



इलेक्ट्रॉनिक्स एवं
सूचना प्रौद्योगिकी मंत्रालय
MINISTRY OF
ELECTRONICS AND
INFORMATION TECHNOLOGY
समृद्धि व बल



UX4G

National Workshop On

Powering Transformation Through UI/UX For **Digital Governance**

📍 Hotel LaLiT, New Delhi | 📅 May 28, 2024



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to know more about UX4G,
UX UI Tools, Design System, Events etc

AGENDA

May 28, 2024

10:00 AM – 10:05 AM	Lighting of the Lamp Ceremony
10:05 AM – 10:10 AM	Welcome & Context Setting: Synthesizing Insights for a Vision on Unified Digital Experience: Shri Sanket Bhondve, Joint Secretary (Digi Gov), Ministry of Electronics and Information Technology (MeitY)
10:10 AM – 10:20 AM	User Experience (UX) & User Interface (UI) for Digital Experience and Citizen Engagement: Shri Rajesh Singh, Joint Secretary & Financial Advisor, Ministry of Electronics and Information Technology (MeitY)
10:20 AM – 10:30 AM	Powering Transformation through UI/UX: Ms. Debjani Ghosh, President, NASSCOM
10:30 AM – 10:45 AM	MoU signing between Ministry of Electronics and Information Technology (MeitY) & Ministry of External Affairs (MEA) & Common Services Centers (CSC)– SVP -To provide e-Migrate services to citizens through CSCs: Officials of MEA, MeitY and CSC
10:45 AM – 11:00 AM	Keynote Address- Enhancing User Experience based Design of e-Gov Applications: Shri Amit Agrawal, CEO, UIDAI & DG, NIC
11:00 AM – 11:05 AM	Vote of Thanks: Shri J L Gupta, Director (A&C), NeGD
11:05 AM – 11:25 AM	Tea Break
11:25 AM – 12:25 PM	Panel Discussion- 1: Best UX Practices Moderator- Shri NSN Murty, Partner Deloitte <ul style="list-style-type: none">• Presentation by T App Folio –Telangana: Shri T Ravikiran, IFS• Presentation by Zoho: Shri Praval Singh• Presentation by MapmyIndia: Shri Rahul Kunwar

AGENDA

12:25 PM – 1:25 PM

Panel Discussion- 2: Role of UI/UX in Citizen Engagement with the Government

Moderator– Shri Abhishek Singh, Additional Secretary, MeitY

- Presentation by Physicswallah: Shri Prateek Maheshwari
- Presentation by UX Design Expert: Shri Niyam Bhushan
- Presentation by Parallel HQ: Shri Robin Dhanwani

1:25 PM – 2:10 PM

Lunch Break

2:10 PM – 3:10 PM

Panel Discussion-3: Tools & Techniques for UI/UX practices

Moderator – Shri Santosh Misra, Partner PwC

- Presentation by LinkedIn: Shri Ajay Datta
- Presentation by Samsung: Shri Thomas Grey Manih
- Presentation by Microsoft: Shri Arun Fernandez

3:10 PM – 3:30 PM

Tea Break

3:30 PM – 4:30 PM

Panel Discussion- 4: Aspirations and Experiences of Citizens in the Social Domain

Moderator- Shri Pradeep Joseph, Director UX, Google

- Presentation by SBI Yono: Shri Rajeev Ranjan Prasad
- Presentation by Digi Locker: Shri Debabrata Nayak
- Presentation by e-Migrate (MEA): Ms. Vallari Gaikwad & Shri Neerav Bajpai

4:30 PM – 4:50 PM

Transformation of Gamification to boost User Engagement through UI/UX Improvisation: Presentation by Dream11: Ms. Priyanka Kodikal

5:10 PM – 5:20 PM

Felicitation of Participants

5:20 PM – 5:50 PM

Valedictory Session & Feedback

EXHIBITION STALLS



Stalls from Industry-Leading Agencies & Departments



INAUGURAL SESSIONS

Lighting of the Lamp Ceremony



Dignitaries on Dais

- Shri Amit Agrawal, CEO, Unique Identification Authority of India (UIDAI) & Director General (DG), National Informatics Center (NIC)
- Shri Rajesh Singh, Joint Secretary & Financial Advisor, Ministry of Electronics and Information Technology (MeitY)
- Ms. Debjani Ghosh, President, NASSCOM
- Shri Sanket Bhondve, Joint Secretary (Digi Gov), Ministry of Electronics and Information Technology (MeitY)

WELCOME & CONTEXT SETTING

(10:05 AM – 10:10 AM)



Shri Sanket Bhondve

Joint Secretary (Digi Gov),
Ministry of Electronics and
Information Technology (MeitY)

Shri Sanket Bhondve welcomed everyone and set the context for the workshop, emphasizing the importance of UI/UX in today's dynamic world. He began by referencing inputs from Shri Amit Agrawal to address questions related to the Digital Personal Data Protection (DPDP) bill.

Shri Sanket Bhondve highlighted a historical incident where a nuclear reactor faced a partial breakdown due to poor user interface design, illustrating the potential consequences of neglecting UI/UX.

He compared UI to traffic signals, where clear indicators guide behavior, and explained the distinction between UI and UX:

"UI is like the buttons and icons with which you interact, and UX is the experience you have with technology."

Shri Bhondve mentioned the importance of accessibility, noting that millions of differently-abled individuals benefit from well-designed interfaces. **"Today, we are working toward breaking software barriers via good UI/UX,"** he said.

He also warned against "dark patterns"—designs that deceive users, like displaying crucial information in tiny fonts. **"If I want to cheat you, I will write a price on a water bottle in a very tiny font, making the important information very difficult for the user to decipher,"** he explained.

In an exciting announcement, Bhondve revealed plans for an indigenous app store with its own UI/UX designs and mentioned forthcoming guidelines for the project, involving 85 departments. He emphasized that UI/UX would play a pivotal role in India's tech-driven digital governance future.

