ELEVATING USER EXPERIENCE: REDESIGNING SEWA MITRA'S INTERFACES FOR ENHANCED ENGAGEMENT AND BUSINESS IMPACT

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
OF

MASTER OF DESIGN

IN

INTERACTION DESIGN

Submitted by:

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CANDIDATE'S DECLARATION

I, Yusra Fatima Ahmad, Roll No – 2K22/MDID/12, student of M.Des (Interaction Design), hereby declare that the project dissertation titled "ELEVATING USER EXPERIENCE: REDESIGNING SEWA MITRA'S INTERFACES FOR ENHANCED ENGAGEMENT AND BUSINESS IMPACT" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Diploma Associateship, Degree, Fellowship, or any other similar title or recognition.

Place: New Delhi   **YUSRA FATIMA AHMAD**

Date: 5 May 2024

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<u>CERTIFICATE</u>

I hereby certify that the project dissertation titled "Elevating User Experience: Redesigning Sewa Mitra's Interfaces for Enhanced Engagement and Business Impact" which is submitted by Yusra Fatima Ahmad, Roll No: 2K22/MDID/12, Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: New Delhi

Date: 1 May 2024

Prof. Varun Singh

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Place: Delhi   **YUSRA FATIMA AHMAD**

Date: 1 May 2024

ABSTRACT

This thesis aimed to explore the different strategies to redeseign and enhance the user experience of an e-commerce platform, Sewa Mitra. The main objective was to update the interface using the various laws and heuristic principles and understand the main pain points of the user on the current platform. The study included comprehensive research, various design iterations, and final design implementation. The work was carried out in collaboration with a cross-functional team of designers, developers, and project managers.

The findings revealed various usability improvements, a better user experience on the platform, and customer satisfaction, which thus highlights the importance of UX design and the critical role the UX designer plays in the overall function of a product. especially within the service-oriented domain such as that of Sewa Mitra.

The scope of this research extends to the ongoing UX research in the digital domain to enhance the user experience on e-commerce platforms. Highlighting all the necessary design changes and strategies that can be used to optimize the platform's overall outcome. It also provides valuable insights into strategic design interventions. This study contributes to the growing body of knowledge on effective UX design practices in the context of service-based e-commerce platforms.

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CHAPTER 1: INTRODUCTION

1.1 About the company:

Digital Corn is a recognized IT firm that specializes in a variety of digital services, including web design, web and application development, software development, and e-commerce solutions. They are known for using technology to meet the changing needs of organizations, and they serve as a reliable partner for clients looking to improve their online presence and manage digital operations.

Within the e-commerce space, Digital Corn offers a wide range of services to assist companies in setting up and optimizing their online stores. This includes developing aesthetically pleasing and intuitive e-commerce websites, creating reliable back-end systems for effective inventory and order administration, and putting safe payment channels in place to enable smooth transactions.

The solid reputation of Digital Corn is based on its track record of providing clients with creative and practical solutions that result in measurable outcomes. Throughout the course of the project, they place a high priority on teamwork, communication, and client satisfaction to make sure they not only meet but also beyond client expectations.

1.2 Background of Sewa Mitra:

In both urban and rural locations, Sewa Mitra acts as a crucial intermediary between the general public and local service providers, making it easier to hire the different types of trained workers that are required for regular activities or home services dependent on geography. The Uttar Pradesh government launched this platform with the goal of empowering service providers and citizens by bringing them together via a digital and mobile platform.

Professionals with varying levels of competence and ability can work for themselves through Sewa Mitra, which operates under the Department of Labour & Employment. It offers a variety of work opportunities, including wage employment, piecemeal employment, contractual employment, full-time employment, and part-time employment, and it specifically targets rural areas.

Through the provision of verified services to citizens at reasonable pricing and the ability for professionals to obtain employment through a digital platform recognised by the government, this programme is in line with the goals of AtmaNirbhar Bharat, or Self-Reliant India. In order to benefit both service providers and individuals in need of their services across a range of sectors, including government departments, agencies, private businesses, and contractors, Sewa Mitra seeks to effectively bridge the gap between the supply and demand of local services.

Figure 1:Goal of sewa mitra, Source: Author

Sewa Mitra Mission

To provide Self-empowerment, to skilled professionals through an opportunity to connect digitally with large Number of Users and Institutions, as well as with citizens,by providing services in a way ,which was accessible only to the Metro cities of the Country.

Sewa Mitra Vision

To set up a new benchmark in providing different types of employment opportunities to professionals in the state, and becoming most valued and trusted name in its domain with adoption of digital technologies and Citizen centric approach.

1.3 Importance of User Experience (UX) Design:

User Experience (UX) is about how people interact with a product or service.It all comes down to how a thing seems, feels to use, and affects people's emotions. The process of making this encounter as simple, seamless, and pleasurable for users as possible is called UX Design. Making a product that consumers find efficient, intuitive, and relevant to their needs is the primary objective of UX design.

UX designers concentrate on having a deep grasp of users' preferences, priorities, ease of use, and potential areas of difficulty. They also take into account the goals the company has for the product.

Finding the optimal balance between user wants and corporate requirements is the goal of UX design. This entails ensuring that customers are satisfied with the product and assisting the business in achieving its objectives. People should adore using the final product since it is both functional and enjoyable.

Positive user experience (UX) increases user engagement by making interactions meaningful and pleasurable, encourages loyalty and repeat usage to retain users, and raises overall satisfaction by successfully satisfying user expectations. In the end, spending money on UX design helps organizations succeed and expand while also benefiting users.

1.4 Aim

To create user-friendly interfaces, enhance usability, increase user satisfaction, and drive positive business outcomes by incorporating effective UX design strategies at Sewa Mitra.

1.5 Research Objectives

1. Use interface redesign techniques to enhance Sewa Mitra's platform's general usability and aesthetic appeal.

2. Use intuitive design components and UX best practices to maximise user interactions.

3. Check for usability problems and inconsistent design in the current interfaces.

4. Create a plan to rethink interfaces with an emphasis on information presentation, navigation, and layout.

5. Test usability to find places that users find difficult and where changes can be made.

6. Apply usability enhancements to improve user interaction in light of testing results.

1.6 Scope and Limitation

1. With the exception of physical service delivery components, the study mostly focuses on digital UX design improvements within the framework of Sewa Mitra's e-commerce platform.

2. Customers utilizing Sewa Mitra's services or platform administrators will be the study's primary target user groups.

3. UX design, or interface redesign and platform user experience enhancement, will be the focus of the study.

4. Due to time or resource limits, the study might not cover every user demographic or circumstance.

5. The research findings may not be readily applicable to other service-oriented e-commerce platforms because they are unique to Sewa Mitra's platform.

6. Time restrictions, participant availability for usability testing, and availability of extensive user data are some of the other limitations for this thesis.

CHAPTER 2: LITERATURE STUDY

2.1 What is UX design?

The method used by design teams to develop products that offer customers relevant and meaningful experiences is known as user experience (UX) design. UX design include the branding, design, usability, and function of the product as well as the process of acquiring and integrating it.

Making software user-friendly is just one aspect of designing an experience; other aspects include designing the product's marketing campaign, packaging, and post-purchase assistance. Delivering solutions that solve needs and pain points isvUX design's primary focus. Ultimately, a useless product will not be used by anyone.

"No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Think through all of the stages of a product or service – from initial intentions through final reflections, from the first usage to help, service, and maintenance. Make them all work together seamlessly."— Don Norman, inventor of the term "User Experience."

The 7 UX Design principles:

1.   User-centricity

The creation of goods and services that address user needs is the first of the UX design principles, or user-centricity. Because of this, user-centricity should permeate everything a UX designer does. (Stevens, 2022)

Prioritising the demands of the user and basing decisions on what you know about them and what they desire from the product is known as user-centricity.

The UX process is designed with the needs of the user in mind. It begins with user research to determine the problem to be solved and to identify your target user base. Next, user testing determines how well the product satisfies the user's demands. Always remember to uphold the user-centricity principle and prioritise the needs of your users over those of your business when taking on a new UX project.
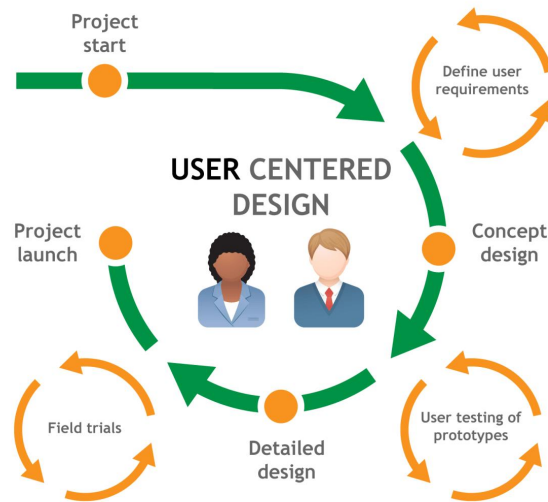
Figure 2: User Centered design, Source: Google

2. Consistency

The second UX design principle is consistency. When developing solutions that address certain user needs, it's critical to follow consistency.

In UX design, consistency takes many forms. One the one hand, you want to maintain consistency in the way your designs appear and work on all pages/screens and items that belong to the same brand or family.

Meanwhile, being consistent also means that the product you're building should live up to user expectations. If you are creating an app for booking flights, for instance, customers will come to you with preconceived notions about how the app should work based on their usage of other applications that are similar to yours. (Stevens, 2022)

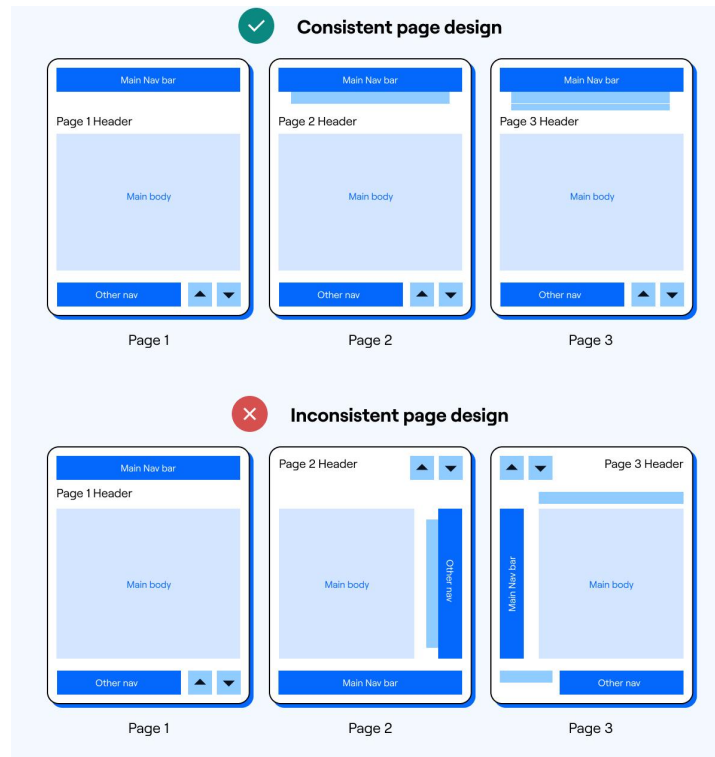It's not necessary to imitate the competitors, but it's also not necessary to start from scratch.

