Voting flow for TV shows and programs

MS Vishnu

Project overview

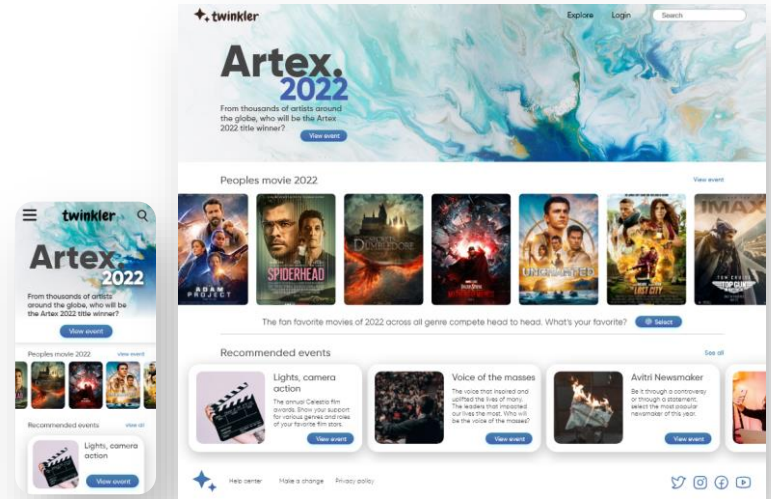**The product:**

A complete voting and result tracking flow for popular voting based programs and events

Project duration:

June 2022 - July 2022

Project overview

The problem:

Individual app/website for each program/TV show meant that the user had to download/login to multiple platforms to vote for their favorite contestant.

The goal:

Twinkler provides a consistent and seamless experience to vote and track results of popular events/TV shows.

Project overview

My role:

UX Designer

Responsibilities:

UX Research

UX Design

Interaction Design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Research was conducted on several participants who were familiar with the concept of voting based competitions. It was assumed that the users would be most interested in having a consistent and easy to use platform for voting alone.

However after the research, I came to know that many users considered the ability to track the contestants and view the results in real time was a game changer and saved them a lot of time.

User research: pain points

1

Multiple logins

Almost all websites required the user to create an account to mark their selection.

2

Unwanted downloads

Sometimes a proprietary apps had to be downloaded by the user for a one-time process.

3

Result tracking

Result tracking was tedious as users were unable to obtain any other information apart from the final result.

4

Inconsistent UX

Some programs offered the ability to cast multiple votes by a single user, and the overall user experience would be different for each program.

Persona: Nathan

Problem statement:

Nathan is a casual TV viewer who needs a simple voting system of TV competitions because he leads a busy lifestyle.

Nathan

Age: 28
Education: B.Arch
Hometown: Oldville
Family: Parents and a cat
Occupation: Architect

"I watch TV shows during my free time"

Goals
- To enjoy TV shows
- To participate in voting process of TV shows and other competitions.

Frustrations
- Current voting system is too complex
- Often requires sending out text messages

Nathan is an architect who watches TV show occasionally and listens to radio during his commute. He has heard about the public voting option on many programs and TV shows, but the process annoys him.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

The main goal of the website is to provide a simple and minimal user experience.

