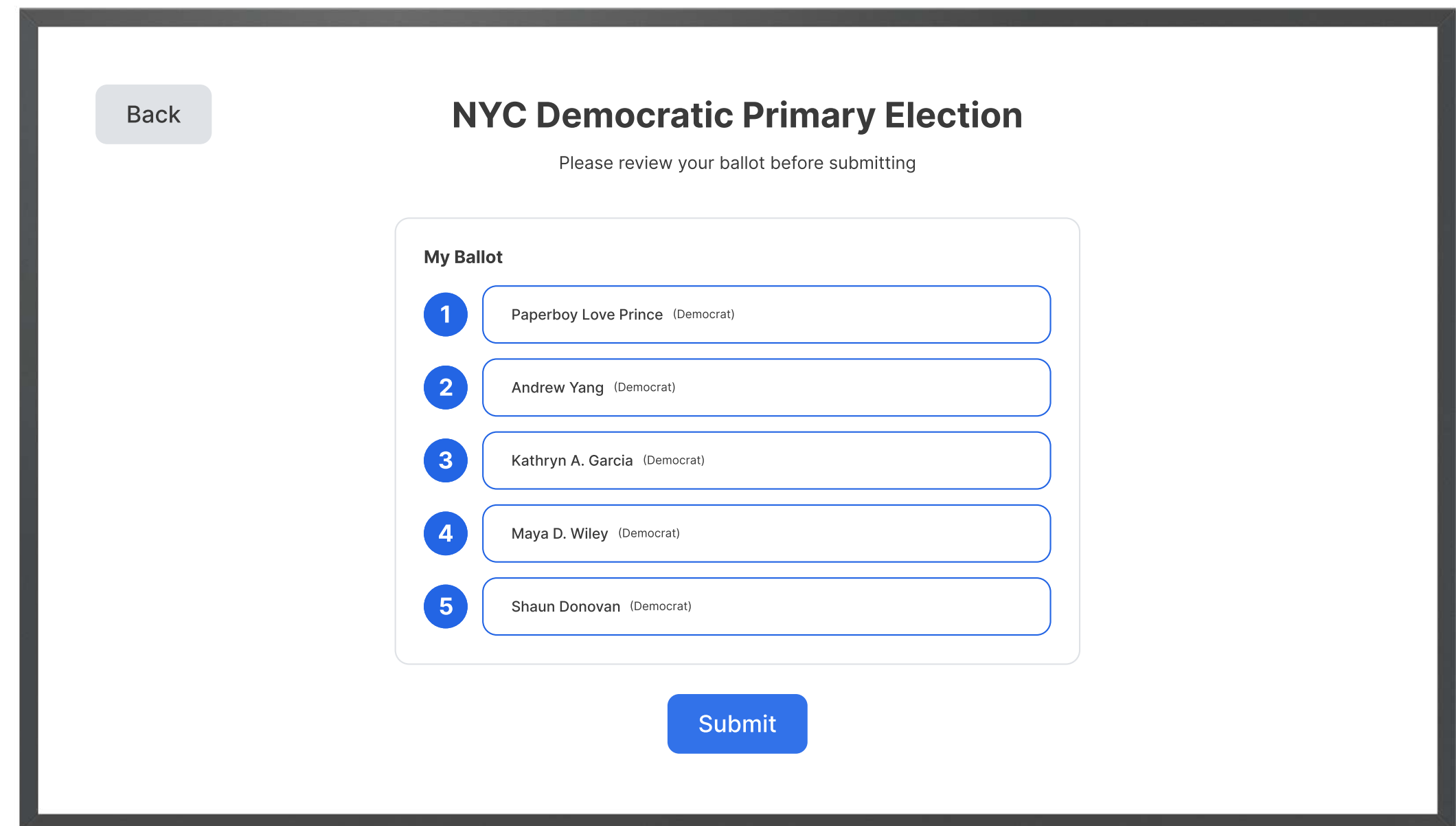