To illustrate the goals and services of the UX4G project, a video was unveiled, showcasing how UX4G aims to make government services more user-friendly and intuitive. The project addresses issues like poor personalization and complex navigation, offers reusable components and digital assets, and organizes hackathons and workshops to guide departments in improving UX.

"Transforming digital experiences for a better tomorrow,"

Shri Bhondve said, highlighting the project's citizen-centric approach embedded in design thinking, which enhances user experience and fosters trust in government service delivery.

ADDRESS

Powering Transformation through UI/UX (10:20 AM – 10:30 AM)



Ms. Debjani Ghosh
President, NASSCOM

Ms. Debjani Ghosh emphasized the transformative power of UI/UX in shaping public perception and trust in government services. Highlighting the success of DigiLocker, she noted,

"DigiLocker has an amazing interface and can change the perception of the government among common people."

She stressed that UI/UX forms the first impression and builds trust in government entities.

Citing usage statistics, Ghosh revealed that in April, the most visited government website in India was the Election Commission of India (ECI) with nearly 82 million visits, followed by the Unique Identification Authority of India (UIDAI) with 64 million visits, and Parivahan. The top five government websites collectively garnered 268 million visits, with 73% of these accesses via mobile devices. She remarked, **"In a country that is digitizing at a hyper rate, the most visited website was the website of the Election Commission of India, followed by the websites of UIDAI and Parivahan in April itself."**

She warned against the detrimental impact of poorly designed websites, stating,

"A cluttered website breaks trust in the brand. 90% of people say that a poor website is the reason they don't trust a brand."

She highlighted that an optimized user experience can increase trust by 400%.

Ms Ghosh discussed the unique challenges in India, such as designing experiences that cater to multiple languages, varying literacy levels, different device types, and fluctuating internet speeds. She underscored the importance of personalization, noting that while it is prevalent in OTT apps like Netflix, it is still nascent in government services but will soon play a crucial role in enhancing user experience.

"We have to think of UI/UX as a well-designed bridge to create trust between citizens and the government, ensuring that no one is left behind and that the system remains secure," -she said.

Ms Ghosh emphasized that people's experiences with the government are increasingly shaped by their online interactions, making it essential to focus not just on aesthetics but on functionality and trust-building.

She concluded by stressing the need for seamless user experiences across both urban and rural areas, considering varying levels of broadband availability. **"Websites and apps today should be seen as bridges that connect citizens and the government, building trust and fostering a more connected society. We must ensure that inclusion, trust, and UI/UX become integral parts of this journey,"** Ms Ghosh concluded.

ADDRESS

Importance of UX Design in e-Gov Applications (10:30 AM – 10:40 AM)



Shri Rajesh Singh

Joint Secretary & Financial Advisor,
Ministry of Electronics and Information
Technology (MeitY)

Shri Rajesh Singh opened his speech by sharing a personal anecdote: "Yesterday, a team member informed me about the workshop and I had limited knowledge about the topic." He gained significant insights after reading the UX4G guidelines, particularly about the reach and approach of digital solutions, including the role of telecommunication networks and the accessibility of digital services for semi-literate individuals. Singh expressed confidence that the workshop would further enhance this understanding.

He emphasized that accessibility should be a priority in design, especially for underprivileged individuals.

"Assisted modes or third-party support are still commonly used. However, as we progress, we should aim to create experiences that enable people to complete tasks independently," He said. This shift would not only reduce support costs but also significantly benefit underprivileged communities by empowering them to use digital services autonomously.

Shri Singh highlighted the critical role of UI/UX in the development of e-delivery platforms, which are being created every day. He pointed out that design considerations should include the Z and F reading patterns to enhance user experience. "It is an ever-evolving field, and appreciation goes to Sanket for this initiative," he added, commending the efforts to advance UI/UX in government services.

"Our goal should be to make the experience enriching for everyone," Singh concluded, stressing the importance of inclusive and well-designed digital experiences.

MOU SIGNING

Between

Ministry of Electronics and Information Technology (MeitY) & Ministry of External Affairs (MEA) & Common Services Centers (CSC)–SVP



Following Shri Singh's speech, there was a Memorandum of Understanding (MOU) signing between the Ministry of External Affairs (MEA) and Ministry of Electronics and Information Technology (MeitY). The signatories were Shri Akshay Rat, CEO of CSC e-Governance Services, Joint Secretary Shri Brahma Kumar from MEA, and Joint Secretary Shri Sanket Bhondve from MeitY. This MOU aims to provide e-Migrate services to citizens through Common Service Centers.

FELICITATION TO PROJECTS FOR GOOD UX UI PRACTICES

In recognition of exceptional practices in crafting intuitive and visually stunning user experience (UX) and user interface (UI) in product design, Shri Amit Agrawal, CEO, UIDAI & DG, NIC felicitated representatives from applications namely- e-Migrate, T App Folio, SBI Yono, Lakhpati Didi and Poshan Tracker.

T APP FOLIO

T App Folio is a one stop solution (by Government of Telangana) for citizens needs for government services like Mee Seva services, RTA services, fee payments and bill payment services etc. Residents of Telangana can avail the services offered using the mobile app, web, IVR, SMS or USSD. ESD will continue to add more and more government services in the T App Folio to enable citizens' access to government services through mobile App, web, IVR, SMS and USSD channels.



Shri Tirumala Ravikiran IFS, Commissioner –ESD (MeeSeva) for T App Folio, Telangana received on behalf of Shri Jayesh Ranjan, IAS, Special Chief

Secretary for Information Technology, Electronics & Communications (ITE&C), Government of Telangana.

e-MIGRATE

eMigrate, a transformative initiative by the Overseas Employment Division of MEA, Government of India, is to automate emigration processes and create a seamless ecosystem. With MEA's e-governance program, it envisions a future where emigration becomes a straightforward, transparent, and humane process.

