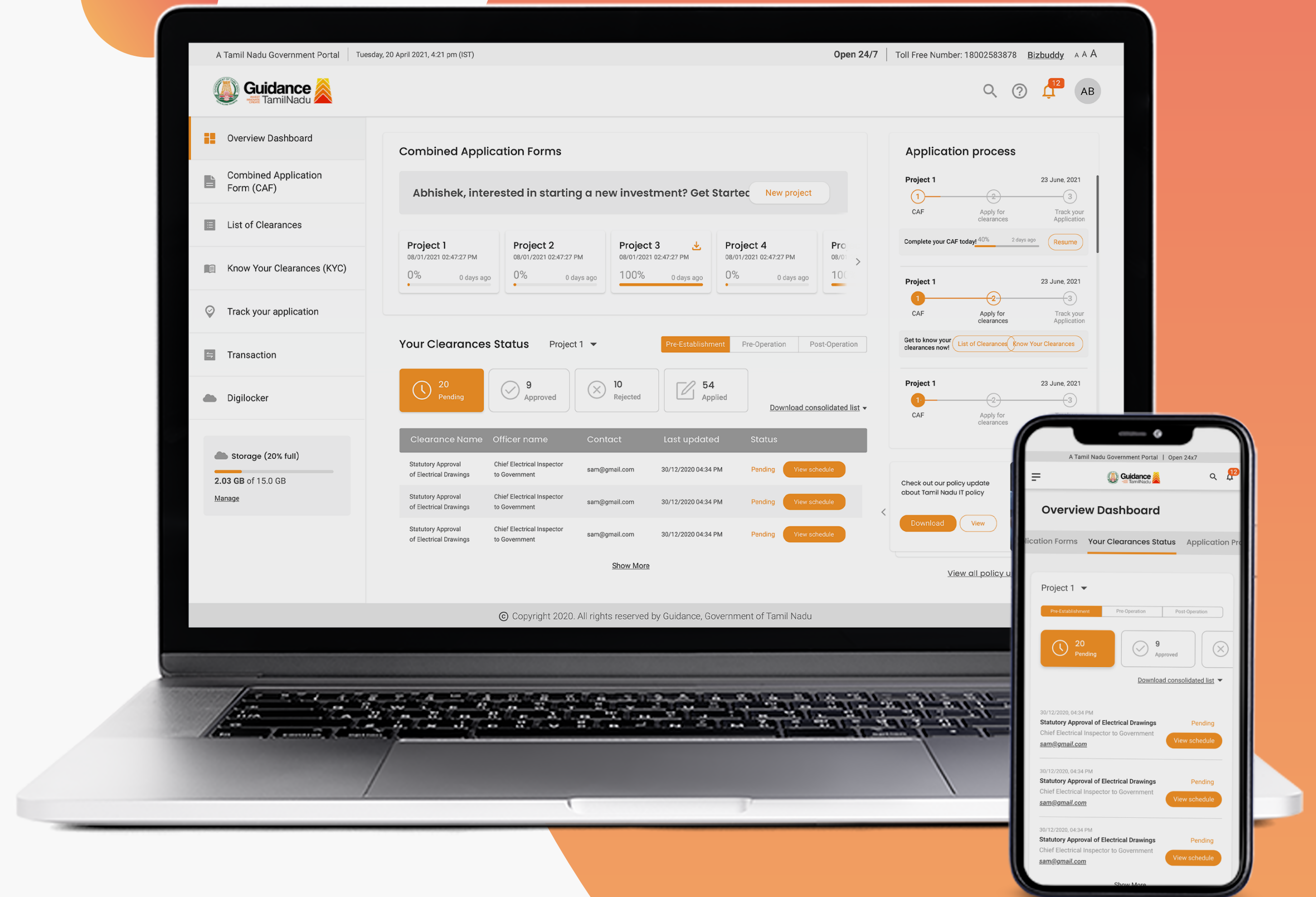


User Experience Case Study

Guidance Tamil Nadu

Communicating with investors like never before

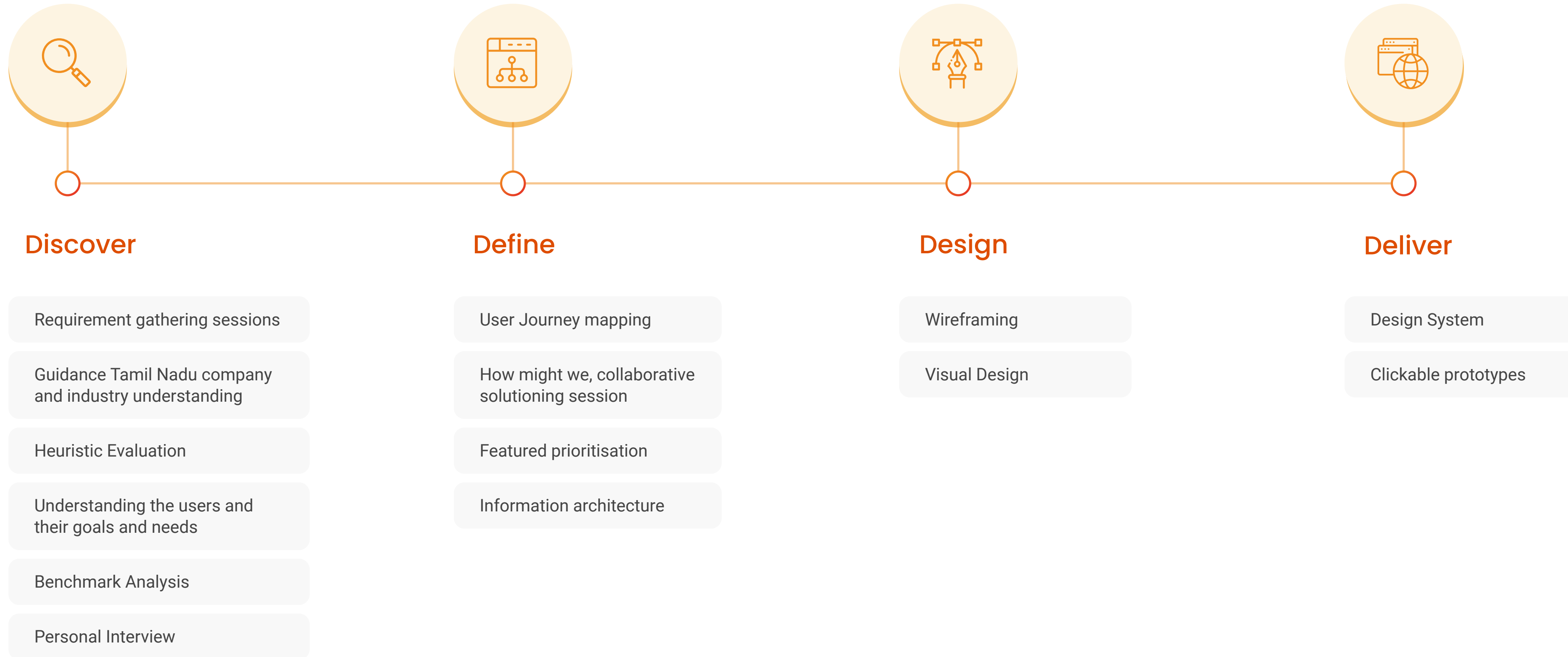


Task

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

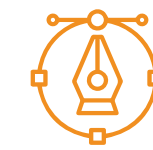
Research Methods Involved



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

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.

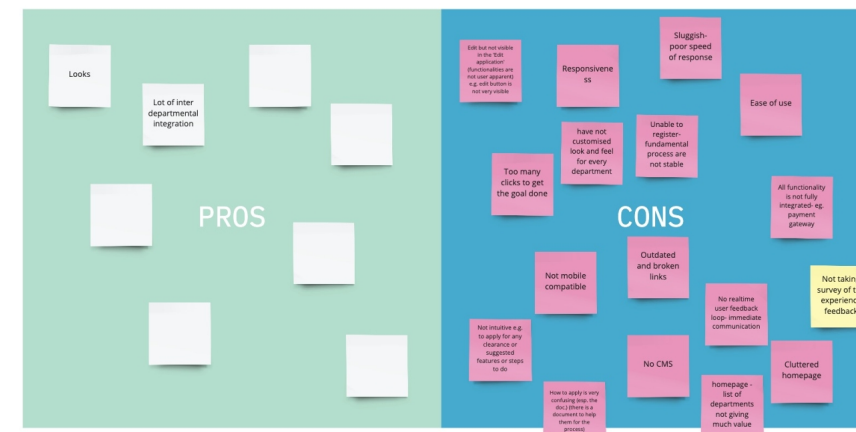
A	C	D	E	F	H	I	N	O	P	R	S	T	U	V
Accessible	Calm	Deliverable	Easy to use	Familiar	Helpful	Inspiring	Powerful	Optimistic	Personal	Reliable	Secure	Time Saving	Unconventional	Valuable
Advanced	Clean	Disruptive	Efficient	Fast	High quality	Innovative	Organized	Powerful	Responsive	Simplistic	Trustworthy	Usable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

MD Sir	ED Sir	Paul	Sarf	Vishnu	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]

5 Min

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.



Sticky notes stockpile

PROS

CONS

Example

- The trust factor is very high amongst the users
- Navigation is very intuitive and easy to use
- We use the link to get the information available in the market
- Every government has a related website
- Design look outdated
- Conversion rate not satisfactory
- Some technical glitches

5 Min

07 Solution Mapping

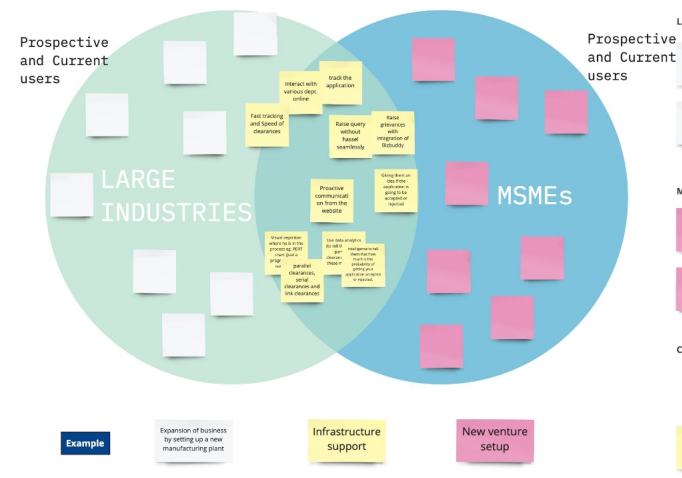
Ideate on the possible solutions for the pain points mapped in the User Journey Map.



