

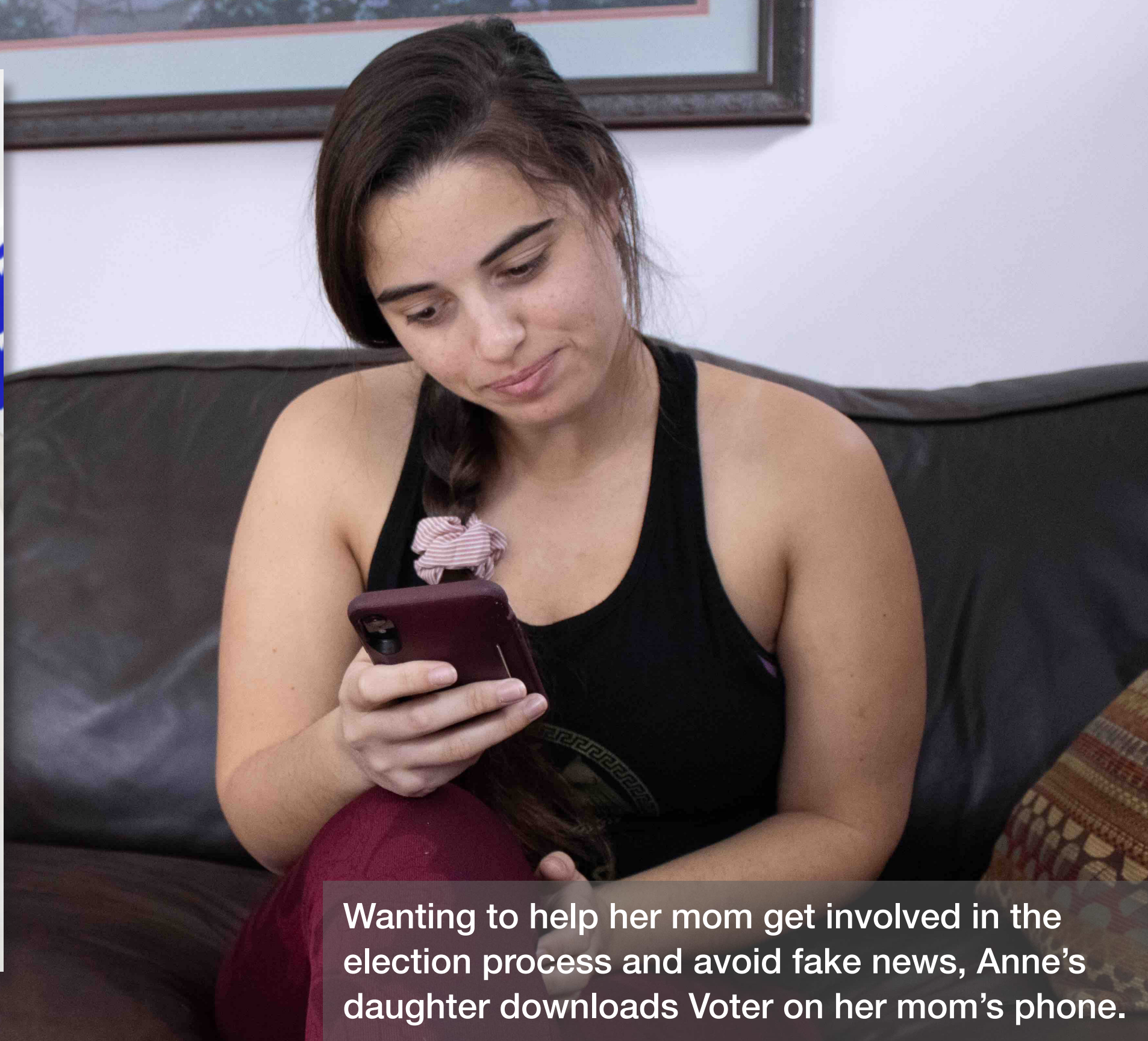
Anne used to stay more up to date with politics and elections but, over the years, growing partisanship and her busy work schedule, as an echo technician, have driven her away.



Anne hears about the election on the radio and on her Facebook feed but she just wants the facts so she can quickly make informed decisions.

