WHEN WE ALL VOTE

Problem

There's still a large portion of Americans that don't vote. America's young adult population (18-29) has the lowest voting turn out rate.

Today many young Americans don't get out and vote due to a lack of time, interest, and power.

Mission

Our goal is to get all eligible Americans out voting. We envision a society of politically aware youth.

Through our promotion of democracy and human connectivity, we are making political thinking a mindset of the many, not just the few.

> " We can take back our future by standing together and fighting for justice — online, in the streets, at the ballot box."

Solution

People need to believe that their vote matters, they need to be motivated not just informed.

Need not just facts on how to vote, but also why they should, evoking both logic and emotion.

Strategy

Getting all Americans to become more readily involved in our nation's politics

Showing people what their vote can actually do, and making them believe it.

The User

Working-class young Americans,
especially those in a minority group.

Eileen

- Age 25, works two jobs to make rent—full-time store manager and part-time customer service rep.
- Wants to go back to school to get her Undergrad and move far away from her hometown.
- She feels stuck in her ways and refuses outside help.
- She has no thoughts either way about the government, she's neutral. Voting is the last thing on her mind
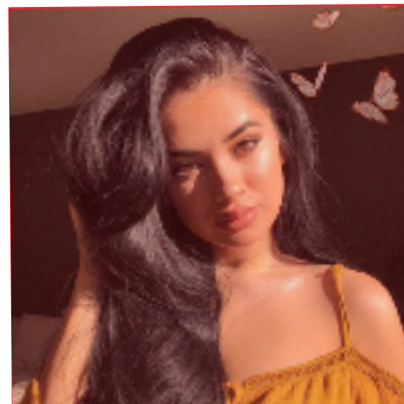
Matt

- Age 25, full-time server/ bartender. Seeking to a be an entrepreneur.
- In debt from a business loan. Pilling up traffic tickets for minor offenses, (racially profiled), in and out of court every other month.
- He feels like the odds are against him and does not trust the government.
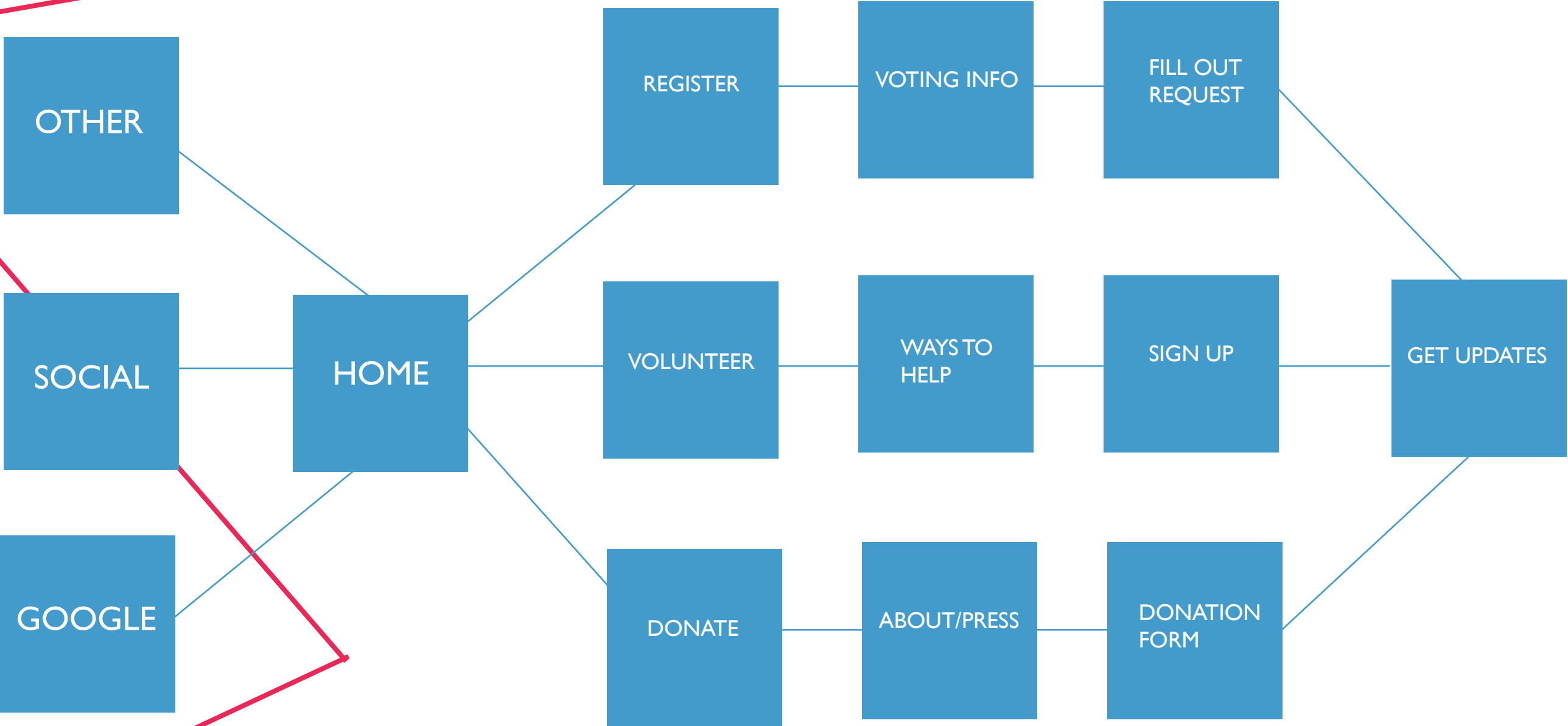
UX/UI Problems