15 Min

05 User agenda mapping

Please map the different types of users and their agenda of coming on the T2 Customer portal.



Sticky notes stockpile

Sticky notes stockpile

- LARGE INDUSTRIES
- MSMEs
- COMMON

5 Min

06 User Journey Map

Scenario: A German automobile company is interested to setup a manufacturing unit in Tamil Nadu. Please enter your thoughts on the sticky notes provided.



Example

Phases of Journey: Awareness, Consideration, Evaluation, Purchase, Post-purchase

User Segments: Large Industries, MSMEs, Common

Sticky notes stockpile

OBJECTIVES

NEEDS

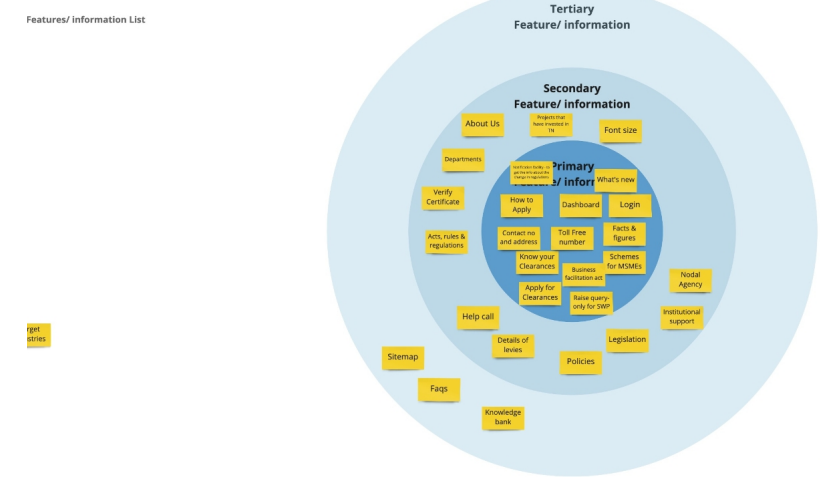
TOUCHPOINTS

PAIN POINT BARRIERS

10 Min

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's eye to your desired place in the concentric circles.



10 Min

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

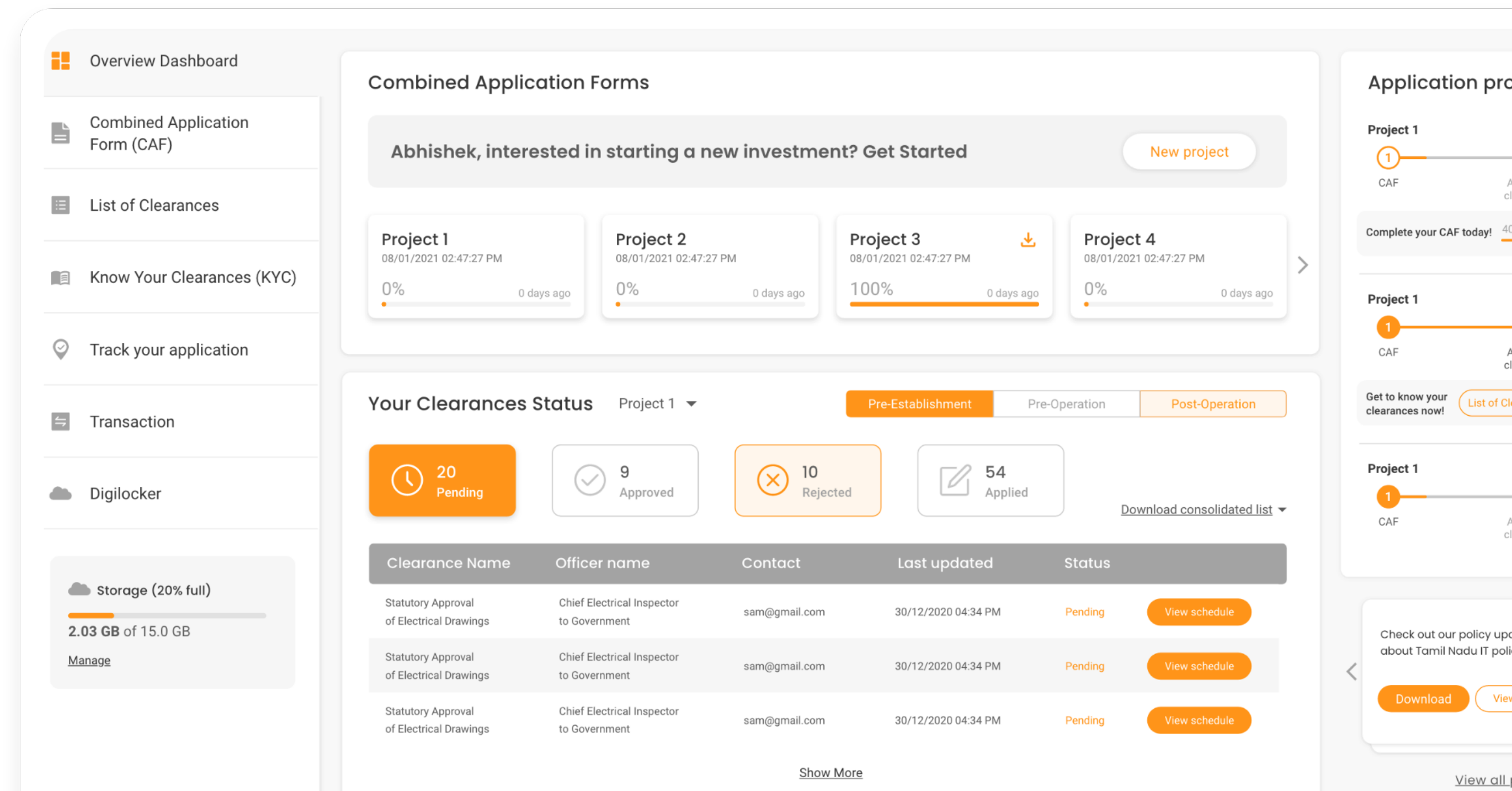
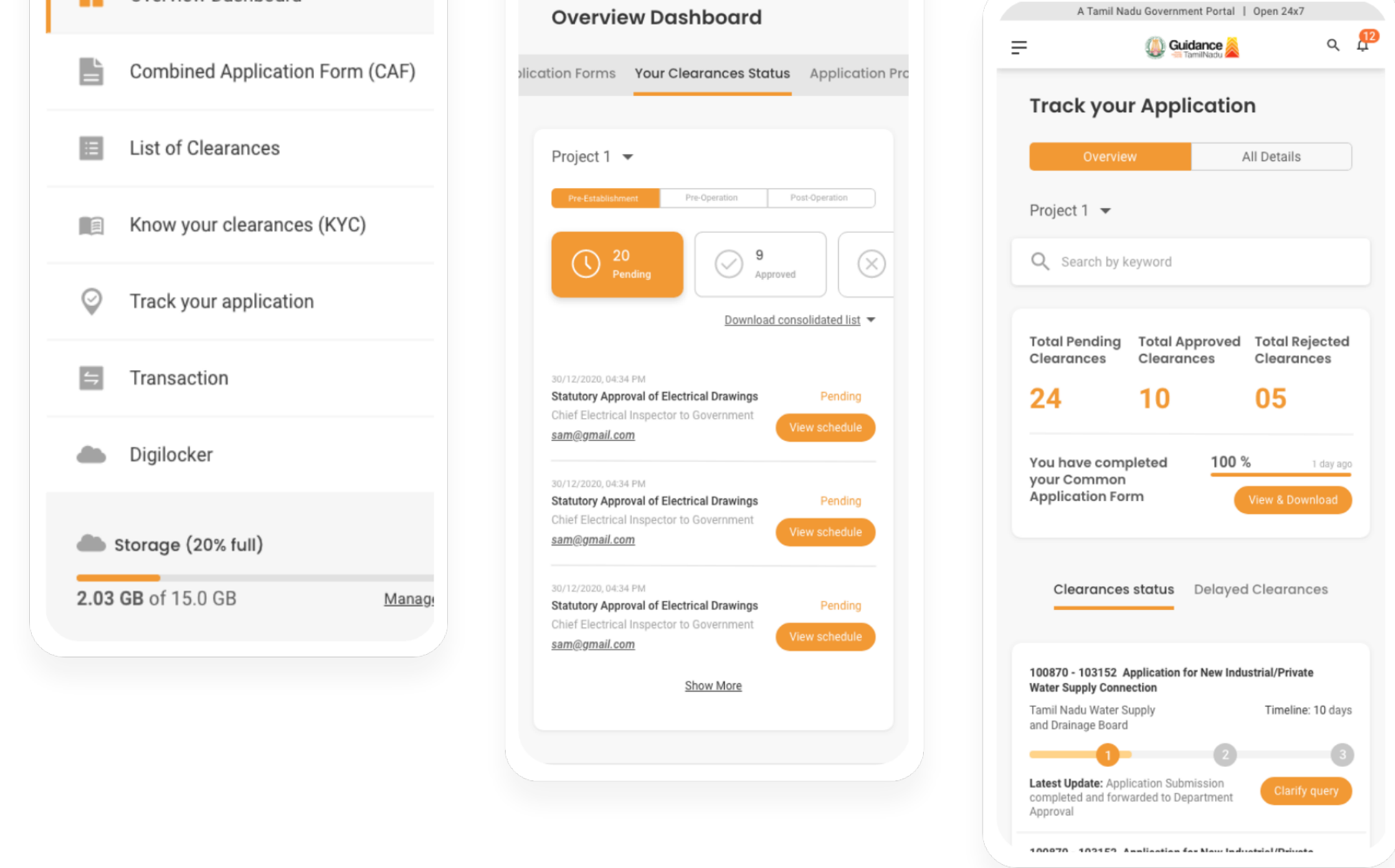
Real-time application status tracker for the users to be informed about all the application updates.

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.