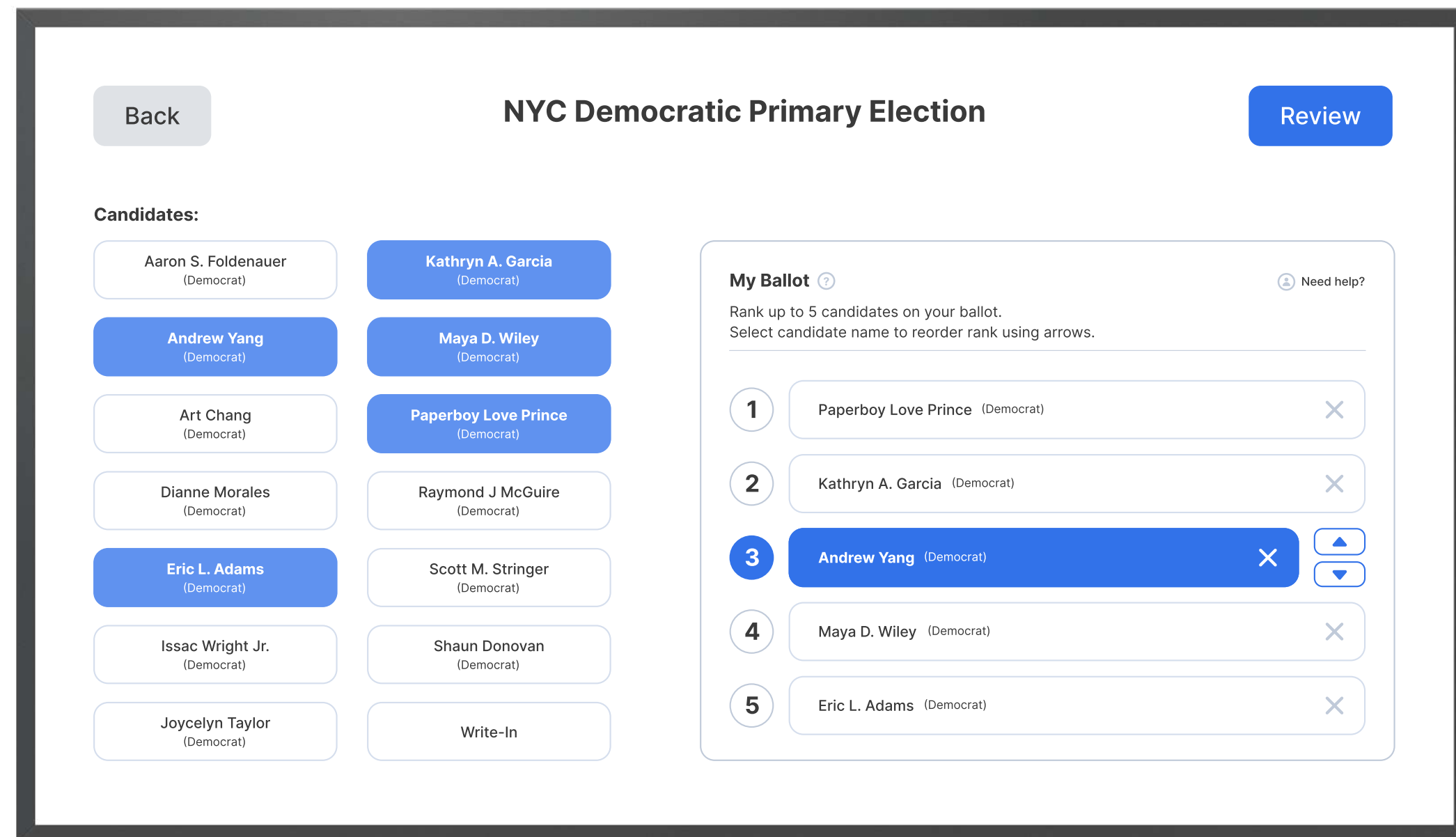




