volbydoparlamentu.sk

Election Calculator

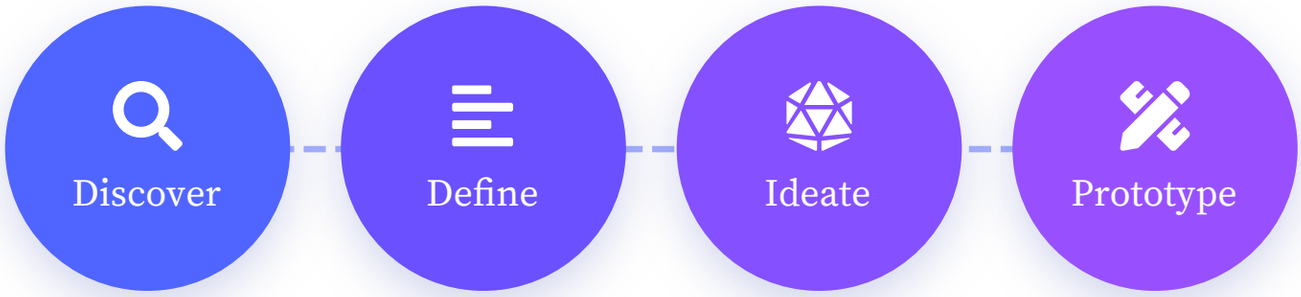
UX Case Study & How It Worked?

About Project

People have **the lowest interest in history** of our country for Parliamentary Elections. This is despite the fact that these elections have the greatest impact on the functioning of the country.

I'm following politics every day. I'm working as a **UX/UI Designer** for more than 4 years. I wanted to connect these 2 interests and help people with easier decision "Who to vote for?" and increase interest about politics. That's where started the idea of an Election Calculator.

Design Process



1. Discover

In discover phase, I made a checklist of core goals and obstacles, next how to achieve them and satisfy all users.

1.1 Design Strategy

1. Business Goals

Build credibility around an election calculator, collect opinion preferences of thousands of people and be able to evaluate opinions in society and collect their emails for next projects.

2. Target User

Students, working professionals, individuals and married.

3. General Task

Find Political Party for user who shares the same opinions and values.

4. Technology constraint

The latest updated browser will provide the best experience.

6. Success factor

5. Marketing

Easy sharable content for each user and social media posts + press news.

Provide a relevant result for end users, that will represent reality.

2. Define

In the define phase, we come to know - What is the problem?

2.1 Interviews

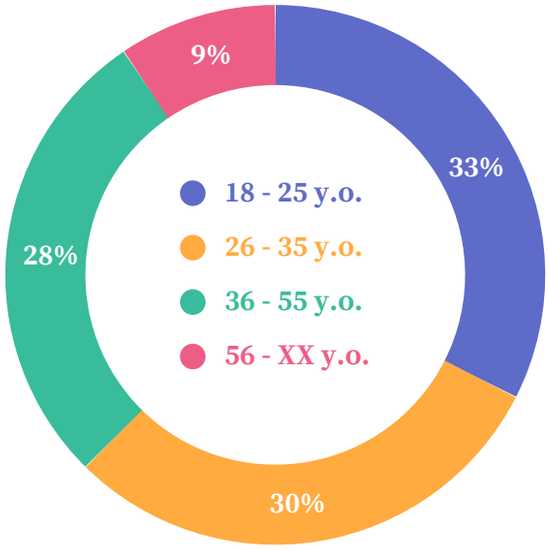
- How old are you?
- Are you decided which Political party you will vote?
- Do you know program of the Political parties?
- What is your source of news information?

2.2 Surveys

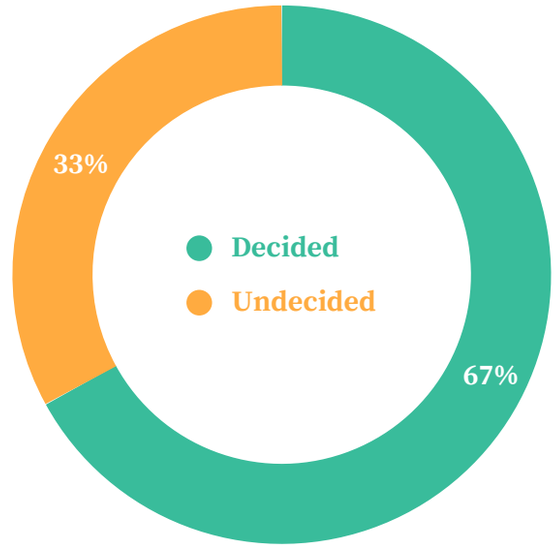
In the surveys I collected data from 150 people.

