Magenta

Making democracy fun again.

MIMS Capstone 2024

Coming Up

Suggested for you

Berkeley City Council Meeting
Friday, April 26 at 2pm
2180 Milvia St, Berkeley, CA 94704

This Week

◤ Near 94705

Farmer's Market

9:41
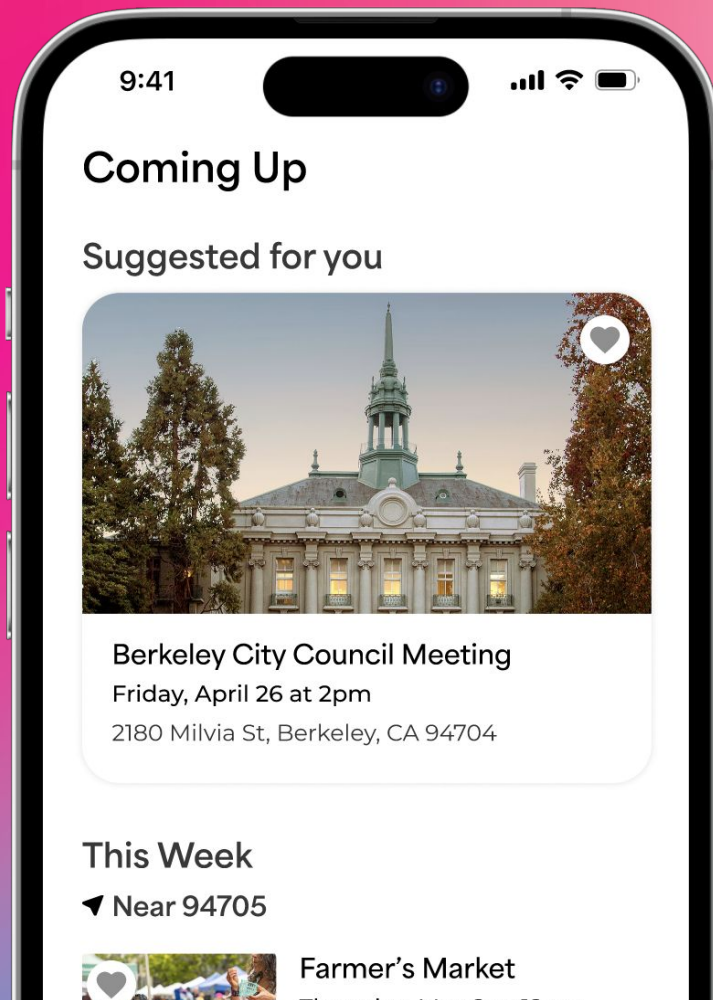
The United States guarantees its citizens **freedom**, **peace** and **security** through a representative **democracy**

There are
three levels of
government

Federal

State

Local government has the most influence over individual citizens' everyday lives

Here in Berkeley, local government has a central role in addressing critical **student** issues such as access to **affordable housing** and **safety**
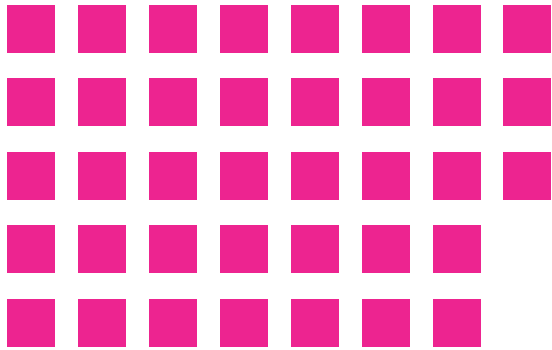
Young adults ages 18 - 34 represent 31% of California's population, but **only 18% of likely voters**
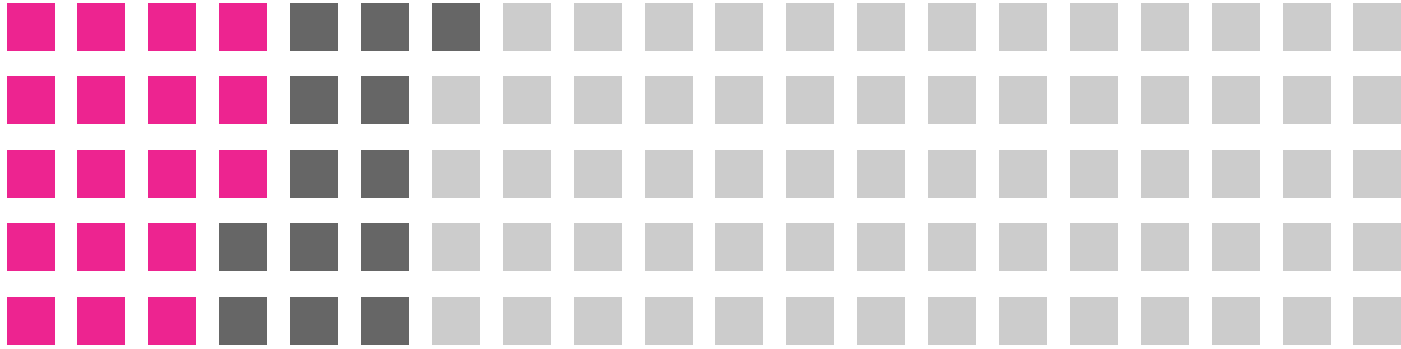
The effects of this deficit may be amplified in university towns like ours, in which **students** represent 38% of Berkeley's population
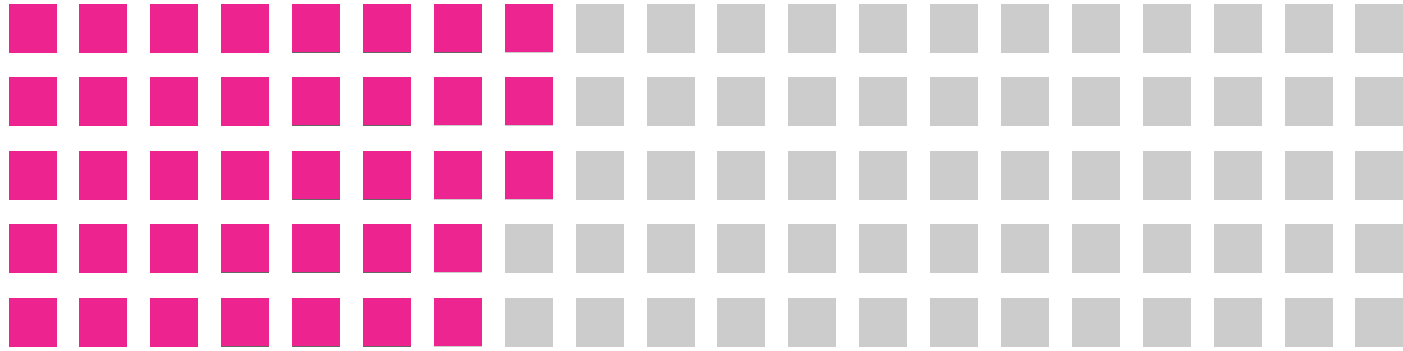
A national survey asked 2,018 young adults **why they did not vote** in the 2022 elections

