Designing for the Voter Experience
Future of California Elections 2016 Conference

February 25, 2016  #FOCE2016
Topics

• Improving the voting experience
• Human-centered design
• User experience testing
• Insights and inspiration
Improving the Voting Experience

- Keep it simple
- Take it to the voter
- Make it your mission
- Experiment and ask
Better Design = Better Elections

- Adopt standards (AIGA “Design for Democracy”)
- Create more visual information
- Adopt plain language
- Test and adjust
Top 5
AIGA Principles

1. Decide what's most important
2. Use clear, simple language
3. Use accurate instructional illustrations
4. Use informational icons (only)
5. Use contrast and color functionally

www.aiga.org
Outdoor signage for the polling place
Sample Ballot Booklet

Official Sample Ballot
Presidential Primary Election
June 7, 2016

Polls open at 7 am and close at 8 pm

lavote.net
Vote By Mail Guide

Check your material

Your Vote By Mail package consists of:
Ballot group numbers on materials must match.

Example:
PTY
Party Code
001
Ballot Group

1. Vote By Mail Instructions
2. Official Ballot Card
3. Ballot Return Envelope
4. Ballot Secrecy Sleeve

Important:
If ballot group numbers do not match, please call (562) 466-1323 or (800) 815-2636.

IN PERSON - ON OR BEFORE ELECTION DAY
You may return your voted ballot to any polling place conducting the Primary Election in Los Angeles County on Election Day. You may also return your voted ballot before Election Day to the Norwalk office of the Registrar-Recorder/County Clerk. Voted ballots must be received no later than 8:00 p.m. on Election Day.

BY AN AUTHORIZED PERSON - ON OR BEFORE ELECTION DAY
If you are ill or disabled, an authorized relative or person residing in your household may return your voted ballot to the Registrar-Recorder/County Clerk or to any polling place conducting the Primary Election in Los Angeles County no later than 8:00 p.m. on Election Day. Be sure to check the box and sign in the authorization box on the back of the Ballot Return Envelope.

You may vote before or on Election Day at the Norwalk Office of the Registrar-Recorder/County Clerk:
Vote By Mail Unit - 3rd Floor, Room 3002
12400 Imperial Highway, Norwalk, CA 90650
(562) 466-1323

Weekdays: Monday - Friday, May 10 - June 7, 2010 - 8 a.m. to 5 p.m.
Weekends: Saturday/Sunday, May 29 & 30, and June 5 & 6, 2010 - 8 a.m. to 4 p.m.
Election Day: June 8, 2010 - 7 a.m. to 8 p.m.

www.lavote.net
Voting Instructions

How to vote at your polling place on Election Day

1. Insert ballot. Place holes over red posts.
2. Push down hand to mark!
3. Check your ballot for bubbles.

TO VOTE FOR A CANDIDATE
Fill in the bubble next to candidate's name.

TO VOTE FOR A MEASURE
Fill in the bubble next to YES or NO.

Do not vote both YES and NO. This will result in an overvote and your vote on that measure will not count.

INKAVOTE PLUS CHECKS FOR ERRORS
Poll workers will assist voters with inserting ballots into the InkaVote Plus Practiced Ballot Reader (PBR). The PBR checks ballots for two types of errors: 1) a completely blank ballot. You may take the blank ballot to the voting booth to mark your selections; 2) a ballot with an overvote. If this occurs, ask the poll worker to give you a new ballot.

AUDIO BALLOT
An audio ballot is available to assist voters with specific needs, including those who are blind or visually impaired, to vote privately and independently using an audio headset and a simple keypad. Voters whose primary language is other than English may choose to vote an audio ballot in Chinese, Japanese, Korean, Spanish, Tagalog/Filipino, and Vietnamese.

(Additional voting instructions will be included in the packet mailed to voters choosing to Vote By Mail.)
Vote by Mail - Current
VBM User Testing

- Phone interviews
- 76 participants
VBM Accessibility User Testing
UCPLA
Vote by Mail - Future
Current System - InkaVote *Plus*
Ballot Marking Device
BMD User Testing
Putting Voters First

Participatory design

User experience testing

Data driven

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
<th>NUMBER OF PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 11-29, 2010</td>
<td>Countywide Voter Survey - Phone</td>
<td>651</td>
</tr>
<tr>
<td>March 16-28, 2010</td>
<td>Countywide Voter Survey - Online</td>
<td>500</td>
</tr>
<tr>
<td>March 31 - April 2, 2010</td>
<td>Focus Groups - RR/CC Staff</td>
<td>64</td>
</tr>
<tr>
<td>April 5-6, 2010; April 29 - May 3, 2010</td>
<td>Focus Groups - Registered Voters</td>
<td>100</td>
</tr>
<tr>
<td>April 29 - June 8, 2010</td>
<td>Pollworker Survey - Online</td>
<td>1,100</td>
</tr>
<tr>
<td>May 7-11, 2010</td>
<td>Focus Groups - Local Election Officials, City Clerks</td>
<td>26</td>
</tr>
<tr>
<td>July 21, 2010</td>
<td>Community Discussion - Language Groups</td>
<td>9</td>
</tr>
<tr>
<td>August 11, 2010</td>
<td>Community Discussion - Voter Integrity Groups</td>
<td>9</td>
</tr>
<tr>
<td>September 20, 2010</td>
<td>Community Discussion - Disability Groups</td>
<td>6</td>
</tr>
<tr>
<td>January 24 - March 28, 2012</td>
<td>Open Innovation Challenge</td>
<td>154</td>
</tr>
<tr>
<td>January 25 - February 23, 2012</td>
<td>Brainstorming Workshops - AVTI</td>
<td>32</td>
</tr>
<tr>
<td>March 30, 2012</td>
<td>Election Verification Network (EVN) Conference Session</td>
<td>24</td>
</tr>
<tr>
<td>April 5-6, 2012</td>
<td>Brainstorming Workshops - RR/CC Staff</td>
<td>25</td>
</tr>
<tr>
<td>October 1-2, 2013</td>
<td>Atkins Research User Testing</td>
<td>40</td>
</tr>
<tr>
<td>November 4-5, 2013</td>
<td>User Testing</td>
<td>8</td>
</tr>
<tr>
<td>November 7, 2013</td>
<td>User Testing - United Cerebral Palsy of Los Angeles (UCPLA)</td>
<td>15</td>
</tr>
<tr>
<td>January 27 - February 1, 2014</td>
<td>Atkins Research Focus Groups</td>
<td>95</td>
</tr>
<tr>
<td>February 5, 2015</td>
<td>User Testing - General Population</td>
<td>5</td>
</tr>
<tr>
<td>February 27, 2015</td>
<td>User Testing - Spanish Speakers, Seniors</td>
<td>57</td>
</tr>
<tr>
<td>March 3 and 26, 2015</td>
<td>User Testing - Visually Impaired</td>
<td>5</td>
</tr>
<tr>
<td>April 29, 2015</td>
<td>User Testing - Election Workers</td>
<td>22</td>
</tr>
<tr>
<td>May 26-30, 2015</td>
<td>Polling Place Experience User Testing</td>
<td>184</td>
</tr>
<tr>
<td>November 9-20, 2015</td>
<td>Vote By Mail User Testing</td>
<td>76</td>
</tr>
<tr>
<td>November 20, 2015</td>
<td>Vote By Mail Focus Group - United Cerebral Palsy of Los Angeles (UCPLA)</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL**                                                                 3217