Figure 3: Consistent design, Source:kayfreesm.pics

Maintaining consistency with customer expectations can help you develop a product that is user-friendly and has a minimal learning curve. That's essential to guaranteeing a seamless user experience.

3. Hierarchy

Hierarchy, the third UX design principle, is crucial since it affects how users traverse products and how simple or difficult the process is. (Stevens, 2022)

Information architecture and the visual hierarchy of separate pages and screens are related to hierarchy. Generally speaking, you want the most significant components to be at the "top" of the hierarchy—that is, more noticeable and accessible to the user.

What distinguishes visual hierarchy from information architecture, then?

The sitemap, the general layout and structure of your website or application, and the way a user moves between pages or screens are all referred to as information architecture.

Figure 4: Hierarchy in design, Source: Hubspot

For instance, the top of the page will probably have a variety of menu options if you get on a website's home page. You will either be redirected to a different website or presented with additional alternatives (such as a drop-down menu) if you click on each item. All of this is a result of the information architecture of the website, where certain items are more readily apparent due to their higher hierarchy and others require more clicking to find.

The arrangement of separate items on a page or screen is taken into account by visual hierarchy. Elevate the importance of certain items by aligning them at the top of the page or screen, making them stand out with a larger font, or using contrasting colors.
The user will find it easier to navigate your product with the help of hierarchy, which highlights the most crucial pages and components so they can quickly locate what they need.

4.   Context

Context is the fourth UX design principle to consider.

You can't design in a vacuum when creating a solution for a user issue. You have to know your users and the environment in which they will utilize your product or products. Context takes

into account the situations in which your product will be utilised as well as the potential effects of various elements on the user experience.(Stevens, 2022)

Consider the following as a designer: What device or devices might users use to access and use my product? Where may the user be located? Exist any elements that could impede the experience, like noise? What kind of mood are they most likely experiencing?

Gaining an understanding of the environment in which your product and the user interact will enable you to better design the user experience and account for any potential drawbacks (such as background noise or the inability to use hands while driving, for example).

5.   User control

A crucial component of UX design principles involves granting users appropriate control over their interactions with products.

According to Jakob Nielsen, co-founder of the Nielsen Norman Group, one of the top ten usability heuristics for online design is user autonomy and freedom. As stated on the website of NNG:

"Users often perform actions by mistake. They need a clearly marked 'emergency exit' to leave the unwanted action without having to go through an extended process."
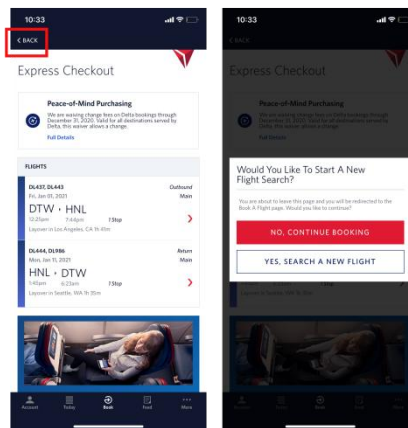

Figure 5: User control, Source: nngroup.com

The goal of the user control concept is to enable users to fix or undo mistakes without completely disrupting their experience. By including "Undo" and "Redo" capability, offering "Cancel" buttons, and explicitly identifying other actions and routes the user can take if they want to rescind a certain activity, you can integrate user control and freedom into your product.

6.   Accessibility

Good UX depends on accessibility, which is the sixth UX design principle. It is the duty of all UX designers to comprehend accessibility and take it into account during the design process.

Making sure your product or service is useable and accessible to as many people as feasible is the goal of accessibility. It entails meeting the needs of those with disabilities and being aware of how various settings or contextual elements may affect the user experience.

Using a strong colour contrast to make text readable for individuals with vision problems is one example of designing for accessibility. Check out these websites that have nailed the accessible design principle for real-world examples of accessible design in action.

7.   Usability

Usability, the final UX design principle, is, to put it simply, a gauge of how user-friendly a product is. It goes without saying that usability is a fundamental UX design principle as without it, you cannot build a good user experience. . (Stevens, 2022)
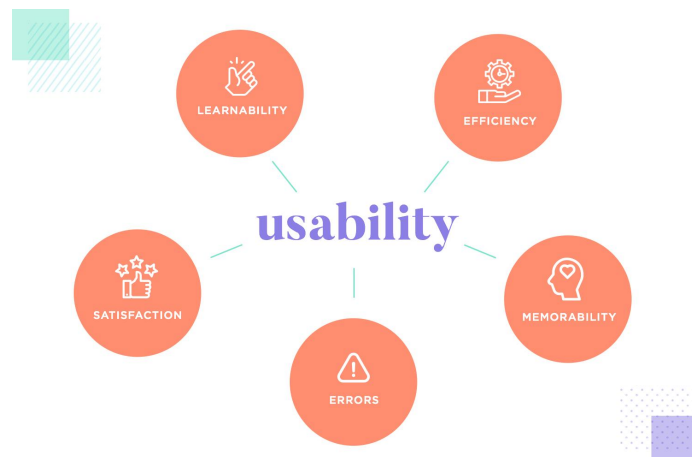

Figure 6: Usability in design, Source: justinmind

There are five aspects of usability to take into account:

I. Learnability: How simple is it for customers to understand and utilise your product for the first time? Consistency and information architecture are two factors that might improve a product's learnability.
II. Efficiency: Can the user do the intended tasks with the product's design in a timely and effective manner?
III. Memorability: Is it simple for customers to reacquaint themselves with the product's functionality when they utilise it again after a period of inactivity?
IV. Errors: How frequently and to what extent do consumers usually make mistakes when using the product? Is it simple for users to fix mistakes? This has to do with the idea of user control.
V. User satisfaction: Is using the product pleasurable and entertaining for users? Does it offer a difficult or gratifying user experience?

Usability should come first for UX designers, not aesthetics. To find (and address) usability problems and guarantee a generally easy-to-use and productive user experience, integrate usability testing into the design process.

If you follow these seven UX design guidelines, you should have no trouble developing engaging products that your customers will love.

2.2 Usability Heuristics for User Interface Design

Heuristics are mental short cuts that enable rapid and effective problem solving and decision making. By using these rule-of-thumb techniques, people can make decisions more quickly and continue working without continually pausing to consider what to do next. (Cherry, 2022)

Our brains use these mental shortcuts to simplify things so we don't have to spend a lot of time analyzing every aspect in order to deal with the massive quantity of information we receive and to expedite the decision-making process.

Usability Heuristics

Figure 7: Usability Heuristics, Source: uxbooth.com

2.2.1 Visibility of System Status

Users should constantly be kept informed of developments by the design, with suitable feedback provided in a timely manner.

Users can decide what to do next and discover the results of their previous interactions when they are aware of the present condition of the system. Consistent encounters foster confidence in both the brand and the product.(Nielsen, 1994)

- Users should be informed of the current status of the system and should not be left in the dark about any actions that could have negative effects on them.
- Give the user input as soon as you can—ideally right away.
- Foster open and constant communication to increase trust.

2.2.2 Match Between the System and the Real World

Instead of using internal jargon, use terms, expressions, and ideas that the user is familiar with. Observe norms from the real world and arrange the material in a logical and natural arrangement.(Nielsen, 1994)

The design strategy you choose will mostly depend on your target audience. Even terms, ideas, iconography, and visuals that make perfect sense to you and your colleagues could be foreign or unclear to your consumers.

Users are more likely to pick up on and retain the functionality of an interface when its controls are designed to reflect real-world conventions and correspond to desired outcomes—a process known as "natural mapping." This contributes to creating an intuitive experience.

2.2.3 User Control and Freedom

Users make mistakes when doing actions. They require a "emergency exit" that is clearly defined so they can abandon the undesirable action without going through a lengthy procedure.

People feel more free and confident when they can easily back out of a process or reverse an action. By using exits, users can maintain control of the system and prevent being stranded or dissatisfied.(Nielsen, 1994)

- Recommend Undo and Redo.
- Provide an obvious way to end the current conversation, such as a Cancel button.
- Ensure that the exit is easily identifiable and has a clear label.

2.2.4 Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

According to Jakob's Law, individuals use digital products other than yours for the majority of their time. Customers' expectations are shaped by their interactions with those other products.

Users may have to learn more if consistency is not maintained, which would add to their cognitive load.

- Improve learnability by maintaining both types of consistency: internal and external.
- Maintain consistency   within   a   single product   or   a   family   of products (internal consistency).
- Follow established industry conventions (external consistency).

2.2.5 Error Prevention

Although carefully designed error notifications hold significant value, the most optimal designs meticulously avert issues before they arise. Error-prone situations should be either removed or checked for, and users should be given the chance to confirm before proceeding.

Errors come in two varieties: slips and mistakes. Slips are unintentional mistakes brought on by distraction. When there is a discrepancy between the user's mental model and the design, mistakes are deliberate errors.(Nielsen, 1994)

2.2.6 Recognition Rather than Recall

Minimize the   user's   memory load   by   making   elements,   actions, and   options visible. Information shouldn't need to be remembered while navigating between different areas of the UI. When needed, information that is necessary to use the design (such as menu items or field labels) should be clearly visible or accessible.

People's short-term memory is limited. Users need to exert less cognitive effort while using interfaces that encourage recognition.

- Let people recognize information in the interface, rather than forcing them to remember ("recall") it.
- Offer help in context, instead of giving users a long tutorial to memorize.
- Reduce the information that users have to remember.

2.2.7 Flexibility and Efficiency of Use

To ensure that the design can accommodate both beginner and expert users, shortcuts that are concealed from novice users could streamline the interaction for the expert user. Permit users to customize repeating actions.

Flexible processes can be implemented in a variety of ways, allowing users to select the one that best suits their needs.

- Provide accelerators like keyboard shortcuts and touch gestures.
- Provide rationalization by tailoring content and functionality for individual users.
- Allow for customization, so users can make selections about how they want the product to work.

