

Representative Finder App - Mobile

Joshua Bradley

Project overview



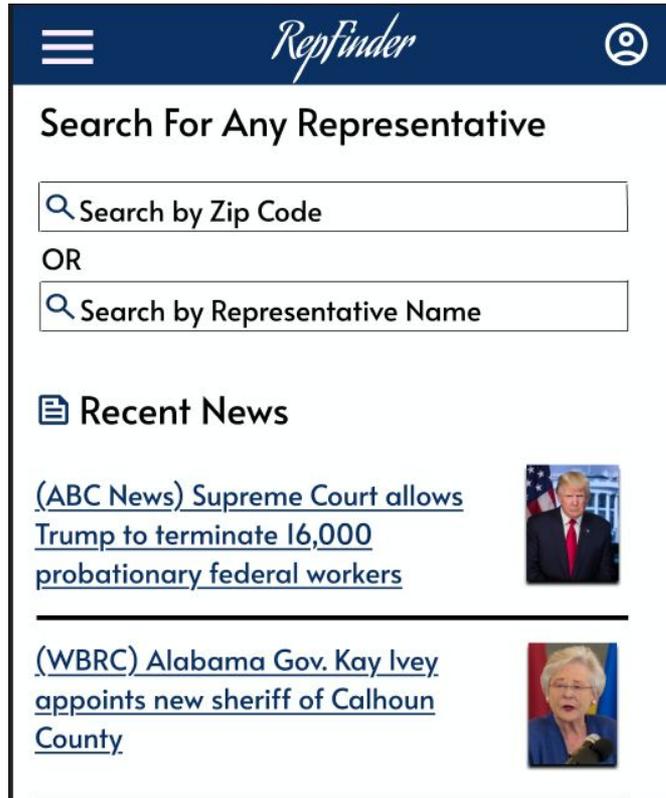
The product:

This app makes finding who represents you in government extremely easy. It also allows users to easily research representatives to learn more about their political stance.



Project duration:

March 2025 - May 2025



Project overview



The problem:

Users often don't know who represents them in government.

Users often do not know if their representative reflects their personal view.



The goal:

To allow users to find who represents them easily, as well as find information and recent news on a representative.

Project overview



My role:

Lead UX Designer



Responsibilities:

UX Research, wireframing, prototyping

Understanding the user

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

User research: summary



During user research, I thought most users would be interested in learning about their current representatives. I discovered that many users wanted to not only use the app to search and learn about current representatives, but also candidates for that are going to be in the upcoming elections. Knowing this information, I knew I had to design my app around the frustrations users feel when researching candidates during election season.

User research: pain points

1

The Bias of Media

Users find researching candidates frustrating due to the biased nature of many news sources.

Knowing this, I will include a “recent news” section with different news source options.

2

Local Candidates

Users find it difficult to research local candidates through current representative finder websites. I will design my app centered around local communities.

3

Contacting Representatives

Users find it difficult to locate representatives contact information. I will focus on making that easily accessible in my app by providing a clear link to their website.

4

Research Policies

Users want an easy way to find representative’s policies. I will design a function that allows users to look over the representatives policies.

Persona: John

Problem statement:

John is a male who needs text and icons to be easily readable because he has a learning disability that causes him to read slow..



John

Age: 21
Education: College
Hometown: Mobile AL
Family: Middle Child
Occupation: Student

"If Auburn was any good, I would be happy"

Goals

- "I want to find information on my representatives."

Frustrations

- "It's always impossible for me to understand the information."

John grew up with Neurofibromatosis I, which left him with a learning disability that causes him to read and learn slower. John is also passionate about football. John is very interested in politics, and wants to learn more about his representatives, but finds that researching information is hard for him. He wants an app that provides him the information he needs that is easy to understand.

