



Dean C. Logan

Los Angeles County
Registrar-Recorder/County Clerk

@lacountyrcc

Designing for the Voter Experience

Future of California Elections 2016 Conference

February 25, 2016

#FOCE2016



Topics

- Improving the voting experience
- Human-centered design
- User experience testing
- Insights and inspiration



Improving the Voting Experience

- Keep it simple
- Take it to the voter
- Make it your mission
- Experiment and ask



Better Design = Better Elections

- Adopt standards (AIGA “Design for Democracy”)
- Create more visual information
- Adopt plain language
- Test and adjust



Top 5 AIGA Principles

1. Decide what's most important
2. Use clear, simple language
3. Use accurate instructional illustrations
4. Use informational icons (only)
5. Use contrast and color functionally

www.aiga.org



Outdoor signage for the polling place



在此處投票

मतदान यहाँ करें

投票はここ

បោះឆ្នោតទីនេះ

투표하는 곳

Vote Aquí

Dito Bumoto

ออกเสียงลงคะแนนที่นี่

Bầu Tại Đây



允許在路邊投票

कर्वसाइड पर मतदान उपलब्ध है

場外投票ができます

មានការផ្តាច់ពេលវេលាបោះឆ្នោតនៅតាមចិញ្ចើមផ្លូវ

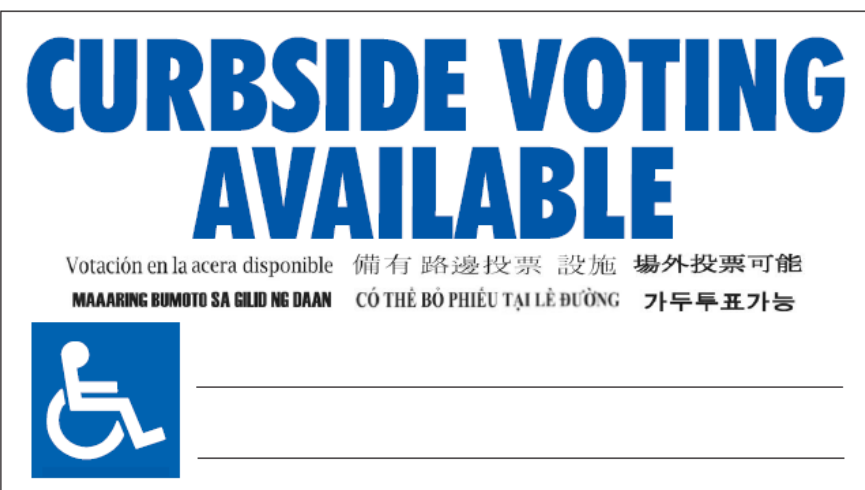
가두 투표 가능

Votación en la Acera Disponible

Magagawa ang Pagboto sa Gilid ng Bangketa

บริการการลงคะแนนแบบข้างถนนสำหรับผู้พิการ

Có Bỏ Phiếu Ở Ngoài Phòng Phiếu





Sample Ballot Booklet

PARTY NAME 000



Dean C. Logan
Los Angeles County
Registrar-Recorder/County Clerk

Official Sample Ballot Presidential Primary Election

June 7, 2016

Polls open at 7 am and close at 8 pm

lavote.net

OFFICIAL SAMPLE BALLOT and Voter Instructions

354

General Election

November 2, 2010



Find Your Polling Place:

- On back cover of this booklet
- On the web - www.lavote.net
- By calling 1-800-815-2666

Or Vote By Mail

DEAN C. LOGAN
LOS ANGELES COUNTY
REGISTRAR-RECORDER/COUNTY CLERK
12400 IMPERIAL HIGHWAY, NORWALK, CA 90650
(800) 815-2666 OR (909) 466-1325
INTERNET - www.lavote.net



- POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.
- MARK YOUR CHOICES IN THIS BOOKLET AND TAKE IT WITH YOU TO YOUR VOTING LOCATION



Vote By Mail Guide



Check your material

Your Vote By Mail package consists of:
Ballot group numbers on materials **must** match.

