

FINNISH PARLIAMENT ELECTIONS 2019

Election machine & result service

– Project

37E01500 - Project Management and Consulting Practice





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HELSINGIN SANOMAT

Largest subscription-based daily newspaper
in the Nordics



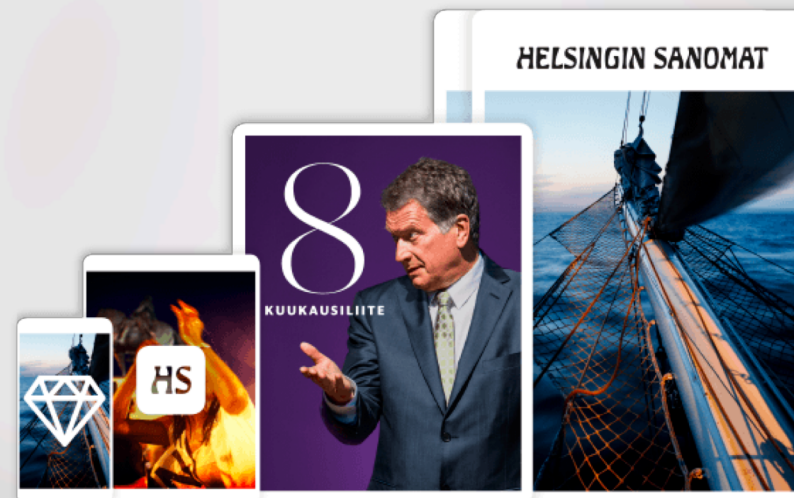
400 000

Subscribers



3.2 million

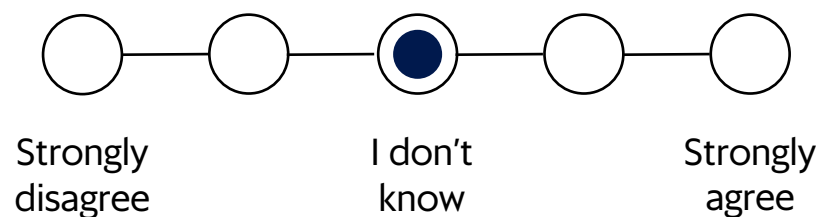
Monthly reach of users
in digital channels



What is an "election machine"?

1/30

This is a political statement.



**Based on your answers the best
party for you is **party X****



Election candidate 1
Party X

92%



Election candidate 2
Party X

89%

How does the election machine work?

1. Authenticated **candidates** fill their choices and comments to separate candidate service

2. Candidates' answers and basic information are saved into a **database**

3. **Users** can fill their choices after the service has been published

4. An **algorithm** compares the answers of users and candidates to propose the best parties and candidates for each user

Election result service

Hae tuloksista

Hae ehdokasta, kuntaa tai äänestysaluetta

Suurimmat puolueet - Koko Suomi

Äänistä laskettu 100%

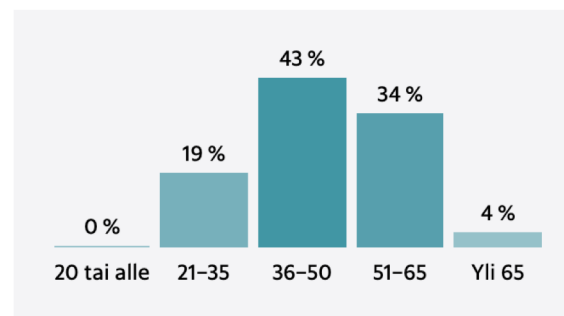


	Paikat	↑↓	Osuus	↑↓
Suomen Puolue				
Sosialidemokraattinen Puolue	40	+6	17.7%	+1.2
Perussuomalaiset	39	+1	17.5%	-0.2
Kansallinen Kokoomus	38	+1	17%	-1.2
Suomen Keskusta	31	-18	13.8%	-7.3
Vihreä liitto	20	+5	11.5%	+3
Vasemmistoliitto	16	+4	8.2%	+1
Suomen ruotsalainen kansanpuolue	9	-	4.5%	-0.3
Suomen Kristillisdemokraatit (KD)	5	-	3.9%	+0.4

