2K16: Presidential Campaign Source Proposal

HCI 454: Interaction Design and Information Architecture

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Submitted by Team 5

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I. Introduction

www.2K16.com - Your Presidential Campaign Authoritative Source

"Seems like they start earlier every year" is a common refrain heard when, shortly after the results are recorded in the mid-term congressional elections, the first few candidates start making noises indicating their intention to seek the "highest office in the land". Although many people share a collective groan when these first signs of the next presidential election begin to appear, there is a large segment of the population that can't get enough campaign coverage. Presidential campaigns in the United States draw the most voters, spend the most money, command the most media coverage and create the most drama of any other elections on the planet.

Elections, if covered correctly, can provide more compelling drama than the best-scripted network program. Why watch House of Cards if you can see the real life events played out before you in real time? National campaigns are essentially a series of Shakespearean tragedies played out in an overlapping timeline with each successive round increasing the stakes: emotionally, financially and politically. As Shakespeare would have put it, many candidates are simply "a poor player, that struts and frets his hour upon the stage and then is heard no more".

We propose www.2K16.com as the source for all things presidential in this year's campaign; it will be a one-stop shop for policy, politics, and spectacle in an easy to navigate web portal.

Project Overview

www.2K16.com will be a very dynamic website with frequently changing content--some original, some curated, and some user-contributed. The target users of www.2k16.com are a broad cross-section of society including political enthusiasts, activists, and operatives. It will also serve the needs of journalists, fundraisers and the general public as the tempo and tenor of the 2016 presidential race heats up. Combining the needs of the diverse user base with the dynamic nature of the content, the site will change everyday. It will require an

information architecture and user interaction design that is intuitive, easy to use and able to allow for very different interaction patterns. Some users will be daily users who know their objectives and will want fast access to specific content. Other users will be interested in the campaign and need to both forage and search.

Content Inventory

The primary content sections of www.2k16.com include:

Key Players

This section will include detailed profile information of the key players of the upcoming presidential campaign, including:

- Candidates - These are the stars of the show and we will compile all of the publicly available information from these individuals' extensive careers in public life.
- Staff - Campaign staffers have significant influence on how a campaign progresses and several of them--think Donna Brazille--have become celebrities in their own right. We will identify them, profile and provide our user with critical information on these often hidden actors in the presidential play.
- Surrogates - All campaigns leverage surrogates who are influential figures that are not running themselves but are willing to shill for a particular candidate. We will cut through the standard drivel and provide good insights on why the surrogates have chosen--or been chosen--to be a public part of a campaign. Are they looking for a cabinet position, ambassador appointment, or setting their own run for office in a later campaign? We will offer insights to these nuanced decisions.
- Fundraisers - Campaigns live on money and there are several very influential fundraisers--like the Koch brothers on the Republican side and George Soros on the Democratic side--that often carry as much weight in the campaign as the candidates themselves.

Timeline

From the first moment a major candidate announces the formation of an exploratory committee through to election day in November, 2016, the timeline section will contain all of the known key dates that comprise the election, including: the Iowa Straw Poll, the Iowa

Caucus, New Hampshire Primary, South Carolina Primary, Super Tuesday, the party conventions and election day. It will also be dynamically updated to provide transient events including: candidate entry and exit, pre-primary debates and events, network sponsored debates and the final debates between the two nominees. We will also provide links to the candidates' public schedules so that those who are interested can spend the time and money to attend a local event dressed in a chicken suit to chide a particular candidate for their lack of courage on a well-known pandering position.

Media

This section will provide the user with the ability to configure their interest in particular candidates, luminaries, news organizations and interest groups. The section will present a consolidated Twitter feed from the selected parties. We will provide links to all of the coverage--both positive and negative--that emerges during the campaign, including links to articles, interview clips and debate film. The next candidate that is unable to name three departments of the executive branch of the federal government will be highlighted here. It will also include discussions where users can contribute their own perspective--moderated, of course, by key scandal experts.

Fundraising

Campaigns live and die on money and candidates spend as much if not more raising money than on any other activity. This section will provide insights into how each candidate is doing, leveraging the data published by the candidates and the data aggregated by the government and other stakeholders. Specific content items will include Federal Election Commission reports, watchdog group reports and campaign press releases.

Polling

This section will provide a summary of the latest polling data and links to the detailed polling available at other sites like Real Clear Politics, Gallup, Quinnipiac and YouGov.

Information Organizational Schemes

The content provided on www.2K16.com is multi-faceted and much of it can be organized using elements of the Five Hat Racks design methodology. Campaigns contain a series of

events and include a broad group of participants. There are a large number of candidates, especially in the early the stages, that can be classified across a number of elements, including: political party, position on key issues, geographic origin, previous political position, standing in the polls and level of campaign fundraising. The campaign events also have multiple characteristics that can use the Five Hat Racks methodology including: time, format, key issues, geography and degree of influence on the overall outcome.

