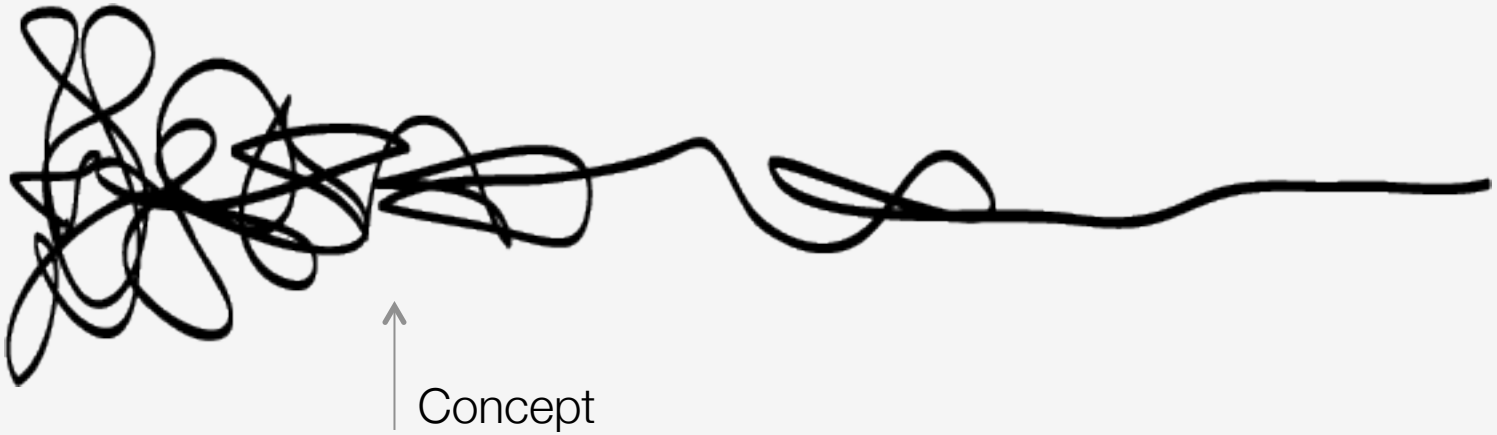
Staking Out the Stakeholders

Meg Howie
@howiemeg

Design process



Design & Democracy Project

Enhancing conversation and participation on social issues through design

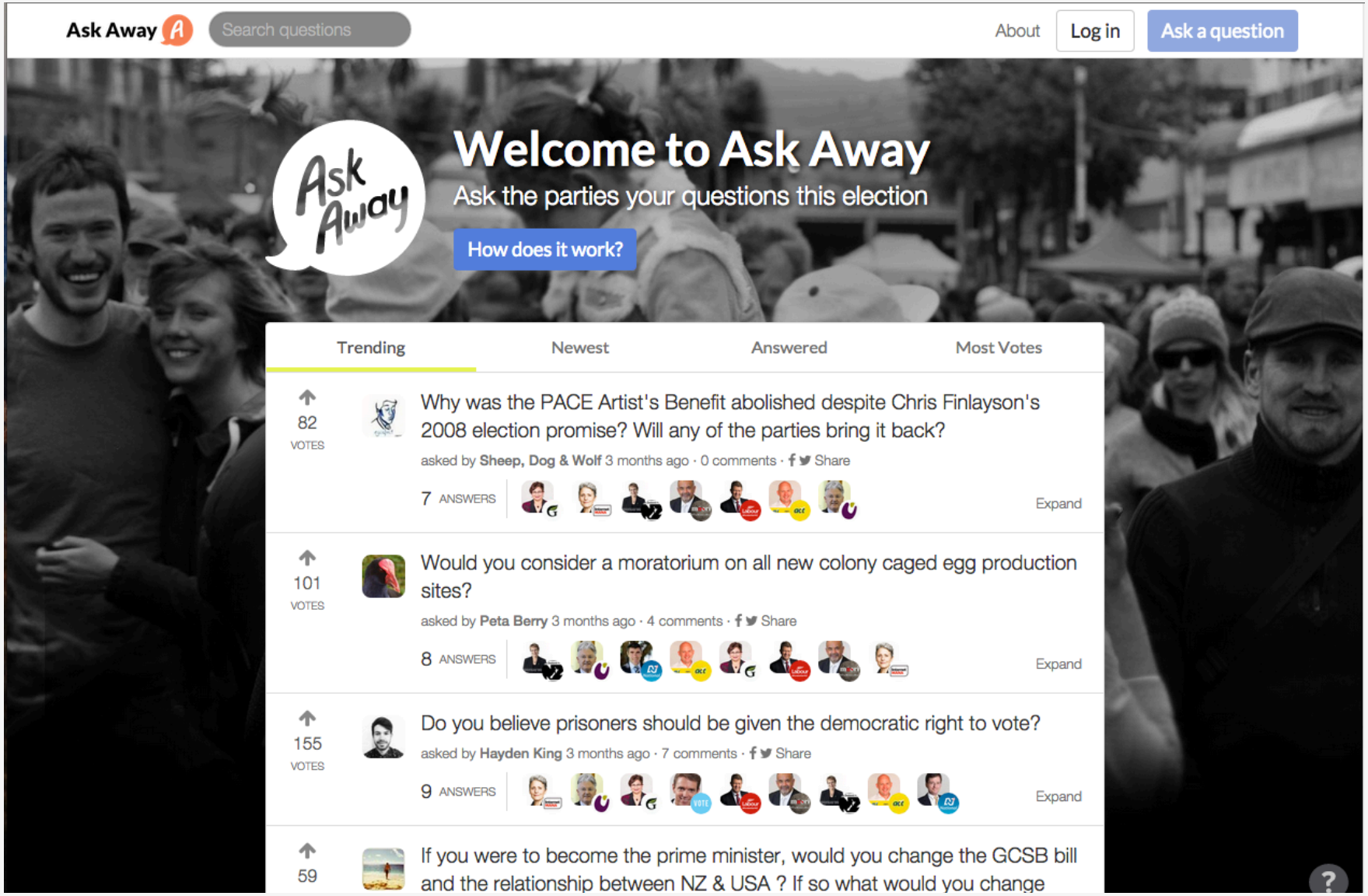
#DESIGN&DEMOCRACY

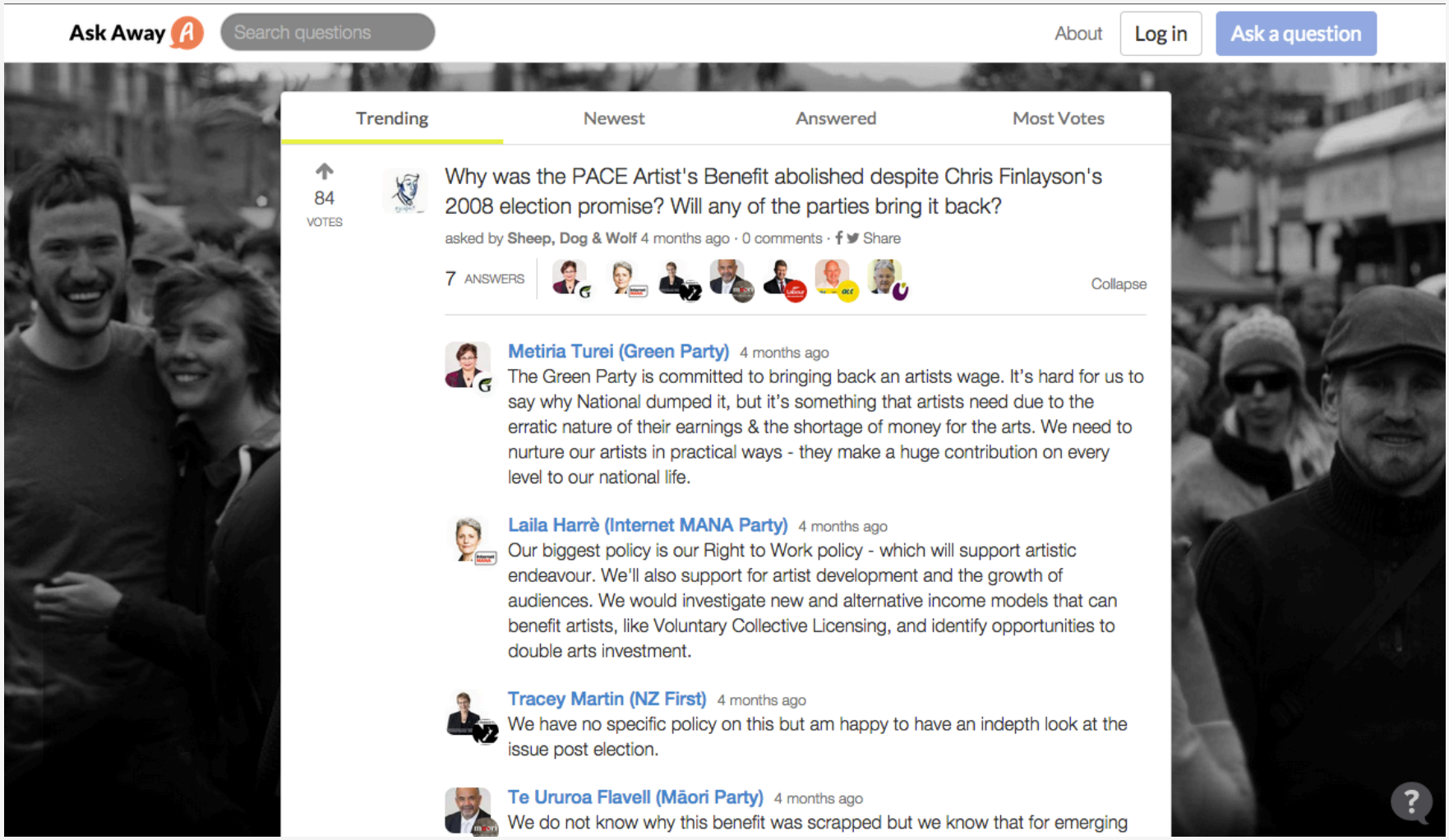
ON THE fence

Ask Away

MASSEY UNIVERSITY
COLLEGE OF CREATIVE ARTS
TOI RAUWHĀRANGI

Electoral Commission, 2014
www.elections.org.nz/voters/participation-2014-and-beyond


Ask Away
Search questions
About
Log in
Ask a question
Ask Away
Welcome to Ask Away
Ask the parties your questions this election
How does it work?
Trending
Newest
Answered
Most Votes
82 VOTES
Why was the PACE Artist's Benefit abolished despite Chris Finlayson's 2008 election promise? Will any of the parties bring it back?
asked by Sheep, Dog & Wolf 3 months ago · 0 comments · Share
7 ANSWERS
Expand
101 VOTES
Would you consider a moratorium on all new colony caged egg production sites?
asked by Peta Berry 3 months ago · 4 comments · Share
8 ANSWERS
Expand
155 VOTES
Do you believe prisoners should be given the democratic right to vote?
asked by Hayden King 3 months ago · 7 comments · Share
9 ANSWERS
Expand
59
If you were to become the prime minister, would you change the GCSB bill and the relationship between NZ & USA ? If so what would you change


Ask Away
Search questions
About
Log in
Ask a question
Trending
Newest
Answered
Most Votes
84
VOTES
Why was the PACE Artist's Benefit abolished despite Chris Finlayson's 2008 election promise? Will any of the parties bring it back?
