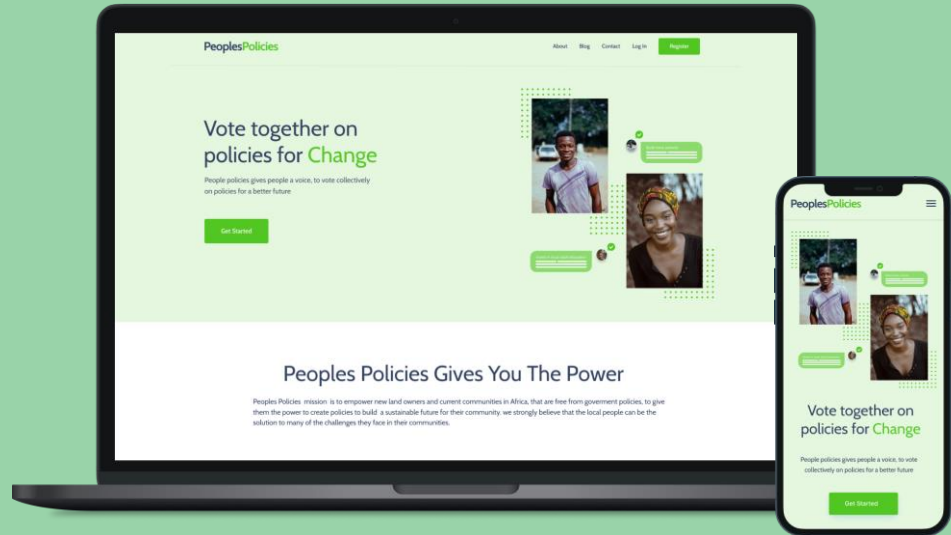


PeoplesPolicies

Vote Together On Policies for **Change**

Avis Williams



Project overview



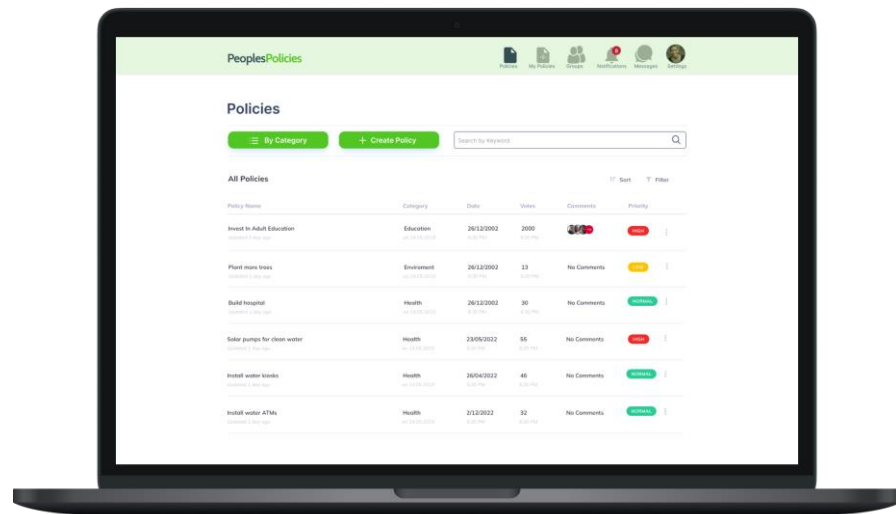
The product:

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.

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 Collaboration

Users would like to collaborate with other villagers

4

No Prioritisation

Users would like to prioritise the needs of the villagers

Persona: Idir Adellahi



Age: 30

Education: No Education

Occupation: Farmer

Status: Married, 3 kids

Location: Birikama, Gambia

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

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**



Age: 41

Education: Master of Business
Administration

Occupation: Business Consultant

Status: Married, 2 kids

Location: London, UK

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

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 suggestions

User journey map



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.