Desktop

- Divs are too wide (too much blank space)
- Hierarchy
- Lacking relatively detailed information (very sparse)

Mobile

- Lacks consistency with link/button sizes
- Hero image is difficult to see

Both

- Too much redirecting
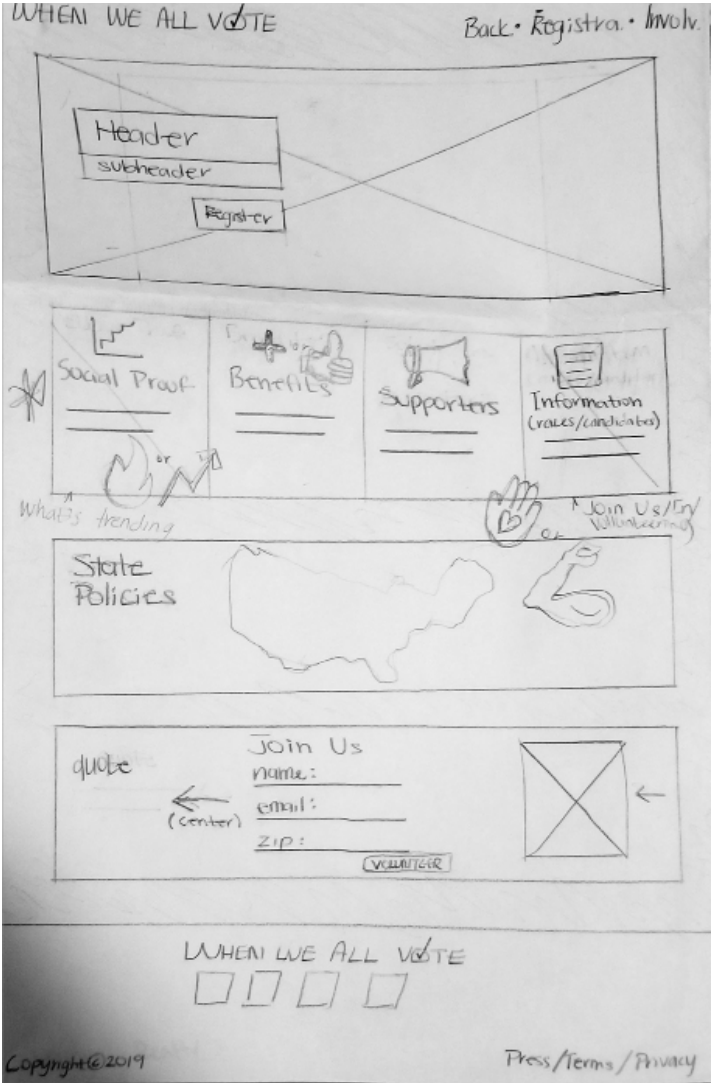- Needs more factual info
- Needs more informative nav