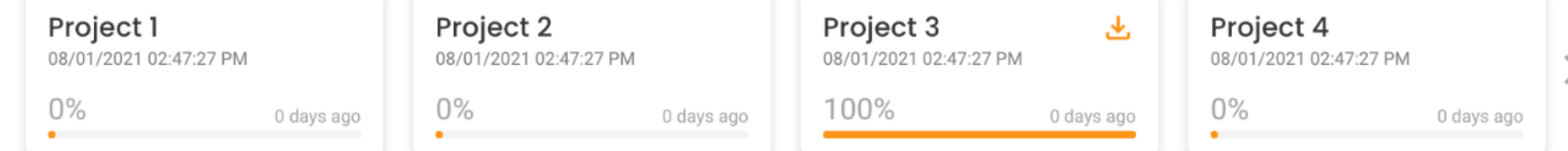
Solves: Reluctance in digital adoption, Confusing navigation



Combined Application Forms

Abhishek, interested in starting a new investment? Get Started

New project



Your Clearances Status

Project 1

Pre-Establishment

Pre-Operation

Post-Operation



Clearance Name	Officer name	Contact	Last updated	Status	
Statutory Approval of Electrical Drawings	Chief Electrical Inspector to Government	sam@gmail.com	30/12/2020 04:34 PM	Pending	View schedule
Statutory Approval of Electrical Drawings	Chief Electrical Inspector to Government	sam@gmail.com	30/12/2020 04:34 PM	Pending	View schedule
Statutory Approval of Electrical Drawings	Chief Electrical Inspector to Government	sam@gmail.com	30/12/2020 04:34 PM	Pending	View schedule

Show More

Application pro

Project 1



Complete your CAF today! 40%

Project 1



Get to know your clearances now!

List of Cl...

Project 1



Check out our policy up about Tamil Nadu IT poli

Download View

View all

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

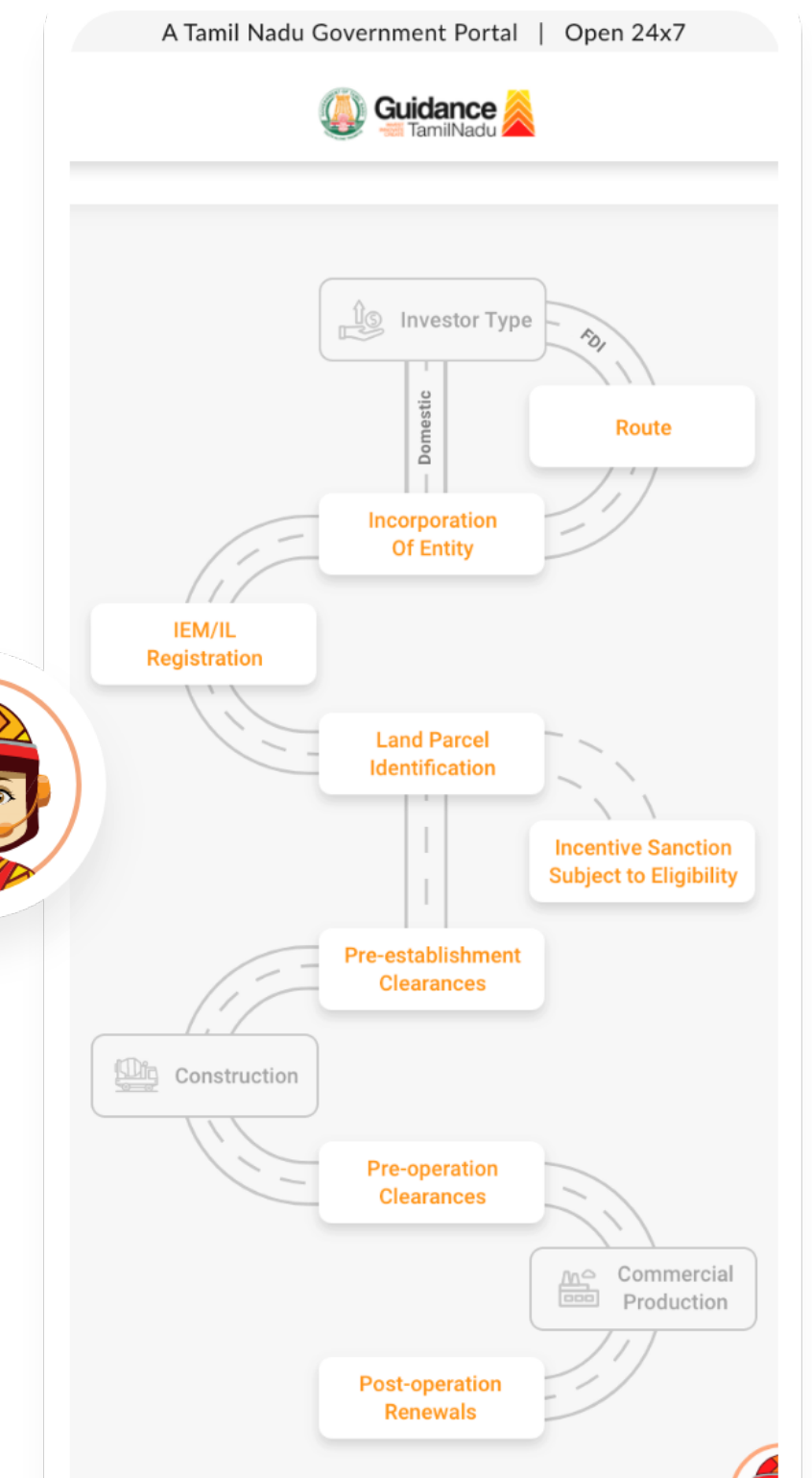
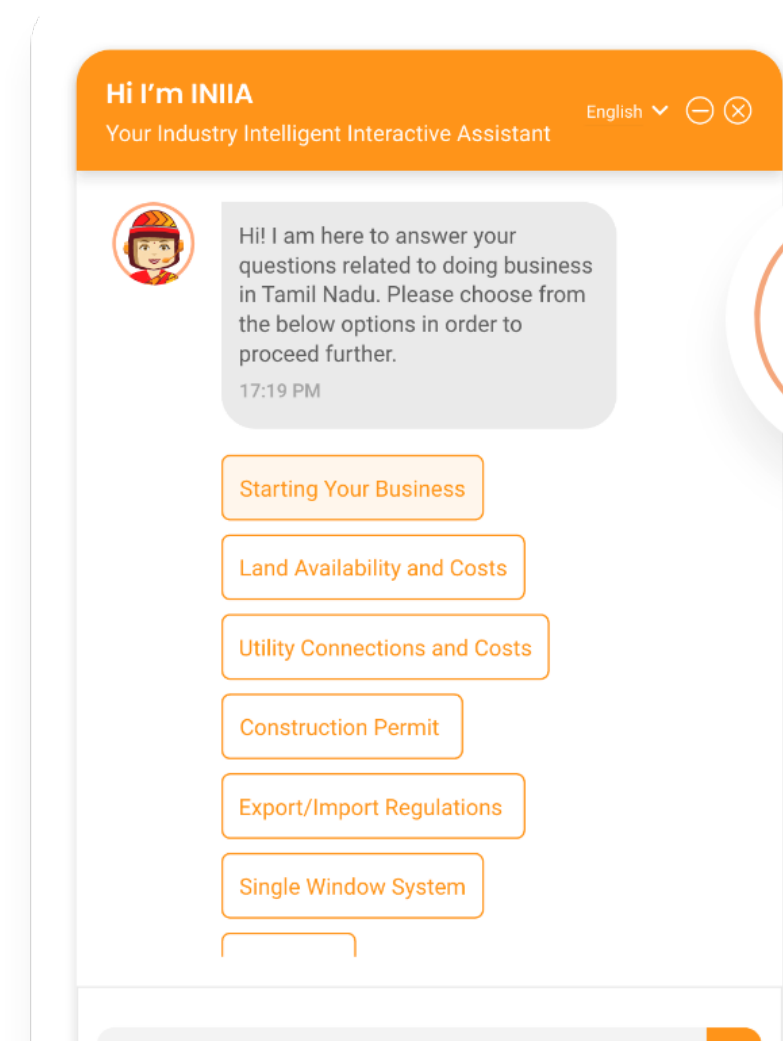
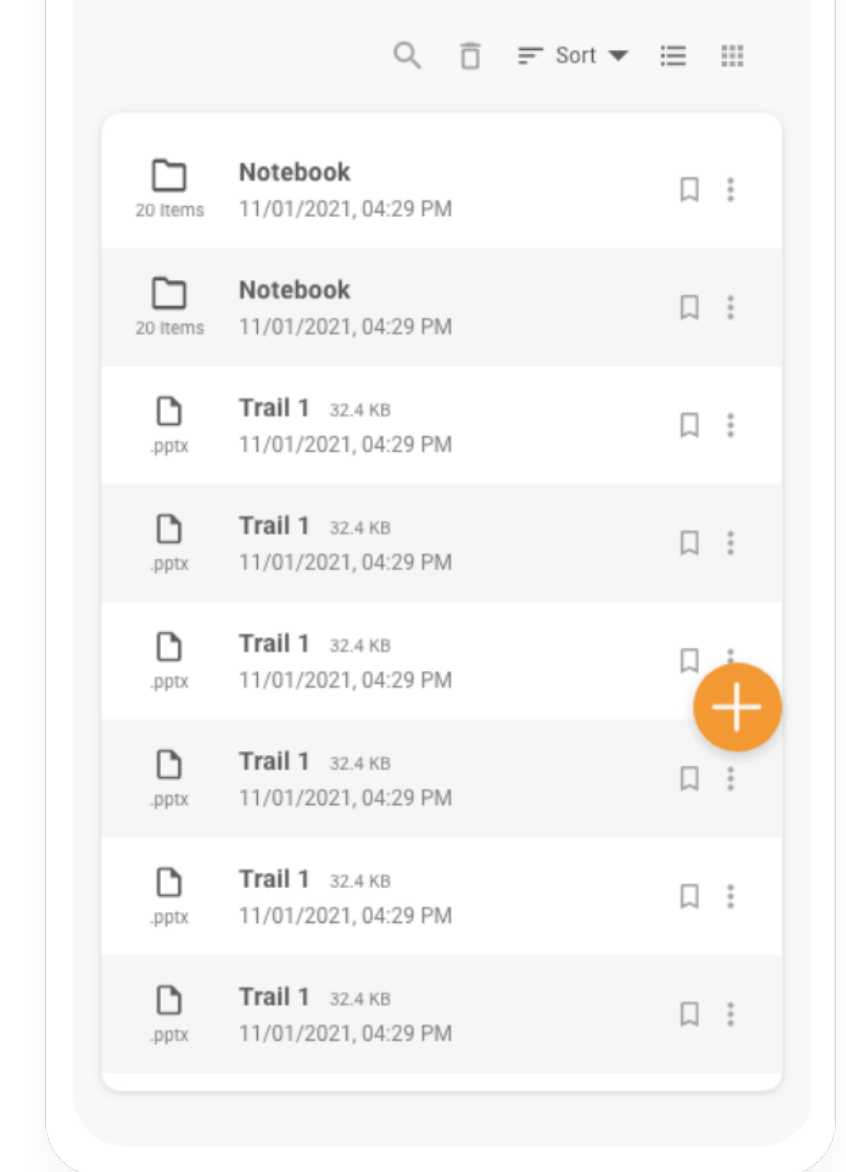
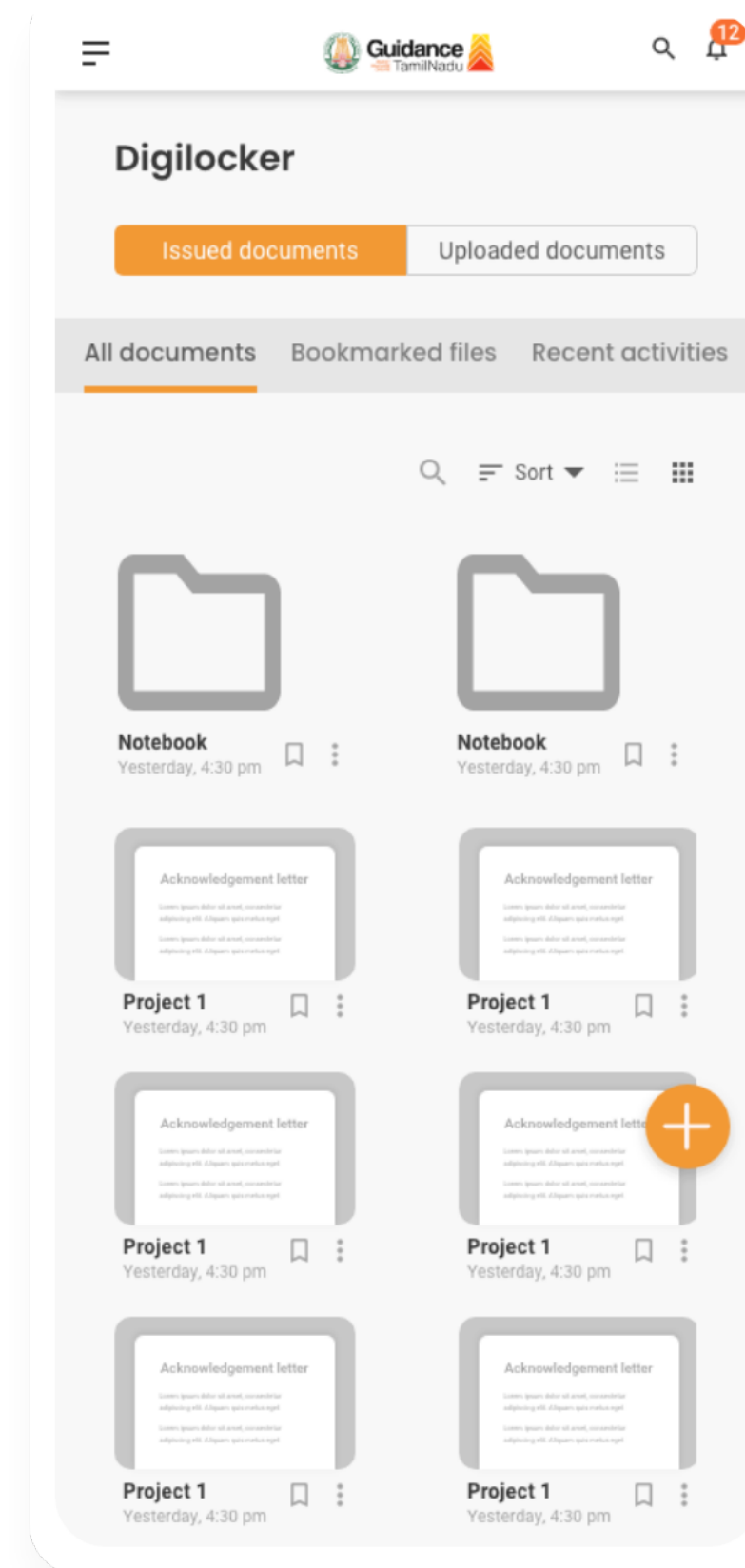
One stop informatory section for all resources needed to set up business in TN