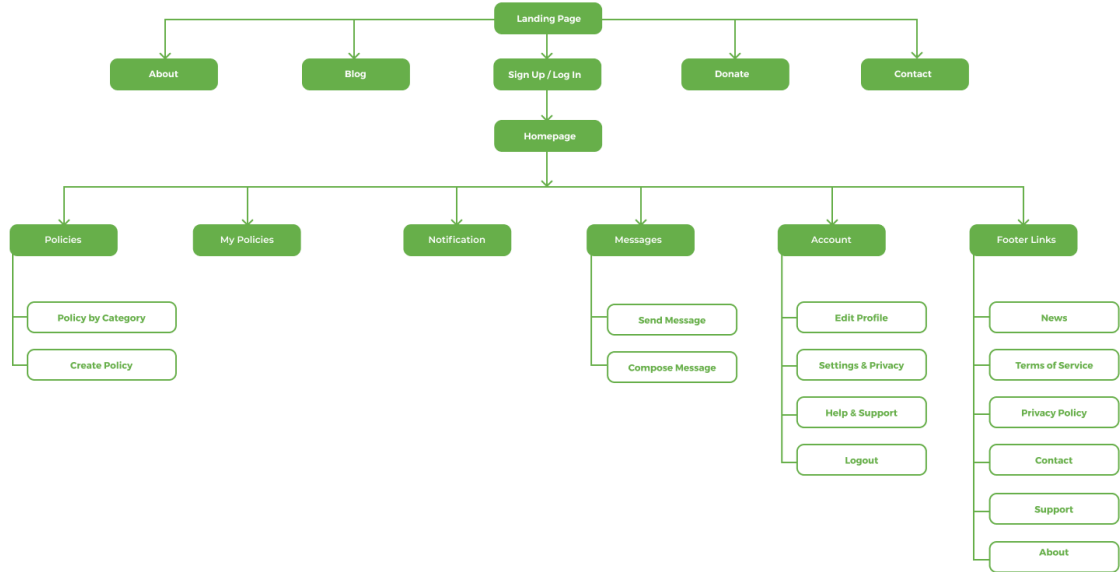
Goal

Create a policy

User Journey	Sign up ▶	Create Policy ▶	Edit Policy ▶	Browse Policies ▶	View & Read Policy ▶
Action Steps	<ul style="list-style-type: none">Click on sign up. Enter your name, address, email and ID Number.Verify your account.	<ul style="list-style-type: none">Click create policy buttonFill in the formSubmit policy, receive confirmation message.	<ul style="list-style-type: none">Click on the edit your policies button to be taken to your policies screenSelect policy to edit, and then submit. Go to policy screen to view.	<ul style="list-style-type: none">Browse policies in the policy pageSearch for your policy by typing in the policy title	<ul style="list-style-type: none">Click on policy title to read it.Comment or vote on policy.
Feeling	<ul style="list-style-type: none">Excited, to get started	<ul style="list-style-type: none">Eager , to get going	<ul style="list-style-type: none">Impatient, can't wait to see feedback	<ul style="list-style-type: none">undecided	<ul style="list-style-type: none">Excited, to browse policies
Opportunities	<ul style="list-style-type: none">Options to hide password and ID Number, while typing	<ul style="list-style-type: none">Have a back button to go back to the policies page.		<ul style="list-style-type: none">Browse most voted policies by users.Search filters to find policies easily.	

