

Ballot Binge



McKenzie Hebert, Kenzie Jarnagin, Kennedy Humble
Barrett, The Honors College at Arizona State University

Founder's Lab 2024-2025: Team 3

Thesis Director: Jared Byrne

Second Reader: John Pierce

Executive Summary

Ballot Binge is an app that brings voting into the digital age in a way users can trust. A tinder style app, Ballot Binge allows users to compile a list of who they want to vote for before they hit the polls. No more hours in the voting booth, now voters can come feeling prepared and informed. Each candidate for your local zip code will be presented with an opportunity to swipe yes or no on whether you would vote for them. However, Ballot Binge does not expect users to be able to know who they want to vote for off the top of their head. This is why it provides all the information and research on the candidate on their Ballot Binge profile so you can make an informed decision. Information ranging from their political party to votes the abstained from will be listed on their profile providing users with diverse information to ensure they are making the most informed decision possible. The opportunity to research is available to any and every voter, but the time to do so is not. Fact checking information on the internet has become a full time job of which many do not have the time for. With no other app like it on the market Ballot Binge clearly feels a much needed gap for consumers. As of right now, the weight of voting is all on the individual. This is a hypothesis as to why young voters aren't turning out and even as to why older voters stick to party lines for simplicity. The digital generation finds it impossible to decipher real from fake though various media apps and their struggle is incomparable to pre digital generations. This is why Ballot Binge is crucial. It is easy to use, surpassing any digital challenges and presents unbiased facts that allow voters to take their time making the choices that most align with their personal values, not what the media wants them to do inside the booth. Ideally Ballot Binge is targeted towards younger demographics but the simplicity of the app has assured that any age may successfully navigate the app. This is the future of voting. People are calling for unbiased information more now than ever and we are here to deliver it. The simplicity of this app allows it to grow as needed to provide users help with every coming election.

4-Page Business Plan

Product/Service & Financial Fundamentals

Ballot Binge is the first app of its kind. Blending the digital age with the historic tradition of voting has been a long time coming. As the new age of voters rush in, information needs to be conveyed in their language and technology. Generation Z is the first to grow up with technology and are more confident in the digital space than any generation before. This swipe style app allows voters to be presented with candidates in their region and pull up a short description of unbiased facts and information. They then get to choose whether they like or do not like the candidate solidifying an algorithm of candidates similar to their tastes. This information then gets compiled into a screen where they can have their personalized voter guide to take to the polls. Figure 1 and 2 prove that young people are voting, but are not researching before they do³. Historically there have been voting guides laid out by parties delivered via mail or in person pamphlets. This led voters in blind to go off party affiliation. As politics become more dynamic in the modern age, many ballots are split between parties and many voters are increasingly independent. This creates a need in the market for a voting guide that flexes with your individual preferences. Ballot Binge fills this niche. The app completely developed by our team leaves us with limited financial burden. To put the app on the app store would be more developmentally expensive which we could outsource with grants and other financial means. However, we want our app to remain free to the public. Ballot Binge's mission is to be widely accessible- this heavily includes financial accessibility. Many political articles and news sources require subscriptions and payment options. We want to provide as much unbiased information as possible at no cost to encourage political literacy. Finding unbiased news may take references to several articles that you can access through different subscriptions. When our app hits the app store, its free download will be imperative to our marketing. There will be an opportunity for advertisements on the app to establish a revenue stream for our app. This will allow the opportunity to pay for greater development and complex features for our app. Ads will be carefully monitored for information and will not be politically inaccurate. This will help retain the integrity of the app and its mission to provide biased free political news and information. The users come first and in order to free them from financial burden, we rely on advertisements. As

our audience is Gen Z and younger voters, many don't have the financial freedom to pay for an app when voting is a less frequent occurrence.

Market & Operations Strategy

Ballot Binge is a market specialty. Our main competition are news publication sites and they don't offer the same personalization as us. There seems to be a real void in the market for an app like this. Figure 2 gives the understanding that there is consumer interest in an app that aids in educated voting⁴. A majority of people polled said that they would try Ballot Binge to help guide or overview the market. Our TAM ensures us that when our app hits the app store there will be engagement and downloads as we have surveyed for consumer interest. When identifying our serviceable addressable market (SAM) Figure 3 lets us know that voters want to interact with all types of parties on all scales⁴. The days of voting simply off party affiliation are behind us. Voters, especially younger ones, want to vote off individual candidates which is exactly what Ballot Binge does.. Our target audience are Gen Z American voters and our app tailors its verbiage and content towards them. They are best able to interact with the technology and are most comfortable navigating online resources. While we have limited funds to truly market our app we have found high success reaching our SAM through social media. We have had major success specifically on the app TikTok. There are high levels of engagement from users, age 18-25, asking when the app is available and more details about it. Our success will be determined by the number of downloads our app receives as well as the interaction on the app itself. The more engagement, the more we can collect user preference and tailor the app to each specific user. Furthermore, the more social media success we experience will also impact the relative success of our app. Our trials with social apps led us to more engagement with the forms we created and were crucial to receiving feedback. If consumers were willing to fill out a survey hopes are they will be willing to download an app that is related to the survey they filled out. In order to fully launch our app we need to meet app store standards. This will require enrolling in programs and passing checks in order to be added. Once we are approved for the app store we will need to ensure that our launch is well marketed and that consumers are not only informed but excited about the app. Once launched and downloadable, the app will need minor maintenance from time to time and possible outsourcing to knowledgeable developers to increase complexity. All members will continue their roles of marketing and development as needed to ensure the app is functioning at its highest level.

Business Resilience

The key potential risks to the success of Ballot Binge include the possibility of bias within the app, information overload, low engagement, and user-privacy concerns. Starting with the possibility of biases, users or critics of the app could accuse Ballot Binge of favoring one political party or ideology more than the other based on how the information is received. They could also question the source of the candidate information in regards to it being transparent or slanted even in neutral content, as seen in Figure 5 and 8 with Trinity Lopes and Emma Glendenning². This will be mitigated by providing full transparency in the unbiased Ballot Binge information, including sources and disclaimers when needed. Continuing, according to Figure 4, 10 and 13, the political information profiles could have the possibility to feel too complex or dense with information that is difficult to understand². This could cause users to feel overwhelmed or abandon the app altogether. This possible issue was taken into consideration, and the Ballot Binge app focuses on short and digestible content with short paragraphs, icons, and infographics for the profiles and other political information that can be found on the app. Next, Figure 11 and 14 mentioned that some people are open to using political voting tools, but feel like politics is not within their everyday routine to learn about². This brings up the potential risk of not building an active core user base or app users. Ballot Binge will continue to mitigate this by using creative marketing tactics to engage users and boost appeal^{6,7,8}. Finally, potential risks with user-privacy information becoming public has been a primary concern of the business due to the high amount of people that would put their trust in the app for political information and personal voter preferences. Security issues or unclear data policies could cause users to opt out of downloading the app or could damage credibility of Ballot Binge. The business took this into account, and the Ballot Binge app will avoid selling data and have a clear privacy policy set in place for users to agree to when they download the app and make an account. These key potential risks for the success of Ballot Binge have allowed the business to adapt and continue to develop solutions that prioritize transparency, user-understanding, positive engagement, and privacy. When looking at the long-term sustainability of Ballot Binge, we plan to focus on adaptive app design, user trust-building, and responsible practices. These initiatives will ensure Ballot Binge remains a trusted and reliable source for political information and encouragement for civic engagement.

