

KNOWING WHICH POLITICAL PARTY



THE ISSUE:



•For years young adults go to the voting polls without the basic background information about the political parties that make the United States political system. Instead of analyzing each political party on their own, young voters are looking to their parents or, elders for information about the political parties. In conclusion this leads many young voters to make their decision based off of bias information.

TARGET MARKET

- Young Voters: 18-25
- Voting for the first: Unsure what their political beliefs are
- People who have just received citizenship and are unsure about the U.S political system



THE SOLUTION

- Website that covers each of the basic concepts and beliefs of the U.S political parties, given in a non-bias way
- Local chapters, that discuss the different points of view of each political issue (ex. Ballot measures, and bills)
- Have different representatives of each political party give their stance on a certain measure or issue