2.2.8 Aesthetic and Minimalist Design

Rarely needed or useless information shouldn't be present on interfaces. Each additional unit of information in an interface reduces the relative visibility of the pertinent units of information by competing with them.(Nielsen, 1994)

This heuristic only asks you to make sure that the content and visual design remain focused on what matters most. It does not require you to employ a flat style. Make sure the interface's visual components complemen the user's main objectives.

2.2.9 Help Users Recognize, Diagnose, and Recover from Errors

Error messages should accurately describe the issue and offer a workable solution.
To aid users in seeing and identifying these error signals, graphic treatments should also be applied to them.

- Avoid using technical jargon and instead explain what went wrong to users using language they can understand.
- Provide users with a fix, such as a shortcut that can fix the issue right away.

- Use traditional error-message visuals, like bold, red text.

2.2.10 Help and Documentation

The system should function optimally if no further explanation is required. Nonetheless, it can be required to include documentation to assist customers in comprehending how to finish their jobs.(Nielsen, 1994)

Assistance and records Content ought to be task-specific and simple to search. Write it simply and include a list of specific actions must be taken.

- Make sure it's simple to search the help documentation.
- Present the documentation in context whenever feasible, at the exact moment the user needs it.
- List specific actions that need to be taken.

Chapter 3: METHODOLOGY
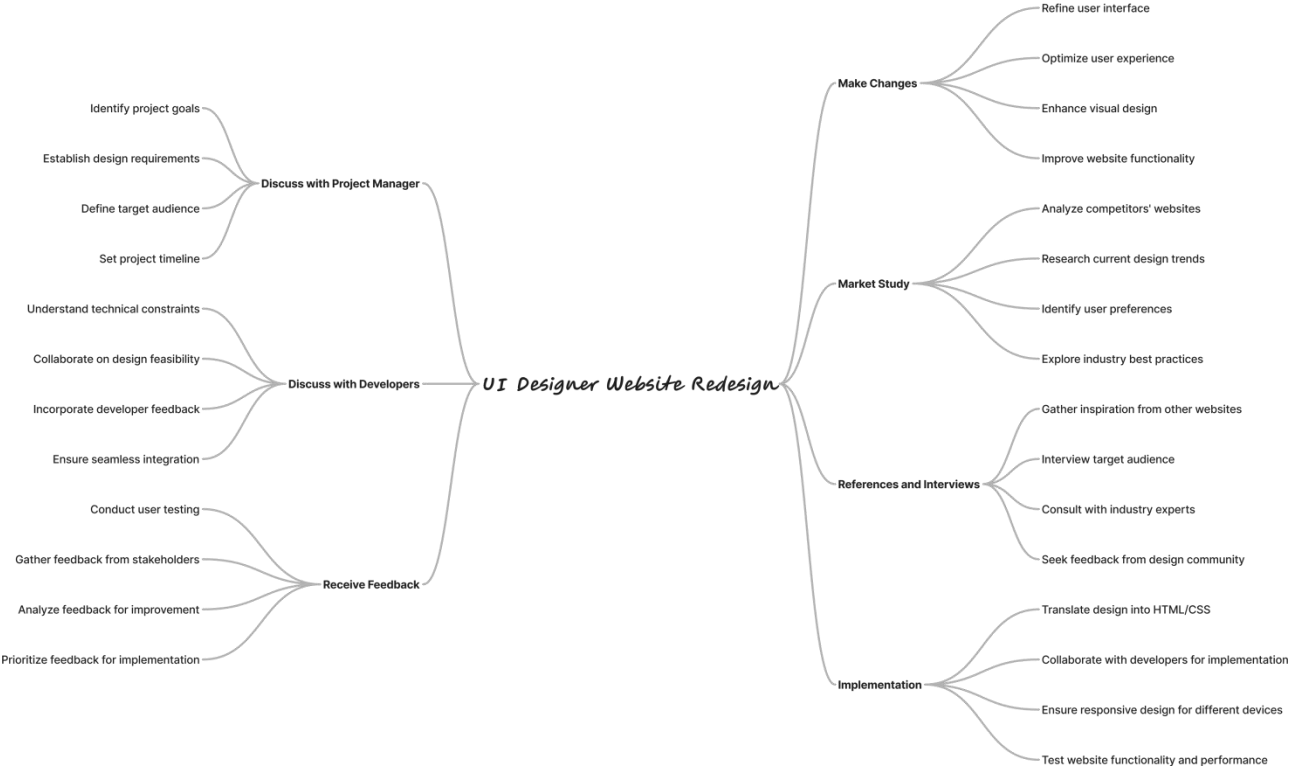
Figure 8 work flow for design, Source: author

This methodological approach demonstrates an organized process for redesigning a website, starting with market research and preliminary design iterations and ending with collaborative implementation with developers and project managers. The connected phases of the UX redesign process are visualized using a flowchart mind map approach, which emphasizes teamwork, incorporating input, and continual development to produce the best possible user experiences and project success.
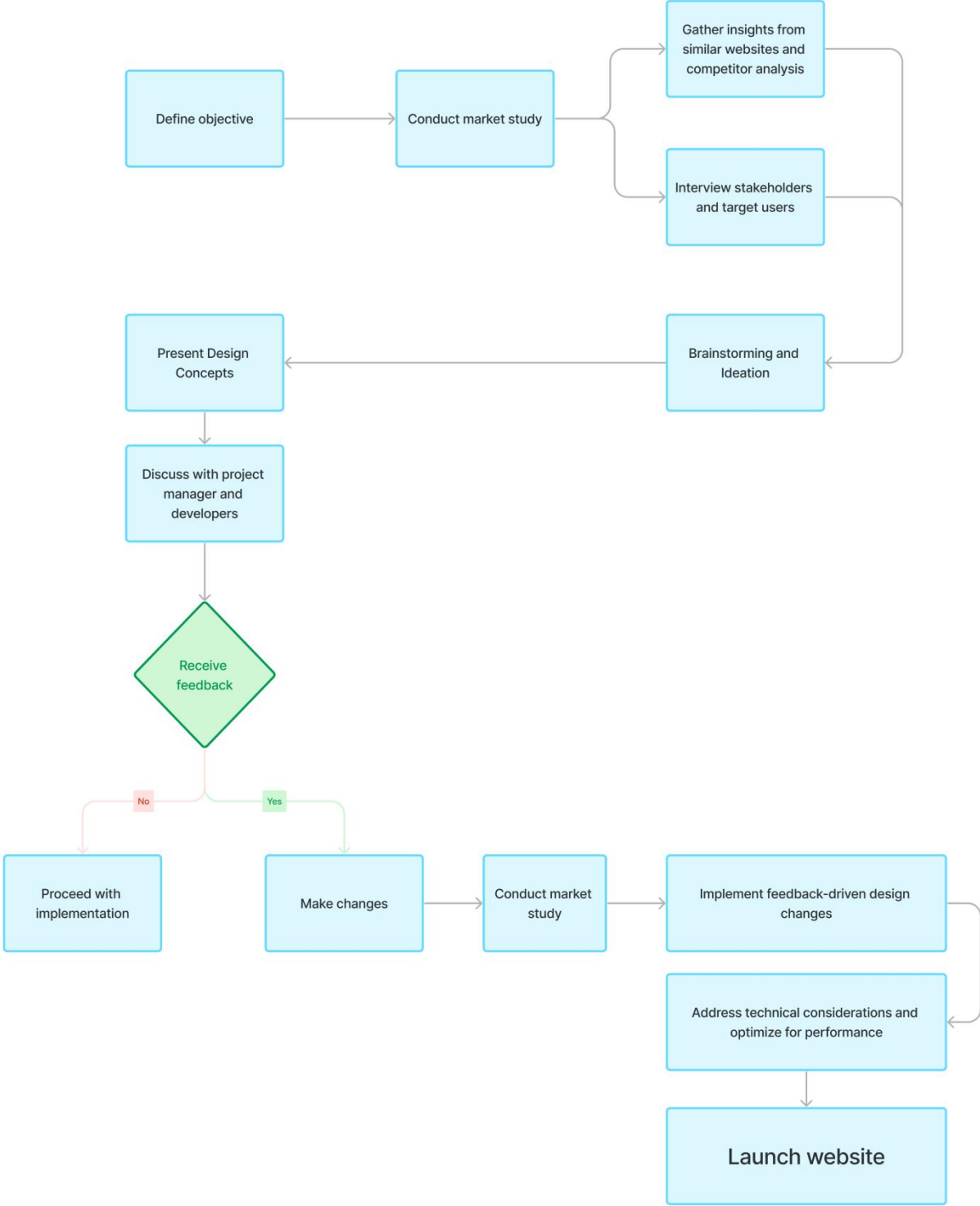
Figure 9:flow chart of methodology, Source: author

CHAPTER 4: REDESIGNING SEWA MITRA INTERFACES

4.1 Project Overview

Enhance user experience (UX) and usability of Sewa Mitra's e-commerce platform through interface redesign.

Problem statement

The current admin dashboard's poor UI design has serious usability issues that impact negatively on the user experience. Users become frustrated finding difficulty in the website's use and while navigating through the interface.

Objective

To redesign the dashboard by applying established design principles and UX laws to enhance usability, visual appeal, and overall user satisfaction. To Focus on improving the interface related issues that leads to frustrations and confusions among the users while performing any task.

4.2 Challenges Identified in Existing Designs

Usability Issues:
- Complex navigation and overload of information at a particular time leading to user confusion and frustrations.
- Lack of consistency in the page layout and in the design elements across different pages.
- Lack of clear call-to-action buttons and intuitive user flows.

Visual Design Inconsistencies:
- Poor contrast and color choices as well as lack of visual hierarchy affecting readability.
- Ineffective use of white space leading to cluttered design.
- Lack of consistency in terms of typography and iconography.

Functional Limitations:

- Limited mobile responsiveness.

- Tiresome booking process with unnecessary steps and form fields.

- Lack of feedback mechanisms for user actions and status updates.

