

Specialty

Civic design

Designs the touchpoints between citizens and democratic life, such as ballots, forms, election information and government procedures.

In Spanish

Diseño cívico

Origin

Center for Civic Design; Quesenbery and Chisnell (2013)



What problem it addresses

A confusing ballot or a poorly designed form can cause a vote not to count or someone not to receive what they are entitled to.

Principles

Plain language

Understood the first time.

For everyone

Accessible to anyone with the right to take part.

Tested with voters

Usability testing also serves democracy.

Applications in design

✓ Use it like this

Test ballots and forms with real voters before using them.

✗ Avoid

Approving a ballot just because it complies with the law.

👁 Don't fall for it

A design error in an election cannot be fixed afterwards.

Connections

Related to

■ Accessible design

■ Usability testing

Authors and works

2013

Whitney Quesenbery and Dana Chisnell

Wrote and edited the Center for Civic Design guides for designing ballots, signs and election forms that respect the voter's intent.

Sources

Original sources

- Chisnell, D., & Quesenbery, W. (2013). Field guides to ensuring voter intent (Vol. 1: Designing usable ballots, and following). Center for Civic Design. [View source \(https://www.eac.gov/sites/default/files/eac_assets/1/28/Field-Guide-Vol-01-20130620.pdf\)](https://www.eac.gov/sites/default/files/eac_assets/1/28/Field-Guide-Vol-01-20130620.pdf)

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