UX Audit Report for Punjab Small Industries Corporation

1. Understanding Business Objectives

What is Punjab Small Industries Corporation?

According to their website, "The statutory body of PSIC was established in 1972 with the mission to promote sustained industrial development through provision of market driven credit, infrastructure and technological support contributing to employment generation, poverty alleviation and socio-economic uplift of the province.

Punjab Small Industries Corporation was established as a result of dissolution of West Pakistan Small Industries Corporation in 1972. The Punjab Small Industries Corporation Bill, 1973 was passed by the Provincial Assembly on 13.07.1973 and published as an Act of the Provincial Legislature of Punjab on 12.08.1973.

Their **Objectives** include:

1. *Development of industries through sectoral analysis and Development of clusters*
2. *Strengthening of clusters through survey and analysis and designing requisite interventions*
3. *Provision of land to SSIs & creative and cultural industries in the clusters*
4. *Subsidized credit to industries in industrial hubs and clusters*
5. *Training in creative and cultural sector*
6. *Marketing support to artisans*
7. *Provision of feedback for HR development to concerned organizations based on cluster analysis*
8. *Provision of business plans and other advisory services*
9. *Policy Advocacy*

The aim of this website is creating awareness among middle to low income families who want to start a small business. They provide the variety of services including advisory services, handicrafts shops, loaning facilities, and providing industrial estates. The main audience that is most likely to visit this website are poor to middle income individuals who are looking for financing for their ventures.

2. Get to know the users

Persona 1:

Name: Fatima Bibi
Location: Basti Mulak, Multan
Age: 53
Marital Status: Married
Children: 4 Daughters
Education: 10th Grade
Occupation: Wood Craftsman
Description: Fatima Bibi got married right after tenth grade when she was 17 years old. Her oldest daughter Farheen Shahzadi is currently 9 years old. Her husband is a driver and makes PRK 16000 every month. She tries to contribute by making and selling handicrafts from wood. Her income is primarily used for school fees, books, and uniforms for her school-going children. She attended school till grade 10 after which her mother died, and her uncle inherited the responsibility of helping her continue her education. She struggled to continue her education till grade 10 by borrowing money but she could not continue further, and her uncle married her off. She dreams of one day having her own house. She is extremely skilled in her work and her work is usually sold at a good price. However, her daughters are growing up and it is getting difficult to make ends meet. She wants things to change but does not have the resources to hire people and buy wood to

increase her production.

Persona 2:

Name: Khawar Shah
**Location:** Baghbanpura, Lahore
Age: 59
Marital Status: Married
Children: 2 Sons
Description: Khawar Shah came to Lahore in 1979 from a village called Chahia. He studied till grade six after which he started working in his father's shoe shop. Khawar was married when he was 19 years old. That is when he realized that we needed to do something to sustain his family. He worked multiple jobs. He worked as a gardener for a while, then moved to being a scrap dealer and after a few years became a helper in a grocery shop. Around 1985, his friend taught him to drive an auto-rickshaw. Since then, he has been an auto-rickshaw driver. However, he did not own the auto rickshaw and worked with a businessman who he was under contract with. Driving an auto-rickshaw earns him PKR 600 to 700 daily of which 30 percent goes to the businessman. Khawar had three sons, one of whom passed, and the other two are still studying and applying for jobs. As he is the sole breadwinner of his family and must support two sons and his wife, he is not able to save enough money. He hopes to own his own rickshaw one day, however a rickshaw costs around PKR 2.5 Lakhs. Such a huge sum would be extremely difficult for him to save and he has been quite depressed lately.

3. **Understanding User objectives**

User Flow 1
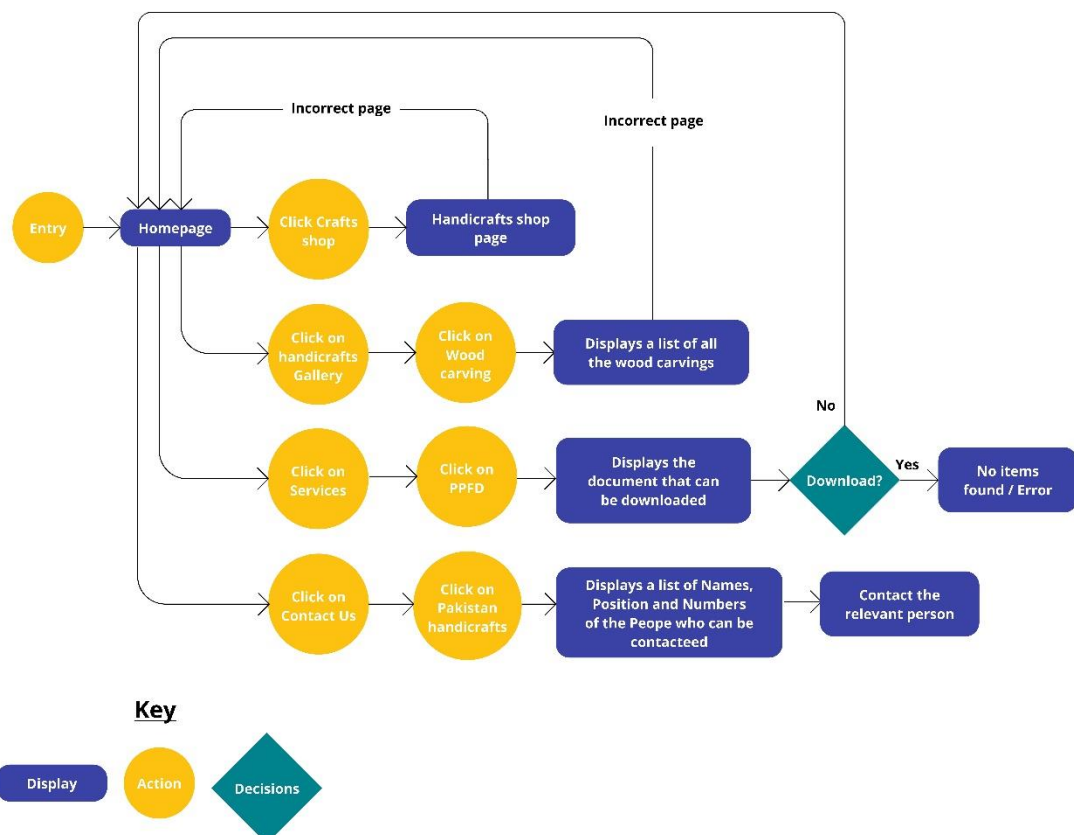
The above user flow was made keeping in mind the action that Fatima Biba might take in trying to look for a loan to expand her business. She had to click multiple links to find the contact of the relevant authority. However, her goal was still not fulfilled. She hoped to contact someone directly through the website and as a result navigated across various screens. She did not find any loaning facilities that could help her out as the information provided was not sufficient and the information was crammed up. She finally had to settle for a less favorable option which was contact the relevant person in her city through a hone number that she found in the contact us section. Only one contact number was given, and no detail was provided of the location of their head offices.