38% forgot or were too busy
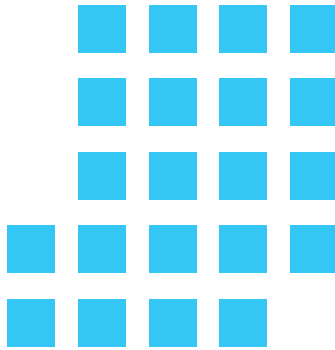
21% did not have enough information
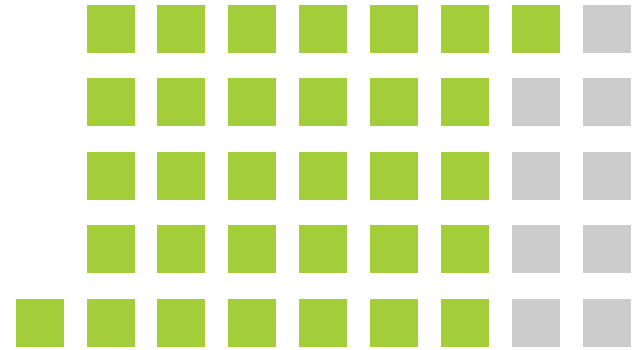
32% didn't think it mattered

When asked about **different forms of participation** aside from voting, and most expressed an interest

40%
Join a protest
or demonstration

21%
Volunteer for
a campaign

10%
Run for office

When asked about **different forms of participation** aside from voting, and most expressed an interest

Yet **only 40% felt well qualified** to do so

Students may **lack the information** they need
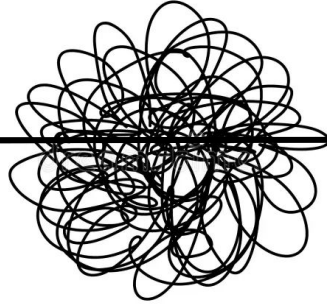
To **confidently engage** in local politics

Student needs suffer when they are **underserved by** and **disconnected from their local government**

How might we increase local political engagement among students?

Student needs are too important to leave up to chance

Qualitative Research — **Quantitative Research** — **Solution Design** — **Usability Testing**
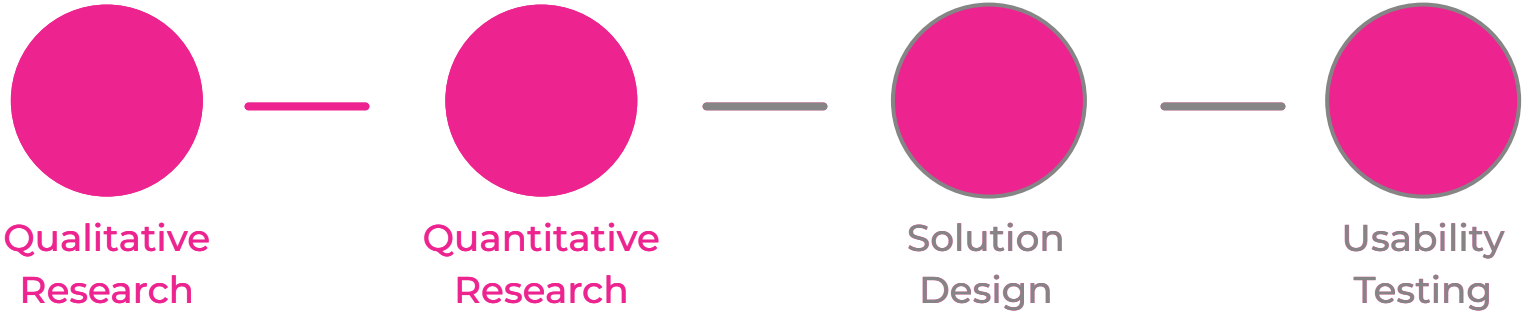
Evidence-based development process that is effective and reproducible

How, exactly, did we do it?

Qualitative Research — **Quantitative Research** — Solution Design — Usability Testing
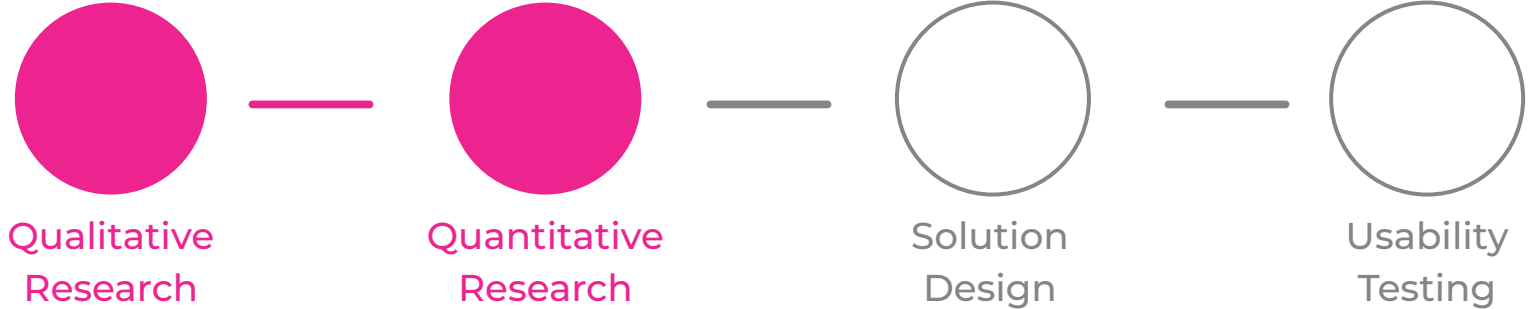
We asked students about their experiences with local political engagement and information resources
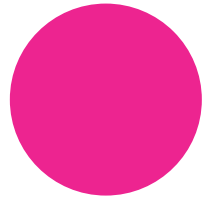
Qualitative Research
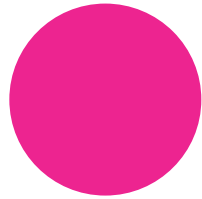
Quantitative Research
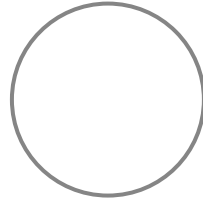
Solution Design
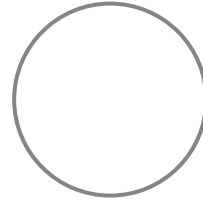
Usability Testing

We Did Research.

Research Goals
- How do students conceptualize and practice local community and political engagement?
- What aspects of the local political sense-making process they find "fun"?

Method
- 15 semi-structured interviews with undergraduate students with >2 years in Berkeley.
- 2 Special activities: preferred multimedia and local voting simulation.