Business Objective

Ballot Binge is an app developed to encourage voters to become more well-informed on candidates, policies, and other political measures on a national and local level. It presents unbiased political information that brings widespread accessibility into the new digital age. For many voters, especially on a younger level, the complexity and long-time commitment that voting has become throughout the years has affected widespread voter knowledge. Many are expected to navigate through hundreds of candidate websites, biased media coverage, and long pamphlets, all while conducting their fact-checking process. Through our research, it was found that more than 40 percent of the people who filled out our app development questionnaire only felt somewhat informed about the candidates in the 2024 election, as seen in Figure 2³. With no similar app within the market, Ballot Binge aims to address this crucial issue and fill the gap by providing a trustworthy platform where users can have concise information tailored to their national and local ballot. Continuing, Ballot Binge is built to include widespread accessibility and inclusivity. While the app is tailored to resonate mostly with the younger generation, it is also easy to use and simple for any age to enjoy. The app removes any technological barriers, such as navigation issues, information overload, or difficult navigation, and helps mirror how people use their current content. The app modernizes the voting process by taking election data and providing a swiping-based platform that mimics many popular social apps, such as Tinder and TikTok. Finally, Ballot Binge is not just a tool for the 2024 election but is aimed to change voting in all future elections to bring civic engagement into the modern age. The founding team members of Ballot Binge include Kenzie Jarnagin, Kennedy Humble, and Mckenzie Hebert. Starting with Kenzie Jarnagin, she is the social media manager^{6,8}. She created Instagram and TikTok accounts to drive user acquisition and retention through strategic digital campaigns and posts. She oversees the branding, social media, and content creation to ensure Ballot Binge resonates with the younger generation. Next, Kennedy Humble covers website development and marketing engagement/promotion. She designed the logo and website and is in charge of getting feedback on the questionnaires to ensure full customer satisfaction⁷. Last is Mckenzie Hebert with the Ballot Binge app development and analytics. She created the app layout and logistics, as well as created the questionnaires and analyzed the information that was collected^{3,4,5}.

Appendix Table of Contents

Appendix 1: Link to Ballot Binge, page 8

Appendix 2: Personal Interviews, page 12

Appendix 3: Voting Habits Survey, page 17

Appendix 4: App preferences survey, page 20

Appendix 5: App Feedback Form, page 25

Appendix 6: Instagram Marketing, page 27

Appendix 7: Ballot Binge Website, page 32

Appendix 8: Ballot Binge TikTok, page 34

Appendix 9: Ballot Binge Flyers, page 36

Appendix 10: Greek Life Presentations, page 37

Web version: Appendix 2 (Personal Interviews, pages 12 to 16) is omitted for the privacy of the people interviewed.

Appendix 1: Link to Ballot Binge

Figure 1

<https://www.figma.com/proto/ipgL0b7dOwVp1pIQNF9LWX/Ballot-Binge?node-id=0-1&t=qbfnd3aa5YnnvPwm-1>

