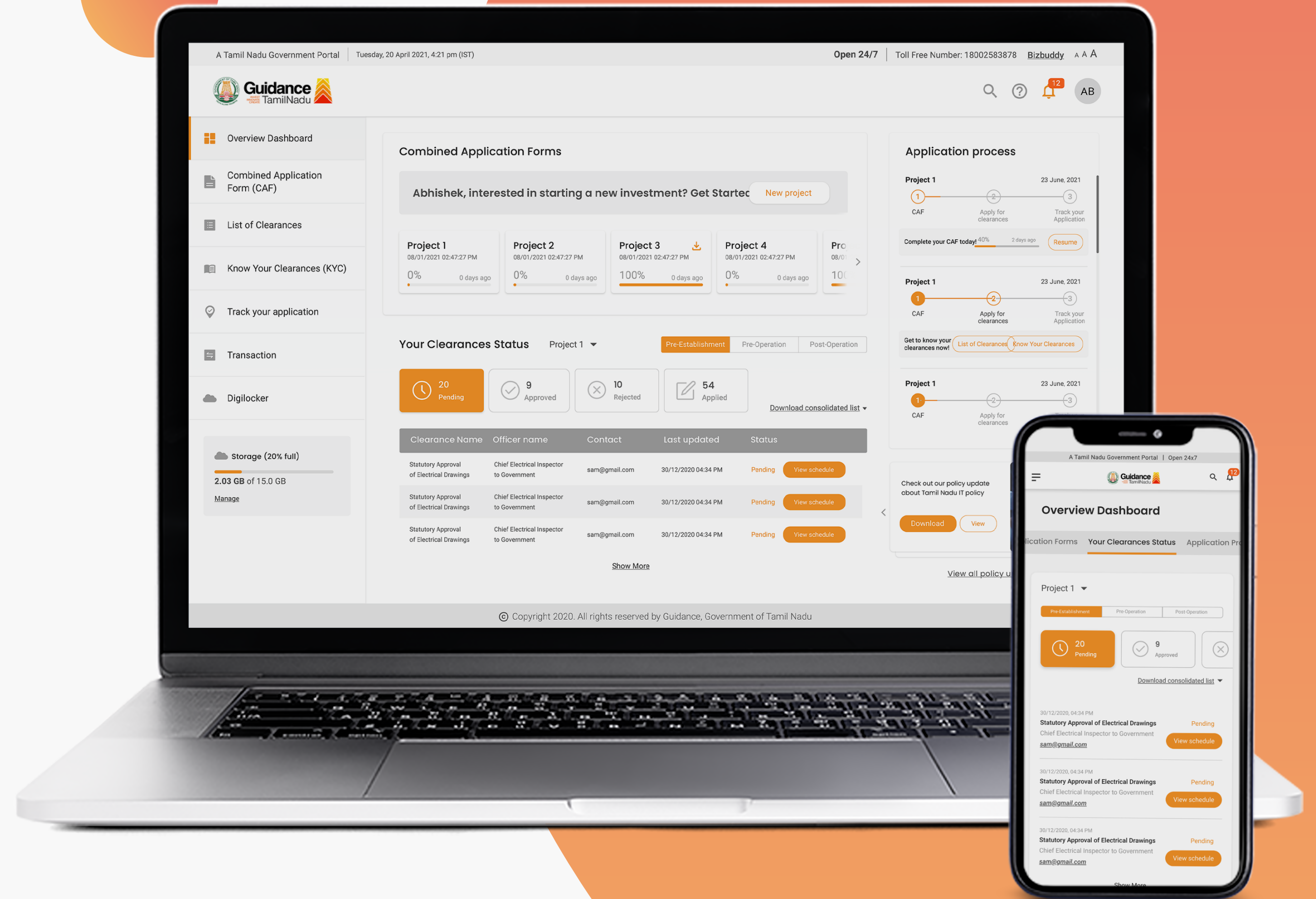


User Experience Case Study

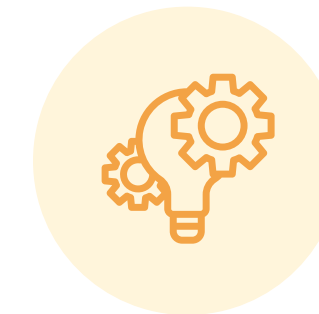
Guidance Tamil Nadu

Communicating with investors like never before

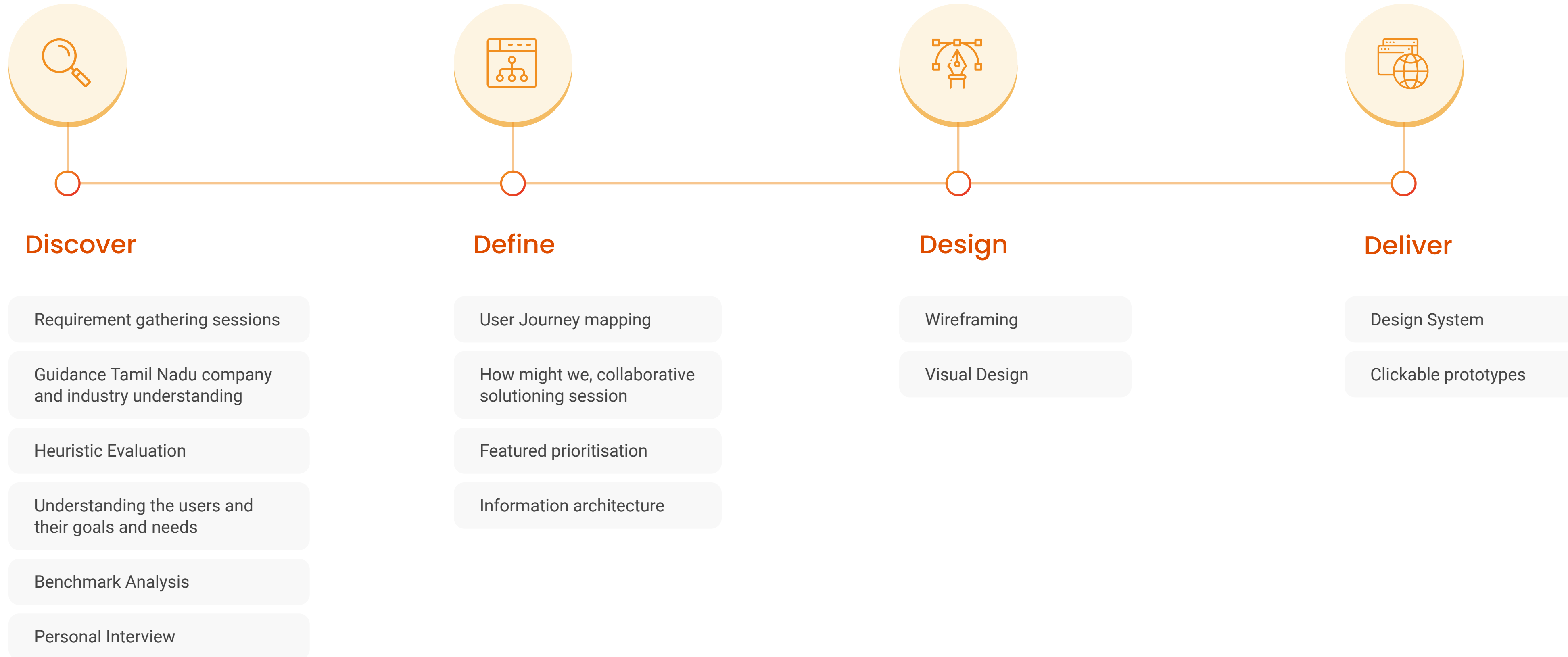


Task

Our task was to re-imagine the Single Window Portal to make the entire G2B faceless, paperless and contactless. To develop a single multi-functional platform which could help the investors have a holistic and transparent view of the investments with the Tamil Nadu State Government.



How we did



Research & Ideation Phase

Engaged with 20+ participants

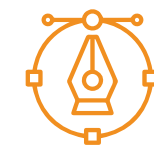
Research Methods Involved



Heuristic analysis



Benchmark analysis



Collaborative session



Personal interview



System walkthrough

To Understand

1

The holistic systemic scenario where Guidance portal play a role

2

User categories, their goals and needs

3

Understand the pain points and drawbacks of the existing Guidance portal

4

Future vision and goals of Guidance

5

Touchpoints and opportunity areas for design interventions on the portal

Method glimpse

Prospective and Current users

Prospective and Current users

LARGE INDUSTRIES

03 Desirability Map

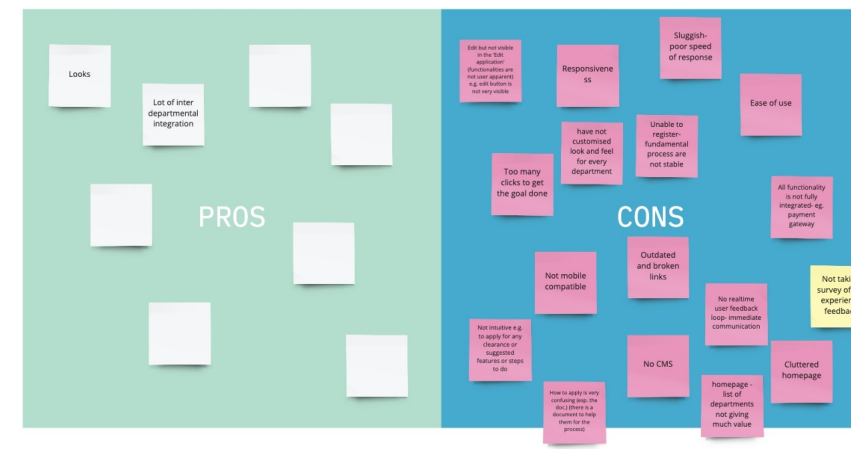
This will help us understand the keywords by which we would want our users to associate the portal. This is adapted from the Microsoft Desirability Test. Please copy the keywords of your preference from the table and paste it below in the sticky notes as per your order of priority.

A	C	D	E	F	H	I	N	O	P	R	S	T	U	V
Accessible	Calm	Deliverable	Easy to use	Familiar	Helpful	Inspiring	Powerful	Optimistic	Personal	Reliable	Secure	Time Saving	Unconventional	Valuable
Advanced	Clear	Disruptive	Efficient	Fast	High quality	Innovative	Organized	Powerful	Responsive	Simplic	Trustworthy	Usable		
Appealing	Clear		Efficient	Flexible	Inspiring	Integrated	Professional	Responsive	Sophisticated			Useful		
Approachable	Collaborative		Effortless	Fresh	Integrated									
Attractive	Comfortable		Engaging	Fun	Intuitive									
	Comprehensive		Engaging											
	Connected		Entertaining											
	Consistent		Entertaining											
	Convincible		Essential											
	Convenient		Exciting											
	Creative		Exciting											
	Customizable													
	Cutting edge													

MD Sir	ED Sir	Paul	Sarf	Vishru	Aditya
Priority 1: Advanced	Priority 1: Clear/ clarity / easy to use	Priority 1: Cutting Edge	Priority 1: [Sticky Note]	Priority 1: [Sticky Note]	Priority 1: [Sticky Note]
Priority 2: Easy to use	Priority 2: Useful	Priority 2: Simplistic/ user friendly	Priority 2: [Sticky Note]	Priority 2: [Sticky Note]	Priority 2: [Sticky Note]
Priority 3: Clean/ clarity	Priority 3: Responsive	Priority 3: Responsive	Priority 3: [Sticky Note]	Priority 3: [Sticky Note]	Priority 3: [Sticky Note]
Priority 4: Fast	Priority 4: Cutting Edge	Priority 4: [Sticky Note]	Priority 4: [Sticky Note]	Priority 4: [Sticky Note]	Priority 4: [Sticky Note]
Priority 5: Responsive	Priority 5: Disruptive	Priority 5: [Sticky Note]	Priority 5: [Sticky Note]	Priority 5: [Sticky Note]	Priority 5: [Sticky Note]

04 The current website

Please enter your individual opinions on the sticky notes for what has proven to be successful and what has not for the current website.



Example

- The trust factor is very high amongst the users.
- Regular updates on the website are available in the dashboard.
- We use the best technology available in the market.
- Every department has its own dedicated website.
- Design look outdated.
- Conversion rate not satisfactory.
- Some technical glitches.