Homepage

Explore

Login/My account

Footer/other

Trending

Recommended for you

TV shows

Radio polls

Social

My polls

Favorites

Account settings

Help center

Make a change

Privacy policy
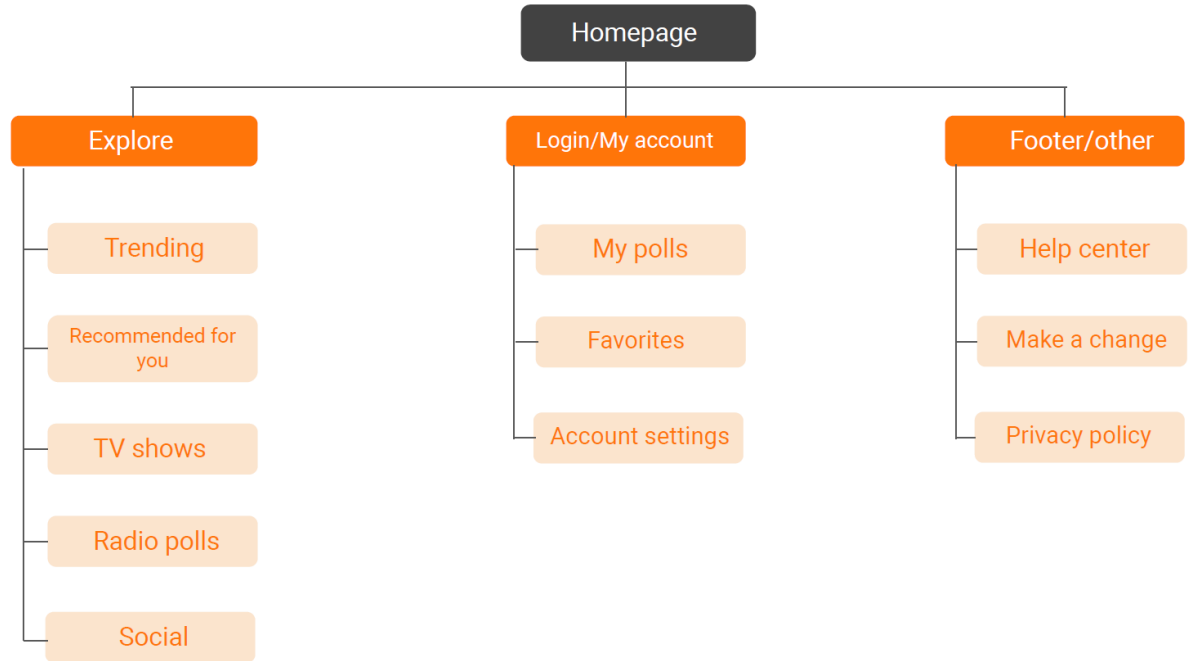
Paper wireframes

All wireframes were created to showcase various events that the user could easily relate to.
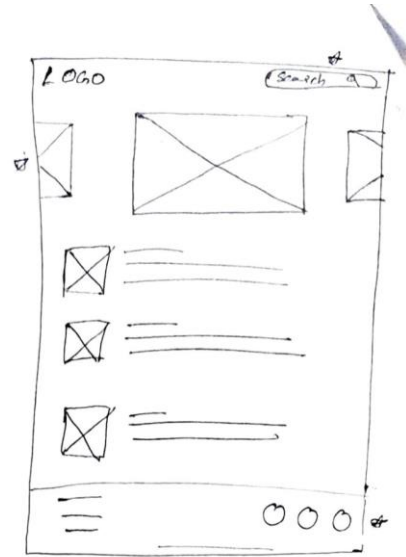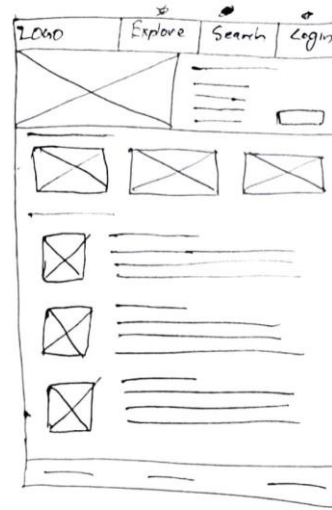
Paper wireframe
screen size variation(s)

The mobile screen size
should also resemble the
desktop user interface so
that the user would have a
consistent user experience.
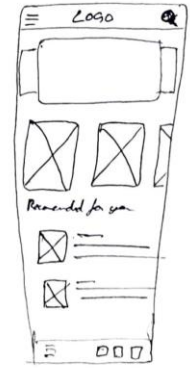
Digital wireframes