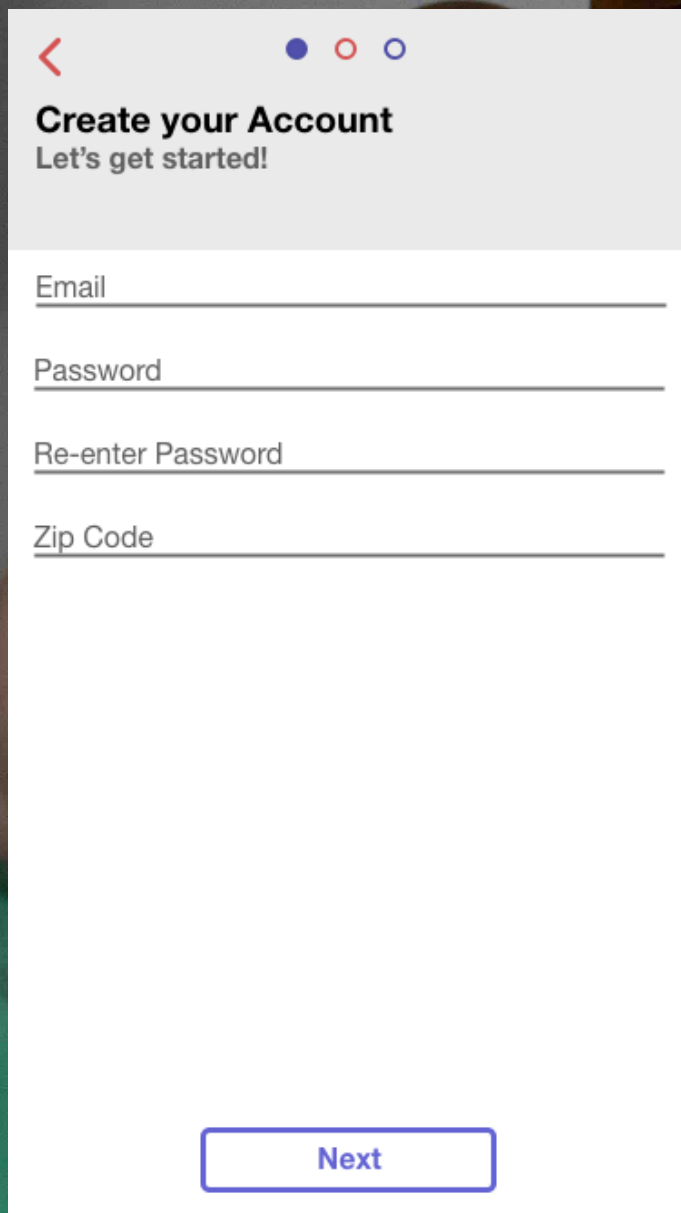
The constant fighting and dramatized debates make choosing the right candidate confusing and time consuming.





Wanting to help her mom get involved in the election process and avoid fake news, Anne's daughter downloads Voter on her mom's phone.

Anne opens up Voter for the first time before bed. She remembers her daughter saying it helps plan out your election ballot efficiently, providing all the info you need in one app. She begins signing up, entering her zip code so Voter can find which races she will be voting in.