Figure 2

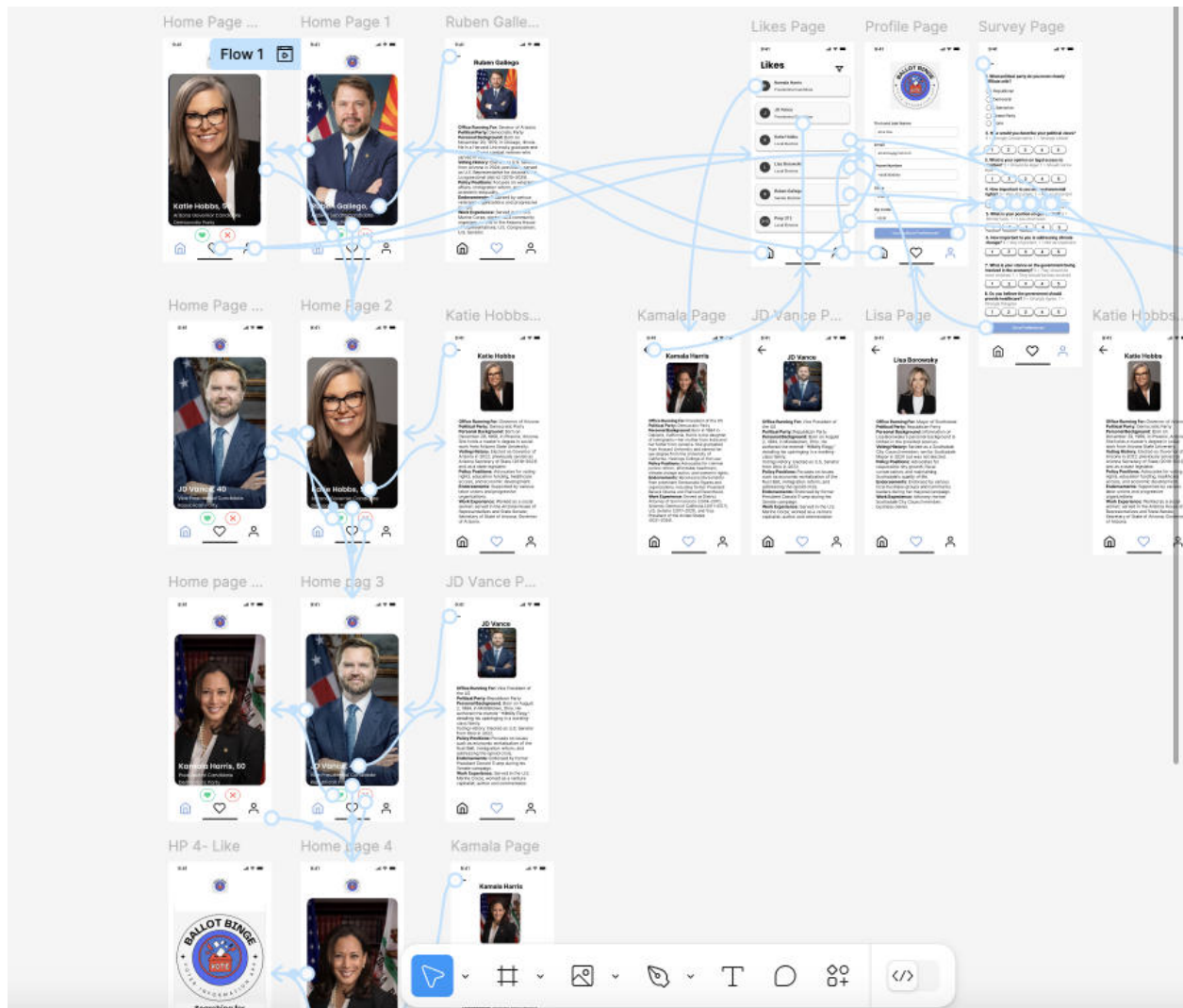


Figure 3



Figure 4

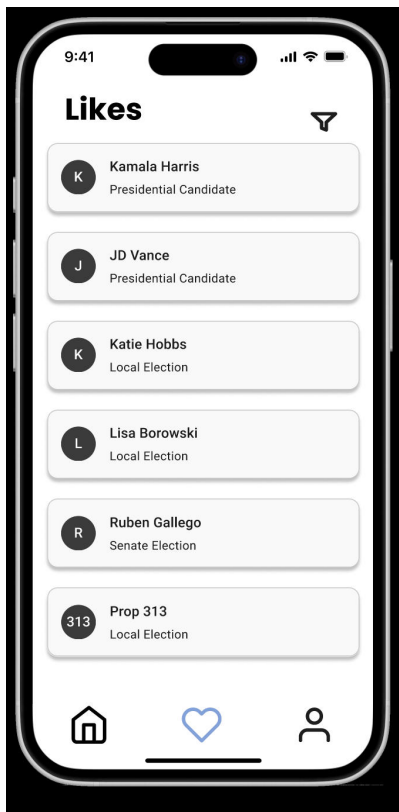


Figure 5

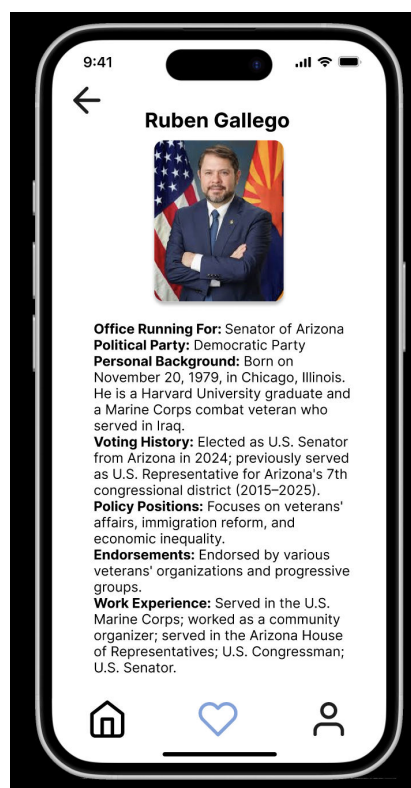


Figure 6

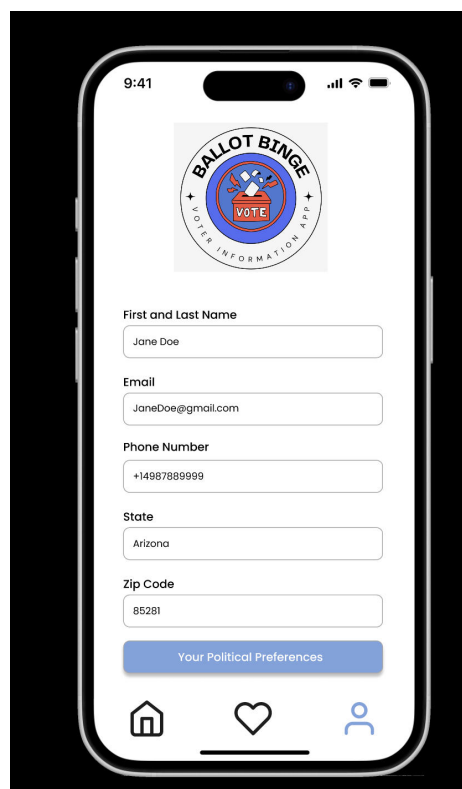


Figure 7

9:41

←

1. What political party do you most closely affiliate with?

☐ Republican

☐ Democrat

☐ Libertarian

☐ Green Party

☐ None

2. How would you describe your political views?
5 = Strongly Conservative, 1 = Strongly Liberal

1 2 3 4 5

3. What is your opinion on legal access to abortion? 5 = Should be legal, 1 = Should not be legal

1 2 3 4 5

4. How important to you are environmental rights? 5 = Very Important, 1 = Not as Important

1 2 3 4 5

5. What is your position on gun control? 5 = Stricter laws, 1 = Less strict laws

1 2 3 4 5

6. How important to you is addressing climate change? 5 = Very Important, 1 = Not as Important

1 2 3 4 5

7. What is your stance on the government being

Appendix 3: Voting Habits Survey

Figure 1

Did you vote in the last election?

20 responses

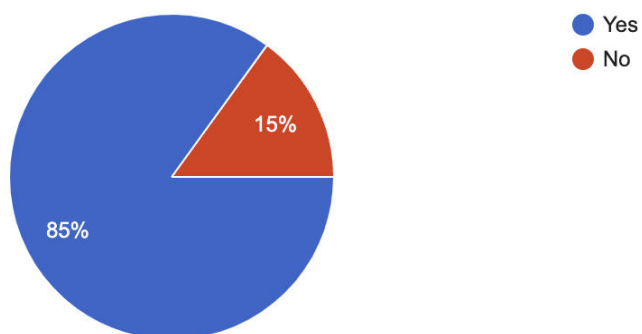


Figure 2

Did you feel informed about the candidates in the last election?

20 responses

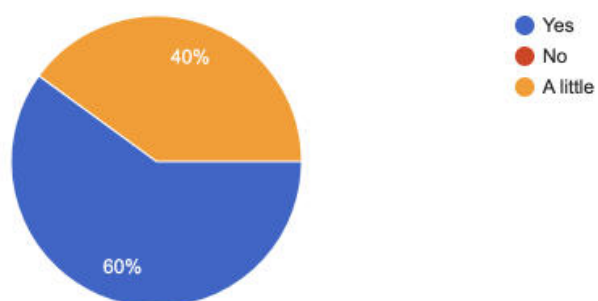


Figure 3

What was your main source of education on the candidates?

 Copy chart

20 responses

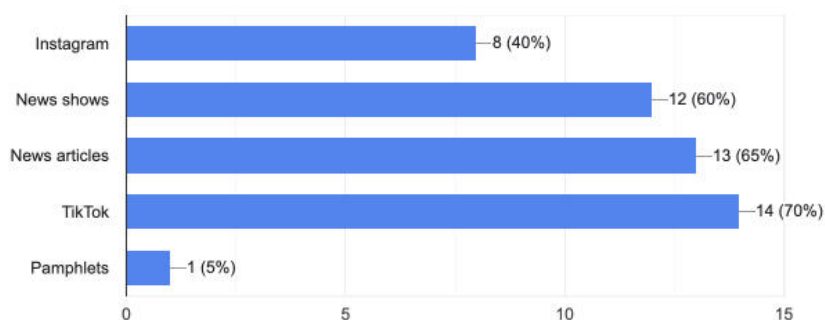


Figure 4

Did you research the national candidates before you went to vote?

20 responses

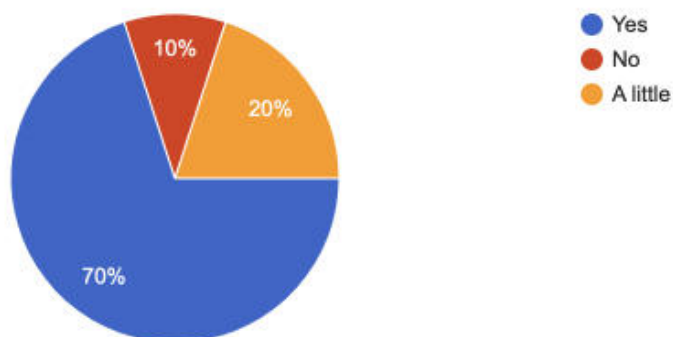


Figure 5

Did you research the local candidates before you went to vote?

