

# **Project Overview**

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Colors of Pride is an interactive voting guide for students in college that are apart of the LGBTQIA+ community. That teaches first-time, current and non-voters to become more involved in politics and LGBTQIA+ rights. This is more than just a learning guide, it also gives resources to people about voting and allows for voter registration and offers different ways on how to get involved.

## Defining the Problem

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The voting process can be very confusing and overwhelming to people. Not to mention there are other factors that lead to people not voting or taking action. Such as underrepresentation in different minority groups regarding social issues, lack of easily retainable political information and there's a lot more. People want and deserve to be heard and want to be more politically engaged but don't have the proper resources and platform in order to learn how to be able to speak in the current political climate.

## **Execution**

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After the initial research phase, the best audience was to target mainly the younger audience or students, who had an interest in political engagement within the LGBTQIA+ community. The goal of the guide is to educate students on the voting process, register them to vote and help them identify potential ways on how they would best engage in the political climate while still in school.

## **Surveys**

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Surveys were taken at the beginning of the project after the idea was established. The current charts were compiled based off oral answers, paper short-answered surveys and an online google form, completely anonymous to protect student status in case they didn't feel comfortable sharing their sexual orientation or gender identity. The questions were a basic gauge of voting within the LGBTQIA+ group, social rights and how they felt in regards to safety with their identifications in college.

# Stakeholders

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Different types of people that are apart of the community and/or an active political participant had to be considered in order to get a better sense of who will benefit from the voting guide and what problems needed a design solution.

## Jasmine, 22

- Genderfluid
- Transfer student
- Active voter

## Nathan, 18

- Transgender male
- Freshman
- Big support group
- Unregistered voter

## Mary, 25

- Gender non-conforming
- Grad student
- Active voter

## Kristen, 19

- Trans female
- Freshman
- Recent registered voter

## Taylor, 45

- Mother to LGBTQIA+ student
- Active voter

## Quinn, 24

- Lesbian female
- Dreamer, minority student
- Unregistered voter

## William, 30

- Grad student
- Active voter
- Ally of the community

## Ethan, 27

- Gay male
- Minority
- Registered voter but doesn't vote often

## Britt, 20

- Gender non-conforming
- Recent registered voter

## Daniel, 50

- Related to LGBTQIA+ students
- Active voter

## Yellisa, 18

- College freshman
- Ally
- Recently registered voter

## Isaiah, 24

- Bisexual male
- Active voter and active participant of voter rallies

# Empathy Map

To get a deeper understanding of the user and their needs, an empathy map had to be created to identify the different design solutions and how the user approaches things in their environment.



## Yellisa, 18

- College freshman
- Ally
- Recently Registered Voter

### Thinks:

- I want to make difference in my community together with the people around me.
- More people should be registered to vote
- I'm an ally because I believe in equal rights.
- There's a lot of inequality in the world beyond just a specific community.
- The political climate is severely damaged and needs to be reworked.

### Does:

- Votes in the general and community-based elections during the year.
- Engages in political activism with peers.
- Creates goals in order to help the community.
- College freshman

### Says:

- "I want to feel more connected to people within my community"
- "I want to learn more about helping out the LGBTQIA+ community"
- "Everyone needs to get out and vote to make changes happen"

### Feels:

- Very overwhelmed by the amount of political information that is required to know.
- Afraid for the current state of the world.
- Optimistic about helping others
- Frustrated with the lack of changes happening in regards to certain communities.

# How Might We Questions

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How might we question's helps develop potential solutions for the problems encountered during research.

