

Anywhere Ballot design principles

The Anywhere Ballot supports voters through a clear, tested, minimalist design.

Goals

Ensure that voters can mark and cast their ballot as they intend.

Make voting inclusive, supporting language and accessibility needs.

Provide a simple and easy experience for all voters.

Design for voting on any device with a standards-compliant browser.

The design principles

Create a clear, linear flow through the ballot.

Use language that is simple and easy to understand.

Make the ballot look easy to read.

Prompt voters with actions and choices.

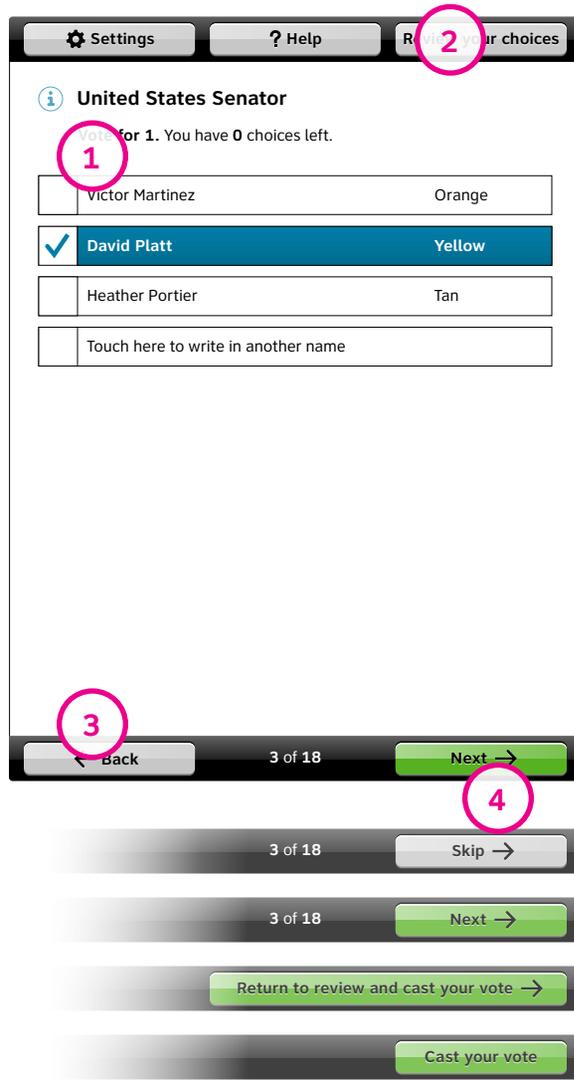
Provide immediate feedback to all actions.

Make it easy to fix mistakes.

Support users' preferences and accessibility needs.

The ballot framework

The layout is consistent on all pages in the ballot.



- 1 Present the ballot and all headings or instructions in a single column.
- 2 Use a persistent top navigation bar for supporting actions outside of the linear flow. [vvsg 3.2.4.b](#)
- 3 Use a persistent bottom navigation bar to show current location and provide a way to move forwards and backwards in the ballot. [vvsg 3.2.2.1.e](#)
- 4 The primary action is always in the bottom right. The text changes based on voters' actions and progress through the ballot. [vvsg 3.3.3.b](#)

Design tips

Simple and minimalist icons support actions and instruction text. [vvsg 3.2.4.g](#) / [vvsg 3.2.5.i](#) / [vvsg 3.2.4.f](#)

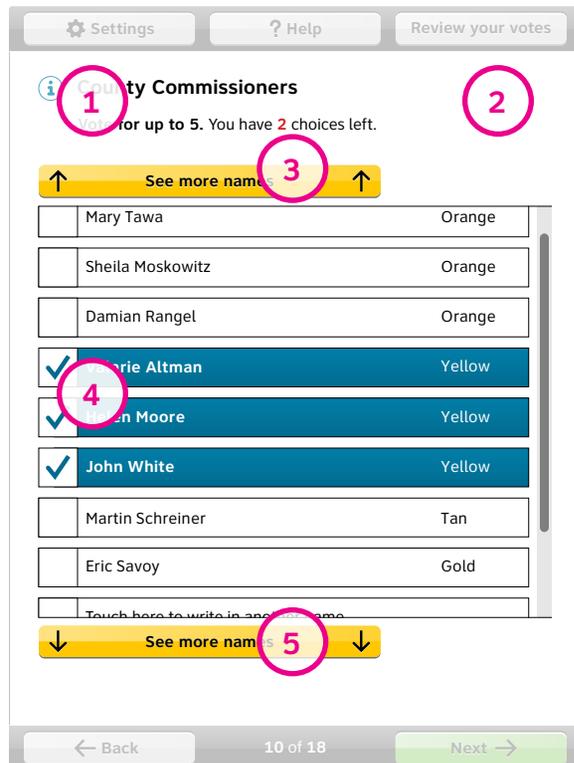
All text in the main ballot area is black on white (unless the voter has changed it). [vvsg 3.2.5.h](#)

