



Usability Testing Ballots

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Objectives

- ❖ Learn how to
 - Conduct a usability test
 - Understand what happened in the test
 - Turn that into improved ballots



What we'll cover

- ❖ Intro to usability testing
- ❖ Methodology and planning
- ❖ Tips and techniques
- ❖ The LEO Kit



Introduction to Usability Testing





What is “usable”?

- ❖ For you, it's whether the ballot can be counted
- ❖ For voters, it's whether they are able to vote as they intend to



What is a usability test?

- ❖ Observe real people using something (rather than asking them about it)
- ❖ Measure how easy something is to use to accomplish a task: Can voters vote without becoming confused and making mistakes?
- ❖ Inform design: Where can we prevent mistakes? How can we help voters recover from mistakes?



What is usability testing?

- ❖ Controlled, semi-realistic
- ❖ Explore questions with measurable answers
- ❖ Confirm or challenge' assumptions
- ❖ Help choose between design alternatives





Demonstration

- ❖ Volunteer for voter
- ❖ Everyone else observe the session
- ❖ I'll be moderator, doing what you should do if you were conducting usability testing



Demonstration

❖ Voter – assume

- You haven't done much homework on what the measures are
- You have a vague feeling about how you want to vote
- You want to be sure to vote on the measure about education technology

Demonstration

- ❖ Observers, please note
 - What the voter does
 - What the voter says





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100000002130

OFFICIAL BALLOT
CLARK COUNTY, WASHINGTON
SPECIAL ELECTION
February 06, 2007

Precinct *0905-02*

MAKE SURE YOUR VOTE COUNTS.
 Please take the time to read through all of the voting instructions below and the instructions printed on the other materials included in your ballot packet before you begin voting. By understanding the voting instructions thoroughly, you will be able to successfully vote your ballot.

- VOTING INSTRUCTIONS:**
- 1) Your ballot must be voted in secret and shown to no one.
 - 2) Use a black or blue ink pen to mark your ballot by completely filling in the box to the left of your choice(s).
 - 3) Unless specifically allowed by law, more than one vote for a ballot measure will be an overvote and no votes for that ballot measure will be counted.
 - 4) If you make a mistake when voting, you may request a replacement ballot by calling the Elections Department at (360) 397-2345. Or, you may correct it using the instructions printed on the fellow secret envelope.
 - 5) After you have completed voting, review your choice(s) to be sure you marked the ballot the way you intended to vote.
 - 6) Do not make any mark of identification on the ballot or the secret envelope.
 - 7) Refold your ballot in the same manner as when you received it and place it in the fellow secret envelope.
 - 8) Place the sealed fellow secret envelope containing your voted ballot into the affidavit envelope with the green stripes.
 - 9) Read the Affidavit of Voter oath on the return envelope with the green stripes, then sign the affidavit oath and date it on the lines provided. **YOUR BALLOT WILL NOT BE COUNTED IF YOU DO NOT SIGN THE OATH ON THE AFFIDAVIT OF VOTER ENVELOPE.**
 - 10) Attach sufficient first class postage (\$0.39) and mail your ballot so that it will be postmarked by election day or earlier.
 - 11) If you choose not to mail your ballot, you may take it to one of the ballot drop locations listed on the sheet of instructions included in your ballot packet.

CITY OF WASHOUGAL
PROPOSITION NO. 1
NEW CIVIC CAMPUS
GENERAL OBLIGATION BONDS - \$7,500,000

The City Council of the City of Washougal adopted Ordinance No. 1668 concerning a proposition for bonds. This proposition authorizes the City to construct a new Civic Campus including Public Library, Senior Room, Community Room, and a City Hall, to issue \$7,500,000 of general obligation bonds maturing within a maximum term of 20 years to finance such improvements, and to levy property taxes annually in excess of regular property tax levies to repay such bonds, all as provided in Ordinance No. 1668. Should this proposition be:

- APPROVED?
 REJECTED?