20 responses

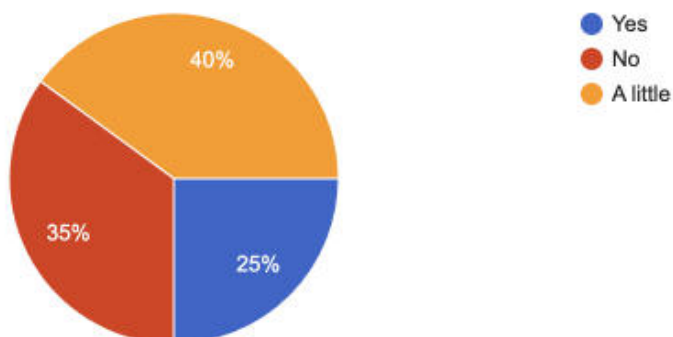


Figure 6

Did you research the propositions before you went to vote?

20 responses

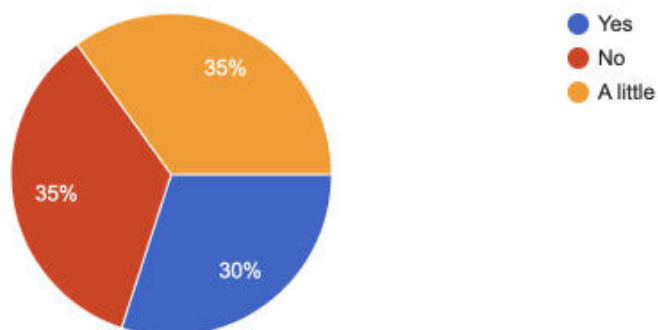


Figure 7

About how long did it take you to fill out your ballot?

19 responses

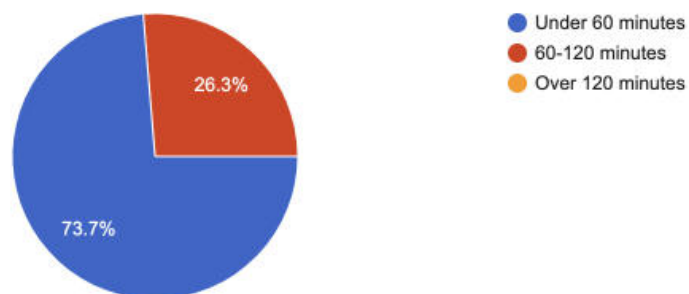
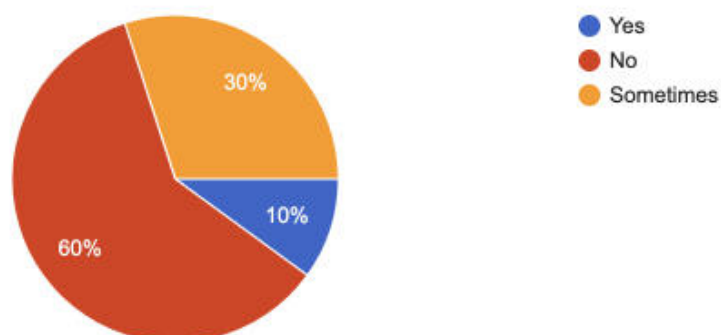


Figure 8

Did you vote solely off party affiliation?

20 responses



Appendix 4: App preferences Survey

Figure 1

Have you ever used a dating style swipe app before? (such as Tinder)

32 responses

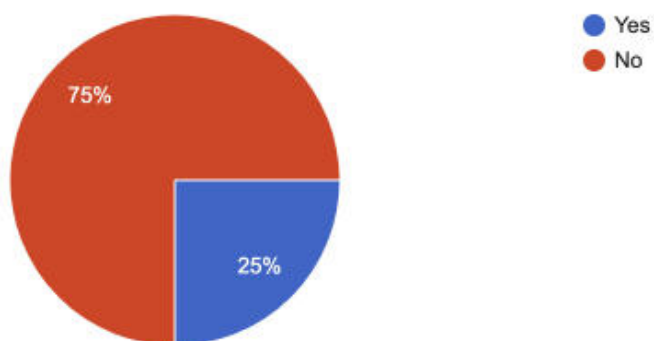


Figure 2

Would you be interested in a Tinder-style app for political candidates?

32 responses

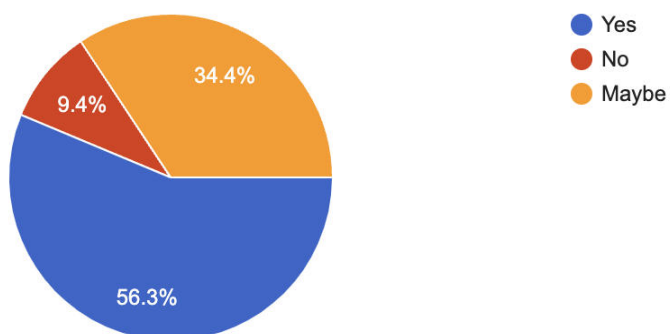


Figure 3

What information would you like to see when swiping on a candidate?

[Copy chart](#)

32 responses

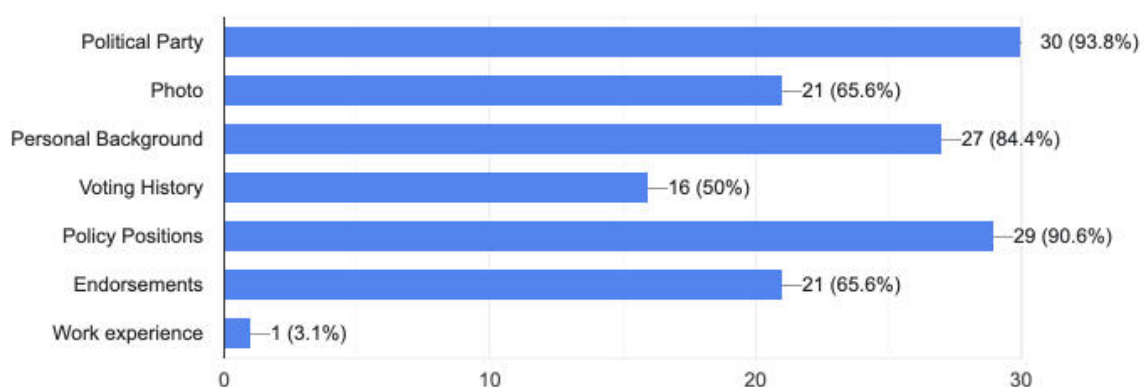


Figure 4

How important is it to have short, easily digestible profiles for each candidate?

[Copy chart](#)

32 responses

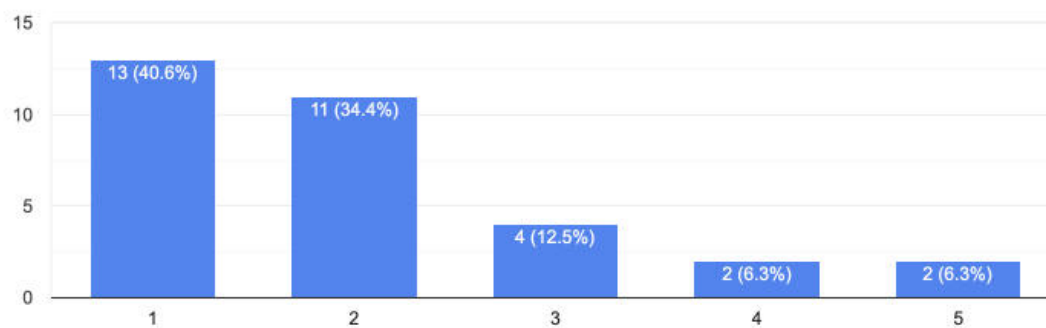


Figure 5

Which candidate types would you prefer to see?