4.3 MY ROLE
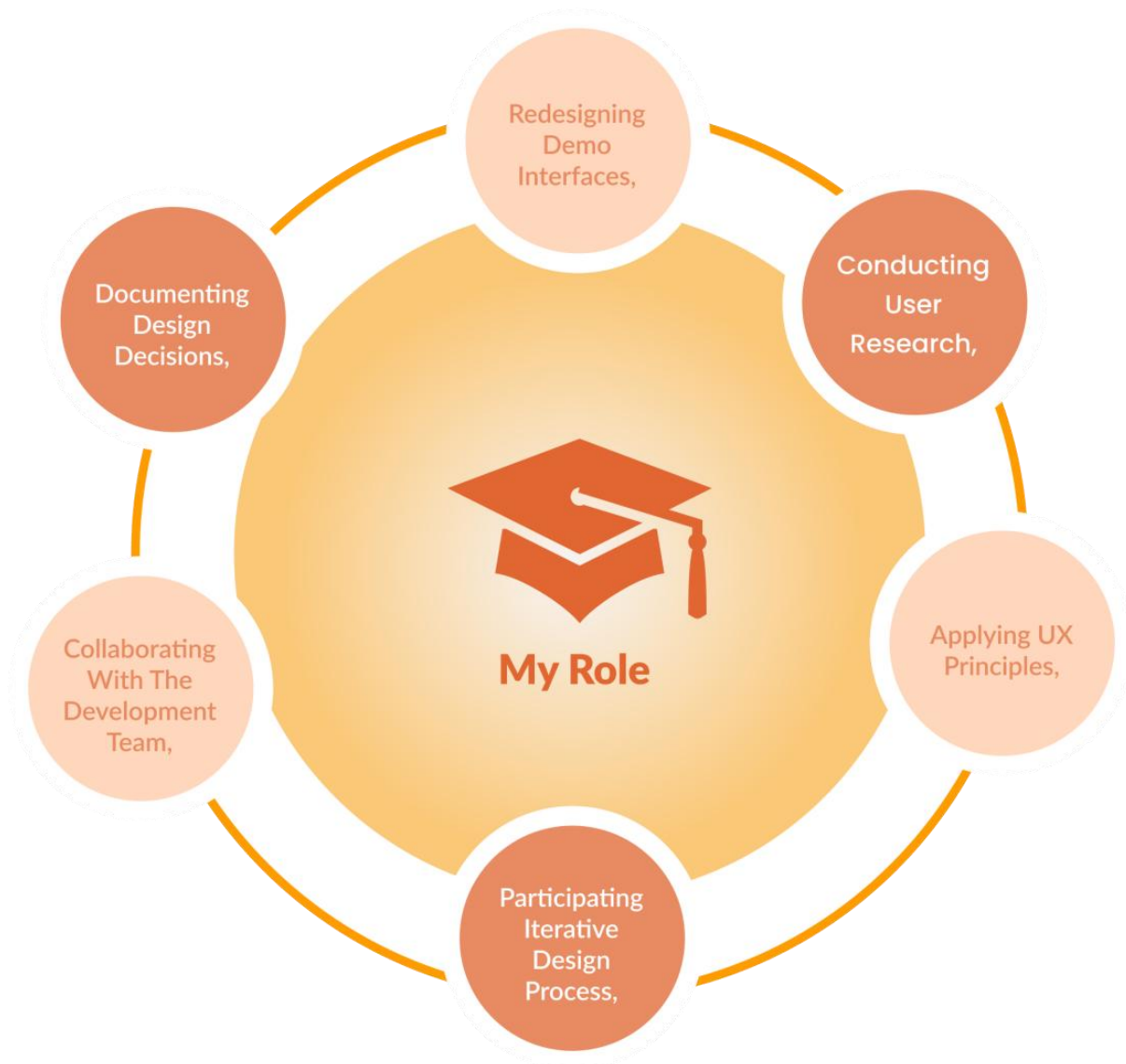
Figure 10: My role, Source:Author

4.4 TASK 1: Redesigning Sewa Mitra Interfaces

4.4.1 Problems Identified

I. Problems Identified In Registration Form

Problems Identified

- No visibility of system status
- Variation in input field sizes creates inconsistency and disrupts visual harmony.
- Users struggle to distinguish between primary, secondary, and tertiary information
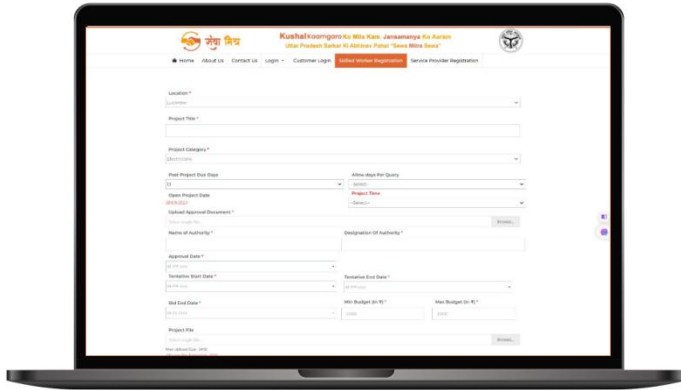
Figure 11: Old registration form design

II. Problems Identified In Dashboard Screen
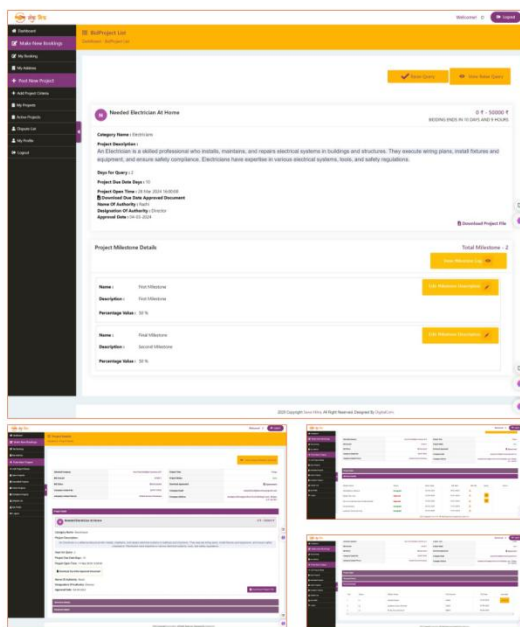
Problems Identified

- Inconsistent Button Sizes
- Cluttered layouts overwhelm users with excessive information, diminishing the dashboard's usability and effectiveness.
- lack of consistency in terms spacing and fonts
- low contrast in the CTA leading to elements diminished readability

Figure 12: Old dashboard design

4.4.2 Insights from secondary Research
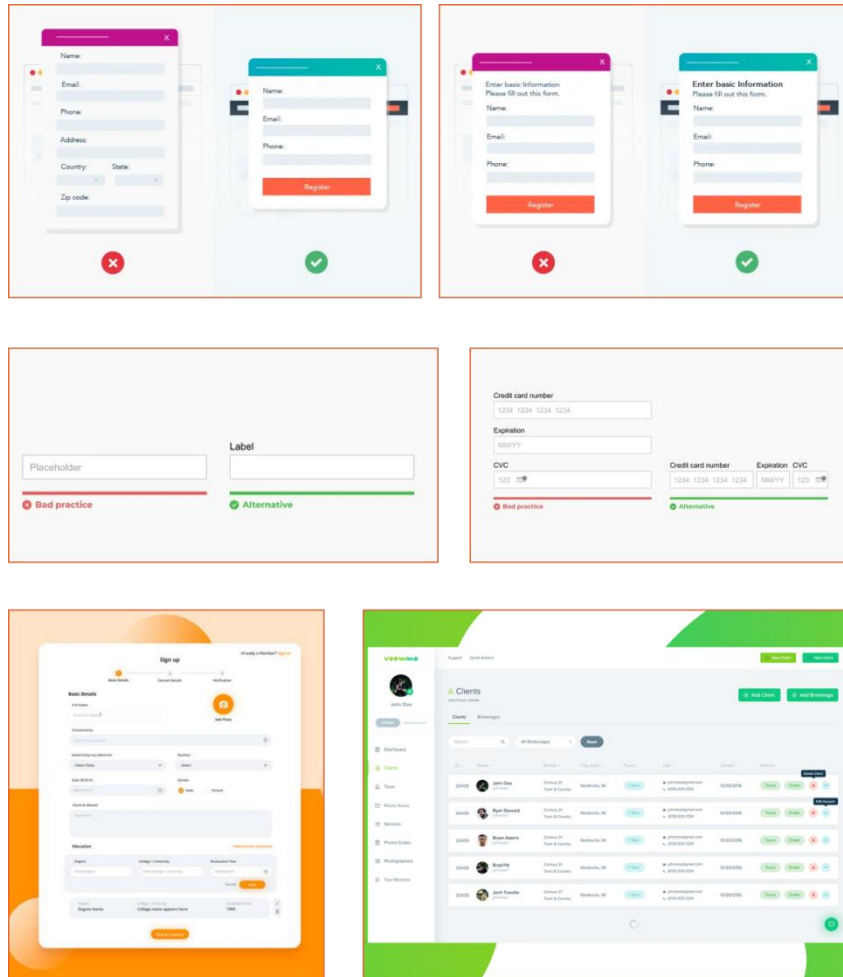
Figure 13: Reference screenshot from different e-commerce platforms

I. Be Simple and Straightforward:

Make the fields direct and keep the description straight forward for users to understand what information to input easily.

II. Arrange Form Fields from Easiest to Hardest:

The form fields should be arranged such that the easy fields are arranged in the beginning so the users don't back out and complete the form till the end.

III. Clearly Title the Form:

Form title should be very clear so its easy to understand just by reading what informstion is needed.

IV. Avoid Placeholders as Labels:

Use labels along with placeholders so that the text of the placeholder do not dissapear after the form is filled to keep the users aware of what they are filling.

V. Match Field Length and Structure to Intended Input:

Customize the size and format of the fields as per the information that needs to be filled so that it hints the user of the kind of information that needs to be put in.It will help users and reduce the cognitive load on them.

VI. Fields That Logically Go Together Should Be Inline:

Group together similar fields in form for the ease of user and give them a sense of achievement when one section is completed and form doesn't seem repeated.

VII.Differentiate Primary from Secondary Actions:

Separate the primary buttons from the secondary button by the means of contrast, shape, size and font. This will allow the users to focus on the important information.

VIII. Be Consistent with Labeling:

Consistency reduces confusion and improves the usability of the interface.

IX. Labels Should Be Placed in Vertical Order for Ease of Eye Movement:

Positioning the labels above the field helps the user in maintaining the eye movement and leaves no space for confusion. There is a to to bottom flow that is maintained while filling the form.

By keeping these guidelines in mind, forms can be made more user-centric and intuitive, which boosts usability and elevates the user experience as a whole. Forms can be made as user-friendly

and effective as possible by designers by emphasizing clarity, simplicity, and logical arrangement.

4.4.3 Insights Analysis

Theme 1: Consistency

Consistency in UI design enhances user familiarity, reduces cognitive load, and fosters a cohesive and intuitive user experience.
Maintaining consistency establishes visual patterns that guide user interactions, promoting usability and reinforcing brand identity.