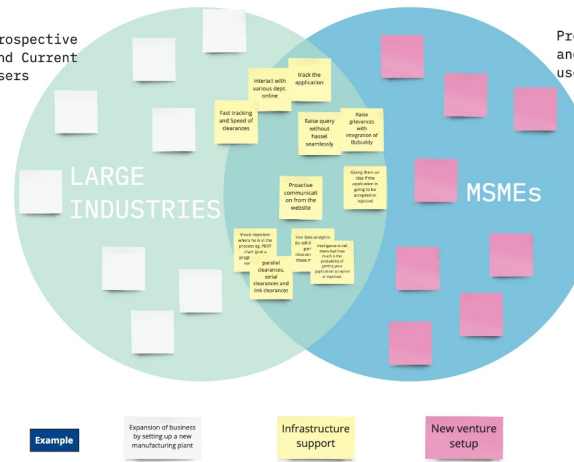
07 Solution Mapping

Ideate on the possible solutions for the pain points mapped in the User Journey Map.



05 User agenda mapping

Please map the different types of users and their agenda of coming on the IT Customer portal.



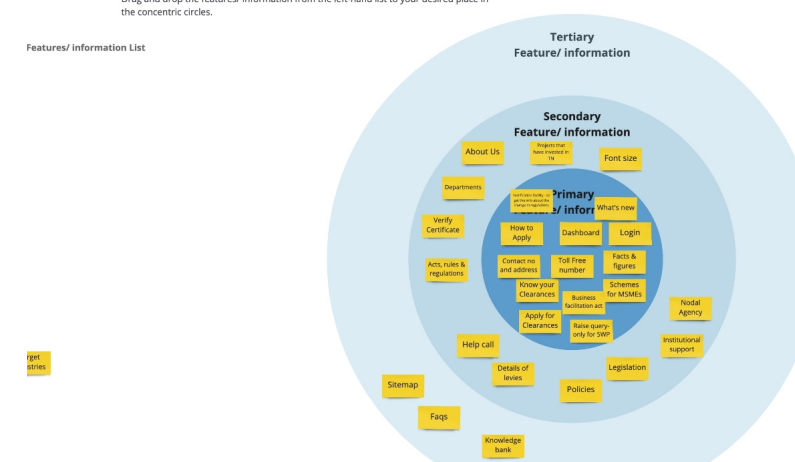
06 User Journey Map

Scenario: A German automobile company is interested to setup a manufacturing unit in Tamil Nadu.



08 Bull's Eye Diagram

Let's add the solutions from the Solution map to the list of features/information. Drag and drop the features/information from the bull-hand list to your desired place in the concentric circles.



AEs

IMON

miro

What are we trying to solve for the users

1 Historic perception of government platforms

The government platforms has a negative connotation attached to their digital interfaces that they are complex, difficult to use and takes time to get things done.

2 Reluctance in digital adoption

The users are reluctant to move to digital platform because they find it difficult and confusing to use. They still email or walk-in to the Guidance office to get things done.

4 Lack of holistic understanding

The users are not able to grasp the bigger picture of how the investment process works at Guidance, also they lack the 360 deg view of their clearance application statuses.

7 No realtime feedback

The platform does not provide any realtime information about their application status or their queries that they have raised.

3 Confusing navigation

One of the major concerns of the users are that they find it difficult to find information on the current website.

5 Lack of proactive communication

The Guidance team does not communicate with the users on the platform right now. The only means of communication is via email or phone number available in 'Contact Us' section.

8 Lack of focused content

The users do not get contextually relevant data which would help them to take an informed decision faster.

6 Inter-department communication gap

There is an experience mismatch when the users communicate with different departments for their project clearance. Every department work in silos which makes is difficult for the user to get approvals seamlessly.

9 Mobile compatibility

The current website is not compatible to mobile view due to which the users resist to embark on the digital journey.



Concept Ideations

Dashboard

One-stop information support system for all the application related actions which makes it easier for the user to gain insights into the most important aspects of their data.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content, Inter-department communication gap

List of delayed applications

Based on the mental model of the user, hewould want to be updated about anything on which subsequent action is required. Hence, this section can keep them informed proactively engaged.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content

Notifications

This feature also helps the users to be informed about any new thing happening on the portal on which the user might want to take action.

Solves: No realtime feedback

Track your application

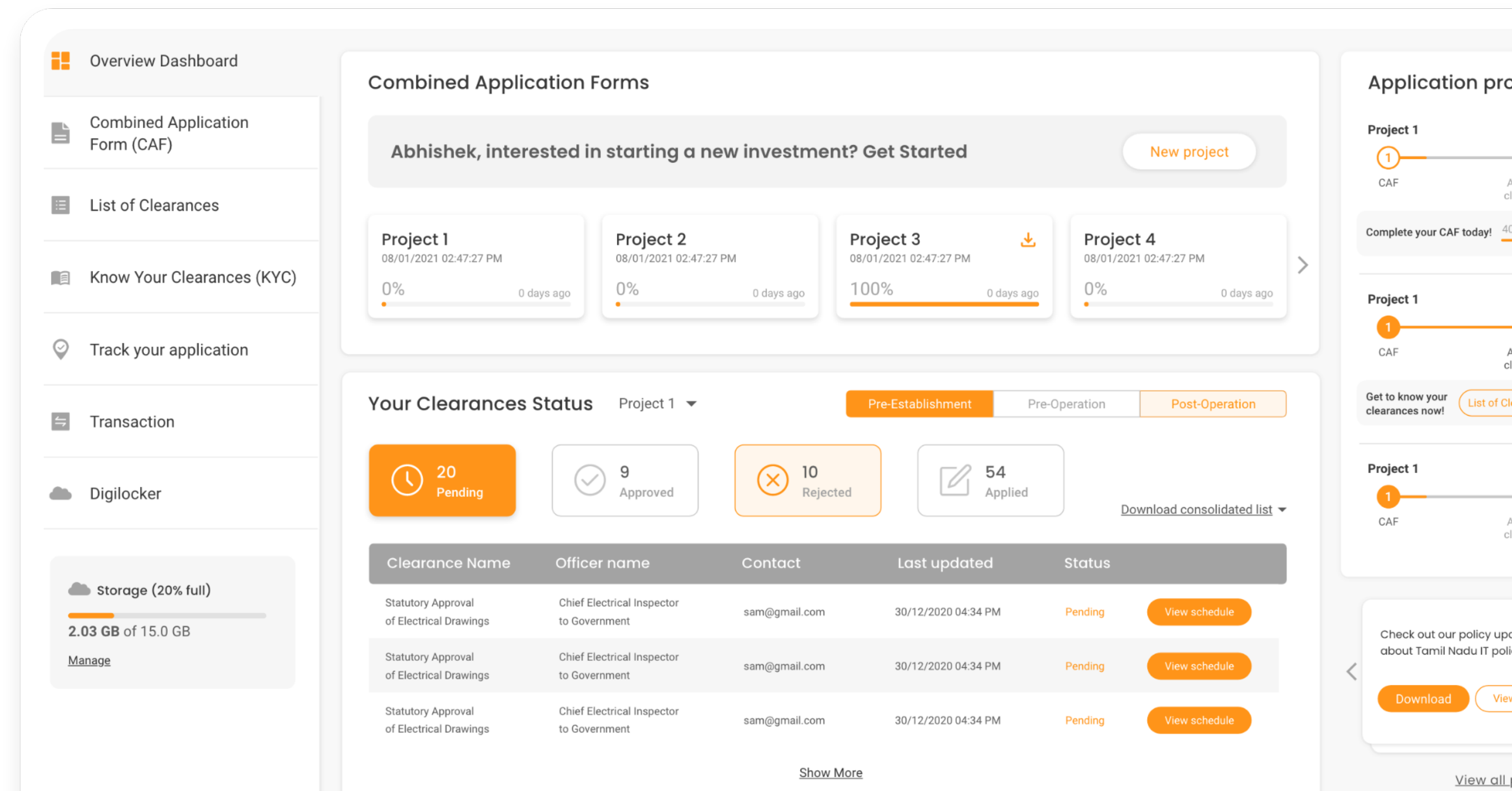
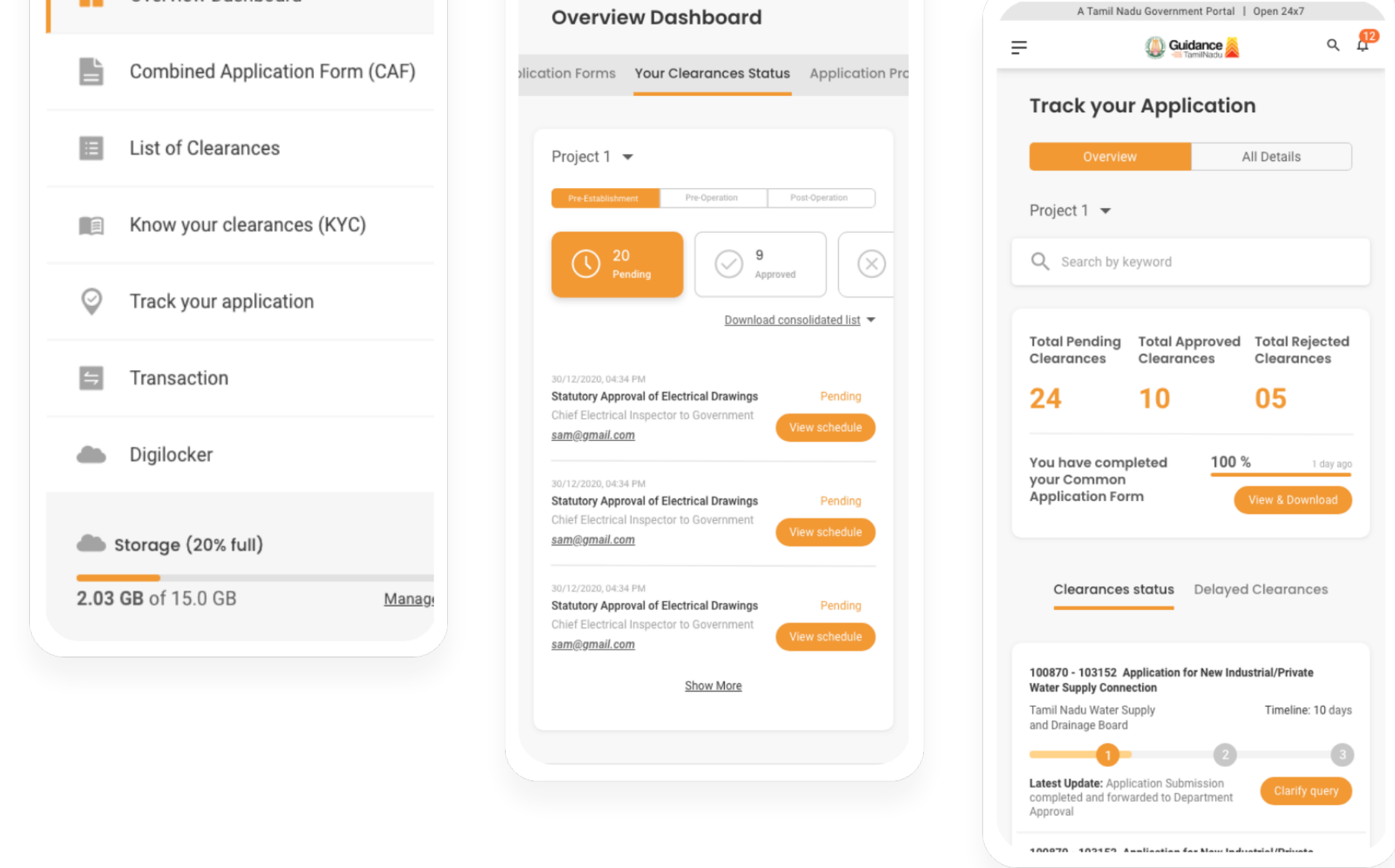
Real-time application status tracker for the users to be informed about all the application updates.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content

Interactive walkthrough

This gives the users a better knowledge retention and confidence about the platform features.

Solves: Reluctance in digital adoption, Confusing navigation



Chatbot

Addition of the chatbot will help users to quickly connect to the Guidance team with their queries, making them feel comfortable to interact with the platform.

Solves: Lack of proactive communication, No realtime feedback

Digilocker

This is a collaborative drive for each user onboarded with Guidance. This drive will automatically save all the files shared with the user in 'Issued Documents' section and it also provides a facility to upload and share any document required for the investment process.

Solves: Inter-department communication gap

Application acceptance predictability

The platform should enable users to see the probability of getting their clearance application accepted based on the past data.

Solves: Lack of focused content, Lack of proactive communication

Multilingual

The platform is used by people from diverse geography. We have proposed to adapt the platform in the languages which can cater to most of the demographic users.