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



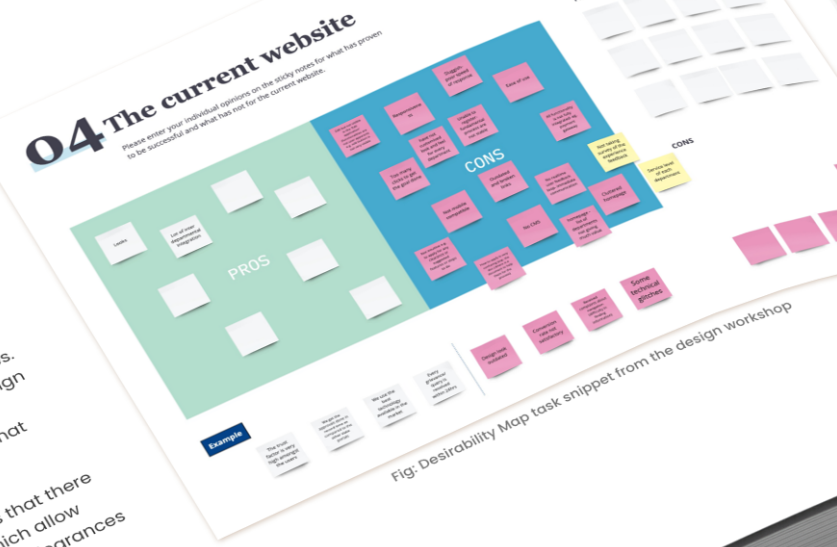


Task 2 – Pros and cons of the current website

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.

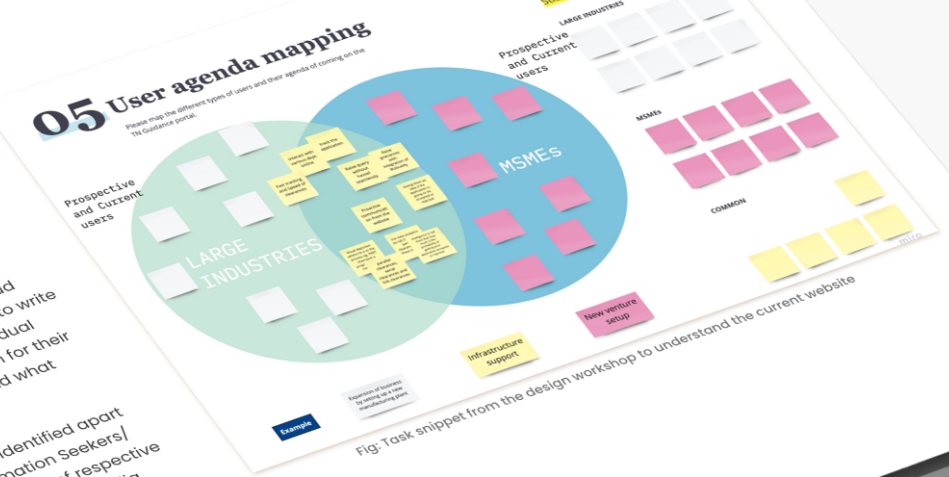


Task 3 – User agenda mapping

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.

