

U.P. eDistrict

Portal Re-design

Case Study

by Ankit Kumar



Challenge

The challenge basically was to redesign the UP e-district portal website. The goal was to improve the user experience on the current website so that the new version becomes more accessible, user-friendly, and aesthetically pleasing.

Project constraints

The constraint was that this is a government website and users have a fixed mental model for government websites. It was important not to make too many extreme makeovers or changes so that the trust remains intact, and users do not have to relearn how to use the website.

Role

✓ UI/UX Designer

Project Duration

✓ 2 Days [16th March-18th March]

eDistrict Current Design

The screenshot displays the eDistrict Uttar Pradesh website interface. At the top, there is a navigation bar with the eDistrict logo and various login and service options. The main content area features a central graphic with a laptop and icons representing different services, accompanied by text in Hindi. Below this, there are two columns of information: 'Status of top five districts / services based on today's application' with a bar chart and a donut chart, and 'eDistrict: Introduction' with a text block. The bottom section includes 'Top News', 'Other services', and 'Important Downloads'.

हिन्दी +A A -A Sitemap Screen Reader Skip To Main Content

eDistrict Login Citizen Login (eSathi) GAV Registration SSDG Login

Services Service Center Progress Monitoring Recharge Wallet Dept. Integration Contact Us Service Dashboard Grievance Dashboard

Save

उत्तर प्रदेश ई - डिस्ट्रिक्ट परियोजना

जनहित गारंटी अधिनियम उत्तर प्रदेश

- Automated 200+ G2C Services Notified Under Janhit Guarantee Act, UP
- 260+ G2C Services of 34 Departments Are Available On eDistrict Portal

उत्तर प्रदेश ऑनलाइन सिंगल विंडो सिस्टम देने वाले शीर्ष ५ राज्यों में शामिल

उत्तर प्रदेश राज्य में जनहित गारंटी अधिनियम - २०११ आच्छादित ऑनलाइन शासकीय सेवाये

Government of Uttar Pradesh | NIC National Informatics Centre | Digital India Power To Empower

Application Status Certificate Verification

Status of top five districts / services based on today's application

Last Updated: 16/03/2023 03:40:03

1.12K 560 1.08K 1.04K 898 1.21K 1.37K

अलमोड़ा नालपुर गोरखपुर जौनपुर प्रयागराज

Last Updated: 16/03/2023 03:40:03

Caste Domicile Handicap Income Solvency

eDistrict: Introduction

eDistrict UP intend to provide Government services to citizens through Citizen Service Centers(CSC) for minimizing effort and time to provide prompt and effective services to the public.Services from different departments are brought under one umbrella at one place.Government of UP has implemented the project in all the 75 districts across the state.Some of the services are also made available through online portal.It utilizes backend computerization to enable the delivery of services and ensures transparency for effective and efficient delivery of services.The entire online application is developed and being technically coordinated by National Informatics Centre UP State Unit.The certificates issued through eDistrict is also integrated with Digital Locker, a pioneer scheme from Government Of India.

Top News

- Three Services of Geology and Mining Department are integrated and available on Authorised Centers..
- eDistrict Portal- Service Dashboard

Other services

- Tehsil/Villages Directories
- eDistrict Government Orders D.O.
- Commissioner & District Magistrate List
- CSC 3.0 Opening Manual / Instructions **NEW**
- Online R.T.I.

Important Downloads

- eSathi U.P. Mobile App (Ver 3.1)
- Click here for Covid-19 Vaccination Registration(Only for CSCs)
- eSathi F.A.Q.
- eDistrict F.A.Q.

Hindi English

Home Services Downloads Dashboard Feedback Contact Us

Application Status

Certificate verification

Project

Government services to citizens
Centers(CSC) for minimizing effort and time
effective services to the public.Services from
brought under one umbrella at one place.

Search services

eDISTRICT

DigiLocker

india.gov.in

Digital India

OpenGov

About Us
Sitemap
FAQs

Accessibility Statement
Privacy Policy
Hyper Linking Policy

Copyright Policy
Terms and Conditions
Disclaimer

Contact Us
Help

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TOP NEWS

- > Digi connect, Integrated digital locker platform with eDistrict was inaugurated by [read more >](#)
- > eDistrict is the first project in

POPULAR SERVICES

- Ration Certificate
- Caste Certificate
- Domicile Certificate

OTHER SERVICES

- + Tehsil/Village Directory
- + eDistrict Govt Order/DO
- + Commissioner & District Mgst. List
- + Online RTI
- + UP Info. commission
- + CS3 Opening Manual Instruction **New**
- + UP Janhit Guarantee Act
- + Employment Dept. **New**

All Services >

- > inaugurated by [read more >](#)
- > eDistrict is the first project in state integrated with [read more >](#)
- > New report added in SDM/ Tehsildar [read more >](#)
- > As per the guidelines of govt. of India, Go number [read more >](#)

- Dashboard >
- Service Centers >
- Program Monitoring >
- Recharge Wallet >
- Dept Integration >

Know more >

FAQs >

Goals

- ✓ To improve the user experience and website navigation
- ✓ Better educate the user about the services offered by eDistrict
- ✓ Enhance the Visual design with proper accessibility
- ✓ Decrease the cognitive load
- ✓ Increase the trust

Why is there a need to re-design?

The current website design is outdated and may not meet the needs of modern users. It may be challenging to navigate, unappealing, and it may not be designed with the user's needs in mind, leading to a confusing user experience and a lack of accessibility



Before starting the design,

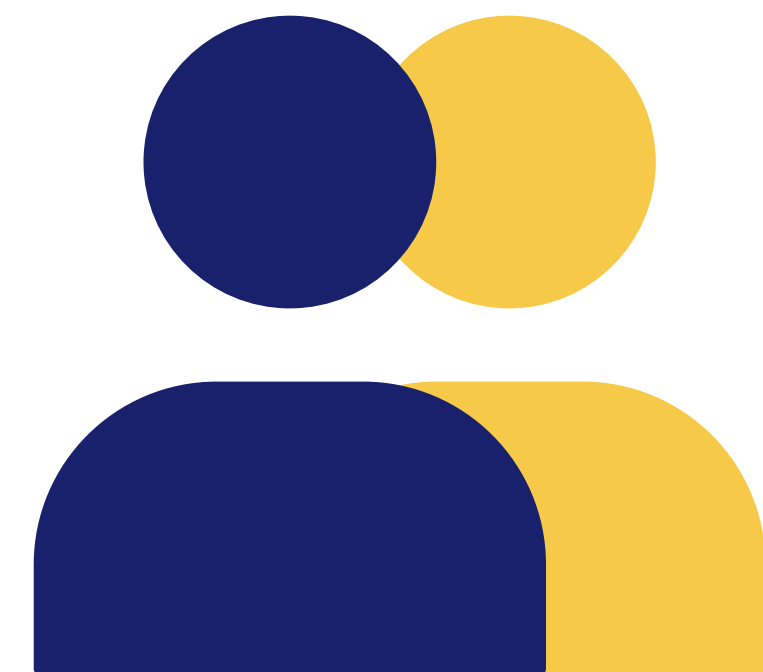
I needed to conduct user-centric research, which required me to understand the needs and problems of the target users. To do this, I first identified user segments.

Target users

- ✓ Citizens of UP from different backgrounds & professions.
- ✓ Primary Age 18+, secondary users can be students and young adults
- ✓ Users need services related to birth and death certificates, land records, pension schemes, scholarships

User segments

- ✓ Citizens
- ✓ Businesses



UX evaluation on the basic of Heuristic laws,

After understanding the current user behavior, I needed to evaluate the website portal. I analyzed and evaluated the user experience of the current e-district website based on Jakob Nielsen's heuristic criteria and drew insights to identify opportunities for UX improvements.

User control and freedom

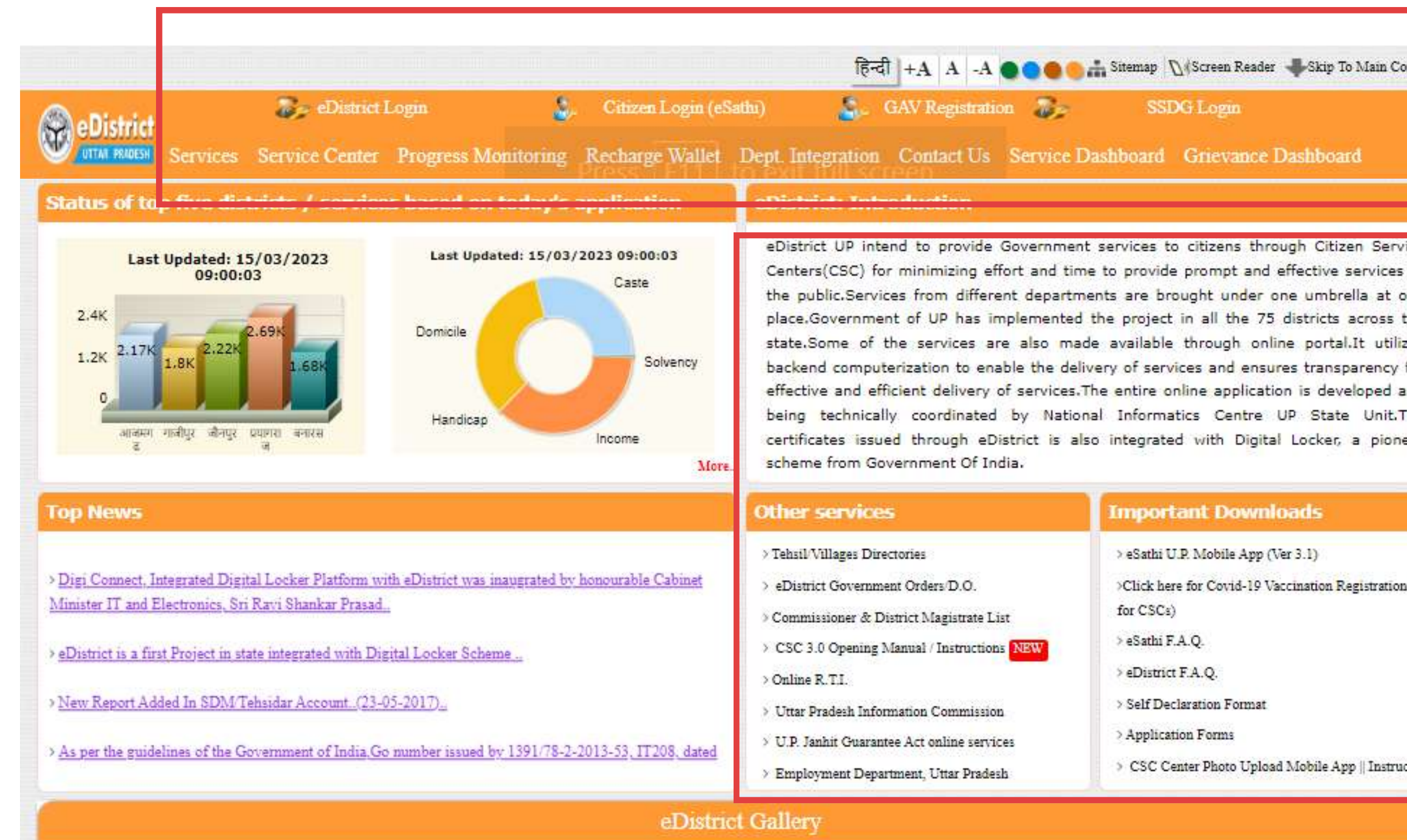


- Difficult to navigate, making it hard for users to find the information they need. Homepage lacks clear hierarchy and structure.
- No quick links in footer

Consistency and standards



- The website lacks consistency in terms of design and layout, and there are multiple design inconsistencies across homepage. eg, Typo, Color scheme, layouts and grids.



