

Documentation of my Capstone Project
CODE University

February - April 2025

FaceTheFacts 2.0

Reimagining Political Transparency

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Interaction Design

Reflection Slide

I believe democracy truly thrives when discovering facts becomes effortless, engaging, and even enjoyable.

Imagine a world where clarity replaces confusion, and curiosity triumphs over indifference - a world in which people don't merely consume information but actively engage with it, confidently making informed decisions and meaningfully participating in democratic processes.

This is precisely the world this project aims to create. By transforming dry, complex data into intuitive and joyful experiences, we can unlock democracy's full potential. I want politicians to improve—not just because we deserve better, but because, especially now, we urgently need the best politicians we can get.

Manifesto

We believe that democratic decisions are strongest **when made informed**.

We stand for **transparency** and encourage **self-reflection**, offering information not as a definitive answer, but as a starting point for **exploring and challenging the narratives that shape our choices**.

Problem

It is often unclear **what politicians stand for** and who influences them. Election posters fail to provide the depth and transparency needed for **informed decision-making**. This makes it difficult to make voting decisions that really match to one's own values.

Status quo

We, a team of CODE students, **successfully launched an app**, that enables users to scan election posters and access fact-based political information. The app gained **strong engagement and validation**, highlighting the need for unbiased, transparent political insights. We produced **a few viral pieces** on the internet (mainly Reddit and TikTok) which led to thousands of comments. Currently, the app was downloaded by over 30.000 people.

Challenge

Engagement proves the appetite for fact-based politics apps – but UX/UI debt is holding us back. With my capstone project, I aim to **redesign and expand the FaceTheFacts app**. By incorporating user feedback, and iterative prototyping, I will develop a refined **UX/UI** and a structured **design system** that can serve as the foundation for future development.

Reflection Slide

I understand that no project follows a linear path from start to finish. However, allocating dedicated time for exploration at the beginning is highly beneficial.

In addition to the double diamond model, I have introduced another phase which I refer to as the “messy diamond”, where I embrace chaos. Want to dive into UI design immediately? Interested in watching a 3-hour YouTube video on the German election system? Feel like discussing the current political landscape with strangers at a bar? Why not?

This approach alleviates the pressure throughout the entire process and allows for a comprehensive exploration of the problem from different perspectives.

The plan

1. The messy diamond

3. The second diamond

2. The first diamond

4. Delivery


Part 1:

The messy diamond

Good ideas are more than just following the process.

Comment research on Social Media

Going through hundreds of comments on Reddit and TikTok

 [gelöscht] · vor 4 Jahren





Das ist fantastisch, ich hoffe, das wird ein international Phänomen. Ihr habt etwas gelöst, über das ich mir schon öfters Gedanken gemacht habe, nämlich, wie kann ein normalo-Stimmbürger einem nichtssagenden Wahlplakat nützliche Infos entnehmen.

Gibt's irgendein EU-weites Projekt, wo ihr euch anhängen könntet? OECD und Europarat sponsern auch öfters solche Initiativen.

Rein vom Video und der Homepage, einige Vorschläge:

- mehr.Transparenz zu Methodologie (Bewertung), und wer da involviert ist. Oder kommt das alles von [abgeordnetenwatch.de](#)?
- Infos zu Listen, wo die draufstehen, und deren Standpunkte
- Position (eine Art Links-Rechts Score gegenüber high-Level Kategorien Abstimmungen sortieren kann (z.B. Wirtschaft, Umwelt, Verteidigung, u subjektiv wäre

Was für eine absolute Hammer-Idee. Danke!

 171  Antworten  Auszeichnen  Teilen ...

 **motsrox** · vor 4 Jahren

Erst einmal: Sehr coole Idee, gefällt mir gut!

Wollte mir dann den Quellcode der Android-App ansehen, und hab ihn auf eurem github leider nicht gefunden :(

Wäre auch cool, wenn man das auf andere Länder ausweiten könnte, wäret ihr zu sowas offen?

 25  Antworten  Auszeichnen  Teilen ...

 **Nekroin** · vor 4 Jahren


Geile Idee. Wie objektiv seid ihr hier? Glaubt ihr es ist ein wenig eigene Meinung eingeflossen?

 8  Antworten  Auszeichnen  Teilen ...





 **SnowblackMoth** · vor 4 Jahren


Geiles Ding, freue mich schon auf das Update welches "Bekannte Handlungen gegen die Interessen des Volks" sowie "Bekannte Korruptionsaffären" implementiert. Gerne auch sonstige Verbrechen oder berühmte Zitate ;)

 88  Antworten  Auszeichnen  Teilen ...


 **NASHX1** · vor 4 Jahren

Cooler App! Verbesserungen: Datum der einzelnen Gesetzesentwürfe ergänzen. Bei Klick auf der z.B. Nein-Stimmen anzeigen, wer alles mit neun gestimmt hat.

 105  Antworten  Auszeichnen  Teilen ...

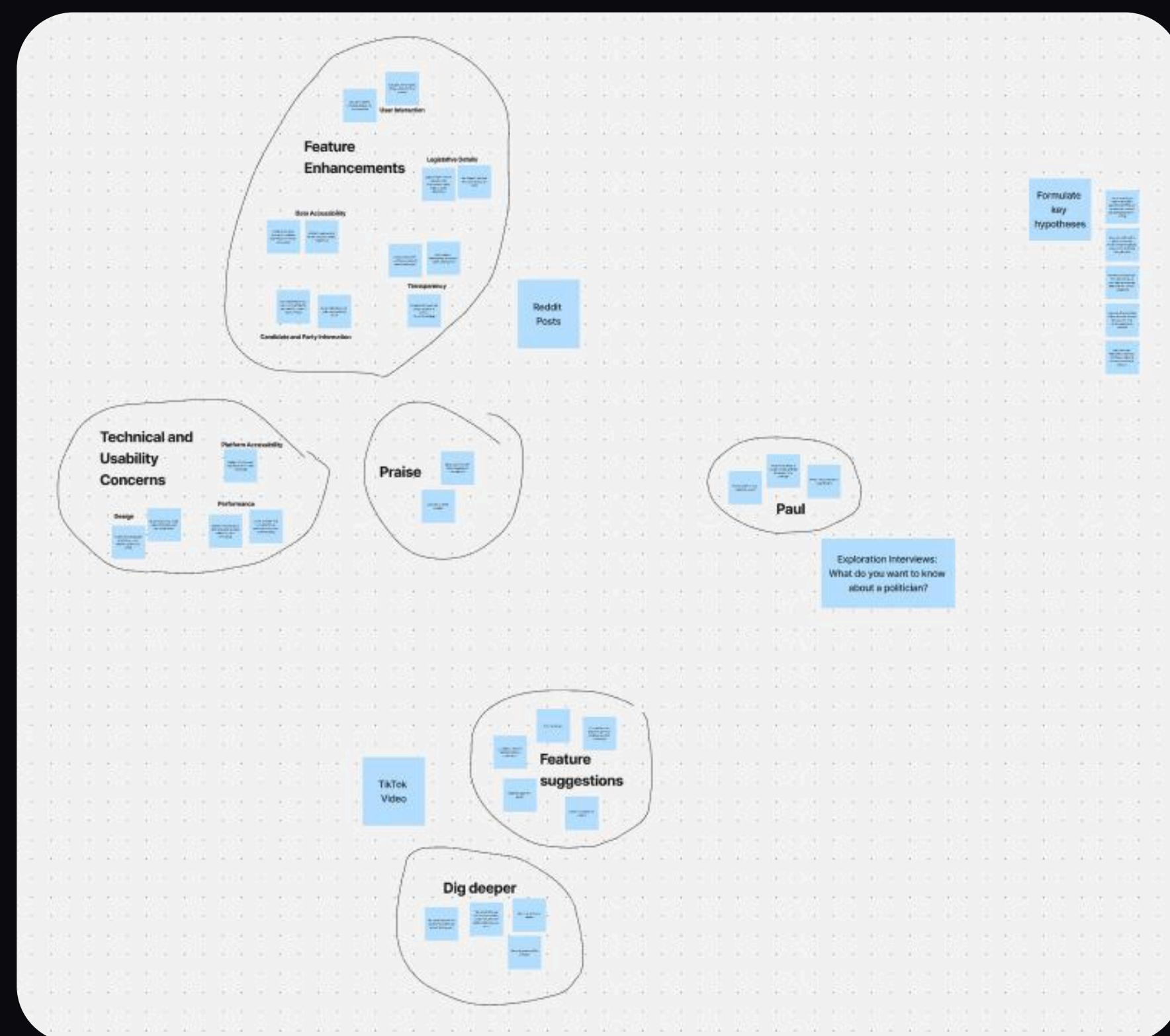
 **StopSendingSteamKeys** · vor 4 Jahren

Kann man ja auch etwas neutraler verpacken, wie die Kritik-Sektion in Wikipedia-Artikeln: X wurde kritisiert wegen Y

 38  Antworten  Auszeichnen  Teilen ...

 3 weitere Antworten

Feedback on Social Media: Recurring themes



Enhanced Transparency: Add explanatory texts for voting decisions and provide details on methodology, evaluation criteria, and data sources.

Features that need rework: Improve the visualization of data (party donations, votes in the Bundestag), view speeches alongside voting records, and follow feature.

More context: Full explanatory texts for voting decisions to prevent misunderstandings (headings are often misleading)

Hypotheses to test

1. Users struggle to access relevant political information
2. Fact-based, neutral information helps voters make decisions
3. Transparency in political data presentation improves trust
4. Election poster headlines of votes often mislead users
5. Users need clarification on political concepts

Part 2:

The first diamond

Let's talk to users and dig deeper.

