Anywhere Ballot

interest versus implementation

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Background

Prototype ballot for the general election

City of Baltimore
Baltimore County, Maryland

Congressional District 3
Assembly District 6
City Council Districts 2, 4, and 6

November 6, 2012

Begin Voting

- Digital front end

- Can be used with any system

- Creative Commons license

- Pattern library

- Test bed for academic and other test projects

We're not done

- more accessibility

- compelling summary screen

- state election laws

Interest

⚙ Settings   ❓ Help   Review your votes

ⓘ **City Council**

Vote for up to 4. You can choose **1** more.

⬆   **Touch to see more names**   ⬆

✔	Barbara Shry	Yellow
✔	Carole Barker	Yellow
✔	Donald Rupp	Yellow
	Hugh Feister	Tan
	Touch here to write in another name	
	Touch here to write in another name	
	Touch here to write in another name	
	Touch here to write in another name	

⬇   **Touch to see more names**   ⬇

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- Our AVTI project did not include a pilot

Interest

- states

- OSDV

- VSAP

- Hart is implementing

Challenges
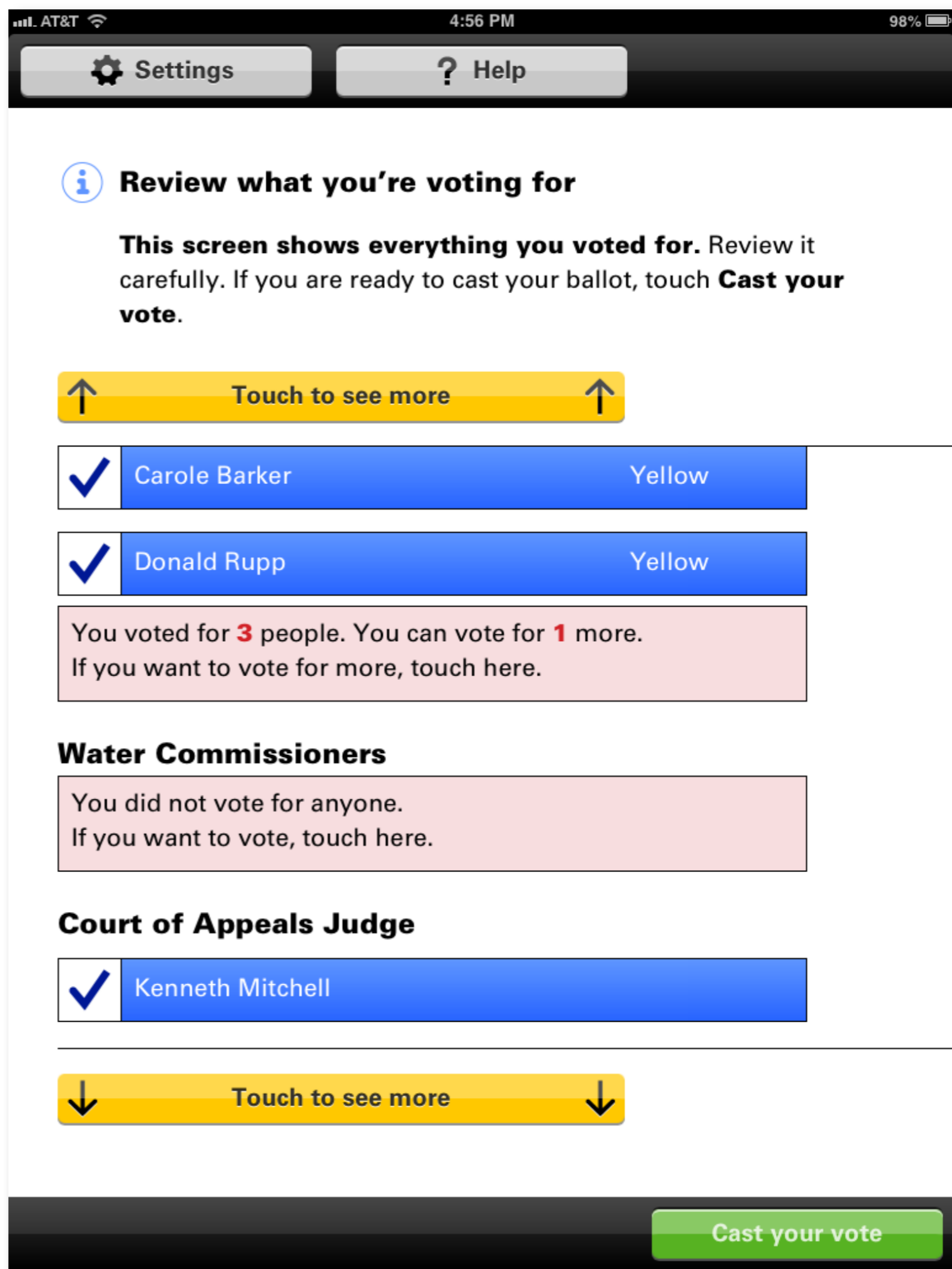
- **No one knows how to do this**

- **Implementation obstacles**

  - timing within cycles

  - budget for IT implementation

  - who does this work - staff or vendor?

  - procurement

  - political will and risk

  - legislation may need changes

Usability testing versus piloting

What we did

- Formative testing

- Rapid iterations

- Lab setting

- Interacting with voters

- Paper prototype

- Digital prototype

- 33 individual sessions

- Usability testing is

  - controlled, direct observation

  - tool for exposing frustrations

  - method for gathering evidence for informed design decisions

- Piloting

  - gives context, putting a design in the wild

  - uses real data, contests, and legislation

  - interacts with broader range of people

Research is important.

