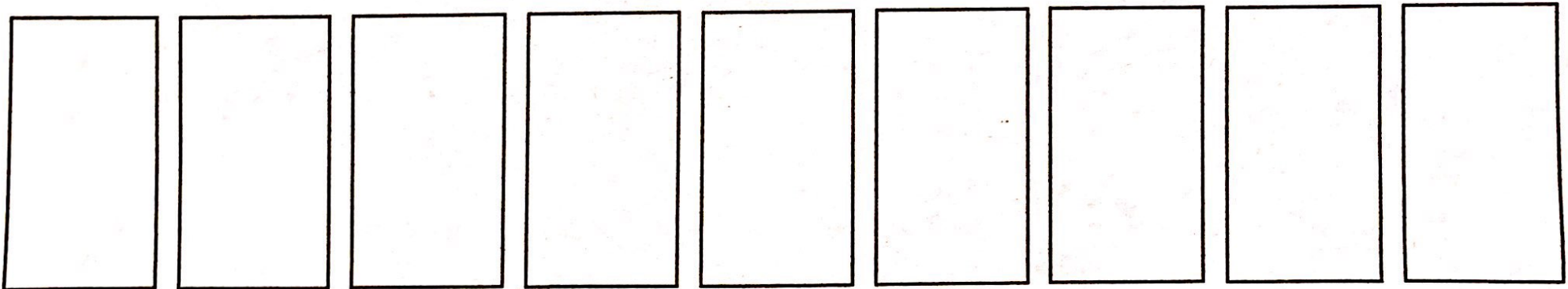


Anne used to stay more up to date with politics and elections but over the years her busy work schedule and growing partisanship has drove her away.

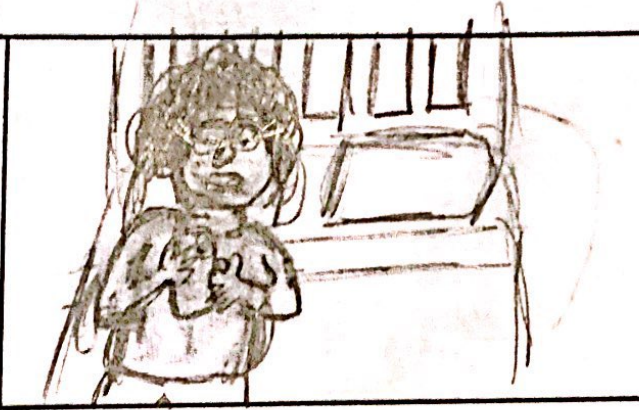
Anne is confused as she continues to hear things about the upcoming election on the news. She has no time to keep up with politics because she has to work two jobs to pay for her children's college.

Anne is fed up with trying to keep up the constant fighting this election. She'll figure it out later.

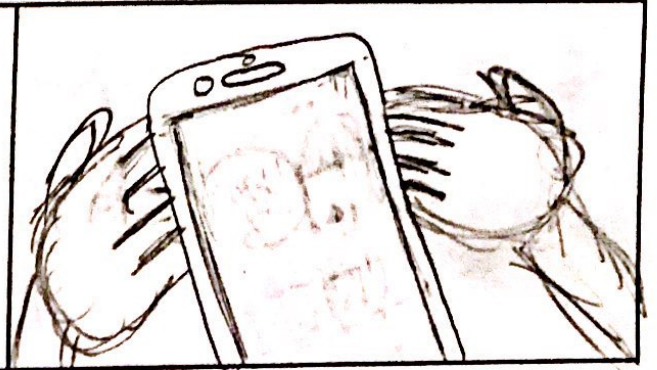




As a young person increasingly interested in politics, Anne's daughter downloads Voter on her mom's phone so that she can get her more involved in the political process again.