*Politically interested people in
Germany from 18 to 35*

Key question to conduct the research

**What information do voters need to
make an informed decision?**

Method: 1-on-1 semi-structured interviews

Research interviews

Setup

- 3 people tested (Aged 20-30, with varying degrees of political interest)
- Time frame: One week
- Interview setting: Remote, 30 minutes
- Recruitment method: Through personal connections and network

Exploration part

General questions: Finding out, how users inform themselves about politics.

Double-check findings: I want to check if the findings from my social media research is true.

Identify knowledge gaps: While the app is aimed at people interested in politics, but I would still like to find out which concepts need more explanation.

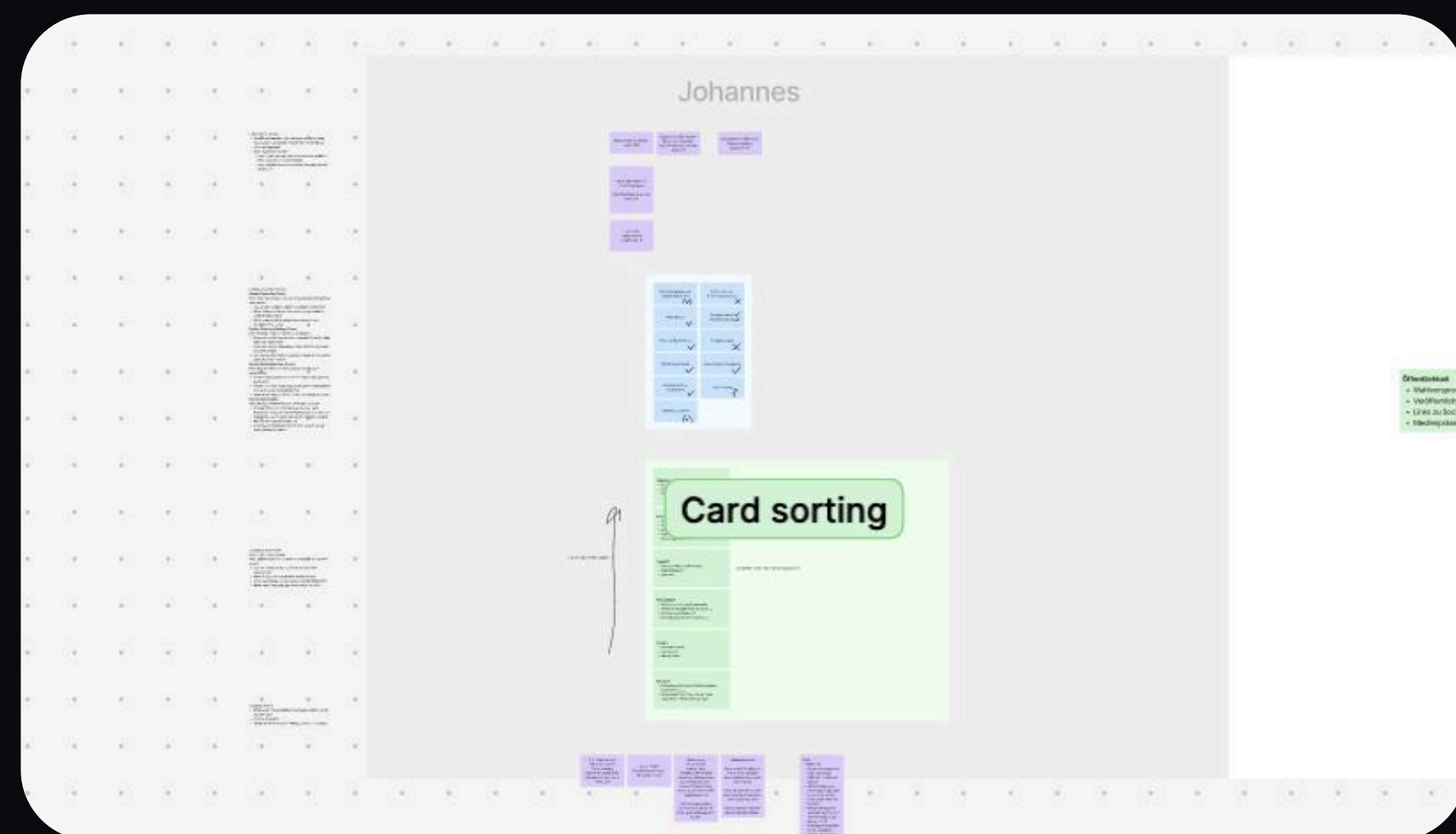
Card sorting: I will list all the data we have and let people sort them by relevance for decision-making.

Usability test

Existing app: Let users explore the existing app to find out what works and what doesn't.

Interview findings

Find all selected quotes from participants in the appendix



Actions Over Words: Politicians' public statements, promises, and voting records significantly influence voter evaluations.

Detailed Background Matters: Biographical details, networks, and past controversies interest voters, though priority levels vary.

Transparency in Funding: Clear information about political funding sources is crucial due to concerns about external influences.

Trusted Media Sources: Voters rely heavily on established traditional media (Tagesschau, FAZ, NZZ), digital platforms (YouTube, e.g. "Mr Wissen to go"), and interactive tools (like the "Wahl-o-mat").

Political Jargon Barrier: Complex political terminology and procedural concepts consistently challenge voters' understanding and engagement.

Reflection Slide

After analyzing online feedback, I engaged with real users to validate insights obtained from online comments. I delved into their political decision-making process and had them evaluate the current application to identify pain points.

Selecting participants involved ensuring a diverse range of individuals, focusing on diversity of thought and political interest.

No new patterns emerged after interview #3, suggesting thematic saturation.

Part 3:

The second diamond

Finally solving the problem.

3.1 Deconstructing the existing app

Using the insights from user interviews to identify what works - and what doesn't

General considerations

Go from high-level to detail: Most of the app shows detailed information right away. Let's introduce a layer that summarizes data points to insights.

Stay as unopinionated as possible: To stay true to the name, the bias needs to remain minimal

Gamify politics: People ARE interested in politics. But it is really boring to be informed. Let's aim for a game-like UX and UI to make politics fun.

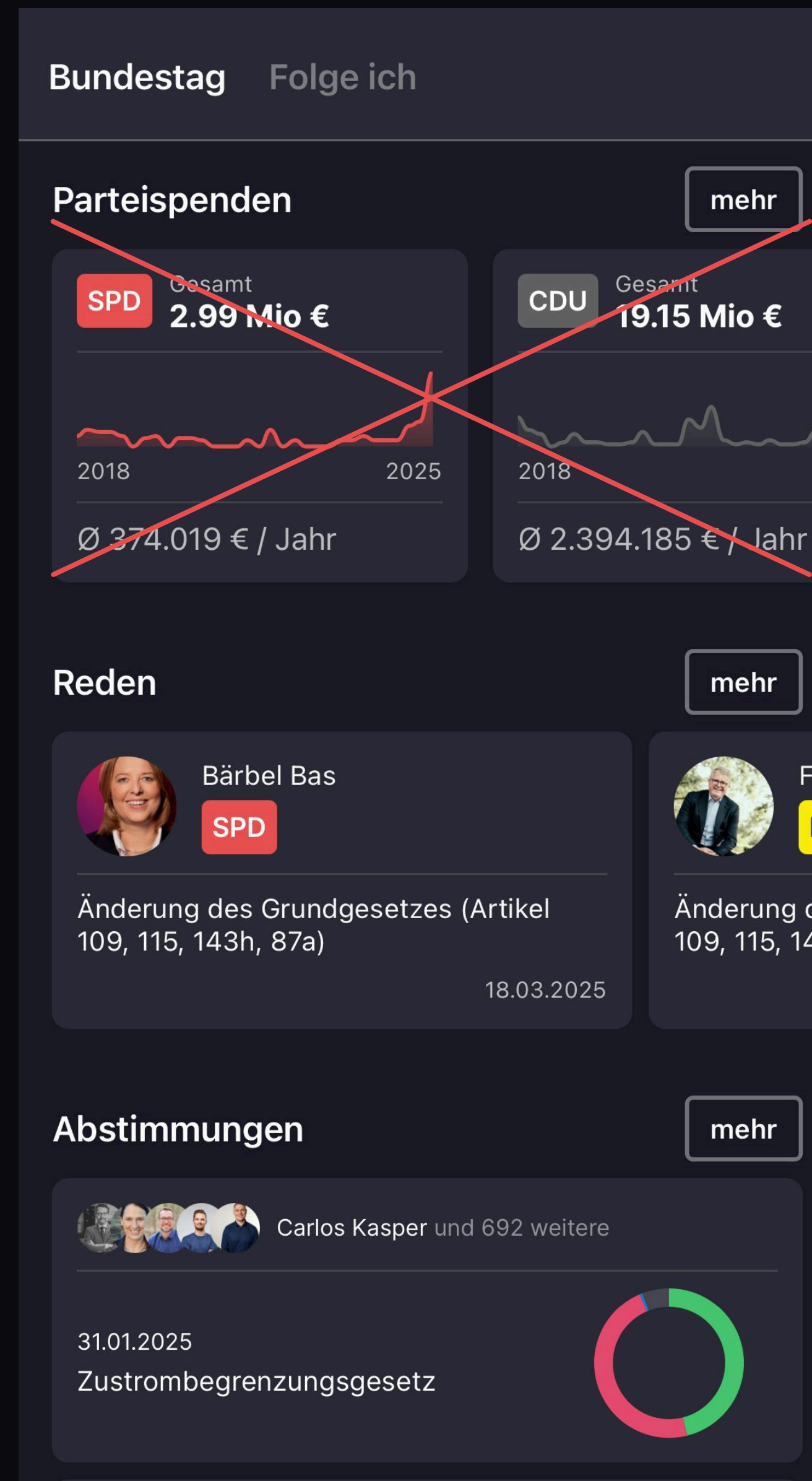
Home Screen

Party donations

kick out, doesn't match with the candidate focus of the app

Speeches

- Add preview image (people don't realize it's clickable)
- Indication that this are recent speeches
- Cluster speeches about the same topic



