Jio.com Product research **Pushkar Pandey**

pushkarpandey1007@gmail.com Product Research | October, 2024

Research Objective

- Assess usability of the new Jio.com design vs. the current version.
- Evaluate if the new design is more engaging, user-friendly, and enjoyable.
- JioPhone Prima.

• Examine ease of exploring products like JioSaavn and

• Ensure the design meets user expectations and fosters a meaningful connection.

Questions To Answer

Usability Assessment:

How the new Jio.com design improves ease of navigation and task completion compared to the current version, ensuring users can effortlessly find products like JioSaavn and JioPhone Prima.

Brand Perception:

Does the new design strengthens users' perception of Jio as a valuable and trustworthy brand, making it more likely to be recommended to others.

Product Discovery: Understand if the new layout facilitates easier navigation and exploration of Jio products, helping users connect with offerings like JioSaavn and JioPhone Prima.

Emotional Connection:

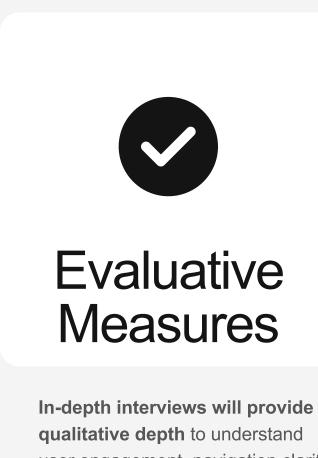
Investigate how well the new design fosters a meaningful emotional connection with users, aligning with Jio's brand storytelling and values while providing a more engaging and delightful user experience

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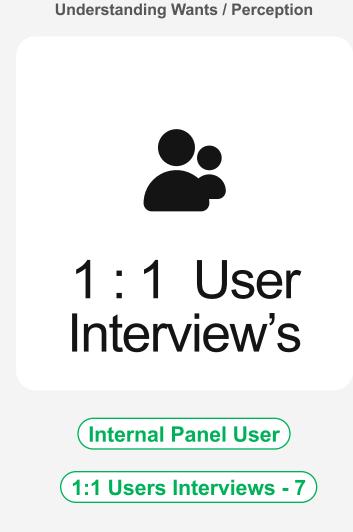
Introduction

Methodology



Qualitative Study

user engagement, navigation clarity, and the impact of motion on task completion time and user satisfaction.



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Qualitative Method 1:1 User Interview

Jio.com



I Methodology

1:1 User Interviews

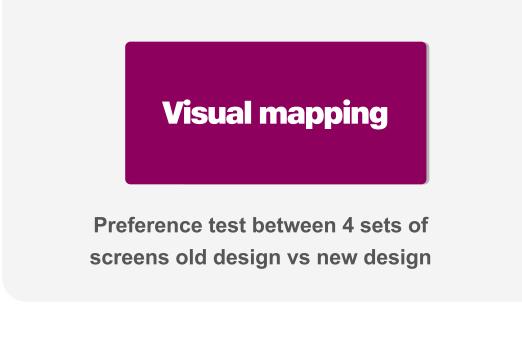
To understand and provide critical insights into .

- Participants • 10 Individuals
 - Users with basic technical knowledge and a fundamental understanding of devices.
 - Divided into 2 cohorts: Non-Jio users and Jio users
- **External user panel list**

Test 1: Exercise based

Task journeys 3 user tasks with their Time on task as metric and mapping the pain points

test 2: Branding/visual perception



Product Research

Methodology

I Methodology - 1:1 User Interviews

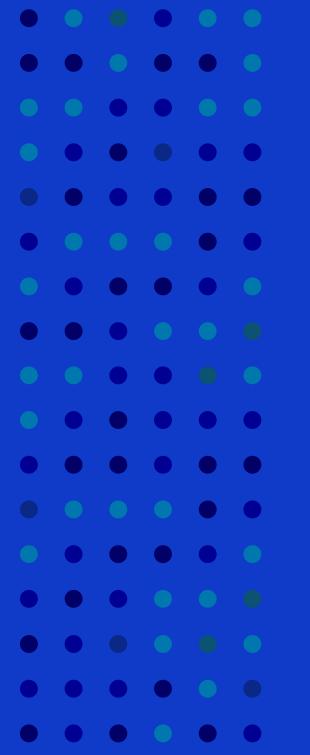
Testing Journeys

• From Homepage to JioSaavn Product page

- From Homepage to find Airfiber related information
 - · From Homepage to JioPhoneprima product page
- Old vs new design {Perception test}

Old and new Designs Jio.com) "Due to a Non-Disclosure Agreement, I am unable to showcase designs and insights. However, I'd be happy to discuss my work in more detail—let's connect!"

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Thank you

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