PeoplesPolicies

Vote Together On Policies for Change

Avis Williams

Project overview

The product:

People's policies is a policy and voting website for villagers living in Gambia, Africa. The website will help villagers decide on how they want to live on their land when the land is finished redevelopment. The villagers can create and vote on policies directly. Rather than running policy through government representatives. This will give communities the power to build a sustainable future for their community.

Project duration:

March 2022 – May 2022
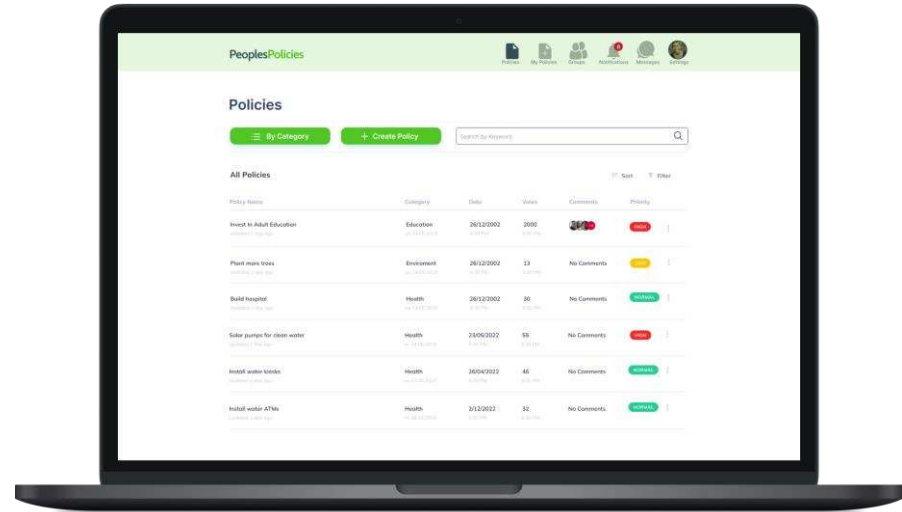
Project overview

The problem:

Villagers feel their needs are not being heard.

The goal:

Design an policy website for villagers to create and vote on policies.

Project overview

My role:

UX/UI designer designing a policy and voting website from conception to delivery.

Responsibilities:

Conducting foundational UX Research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I interviewed and created empathy maps of 5 people. Between the ages of 24-65, they live in a village called Birikama in Gambia, Africa. The users were 2 females and 3 males.

This user group confirmed that they wanted a website that is easy to use and accessible for them.

User research: pain points

1

Not Being Heard

Users feel their needs are not being heard, by the community

2

Disagreements

Users feel they are many disagreements about the redevelopment of the land

3

No Collabration

Users would like to collaborate with other villagers

4

No Prioritisation

Users would like to prioritise the needs of the villagers

Persona: **Idir Adellahi**

"I feel my needs are not being heard, by my community"

Age: 30

Education: No Education

Occupation: Farmer

Status: Married, 3 kids

Location: Birikama, Gambia

Background

Idir is a farmer who lives in a village called Birikama in Gambia, Africa. He needs to grow more coffee beans but has no more space on his land. He needs permission from his community to use a part of unoccupied land.

Goal & Ambitions

• To grow more coffee beans
• To collaborate with other villagers
• To compromise

Frustrations

• Disagreements among the villagers
• Disagreements about the redevelopment
• Not listening to my needs

Persona: **Ada Ndiaye**

"I want the villagers to reach an agreement on the re-development of the land."

Age: 41

Education: Master of Business Administration

Occupation: Business Consultant

Status: Married, 2 kids

Location: London, UK

Background

Ada lives in London but was born in a village called Birikama, Gambia. The villagers in Birikama gave her the land to redevelop. With her business connections in London, she can get investors on board to help with redeveloping the land.

