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# Open Design Search

## Voting Systems Assessment Project



# Overview

- Open Design Search
  - Online Innovation Challenge
  - Voting System Brainstorming Workshops
- Funding for Design Selection and Prototyping
- Discussion of Open Design Search solutions



# VSAP Status

## VSAP Phase I (2009-2010)

- ✓ Symposium
- ✓ Public Opinion Baseline Research

## VSAP Phase II (2011-2012)

- ✓ VSAP Advisory Committee
- ✓ General Voting System Principles
- ✓ Process Assessment
- **Envisioning- Open Design Search**
- Conceptual Design Selection
- Prototype

## VSAP Phase III

- Acquisition and Development
- Implementation



# Open Design Search

## Components:

1. Open Innovation Challenge
2. Voting System Brainstorming Workshops



# Open Innovation Challenge

An online design challenge that gave the public the opportunity to share concepts, ideas, and designs to answer the following question:

*How might we design an accessible election experience for everyone?*



# Partners



Accessible Voting Technology Initiative,  
Information Technology and Innovation  
Foundation



OpenIDEO

# Funding



U.S. Elections Assistance  
Commission (EAC)

Competitive 3-year grant from the  
EAC focused on increasing the  
accessibility of election technology



# Open Design Search

## Components:

1. Open Innovation Challenge
2. Voting System Brainstorming Workshops



# Voting System Brainstorming Workshops

- Workshops designed to engage stakeholders and gather ideas and concepts
- Targeted different stakeholders and focused on different elements of a voting system





# Brainstorming Workshops

## January- February

- ITIF AVTI Brainstorming Workshops

## March

- Election Verification Network Conference:

## April

- RR/CC Staff Brainstorming Workshops



# Open Design Search Stats

## Participants

- 91,265 Unique Visits to Challenge Site
- 113 Workshop Participants

## Concepts

- 28 Concepts Gathered





# Brainstorming Workshops

## Recurring Themes

### Voter Interface

- Tablet-Based or Touch Screen Interface
- Capacity to Integrate Accessibility Features and Attach Assistive Technology tools
- Ability to Adjust Height and Angle of Ballot Marking Tool/Device



# Brainstorming Workshops

## Recurring Themes

### Ballot

- Paper Ballots for Audit
- Small Paper Ballots for Easy Handling and Storing



# Brainstorming Workshops

## Recurring Themes

### Technology

- Open Source Software
- Election Markup Language
- Store Election Information in Voting Cloud



# Brainstorming Workshops

## Recurring Themes

### Tally Method

- Centralized v Precinct-Based Tally
- Paper Ballot Tally v Electronic Tally



# Brainstorming Workshops

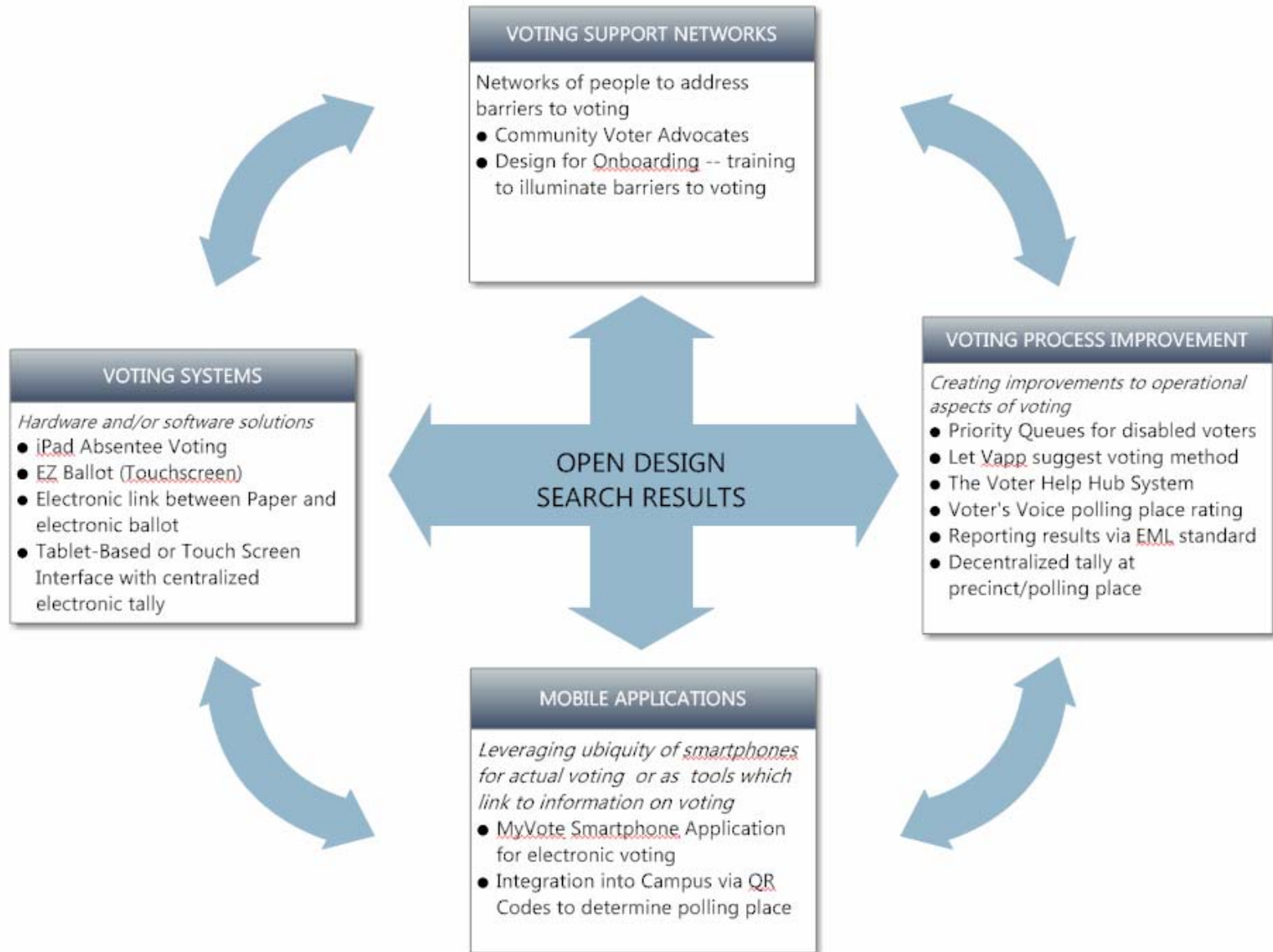
## Recurring Themes

### Providing Options

- Options for Accessing, Marking and Casting a Ballot
- Develop Mobile Applications
- Ability to Download, Mark, and Print Ballot Using Home Computer



# Classification of Results







# Next Steps

## **VSAP Phase I (2009-2010)**

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## **VSAP Phase III**

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# Prototyping

The prototyping stage requires securing funds to:

- Engage a consultant to synthesize ideas
- Develop, build and test a prototype system

Potential funding sources:

- Productivity Investment Fund Grant (PIF)
- Information Technology Innovation Foundation (ITIF) grant



# Prototyping -- Potential Funding Sources

- Information Technology Innovation Foundation (ITIF) Grant  
-- ***Submission Deadline June 1, 2012***
- Productivity Investment Fund Grant  
-- ***Submission Deadline July 13, 2012***



# Questions

How do you suggest we synthesize and process this data?

What process do you suggest we use to select a system design and continue to be open, participatory, and transparent?



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