"User-Centric Product Design: Meeting User Needs"

Task No: 2

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After conducting an analysis of the Pingala website, several significant issues were identified that hindered users' ability to perform tasks such as adding or dropping courses, accessing the registration profile page, and paying fees. These problems include:

1. Automatic Logout: The website automatically logs out users after a short period of only 10 minutes, which can be frustrating and inconvenient for users who need to spend more time on the platform.
2. Limited Mobile View Options: Many options and functionalities were not accessible or fully visible in the mobile view, leading to an incomplete user experience and difficulty in understanding the available features.
3. Course Addition Challenges: When attempting to add a course, users encountered various issues. The request course page displayed details in the upper part of the website, making it visually confusing and challenging to navigate. Additionally, the course descriptions lacked sufficient information, and there were instances where elements on the page overlapped, negatively impacting readability and usability. Furthermore, the course search functionality was not effective, making it difficult for users to find specific courses of interest.
4. Payment Issues: When it came to paying fees, the website did not support the popular UPI (Unified Payments Interface) system, limiting the available payment options and potentially inconveniencing users who preferred or relied on this method. The payment page was also poorly designed, impacting the overall user experience.
5. Traffic-related Performance: In cases of high website traffic, the platform became unresponsive, preventing users from accessing the website and completing their desired tasks.

6. Mobile View Limitations: The mobile view did not support certain tasks, further limiting users' ability to perform essential actions on the platform.

It is important for the Pingala website to address these issues in order to enhance user satisfaction and improve overall usability. Recommendations for improvement include extending the login session duration, optimizing the mobile view for full functionality and text visibility, resolving layout and overlapping issues on the course pages, improving the course search feature, supporting a wider range of payment options including UPI, optimizing the website's performance during high traffic periods, and ensuring mobile compatibility for all tasks and functionalities. By addressing these problems, the Pingala website can provide a more seamless and user-friendly experience for its users.