II. External Analysis

During the process to create the high-level design for www.2k16.com we reviewed several current production websites that carry similar content and functionality. Political news and commentary is the subject of an extensive number of news and analysis organizations--virtually none of which have a website as one of their distribution channels. For this analysis we limited ourselves to sites that were considered bipartisan and had election-specific sections of their site. This content and the associated designs provide the best comparison for what we are trying to achieve.

www.politico.com

Politico was founded in the new media age and does not draw its roots from the traditional print media that has been covering politics for centuries. Politico focuses on original content and aggressive reporting delivered through digital channels. The Campaign 2016 section is organized as a long series of current articles down the center section of the screen (Image 1). This is similar to a Facebook or Twitter page with the most current stories on the top. Along the side there is a list of the Tweets that Politico editors post. Below the Tweets is a list of the most read content of the day and then a link to Politico Magazine, which is an alternate publication in the same media family. This section of Politico does not provide a very comprehensive perspective on the 2016 campaign and lacks a coherent timeline or listing of the stakeholders. Polling is available but you have to dig to find it. This interface assumes the user is primarily interested in currently produced stories that are relevant to the election.

Image 1: Politico: Campaign 2016

www.realclearpolitics.com

RealClearPolitics.com was founded in Chicago in 2000 to provide independent political analysis delivered over the web. RealClearPolitics' Election 2016 section provides a hybrid organizational scheme including a scrolling poll ticker along the top, a Twitter mashup from multiple authors on the right-hand side of the page, and a series of articles in the center-left portion of the page (Image 2). Overall this site is much better organized than Politico in that it has sections dedicated to the different party nominations and provides polling on the first page. It does not provide a timeline, which is a critical aspect to the campaign cycle.

Image 2: RealClearPolitics: Election 2016

III. Card Sorting

Recruiting

We solicited participants via social media, email and the online class message board. Six
people took our card sort electronically through Concept Codify (Image 3). Three
participants identified themselves as Independent, one as Independent Liberal, one as
Socialist, and one preferred not to say. Five of the participants were female, one was male.
Two participants are retired, two are employed full-time, one works three part-time jobs, and
one is a full-time student. Two participants are aged 30-40, one is 40-50, one is 50-60, and
two are 60-70. All are citizens born in the United States of America with Western European
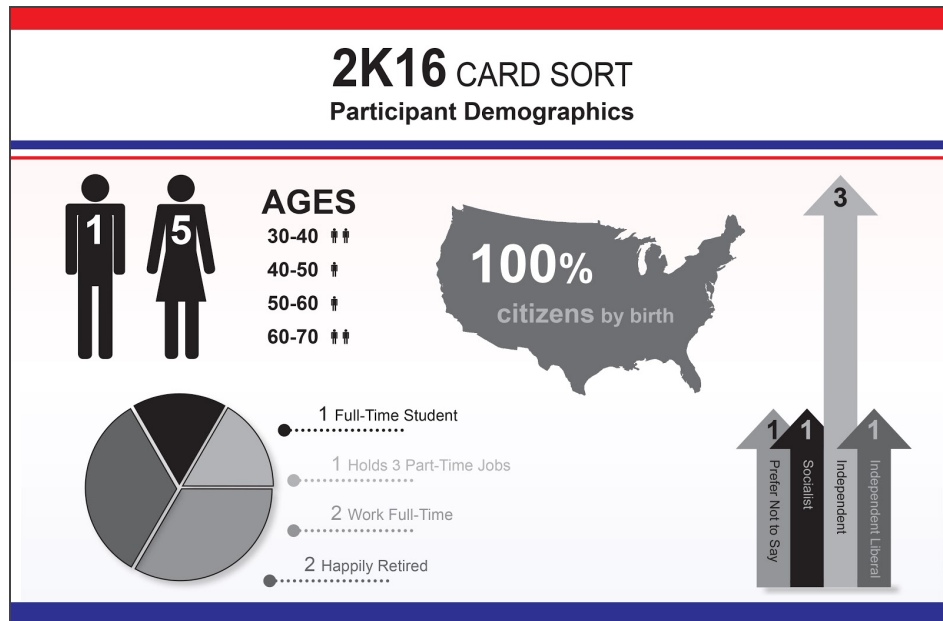ancestry.

Image 3: 2K16 Concept Codify: Participants

Process

We selected an open card sort because we wanted to know how potential users of our site would categorize the information we are including. We drew content items from the categories of the initial proposal (Appendix A). To be respectful of our participants' time, we limited our card sort to 36 content items (Appendix B). The card sort took between 10-20 minutes to complete depending on the technological skill of the participant. We instructed participants to create at least three categories to organize the information (Image 4).