CAMAS SCHOOL DISTRICT NO. 117
PROPOSITION NO. 1
BONDS TO CONSTRUCT AND EXPAND SCHOOLS

The Board of Directors of Camas School District No. 117 adopted Resolution No. 06-03, concerning a proposition to relieve overcrowding by constructing and expanding schools. This proposition would authorize the District to construct two new elementary schools, expand Camas High School and Lacamas Heights and Dorothy Fox Schools, reconstruct Helen Baller Elementary School and Doc Harris Stadium, make infrastructure, health and security improvements, acquire land for future school sites, and expand Transportation Center; issue no more than \$90,000,000 of general obligation bonds maturing within 21 years; and levy annual excess property taxes to repay the bonds, all as provided in Resolution No. 06-03. Should this proposition be:

- APPROVED
 REJECTED

CAMAS SCHOOL DISTRICT NO. 117
PROPOSITION NO. 2
REPLACEMENT OF EXPIRING TECHNOLOGY LEVY

The Board of Directors of Camas School District No. 117 adopted Resolution No. 06-04, concerning a proposition to finance educational technology improvements. This proposition would authorize the District to acquire educational technology equipment (including classroom computers to support instruction) and make other technology improvements by levying the following excess property taxes, in place of an expiring levy, on all taxable property within the District:

Collection Year	Approximate Levy Rate/\$1,000 Assessed Value	Levy Amount
2008	\$0.26	\$1,072,671
2009	\$0.26	\$1,137,032
2010	\$0.26	\$1,171,143
2011	\$0.26	\$1,206,277
2012	\$0.26	\$1,242,466
2013	\$0.26	\$1,279,739

all as provided in Resolution No. 06-04. Should this proposition be approved?

- LEVY...YES
 LEVY...NO

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Review

- ❖ Participant: what was it like?
- ❖ Moderator: what questions do you have about moderating?
- ❖ Observer: what did you see?

Review

- ❖ How well did that go?
- ❖ What did you observe the voter doing?
- ❖ What problems did the voter have?
- ❖ How did the moderator behave?



Methodology and Planning





Goals of testing

- ❖ Identify problems in design that could lead to residual votes or fall-off
- ❖ Even the best ballot design can introduce unpredictable problems
- ❖ Make it easier to carry out the voter's intent
- ❖ Make it more likely that the voter's intent is carried out
- ❖ Only good news about the election



Things to think about

- ❖ Know why you're testing
- ❖ Make sure the right people are on board
- ❖ Find the right participants
- ❖ Frame the voting task in a voter-centered way
- ❖ Facilitate curiously, objectively
- ❖ Know what you want to do with the results
- ❖ Be willing to iterate designs



Why not do this in a group?

- ❖ In focus groups, you get
 - Preferences
 - Opinions
 - Group consensus
- ❖ In a usability test, you get
 - Individual behavior and performance
 - What happened, as well as why



When to test

- ❖ Something about the situation has changed since the last time you did it
- ❖ You have a good idea of what's going to be on the ballot
- ❖ Some event happens that would change the layout



Who to include

- ❖ Voters: 12-15 or 5-7, one at a time
- ❖ Moderator
- ❖ Observer/note-taker



What you need

- ❖ A ballot or other election materials
- ❖ A polling place or other situation
- ❖ Some way to take notes
- ❖ Recording, or no recording?



Method

- ❖ Prepare copies of what you want to test
- ❖ Recruit voters to try out the materials
- ❖ One at a time, have a voter try to use the materials
- ❖ Observe what happens, note what voters say
- ❖ When the voter is done voting, ask the voter to step through what he/she did, where there were questions, what was confusing
- ❖ Over several voters, look for patterns in the problems and questions they had

Tips and Techniques



Break!



Moderating

- ❖ Impartial, unbiased, observing
- ❖ No teaching!
- ❖ Listen and watch
- ❖ Open-ended questions: Why? How? What were you doing?



Moderator roles

- ❖ Flight attendant
 - Ensuring safety and comfort
- ❖ Sportscaster
 - Play-by-play
 - Maximizing information flow to observer/note taker
- ❖ Scientist
 - Planning
 - Maintaining objectivity
 - Managing data
 - Producing reports
 - Iterating design



Briefing the voter

- ❖ We're not testing you – your being here helps us create a better ballot
- ❖ You can stop if it's uncomfortable
- ❖ Your involvement will be confidential
- ❖ Problems you have with using the ballot are not your fault
- ❖ If you get stuck or confused, say so
- ❖ Treat me like a poll worker



Maximizing information

- ❖ If the voter says, “hmmm” or “oops” or “I wonder...”
 - Say, “What questions do you have right now?”
- ❖ If the voter is silent for 10 or 20 seconds (count!)
 - Say, “What are you thinking?”
- ❖ If the voter stops because she thinks she’s done or she’s stuck (and you think there’s a problem)
 - Summarize what you saw her do
 - Ask what she will do next