Recognition rather than recall

- ✘ Single SERVICE menu should consist of all the services rather than confusing the user with so many options in the navigation bar which adds up unnecessary cognitive load.

Based on users' mental models all the services can be grouped in one category




Aesthetic and Minimalist design

- ✘ Too much redundant information on the homepage

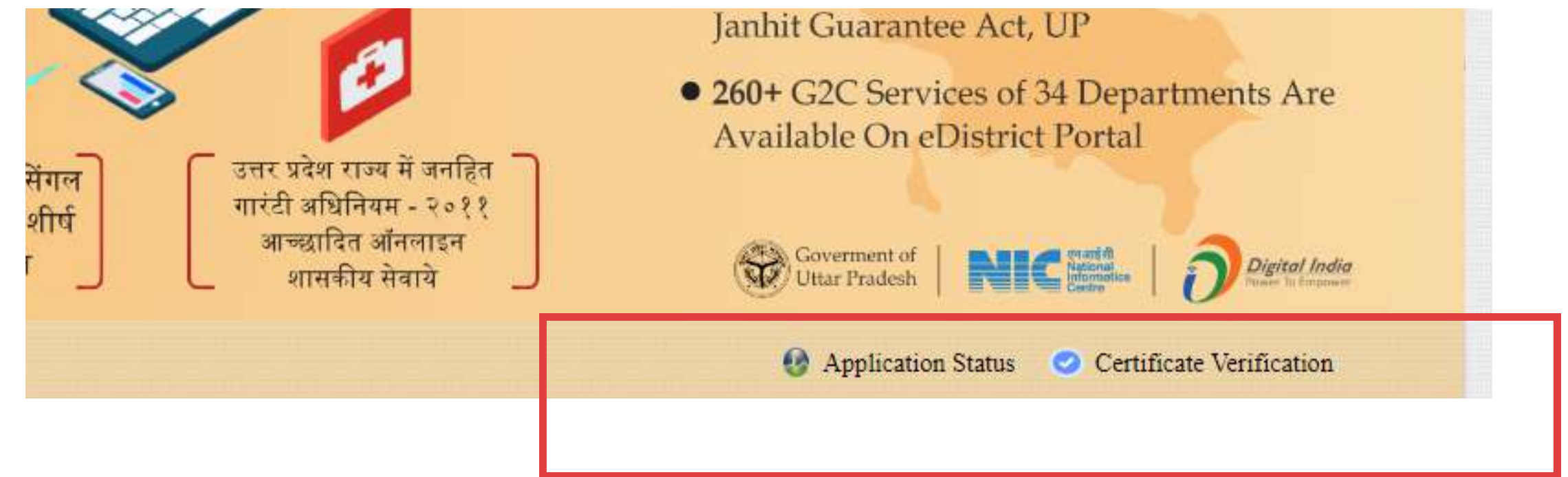
Complex UI structure with no delightful experience




Match between system & real world

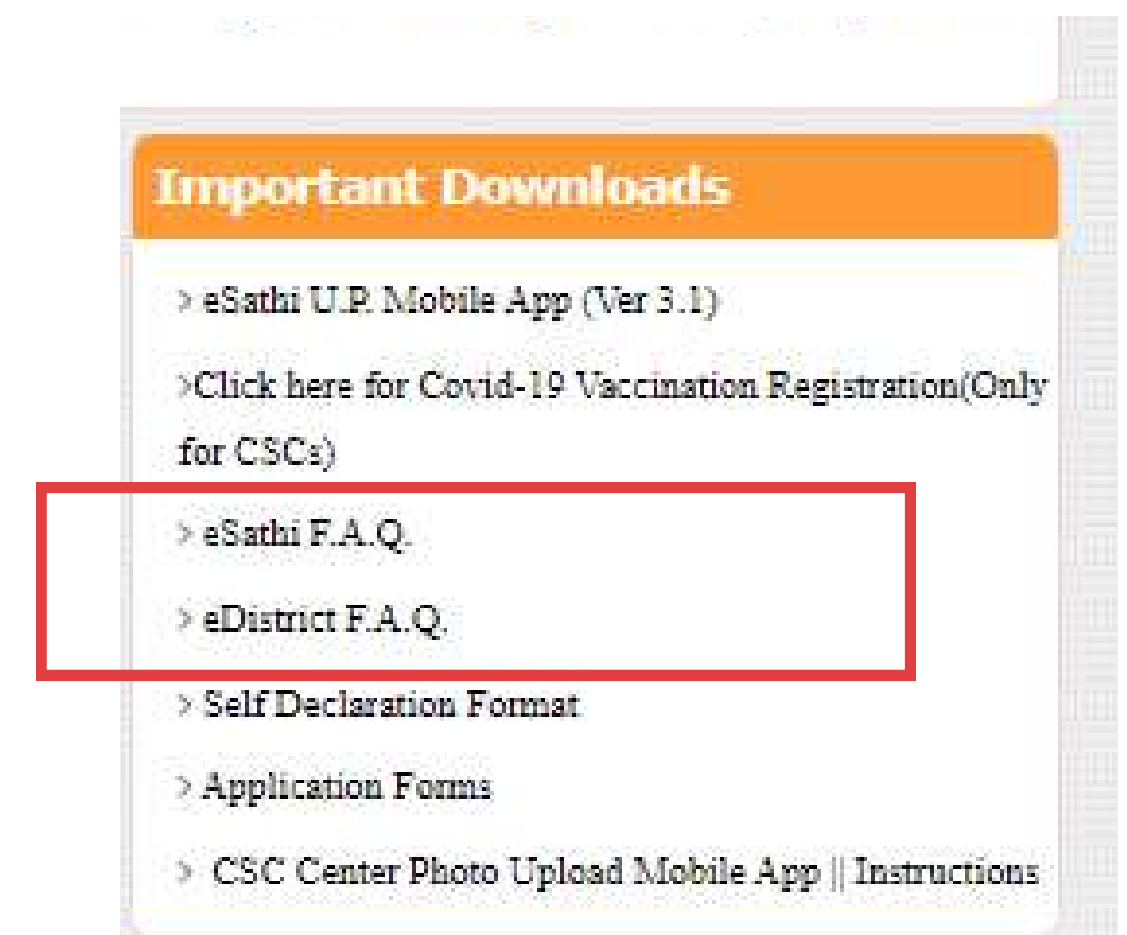
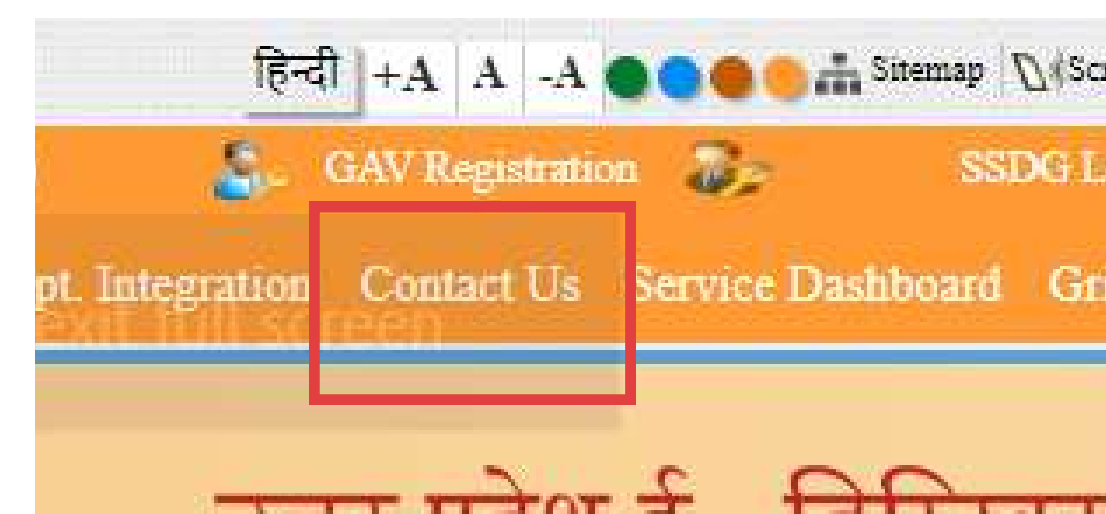
 CTA buttons (Application status and certificate status) interaction prompts are not easily recognisable.

No clear visual and interaction cues



Help and documentation

 The "Contact us" and "FAQs" section is present on the homepage and easily accessible.



Meet the users

Heuristic evaluation insights will help me improve the UX, but to understand how the website is actually working for real users and how users are feeling about it, I will need to base the decision on the users' needs. Then, I can provide UX solutions accordingly.



Vikrant is a small farmer who owns a small piece of land in a rural area of Uttar Pradesh. He wants to increase his agricultural productivity and yield by registering for government schemes and obtaining necessary licenses and permits.

Frustrations

- ✘ Lack of familiarity with online processes and government websites
- ✘ Confusing navigation

Goals

- ✔ To access government services and information easily through the eDistrict Uttar Pradesh website

What does Vicky says, feel and thinks about the eDistrict portal?

I asked Vicky to perform a simple task on the e-district website, and under moderated conditions, I observed him. Then, through empathy mapping, I was able to understand how Vicky reacted to the product during the task.

What he saw?

- ✓ Cluttered homepage with so many options
- ✓ Confusing navigation menus
- ✓ Inconsistent & poor use of visual elements

What he felt?

