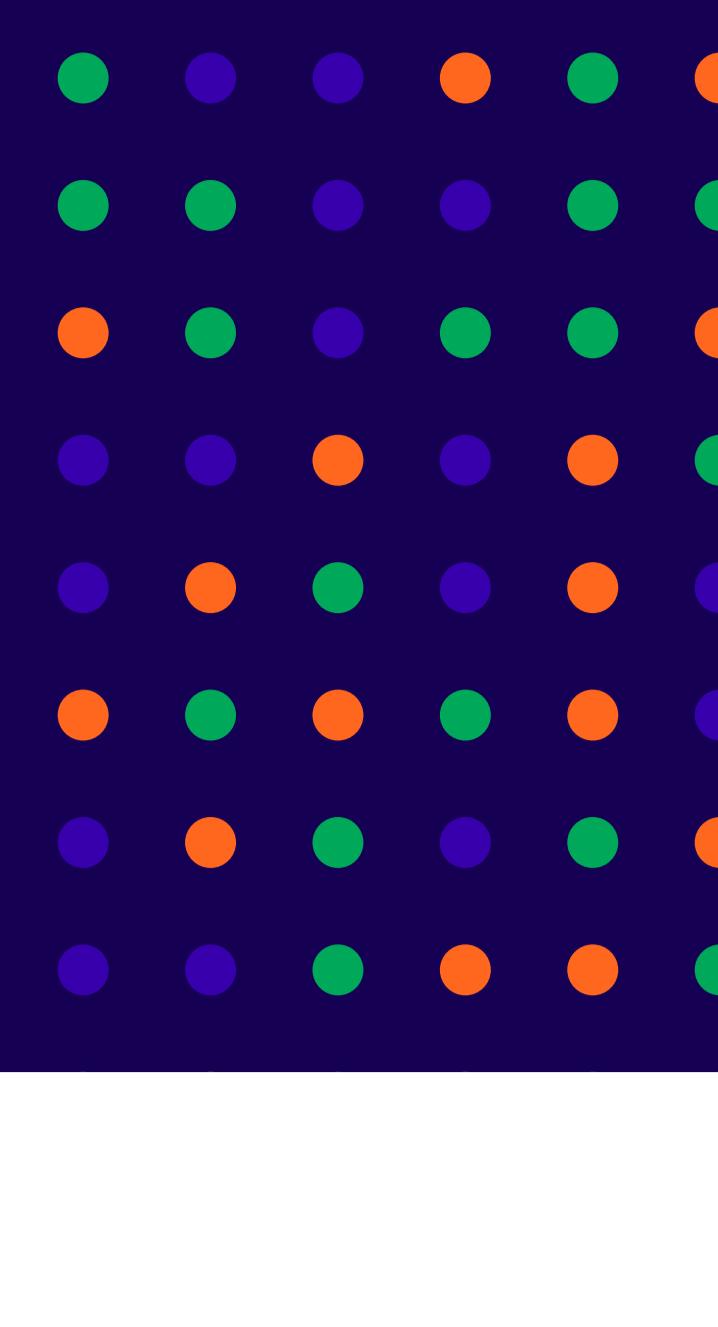


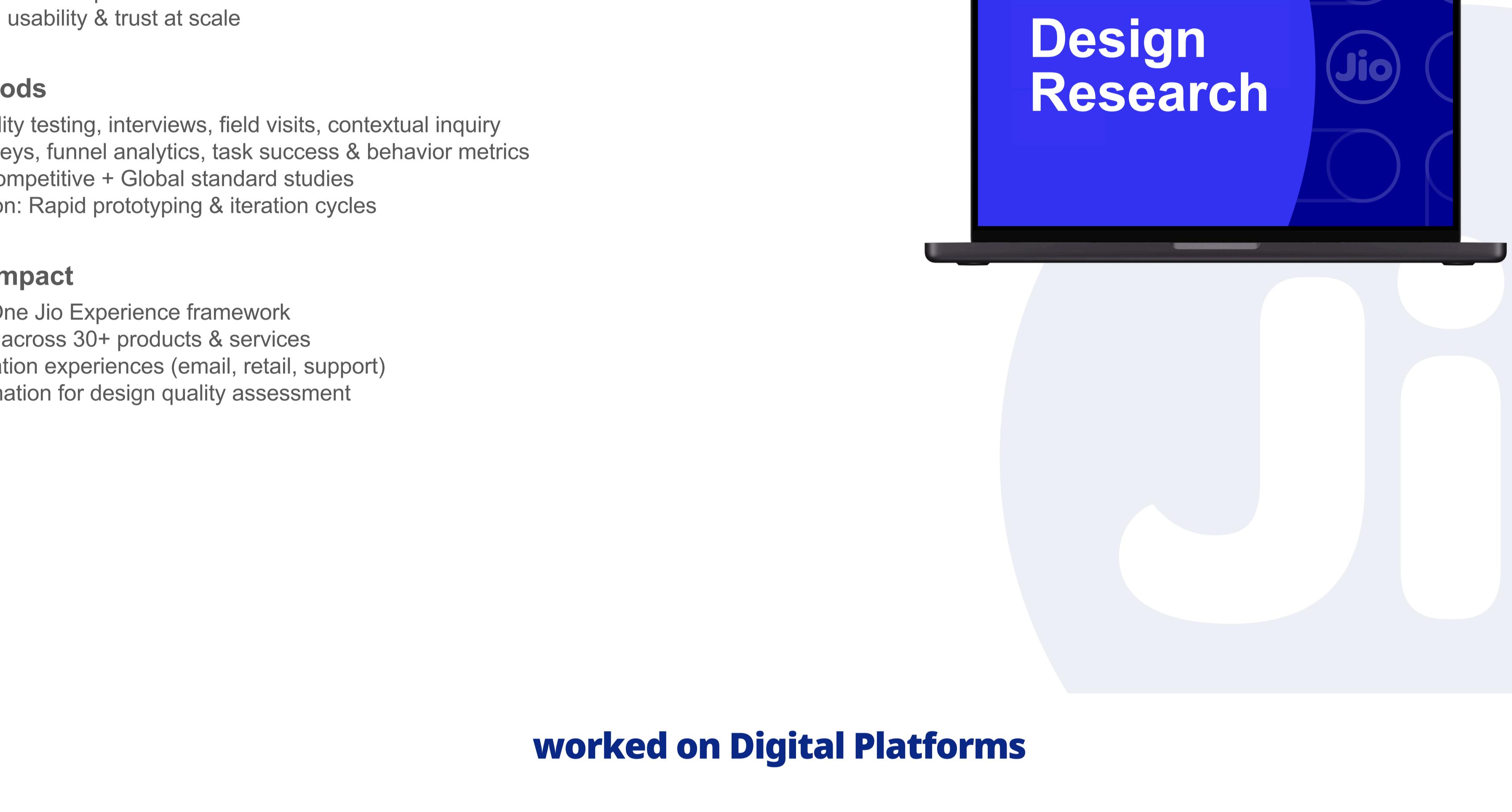
Design Operations and Research



Design Operations

Trainings & Communications | Adoption & Implementation | Design Audits | Research CoE

As a member of the SOI Central Design team at Jio, my contributions focus on the seamless integration and widespread adoption of the Jio Design System (JDS) within team workflows. This is accomplished through a comprehensive approach that includes structured customer experience (CX) audits, rigorous brand and UI evaluations, and the establishment of a Research Center of Excellence. By leveraging these initiatives, we elevate design operations to deliver exceptional consistency, quality, and strategic alignment across the entire product ecosystem.



Design Research

UX Research @ Jio – What I Do

My Role

Driving research that shapes Unified Jio Experience across digital + retail touchpoints.