How Might We...?

1. Motivate people to vote?
2. Help inform voters? (About process, candidates, parties, etc.)
3. Alter nav button?
4. Change hero image?
5. Change header text to be more inviting?

6. Make site friendlier/more appropriate to target audience?
7. Make site more informative?
8. Reorganize info (hierarchy)?
9. Include relevant visuals?
10. Reformat divs?

11. Make registration process easier/faster?
12. Give a voice to the user?
13. Increase user's care in political issues?
14. Keep users voting?
15. Have user encourage others?

Site Map

OTHER

SOCIAL

GOOGLE

HOME

REGISTER

VOTING INFO

FILL OUT REQUEST

VOLUNTEER

WAYS TO HELP

SIGN UP

GET UPDATES

DONATE

ABOUT/PRESS

DONATION FORM

Wireframe

Code

Design

VOTE

WE CAN TAKE BACK OUR FUTURE

At 29, Alexandria Ocasio-Cortez is the youngest elected US Representative.

The Facts

92 mil Almost 92 million eligible Americans did not vote in the 2016 presidential elections. When We All Vote is determined to reach all 50 states, helping people rise up to register and to vote.

Things to Know

Find the polling stations that are nearest to you.

Local elections decide the leadership responsible for fixing potholes, improving schools, etc.

Most states allow early voting, but they each have different rules about when and how.

State Policies

+ − view full map

Register to Vote

email:

zipcode:

Next

WHEN WE ALL VOTE
RESPECT ☑

An Anthem for Young Voters

This PSA features young Americans from all walks of life and shows how easy it is for everyone to get registered and ready to vote.

What's Happening

🔥 Trending

Sandusky, Ohio, has declared Election Day a paid holiday. 02.08.19

#VotingSquad Chicago elections on Feb. 26th!! #VoteEarly

Facebook's new political ad authorization will stop the site from being used to derail elections.

👍 Benefits

Get Merchandise- Show your support about the importance of voting.

Win scholarships- Share your story and enter contests to win money.

Attend Workshops- Learn about the issues at free workshops, webinars, + podcasts.

📣 Supporters

Janelle Monáe - Singer "I will not allow anyone to speak for me and neither should you."

Chris Paul - NBA Star "Voting gives us the power to create real change."

Tom Hanks - Actor "But also [voting] for your local folks—people who really impact your lives."

♥ Volunteering

Message your Reps- They work for us. Tell them what to do, and get others to join in.

Host a voting party- Show others how easy + important it is to vote in every race.

Share your story- This is your chance to speak out, share your perspective.

Stay Informed:

email address... submit

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VOTE

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INFO
ABOUT US

Inspiring political consciousness

A non-partisan voting advocacy organization that is fighting to get more people registered, show people how to register/vote, and increase voter turnout.

BRAND PILLARS

The primary values of the brand that foster loyalty, awareness, interest, and profit.

Accessible

When We All Vote is devoted to making political thinking common place, making politics easily accessible for everyone. Our platform saves people the time and effort it takes to search for authentic political content.

Relatable

When We All Vote brings politics to the people, in formats they can comprehend and insert into their daily routines. We tailor our political content to discuss everyday issues in a straight-forward and concise manner, while also appealing to emotion with the stories and experiences of fellow Americans that people can relate to.