Home Screen

Votes

- Show high-level summary instead

Side jobs

- Completely useless at the moment. Show high-level summary instead



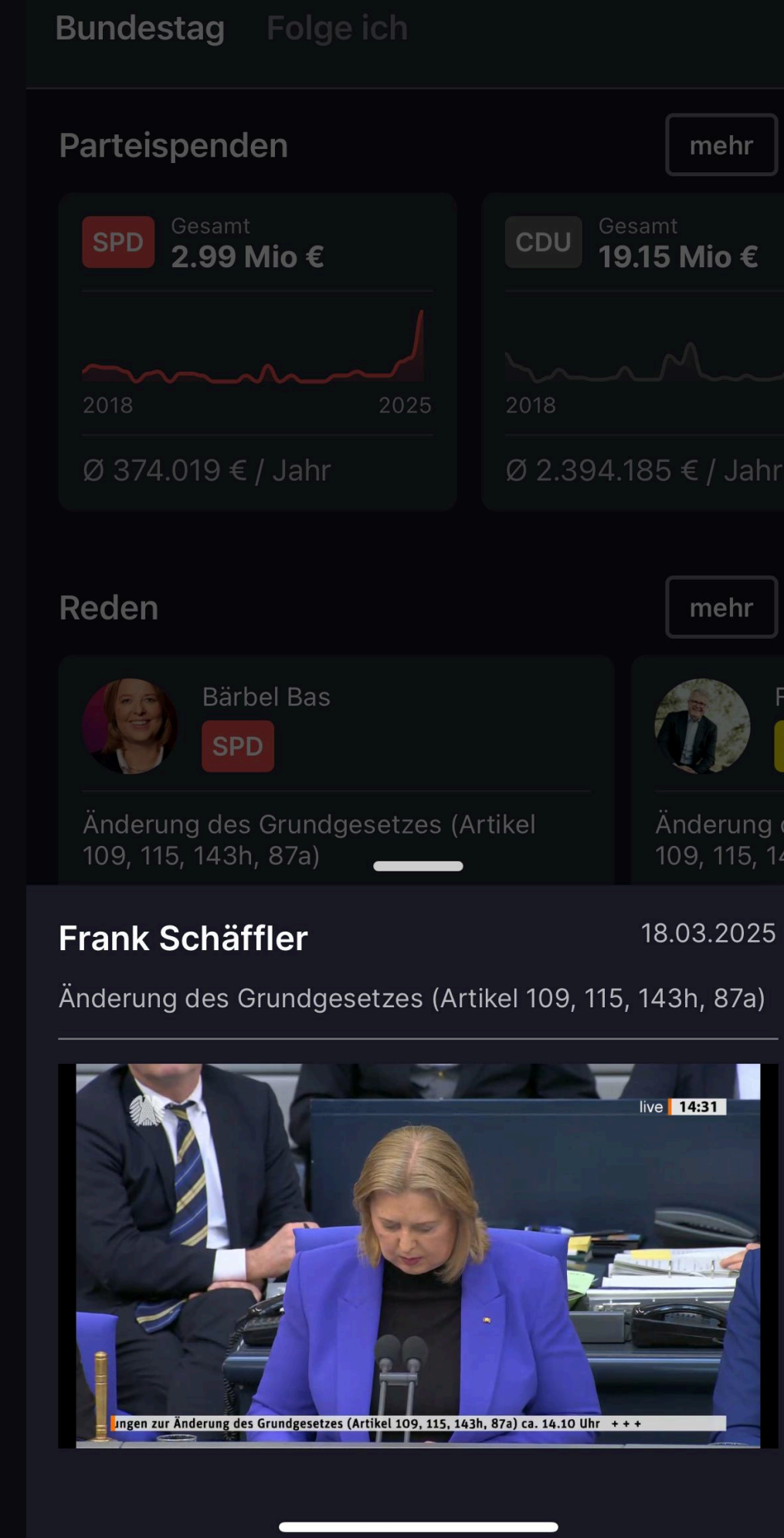
Part 3: The second diamond

Speech viewer

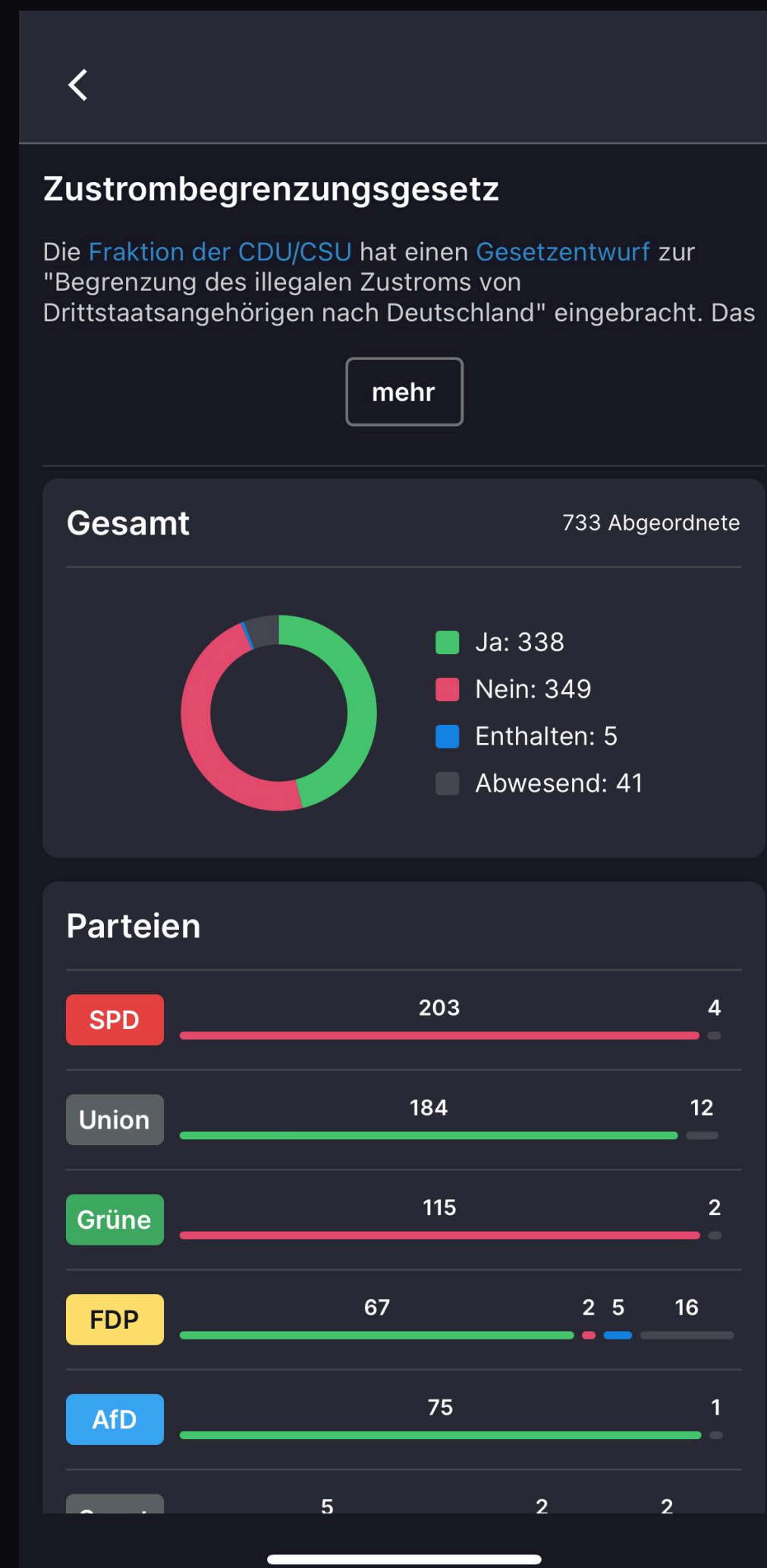
Part 3: The second diamond

Video

- Connect with the vote of the debate (if there is one)
- Add full screen option



Vote details



- Make information more engaging and provide more context

- Fix the impression that every party has same amount of votes

Profile: Start

Matthias Hauer
CDU Bundestagsabgeordneter
Folgen

Profilseite Positionen Wahlkreis

Übersicht Biografie Weblinks

Politische Schwerpunkte
Medien Öffentliche Finanzen

Abstimmungen mehr
Zustrombegrenzungsgesetz Ja
Antrag abgelehnt 31.01.2025

Artikel mehr
Deutsche Hip-Hop-Band: Antilopen Gang prangern in neuem Song Antisemitismu... 07.04.2024
Geldwäschevorwürfe: Wirtschaftsministerium wil Finanzen von Deutscher Re 17.08.20

- Two tab bars is confusing. Let's fix that.

