



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.
- Examine ease of exploring products like JioSaavn and JioPhone Prima.
- 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

Methodology

Qualitative Study



Evaluative Measures

In-depth interviews will provide qualitative depth to understand user engagement, navigation clarity, and the impact of motion on task completion time and user satisfaction.



Understanding Wants / Perception



1 : 1 User Interview's

Internal Panel User

1:1 Users Interviews - 7

Qualitative Method
1:1 User Interview



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

Visual mapping

Preference test between 4 sets of screens old design vs new design

Methodology

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!"