What I Solve

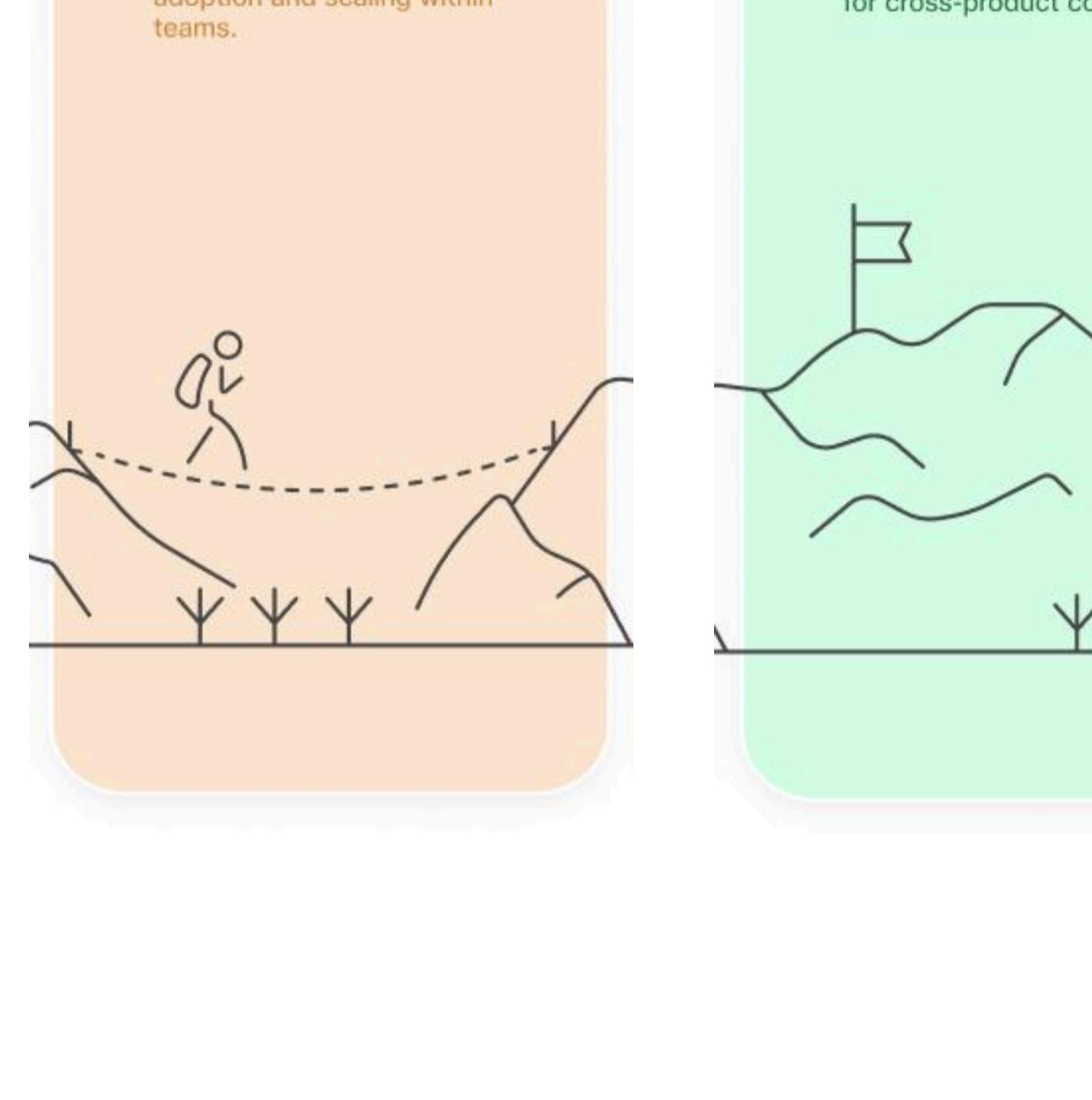
- Understand user needs, motivations & friction
- Align product teams with experience standards
- Improve adoption, usability & trust at scale