Sahra Wagenknecht
BSW MdB
Folgen

Übersicht Biografie Weblinks

Politische Schwerpunkte
Recht Öffentliche Finanzen

Abstimmungen mehr
Zustrombegrenzungsgesetz Ja
Antrag abgelehnt 31.01.2025

Artikel mehr
Politologe über Wagenknecht-Partei: „Junge spricht das BSW nicht an“ 16.04.2024
Bündnis Sahra Wagenknecht: Brandmauer zur AfD schrumpft 03.04.20

Reden mehr
Änderung des Grundgesetzes (Artikel 109, 115, 143h, 87a) 18.03.2025
Änderung des 109, 115, 143h

Nebentätigkeiten
23.01.2025
Beisitzerin des Vorstandes (04.10.2023 bis 12.12.2024)
BSW - Für Vernunft und Gerechtigkeit e.V.
26.08.2024
Publizistische Tätigkeit
Campus Verlag GmbH

Part 3: The second diamond

- More context
- Show high-level summary instead
- Keyword analysis could be helpful
- Preview image
- Show high-level summary instead (e.g. percentile of members of parliament)

Profile: Stances

The screenshot shows a mobile app profile for Matthias Hauer, a CDU Bundestagsabgeordneter. The profile includes a 'Folgen' button and three tabs: 'Profilseite', 'Positionen', and 'Wahlkreis'. The 'Positionen' tab is active, displaying seven stances with corresponding 'NEIN', 'JA', or 'NEUTRAL' buttons.

Stance	Response
Auf den Autobahnen soll ein Tempolimit von 130km/h eingeführt werden.	NEIN
Deutschland soll deutlich mehr für Verteidigung ausgeben, um das 2 Prozent-Ziel der NATO umzusetzen.	JA
Die Hartz IV-Sanktionen sollen abgeschafft werden.	NEIN
Treffen zwischen Lobbyist:innen und der Politik müssen in einem Register veröffentlicht werden.	JA
Der öffentlich-rechtliche Rundfunk soll sich auf Information und regionale Berichterstattung konzentrieren.	NEIN
Es soll einen verbindlichen Volksentscheid auf Bundesebene geben.	NEIN
Vorstandspositionen in großen Unternehmen müssen je zur Hälfte von Frauen und Männern besetzt werden.	NEUTRAL

- Without explanation that doesn't add that much value

Profile

Part 3: The second diamond

Matthias Hauer
CDU Bundestagsabgeordneter
Folgen

Profilseite Positionen Wahlkreis

Übersicht **Biografie** Weblinks

Geboren am 18. Dezember 1977 in Hattingen; römisch-katholisch; ledig.

1997 Abitur in Essen; 1997 bis 1998 Grundwehrdienst in Essen; 1998 bis 2003 Studium der Rechtswissenschaften an der Ruhr-Universität Bochum; 2003 Erstes Juristisches Staatsexamen; 2003 bis 2005 Rechtsreferendariat am Landgericht Essen sowie juristische Nebentätigkeit; 2005 Zweites Juristisches Staatsexamen und Zulassung als Rechtsanwalt; seit 2005 Rechtsanwalt und seit 2009 Partner in der Sozietät Esch & Kramer Rechtsanwälte; 2010 Fachanwalt für Bank- und Kapitalmarktrecht. 1993 Eintritt in die Junge Union; 2000 bis 2007 Mitglied im Landesvorstand der JU NRW, zuletzt Landesjustitiar; 2003 bis 2007 Kreisvorsitzender der JU Essen; 2007 bis 2010 Bezirksvorsitzender der JU Ruhrgebiet; 1994 Eintritt in die CDU; seit 2007 Mitglied im Kreisvorstand der CDU Essen; 2009 bis 2015 Stadtbezirksvorsitzender; 2011 bis 2015 stellvertretender Kreisvorsitzender der CDU Essen; seit 2015 Kreisvorsitzender der CDU Essen; seit 2018 Mitglied im Landesvorstand der CDU NRW; 1999 bis 2004 Mitglied der Essener Bezirksvertretung IX (Werden/Kettwig/Bredeney); 2004 bis 2013 Mitglied des Rates der Stadt Essen. Mitglied des Bundestages seit 2013; Obmann im 3. Untersuchungsausschuss (Wirecard), seit April 2021 stellvertretender Vorsitzender der NRW-Landesgruppe der CDU/CSU-Fraktion.

Plain text is really boring

Matthias Hauer
CDU Bundestagsabgeordneter
Folgen

Profilseite Positionen **Wahlkreis**

Wahlkreis 120
Essen III

- Gereon Wolters
SPD
- Rüdiger König
FDP
- Kai Gehring
Grüne
- Stefan Keuter
AfD
- Ezgi Güyildar
Linke
- Dirk Schmidt
LKR

Add more context like past election's results

Matthias Hauer
CDU Bundestagsabgeordneter
Folgen

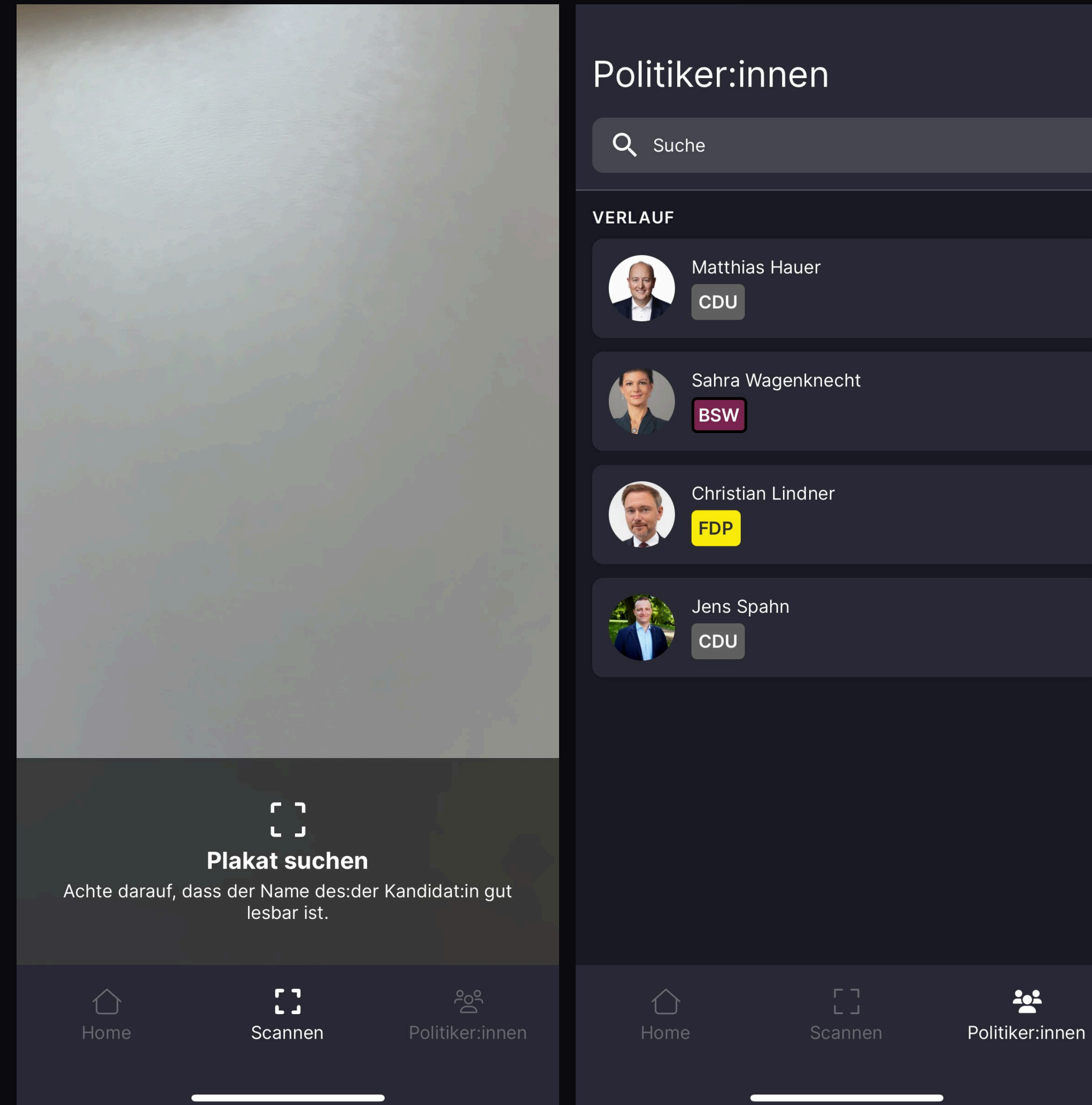
Profilseite Positionen Wahlkreis

Übersicht Biografie Weblinks

- Abgeordnetenwatch
- Homepage
- Wikipedia
- Facebook
- Twitter
- Instagram
- YouTube