asked by Sheep, Dog & Wolf 4 months ago · 0 comments · Share
7 ANSWERS
Collapse
Metiria Turei (Green Party) 4 months ago
The Green Party is committed to bringing back an artists wage. It's hard for us to say why National dumped it, but it's something that artists need due to the erratic nature of their earnings & the shortage of money for the arts. We need to nurture our artists in practical ways - they make a huge contribution on every level to our national life.
Laila Harrè (Internet MANA Party) 4 months ago
Our biggest policy is our Right to Work policy - which will support artistic endeavour. We'll also support for artist development and the growth of audiences. We would investigate new and alternative income models that can benefit artists, like Voluntary Collective Licensing, and identify opportunities to double arts investment.
Tracey Martin (NZ First) 4 months ago
We have no specific policy on this but am happy to have an indepth look at the issue post election.
Te Ururoa Flavell (Māori Party) 4 months ago
We do not know why this benefit was scrapped but we know that for emerging

User-centered Design

“User-centered design (UCD) is a process… in which the needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process.”

- *en.wikipedia.org/wiki/User-centered_design*

User-centered Design

“It means you have to listen to the boring stuff your stakeholders tell you to build”

- Dad

Human-centered Design

My goal: for more young people to engage with politics

Attention

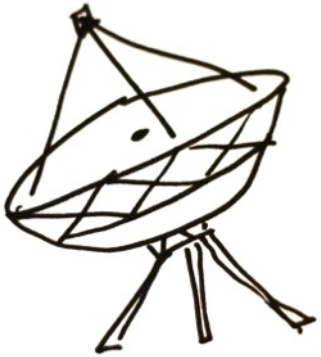
Research themes

Narrative

Votes

?

