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PRERAK DAVE

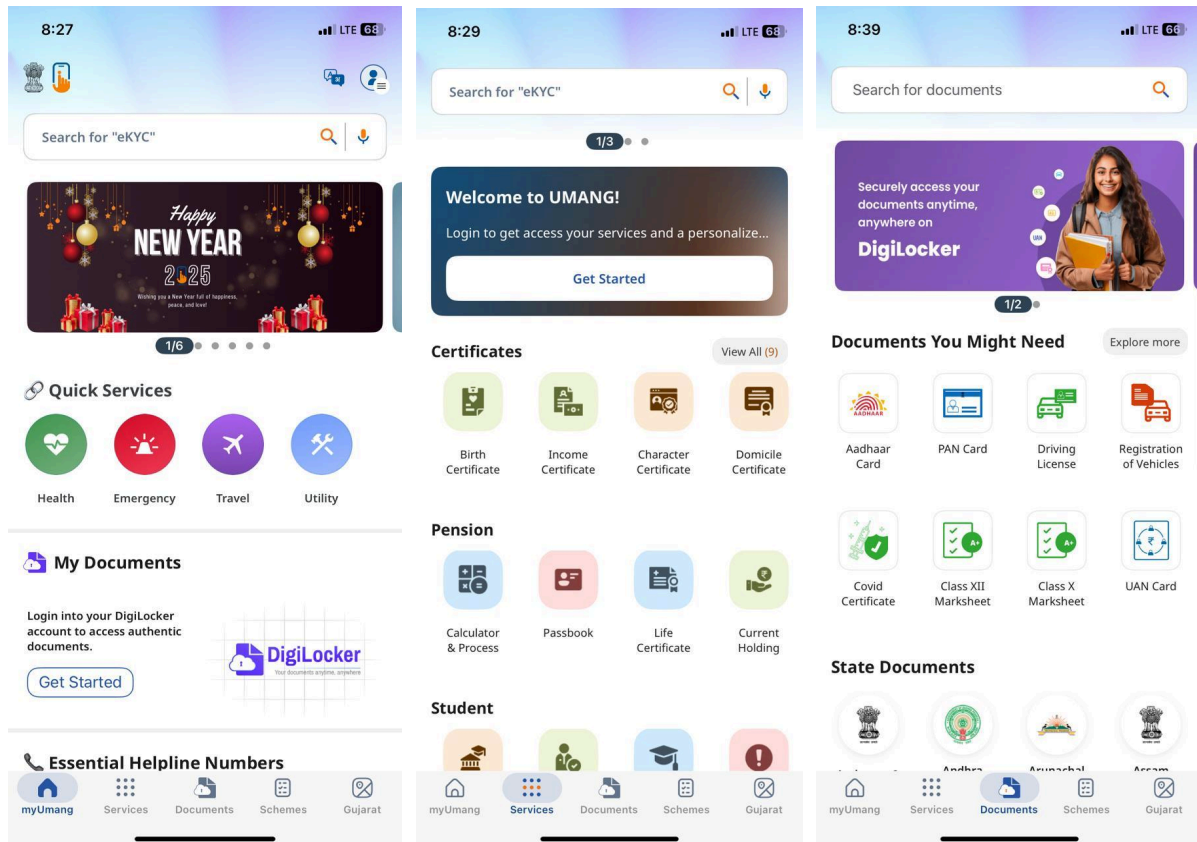
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IE418: UX Design for Mobile App

Introduction:

