

LocalAction: Getting young people involved in politics

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Project overview



The product:

The app and website I created is based around educating and finding ways for young people to get involved with local politics.



Project duration:

July 2022 - August 2022



Project overview



The problem:

Young people don't know how they can make a difference and get involved in their local political scene.



The goal:

Create an app and website that gives users ways to get involved in their communities and information about how to do this and other methods.

Project overview



My role:

UI UX Designer and Researcher



Responsibilities:

User research, wireframing, prototyping, final design

Understanding the user

- User research
- Ideation

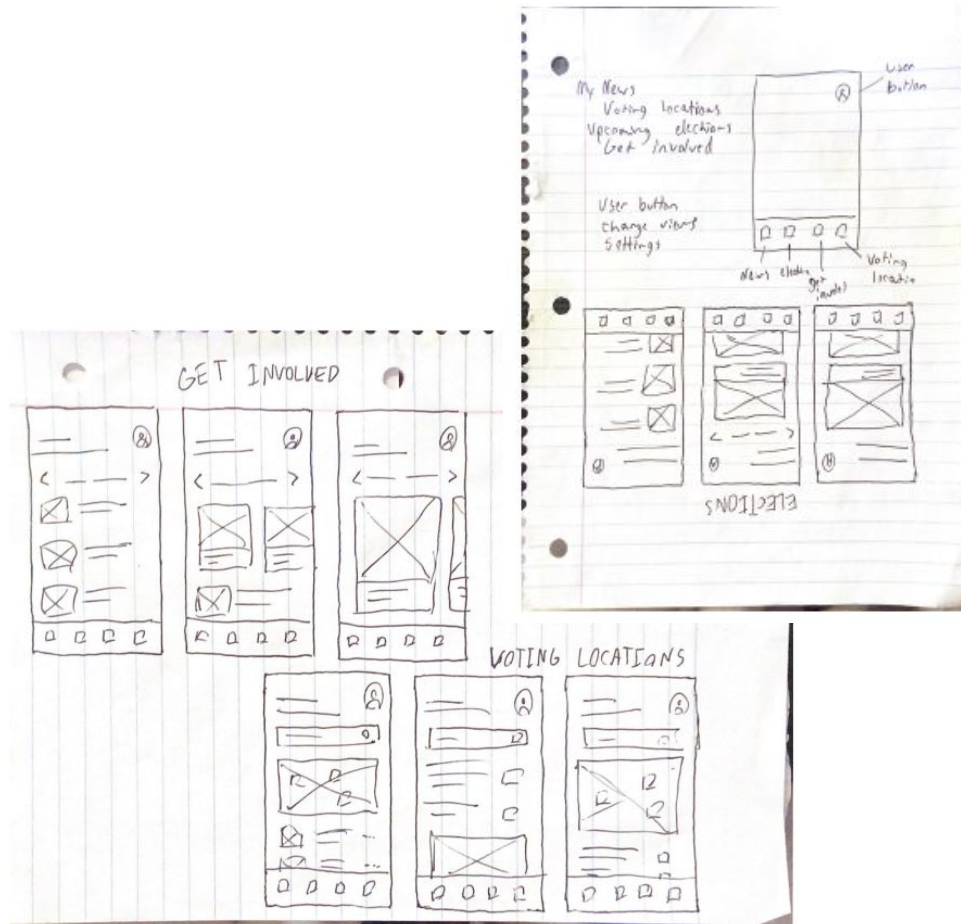
User research: summary



When conducting user research I wanted to understand what exactly my users would be looking for in an app like this. What features would I need to include? And how could I solve problems with a simple and easy solution? My initial assumptions about features that would need included in the app where actually not too far off from what I found with further research. Going forward I took a lot of influence from the answers I got and used these themes to inform design choices down the line.