How old are you?

Which PP you will vote?

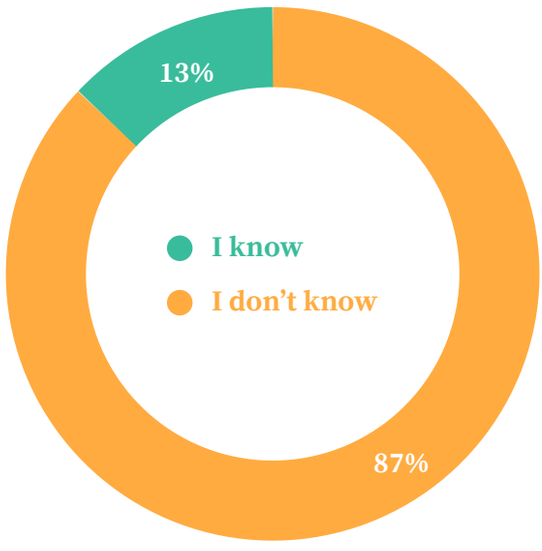


Answer	Participants (150)
18 - 25 y.o.	33% (49)
26 - 35 y.o.	30% (45)
36 - 55 y.o.	28% (42)
56 - XX y.o.	9% (14)



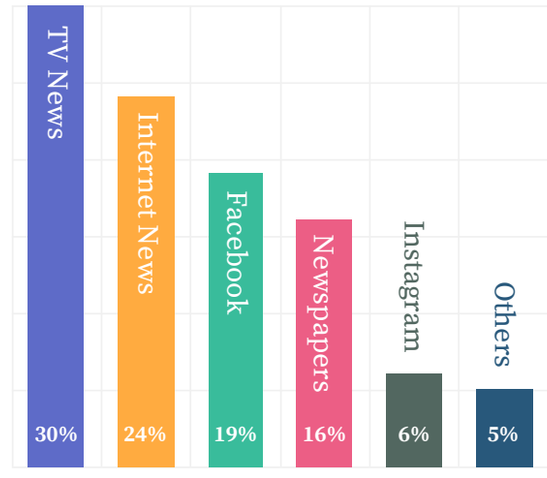
Answer	Participants (150)
Decided	67% (100)
Undecided	33% (50)

Do you know program of PP?



Answer	Participants (150)
I know	13% (20)
I don't know	87% (130)

Source of news information?



Answer	Participants (150)
TV News	30% (45)
Internet News	24% (36)
Facebook	19% (29)
Newspapers	16% (24)
Instagram	6% (9)
Others	5% (7)

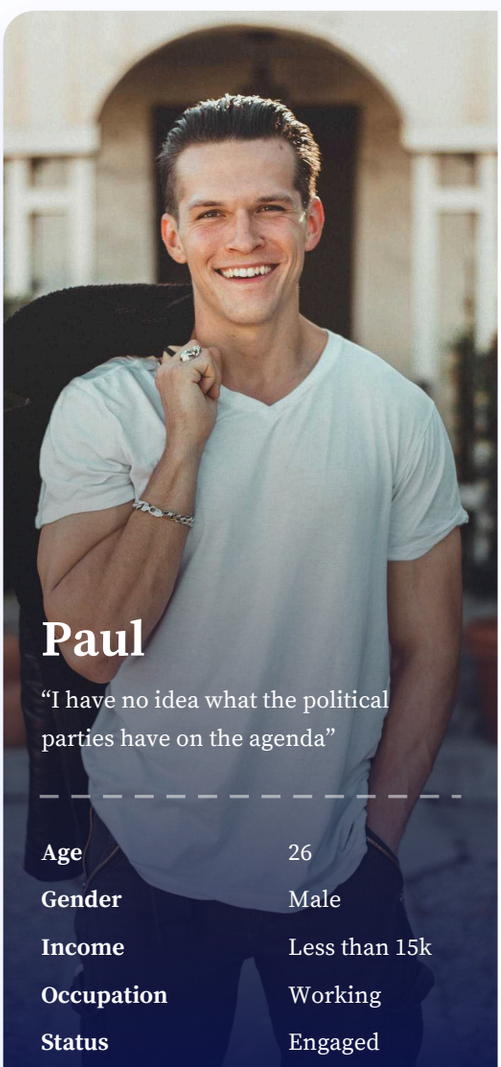
2.3 Interviews Insights

With the answers from the user research, I was able to identify some of the issues people face and their requierements while searching for information which political party they should vote for.

- People have difficulty to find relevant information on the internet about their political party.
- People want to know in few easy steps which political party will best represent their values.
- People want to see that information online.
- People are overwhelmed with information about which political party is the best.