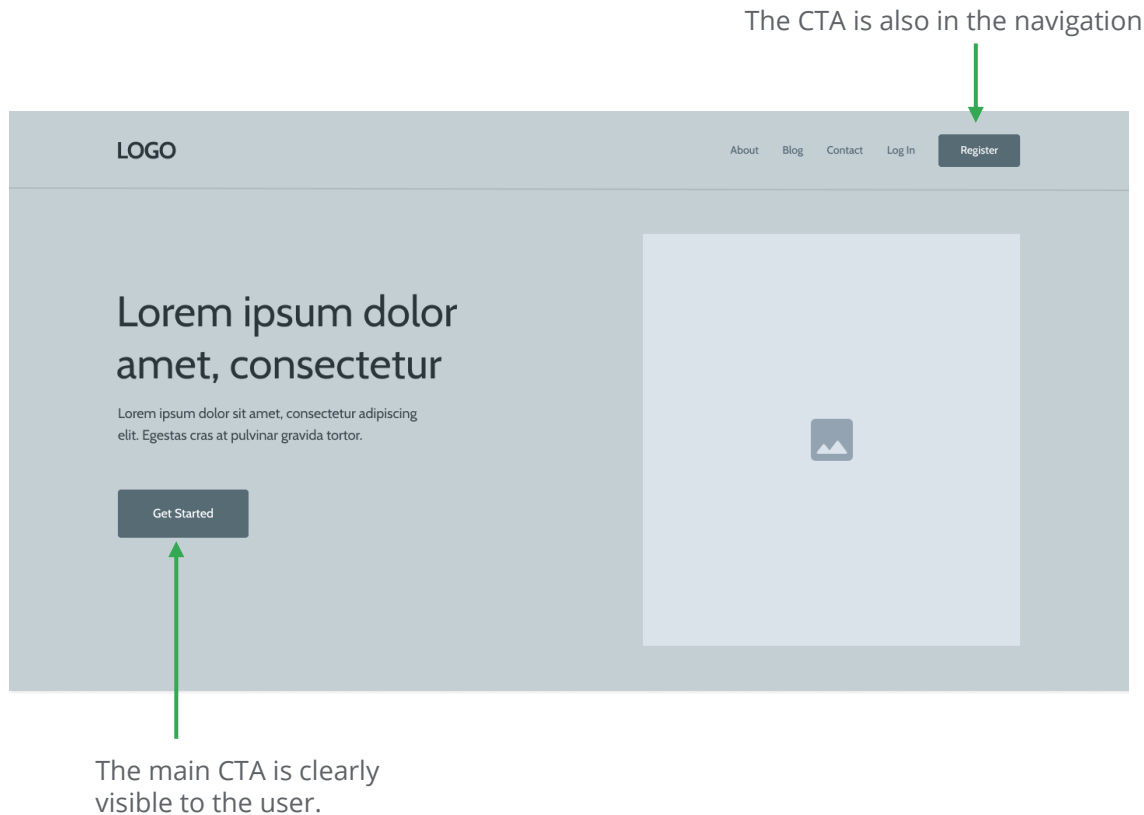
Sitemap

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

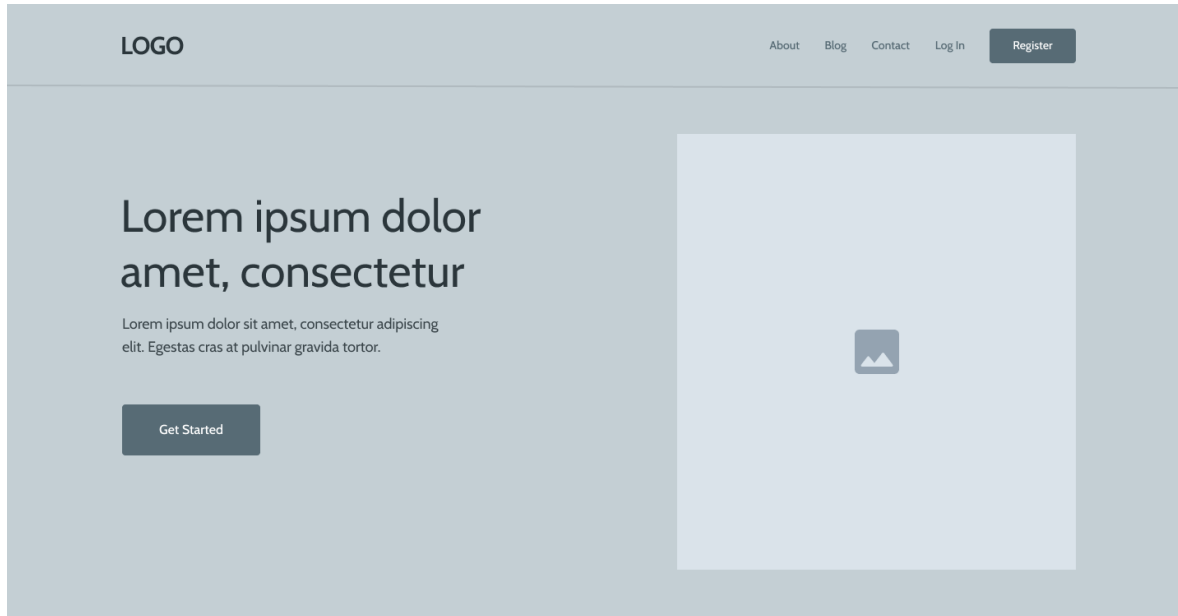


Digital wireframes

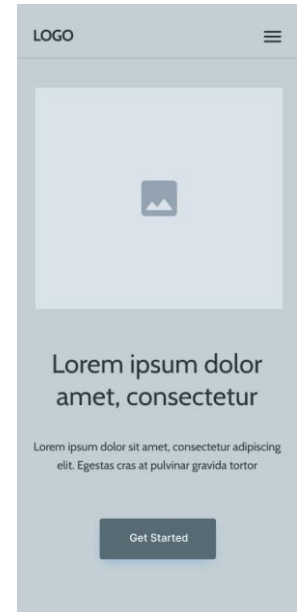
I then created digital wireframes in Figma, making sure that the main CTA