The eMigrate system brings seamless automation to the offices of Protector of Emigrants (PoE) and Protector General of Emigrants (PGoE), optimizing their operations. Additionally, it electronically link all essential stakeholders, including Indian Missions, PGoE, PoE, Employers, Project Exporters, Recruiting Agents, Emigrants, and Insurance Agencies, on a unified platform for enhanced collaboration and efficiency.



Shri Bramha Kumar, IFS, Joint Secretary (OE&PGE), Ministry of External Affairs (MEA), Government of India (e-Migrate)



Ms. Vallari Gaikwad, IFS, Under Secretary (OE&PGE), Ministry of External Affairs (MEA), Government of India (e-Migrate)

SBI YONO

YONO (“You Only Need One”) is an integrated digital banking platform offered by State Bank of India to enable users to access a variety of financial and other services such as flight, train, bus and taxi bookings, online shopping, or medical bill payments. YONO is offered as a mobile banking app for both Android and iOS. It enables an account holder to withdraw money instantly from any of the SBI ATMs and most of SBIs Merchant POS terminals or Customer Service Points (CSPs) within India without using any physical card or filling up any physical withdrawal slip.



Shri. Rajeev Ranjan Prasad, CGM (Digital Transformation & e-Commerce), State Bank of India (SBI Yono)

LAKHPATI DIDI, MINISTRY OF RURAL DEVELOPMENT, GOVERNMENT OF INDIA

A Lakhpati Didi is a Self-Help Group member with an annual household income exceeding Rs. 1,00,000. Beyond financial success, they inspire through adopting sustainable livelihood practices and achieving a decent standard of life. Lakhpati initiative facilitates diversified livelihood activities, by ensuring convergence across all Government departments/ Ministries, Private sector and Market players. The strategy includes focused planning, implementation and monitoring at all levels.

An app for Lakhpati Didi is developed under the business and productivity category, specifically designed to help SHG households and their members track their income.



A representative received on behalf of Ms Swati Sharma, IAS, Joint Secretary- RL II, Ministry of Rural Development, Government of India

POSHAN TRACKER, MINISTRY OF WOMEN AND CHILD DEVELOPEMNT, GOVERNMENT OF INDIA

The 'Poshan Tracker' is a mobile based application rolled out by the Ministry of Women and Child Development, Government of India. It is an important governance tool. Technology under Poshan Tracker is being leveraged for dynamic identification of stunting, wasting, under-weight prevalence among children and last mile tracking of nutrition service delivery. It helps in job-aid to the Anganwadi worker for efficient delivery of services along with reflection of their efforts; in critical and beneficiary-centric service delivery Application under POSHAN Abhiyaan and promotes real time data with analytics.

KEYNOTE ADDRESS

Enhancing User Experience-based Design of e-Gov Applications
(10:45 AM – 11:00 AM)



Shri Amit Agrawal

CEO, Unique Identification Authority of India (UIDAI) & Director General, National Informatics Center (NIC)

Shri Amit Agrawal commenced his keynote address by expressing gratitude to Shri Sanket Bhondve for inviting him to the workshop. He shared a compelling story from the tech industry, noting, **"When Microsoft didn't exist, only a product existed with an amazing graphic and later it went on to become the biggest industry giant."**

He drew parallels with Apple, emphasizing how Steve Jobs' focus on design, encompassing both UX and UI, contributed significantly to the company's success across various products and platforms.

Shri Agrawal praised Google's minimalist design, highlighting that its simple search bar underscores the importance of focusing on core functionality. He also referenced the recent release of the Digital Brand Identity Manual (DBIM), which has significantly improved user journeys by addressing issues of poor navigation and cluttered interfaces on many websites.

He stressed the crucial role of UX in determining a product's success, suggesting that the government can learn a lot from the private sector and those recently honored for their contributions to UI/UX. "70% of user journeys are on mobile phones," he said, emphasizing the need to optimize government services for mobile devices.

He pointed out that while many UIDAI users currently access services via the website, there is a need to shift focus towards mobile platforms.

Shri Agrawal argued that the goal of government websites should extend beyond facilitating single transactions to creating a seamless, repeatable user experience that encourages users to return.

"Users trust us that we will treat them well and hence we need to ensure we provide the best services to them," he stated.

He underscored the importance of personalization in providing an end-to-end journey and highlighted the role of face authentication in enhancing security for government services. He cited the transformative impact of biometrics during demonetization, allowing secure digital transactions anytime, anywhere, thereby greatly improving the user experience.

Shri Agrawal lauded DigiLocker as an example of good UX, enabling users to easily access important documents like admit cards and certificates. He advocated for a unified digital experience across government services, proposing **"one single digital experience, one single interface, and one app to provide all services to users - it should be inclusive, simple, and meet accessibility needs with personalization."**

He called for collaboration between public and private platforms to create unified opportunities for users, emphasizing that **"a user must get everything in one place instead of asking them to download multiple apps for a single service."**

Shri Agrawal concluded by urging the audience to "start knowing your customers, gather feedback, study feedback, and learn more about user issues to create better experiences." He expressed confidence that the workshop would help remove obstacles and enhance the digital experience for both providers and citizens. **"I compliment the Team of MeitY for organizing this workshop,"** he said, recognizing its potential to drive significant improvements in e-Gov applications.

VOTE OF THANKS



Shri J.L Gupta
Director, NeGD

Shri J.L. Gupta delivered the vote of thanks, expressing gratitude to all dignitaries for attending and sharing their words of wisdom. He appreciated the efforts of the organizers and highlighted the importance of such workshops in advancing the field of UI/UX.

PANEL DISCUSSION 1

“UX BEST PRACTICES”



Moderator

Shri NSN Murty

Partner Deloitte

The panel discussion, moderated by Shri NSN Murty, focused on identifying and implementing best UX practices, particularly in government applications, and how these differ from the private sector.