Example: PTY 001
Party Code Ballot Group

1 Vote By Mail Instructions 	2 Official Ballot Card
3 Ballot Return Envelope 	4 Ballot Secrecy Sleeve

If ballot group numbers do not match, please call (562) 466-1323 or (800) 815-2666.

Important:

If you did not receive an Official Ballot Card, mark your choice(s) using Official Sample Ballot page(s) and place them into Ballot Return Envelope.

STEP 4

RETURN YOUR BALLOT

BY MAIL - BEFORE ELECTION DAY

Your voted ballot must be received by the Registrar-Recorder/County Clerk by 8:00 p.m. on Election Day. Postmarks are not acceptable. We recommend mailing no later than Friday, June 4th.

IN PERSON - ON OR BEFORE ELECTION DAY

You may return your voted ballot to any polling place conducting the Primary Election in Los Angeles County on Election Day. You may also return your voted ballot before Election Day to the Norwalk office of the Registrar-Recorder/County Clerk. Voted ballots must be received no later than 8:00 p.m. on Election Day.

BY AN AUTHORIZED PERSON - ON OR BEFORE ELECTION DAY

If you are ill or disabled, an authorized relative or person residing in your household may return your voted ballot to the Registrar-Recorder/County Clerk or to any polling place conducting the Primary Election in Los Angeles County no later than 8:00 p.m. on Election Day. Be sure to check the box and sign in the authorization box on the back of the Ballot Return Envelope.

YOU MAY VOTE **BEFORE** OR **ON** ELECTION DAY
AT THE NORWALK OFFICE OF THE
REGISTRAR-RECORDER/COUNTY CLERK:

VOTE BY MAIL UNIT - 3RD FLOOR, ROOM 3002
12400 IMPERIAL HIGHWAY, NORWALK CA, 90650
(562) 466-1323

WEEKDAYS: Monday - Friday, May 10 - June 7, 2010 - 8 a.m. to 5 p.m.

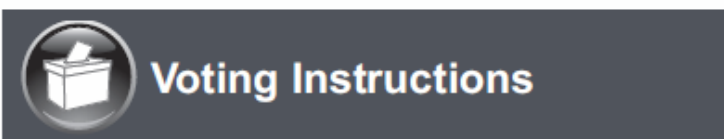
WEEKENDS: Saturday/Sunday, May 29 & 30, and June 5 & 6, 2010 - 8 a.m. to 4 p.m.

ELECTION DAY: JUNE 8, 2010 - 7 a.m. to 8 p.m.