< ● ○ ○

**Create your Account**  
Let's get started!

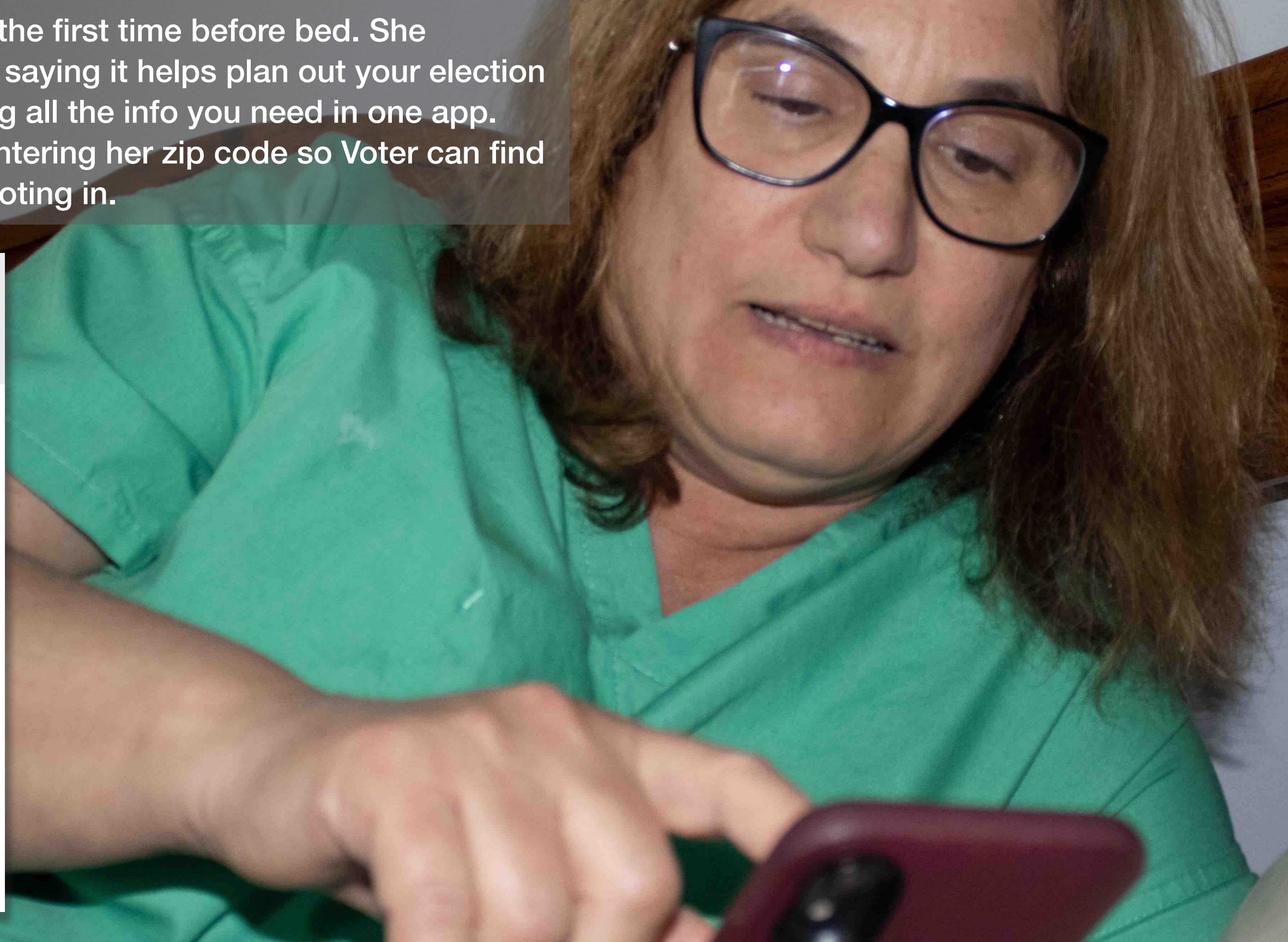
Email

Password

Re-enter Password

Zip Code

Next





















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### Where do you stand?

Select your political party then your top 5 elections issues.

**Democrat** | **Independent** | **Republican**

Select the top 5 issues impacting your upcoming election decisions.

 Cannabis	 Data Privacy	 Education	 Environment
 Food/Farming	 Gender Equality	 Gun Laws	 Healthcare
 Immigration	 Incarceration	 Jobs & Wages	 LGBTQ+ Issues
			

**Next**

< ● ● ●

### Political Leanings Inventory

Drag the dot to where your beliefs lie for each question.

#### Healthcare

You support the Patient Protection and Affordable Care Act (Obamacare).

● ————— ●  
Agree ————— Disagree

The federal government should increase funding of health care for low income individuals (Medicaid).

● ————— ●  
Agree ————— Disagree

You support a single-payer universal healthcare system.

● ————— ●  
Agree ————— Disagree

#### Environment

The government should increase environmental regulations to prevent climate change.