Piloting is, too.

Research v. Piloting

- **Research:**

  - baseline

  - experimentation

- **Pilots:**

  - access to non-commercial solutions

  - access to early versions that you can affect

  - let requirements be known outside RFPs

  - shows needed changes in ops & training

Piloting: where and when

- Checking feasibility, in the field

  - Plan a roll-back option

  - Keep the scale small at first

  - Minimize the variables

  - Don't forget to assess usability

Political will and feasibility

Are you finished?

If you want to make changes, touch the **Return to ballot** button.

If you are ready to cast your ballot, touch the **Vote** button.
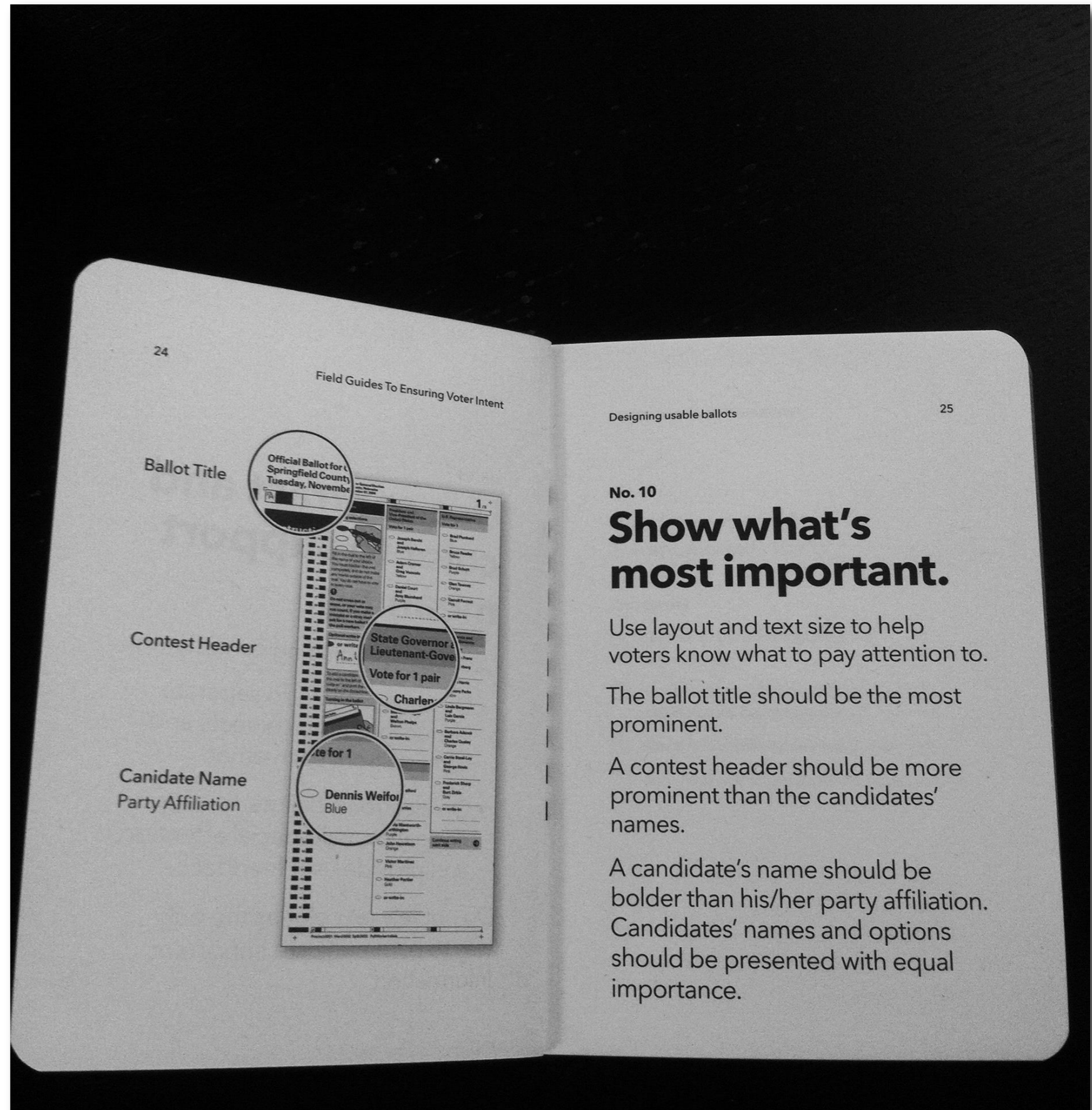
Return to ballot   Vote

- Anywhere Ballot: ballot marking

- Continuous improvement with partners in the field

- Implementation obstacles

- Usability testing **and** piloting are important

Field Guides
To Ensuring
Voter Intent

civicdesigning.org/fieldg
uides

Ballot Title

Official Ballot for
Springfield County
Tuesday, November

Contest Header

State Governor
Lieutenant-Gove

Vote for 1 pair

Charlen

Canidate Name
Party Affiliation

Dennis Weifor
Blue

No. 10

Show what's most important.

Use layout and text size to help voters know what to pay attention to.

The ballot title should be the most prominent.

A contest header should be more prominent than the candidates' names.

A candidate's name should be bolder than his/her party affiliation. Candidates' names and options should be presented with equal importance.

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