Image 4: 2K16 Concept Codify: Instructions

We observed Participant 5. The remaining participants participated remotely. Participant 5 organized the 36 content items into three categories: Defining the narrative, Effectiveness of the narrative, and Redefining the narrative (Image 5). When asked to explain the choice of categories, Participant 5 expressed a view that, "elections are cyclical and will ebb and flow between three stages." The initial proposal for the website included 7 categories--none of which included the word "narrative." This observation reaffirms the need to understand our users' organizational patterns so that we create a design that allows for individualized interaction patterns.
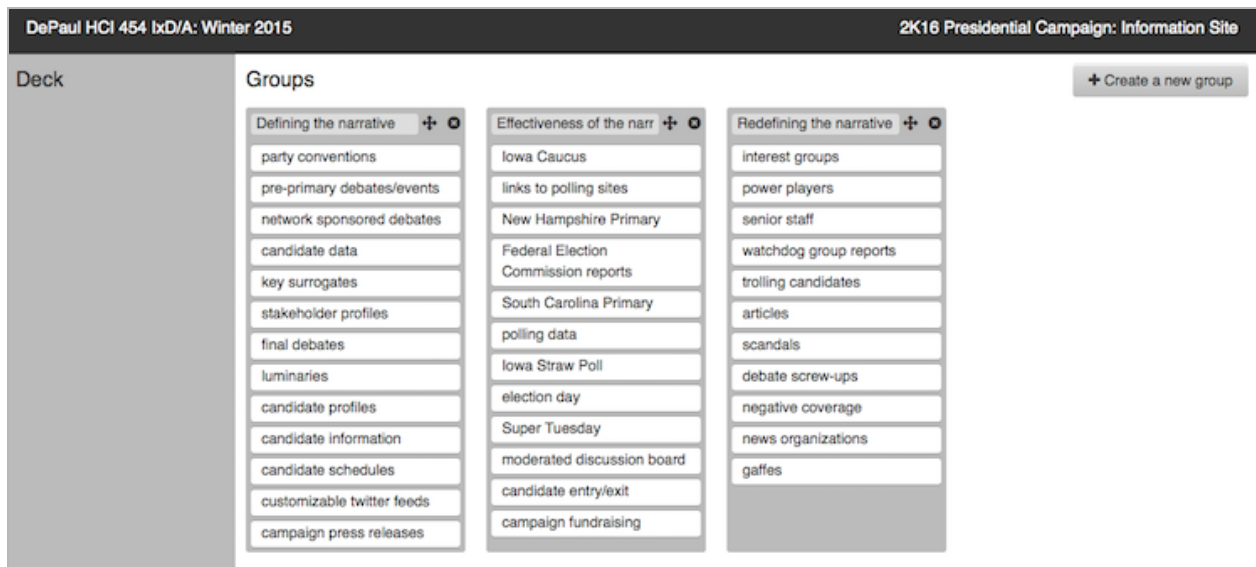
Image 5: 2K16 Concept Codify: Participant 5

Analysis

We decided to refine our categories based on the dendrogram analysis and similarity matrix generated by Concept Codify. The dendrogram (Image 6) revealed five relatively clear groupings of information, and eight content items that appear more like a set of outliers than a set of clades. We discussed the associations among the data and decided to use five modified categories for the sitemap instead of the initial seven.
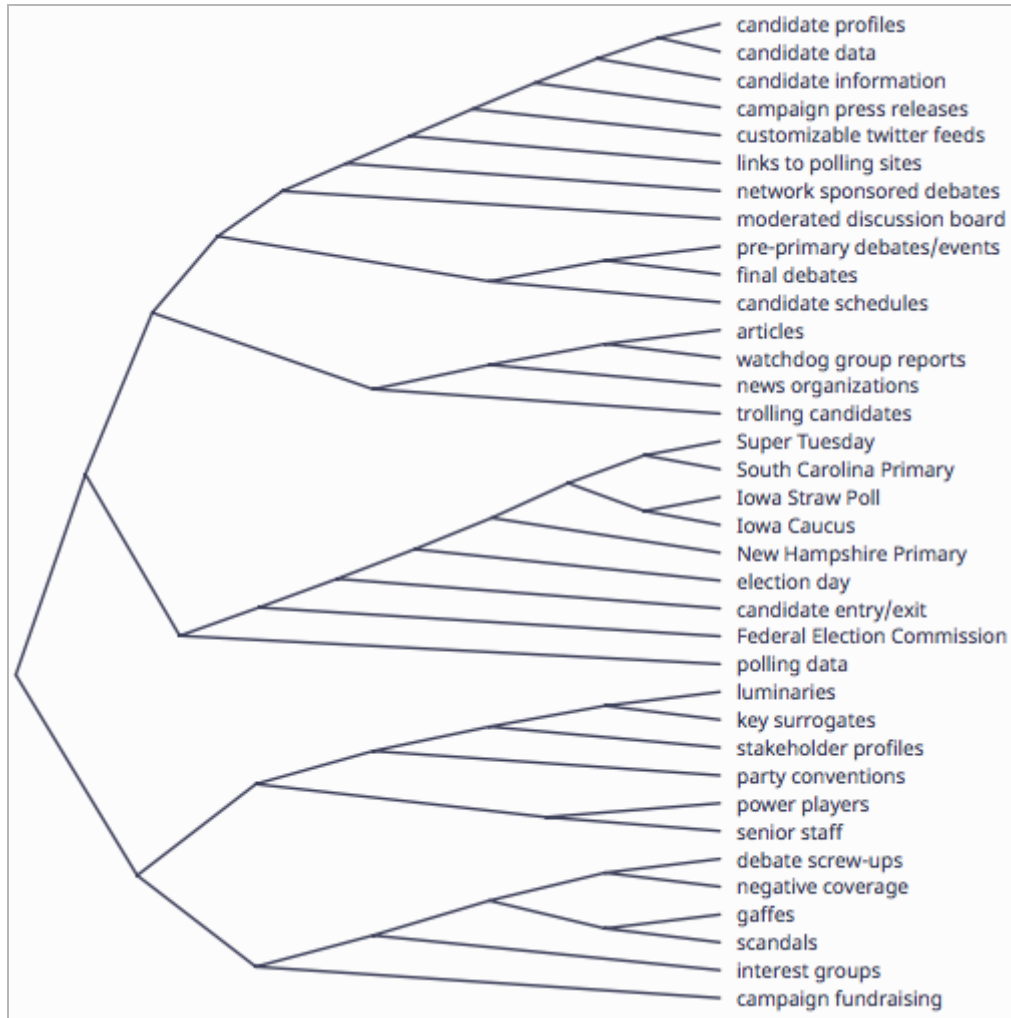
Image 6: 2K16 Concept Codify: Dendrogram Analysis