Nonpartisan

When We All Vote remains objective in the content it delivers — not the skewed perceptions of the media, nor parties with their agendas, nor false/altered info on the Internet. We focus on the good for everyone, not party specifics.

United

When We All Vote fosters a united society, which is necessary for a prosperous future. We push for positive collaboration, especially among people with opposing views. We cannot afford to be a divided nation if we intend on improving our world socially, culturally, economically, or politically.

ZAG
STEPS

When other companies zig, ZAG.
These steps will help define and
radically differentiate a brand.

Checkpoint 1: Who are you?
A non-partisan voting advocacy organization that is fighting to get more
people registered, showing people how to register/vote, and increase
voter turnout.

Checkpoint 2: What do you do?
To get all eligible Americans out voting. Promotion of democracy and
standing up for people's rights.

Checkpoint 3: What's your vision?
I envision a society of politically aware youth. Through our organization,
all American's will become more readily involved in our nation's politics,
making political thinking a mindset of the many, not just the few.

Checkpoint 4: What wave are you riding?
Trends: Social Activism, Digital Age, Political Awareness

Checkpoint 5: Who shares the Brandscape?
Success order w/ competition is based on "birth order" (catering to the
non-voting population) and "preferential attachment" (People's Rights).

Checkpoint 6: What makes you the only?
Our brand is the only non-partisan voting advocacy organization that
motivates young Americans, of all backgrounds, to speak up.

Checkpoint 7: What should you add or subtract?
Everything currently offered needs to be revamped and more widely
publicized. We can add Contests/Scholarships,Workshops, parties or
clubs, conferences, opportunities to hold panels that discuss why people
do and do not vote—trying to reconcile differences and inspire positivity.
One assumes people can just find out info about races and candidates on
their own via internet, but we can bring it to the people, make it more easily
accessible without all the searching and bipartisan subjectivity—through
phone updates and YouTube. One assumes voting parties are just getting

ZAG
STEPS

Continued.

together to watch elections and debates, but we can create night clubs dedicated to it, partying and watching political events on big screens.

Checkpoint 8: Who loves you?
Young and/ or working Americans who appreciate our relatability of political content. The American public, who appreciates our objectivity- for a well-rounded, non-partisan spectrum of the issues.

Checkpoint 9: Who's the enemy?
The government continues to find ways to restrict voting (closing polls, zoning, limiting eligibility for ex-cons…)

Checkpoint 10: What do they call you?
When we all vote is a telling name, very straight forward and can be used well as word play—"When We All…" statement of unity, positive change and prosperity for our nation, possible on social media, in poster series, etc. A potential problem with the name is that it's a bit lengthy, but I feel that the stacking method often used for the logo effectively condenses the type.

Checkpoint 11: How do you explain yourself?
My value proposition (aka trueline)- The organization people go to for political understanding that will help them more readily speak their minds. Tagline- Inspiring political consciousness OR Uniting our voices.

Checkpoint 12: How do you spread the word?
Touchpoints located throughout everyday environment: Posters in and around public transportation, in malls, random city signage, digital billboards, Website, Active Instagram Page (and other social media), party advertisements- entry tickets, promotional ads for getting laws passed to make voting more accessible nation-wide. Through customers: their inspirational stories- on why they vote, why it matters, stories that prove the effectiveness of our voices (Ex: the Middle Ground episodes on the Jubilee YouTube channel), volunteer events, and merchandise.

ZAG
STEPS

Continued.

Checkpoint 13: How do people engage with you?
Uncluttered market space in non-partisan political organizations. We are focused on everyone's voices being heard, uniting all our views establish a more prosperous nation- looking out for the well-being of everyone, and fostering cultural/ social understanding. People need not just facts on how to vote, but also why they should.

Checkpoint 14: What do they experience ?
Types of touchpoint experiences- Word of mouth, commercial, online ad, web search, Website, Social media, educational material, school and work events, club and party scenes. Prioritize- Stronger social media presence and influence, hyping up the issues to make it more engaging for youth— party scenes and celebrity appearances/ talks, Online quick tips—making political/ voting education more efficient for working Americans.