Ideation

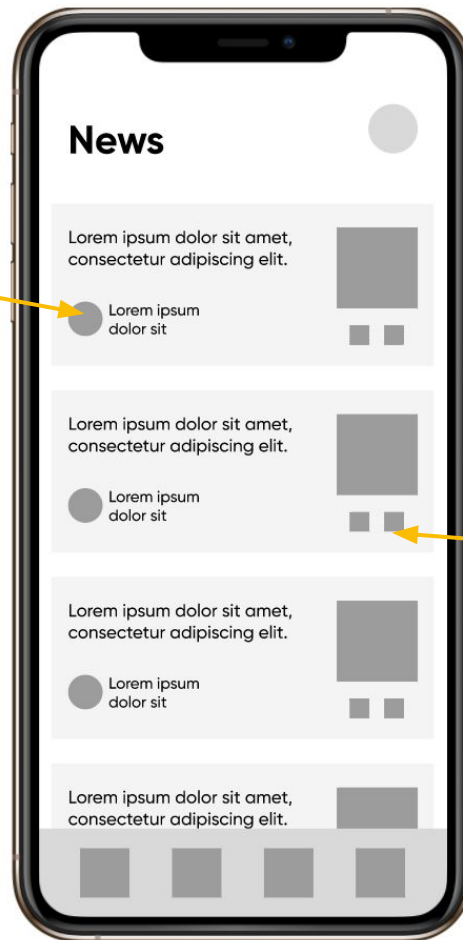
During the ideation process I thought about what exactly users needed to know and what they wanted to learn and know from my app. I used the crazy eights sketching framework to come up with ideas.



Digital wireframes

The next step after creating my paper wireframes was to make them digitally. I made all the pages of the app digitally in figma based on what I had already come up with on paper.

Writer for news article with logo

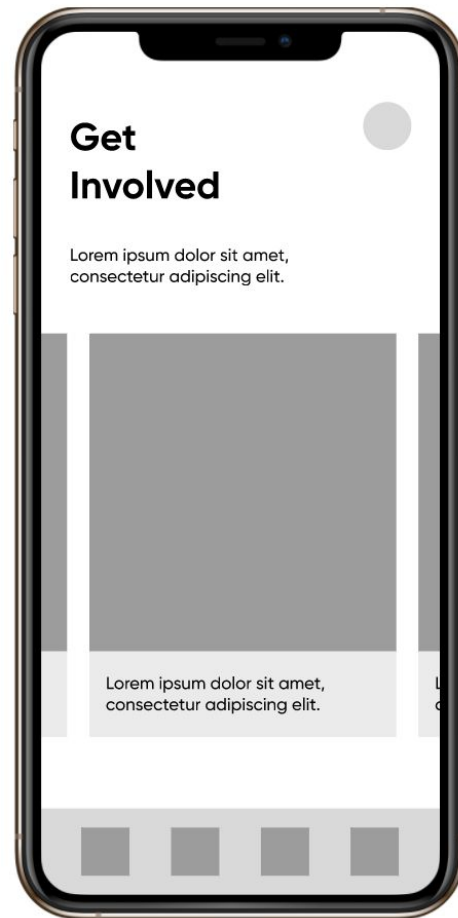


Icon options for sharing and saving articles

Low-fidelity prototype

I created a fully working prototype out of the digital wireframes I created. You can find the link below.

[Link to the prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

10-15 minutes

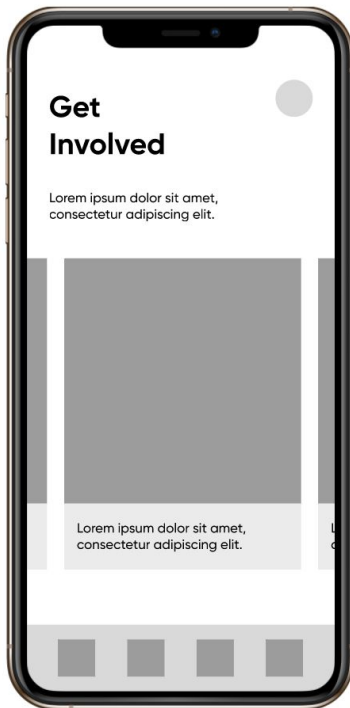
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

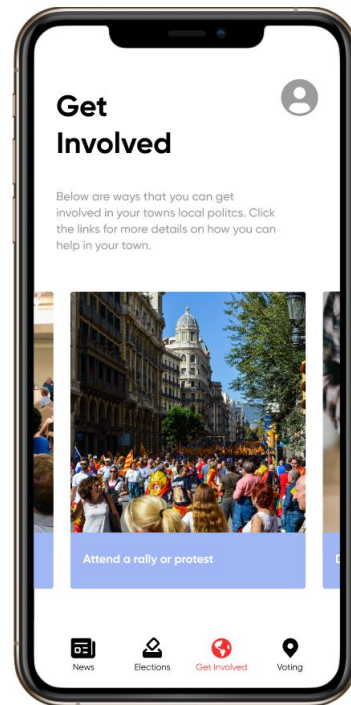
Mockups

During my usability study I found that users were confused with what certain pages did. I added a small description on the Get Involved and Elections pages so that they didn't have any confusion.