We Did Research.

R1: How do university students interact **with local city community? What is engaging?**

Interested in city/local politics; no stalemate

Persona: Full Fledge

in-the-know: update folks

R1/3: touchpoints: Participating in council meeting and interacting with local community

R1/3: touchpoints: Being a City Commissioner and working with local residents

R1/3: Interested or run for ASUC

R1/3: Appointed by Councilmember

R1/3: Intern for Councilmembers

R2: Potential Career

R2: Fighting for student rights. Those here now, and after me.

R2: "City politics follow closely after the Uni's faction"

portal: Interested in city/local politics; stalemate

R2: How do university students **conceptualize local political engagement? what is engaging?**

Persona: Invested Observer

help inform others of perspectives, add dimensionality. may have interned

R1: Via local interest groups: many students, some locals

R1: Via student org activity that takes you around Berkeley locality

R1: Via course Seminars w/local politicians

R1/2: method: Daily Cal/Berkeley side/social media to stay aware. Engagement = Awareness

R2: "Berkeley and the city comes up a lot when it's about lawsuit or conflict"

R2: The university predates on everything

I'm sympathetic to both sies though

R2: local politics is "Emotionally charged" "very relationship based"

R3: Following Councilmember for a while now
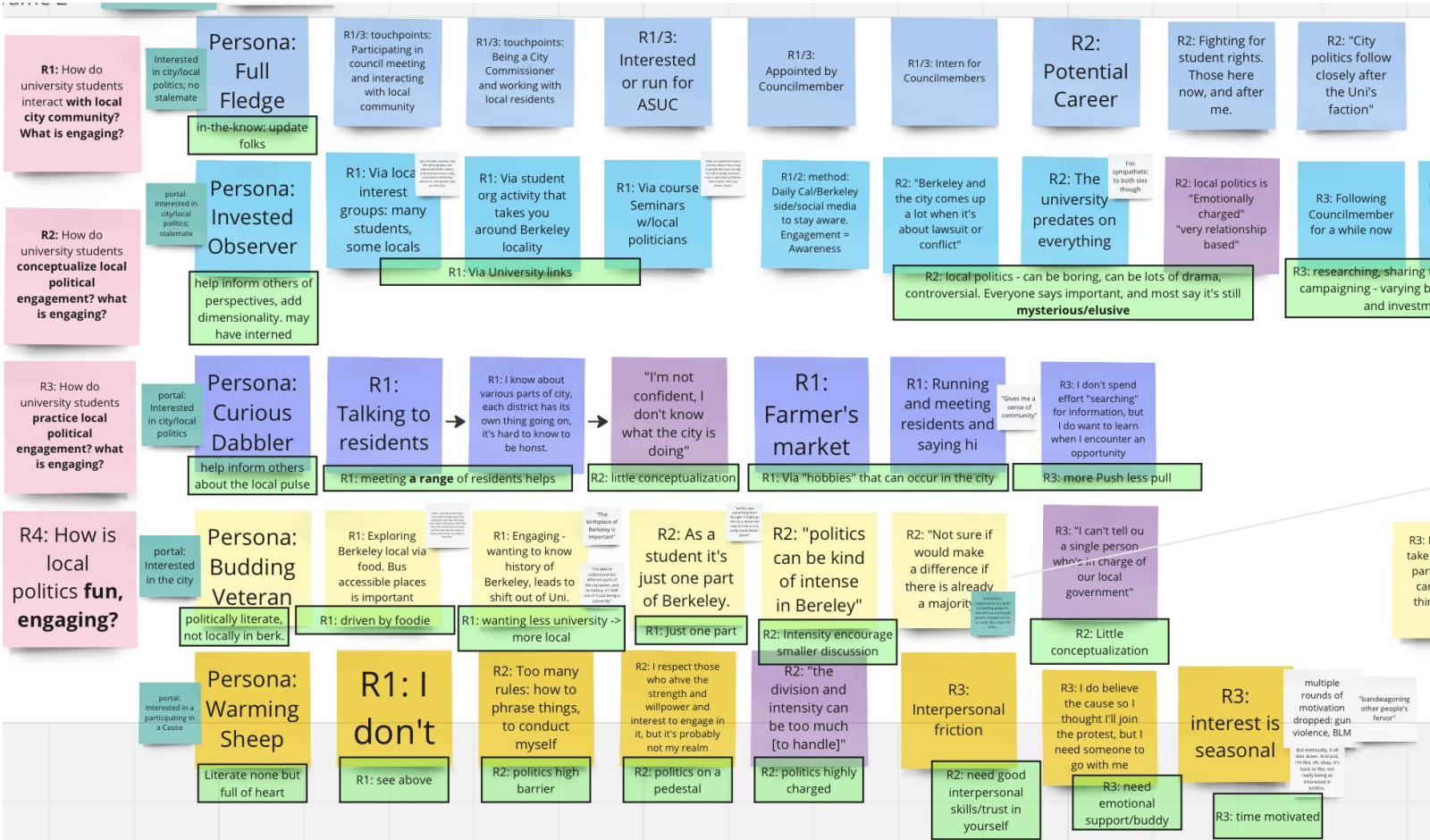
R1: Via University links

R2: local politics - can be boring, can be lots of drama, controversial. Everyone says important, and most say it's still **mysterious/elusive**

R3: researching, sharing campaigning - varying ba and investm

portal: Interested in city/local politics

R3: How do university students **practice local political engagement? what is engaging?**

Persona: Curious Dabbler

help inform others about the local pulse

R1: Talking to residents

R1: I know about various parts of city, each district has its own thing going on, it's hard to know to be honst.

"I'm not confident, I don't know what the city is doing"

R1: Farmer's market

R1: Running and meeting residents and saying hi

"Gives me a sense of community"

R3: I don't spend effort "searching" for information, but I do want to learn when I encounter an opportunity

R1: meeting **a range** of residents helps

R2: little conceptualization

R1: Via "hobbies" that can occur in the city

R3: more Push less pull

R4: How is local politics **fun, engaging?**

portal: Interested in the city

Persona: Budding Veteran

politically literate, not locally in berk.

R1: Exploring Berkeley local via food. Bus accessible places is important

"The birthplace of Berkeley is important"

R1: Engaging - wanting to know history of Berkeley, leads to shift out of Uni.

R2: As a student it's just one part of Berkeley.