The idea of presenting the most relevant content as a title image carries on through the website. Users also has access to all relevant info in each page.
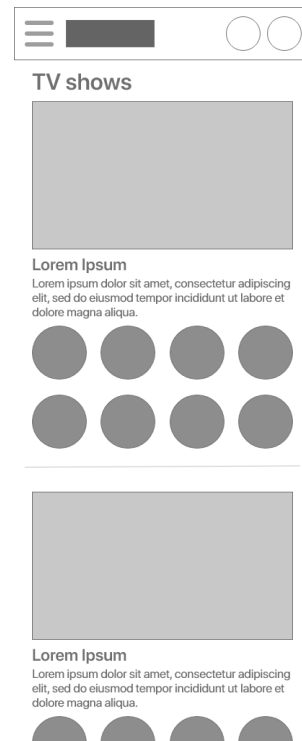

Showcase relevant programs as hero image
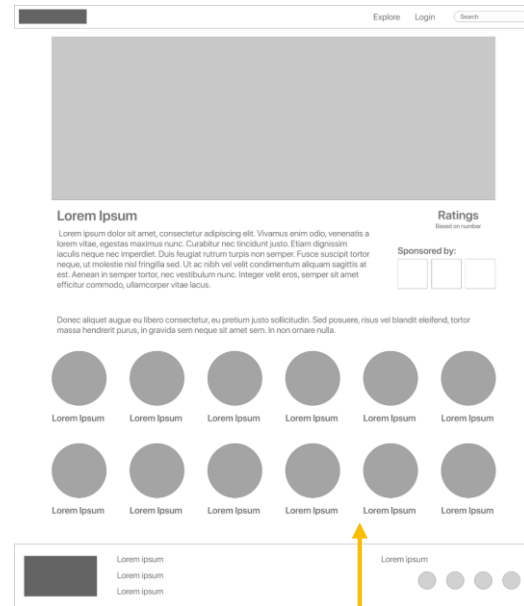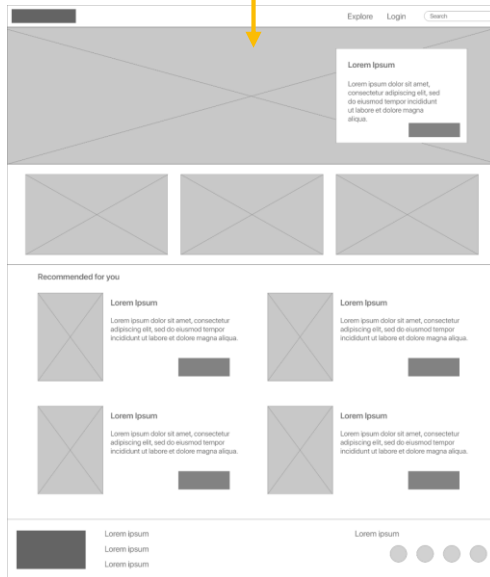
Program details and contestants shown in same page

Digital wireframe screen size variation

The mobile wireframes were created to best represent the content in desktop site without compromising accessibility.

Low-fidelity prototype

The [low-fidelity prototype](#) shows the basic user interactions. The user would be able to vote for their favorite contestant in just 2 or 3 screens based on the user flow
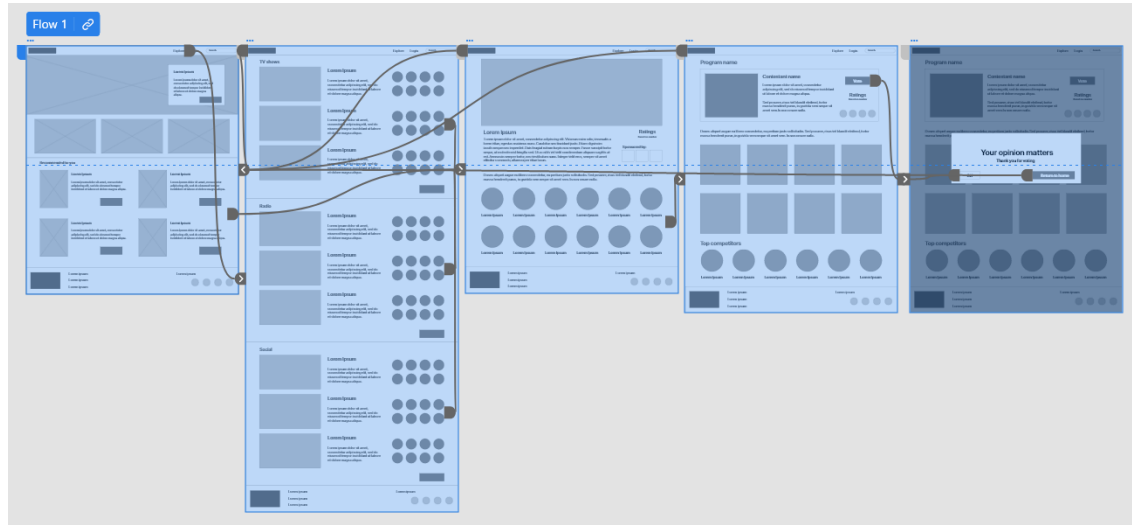
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Color scheme