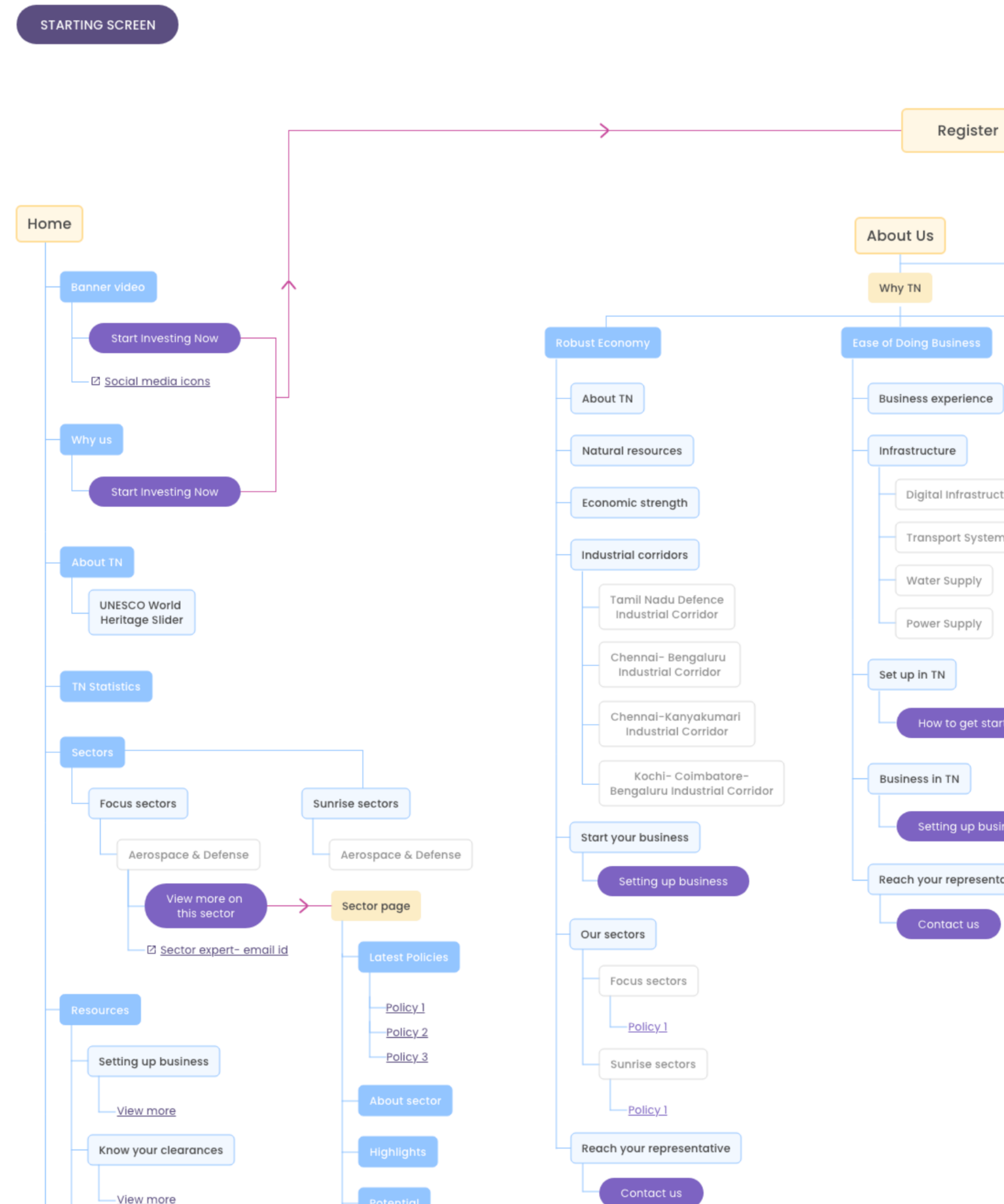
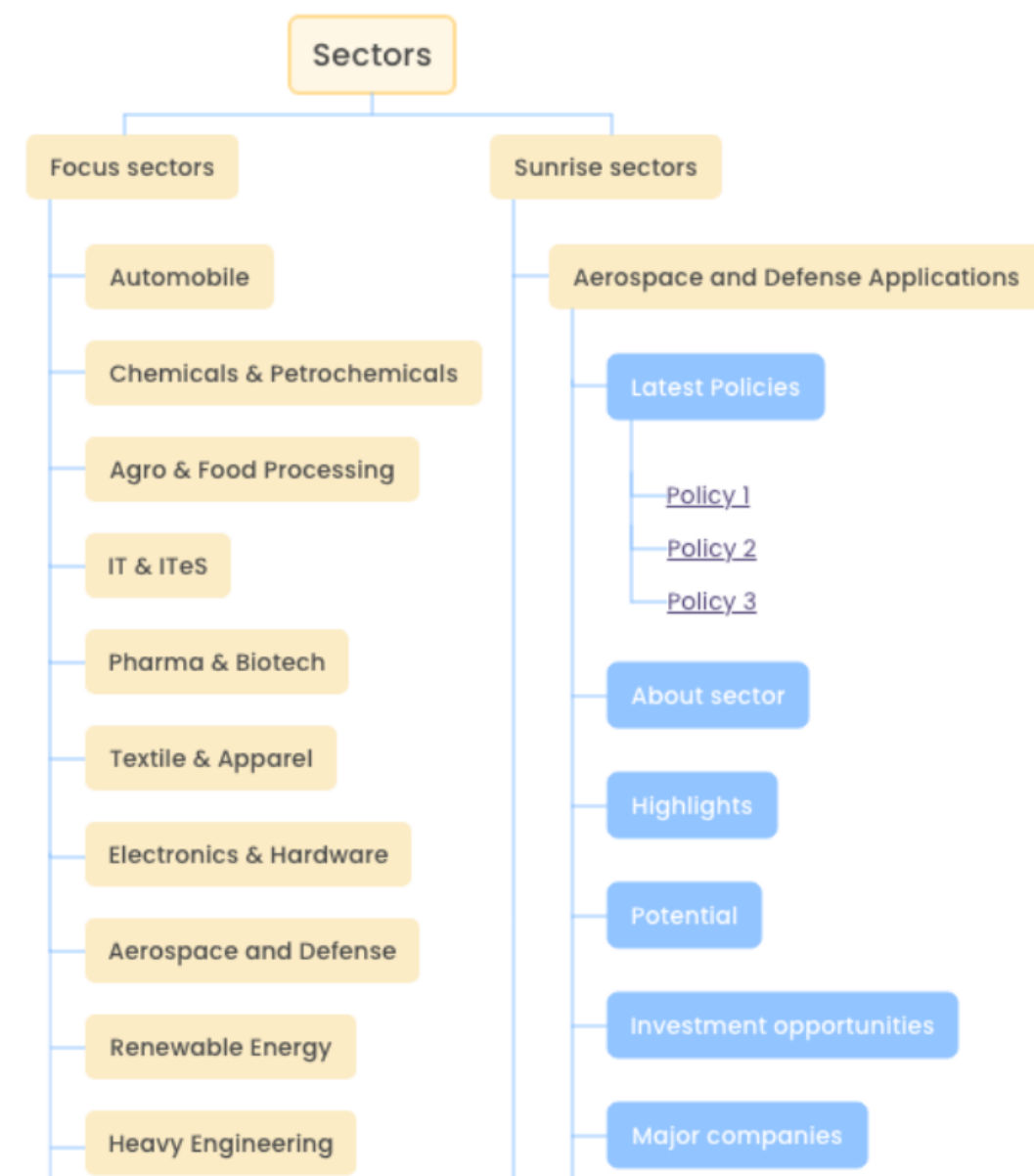
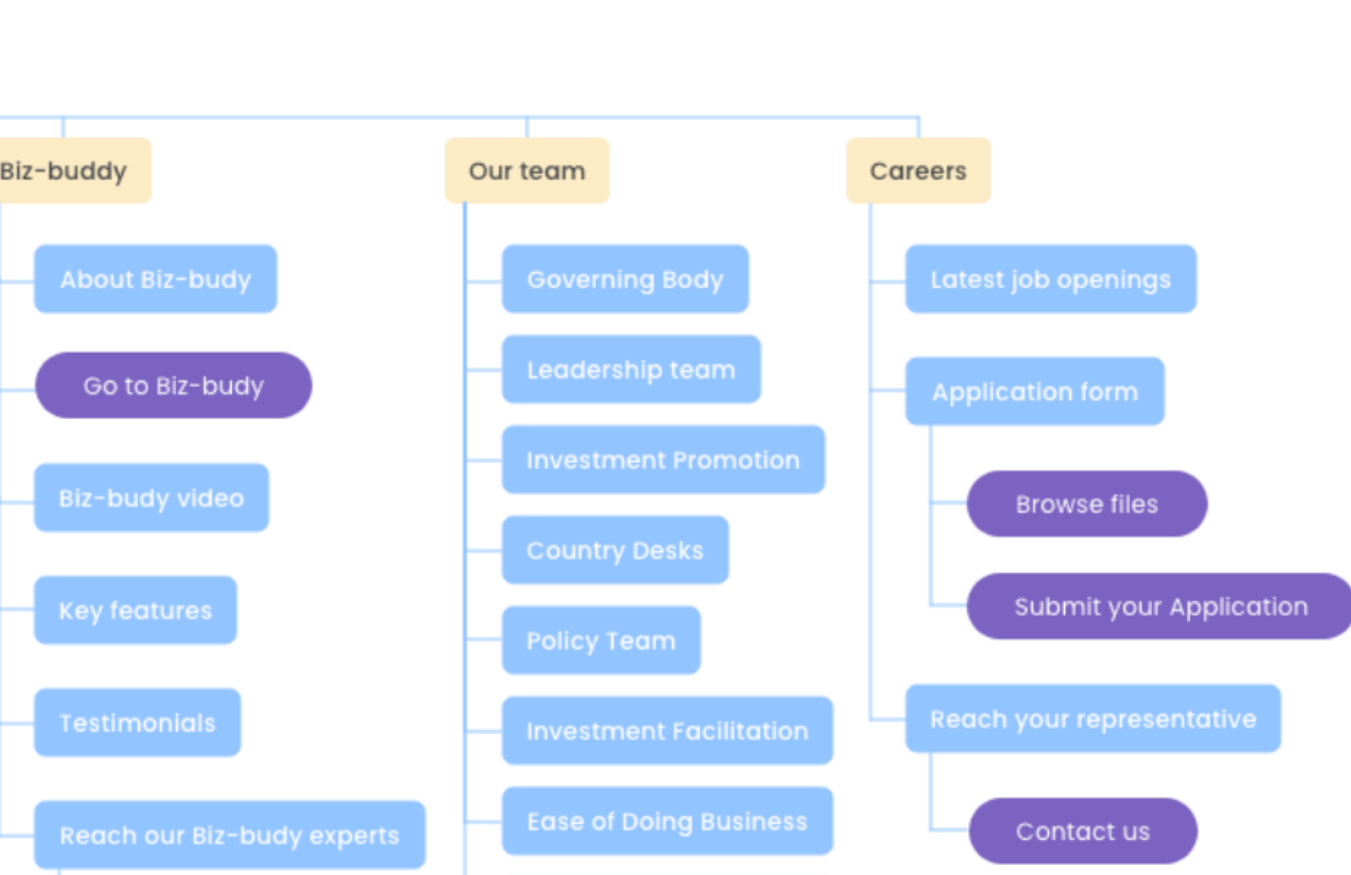
Outcome - Four new user groups were identified apart from MSME and Large industries: Information Seeker/ causal users, individual departments, HOD of respective departments and Invest-India- government of India people. Also, experience gaps were identified regarding the application submission and tracking.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



