Competitor: ALCU.org

Competitor Name	American Civil Liberties Union
Website	https://www.aclu.org/know-your-rights/voting-rights/
Page Language	English
Page Description	Learn more about how to exercise your voting rights, resist voter intimidation efforts, and access disability-related accommodations and language assistance at the polls. For help at the polls, call the non-partisan Election Protection Hotline at 1-866-OUR-VOTE.

Navigation
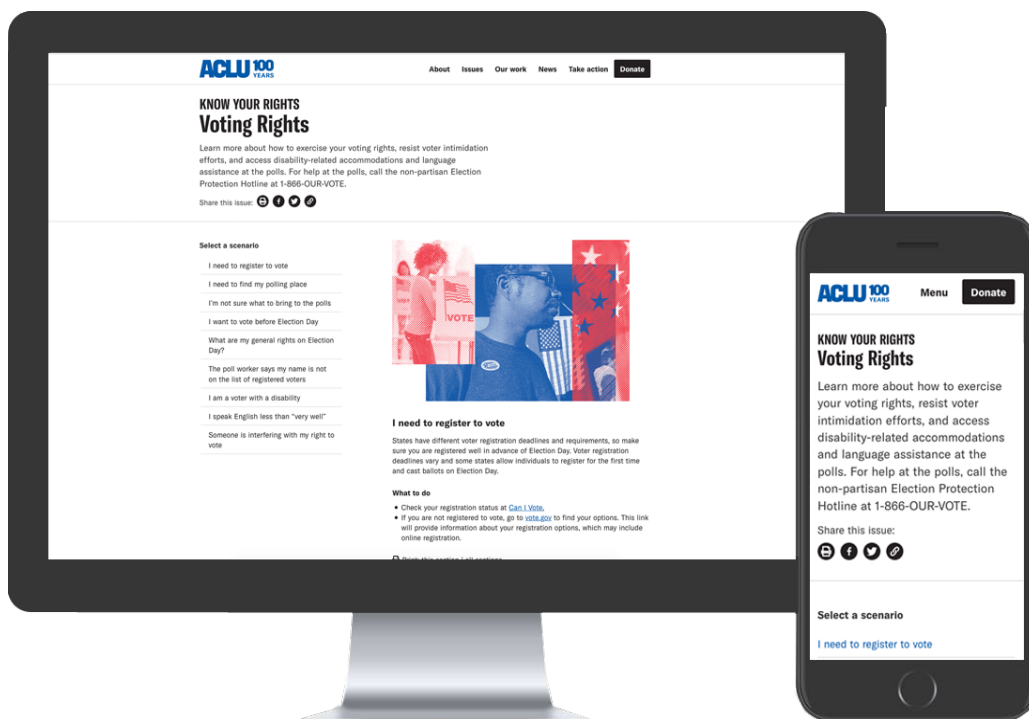
On the desktop, the voting rights page of ALCU.org presents a list of common scenarios a potential voter might encounter: where to register, where to vote, what to bring.

The body copy beside this navigation is ordered in the same manner, so the user can either read all the text or jump straight to the issue that pertains to them.

On mobile, the navigation works the same, but the list is on top of the body copy. The user can jump straight to the desired section, but reusing the navigation while reading would require scrolling back to the top.

Body copy

I am a voter with a disability

Your rights

- Under federal law, all polling places for federal elections must be fully accessible to older adults and voters with disabilities. Simply allowing curbside voting is not enough to meet Americans with Disabilities Act (ADA) accessibility requirements.
- In federal elections, every polling place must have at least one voting system that allows voters with disabilities to vote privately and independently. Usually, this is a machine that can read the ballot to you (for people with vision disabilities or dyslexia), and let you vote by pushing buttons (for people with mobility disabilities).
- Under federal law, voters with disabilities and voters who have difficulty reading or writing English have the right to receive in-person help at the polls from the person of their choice. This helper cannot be the voter's employer, an agent of the voter's employer, or an agent or officer of the voter's union. The helper must respect the voter's privacy, not looking at the voter's ballot unless the voter asks them to do so.
- Election officials (including poll workers) must make reasonable accommodations as needed to help you vote.
- Election officials must provide you with help if it's possible for them to do so.
- A voter with a mental disability cannot be turned away from the polls because a poll worker thinks they are not 'qualified' to vote.

Although the typography is attractive enough on the ALCU site, the text formatting doesn't accommodate the user.

Voters with a disability or who don't speak English fluently would benefit from

- [Plain language](#)
- Short paragraphs with margin underneath
- More graphics or icons

Calls To Action

Additional information

- If you are turned away or denied a provisional ballot, call the Election Protection Hotline at 1-866-OUR-VOTE or 1-888-VE-Y-VOTA (en Español).
- Report your experience to local election officials.