Goal & Ambitions

• Find out what the villagers need
• Prioritise the land redevelopment
• Get the villagers to vote

Frustrations

• Disagreements among the villagers
• Disagreements about the redevelopment
• Not listening to my sugguestions

User journey map

	Scenario		Goal	
	Scenario Idir is a farmer who lives in a village called Birikama in Gambia, Africa. He needs to grow more coffee beans but has no more space on his land. He needs permission from his community to use a part of unoccupied land.		**Goal** Create a policy	

	Sign up ▶	**Create Policy** ▶	**Edit Policy** ▶	**Browse Policies** ▶	**View & Read Policy** ▶
User Journey					
Action Steps	• Click on sign up. Enter your name, address, email and ID Number. • Verify your account.	• Click create policy button • Fill in the form • Submit policy, receive confirmation message.	• Click on the edit your policies button to be taken to your policies screen • Select policy to edit, and then submit. Go to policy screen to view.	• Browse policies in the policy page • Search for your policy by typing in the policy title	• Click on policy title to read it. • Comment or vote on policy.
Feeling	• Excited, to get started	• Eager , to get going	• Impatient, can't wait to see feedback	• undecided	• Excited, to browse policies
Opportunities	• Options to hide password and ID Number, while typing	• Have a back button to go back to the policies page.		• Browse most voted policies by users. • Search filters to find policies easily.	

Starting the design

- Sitemap
- Digital wireframes
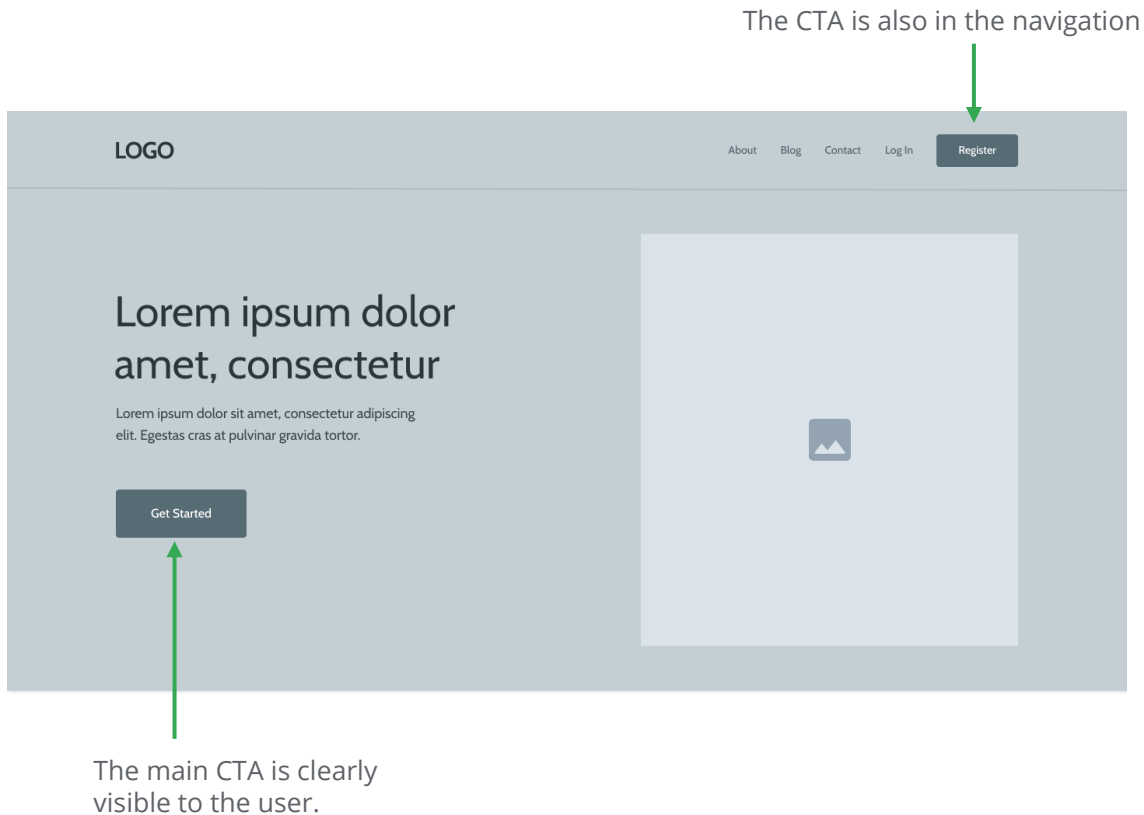- Low-fidelity prototype
- Usability studies