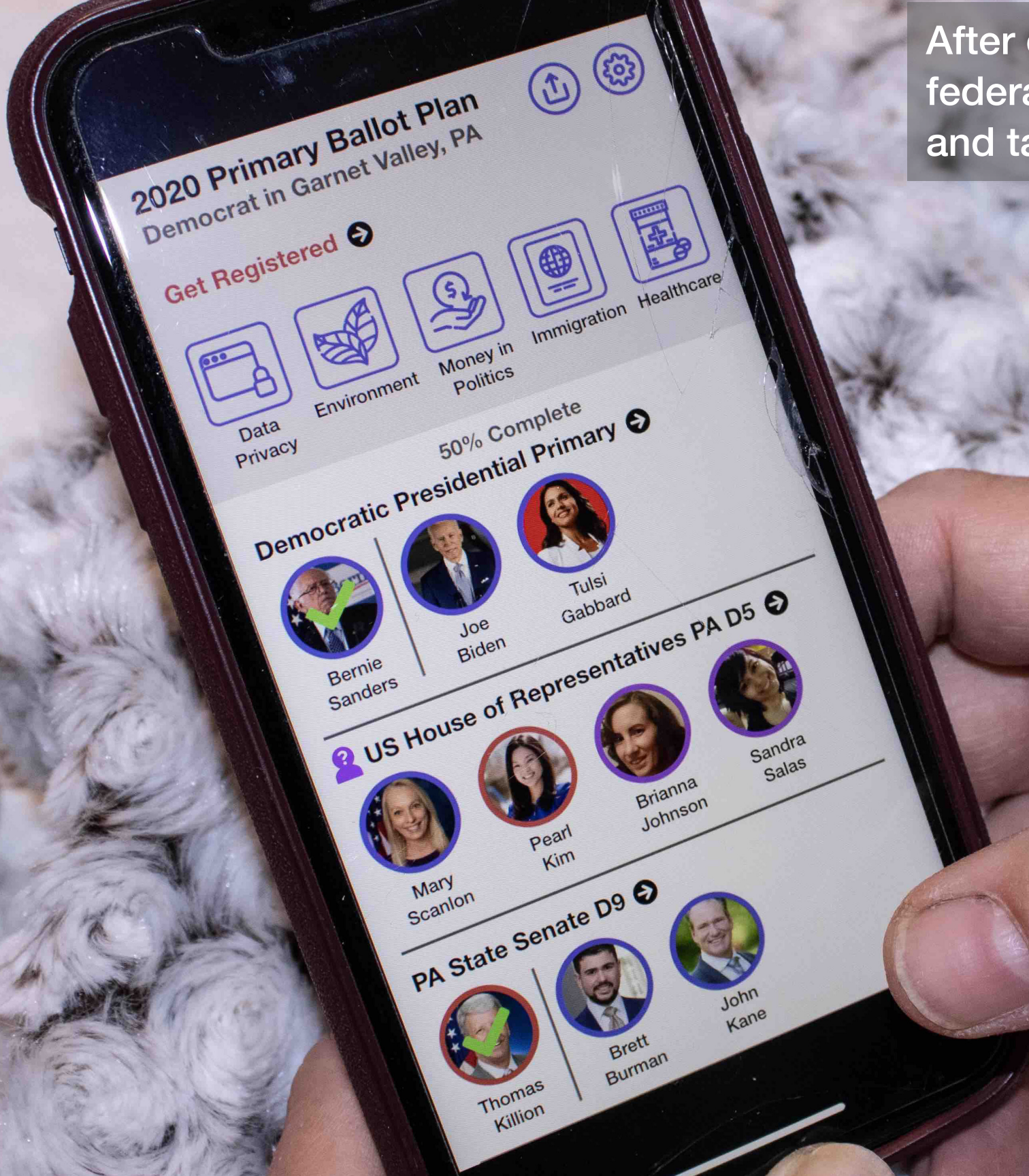
● ————— ●  
Agree ————— Disagree

Should the U.S. withdraw from the Paris Climate...

**Finish**

She selects the five political issues most important to her and answers more detailed belief questions in the Political Leanings Inventory. Her choices will match her with similar minded candidates.

After creating her profile, she scans through all the federal, state, and local races she will be voting for and takes note of the candidates.



# 2020 Primary Ballot Plan

Democrat in Garnet Valley, PA

Get Registered



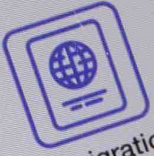
Data Privacy



Environment



Money in Politics



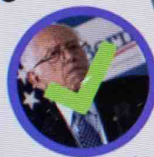
Immigration



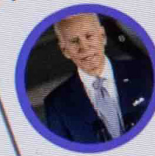
Healthcare

## Democratic Presidential Primary

50% Complete



Bernie Sanders



Joe Biden



Tulsi Gabbard

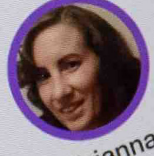
## US House of Representatives PA D5



Mary Scanlon



Pearl Kim



Brianna Johnson



Sandra Salas

## PA State Senate D9











Thomas Killion



Brett Burman






John Kane

-  Endorsements
-  Q&A
-  News
-  Top Priorities
-  Data Privacy
-  Environment
-  Immigration
-  Money in