Shri Murty began by highlighting the importance of integrating digital and physical experiences in government services, much like Amazon seamlessly integrates its backend and frontend systems to enhance overall user experience. He emphasized that UX should be simple and accessible to everyone, everywhere. Addressing the challenge of language barriers, Murty suggested Bhashini as a potential solution to make services more inclusive.

Shri Murty also pointed out the fundamental difference between government and private sector applications. While private sector apps encourage repeated use, government apps should aim to complete transactions quickly and efficiently, ideally within three clicks. He emphasized that the government has a responsibility to create user experiences that are simple, authentic, and trustworthy. Shri Murty questioned whether the private sector could adopt more responsible design practices and introduced the concept of "Green Code" to incorporate design sustainability, ensuring usability, intuitiveness, and responsibility for future generations.



Panelist

Shri Tirumala Ravikiran

IFS, T App Folio, Telangana

Shri Tirumala Ravikiran presented T App Folio, a mobile app launched in 2018 to deliver citizen services in Telangana, alongside its web counterpart, Meeseva. Despite initial UX challenges, T App Folio achieved significant milestones, including 1.32 crore downloads and integration with over 30 departments. Ravikiran shared plans for UX improvements based on feedback and competitive analysis, such as simplifying navigation, enhancing personalization, and introducing a favorites section for frequently used services.

He highlighted the app's e-Wallet feature, which facilitates transactions for manual laborers, and compared it with competitors like Paytm, Tata New, and Amazon. The app's overhaul includes using Google Material Design, single sign-on options, and integrating voice assistance and emergency helplines. Shri Ravikiran emphasized the importance of continuous improvement to attract more users to the platform and thanked the UX4G team for their help and support with the design and research part of the application.



Panelist

Shri Rahul Kunwar

Design Head, Kogo, MapmyIndia

Shri Rahul Kunwar emphasized that user experience can significantly impact a business, especially in the travel industry, which demands constant visual information and engagement. He discussed how Kogo uses generative AI to meet user expectations, citing Mappls Trip Planner's text-to-speech AI that customizes itineraries as an example. Kunwar's guiding principle is to keep user interfaces simple and easy to use, ensuring high user satisfaction.



Panelist

Shri Praval Singh

Vice President, Marketing and
Customer Experience, Zoho

Shri Praval Singh discussed enhancing user experience by turning average users into power users through interactive tools like command-based document creation. He highlighted the importance of aligning user experience with user expectations, focusing on uniformity in AI integration across different business needs.

Singh referenced Jakob's Law, which suggests that users prefer familiar design patterns, and described Zoho's efforts to streamline user experience across its applications through a consistent design system.

He advocated for observing user actions to gather feedback, rather than relying solely on surveys and interviews, to gain more accurate insights into user behavior and preferences. Singh stressed the importance of continuous observation and adaptation to create better user experiences.

The panel underscored the critical role of UX in both public and private sectors, emphasizing the need for simplicity, accessibility, and constant improvement through user feedback and innovative design practices.

PANEL DISCUSSION 2

“ROLE OF UI/UX IN CITIZEN ENGAGEMENT WITH THE GOVERNMENT”



Moderator

Shri Abhishek Singh

Additional Secretary, Ministry of Electronics and Information Technology (MeitY), Government of India

Shri Abhishek Singh opened the session by acknowledging the common complaints about the poor state of UI/UX in government services. He emphasized the importance of simplicity and clarity in design, using the Google homepage as an ideal example. Singh discussed the evolution from static websites to dynamic apps and conversational bots, stressing the growing role of voice in UI/UX. He suggested that government websites be tested from the user's perspective to enhance ease and convenience. He also highlighted the challenges of retaining user attention and the necessity of designing content to maximize user engagement.



Panelist

Shri Prateek Maheshwari

Co-founder, Physics Wallah

Shri Prateek Maheshwari shared his positive experience with the Digi Yatra app,

illustrating the potential of good UI/UX. He discussed the inception of Physics Wallah, focusing on delivering high-quality, affordable education in vernacular languages to cater to a broader student base. Shri Maheshwari highlighted the importance of personalization, mega classrooms, and engagement tools like sentiment analysis to enhance student interaction. He attributed their success to understanding and addressing student pain points, which led to high user engagement and profitability.



Panelist

Shri Niyam Bhushan

Founder, Designrev.in

Shri Niyam Bhushan proposed a vision to transform India into a design superpower. He emphasized designing government services to be invisible, transparent, and trustworthy. Shri Bhushan introduced seven UX design principles: culture mapping, participatory design, reducing cognitive load, using non-verbal communication, providing rest, and designing for freedom. He stressed the need for a unified UX approach across India to cater to its diverse population, likening India's diversity to that of the EU.



Panelist

Shri Robin Dhanwani

Founder & CEO, Parallel HQ

Shri Robin Dhanwani reflected on the importance of user-centric design in government services. He shared personal anecdotes about the inefficiencies of traditional government processes and the improvements brought by digital solutions like FASTag and DigiLocker. He discussed a design sprint that improved the DigiLocker app by streamlining onboarding and ensuring the app's functionality matched user needs. He emphasized the need for high standards, collaboration, and a robust framework for measuring UX, advocating for citizen-focused management and continuous improvement based on user feedback.

Overall, the panel discussion underscored the critical role of UI/UX in enhancing citizen engagement with government services. The speakers highlighted the necessity of simplicity, personalization, and continuous improvement, drawing from successful private sector practices and the unique challenges of the public sector. The session concluded with a call for better collaboration, higher standards, and a unified approach to design across all government platforms.

FELICITATION TO INDIVIDUAL OFFICERS FOR GOOD UX UI PRACTICES

In recognition of exceptional leadership and dedication in crafting intuitive and visually stunning user experience (UX) and user interface (UI) in product design, Shri Abhishek Singh, Additional Secretary, Ministry of Electronics and Information Technology (MeitY), Government of India felicitated individual Officers for their work. Their contribution demonstrated a deep understanding of user needs and translated them into a successful design solution.