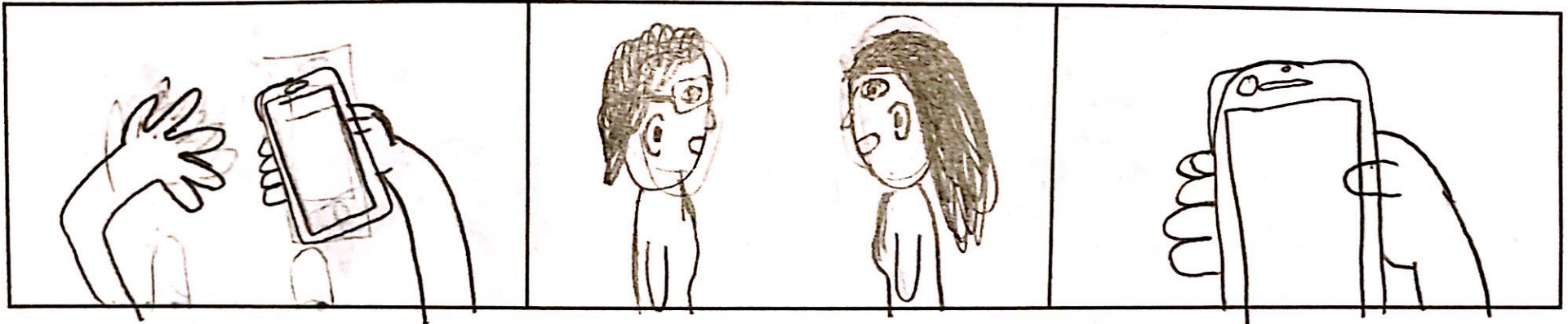
Anne opens up Voter for the first time after her daughter leaves. She remembers her daughter saying she could plan out her ballot for the next election with the app.



Anne builds her profile and selects the issues most important to her in the upcoming election.





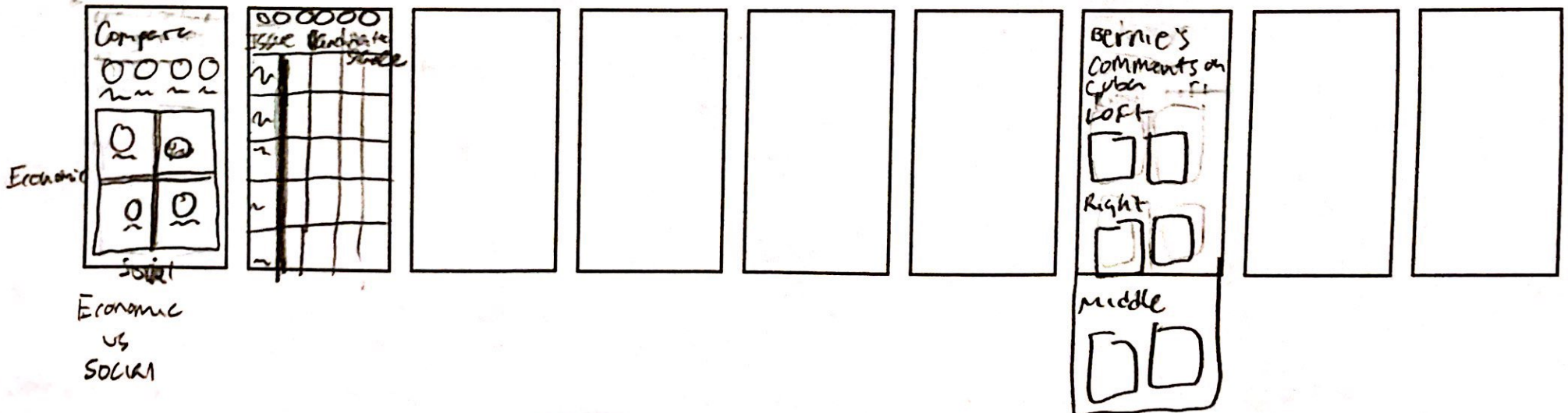


After creating her profile, she struggles to compare the presidential candidates against each other due to her lack of experience using smart phone apps.

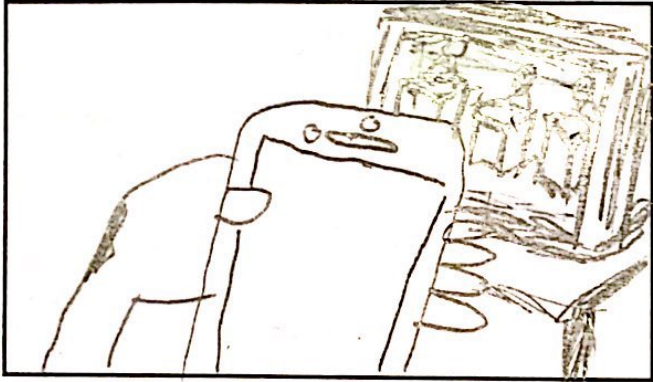
Anne asks her daughter to help her navigate the app and learn how to use it. She finds that it is pretty intuitive once she is shown it's capabilities.

Anne is feeling more confident and building trust with the app as a non-biased source of election information.