- ✓ Frustrated due to lack of hierarchy
- ✓ Can't find relevant service

What he thought?

- ✓ Dissatisfied with the design
- ✓ Why all govt. websites are so poor?

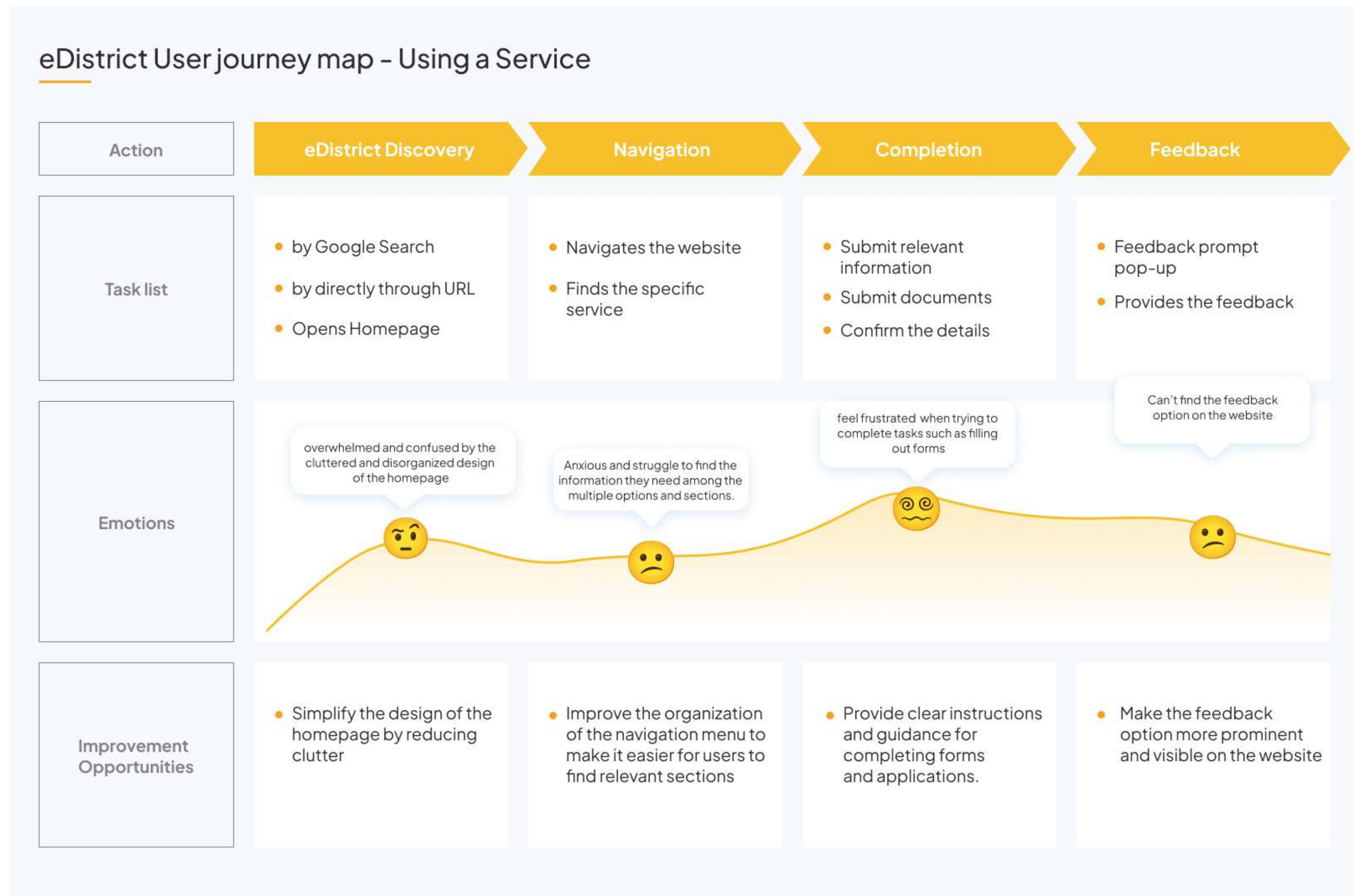
What he did?

- ✓ Successfully applied for the service after spending a good amount of time & efforts on the website.



Understanding the current behaviour

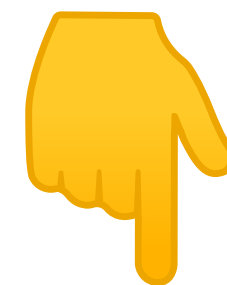
- Users of the eDistrict Uttar Pradesh website are goal-oriented and are usually looking for specific information related to government services and schemes, such as eligibility criteria, application procedures, and required documents.
- The majority of users may not have digital literacy.



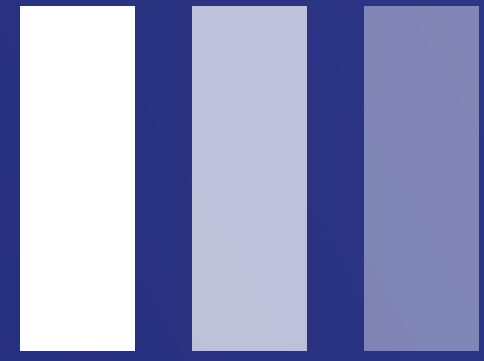
Visual Design Audit

After completing the UX research and based on user feedback, I arrived at the conclusion that there are numerous issues with the visual design of the e-district portal. To improve this, I had to conduct a design audit and combine its insights with my UX research to make it easier to define the problem statement.

So, I evaluated the eDistrict homepage on the basis of 6-pointers checklist of visual design principles and gathered the insights.



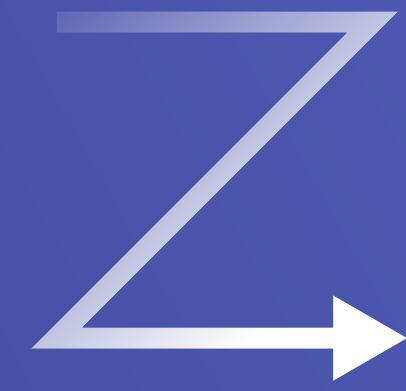
Audit Checklist



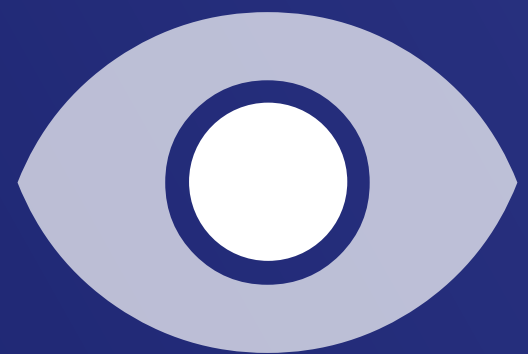
Consistency



Hierarchy



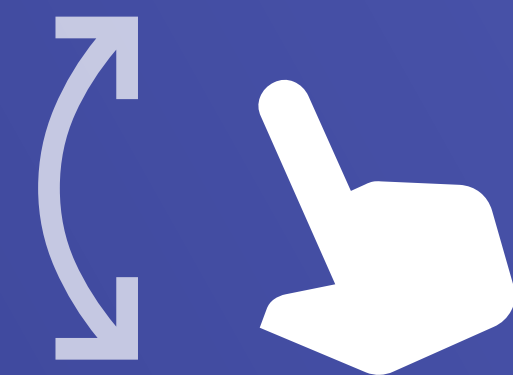
Navigation



Branding

UX

Usability



Accessibility

Audit insights

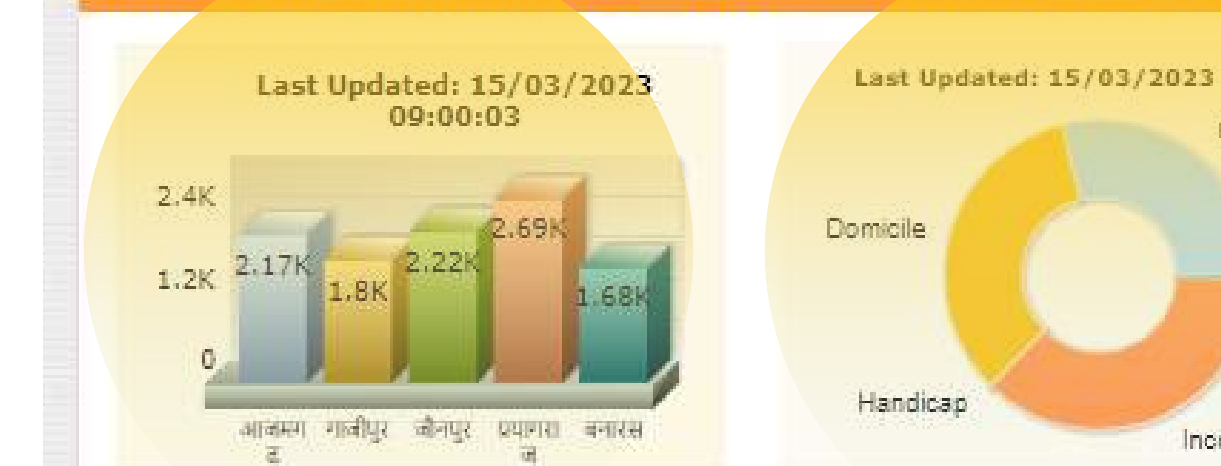


Poor Branding

- ✗ Distorted brand logo
- ✗ Heavy Ugly banner
- ✗ Inconsistent visuals & layout
- ✗ No iconography system found for visual cues.



Status of top five districts / services based on today's application



Top News



Lack of visual hierarchy

- ✗ No importance on "Services"
- ✗ Whitespace missing
- ✗ Navigation is not intuitive
- ✗ Text heavy homepage
- ✗ CTAs and interaction cues are not prominent

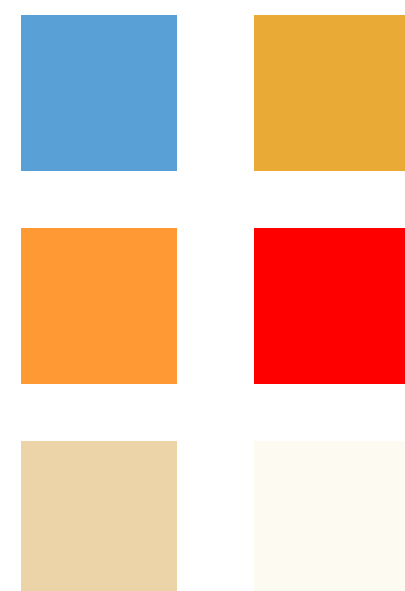




Absence of defined color scheme

- ✗ No defined color palette
- ✗ No primary/Secondary/Accent color choice to build visual hierarchy
- ✗ Color contrast issue
- ✗ WCAG guidelines not followed

Current color scheme



Random choices of colors used.