Before usability study



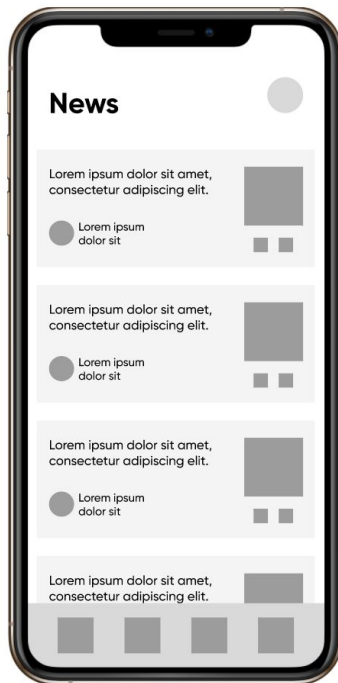
After usability study



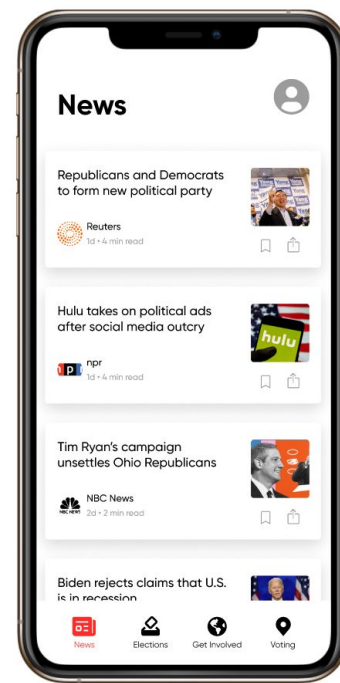
Mockups

Respondents also noted that they found some screens too busy and crowded. I made use of separate cards and additional whitespace to allow the design to breathe more.

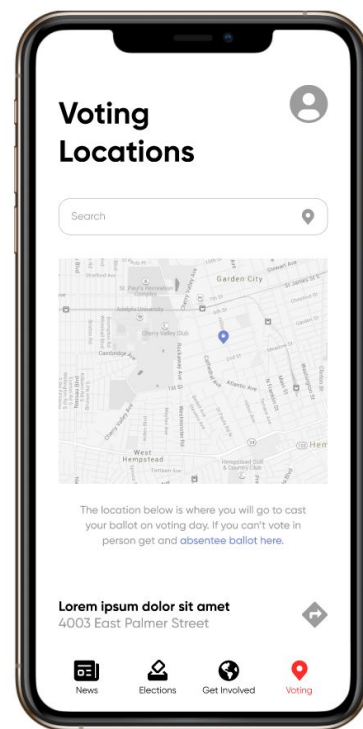
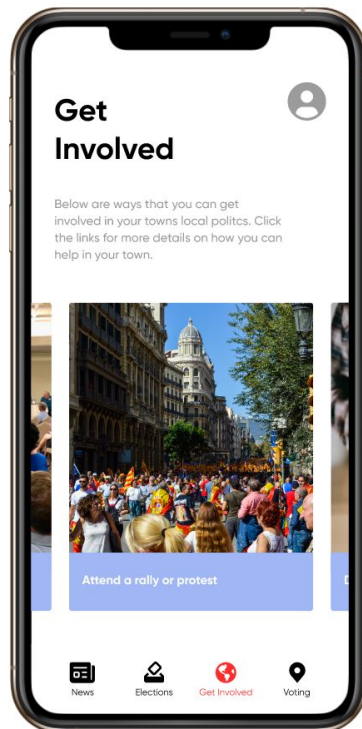
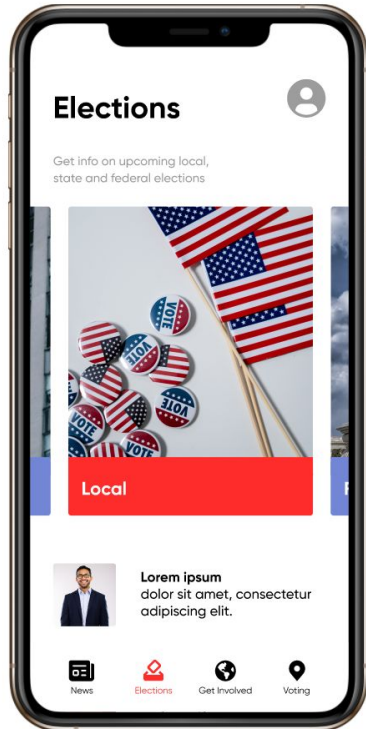
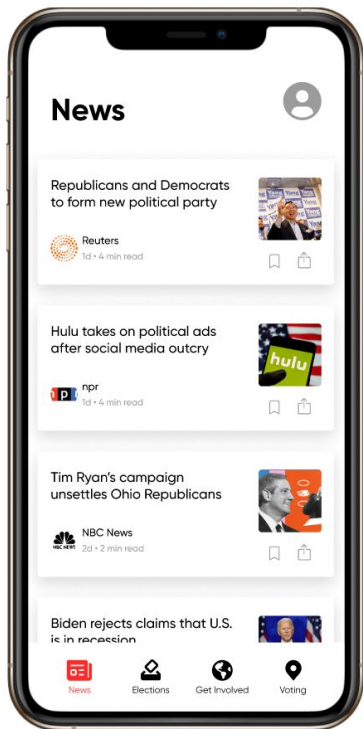
Before usability study