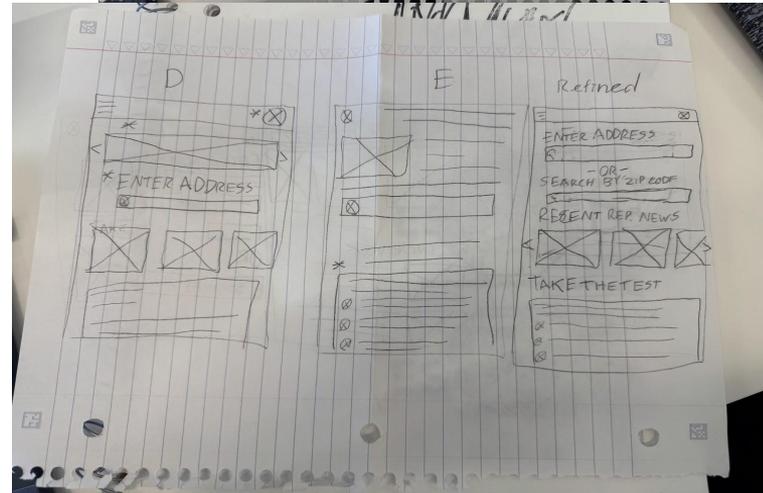
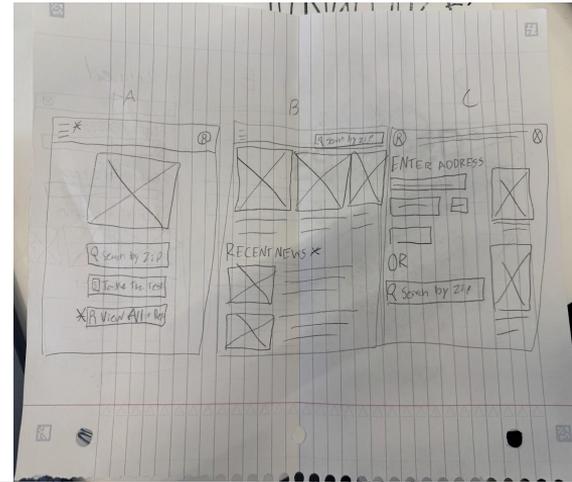
User journey map

Must make it easy for users to research and find the candidate that best aligns with their personal beliefs. It is vitally important that this information stays bias-free.

ACTION	Set personal belief preferences	Select level of government (State, federal, local)	Select a candidate	Review information on candidate as well as their past voting patterns	Find when the next election is, and where to vote
TASK LIST	Tasks A. Discover beliefs that are most important. B. Take political test C. Enter information on app	Tasks A. Decide which level requires research B. Select which level of congress C. Enter information in app	Tasks A. Find a candidate B. Select the candidate C. Press 'next'	Tasks A. Review information on current elected official B. Compare between other candidates in the race C. Choose a candidate	Tasks A. Find election information B. Research polling place C. Vote
FEELING ADJECTIVE	Confused, anxious	Confused, intimated	Hopeful, intimated	Hopeful, proud, sad, anxious, confused	Anxious, excited
IMPROVEMENT OPPORTUNITIES	Allow users to select between a simple or advanced selection based on knowledge	Allow people to easily see top elected officials, such as POTUS, VP, etc	Give basic information, such as party, before the user clicks on them.	Create a "comparison" option, which allows users to easily compare candidates	Allow users to input zip code so accurate voting information will be displayed.

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain-points. For the home screen, I prioritized a quick and easy way to search for representatives.



Digital wireframes

As the initial design phase continued, I made sure to build the basic design based on user research.

Allows the user to have multiple ways to search.



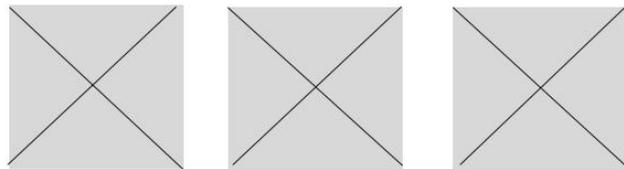
ENTER ADDRESS

A wide, light gray rectangular input field for entering an address.

OR SEARCH BY ZIP CODE

A wide, light gray rectangular input field for entering a zip code.