button would stand out for the users, making it easier for them to register an account and get started.



Digital wireframe screen size variation(s)



Desktop Version



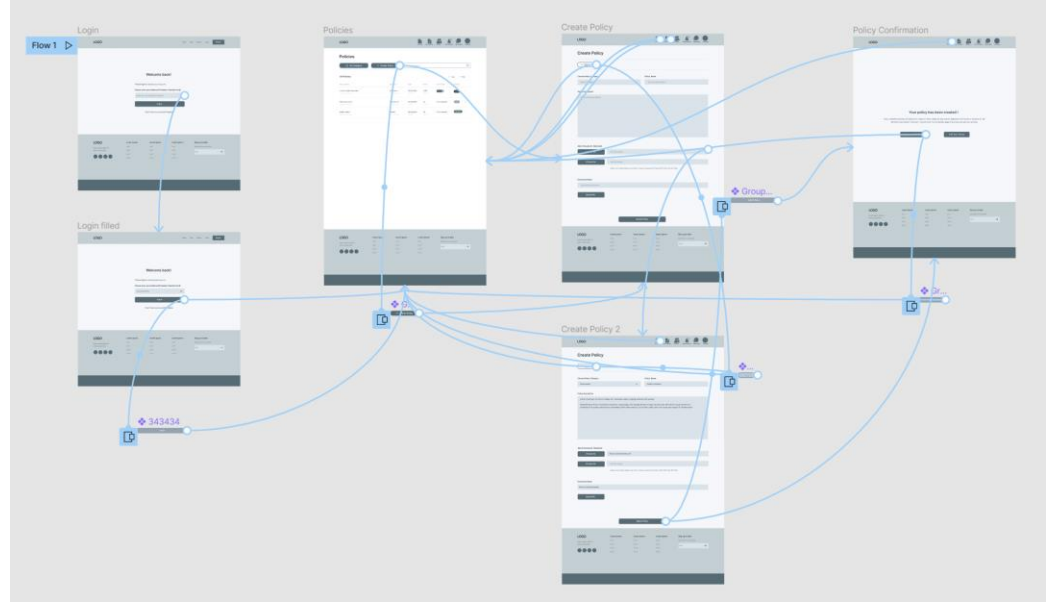
Mobile Version

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.