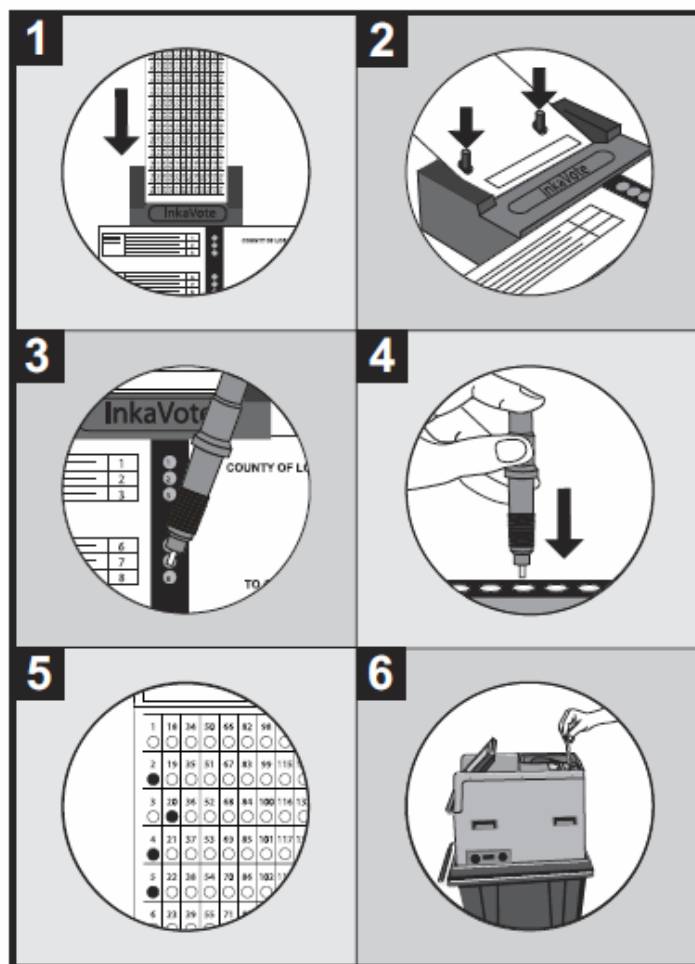
www.lavote.net



Voting Instructions



How to vote at your polling place on Election Day



Instructions To Voters At The Polls



TO VOTE FOR A CANDIDATE
Fill in the bubble next to candidate's name.

Do not vote for more candidates than indicated. This will result in an overvote and your vote for the contest will not count.

SAMPLE

OFFICE HOLDER	CANDIDATE SMITH	Party	11 →	<input type="radio"/>
	CANDIDATE SMITH	Party	12 →	<input type="radio"/>
	CANDIDATE SMITH	Party	13 →	<input checked="" type="radio"/>

To vote for each Justice, completely fill the bubble next to the word YES or NO.

SAMPLE

For Associate Justice, Court of Appeals, Second Appellate District, Division Nine Shall Associate Justice JANE SMITH be elected to the office for the term provided by law?	81 YES →	<input checked="" type="radio"/>
	82 NO →	<input type="radio"/>

TO VOTE FOR A MEASURE
Fill in the bubble next to YES or NO.

SAMPLE

01 Shall Los Angeles County be declared the sun and leisure capital of the world?	183 YES →	<input checked="" type="radio"/>
	184 NO →	<input type="radio"/>

Do not vote both YES and NO. This will result in an overvote and your vote on that measure will not count.

INKAVOTE PLUS CHECKS FOR ERRORS

Poll workers will assist voters with inserting ballots into the InkaVote Plus Precinct Ballot Reader (PBR). The PBR checks ballots for two types of errors: 1) a completely blank ballot. You may take the blank ballot to the voting booth to mark your selection; 2) a ballot with an overvote. If this occurs, ask the poll worker to give you a new ballot.



AUDIO BALLOT

An audio ballot is available to assist voters with specific needs, including those who are blind or visually impaired, to vote privately and independently using an audio headset and a simple keypad. Voters whose primary language is other than English may choose to vote an audio ballot in Chinese, Japanese, Korean, Spanish, Tagalog/Filipino, and Vietnamese.



(Additional voting instructions will be included in the packet mailed to voters choosing to Vote By Mail.)





VBM User Testing

- Phone interviews
- 76 participants

2018 General Election / 2018 Elecciones Generales

LOS ANGELES COUNTY, NOV. 6, 2018

Vote-By-Mail
Voto por correo
Information

Ballot must be received by BPM on November 6
Boleta debe ser recibida por BPM el 6 de Noviembre

OFFICIAL
Secrecy
Sleeve

Place your ballot in here before returning.

332 1 / 1

State, Federal, & Judicial Offices
Estatales, Federales, y Oficinas Judiciales

Marking your votes
Marcando sus votos

To make your selections, fill in the oval to the left of your choice. Make sure to fill the oval completely, and don't make marks outside the oval. Please don't vote for more choices than indicated. You don't have to vote in every race.

Para hacer sus selecciones, llene el ovalo a la izquierda de la selección. Asegúrese de llenar el ovalo completamente, y no haga marcas fuera del ovalo. Por favor no vote por más opciones que se indica. Ustedes tienen que votar en cada carrera.

Optional Write-In
Opcional Escrito

To cast a write-in vote, please fill in the oval to the left of the selection and write the name on the dotted line. A list of qualified write-in candidates is available eleven days before the election at vote.ca.gov. You may NOT write-in a candidate and vote for a candidate on the ballot for the same office.

Para emitir un voto escrito, por favor llene el ovalo de la selección de escritura y escriba el nombre en la línea punteada. Una lista de candidatos de escritura - en cualificados voto disponibles - es disponible once días antes de la elección en vote.ca.gov. Usted no puede escribir en un candidato y votar por un candidato en la boleta para el mismo cargo.