Think aloud or review

- ❖ Consider asking people to “think aloud” as they vote
 - What they’re doing
 - Why they’re doing it
- ❖ Review after voting
 - Ask the voter to walk you through, step-by-step what they did and why
 - Use the ballot as a guide for the discussion
 - Ask what was confusing or frustrating
 - You may want to ask voters to do specific things now and comment

Forming task scenarios

- ❖ Open-ended
- ❖ Separate the results from the process
 - You want them to under vote
 - They want to vote for as many commissioners as they're comfortable with





Task examples

- ❖ You usually vote for everyone in the Yellow party. Vote for all the people in that party at one time.
- ❖ For State Senator, instead of the Yellow party person, you want the Orange party person. Make sure your vote for State Senator is for the Orange party person.



Task examples

- ❖ For now, you decide not to vote for Water Commissioners.
- ❖ You don't have a strong feeling about the state Supreme Court justices, so you decide to allow them to stay in office.
- ❖ When you are ready, finish voting as you really would in a real election.



Taking notes

Didn't read the instructions. Did he see them?

BALLOT / BALOTA OFICIAL /
 CONSOLIDATED GENERAL ELECTION / ELECCIONES GENERALES CONSOLIDADAS / 聯合普選
 CITY AND COUNTY OF SAN FRANCISCO / CIUDAD Y CONDADO DE SAN FRANCISCO / 三藩市市縣
 NOVEMBER 2, 2004 / 2 DE NOVIEMBRE DE 2004 / 2004年11月2日

CONGRESSIONAL DISTRICT 8, SENATE DISTRICT 8, ASSEMBLY DISTRICT 12, COMMUNISTICAL DISTRICT 11

INSTRUCTIONS TO VOTERS: Complete the arrow pointing to your choice, as shown in the picture. To vote for a qualified write-in candidate, write the person's name on the blank line provided and complete the arrow.

INSTRUCCIONES PARA LOS ELECTORES: Complete la flecha que apunta hacia su selección, tal como se indica en la imagen. Para votar por un candidato calificado no listado, escriba el nombre de la persona en el espacio en blanco provisto, y complete la flecha.