Checkpoint 15: How do you earn their loyalty?
By staying non-partisan and being open to uniting all perspectives. And by making their voices heard (the good the bad and the ugly) across platforms and rewarding them for speaking up—with scholarships and other prizes (event tickets, party/ club passes, etc.).

Checkpoint 16: How do you extend your success?
Publicized fund-raiser events, conferences to foster wide-spread collaboration and understanding of politics and culture. Professional (and recreational) conferences, collaboration with high schools or adolescent youth programs.

Checkpoint 17: How do you protect your portfolio?
Contagion- We must maintain a clear message and stay objective so not to sway people- remaining unbiased so not to relay false or skewed information. Confusion- We must remain non-partisan, so people know that we stand for everyone as a collective, regardless of party. Contradiction- We must partner with organizations of all party backgrounds, to get a better representation of all people. Complexity- We should not try to tackle too many specific issues, just focusing on general awareness—leaving specifics to our partner organizations.

SWOT
ANALYSIS

An analysis strategy that helps compare your company to others on the market.

Strengths

Giving people easy access to info (fitting more readily into their hectic schedules), non-partisan representation (we represent everyone, regardless of beliefs and political affiliations), and making the political unpolitical (through social relatability, definitions, and colloquial language).

Weaknesses

Potential to lean liberal (as they traditionally have fought for voting and civil rights), imbalance between being informative and efficient (too little information currently offered, however we don't wasn't to push our busy American public away with too much content).

Opportunities

Partnering with national conferences (SXSW, Comic-Con, etc.) to conduct Peaceful Politics roundtables, Voting nights at nightclubs to watch politcial debates and elections in a chilled-out party setting, collaborating with high schools to hold interactive workshops or roundtables to push the importance of voting from a young age.

Threats

Political division, blissful ignorance, hatred and bigotry, people's unwillingness to compromise or change