Dr. Kshitij Kushagra, Scientis F, Ministry of Electronics and Information Technology, Government of India



Shri D P Misra, Scientist F, National Informatics Center (NIC)



Shri Debabrata Nayak, Chief Technology Officer (CTO), Digital India Corporation (DIC)



Mrs Neeta Tandon, Senior Consultant, Digital India Corporation (DIC)



Shri Ajeet Kumar, Deputy General Manager, National e-Governance Division (NeGD)



Shri Suman Prasad, Deputy General Manager, National e-Governance Division (NeGD)

PANEL DISCUSSION 3

“TOOLS & TECHNIQUES FOR UI/UX PRACTICES”



Moderator

Shri Santosh Mishra

Partner PwC

Shri Santosh Mishra began the session by highlighting the importance of user focus in digital service delivery, which is often missing. He shared his experience in Tamil Nadu where he aimed to bring driving license services completely online, particularly challenging in transport and registration departments. Shri Mishra emphasized the necessity of user-centered design principles and the importance of understanding user problems from their perspective. He called for adopting the design principles and tools used by the private IT sector to enhance user experience in government services.



Panelist

Shri Ajay Dutta

Senior Director & Head of Product, LinkedIn

Shri Ajay Dutta explained that LinkedIn, often perceived merely as a job platform, is built around people, companies, universities, and organizations, with over 1 billion active

members. He emphasized a member-first approach, which involves inclusion, trust, and adaptability. LinkedIn's UI/UX design considers diverse user needs, incorporating visual cues to foster acceptance and belonging. Shri Dutta highlighted how LinkedIn adapts its language and features to suit different markets, like replacing 'Alumni' with 'Seniors' in India to enhance user understanding and engagement. He also touched on the challenges of maintaining trust and real identity in the age of AI, stressing the need for user feedback in AI-related features.



Panelist

Shri Thomas Grey Manih

Lead For India Facing Apps, Samsung

Shri Thomas Grey Manih discussed Samsung's design philosophy, which is human-centric and adapts with the times. Samsung's design principles focus on being essential, innovative, and harmonious. He pointed out the consistency in Samsung's product design across various devices, emphasizing the diverse needs of Indian users. Samsung's design approach considers visceral (how users see), behavioral (how users interact), and reflective (how users feel) aspects. He provided examples such as the Smart Mobile Hotspot feature, which was developed to cater to the needs of Indian families during COVID-19, and the improvements in UPI transaction tracking to enhance user experience.



Panelist

Shri Arun Fernandez

Founder , Dlearners

Shri Arun Fernandez focused on UI/UX design for users with disabilities, highlighting that 20% of adults have some form of learning or neurological disability. He introduced Microsoft's Immersive Reader, a tool beneficial for school kids and adults, including those with dyslexia. This tool can read text aloud from images, aiding comprehension. Shri Fernandez shared his efforts to implement this technology in government schools across Karnataka, Kerala, Chhattisgarh, and Andhra Pradesh to identify and assist children with disabilities. He emphasized the need for tactile and engaging learning methods to create impactful UI/UX for these users, mentioning features like syllable breakdowns and tic-tac-toe for learning.

Overall, the panel discussion underscored the critical need for user-centered design in both private and public sectors. The speakers highlighted practical examples and principles from their respective fields, emphasizing inclusion, adaptability, and the importance of understanding and addressing diverse user needs. The session concluded with a call for continuous improvement and collaboration to enhance the user experience in digital services.

PANEL DISCUSSION 4

“ASPIRATIONS AND EXPERIENCES OF CITIZENS IN THE SOCIAL DOMAIN”



Moderator

Shri Pradeep Joseph

Representative from Google

Shri Pradeep Joseph provided insights into the dual nature of Google's operations, distinguishing between its consumer-facing services and the lesser-known B2B systems of Google Cloud. He urged the audience to separate UI (User Interface) and UX (User Experience) as distinct disciplines that should not be conflated. Joseph underscored the importance of integrating various design aspects—software, hardware, environment, and service—to create seamless user experiences. He stressed the necessity of ongoing user research to adapt to evolving user needs, drawing from his experience leading the UX team for Google Cloud's infrastructure and ecosystem.



Panelist

Shri Rajeev Ranjan Prasad

Chief General Manager (Digital Banking & Transformation - Retail), State Bank of India

Shri Rajeev Ranjan Prasad highlighted the challenges faced in digital initiatives,

noting that only 30% succeed primarily due to a lack of customer-centric design. He emphasized the importance of understanding the user's perspective, especially in rural and semi-urban areas, which constitute a significant portion of their clientele. Prasad detailed the development of the SBI Yono Super App, built on three pillars: essential banking services, important financial products, and desirable conveniences like shopping and ticket booking. This structure aimed to cater to diverse user needs, enhancing their digital banking experience.



Panelist

Shri Debabrata Nayak

Chief Technology Officer (CTO),
Digital India Corporation (DIC)

Shri Debabrata Nayak shared his journey with DigiLocker, a digital storage platform for important documents. Initially met with skepticism, the project succeeded through a strong focus on user experience and simplicity. Shri Nayak recounted the development of the CoWin app for COVID-19 vaccination management, which withstood immense user loads due to robust architectural and UX design. He also described the Poshan Tracker app, designed to simplify data entry for Anganwadi workers. He stressed the importance of regular UX audits, comparing good UX design to a trusted family doctor, essential for continuous improvement and user satisfaction.



Panelist

Ms. Vallari Gaikwad

IFS, Under Secretary
(OE & PGE)



Panelist

Shri Neerav Bajpai

Principal Consultant (PMG),
Ministry Of External Affairs (Mea),
Government of India

Ms Vallari Gaikwad and Shri Neerav Bajpai from the Ministry of External Affairs elaborated on the e-Migrate portal, which regulates the recruitment of Indian workers for overseas employment, a critical service given India's status as the largest receiver of remittances. They emphasized the portal's role in promoting safe and legal migration, preventing fraud, and ensuring the welfare of migrant workers. Upcoming enhancements include a mobile app for easier access to services, integration with DigiLocker for secure document storage, and a payment portal in collaboration with SBI. They highlighted the integration of Bhashini, an AI-powered language support tool, to make the portal accessible in regional languages, ensuring that even non-fluent users can benefit from its services.