User Flow 2
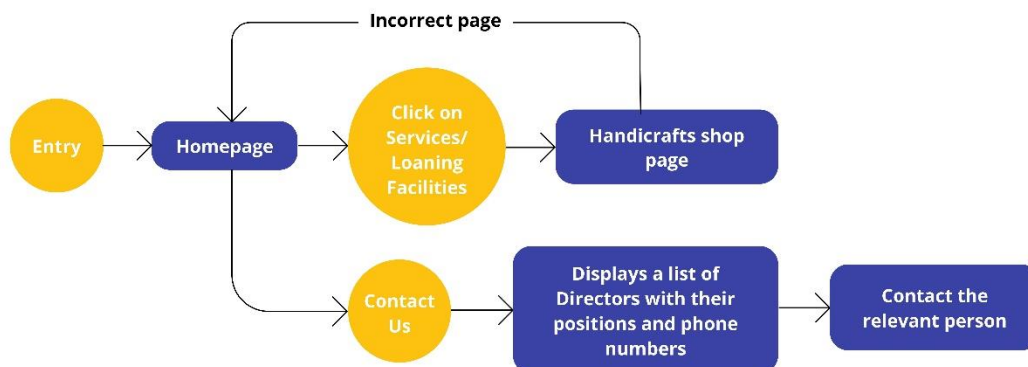
Key

This user flow was made for Khawar Shah who hoped to go to the website to find more information about the Rickshaw scheme that he had heard the Punjab Government was offering. He navigated to the loaning facilities where he found information about the loan scheme. However, the information was not sufficient, and it only told him about the previous loaning schemes that PSIC had provided and how it had helped the people in the past. No information was provided about how to apply for the loan and the documents needed for it. Khawar Shah then had to navigate to the Contact Us page where he found one contact that could be relevant. However, he too had to settle for a less favorable goal.

4. **Review analytics**

In order to analyze http://www.psic.gop.pk/ , I used GTmetrix, Google Lighthouse and Ubersuggest to check how the site performs and reveal the performance issues that the website may have.

GTmetrix

According to GTmetrix, the website has serious underlying problems. It gave this website a '**F**' grade based on the overall page performance. This grade reflects how fast the page is loaded for users and how well it's built for performance. It assigned the website a **performance score of 34%** and a **structure score of 58%.** GTmetrix uses a third-party tool called 'Lighthouse' to calculate the performance and the structure score.

The website gave poor web vitals with the **Largest Contentful Paint (LCP) being 9.2 seconds**. LCP measures how long it takes for the largest content element on the page to become visible within the visitor's viewport. For a good user experience, an LCP should be 1.2 seconds or less. The **Cumulative Layout Shift (CLS)** which indicates how much layout shift is experienced by visitors as the page loads is **0.92.** For a good user experience, it should be 0.1 or less.

To gain deeper insights into the visitors experience we can look at the speed visualization that provides more context on the performance metrics in relation to how fast the page loads.

First Contentful Paint: 3.1 seconds
This metric tells us how quickly content like text or images are painted onto the page. A good user experience is 0.9 seconds or less.

Speed Index: 5.2 seconds
This metric tells us how quickly the contents of the page are visibly populated. A good user experience is 1.3 seconds or less.

Time to Interactive: 3.4 seconds
This metric tells us how long it takes for the page to become fully interactive. A good user experience is 2.5 seconds or less.

Ubersuggest

An SEO Analyzer called 'Ubersuggest' was used to analyze the websites SEO errors. The errors identified are as follows:

1. No Sitemap.xml to optimize interaction with bots
2. Absence of a valid SSL certificate
3. Word count less than 14 word on 10 pages
4. Duplicate <title> tags on 27 pages
5. Extremely long loading time on 11 pages

All of these had a significant impact on the SEO ranking of PSIC. However, the website generated at least 1406 organic visitor's every month which is considered a great score. In addition to that 191 backlinks existed on other websites that redirected traffic to this website. Organic words which are the number of keywords this domain ranks for in the organic search are 2,194 which is an amazing number.

6. Heuristic Evaluation

After conducting the user flows, deep insights were gained about the website and the relative ease of navigation. Both the users faced difficulty in completing their goal and had to eventually settle for an unsatisfactory option. Further analysis of the website also revealed the major issues that the users might have to face resulting in a terrible user experience. A plethora of negative findings were found in every page of the website and a lot of Jakob Nielsen's heuristic principles were missing.

Heuristic Evaluation of the website was conducted based on Jakob Nielsen's 10 heuristics:

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Errors prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors

10. Help and Documentation

Homepage

- *[Consistency and Standards]* The initial webpage (Home page) has a poor contrast, and the colors are too bright on the eyes. It is difficult to read because of the color of the navigation texts and the underlying background color. Whitespaces have not been taken care of resulting in poor alignment of the text and wastage of important screen space. The buttons and the text have almost the same color making it difficult to see the action the button performs. Some of the buttons do not look like buttons and are only known when a user clicks on them

