



November 15, 2021

David Beirne, Director  
Federal Voting Assistance Program  
Department of Defense

**Re:** Recommendation to implement a website wizard on FVAP.gov to better guide voters.

Dear David,

We hope this note finds you in good health and steady spirits, and thank you again for your time this fall as our team researched obstacles and potential remedies facing UOCAVA voters.

I'm writing to you on behalf of the Aspen Institute to share one output of our work, **which is a recommendation to implement a voter guidance tool on FVAP's website, called a "voter wizard", in order to better support customer service to voters and voter education.** The voter wizard, which could be enabled by a pop-up, will more rapidly capture a voter's attention and guide them to the necessary resources relevant to the voting process.

Please see our [attached video](#) for a sample prototype for how the voter wizard would operate on the FVAP site—you'll notice the wizard leverages friendly, inviting language, ideally leaving the voter with a positive customer experience after leaving the FVAP site.

At present, the FVAP website caters to a variety of audiences, all listed on its menu bar—from voters, to election officials, to military versus overseas stakeholders. It also contains a wealth of resources spanning thorough research reports, data interaction tools, marketing materials for election officials, voter information, and documents for voter assistance officers in the field.

While the wellspring of information is extensive and useful, at times the voter-specific resources are crowded out by the myriad of competing stakeholders and resources. If I'm a voter, I might be overwhelmed by my first visit to FVAP.gov, and might not continue to pursue education.

**FVAP has an opportunity to break through this noise of competing calls to action and to better capture the attention of voters, its primary stakeholder, to inform them of their ability to vote.** By implementing a wizard on the FVAP website through a pop-up that can be enabled leading up to an election, FVAP will realize the following benefits:

1. **Voter attention.** More quickly capture a voter needing resources and guide them to their relevant voting process;
2. **Higher conversions.** More readily position the voter to complete the necessary steps to vote, resulting in a higher rate of successful conversions; and
3. **Better data.** Enable a more fine-tuned, real-time approach for FVAP to gather analytics on obstacles facing specific voters by introducing a question flow that, for example, can unearth whether or not a



voter remembers where they're registered, or whether or not they have a printer. This data can continue to inform the analytics that FVAP provides both Congress and election officials, all in an effort to support UOCAVA voters and their voting awareness.

We recommend the implementation of this wizard and are glad to share the wireframes for your team to carry forward. Again, we thank you sincerely for your expertise and participation as our team embarked on the journey to support UOCAVA voters.

Sincere regards,

A handwritten signature in black ink, appearing to read "Hilary Braseth".

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