COM-
PETI-
TION
ANALYSIS

COM-
PETI-
TION
ANALYSIS

BRANDMARK

COLOR
PALETTE

Freedom Fuchsia

Ballast Blue

Bedrock Black

EA214F

C	1%	R	234
M	98%	G	33
Y	63%	B	79
K	0%		

499BCB

C	29%	R	73
M	26%	G	155
Y	6%	B	203
K	0%		

050606

C	75%	R	5
M	68%	G	6
Y	67%	B	6
K	88%		

PATTERNS
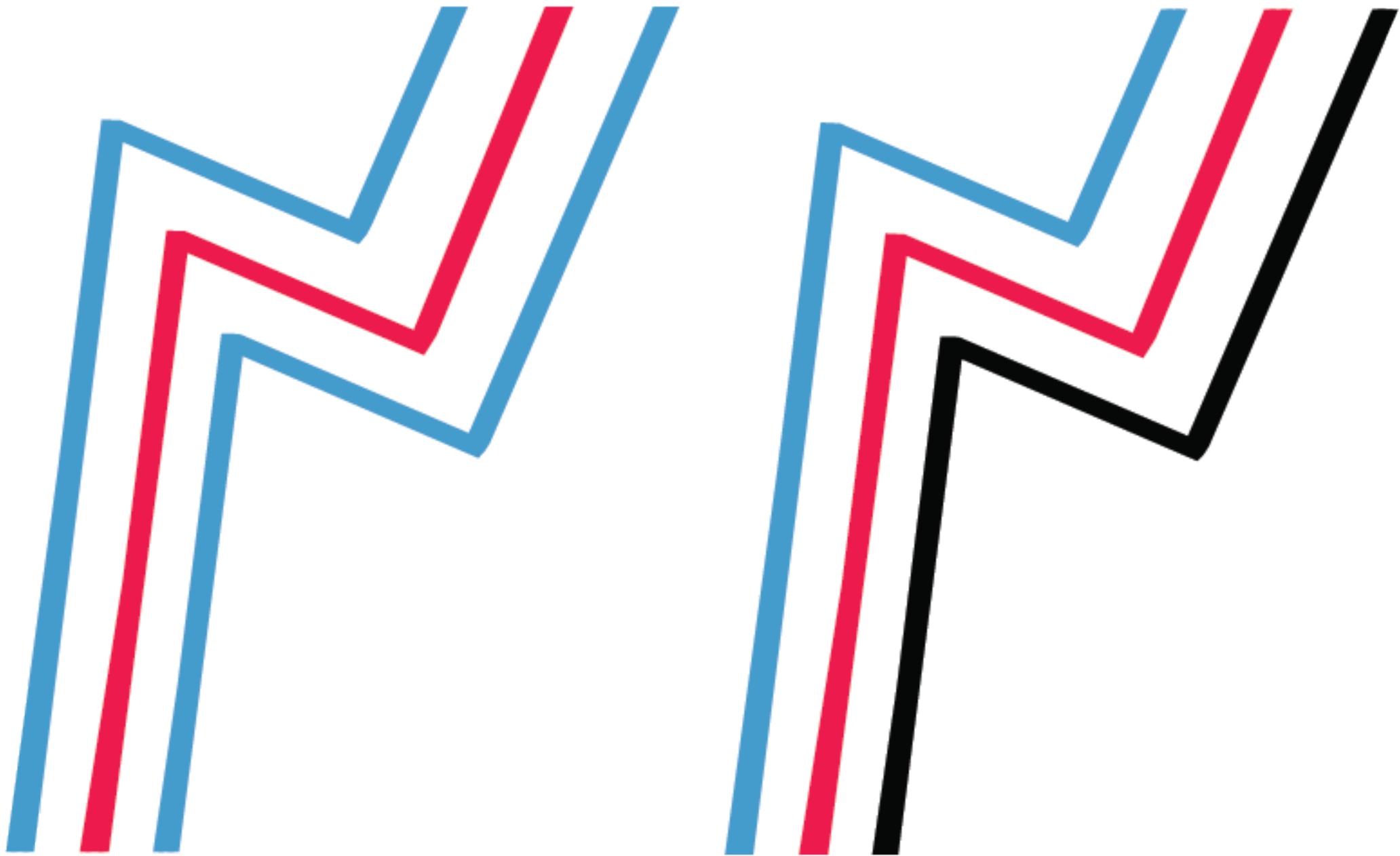
STATIONERY

VOTE

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101 5th St. SE
Washington, DC 20003

March 13, 2019

Audrey Gonzales
The Principal
Woodbridge High School
12000 Old Bridge Rd
Woodbridge, VA 22192

Dear Ms. Gonzales,

Thank you for allowing When We All Vote to be a part of helping under privileged children get their daily nutrition, whether in or outside of school. What you are providing for your students is beyond admirable. It is indeed an honor to provide your cafeteria with reusable lunch-ware for its students.

We have been a pioneer in the field of Tupperware design, exclusively developed to enhance the creative spirit of all children. Although we won't be able to make digitalized customizations for your order, the students will be able to sketch directly onto the lunch-ware. A local team of Edibles representatives from our design department would be happy to do a sketching demo and workshop with the students.

The pricing for our group orders (over 100 items) varies depending on the sets you'd like. Our traditional set is currently available for $1,800.95, which can be paid in full or over a three month period. We also have scholastic discount that can be found under the School Programs page of your website. I look forward to working with you.

Thank you for your time and consideration.
Regards,

Jessica Smith
Community Director

VOTE

www.wwav.org
101 5th St. se
Washington, dc 20003

WHEN WE ALL...

VOTE

Jessica Smith
COMMUNITY DIRECTOR

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PEDAL CRAWLER

A WWAV branded pedal crawler that will provide people with rides around town as they pedal in the bike-like seats, and talk to one another, with a staff member directing the conversation.

VOTE
Lets Talk it Out

Follow Us @whenweall_vote   wwav.com

WIN FREE MERCH