Solves: Reluctance in digital adoption

One stop Setting up business section

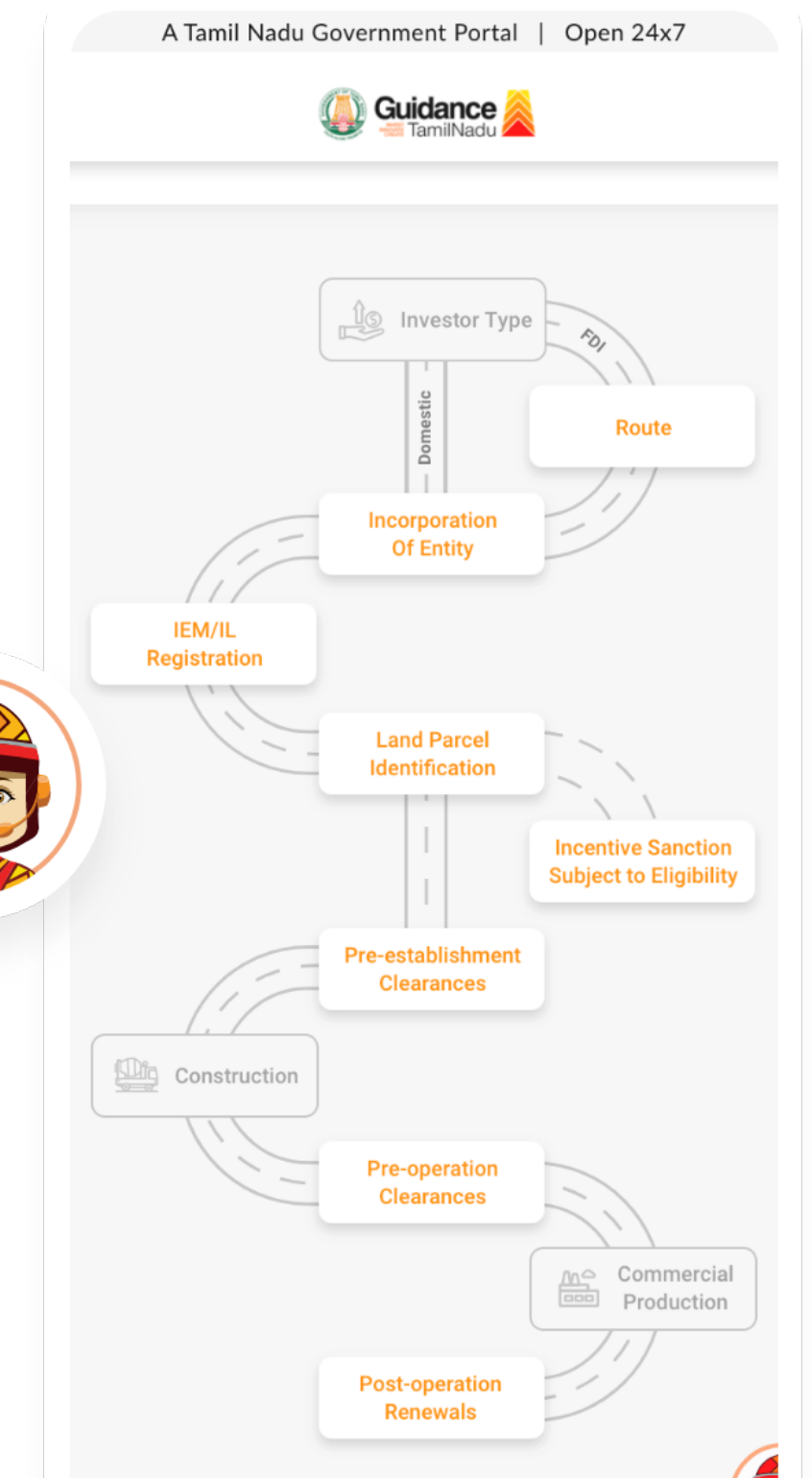
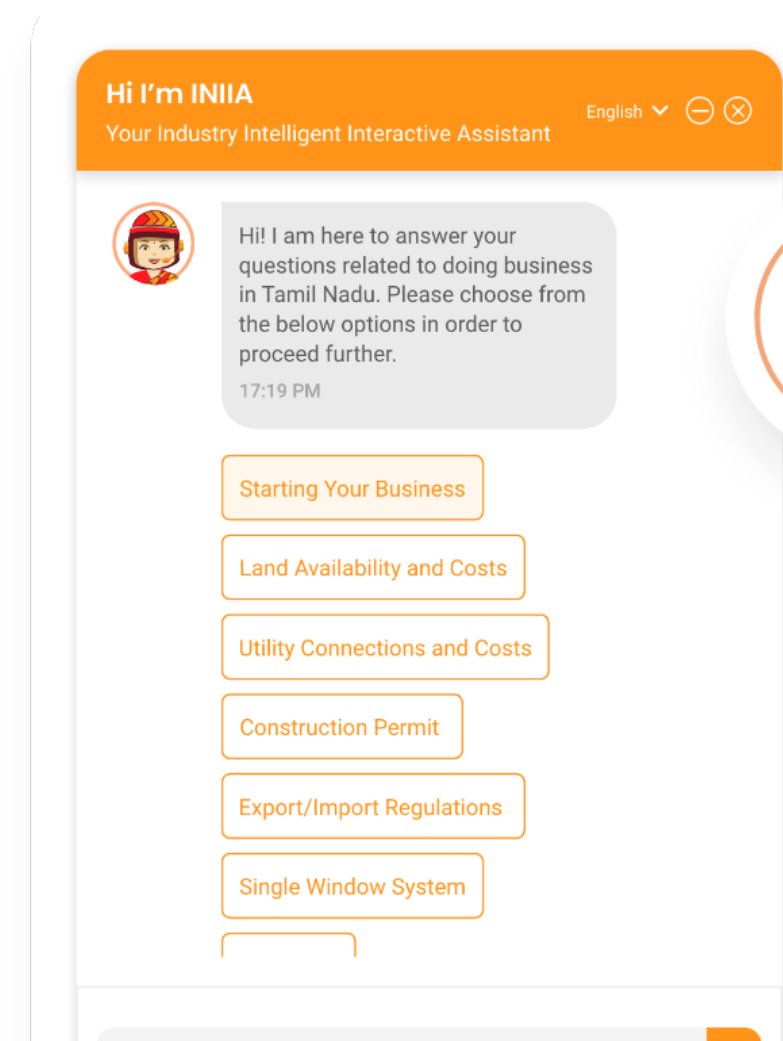
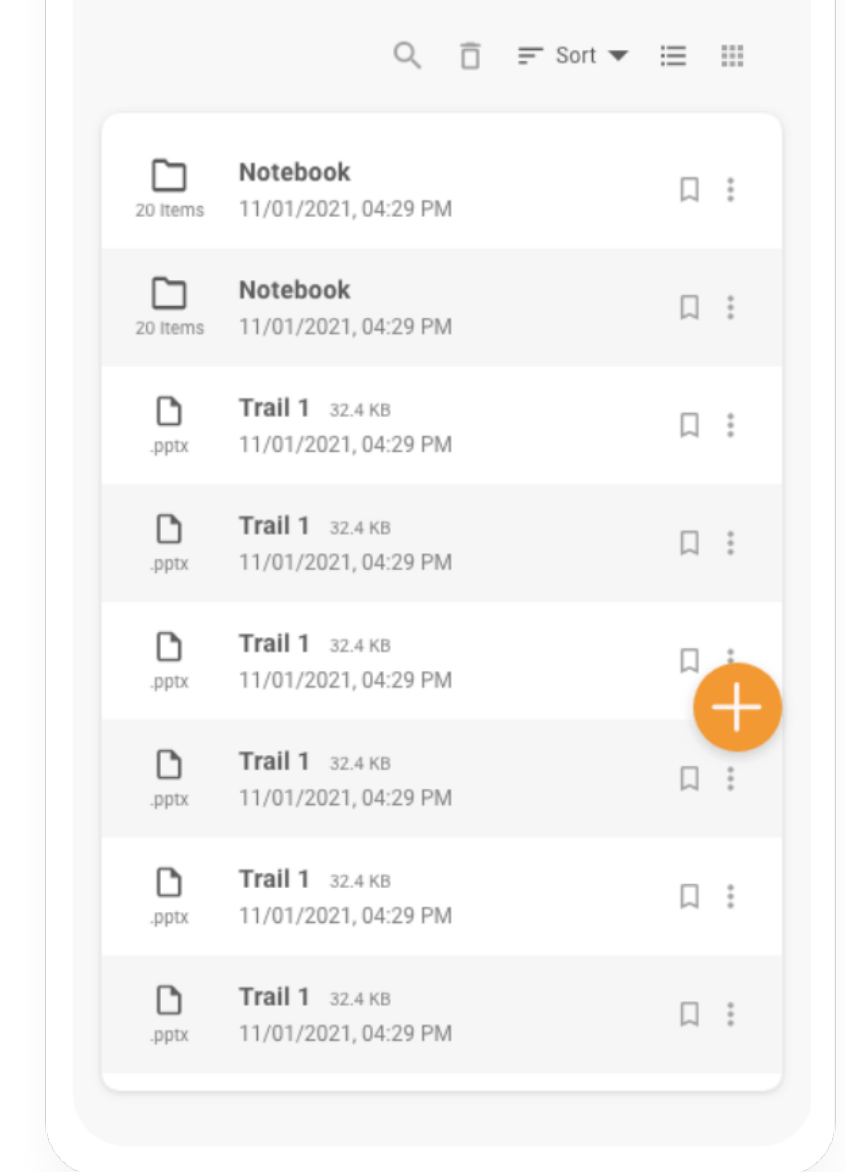
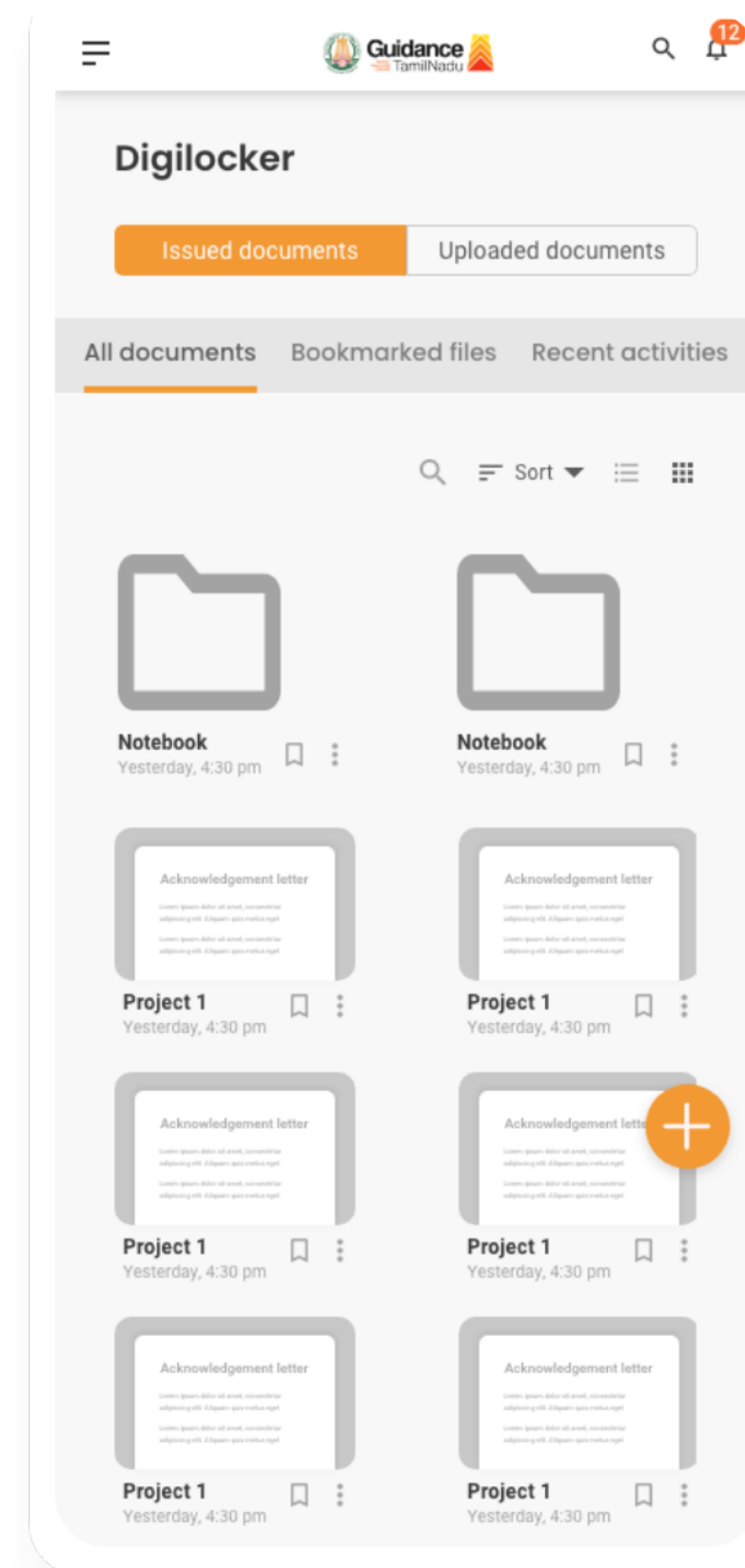
One stop informatory section for all resources needed to set up business in TN