To clarify the associations between the eight content items that appear as outliers, we consulted the similarity matrix (Image 7). The candidate profiles, data, and information registered a 100% similarity to one another. Pre-primary debates/events scored similarly with final debates. We used the matrix data to challenge our thinking on the groupings we had pulled from the dendrogram.

candidate profiles		100	100	100	50	33	33	20	33	33	33	33	50	20	9
candidate data	100		100	100	50	33	33	20	33	33	33	33	50	20	9
candidate information	100	100		100	50	33	33	20	33	33	33	33	50	20	9
campaign press releases	100	100	100		50	33	33	20	33	33	33	33	50	20	9
customizable twitter feeds	50	50	50	50		33	20	20	20	20	50	20	20	9	9
links to polling sites	33	33	33	33	33		20	33	20	20	20	20	20	20	33
network sponsored debates	33	33	33	33	20	20		20	50	50	20	33	20	9	0
moderated discussion board	20	20	20	20	20	33	20		20	20	20	33	20	9	33
pre-primary debates/events	33	33	33	33	20	20	50	20		100	50	33	20	20	9
final debates	33	33	33	33	20	20	50	20	100		50	33	20	20	9
candidate schedules	33	33	33	33	50	20	20	20	50	50		20	9	9	9
articles	33	33	33	33	20	20	33	33	33	33	20		71	50	20
watchdog group reports	50	50	50	50	20	20	20	20	20	20	9	71		50	20
news organizations	20	20	20	20	9	20	9	9	20	20	9	50	50		50
trolling candidates	9	9	9	9	9	33	0	33	9	9	9	20	20	50	
Super Tuesday	0	0	0	0	9	9	9	9	20	20	20	0	0	9	9
South Carolina Primary	0	0	0	0	9	9	9	9	20	20	20	0	0	9	9
Iowa Straw Poll	0	0	0	0	9	9	9	9	20	20	20	0	0	9	9
Iowa Caucus	0	0	0	0	9	9	9	9	20	20	20	0	0	9	9
New Hampshire Primary	0	0	0	0	9	9	9	9	20	20	20	0	0	9	9
election day	9	9	9	9	20	20	9	20	33	33	20	9	9	9	9
candidate entry/exit	33	33	33	33	20	20	9	20	33	33	33	20	20	33	20
Federal Election Commission reports	20	20	20	20	9	20	0	9	20	20	20	33	50	33	20
polling data	20	20	20	20	9	20	9	20	0	0	0	20	33	9	0
luminaries	9	9	9	9	9	9	20	9	9	9	9	0	0	9	20

Image 7: 2K16 Concept Codify: Portion of Similarity Matrix

We confirmed and refined our categories based on the strength of the similarity associations among the content. We developed the sitemap categories from the groupings that manifested during the data analysis.

IV. Sitemap

Our sitemap provides a visual representation of the content and hierarchy of information within our website (Image 8). We used the results from our card sort to help us determine how to organize this information. Our sitemap is made up of three hierarchical levels. Each of the levels within our website goes from general categories to more specific content items. The nodes of the site map are aligned to a grid and all of the levels are easy to distinguish. We used nesting as well as color and shading to help us communicate the structure and hierarchy of the content items.

Image 8: 2K16 Visualizations: Sitemap

The five main categories of our website are: Key players, Timeline, Media, Fundraising, and Polling. The five main categories help organize all of the information within our website and they are represented in dark gray on the sitemap. The five main categories are on the toolbar for the main page of our website. The content in level two is indented represented in the light gray sections of the sitemap. Level two represents the information sections within each of the five main categorizes. Level three is represented in white on the sitemap and indicates more detailed information.

V. Wireframing

High-level Wireframe (Appendix C-1)

The high-level structure of 2K16.com follows location, time, and categorical organization patterns. An example of using location is that the "Events" section can be organized with the events appearing with those geographically closest to a registered user highest in the list. Another example is that one of the images could be an interactive map that shows where politicians are scheduled to appear in the US. Our team decided to use these patterns since politics are so dependant on timeliness and geographical location, and consumers of political news look for the most up-to-date information first. We also organized our content by certain categories related to to the election. Our high-level navigation allows users to easily switch from one category to the next through the global navigation.

Core Task #1 (Appendices C-1 and C-2 sections a-e)

Bob, a mid-30's young professional, starts his day by checking the scores of yesterday's action in college hoops and then quickly turns to www.2k16.com where he is presented with today's schedule on the homepage. Realizing that we are only a week away from the Iowa Caucus, Feb. 1, 2016, he immediately clicks on link to latest polling. Seeing that Jeb Bush is predicted to come in third, he then clicks on the link to fundraising section to see how Jeb is doing against the field. While there, he also checks on Hillary's tally and then runs a report that compares the largest fundraising sources for the two candidates and is surprised to see that there is a large amount of overlap. After considering the similarity in their fundraising, Bob turns attention to the profile page to compare the candidates' positions on the issues he cares and then moves over the Opposition Research to search for any recorded comments the two candidates have made in a debate on the issue of amnesty of undocumented immigrants.