Näytä lisää

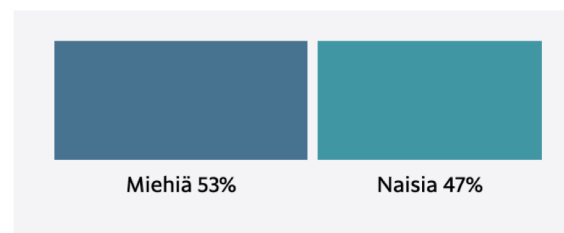
Ikäjakauma - Koko Suomi

Valittujen ehdokkaiden ikäjakauma



Sukupuolijakauma - Koko Suomi

Valittujen ehdokkaiden sukupuolijakauma



Suurimmat äänimäärät - Suomi



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✓ VALITTU

Näytä lisää

Project stakeholders

INTERNAL STAKEHOLDERS

Management

**Producer /
Service manager**

Project management /
Quality control

**Managing editor /
journalists**

Election machine logic
and questions

Executive team

Project selection /
financing

Execution

Developers

Development of election
machine, admin site and
result service /
Algorithm + data handling /
Server load tests

UX/UI Designers

Election machine and
result service design /
Quality control

EXTERNAL STAKEHOLDERS

Parties

Communication

Candidates

Data / users

Testers

Quality control

Users

End-users of the
service

Finnish ministry of Justice

Provides data of the election results

Project timeline

TIMELINE

DECEMBER JANUARY FEBRUARY MARCH APRIL



Project management

CANDIDATE SERVICE OPEN

ELECTION MACHINE OPEN

RESULT SERVICE OPEN

Project planning and scheduling

Sending invitations and instructions to parties

Customer service for candidates

Testing & quality control

Testing & quality control



Development

Developing a service for authenticating and gathering candidate data

Election machine back-end development

Election machine front-end development

Result service development

Server preparations for data

Final practice of result service with dummy data

Fixes



Design

Research phase

User interface design for the election machine

Refinement, testing and quality control

User interface design for result service

Refinement, testing and quality control



Journalism

Finalizing questions for the election machine & user feedback

Specifying needs for the election machine and results service

Publishing the election machine in online channels

"Crisis" communications

Using the results data in journalistic content

INTERNAL REFLECTION & FEEDBACK SESSION

My internal project process

Project brief

From project managers and managing editor / journalists

Research phase

Benchmarking previous election machines and result services

UI/UX Design

Designing the user interface of the service

Refinement

Refining the UX/UI in collaboration with developers and project management

Quality control

Ensuring that the service looks and works as intended

Project trade-offs

Design complexity

Prestige design with less features
vs.
Simple design with more features

Tight schedule & Limited resources

The election day is fixed –
no room for delays

Other on-going projects
also need to be worked
on simultaneously

Journalistic needs

The elements that are
crucial for journalistic
content are prioritized

Project management tools & methods



Atlassian JIRA

Project selection and
development specs



Slack

Internal communications



Google Sheets

Project timeline, division of
tasks, prioritizing of tasks
in real-time



Zeplin

User interface specs and
elements



Daily (short) check-up meetings

Keeping up with the progress of different
tasks. Occasionally done online on Slack.

Risk management & quality control



IDENTIFICATION

METHODS

1.

Reducing electoral influence and "fake candidates" with TUPAS identification



SERVER LOAD

1.

Evaluating the potential highest peaks of users

2.

Executing load tests on the server with 2X bots

3.

Testing with dummy data uploaded real-time from the ministry of justice



USER EXPERIENCE

1.

Developer version of the service continuously open for internal testing

2.

External and internal testing teams tries to find vulnerabilities and bugs

3.

Collecting user feedback on online channels -> fixes

Project outcomes

**>1,1
million**

Election machine users

25%

of all finnish citizens
with right to vote

EDUSKUNTAVAALIT 2019
HS VAALIKONE

Demo