Sitemap

I created a sitemap that allows the information architecture to be simple and easy to navigate for the users.
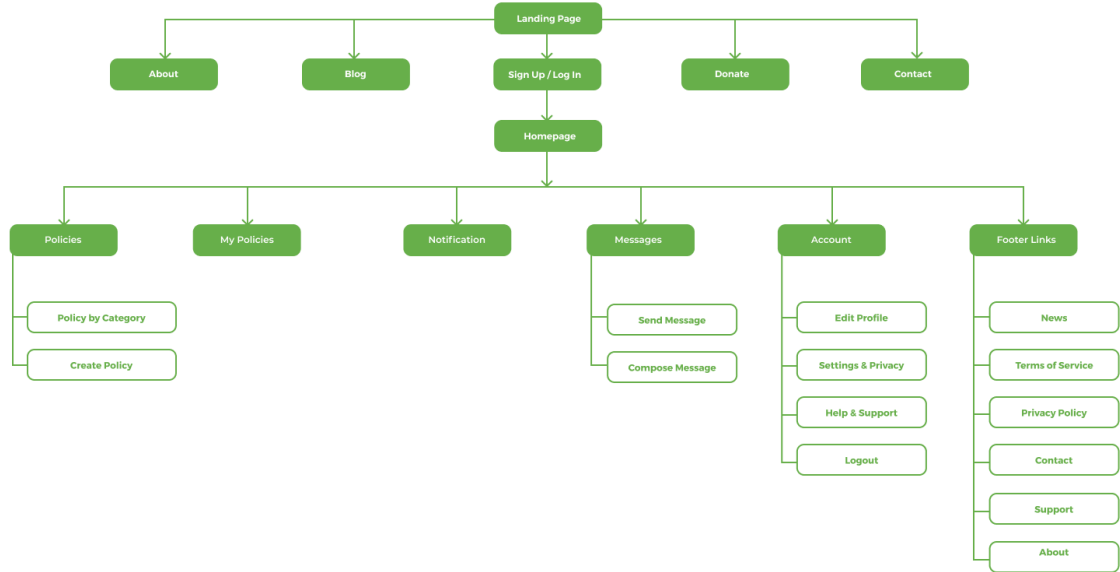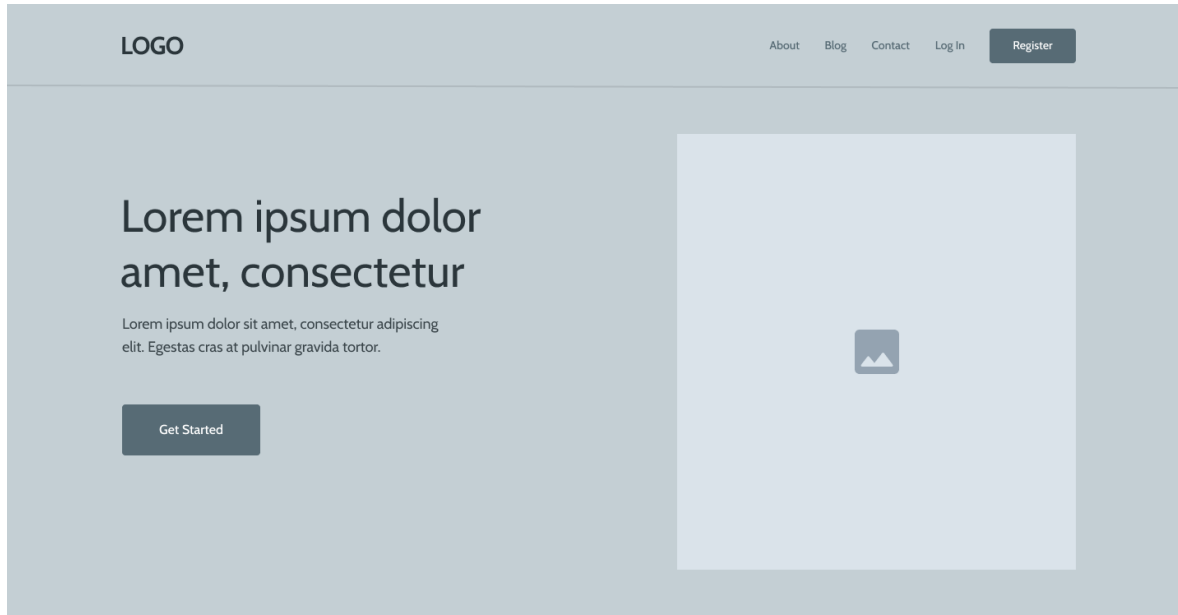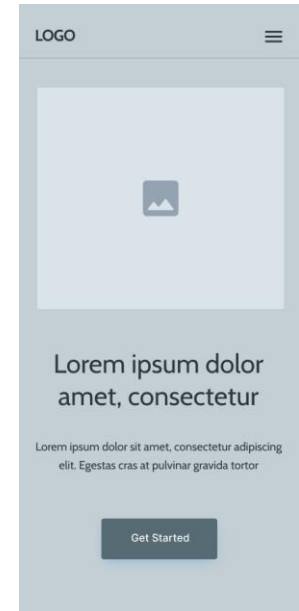
Digital wireframes