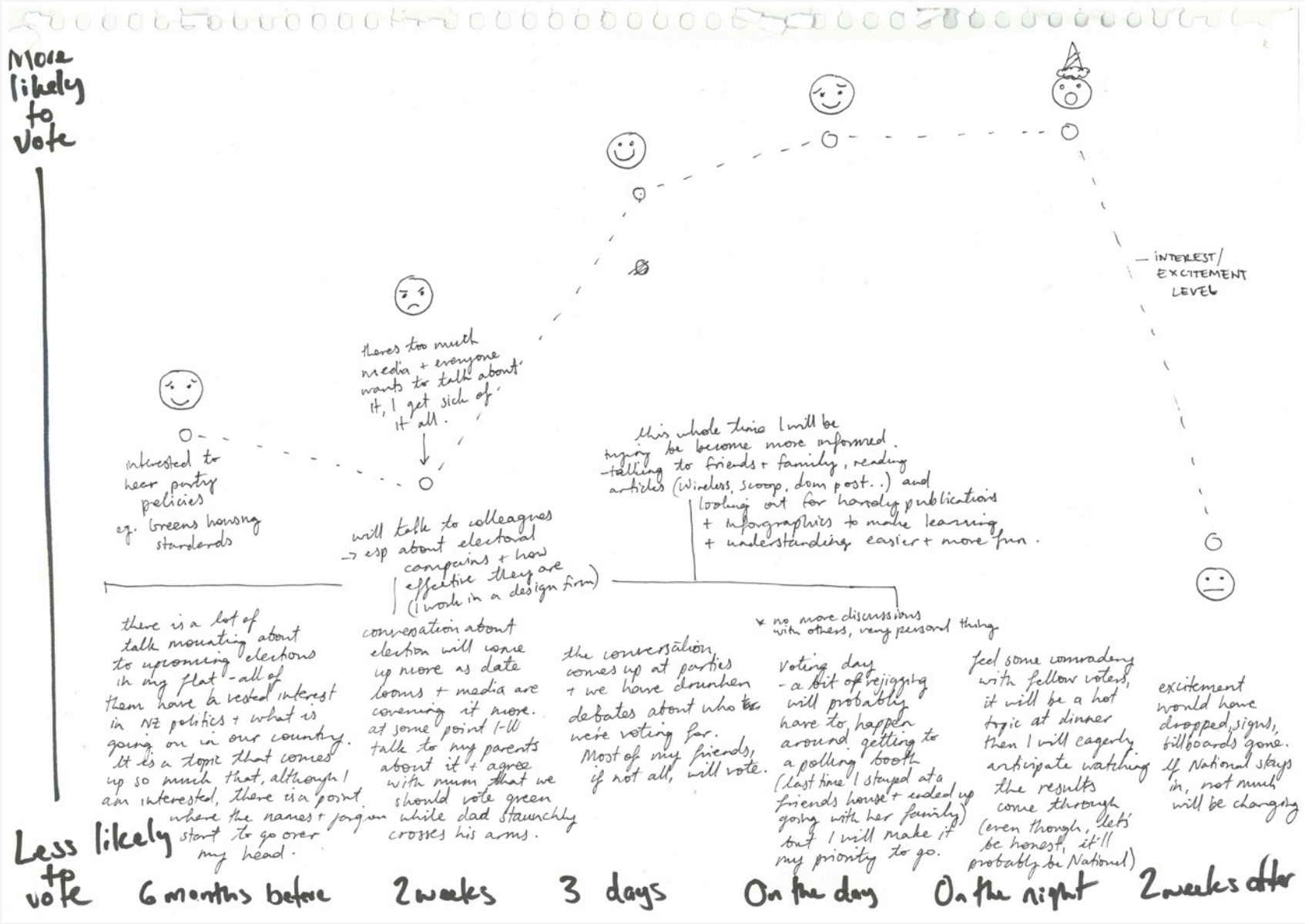
Stories

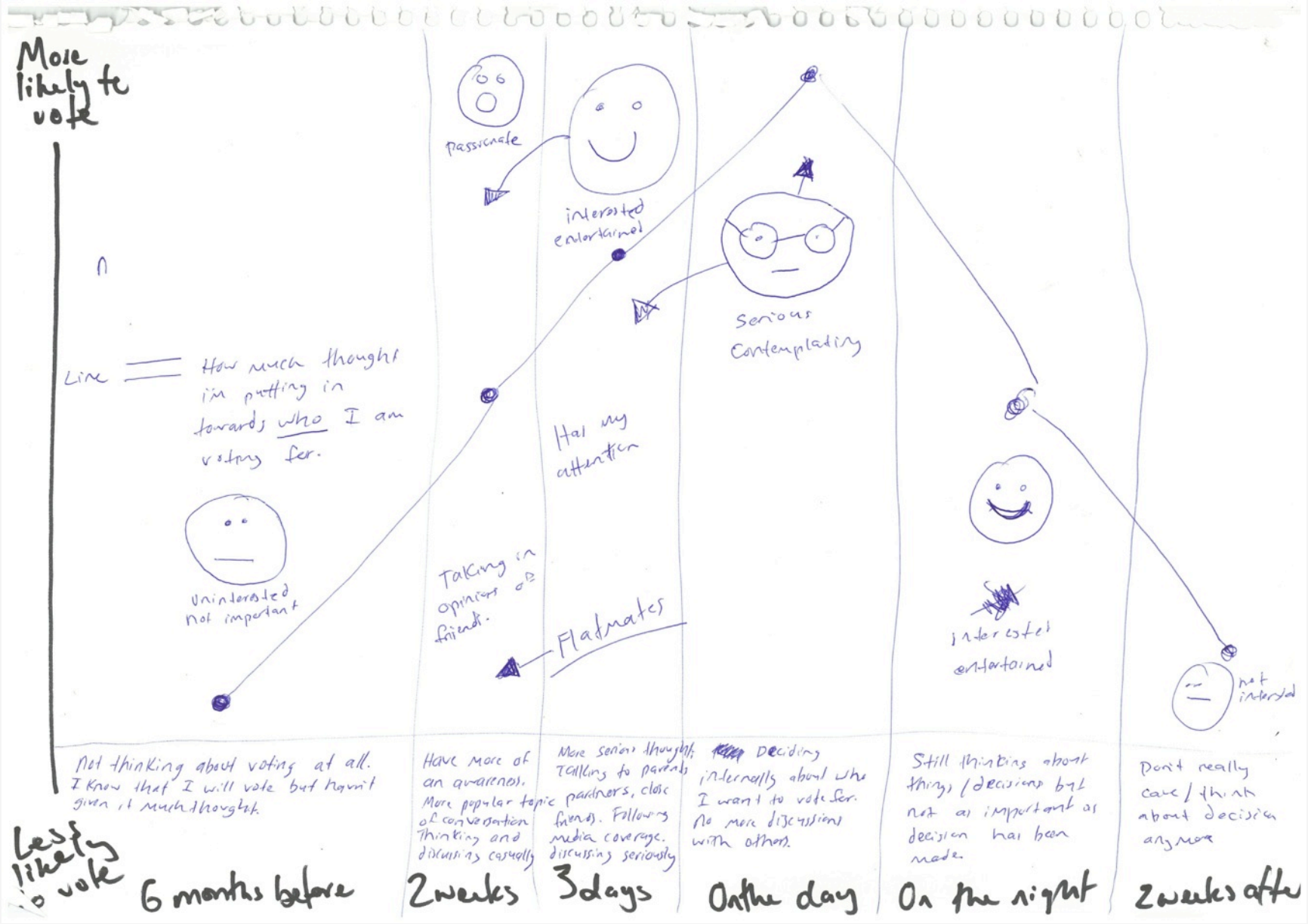


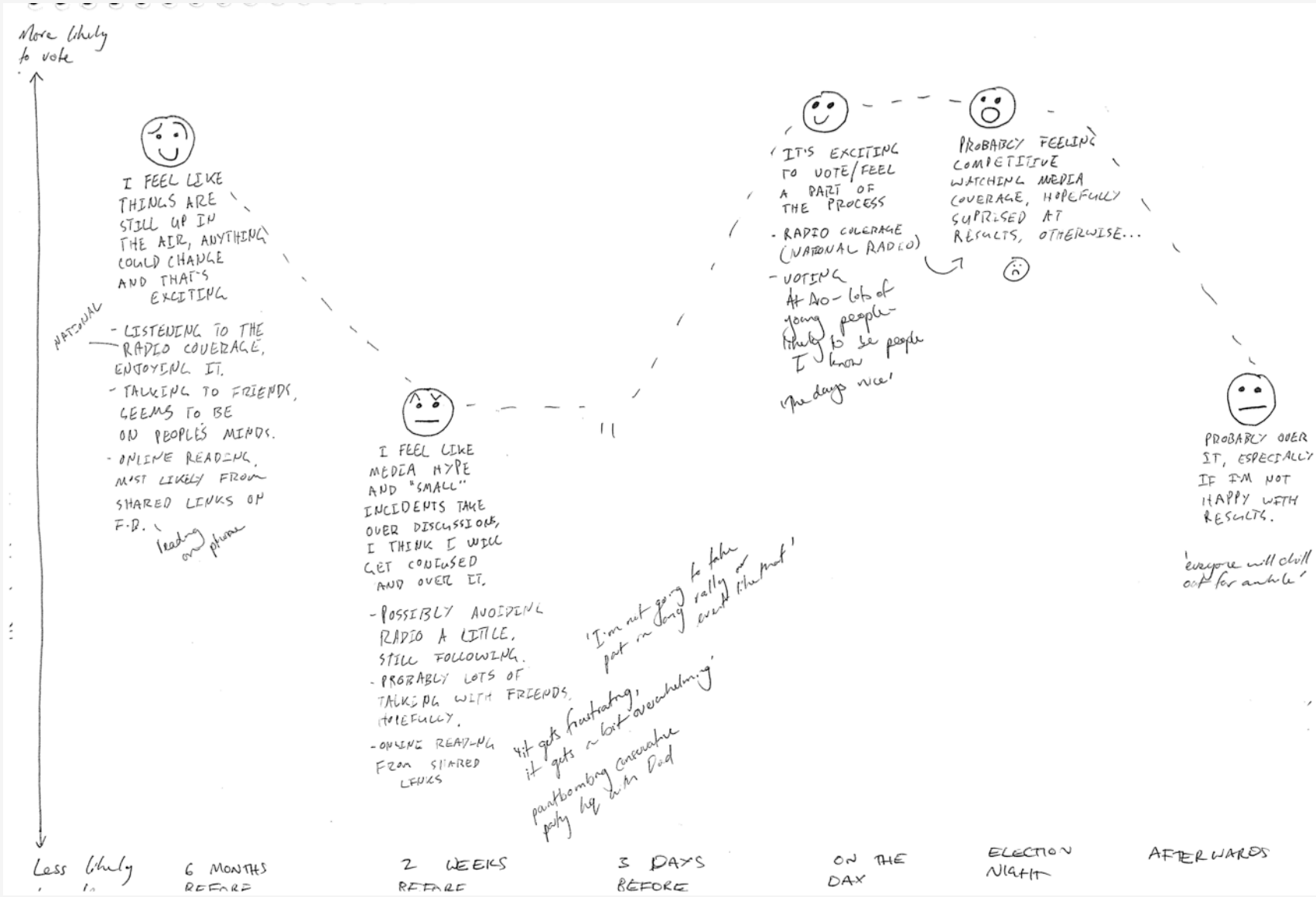
Openness

Always make an offer when you ask

What do young people want?