Theme 2: Simplistic Design

Simplistic design promotes clarity and ease of use, reducing user confusion and enhancing engagement with the interface.
By stripping away complexity, simplistic design prioritizes essential elements, delivering a focused and intuitive user experience.

Theme 3: Jacob's Law

Jacob's Law emphasizes using familiar design patterns in user interfaces to make them easier for people to use. By following this principle, designers can create interfaces that feel natural and intuitive, reducing the need for users to learn new ways of interacting with the software.

Figure 14: 3 major themes drived out of the analysis, Source: Author

3 Web Design Principles

Clear

Is your website clear and easy to understand at a glance?

On brand

Does your website portray a consistent brand image?

Actionable

Is it optimized for conversions? Does it call for an action?
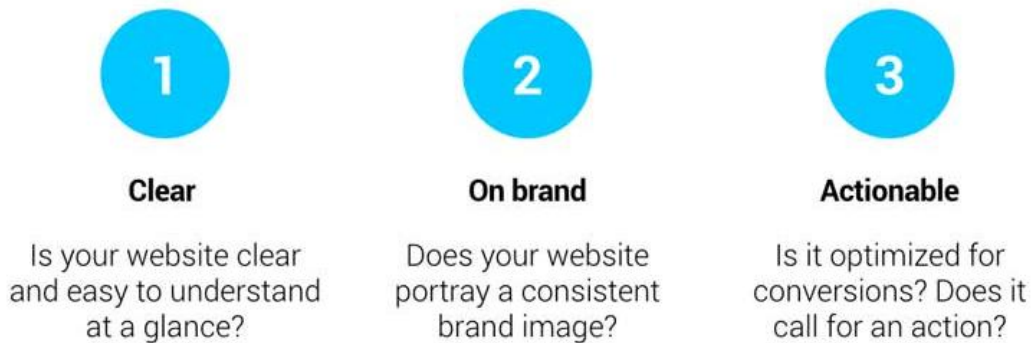
Figure 15: Web design principle, Source: ebagdesign

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4.4.4 Style guide

Created a thorough style guide to resolve concerns with consistency and maintain a uniform and harmonious look across all interface pages. This style guide maintains consistency and provides clarity to the users for the interface design by providing basic guidelines that need to be used while designing any component.
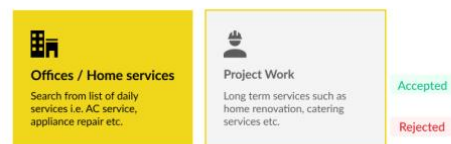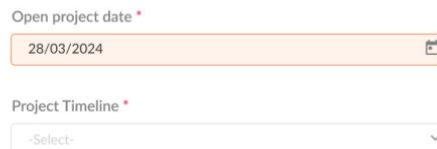
Figure 16 Style guide, Source Author

- Specified primary, secondary, and accent colors with hex codes.
- Determined typography guidelines including fonts, sizes, and styles for headings, & body text.
- Designed the reusable UI components such as buttons, form fields, cards, and navigation bars.
- Established proper guidelines for iconography style, size, and usage.

This style guide is supposed to be a good collaborative resource for designers, developers, and stakeholders to collaborate on final selected designs. It will help promote consistency in design decisions, and enhance the overall user experience of the product.

4.4.5 Ideation and design iterations
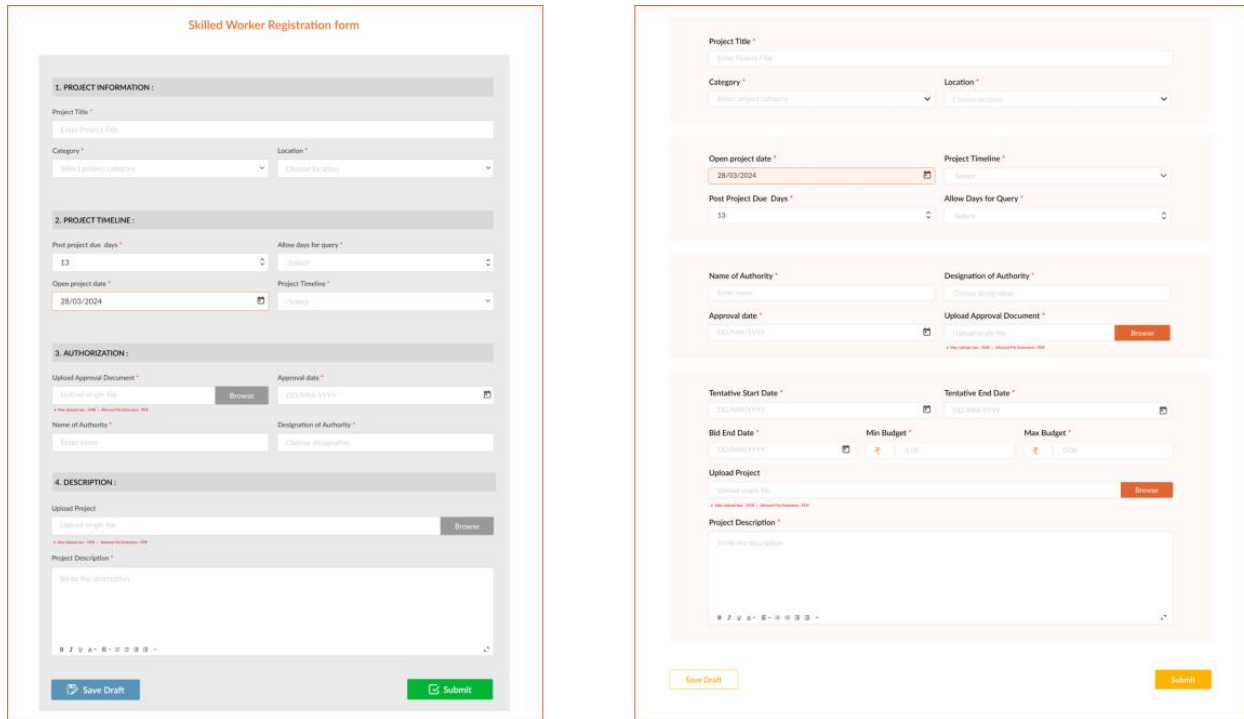
Figure 17: Design iterations , Source: Author

Created various iterations for each design page and discussed the design issues with developers and product managers. Utilized the various insights collected from secondary data and incorporated it into the design. Finally discussed with the team and made changes as per their requirements.

- Adhered to the design laws and heuristics. Maintaining consistency hierarchy and good usability throughout the design,.
- Corrected color contrast issues to enhance readability and accessibility.making sure text is legible and contrast fits best with the accessibility to the users.
- Designed to make the pages more intuitive and user-friendly.
- Also Improved the visual styling of fields for better usability and clarity.

4.4.6 Final Redesign

I.   Redesign of the registration form

Figure 18: New redesign of the registration form

- Streamlined the user interface by eliminating extraneous components.
- Make use of visual hierarchy strategies to draw attention to important details.

- • Maintained uniformity across the registration form in terms of button styles, form field layouts, and error messages.
- Used placeholder text and descriptive descriptions to help users navigate through each form field.

II. Redesign Of The Dashboard
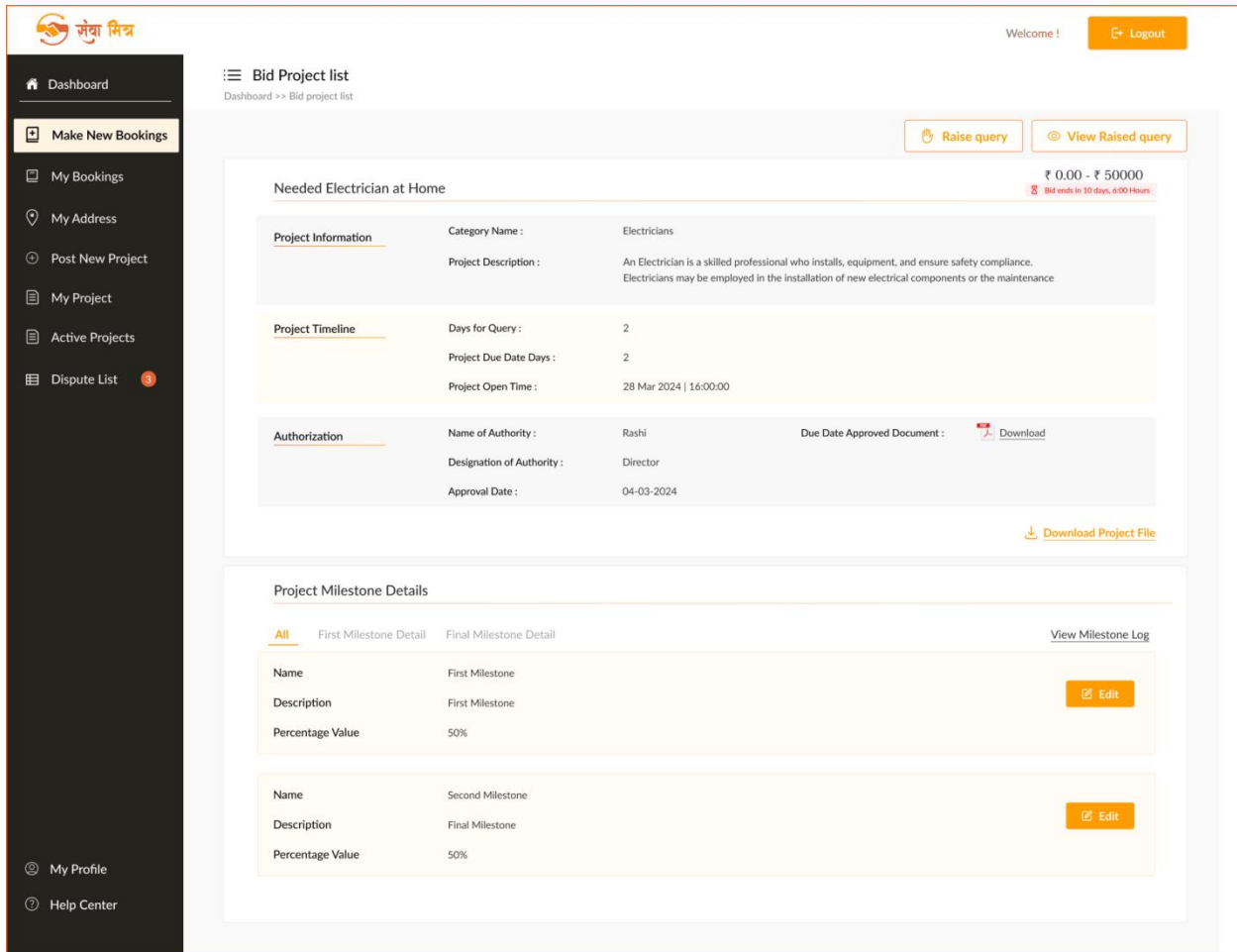
Figure 19: New redesigned dashboard for the admin

Proposed Improvements

- Maintained consistency in design elements, such as button styles.
- Grouped relevant data.
- Used the law of proximity to define groups.
- Used some color contrast to highlight the information.