R2: "politics can be kind of intense in Bereley"

R2: "Not sure if would make a difference if there is already a majority

R3: "I can't tell ou a single person who's in charge of our local government"

R3: I take part can thin

R1: driven by foodie

R1: wanting less university -> more local

R1: Just one part

R2: Intensity encourage smaller discussion

R2: Little conceptualization

portal: Interested in a participating in a Cause

Persona: Warming Sheep

Literate none but full of heart

R1: I don't

R2: Too many rules: how to phrase things, to conduct myself

R2: I respect those who ahve the strength and willpower and interest to engage in it, but it's probably not my realm

R2: "the division and intensity can be too much [to handle]"

R3: Interpersonal friction

R3: I do believe the cause so I thought I'll join the protest, but I need someone to go with me

R3: interest is seasonal

multiple rounds of motivation dropped: gun violence, BLM

"bandwagoning other people's fervor"

But eventually, it all dies down. And just, I'm like, oh, okay, it's back to like, not really being as interested in politics.

R1: see above

R2: politics high barrier

R2: politics on a pedestal

R2: politics highly charged

R2: need good interpersonal skills/trust in yourself

R3: need emotional support/buddy

R3: time motivated

Major Barriers to Open Democracy

"Politics" feels unapproachable and intimidating: engagement is only equated with protest.

"I do feel a little bit of regret considering just how active people are on campuses trying to support the causes they believe in that I also do believe in. I respect that they're able to do that. But I myself just…don't."

**Political engagement exists as a dichotomy, where you're either "all-in" or "all-out."**

"I might not know enough about a certain topic or just like, like I don't know, I just kind of feels like from the outside like looking in like it's a bit like intimidating to join in.

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"I might not know enough about a certain topic or just like, like I dor[...] kind of feels like from the outside like looking in like it's a bit like intim[...] in.

We used quantitative data as our cross-reference.
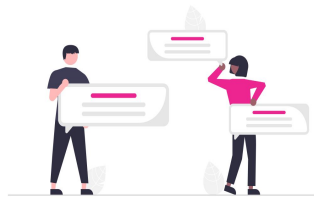
48 questions, 155 responses

(*n=155*)
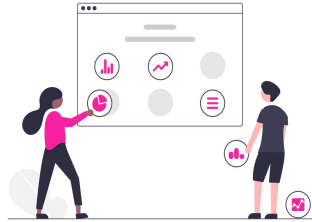
Machine Learning

3 Clusters

High, Medium and Low levels of political engagement

Forms of Political Engagement
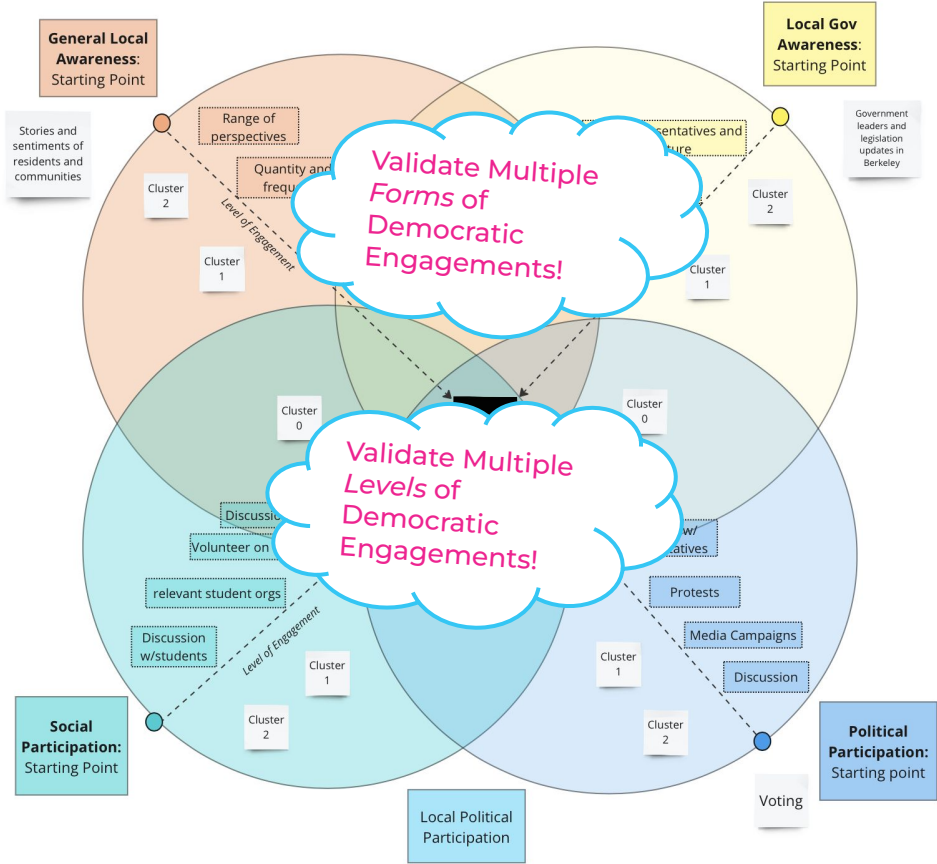
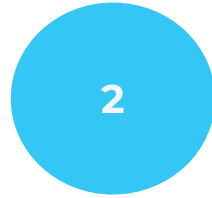**Four** Engagement Types

Three Tiers of Engagement

Discover Your Politi-Persona & Compare

General Local Awareness: Starting Point

Stories and sentiments of residents and communities

Range of perspectives

Quantity and frequ...

Cluster 2

Cluster 1

Level of Engagement

Local Gov Awareness: Starting Point

...sentatives and ...ture

Government leaders and legislation updates in Berkeley

Cluster 2

Cluster 1

Cluster 0

Cluster 0

Validate Multiple *Forms* of Democratic Engagements!

Validate Multiple *Levels* of Democratic Engagements!

Discussi...

Volunteer on...

relevant student orgs

Discussion w/students

Level of Engagement

Cluster 1

Cluster 2

...w/ ...atives

Protests

Media Campaigns

Discussion

Cluster 1

Cluster 2

Social Participation: Starting Point

Political Participation: Starting point

Voting

Local Political Participation

Three design goals to **lower Politics' pedestal**

1

Provide permission for all four engagement types

2

Validate each cluster of political engagement

3

Enable students to explore and practice political engagement
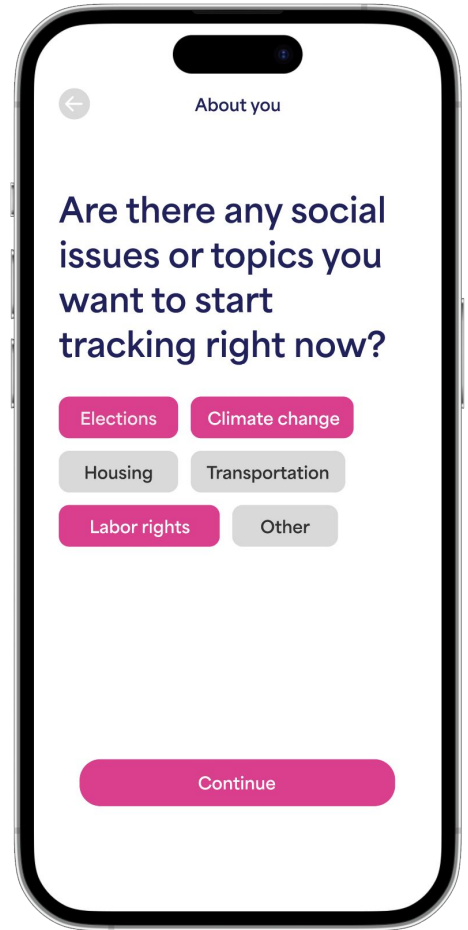
Magenta is the solution

