

JIO DS

Role

UX Researcher



INTRODUCTION

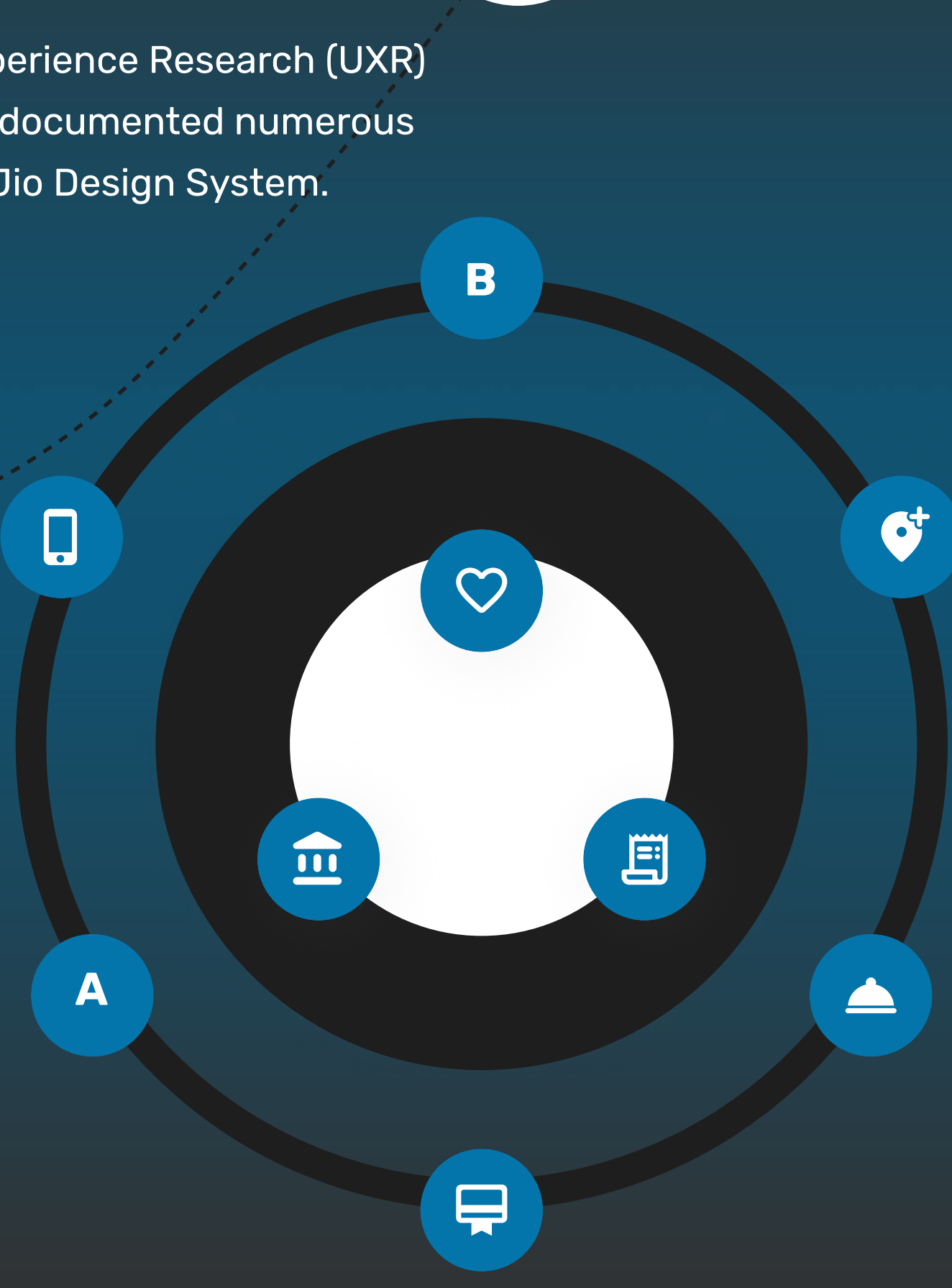
About This Project

As a UX researcher within the centralized User Experience Research (UXR) team at Jio, I have systematically conducted and documented numerous research initiatives aimed at developing the Jio Design System.