Poor color contrast, difficulty to find relevant information quickly



Different typeface or different sizes are used for every section making it difficult to build consistency and hierarchy



Inconsistent Typography

- ✗ No defined size and scaling
- ✗ More than 3 fonts have been used.
- ✗ Legibility issues due to compact and proximity of sections
- ✗ Lack of visual hierarchy

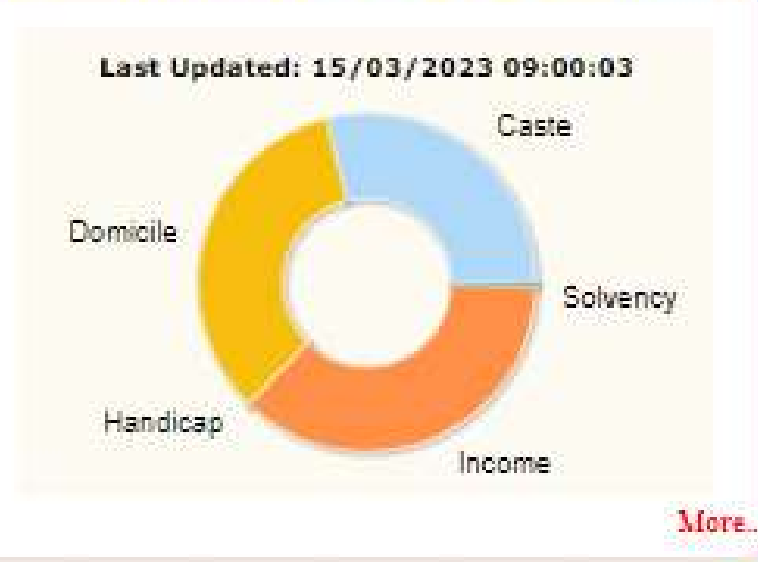
The screenshot displays the eDistrict UP website interface, which is criticized for inconsistent typography. The page is divided into several sections:

- Status of top five districts / services based on today's application:** This section contains two charts. The first is a 3D bar chart showing application counts for five districts: Almorava (2.17K), Gaziपुर (1.8K), Jhansi (2.22K), Prayagraj (2.69K), and Varanasi (1.68K). The second is a donut chart showing the distribution of services: Caste, Domicile, Handicap, Income, and Solvency.
- eDistrict: Introduction:** A text block describing the project's goal to provide government services through CSCs.
- Top News:** A list of news items with varying link styles and colors.
- Other services:** A list of service links, some with a 'NEW' badge.
- Important Downloads:** A list of downloadable resources.
- eDistrict Gallery:** A footer section.

The text 'Different typeface or different sizes are used for every section making it difficult to build consistency and hierarchy' is positioned above the screenshot, with an arrow pointing to the various font styles and sizes used throughout the page.

Services based on today's application

eDistrict: Introduction



eDistrict UP intend to provide Government services to citizens through Citizen Service Centers(CSC) for minimizing effort and time to provide prompt and effective services to the public. Services from different departments are brought under one umbrella at one place. Government of UP has implemented the project in all the 75 districts across the state. Some of the services are also made available through online portal. It utilizes backend computerization to enable the delivery of services and ensures transparency for effective and efficient delivery of services. The entire online application is developed and being technically coordinated by National Informatics Centre UP State Unit. The certificates issued through eDistrict is also integrated with Digital Locker, a pioneer scheme from Government Of India.

Other services

Important Downloads

with eDistrict was inaugurated by honourable Cabinet
Digital Locker Scheme ...
05-2017...
number issued by 1391/78-2-2013-53, IT208, dated

- > Tehsil/Villages Directories
- > eDistrict Government Orders D.O.
- > Commissioner & District Magistrate List
- > CSC 3.0 Opening Manual / Instructions **NEW**
- > Online R.T.I.
- > Uttar Pradesh Information Commission
- > U.P. Janhit Guarantee Act online services
- > Employment Department, Uttar Pradesh

- > eSathi U.P. Mobile App (Ver 3.1)
- > Click here for Covid-19 Vaccination Registration(Only for CSCs)
- > eSathi F.A.Q.
- > eDistrict F.A.Q.
- > Self Declaration Format
- > Application Forms
- > CSC Center Photo Upload Mobile App || Instructions

eDistrict Gallery



This introduction paragraph is not one of the user's priority needs and is taking up unnecessary homepage space. It can be placed within the 'About Us' tab instead.

Can't determine whether this is normal text or clickable interactive links.

This scroll-up button is fixed and not moving alongwith the screen. To access it, one would have to scroll all the way down to the bottom and click on it

Organizing the research data into insights and defining the core problems

After completing the research part, I now need to gather the researched data and organize it in an insightful way to identify common problems or pain points.

- ✔ The homepage lacks clear hierarchy and structure, making it difficult for users to quickly locate the information they are looking for
- ✔ The navigation menu is inconsistent and lacks clear labeling and organization
- ✔ Heuristic evaluation score **1/6** means bad UX

Understanding the user needs?

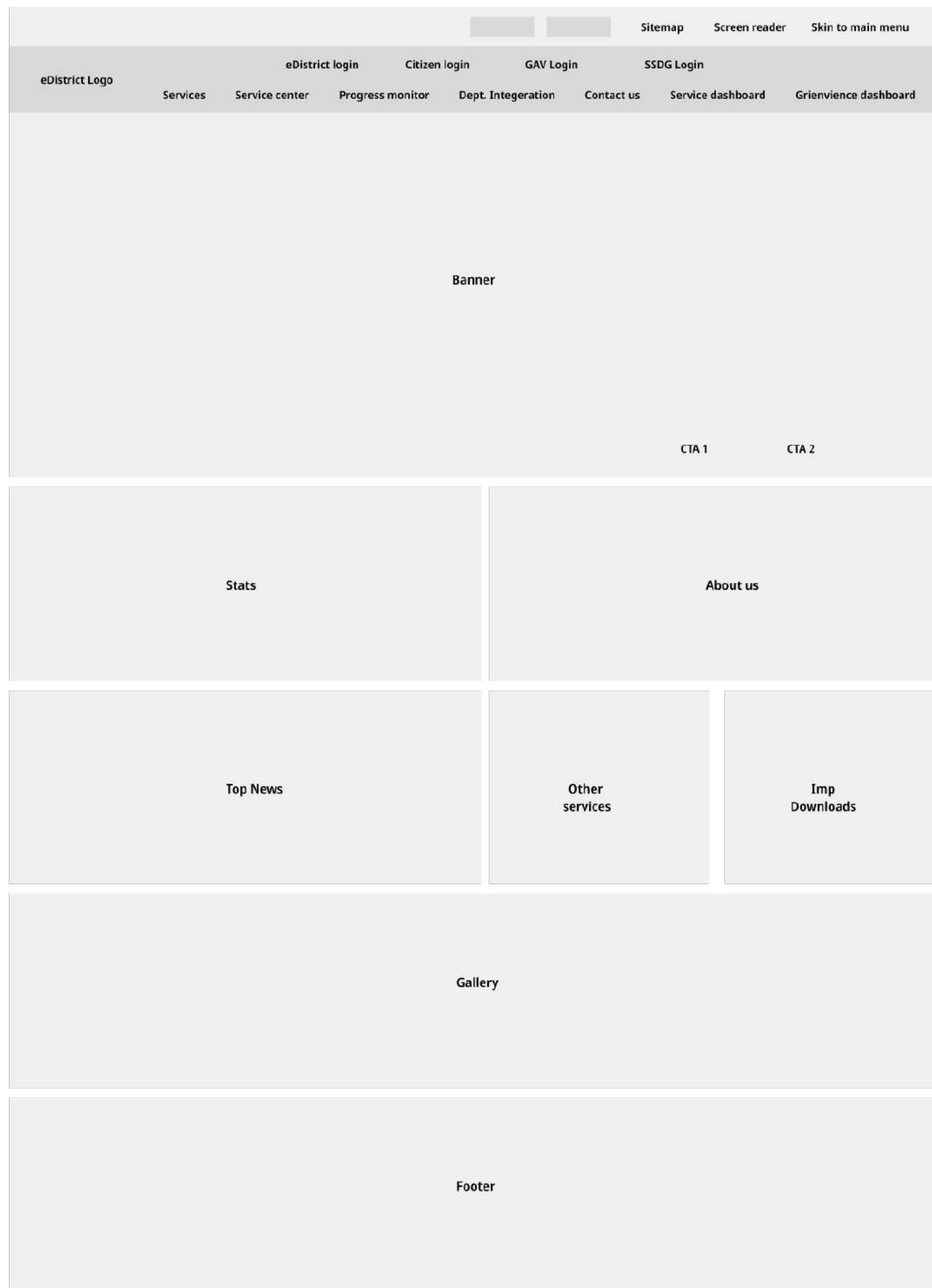
- ✔ As a user, I want a website design that is clean, uncluttered, and provides clear and concise information.
- ✔ As a user, I want to quickly complete the task on the website without any confusion and frustration.
- ✔ As Uttar Pradesh is a multilingual state, users may prefer a website that provides multiple language options.