Our mobile application provides busy students with "a political starter pack" that makes local political information **highly accessible**, provides avenues for **political participation**, and makes it **fun** and **engaging**.
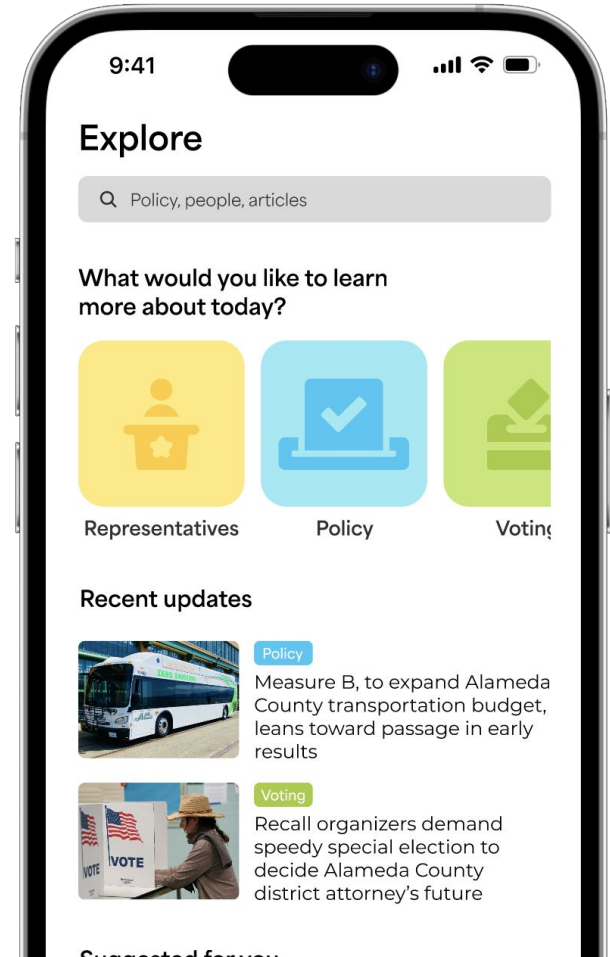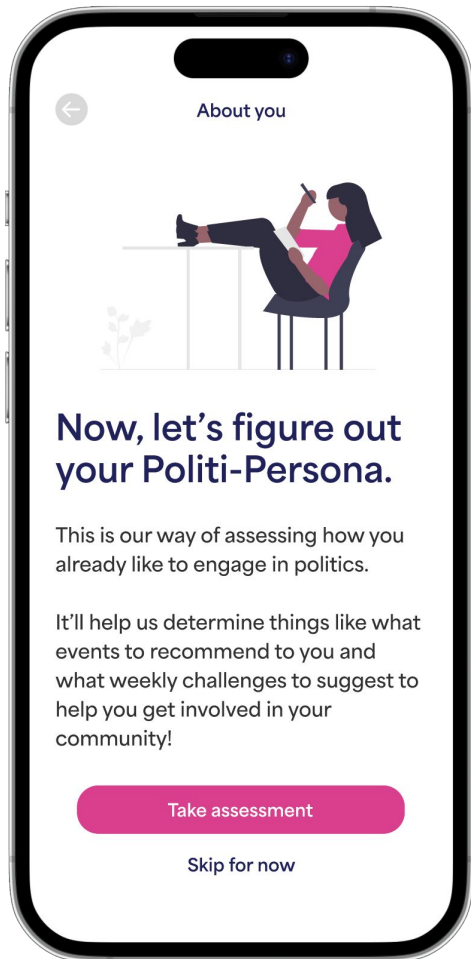
User onboarding

Politics isn't one size fits all, and neither is Magenta.

We foreground what users care about while still allowing for them to explore something new.

About you

What are you interested in using Magenta for?

Select as many as you'd like!

Learning about politics

Finding local events

Following policy updates

Staying updated on Berkeley news

Understanding my representatives and how they vote

Reading about new policies and decisions

Continue

About you

Are there any social issues or topics you want to start tracking right now?

Elections
Climate change
Housing
Transportation
Labor rights
Other

Continue

Politi-Persona

Our proprietary personality quiz figures out how users like to engage with politics and uses it to personalize their experience.
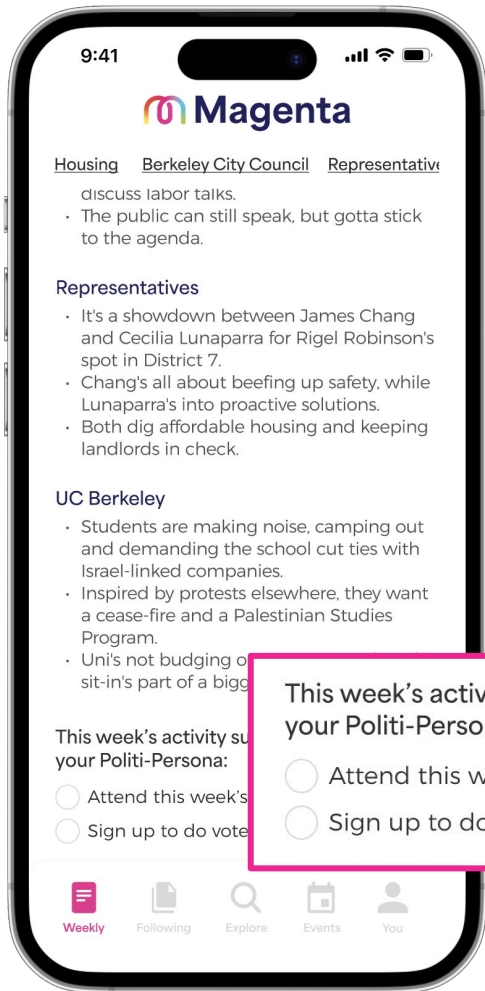
Your Politi-Persona

April 23, 2024

The Coordinator

People with this Politi-Persona are most interested in a political career and want experience with real world social/political issues.

You might enjoy running for student government, joining City Commissions, or being appointed as City Councilmember yourself.

This persona type scores high marks in all aspects of community engagement:
H: General Local Awareness
H: Local Political Awareness
H: Local Political Participation/Influence

However, you have strong student values and might not always consider the perspectives of other residents in the Berkeley community.

Exit

Politi-Persona

Users get a better understanding of their political personality, what activities they might enjoy, and where they might want to focus next.