🖶 Print: this section | all sections

Share this scenario:

The CTAs are a bit curious. Important links are blue hyperlinks; while they're obviously links, they don't attract attention.

Social sharing icons are frequently repeated. Which is fine, but they shouldn't be commanding more visual attention than links that will assist the user.

Competitor: vote.org

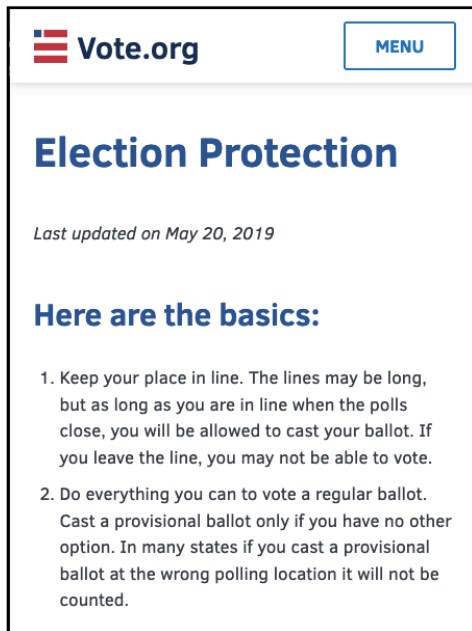| Competitor Name	Vote.org
Website	https://www.vote.org/
Page Language	English
Page Description	Register to vote. Check your registration status. Get your absentee ballot. Fast, free, easy, secure, nonpartisan.

Navigation
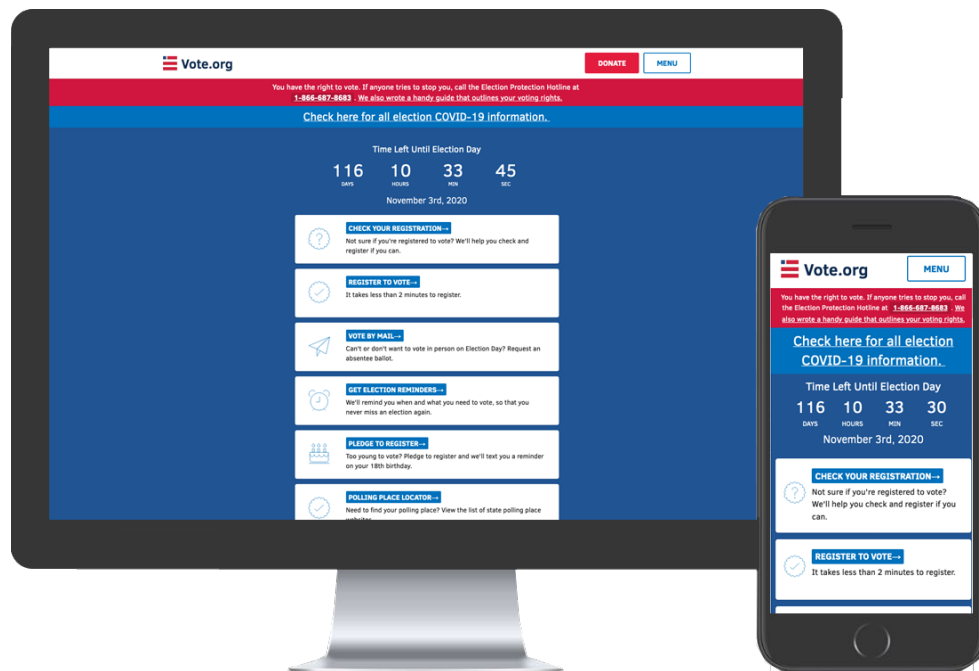
The button marked Menu isn't particularly helpful–whether on desktop or mobile, it produces a long list of links that are repeated in the footer.

However, this site does provide a reminder of when election day is, and includes a link called Check Your Registration, which is absent from other voting rights websites.

This link leads to a form for checking your registration, which is an outstanding feature. But I'm not sure why a table of checking all fifty states individually is found below. This seems really inefficient.

The link to "a handy guide that outlines your voting rights" is helpful, although it would be difficult to press on mobile.

Body copy
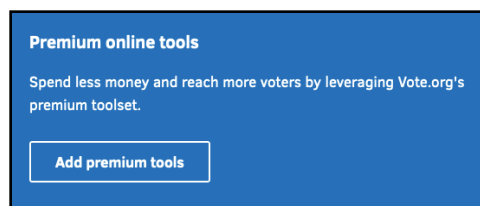
The guide to voting rights is the best formatted body copy of all the sites reviewed. The headings and subheadings are obvious, the spacing between sections is generous, and most of the text consists of short bulleted items.

Unlike the ACLU site, no attention is given to the rights of disabled voters and those who speak English less than well.