Core Task #2 (Appendix C-2: Sections f, g, b)

Sally, an active blogger and member of the Peoria, IL, Democratic Caucus Committee is preparing for an upcoming meeting of local campaign organizers and supporters where they plan to host a mock debate with representatives for each of the major candidates providing

the positions of the respective candidates. She is going to be the representative for Hilary Clinton and goes to Profiles section of the www.2k16.com to study up on Hilary's latest positions on key hot-button issues, like immigration reform, energy policy and the global war on terrorism. After studying the written positions and following the links to the candidate sites, Sally watches recently posted video clips of some of Hillary's recent campaign appearances and guest spots on key political television programs such as Meet the Press, This Week with George Stephanopoulos and Face the Nation. Here she can actually watch the candidate respond to questions and advance their positions in their own words. Lastly, she moves over the polling section to see where Hillary is tracking in the latest polls in her quest for the Democratic nomination.

VI. Conclusion

Further Analysis

For further analysis, we would like to increase the number of our participants in the 2K16 card sort. Broadening our sample size would improve our similarity matrix by providing more data to further show similarity associations in the matrix. Our open card sort allowed us to discover and generate categories for www.2k16.org. Now that those categories are generated, we would like to perform a closed card sort with the generated categories to evaluate our categories. Furthermore, in future open card sorting exercises, we learned that it may be beneficial to instruct participants to use nouns for the category titles. With Participant 5, we learned that titles created by participants may not have strong associations with the data we are working to generate.

Next Steps

Besides completing a closed card sort to evaluate our categories for www.2k16.org, we would like to expand the recruiting process to include individuals that do not have Internet access. The next wave of recruitment of participants should include a more diverse group of individuals in terms of party preference, ethnicity, and citizenship status. A second open card sort of more diverse recruiting may generate and yield more potential categories for exploration in a closed card sorting exercise. Finally, we would like to accept and evaluate feedback from participants and interested members of the community to further improve www.2k16.org.

VII. Appendix

A. Information Architecture Proposal: 2K16 (v.1)

HCI 454 Information Architecture Project Proposal – Group 5 Team Proposal

www.2K16.com - Your Presidential Campaign Authoritative Source

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Elections, if covered correctly, can provide more compelling drama than the best-scripted network program. Why watch House of Cards if you can see the real life events played out before you in real time? National campaigns are essentially a series of Shakespearian tragedies played out in an overlapping timeline with each successive round increasing the stakes: emotionally, financially and politically. As Shakespeare would have put it, many candidates are simply "a poor player, that struts and frets his hour upon the stage and then is heard no more".

Because of the convoluted process that the major party nominating process has become, the campaign cycle combines big-money corporate power broking, with pop culture celebrity and door-to-door retail politics. The pattern is well known. During the early pre-primary season the established candidates, this year that is Jeb Bush and Hillary Clinton, try to win the race before the race - the competition for fundraising, staff and endorsements. While they are busy spending time on corporate jets with George Soros and the Koch brothers, the scrappy underdogs, e.g. Mike Huckabee and Rick Santorum, are slogging their way through the snow and ice of an Iowa winter, eating pancakes and proclaiming their love of all things corn. This phase will knock out a few pretenders and prima donnas that were just flirting with the idea, yes I am talking about you Mitt, but the real fun starts when the candidates gather to debate in a university auditorium in some oddly chosen metropolitan area, look out Lincoln, Nebraska, I think you are on this year's list.

Once all of the pre-primary activities are complete, a process that should winnow the field to no more than five or six candidates on either side, both party's nominees are decided in a six month whirlwind tour of Americana. During that period, some candidates will miss expectations and have to explain why and try to recover or bow out. While other candidates will sneak-up on the field and emerge triumphant in Iowa, New Hampshire or South Carolina, only to be crushed on Super Tuesday and, ultimately, the two champions will emerge from the process, damaged but energized to enter the campaign's final phase. Unless, as all true political junkies hope, the primary process is unable to establish a clear winner and one of the conventions transforms from a mind-numbingly boring stage show to a nationally televised display of guile, cunning and shear will.

With the nominees established and the surprisingly irrelevant vice presidential candidates selected, we move into the general election where both candidates have three and a half months to spend a billion dollars, probably two billion this time around, and try to appear on television as many times as possible without saying anything stupid, offensive or just goofy (none of use want to relive Michael Dukakis' pathetic attempt to drive a tank or hear Mitt Romney explain, again, what he

meant when he said he had "binders full of women" while governor of Massachusetts). I do not envy residents of Ohio, Florida and Pennsylvania for once again your votes will count more than the rest of us and the campaigns will spend a great deal more, in the form of badly produced negative TV ads, to win them.

So now that I have described a tournament that combines the Cinderella story elements of March Madness with the regional conflicts of the ill-fated Bowl Championship Series, don't you want a website that brings it all together?

www.2K16.com, will be the source for all things presidential in this year's campaign. Your one-stop shop for policy, politics, and spectacle in an easy to navigate web portal.

Content Sections:

Timeline   From the first moment a major candidate announces the formation of an exploratory committee through to election day in November, 2016, the timeline section will contain all of the known key dates that comprise the election, including: the Iowa Straw Poll, the Iowa Caucus, New Hampshire Primary, South Carolina Primary, Super Tuesday, the party conventions and election day. It will also be dynamically updated to provide transient events including: candidate entry and exit, pre-primary debates and events, network sponsored debates and the final debates between the two nominees. The timeline will be the homepage for www.2k16.com.