選民指南：將指向你的選擇的箭頭畫線連接起來，如圖所示。
 投票合格寫入候選人時，在提供的空位上填寫此人的姓名，並將箭頭畫線連接起來。

FEDERAL - 聯邦	FEDERAL - 聯邦	SCHOOL - ESCUELA - 學校
PRESIDENT AND VICE PRESIDENT PRESIDENTE Y VICEPRESIDENTE 總統與副總統 Vote for One Party Vote por Un Partido 請選一票	UNITED STATES REPRESENTATIVE REPRESENTANTE DE LOS ESTADOS UNIDOS 美國眾議員 DISTRICT 8 - DISTRITO 8 - 第 8 選區 Vote for One/Vote por Uno/請選一票	MEMBER, COMMUNITY COLLEGE BOARD MIEMBRO, CONSEJO DEL COLEGIO COMUNITARIO 社區大學董事 Vote for no more than Four Vote por no más de Cuatro 請選不超過四票
MICHAEL BADNARINI AND RICHARD CAMPAGNA 麥加里尼、巴德納與坎帕尼亞 Liberal/Left 自由黨/左派	NANCY PELOSI 佩洛西、潘德博 Democratic 民主黨	JUDITH SUSAN SCHIFF 史奇夫、蘇珊·席維 Republican 共和黨
MICHAEL ANTHONY PEROUTKA AND CHUCK BALDWIN 麥安東尼、裴羅特卡與巴爾德溫 American Independent Independiente Americano 美國獨立黨	TELL ANI DOWELL 安尼·多威爾 Community Volunteer Voluntario de la Comunidad Peace & Freedom Paz y Libertad 和平與自由黨	NATALIE BERG 納塔莉·貝格 Independent 獨立黨
LEONARD PELTIER AND JANICE JORDAN 皮爾提耶、萊納德與喬丹 Peace & Freedom Paz y Libertad 和平與自由黨	JENNIFER REDALMA 珍妮佛·雷達爾瑪 American Republic 美國共和黨	MATT JUNG-DARLINGTON 馬特·容-達林頓 Third Party/Other Tercera Opción u Otra 第三黨或獨立黨
JOHN F. KERRY AND JOHN EDWARDS 克里、約翰與艾德華斯 Democratic 民主黨	WRITE-IN / ESCRIBEN / 寫入	MILTON MARKS III 馬克斯、馬爾頓三世 Vice President, College Board Vicepresidente, Consejo de Colegios 副總統、大學董事會副主席
DAVID COBB AND SATTIA MARCHE 考布、戴維與馬奇 Green Verde 綠黨	STATE - ESTADO - 州 MEMBER, STATE ASSEMBLY MIEMBRO, ASAMBLEA ESTATAL 州眾議員 DISTRICT 12 - DISTRITO 12 - 第 12 選區 Vote for One/Vote por Uno/請選一票	ROSE E. ROGERS 羅傑斯、露絲·伊夫琳 Member, State Community College Board Miembro, Consejo del Colegio Comunitario de CA 州社區大學董事會成員
GEORGE W. BUSH AND RICHARD CHERNEY 布希、喬治與切爾尼 Republican Republicana 共和黨	CHRIS MALONEY 馬洛尼、克里斯 Technology Consultant Consultor de Tecnología Informática 資訊科技顧問	JULIO TOMAS RAMOS 拉摩斯、胡利奧·托馬斯 Republican Republicana 共和黨
WRITE-IN / ESCRIBEN / 寫入	HOWARD ERSTEIN 厄斯泰因、霍華德 Full-time Business Executive Ejecutivo de Negocios a Tiempo Completo 全職企業家	WRITE-IN / ESCRIBEN / 寫入
UNITED STATES SENATOR SENADOR DE LOS ESTADOS UNIDOS 美國參議員 Vote for One/Vote por Uno/請選一票	LELAND YEE 耶、利蘭 Republican Republicana 共和黨	WRITE-IN / ESCRIBEN / 寫入
DON J. GRUENMANN 葛魯曼、唐納德 American Independent Independiente Americano 美國獨立黨	WRITE-IN / ESCRIBEN / 寫入	WRITE-IN / ESCRIBEN / 寫入

Only voted for 2 Why?

Wrote in a qualified candidate but didn't connect the arrow

VERSION 447 PRINT: 11/1/04



Test a ballot

- ❖ Break up into groups
- ❖ Each person takes a role: participant, moderator, observer