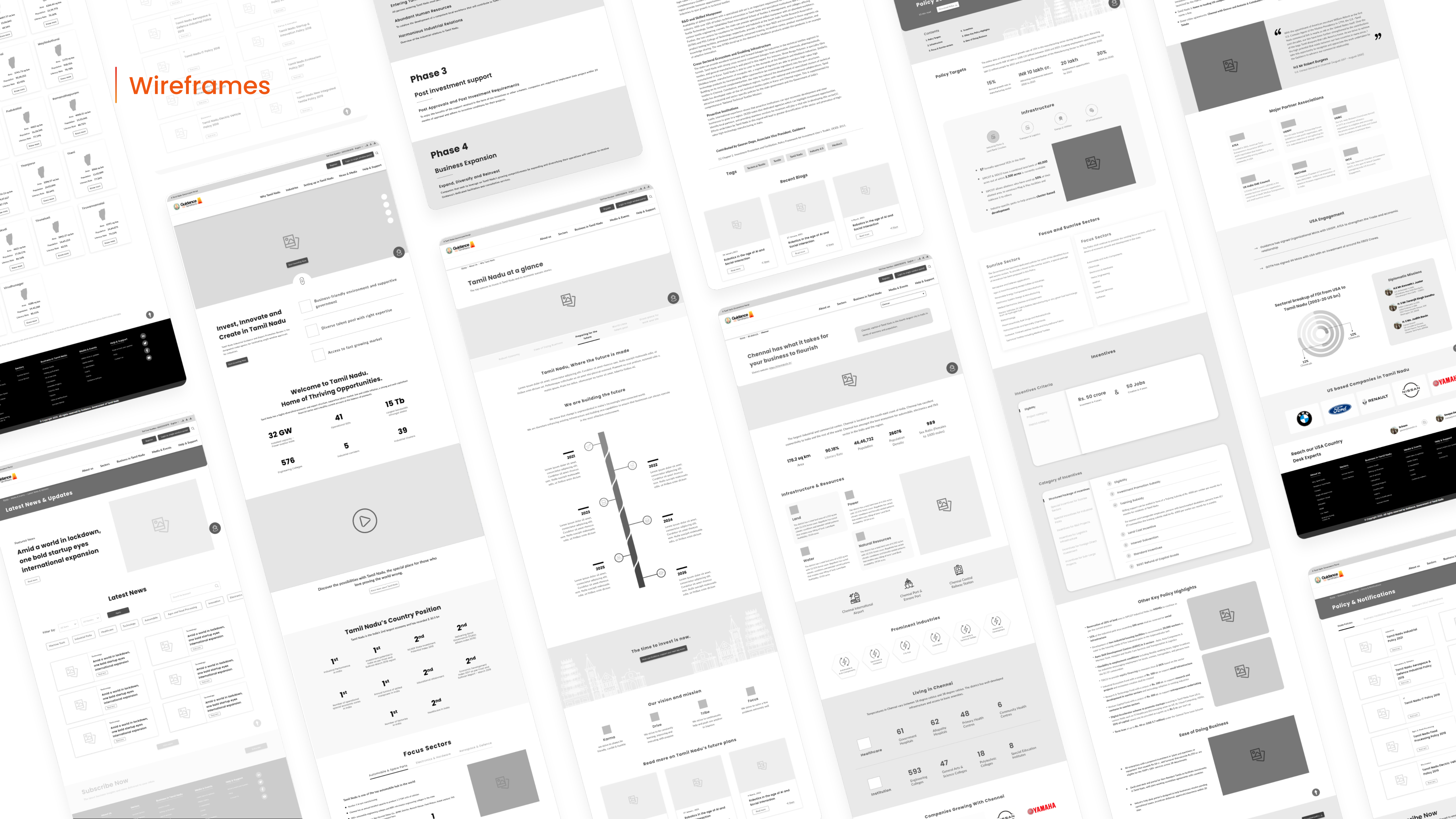
Information Architecture

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

Primary
#F18F20



Gradient
#E52B26 -
#F18F20



Shades



#242424



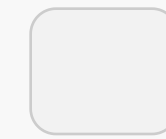
#4D4D4D



#9B9B9B



#C2C2C2



#F2F2F2

Typography

Poppins

Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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pqrstuvwxyz
123456789001234
56789
'?!"(%)[#{@}/
&\<-+÷x=>©\$€
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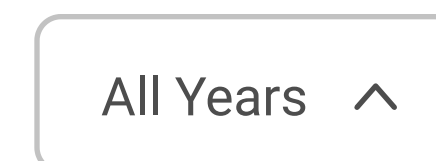
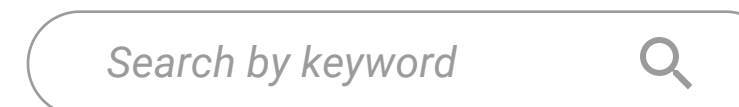
Roboto

Aa
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OPQRSTUVWXYZ
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pqrstuvwxyz
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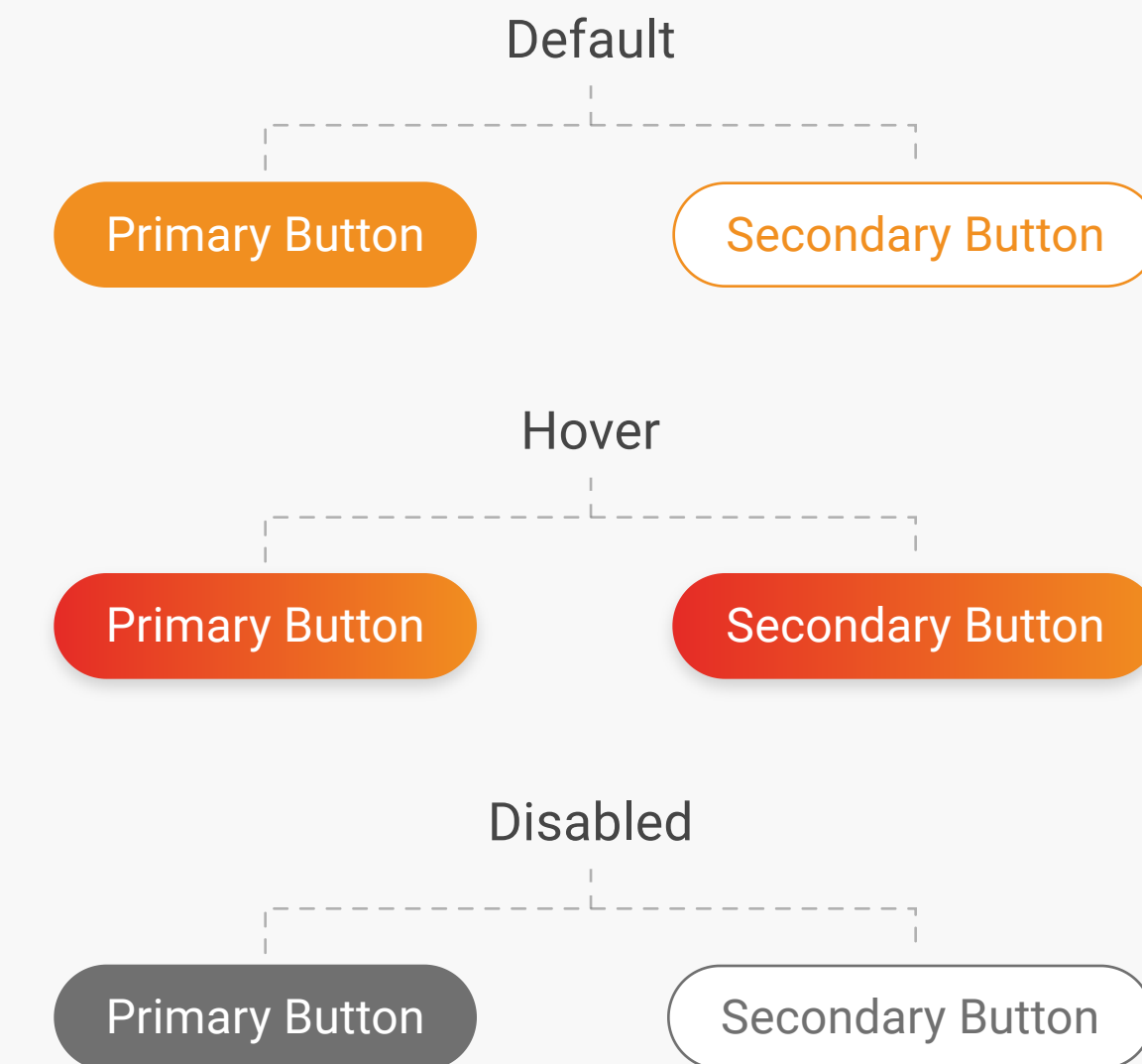
Iconography