 Copy chart

32 responses

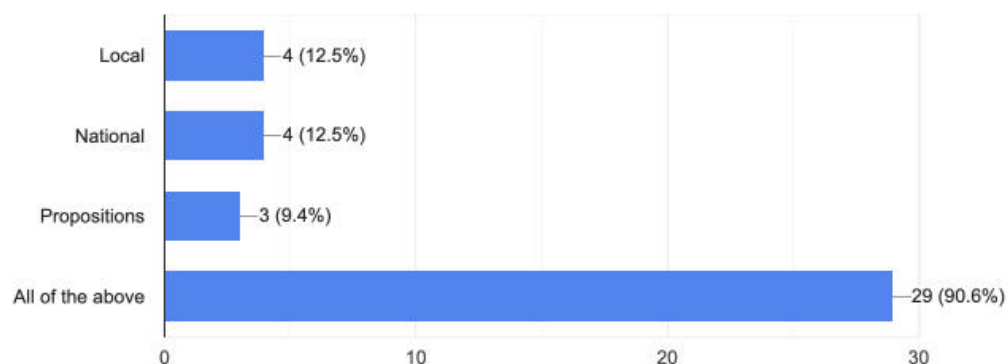


Figure 6

Would you like the option to access candidates you have saved for later?

32 responses

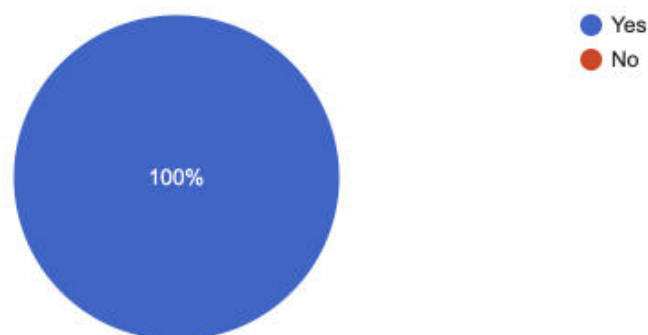


Figure 7

Would you prefer the app show candidates that align most with your views based on a quiz?

32 responses

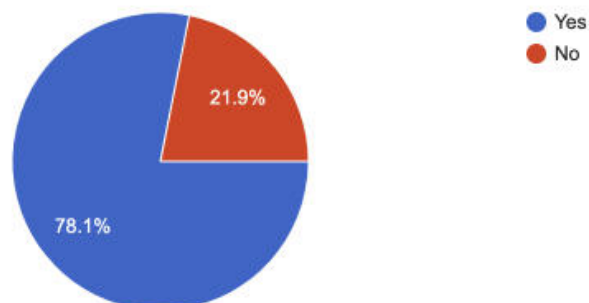


Figure 8

Would you like to be able to share candidate profiles with friends?

31 responses

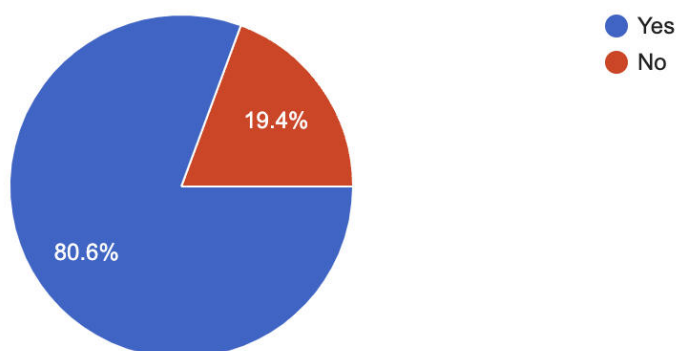


Figure 9

Did you get access to this form via flyer?

28 responses

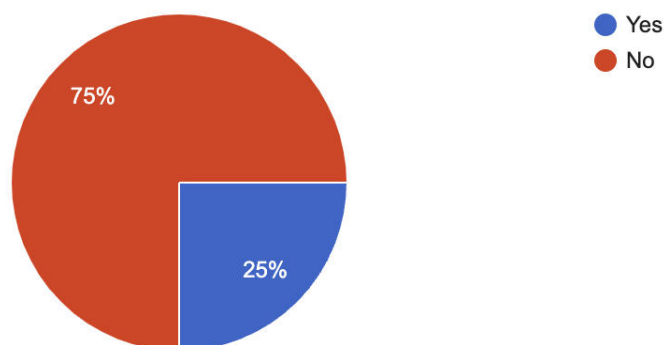


Figure 10

Any suggestions?

11 responses

N/a

I, for one, am data driven. Poll data would also be meaningful.

Side by side comparison on issues would be the most ideal (with links to campaign websites or other information)

A location filter might be useful. Like for example I'm from AZ, Wisconsin local politics aren't relevant to me.

It could also be helpful to have a side-by-side comparison of candidates who are running for the same office.

na

Good job. Thank you for including me.

I love this idea! I will usually spend a lot of time looking up candidates online to learn about them, so getting the info in one place would be time saving and helpful. I also have a hard time understanding the yes and no ramifications to proposition voting. I don't want the information to be dumbed down, but a bit more ease of understanding would be appreciated. For those of us that have never used Tinder, the reference to it is a bit confusing.

n/a

Keep political ads off the app. Also ensure user information is not shared or sold to other parties.

Appendix 5: App Feedback Form

Figure 1

Was the app easy to use?

 Copy chart

12 responses

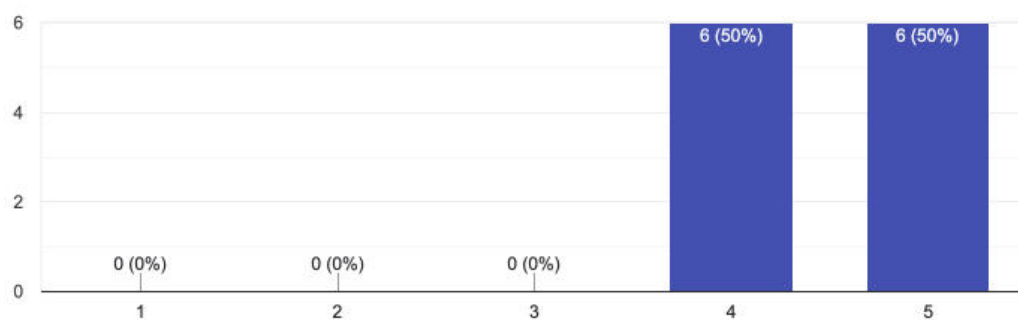


Figure 2

Any feedback?

10 responses

Need to be able to click on the candidate when on the heart screen to further research them. Filter functionality is not working. Is there a way to see who the specific candidate is running against when I am trying to either like the candidate or not? It would be nice to compare all people running for the similar position at the same time. In the user profile can I set what topics are most important to me so that I see more or less candidates that support my values and areas of focus.

Make more clear on the props what yes vs no means

App was super easy to use, but I feel like the heart and x buttons at the bottom should have functionality. They stand out and I intuitively want to press them. Another thing that stood out was the difference in quality of candidate pictures, especially the low resolution of Kamala Harris.

Such a great app idea!! This would be super useful for elections. I would say maybe add profiles where you can see their values and what they do/don't support to make sure users are educated.

Photos are a little blurry but everything else looks great

Really easy to use and straight forward!

Great idea, and super easy to use!

I can kinda see the next candidates swipe card peeking out from behind the current one if there's any way to fix that

Maybe add more information/description of candidates by clicking on them?