RECENT NEWS



Scrolling menu to keep up with recent Rep. events

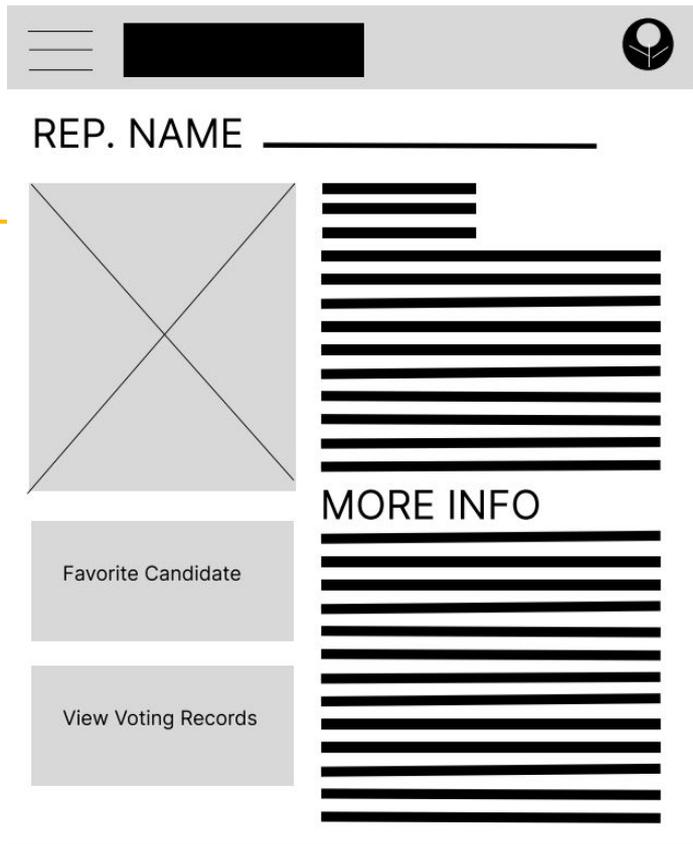
TAKE THE TEST

A light gray rectangular area containing three horizontal black bars of varying lengths, representing a form or a list of items.

Digital wireframes

Here, I built the basic layout of the design by ensuring the user's thoughts were first.

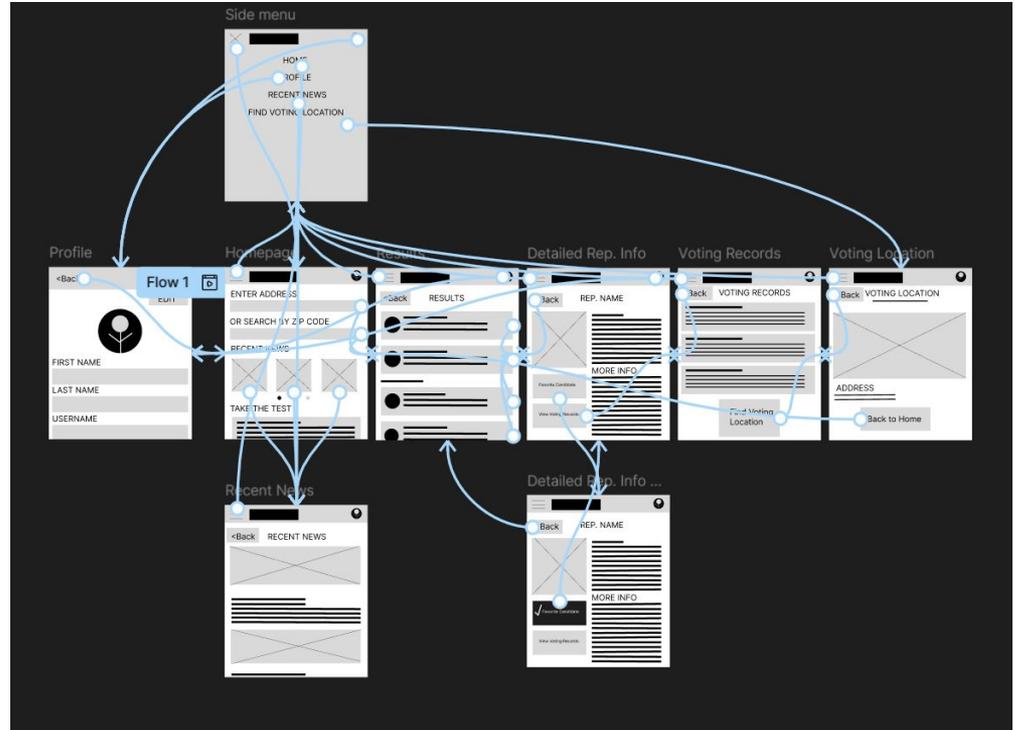
Displays a picture of the Rep.