Solves: Lack of holistic understanding, Confusing navigation

PERT Chart

This gives an in-depth knowledge about where/with whom his application is.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content



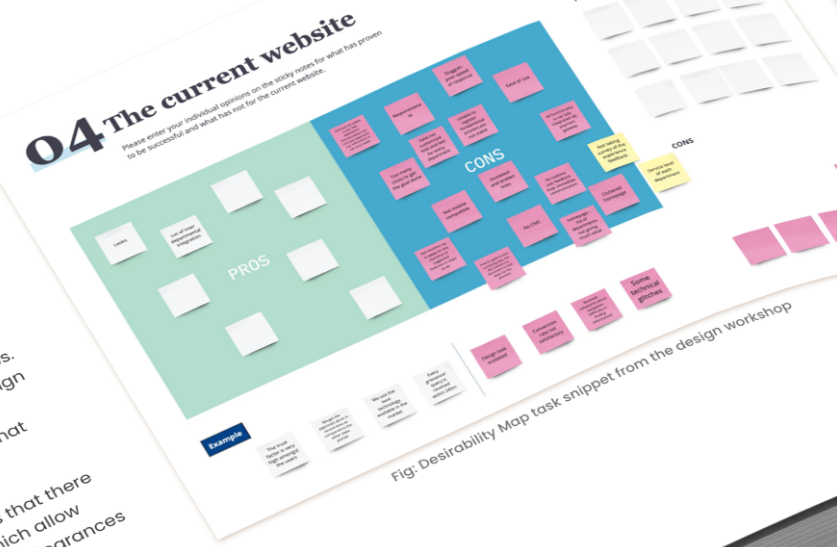


Task 2 – Pros and cons of the current website

Objective - This task is to understand the strengths and weaknesses in the current website. The strengths will help us to understand what to retain and put under spotlight whereas the weaknesses will help us to understand the gaps which are creating hindrance for a smooth user experience.

Procedure - There are two sections namely pros and cons with sticky notes on it. The participants were asked to write their opinions on individual sticky notes. As the participants were new to the concept of design workshop, a few examples were given for their reference to make them understand how and what needs to be added in the sticky notes.

Outcome - The core strength of the portal is that there is a lot of interdepartmental integration which allow users to have a one stop platform for all the clearances required to set up a business in Tamil Nadu. Whereas, there are a few gaps related to the ease of use and the two-way communication with the portal. All the gaps are collectively listed in the 'Analysis' section.

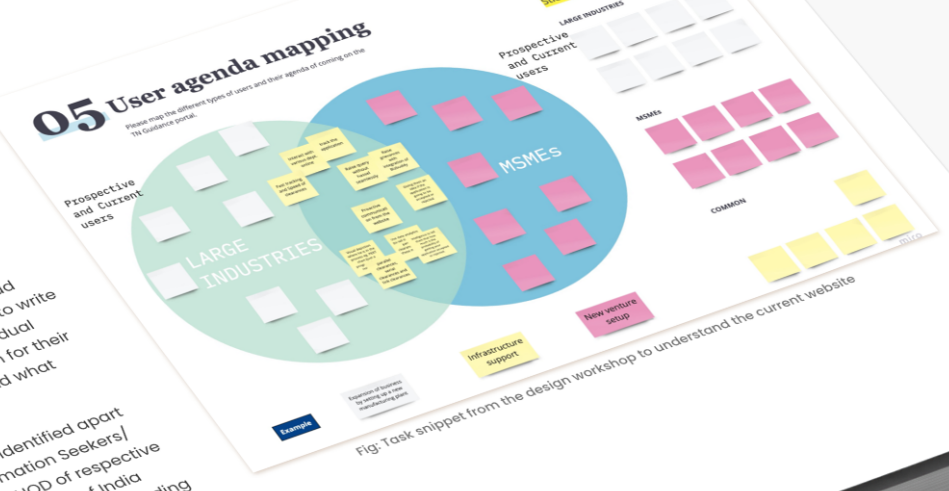


Task 3 – User agenda mapping

Objective - This task is to understand the different types of users coming on the portal and their motivation and agenda towards it. This will help the researchers to create a smoother digital journey for them.

Procedure - There are two types of users already mapped namely 'Large industries' and 'MSMEs' with sticky notes on it. The participants were asked to add more user groups coming on the portal and also to write the agenda of each type of user group on individual sticky notes. Again, a few examples were given for their reference to make them understand how and what needs to be added in the sticky notes.

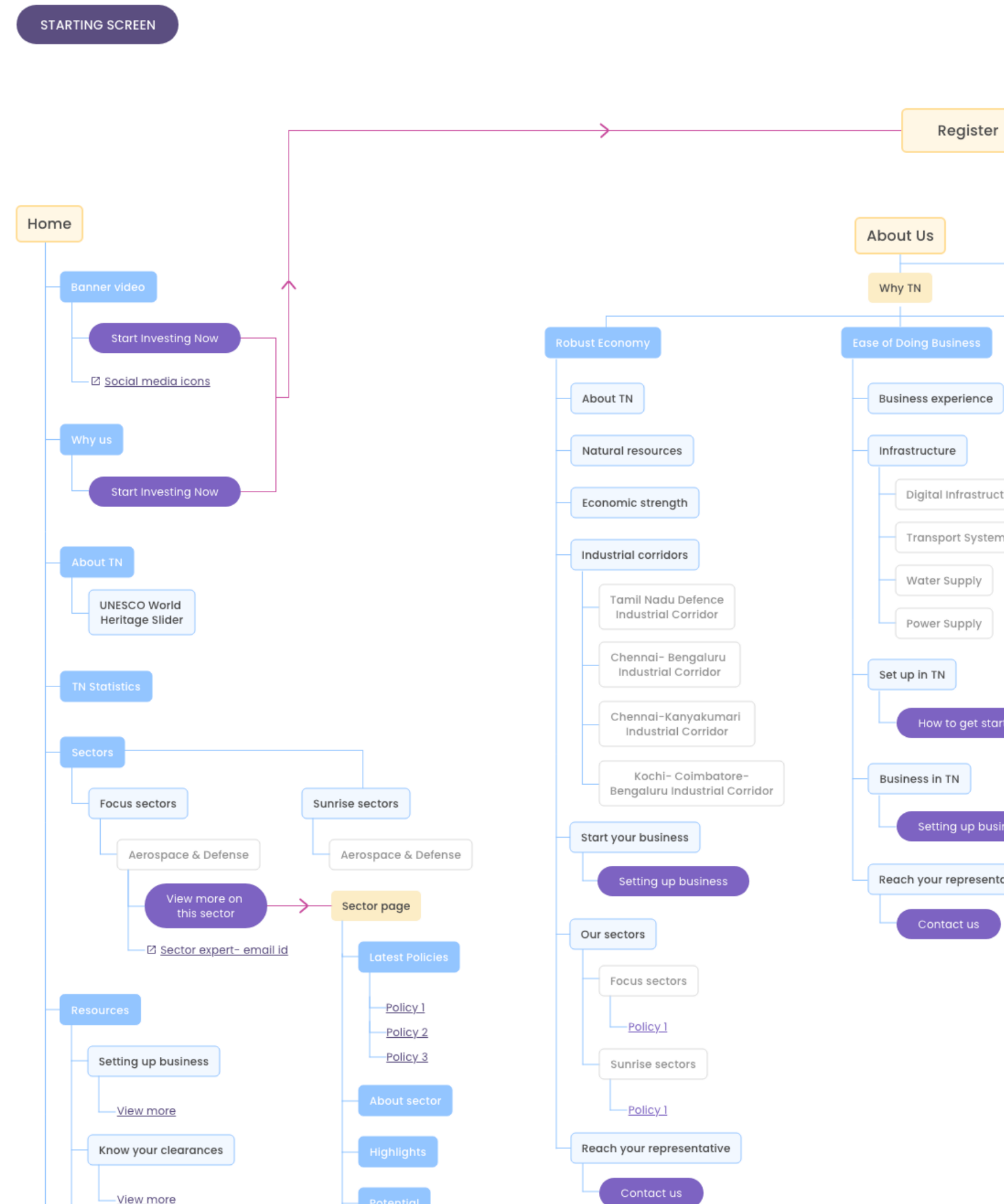
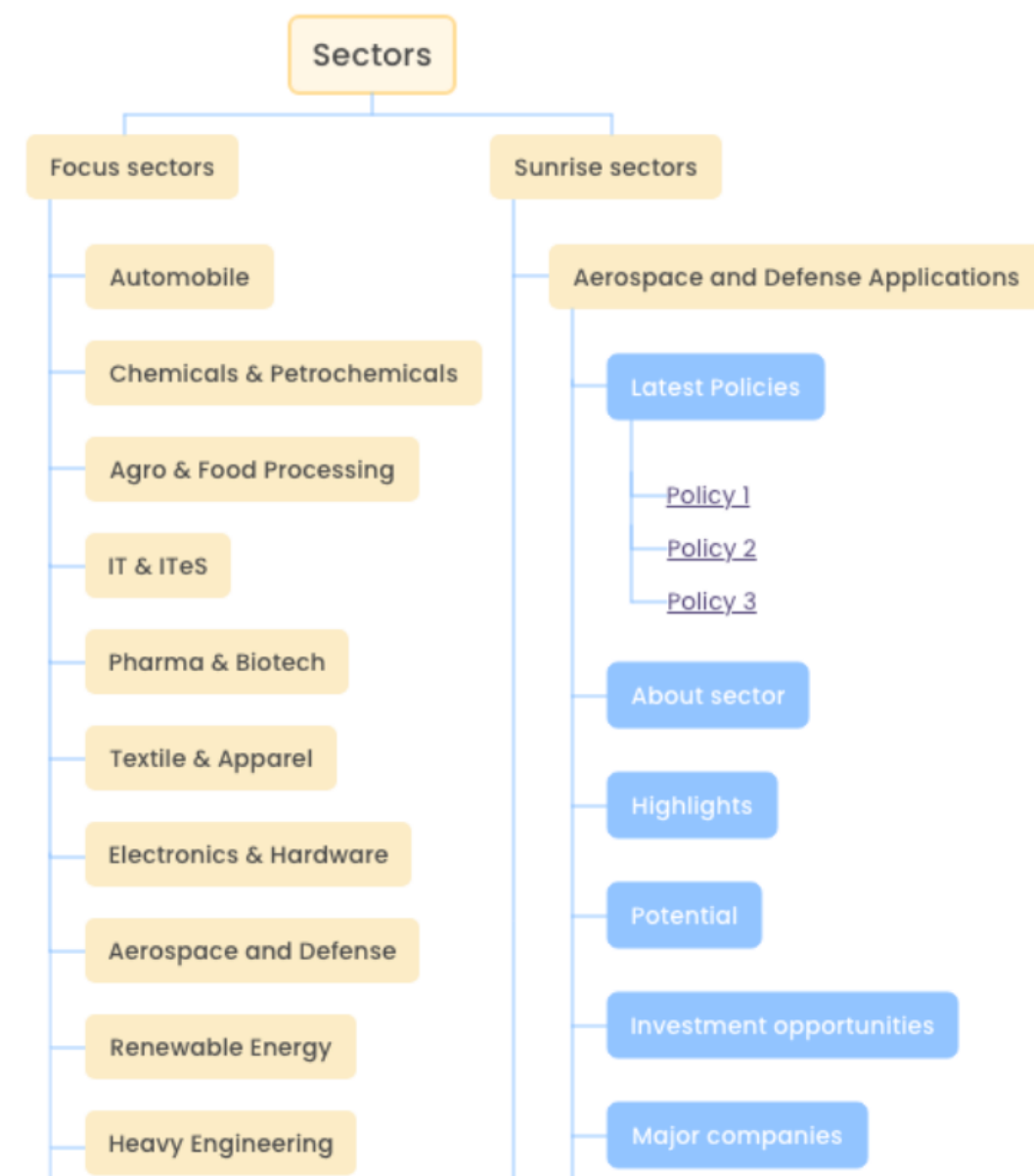
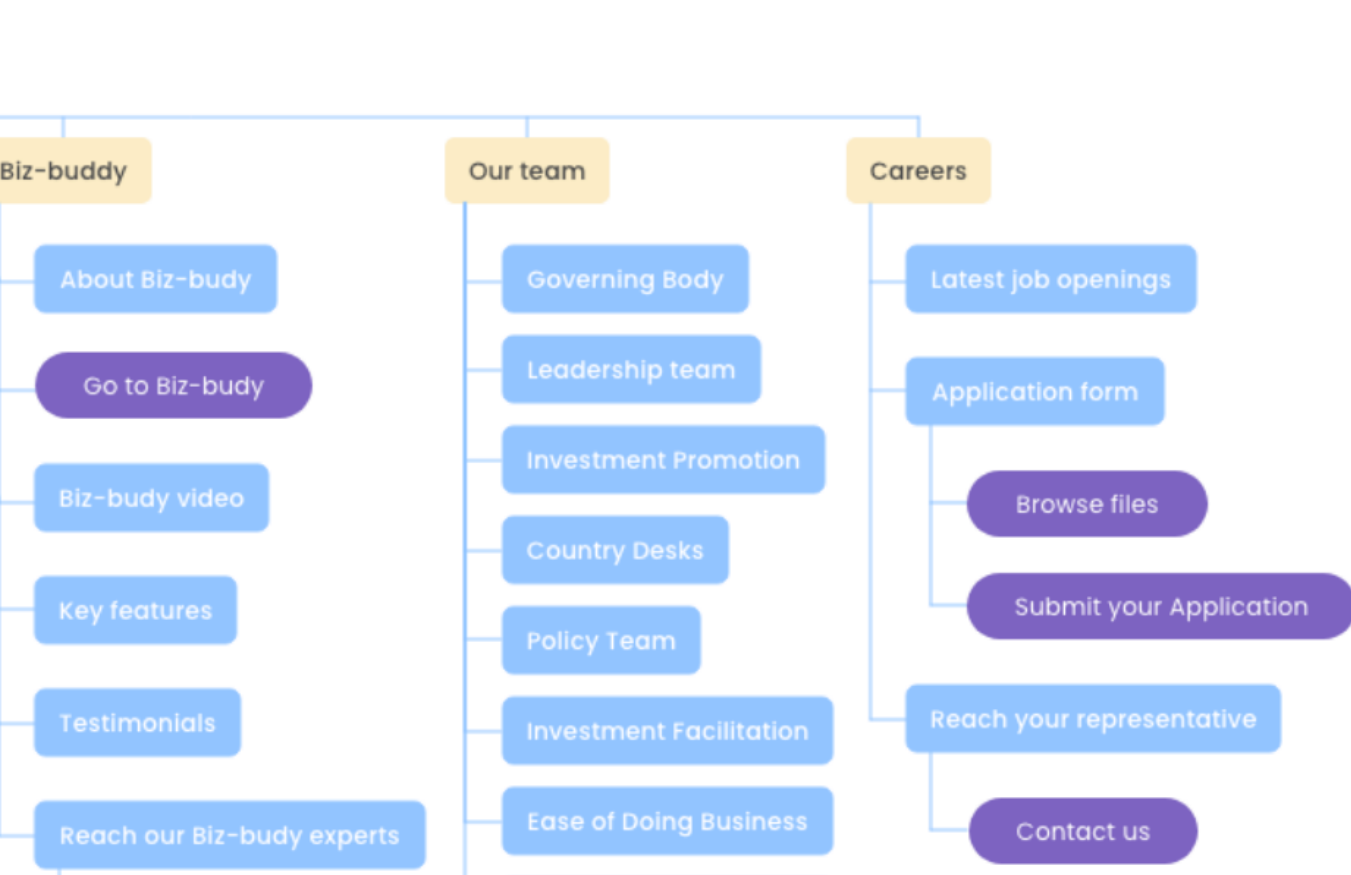
Outcome - Four new user groups were identified apart from MSME and Large industries: Information Seeker/ casual users, individual departments, HOD of respective departments and Invest India- government of India people. Also, experience gaps were identified regarding the application submission and tracking. All the gaps are collectively listed in the 'Analysis' section.



