

Design for Democracy

Visual story blog questions

The instructions:

- The purpose of this research is understand your needs, desires, expectations, and challenges as relation to your gut reactions to the civic engagement, civic organizations, and Design for Democracy as a civic organization.
- The purpose of using the blog to collect your detailed descriptions of your experience is that it allows you to post messages, links, and images easily and on your own time. You can even post from email, thus your cell phone. It allows the students to monitor your reactions in real time, so they can follow up with additional questions.
- We will use this research to develop the corporate identity (logo, typeface, imagery, look and feel, voice) of Design for Democracy as it relates to the overall brand experience. By brand, we mean your gut reaction to the services that Design for Democracy provides.
- So answer the questions to the fullest extent possible. Feel free to add links and images. Your participation is highly valued and greatly appreciated.

The questions:

Personal information

1. What is your name?

2. What is your age?

Please take and upload a picture of yourself.

3. Are you married? How many kids do you have, if any?

Please take and upload a picture of your family.

4. What are your hobbies?

5. Where do you reside? How would you describe your neighborhood?

Please take and upload a picture or link to images of your neighborhood and home.

6. What is your educational background?

7. What ethnic group do you identify with?

Design for Democracy

Work profile (clients and professionals)

1. What is your occupation?
2. What is your job title and describe your role?
3. Describe what your company does.
4. Could you give a brief history of your work background?

Feel free to upload a resume or link to your personal site.

5. Describe your typical workday/week

Please take and upload a picture or link to images

6. How do you dress for work?

Please take and upload a picture or link to images.

7. Provide your business collateral material ex. logo, business cards, stationery, promotional material, website. What do you like and dislike about them?

Please take and upload a picture or link to images.

Civic engagement

1. How do you personally define “civic engagement”?
2. What are the first three images that come to mind when you hear the word civic engagement?

Please take and upload a picture or link to images.

3. Describe for me a time in which you had a positive civic experience. What made it positive?

Please take and upload a picture or link to images.

4. Describe for me a time in which you had a negative civic experience. What made it negative?

Please take and upload a picture or link to images.

5. How does your organization define civic engagement?

6. What are ways in which civic engagement can be enhanced?

Civic organizations brand experience

1. Name three nonprofit organizations with which you are familiar with.

2. Describe your positive or negative interactions/experiences with their brands.

Please take and upload a picture or link to images.

each of the organizations' brands mentioned above.

Please take and upload a picture or link to images.

3. If these organizations were people, how would you describe them (looks, personality, way of speaking, qualities)?

Please take and upload a picture or link to images.

4. Do you believe DforD's brand successfully represents what DforD does?

Please support your answer.

Design for Democracy

Design for Democracy brand experience

1. Tell us the story of how you first become aware of Design for Democracy.

2. In one sentence, how would you describe what Design for Democracy does?

3. What are three images you think represents Design for Democracy?

Please take and upload a picture or link to images.

4. If Design for Democracy was a person, how would you describe him or her (looks, personality, way of speaking, food it would eat, music listen to)?

Please take and upload a picture or link to images.

5. What has been your positive and negative experiences with Design for Democracy?

6. Of these kinds of communication:

- a. website,
- b. brochures,
- c. tradeshow exhibit,
- d. postcards,
- e. merchandise,
- f. PPT presentations

Rank the top three you would find useful for getting information about Design for Democracy and tell me why.

7. Go to the website designfordemocracy.aiga.org , what draws their attention and why?

8. What would you like to be able to access/accomplish on this website?

Please provide links to any websites that you think allow you to accomplish what you desire from the website.

9. Go to the website www.electiondesign.org, what draws you attention and why?

10. What would you like to be able to access/accomplish on this website?

Please provide links to any websites that you think allow you to accomplish what you desire from the website.

Wrap up

1. How do you feel that design could help the government improve its relationship with the people it governs?

2. What do you expect Design for Democracy to be able to do for you?