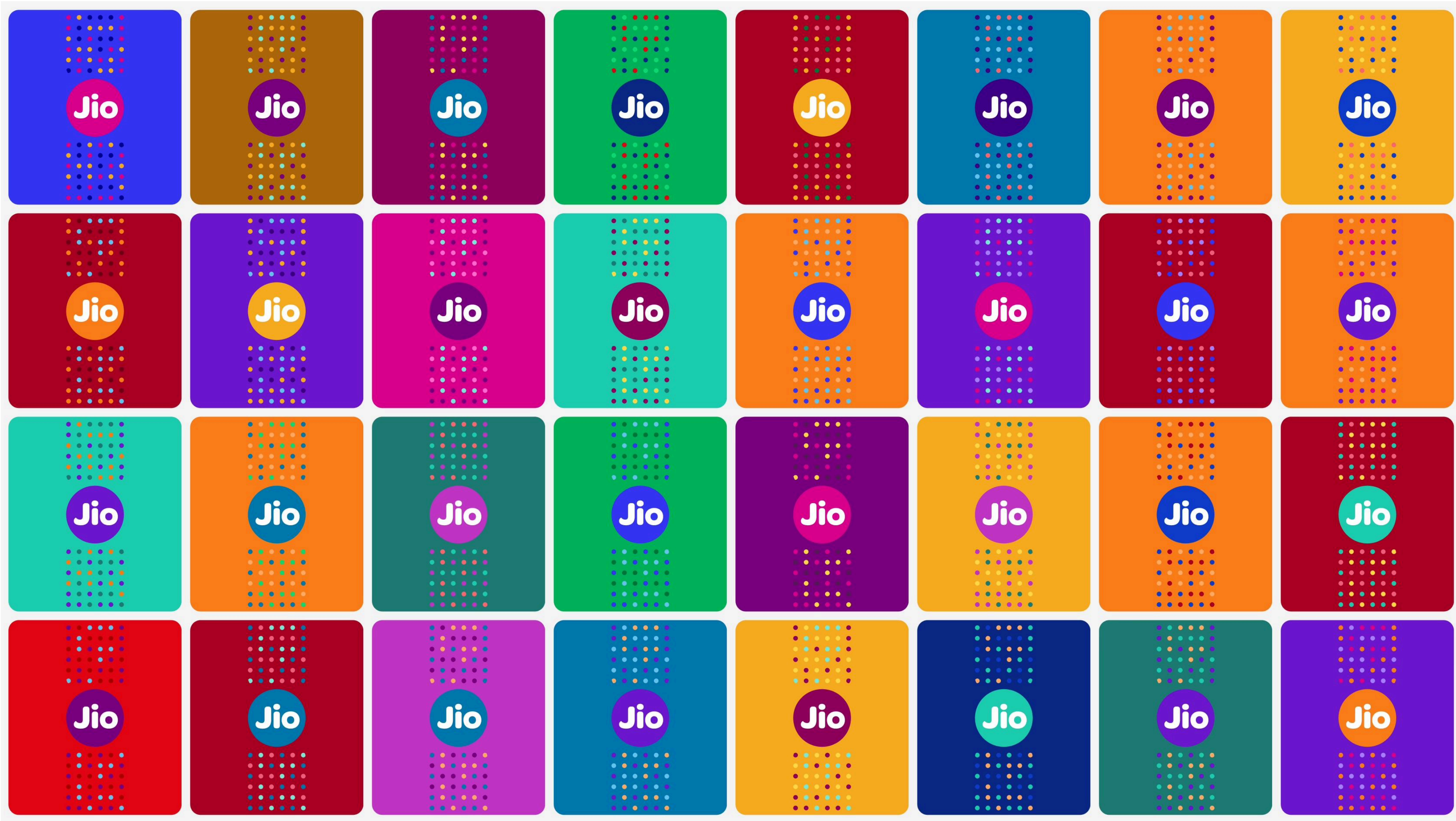


Jio Design System



We study how users and designers interact with Jio experiences to improve usability, accessibility, and adoption. Insights from testing and behavior analysis help refine components, patterns, and standards for a more consistent and delightful Jio ecosystem.

Research That Shapes Better Experiences

Research-driven design: 21+ studies for Jio Design System improvement

DSP Alpha Usability Research

Evaluated how internal designers use the Design System Platform to complete tasks, uncovering usability gaps and improvement opportunities for the Design System.