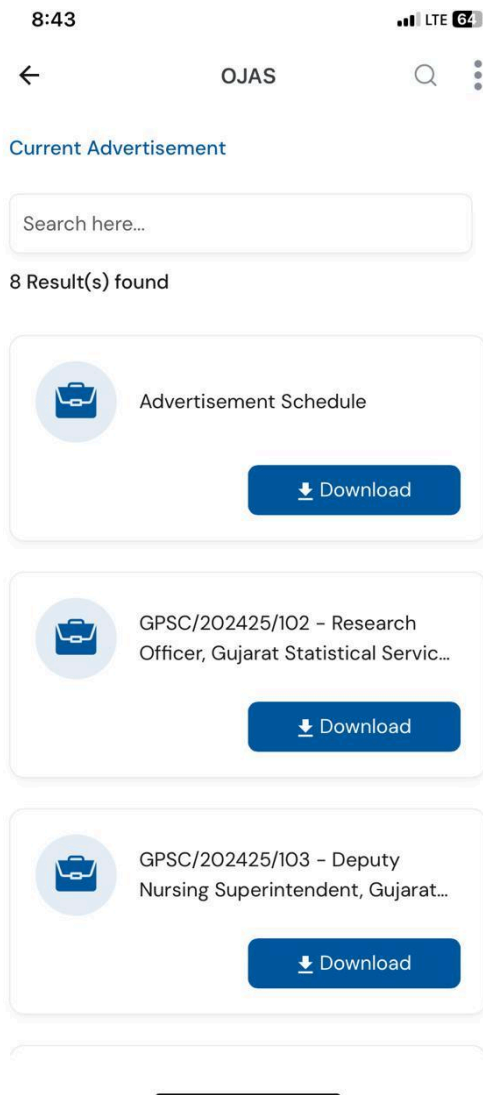
The app targets all Indian citizens and provides access to hundreds of services, including payments, registrations, information searches, and application forms. As part of the Digital India initiative, it aims to make government services accessible to the public online, 24/7.

Time:



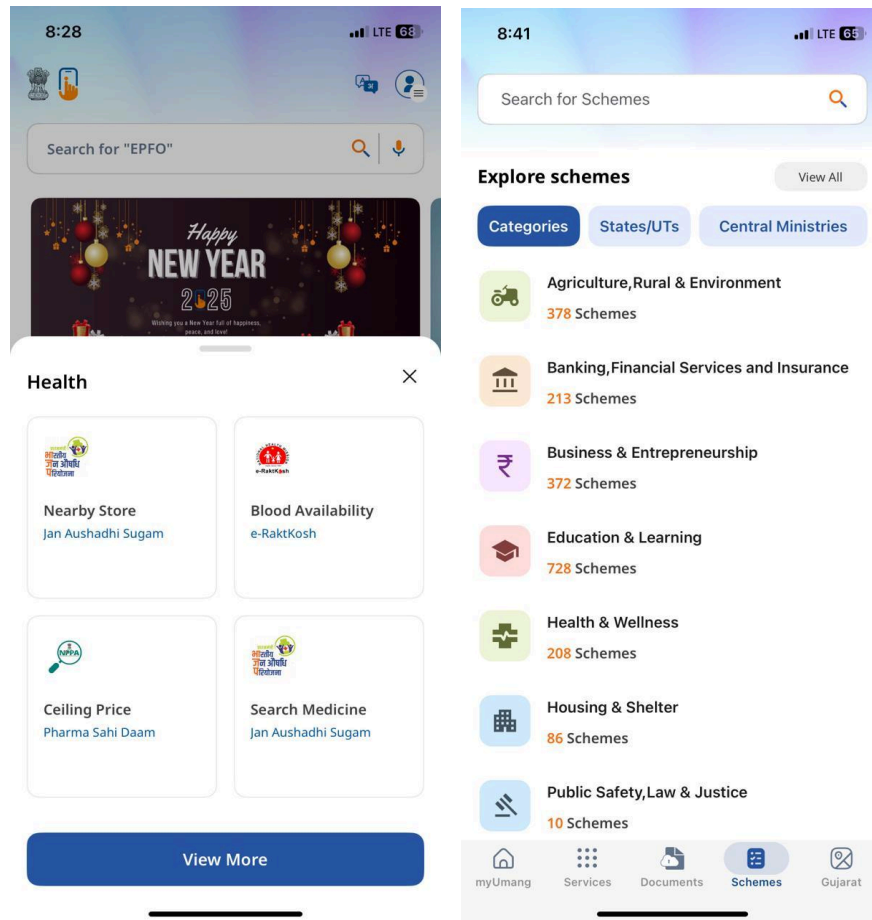
- UMANG saves time by providing instant access to a wide range of government services in one place.
- Citizens no longer need to visit government offices or stand in long queues, as most services can be accessed online, anytime, and anywhere.
- All the necessary documents can be accessed readily.
- The app also provides Essential Helpline Numbers- police, railway, etc. These apps can help users in case of emergency- where time is of the essence.
- Users can learn about all the government schemes for their respective states as well as only the schemes which apply them.