Make the font large enough to read, and allow voters to adjust it. [vvsg 3.2.5.d](#) / [vvsg 3.2.5.e](#)

The Clearview ADA font used in the Anywhere Ballot has clear, rounded letters that are easy to read. [vvsg 3.2.5.f](#)

Voting for a candidate for office

Each contest for an office has its own page.



- 1 Name the office and how many votes are allowed at the top of the page. [vvsg 3.2.4.e](#)
- 2 Keep the voting area clean, with as little text as legally allowed.
- 3 Update the number of choices left as the voter marks the ballot. [vvsg 3.2.4.e.ii](#) / [vvsg 3.2.6.b](#)
- 4 Provide unambiguous feedback that the voter has selected a candidate, using a change in color and a visual checkmark symbol. [vvsg 3.2.6.b](#) / [vvsg 3.2.5.i](#) / [vvsg 3.2.4.e.iii](#)
- 5 Use buttons at the top and bottom of the list of candidates to show when there are more choices. [vvsg 3.2.6.a](#)

Design tips

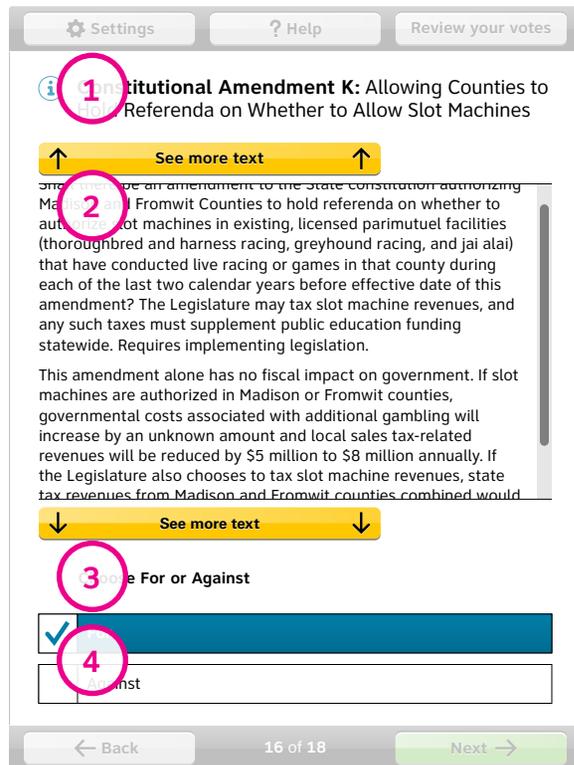
The  displays information about the office. Only use one  on the page, to avoid distracting voters from casting their ballot.

The positive phrasing of the instruction “Vote for up to 4. You can choose 4 more” worked better than wordier alternatives. Highlighting and color emphasize the most important part of the message. [vvsg 3.2.4.c](#) / [vvsg 3.2.4.d](#) / [vvsg 3.2.6.b](#)

The help button provides information about how to vote (repeated from the opening screen). [vvsg 3.2.4.a](#)

Voting for a measure or ballot question

Each measure or ballot question is on a separate page.



- 1 Identify the question title, with information about what a measure, amendment or question is.
- 2 Use buttons at the top and bottom of the description if the text is too long to fit on the screen.
- 3 Put the official question just above the choices.
- 4 The format of the selection is the same for ballot measures and candidates.