2.4 Persona

On the basis of survey I created persona which helps in design to understand users and their needs.



Paul

"I have no idea what the political parties have on the agenda"

Age	26
Gender	Male
Income	Less than 15k
Occupation	Working
Status	Engaged

About

Paul is working in car manufacturing industry. After work he is exhausted and he has no desire to analyse agenda of political parties. His decision is mostly made by his close friends and the information that he finds on facebook. He would like to find out which political party he is closest to.

Pain points

- Complicated to find relevant informations
- Too many political parties
- Didn't know with which political party he has the biggest match

Motivation

- Motivation to find his match
- Talk about political parties with his friends on social media
- Goes to the polls regularly

Needs

- Easy way to find his match in a short time
- Share his result with friends
- See his Top 3 political parties

Social media

Facebook

Instagram

Current feelings

Stressed, Busy, Confused

Personality

Location	Levice, Slovakia	Twitter	Adventurous, High Tech

2.5 Empathy Mapping

I visualized user attitudes and behaviors in an empathy map which helps UX teams align on a deep understanding of end users. The mapping process also reveals any holes in existing user data.

Says

"I want to know my compliance with political parties by values and opinion"

"I want some reliable source of informations."

"I don't know where to start, with finding relevant informations."

Thinks

"There are too many political parties and I don't know where to start finding relevant informations"

"I need a college of political science to find out which political party suits me best?"

Does

Talking with friends about their choice.

Watching from time to time some news on the internet about political party.

Feels

Impatient: there are a tons of imformations

Confused: too many contradictory opinions

Worried: not sure which decision is the best

Pain

Difficult to decide which political party is the best

Hard to know agenda of political party

Gain

Easy way how to find his match in a while

Result with % match for each political party

Share and discuss about result

3. Ideate

In the Ideate phase, I try to understand the thought process from the origin of the need to the fulfillment of the need.

3.1 Scenario

A user scenario is a fictitious story of a user accomplishing an action or goal via a product. It focuses on a user's motivations, and documents the process by which the user might use a design. User scenarios help designer to understand what motivate users when they interact with a design - a useful consideration for ideation and usability testing.

Decide which Political Party to vote in Parliamentary Elections 2020

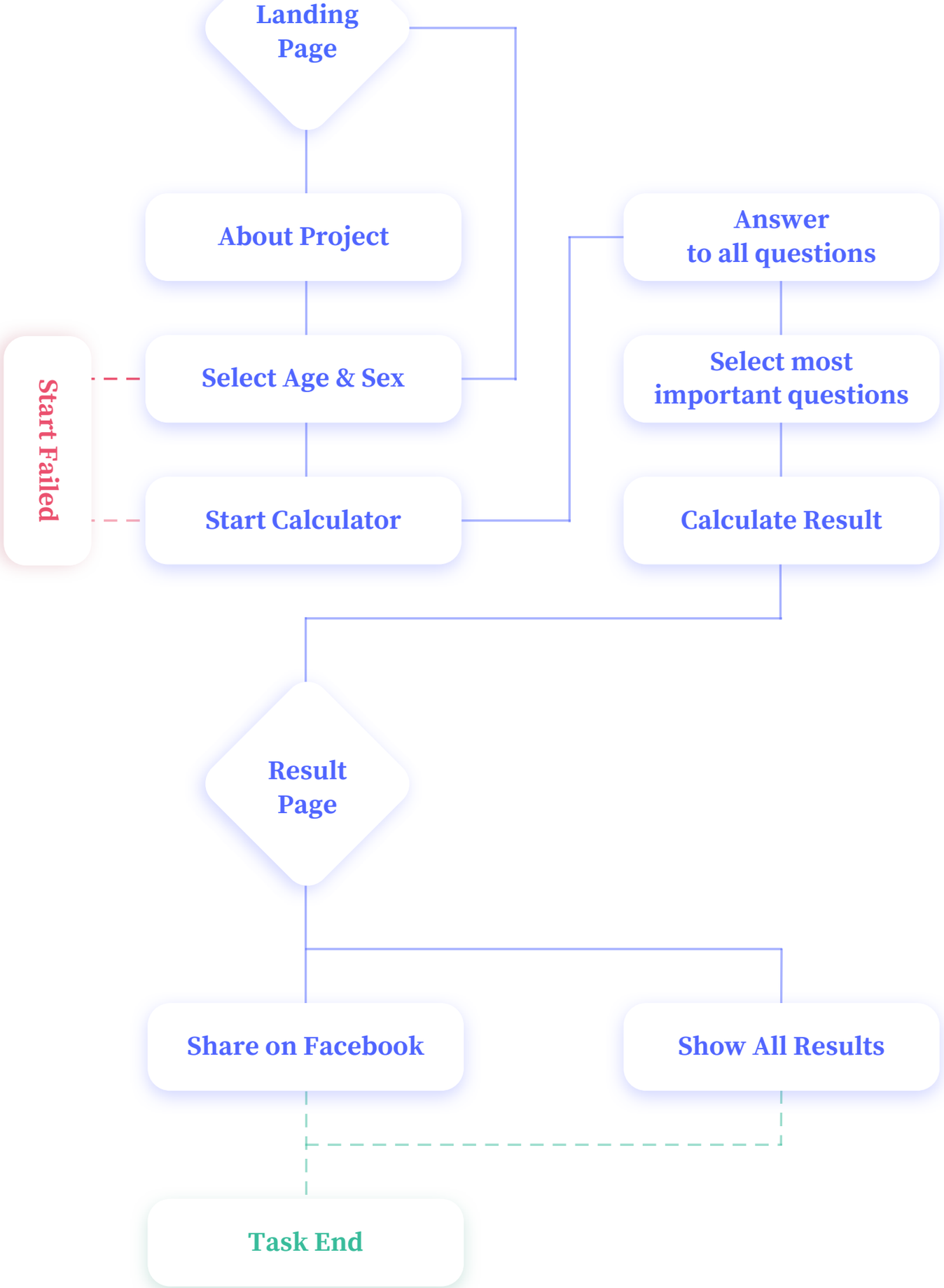
On Friday night Paul comes home. It has been another exhausting week for him. Date of parliamentary elections 2020 is coming and he still doesn't know which political party he should vote for. He doesn't have any energy to flip through hundreds of pages of political parties agendas. Paul types the keywords "election calculator" in mobile search.