Low-fidelity prototype

Starting from the homepage, the user makes their way to the results page after searching. Then, the user views voting records and finds there voting location.

View prototype [here](#).



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users need “recent news” to be tailored to local representatives
- 2 Users need the zip code search function to be prioritized
- 3 Users need buttons to be more noticeable

Round 2 findings

- 1 Users need “recent news” to have a filter option.
- 2 Users need a way to be notified about news on representatives.
- 3 Users need result options to be more clearly clickable.

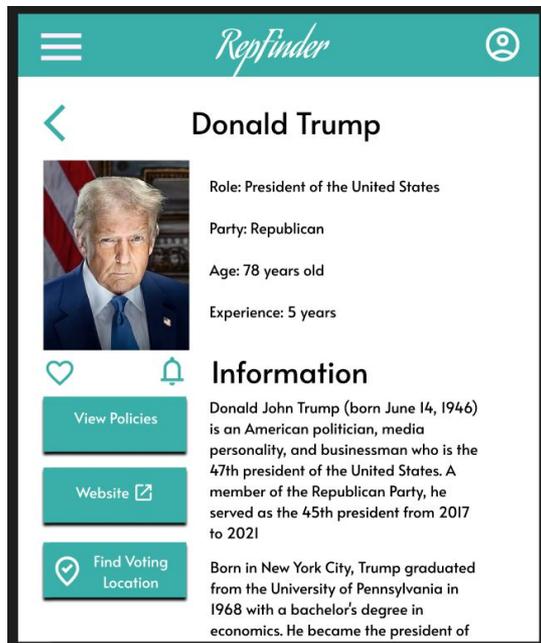
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

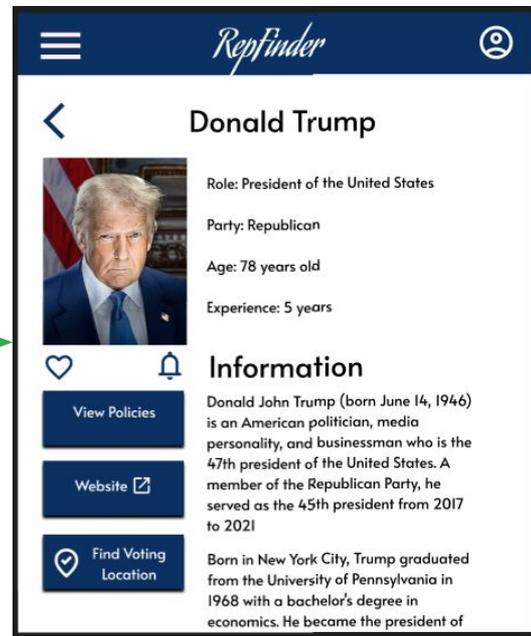
Mockups

Before the usability study, the heart icon and the notification icon was added so users can keep up with their favorite candidates. After the usability study, the color was adjusted to best fit the WGAG and the USA theme.

