Looking across the voter experience

how design, usability, and accessibility shape voters' paths through elections

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Presidential Commission on Election Administration
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- Clear process
- Efficient, effective poll workers
- Usability and accessibility

- Clear, verifiable results

- A margin of victory that is larger than the number of residual votes

- Carrying out voter intent.

- Cast as intended

- Cast as intended, counted as cast.

- 41 participants
- geographically diverse
- looked for answers on their county’s website

Most-asked questions

1. **What's on the ballot?**
2. Can I vote absentee?
3. Can I vote early?
4. Where do I vote?
5. Who's in office now?
6. Do I need ID?
7. What's the deadline for registering?
8. How do I vote?

- 100+ hours in polling places

How do I vote?

What's the deadline for registering?

Do I need ID?

Who's in office now?

Where do I vote?

Can I vote early?

Can I vote absentee?

What's on the ballot?

Preparing to vote

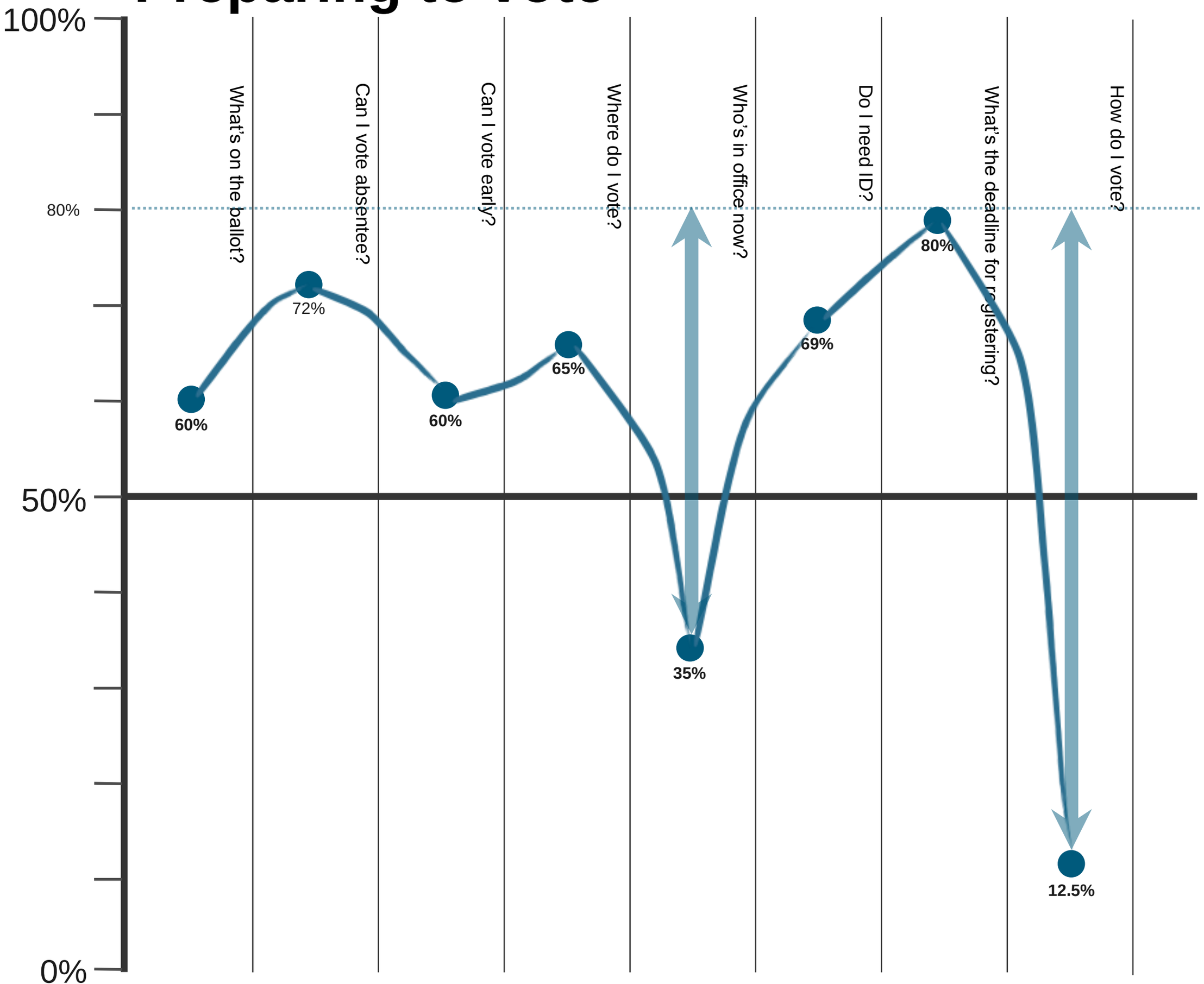
100%

80%

50%

0%

Preparing to vote



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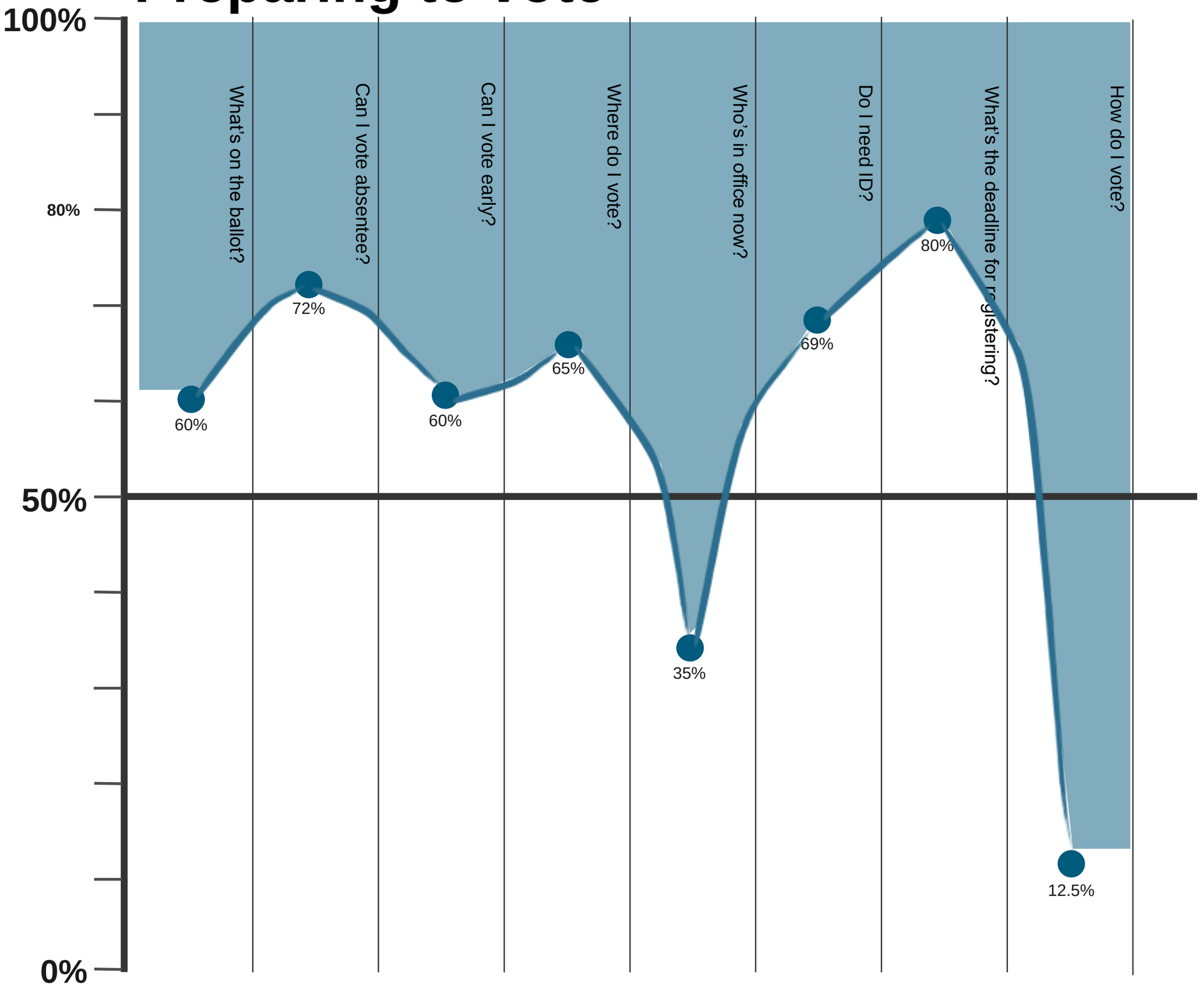

Voting at the polling place

Leave

Get a sticker

Cast the ballot

Mark the ballot

Get a ballot

Check in

Figure out where to go first

Get in the queue

Find polling within the building

Get to the polling place

Good

Bad

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Voting at the polling place

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Do I know about all this stuff?