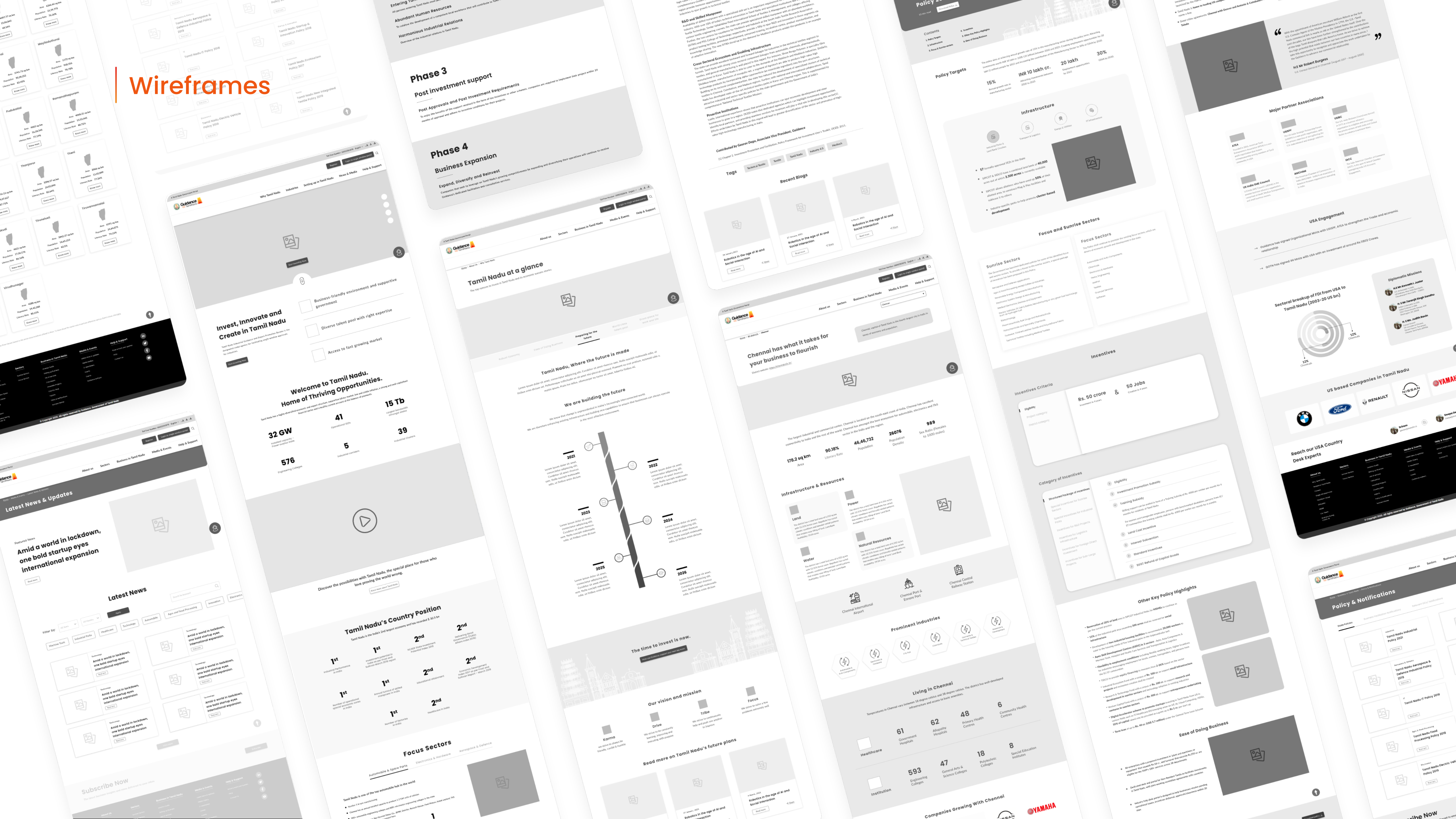
Information Architecture

View detailed Information Architecture:

<https://xd.adobe.com/view/c5dd6bab-a0c6-4b84-b599-ed8713fda90d-908e/>



Wireframes

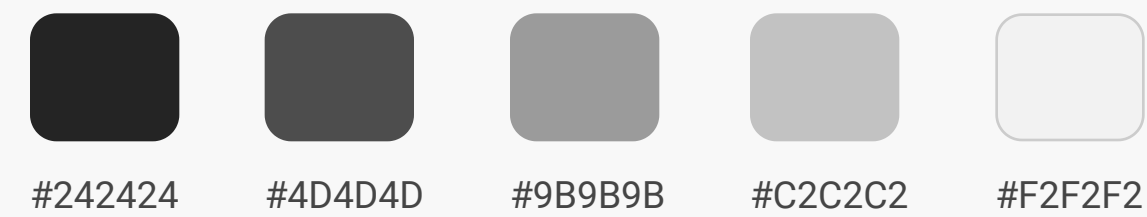


Built with an elegant and sustainable design system

Color palate



Shades



Typography

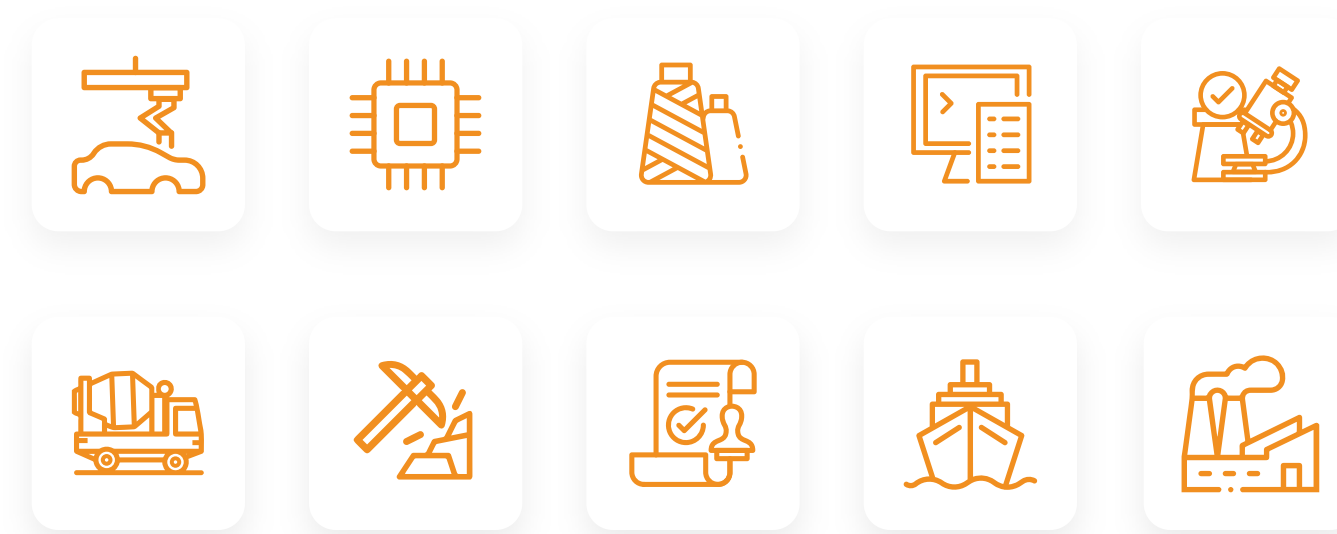
Poppins

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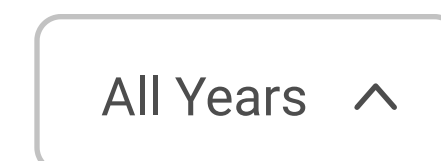
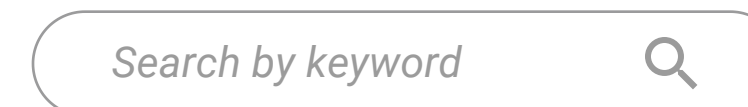
Roboto