- *[Aesthetic and minimalist]* The website shows a banner that is changed every 5 seconds based with a different animation. The homepage shows new initiatives/projects of Punjab Small Industries Corporation. The information displayed to the user is not relevant and the user does not usually look at what the homepage has to offer. Organization of the information does not make sense, as the director's message serves no real purpose, and neither is the user interested in that information.
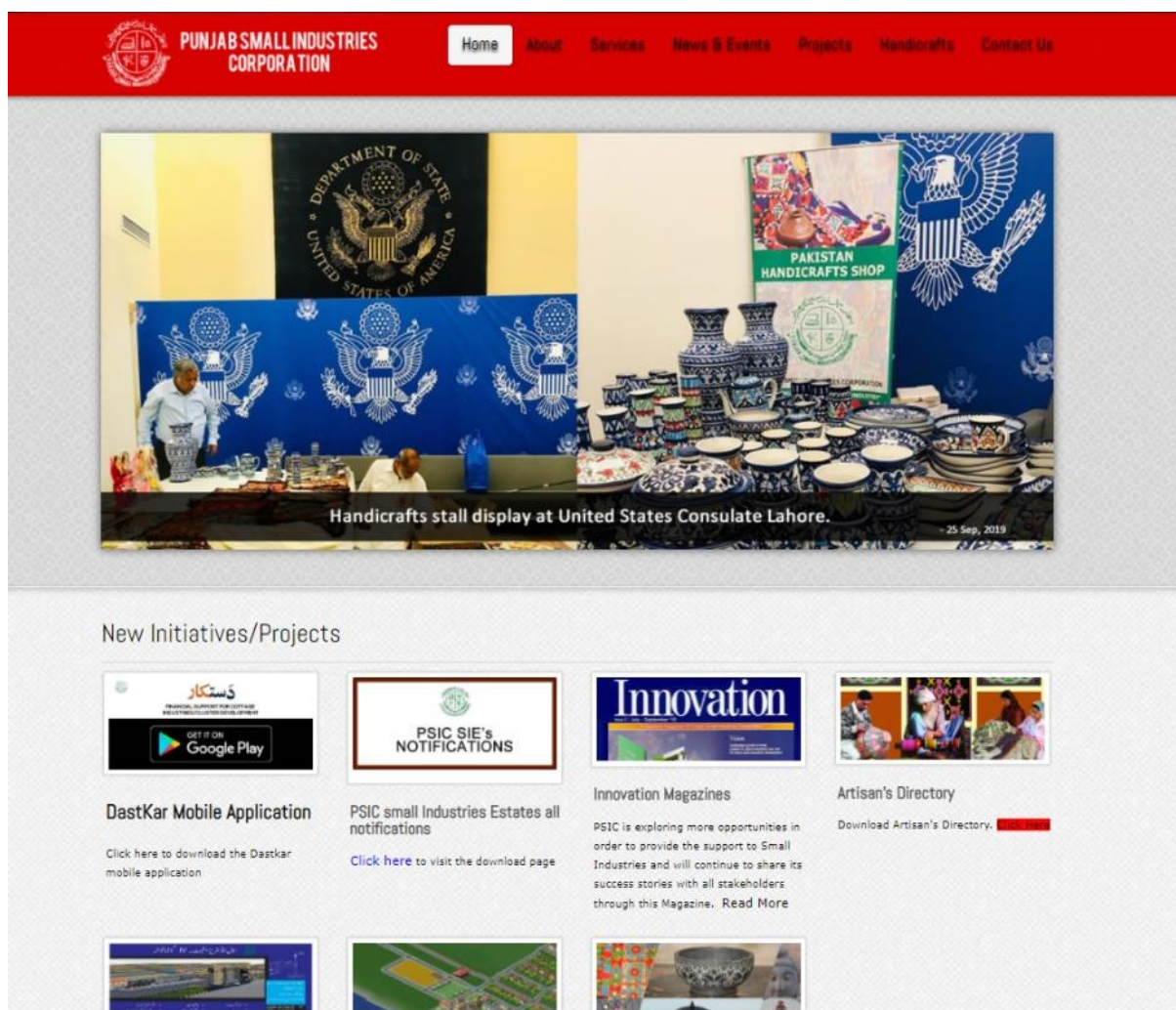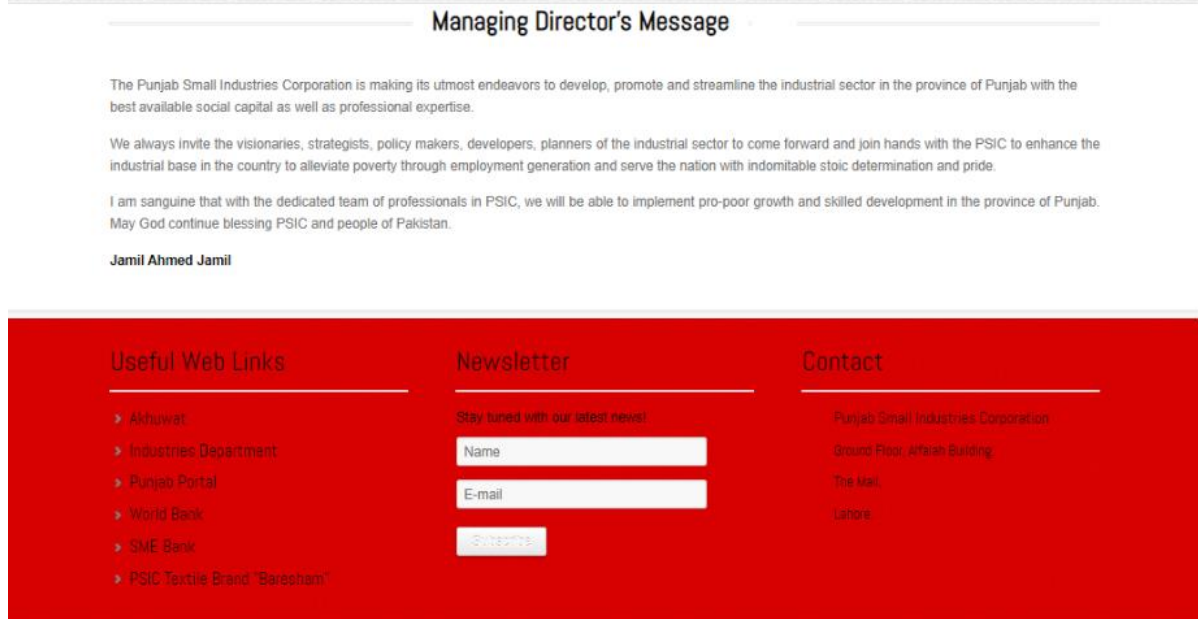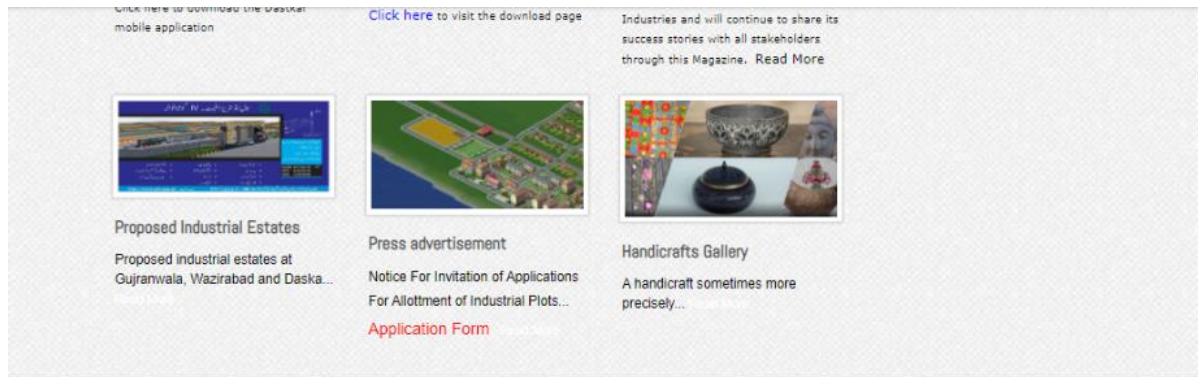
About

Vision & Mission

- ***[Consistency and Standards]*** Different fonts are used on the Vision & Mission page. The headings are written in 'Roboto' while the content is written in 'Times New Roman'.

- ***[Aesthetic and minimalist]*** Some of the typography is extremely large as compared to the text around it. Furthermore, an irrelevant picture is displayed on the extreme left serving no real purpose and most of the space is not utilized.

Objectives

- ***[Consistency and Standards]*** Different fonts are used on the Vision & Mission page. The headings are written in 'Roboto' while the content is written in 'Calibri'. The text is also bold making it an unappealing view.