Research Methods

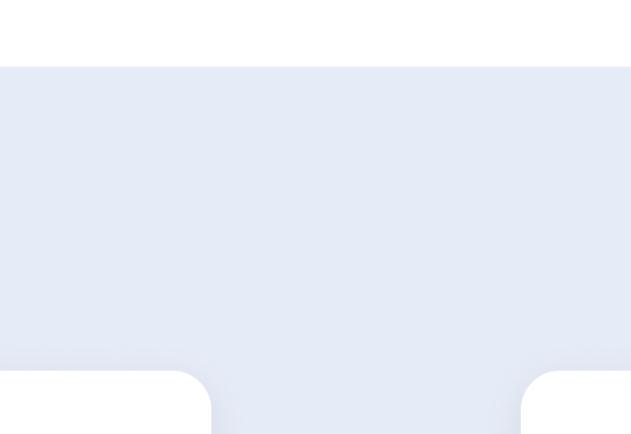
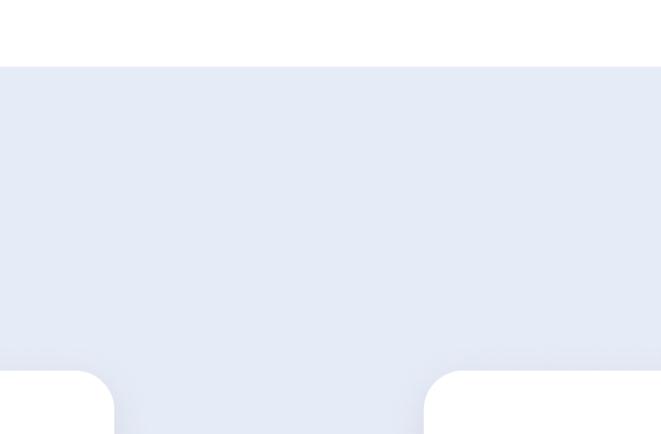
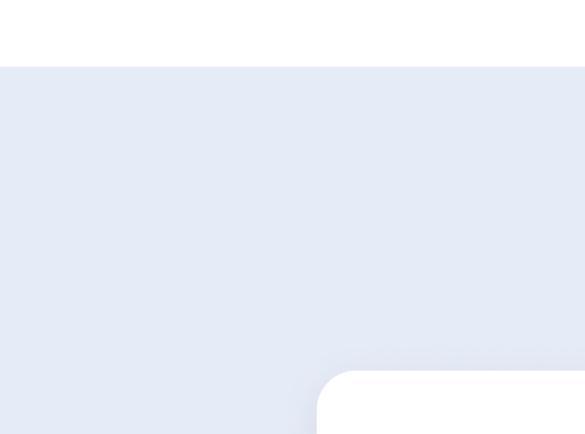
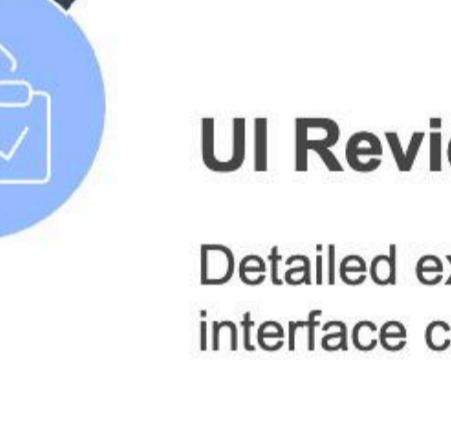
- Qualitative: Usability testing, interviews, field visits, contextual inquiry
- Quantitative: Surveys, funnel analytics, task success & behavior metrics
- Benchmarking: Competitive + Global standard studies
- Concept Evaluation: Rapid prototyping & iteration cycles

Where I Drive Impact

- 15 Standards of One Jio Experience framework
- Design alignment across 30+ products & services
- Better communication experiences (email, retail, support)
- AI tooling & automation for design quality assessment