He finds a page with a name "volbydoparlamentu.sk". On this page he answers some questions about whether he agrees or disagrees with the given opinion. Paul is surprised that he has the result in just 3 minutes.

Now he can see what's his compliance with winning political party. He's happy that he has finally decided who will he vote for and shares this result on Facebook in order to show his value beliefs with friends.

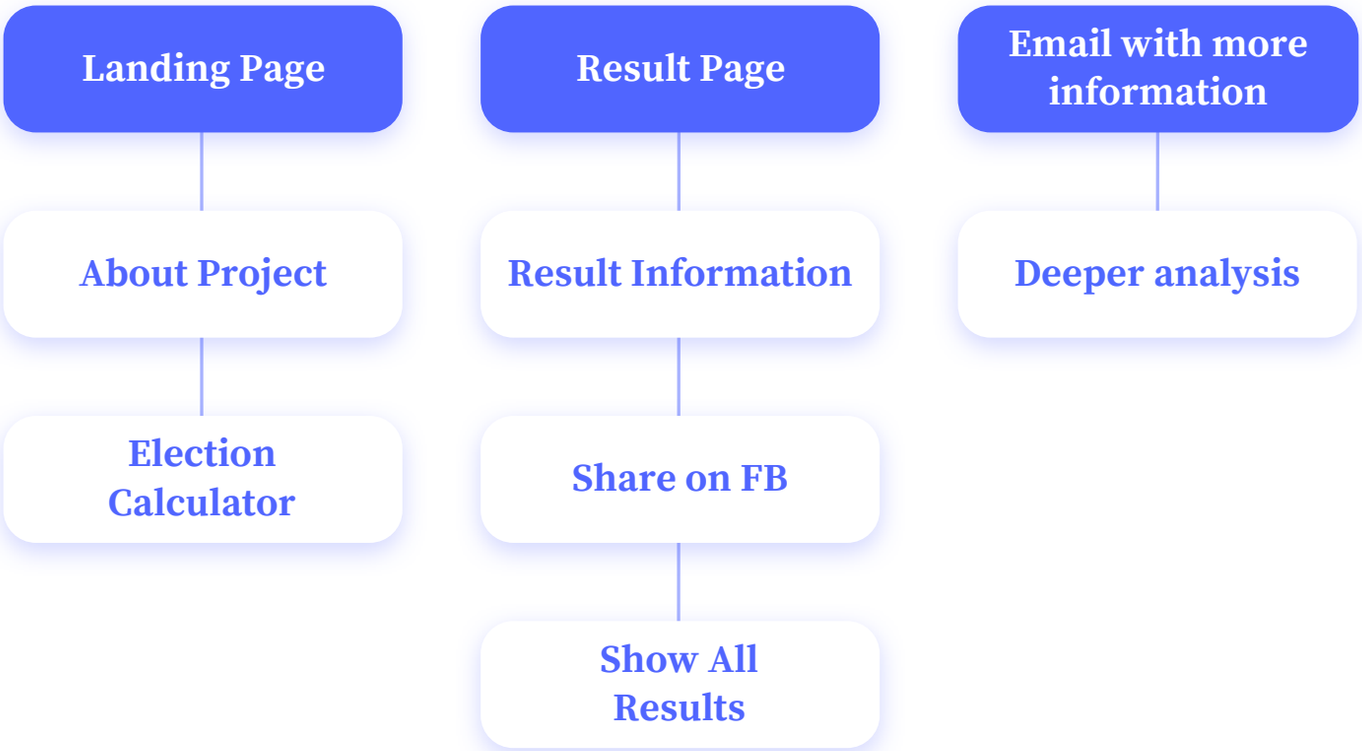
3.2 User Flow

User flow is the visualization or flowchart of the following steps, or interactions, that a user needs to complete a specific