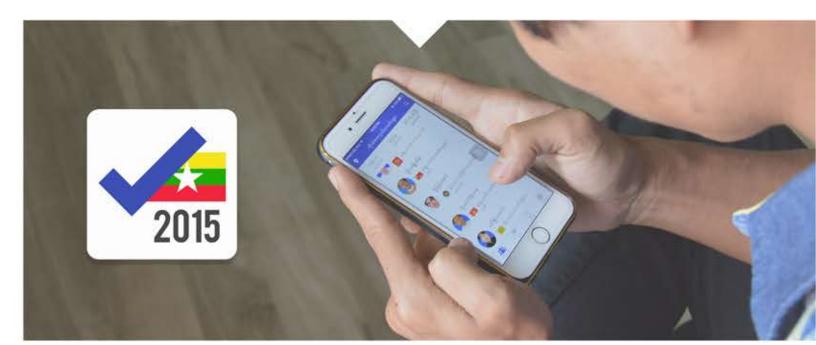# Myanmar Election Apps

Technology & Innovation

VOTER INFORMATION

Every candidate, every party, every detail

During Myanmar's historic 2015 election, the only consistently available and reliable source of candidate information was via online mobile apps, and every one of those apps was powered by The Asia Foundation's Mae Pay Soh ("Let's Vote") voter information database.

2015

A LOCAL SOLUTION THAT GETS IT RIGHT

Over one hundred local software developers participated in a month-long innovation challenge aimed at linking voters to election data via the best and most accessible mobile or web app experience.

① Data

The Asia Foundation and the Union Election Commission partner to create MaePaySoh.org, a comprehensive, online election database. The process involves transforming thousands of hand-written documents into machine readable data.

② API

Local software engineers create Mae Pay Soh API, an application programming interface that makes it possible for any software developer with an access key to build mobile apps that connect to the database.

③ Innovation Challenge

The Asia Foundation launches the Mae Pay Soh Hack Challenge, a competition to create the best election app using data from the database. Over 100 local developers and designers participate, and 24 apps are created.

SPOTLIGHT: MAE PAY SOH HACK CHALLENGE

In the months before Myanmar's historic 2015 election, the country's technology community mobilized to help voters through the Asia Foundation-supported Mae Pay Soh (Let's Vote) Hack Challenge. Over 200 of Myanmar's most talented developers signed up to participate in the competition to design and build the best election information apps, websites, and other digital products. The goal: to provide voters with the accurate, timely, and non-partisan information they needed to make informed choices during the election.

After intense deliberation, judges awarded the top prize to a group of 17- to 20-year-old developers – Team PopStack – who created an elegant and easy-to-use app called "mVoter2015" for Android and iOS platforms. The app allows voters to use their current location to determine the candidates running for the upper and lower houses of Myanmar's Union Parliament, as well as those running for the state assembly. With generous support from the Australian Department of Foreign Affairs and Trade, the winning mobile and web applications developed using the Mae Pay Soh API are showcased at MaePaySoh.org and available to download from the Google Play store.

SCALABLE TOOLS FOR VOTER EDUCATION

As the only public source of candidate information for the 2015 Myanmar election, the Mae Pay Soh election database received over 12 million queries through the web and mobile apps it powered.

Voter Information Apps

The Asia Foundation's Mae Pay Soh election database helped Myanmar software developers create dozens of mobile and web apps that provided voters with much-needed election information, including:

- candidate biographies and photos
- location-aware candidate lists
- sample ballots
- party platforms, leadership, and logos
- information on how to mark the ballot
- voting rules and procedures
- voter registration data
- incumbent data

mVoter app

Mae Pay Soh Database

The Mae Pay Soh election database was developed with the support of Myanmar's Union Election Commission and contains detailed non-partisan information on over 6000 candidates and 91 parties contesting the 2015 Myanmar national election, as well as information on the process itself.

The database employed a public API (application programming interface), which made it possible for local Myanmar developers to connect their own applications directly to the database.

election database

Election App Takeaways

- The Mae Pay Soh database is the first and only publicly accessible, non-partisan database of candidate information in Myanmar, and registered over 12 million page views during the election period.

- The Mae Pay Soh database contains biographical information on over 6,000 candidates, background information on 91 parties, and critical election details such as how to correctly mark the ballot.

- Mae Pay Soh and its related applications were built to achieve a high degree of scale in Myanmar. The database powered over 24 voter information apps during the 2015 election period, and reached 289 of Myanmar's 330 townships.

- At its peak, apps connected to the database were serving data to over 1000 users a second.

Made possible with the generous support of the Australian government:

Australian Government

Department of Foreign Affairs and Trade

Work with Us

We welcome collaboration at every stage of the process - from research and design to pilot to scale. Join us as we support local innovators and social entrepreneurs who have a stake in the communities they aim to serve.

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growth
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