Money:



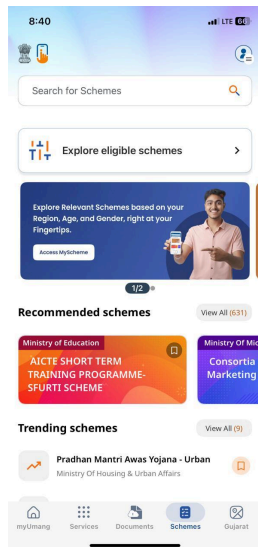
- By digitizing services, UMANG reduces costs associated with physical travel, paperwork, and middlemen.
- It eliminates the need for intermediaries and helps users avoid unnecessary expenses.
- Awareness amongst citizens about schemes, subsidies, scholarships, etc. can help people avail them to help themselves financially.

Physical Efforts:



- Users can complete tasks like bill payments, registrations, and information retrieval from the comfort of their homes.
- This minimizes the physical effort required to access services that traditionally demanded in-person visits.
- Viewers can find nearest service centers on the app.
- They can use the quick services function to get the location of the nearest place where they can get help regarding their specific needs.
- This reduces the users physical effort.

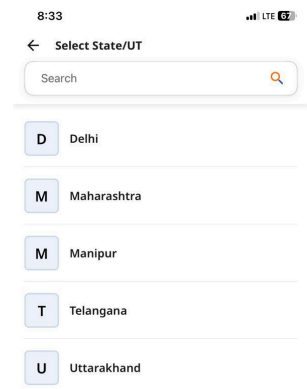
Brain Cycle:



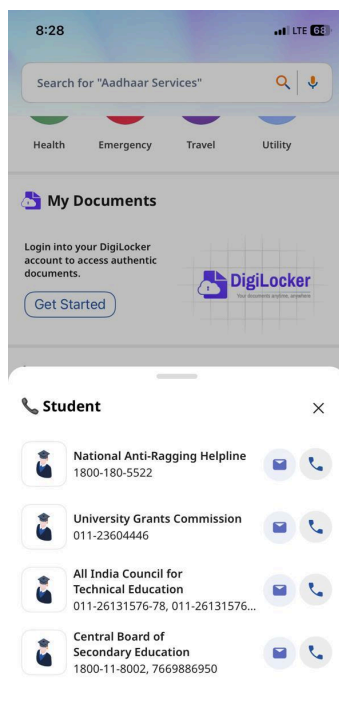
- The app simplifies complex processes through user-friendly navigation and integration of various services in one platform.
- This reduces the cognitive load and confusion associated with accessing multiple services from different sources.

Social Deviance:

UMANG promotes inclusivity by ensuring that citizens across different regions, social classes, and literacy levels can access government services equally. It reduces barriers to entry and ensures fair access to public services.



Non-Routine:



- UMANG accommodates non-routine tasks like applying for certificates, registering grievances, and accessing niche services, making it a versatile tool for a wide range of citizen needs beyond daily or repetitive tasks.
- The quick service feature may come in handy for the the users in everyday life.
- Integrated DigiLocker makes this app being frequently used to access important documents.