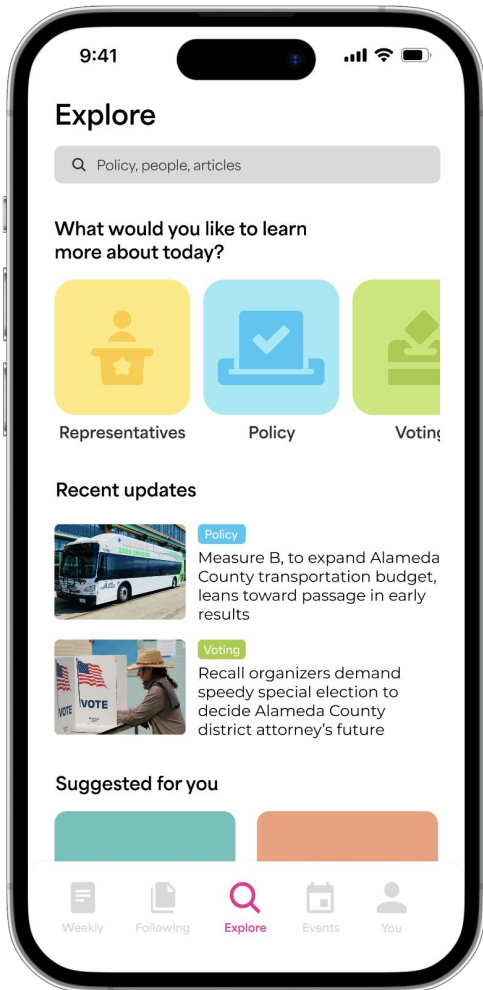**Activity Suggestions**

We get users involved by giving them specific actionable tasks they can do each week - personalized to fit them.

The phone screen shows:

Magenta

Housing   Berkeley City Council   Representative

discuss labor talks.
· The public can still speak, but gotta stick to the agenda.

Representatives
· It's a showdown between James Chang and Cecilia Lunaparra for Rigel Robinson's spot in District 7.
· Chang's all about beefing up safety, while Lunaparra's into proactive solutions.
· Both dig affordable housing and keeping landlords in check.

UC Berkeley
· Students are making noise, camping out and demanding the school cut ties with Israel-linked companies.
· Inspired by protests elsewhere, they want a cease-fire and a Palestinian Studies Program.
· Uni's not budging o sit-in's part of a bigg

This week's activity su your Politi-Persona:
○ Attend this week's
○ Sign up to do vote

This week's activity suggestions for your Politi-Persona:
○ Attend this week's city council meeting
○ Sign up to do voter outreach

Weekly   Following   Explore   Events   You

Events

We gather events happening in users' communities, cities, and their universities to help users get involved in any way they can.

Coming Up

Suggested for you

Berkeley City Council Meeting
Friday, April 26 at 2pm
2180 Milvia St, Berkeley, CA 94704

This Week

◀ Near 94705

Farmer's Market
Thursday, May 2 at 12pm
Adeline St &, 63rd St,
Berkeley, CA 94703

In your city

Highway Cleanup
Thursday, May 2 at 12pm

Weekly Following Explore Events You

Berkeley City Council Meeting
Friday, April 26 at 2pm
2180 Milvia St, Berkeley, CA 94704
12 attendees, 50 interested

I'm Interested   I'm Going

About this event

Attend the Berkeley City Council Meeting, featuring discussions on labor negotiations aimed at ensuring equitable benefits and working conditions for city employees. Public comments on agenda items are encouraged prior to closed sessions. Your engagement contributes to the decision-making process.

Weekly Following Explore Events You

Explore

With our explore page users can choose to learn more about what interests them.

Explore

We meet users where they are by providing background, context, explanations, and updates on local policy.

Badges

We build habits by rewarding users for their engagement.
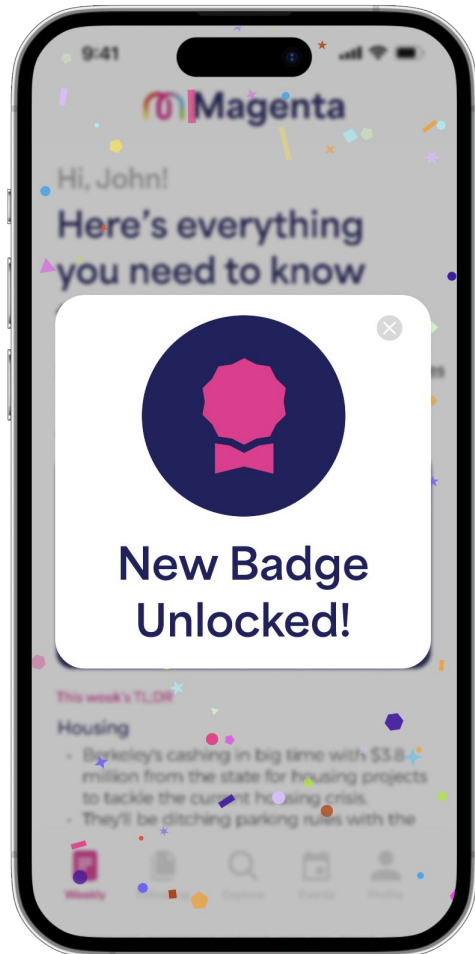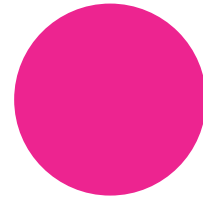
A solution designed for and validated by students
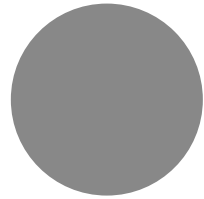
Qualitative
Research
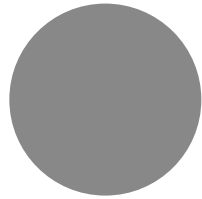
Quantitative
Research
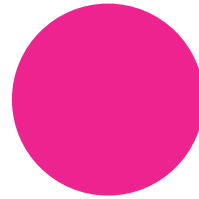
Solution
Design

Usability
Testing

We validated with user testing

Testing What?
- **Effectiveness:** Does participants' sense of Berkeley expand after using Magenta? Are they excited to participate?
- **Efficiency:** How much effort does it require for users to find and understand these features?
- **User satisfaction:** How does the experience of exploring and reading Magenta's information framework feel?

Method
- 6 test tasks
- Contextual Inquiry
- 7 users (*n=7*)

We found...