Misplaced/damaged ballots
Baldas extraviadas/dañadas

1. Voto in person OR return a damaged ballot to investigator provided and call (562) 866-1323 or (800) 815-2546 to request a replacement ballot before.

2. Votar en persona o llevar por correo una boleta dañada (562) 866-1323 o (800) 815-2546 para solicitar una boleta de reemplazo antes de las elecciones.

State Offices
Oficinas Estatales

Governor
Gobernador

Vote for One / Vote por Uno

☐ Edmund G. "Jerry" Brown III
Party Preference: Democrat
Gobernador de California
Preferencia de Partido: Demócrata

☐ Neil Kumar
Party Preference: Republican
Businessman
Presidente de Partido Republicano
Negociante de Negocios

Insurance Commissioner
Comisionado de Seguros

Vote for One / Vote por Uno

☐ Jerome E. Horton III
Party Preference: Democrat
Member, State Board of Equalization
Preferencia de Partido: Demócrata
Miembro de la Junta Estatal de Igualdad

☐ S. Rick Marshall III
Party Preference: Republican
Chief Financial Officer
Presidente de Partido Republicano
Jefe de Finanzas

Member State Board of Equalization
Junta de Igualdad del Estado miembros

Vote for One / Vote por Uno

☐ Jerome E. Horton III
Party Preference: Republican
Member, State Board of Equalization
Preferencia de Partido: Republicano
Miembro de la Junta Estatal de Igualdad

☐ Alex Padilla III
Party Preference: Democrat
Chief Financial Officer
Preferencia de Partido: Demócrata
Jefe de Finanzas

Secretary of State
Secretario de Estado

Vote for One / Vote por Uno

☐ Pete Peterson III
Party Preference: Republican
Governor of California
Preferencia de Partido: Demócrata
Gobernador

☐ Alex Padilla III
Party Preference: Democrat
California State Senator
Preferencia de Partido: Republicano
California Senado Estatal

Treasurer
Tesoro

Vote for One / Vote por Uno

☐ Greg Coxson III
Party Preference: Republican
Businessman/CA
Preferencia de Partido: Republicano
Empresario / CA

☐ John Chiang III
Party Preference: Democrat
California State Controller
Preferencia de Partido: Demócrata
Controlador del Estado de California

Attorney General
Ministro de Justicia

Vote for One / Vote por Uno

☐ Ronald Gold III
Party Preference: Republican
California Attorney
Preferencia de Partido: Republicano
Abogado de California

☐ Kamala D. Harris III
Party Preference: Democrat
Attorney General of California
Preferencia de Partido: Demócrata
Fiscal General de California

Number of the State Assembly
62nd District
Miembro de la Asamblea del Estado:
62 Distrito

Vote for One / Vote por Uno

☐ Ted J. Crisp III
Party Preference: Republican
Independent State Representative
Preferencia de Partido: Republicano
Representante Independiente Republicano

☐ Autumn Burke III
Party Preference: Democrat
Small Business Owner
Preferencia de Partido: Demócrata
Proprietario Independiente

Judicial Offices
Oficinas Judiciales

Associate Justice of the Supreme Court
Asociado Justicia de la Corte Suprema

Vote for One / Vote por Uno

☐ Shall Associate Justice Goodwin Liu be elected to office?
¿Deberá la Justicia Asociada Goodwin Liu ser elegida para su cargo?
☐ Yes/Si ☐ No

☐ Shall Associate Justice Goodwin Liu be elected to office?
¿Deberá la Justicia Asociada Goodwin Liu ser elegida para su cargo?
☐ Yes/Si ☐ No

Associate Justice of the Supreme Court
Asociado Justicia de la Corte Suprema

Vote for One / Vote por Uno

☐ Shall Stanford University Law Professor Mariana-Florencia Costar be elected to office?
¿Deberá la Universidad de Stanford Profesor Mariana-Florencia Costar ser elegida para su cargo?
☐ Yes/Si ☐ No