How do I mark my choices?

Should I vote on everything?

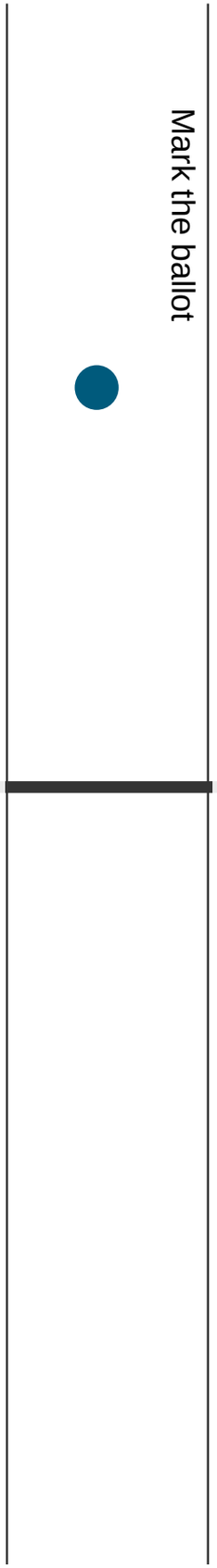
What do I do if I don’t know anything about these judges?

What if I get it wrong?

What is this Vote for 3?

Why didn’t they tell me there were more on the back?