Users reported that the color scheme of the website was not intuitive.

2

Text

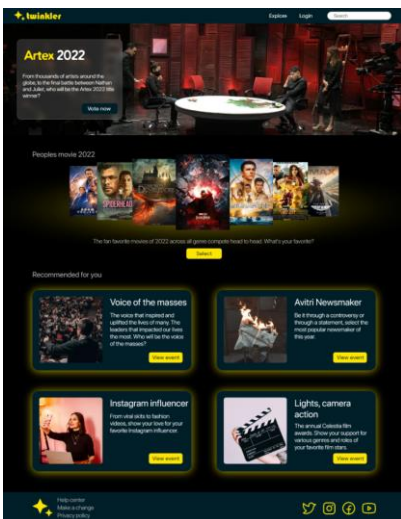Some users felt that the text wouldn't be accessible in the used color palette

Refining the design

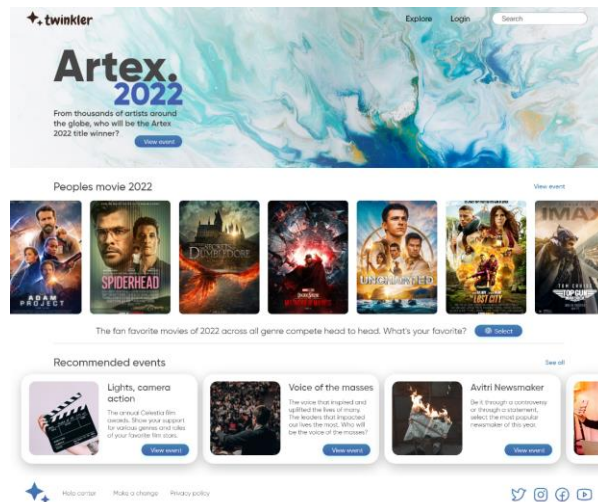- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Most users observed the color scheme to be too distracting, the