Redesign plan

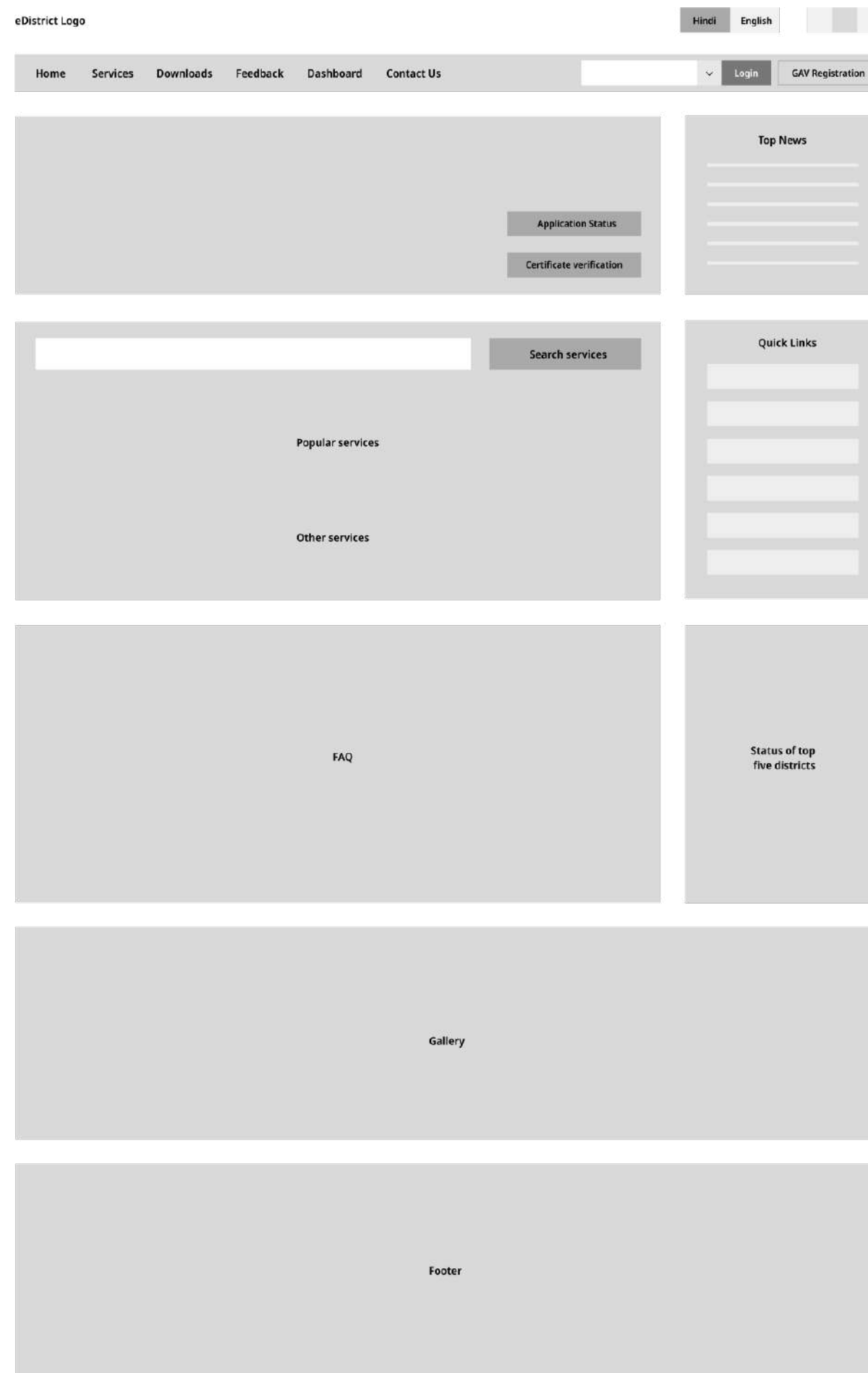
Restructuring the layout and IA to enhance the UX

I approached to solve the pain points by improving the layout first then addressing the UX issues followed by visual design i.e typography, colors, iconography and grids & layouts.

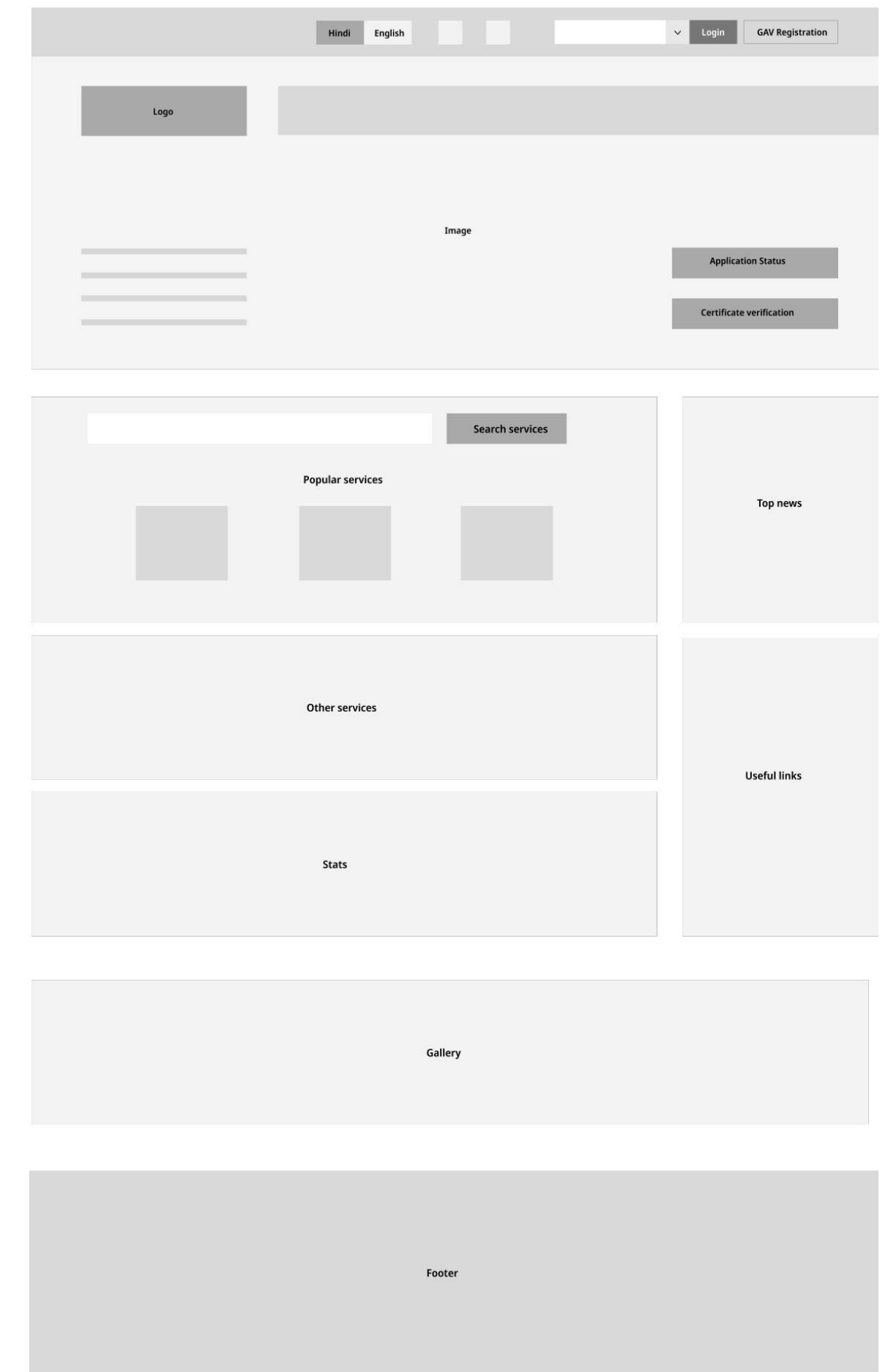




Current layout



First Draft



Final version

Revamping the building blocks

T Y P O G R A P H Y

Noto Sans

Regular • Sem-bold • Bold

- ✓ Supports multiple languages
- ✓ Distinct & consistent letters
- ✓ Google's typeface

10px • Noto Sans

12px • Noto Sans

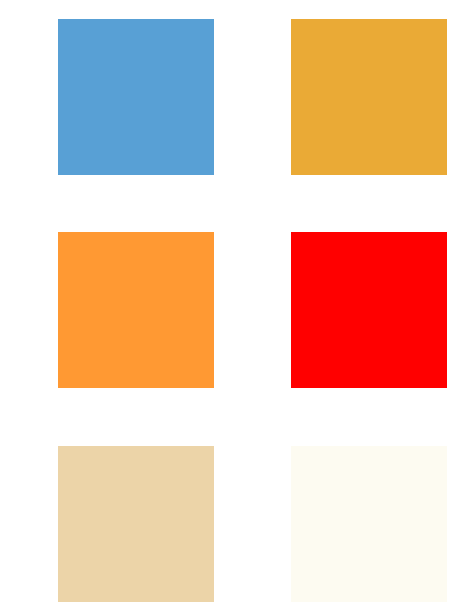
14px • Noto Sans

16px • Noto Sans

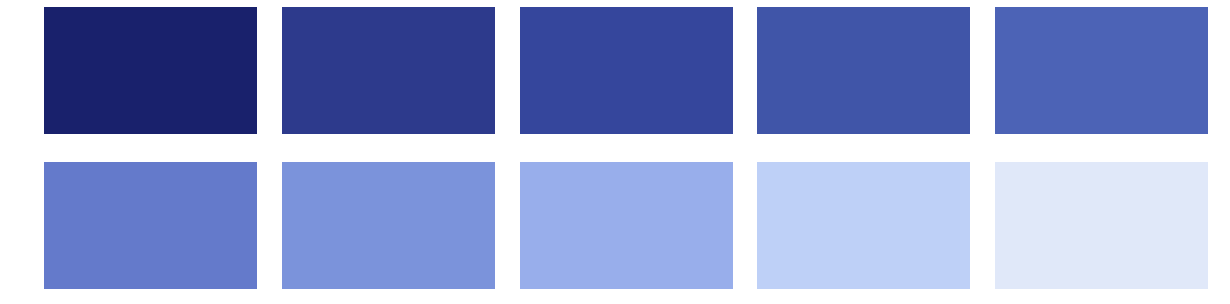
24px • Noto Sans

COLORS

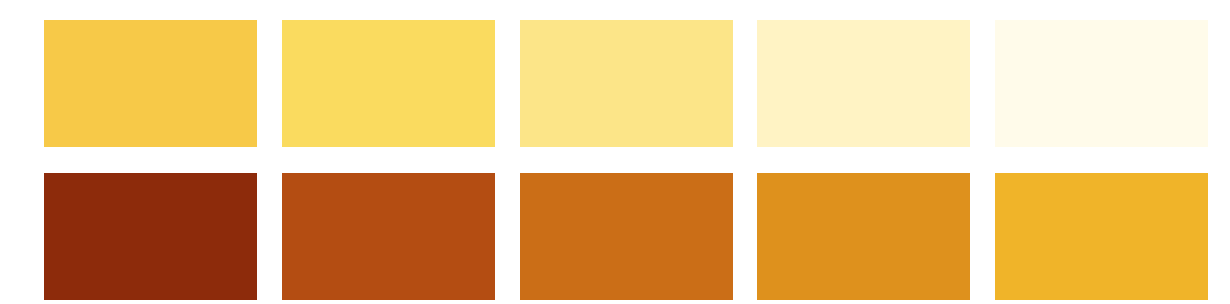
I wanted to increase people's trust in the eDistrict website, so I chose blue as the primary color because it is associated with trust. For accent and call-to-action elements, I used a complimentary yellowish-orange color.



