



Priorities for Future Work

Supporting the Voter Experience



Priority Area 1: Support the design process

- 1.1 Design standards and guidance so they are easier to use
- 1.2 Share best practices and techniques that meet human factors goals
- 1.3 Create educational programs on human factors for system designers
- 1.4 Create guidance on effective design processes
- 1.5 Make data available to analyze and improve the voter experience



Priority Area 2: Engage voters effectively

- 2.1 Create guidance on effective election communications and personalization
- 2.2 Make voter education available to everyone, including practice with real voting systems
- 2.3 Improve voter guides, making them more usable and accessible



Priority Area 3: Address the entire voter journey

- 3.1 Support voters as they move between election systems
- 3.2 Create a risk model that includes human factors and security
- 3.3 Enable “anywhere voting”



Priority Area 4: Support evolving technology

- 4.1 Use universal design to create systems that work for more voters
- 4.2 Enable the use of personal devices & assistive technology to vote
- 4.3 Update voting guidance to address new technologies and interactions
- 4.4 Create guidance for election systems outside of the “voting system”



Priority Area 5: Provide useful guidance and standards

- 5.1 Treat usability and accessibility in a single universal standard
- 5.2 Simplify guidance by focusing on principles
- 5.3 Develop performance metrics
- 5.4 Develop process standards



Priority Area 6: Improve testing in design and certification

- 6.1 Improve ways to test systems, including pilot testing as part of certification
- 6.2 Certification of open, component-based election systems
- 6.3 Establish qualifications of human factors evaluators