

Voting Issues in the 2012 Election

United States
November 6, 2012

Prior to the election on November 6, 2012, some reporters were predicting that the results of the presidential election, which was expected to be nail biter, may not be known for weeks. While this was obviously not the case, there were a few, real hiccups in the voting process.

The voting issues of the 2012 election can be analyzed by building a Cause Map, an intuitive, visual format for performing a root cause analysis. The first step of the Cause Mapping process is to create an Outline that lays out the basic information of an issue and also lists the impact to the overall organizational goals. In this example, the general public is considered the "customer" and the voting issues were an impact to the customer service goal since anything that makes it difficult for eligible voters to cast a ballot means the government is not providing adequate customer service to the public.

The next step is to ask "why" questions to understand the different causes that contributed to the problem. Why were there issues voting?

Luckily, the voting issues didn't delay the election results and any voters that were mistakenly turned away because of new laws or unable to vote because of the impacts of Sandy would not have changed the overall result of the election. But officials could certainly use the lessons learned from the 2012 when it was not yet required, to help ensure a smoother process for the next presidential election.

Step 1. Define the Problem

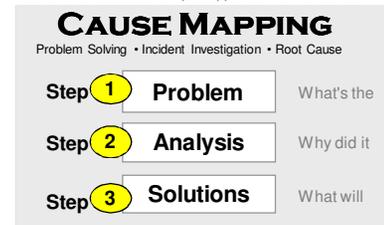
What	Problem(s)	Eligible voters turned away, long lines at the poll, issues with the voting process
When	Date	November 6, 2012
	Different, unusual, unique	Major storm hit US prior to election, new laws passed
Where	State, city	Throughout US
	Task being performed	Presidential Election

Impact to the Goals

Customer service	Problems with casting a ballot
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This incident ??

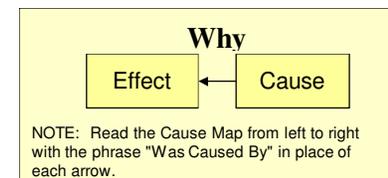
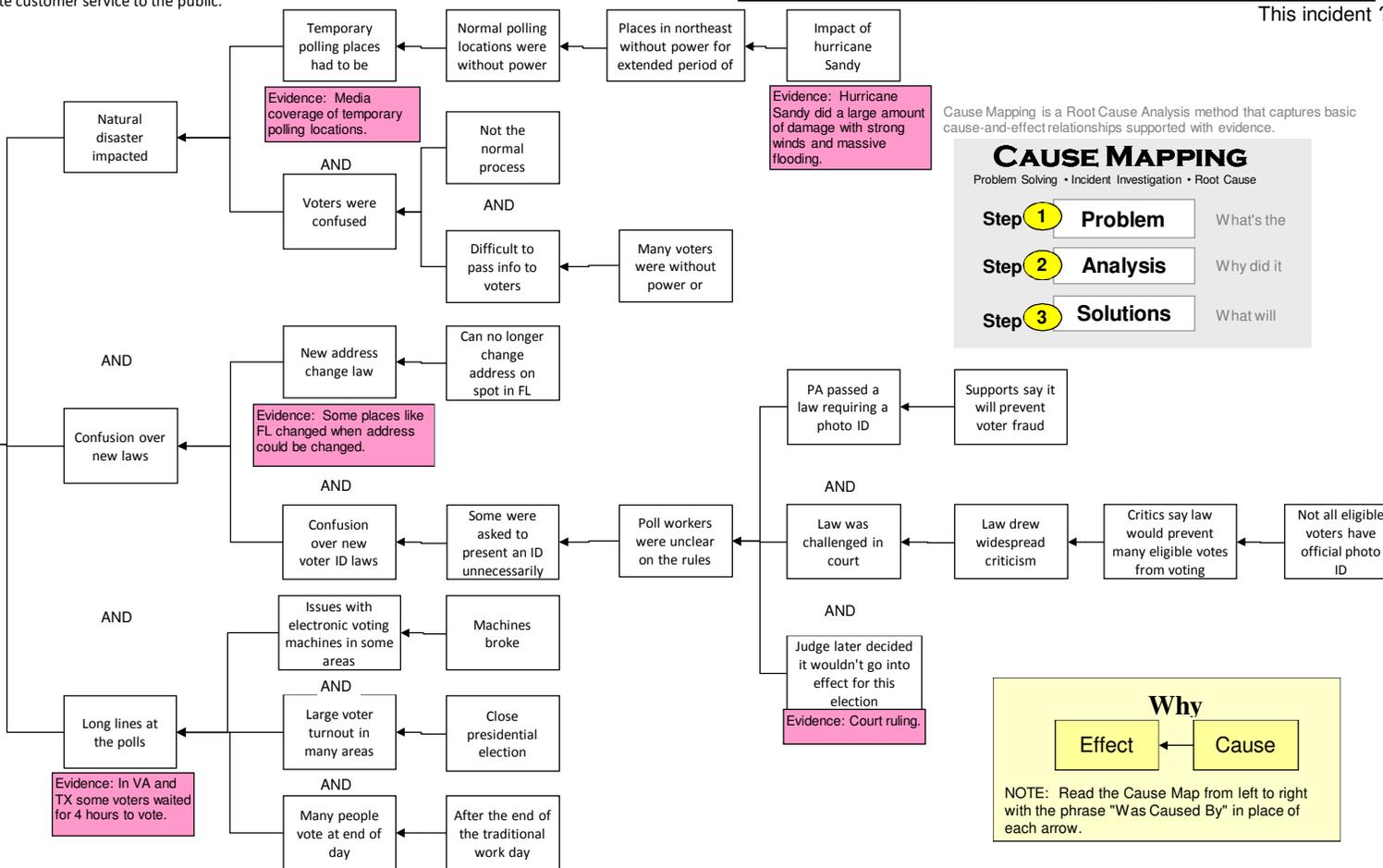
Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.



Step 2. Analysis, Cause Map

Customer service Goal Impacted

Problems with casting a ballot



Cause Map
High Level

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