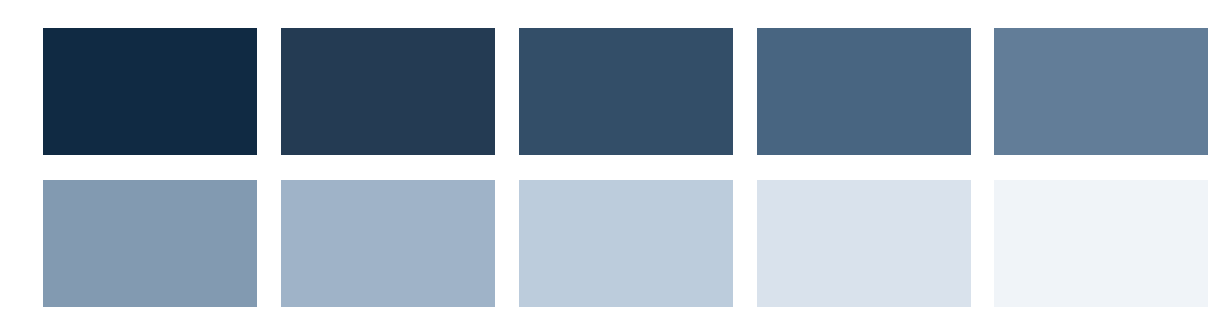
Primary/Secondary



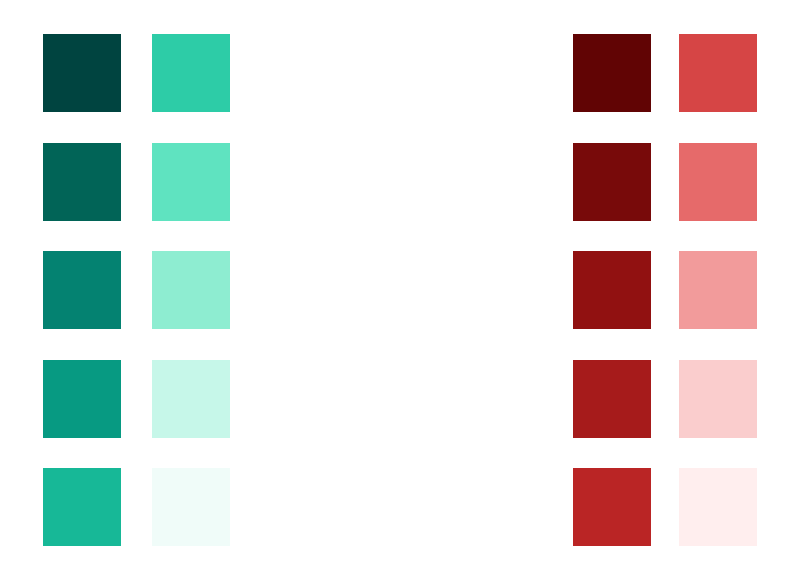
Accent



Neutral



Semantics



OLD

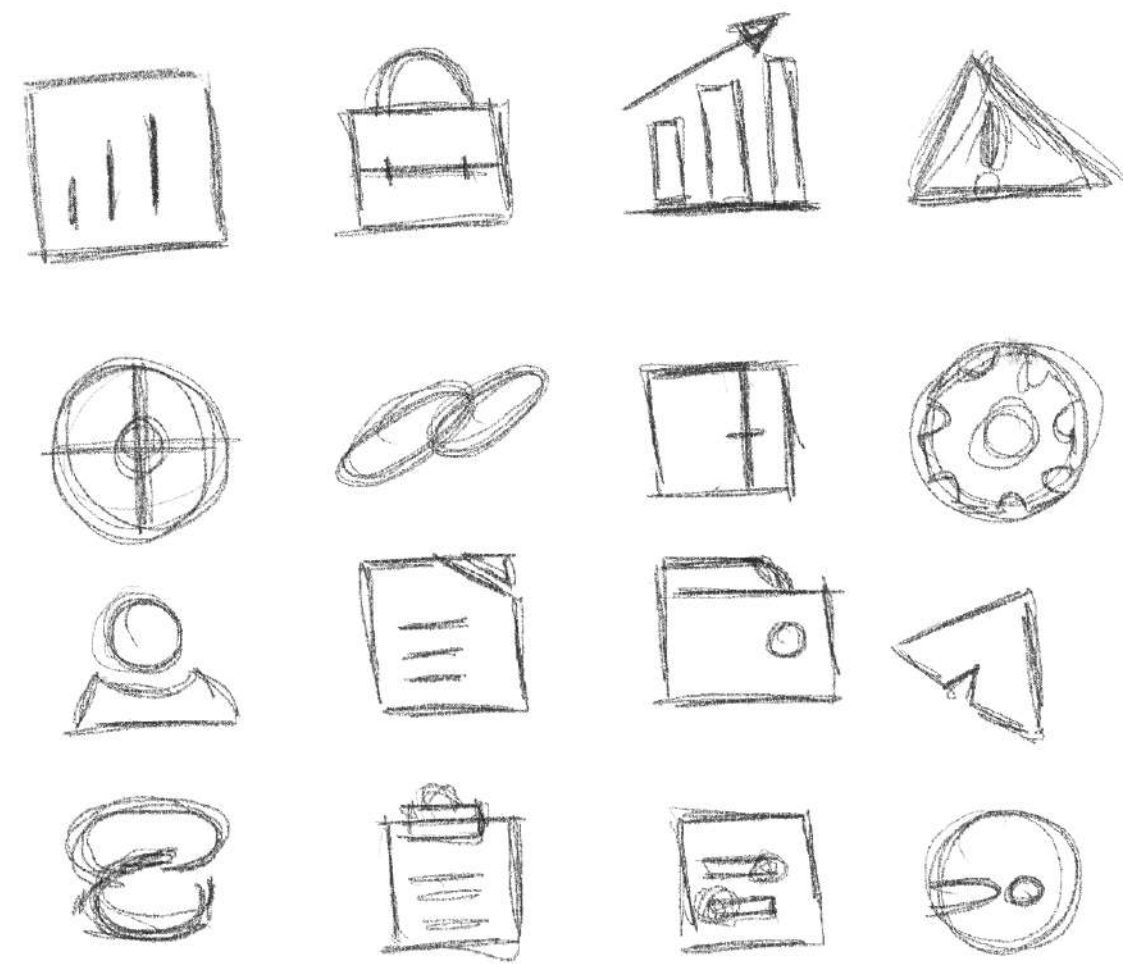


NEW

ICONOGRAPHY

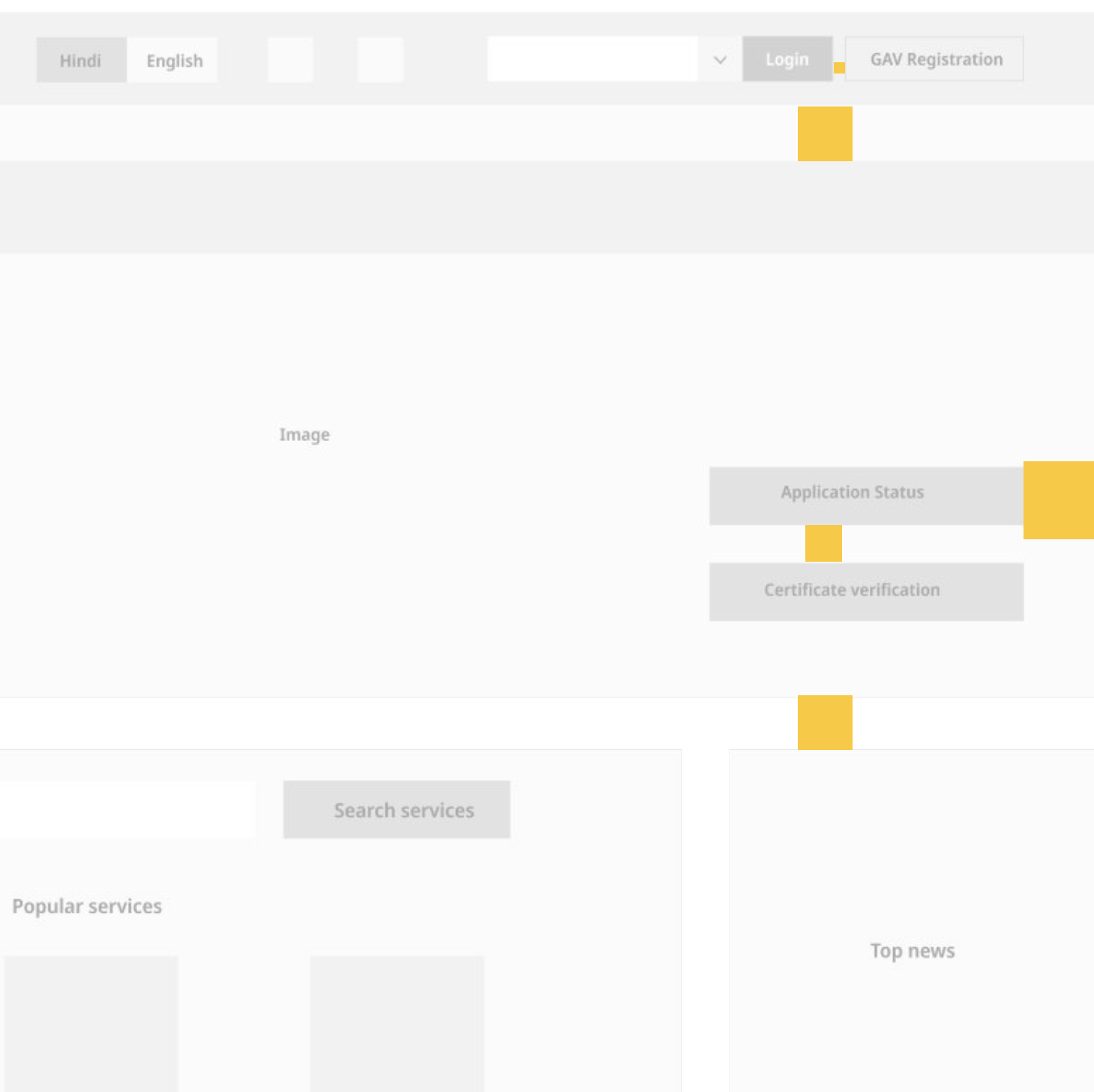
The edistrict website has not yet utilized any iconography for visual cues, but it is crucial to guide users through visual cues as it enhances the usability of the product and makes navigation easier.