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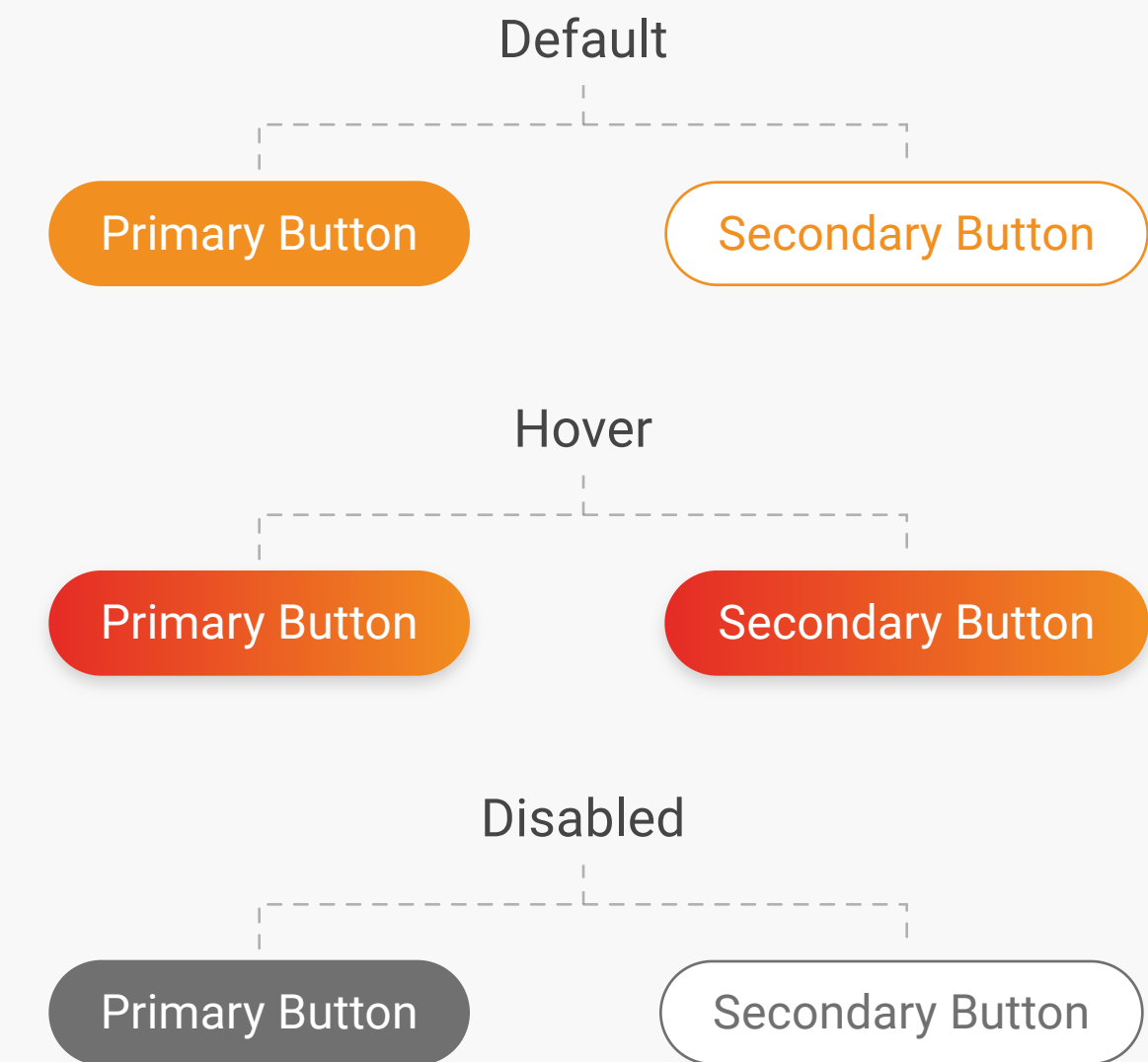
Iconography



Components



Buttons



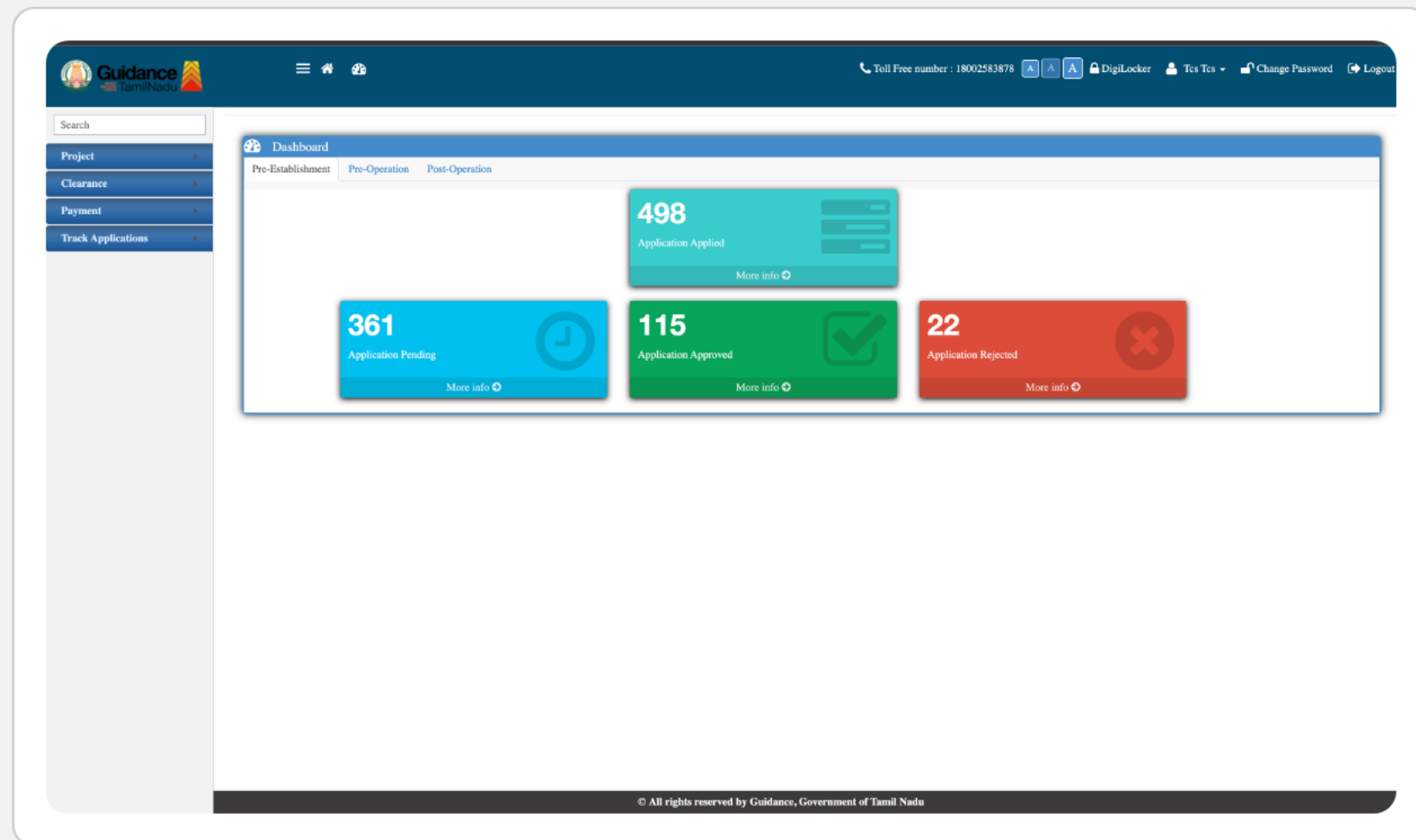
Default ----- Tertiary Button

Hover ----- Tertiary Button

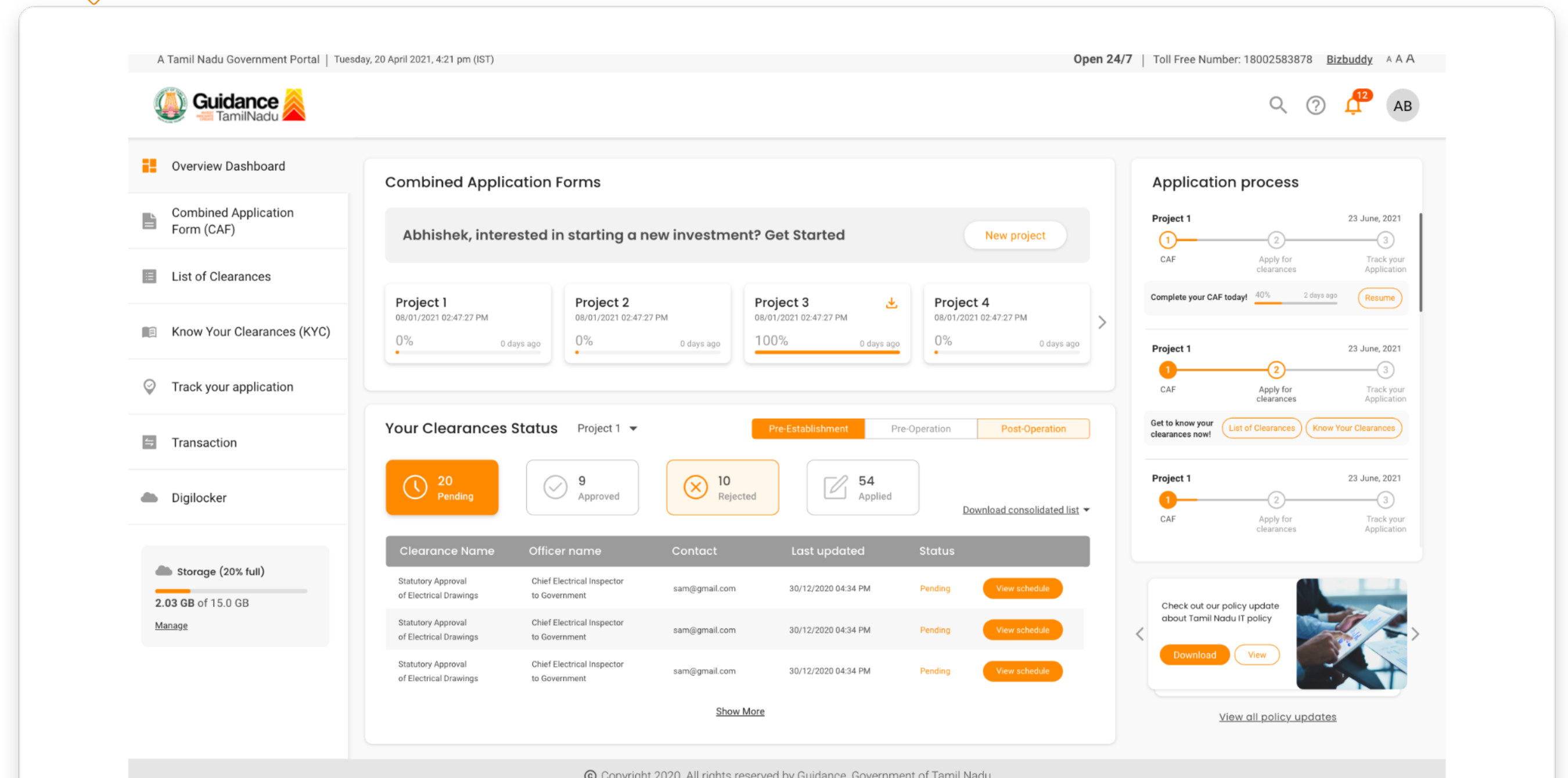
Dashboard

Project and clearance summary at-a-glance

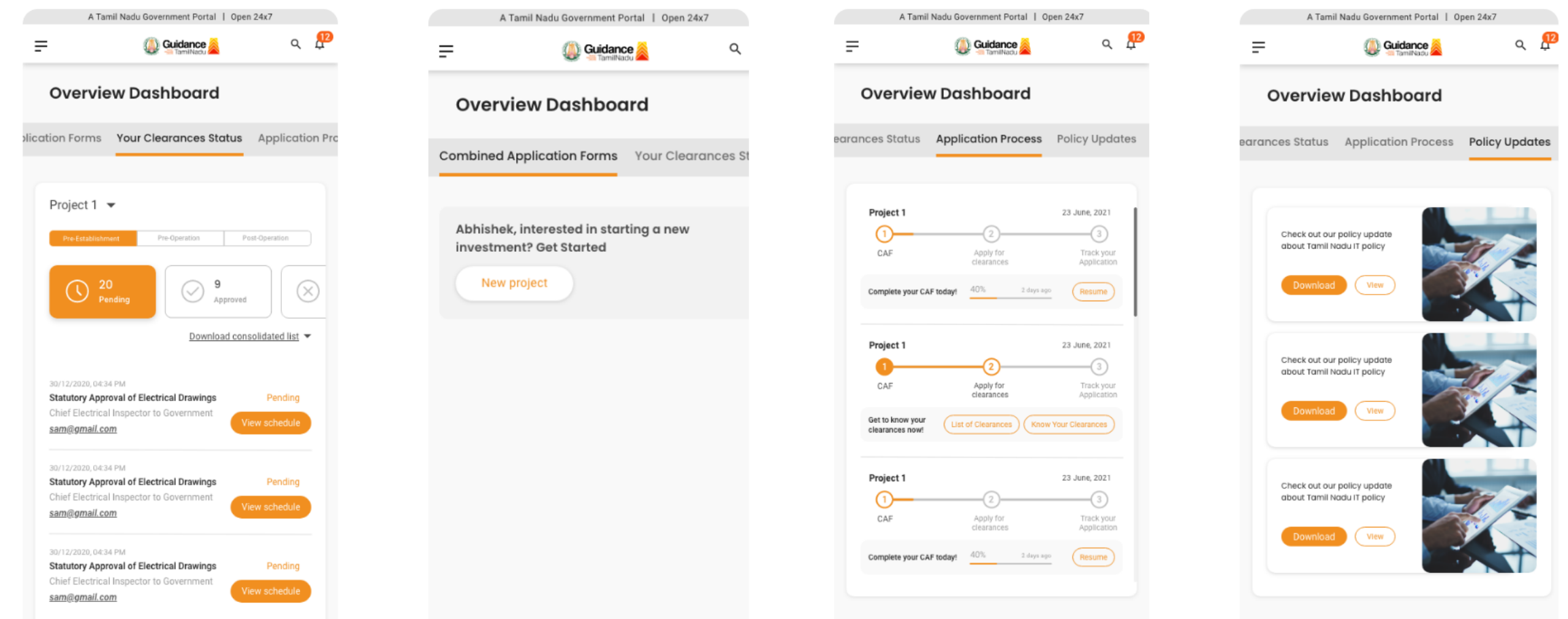
Before



After



- ↳ **One-stop information system** for all the application related actions which make it easier for the user to gain insights into the most important aspects of their data.
- ↳ The information displayed on the dashboard is a drill down of the user's activities on the platform. There are two levels of information that the user wanted: **Project level and clearance level**.
- ↳ The **mobile interface replicate the features** but the user interactions are designed specifically for the small tap friendly screen and their usage behavioural characteristics.