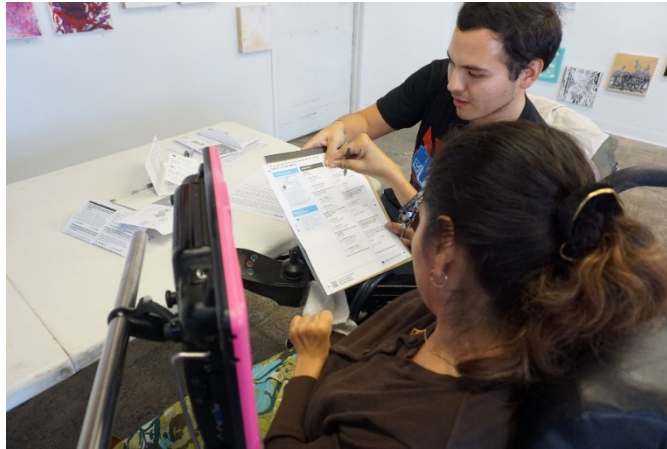
OFFICIAL
Return
Envelope

Ballot enclosed

Los Angeles County
Registrar-Recorder/County Clerk
P.O. BOX 30960
Los Angeles CA 90030-0960

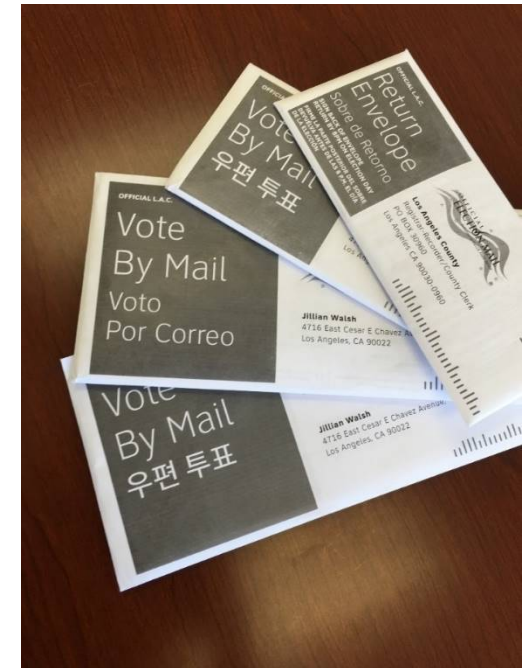
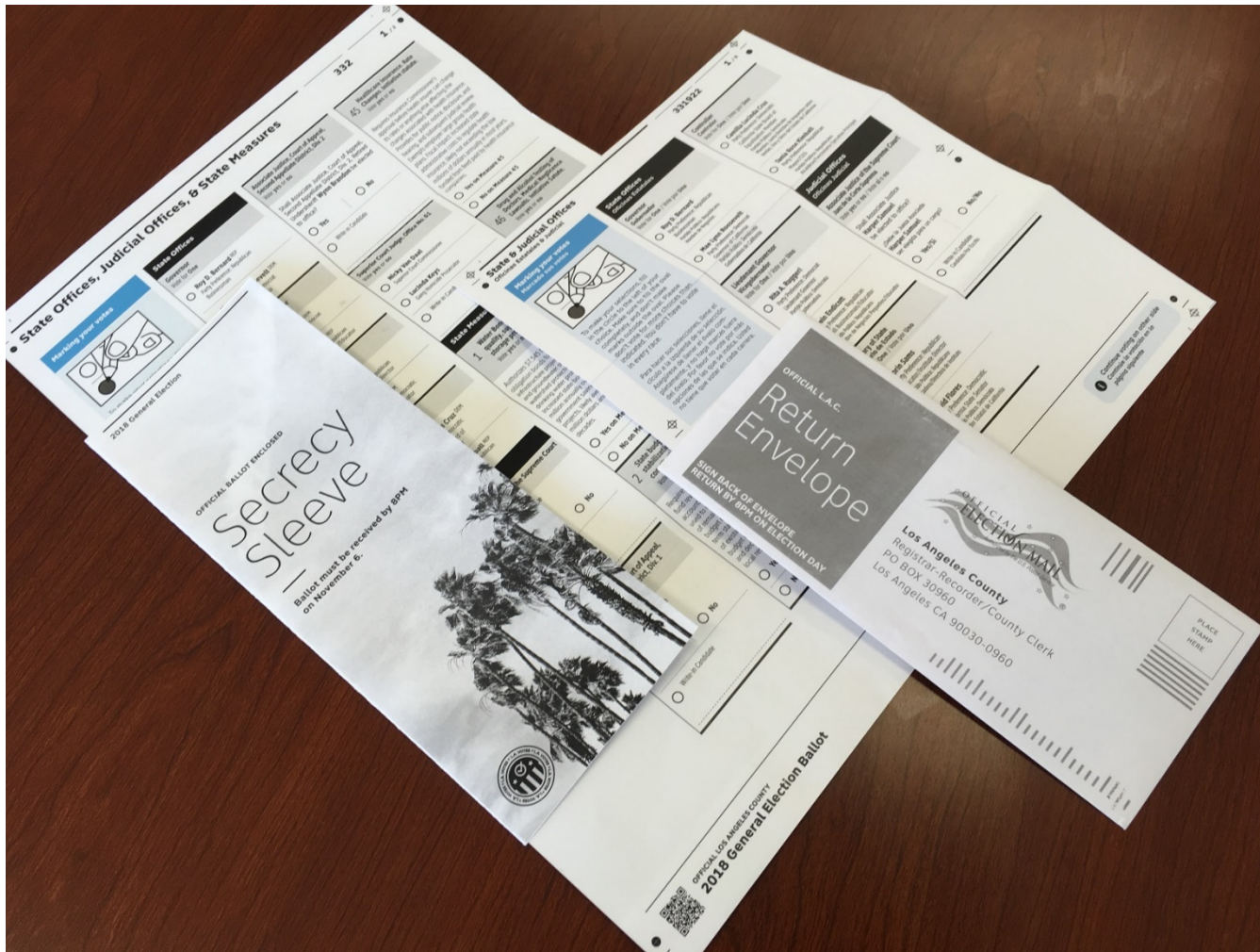