- ***[Aesthetic and minimalist]*** The numbering is not aligned, and an irrelevant image of a pencil is shown here.

Organograms

- ***[Aesthetic and minimalist]*** A organizational chart is drawn here. It shows the hierarchy of the members of Punjab Small Industries Corporation. However, the color scheme used is too bright and most of the area of the screen has been wasted.

- ***[Help and Documentation]*** No information is provided about what the chart represents. The charts make it difficult to understand the roles of the directors and do not serve any useful purpose.

Achievements

This subsection includes CDC Centers, Industrial Estates, Census & Surveys, Credit Schemes, Ongoing Projects, Success Stories, and overall Achievements.

- ***[Aesthetic and minimalist]*** No design is incorporated in most of the pages. Different fonts are used on every page. A lot of whitespace has been wasted and the text appears to be written in plain HTML. Irrelevant pictures are displayed throughout the pages. A lot of information is displayed on the page making the user skip the page. Some of the pictures overlap the text, making it impossible to read the underlying text. Information appears to be scattered and does not have any structure.

- ***[Visibility of System Status]*** Although it does show in text which page the user is currently on, however the displayed buttons are not prominent. For an uneducated person, it could get difficult to navigate around the pages.

- ***[Consistency and Standards]*** The information has not been organized in a familiar grid like structure making it difficult for the user to quickly process it. Furthermore, the colors used for the heading seems like they are clickable links, but no action is performed upon clicking them. The important information has not been highlighted due to which the user can easily miss them out. The buttons used here have poor visibility text due to the text being the same color as the buttons. The spacing between the text is not consistent. Inconsistent use of capital and lower-case alphabets is used. In the *Handicrafts Section* of Achievements, the Heading has a huge file icon which appears clickable but is not a button. Furthermore, the text 'Textile Craft Dera Ghazi Khan' seems like a heading but upon hovering over it, it is clickable. Upon clicking it a new tab with the same information is opened, serving no purpose for the link. The Information is not incomplete is this section with pictures taking up a huge chunk of the available space.

- ***[Help users recognize, diagnose, and recover from errors]*** Upon clicking a button the user is taking to a completely different part of the website and the user does not have the option to return to the previous page he was on. The only way he can go back is by using the back button of the browser.

FAQ's

- ***[Consistency and Standards]*** A series of questions and their corresponding answers are displayed on this page. However, there is no difference between the question and answers typography making it difficult to identify between the two.

- ***[Help and Documentation]*** The answers are vague and do not provide an in-depth explanation to the questions asked.

PUNJAB SMALL INDUSTRIES CORPORATION

Home   About   Services   News & Events   Projects   Handicrafts   Contact Us

🏠 > About

About PSIC

The statutory body of PSIC was established in 1972 with the mission to promote, sustained industrial development through provision of market driven credit, infrastructure and technological support contributing to employment generation, poverty alleviation and socio-economic uplift of the province.

Punjab Small Industries Corporation was established as a result of dissolution of West Pakistan Small Industries Corporation in 1972. The Punjab Small Industries Corporation Bill, 1973 was passed by the Provincial Assembly on 13.07.1973 and published as an Act of the Provincial Legislature of Punjab on 12.08.1973.

Since then PSIC has been a sound contributor to the small industrial development in the province through its various schemes. Recent transition of industrial climate and liberalization of the total economic environment within the country and international area has witnessed tremendous change in domestic as well as international market. PSIC's story of excellence is spread over more than four decades of transitive growth and development of small scale industry. PSIC has proved its strength in the country by exhibiting a progressive attitude towards modernization, up gradation of technology, quality consciousness, strengthening linkage with large and medium scale enterprises and boosting exports of the products from small enterprises. PSIC is an important instrument for enterprise building, micro economic development and employment generation and poverty alleviation.

Useful Web Links

> Akhuwat
> Industries Department
> Punjab Portal
> World Bank
> SME Bank
> PSIC Textile Brand "Baresham"

Newsletter

Stay tuned with our latest news!

Name

E-mail

Subscribe

Contact

Punjab Small Industries Corporation
Ground Floor, Alfalah Building,
The Mall,
Lahore.

PUNJAB SMALL INDUSTRIES CORPORATION

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🏠 > About > FAQ's

FAQ's

Question. I am residing in the area which is very close to the GANDA SINGH WALA Border-Kasur. I am desirous of establishing a unit of ceramics in this area. Please advise me Hafiz.M. Younas, village Kalan Ganda, Singh Walla, Kasur.

Answer: Dear Mr. Younas PSIC encourages the promising enterprises in Kasur; but as per policy of the Govt. the establishing of any sort of industrial unit in an area close to the border is prohibited. However you may establish the industrial unit in the industrial estate Kasur where all the civic facilities are available. You may contact D.D.O Kasur for further guidance.

Question. Dear Sir we are a group of four people and have a land in Gujar Khan, we intend to establish a Marble Polishing Unit in Gujar Khan, Please adivse. Raja Afsa Abbasi, Dhok Kalar, Teh, Gujar Khan.

Answer: Thank you for contacting PSIC. You can establishing a Marble Polishing unit in Gujar Khan PSIC can provide you loan as per policy. You are advised to contact Regional Director Office Rawalpindi for further details.

Question. We received a loan of Rs. 600,000 in 2003 for our poultry farm in Murree. But due to "Bird Flu". We have suffered a great loss. Can PSIC waive off entire loan? Raja Muneer Khan, Bhambreel Murree.

Answer: Dear Raja Muneer The loss of business is regretted but there is no policy to waive off loan by the PSIC, Govt. of Punjab.

Question. Dear Sir I am making some items of handi craft from wood; but I have no resources to buy the wood increase my production. Can PSIC help me?Mrs. Fatima Bibi, Basti mulak, Multan.

Answer: Mrs. Fatima Bibi. We are happy to learn that you are a craftswoman PSIC strongly encourages the craft people. PSIC has a facility of small loans as well as buy back facility. You are advised to contact R.D office Multan.

Question. Dear Sir, I intend to buy CNG Rickshaw can PSIC help me; how? Khawar shah, Baghbanpura, Lahore.

Answer: Dear Mr. Khawar, PSIC can help you to buy CNG Rickshaw on installments. You are advised to apply on is prescribed form which is available in the Head Office of PSIC.

Question. Dear P.D we are group of transports operating our buses in Lahore and Multan. Can PSIC help us in converting our Diesel Engine in to CNG bus engine? How can PSIC provide loaning facility? A.M Khan &Co, transports new bus stand, Abdali Road Multan.

Answer: Dear Mr. Khan. You will be glad to know that PSIC has launched a scheme for conversion of Diesel buses in to CNG buses and a loan for Rs. 6.0 lac is available. You are advised to contact the R.D, office Multan.

