Specialty

# Civic design

Designs the touchpoints between citizens and democratic life, such as ballots, forms, election information and government procedures.



In Spanish
*Diseño cívico*

Origin
Center for Civic Design; Quesenbery and Chisnell (2013)

## What problem it addresses

A confusing ballot or a poorly designed form can cause a vote not to count or someone not to receive what they are entitled to.

## Principles

### Plain language
Understood the first time.

### For everyone
Accessible to anyone with the right to take part.

### Tested with voters
Usability testing also serves democracy.

## Applications in design

### ✓ Use it like this
Test ballots and forms with real voters before using them.

### ✗ Avoid
Approving a ballot just because it complies with the law.

### 👁 Don't fall for it
A design error in an election cannot be fixed afterwards.

## Connections

Builds on

- Plain language

Uses these methods

- Usability testing

Related to

- Accessible design

# Authors and works

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| 2013 | **Whitney Quesenbery and Dana Chisnell** | Wrote and edited the Center for Civic Design guides for designing ballots, signs and election forms that respect the voter's intent. |

## Sources

**Original sources**


- Chisnell, D., & Quesenbery, W. (2013). Field guides to ensuring voter intent (Vol. 1: Designing usable ballots, and following). Center for Civic Design. View source (https://www.eac.gov/sites/default/files/eac_assets/1/28/Field-Guide-Vol-01-20130620.pdf)


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