VBM Accessibility User Testing UCPLA



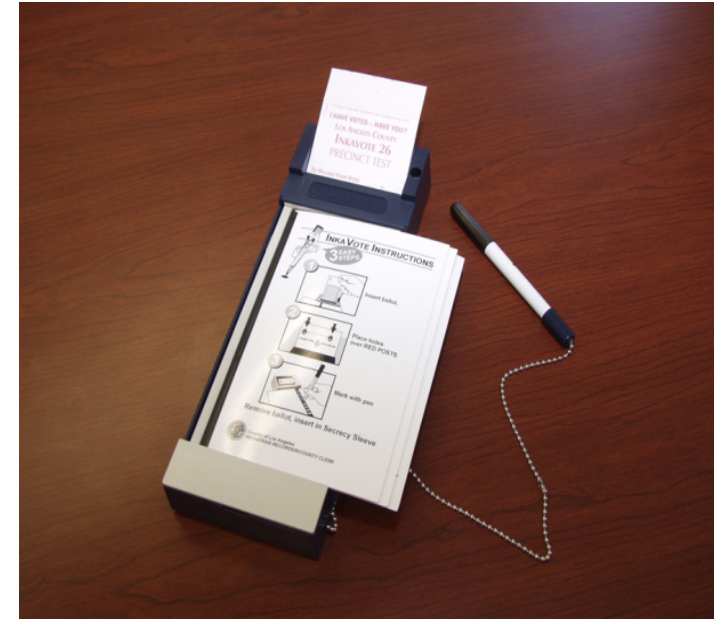
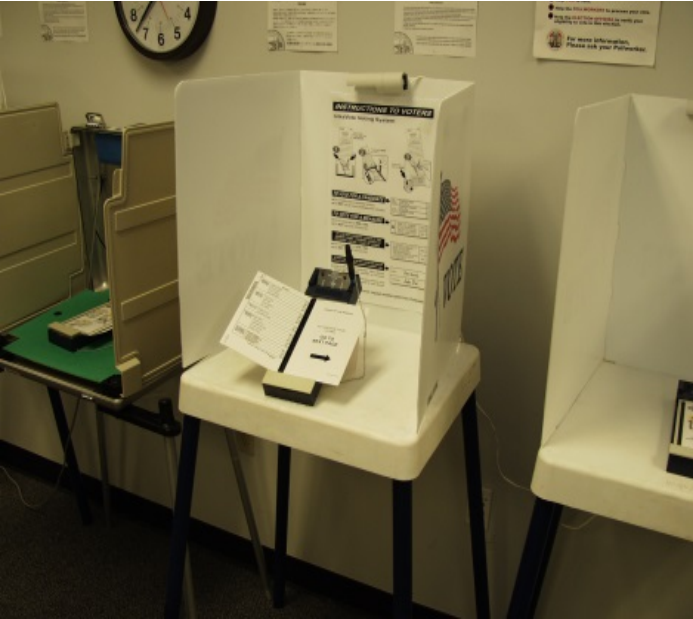