More likely to vote
Less likely to vote
INTEREST/ EXCITEMENT LEVEL
interested to hear party policies eg. Greens housing standards
there's too much media + everyone wants to talk about it, I get sick of it all.
will talk to colleagues → esp about electoral campains + how effective they are (I work in a design firm)
this whole time I will be trying to become more informed. -talking to friends + family, reading articles (Wireless, scoop, dom post..) and looking out for handy publications + infographics to make learning + understanding easier + more fun.
× no more discussions with others, very personal thing
there is a lot of talk mounting about upcoming elections in my flat - all of them have a vested interest in NZ politics + what is going on in our country. It is a topic that comes up so much that, although I am interested, there is a point where the names + jargon start to go over my head.
conversation about election will come up more as date looms + media are covering it more. at some point I'll talk to my parents about it + agree with mum that we should vote green while dad staunchly crosses his arms.
the conversation comes up at parties + we have drunken debates about who we're voting for. Most of my friends, if not all, will vote.
voting day - a bit of fejigging will probably have to happen around getting to a polling booth (last time I stayed at a friends house + ended up going with her family) but I will make it my priority to go.
feel some comradery with fellow voters, it will be a hot topic at dinner then I will eagerly anticipate watching the results come through (even though, let's be honest, it'll probably be National)
excitement would have dropped, signs, billboards gone. If National stays in, not much will be changing
6 months before
2 weeks
3 days
On the day
On the night
2 weeks after


More likely to vote
Line = How much thought im putting in towards who I am voting for.
Uninterested not important
Not thinking about voting at all. I know that I will vote but havnt given it much thought.
passionate
interested entertained
Hal my attention
Taking in opinions of friends.
Flatmates
Have more of an awareness. More popular topic of conversation Thinking and discussing casually
More serious thought. Talking to partners, close friends. Following media coverage. discussing seriously
serious Contemplating
Deciding internally about who I want to vote for. No more discussions with others.
interested entertained
Still thinking about things / decisions but not as important as decision has been made.
not interested
Dont really care / think about decision anymore
Less likely to vote
6 months before
2 weeks
3 days
On the day
On the night
2 weeks after


More likely to vote
I FEEL LIKE THINGS ARE STILL UP IN THE AIR, ANYTHING COULD CHANGE AND THAT'S EXCITING
NATIONAL
- LISTENING TO THE RADIO COVERAGE, ENJOYING IT.
- TALKING TO FRIENDS, SEEMS TO BE ON PEOPLE'S MINDS.
- ONLINE READING, MOST LIKELY FROM SHARED LINKS ON F.B.
reading on phone
I FEEL LIKE MEDIA HYPE AND "SMALL" INCIDENTS TAKE OVER DISCUSSIONS, I THINK I WILL GET CONFUSED AND OVER IT.
- POSSIBLY AVOIDING RADIO A LITTLE, STILL FOLLOWING.
- PROBABLY LOTS OF TALKING WITH FRIENDS, HOPEFULLY.
- ONLINE READING FROM SHARED LINKS
'I'm not going to take part in any rally or event like that'
'it gets frustrating, it gets a bit overwhelming'
pantbombing conservative party hq with Dad
IT'S EXCITING TO VOTE/FEEL A PART OF THE PROCESS
- RADIO COVERAGE (NATIONAL RADIO)
- VOTING
At Ao - lots of young people - likely to be people I know
'the days nice'
PROBABLY FEELING COMPETITIVE WATCHING MEDIA COVERAGE, HOPEFULLY SUPRISED AT RESULTS, OTHERWISE...
PROBABLY OVER IT, ESPECIALLY IF I'M NOT HAPPY WITH RESULTS.
'everyone will chill out for awhile'
Less likely
6 MONTHS BEFORE
2 WEEKS BEFORE
3 DAYS BEFORE
ON THE DAY
ELECTION NIGHT
AFTERWARDS

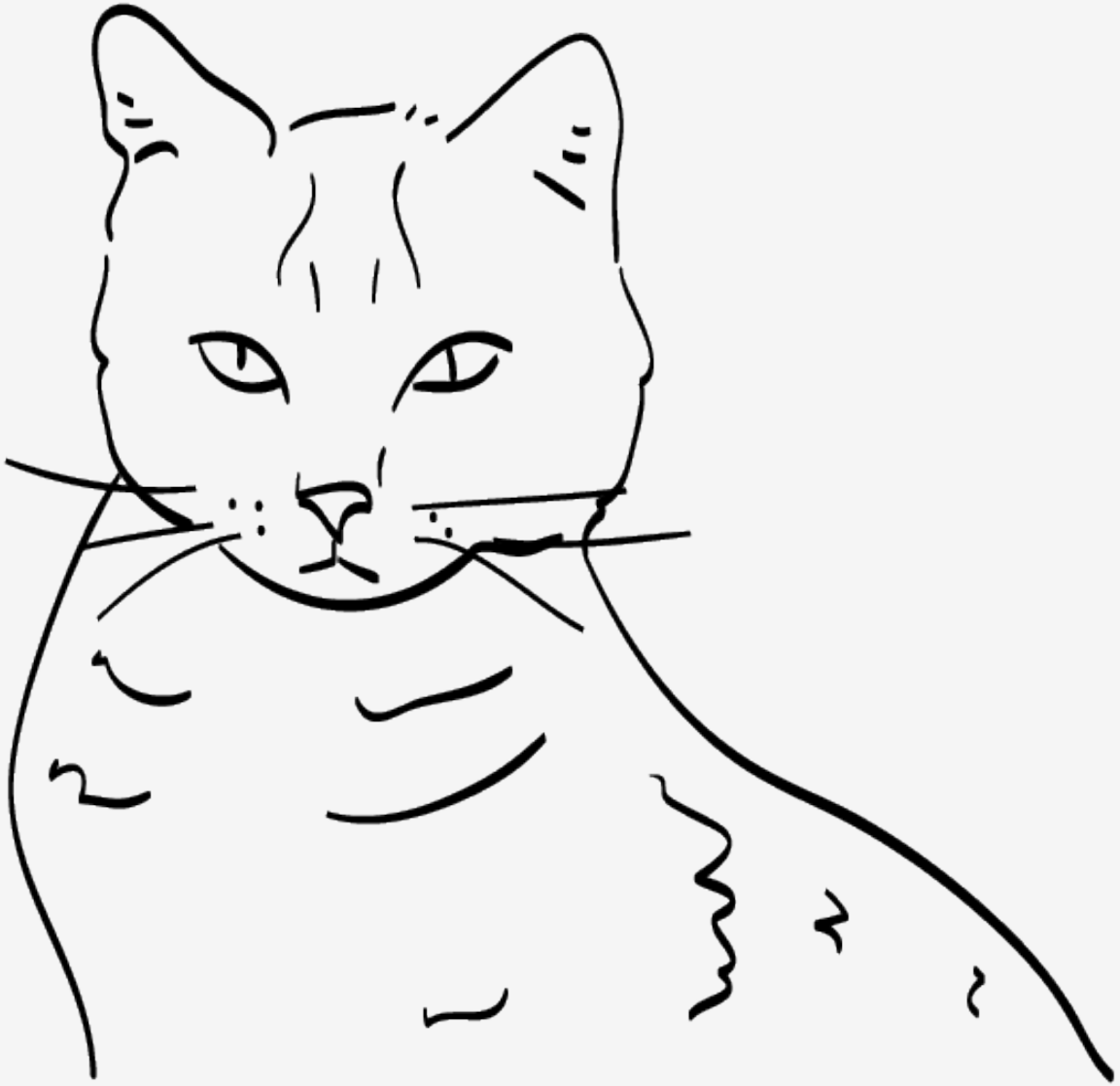
Personas

“A fictional individual representing characteristics of the target group”