task on a website or application. The result of user flow is a simplified view of how the user's decision is made.



3.3 Information Architecture

As a standard part of the UX process it creates information architecture when building products. Defining every avenue and path that users can take through an app, information architecture is much more than just a sitemap to show what page leads where.

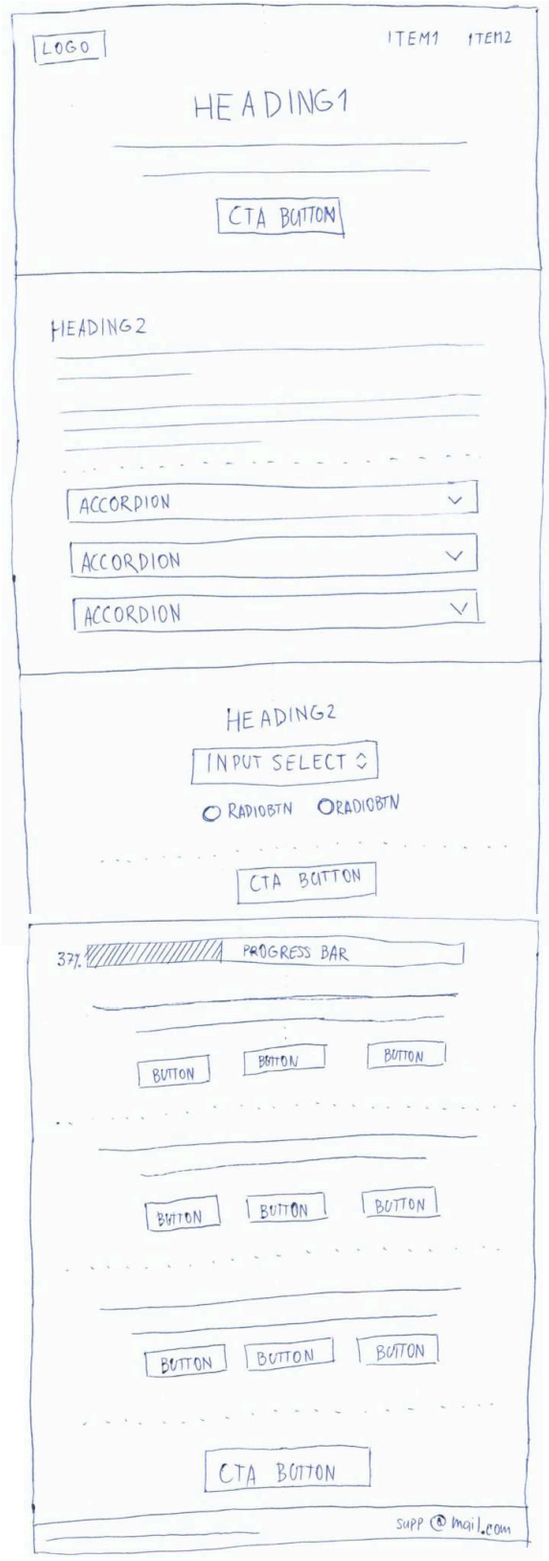


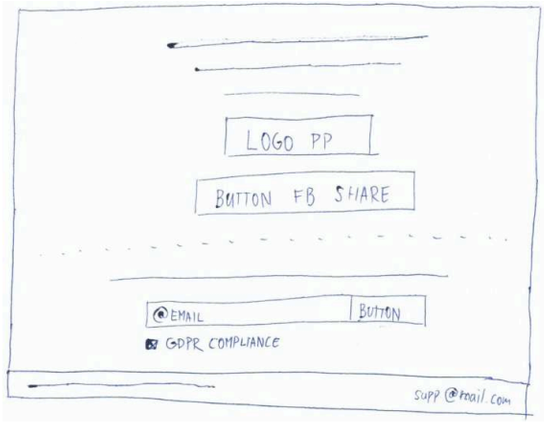
4. Design & Testing

On the basis of all information gathered created low fidelity and high fidelity wireframes.