I then created digital wireframes in Figma, making sure that the main CTA button would stand out for the users, making it easier for them to register an account and get started.

The CTA is also in the navigation

LOGO

About   Blog   Contact   Log In   Register

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Get Started

The main CTA is clearly visible to the user.

Digital wireframe
screen size variation(s)

LOGO

About   Blog   Contact   Log In   Register

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Get Started

Desktop Version

LOGO

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Get Started

Mobile Version

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow was to log in and create a policy, so the prototype could be used in a usability study.

View the low-fidelity prototype

Click here
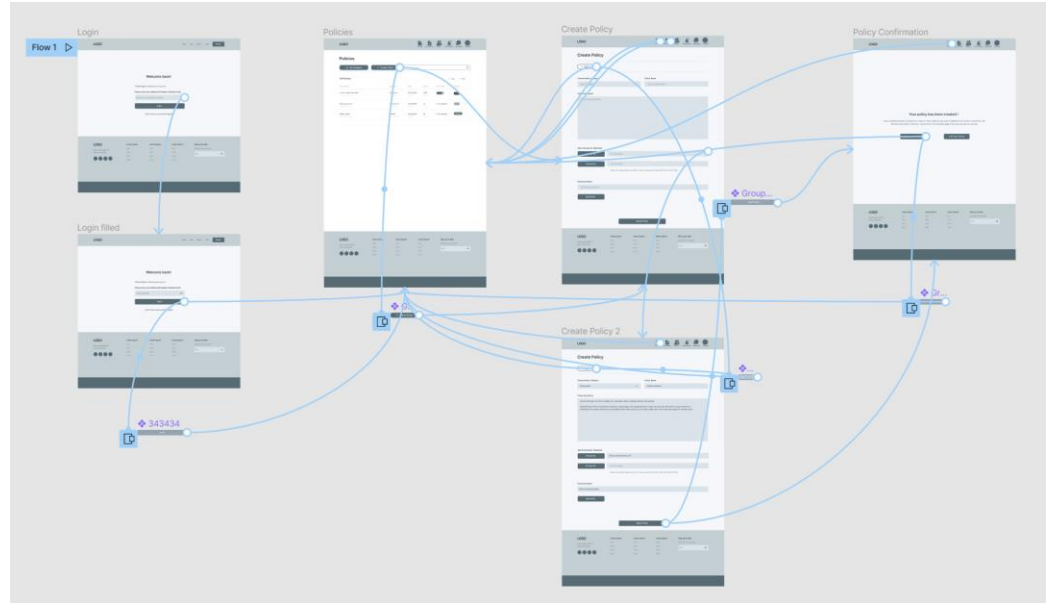
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United Kingdom, remote

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Log In

Users wanted an option to hide ID Number when typing on the login form.