Helpful, but too hidden

Scan and Search

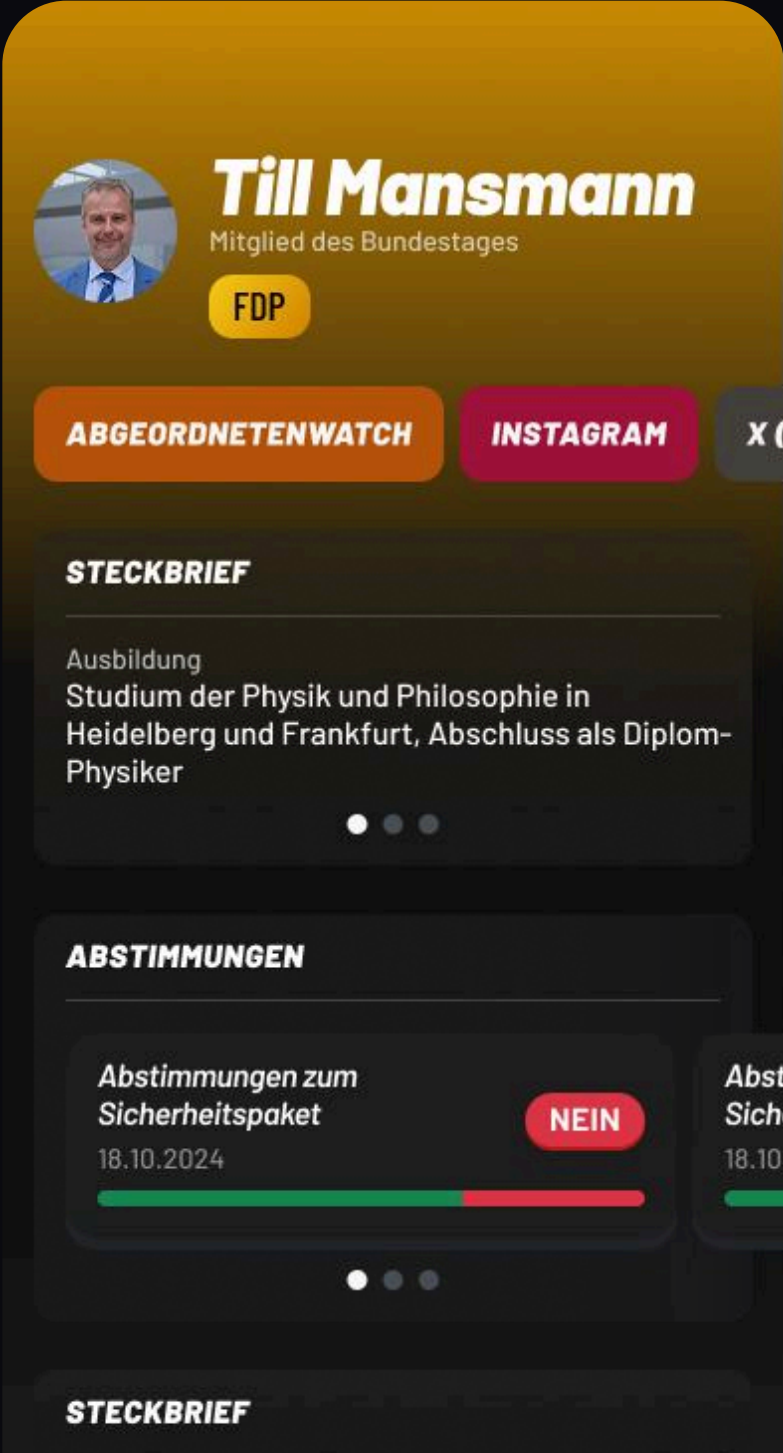


Part 3: The second diamond

- Might make sense to combine search and scan

3.2 UI Experiments

Using the feedback to create the new UI



REDEN

Themen

- Umwelt
- Soziales 35 %
- Digitales 12 %

NEBENEINKÜNFTE

2024	2023
240.121€ ↑	84.252€ ↓
Top 10% im Bundestag	Top 10% im Bundestag

WAHLEN

Erststimmenergebnis

- GREGOR GYSI** 👑
- MARIO CZAJA 23
- TILL MANSMANN**

NEBENEINKÜNFTE MEHR

2024:

240.121 €

TOP 10% im Bundestag

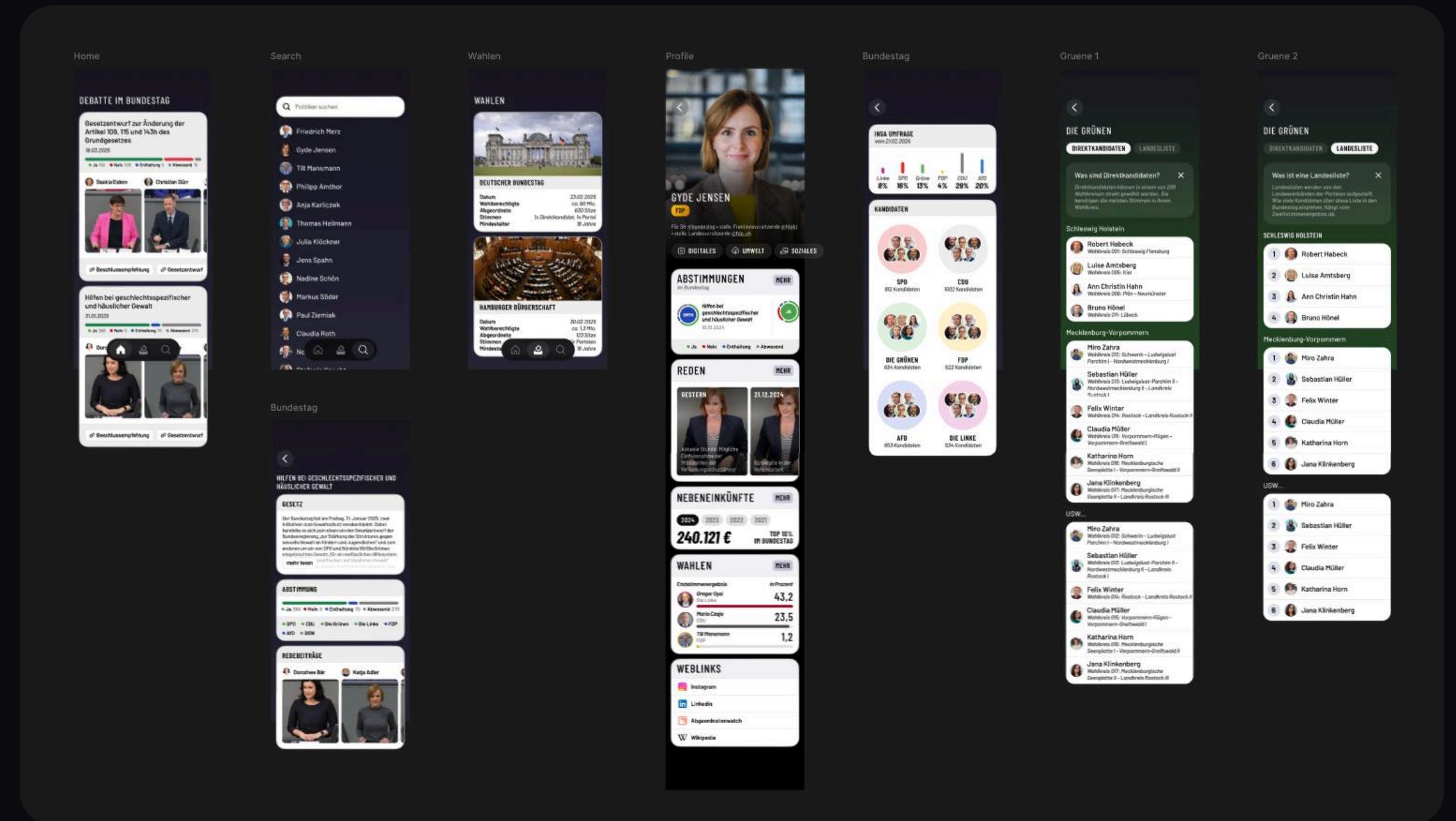
Reflection Slide

Getting feedback early in the process is crucial. However, receiving feedback too prematurely can be detrimental to the project's success.

When interviewing non-technical people, it's important to consider that they may struggle to visualize half-finished interfaces or wireframes. To address this, I recommend providing them with a prototype that closely resembles the final product. In my experience, this approach yields the most valuable feedback.

3.3 Prototype and Usability testing

Creating a quick prototype to test the ideas



Research interviews

Setup

- 5 people tested (Aged 20-30, with varying degrees of political interest)
- Time frame: One week
- Interview setting: In-person, 30 minutes
- Recruitment method: Through personal connections and network

Logo preferences

Show them 3 logos to test which one is better

Usability test

Show participants new prototype

3.3

Interview findings

Find all selected quotes from participants in the appendix

- Information overload on the first screen
- No drill-down to see who voted how
- Candidate lists are overwhelming (need search & filters)
- No profile & personalisation yet

Reflection Slide

It's time to dive into creating the entire user interface from scratch.

After spending hours reviewing the prototype, I came to the realization that the current visual style wasn't aligning with my vision. It felt too rigid and there was excessive white space due to the padding. Therefore, I made the decision to revert back to the original FaceTheFacts design, embracing the dark mode, purple backdrop, and a more fun and game-like aesthetic.

Why I renamed *Face The Facts* to *Facts App*

When a product grows from a student proof-of-concept into a long-term personal venture, its name has to work. After four years of lessons, I realised the original label was holding the project back in several ways.

1. Clear, independent ownership

Face The Facts was launched with a co-founder and partial state funding. That heritage obliges me to credit third parties on every public touch-point—fine for a university demo, awkward for an impartial civic tool. Re-branding lets me assume full responsibility for governance, data stewardship and future monetization, without implied endorsements.

2. A name people can say (and search) in one breath

“Face The Facts” is a tongue-twister especially in German. Dropping the filler words makes the brand crisper, easier to spell, and more discoverable in app-stores and voice assistants alike.

3. From poster scanner to universal fact hub

The original name was tied to the single use-case of “facing” a campaign poster. The new product vision—real-time votes, speeches, heat-map insights—demands a broader umbrella. Facts App communicates that whatever the political question, you’ll find facts here, not just poster metadata.

4. Room for a product family

The simple stem “Facts” scales: Facts Pro (premium tier), Facts API, Facts SDK for NGOs. A modular naming system was impossible with the old phrase.