Components



Buttons



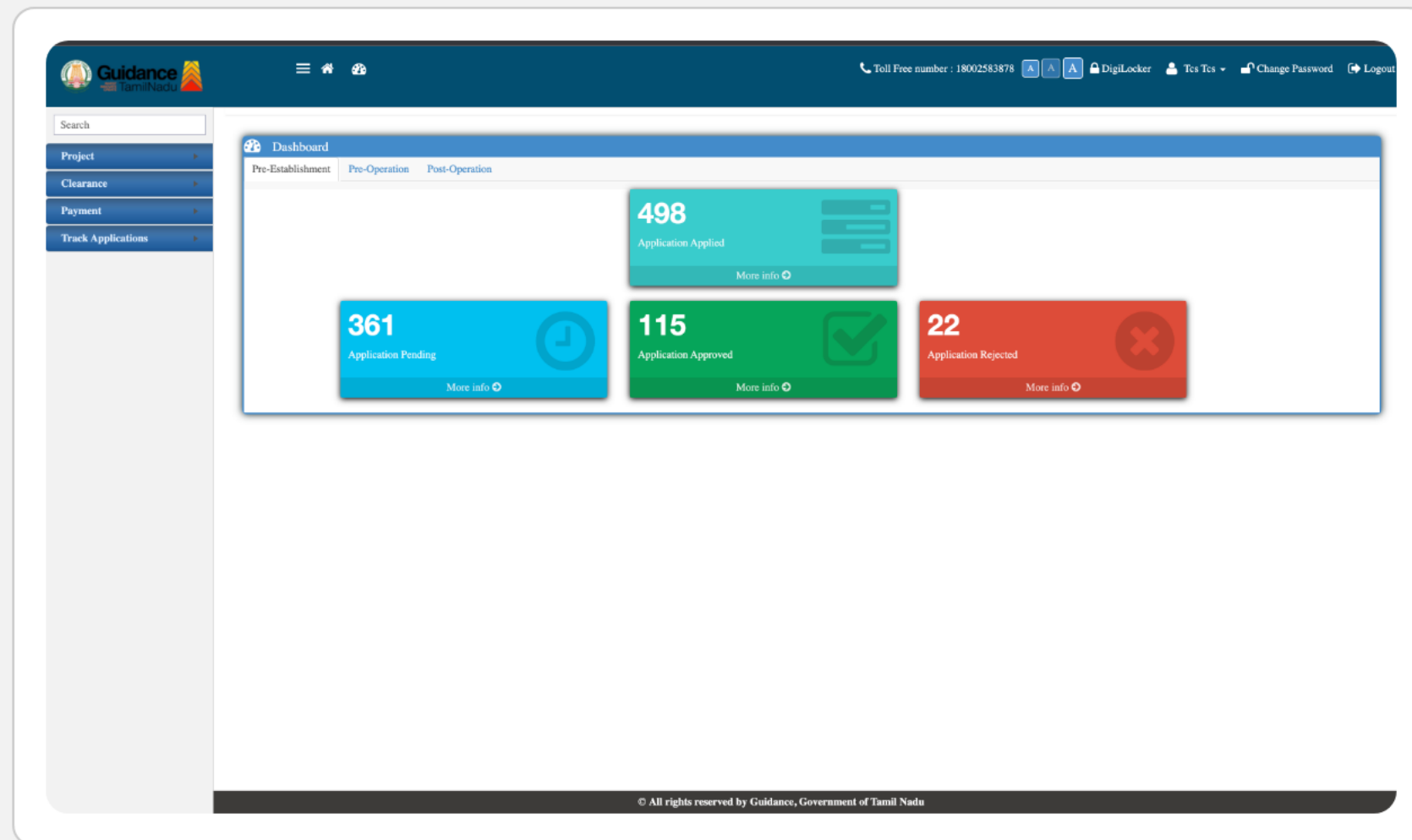
Default ----- Tertiary Button

Hover ----- Tertiary Button

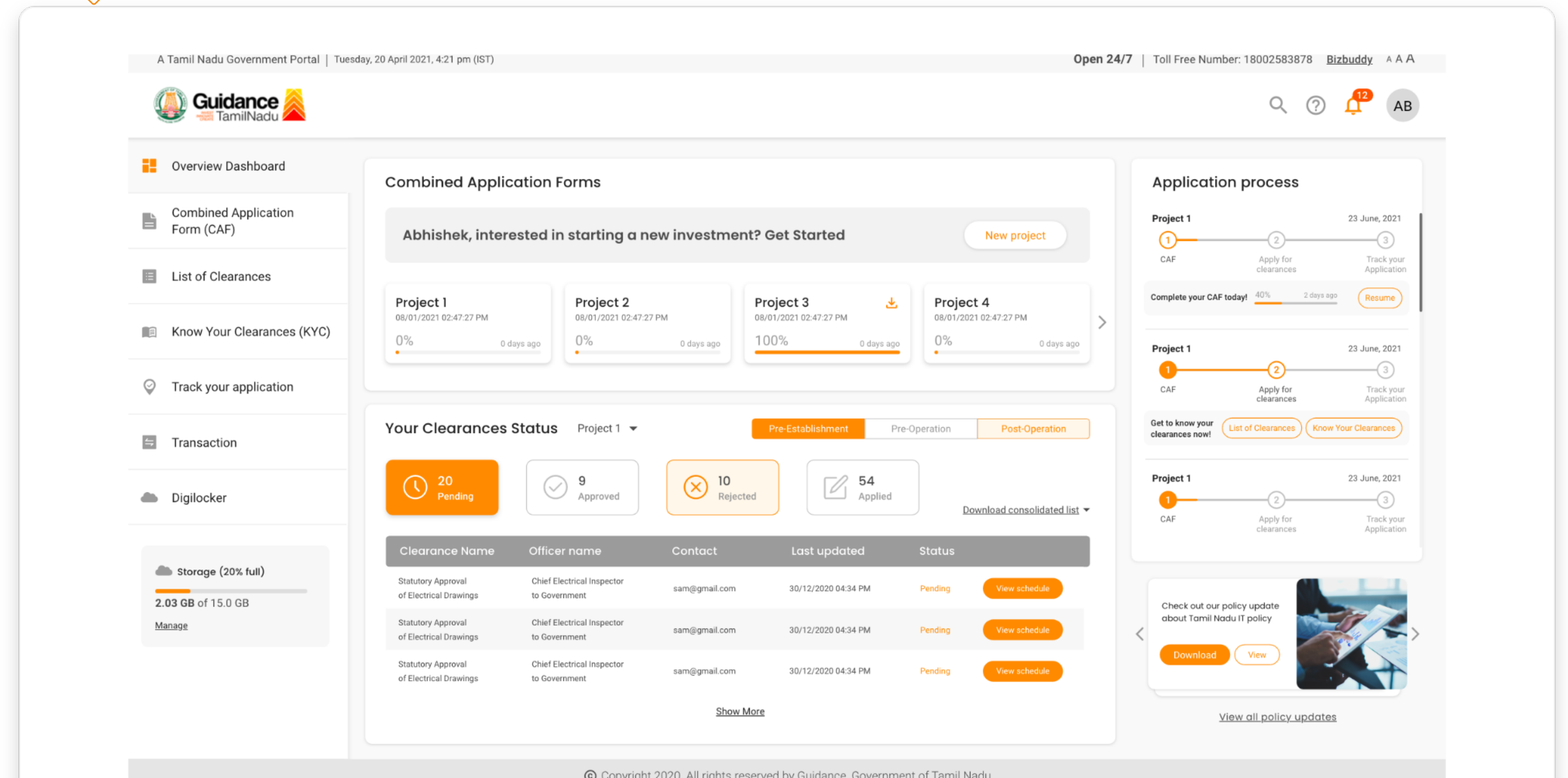
Dashboard

Project and clearance summary at-a-glance

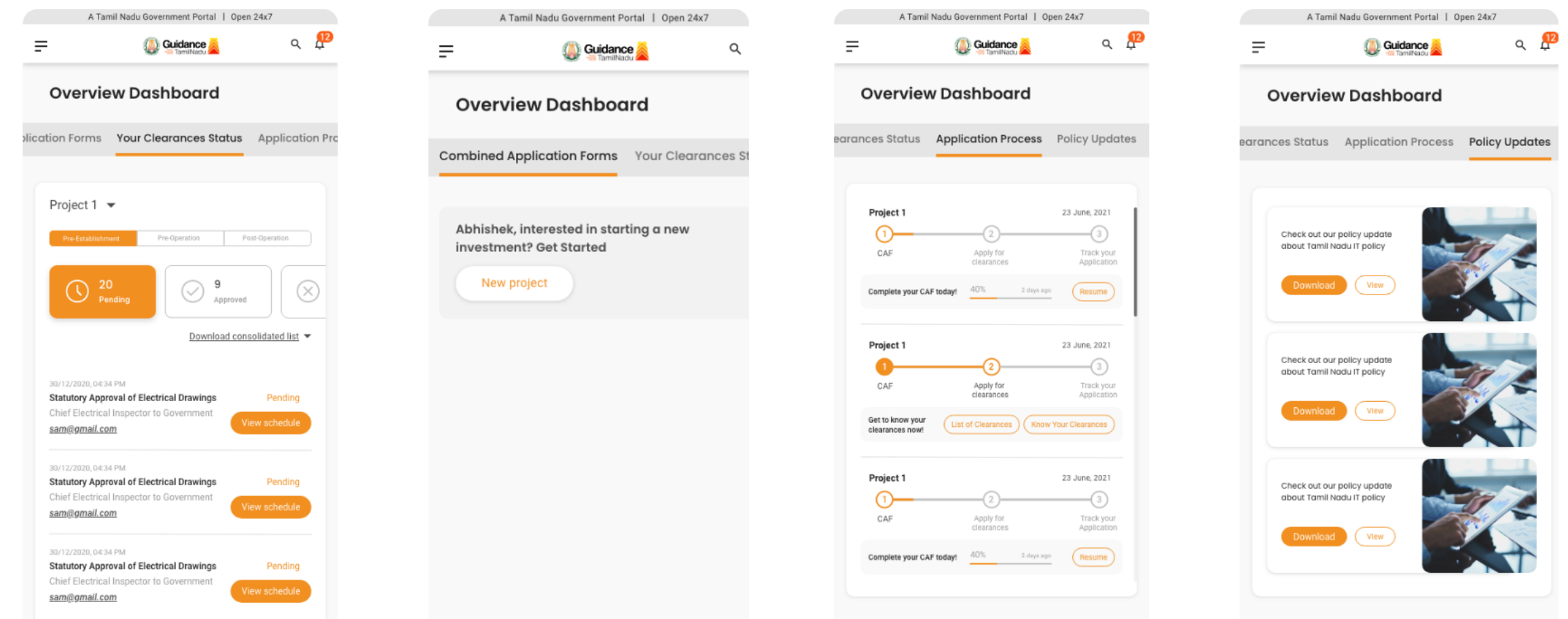
Before



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.



Track your application

Keeping users informed, always

Before

Serial Number	Application ID	Project Name	Application Ref No.	Application Name	Application Created Date	Pending Days	Last updated Date	Approved By	Status	Actions
1	100200 - 109650	CMWSSBTest	-	Application for Post Approval Changes - Change of Brand Name, Composition, Specification - Manufacture Licence	13/10/2021 10:32 AM	075	13/10/2021 11:27 AM	Director of Drugs Control	Approved	
2	100381 - 109652	TNFRS-MADURAI	-	Approval for Setup of Hostel	05/10/2021 04:42 PM	060	05/10/2021 05:01 PM	District Collector	Approved	
3	100278 - 109522	Ahc Real Estate	BR00002874_3000002	Registration of Establishments for Employing Building and Other Construction Workers	30/09/2021 06:16 PM	17	07/10/2021 03:48 PM	Joint Director - BOCW, Chennai	Approved	
4	100441 - 109556	rectect1 coimbatore	-	Application for grant of Licence of Allopathic Drugs (Sales)	22/09/2021 04:54 PM	122	23/09/2021 01:52 PM	Assistant Director Drugs Control	Approved	
5	100334 - 109292	CMWSSBTestStatus	-	Application for grant of Licence of Schedule X drugs (Sales)	20/09/2021 07:23 PM	222	22/09/2021 12:31 PM	Assistant Director Drugs Control	Approved	
6	101246 - 109290	Boiler Testing	-	No Objection Certificate for Multi Storied Buildings (MSB)	20/09/2021 02:26 PM	030	20/09/2021 04:23 PM	Directorate - Director	Approved	
7	100221 - 109265	Gepi	-	Licence to Manufacture Allopathic Drugs	17/09/2021 05:17 PM	2575	12/10/2021 07:37 PM	Director of Drugs Control	Approved	
8	100502 - 108979	DPR	-	Application for Change of Premises - Allopathic Drugs Sale Licence	03/09/2021 05:56 PM	022	03/09/2021 06:10 PM	Assistant Director Drugs Control	Approved	
9	101662 - 108879	Approval for capital Subsidy test	-	Application for Change in Constitution - Loan Licence	01/09/2021 01:56 PM	075	01/09/2021 02:02 PM	Drugs Director	Approved	
10	100600 - 108769	Drugs project 3	-	Test Licence to Manufacture Allopathic Drugs	26/08/2021 07:55 PM	2130	21/09/2021 12:17 PM	Drugs Director	Approved	
11	100375 - 108762	CMWSSBTest3	-	Registration and Certification of Steam Pipeline	26/08/2021 06:16 PM	022	26/08/2021 05:22 PM	Deputy Director of Boilers	Approved	
12	100641 - 108740	Capital Subsidy CS1	-	Transfer of Ownership of Boiler	26/08/2021 12:14 PM	022	26/08/2021 12:23 PM	Deputy Director of Boilers	Approved	