< 2020 Primary Ballot Plan

**Democratic Presidential Primary**  
Top Priorities

- 
**Bernie Sanders**  
 95% Match
  - Single-payer, Medicare for All program.
  - Green New Deal and invest in climate-responsible infrastructure.
  - Raise the minimum wage to \$15 an hour and a job guarantee.
- 
**Joe Biden**  
 90% Match
  - Protect the ACA and offer a Medicare public option to diversify health care choices.
  - Achieve net-zero emissions by 2050 through taxing carbon, spending on low-carbon energy, and building up environmental infrastructure.
  - Increase federal education spending and work on gun safety regulations to fund and protect schools.
- 
**Tulsi Gabbard**

< 2020 Primary Ballot Plan

**Democratic Presidential Primary**  
Top Priorities

- 
**Bernie Sanders**  
 95% Match
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  - Achieve net-zero emissions by 2050 through taxing carbon, spending on low-carbon energy, and building up environmental infrastructure.
  - Increase federal education spending and work on gun safety regulations to fund and protect schools.
- 
**Tulsi Gabbard**  
 70% Match
  - Break up the big banks, reinstate Glass-Steagall, and get our economy back to working for the benefit



Anne asks her daughter to help her figure out how to compare the candidates in each race. She starts by looking at the top priorities of each candidate. She swipes left on the side bar for full screen mode.





< 2020 Primary Ballot Plan

### Democratic Presidential Primary

#### Data Privacy

-  **Bernie Sanders**  
95% Match

  - CEO's and other company leaders should be held accountable for failures to protect user privacy.
  - Punish executives found liable for privacy violations with up to a year in jail for first-time offenders and up to three years for repeat offenders.

-  **Joe Biden**  
90% Match

- Congress should adopt California's privacy rules, considered the toughest in the country.
- Grant consumers the right to opt out of the sale of their personal information, to request that their data be deleted and to request that companies disclose what information gets collected on them.


-  **Tulsi Gabbard**  
70% Match

Q&A  
News  
Top Priorities  
Data Privacy  
Environment  
Immigration  
Money in Politics


< 2020 Primary Ballot Plan

### Democratic Presidential Primary


#### Endorsements

-  **Bernie Sanders**  
98% Match

  - U.S. Representative Ilhan Omar
  - U.S. Senator Peter Welch
  - Working Families Party (National)
  - The Climate Mobilization
  - Reclaim Philadelphia

-  **Joe Biden**  
80% Match

- National Wildlife Federation
- American Federation for Teachers
- Kamala Harris
- Tom Hanks
- BOLD PAC


-  **Tulsi Gabbard**  
No Endorsements

Food/Farming  
Education  
Cannabis  
Endorsements  
Q&A  
News  
Top Priorities  
Data Privacy

She notices that each candidate has a different percent match score for each issue she scrolls through. This helps determine at a glance which candidates agree the most with her on each issue.

Voter provides Anne with the reminders and guidance she needs to register to vote. She even has the opportunity to brush up on her history of the electoral college with a swipe-through education module!

<

**Get Registered to Vote in PA** 

[Register to Vote](#) [Vote by Mail](#)

**April 13**  
Primary Election Registration Deadline

**April 21**  
Primary Vote by Mail Deadline

**June 2**  
State & Presidential Primary Election

**October 19**  
General Election Registration Deadline

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**Questions and Answers**

- + Q: How do I register to vote?
- + Q: Can I register at the voting booth?
- + Q: This is my home state, but I won't be home for this election. Can I still vote here?
- + Q: Can I vote without leaving my house?
- + Q: Can I vote early?


**October 19**  
General Election Registration Deadline

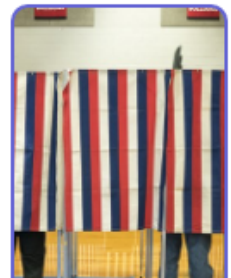
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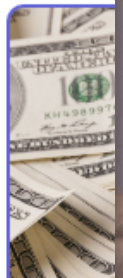
**Questions and Answers**

- + Q: How do I register to vote?
- + Q: Can I register at the voting booth?
- + Q: This is my home state, but I won't be home for this election. Can I still vote here?
- + Q: Can I vote without leaving my house?
- + Q: Can I vote early?
- + Q: Do I need an ID?