Bad



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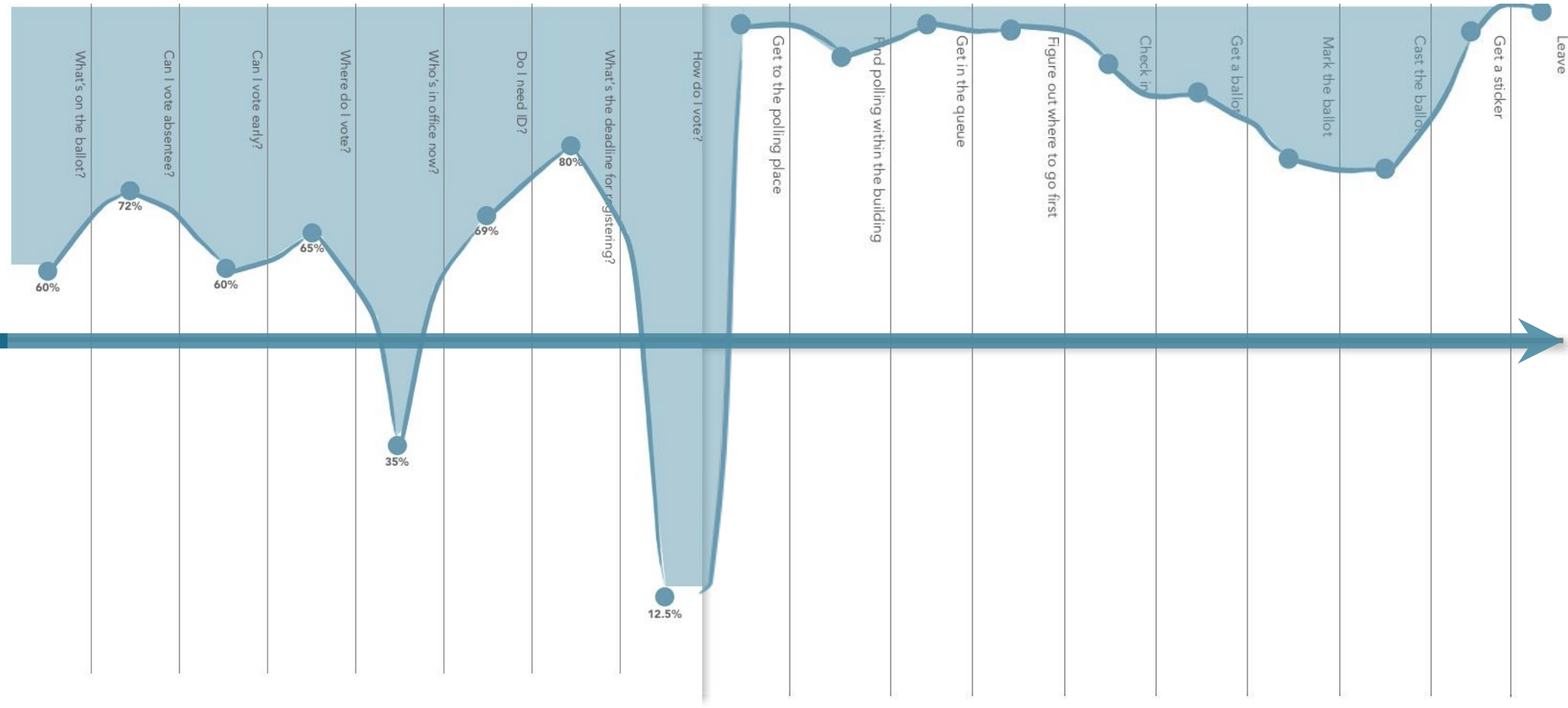
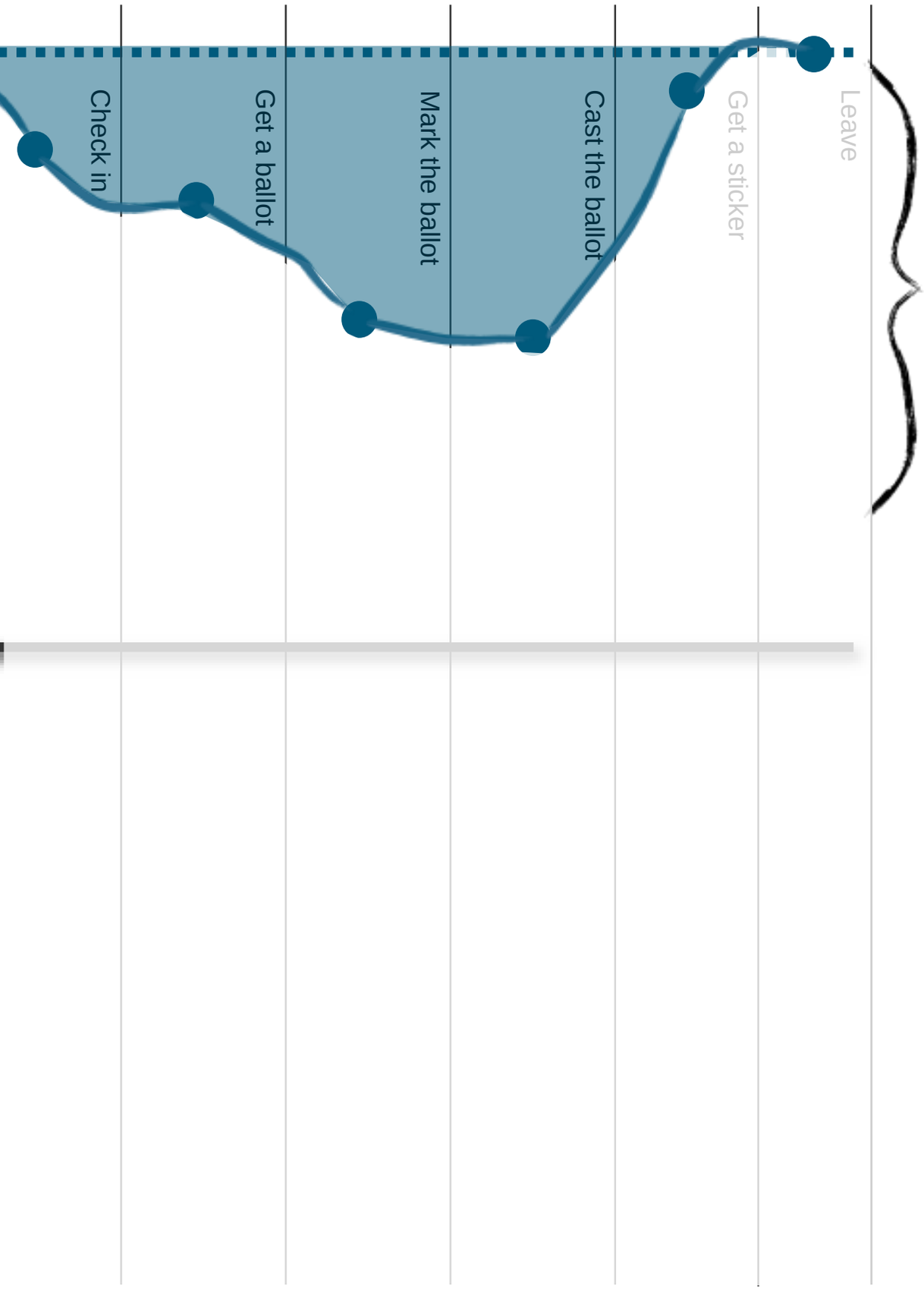


