

## Case study: Vote Victoria iPhone App

<b>Deloitte entity:</b>	Deloitte Touche Tohmatsu (Deloitte Australia)
<b>Client name:</b>	Victorian Electoral Commission in cooperation with Information Victoria
<b>Topics:</b>	Mobile technology, iPhone applications, voter technology, public sector communication
<b>Country:</b>	Australia
<b>Timeframe:</b>	September-November 2010
<b>Services supplied:</b>	Needs assessment; application design and execution; coordination with disparate governmental and private entities; publicity management via social media and press campaigns
<b>Contact:</b>	Frank Farrall (ffarrall@deloitte.com.au)



### Global Public Sector

#### The situation

Voting is compulsory in Victoria, Australia's second-most populous state. With a large segment of the electorate under the age of 30 and another small but significant portion living abroad, there was a need for Victoria to make logistical voting information more accessible via popular technology. In addition, the Victorian Electoral Commission was eager to show constituents that their government was capable of innovation.

Deloitte Australia was brought into the project to help develop an approach to providing critical voting information, including the closest places to vote both before and on election day and real-time election results. The time frame for the project, however, was tight, with just six weeks before the November 2010 election.

The project also faced a host of challenges stemming from the complex stakeholder groups in disparate public entities, strict governance standards around the use of electoral data, and the proposed use of a new operating system in the iPhone 4, which had just been released.

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### The solution

Deloitte worked closely with key members from the Victorian Electoral Commission (VEC) and Information Victoria—which manages the state’s online portal—to design and develop an elegant and usable Apple iPhone application to display information about voting centers and election results.

Deloitte’s in-house creative and technical teams led the design and built the process. Developers decided to use standard iOS user interface (UI) elements for the application. This meant that the interface would be instantly recognizable to users familiar with the operating system. As timing was a critical success factor, the use of standardized UI elements would also expedite Apple’s app store review process.

### The outcomes

The Vote Victoria iPhone app, the first of its kind, was launched as a free download on iTunes and made available to an estimated one million iPhone users of voting age in Victoria. Due to previous experience in building mobile apps, Deloitte was able to build a product that not only satisfied their client’s objectives, but also met Apple’s stringent review requirements. If the design had showed any flaws, Apple would not have approved it for release and the project would have failed to launch in time for the election.

The project aligned with Victoria’s Gov 2.0 initiative of improving engagement with voters through mobile technology and provided clear evidence that public sector entities can innovate, even under intense time pressure. Not only was it considered a successful pilot program in the election app space, it also demonstrated the ability to achieve two key long-term objectives. First, that apps of this kind can help to drive voting among young citizens—those between the ages of 18 and 21—which tend to have the lowest turnout rates in Victoria. Second, that apps can help increase early voting while reducing votes by mail—critical to minimizing long lines on election day. It also allows the VEC to publish election results more quickly after polls close.

By successfully implementing the Vote Victoria project in such a short time frame, Deloitte showed it can help a government entity through complex innovation, while coordinating input from disparate stakeholders. In recent months, Deloitte has seen demand grow rapidly from other Australian state governments wishing to launch mobile apps. Notably, Deloitte built a highly successful app for the South Australia government that allows car owners to register their vehicles. Deloitte’s expertise is crucial as mobile technology in general, and apps specifically, become an indispensable tool for fulfilling personal, business, and civic responsibilities.

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Integrating data into the application was a collaborative effort between Deloitte and Information Victoria. Data about voting center locations and the feed of live results were provided by the VEC. The infrastructure for the application’s content and storage of the summarized results data were provided by Information Victoria.

The final application offered four key features. Before election day, it displayed the three early voting centers nearest to the user’s current GPS location and linked these addresses to a Google map. On election day, it did the same for election day voting centers. Once results came in, the app showed real-time first preference vote counts both on a state-wide and local level. Finally, it provided contact information for the VEC and links to resources to help Victorians vote.

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