The app could use a feature where you can find out about the candidate before swiping on them so you have a clearer idea if you like them or not based on your information versus media and such

Appendix 6: Instagram Marketing

Figure 1

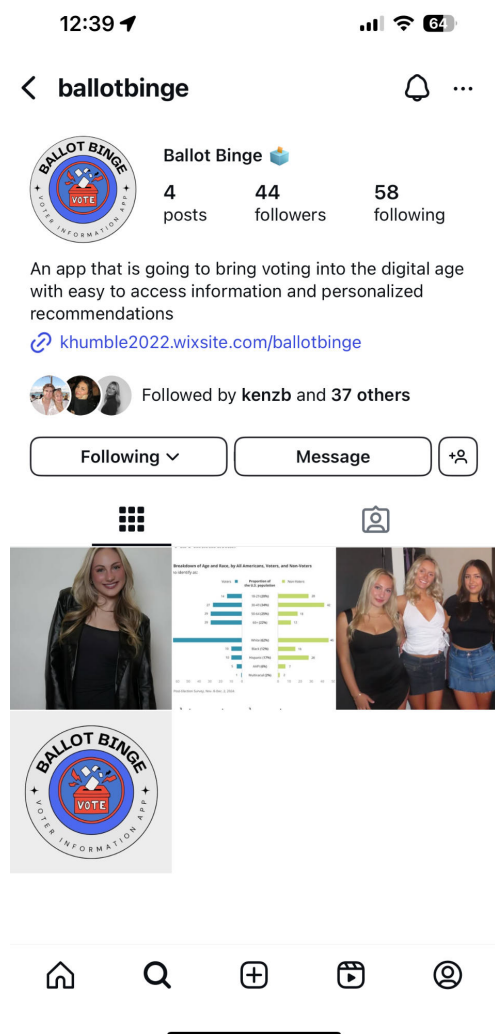


Figure 2

