



Presidential Commission on Election Administration
Chairs Robert F. Bauer and Benjamin L. Ginsberg
Washington, DC

Sirs:

My company, User Interface Engineering, is about to celebrate 30 years in business – all of which have been dedicated to helping designers make great designs for their users. No users are more important than voters.

One of my favorite projects was working with a big box retailer to improve their website. The website included a simple form with buttons for logging in or registering. Huge numbers of would-be-customers left the site rather than fill in an email address and password to register. It turns out that there was a third choice that users desperately wanted: to purchase without registering. The only way we could discover this was through usability testing. When our client changed the button from Register to Continue, the company's revenue increased by \$15 million in the first month. The number of customers purchasing went up by 45%. Small changes based on data can make a huge difference.

Most of UIE's research work is with e-commerce websites. But the same principles and techniques – understand the user, observe people interacting with designs to eliminate frustration and inform design decisions, and implement small improvements over time – apply across sectors, domains, and industries. It's easy to see how something as seemingly simple as the position of instructions or the wording of a message could affect how easily and successfully voters vote. I urge the commission to move design in elections forward with practical, implementable tools and guidelines for election officials at all levels of government.

Sincerely,

Jared M. Spool
Founder and CEO, User Interface Engineering

P.S. Some references that may be useful

Designing Embraceable Change

http://www.uie.com/articles/embraceable_change/

Extraordinarily Radical Redesign Strategies

http://www.uie.com/articles/radical_redesign/

The \$300 Million Button

http://www.uie.com/articles/three_hund_million_button/

User Interface Engineering
510 Turnpike Street, Suite 102
North Andover, Massachusetts 01845
phone: 978 3275561