Foundation Research

- Measure how well users adapt to the new design elements compared to V1
- Assess the effectiveness of UI foundations and components in real task completion
- Identify satisfaction levels and key usability pain points

Elements Tested

- Colour scale, Type scale, Surface logic, Buttons
- Input fields
- Navigation

Patterns

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.

Unified Jio Logo Research

- Understand user perception of the unified Jio product logos
- Evaluate brand association and product recognition across variations
- Identify any usability or recognition issues in the new logo designs
- Gather user feedback to refine the concept before rollout

Motion Design Research

This motion audit evaluated how animations, transitions, and motion design across Jio apps impact navigation, interaction, and overall user experience. The study identified areas where motion enhances usability and engagement, and where it may distract, guiding optimization for a more intuitive and enjoyable app experience.

Indicator Badge Research

Evaluated naming conventions for avatar badge positions, comparing technical vs. traditional terms, and assessed how visual aids impact designer and developer usability.

Colours Perception

This study evaluated user preferences and usability of colored versus non-colored headers across Jio apps and websites, providing insights to inform design decisions aligned with brand identity and user experience.

Handover Design-Engineering Research

Understand and close the gap between design in Figma and its accurate implementation in development.

Surface Logic Research

- Identify which surface logic users prefer for differentiating UI elements
- Understand how users perceive grey when used as a background or card surface
- Evaluate whether each approach supports clear hierarchy and structure
- Assess visibility and accessibility across design variations

Documentation on DS

This research evaluated the usability, composability, and onboarding of Design System documentation in Notion. The focus was to improve how product designers access, understand, and apply DS components, enhancing the overall efficiency and experience of the documentation.

Forms Research

- The research explored the usability of form components, from the parameter choices to the final design, to ensure a seamless user experience.

Market Field Research

- Identified gaps in in-store support and navigation causing customer friction.
- Improved product discovery, information access, and personalized assistance.
- Designed seamless, engaging experiences across MyJio and JioMart stores.
- Strengthened omnichannel journeys to boost customer satisfaction and loyalty.

Research Summary at Jio

33+

UX research studies

Conducted 33+ end-to-end UX research studies across Jio apps, web, and Design System.

150+

User Participants

Worked with 150+ participants including designers, developers, and customers.

20+

Stakeholders

Worked with 20+ stakeholders across Product, Engineering, Retail, and Marketing.

300+

Customer Behaviour Patterns

Logged 300+ customer behavior patterns (navigation, hesitation points, assistance triggers).

worked on Digital Platforms



Design System (DS) Research & Adoption

- Improved DS adoption across product teams by **35–50%** after research-led documentation updates.
- Reduced designer onboarding time onto the DS from **2.5 hours → 1 hour**.
- Increased accuracy in component usage by **60%** through clarity in documentation & naming research.
- Validated **200+** DS components across multiple research cycles.
- Enabled **32+** product teams to standardize UI with DS-guided improvements.

Usability & Interaction Research

- Conducted **50+** moderated and unmoderated usability sessions across Jio apps.
- Identified **90+** usability issues—prioritized into High/Medium/Low with improvement roadmap.
- Increased task completion rate for tested flows by **25–40%** after design changes.
- Reduced user confusion in destructive actions by **70%** through behavioral testing.

Motion & Interaction Design Audit

- Audited motion patterns across **7** major Jio apps.
- Classified **120+ micro-interactions & transitions** for usability impact.
- Proposed motion guidelines that improved user flow clarity by **30%**.
- Reduced motion inconsistencies across apps by **40%**.

Cross-Functional & Stakeholder Collaboration

- Worked with **20+ stakeholders** across Product, Engineering, Retail, and Marketing.
- Partnered with **10+** product teams on integrating research insights.
- Conducted **6+** org-level workshops for DS documentation, onboarding, and motion improvements.

Retail & In-Store Research

- **50+** field observations across Jio & JioMart stores.
- Logged **300+ customer behavior patterns** (navigation, hesitation points, assistance triggers).
- Identified **25+ major CX gaps** in **offline-to-online journeys**.
- Created insights that reduced customer drop-off points by **~20%** in pilot areas.

Converted research insights into 15+ actionable guidelines adopted in DS 2.0.



Thank You
Love with Jio