Figure 20: Figure 19: New redesigned sections (a) Project Details

Figure 21: (b) Technical Details

Figure 22: (c) Financial Details

Proposed Improvements

- Distinguishable primary and secondary buttons.

- Provided a Clear system status

- Used a Minimalist design

- Consistent colors throughout the page

- Hierarchy in fonts to highlight important information.

- Used relevant colors to highlight the relevant data.

- Used visual hierarchy techniques to emphasize critical information, such as deadlines, milestones, or projects status.

III. Redesign Form-II

Figure 23: Dummy screen for the invoice form

Figure 24: Redesigned invoice form

Proposed Improvements

- Simplified Navigation: The Invoice was made into a more efficient, intuitive, and user-friendly interface by methodically addressing the UI issues and implementing user-centered design principles throughout the redesign process.

- Prioritized Fields: To draw users in and promote completion, the most important fields are positioned at the front of the form. Non-essential fields were either left out completely or moved to the end.

4.5 TASK 2: Service Website Redesign

4.5.1 Problems identified
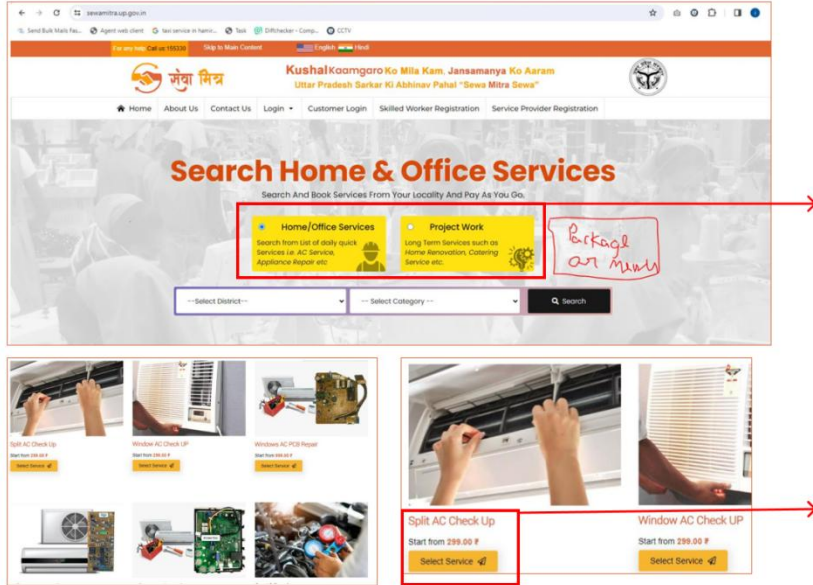
Problems identified:

- Color scheme causing frustration or confusion.
- Use of extremely bold or distracting fonts that may overshadow other page elements.

- Lack of hierarchy
- Lack of breathing room between elements that Affect the overall readability.
- Recognition rather than recall

Figure 25: Problems identified in the home page
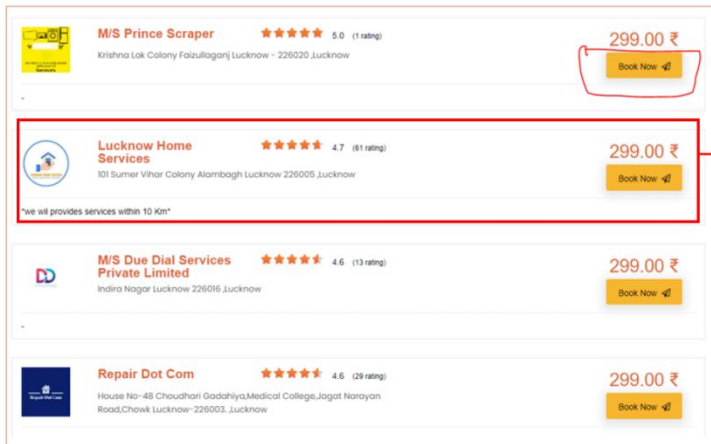
Problems identified:

- Bad color choice with low color contrast.
- Lack of Motivation for Selection
- Undefined Specialization leading to uncertainty and hesitation in decision-making

Figure 26: Problems identified in the company list page

In summary, the company list exhibits lack of attraction in motivating user selection, it lacks in defining specialization and maintaining the UI quality, and highlighting relevant information. Addressing these issues is crucial to enhance user engagement, informed decision-making by the users, and improve the overall usability of the platform.

4.5.2 Persona of the user

Neha Patel is a busy marketing manager who lives in Mumbai. She works long hours and often finds it challenging to balance her professional and personal life. As a result, Neha relies on convenient services to help manage her household tasks and errands.

Goals and Needs:

Convenience: Neha seeks easy home services without searching for providers.
Time-saving: She values quick, hassle-free bookings and service appointments.
Trustworthiness: Neha wants reliable, vetted service providers with good reviews.
Value for Money: Transparent pricing and competitive rates matter to her.
User-friendly Experience: She prefers intuitive platforms for seamless bookings.

Challenges:

Time Constraints: Neha needs a platform that simplifies finding reliable home services quickly due to her busy schedule.
Trust Issues: She's cautious due to past negative experiences and seeks reassurance about the trustworthiness and quality of services.
Pricing Transparency: Neha seeks clear pricing to avoid unexpected costs and make informed decisions.

Name: Neha Patel
Age: 32
Gender: Female
Occupation: Marketing Manager
Location: Mumbai

4.4.8 Redesigned website screens
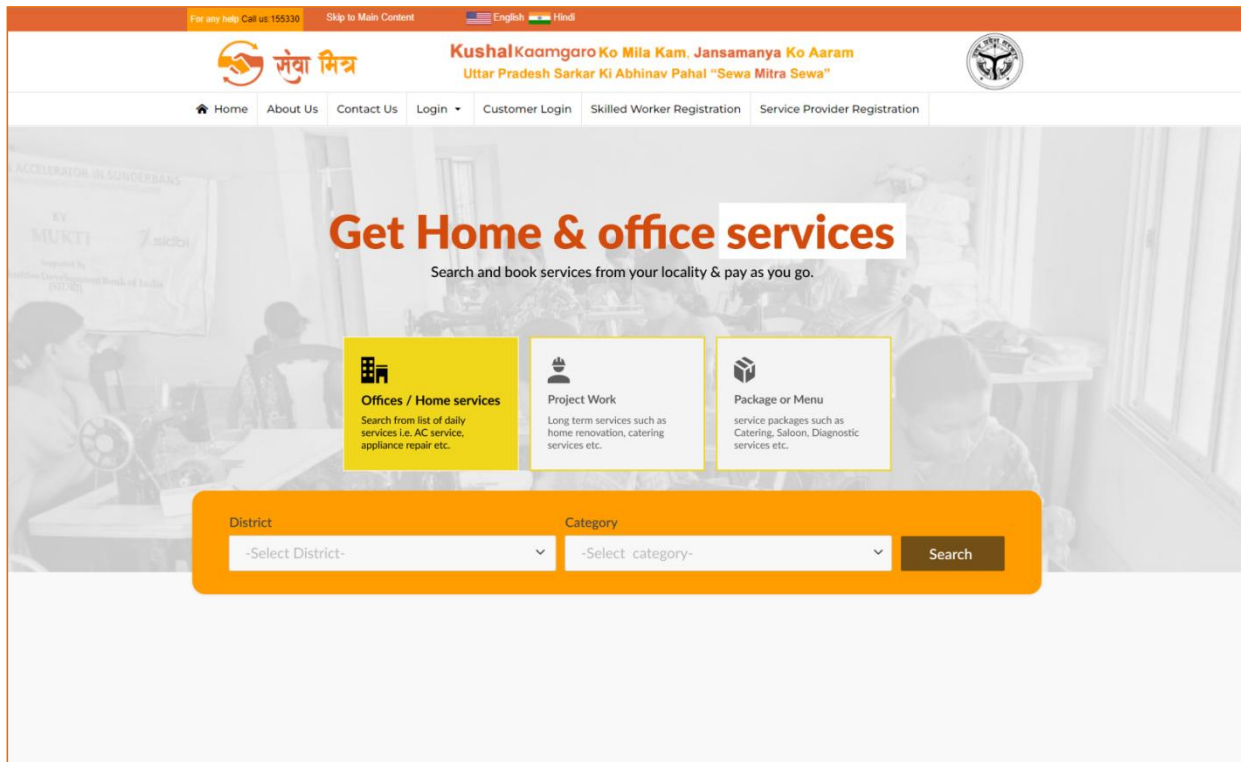
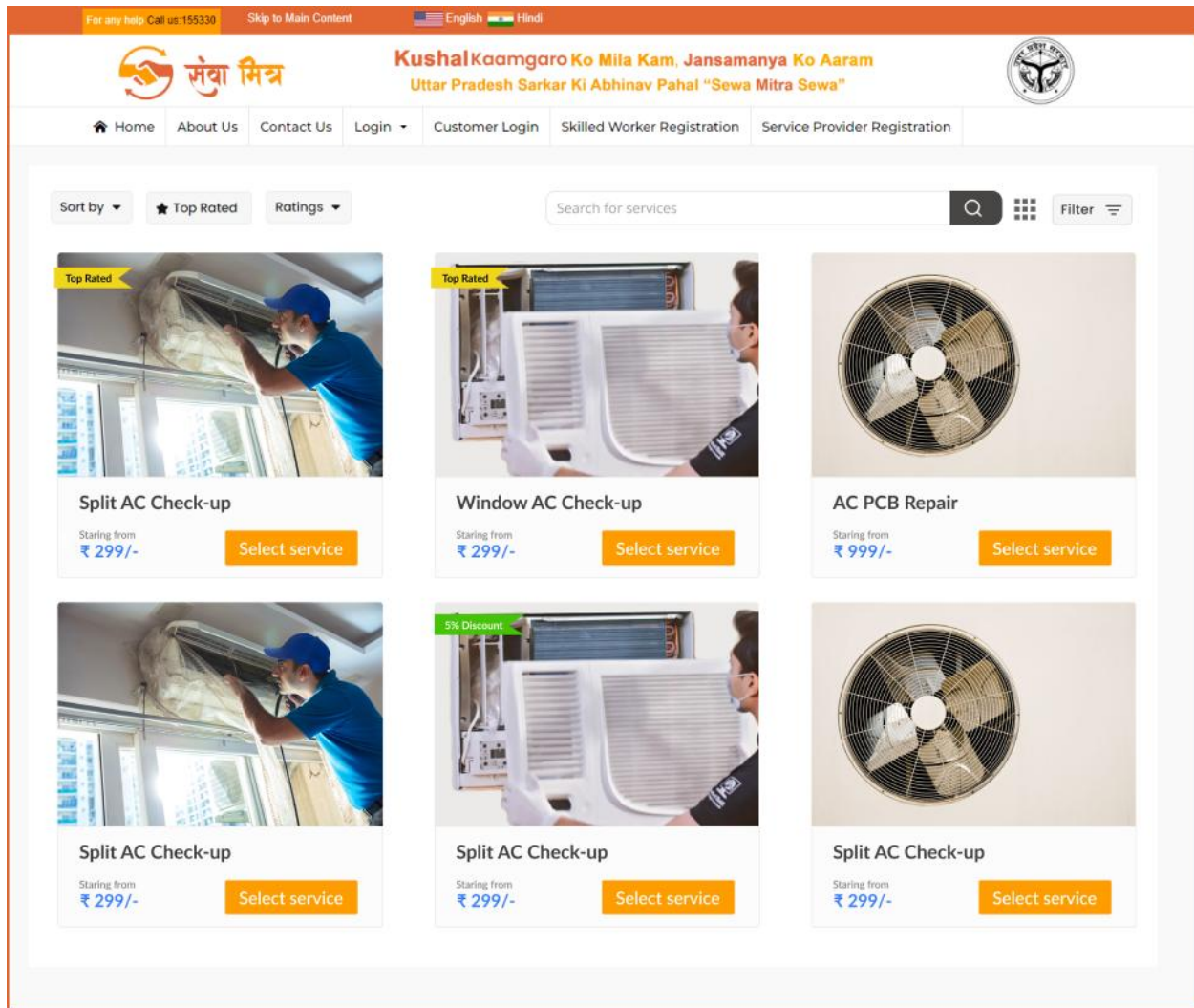*Figure 27: New proposed design for the home page*