Useful Web Links

> Akhuwat

> Industries Department

> Punjab Portal

> World Bank

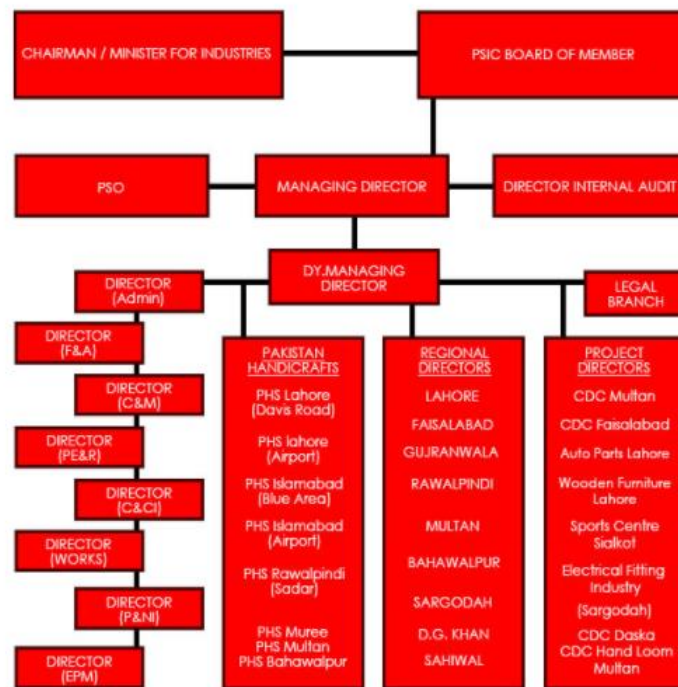> SME Bank

> PSIC Textile Brand "Baresham"

Newsletter

Stay tuned with our latest news!

Name

E-mail

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Contact

Punjab Small Industries Corporation

Ground Floor, Alfalah Building,

The Mall,

Lahore.

Question. I am residing in the area which is very close to the GANDA SINGH WALA Border-Kasur. I am desirous of establishing a unit of

Services

Advisory Services

- ***[Consistency and Standards]*** The font is too bold, and the points are not organized properly.

Loaning Facilities

- ***[Help users recognize, diagnose, and recover from errors]*** This page has a download / view application link that leads to error. However, there is no method to back to the previous page provided by the website. The browsers back button is used to take the user back to the PSIC website

Industrial Sector

- ***[Consistency and Standards]*** There is no importance given to any section and all the details are written in plain format. This makes it difficult to distinguish essential parts of the content.

Furthermore, if a person wants to find a specific heading, he must carefully read the entire document to find it. A heading with a green color is present that looks like a link but is not clickable. Furthermore, a button is present that does not have any text present on it. The tables are poorly organized and wastes a lot of screen space.

Handicraft Shops

- ***[Consistency and Standards]*** A table with all the numbers of the members responsible for some projects are mentioned here. However, the no more outline of the table is shown. Furthermore, the fonts are different, and the colors are not consistent. A filter heading is present but no option to filter the names are present. Additionally, the 'State' and 'Country' fields are left empty wasting space on the screen.

- ***[Help and Documentation]*** Although the names and positions are present the table does not indicate what project they are responsible for and the ideal times to call them.

CDC Centers

- ***[Consistency and Standards]*** Although a grid like structure is present, it gets extremely difficult to differentiate between the links and the headings

Home   About   Services   News & Events   Projects   Handicrafts   Contact Us

> Services

## FINANCIAL ASSISTANCE FOR DE- RADICALIZATION OF 4TH SCHEDULERS

A meeting was held on 11.06.2012 under the chairmanship of Chief Secretary Punjab regarding de-radicalization – long term rehabilitation programme of fourth schedulers. The objective was to explore avenues of funding for the fourth schedulers rehabilitation process in the light of de-radicalization strategy of Government of the Punjab. It was also decided that PSIC will prepare the concept paper of financial assistance scheme for long term rehabilitation programme of 4th schedulers.

CREDIT ASSISTANCE SCHEME FOR MECHANICAL TANDOORS

PSIC launched a Pilot Scheme for Inductions of Local Roti Plant in Lahore, Gujranwala & Faisalabad at a total cost of Rs.1.600 million. During 2008-09 under this scheme 5 Roti Plants were established one each in Rawalpindi, Gujranwala, Faisalabad, and 2 in Lahore. The Pilot Project met with an immediate success as all the Roti Plants are functional / operational.

Decision taken by the Chief Minister in a meeting held on 29.7.2009 regarding installation of 300 more Roti Plants in 36 Districts of the Punjab conveyed vide E.A letter NO.AEA-1-2-2/2009 dated 8.8.2009.

GREEN CNG AUTO RICKSHAW LOAN SCHEME

A loaning scheme costing Rs. 500 Million to finance the purchase of CNG Auto Rickshaw for the public has approved by PDWP in its meeting held on 02-08-2006. This scheme was started at Lahore, Gujranwala, Faisalabad, Rawalpindi, Multan & Gujarat. The average estimated price of Rickshaws to cover under the scheme is Rs. 1.326 lac per unit. PSIC has planned to lease out 5000 Rickshaws till 30-06-2009 utilizing amount of Rs. 500 Million. The amount of Rickshaw is being subsidized by Department of Transport by paying Rs.20, 000/- per rickshaw. The total subsidy would be 100 Million which would become due from DOT against 5000 rickshaw under the scheme. PSIC would extend loan equal to 75% cost of Rickshaw @ 5.50% profit p.a (flat).

## CREDIT ASSISTANCE FOR CONVERSION OF DIESEL BUSES INTO CNG

Government of Punjab plans to impose a ban on operation of diesel buses in the major cities of Punjab. This purposed ban will be operative subject to the approval of the competent authority, keeping in view the rising environmental pollution as well as noise pollution.Unfortunately, diesel buses in the province are not economically viable due to repeated escalation in the price of POL/Diesel which results into increase in the fare of transport in the cities and across the province. The Government of Punjab has a time-bound programme to phase out conventional diesel engine buses with the CNG fitted buses. This is primarily being done for well-known environmental considerations starting from Lahore.

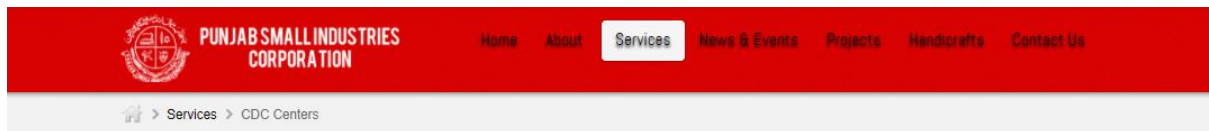Read more: CREDIT ASSISTANCE FOR CONVERSION OF DIESEL BUSES INTO CNG

Hand Looms and Craft Bases Textile

Handlooms & crafts based textiles are manufactured nearly all over Punjab e.g. Multan, located in Centre of the Punjab Province , is famous for manufacturing of textile products on handlooms such as Khadi cloth for dresses, bed covers, napkins, tapestry, block printing, tie & dye and natural dyes etc. Jhang is famous for manufacturing of textile products on handlooms such as woolen blankets, bed durries, khase etc. Bahawalpur is famous for craft based textile products such as embroidery, applique and patch work, flassi and D.G. Khan is famous for embroidery etc. Presently the people engaged in handlooms and crafts based textiles do not have easy access to upgrade the quality of their products in term of designing, quality control, production level and marketing due to non-availability of finances at the required time.