So, I built a custom iconography set for the portal.

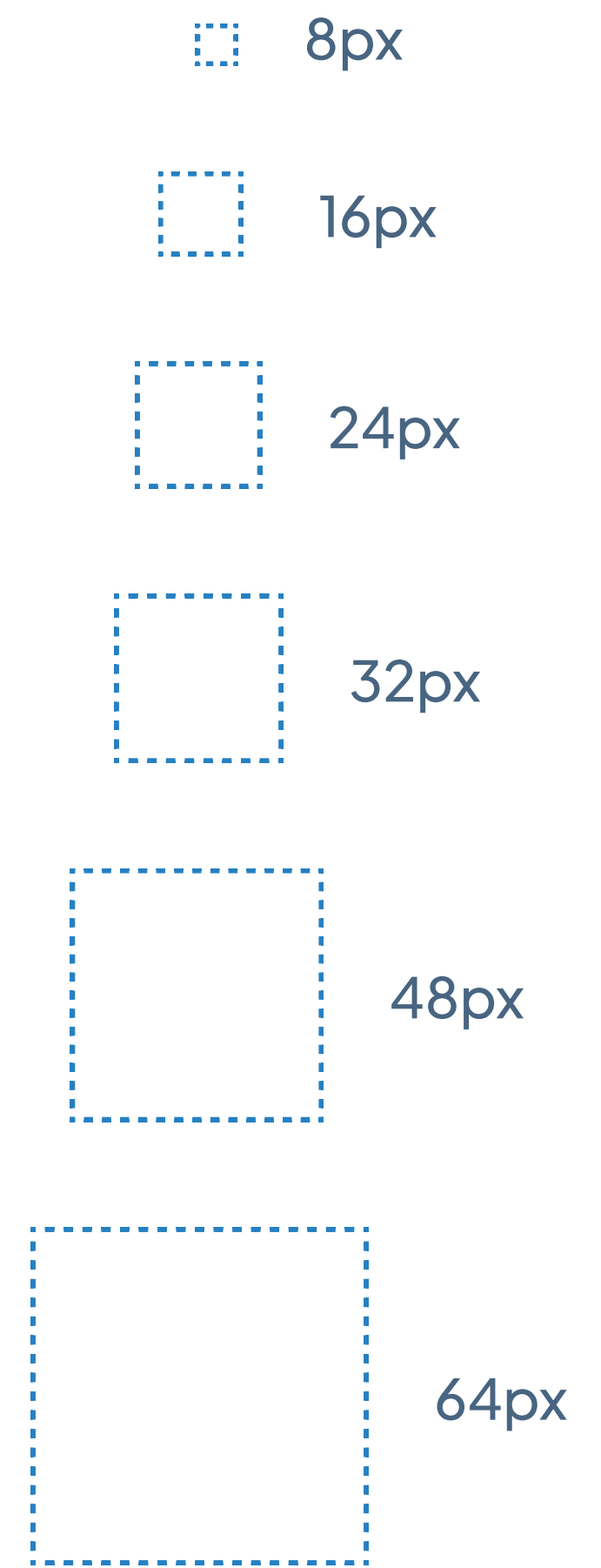


GRIDS & LAYOUT

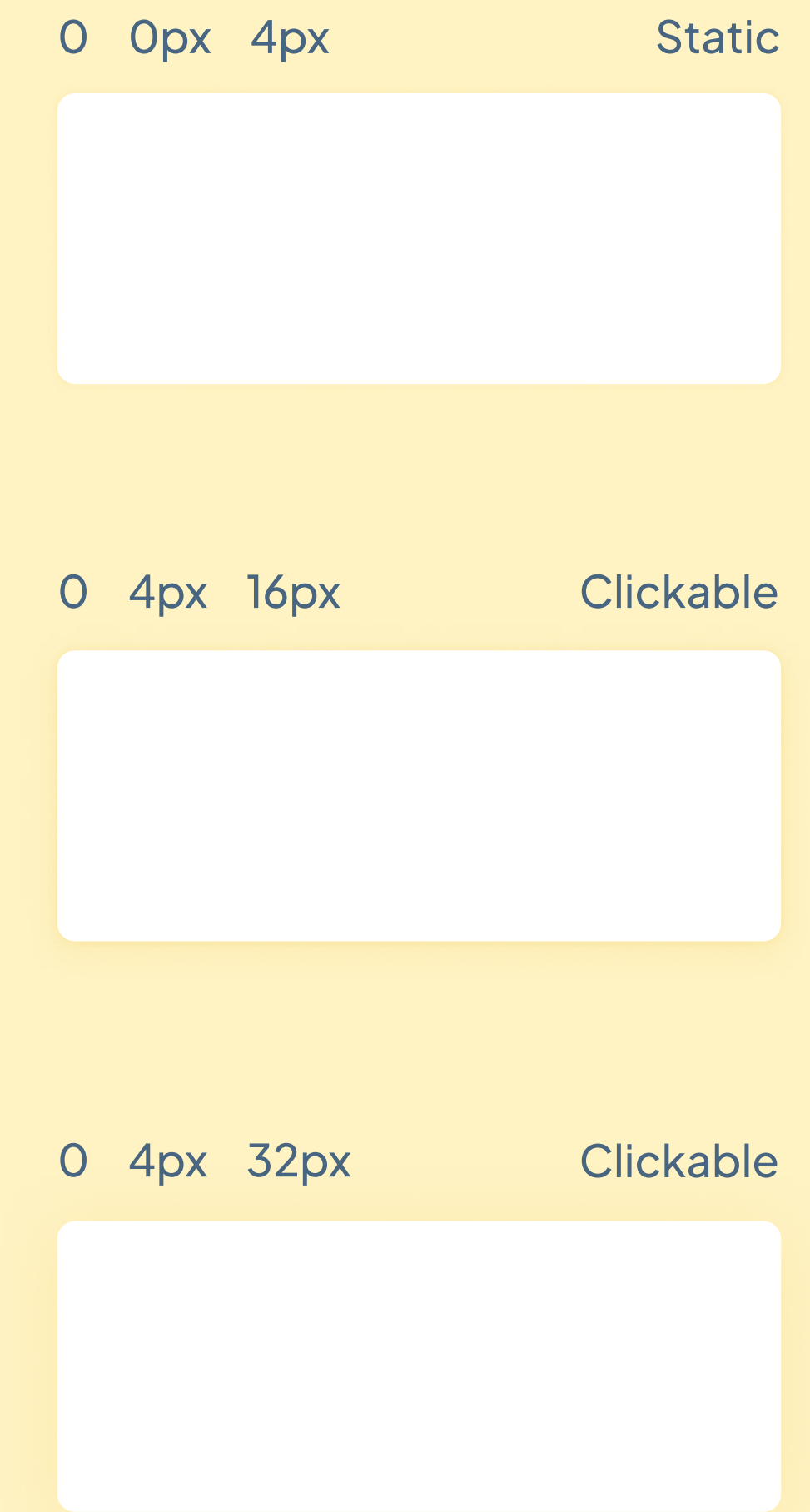
I used 8pt soft grid to structure the layout that is easy for users to understand and navigate.