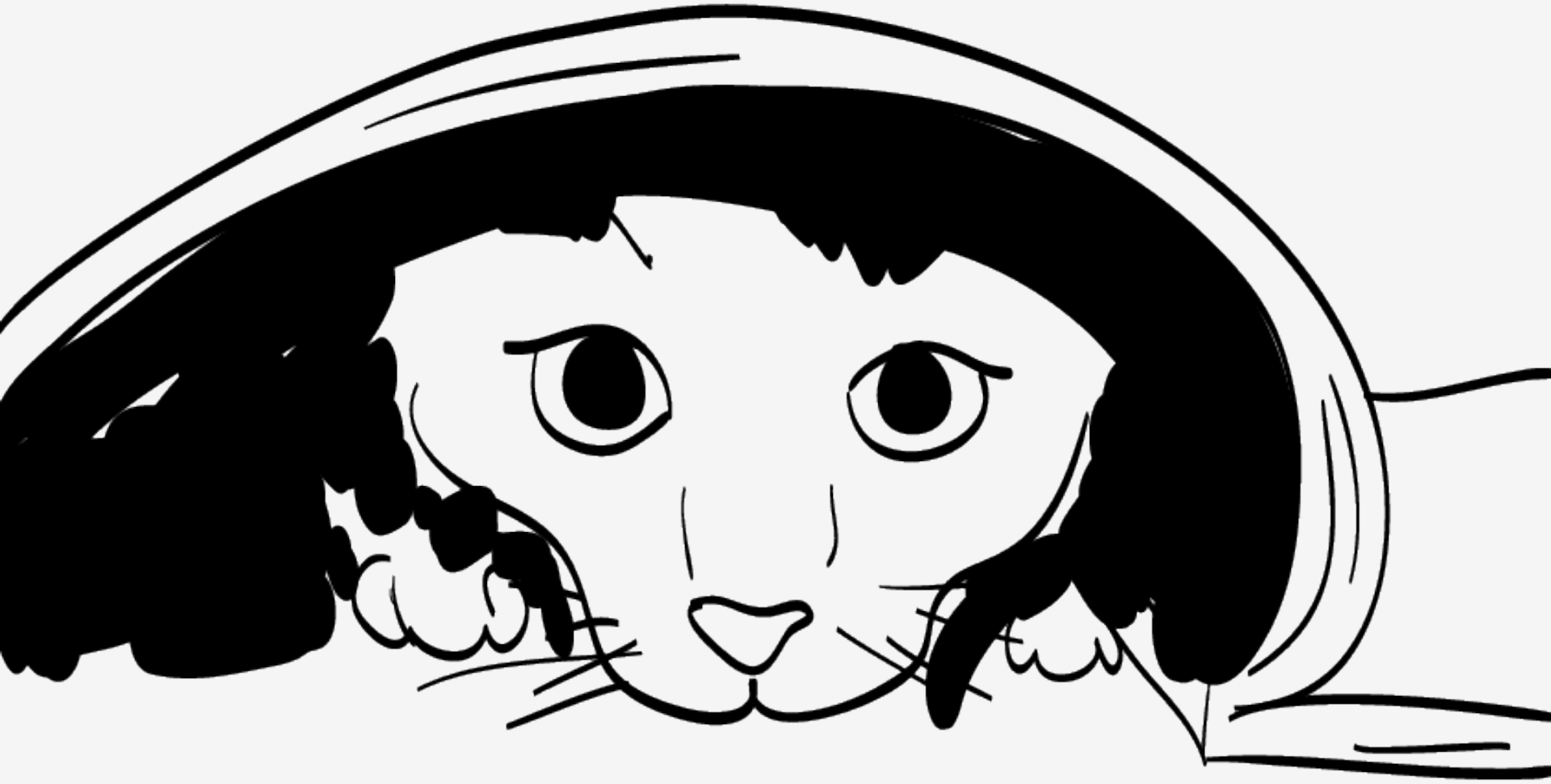
Stappers and Saunders, 2013.