After

Track your Application Project 1

Total Pending Clearances: 24

Total Approved Clearances: 10

Total Rejected Clearances: 05

You have completed your Common Application Form 100% 1 day ago

Clearances Status

100870 - 103152 Application for New Industrial/Private Water Supply Connection
Department name: Tamil Nadu Water Supply and Drainage Board
Timeline: 1 day
Latest Update: Application Submission completed and forwarded to Department Approval

100870 - 103152 Application for New Industrial/Private Water Supply Connection
Department name: Tamil Nadu Water Supply and Drainage Board
Timeline: 10 days
Latest Update: Department Approval completed and forwarded for Field Inspection

100870 - 103152 Application for New Industrial/Private Water Supply Connection
Department name: Tamil Nadu Water Supply and Drainage Board
Timeline: 120 days
Latest Update: Started with Application Form

Delayed Clearances

100870 - 103152 AEC Enterprises
Lying with officer: Ram Sharma
Clearance delayed: 4 days

- 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.

Track your Application

Overview All Details

Project 1

Search by keyword

Total Pending Clearances: 24

Total Approved Clearances: 10

Total Rejected Clearances: 05

You have completed your Common Application Form 100% 1 day ago

Clearances status Delayed Clearances

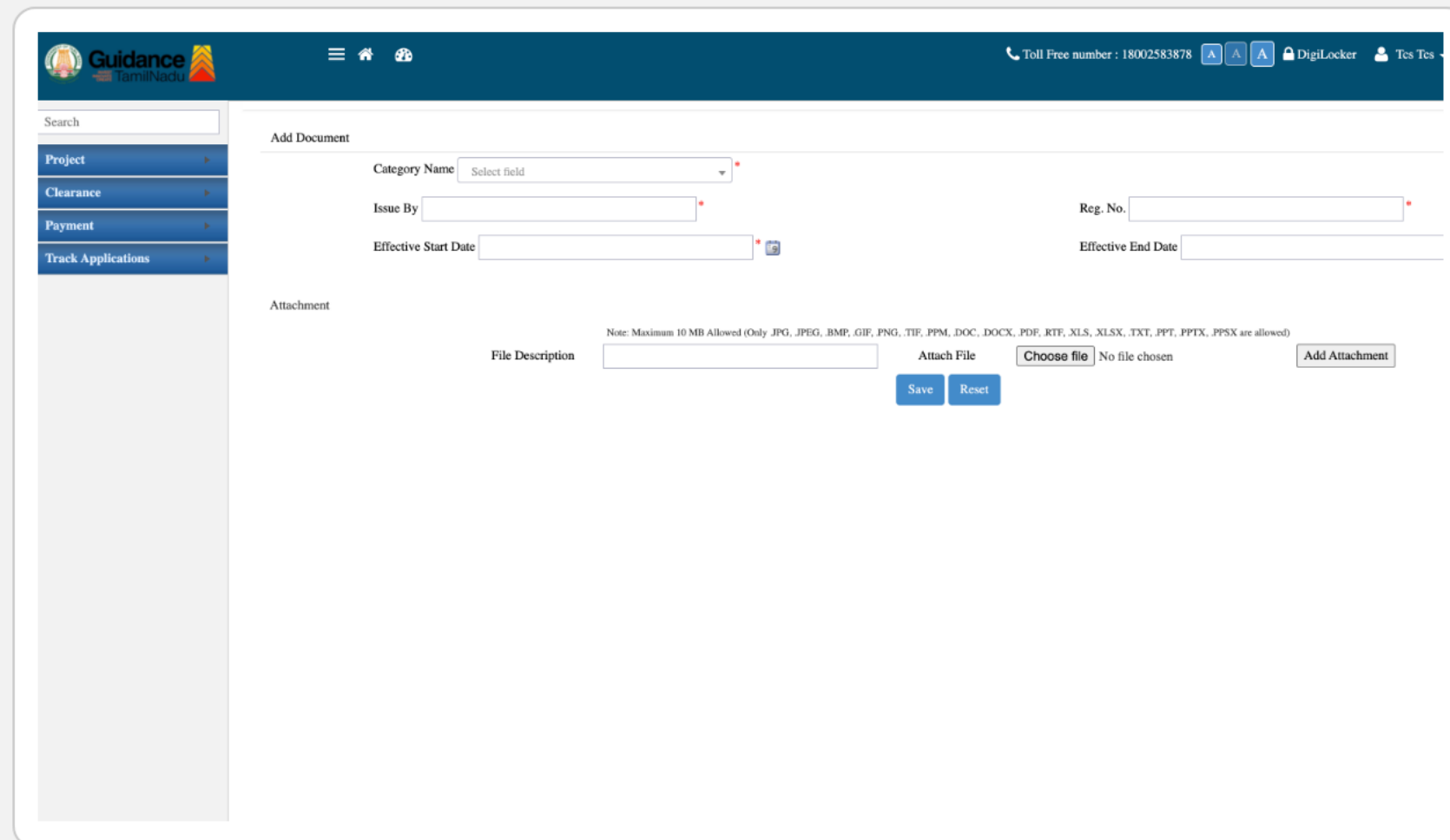
100870 - 103152 Application for New Industrial/Private Water Supply Connection
Tamil Nadu Water Supply and Drainage Board
Timeline: 10 days

100870 - 103152 AEC Enterprises
Lying with officer: Ram Sharma
Clearance delayed: 4 days

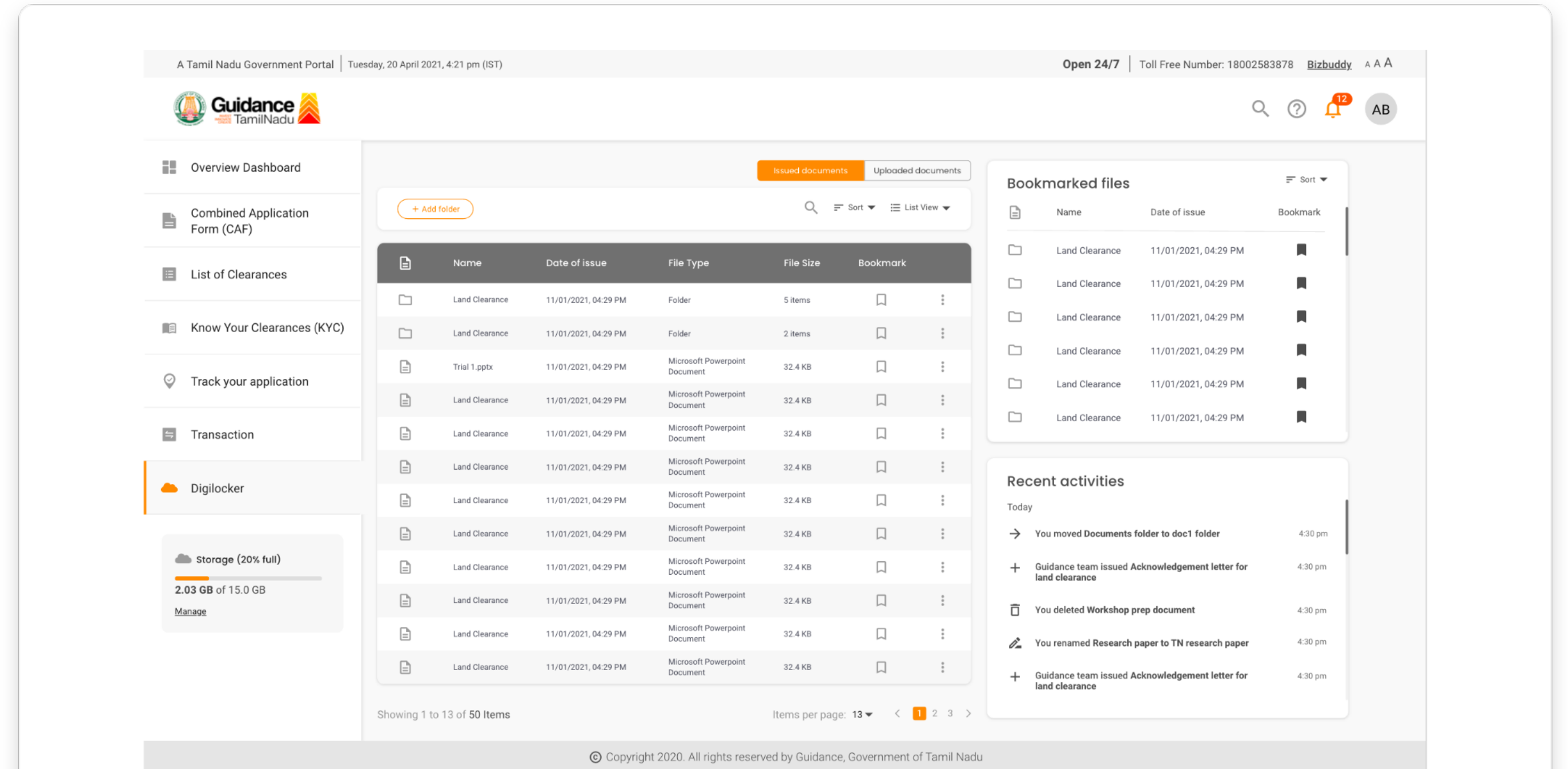
Digilocker

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.