Before usability study



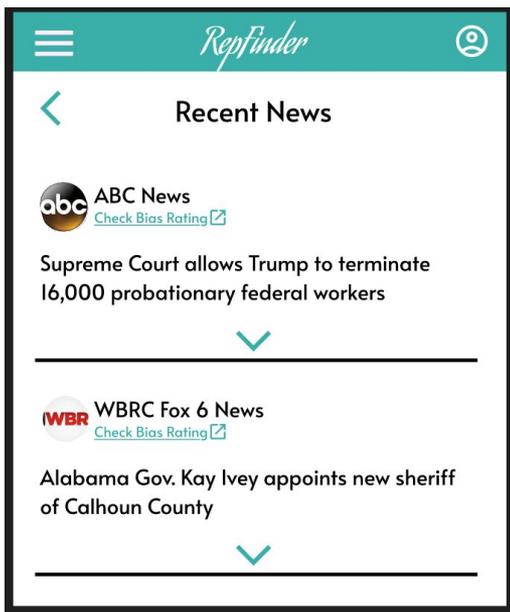
After usability study



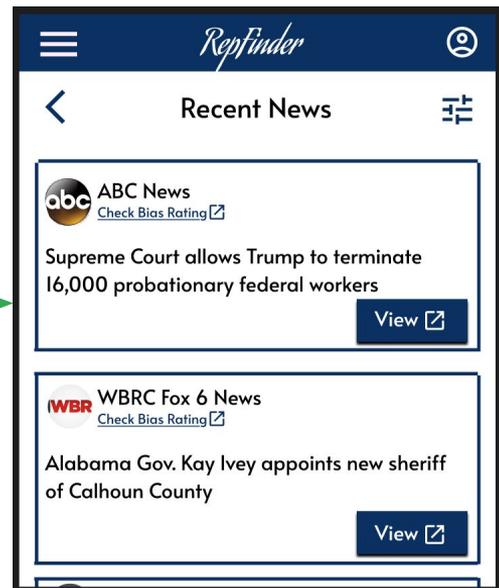
Mockups

Many users struggled to use this screen, noting that it was hard to navigate. After the usability study, I added a border and replaced the dropdown option with the option to visit the website. I also added a filter option, per user request.

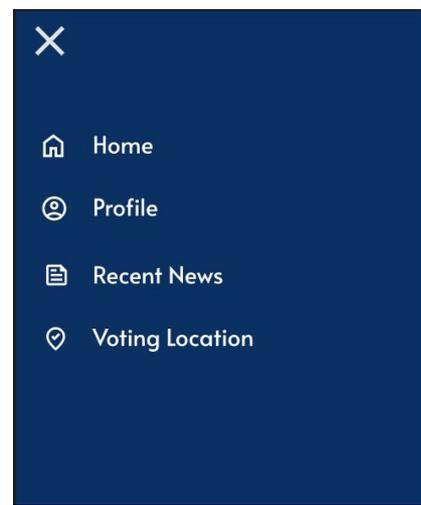
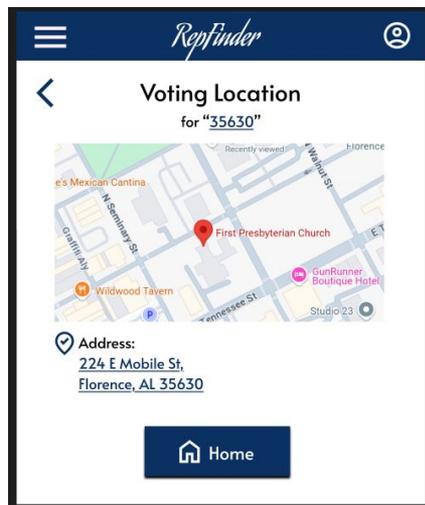
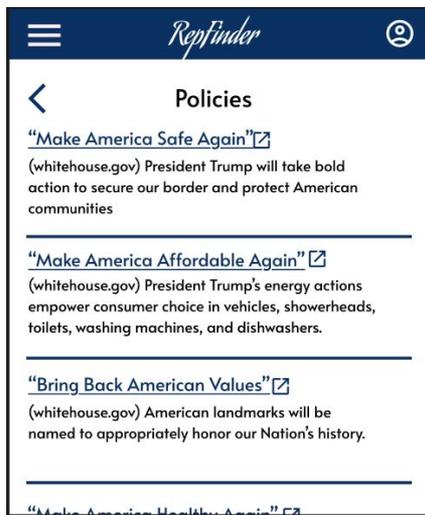
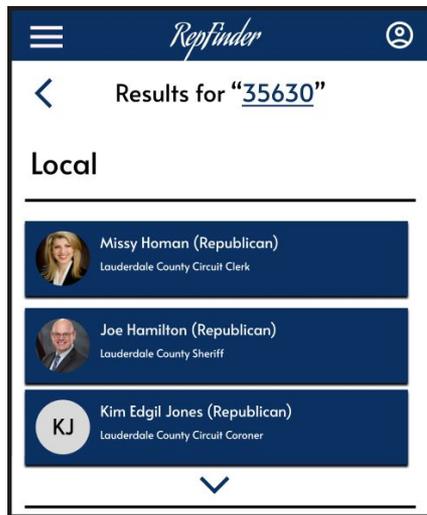
Before usability study



