UMANG

APP ANALYSIS

unified Mobile Application for New-age Governance

Ayush Gandhi : 202201057
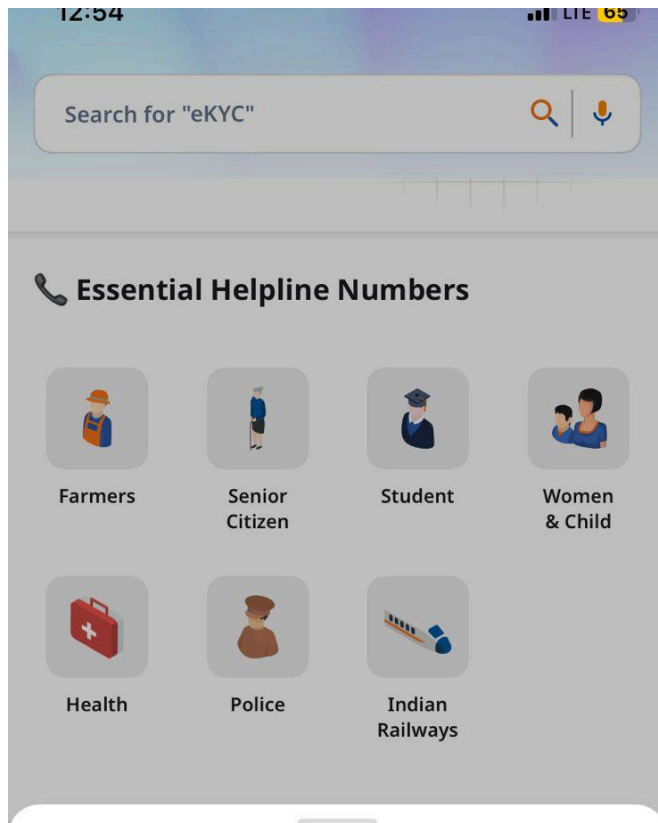Varnika Chhawcharia : 202201269
Prerak Dave: 202201270

UMANG
The Spirit of New India

HICK'S LAW

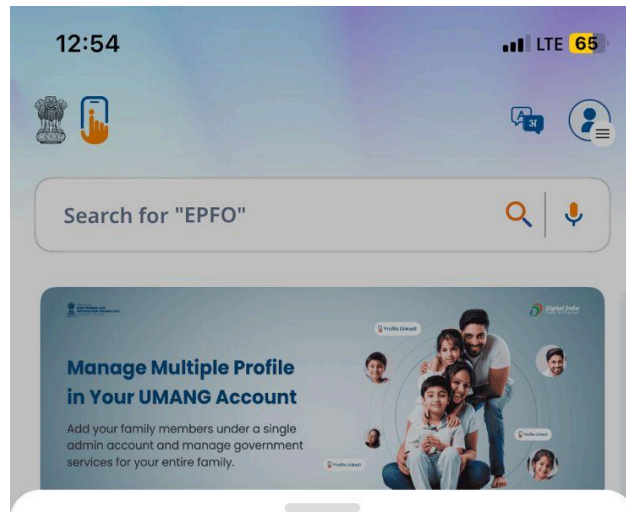**Simplify choices to make decisions easier for users.**

– – – – X

1. Essential helpline numbers provided for all the frequently used services.

2. Users can select their residing states to view schemes and news only applicable to them.
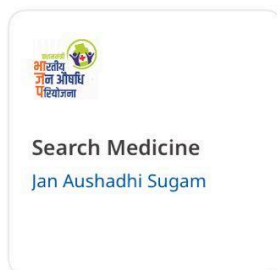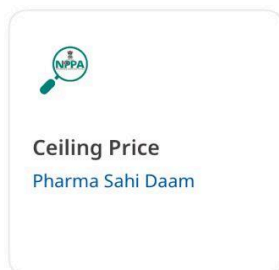
FITTS'S LAW

Larger and Closer buttons make interaction faster.