Polling   This section will provide a summary of the latest polling data and links to the detailed polling available at other sites like www.realclearpolitics.com

Profiles   This section will provide detailed profiles of the key stakeholders in the campaign, such as the candidates, their senior staff, key surrogates and other power players that have the ability to influence the outcome of the election.

Opposition   This section will provide links to all of the negative coverage and scandals that
Research   emerge during the campaign, including links to articles, interview gaffes and debate screw-ups. The next candidate that is unable to name three departments of the executive branch of the federal government will be highlighted here. It will also include discussions where users can contribute their own perspective, moderated, of course, by key scandal experts, yes Monica, I mean you – go ahead and send me your contact info.

Chicken Suit   This section will provide the most current public schedules for each of the currently active candidates so that those who are interested can spend the time and money to attend a local event dressed in a chicken suit to chide a particular candidate for their lack of courage on a well-known pandering position. Yes, we will track who does and who does not take the corn pledge in Iowa, who ignores fuel economy standards in Michigan, or downplays their family values stump speech while raising money from the glitterati in California.

Media Mashup	This section will provide the user with the ability configure their interest in particular candidates, luminaries, news organizations and interest groups and the section will present a consolidated twitter feed from the selected parties.
Money Ball	Campaigns live and die on money and candidates spend as much if not more raising money than on any other activity. This section will provide insights into how each candidate is doing, leveraging the data publicized by the candidates and the data aggregated by the government and other stakeholders. Specific content items will include Federal Election Commission reports, watchdog group reports and campaign press releases.

Usage Scenarios:

Bob, a mid-30's young professional, starts his day by checking the scores of yesterday's action in college hoops and then quickly turns to www.2k16.com where he is presented with today's schedule on the home. Realizing that we are only a week away from the Iowa Caucus, Feb. 1, 2016, he immediately clicks on link to latest polling. Seeing that Jeb Bush is predicted to come in third, he then clicks on the link to fundraising section to see how Jeb is doing against the field. While there, he also checks on Hilary's tally and then runs a report that compares the largest fundraising sources for the two candidates and is surprised to see that there is a large amount of overlap. After considering the similarity in their fundraising, Bob turns attention to the profile page to compare the candidates' positions on the issues he cares and then moves over the Opposition Research to search for any recorded comments the two candidates have made in a debate on the issue of amnesty of undocumented immigrants.
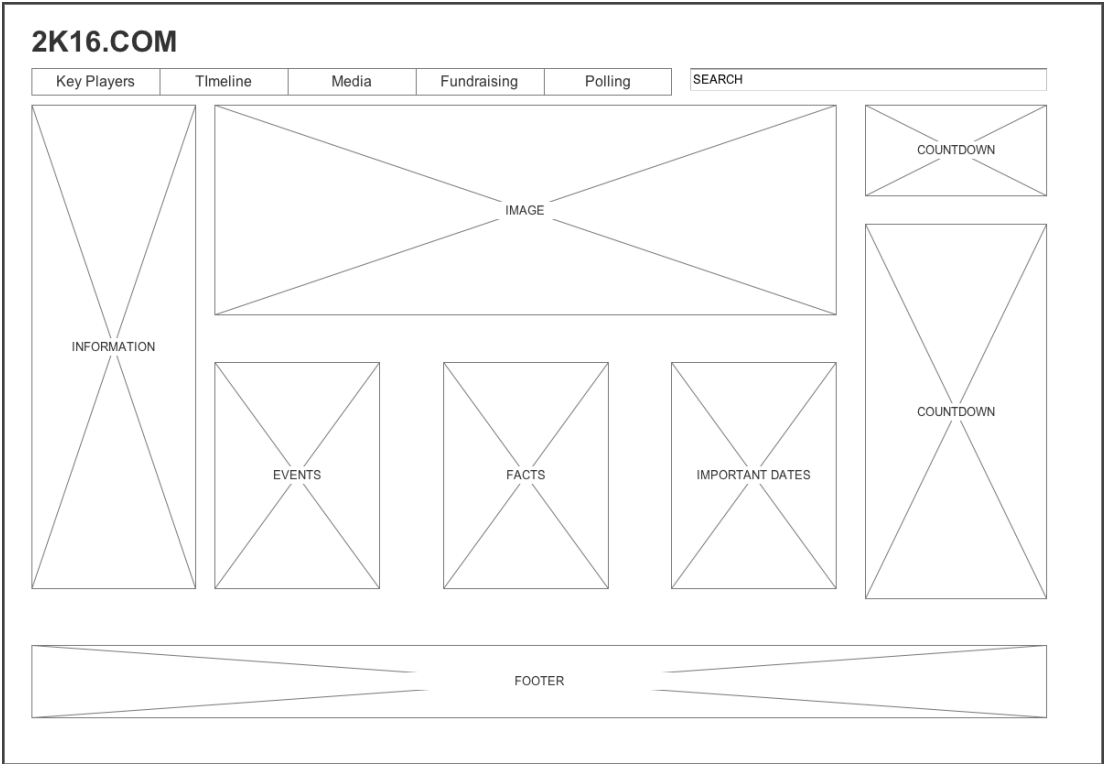
Sally, an active blogger and member of the Peoria, IL, Democratic Caucus Committee is preparing for an upcoming meeting of local campaign organizers and supporters where they plan to host a mock debate with representatives for each of the major candidates providing the positions of the respective candidates. She is going to be the representative for Hilary Clinton and goes to Profiles section of the www.2k16.com to study up on Hilary's latest positions on key hot-button issues, like immigration reform, energy policy and the global war on terrorism. After studying the written positions and following the links to the candidate sites, Sally moves over the Opposition Research section to watch recently posted video clips of some of Hilary's recent campaign appearances and guest spots on key political television programs, such as Meet the Press, This Week with George Stephanopoulos and Face the Nation. Here she can actually watch the candidate respond to questions and advance their positions in their own words. Lastly, she moves over the polling section to see where Hilary is tracking in the latest polls in her quest for the Democratic nomination.