SPACING



ELEVATIONS



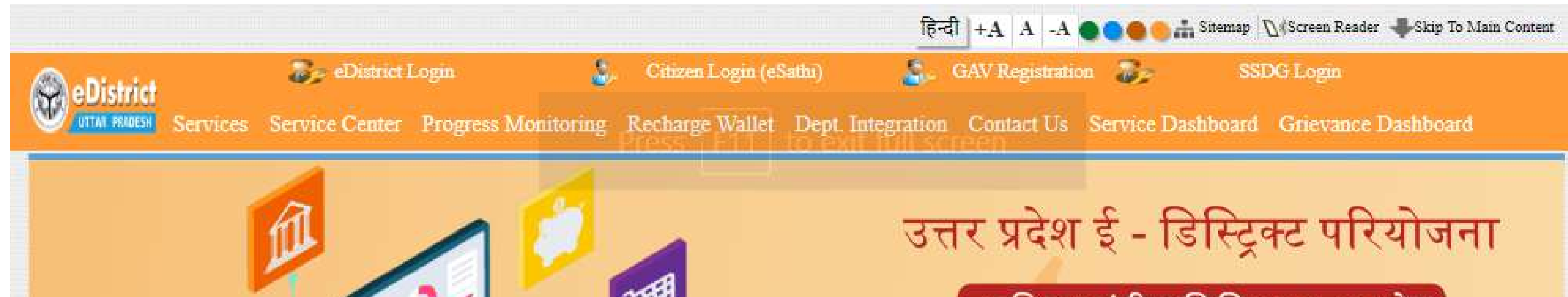
Implementing solutions



✘ Poor brand image

- ✘ No cohesiveness in Login options
- ✘ Inconsistent login iconography

✘ Confusing accessibility



✘ No visual hierarchy in Navigation bar

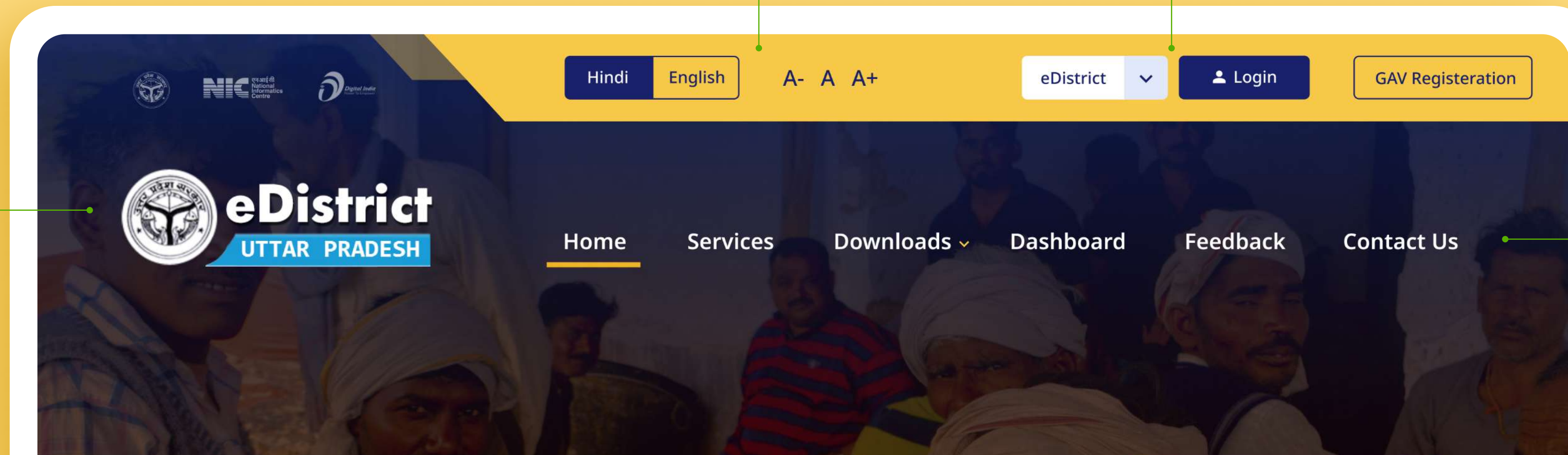
✘ Cluttered with redundant options

✔ Useful accessibility

✔ Unified Login/registration option

Gestalt Principle

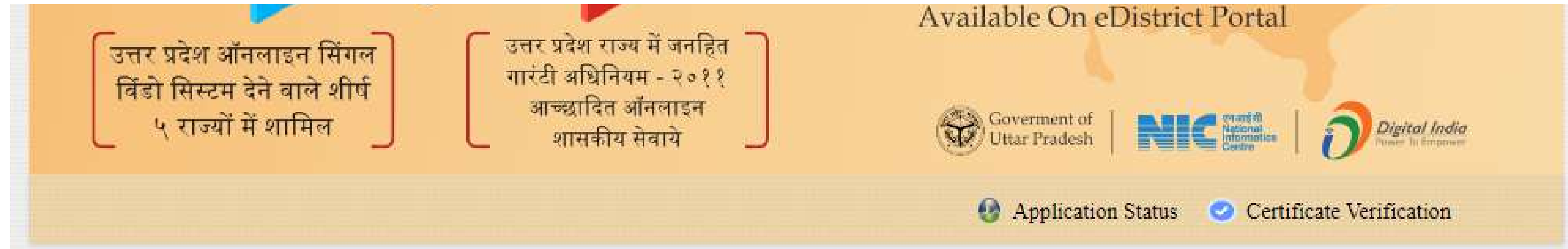
✔ Prominent Brand image



✔ Cohesive Navigation bar w/ only useful tabs

Hicks' Law

✘ Cluttered header banner

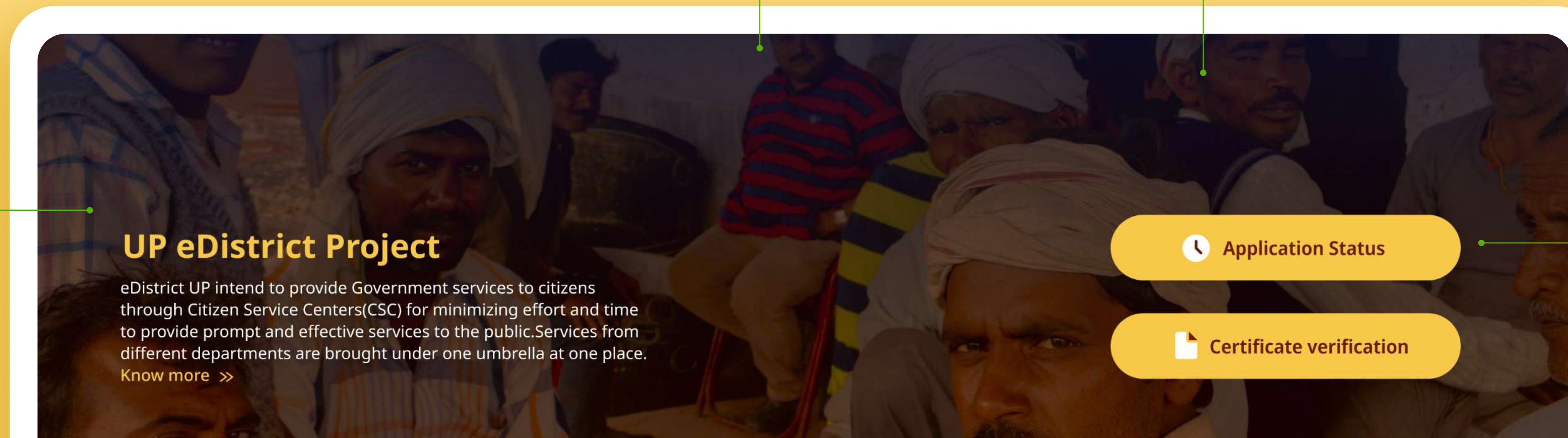


✘ CTAs are not visible

✔ Clean and relatable BG header

✔ Adequate whitespace

✔ Welcome info about the portal



✔ Prominent CTAs on header

Emphasize Principle

UP eDistrict Project

eDistrict UP intend to provide Government services to citizens through Citizen Service Centers(CSC) for minimizing effort and time to provide prompt and effective services to the public.Services from different departments are brought under one umbrella at one place.
[Know more >>](#)

Application Status

Certificate verification

✔ Search bar increases efficiency in finding a particular service

✔ Allow user to choose from most popular/frequent services to save time and effort

POPULAR SERVICES

Ration Certificate

Caste Certificate

Domicile Certificate

OTHER SERVICES

+ Tehsil/Village Directory

+ eDistrict Govt Order/DO

+ Commissioner & District Mgst. List

+ Online RTI

+ UP Info. commission

+ CS3 Opening Manual Instruction New

+ UP Janhit Guarantee Act

+ Employment Dept. New

[All Services >](#)

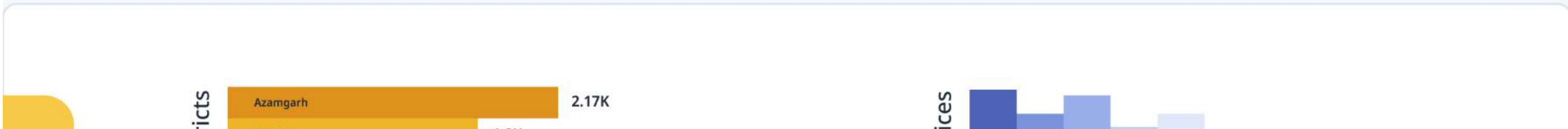
TOP NEWS

- > Digi connect, Integrated digital locker platform with eDistrict was inaugurated by [read more >](#)
- > eDistrict is the first project in state integrated with [read more >](#)
- > New report added in SDM/ Tehsildar [read more >](#)
- > As per the guidelines of govt. of India, Go number [read more >](#)

- [Dashboard >](#)
- [Service Centers >](#)
- [Program Monitoring >](#)
- [Recharge Wallet >](#)

✔ Imp news updates alongside services section.

✔ Other important but not so frequent links. Shifted from navigation tab to this section



✓ Better and correct data visualisation than before

OTHER SERV

+ eDistrict Govt Order/DO
+ Commissioner & District Mgst. List

+ UP Info. commission
+ CS3 Opening Manual Instruction **New**

+ Employment Dept. **New**

All Services >

Service Centers >

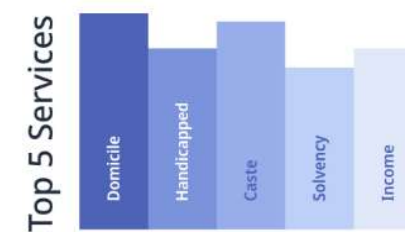
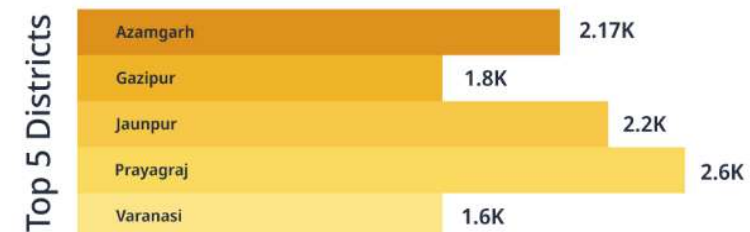
Program Monitoring >

Recharge Wallet >

Dept Integeration >

FAQs >

STATS



Know more >

eDISTRICT GALLERY



✓ eDistrict gallery carousel images with more breathing space and accessibility



✓ Improved footer with useful links and visibility

About Us

Accessibility Statement

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Contact Us

Sitemap

Privacy Policy

Terms and Conditions

Help

FAQs

Hyper Linking Policy

Disclaimer



Solution Powered by National Informatics Centre, UP State Unit, Lucknow.



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FAQs >

[Know more >](#)





eDistrict

UTTAR PRADESH

- [Home](#)
- [Services](#)
- [Downloads](#)
- [Dashboard](#)
- [Feedback](#)
- [Contact Us](#)

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 [Search services](#)

POPULAR SERVICES

<



Ration Certificate



Caste Certificate



Domicile Certificate

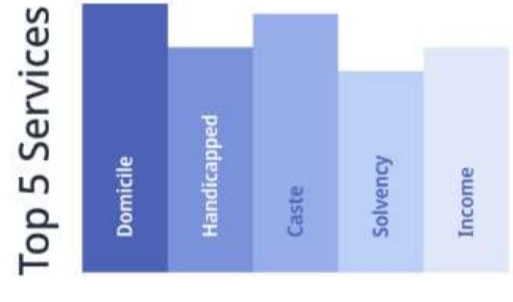
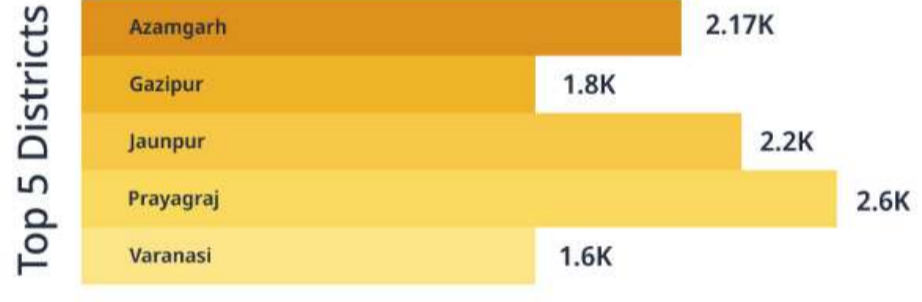
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OTHER SERVICES

- + Tehsil/Village Directory
- + Online RTI
- + UP Janhit Guarantee Act
- + eDistrict Govt Order/DO
- + UP Info. commission
- + Employment Dept. New
- + Commissioner & District Mgst. List
- + CS3 Opening Manual Instruction New

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STATS


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eDISTRICT GALLERY



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National Informatics Centre
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Case study W.I.P....

Thank you



Ankit Kumar