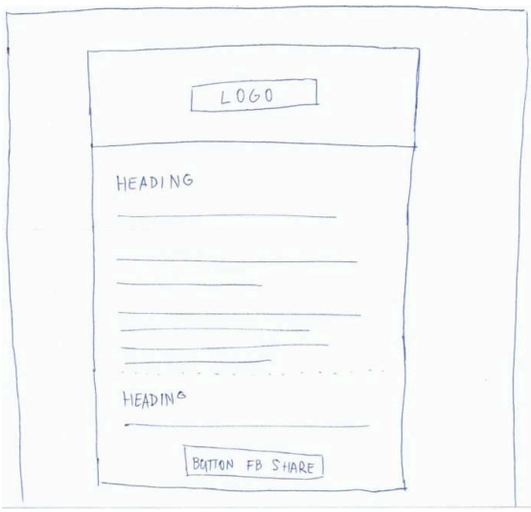
4.1 Paper Prototyping

In human-computer interaction, paper prototyping is a widely used method in the user-centered design process, a process that helps developers to create software that meets the user's expectations and need.





Email with more information

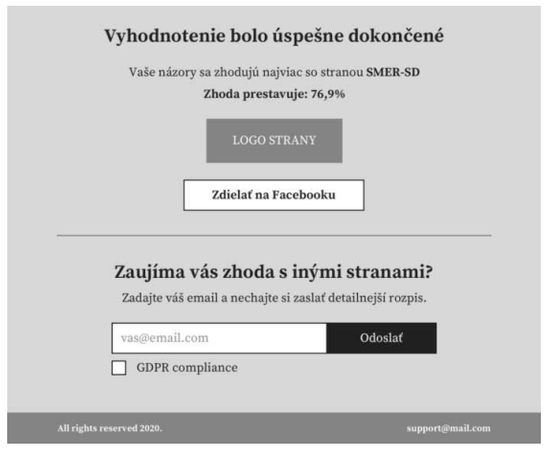


4.2 Low-fidelity wireframes

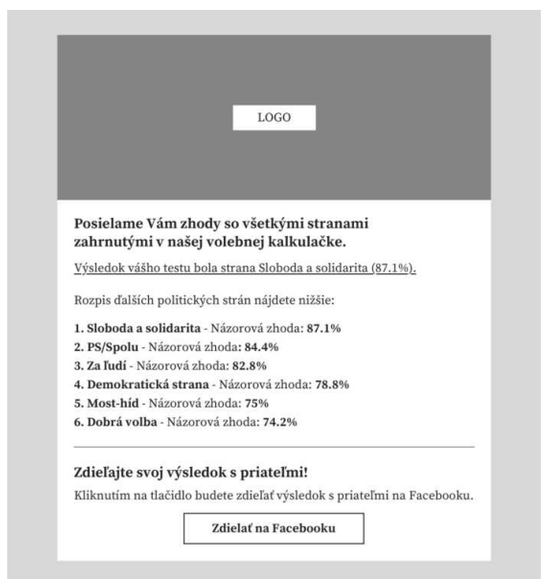
Wireframes, especially low fidelity wireframes, are effective tools that save time and expenses both for software teams and their business partner. Offering simple ways to validate ideas early on before extensive design or development processes have begun, they decrease the chances of major pivots later on during technical engagements.

