Journey Map: Voters

Joy Points · Stage of Journey · Pain Points

Is it worth even voting???

"My vote doesn't matter"

Emotions Key

- Confusion
- Apathy
- Anger/Distrust
- Overwhelmed
- Pride
- Fun

voter thoughts

How do I start?

- "This is a boring errand"
- Inaccessability to poll information
- Strength the community of voting
- Voter access
- "My schedule doesn't allow it"
- "One person/vote never makes a change"
- "I'm in a 3rd party, but they don't even have a chance in this system"
- My party (whether main or 3rd) can win in a local election.
- I've been following my candidates since the last election

pre-registration

"I dont know what to do"

drop off point

registration

- Access to tech: difficult without access to smartphone or internet
- Make voting less intimidating
- Which polling place do I go to?
- Can I just mail this
- Not having the time to vote
- "This is still a boring errand" / "I don't wanna go out today"
- I feel like an entire adult now that I'm registered in advance for this election
- I've been following the primaries
- Election meme season begins!

time to vote

- How do you mark this ballot
- long lines
- Intimidating if you have not done it before
- Schedule Issues: Voting takes time and the amnt of time isn't always transparent
- Whats the address // transportation
- I am going to support my candidate
- I love voting with my friend/family member

drop off point

(registered voters who decide not to cast a ballot)

going to vote

- I'm not familar with local representatives Canidate information
- Weather issues
- Am I registered correctly?
- My time is worth it

in the booth casting my vote

- I'm not familar with local representatives
- am i suppose to use a number2 pencil?????
- Do I have the right utensil to fill this out?
- Do I write in Kanye question mark
- The vocabulary used is confusing / designed to be misleading
- My party isn't even running for (*insert position*).
- "There's so much **stuff** on this ballot, it's intimidating"
- I am making a difference in my local election

turning in my vote

- Has my ballot been processed yo?
- What even happens with my ballot after I vote
- Did I submit it correctly???
- I get extra credit for showing my teacher my "voted" sticker

Waiting for Vote Confirmation

- Has my vote been counted?
- What does cast even mean?

Past voting day

- why is it taking so long to count everything American Idol does it in one commerical break
- I love watching as the results come in
- Election watching party with my friends!

Election results?

- Who even won?
- "My candidate didn't win, why should I vote next time?"
- I am glad I participated in this election
- I can/did make a difference in my local election

drop off point