PRESENTATION: TRANSFORMATION OF GAMIFICATION TO BOOST USER ENGAGEMENT THROUGH UI/UX IMPROVISATION



Ms. Priyanka Kodikal
Design Head, Dream11

Ms Priyanka Kodikal discussed the significant impact of UX design across both public and private sectors, emphasizing that when executed effectively, it serves as a pivotal factor in user engagement and satisfaction. She delved into the concept of gamification, explaining it as the integration of game design elements in non-gaming contexts to motivate and engage users. Key principles of gamification include earning points, building anticipation, offering rewards and badges, presenting challenges, and tracking progress.

Ms Kodikal highlighted how Dream11 employs gamification through various features:

- › **Champions Club:** A loyalty program where user engagement with the platform translates into points, advancing their levels and enhancing their experience.
- › **Dream Box:** A feature based on the anticipation of surprise rewards, designed to keep users intrigued and returning to the platform.
- › **Mission:** An initiative that combines multiple gamification principles to motivate users toward continuous engagement.

She stressed that effective gamification should not be seen as trivial but as a strategic and motivational tool that makes users feel productive. The core idea is that gamification drives user engagement, which in turn fosters retention.

Ms Kodikal also mentioned other successful implementations of gamification in various products, citing examples like Duolingo, Fitbit, CRED, and Zomato, which have effectively used gamification to enhance user engagement and retention.

VOTE OF THANKS



Dr Kshitij Kushagra

Scientist F, Ministry of Electronics and Information Technology, Government of India

Shri Kshitij Kushagra delivered the vote of thanks, expressing gratitude to all speakers and participants for their insightful contributions and active engagement. He appreciated the efforts of the organizers and highlighted the importance of such workshops in advancing the field of UI/UX.

WAY FORWARD



Following the fruitful discussions and presentations at the UI/UX Workshop on 28th May 2024, the organizers and the participants had a productive meeting with the esteemed Speakers.

As a significant step forward, the organizers will share the UX4G design guidelines with all participating speakers. These guidelines are intended to set a benchmark for best practices in UI/UX design, tailored to meet the diverse needs of users across various industries and sectors.

The speakers have agreed to provide detailed industry feedback on these guidelines. Their insights and suggestions, drawn from extensive experience and expertise, will be invaluable in refining and enhancing the guidelines.

To facilitate a thorough review and discussion of the proposed changes, a separate meeting will be scheduled. This dedicated session will focus on:

- **Reviewing Feedback:** Discussing the detailed feedback provided by the speakers to identify key areas for improvement in the UX4G design guidelines.
- **Collaborative Enhancement:** Working collaboratively to integrate the suggestions and ensure that the guidelines are comprehensive, user-centric, and adaptable to different industry needs.
- **Finalization:** Ensuring that the enhanced guidelines are robust, practical, and ready for implementation, thereby setting a new standard in UI/UX design.

This proactive approach aims to create a dynamic, user-focused design framework that will benefit both the public and private sectors. By involving industry experts in the iterative process, the final UX4G design guidelines will be well-positioned to drive innovation and improve user experiences across various applications and platforms.

The organizers are committed to maintaining this collaborative momentum and look forward to the continued contributions of all speakers and participants in this important endeavor.

In order to continue the momentum for increasing the awareness on UI/UX such national level workshop would be frequently organised.

EXHIBITION STALLS



Demonstration stalls at the exhibition were set up by Government and Industry members which provided an interactive experience for visitors to learn about key design principles. Through live demonstrations of various applications and interactive services, prototypes, attendees explored concepts like usability, navigation, and visual design. Overall, the stall was a great success in raising awareness of the importance of UI/UX design.

A total of eight exhibition stalls were installed for demonstration of good UI/UX practices and users journey from the product perspective.

ABOUT SPEAKERS OF PANEL DISCUSSIONS

Panel Discussion-1: Best UX Practices

MODERATOR: SHRI N S N MURTY, PARTNER DELOITTE

Over 2 decades of continuous learning experience from grass-roots to board-rooms. Passion for Government Transformation, GovTech & Cities has taken me to every nook & corner of this beautiful country India and to various smart cities across the globe.

Known as a Thought Leader and Public Speaker in the Smart Cities, GovTech and Government Transformation. In the last 9 years, worked on several First-of-Its-Kind projects/ programs and gained rich experience in Smart Mobility, InfraTech, Public Safety & Security, Integrated Command & Control Centers, Smart Utilities, Smart Governance and Smart Financing.

Specialties: Smart Cities, Smart Transportation, GovTech, Innovation, Startup's Mentoring, Public Policy, Government Affairs, PPP, eGovernance, Mega Deals, P&L Management, Practice Building, Program & Project Management, Change Management, Public Sector Solutions Play, Safety & Security.

PANEL MEMBER 1: SHRI TIRUMALA RAVIKIRAN, INDIAN FOREST SERVICE (TG:2012), COMMISSIONER ESD (MEESEVA), ITE&C DEPT, GOVERNMENT OF TELANGANA

He has more than 14 years of professional and, currently serving as Commissioner ESD (MeeSeva), ITE&C Dept, Government of Telangana. Under his leadership, Electronic Service Delivery ESD has ushered in any time anywhere service delivery to citizens by bringing 600+ services of about 40 departments, in the state of Telangana, through 4200 centres spread across the state. ESD has taken government to the citizen's doorsteps. As Commissioner ESD, the focus is on improving the current processes and also introducing lot of new initiatives to improve the efficiency of service delivery through a project Mee Seva 2.0 and adoption of latest technologies in IT including m Governance, Big Data, Visualization and Dashboard etc., towards better Electronic Delivery of Govt. Services to the citizen.