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 **What is the Electoral College?**

 **Election Day Walkthrough**

 **How Money Impacts Election**

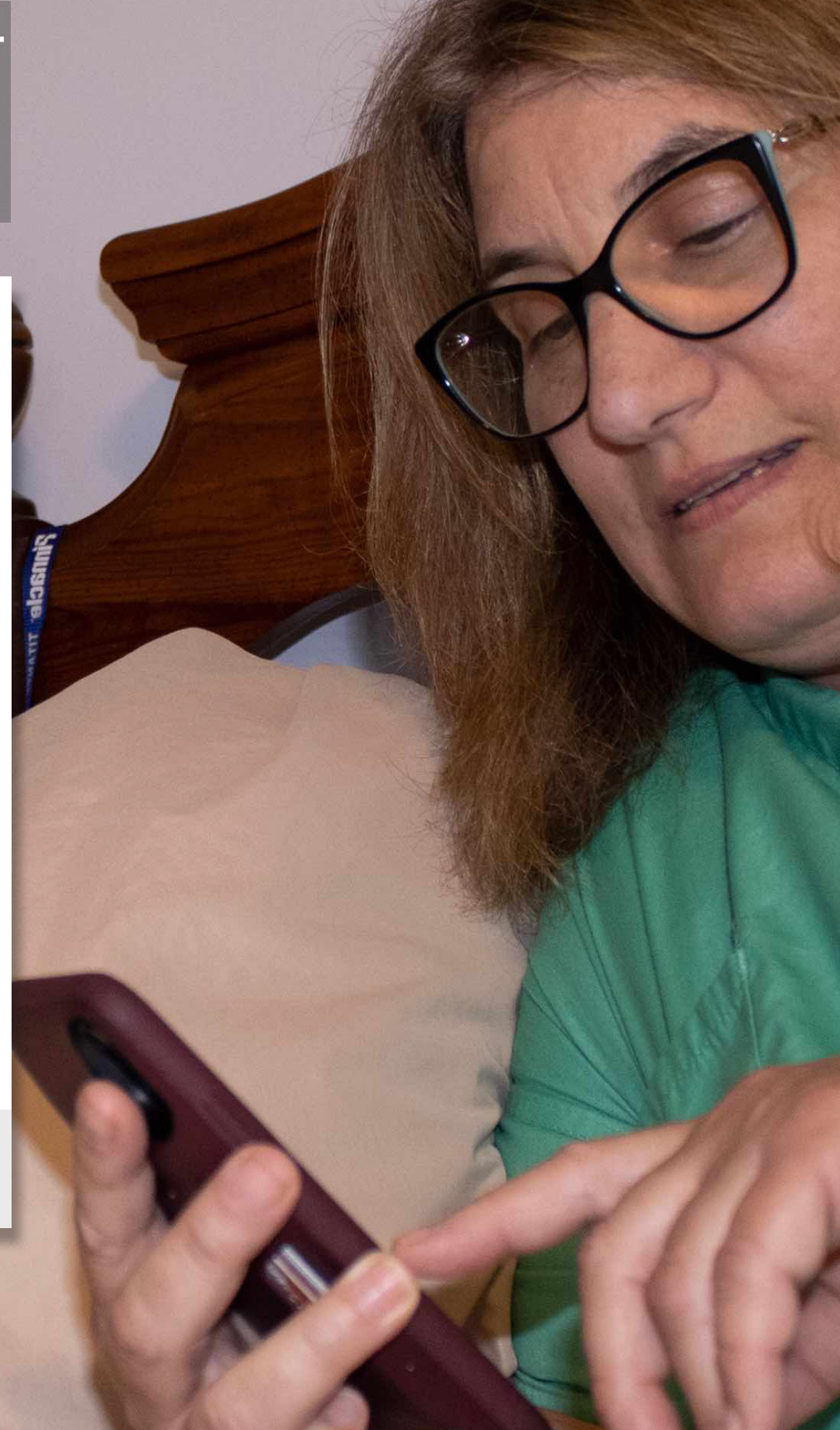
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**270**  
**TO WIN**

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**What is the Electoral College?**  
How does the system work, impact our elections, and what does it mean for 2020?





Anne finalizes her ballot and shares it with her daughter through text. They debate and listen to each other's opinions, citing the research they did via Voter.

We have got to ask how we got to be a country where so many people are in financial despair and some 40% of Americans cannot afford \$400 for an emergency.



@berniesanders  
March 24, 2020



**Bernie Sanders**  
Democratic Presidential  
Candidate

Anne continues to read/watch what candidates are saying about the election topics most important to her, especially healthcare. These issue-specific election update stories are conveniently accessible via her Voter homepage.



With a ballot prepared of researched choices, election day goes smoothly. Anne's civic duty is fulfilled and her voice has been heard!