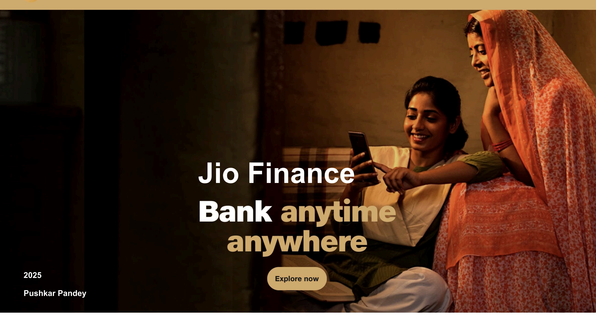


Objective of the Study

The study aims to achieve 5 primary objectives:

1. **Identify fear points in user decision-making during important actions**
   Understand where users hesitate, abandon, or feel anxious in the flow.
2. **Analyze the psychological triggers of fear**
   Determine what factors (e.g., irreversibility, financial risk, privacy concerns) amplify user hesitation while they perform destructive actions.
3. **Evaluate existing mitigation strategies**
   Assess how users perceive current confirmation dialogs, error messages, and security indicators.
4. **Measure user trust and confidence levels**
   Identify how design choices (e.g., wording, color, visual cues) impact perceived risk and trust.
5. **Develop UX principles to reduce fear**
   Explore best practices to enhance user confidence in high-stakes decisions.

Outcome

A comprehensive set of best practices and actionable guidelines in DS for designing user-friendly and risk-aware destructive action (DA) interfaces.

Research Methodology

Usability testing sessions with users to understand the fears, triggers and perceptions around destructive actions.

Secondary research and Design

Stage 1: Understand destructive actions, and subsequently designing screens for testing with the users

1:1 In-Depth user Interview

Stage 2: Observe user behavior and hesitation during realistic destructive actions in 3 realistic testing flows in Jio based apps and Understand user experience and general attitude with 3 levels of destructive actions

Analysis

Stage 3: Observe users as they interact with screens highlighting destructive actions

User groups

- 14 user interviews
- Segments : Jio external and internal participants
- 18-40 years Age group

Secondary research

Types of decisions

There are 2 layers of decisions which users can encounter :
- Severity of decision (High, Medium, Low)
- Positive or negative decision

Types of actions

There are 2 types of destructive actions:

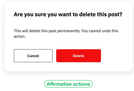
- **Affirmative destructive actions:** Destructive actions initiated by the user that takes the users further in their journey (for example, Save or Delete)
- **Accidental destructive actions:** Destructive action aren't always affirmative. In certain cases, destructive actions might be initiated accidentally by the user or by the system.

Fears which exist

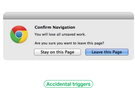
Accidental triggers
Triggered while users accidentally navigate away from a page without saving their data.

Ambiguous Actions
Users are uncertain about the impact, outcome, or reversibility of their decisions.

Irreversible outcomes
Actions which lead to permanent and irreversible consequences that cannot be undone which leads to panic



Affirmative actions



Accidental triggers

Ambiguous triggers

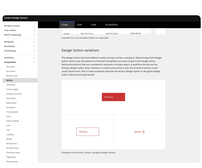
Irreversible outcomes

Secondary research

GITLAB DS

Oracle

Carbon DS



GITLAB DS

The GitLab Pajamas Design System outlines guidelines for handling destructive actions in user interfaces, emphasizing the importance of appropriate friction to prevent accidental actions and help users understand consequences.

Oracle DS

The Oracle Redwood Design System outlines best practices for destructive action dialogs, emphasizing clear messaging hierarchy (primary text, secondary text, and action buttons) and intent-based button labeling to reduce user hesitation and errors. It recommends using strong visual cues (e.g., color, spacing) and requiring explicit confirmation for irreversible actions.

Carbon DS

The Carbon Design System advises that destructive actions should be clearly labeled, visually distinct (e.g., red buttons), and require confirmation for irreversible changes. It recommends using modals or alerts for critical actions, ensuring users understand the consequences before proceeding.

Linking Secondary Research to Primary

Key Takeaways from Secondary research

1. Types of Destructive Actions:
Defined affirmative vs. accidental actions.

2. User Fears & Pain Points:
Identified major concerns: accidental triggers, ambiguous actions, irreversible outcomes.

3. Severity Levels Framework:
GitLab, Oracle, and Carbon DS emphasize clear hierarchy, warnings, and confirmations, leading to a structured low, medium, high severity approach

Division into severity levels

Insights from GitLab, Oracle, and Carbon DS emphasise severity-based handling—this framework helps apply those best practices systematically. So the screens were tested on basis of hierarchy

1. Assess User Impact:
Some actions (e.g., deleting an account) have irreversible consequences, while others (e.g., removing an item from a cart) can be undone. Severity helps differentiate these cases.
2. Clear severity levels prevent overuse of warnings, ensuring users only pause when truly necessary.
3. High severity : JioFinance, Low severity : Deleting address and Medium severity : E-commerce order cancellation

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We Can Connect For Further Details In This Project