GET STARTED

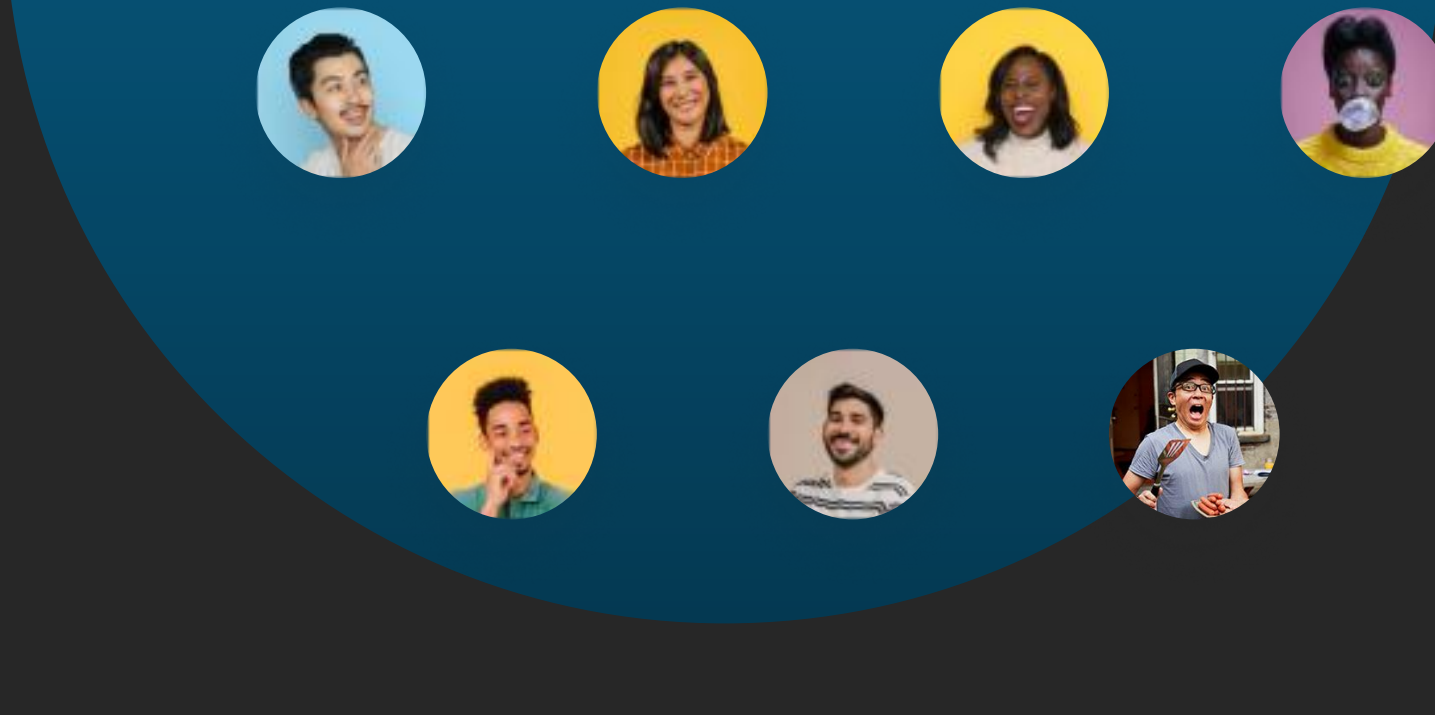
Overview

In the process of developing the Jio Design System, we have conducted extensive research encompassing documentation on design system structure, surface logics, button design, perception of the design system, logos across various Jio applications, and form design, among other elements.



The Story

Our UX project entailed conducting thorough user testing with both internal and external participants, followed by delivering actionable insights to stakeholders.



DS Documentation

This study evaluates the usability of DS documentation elements in Figma, focusing on enhancing user experience through effective onboarding and seamless integration for product designers.

Feedback from end-users will guide improvements in UI/UX presentation within jio.ds

Step	Status
1. Study of current version of jio.ds	Done
2. Internal User Testing (On the basis of Content Provided)	Done
3. Update the Documentation	Done
4. Internal User Testing (On the basis of Clarity of Guidelines)	Done
5. Update the Documentation	Done
6. Internal User Testing (On the basis of Visual Presentation)	Done
7. Final Update of jio.ds	Work In progress

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Surface Logic

The research aims to test different surface logic designs—grey background, shadows as elevation, and dividers with colored cards—in Myjio Superapp, JioAssist, and JioHome. The focus is to address main complaints such as lack of differentiation, dark mode issues, lack of structure and hierarchy in UI, and visibility/accessibility concerns (6 issues).