Calls To Action

The forms users fill out to register or to check registration status seem straightforward enough. I have no idea what the "Premium online tools" CTA does.

A downloadable PDF version of the election rights guide might be a useful feature.

Competitor: Voting On Election Day

Competitor Name	Voting On Election Day
Website	https://www.usa.gov/election-day
Page Language	English
Page Description	Find out when and where to vote and what to bring with you on Election Day. Learn about accessibility rules for voters with disabilities.

Navigation
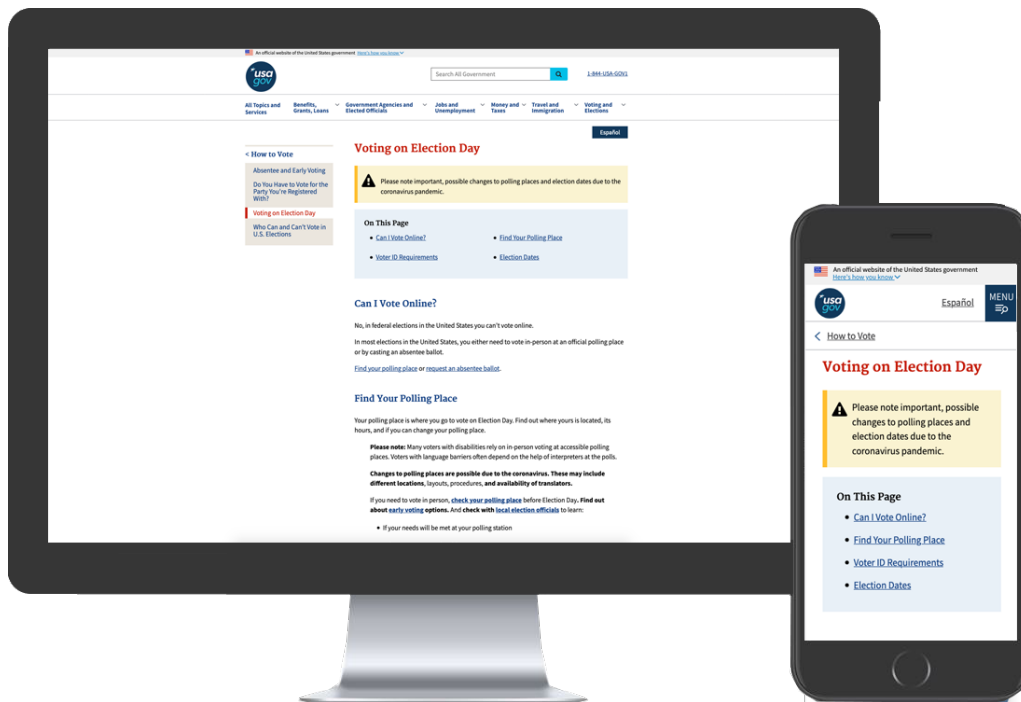
The main page menu links to other United States government resources. The navigation specific to this page contains only four questions and answers, and is arranged very much like the ALCU navigation on both desktop and mobile.
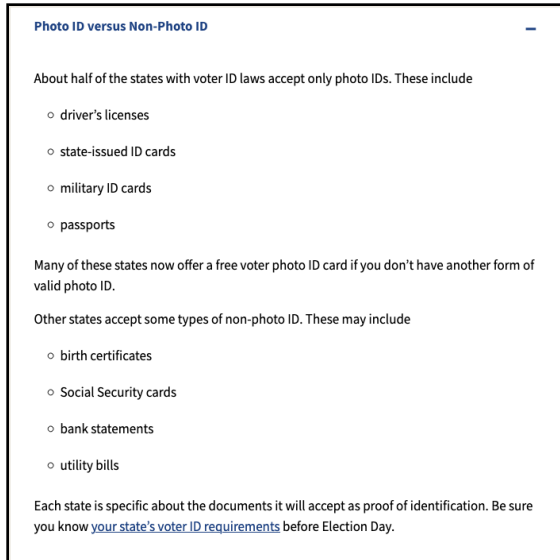
Body copy

Photo ID versus Non-Photo ID   —

About half of the states with voter ID laws accept only photo IDs. These include

- driver's licenses
- state-issued ID cards
- military ID cards
- passports

Many of these states now offer a free voter photo ID card if you don't have another form of valid photo ID.

Other states accept some types of non-photo ID. These may include

- birth certificates
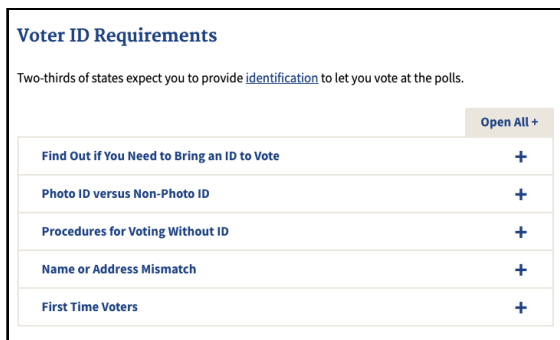- Social Security cards
- bank statements
- utility bills

Each state is specific about the documents it will accept as proof of identification. Be sure you know your state's voter ID requirements before Election Day.