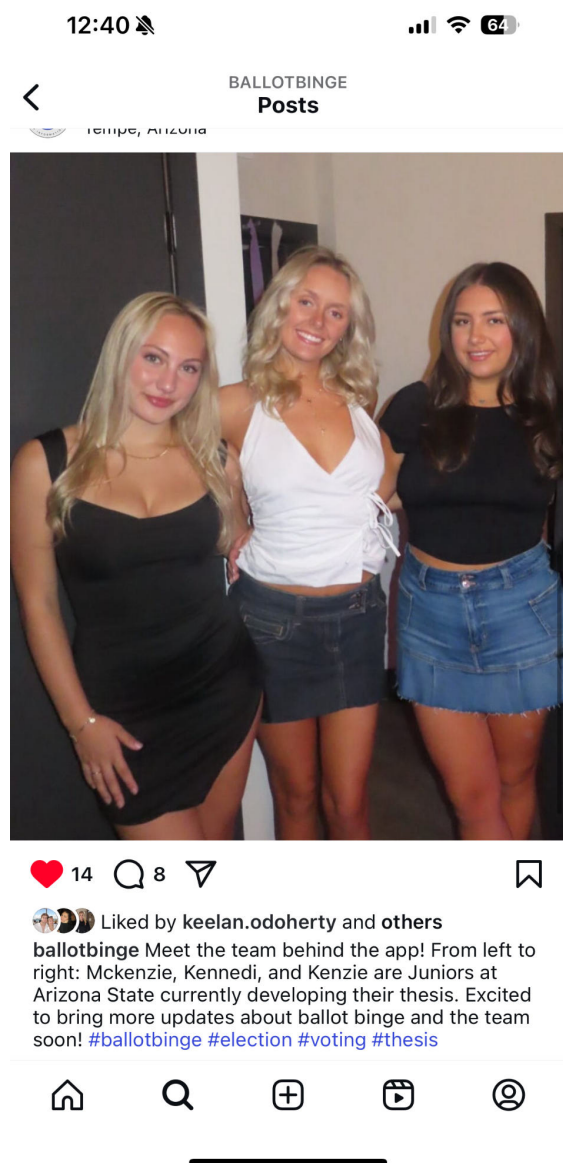


Figure 3

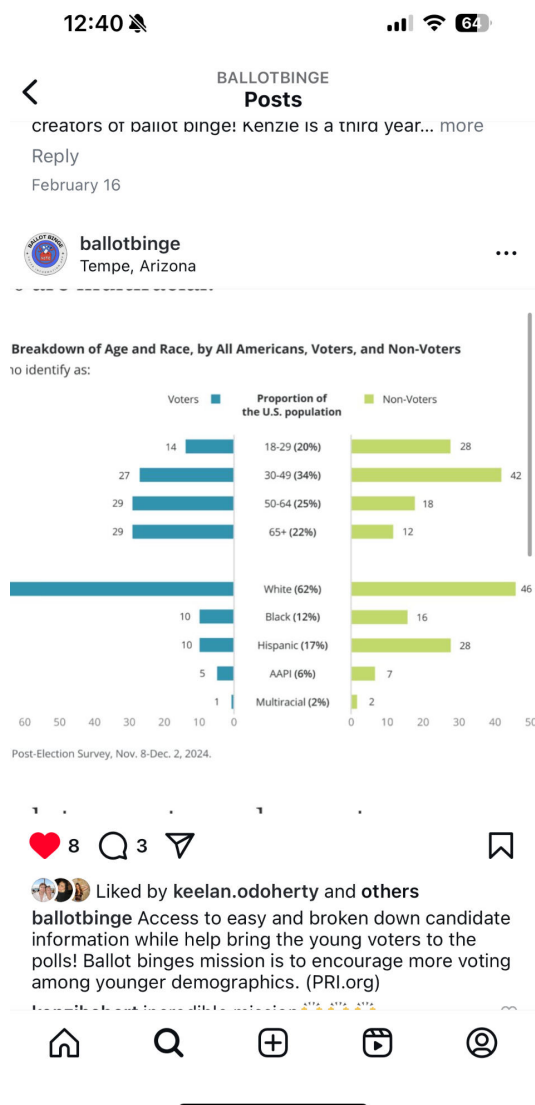


Figure 4



Figure 5



Appendix 7: Ballot Binge Website

Figure 1

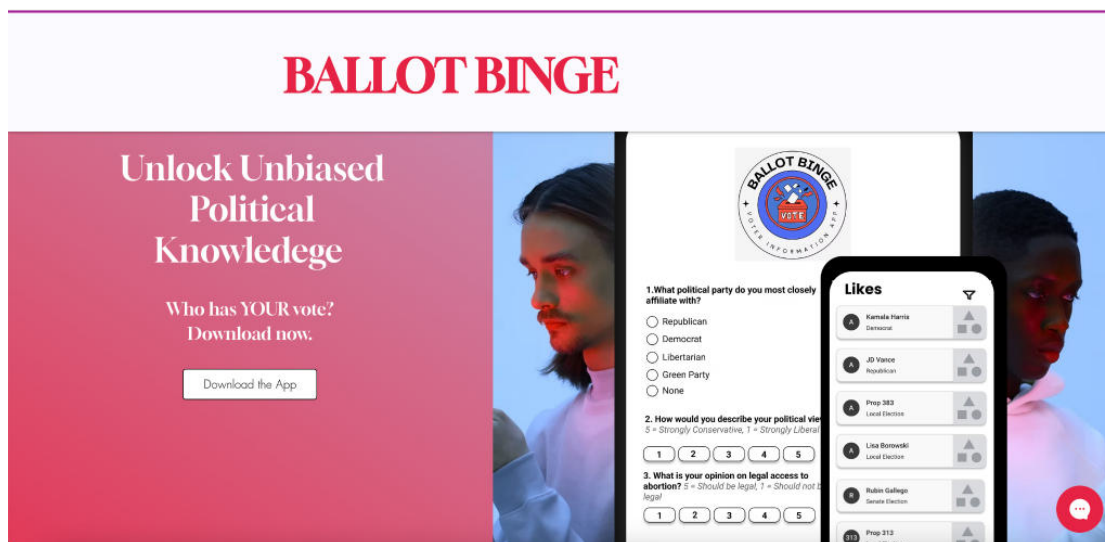


Figure 2



Figure 3

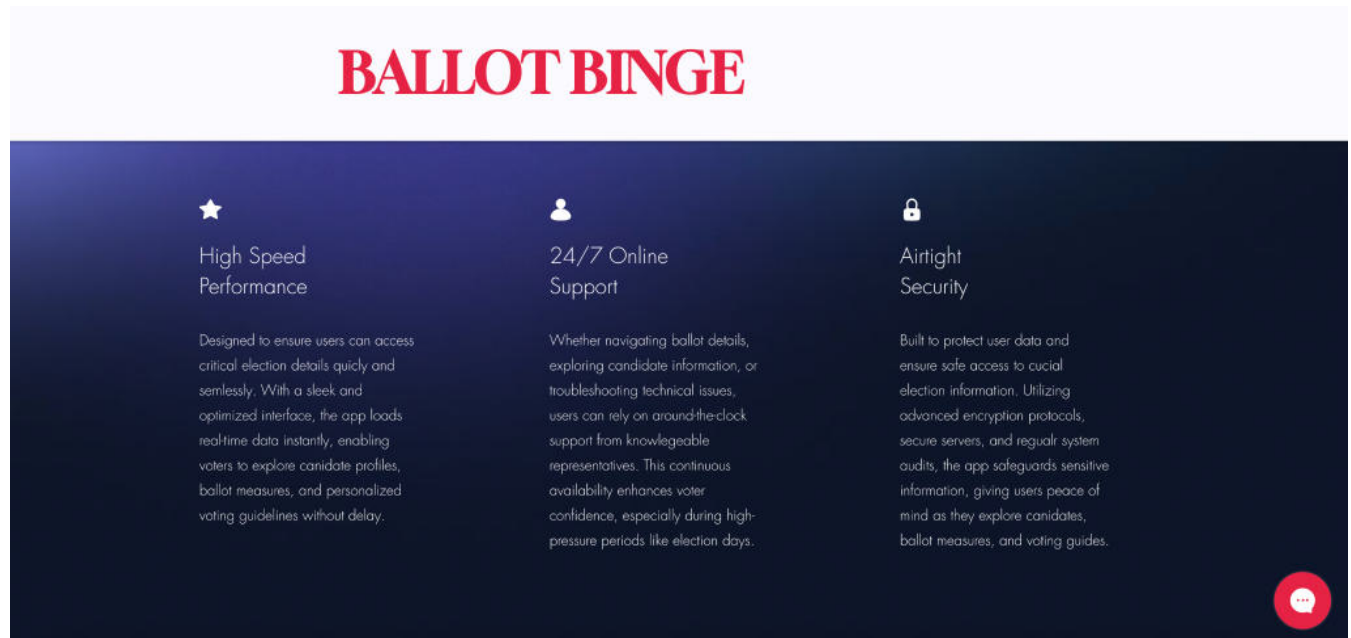
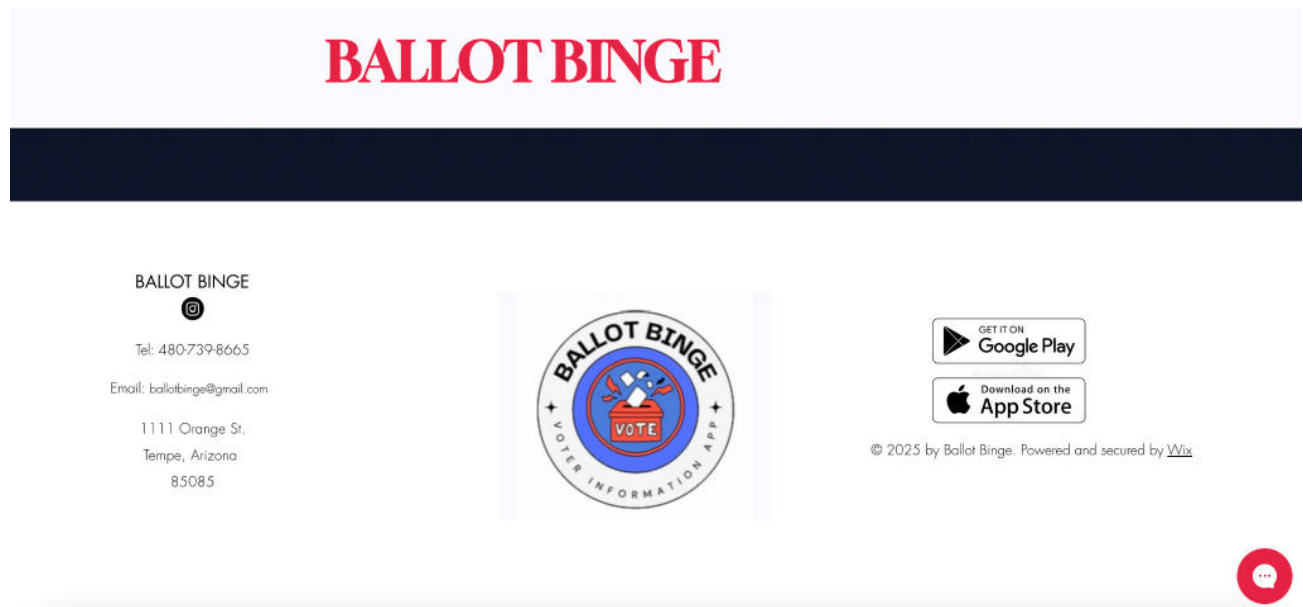