86% of users were able to **successfully** and **confidently** summarize information provided to them through Magenta's framework

*"Makes [politics] feel very engaging, like I want to know what is going to happen next."*
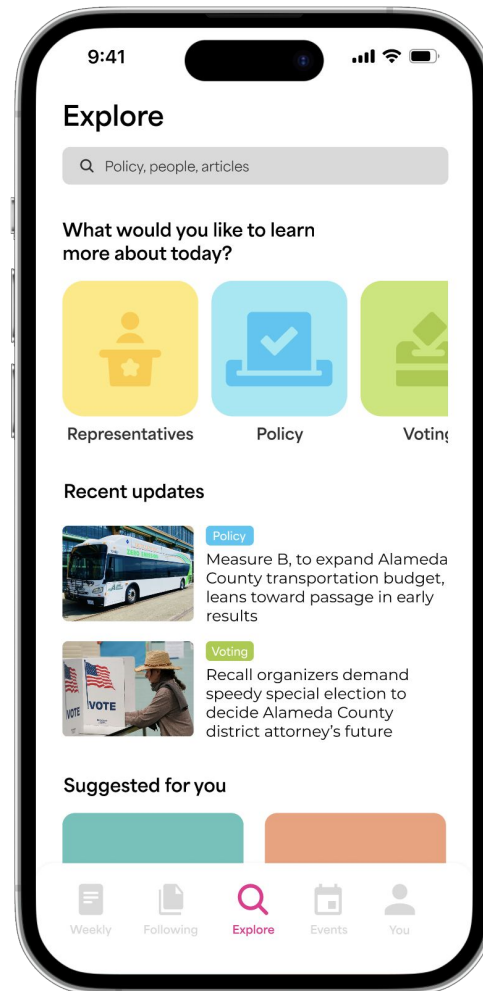
100% of users found Magenta easy to use and easy to navigate

"The activities made me feel like I could do something ... a little reminder of what I could do to help myself."

"The colorful design makes you continue reading."

"Not tiring to the eyes", "Very nice", "Easy to use", "Visually pleasing", "Smooth", and "User friendly."
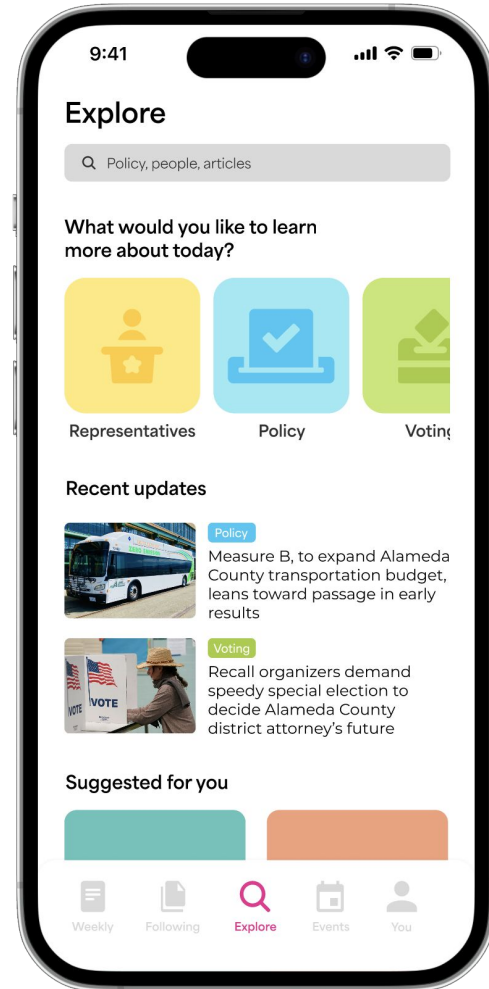
All users would recommend Magenta to at least one other prospective user

"I know a lot of people like me who don't really care about local politics, but would find it useful to know what's happening in the world and just hop in."

"I would share this with close friends and family. They have the same struggle like me where we want to get more involved with news but it's so complicated."
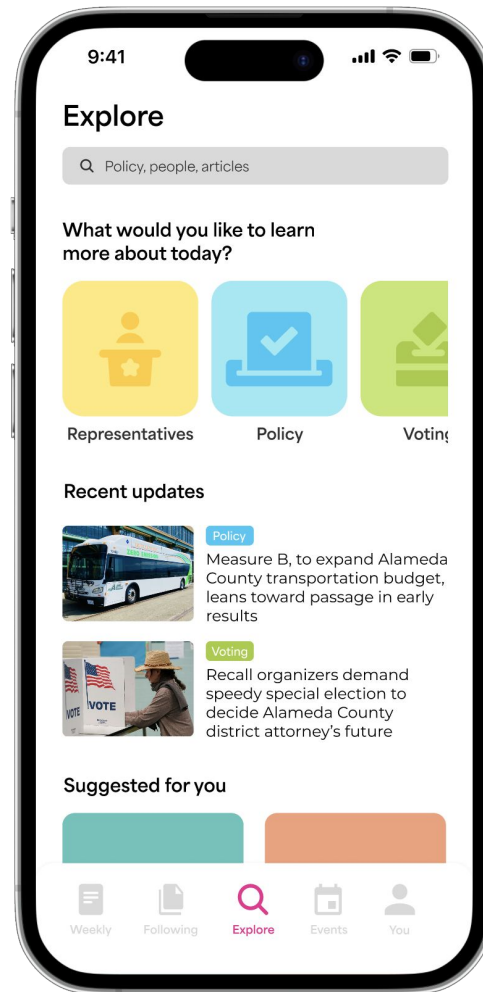
How might we increase **local political engagement** among **university students**?
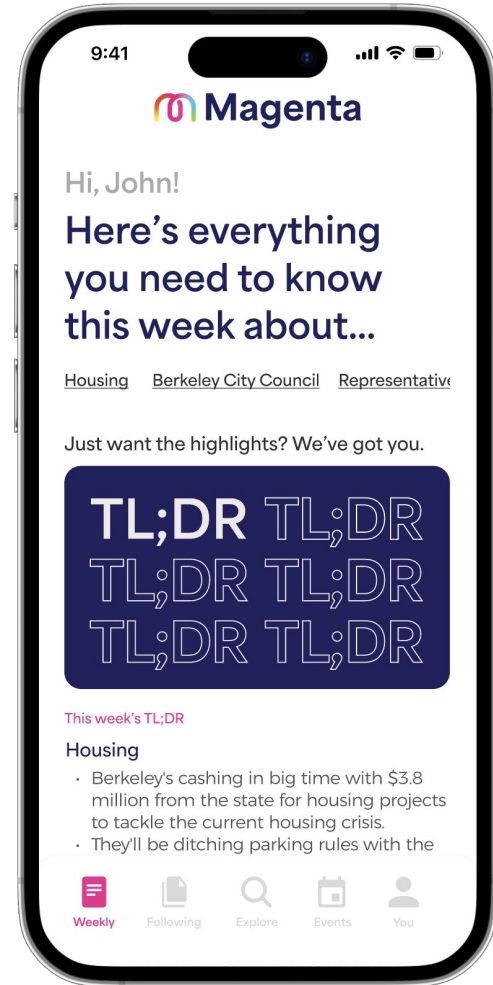
Magenta **makes democracy fun**
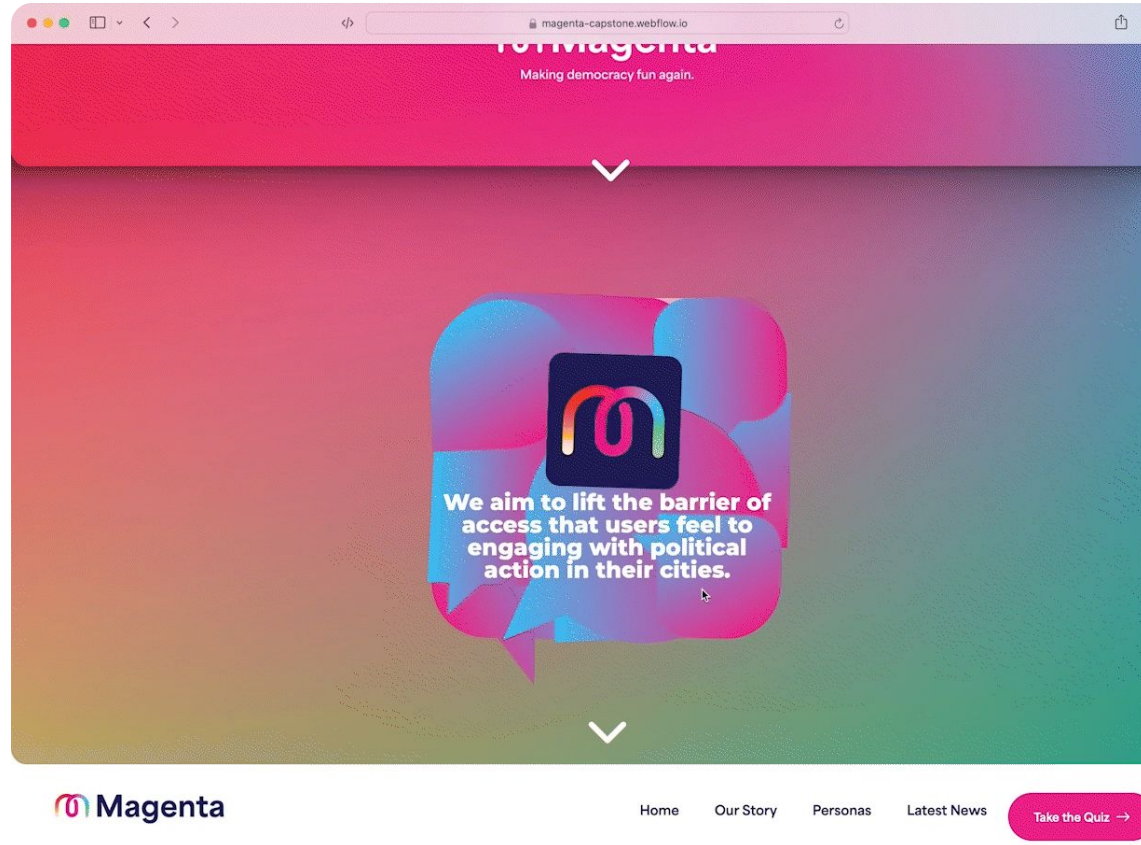
User-focused features