Figure 28: New proposed design for the company list page

- Utilizing Ratings for Persuasion:
- Incorporated ratings or reviews strategically to influence the selection of companies or services.
- incorporated social proof and user feedback to guide decision-making and enhance user confidence in company selection.
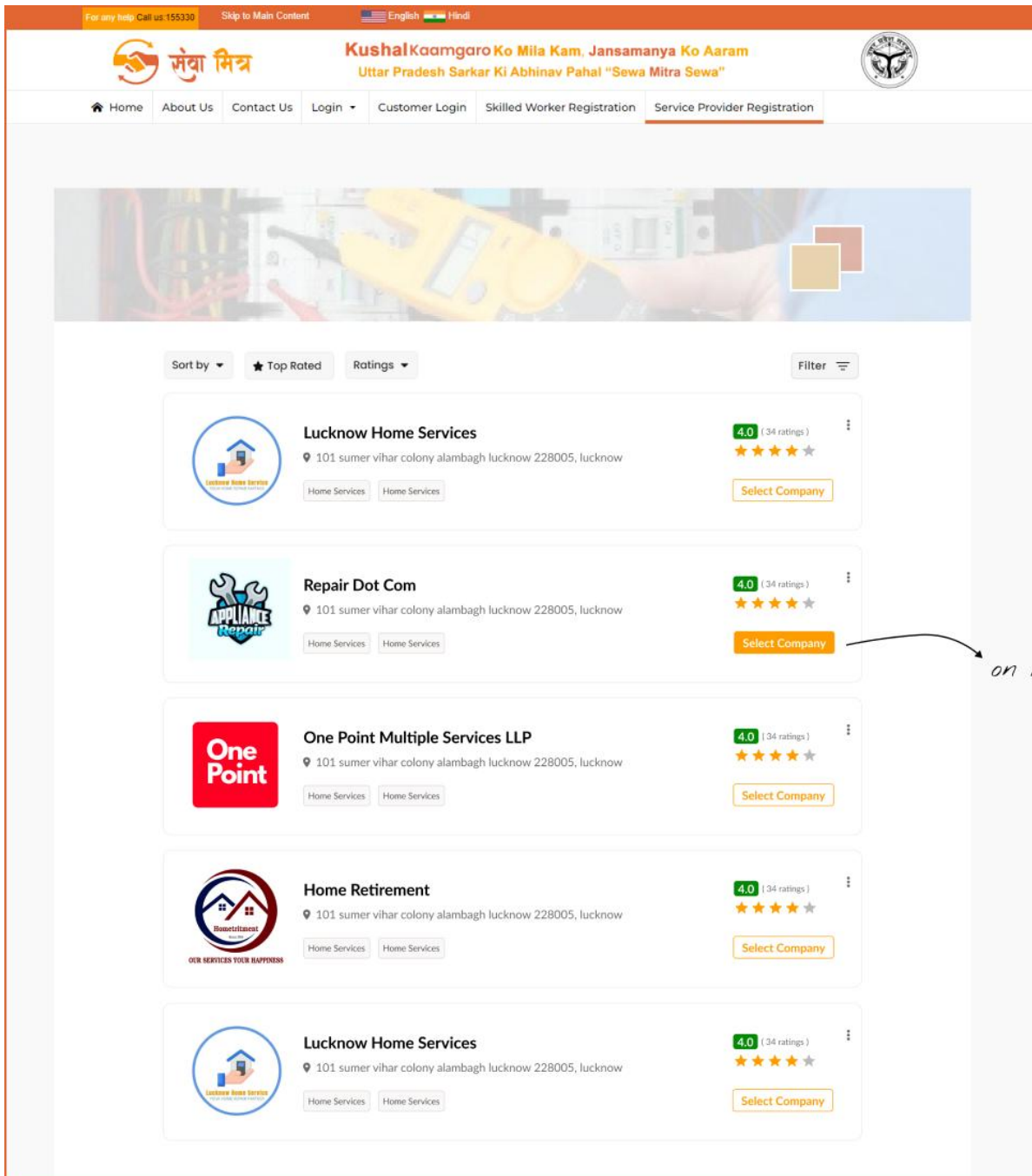
Figure 29:New proposed design for the company list page-2

- Incorporated ratings or reviews strategically to influence the selection of companies or services.

- Incorporated social proof and user feedback to guide decision-making and enhance user confidence in company selection.

Including features such as filtering and sorting to assist consumers in reducing the number of options they choose depending on particular parameters like geography, reviews, or services provided. As a result, the user has more control and less cognitive strain when selecting from the list.

4.6 Task 3: Designing a package pop up

4.6.1 Need statement

Need an additional pop-up design for editing package details that enhances user interaction and streamlines the process of modifying package information.

4.6.2 Reference study
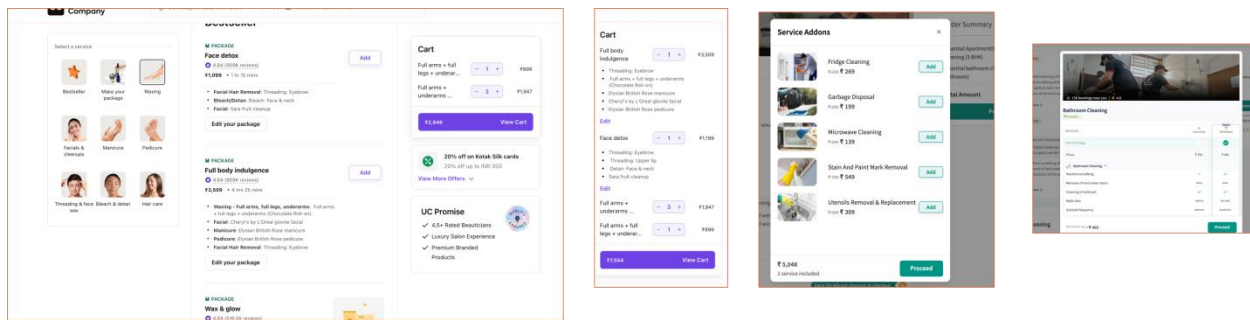
Figure 30: References taken for the pop up design study

Designing an effective pop-up for editing package details requires careful consideration of user interaction and usability principles.

Objectives and Scope:

The pop-up is designed to allow users to edit specific details of packages efficiently. It focuses on providing a seamless editing experience for users in their package selection.

Insights

- User Preferences: Comprehensive user research identified shared preferences for package customization, emphasizing the necessity for clear pop-ups.

- Noted few effective features, such as the ability to add choices and view the overall sum in the checkout process.
- Clear and conspicuous checkout buttons that display package details were seen advantagious while designing.
- CTAs need to be made to stand out and get the focus of the visitors to complete the necessary actions by using captivating language and contrasting colors.
- Personalized marketing messages, content suggestions, and product recommendations based on the interests and preferences of each individual user were also an add on feature seen on various platforms.

4.6.3 Low fidelity wire frame
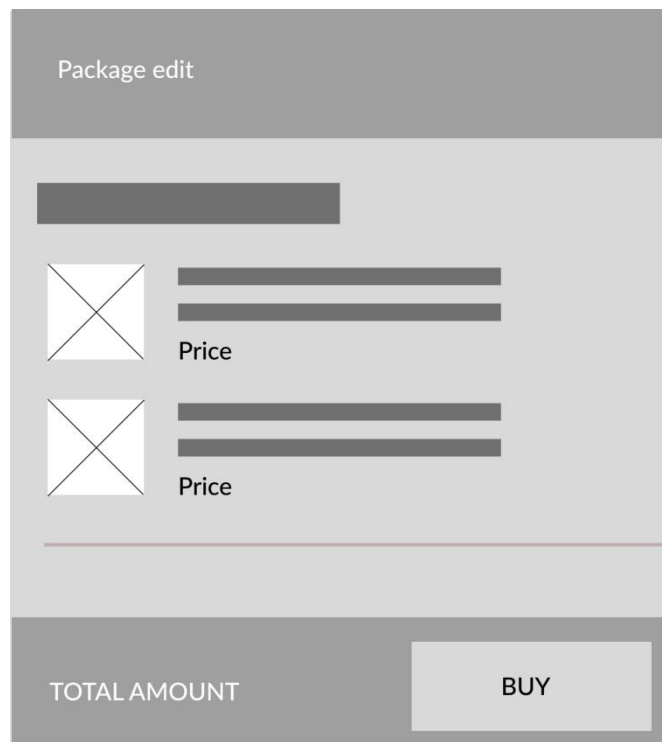
Figure 31: Low fidelity wire-frame for pop-up

- Made a low fidelity wire-frame for the needed pop up design for package
- Importance was given to the checkout button and the pricing of each service keeping in mind the insights collected from the reference study of similar designs.