2

Policy Page

Users wanted a back button on the create policy page.

3

Navigation

Users wanted the navigation a lot simpler.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the login form. One of the changes I made was to add a feature to hide the ID Number while typing. This allowed users added security.

Before usability study

After usability study

Mockups

The usability study revealed that users wanted a **back button**, on the create policy page to go back to the previous screen.

Before usability study

After usability study

Mockups: Original screen size
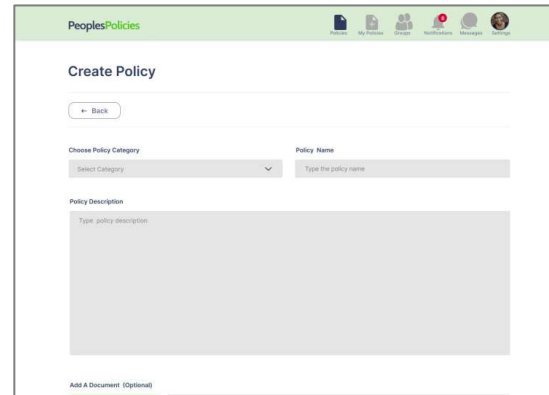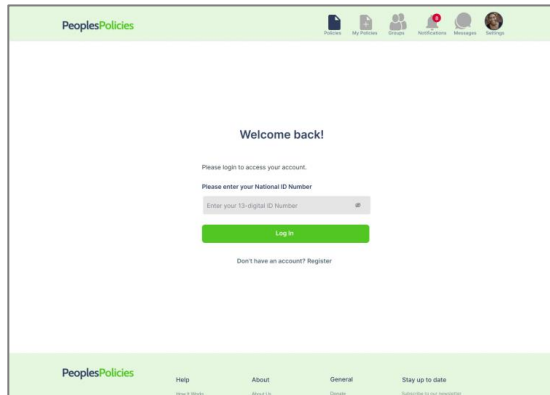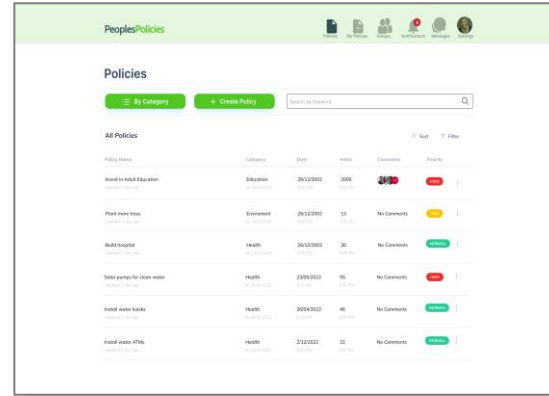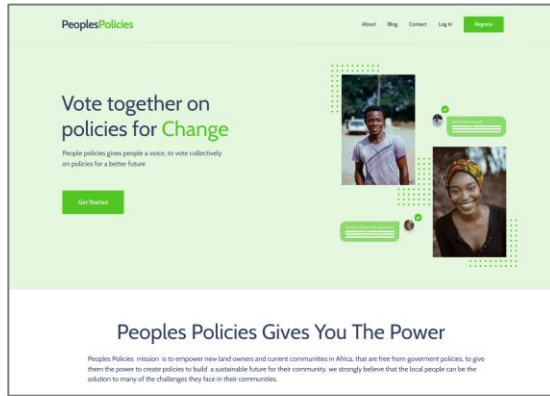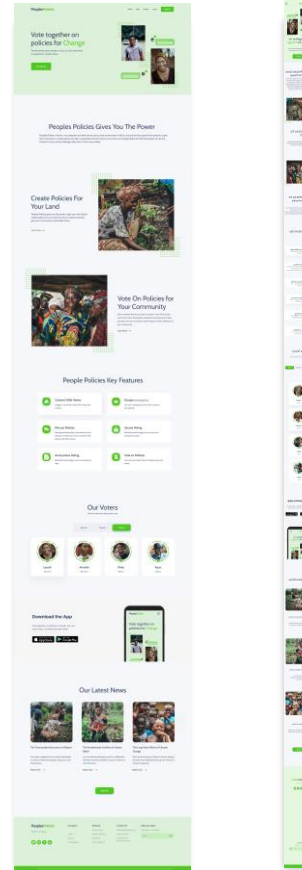
Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. It is important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for creating a policy.