Previously he had served as, Joint CEO (IT)- Elections, Election Commission of India, CEO Office, Telangan; District Forest Officer in Mahabubabad & Bhupalpally in Telangana and; Business Technology Analyst, Deloitte , Hyderabad.

PANEL MEMBER 2: SHRI. PARAVL SINGH, VP, ZOHO

He has been with Zoho for about 12 years and is currently the VP of Marketing and Customer Experience. He and his team work on brand-led initiatives at Zoho.

Back in 2008, Praval co-founded a digital agency that helped brands like Samsung, Maruti Suzuki, and NIIT with product launches, digital outreach, and web development in India.

Over the last 15 years—between his agency work and his time with Zoho—he has built marketing teams, launched products, and fostered critical partnerships.

PANEL MEMBER 3: SHRI RAHUL KUNWAR, THE DESIGN HEAD AT KOGO (MAPMYINDIA)

He applies his expertise in user experience and cognitive ergonomics to solve enterprise challenges with AI. A published artist and a distinguished Master's graduate from IIT Delhi, he combines his background in Art, Architecture, Publication, Graphic, and Industrial Design to create engaging user experiences and innovative solutions.

Panel Discussion- 2: Role of UI/UX in Citizen Engagement with the Government

MODERATOR: SHRI ABHISHEK SINGH, IAS, ADDITIONAL SECRETARY, MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY (MEITY), GOVERNMENT OF INDIA:

He is a career civil servant with 29 years of experience in public policy and implementation and specialises in the use of technology for improving public services. He currently serves as Additional Secretary in India's Ministry of Electronics and Information Technology with responsibilities of Artificial Intelligence & Emerging Technologies, Cyber Security and

Digital Skilling. He has also been assigned the responsibility of Chief Executive Officer of Karmayogi Bharat – a Government Company tasked with building a tech platform for Capacity Building of all Civil Servants. He has led the implementation of key Digital India projects like Digilocker, MyGov, Cowin, UMANG, DIKSHA that form the core of India's Digital Public Infrastructure.

He has done Masters in Public Administration from Harvard Kennedy School of Government. He is also an alumnus of IIT Kanpur. He was recently awarded the UNDP Future of Government Leadership Award.

PANEL MEMBER 1: SHRI PRATEEK MAHESHWARI, CO-FOUNDER, PHYSICS WALLAH:

He is the Co-Founder of Physics Wallah (PW), India's leading EdTech platform that is democratizing education at scale in India. He partnered with Alakh Pandey, Founder & CEO of PW, in 2020 to launch Physics Wallah (PW).

He is passionate about transforming the educational landscape of India with the power of technology to drive scalable solutions and enable last-mile access. He brings with him a notable academic background, holding a bachelor's degree in Mechanical Engineering from IIT (BHU), Varanasi.

With over 17 years of experience in establishing tech-based companies, he has previously founded various FoodTech and EdTech startups.

As a driving force behind Physics Wallah since its inception, Prateek's co-founding role has been instrumental in propelling the organization's expansion in a strategic direction. Leveraging his extensive business acumen, he envisions Physics Wallah becoming the go-to platform for high-quality and affordable education, setting new standards for competitive exams and skilling programs for India's youth, making them job-ready. Driving on the same vision to make the learners of today future-ready, Prateek spearheaded the establishment of PW Institute of Innovation which provides a 4-year residential program in Computer Science and AI, featuring an industry-relevant curriculum. Under his leadership, nine acquisitions and strategic partnerships for PW with brands including PrepOnline, iNeuron, and Xylem Learning were formed.

As a thought leader in the education sector, Prateek has been a keynote speaker at various government and business platforms such as Bengal Global Business Summit 2023, Public Sector Executive Forum in association with AWS etc. He is the Co-Chair of the India

EdTech Consortium which is a self-regulatory body for Edtech companies that aims to ensure every learner has access to quality and affordable education. Prateek has also received the Alumnus Award 2023 at IIT-BHU's 12th convocation.

Prateek's philanthropic nature is evident through his involvement with NGOs dedicated to making education accessible for all, including Kashi Utkarsh and Asha Deep Vidyashram. In addition to his professional pursuits, he finds joy in travelling, reading, and indulging in music.

PANEL MEMBER 2: SHRI NIYAM BHUSHAN, FOUNDER, DESIGNREV.IN:

He is the founder of DesignRev.in launched in 2014 with the vision to transform India from an IT super-power to the Design super-power of the world.

He brings 38+ years experience in Design across multi-disciplines and has earlier worked with Google, Adobe, and Apple. In a Design leadership role at one of his most recent projects, he successfully helped design for population health that impacted 80 million+ Indian citizens across villages and urban cities. He is currently solving for the upliftment of 20 million gigworkers which includes how to make it simple to interface with Govt verifications and upskilling programs.

PANEL MEMBER 3: SHRI ROBIN DHANWANI, FOUNDER & CEO, PARALLEL HQ

Techie turned product designer and started one of India's first few product design studios.

Parallel has helped over 100 companies like Meta, Sarvam.ai, Delhivery, Xto10X, UrbanPiper, Gullak, and Hyperface build better products.

Robin is passionate about design for Govt-Tech and has helped design Digilocker, Co-Win, NDAP, and more with orgs like NeGD, NITI Aayog, NIC, and World Bank.

Panel Discussion-3: Tools & Techniques for UI/UX practices

MODERATOR: SHRI SANTOSH MISRA, PARTNER PWC:

He is a Partner with PwC India's One Consulting practice and has over 25 years of experience in both the private and public sectors. He has worked at AT&T Bell Labs in the Wireless and Multimedia Division and served as an IAS officer in senior positions in the Governments of Tamil Nadu and Chhattisgarh in India. He has successfully conceptualized and led large scale transformation projects in Government and is recognized as a global thought leader in Emerging Technologies

PANEL MEMBER 1: SHRI THOMAS GREY MANIH, LEAD FOR INDIA FACING APPS, SAMSUNG:

He is an experienced designer and IIT Guwahati alumnus, has spent a decade honing his skills in Visual Communication Design. As a Senior Chief Designer at Samsung R&D Institute Bangalore (SRIB), he has successfully led design initiatives in fintech, e-commerce, entertainment and business sales programs. With a strong background in typography, branding, interface design and design thinking, Thomas brings a unique perspective and expertise to the design community, combining creativity with a user-centric approach to solve complex problems.