Reflection Slide

Why did I test only 8 users?

After 5–8 users, the new issues found per user drop sharply. Jakob Nielsen (1993) initially proposed that testing with just 5 users can uncover about 85% of usability issues. Yes, Laura Faulkner (2003) challenged this, showing that more users may be needed, especially when the system is complex and you're not just exploring issues but want to quantify them. But that is not the case for me especially in this stage of the project. So 8 users seemed enough.

Part 4: Delivery

Now it's time to polish and document.

Click here to start the prototype
(only within Figma Slides)

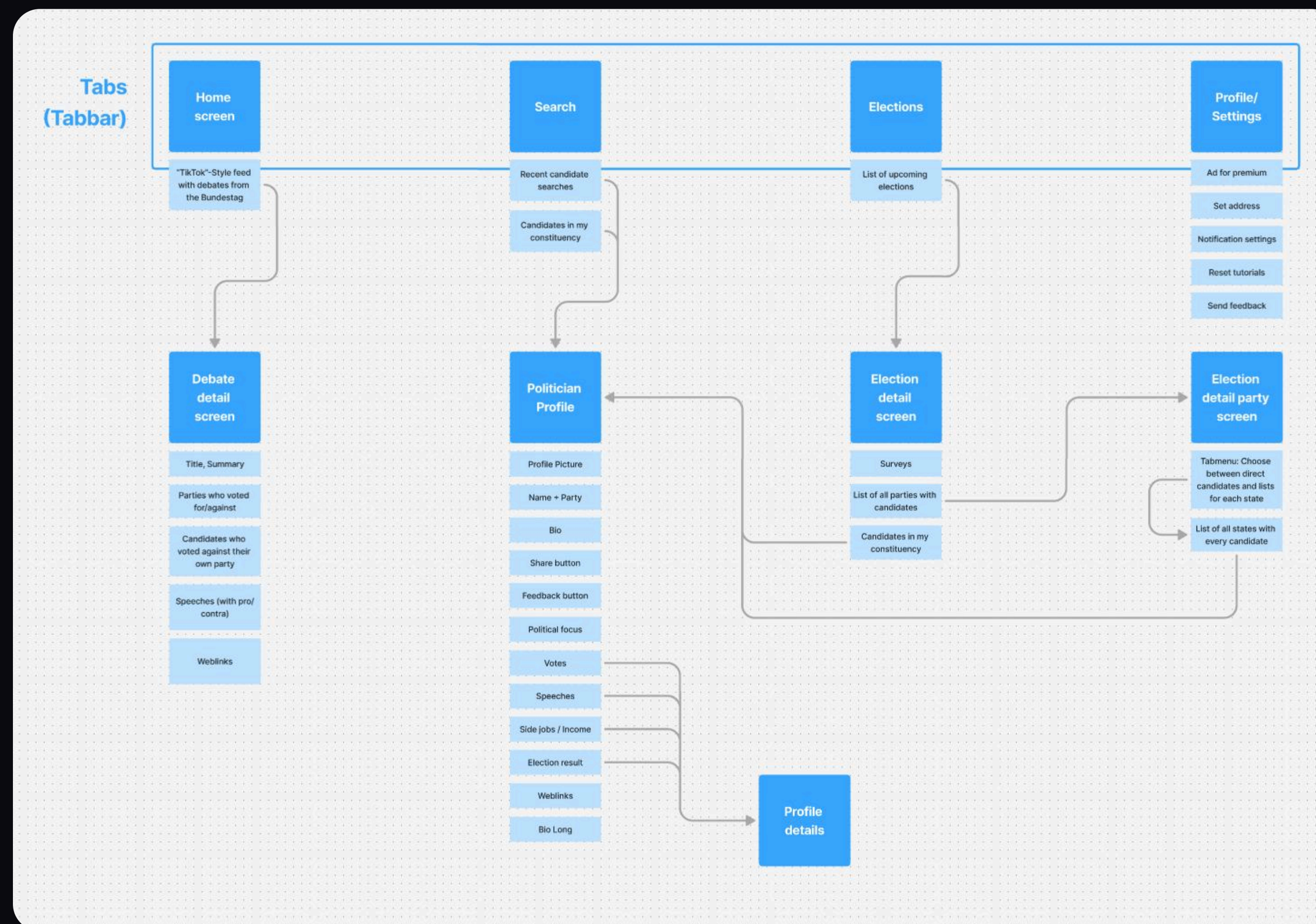


4.1 Information Architecture

Everything leads to the politician profiles.

Since the politicians' profiles are the core of the app, every path should take you there. Here's how:

- Home Page: Each Bundestag debate showcases politicians' votes and speeches. You can easily access the profiles from there.
- Search: The quickest way to reach the profiles. I've included search history and candidates from the user's constituency to simplify the process.
- Elections: A bit more tucked away, but once you select an election, the user will again see candidates from their constituency. If you dig deeper, you can also see all candidates of each party in that election.
- Settings: The only main tab where you can't access the politicians' profiles.



4.2 Colors

Primitives

In the initial version, it became evident that opting for a neutral color as the primary hue in the design is important due to the complexity of the project. Each political party in Germany has its distinct color, and I also need colors indicating parliamentary voting outcomes.

To address this, I created:

- 1 main color palette (11 shades)
- 22 color palettes (16 shades)
- various opacity levels of white (#ffffff), so that secondary text isn't grey and therefore works on every background, even gradients.

Main color palette

Covers whole lightness spectrum (for the dark background)



Teal color palette

More nuanced and not the whole spectrum



High ————— Lightness ————— Low

4.2 Colors

Semantic gradients: German parties

The connection between party and color is deeply engrained in the way Germans view the parties. To make them stand out more, I decided to give every party a unique gradient that is used everywhere throughout the app.

Here you can see a selection of the biggest parties in Germany. But my color palette allows every color imaginable to be added as a semantic gradient.



Every party uses either a monochrome gradient (color/900 → color/1300) or a dual gradient, if the party has more than one main color (color1 / 700 → color 2 / 700)

4.2 Colors

Semantic gradients: Backgrounds and header

For screens that are about a specific party, I created background gradients (strong and weak emphasis). That was not necessary, but it looks really cool.



Background gradient strong

Background gradient weak

Candidates Screen for the green party

4.2 Colors

Semantic colors: Voting results

I color-coded the voting results to make sure they look the same in every part of the app. This way, users can easily find their way around all the screens.



Green: Yes
Red: No
Blue: Abstained
Grey: Absent

Outer Circle: How the parliament voted
Inner Circle: How the candidate voted

Tutorial Overlay

Legende Abstimmungen ✕

Innen — Wie der/die Abgeordnete gestimmt hat

Außen — Wie das Parlament gestimmt hat

● Ja ● Nein ● Enthaltung ● Abwesend

Alles klar!

4.3 Fonts

The Font system

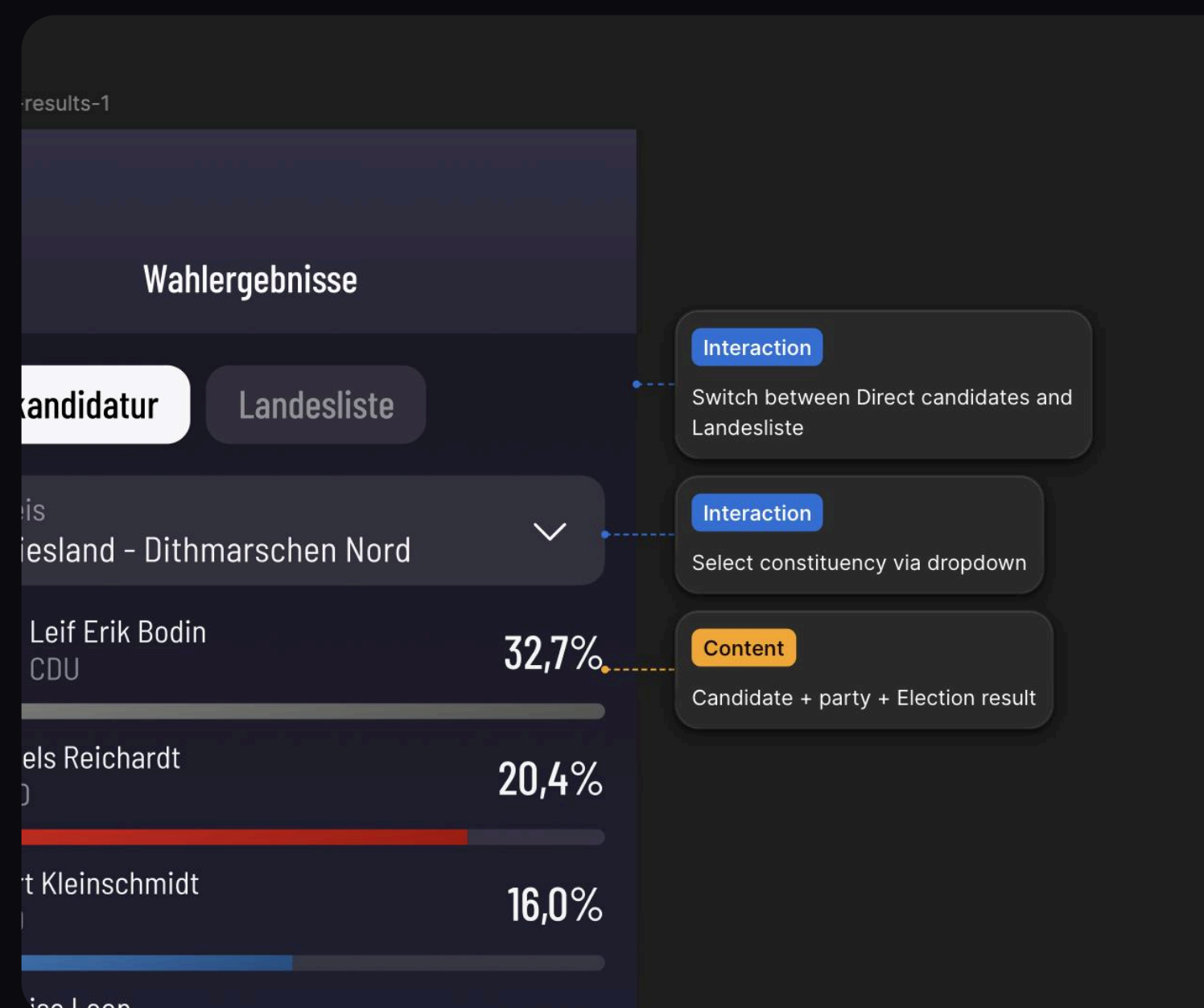
The font system is clean, flexible but still consistent.
There are only 3 heading types and 3 body text types.