Journey maps look at experience holistically

Benchmarking

Showing improvement over time

Voting at the polling place

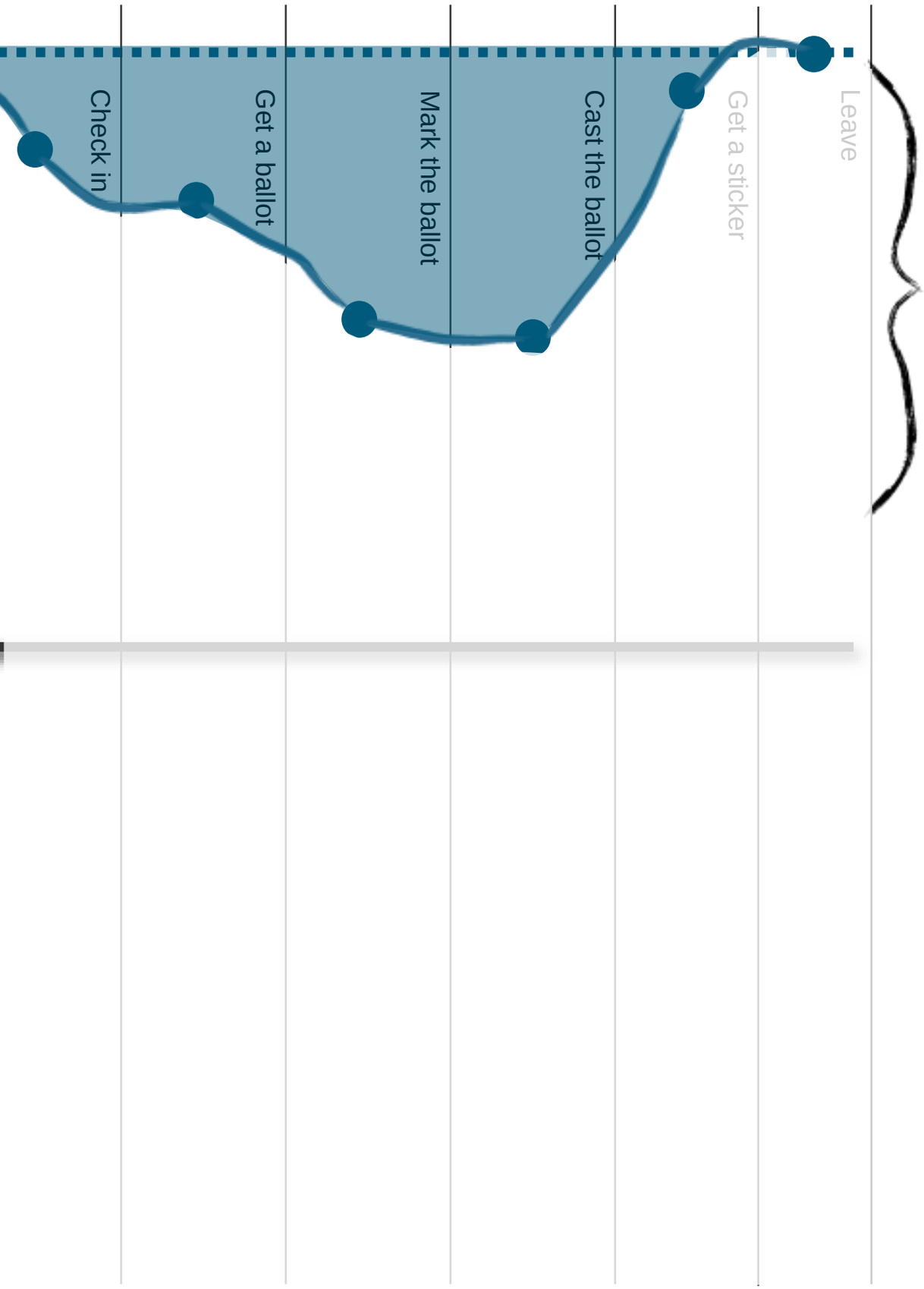


Checklist: test and measure

Can voters:

- find the information they need?
- find the correct place to sign in?
- read all signs easily?
- understand what is allowed in the polling place?
- read all of the information on the ballot easily?
- navigate the ballot to find all contests and ballot questions?

Voting at the polling place



Closing the gap

- Make signs easy to read
- Provide clear information about behavior in the polling place
- Use plain language
- Use icons to reinforce instructions
- Use mixed case
- Use big enough type
- Pick one sans serif font
- Use contrast and color to support meaning
- Show what’s most important

- Design matters throughout the experience.
- Testing and measuring through usability checks can make it easy to make and see improvement over time.

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