Engage
For people who want to make a difference

We found that young Americans (ages 18-35) who want to engage in politics do not know where to start. We took the first steps toward designing a service that allows our target users to join issue-driven teams where they can collaboratively create real political change.

Pick a Team
Join the team whose political issue matters the most to you.

Call to Action
Team leaders define shared goals that members act on.

Engage Today
Follow clear instructions for how to engage with goals.

What did we learn?

User Research
We found that people want to engage, yet it is unclear how to do so in a meaningful way. Participants are more willing to participate when goals are clear.

Ideation
We decided to focus on team-based engagement, providing users a call to action, and making actions feel like they are contributing to a main goal.

Prototyping
We tested an interactive prototype. Changes were made to allow users to be anonymous, make goals more clear, and reduce the effort needed for engagement activities.

Pivot
We embraced our liberal bias, and modified our design to cater solely for progressives. We worked with the WA State Democrats to identify how Engage could work in the context of real world politics.

Reflection
This is a massive problem and we chose to refine our scope to a manageable level. We acknowledge the sensitivity of this design space and will proceed in a way that is as inclusive as possible.

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