**How might we:**  
Design for the voting experience?

**How might we:**  
Get more young people to vote?

**How might we:**  
Better explain political information?

**How might we:**  
Get people to be more politically involved?

**How might we:**  
Get people to feel more accepted and safe?

**How might we:**  
Better understand the reasons behind not voting?

**How might we:**  
Create a way for people to register to vote as soon as they turn 18?

**How might we:**  
Protect students who identify in the community?

**How might we:**  
Design for a student environment?

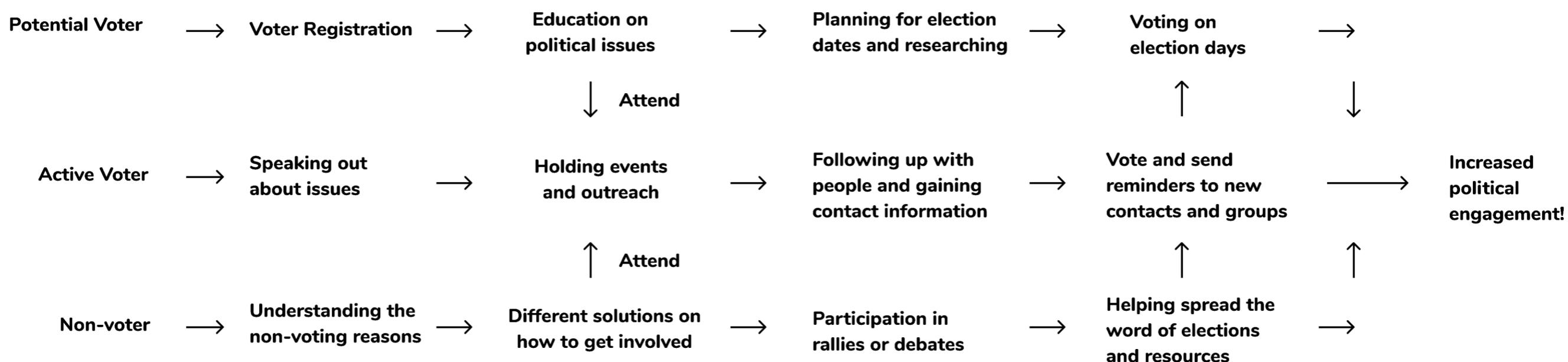
**How might we:**  
Get people to believe voting brings change?

**How might we:**  
Get resources to first time voters?

**How might we:**  
Get people to share their experiences?

# User Journey Map

This is how people in different stages of political engagement interact with each other in order to meet a common goal of being more educated on LGBTQIA+ rights issues and find the best way to become more involved.



## Logo Iterations

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The logo drew inspiration from the typeface dedicated to Gilbert Baker, the creator of the rainbow flag and handwritten lettering.



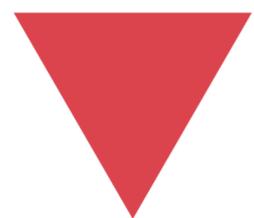
Primary Logo



Secondary Logo

## Color Palette

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**Bold**



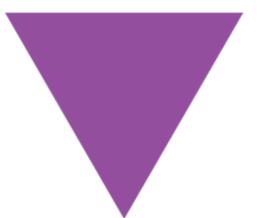
**Proud**



**Educated**



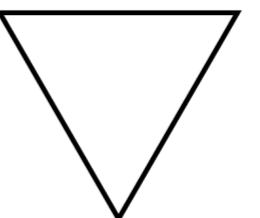
**Ally**



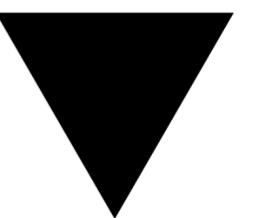
**Queer**



**Together**



**Authentic**



**Vote**

# Typography

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## **Open Sans ExtraBold   How Does Voting Affect the LGBTQIA+ Community?**

**Open Sans Bold**

Karla Regular

**Voter ID Issues**

People with a gender identity that does not match the name, gender marker, or photo on their ID are more likely to receive resistance at the polls or be denied the right to vote altogether. Legally changing one's name or gender marker is a costly and a lengthy process that maybe unavailable to many people.

# Packaging

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# Environmental Design

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