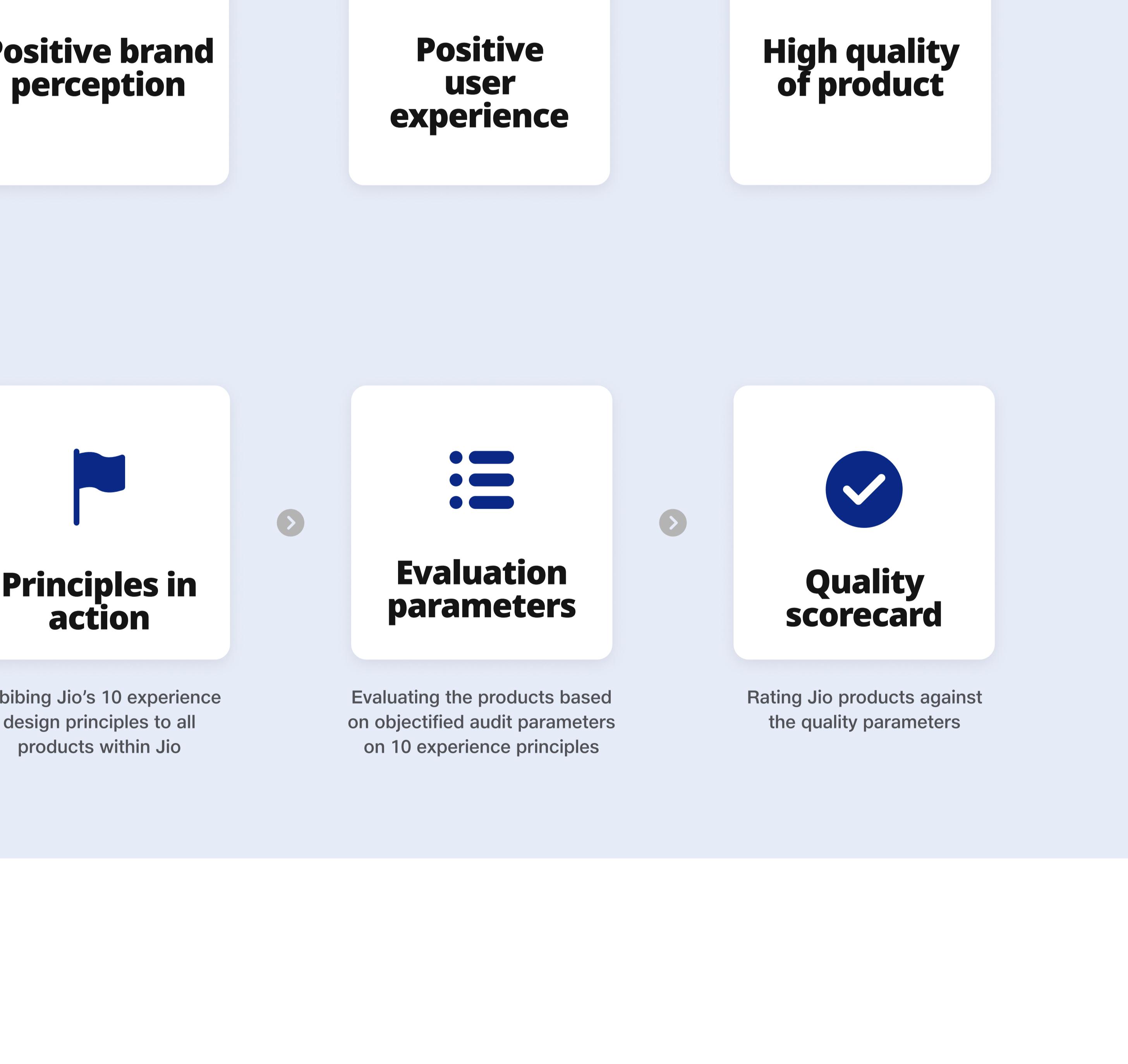
worked on Digital Platforms



Design Excellence and Cohesion at Jio

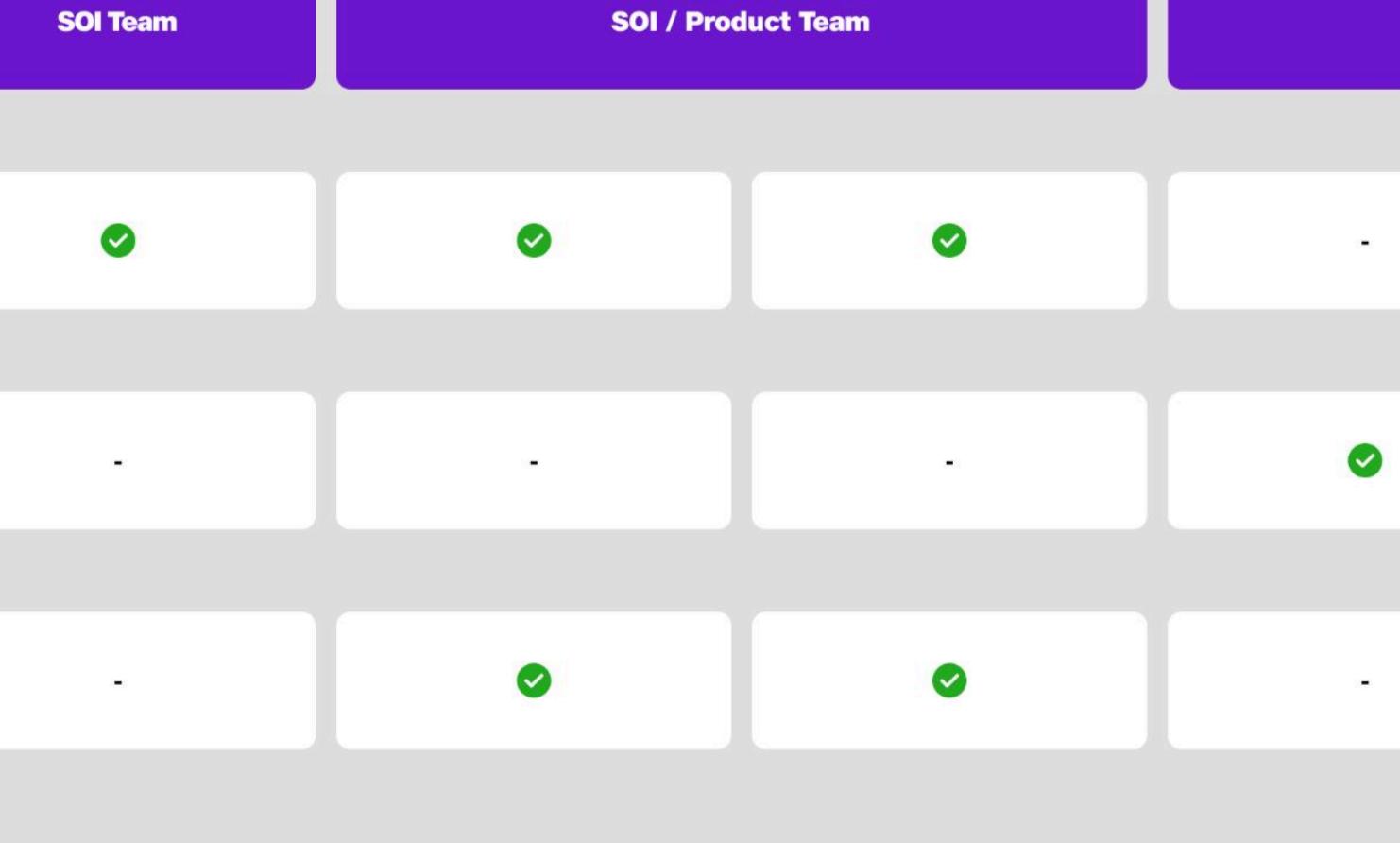
Current Phase Roadmap 2025-2026

- Migrating to Jio Design System 3.0**
Resolve inconsistent user experiences due to a lack of standardization.
 - Implement the new Jio Design System (JDS),
 - Conduct Product Alignment Assessments.
- System Integration**
Embed the Jio Design System into daily product workflows.
 - Ensure systematic adoption.
 - Enable scalability across teams.
- Unified OneJio Experience**
Create a seamless and cohesive user experience across all Jio products and services.
 - Achieve cross-product consistency as the final, unified design goal.



I SOI Alignment Status Report

Product Experience Enhance Framework



Customer Experience

The ultimate goal of consistent and delightful experiences

Experience Principles

Guiding values shaping design decisions

UX Audit

Evaluation of usability and accessibility

CX Standards

Measurable benchmarks for consistent experiences

UI Review and Audit

Detailed examination of interface components

I SOI Design Operations

Purpose



Imbibing Jio's 10x experience across all products within Jio



Evaluating the products based on 10 experience principles



Rating quality products against

Methodology



Imbibing Jio's 10x experience across all products within Jio



Evaluating the products based on 10 experience principles



Rating quality products against

SOI Adoption

I SOI Design Operations

I SOI Design Operations

Thank you

Pushkar Pandey