color palette of the website was redesigned to solve this
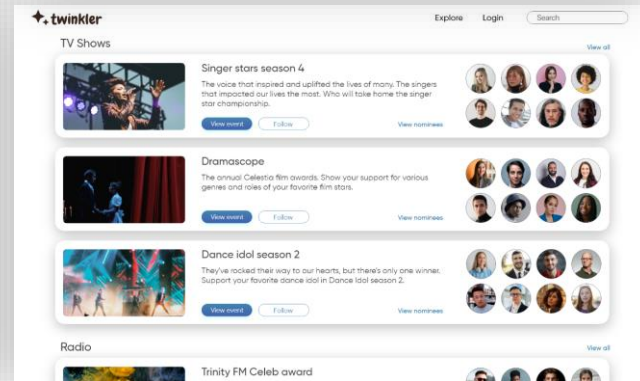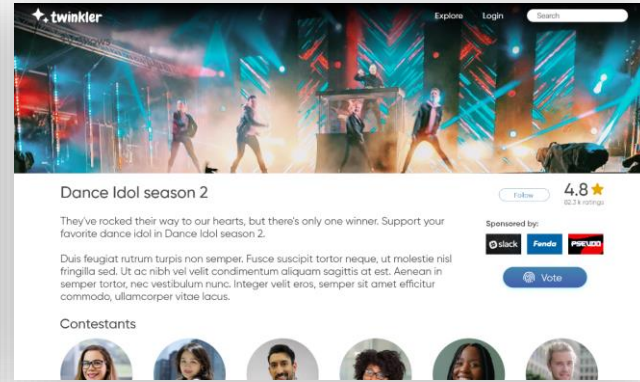
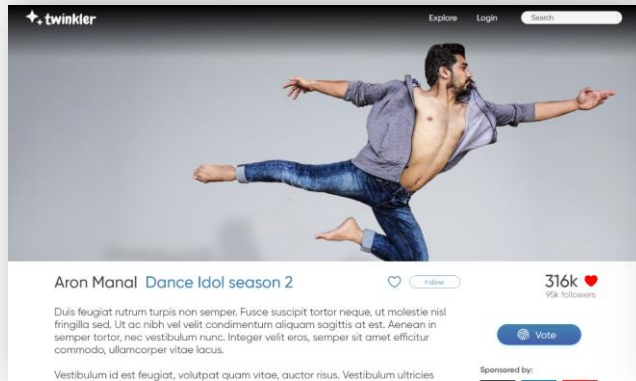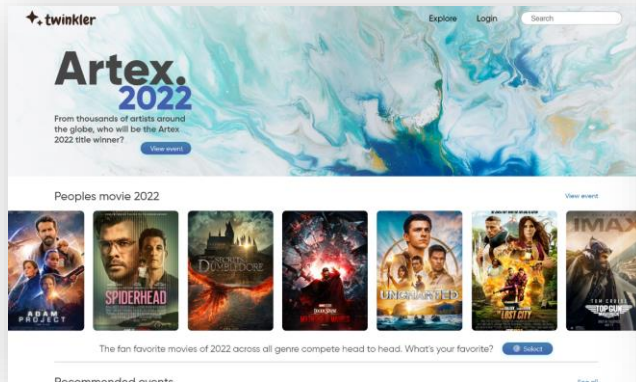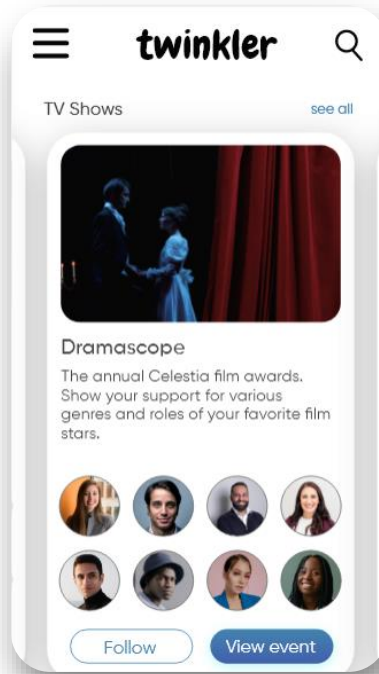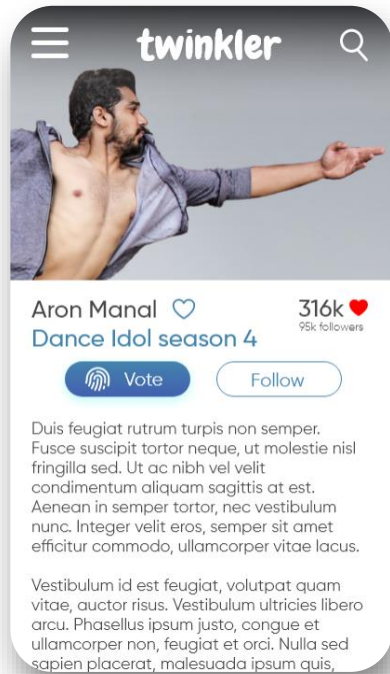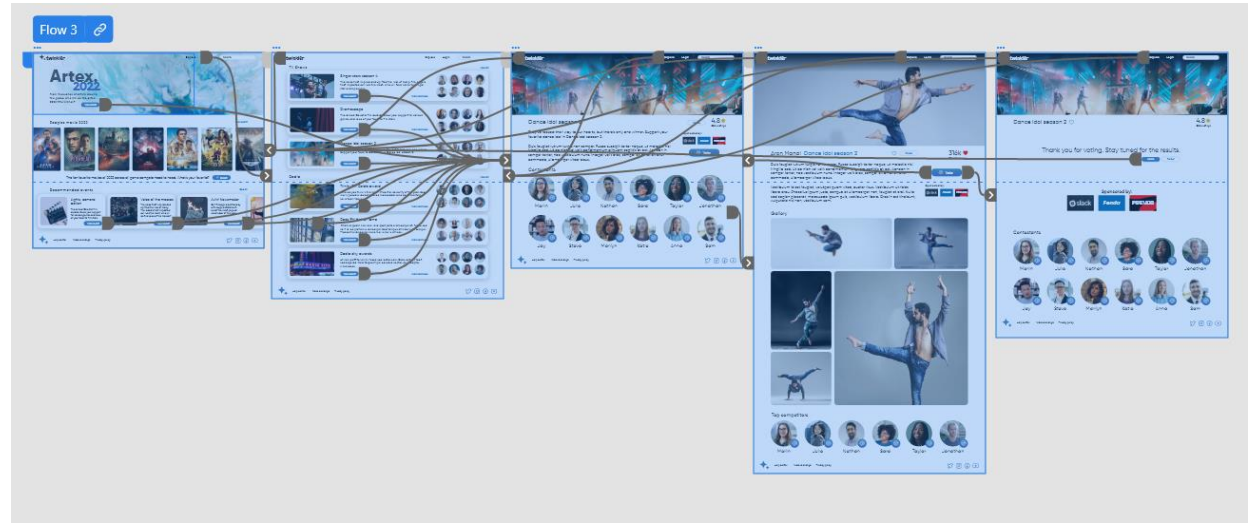# Mockups: Original screen size