Landing Page

Result Page



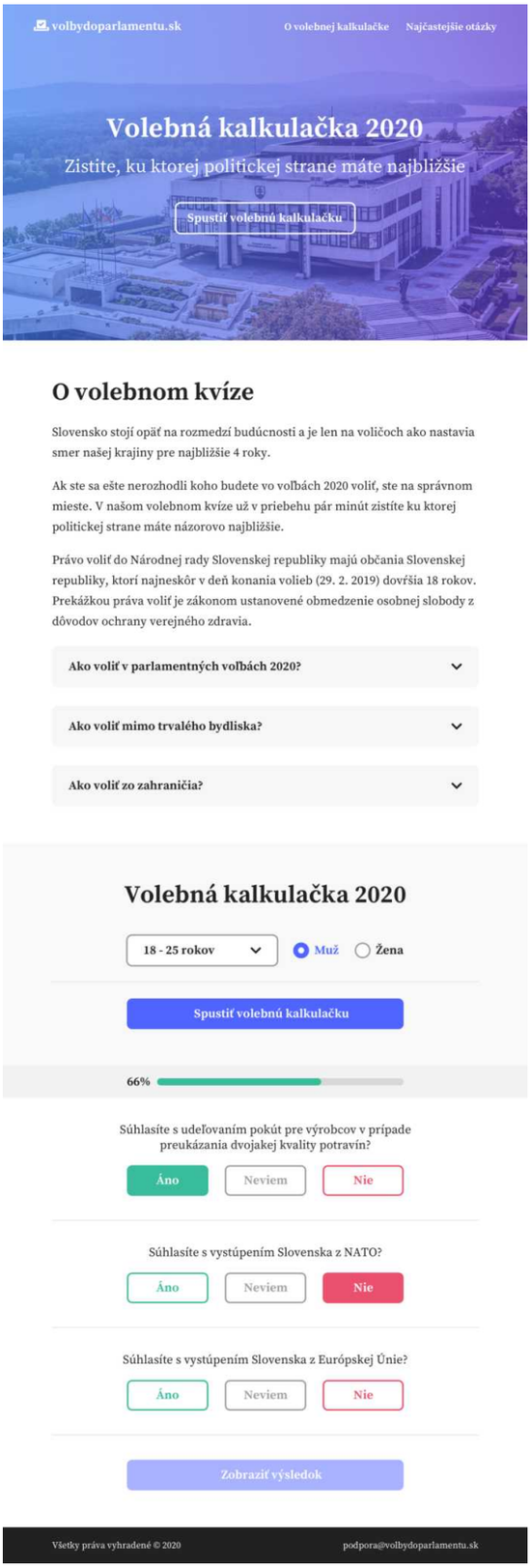
Email with more information



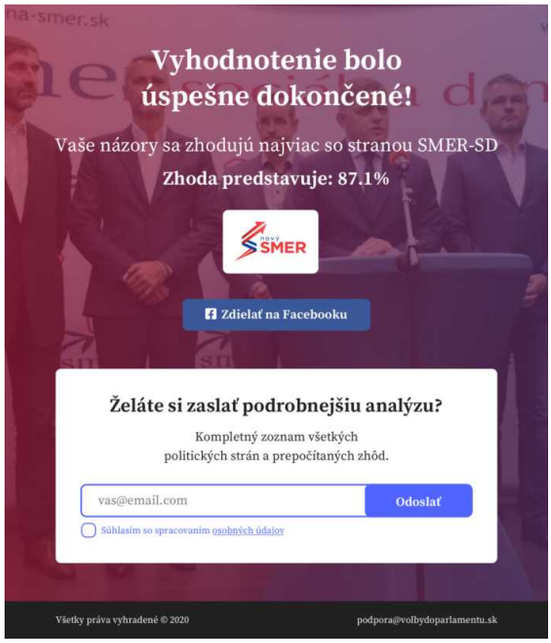
4.3 High-fidelity wireframes

High-fidelity wireframes are highly detailed. They actually fill in the details that are missing in their low-fidelity predecessors. As such, they typically contain elements that are intended to accurately represent the final product. For example, a high-fidelity wireframe might utilize a logo, real content, and sometimes color.

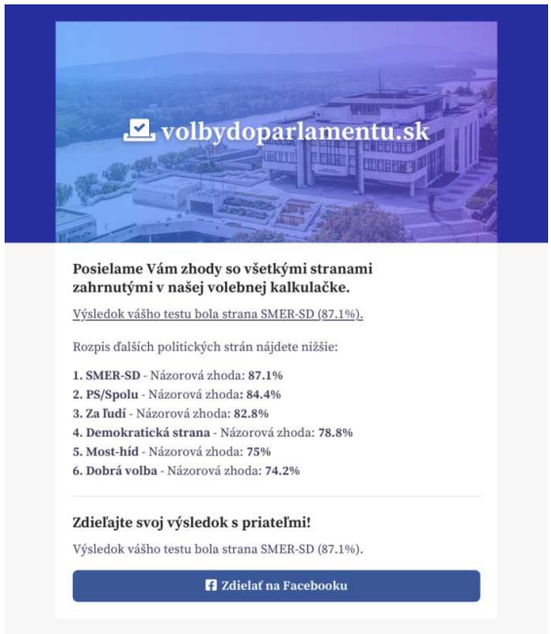
Landing Page



Result Page



Email with more information



How It Worked?

The whole project was created only as a leisure activity of two IT enthusiasts. We sacrificed several evenings and weekends to this project.

I created the idea and concept as a whole, and also I was responsible for the user experience in our project. My colleague **Marián Vismek** was in charge of the back-end development.

The success of the project itself surprised us both.

Insights of the project

Average visitors activity in **less than one month** on site **www.volbydoparlamentu.sk**

522 254

More than a half million people completed our Calculator.

3 min.