Transaction

Creating experience even beyond ease of transaction

Before

Sr No	Track Id	Application Id	Payment Amount (INR)	Payment Date	Merchant Name	Payment Status	Action	Download Receipt
1	106644	110499	500	09/11/2021 11:33:44 AM	IFHRMS	Failed	-	-
2	105915	110255	500	28/10/2021 08:02:55 PM	IFHRMS	Failed	-	-
3	105680	110150	6000	27/10/2021 09:15:35 AM	IFHRMS	Failed	-	-
4	105879	110150	6000	27/10/2021 09:15:15 AM	IFHRMS	Failed	-	-
5	105849	110150	6000	26/10/2021 07:48:10 PM	IFHRMS	Failed	-	-
6	105846	110150	6000	26/10/2021 10:06:14 AM	IFHRMS	Failed	-	-
7	105824	110150	6000	25/10/2021 07:43:02 PM	IFHRMS	Failed	-	-
8	105823	110150	6000	25/10/2021 07:42:41 PM	IFHRMS	Failed	-	-
9	105822	110150	6000	25/10/2021 07:38:17 PM	IFHRMS	Failed	-	-
10	105766	110071	1000	21/10/2021 06:31:19 PM	IFHRMS	Failed	-	-
11	105681	109449	6000	19/10/2021 10:58:43 AM	IFHRMS	Success	-	📄
12	105619	109852	3000	13/10/2021 11:21:43 AM	IFHRMS	Success	-	📄
13	105618	109899	1000	13/10/2021 11:07:53 AM	IFHRMS	Success	-	📄
14	105617	109850	500	13/10/2021 10:35:13 AM	IFHRMS	Success	-	📄
15	105616	109849	1000	13/10/2021 10:32:35 AM	IFHRMS	Success	-	📄
16	105615	109848	3000	13/10/2021 10:12:23 AM	IFHRMS	Failed	-	-
17	105587	109830	500	12/10/2021 06:36:01 PM	IFHRMS	Success	-	📄
18	105586	109827	6000	12/10/2021 05:10:11 PM	IFHRMS	Success	-	📄
19	105585	109825	2100	12/10/2021 04:06:00 PM	IFHRMS	Success	-	📄
20	105584	109822	7500	12/10/2021 02:49:12 PM	IFHRMS	Success	-	📄
21	105583	109821	500	12/10/2021 02:30:44 PM	IFHRMS	Success	-	📄
22	105582	109819	7500	12/10/2021 12:10:57 PM	IFHRMS	Success	-	📄
23	105516	109749	2100	08/10/2021 10:50:53 AM	IFHRMS	Success	-	📄
24	105456	109692	500	06/10/2021 04:03:16 PM	IFHRMS	Success	-	📄
25	105421	109672	3000	05/10/2021 04:55:06 PM	CF	Success	-	📄

- ↳ Provides **seamless and crisp information about all the transactions** done by the user project wise and also notifies the user about any pending transactions.
- ↳ **Search** any particular transaction by the recognisable attributes like transaction ID, clearance name, etc.
- ↳ Flexibility to **filter** down the transactions based on the transaction date
- ↳ A designated section for **'Pending Transactions'** to inform users about the immediate actions they need to take.

After

The 'After' interface is a modern web application for the Tamil Nadu Government Portal. It features a clean layout with a navigation sidebar on the left containing options like 'Overview Dashboard', 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', 'Transaction', and 'Digilocker'. The main content area is divided into several sections:

- Transaction history:** A table with columns for Transaction ID, Application ID, Clearance Name, Amount (in INR), Date & Time, Merchant Name, Status, and Receipt. It lists transactions for 'Project 1' with statuses like 'Processing', 'Successful', and 'Failed'.
- Pending transaction:** A list of transactions that are pending payment, each with a 'Pay now' button.
- Search and Filter:** Search by keywords and search by date.
- Storage:** A section showing 'Storage (20% full)' with '2.03 GB of 15.0 GB' used and a 'Manage' button.

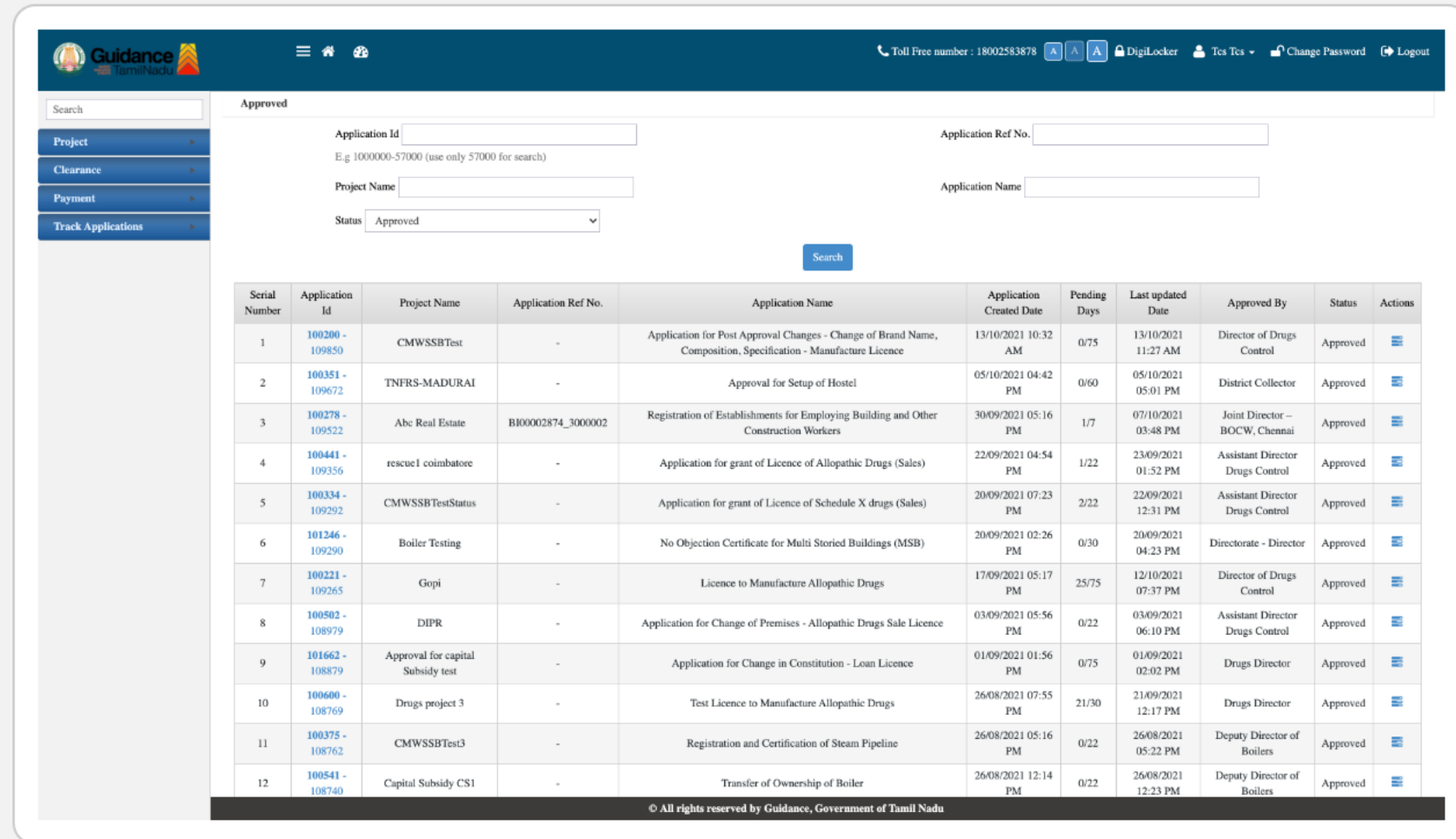
The interface is responsive and includes a footer with '© Copyright 2020. All rights reserved by Guidance, Government of Tamil Nadu'.

The mobile app interface is shown across four devices, demonstrating its responsiveness. Each screen displays the 'Transaction' section with search filters and a list of transactions. The date range filter is expanded on the third device, showing options like 'Last 24 Hrs', 'Last Week', 'Last Month', and 'Custom', along with a calendar view for selecting dates. The fourth device shows the 'Pending Transactions' section with a list of transactions and 'Pay now' buttons.