Vote Both Sides

OFFICIAL BALLOT		CLARK COUNTY, WASHINGTON	
GENERAL ELECTION		November 07, 2006	
		Precinct 483-01	
<p>VOTING INSTRUCTIONS:</p> <p>1) Use a black or blue ink pen to mark your ballot by completely filling in the boxes to the left of your choice(s).</p> <p>2) Vote your ballot in secret and do not allow it to anyone.</p> <p>3) To vote for a person not appearing on the ballot, completely fill in the box to the left of the Write-in choice and use the line provided. Write-in votes cast for partisan offices must include the candidate's party affiliation.</p> <p>4) If you make a mistake when voting, you may request a replacement ballot by calling the Elections Department at (360) 367-2345. Or, you may come it using the instructions printed on the yellow secrecy envelope.</p> <p>5) After voting, review your choices to be sure you marked the ballot the way you intended. Do not make any mark of identification on the ballot or secrecy envelope.</p> <p>6) Read the Affidavit of Voter oath on the return envelope, with the green stripes, then sign the affidavit oath and date it. YOUR BALLOT WILL NOT BE COUNTED IF YOU DO NOT SIGN THE OATH ON THE AFFIDAVIT OF VOTER ENVELOPE.</p> <p>7) Refold your voted ballot, place it in the yellow secrecy envelope and seal it. Place the secrecy envelope in the affidavit envelope, attach sufficient first class postage (\$0.38) and mail it so that it will be postmarked by election day or earlier.</p> <p>8) If you choose not to mail your ballot, you may take it to one of the ballot drop locations listed on the page of instructions included in your ballot packet.</p>	<p>INITIATIVE MEASURE NO. 993 PROPOSED BY INITIATIVE PETITION Initiative Measure No. 993 concerns government regulation of private property. This measure would require compensation when government regulation damages the use or value of private property, would forbid regulations that prohibit existing legal uses of private property, and would provide exceptions or payments. Should this measure be enacted into law? <input type="checkbox"/> YES <input type="checkbox"/> NO</p>	<p>FEDERAL OFFICES</p> <p>U.S. SENATOR Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Maria Cantwell - DEM <input type="checkbox"/> Mike McGavick - REP <input type="checkbox"/> Bruce Gubrie - LIB <input type="checkbox"/> Robbin Adair - IND <input type="checkbox"/> Aaron Doon - GRN <input type="checkbox"/> Write-in</p>	
	<p>INITIATIVE MEASURE NO. 997 PROPOSED BY INITIATIVE PETITION Initiative Measure No. 997 concerns energy resource use by certain electric utilities. This measure would require certain electric utilities with 25,000 or more customers to meet certain targets for energy conservation and use of renewable energy resources, as defined, including energy credits, or pay penalties. Should this measure be enacted into law? <input type="checkbox"/> YES <input type="checkbox"/> NO</p>	<p>U.S. REPRESENTATIVE 5th CONGRESSIONAL DISTRICT Full Two Year Term VOTE FOR ONE <input type="checkbox"/> Brian Baird - DEM <input type="checkbox"/> Michael Messersmith - REP <input type="checkbox"/> Write-in</p>	
	<p>HOUSE JOINT RESOLUTION 4323 PROPOSED BY THE LEGISLATURE - AMENDMENT TO THE STATE CONSTITUTION The legislature has proposed a constitutional amendment on increasing an exemption from the personal property tax. This amendment would authorize the legislature to increase the personal property tax exemption for taxable personal property owned by each "head of a family" from three thousand (\$3,000) to eleven thousand (\$11,000) dollars. Should this conditional amendment be: <input type="checkbox"/> APPROVED <input type="checkbox"/> REJECTED</p>	<p>STATE LEGISLATIVE OFFICES</p> <p>STATE REPRESENTATIVE 17th LEGISLATIVE DISTRICT POSITION NO. 1 Full Two Year Term VOTE FOR ONE <input type="checkbox"/> Pat Campbell - DEM <input type="checkbox"/> Jim Dunn - REP <input type="checkbox"/> Write-in</p>	
		<p>STATE REPRESENTATIVE 17th LEGISLATIVE DISTRICT POSITION NO. 2 Full Two Year Term VOTE FOR ONE <input type="checkbox"/> Deb Wallace - DEM <input type="checkbox"/> Paul Harris - REP <input type="checkbox"/> Write-in</p>	
<p>STATE MEASURES</p> <p>INITIATIVE MEASURE NO. 929 PROPOSED BY INITIATIVE PETITION Initiative Measure No. 929 concerns estate tax. This measure would repeal Washington's state laws imposing tax, currently dedicated for the education legacy trust fund, on transfers of estates of persons dying on or after the effective date of this measure. Should this measure be enacted into law? <input type="checkbox"/> YES <input type="checkbox"/> NO</p>	<p>POLITICAL PARTY LEGEND: DEM = DEMOCRATIC PARTY REP = REPUBLICAN PARTY LIB = LIBERTARIAN PARTY IND = INDEPENDENT CANDIDATE GRN = GREEN PARTY NP = NONPARTISAN CANDIDATE</p>		
		<p>CONTINUE VOTING ON THE REVERSE SIDE OF THE BALLOT</p>	