After usability study



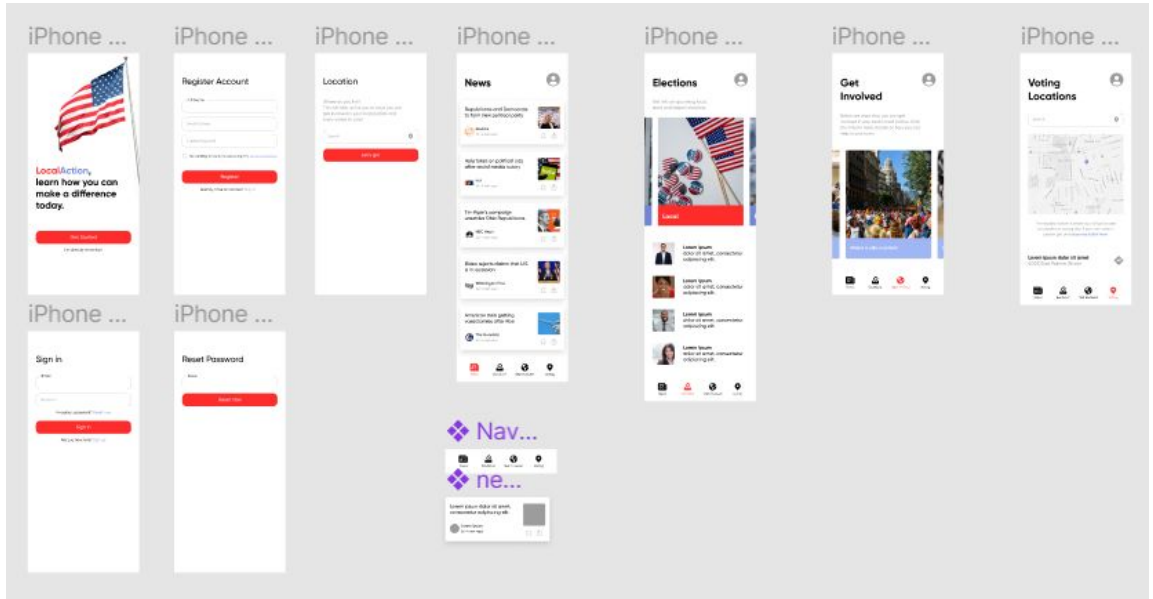
Mockups



High-fidelity prototype

Once I created the final mockups for all of my apps pages I made a fully functioning high-fidelity prototype. You can find the link to this below.