View the high-fidelity prototype

Click here
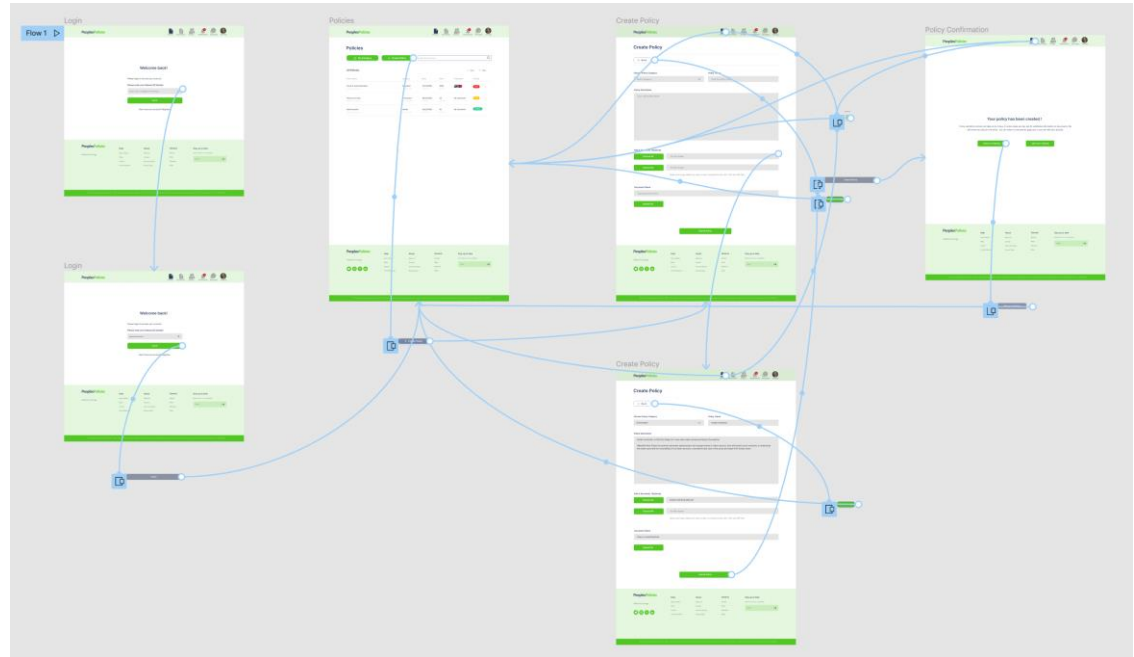
Accessibility considerations

1

I used landmarks to help users navigate the site, including users who rely on assistive technologies

2

I designed the site with alt text available on each page for smooth screen reader access

3

I used headings with different sized text for clear visual hierarchy .

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The users loved the simplicity of the responsive website design.

One quote from a user:
"Simple design and easy to navigate."

What I learned:

While designing the People's Policies, I learned that my initial ideas for the website were just the beginning. The user feedback from the high fidelity prototype testing and Usability studies. Helped me to design a website based on the user's needs, and not based on what I wanted.

Next steps

1

Identify any additional areas of need and ideate on new features

2

Update the current version of the high–fidelity prototype

3

Run another usability study, to see if the implemented changes in the design address the users' needs

Let's connect!

Thank you for your time reviewing my work on the Euphoric app! If you'd like to see more or get in touch, my contact information is provided below.

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