Gyan Bharatam Case Study

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PROJECT OVERVIEW

Project Scope

Gyan Bharatam is a Government of India initiative focused on preserving India's heritage and providing access to India's manuscript heritage through a unified digital platform.
This case study highlights the design of a content-rich yet approachable homepage and supporting interfaces that supports large-scale information while establishing institutional credibility and usability.

Responsibilities

Led the information architecture and UX strategy to structure complex, content-heavy manuscript data.
Designed the homepage and key sections with a focus on clarity, hierarchy, accessibility, and institutional trust for a government platform.

Research

Benchmark Takeaways

While analysing comparable government and cultural knowledge platforms, several usability gaps were identified that impacted clarity, navigation, and overall user experience.

- **Navigation Bar:** Content categories lacked clear hierarchy, making it difficult for users to understand where to begin or how to explore large knowledge systems.
- **Spacing & Layout:** Inconsistent padding and section separation affected content clarity and reading flow.
- **Discovery Flow:** Most platforms prioritised announcements and updates over exploration, reducing user engagement with core content.
- **Footer Overload:** Footers contained excessive links and institutional content, making them feel like secondary pages instead of supportive navigation elements.

Card Sort Takeaways

Overall, this exercise revealed how users mentally group cultural and knowledge-based information, prioritising clarity, flow, and trust in information, and urgency. It highlighted clear differences between exploratory behaviour, structured navigation, and institutional systems. These insights helped prioritise discovery-focused content and ensure a clear, research-friendly information hierarchy without overwhelming first-time users. The findings directly influenced the homepage structure, hierarchy, and content placement, resulting in a clearer, more intuitive information architecture aligned with expectations for a national knowledge platform.

- **Frequency of Use:** Tasks such as searching manuscripts, browsing collections, and viewing highlights were grouped together, indicating the need for prominent and quick access to discovery tools.
- **Institutional & Community Actions:** Events, conferences, and participation initiatives were clustered together, reflecting user expectations to find engagement-related content in one place.
- **Research & Depth:** Content like research papers, publications, and detailed manuscript studies was grouped separately, suggesting these should be easily accessible without overwhelming first-time or casual users.
- **High-Visibility / Priority Content:** National announcements and major initiatives were grouped independently, highlighting the need for clear visibility without disrupting core discovery flows.

Wireframes

Colour pallete

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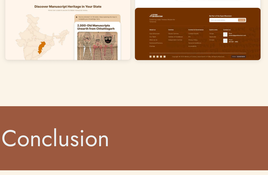
The colour palette was designed to reflect India's cultural heritage while maintaining clarity and accessibility for a modern digital platform. Warm ivory and neutral tones form the primary base, providing a calm and comfortable reading experience across pages. Brick red and sage green are used as key accents to evoke tradition, authenticity, and trust, while guiding user attention to important actions and sections. Golden peach highlights add warmth and emphasis without overwhelming the interface. Dark neutral tones ensure strong contrast and legibility, supporting accessibility and long-term reading across the platform.

Designs



Conclusion

The Gyan Bharatam project demonstrates how thoughtful UI/UX design can make complex, content-heavy cultural systems more accessible and meaningful at scale. By balancing discovery, usability, and institutional credibility, the platform transforms India's manuscript heritage into a clear, engaging digital experience. This project strengthened my ability to design for government platforms where trust, clarity, and cultural sensitivity must coexist, while delivering scalable solutions that support long-term growth and learning.