[High-fidelity prototype](#)



Accessibility considerations

1

One consideration I made for accessibility in my design was through the use of icons for each page and other features.

2

I also made use of color schemes and contrast that follow and pass the WCAG accessibility guidelines.

3

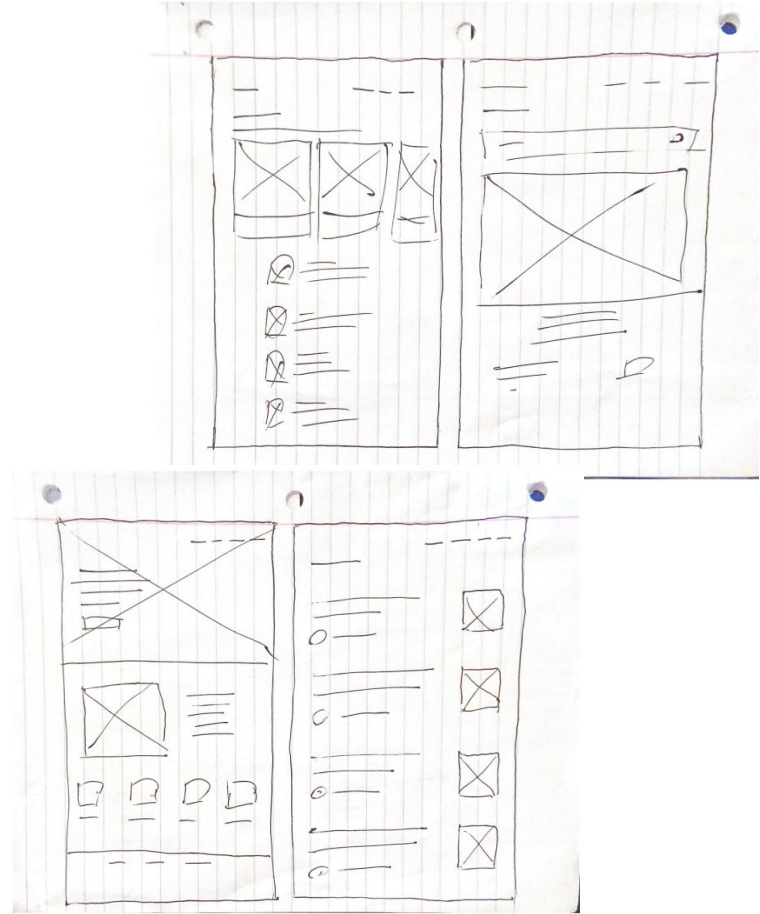
The use of large images on every page also helps to convey the purpose of the page and make it easy for users to understand.

Responsive Design

- Information architecture
- Responsive design

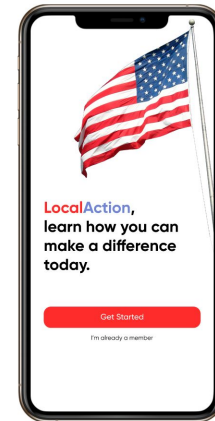
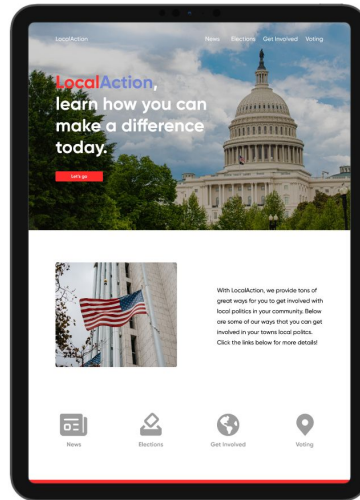
Sitemap

When creating the website for my app I used a matrix model, where you can access every page with a navigation bar across the top.



Responsive designs

I created mockups of my design in several formats so that it can be seen and used on desktop, tablet, and mobile devices.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The impact of the project really stems from the idea behind the app. Getting young people out and voting in their local communities and not being apart of the spectators that aren't voting and trying to make a difference.



What I learned:

While going through this process I learned that it is really important to design for a greater good. This app has real world application and good design helps it to make a difference.

Let's connect!



Thanks for taking the time to view my project, LocalAction. If you would like to get in touch contact me at any of the links below!

[LinkedIn](#)

[Behance](#)

[Portfolio](#)

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