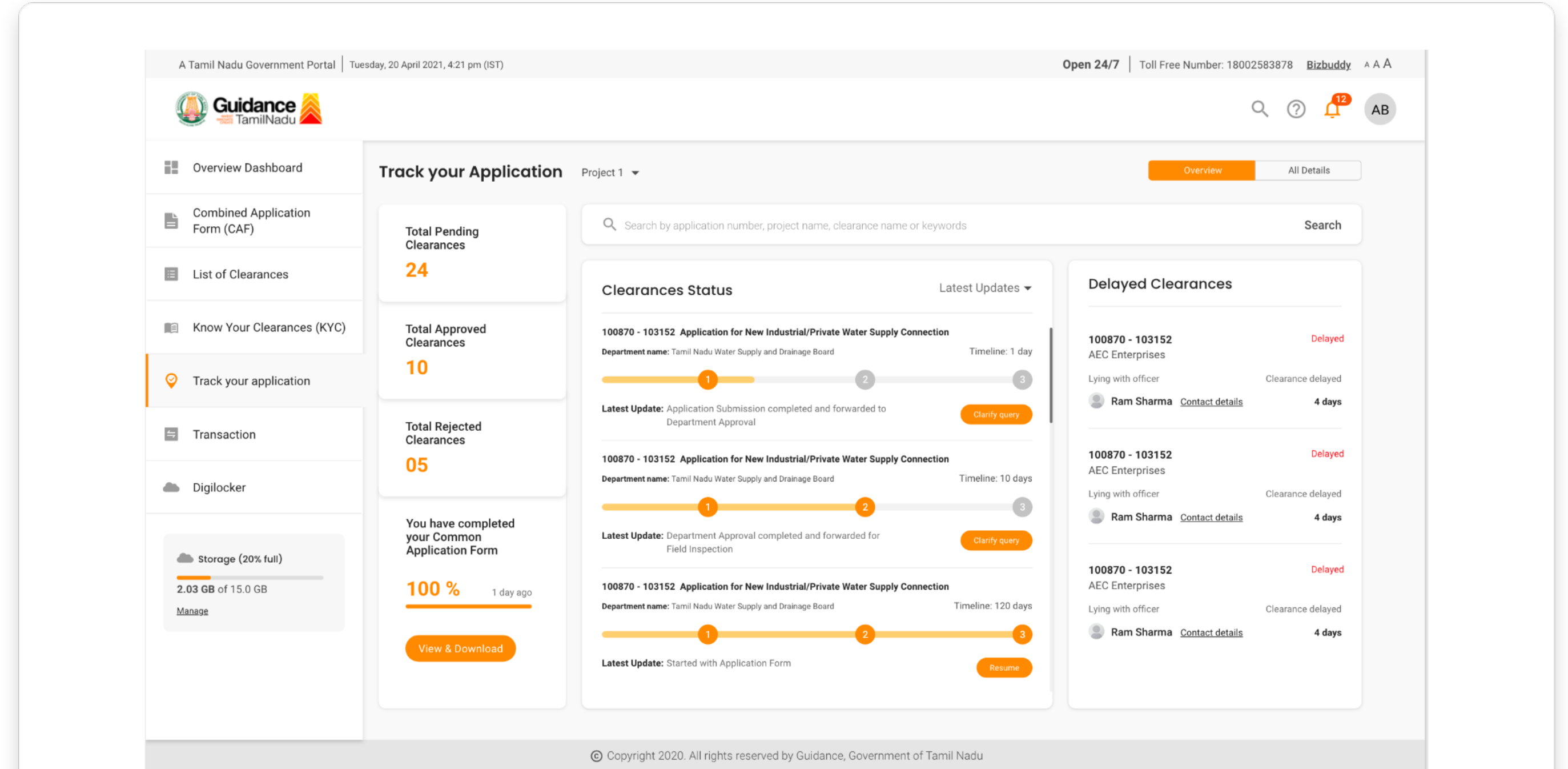
Track your application

Keeping users informed, always

Before



After

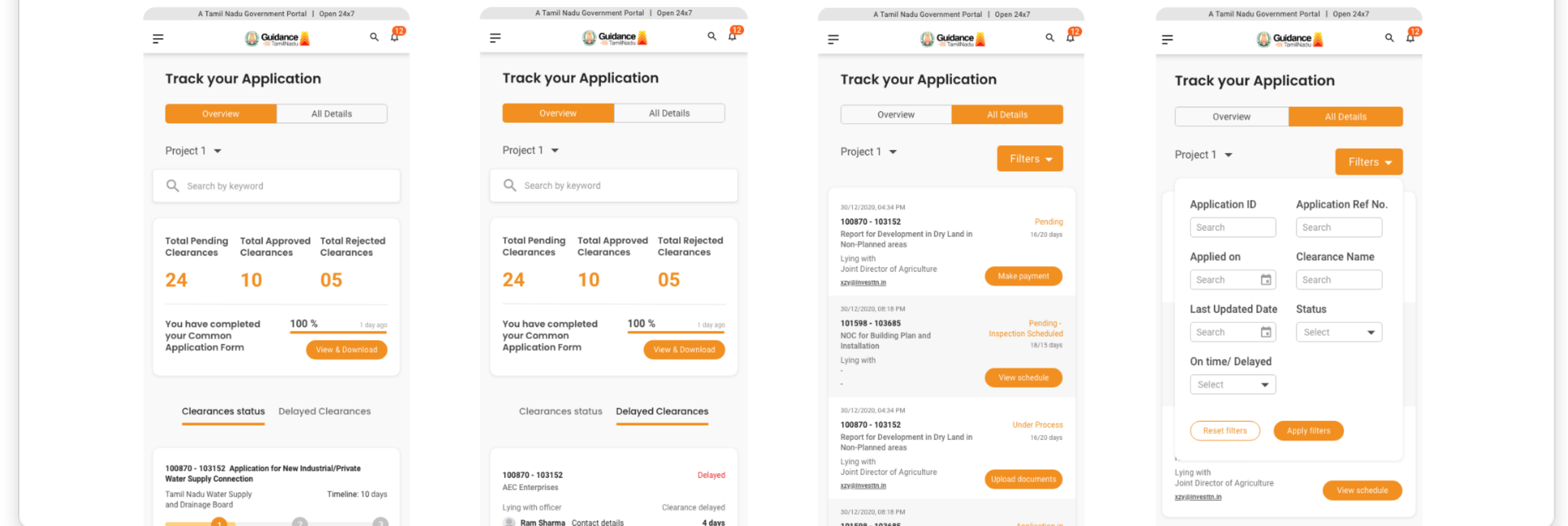


➤ **Real-time application status tracker** for the users to be informed about all the clearance application updates.

➤ **Timeline** mentioned for each clearance stage and an update regarding **with whom is it pending**. Display of this information **enhances the sense of transparency** in users.

➤ **List of delayed clearances** to keep the users informed about applications that are not going as per the standard timelines. It also provides the contact details with whom the user can get in touch with to get the details of the delay.

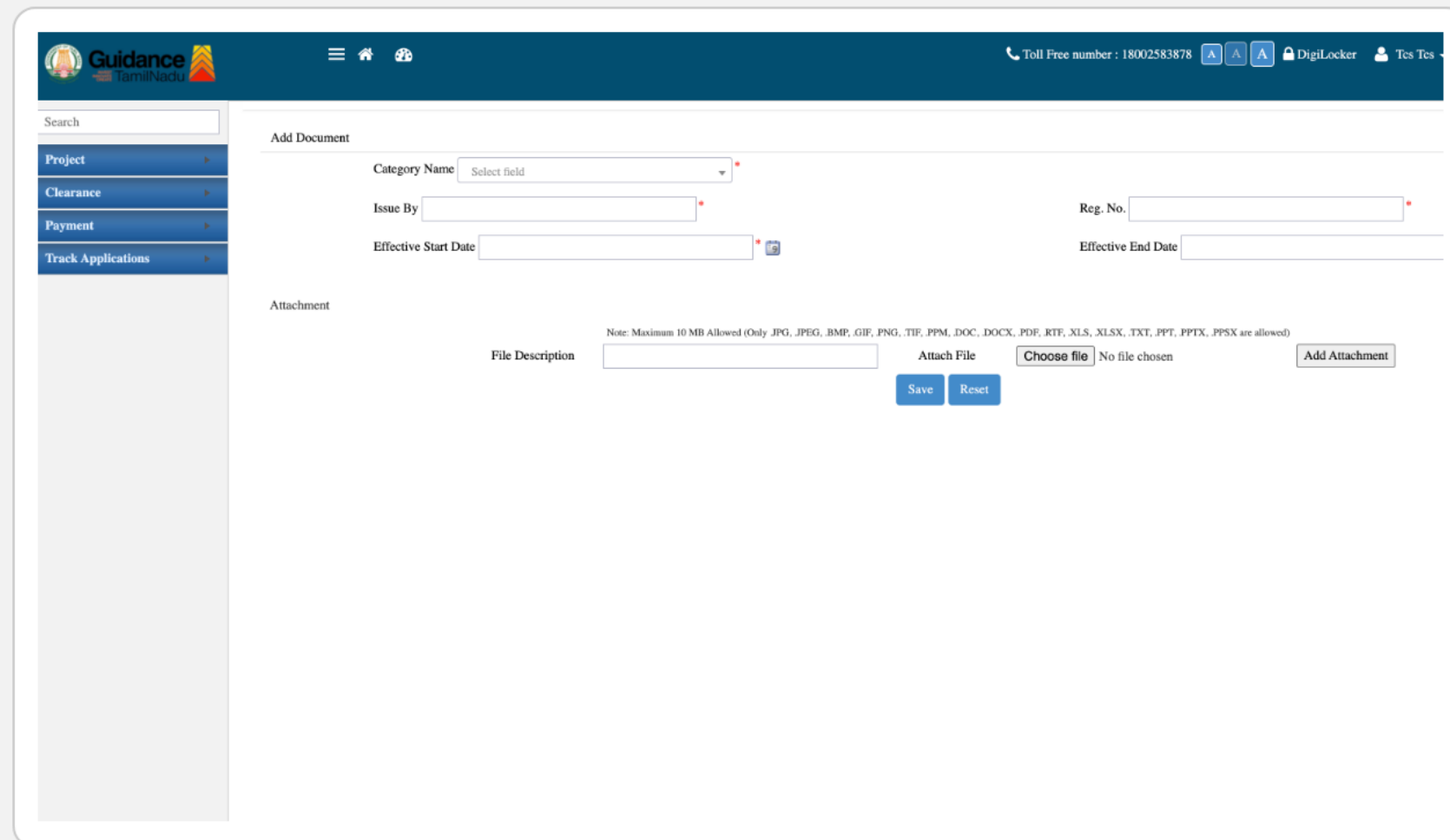
➤ All the **application updates will be notified** to the users in the notification section of the dashboard. Along with this SMS will be sent to keep them informed by all means.



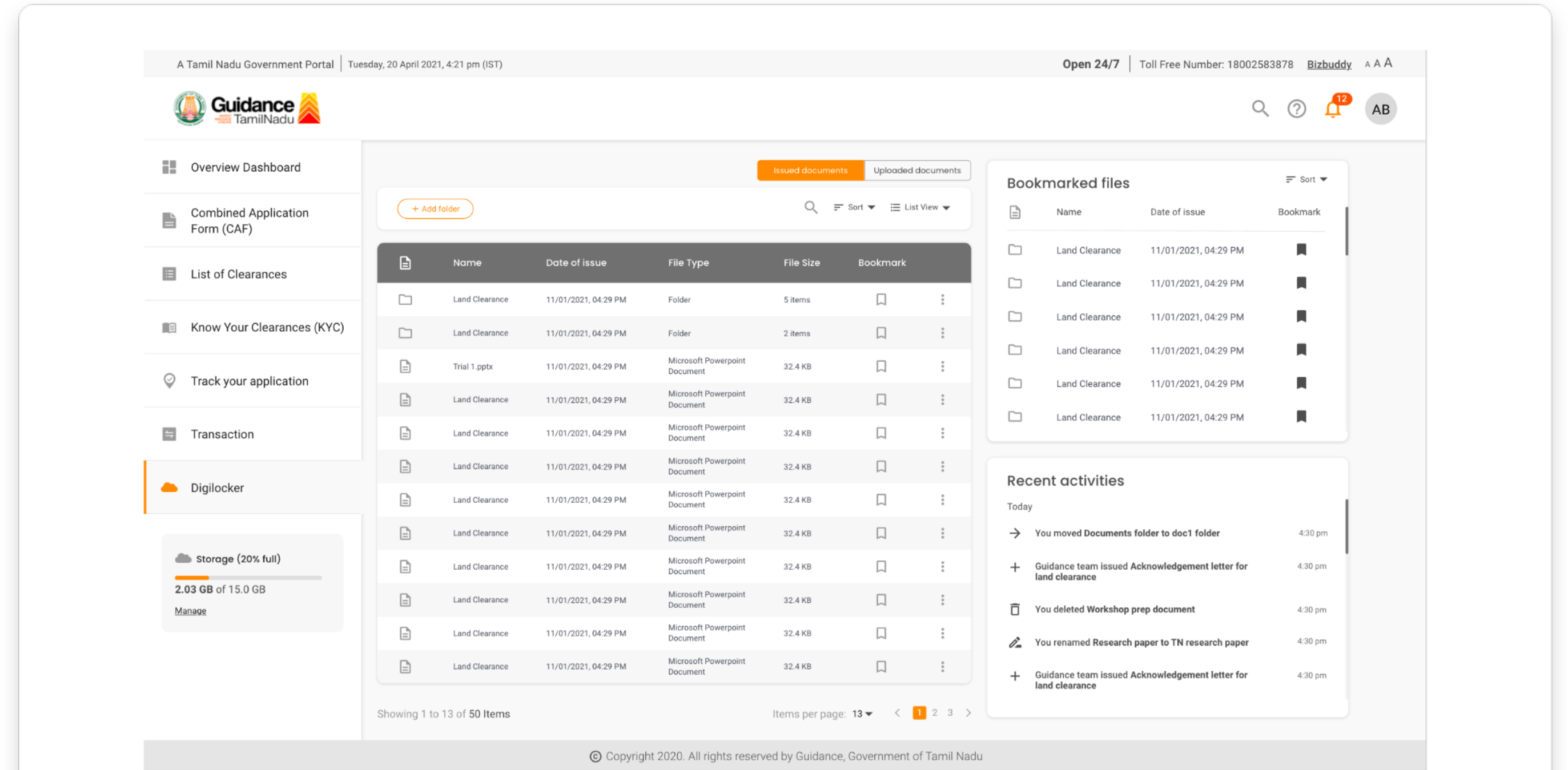
Digilocker

Document repository for all your investments

Before



After



↳ This drive will **automatically save all the files shared with the user in 'Issued Documents' section** and it also provides a facility for the user to **upload and share any document required for the investment process**.

↳ They have the **flexibility to delete, move and rename the uploaded files** which helps users to interact with the application and be comfortable with the interface.

↳ In the earlier design, the user had to upload the issued documents manually with an intensive set of data fields as these documents were shared to the user via email by the respective departments. But in the new design, the departments are able to share the documents seamlessly on the portal and this drive will have a copy of all the issued documents at one place.