- Since amount plays an important role in the making of the package it was clearly mentioned.

4.6.4 Iterations
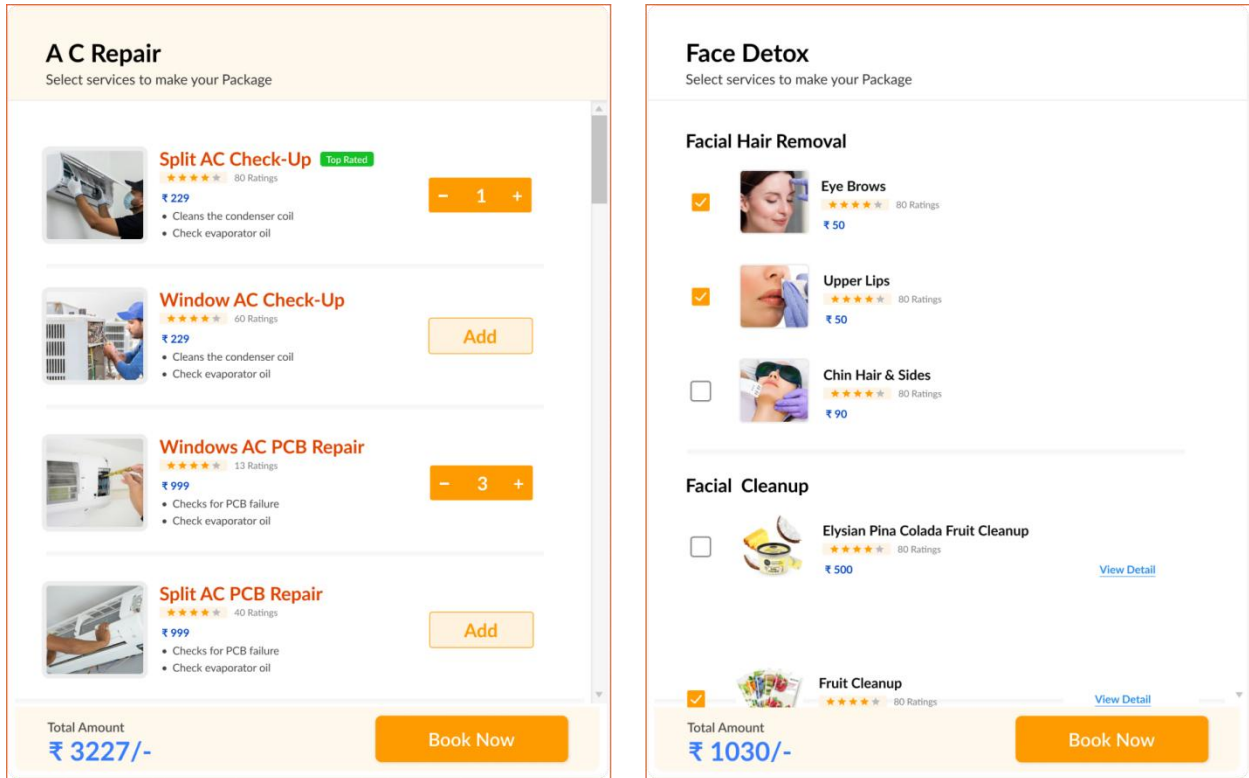
Figure 32: Iterations of pop up design

Created various iterations for pop up design and discussed the design issues with developers and product managers. Utilized the various insights collected from secondary data as well as reference study and incorporated it into the design. Finally discussed with the team and made changes as per their requirements.

- Adhered to the design laws and heuristics. Maintaining consistency hierarchy and good usability throughout the design,.
- Corrected color contrast issues to enhance readability and accessibility.making sure text is legible and contrast fits best with the accessibility to the users.
- Designed to make the pop-up more intuitive and user-friendly.

4.6.5 Final design
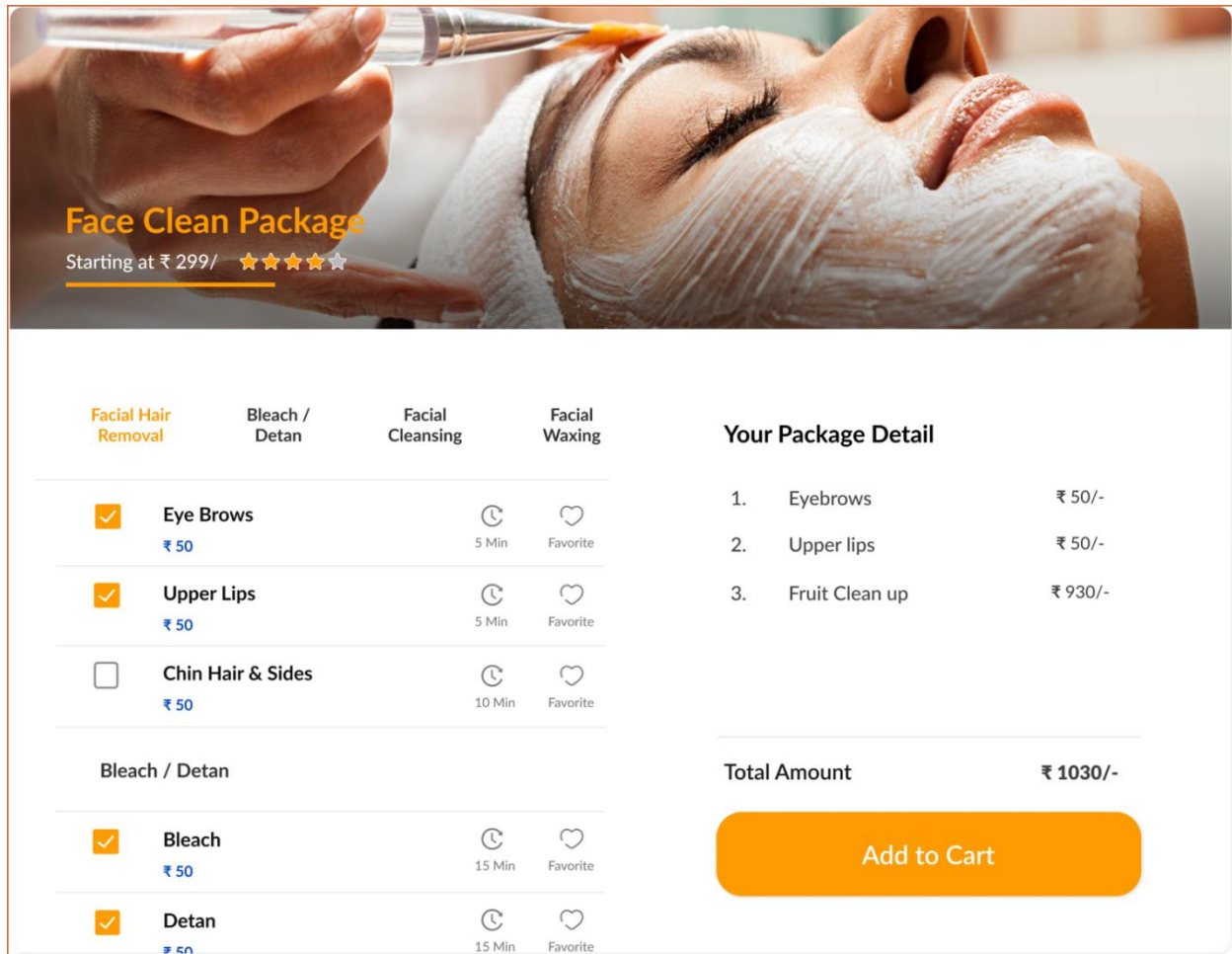
Figure 33: Final design of the Package pop up

Key Features of the designed pop-up feature:

- Clear Layout: a need layout was maintained so the information is clearly visible to the users.
- Familiar UI Patterns: similar patterns was used in the design following the jacobs law principle and to reduce the cognitive load on the users.
- Visual Cues: Interactive elements within the pop-up is provided and icons used to make the user experience better.
- Trust signals: incorporating customer reviews to build trust among the users. This building confidence in the brand.
- Used compelling language and contrasting colors to make CTA's stand out and which encourages users to take the desired actions,

CHAPTER 7. CONCLUSION

The interface re-design of the Sava Mitra platform resulted in a significant improvement in the overall User experience of the platform . The usability findings and the various iterations that were done after getting feedback validated the effectiveness of the new design. This Redesign is expected to achieve better user attention increased conversion rate of the users as well as enhanced brand reputation. After this Redesign, it is still important to continuously monitor and do the required improvement based on the user feedback loop.

This study emphasizes the importance of UX design in enhancing digital platforms such as Seva Mitra the e-commerce platform. User-centric design principles can increase the user's satisfaction on the platform and improve user retention ultimately benefiting the business.
It also gives a competitive advantage providing a positive brand reputation that bills customer loyalty towards the platform.

To further in hands the platform certain actionable recommendations are proposed as below:

- Gather use of feedback regularly to identify the areas for improvement.
- Design a comprehensive design system that can standardize the various components of the style and provide guidelines for maintaining visual consistency throughout the platform.
- Keep in mind the mobile responsiveness of the website.
- Prioritize user needs in making any design decision and collecting all the necessary data-driven insights and user feedback from the platform.
- Collaboration between the designer developer project manager and the various stakeholders is very crucial to achieving the business goal.

By implementing the above recommendations Seva Mitra can prove to be a user-friendly and intuitive website convenient for the users to use and book the services in return helping the platform to continuously grow and help it build its name in the service industry.

CHAPTER 8. REFERENCES

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APPENDICES

I.   Offer Letter

Digital Corn

Directorate of Training & Employment, 5th Floor,
New Building, Guru Govind Singh Marg
Lalkuan, Lucknow - 226001

8957850006   care@digitalcorn.com   www.digitalcorn.com

Ref : DC/NOI/2102/017   *Date* : 29th Jan 2024

Internship Offer for Yusra Fatima Ahmad

Dear Yusra,

I am pleased to confirm your internship as UI/UX intern at Digital Corn Your duties and assignments for this position will be to assist in the designing of the I.T.I portal. The internship is scheduled to begin on 01st Feb'2024 for the period of Six months.

If you have any questions, please feel free to contact me.

For DIGITAL CORN

Authorised Signatory

Mansi Gupta
Manager Human Resource
Digital Corn

Regt. Add: C-25, C Block, Sector 58, Noida, Uttar Pradesh 201301

II. Plagiarism Report