– – – – X
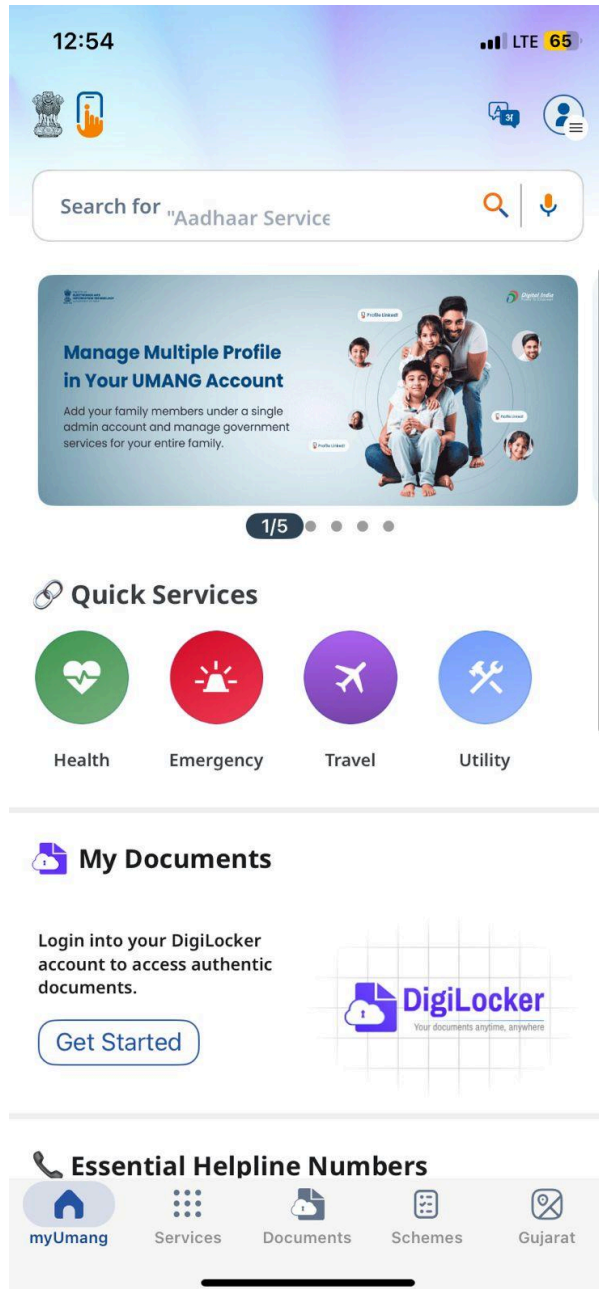
1. Each option under the Health category, is presented as a large, clickable card.

2. The View More button is prominently placed at the bottom center of the screen, making it easy to locate and tap without much movement.

JAKOB'S LAW

Follow established design conventions to improve usability.

– – – – ✗

1. The interface follows common mobile app navigation conventions, such as a bottom navigation bar with easily recognizable icons.

2. The search bar is placed at the top, a design choice widely used in apps.

3. The Profile Icon and setting option on the top right corner which has been used widely over many mobile platforms.

MILLER'S LAW

Scheme Detail
myScheme

Ministry Of Skill Development And Entrepreneurship

Skill Loan Scheme

A Skill loan scheme by Ministry of Skill Development and Entrepreneurship to provide loan upto Rs. 1,50,000 to...
See More

Skill Development   Student

Industrial Training Institutes (ITIs)   Polytechnics

Check Eligibility

Details   Benefits   Eligibility   Application Proc

The Skill Loan Scheme was launched in July 2015 to provide institutional credit to individuals for skill development courses aligned to National Occupations Standards and Qualification Packs and leading to a certificate/diploma/degree by training institutes as per National Skill Qualification Framework (NSQF).