Figure 4



Appendix 8: Ballot Binge TikTok

Figure 1

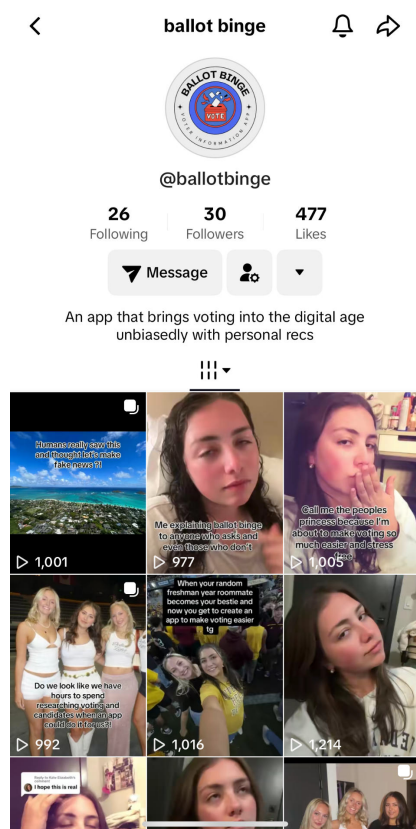
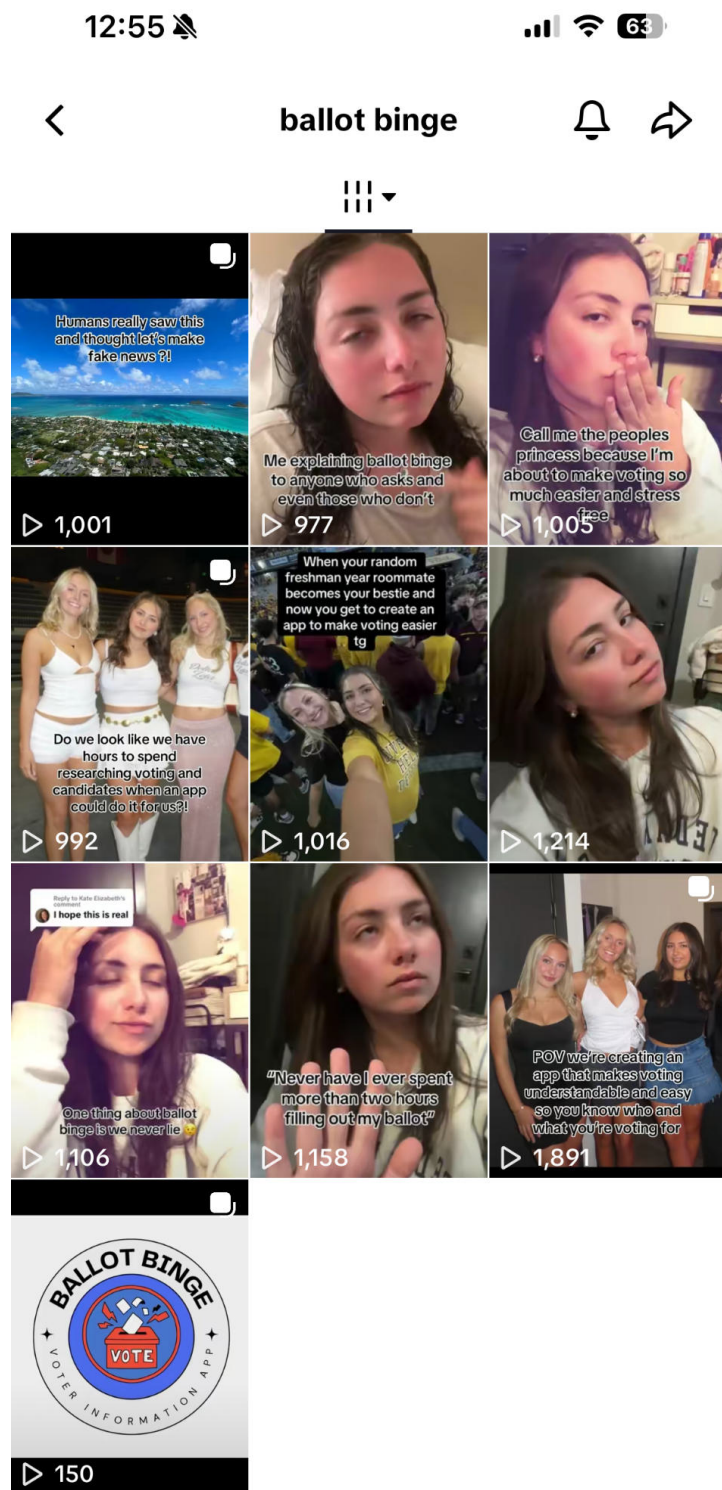
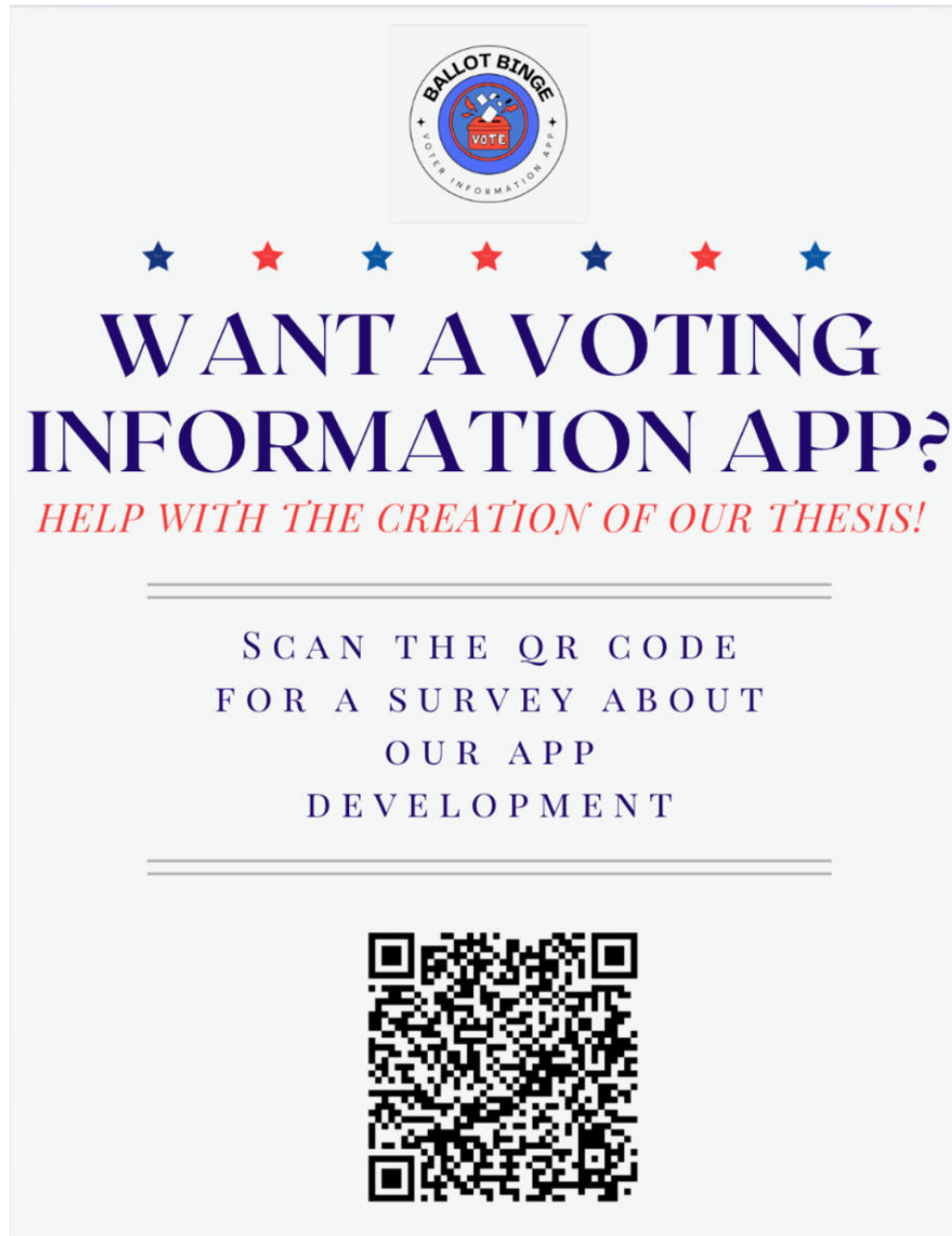


Figure 2



Appendix 9: Ballot Binge Flyers

Figure 1



Appendix 10: Greek Life Presentations

Figure 1