Mockups: Screen size variations
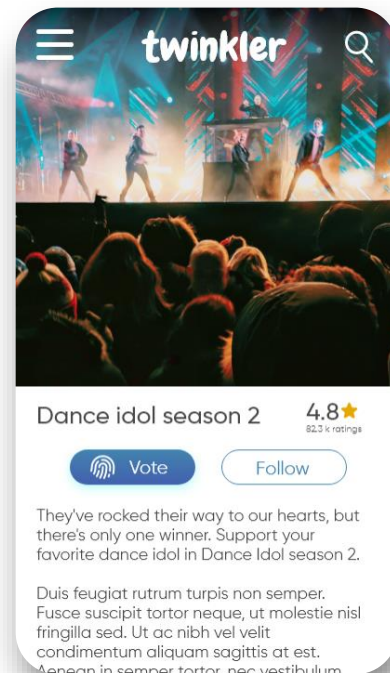
High-fidelity prototype

The [high-fidelity prototype](#) shows the user flow in completing the task of voting for their favorite contestant.

Accessibility considerations

1

The color palette has been carefully developed as per Web content accessibility standards and ensures required contrast levels.

2

The heading size of each text element has been designed for compatibility with screen reader.

3

Minimalist user flow that enables the user to complete the intended task with very few clicks makes navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Most users said the interface is much easier to use and would simplify the current system.

"This is a platform that I would definitely use and I really wish it would be a reality soon!"

-Annie

What I learned:

Throughout the project I have learned that if we design for users with accessibility needs, it really benefits all the end users of the product. Changing the interface conforming to accessibility standards definitely improved the end product.

Next steps

1

The user login page can be simplified further with option to use social login, so that users need not create a separate account to use the website.

2

A separate results section would be a great addition. Because it reduces the number of steps to view result of each task, but would reduce simplicity.

3

An app design can further streamline the process. Frequent users can opt for the app which may have a slightly more advanced interface.

Let's connect!

Hi I'm Vishnu, an aspiring UX designer. You can connect with me via:

[Email](#)   [Instagram](#)   [Linkedin](#)