B. Content Inventory: 2K16

Timeline	Polling	Profiles	Opposition Research	Chicken Suit	Media Mashup	Money Ball
candidate entry/exit	links to polling sites	candidate profiles	articles	candidate schedules	candidate information	campaign fundraising
election day	polling data	key surrogates	debate screw-ups	trolling candidates	customizable twitter feeds	campaign press releases
final debates		power players	gaffes		interest groups	candidate data
Iowa Caucus		senior staff	moderated discussion board		luminaries	Federal Election Commission report
Iowa Straw Poll		stakeholder profiles	negative coverage		news organizations	watchdog group reports
network sponsored debates			scandals			
New Hampshire Primary						
party conventions						
pre-primary debates/events						
South Carolina Primary						
Super Tuesday						

C. Wireframes

1. High-Level Wire

2K16.COM

Key Players	TImeline	Media	Fundraising	Polling

SEARCH

INFORMATION

IMAGE

COUNTDOWN

COUNTDOWN

EVENTS

FACTS

IMPORTANT DATES

FOOTER

2. Core Task Wires

a. Timeline and Upcoming Events

2K16.COM

| Key Players | TImeline | Media | Fundraising | Polling | SEARCH |

Upcoming Events

☐ All Candidates   ☑ **Republican Candidates**   ☐ **Democratic Candidates** ①

INFORMATION

| Nov \|12th | Event 1
Event Description
88 Comments
Number of live attendants | • Jeb Bush
• Scott Walker
• Rand Paul
• Mitt Romney |

| Nov \|12th | Event 1
Event Description
88 Comments
Number of live attendants | • Jeb Bush
• Scott Walker
• Rand Paul
• Mitt Romney |

| Nov \|12th | Event 1
Event Description
88 Comments
Number of live attendants | • Jeb Bush
• Scott Walker
• Rand Paul
• Mitt Romney |

| Nov \|12th | Event 1
Event Description
88 Comments
Number of live attendants | • Jeb Bush
• Scott Walker
• Rand Paul
• Mitt Romney |

SEE ALL UPCOMING EVENTS… ②

INFORMATION

FOOTER

1. Toggles will show only candidates that correspond with user selection

2. Link will take user to a full page of upcoming candidate events with more detail

b. Polling Data

2K16.COM

Key Players	TImeline	Media	Fundraising	Polling	SEARCH

INFORMATION

LAST WEEK
THIS WEEK

PERCENTAGE OF VOTE

CANDIDATE 1 CANDIDATE 1 CANDIDATE 1 CANDIDATE 1 CANDIDATE 1 CANDIDATE 1 CANDIDATE 1 CANDIDATE 1

FOOTER
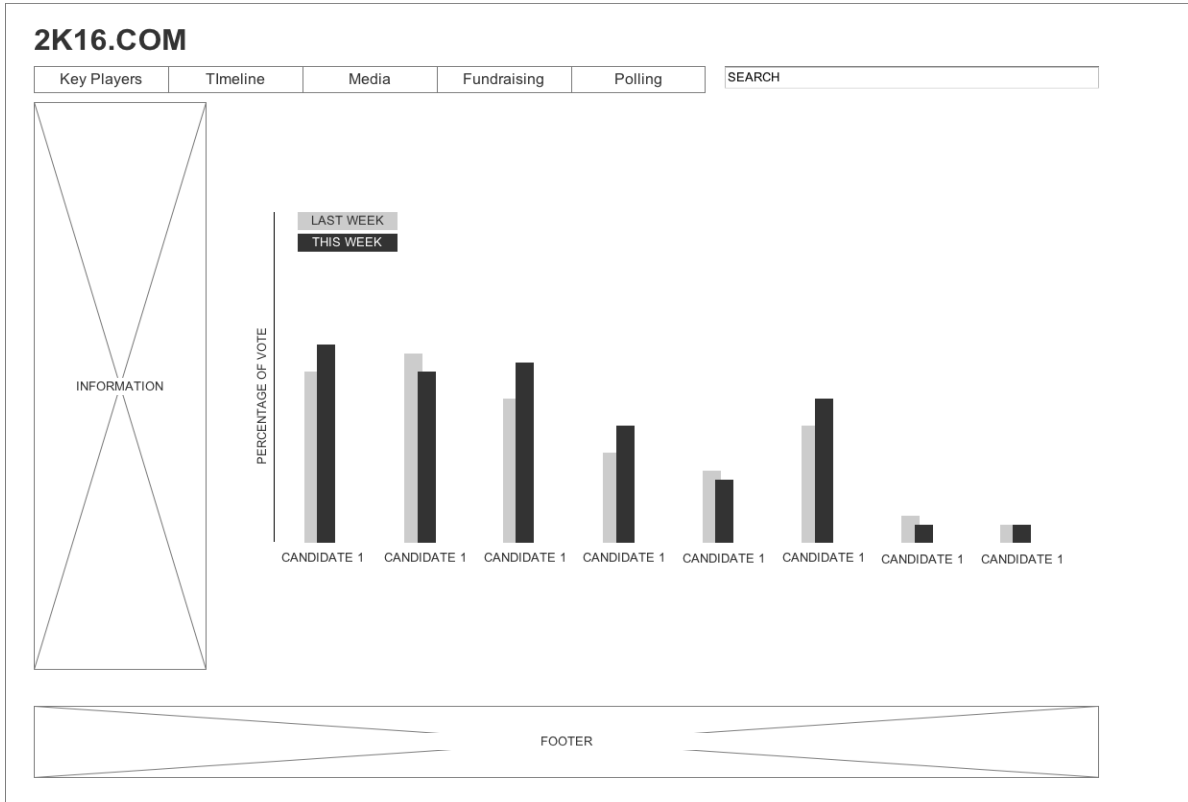
c. Fundraising and Donor Information

