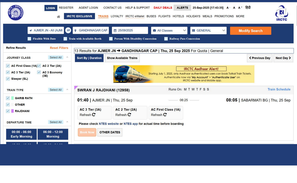
IRCTC

Train search and home page redesign



Problem 1:

Heavy Layout of homepage

All the information is being asked in the starting itself. It may overwhelm users.

Problem 2:

Poor readibility of ask disha chat box

The whole conversation box is filled with too many pop ups and excessive information. It makes it look like more of an ad section and less of chat section.

Problem 3:

Cluttered Navigation Bar

Too many items fighting for attention, no clear focus.

Problem 4:

Poor Visual Hierarchy

Overuse of bold fonts made every element look equally important.

Problem 5:

Cluttered "Modify Search" Sections

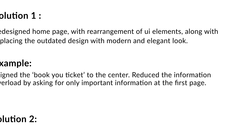
Information felt congested and the CTA placement was not intuitive.

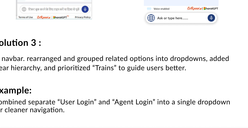
Problem 6:

Outdated Train Description Cards

Confusing codes like "0001" and unlabeled icons caused friction.

Proposed redesign





Solution 1 :

Redesigned home page, with rearrangement of ui elements, along with replacing the outdated design with modern and elegant look.

Example:

Aligned the 'book you ticket' to the center. Reduced the information overload by asking for only important information at the first page.

Solution 2:

Redesigned the ask disha so that it ensures high contrast against the background ensuring enough readibility and usability.

Solution 3 :

In navbar. rearranged and grouped related options into dropdowns, added clear hierarchy, and prioritized "Trains" to guide users better.

Example:

Combined separate "User Login" and "Agent Login" into a single dropdown for cleaner navigation.

Solution 5 :

In "modify search" section, rearranged elements, added proper alignment and spacing, and repositioned the CTA to enhance clarity and usability.

Example:

Repositioned and redesigned elements according to their importance, placing the primary CTA where it naturally draws attention.