Evangelist Cat

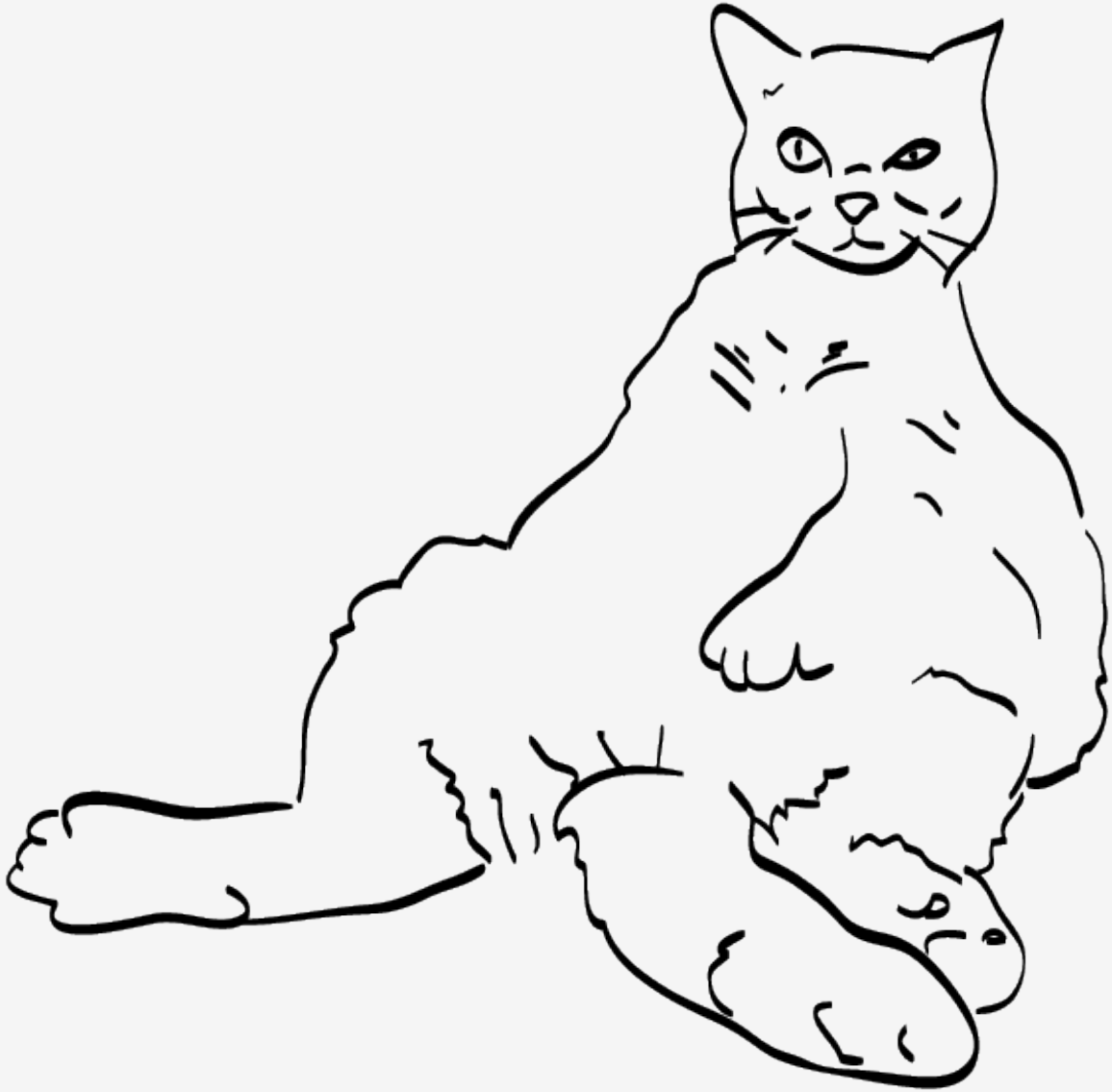
Upstanding Cat



Uncertain Cat



Uninterested Cat



Personas

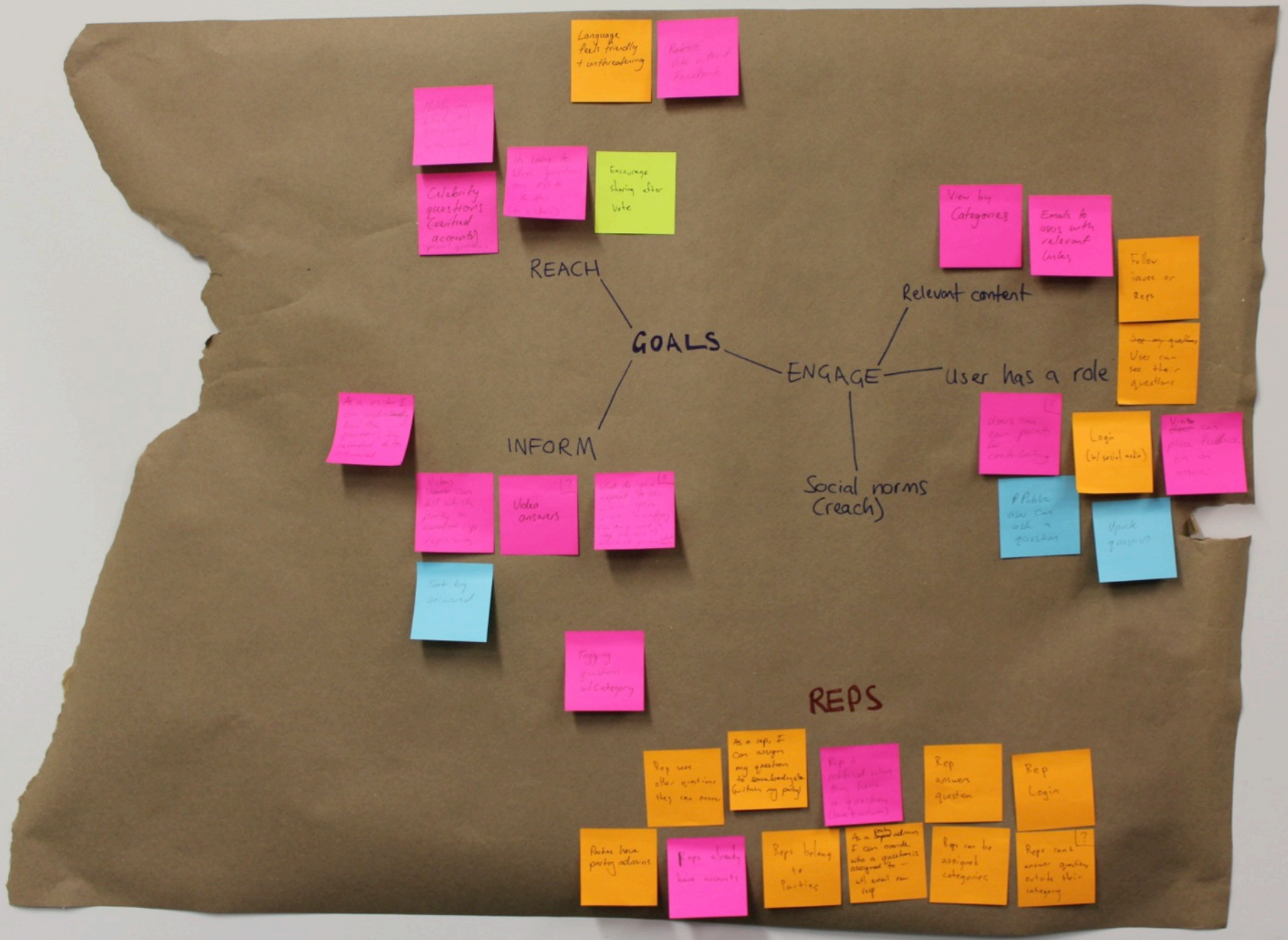
What they're good for

- Check assumptions about users
- Sorting and storing all the research
- Making decisions later on
- Staying in touch with your users

Personas

How to make them

- Talk to lots of users
- Ideally use real quotes from people
- Do some structured interviews
- Feed in any analytics or feedback
- Prioritise
- **Test them on users**


Language feels friendly + unthreatening
Celebrity questions (verified accounts)
Encourage sharing after vote
REACH
GOALS
INFORM
ENGAGE
Relevant content
User has a role
Social norms (reach)
View by Categories
Emails to users w/ relevant links
Follow users or Reps
User can see their questions
Login (w/ social media)
Video answers
Sort by answered
REPS
Rep sees other questions they can answer
Rep answers question
Rep Login
Reps belong to Parties
Reps already have accounts
Reps can be assigned categories
Reps can't answer questions outside their category

QUESTIONS Ask a question

Trending | Newest | Top

▲
35
▼ What is your stance on the TPPA? Why are everyday New Zealander's rights being sold away for better dairy export prices?

asked 6 hours ago by Stephen Parry · 12 comments · Share Tweet

8 answers: ○ ○ ○ ○ ○ ○

▲
27
▼ Where do your priorities sit in terms of improving public transport versus building more roads?

asked 6 hours ago by Chelsea Robinson · 23 comments · Share Tweet

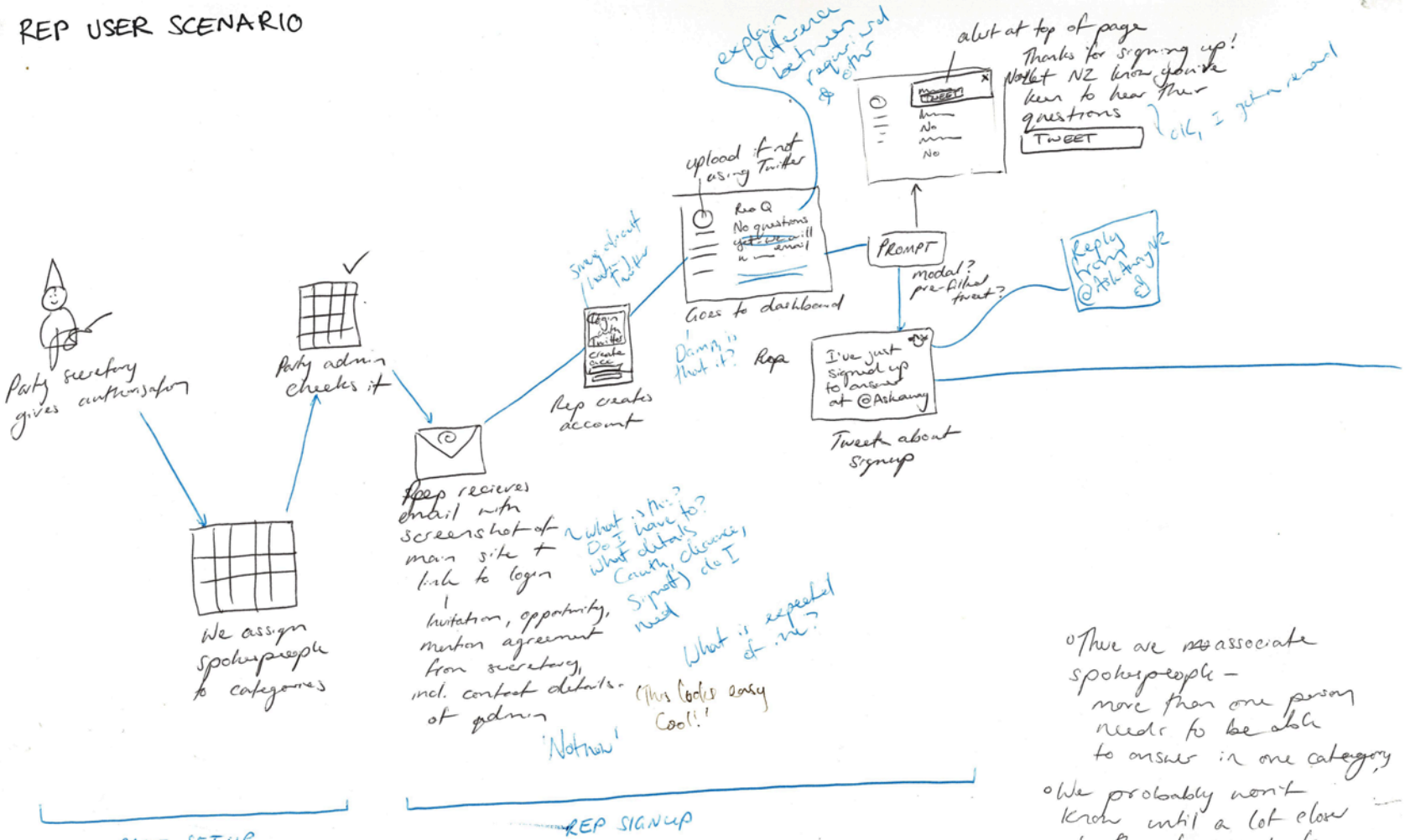
No answers yet

▲
17
▼ What do we do with all the cats??