Calculator was completed by users in less than 3 minutes.

98 774

Almost 100 000 people wanted specific analysis on their emails.

Organic channels

Channels that boosted organically our site activity **with zero costs**, they just liked the idea.

94

94 external backlinks pointing to website. (16 reffering IP's)

16 900

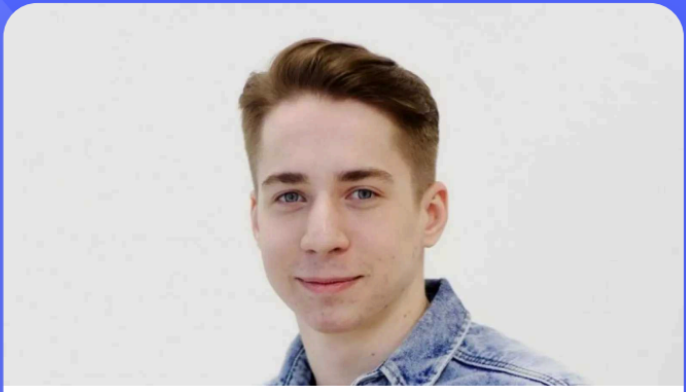
Website had over 16.9k interactions. (Shares: 2.5k, Comments: 7.5k)

9+

More than 9 influencers supported this idea.

Famous articles, posts & sharing influencers

First I selected some **interesting articles**



Voľby 2020: Vieme, kto stojí za virálnym predvolebným kvízom. Chce propagovať voľby, nie zneužívať údaje

aktuality.sk 414

https://www.aktuality.sk/clanok/761949/volby-2020-vieme-kto-stoji-za-viralnym-predvolebnym-kvizom-chce-propagovat-volby-nie-zneuzivat-udaje/

Volebná kalkulačka prináša exkluzívny pohľad na názorové preferencie viac ako pol milióna Slovákov

STARTITUP 271

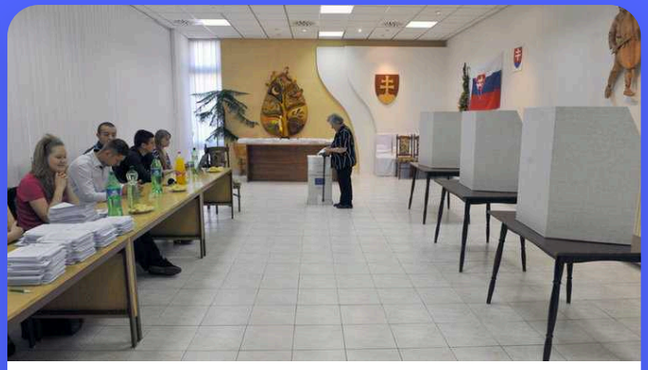
https://www.startitup.sk/volebna-kalkulacka-prinasa-exkluzivny-pohlad-na-nazorove-preferencie-viac-ako-500-tisic-slovakov/

Vďaka tejto stránke zistíš v priebehu pár minút, koho by si mal voliť

STARTITUP

1.9k

https://www.startitup.sk/vdaka-tejto-stranke-zistis-v-priebehu-par-minut-koho-by-si-mal-volit/



Nerozhodnutým voličom môže pomôcť volebný kvíz

TVNOVINY.SK

23

https://www.tvnoviny.sk/volby-2020/1988611_nerozhodnutym-volicom-moze-pomoct-volebny-kviz

Facebook influencers, which also helped to get a lot of traffic to our site

Samuel Marec
12k Followers

vysvetlenie nemám, ale mám chuť sa ospravedlniť.

243 Reactions 134 Comments

https://www.facebook.com/proud2bbabrak/posts/10157746728323361

zomriofficial
297k followers

Som práve zistil, že keď vo Volebnom kvíze odpoviem na všetky otázky ako úplný keket, vyjde mi Vlasť.

https://volbydoparlamentu.sk

zomriofficial
297k followers

Nečakaná zhoda (Kripláže)

3.4k Reactions 97 Comments

https://www.facebook.com/zomriofficial/photos/a.1831445523801369/2570583633220884/

2.7k Reactions 619 Comments

https://www.facebook.com/zomriofficial/posts/2569830629962851

And we couldn't forget on **Instagram Influencers** which was also some politics

@richard_sulik
25.8k Followers

@kristina.tormova
118k Followers

@zuzanahanzelova
60.8k Followers

@sisa_kr
60k Followers

Few last words...

At the beginning, I didn't know if it was worth investing in this project for even an hour, but at the end I can see that it was worth it.

The turnout of the voters was also a pleasure, and was **6% higher** than in the previous election period (from 59.8% to 65.8%)

Thanks for reading!