After usability study

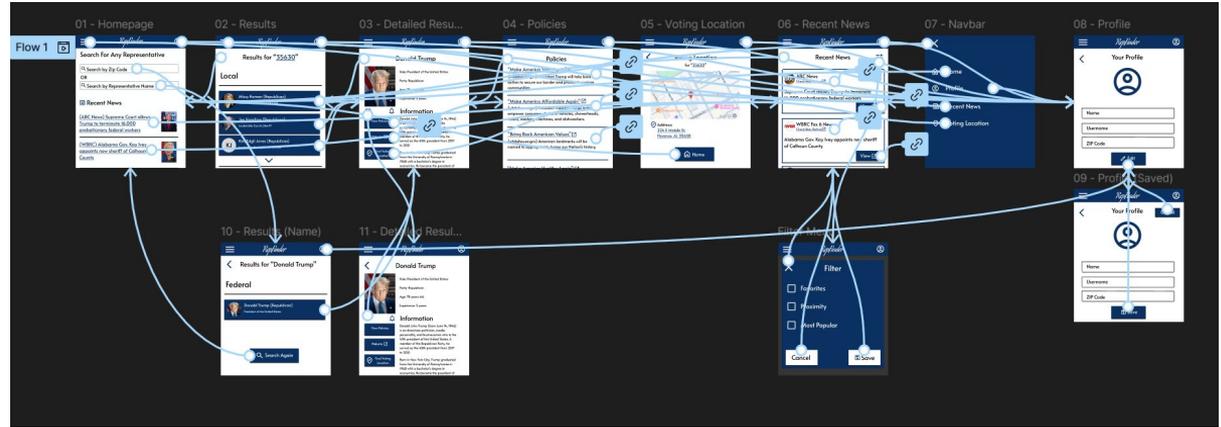


Mockups



High-fidelity prototype

<https://www.figma.com/proto/zv9WcL30AQaZCVaqslhbR9/Representative-Finder-App?node-id=95-2&t=Vlx1841iXqcHi13h-1>



Accessibility considerations

1

In the first mockup, the color of the design did not satisfy the WCAG and did not fit with the USA theme. So, the color was changed to be USA blue, and it meets the WCAG contrast criteria.

2

Despite being built for a small screen, the buttons and icons are fairly large so people who have difficulty seeing won't have issues finding and pressing a button.

3

The app provides multiple ways to search, so people who can't type very well can still search for their representatives.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Many people who provided feedback on my designs exclaimed the need for an app like this, especially during election season. Many people also find it important to know who represents you in government, and having that information easily accessible is extremely important.



What I learned:

I learned to not be afraid of negative feedback. It is extremely beneficial, and can only help you if the criticism comes from a good place. I also learned many tricks with Figma, and I am now comfortable using it.

Next steps

1

I would like to find a developer that would help me turn this app into a reality.

2

I want to continue iterating on this project, and possibly add more features.

3

By improving this project, I would like to continue getting experience with the design process and become more comfortable with it.

Let's connect!



Feel free to reach out to me to see more of my work!

Email: joshuabrad03@gmail.com

Phone: (205) 585 - 5935

LinkedIn: <https://www.linkedin.com/in/jbradley6/>