asked 6 hours ago by Chelsea Robinson · 23 comments · Share Tweet

No answers yet

REP USER SCENARIO



- There are not associate spokespeople – more than one person needs to be able to answer in one category
- We probably won't know until a lot closer to the time who the spokespeople are
- Smaller parties will not have people for some issues.

Ask Away | Search questions | About | Log in | Ask a question

155
VOTES

Do you believe prisoners should be given the democratic right to vote?

asked by **Hayden King** 4 months ago · 7 comments · Share

9 ANSWERS

Collapse

Laila Harrè (Internet MANA Party) 4 months ago · Edited
We support the restoration of the right to vote to prisoners who lost it under National.

Peter Dunne (United Future) 4 months ago
No

Metiria Turei (Green Party) 4 months ago
Yes. Voting is a fundamental right. We should be focused on rehabilitation and reintegrating prisoners into society, not alienating those who need our support by removing their right to participate in elections.

Colin Craig (Conservative Party) 4 months ago
No. Reinstatement of rights comes at the fulfilment of sentence.

David Cunliffe (Labour Party) 4 months ago
Recognising that a part of restoration from criminal behaviour is an ongoing engagement with society, we would restore the right for prisoners with sentences of less than three years, to vote in central and local elections.

Te Ururoa Flavell (Māori Party) 4 months ago
The right to vote in this country is one of confronting prejudice and challenging exclusion. People should not be deprived of their right, and to punish them again for a crime for which they have already been prosecuted, sentenced, and

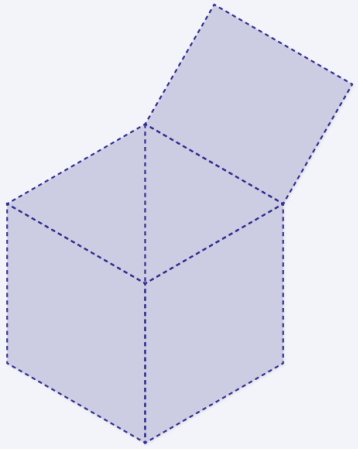
Onboarding reps

- Low ball
- Unique contribution
- Specific ask
- FOMO

Communications

- Articulate value
- Use the right language
- Use multiple channels
- Appeal to their identity
- Make it easy
- Use visuals

Bits of an app



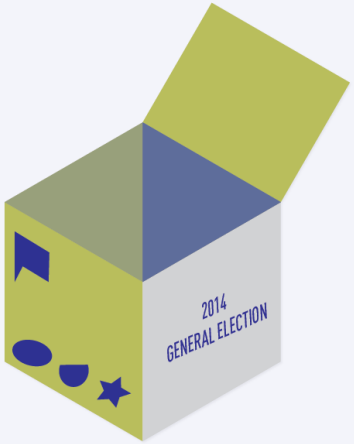
Source Code

What is it?
The blueprints for the site, all the functionality (the Ruby on Rails) with all the layout (the CSS and JS). An empty shell with minimal branding.

Who does it belong to?
Contributor's complete Contributor Agreements that assign copyright to the project.

Who can use it?
Under the AGPL open source license, anyone can use the source code, for free, including for commercial purposes, and no one can stop future people from using it for free.

Where does it live?
On Github, which is a site where code can be stored, downloaded and contributed to, in an open repository.



2014 Instance

What is it?
A version of the site, using a copy of the source code, but live on a server. It has visual branding specific to the election and any media partners added on top of the base styling.

Who does it belong to?
This is more the responsibility of Massey University and Meg's project. It is also something that could be partly owned by a media partner. IP laws would apply to protect the visual identity of the site.

Who can use it?
This site is public as it is on the internet for anyone to find and interact with.

Where does it live?
On a server.

Dynamic Content

What is it?
All the content that users generate when they interact with the site.

Who does it belong to?
By default I think the same people who own the instance of the site would have the rights to the content.

Who can use it?
This can be freely available for anyone to use and share under a Creative Commons license, with attribution to the source (which might include attributing media partners).

Where does it live?
In the database on the server with the rest of this instance of the site. It is publically viewable through the website.

Metrics

What is it?
All the information gathered about the way users interact with the site.

Who does it belong to?
Whoever the instance of the site belongs to, and also Google and Facebook.

Who can use it?
Whoever the owners of the site give access to - any interested research institutions or agencies to begin with, but it also has commercial potential.

Where does it live?
In the Google Analytics and Facebook Insights accounts attatched to the site. thi scan be exported to CSV or PDF too.

Q and A with the parties about housing

434 How will you optimize the role of Dynamic Data to make Wellington a more awesome place?

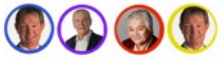
2 days ago by Unknown User

3 answers

32 Share (12) Tweet (33)

305 How will you productize the role of Lead Optimization to make Wellington a more fantastic place?

2 days ago by Unknown User

3 answers 

(11 Share (25) Tweet (2)

213 How will you empower the role of International Metrics to make Wellington a more rustic place?

2 days ago by Unknown User (5) (12)