The administrative approval was issued by the Secretary Industries Government of the Punjab for "Customized Lending Programme for Promotion & Development of Handlooms" at total cost of Rs. 40.000 Million with an allocation of 20.00 Million for the year 2008-09 sponsored by Punjab Small Industries Corporation.

More Articles...
> SME 300
> SME 200
> MICRO FINANCE FOR HOUSEHOLD ENTERPRISES
> CASA 2002

Page 1 of 3
Start Prev 1 2 3 Next End

News & Events

PSIC Initiatives

- **_[Consistency and Standards]_** The font is too bold, and the points are not organized properly.

Exhibition's Calendar

- **_[Consistency and Standards]_** The content is filled with spelling mistakes. The dates are not aligned, and the content has different fonts. One of the dates is extremely large and makes it a disturbing site for the user. Some of the images are not according to the content and the and even missing.

Events Gallery

- **_[Consistency and Standards]_** The content is filled with spelling mistakes. The dates are not aligned, and the content has different fonts. One of the dates is extremely large and makes it a disturbing site for the user. Some of the images are not according to the content and the and even missing.

- **_[Aesthetic and minimalist design]_** A total of 12 images are present with each of the images given a certain random name. Furthermore, upon clicking them it takes a lot of time to open it and the images immediately start to play, displaying 1 image for only 4 seconds. The description heading is present, but no description content is present.
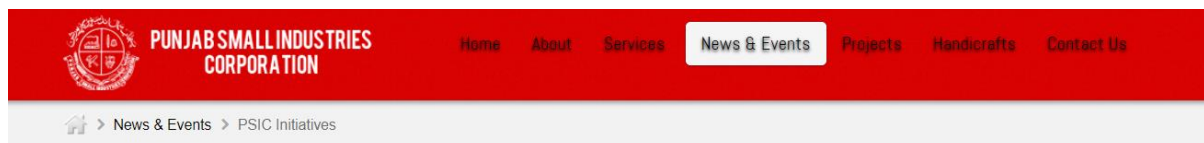
Download

- ***[Help users recognize, diagnose, and recover from errors]*** This is a broken link that does not lead to any page.

Innovation Magazine

- ***[Visibility of System Status]*** A virtual magazine is present with an option to turn pages. However, it does not display the page that the ser is currently on.

- ***[User control and freedom]*** The user must move the magazine pages one by one and cannot directly move to a specific page.
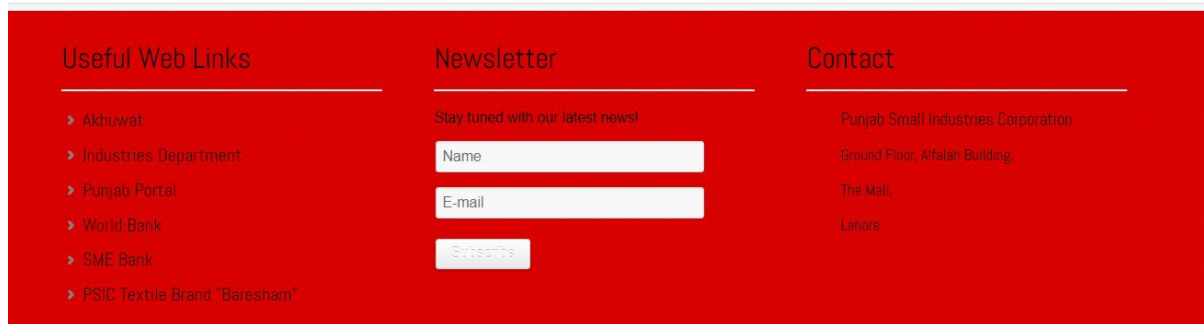
Jobs

- ***[Help users recognize, diagnose, and recover from errors]*** A poorly distinguishable *Download* button leader to an article that is a scanned version of the document. However, the user cannot go back to the website and must press the browsers back button. Furthermore, the jobs are outdated, and the website was last updated on 7th October 2016

Contact Us

PSIC Head Office

- *[Consistency and Standards]* A table with all the numbers of the members responsible for some projects are mentioned here. However, the no more outline of the table is shown. Furthermore, the fonts are different are the colors are not consistent. The 'State' and 'Country' fields are left empty wasting space on the screen.

General UI Problems in the whole website

This website is not mobile responsive. The text on most of the screen usually goes out of the screen. The page is still scrollable after the footer appears. A small bar appears at the top of the screen wasting the already small screen space. The navigation menu is extremely long, and the user has to long at all the headings to find what they are searching for

- ***[Recognition rather than recall]*** Two small icons are shown on almost all of the pages which do not indicate what they do. One icon opens the same page in a different tab while the other icon opens a tab to generate a new email about sending the link of the information to someone. These two icons do not seem useful and only creates problems for the user.

Overall User Experience

The above user flows and heuristic evaluations showed the numerous issues that led to the user having a bad overall experience with the website. When the website first loads up the user is shown a carousel that displays a banner of a mobile application and some meetings led by Punjab Small Industries Corporation. The pictures are of low quality and the mobile application banner does not display any information about the mobile application and its purpose. The carousel is auto forwarding, and the user has no control over the timing. Furthermore, the carousels forward with different animations that do not seamlessly integrate into the website and further makes the content of the carousel difficult to look at. The previous and next arrows have **low discoverability** and only appear when we hover over the banner. The arrows do not appear on the mobile version and hence the users opening the application on mobile do not see the entire carousel. The images are

not linking to other web pages and only serve as decoration. Although the projects have been displayed but only a two-liner description is added on the home page and the user must individually link every link to find out more about them. A director's message is displayed that serves no useful purpose and should not be included in the homepage of the website. The homepage is a fundamental part of any website and should be restricted to only the important content. The footer has links to other websites without any context and no description as to why the user would want to go to these websites. An option to subscribe to the newsletter is present but upon entering the required credentials the website reloads but the user does not get any **visible feedback.** Upon looking very closely does the user see a small message in the middle of the homepage that the user has been subscribed successfully.