Vote by Mail - Future





Current System - InkaVote *Plus*



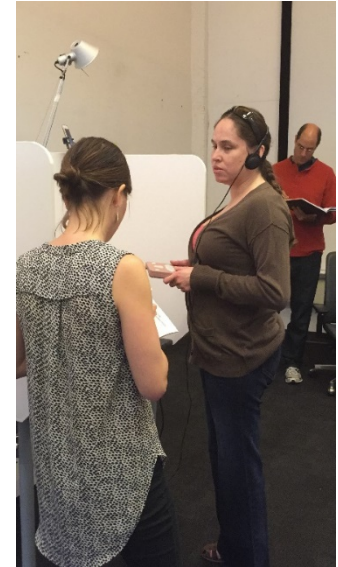
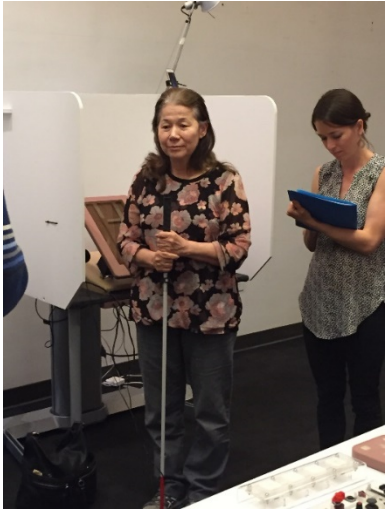


Ballot Marking Device





BMD User Testing





Putting
Voters
First

Participatory
design

User experience
testing

Data driven

DATE	ACTIVITY	NUMBER OF PARTICIPANTS
March 11-29, 2010	Countywide Voter Survey - Phone	651
March 16-28, 2010	Countywide Voter Survey - Online	500
March 31 - April 2, 2010	Focus Groups - RR/CC Staff	64
April 5-6, 2010; April 29 - May 3, 2010	Focus Groups - Registered Voters	100
April 29 - June 8, 2010	Pollworker Survey - Online	1,100
May 7-11, 2010	Focus Groups - Local Election Officials, City Clerks	26
July 21, 2010	Community Discussion - Language Groups	9
August 11, 2010	Community Discussion - Voter Integrity Groups	9
September 20, 2010	Community Discussion - Disability Groups	6
January 24 - March 28, 2012	Open Innovation Challenge	154
January 25 - February 23, 2012	Brainstorming Workshops - AVTI	32
March 30, 2012	Election Verification Network (EVN) Conference Session	24
April 5-6, 2012	Brainstorming Workshops - RR/CC Staff	25
October 1-2, 2013	Atkins Research User Testing	40
November 4-5, 2013	User Testing	8
November 7, 2013	User Testing - United Cerebral Palsy of Los Angeles (UCPLA)	15
January 27 - February 1, 2014	Atkins Research Focus Groups	95
February 5, 2015	User Testing - General Population	5
February 27, 2015	User Testing - Spanish Speakers, Seniors	57
March 3 and 26, 2015	User Testing - Visually Impaired	5
April 29, 2015	User Testing - Election Workers	22
May 26-30, 2015	Polling Place Experience User Testing	184
November 9-20, 2015	Vote By Mail User Testing	76
November 20, 2015	Vote By Mail Focus Group - United Cerebral Palsy of Los Angeles (UCPLA)	10
TOTAL		3217



Los Angeles County Registrar-Recorder/County Clerk