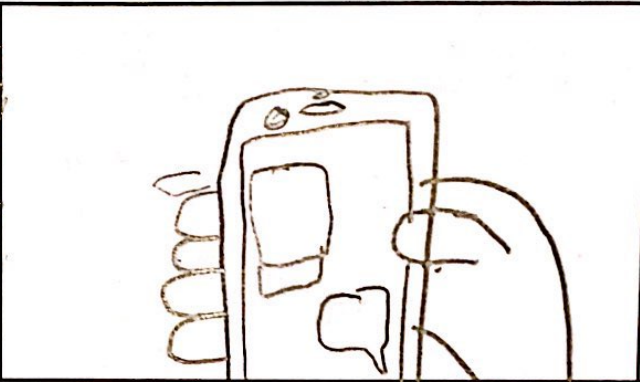
*Daughter's hand on shoulder*



Debating each other



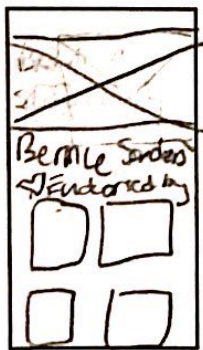
Anne now fully understands how to compare all of the candidates based on their platforms, endorsements, and views on the issues most important to her.



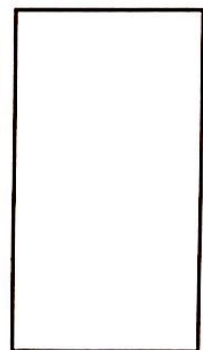
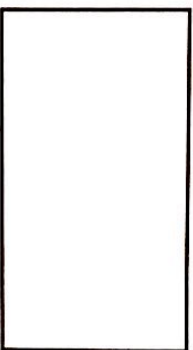
With all the information she needs in one application, she is able to complete her ballot plan. She shares her ballot with her daughter through text and they debate each others' choices.



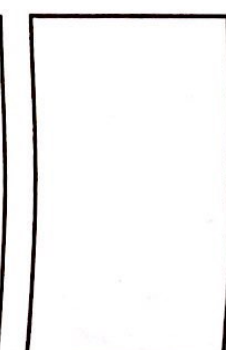
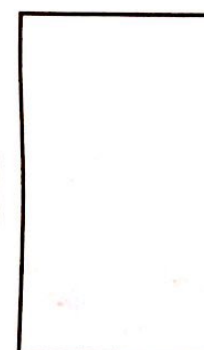
After having an honest debate with her daughter, Anne updates her ballot to reflect some of things they talked about. She continues fact checking election news with voter as new developments break.

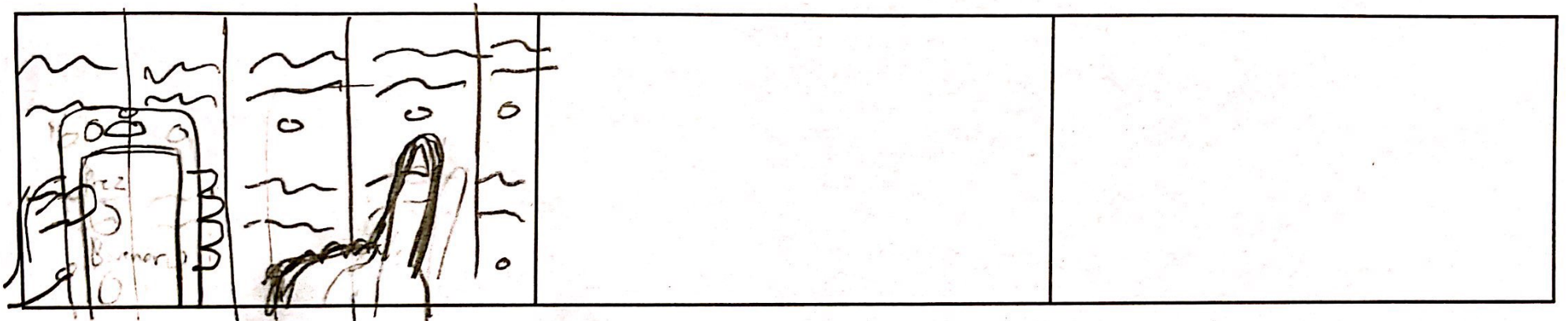


Candidate page



Sharing Ballot plan





With her ballot ready to go, election day goes smoothly and Anne feels like she did her civic duty!