Politi-Persona

Accessible framework for understanding

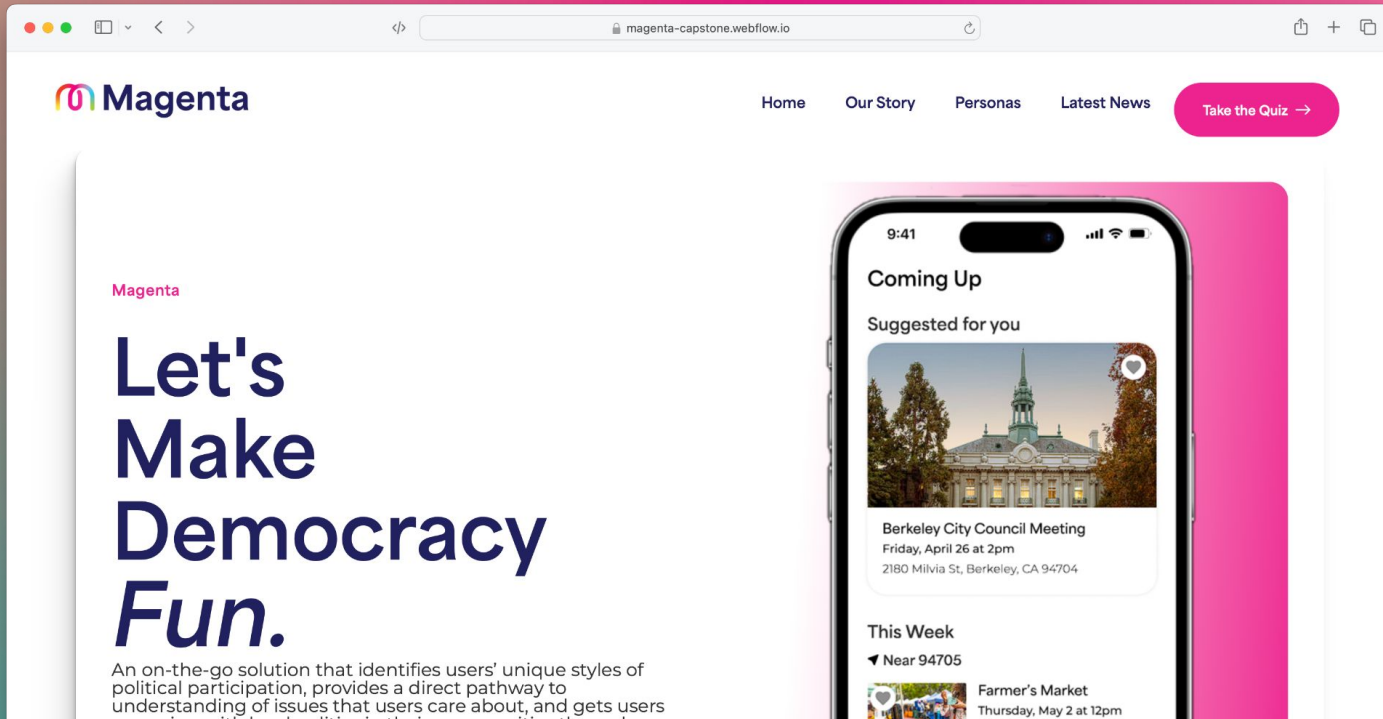Connection with local community

Want to learn more about Magenta?

Our official website is your hub for following our journey and connecting with the platform.

Thank you for listening!

Get connected and take our personality quiz @ magenta-capstone.webflow.io

Link👇

Magenta

Home   Our Story   Personas   Latest News   Take the Quiz →

Magenta

Let's Make Democracy *Fun.*

An on-the-go solution that identifies users' unique styles of political participation, provides a direct pathway to understanding of issues that users care about, and gets users

9:41

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