This scheme is applicable to all member banks of the Indian Banks' Association (IBA) and any other banks and financial institutions as may be advised by the RBI. The scheme provides broad guidelines to the banks for operationalizing the skilling loan scheme.

Salient features of the guidelines to banks for

One of the most impactful thing we can do is chunk our information into related groups.

– – – – ✂

1. Information about all the schemes are provided in an easy to read manner.

2. Use for paragraphs and headings helps the user to navigate through all the information and requirements.
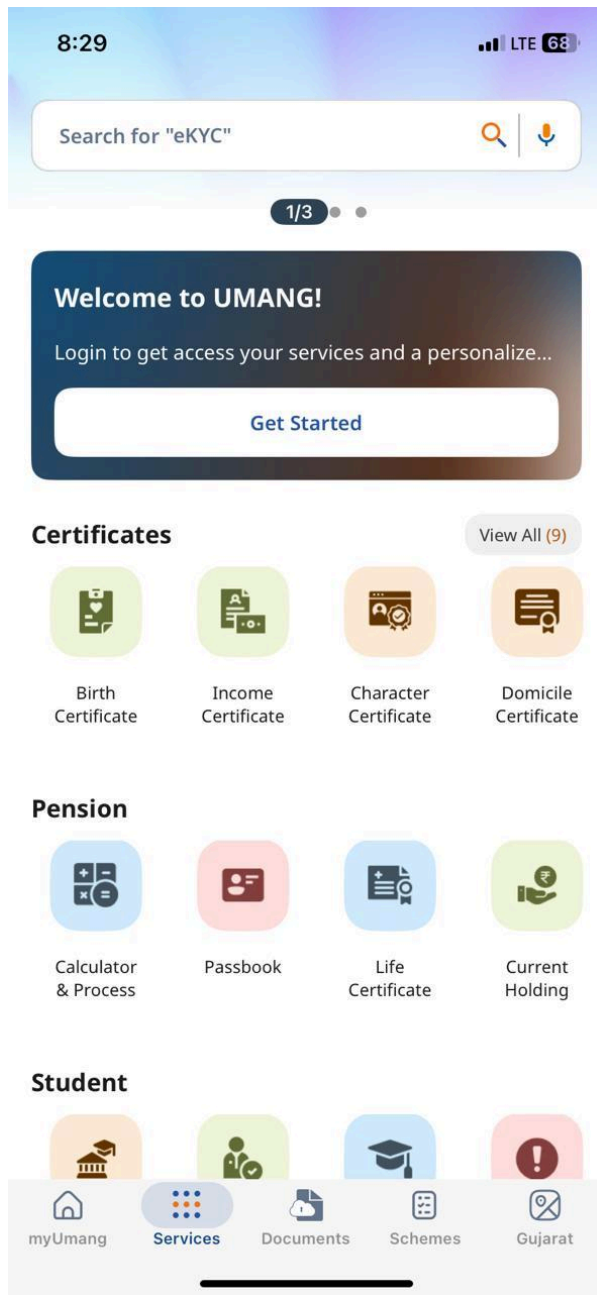
TESLER'S LAW

Simplify where possible, but guide users through necessary complexity.

– – – – X

1. The Log-in page asks for no unnecessary information which makes it easy for the user to use the app.

2. There is an option to register with meri-pehchan if a user already has an account in it, it becomes very convenient for the user to log in with the same account credentials.

LAW OF PROXIMITY

Users perceive elements that are close together as related.

— — — — X

1. The app organizes services into clear sections like Certificates, Pension, and Student, with visually separated groups. Items within each group are close to one another, indicating that they belong to the same category.

2. There is noticeable spacing between different categories (e.g., Certificates and Pension), reinforcing that they are distinct groups.

Aesthetic Usability Effect

Users tolerate minor usability issues in a visually appealing design

– – – – – ✗

1. The options for changing the language have large icons with letters of that particular language which helps the user to identify the language.