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

This mockup shows a login form with a grey header and footer. The header contains a 'LOGO' and links for 'About', 'Blog', 'Contact', 'Log In', and a 'Register' button. The main content area has a 'Welcome back!' message, a prompt to 'Please login to access your account.', and a label 'Please enter your National ID Number (Gambia Card)'. Below this is a text input field with the placeholder 'Enter your 13-digital ID Number'. A green arrow points from this field to the corresponding field in the 'After' mockup. Below the input field is a dark grey 'Log In' button. At the bottom, there is a link 'Don't have an account? Register'. The footer contains a 'LOGO', four columns of 'Lorem ipsum' text with 'Link 1' and 'Link 2' placeholders, a 'Stay up to date' section with a 'Subscribe to our newsletter' link, and an email input field with a 'Email' label and a submit button.

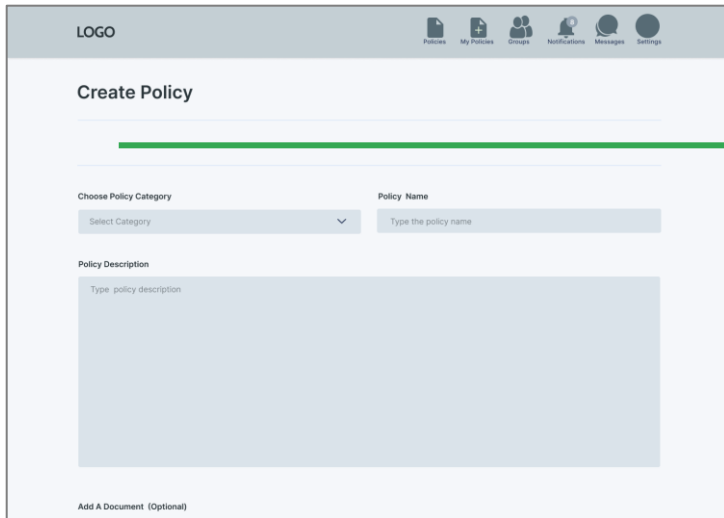
After usability study

This mockup shows an updated login form with a green header and footer. The header contains the 'PeoplesPolicies' logo and icons for 'Policies', 'My Policies', 'Groups', 'Notifications', 'Messages', and 'Settings'. The main content area has a 'Welcome back!' message, a prompt to 'Please login to access your account.', and a label 'Please enter your National ID Number'. Below this is a text input field with the placeholder 'Enter your 13-digital ID Number' and a green 'show/hide' icon on the right. Below the input field is a green 'Log In' button. At the bottom, there is a link 'Don't have an account? Register'. The footer contains the 'PeoplesPolicies' logo, four columns of links ('Help', 'About', 'General', 'Stay up to date') with sub-links like 'Show & Hide', 'About Us', 'Groups', and 'Subscribe to our newsletter', and a 'Stay up to date' section with a 'Subscribe to our newsletter' link.

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



Logo

Policies My Policies Groups Notifications Messages Settings

Create Policy

Choose Policy Category

Select Category

Policy Name

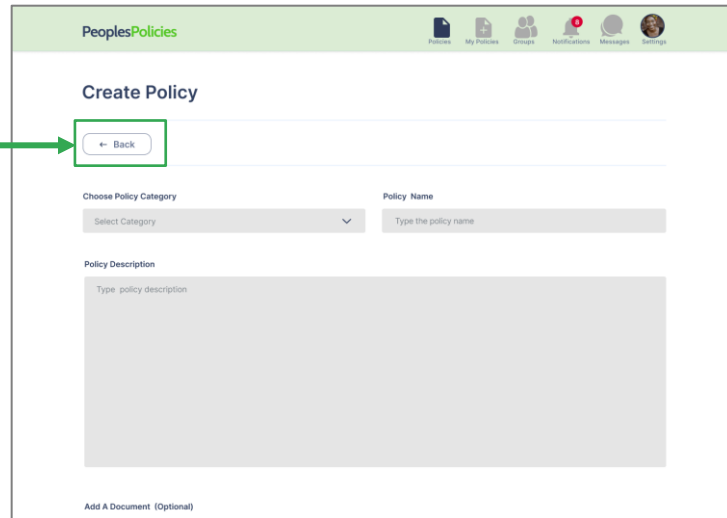
Type the policy name

Policy Description

Type policy description

Add A Document (Optional)

