

**Daniel Oliverio**

**ADV 3560**

**Initial Research for Individual Project**

**Your design problem, defined:**

We are a nation that is constantly at odds with one another. We live in a world that is sharply divided on a myriad of issues such as gender, race, sexuality, income dispersion and political ideologies, just to name a few. Our world has become more about the fight than finding a common solution for the greater good of humanity, and in this fight we are struggling to listen to one another with compassion and empathy. What was once seen as such an open nation is closing quickly through fear of change and the possibility of losing what we already have.

**What is the design problem?**

Finding a way to engage users from many different ends of the spectrum on a plethora of issues and bring them together in an exchange of ideas to learn from one another and come up with solutions to our country's woes and inspire direct action with our government, so that everyone benefits.

**Who is the intended beneficiary?**

Americans, specifically the underserved, to give them a voice and activate them in the political process.

**Who is the targeted audience (same as beneficiary?)**

Same as beneficiary.

**How will you do your research?**

I will work on a portfolio of interviews/surveys from opposing sides to some of the largest issues here in America. I will then work an tring to find how people see a possible way to find a common ground.

After the interviews, I will create personas to effective create a site that targets a broad range of people.

**Is anyone else doing anything similar?**

It is really hard to say. I came across quite a few site focused on eliminating racism, and I found one that focused on bringing Americans together.

The "American Together" site looked like it was straight out of 1995, and although its message is to bring people together, it is not very welcoming or modern feeling.

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# Americans Together

## BUILDING COHESIVE SOCIETIES

Americans together committed to build a cohesive America,  
Where no American has to live in apprehension, discomfort or fear of the other.

[www.AmericaTogetherFoundation.com](http://www.AmericaTogetherFoundation.com)



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### About Us – America Together Foundation

**OUR MISSION**

Our Mission is to build a cohesive America, where no American has to live with anxiety, discomfort or fear of another.

**OUR VISION**

It is our individual and collective responsibility to keep law and order and faithfully guard the safety of every citizen. Hate, prejudice and stereotyping are some of the many root causes of disrupting the peace in a society. It is our duty to track down the source of such ill-will and work on mitigating it. We believe humans are open to choices, and will make best choices if the path is paved for them. We have provided many paths, through our annual events, like Unity Day, Reflections on Holocaust and Genocides, Thanksgiving and other conferences. It has been our experience that our participants walk out with a commitment to be less biased, less prejudiced and willing to stand up for the others for the sake of general good of mankind.

We are committed to enhance the efforts nationally, one brick at time. We are building a cohesive America where each one of the 312 Million Americans feel safe in their homes, at their jobs, places of worship and in public places.

**ENTITY**

America together foundation is incorporated as a non-profit organization and pending the IRS Approval for 501 (3) (c) status.

America Together Foundation  
2665 Villa Creek Drive, Suite 206  
Dallas, TX 75224

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Media Relations

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The Center for Equal Opportunity felt more modern and updated, yet conservative. It was organized much like a newspaper and didn't feel engaging or inspiring.

# Center for Equal Opportunity

THE NATION'S ONLY CONSERVATIVE THINK TANK DEVOTED TO ISSUES OF RACE AND ETHNICITY.

- IMMIGRATION & ASSIMILATION
- AFFIRMATIVE ACTION
- VOTING
- OTHER ISSUES
- ABOUT CEO



### Center for Equal Opportunity Applauds SCOTUS's Affirmative Action Decision

*Calls on Federal, State, and Local Governments to Enact Similar Bans on Preferences*

4/22/14- (Falls Church, VA) The Supreme Court today upheld the right of states and local governments t...

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**What CEO has been up to ...**  
We recently prepared this one-page summary of the ...

**CEO Praises Supreme Court's Fisher Decision: Calls for End to Racial Admissions Preferences**  
6/25/13 - (Falls Church, VA) The Center for Equal ...

**CEO Praises SCOTUS's Shelby County Decision**  
6/25/13 - (Falls Church, VA) The Center for Equal ...

**Comment on Dodd-Frank Proposed Interagency Policy Statement**  
Commissioners Todd Gaziano, Gail Heriot, Peter Kir...

**Racial Discrimination Found in University of Oklahoma Admissions**  
UPDATE (10/24/12) - [CEO Responds to University of O...](#)

#### CEO IN THE NEWS

[Showdown Over Landmark Housing Law Looms at U.S. Supreme Court](#)  
Bloomberg - 9/25/14

[UVA NEEDS MORE TRANSPARENCY ON AFFIRMATIVE ACTION](#)  
Minding the Campus - 9/12/14

[Both Sides Find Reason for Optimism After Latest Ruling on Texas Affirmative Action](#)  
Diverse - 7/17/14

[An open letter to Condoleezza Rice](#)  
Insight News - 4/11/14

[Good News for Low-Income Students](#)  
Chronicle of Higher Education - 4/10/14

More News ...


#### LINDA CHAVEZ COLUMNS

- Ebola Fear Factor
- No One Trusts Us
- A Hidden Threat
- World Domination

#### IMMIGRATION & ASSIMILATION

IMMIGRATION →  
**Conservatives Debate Immigration Reform**

A new debate has arisen among prominent conservatives over whether passing ...



ASSIMILATION →  
**Top Ten Rules for Americans**

Here's CEO's top-ten list of what we should expect from those who want to b...

More:  
A Red Bill for Hawaii ... and All

BILINGUAL EDUCATION →  
**CEO board member Rosalie Porter recommends new book**

English for the Children: Mandated by the People, Skewed by Politicians and...

#### ROGER CLEGG COLUMNS

[Update on the Struggle against Universities' Affirmative Discrimination](#)

[Third Time's the Charm?](#)

[Nonexistent "Resegregation," Phony Polls, and More English for the Children, Again](#)

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### How could you do it better?

The first thing I would introduce is clean, modern design that runs congruent with current design aesthetics. I would incorporate inviting color, simple navigation, and inviting graphics to draw the users interest. I would make it feel less like a newspaper and more like an interactive experience.

### How could your website help in your project?

<http://www.people-press.org/2014/06/12/political-polarization-in-the-american-public/>