

4.2 User Validation



Concepts to validate

- what aspects should we keep from the previous website
- 2 comparison or more
- importance of endorsements

User interview script

1. What aspect from the original site do you find most useful?
2. What aspect from the original site do you find not useful or confusing?
3. What aspects of our website do you find most useful?
4. What aspects of our website do you find not useful or confusing?
5. What are some key features you think we must add?
6. What are some key features you think would be nice?



User 1 / info

- College student
- 21yr
- Female
- active
- very digitally literate
- white
- moderately politically informed

User 2 / info

- College student
- 21yr
- Male
- harm
- moderate
- somewhat politically engaged
- very digitally literate

User 3 / info

- College student
- 20 yrs old
- Female
- She/her
- pretty left
- very politically active
- very digitally literate (cs major)

User 4 / info

- Teacher
- 55 years old
- Bachelors degree
- Male
- Left leaning
- Not too politically engaged
- Digitally literate but not a pro (can set up wifi)

User 5 / info

- Student
- 20 years old
- Masters-in-progress
- Male
- As far left as it gets almost
- Very politically engaged
- Decently digitally literate

Observations

like the green color scheme

learned about a new representative

like the distinction between democratic and republicans

spacing seems a little off and harder to read on 1st website

really like the addition of pictures

do current elected officials and also those running

old website was "boring" nothing to visually grab onto

compare people but also compare where people stand on different issues

thinks our website so far is more inviting for users to stay engaged

related new articles for the person like if theres any serious controversy

potentially could be data overwhelming

translation options for non-english speakers

potentially thinks other menu problems would be more beneficial

the addition of pictures makes candidates seem more "real"

agreed a mobile version would be nice but not a deal breaker

interested to see what filters we use for the search

Maria carwell link not showing anything helpful. if the list was populated it would be helpful. doesnt understand graph thing billy would be helpful. Feels like she remembers learning about independent expenditures but not sure maybe a blurb about what that means people might not click on the page and read the whole thing. doesnt know what the committees part is confused about it why is it under independent expenditures likes the big green ready to act button.

Likes that the search bar is not so giant likes the pictures cause maybe you forgot who these people are. comparing candidates is useful. who is running during an election year as a filter option would be useful so you can figure out who to vote for

Likes the icons but names and amounts should also be specified when comparing. likes the voting history with the check and the x. people might need an explanation about the changing of icon size. amounts could help this make more sense. thinks this is better than a graph

in general likes the compare candidates but it might be hard to compare an incumbent and a city council person running for congress because you cant compare what they voted for. maybe a summary of their history even if its not directly comparable. are they progressive and generally vote on x

Likes take action and information about campaign finance and our data

Found landing bland

Liked that our address could be used to find representatives

Couldnt find relevant topics to what mattered to him

New website seemed typically well recieved

Translation options, our hometown has a lot of spanish-only speakers

Liked the idea that he could share and send these to his sisters

best improvement from old website is nicer, more organized landing

thought nothing "stands out" about the new site

remember to put a "home" button in the new site

wants tool tips or other instruction

hover-over information for explorability

old website: likes the presence of lots of background info on the candidates

old website is "ugly/poorly formatted"

filtering good

Key Insights

so far our website is a great improvement on what was used previously

we need to finalize what filters we want to use

While it may not be relevant to the MVP, navigation options would be super nice

Ideas for Improvement

compare not only based on 2 people, but be able to compare on topics like if you want to compare who supports the Green New Deal, one side would have those who do and those who dont

current elected officials and those running

If we really can capture people's attention in the 15 second window when they enter the site, that would be pag since users are already interested. This would help drive traffic