**My feedback as an end-user to improve the functionality/usability/UI aesthetics would be as following:**

1. Functionality of the website depends on the user inputs, as and when they provide their input the site refreshes and the user is scrolled up, breaking the flow of the end user to fill the form. Eg - Selecting Supply Voltage from the drop down menu under Connection Details.

2. Input fields are restricted to I believe a very limited number of characters. Providing the number of characters left would be better for the user to make a better decision on choosing between Harish Kumar Upadhayay or H.K. Upadhayay.

3. Email ID Input does allow more number of characters but as you type in more the characters shifts out of the picture/frame, making it a little bit hard to cross verify. All the inputs being visible from the main view is always better. Less Scroll, Less Arrow Keys uses are always better.

4. Aadhaar Card No. Should be divided in set of 3 numbers spaced between as it is provided in the card itself. Always better to verify for the user. Eg 1234-4567-9876 instead of 123445679876.

5. Power Supply Address form is very restrictive, the input will not take more than 8-12 characters, makes it very restrictive. Also, the address field should be longer, the length should be at such length that it can accommodate address in a whole.

6. Error Message/Info Messages should be better displayed, the message does not help if the page is reloaded and the end user as to scroll down to the section to see what went wrong. Either the scrolling has to stop or the message has to be displayed at the very top.

7. Mobile UI does not exists, it simply shrinks the viewport. Given the fact that more people are using mobile to fill forms, Mobile First View should be implemented firsts.

8. Overall UI can be improved, the page looks very old for one and not very user friendly. The Headers and the paras are out of proportion. The Colours are not complementary makes the overall website look very amateurish and bland.