NATIONAL

Stockton coal mine job losses revealed

Ministry didn't pass on fraud complaint

Govt deficit lower than expected

Digital speed camera roll-out begins

Forestry panel releases report

Parliamentary moves on Banks unclear

TOP STORIES

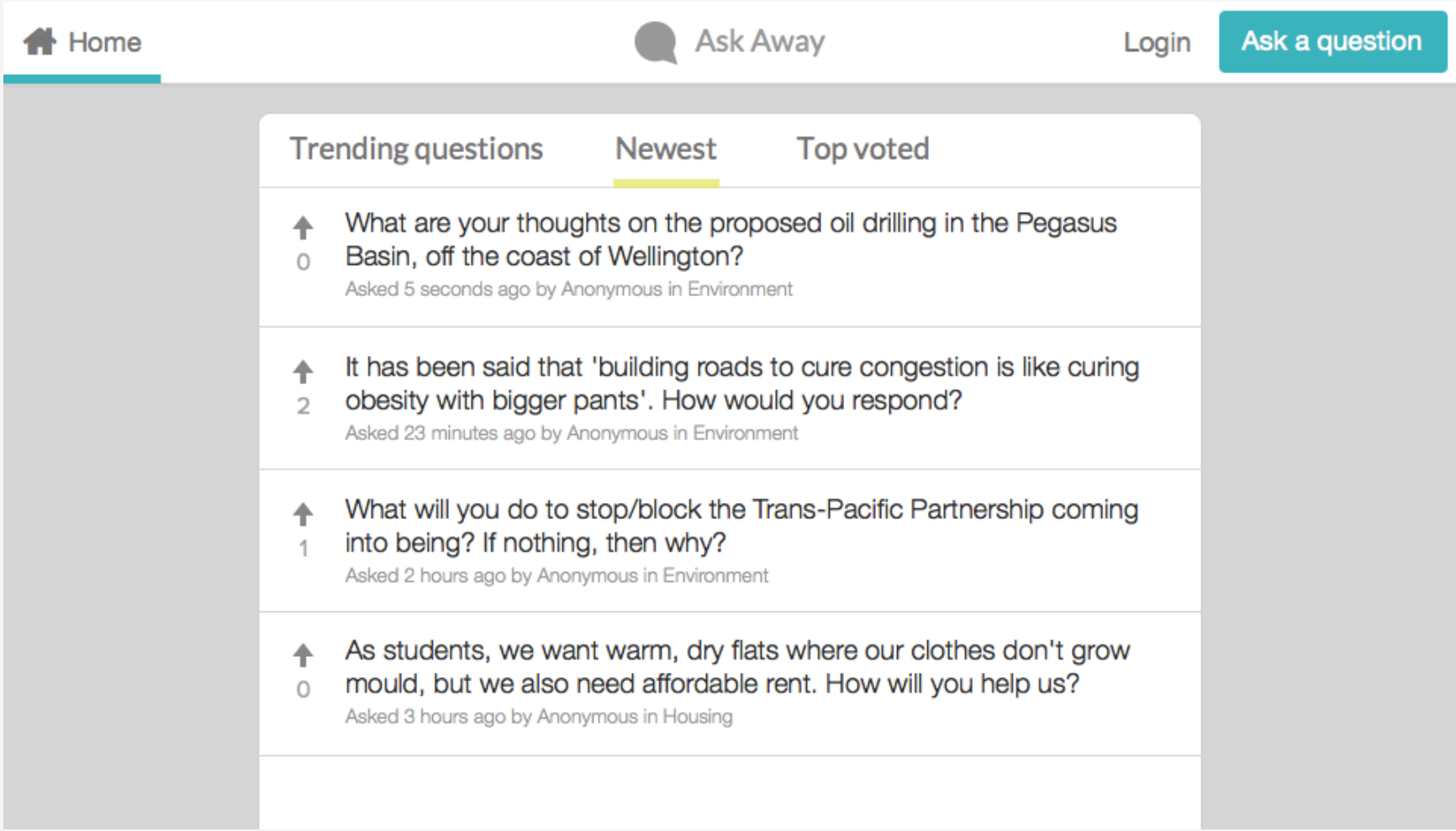
Stockton coal mine job losses revealed

Ministry didn't pass on fraud complaint

D-Day veterans make emotional return

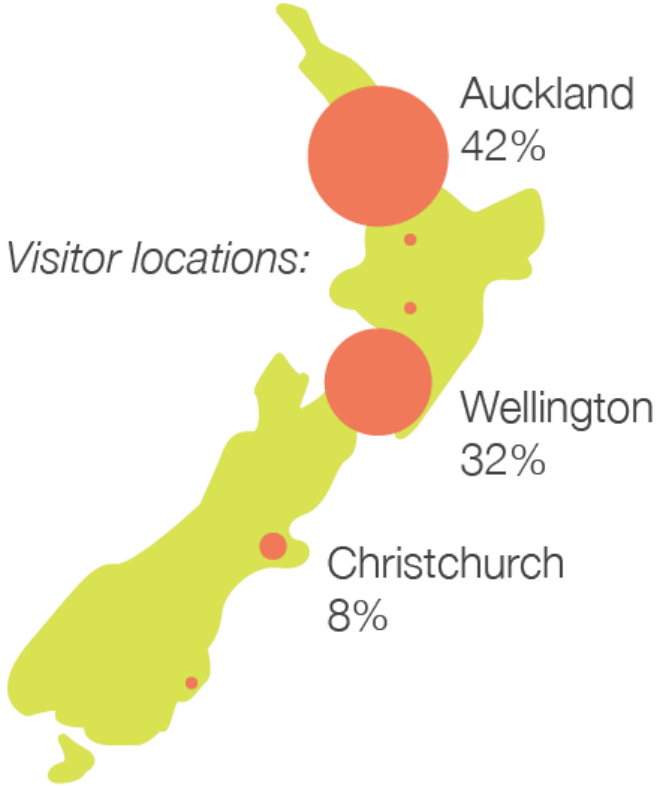
Govt deficit lower than expected

Singing nun judged voice of Italy


Home
Ask Away
Login
Ask a question
Trending questions
Newest
Top voted
0
What are your thoughts on the proposed oil drilling in the Pegasus Basin, off the coast of Wellington?
Asked 5 seconds ago by Anonymous in Environment
2
It has been said that 'building roads to cure congestion is like curing obesity with bigger pants'. How would you respond?
Asked 23 minutes ago by Anonymous in Environment
1
What will you do to stop/block the Trans-Pacific Partnership coming into being? If nothing, then why?
Asked 2 hours ago by Anonymous in Environment
0
As students, we want warm, dry flats where our clothes don't grow mould, but we also need affordable rent. How will you help us?
Asked 3 hours ago by Anonymous in Housing

Results

Who used it?



22,000 unique visitors

100,000+ page views

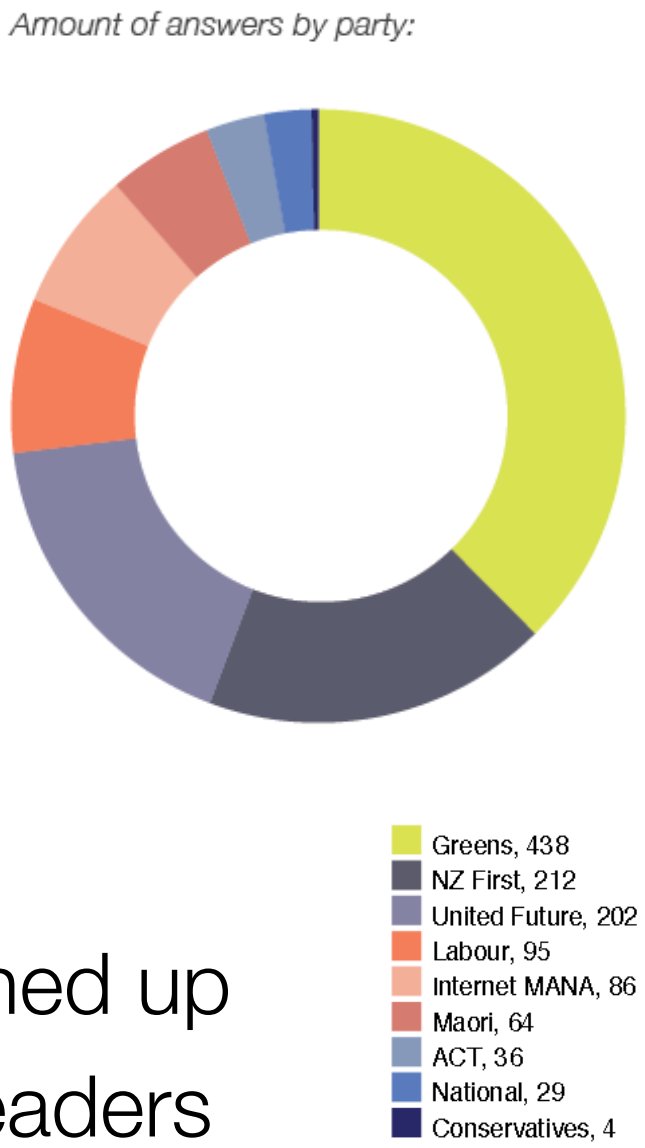
1,098 questions asked

16,000 votes cast on questions

From the 8th August – 19th September 2014

Results

Who answered?



1166 answers given

60 candidates and MPs signed up

9 parties, and seven party leaders

Results

User feedback

“I think Ask Away is the best thing to happen to NZ political participation since women got the vote!”
Mahala

“Yay! Can understand lil bit about this politics game now.”
@eflalau

“The best resource I’ve used for finding party stances”
@nevarware

3 NEWS
3NEWS.CO.NZ
Ask Away
Welcome to Ask Away
Ask the parties your questions this election
How does it work?
Do you believe prisoners should be given the democratic right to vote?
Would your party introduce plain packs without delay given concerns that the TPP could let companies to use investor-state dispute?
campbell LIVE

What's next?

By MD Govpics http://amymvogelzang.weebly.com/modern-learners.html

Thanks and get in touch!

@howiemeg

@askawaynz

@jon_lemmon

@wombleton

Codefor.org.nz

Github.com/askaway