The quick brown fox jumps over the lazy dog	H1	Barlow Condensed	SemiBold (600)	36
The quick brown fox jumps over the lazy dog	H2	Barlow Condensed	Medium (500)	24
The quick brown fox jumps over the lazy dog	H3	Barlow Condensed	Medium (500)	20
The quick brown fox jumps over the lazy dog	B1	Barlow Semi Condensed	Regular (400)	20
The quick brown fox jumps over the lazy dog	B2	Barlow Semi Condensed	Regular (400)	18
The quick brown fox jumps over the lazy dog	B3	Barlow Semi Condensed	Regular (400)	16

4.5 Dev Documentation

Ensuring a smooth handover

All designs are using components, variables (for colors, paddings and sizes) and are cleanly organized in the Figma file. Added annotation further explain interactions.



- Components ↓
- element-vote
 - button
 - divider
 - header
 - icons
 - label
 - party tag
 - politician
 - search bar
 - section
 - speech
 - switch
 - tab bar
 - tabmenu
 - toast
 - tooltip

FACTS

4.6 Branding

Look and feel

Facts App's visual language is built around one idea: clarity without austerity. Every element—from the word-mark to the colour system—should feel decisive, neutral and playful, inviting users to explore politics rather than endure it.

Font choice: Barlow is that rare sans-serif that can look official and cheeky at the same time.

- A dash of California freeway DNA – Barlow's lineage comes from U.S. highway signage, so every glyph is built for split-second legibility—a perfect match for swipe-speed political facts.
- Condensed = momentum – The narrow stance squeezes more data into tiny cards while the tall x-height feels like the text itself is leaning in to the conversation.

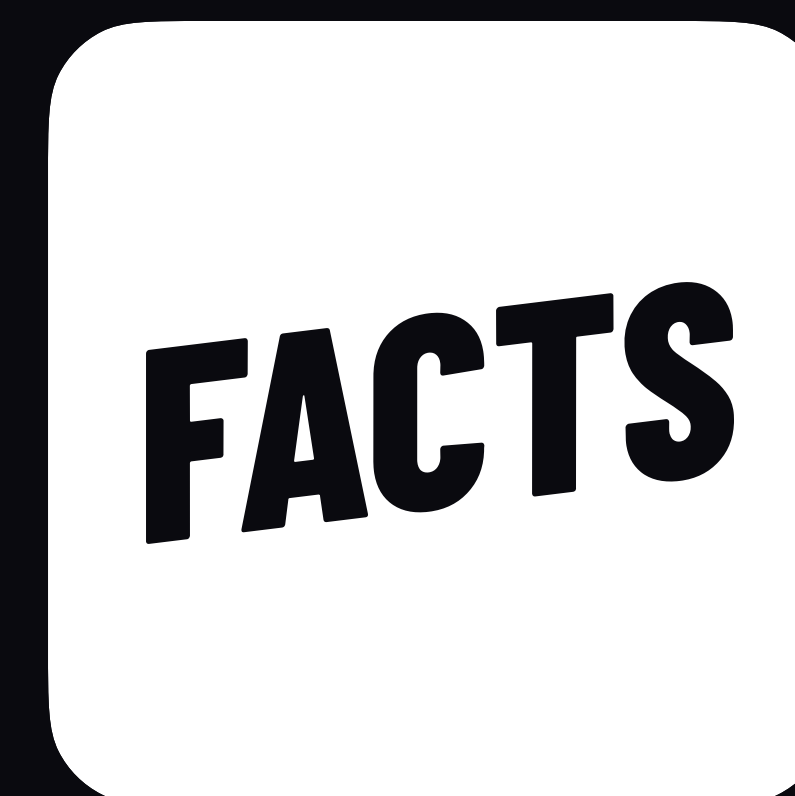
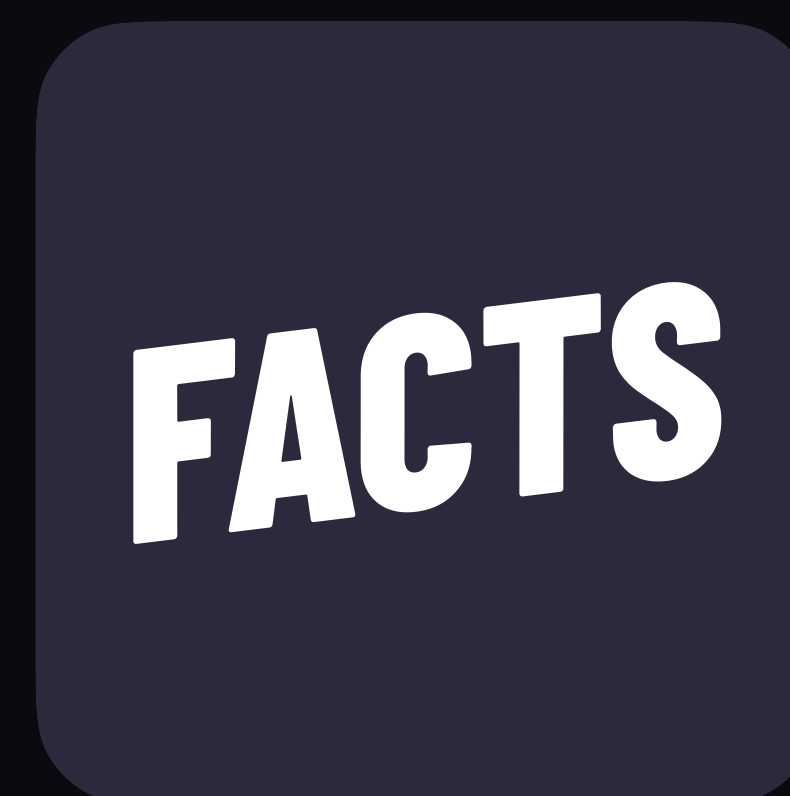
Design language: Playful, not frivolous

1. Slanted logo, straight truth – The micro-tilt injects motion and curiosity, but the vertical stems signal stability—exactly how we want political information to feel.
2. Juicy gradients as highlighters – Party colours melt into deep-space purples; the gradient edges echo the italic angle, so every screen looks like a dynamic flash-card.

4.7 Other

App Icon

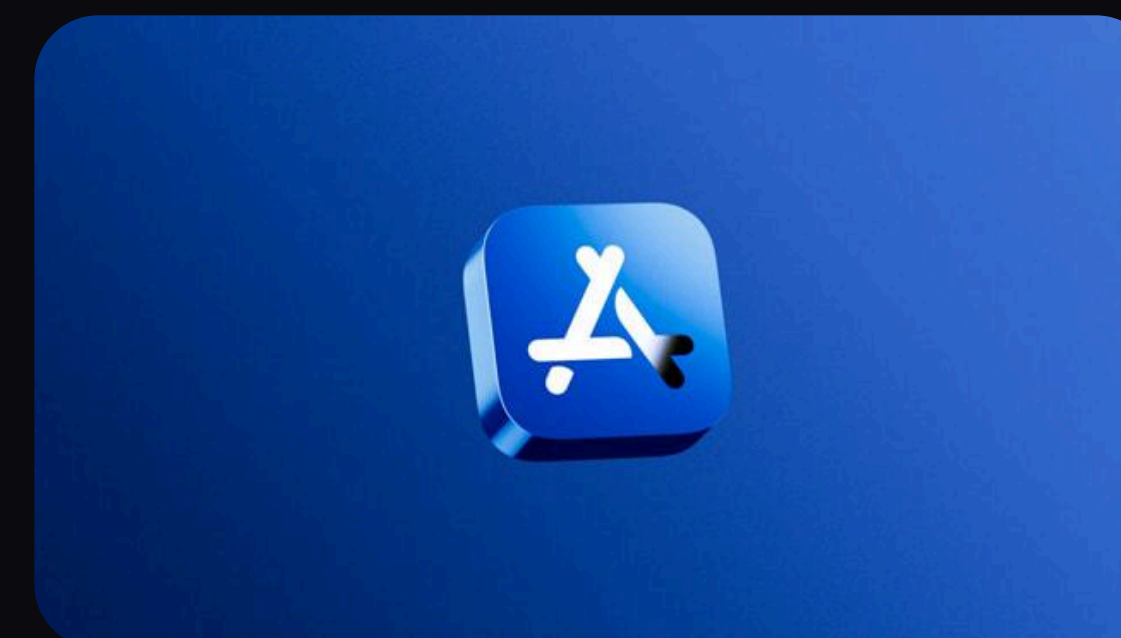
1. Sticker vibe – The slight rotation reads like a sticker slapped onto a lamppost—mirrors how users literally point their phones at street posters.
2. Flat, no gloss – I ditched gradients for the logo; the honesty of flat design reinforces “no hidden agenda”.
3. Subtle tilt vs. social-media carousel – In busy launcher rows, the 7° tilt gives just enough motion to stand out without becoming a novelty icon.