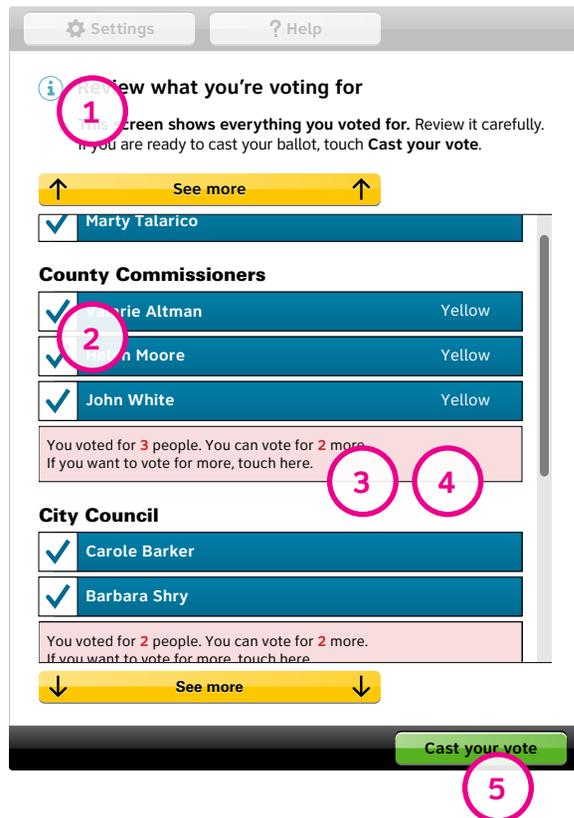
Design tips

Require voters to deselect choice before making a change, even on a single-choice contest, so the interaction is consistent.

[vvsG 3.2.2.1.d](#) / [vvsG 3.2.2.1.a](#) / [vvsG 3.2.2.a](#)

The review screen

The review screen shows how the ballot will be cast, including undervotes.



- 1 Use this language for the review screen title and instructions.
- 2 Show votes in the same format used to make a selection
- 3 Make messages about undervotes clear:
How many has the voter selected?
How many choices are left?
What do they do to change their vote?
[vvsG 3.2.2.c](#) / [vvsG 3.2.1.1.b](#) / [vvsG 3.2.2.1.c](#)
- 4 Make sure there is grammatical number agreement within undervote messages.
- 5 Change the action button to say "Cast your vote"

Design tips

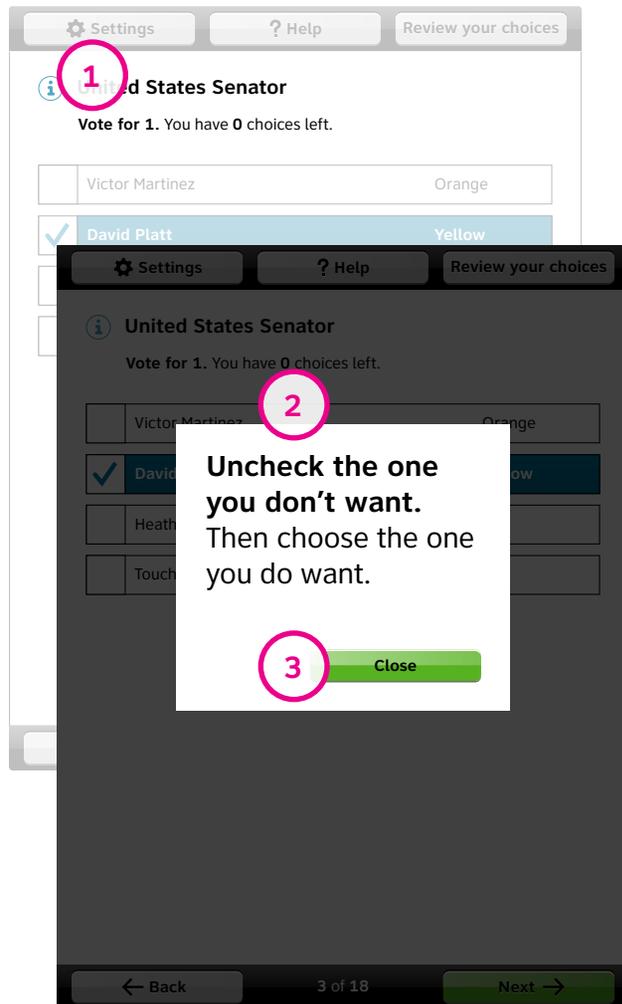
Make sure voters can touch anywhere on a vote to change it.

Use a pastel color for the error messages. It makes the message less frightening, and ensures there is enough contrast.

Use "out and back" navigation from the review screen, so voters can immediately see that their vote was changed, and don't think they have to go through the entire ballot again.

Messages

All instructions are clear and short.



- 1 Show instructions that are part of the voting process the on full screen. [vvsG 3.2.4.c](#)
- 2 Show feedback messages in an overlay box that hides the rest of the screen. [vvsG 3.2.4.c](#)
- 3 Provide a visible button to close any message. [vvsG 3.2.4.c](#)

Writing tips

Use short paragraphs that make sense independently.

Write instructions positively.

Use visual cues to highlight key content and actions.

Leave out niceties like "please."