Vote Both Sides

Vote Both Sides

OFFICIAL BALLOT		CLARK COUNTY, WASHINGTON	
GENERAL ELECTION		November 07, 2006	
		Precinct 483-01	
		<p>STATE SUPREME COURT</p> <p>STATE SUPREME COURT JUSTICE - POSITION NO. 2 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Susan Owens - NP <input type="checkbox"/> Stephen Johnson - NP <input type="checkbox"/> Write-in</p>	<p>DISTRICT COURT JUDGE POSITION NO. 4 Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Kenneth R. Eisele - NP <input type="checkbox"/> Write-in</p>
<p>COUNTY OFFICES</p> <p>COUNTY ASSESSOR Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Linda Franklin - DEM <input type="checkbox"/> Bill Jameson - REP <input type="checkbox"/> Write-in</p>		<p>STATE SUPREME COURT</p> <p>STATE SUPREME COURT JUSTICE - POSITION NO. 8 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Gerry L. Alexander - NP <input type="checkbox"/> Write-in</p>	<p>DISTRICT COURT JUDGE POSITION NO. 5 Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Rich Melnick - NP <input type="checkbox"/> Write-in</p>
<p>COUNTY AUDITOR Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Greg Kinsey - REP <input type="checkbox"/> Write-in</p>		<p>STATE SUPREME COURT</p> <p>STATE SUPREME COURT JUSTICE - POSITION NO. 9 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Tom Chambers - NP <input type="checkbox"/> Write-in</p>	<p>DISTRICT COURT JUDGE POSITION NO. 6 Short and Full Four Year Term VOTE FOR ONE <input type="checkbox"/> John P. Hagenson - NP <input type="checkbox"/> Write-in</p>
<p>COUNTY CLERK Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Sherry Parker - DEM <input type="checkbox"/> Baine Wilson - REP <input type="checkbox"/> Write-in</p>		<p>STATE SUPREME COURT</p> <p>STATE SUPREME COURT JUSTICE - POSITION NO. 9 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Tom Chambers - NP <input type="checkbox"/> Write-in</p>	<p>PUBLIC UTILITY DISTRICT NO. 1 OF CLARK COUNTY</p>
<p>COUNTY COMMISSIONER DISTRICT NO. 3 Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Steve Stuart - DEM <input type="checkbox"/> Bruce Hagenson - REP <input type="checkbox"/> Write-in</p>	<p>STATE COURT OF APPEALS</p> <p>STATE COURT OF APPEALS JUDGE - POSITION NO. 1 DIVISION 2, DISTRICT 3 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Joel Penoyer - NP <input type="checkbox"/> Write-in</p>	<p>PUBLIC UTILITY DISTRICT COMMISSIONER, DISTRICT NO. 1 Full Six Year Term VOTE FOR ONE <input type="checkbox"/> Carol Curtis - NP <input type="checkbox"/> Jim Malinowski - NP <input type="checkbox"/> Write-in</p>	
<p>COUNTY PROSECUTING ATTORNEY Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Art Curtis - DEM <input type="checkbox"/> Write-in</p>	<p>CLARK COUNTY DISTRICT COURT</p> <p>DISTRICT COURT JUDGE POSITION NO. 1 Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Vernon L. Schreiber - NP <input type="checkbox"/> Write-in</p>		
<p>COUNTY SHERIFF Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Timothy Shotwell - DEM <input type="checkbox"/> Gerry Lucas - REP <input type="checkbox"/> Write-in</p>	<p>DISTRICT COURT JUDGE POSITION NO. 2 Short and Full Four Year Term VOTE FOR ONE <input type="checkbox"/> James P. Swenger - NP <input type="checkbox"/> Write-in</p>		
<p>COUNTY TREASURER Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Doug Lasher - DEM <input type="checkbox"/> Write-in</p>	<p>DISTRICT COURT JUDGE POSITION NO. 3 Full Four Year Term VOTE FOR ONE <input type="checkbox"/> Darwin J. Zimmerman - NP <input type="checkbox"/> Write-in</p>		

Vote Both Sides



Discussion

- ❖ What kinds of things happened?
- ❖ What did your voter do?
- ❖ What did your voter say?



What are the results?

- ❖ Base your results on what voters *did*
 - *All voters said that the language of the measures was complex and difficult to understand*
 - *Some voters said that the type was too small*
 - *Several voters marked their selections with checkmarks or Xs rather than filling in the box*
 - *Only a few of the voters read the instructions on the ballot*
 - *Voters expected the numbers to designate steps they should take*



Analyzing data

- ❖ Make sure the problems you identify relate back to the reasons you did the test
- ❖ Count errors
- ❖ Look at where in the ballot the errors occurred
- ❖ Look at the types of errors
- ❖ If you have a lot of usability problems put them on stickies and sort them
- ❖ Compare to the next election cycle

Reporting

- ❖ Encourage reporting for
 - Sunshine
 - Public relations
 - Demonstration of improvement and progress





The Kit

- ❖ Usability Testing Ballots: What you need to know
- ❖ Session script
- ❖ Report template



Summary

- ❖ Usability test your ballots
- ❖ Understand the what happened in the test
- ❖ Turn that into improved ballots



Resources

- ❖ Best practices for effective designs for elections administration (EAC): <http://www.ebp4.us/document-review/best-practices>
- ❖ Usability Professionals' Association: www.upassoc.org
- ❖ *A Practical Guide to Usability Testing* by Joe Dumas and Janice Redish
- ❖ *Handbook of Usability Testing* by Jeff Rubin
- ❖ My blog about usability testing at <http://usabilitytestinghowto.blogspot.com/>



❖ Contact me for coaching, questions, or testing

❖ Dana Chisnell

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