After usability study



PeoplesPolicies

Policies My Policies Groups Notifications Messages Settings

Create Policy

← Back

Choose Policy Category

Select Category

Policy Name

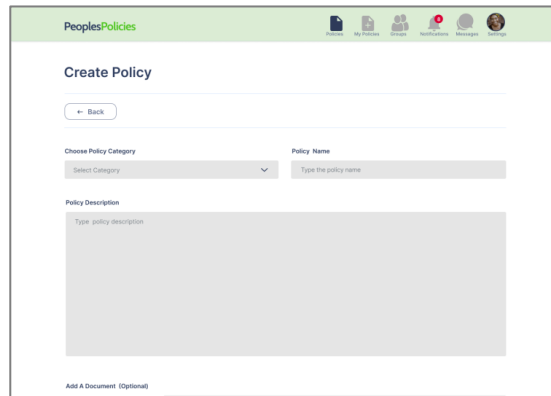
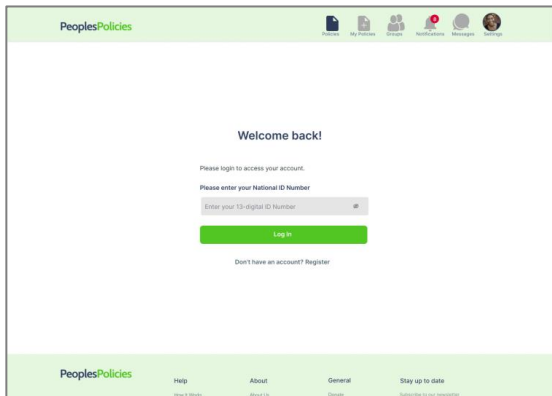
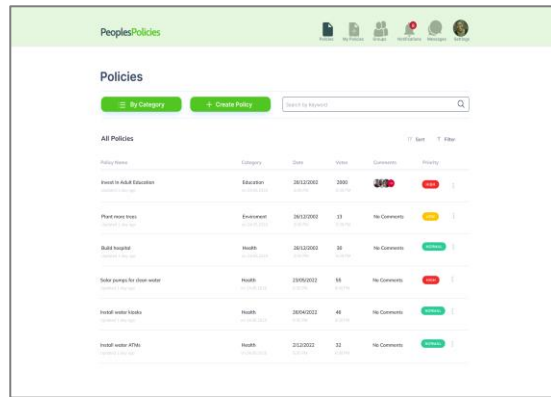
Type the policy name

Policy Description

Type policy description

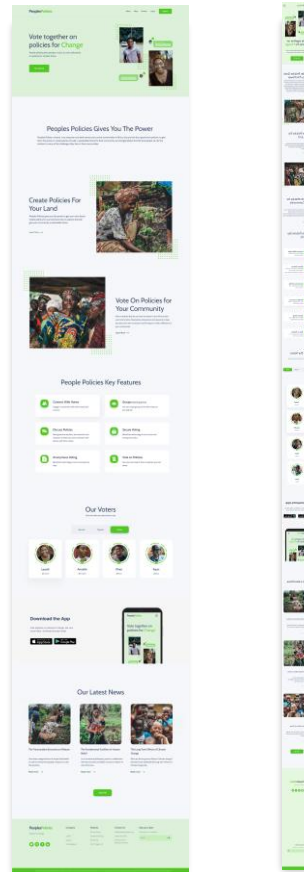
Add A Document (Optional)

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 .

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.

Website: <https://www.startbuildlaunch.com>

Email: info@startbuildlaunch.com