The layout of the whole website makes it difficult for the user to reach their end goal. The information is not organized and multiple links lead to the same page. The issue of **duplication of the pages** makes the user confused if they have pressed the correct link and often must go back to the previous page. **No signifiers** have been used that indicate what a certain action will do or where it will lead them. The website has poorly **thought out paths** making the user unsure about what link they must press. This wastes their time in navigating the website and results in usability issues. With **no breadcrumbs** on the website the user is not entirely sure what path they look that made them end at a certain page. If they want to go one step back, they must press the browsers back button that makes them end up at the home screen. **Low quality content** present on every page discourages the user to explore further. The about section of the website does not show what PSIC represents. Furthermore, the **content is often repeated** which leads to the user being frustrated and unsure of where to learn more about them. The FAQ's which are the most important part of the website are not **visible** and hidden in the navigation bar. The upcoming projects that the users of the website are most interested in are hidden away and not have enough details about them. No search bar is present that give the user the **flexibility** to search for a certain scheme or information directly, bypassing all the unnecessary clicks

This website would be used by people who have a low income and want to get a loan or maybe want to start a small industry. These people are usually not educated enough and have difficulty in understanding English. No consideration about their main users have been kept in mind. The option to change the language of the website is not there and most of the content is in English instead of it being visual. The lack of signifiers further exacerbates the situation.

7. Compile the findings and make recommendations

Improvements suggested by GTmetrix:

1. Eliminate render-blocking resources. It can have a potential saving of 2,480 milliseconds.
2. Reduce initial server response time. Root document took 740 milliseconds
3. Combine images using CSS sprites
4. Properly size images. It can have a potential saving of 544 KiB.
5. Avoid large layout shifts.

Proposed Recommendations

Theme

The color must be changed to something that is calmer. A lighter color like shade of blue, green, yellow, or purple would seem more aesthetic and would give a better feel of the website. Furthermore, contrasting colors can be added that can provide visual support and help to guide the users easily. A better and consistent font like open sans can be added to the website to maintain consistency and have a more esthetic appeal.

Overall Improvements

The message and print icon should be removed from the pages which have them as they serve no purpose. The pictures in the about section and the vison section should be changed and a meaningful picture that displays their current of existing work should be added. This would give the user a sense of trust and make him aware that the website is up to date.

The jobs section was last updated in 2009 and all the jobs are outdated. In addition, a clickable link is added that opens a pdf on a new tab. The job section should be updated including all the current jobs. The designer should ensure to keep the user on the website instead of opening the pdf on a separate tab. This would result in the user being less annoyed and would easily find the job that he seeks.

The contact us page can be improved by adding google maps with the location markers of all the head offices. A table could be made that describes the role of every authoritative person and a contact number could be displayed in a clear font. The State and Country of all the officers are the same so there is no need to add redundant information and it can easily be removed. Moreover, it could have a functional cleaner design and all the information could consolidated into a smaller space. A text box to include the name, contact number, email and message could be included that the user can input in. This would remove the hassle of the user having to contact the relevant person.

Improvements in the project should be the topmost priority of the designer. Currently the buttons have a poor contrast and are not visible. The description of the projects can be improved, and the content could be organized in a gird. This Is the most important part of the website for a user and they get to see the projects that they can be a part of. Furthermore, a form should be added with each project so that the user can fill out their details. This would help facilitate the loaning process and the user would not have to go through the hassle of calling the relevant person.

Instead of adding all the random images of an event only the high-quality images of an event should be included in the gallery. The user should be given the freedom to move the images instead of the images moving at random. Consideration should be placed in cropping, editing, and rescaling the photos so that they are able to easily integrate into the website. The images can also be embedded in the webpage through an external website that can upload the pictures faster, resulting in a reduction in the loading time. The top images could be given priority and the user would not have to look at all the images.

The PSIC Initiatives are currently in bullet form. A two-column grid structure could make the news much more readable. In addition, meta data about the initiative like the date when they were uploaded on the website. This would help to build trust with the user and make them aware that the website is frequently updated.

Explanation of the low-fi Designs

The screens were designed in mind keeping in mind the content that the user needs from the website. The homepage display what this website is about and what PSIC represents and stands for. Following that it displays the numerous ongoing projects that the users can participate in. This would take the users straight to the content that they are interested in. After that the people who they have helped are clearly displayed which could help build trust between the users and they would be more willing to participate in future project which could in turn help improve the country's economy. The news and events then inform the user that they are in fact up to date and help them to build trust. Finally, the 'Services' offer can take the user to all the services that PSIC offers.

The About Us page now tells the user in detail what Punjab Small Industries Corporation is and then clearly tells the objectives and vision that is has for the future. All the content was divided into 4 pages which I brought together in one single page. The grid-like structure and the organization of text is much better, and the user can jump to different parts of the text. Furthermore, a statement from the Managing director is also included with his picture. This statement was previously present on the homepage, but I removed it to the about page where it was much more relevant.

The users were more concerned with the job and for that purpose I made a two columns jobs section concisely describing the job description and the eligibility criteria. The user can now stay on the page and seek for part time and full-time job according to their requirement.

The Contact Us page was designed keeping in mind the standards of user-friendly websites. If the user has a query about anything then they can message PSIC who could then directly contact the users. Furthermore, the new design now has the contact of the head office and the regional director together. This amalgamation of three pages into one would help the user to seek information more quickly and efficiently

http://example.com

Search

Pakistan Small Industries Corporation

Home   About   Projects   Services   Events   Contact Us

Who are we?

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Learn more

Our Projects
Grow with us

Credit Assistance scheme for mechanical Tandoors
05/12/2020

PSIC launched a Pilot Scheme for Inductions of Local Roti Plant in Lahore, Gujranwala & Faisalabad at a total cost of Rs.1.600 million. During 2008-09 under this scheme 5 Roti Plants were established one each in Rawalpindi, Gujranwala, Faisalabad, and 2 in Lahore. The Pilot Project met with an immediate success as all the Roti Plants are functional / operational.

Read more

Green CNG Auto Rickshaq Loan Scheme
02/11/2020

A loaning scheme costing Rs. 500 Million to finance the purchase of CNG Auto Rickshaw for the public has approved by PDWP in its meeting held on 02-08-2006. This scheme was started at Lahore, Gujranwala, Faisalabad, Rawalpindi, Multan & Gujarat. The average estimated price of Rickshaws to cover under the scheme is Rs. 1.326 lac per unit. PSIC has planned ...

Read more

Credit Assistance for conversion of diesel busses into CNG
01/11/2020

Government of Punjab plans to impose a ban on operation of diesel buses in the major cities of Punjab. This purposed ban will be operative subject to the approval of the competant authority, keeping in view the rising enviornmental pollution as well as noise pollution.Unfortunately, diesel buses in the province are not economically viable due to repeated ...

Read more

Hand Looms and Craft bases Textile
05/12/2020

Handlooms & crafts based textiles are manufactured nearly all over Punjab e.g. Multan, located in Centre of the Punjab Province , is famous for manufacturing of textile products on handlooms such as Khadi cloth for dresses, bed covers, napkins, tapestry, block printing, tie & dye and natural dyes etc. Jhang is famous for manufacturing of textile products on ...

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Micro finance for household enterprises
02/11/2020

The scheme namely "Micro Finance for Household Enterprises" has been approved for ADP at a total cost of Rs.80.00 million with an allocation of Rs.60.00 million in ADP-2007 – 08. The Scheme is designed to provide Credit Assistance to the Household & Cottage Enterprises in the Province. It will also help in achieving the objectives of poverty alleviation ...