Research Objectives	Scope of work/Guidelines:
<ul style="list-style-type: none">To determine which surface logic users prefer **for differentiating cards and elements.**To determine how **user perceived grey as background / Card** and when used in regions background.To evaluate the effectiveness of each approach in creating **a structured and hierarchically sound UI.**To assess **accessibility and visibility concerns** related to each design approach.	<ul style="list-style-type: none">Type: Preference testSampling Considerations: Stratified sampling targeting different user demographics.Target Audience: Users of Myjio Superapp, JioAssist, and JioHome.Specific Stimuli: A/B/C tests to compare the different surface logic options.

Research Outcomes

- A comprehensive report detailing user preferences for each surface logic with a management summary
- Quantitative metrics to evaluate each design's impact on user engagement and complaints.
- Recommendations based on data for future design iterations.
- Decision-making criteria: User engagement stats, qualitative feedback, and ease of implementation.

Step	Status
1. Preference test on Myjio Super-app (with external user)	Done
2. Preference test on JioAssist (with external user)	Done
3. Preference test on JioHome (with external user)	Done
4. Insights delivered to stakeholders	Done
5. Implemented in all the Applications	Done
6. Updated on Jio.ds	Work In progress

Jio Applications Logo

Jio Platform Limited, as a provider of various digital products and services, has established a diverse portfolio including Jio Home, Jio Cinema, Jio Fit, Jio Savan and others. Each of these products has its unique identity represented by individual logos. However, there is a need to streamline and unify the branding across these products to strengthen the overall Jio brand identity and improve user recognition

Research Objectives
<ul style="list-style-type: none">Assess User Perception: Understand how users perceive the proposed changes to unify the logos of Jio products under a single design concept.Evaluate Brand Association: Assess users' ability to associate each product with its respective theme based on the variations in the unified logo design.Identify Usability Issues: Identify any usability issues or concerns related to the new logo designs that may impact user recognition, engagement, or satisfaction.Gather Feedback for Refinement: Gather insights and feedback from users to inform refinements to the logo concept before its implementation.

Step	Status
1. Develop new Jio Logo for various applications	Done
2. Preference test	Done
3. Insight delivered to stakeholder	Done
4. Implemented across all applications	Done

Forms Research

Background: The research aims to test different forms components in the parameters of usability of the form components, composability by the product designers and finally the ease of onboarding of the form components. Focus is to improve the whole usage of forms in the design system.

Step	Status
1. Usability Testing.	Done
2. A/B Testing and feedback.	Done
3. Research Insights.	Done
4. Presentation Deck	Done

JioMart / MyJio Store Research

Background:

The retail sector is rapidly evolving, driven by the convergence of digital and physical realms to create omnichannel shopping experiences. This transformation presents both opportunities and challenges for companies, operating within this dynamic landscape. As consumers' expectations continue to rise, it's crucial for MyJio and JioMart to stay ahead by understanding their needs and preferences in detail.

The research aims to equip Jio with actionable insights and recommendations to refine the shopping experience, making it more intuitive, supportive, and engaging for customers. By addressing customer pain points and enhancing satisfaction, company can strengthen its position in the competitive retail market and drive sustainable growth.

Indicator Badge Research

Background of the Study:

Effective UI design requires clear and intuitive communication between developers and designers. One critical aspect is how positional terms are used to place elements, such as indicator badges on avatars. Misunderstandings or inefficiencies in these terms can impact the usability of design tools and final product quality. This study aims to compare the effectiveness of technical versus traditional naming conventions, enhancing collaboration and improving design accuracy.

Pattern Based Design

Objective:

Evaluate the hypothesis that using predefined patterns in the design process is more efficient, consistent, and user-friendly compared to starting with atom-level components.

Hypothesis:

Designing with pre-built patterns results in faster design processes, improved consistency, and enhanced usability of the final product.

Motion Component

The purpose of this motion audit is to evaluate the role of motion across various Jio apps and determine its impact on the overall user experience. While past improvements have focused mainly on visual design, this study aims to uncover how motion contributes to enhancing navigation, interaction, and orientation within the apps.

By assessing how animations, transitions, and other motion elements influence user behavior, the study will identify areas where motion aids in creating a more intuitive, enjoyable experience, as well as instances where it may be distracting or counterproductive. Ultimately, the goal is to explore how motion can be optimized to enhance user engagement and streamline app usability.

For go through the Details of Each Research we can further connect.