2K16.COM

Key Players	TImeline	Media	Fundraising	Polling	SEARCH

Add to Report	Candidate	Amount Raised to Date
☑	Candidate 1	$000,000.00
☑	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00
☐	Candidate 1	$000,000.00

Top Donors
Donor 1
Donor 2
Donor 3

Run Report

Candidate 1

1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing

See more ...

Candidate 2

1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
1. Lorem ipsum dolor sit amet, consectetur adipiscing
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See more ...

3. Selected checkboxes will have ability to be added to report once generated

4. Top donors popup will appear when on the user's mouse hover

5. "Run report" will open expanded view of selected candidates

6. See more will show expanded view of all donors above a reasonable amount

FOOTER

d. Candidate's Positions

2K16.COM

| Key Players | TImeline | Media | Fundraising | Polling | SEARCH |

Candidate 1
▼ position on X

▲ position on X ⑦

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 2
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 3
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 4
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

7. Drop down caret will expose candidate position on certain topics

Candidate 5
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 6
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 7
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

Candidate 8
▼ position on X

▲ position on X

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▼ position on X
▼ position on X
▼ position on X
▼ position on X

e. Debate Quotes

2K16.COM

| Key Players | TImeline | Media | Fundraising | Polling | SEARCH |

INFORMATION

| Debate 1 **8** | Debate 2 | Debate 3 | Debate 4 |

Choose Candidate:
☑ Candidate 1 **9** ☐ Candidate 2 ☐ Candidate 3 ☐ Candidate 4

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida"
On Issue 1 **10**

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On Issue 1

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On Issue 1

FOOTER

8. User can navigate debates by selecting "Debate" tabs

9. Under each debate, user can select candidate to see comments

10. Blue link shows which issue the comment is regarding. User can click on issue to go candidate position page

f. Candidate Profile

2K16.COM

| Key Players | TImeline | Media | Fundraising | Polling | SEARCH |

INFORMATION

🖼 Candidate 4

| Immigration Reform **11** | Global Warming | War on Terror | Women's RIghts | LGBT |

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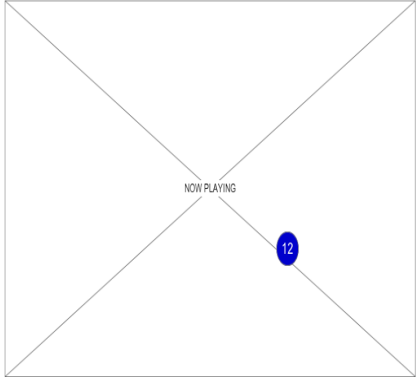IMAGE

FOOTER

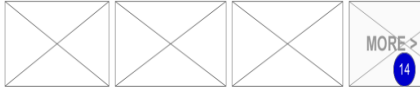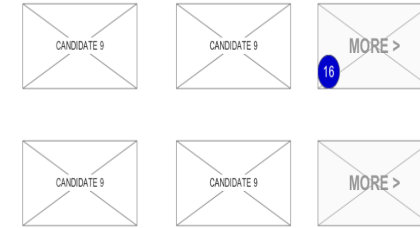11. Selected tabs will navigate between issues

g. Video Feed

2K16.COM

Candidate 4

NOW PLAYING

12

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MORE > 14

POPULAR SHOWS

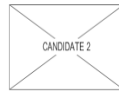| CANDIDATE 9	CANDIDATE 9	MORE >
	16	
CANDIDATE 9	CANDIDATE 9	MORE >

Candidate Channels

CANDIDATE 1
15

CANDIDATE 2

CANDIDATE 3

CANDIDATE 5

CANDIDATE 6

CANDIDATE 9

FOOTER

12. Now playing section will show video currently playing

13. "See more..." selected will show expanded description of video

14. "More" will horizontally scroll to navigate more of this candidate's videos

15. Candidate channels can be selected to navigate to different candidates

16. Clips from popular shows will open when tiles selected