## FINAL DESIGN

# Edit Candidates

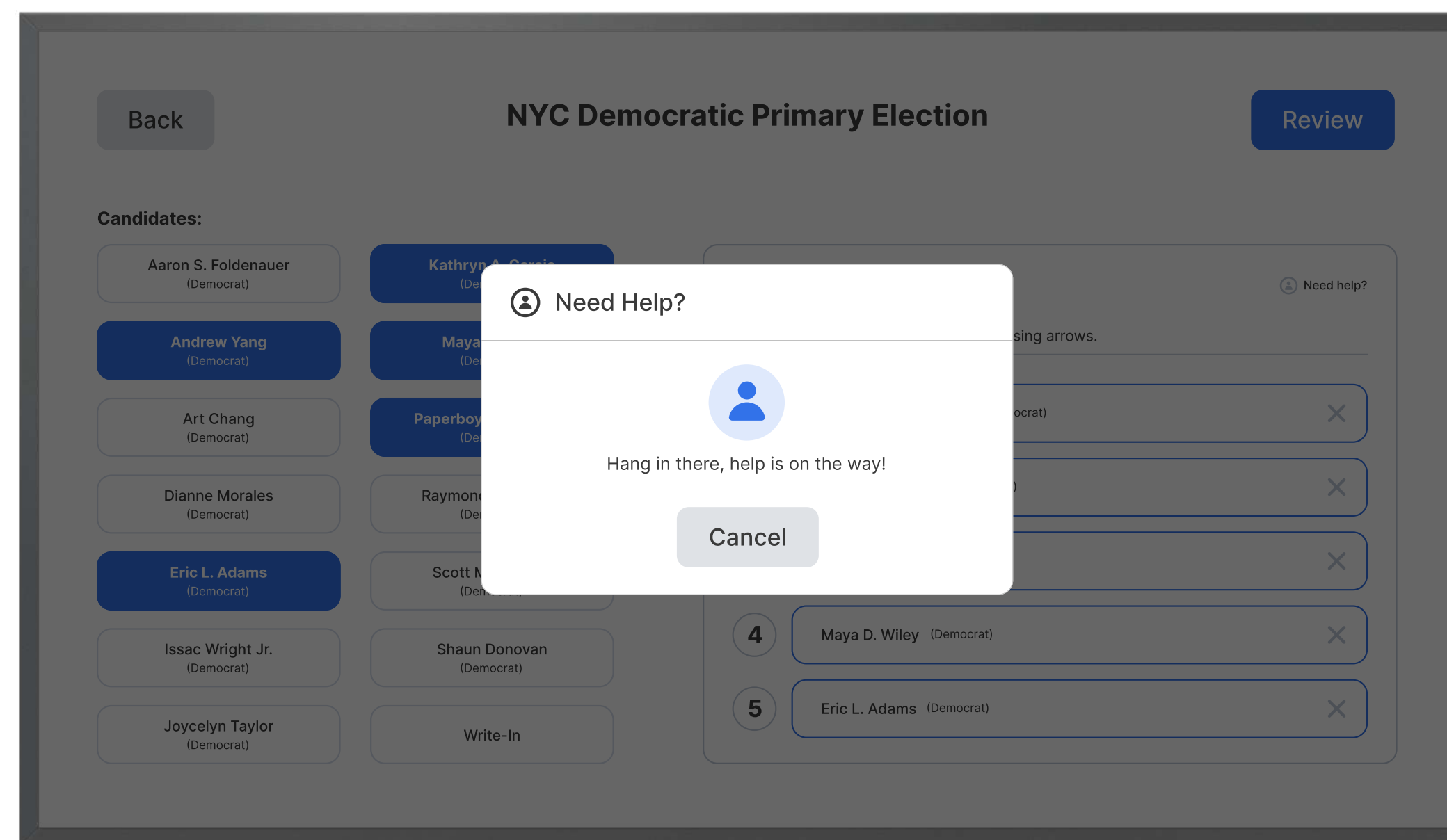
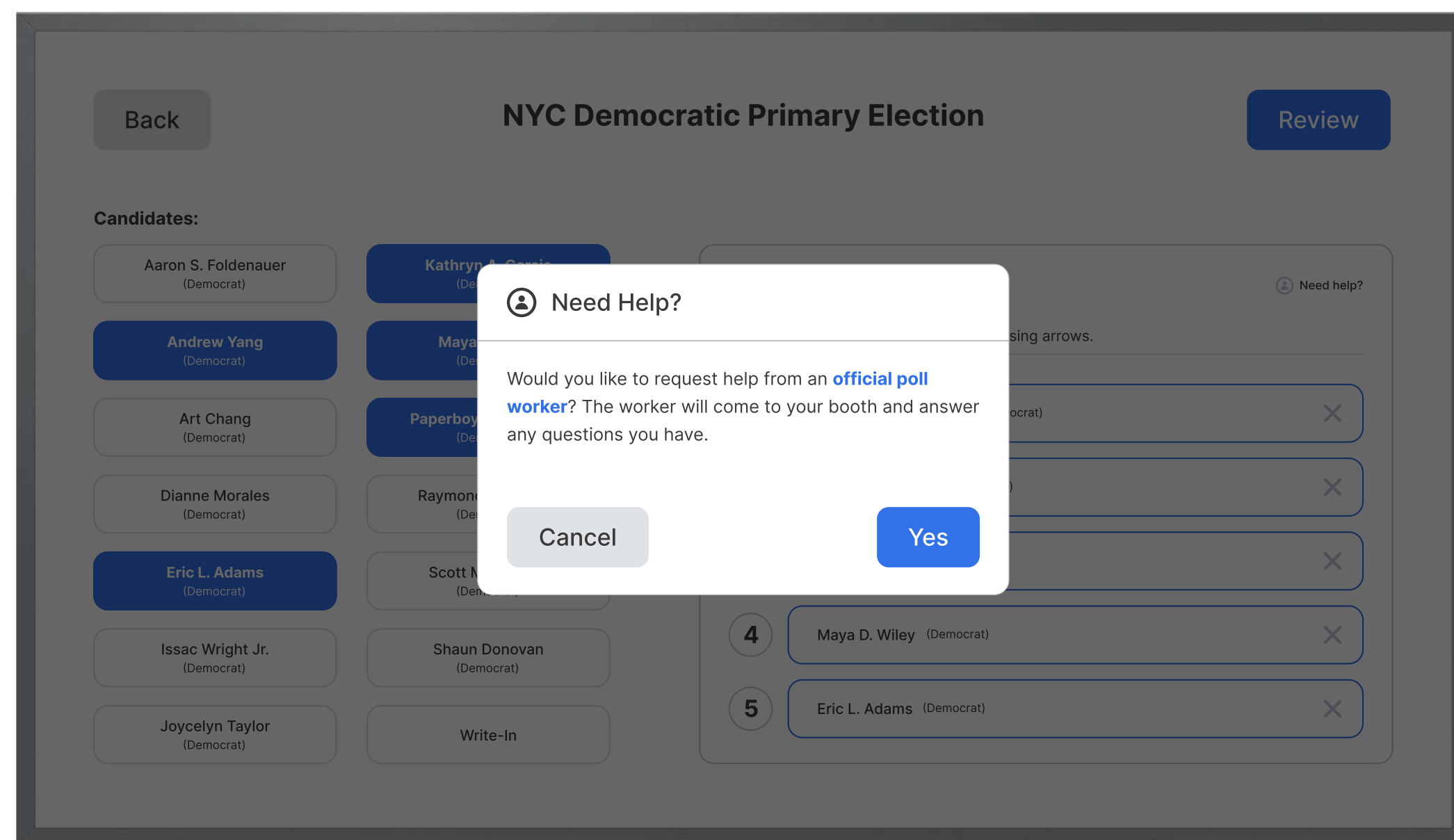
Users are able to **reorder** the candidates in the ballot module, giving them the option to edit their selection.



## FINAL DESIGN

# Need Help

In case some users get confused and have questions during the voting process, they can request an **official poll worker** to come help them.



# What I Learned

## Collaboration

Working with a group of designers and developers, I learned to be more **active** through communication, such as **updating** my teammates on my progress or leaving **comments** on my teammates work. I also learned ways to communicate with developers who are not necessarily familiar to design workflows, using **language** that they would understand and clear breakdowns of ideas.

**Thank you**