The font size is 17px, which is technically sufficient for mobile but looks small.

The site does a better job of using plain language, short paragraphs, and bulleted lists than the ACLU.

However, accessibility rules (promised in the document <title>) are not actually found on the page. Also, this site relies on external links to answer questions like "find out if you need to bring an ID to vote."

Calls To Action

Voter ID Requirements

Two-thirds of states expect you to provide identification to let you vote at the polls.

	Open All +
Find Out if You Need to Bring an ID to Vote	+
Photo ID versus Non-Photo ID	+
Procedures for Voting Without ID	+
Name or Address Mismatch	+
First Time Voters	+

I'd be curious to know whether users struggle with the accordion menu presentation of the links, although it's a pattern used by Wikipedia mobile so perhaps it's familiar.

The hyperlinks are pretty obvious on the page. I wouldn't say any part of this page truly functions as a CTA.

# Competitor: National Conference of State Legislatures

Competitor Name	National Conference of State Legislatures
Website	https://www.ncsl.org/research/elections-and-campaigns/voter-id.aspx
Page Language	English
Page Description	A total of 36 states have laws requesting or requiring voters to show some form of identification at the polls, 35 of which are in force in 2020. (North Carolina's law has a temporary injunction on it, as of Dec. 31, 2019.) The remaining 14 states use other methods to verify the identity of voters. Most frequently, other identifying information provided at the polling place, such as a signature, is checked against information on file.

Navigation

Similar to the other two websites, the left navigation on the desktop and the top navigation on mobile functions as a table of contents.

As the information is quite intimidating to read, the site presents a "Voter Identification Laws in Effect in 2020" map.
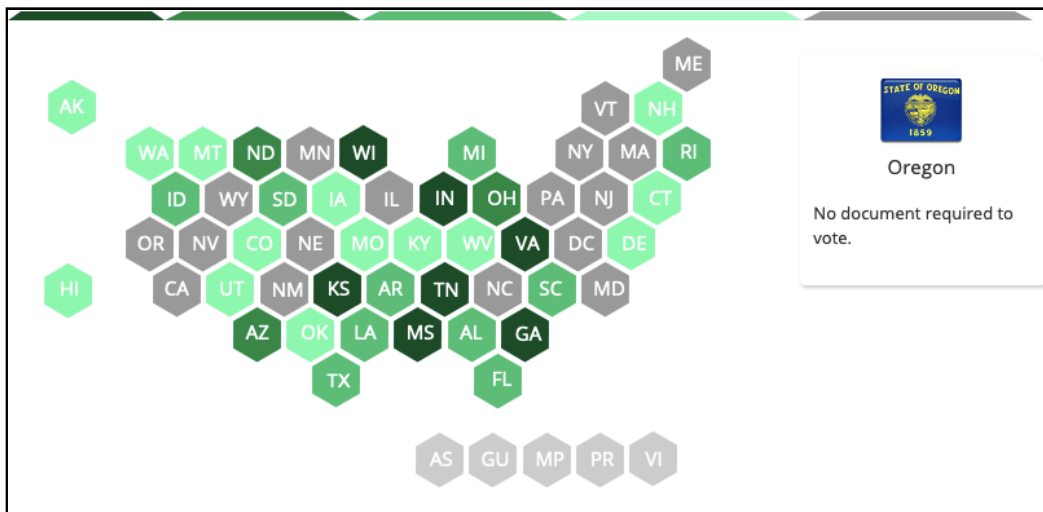
At a glance, this seems like a useful feature. However,

- Choosing a state is activated by hover. This means the map won't function on a touch screen. The controls might be difficult to control for a user with a motor skills disability.

- The color contrast is insufficient on several parts of the map for low-vision users.

Body copy

Figuring out whether an ID is necessary to vote is hard! Unfortunately, this site hasn't put in sufficient effort into making the body copy approachable.

Breaking the laws for each of the 50 states onto separate pages might help simplify this content.

Calls To Action

The name of each state in the table of State-by-State Details is clickable, taking the user to the individual state's election board homepage.

However, the links don't call a lot of attention. They lack underlines and are quite small. Also, the usefulness of the linked resource varies. Montana and Kentucky's links are both 404 (broken links). Hawaii's link is black and not clickable. Iowa's link is black but clickable.

Overall, this site gives the impression of not being much concerned about whether voters understand their rights or not.