PANEL MEMBER 2: SHRI ARUN FERNANDEZ, FOUNDER , DLEARNERS:

A passionate advocate for inclusivity in education, particularly for children with disabilities. Arun, who himself is a person with Dyslexia embarked on his journey in 2015 by founding DLearners, to support children with reading and writing disabilities. Arun established DLearners as an aggregator standalone solution that brings in organizations to school teachers to parents, special education organizations, and NGOs, to identify, screen, and provide necessary interventions for children in need. In partnership with Microsoft and Blink Foundation, Arun supported over 2100 children with learning disabilities from 6 states in India.

Through DLearners, Arun aims to break down barriers and empower every child, especially those in the remotest corners of the country, to thrive academically and emotionally.

PANEL MEMBER 3: SHRI AJAY DATTA, SENIOR DIRECTOR & HEAD OF PRODUCT, LINKEDIN:

He is a Partner with PwC India's One Consulting practice and has over 25 years of experience in both the private and public sectors. He has worked at AT&T Bell Labs in the Wireless and Multimedia Division and served as an IAS officer in senior positions in the Governments of Tamil Nadu and Chhattisgarh in India. He has successfully conceptualized and led large scale transformation projects in Government and is recognized as a global thought leader in Emerging Technologies

Panel Discussion-4: Aspirations and Experiences of the Citizens in the Social Domain

MODERATOR: SHRI PRADEEP JOSEPH, DIRECTOR-UX, GOOGLE

He is the Director of UX at Google Cloud. He is responsible for the UX of Cloud Infrastructure and Application Ecosystem. He has over 25 years of experience in the Design field and has worked across Enterprise, Consumer, Networking, Semiconductor and consulting industry.

PANEL MEMBER 1: SHRI RAJEEV RANJAN PRASAD, CHIEF GENERAL MANAGER (DIGITAL BANKING & TRANSFORMATION - RETAIL), STATE BANK OF INDIA:

He is a top management executive with a career spanning over three decades. Shri Prasad joined the Bank in 1992 and has over the years been part of retail banking, IT, Trade Finance, International Banking, HR etc, working at various levels both in India and abroad. He was worked as Regional Manager in rural Maharashtra, as well as in Mumbai Metro and also headed Business and Operations in the Haldwani Module (Uttarakhand).

Currently Shri. Prasad is Head of Digital Transformation department of SBI spearheading the Digital initiatives of the Bank. In the present capacity he is responsible for bringing about Business and Cultural transformation by means of digital product/ process offerings through embedding analytics and fintech capabilities.

He is also involved with various Government of India led projects and has been instrumental in the creation of Jan Samarth and Jan Suraksha portals, which are now being leveraged by the Govt for rolling out lending journeys likesolar rooftop, STP KCC,e NWR based Financing etc.

PANEL MEMBER 2: SHRI DEBABRATA NAYAK, CHIEF TECHNOLOGY OFFICER (CTO), DIGITAL INDIA CORPORATION (DIC), MEITY

He is a distinguished leader in the field of digital transformation and technology, currently serving as the Chief Technology Officer at Digital India Corporation, Shri Nayak provides invaluable expertise to a range of key projects, including Poshan Tracker, LOKOS, DIKSHA, and API Setu, all of which are poised to become future Digital Public Infrastructures (DPIs).

During his tenure he spearheaded several projects of national importance under the Digital India initiatives, including DigiLocker, Open Forge, the National Academic Depository (NAD), and the National Data Highway. Notably, the DigiLocker system, which he helped build from scratch, now issues 650 crore digital documents to more than 30 crore users. The widespread adoption and success of OpenForge among government departments further highlight his achievements. Additionally, his role in implementing the NAD scheme through DigiLocker stands out as a significant accomplishment.

Shri Nayak, also played a pivotal role in the development of Co-WIN, the technological backbone of India's mass vaccination campaign. Under his leadership, the technical team achieved the remarkable milestone of administering 146 crore doses. The development of Co-WIN was overseen by the Empowered Group on Vaccine Administration and jointly managed by the Ministry of Health and Family Welfare (MoHFW) and the Ministry of Electronics and Information Technology (MeitY).

PANEL MEMBER 3: MS. VALLARI GAIKWAD, IFS, UNDER SECRETARY (OE & PGE) MINISTRY OF EXTERNAL AFFAIRS (MEA), GOVERNMENT OF INDIA

She is Indian Foreign Service Officer of 2018 batch. Previous stints include postings at Embassy of India in Spain and México. Graduated as a lawyer from ILS Law college and hold a Masters degree in Constitutional Law from Pune University.

Currently posted as Under Secretary Overseas Employments and Protectorate General of Emigrants (OE & PGE) Division in the Ministry of External Affairs, New Delhi.

**PANEL MEMBER 4: SHRI NEERAV BAJPAI, PRINCIPAL CONSULTANT (PMG),
MINISTRY OF EXTERNAL AFFAIRS (MEA), GOVERNMENT OF INDIA**

He is Principle Consultant and currently heading Project Monitoring Unit of eMigrate for Ministry of External Affairs. He is Bachelor in Computer Science and Engineering. He has also earned Management degree from NMIMS.

In past he has been associated with consulting companies like PwC, Ernst & Young, Grant Thornton and associated with Government organizations like MEA, MHA, BOI, NIC etc. Key projects he has contributed include Mission Mode IVFRT, Passport, ePassport.



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