4.8 Future work

ToDoS for launching the app

- Design preview images for the app store and play store
- Design more profiles with real data to see if there need to be adjustments like more variants (e.g. empty screens)



4.8 Future work

Feature backlog

Here are some selected features that I think could come in very handy very soon.

Must-haves for the launch

- Election Party Details: Show Listenplatz of each Direktkandidat (if applicable)
- Search Feature: Search for more than just candidates: votes, keywords and more could be useful to get results for
- Top income list with all candidates of the Bundestag

Moonshots (for later)

- Surveys on timeline: Show how events influenced the survey and election results of that party.
- Find inconsistencies of candidates: Give users the option to find articles and interviews where a politician said something that was not consistent to his/her party or him/herself
- Gamification features like streaks, quizzes, and more
- AI Features: Find a way to integrate LLMs into the app, not just because everyone is doing it, but because they could potentially elevate the personalization of the whole experience
- Make parties clickable: Adding a general party detail screen with officials and people of interest from that party

Part 5: Business Model

I monetise context, not the voter:
core transparency stays free.

Premium Subscription (Facts Pro)

- Personalised push alerts for speeches & votes to selected topics
- Vote to decide which features are built next

Heatmaps for Campaign Teams

- Aggregated, anonymised scan-location data sold as reports
- Helps parties place posters where interest \neq reach
- GDPR-compliant: opt-in model with transparent info how data is used

Donation Button

- Donations on our website for server & moderation costs

International Licensing

- White-label kit for partner NGOs in other countries
- Localised data schema + shared design system

Part 6: Summary

What I achieved

- Re-imagined UX/UI: From a poster-scanner to a personalized civic hub.
- Validated by the internet. And 8 real people.
- Unified Design System: components and screens ready to develop
- Brand Rebirth: new name Facts App, reworked identity, recognisable gradients.

Part 7: Future work

Next steps if I had six more months

- **Creating a prototype that has real data in it**
 - Test it in the “wild”
 - Use CODE community to gather more feedback
- **Waitlist for testing interest**
 - Set up a social media account that brings the value of the app into the social media feeds (instagram reels, tiktok, youtube shorts)
 - Create a small landing page with a waitlist sign-up
- **Build an MVP**
 - Once we hit 1000+ sign-ups, it's time to build the MVP
 - MVP contains the free features only, but I will try gather information for what features people are willing to pay
- **Add features from the backlog**
 - With the input from potential pro users, I will add more features step-by-step
 - Setting up the structure to onboard pro users slowly to avoid disappointment
- **Handling potential backlash**
 - There is the real threat of backlash once people realize this product will be monetized
 - The communication must be very careful and I need to always listen to the users when approaching this
- **Web App (some day)**

Link collection

Find all references and files here

Figma Files

[UI Design](#)

[UI Experiments](#)

[Logo experiments](#)

Figjam Files

[Information Architecture](#)

[Comment research board](#)

Appendix

(Full interview quotes)

User interviews - round 1

Interview quotes

Actions over words

*Quotes are translated to English and grammar was improved for readability

Johannes said:

- *"Integrity is reliability and consistency, which you often tend to judge yourself. I look at what..."*
- *"If an app says a person has integrity, I think it's good that it's suggested, but I'd rather form my own opinion."*
- *regarding information on candidates: "Votes are more current, and pledges you read through once. When I've looked at candidates, I tend to know the statements and the other thing is actual speeches."*

Markus said in the card sorting:

- *"I would put integrity second." (Card sorting)*
- *"Position at the top, then integrity second. I would put voting behavior and election promises about equally important."*

Thomas said about his prioritization of information about politicians:

- *"So first what he promises and what he has already published, then how he behaves and then something general."*

User interviews - round 1

Interview quotes

Detailed Background Matters

*Quotes are translated to English and grammar was improved for readability

Johannes mentioned when prioritizing information about candidates,

- *"General would be top one, connections and networks rather far down. Voting behavior is important, and I would probably swap publicity and positions/content."*

Markus prioritized:

- *"Network (memberships etc.), integrity (reliability, consistency, sideline activities, scandals), publicity (campaign promises, statements, media presence), elections (constituency analysis, opportunities)."*

His prioritization was: position, integrity, lobbying, campaign promises/statements, general, elections.

Thomas said about his prioritization:

- *"Important would be the biography/general in second place. Positions/content can stay on top. Networks also look good. Integrity (reliability, consistency, sideline activities, scandals) wouldn't be bad to know either."*

User interviews - round 1

Interview quotes

Transparency in Funding

*Quotes are translated to English and grammar was improved for readability

Johannes remarked when looking at party donations in the app,
"This is directly the first point mentioned on social media. For a statistician, that's a complete misrepresentation."

They discussed the need for context and clarity regarding donations.

Johannes explained:

"If a party is mainly funded by membership fees or small individual donations, that's better than if it relies mainly on large donations."

He suggested a pie chart to illustrate the sources of funding.

Markus mentioned positively:

"I think it's very good that the party donations are right at the top. I thought it was really cool and clearly laid out."

User interviews - round 1

Interview quotes

Trusted Media Sources

*Quotes are translated to English and grammar was improved for readability

Johannes said about his sources of information:

"Mostly the Times, then the classic German media from FAZ to Süddeutsche. Tagesschau is probably number one, and then the newspapers."

Markus stated:

"Mostly via newspaper articles, but also actively searches for party programs on the Internet and YouTube videos. He trusts sources such as the Tagesschau and NZZ."

Thomas explained:

"I usually inform myself via Mr. Knowledge to go and probably the Wahlomat."

User interviews - round 1

Interview quotes

Political Jargon Barrier

*Quotes are translated to English and grammar was improved for readability

Johannes asked:

"Transitional mandates... is with first and second votes, right? I think if not enough people get in via one, the other will be balanced out." On objection and consent laws, no idea. Okay, this is about the Bundesrat. Federalism..."

Johannes explained:

"The federal states can decide on schools/education independently, other matters are resolved at federal level."

Johannes on the 5% threshold:

"If a party gets less than 5%, it doesn't get in to prevent too many parties from sitting in the Bundestag. First of all, committees in the Bundestag. Do you know what they do?"

Johannes explained committees:

"In Germany, there are many committees in which MPs from different parties discuss certain topics in detail and presumably also draw up proposals."

(Quoting only Johannes here, because he was the most informed person in this badge, and represents my target group really good.)

User interviews - round 1

Interview quotes

Usability of the existing app

*Quotes are translated to English and grammar was improved for readability

Johannes:

Party donations: *"The presentation of party donations is misleading and incomplete. There is a lack of context in that only donations over 50,000 euros are recorded and the different membership figures of the parties are not taken into account."*

Reden: *"The debates shown have no clear context. It is not clear which topic is currently being discussed and speeches on the same topic are displayed repeatedly."*

Markus:

Secondary activities: *"The placement and relevance of the secondary activities appear random. They stand out between current political topics and speeches."*

Biography: *"The biography is confusing as a large block of text. A timeline-style presentation would be better."*

Thomas:

Political terms: *"Many political terms in the app are difficult to understand. I would have to look them up first."*

Relevance of detailed information: *"Detailed information such as voting behavior is less relevant for the less politically informed than speeches or sideline activities to get a first impression."*

Interview quotes

Information overload on the first screen

*Quotes are translated to English and grammar was improved for readability

Ken: *"I'm seeing a bit too much information here—the text blocks could be shorter."*

Julian: *"I wouldn't know where to look — right now that's just too much for me."*

Johannes: *"Is that top section too much text for you? ... Yeah, it feels like a lot."*

DEBATTE IM BUNDESTAG

Gesetzentwurf zur Änderung der Artikel 109, 115 und 143h des Grundgesetzes

18.03.2025

● Ja 512 ● Nein 206 ● Enthaltung 0 ● Abwesend 15

Saskia Esken

Christian Dürr



Beschlussempfehlung

Gesetzentwurf

Hilfen bei geschlechtsspezifischer und häuslicher Gewalt

31.01.2025

● Ja 390 ● Nein 0 ● Enthaltung 70 ● Abwesend 273

Doro



Interview quotes

No drill-down to see who voted how

*Quotes are translated to English and grammar was improved for readability

Ken: "If I tap SPD I expect to see how many voted yes, no, abstained."

Ken: "Then, when I click again, I'd like to know who actually voted which way."

Johannes: "The deviators interest me most – I'd click to see who they are."



Interview quotes

Candidate lists are overwhelming (need search & filters)

*Quotes are translated to English and grammar was improved for readability

Julian: "I'd add a search function, because there are probably lots of direct candidates – 299!"

Johannes: "If there are 299 entries the list will be long – I'd expect a filter or accordion."

Richard: "I wish I could jump straight to what's relevant instead of scrolling the whole list."



Interview quotes

No profile & personalisation yet

*Quotes are translated to English and grammar was improved for readability

Ken: *"During registration I'd like to pick my constituency so you can show me the right data."*

Richard: *"In the profile I'd set my preferences and get push notifications when new speeches drop."*

Ken: *"My location and the issues I care about could feed an algorithm that suggests politicians for me."*