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Rural Industrialization Programme (RIP)
01/11/2020

Punjab Small Industries Corporation Launched a scheme titled "Rural Industrialization Programme" (RIP) approved by the Government in May 1986 with the condition that the entire loan of 220.00 lacs would be made available by the Corporation own resources and the Provincial Government will only pick up interest subsidy through Annual Development Programme....

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Muhammad Mustafa Asif (21100042)

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The scheme namely "Micro Finance for Household Enterprises" has been approved for ADP at a total cost of Rs.80.00 million with an allocation of Rs.60.00 million in ADP-2007 – 08. The Scheme is designed to provide Credit Assistance to the Household & Cottage Enterprises in the Province. It will also help in achieving the objectives of poverty alleviation ...

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Services

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Pakistan Small Industries Corporation

About	Projects	Services	News & Events	Contact Us
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Ornagrams	Completed Projects	Industrial Sector	Events Gallery	Artisan Directory
Acheivements		Handicraft Shops	Downloads	
FAQ's		CDC Centers	Jobs	
		Industrial Estates	Innovation Magazine	

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Logo **Pakistan Small Industries Corporation**   Home   About   Projects   Services   Events   Contact Us

- Contact Us -

Tell us your name
Text

Enter your email
Text

Enter your phone number
Text

Message
Text

Button

- Head Office Contacts -

Name	Position	Number
Jamil Ahmed Jamil (Add. Charge)	Managing Director	04299200463
Jamil Ahmed Jamil	Deputy Managing Director	04299200461
Waseem Abbas.	Director (Administration & Coordination)	04299200463
Mian Khalid-UR-Rehman.	Director (Estate Management)	04299200439
Sabih Zaka	Director (Credit & Marketing)	04299203300
Raja Shabbir Ahmad	Director (Internal Audit)	04299201432
Khawaja Imran	Director (Planning Evaluation & New Initiative)	04299201431
Yawar Mehdi	Director (Creative & Cultural Industries)	04299201436
Ali Raza Tarar	Director (Finance & Accounts)	04299200441

- Regional Directors -

Name	Position	Number
Khawaja Aamir Mahmood	Regional Director Lahore	04299201448
Muhammad Akram Jarral	Regional Director Gujranwala	0554283074
Amin Awaisi	Regional Director Faisalabad	0419220041
Atta Ullah Qureshi	Regional Director Multan	0619330417
Rao Munir Ahmed	Regional Director Bahawalpur	0629239353
Atta Ullah Qureshi (Additional Charge)	Regional Director DG Khan	0649260263
Amjad Abbas Shah	Regional Director Rawalpindi	0519280247
Qaser Warrich	Regional Director Sargodha	048-9230102

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🖼 **Pakistan Small Industries Corporation**   Home   <u>About</u>   Projects   Services   Events   Contact Us

– About Us –

The statutory body of PSIC was established in 1972 with the mission to promote, sustained industrial development through provision of market driven credit, infrastructure and technological support contributin to employment generation, poverty alleviation and socio-economic uplift of the province. Punjab Small Industries Corporation was established as a result of dissolution of West Pakistan Small Industries Corporation in 1972. The Punjab Small Industries Corporation Bill, 1973 was passed by the Provincial Assembly on 13.07.1973 and published as an Act of the Provincial Legislature of Punjab on 12.08.1973.

Since then PSIC has been a sound contributor to the small industrial development in the province through its various schemes. Recent transition of industrial climate and liberalization of the total economic environment within the country and international area has witnessed tremendous change in domestic as well as international market. PSIC's story of excellence is spread over more than four decades of transitive growth and development of small scale industry. PSIC has proved its strength in the country by exhibiting a progressive attitude towards modernization, up gradation of technology, quality consciousness, strengthening linkage with large and medium scale enterprises and boosting exports of the products from small enterprises. PSIC is an important instrument for enterprise building, micro economic development and employment generation and poverty alleviation.

Jamil Ahmed Jamil
Managing Director

The Punjab Small Industries Corporation is making its utmost endeavors to develop, promote and streamline the industrial sector in the province of Punjab with the best available social capital as well as professional expertise.

We always invite the visionaries, strategists, policy makers, developers, planners of the industrial sector to come forward and join hands with the PSIC to enhance the industrial base in the country to alleviate poverty through employment generation and serve the nation with indomitable stoic determination and pride.

I am sanguine that with the dedicated team of professionals in PSIC, we will be able to implement pro-poor growth and skilled development in the province of Punjab. May God continue blessing PSIC and people of Pakistan.

– Vision –

Sustainable growth of small, creative and cultural industries now and for future socio-economic development.

– Objectives –

Development of industries through sectoral analysis and Development of clusters
Strengthening of clusters through survey and analysis and designing requisite interventions
Provision of land to SSIs & creative and cultural industries in the clusters
Subsidized credit to industries in industrial hubs and clusters
Training in creative and cultural sector
Marketing support to artisans
Provision of feedback for HR development to concerned organizations on the basis of cluster analysis
Provision of business plans and other advisory services
Policy Advocacy

– Mission –

To patronize the small, creative and cultural industries by providing access to developed infrastructure, capital advisory services, marketing channels and common facilities.

Pakistan Small Industries Corporation

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		CDC Centers	Jobs	
		Industrial Estates	Innovation Magazine	

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Logo   **Pakistan Small Industries Corporation**   Home   About   Projects   Services   Events   Contact Us

Projects → Jobs

All Job   Full Time   Part Time

Name of Post: Project Director

Age Limit: Upto 50 years

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Name of Post: Cluster Facilitator

Age Limit: Upto 50 years

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Name of Post: Cluster Manager

Age Limit: Upto 50 years

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[Apply]

Name of Post: Admin Officer

Age Limit: Upto 50 years

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8. **Reflection**

This assignment helped me analyze the minor and major flaws of a website and gain knowledge of all the steps involved in a real-life UX audit. I gained deep insights about how to improve a website keeping in mind all the Jakob Nielsen's Usability Heuristics and Donald Normans design principles. I learnt how much the loading time of a website contributes to a person's experience. Although I was not able to interview people and conduct surveys but with the help of "Ubersuggest" I was able to look at the traffic of this website and generate a user persona according to that information. The UX audit helped me uncover parts of the website that did not work and caused a severe hit to the user experience. The user persona's and the user flows enabled me to step into the user's shoes and look at the website from their lens. This method helped me discover experience and design flaws that would remain unidentified for a common user who was casually looking at the website. Although it was time-consuming process, however conducting it provided me a much clearer picture of the positives and the pitfalls associated with the UI as well as the UX. Taking screen shots of the website and taking a closer look helped me find the existing alignment problems. No website can ever be made perfect, however, striving to tackle the user goals should be the primary goal of the designer. The experience gained can help me design much better websites in future.