

# SOI - UX / UI Audits

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SOI Design Operations

## System of Interaction

As part of Jio’s design team, I conducted detailed UI and UX audits for key products, including JioTV, JioTranslate, JioMeet, and JioFecilix, to enhance usability, design consistency, and overall customer experience (CX).

Through these audits, we identified key areas of improvement and established 15 CX standards to ensure a seamless and unified experience across all Jio products.

### UX Audit

The UX audit focused on understanding how users interact with Jio products and identifying usability issues that impact their experience.

### UX and UI Audits

The UI audit focused on refining the visual and interactive elements of Jio products to maintain consistency and brand alignment.

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## UX Audit

Identified key UX challenges and provided actionable recommendations to streamline user interactions, improve product discoverability, and enhance engagement across Jio’s digital ecosystem.

### UX Audit

The UX audit focused on understanding how users interact with Jio products and identifying usability issues that impact their experience.

- User Flow Analysis – Evaluated navigation structures and task completion efficiency to ensure a smooth user journey.
- Heuristic Evaluation – Assessed usability based on industry-standard heuristics to identify friction points in interactions.
- Information Architecture Review – Ensured content hierarchy, searchability, and organization align with user needs.
- User Testing & Feedback – Conducted user research to gather insights on pain points, preferences, and overall satisfaction.
- Interaction Design Assessment – Reviewed responsiveness, feedback mechanisms, and micro-interactions for better engagement.

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## UI Audit

Strengthened UI consistency across Jio products, improved accessibility, and enhanced overall visual appeal, ensuring a more cohesive and intuitive design system.

### UI Audit

The UI audit focused on refining the visual and interactive elements of Jio products to maintain consistency and brand alignment.

- Design System Compliance – Ensured UI components followed Jio’s design system and branding guidelines.
- Visual Consistency Check – Standardized typography, colors, iconography, and spacing across different products.
- Accessibility Evaluation – Reviewed contrast, readability, and compliance with WCAG accessibility standards.
- Responsive Design Testing – Assessed adaptability across different screen sizes and devices for a seamless experience.
- Component Optimization – Suggested refinements in buttons, forms, and interactive elements for improved usability.

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Thank you

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