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## THE VOTE THAT MATTERS: THE APPLICATION OF SERVICE DESIGN ON THE VOTING PROCESS IN PAKISTAN.

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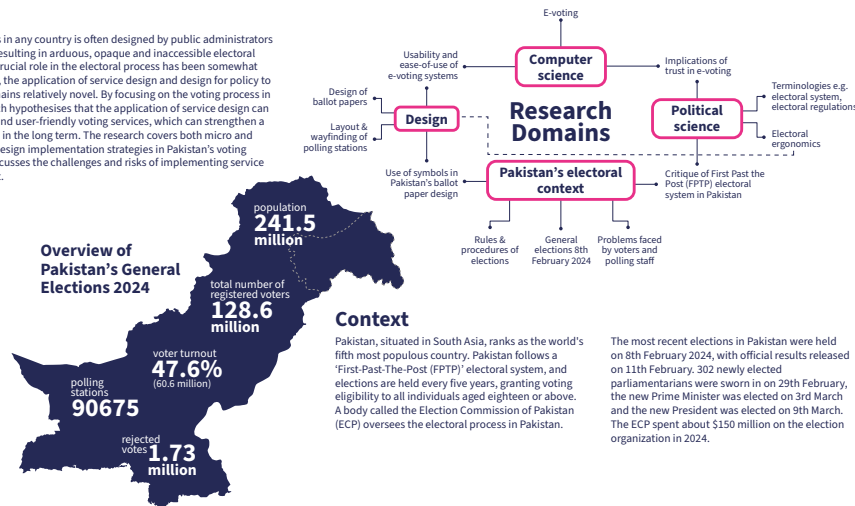
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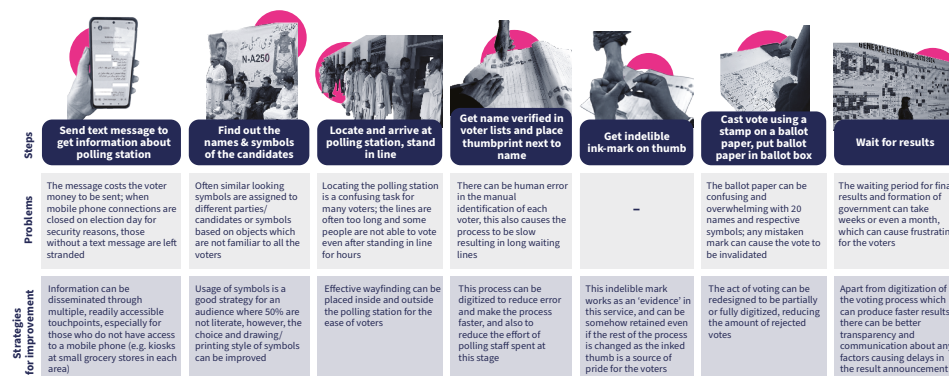
Elections are the backbone of democracy, and service design can play a vital role in transforming the process of voting to be simpler, easier and more meaningful to voters

## Abstract

The electoral process in any country is often designed by public administrators and policy-makers, resulting in arduous, opaque and inaccessible electoral processes. Design's crucial role in the electoral process has been somewhat recognized, however, the application of service design and design for policy to voting processes remains relatively novel. By focusing on the voting process in Pakistan, this research hypothesizes that the application of service design can lead to streamlined and user-friendly voting services, which can strengthen a country's democracy in the long term. The research covers both micro and macro level service design implementation strategies in Pakistan's voting process, and also discusses the challenges and risks of implementing service design in this context.



## Applying Service Design to the Journey of a Voter in Pakistan (simplified & summarized)



## Macro Level Implications of Transforming the Electoral Process



## Risks and Challenges of Redesigning the Electoral Process

- Pakistan's heterogeneous population presents challenges in implementing standardized solutions.
- Any failures in the voting process may be attributed to design choices and practitioners, making them susceptible to political scapegoating.
- Political timescales differ from the timescales and iteration designers are used to.
- It may take multiple election cycles to observe long-term effects.

## Main Insights

In a complex and multi-layered context such as that of Pakistan, where various political, social, economic, cultural, religious and climate-related factors can play a role in affecting the experience of elections; service design can be instrumental in making the voter's journey simpler, more effective and more trustworthy. In the long-term, this transformation of the electoral process could have a profound effect on the stability and credibility of democracy in the country. Although the example discussed here is of Pakistan, the lens of service design to view and transform elections could be applied to many other countries, especially ones which have a similar context to that of Pakistan in terms of heterogeneity and size of population.

References:  
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