

## Introduction to

# UX4G

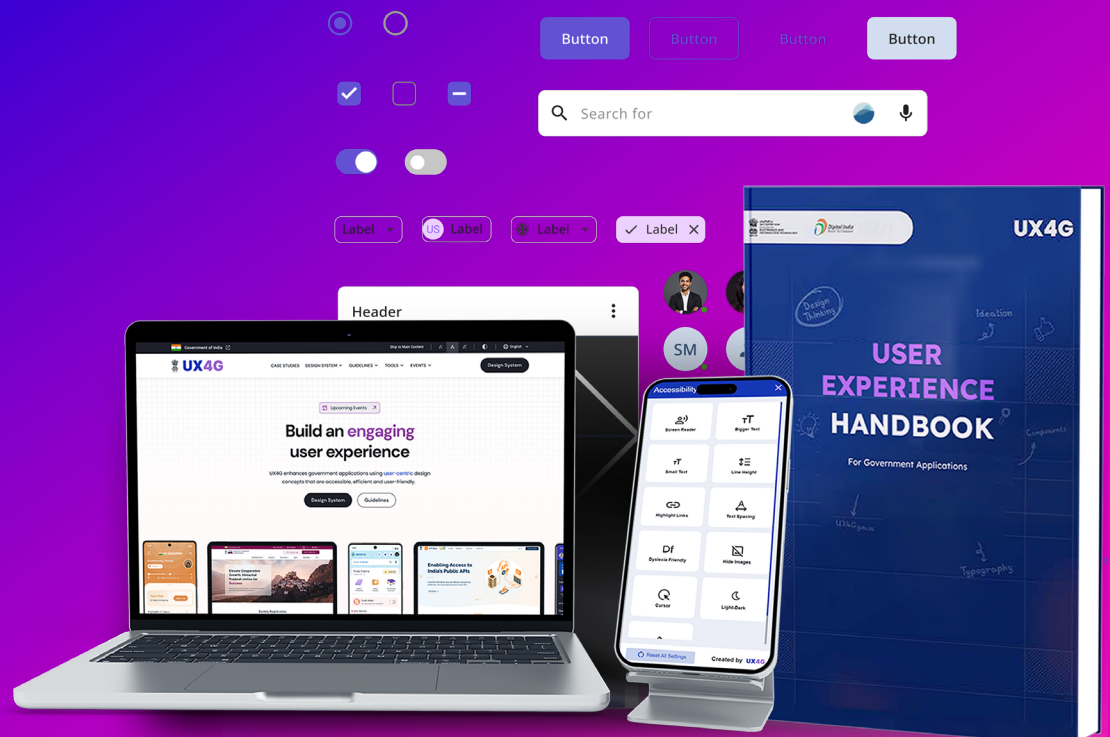
## User Experience for Government Applications

### UX4G project offers the following

-  UX Design Handbook
-  UX4G Design System
-  Design & Development Mentorship
-  Accessibility Widget
-  Capacity Building Workshops
-  Audit 360: Automated UX Audit tool (beta)



More About UX4G



## Enhancing the user experience for government applications

UX4G project is an initiative under Digital India Programme, Ministry of Electronics and Information Technology (MeitY), Government of India which aims to optimize the user's journey in availing e-services, facilitating personalized digital experience that are visually appealing, efficient and empower users to access services easily. The initiative aims to promote better User Experience(UX)/ User Interface(UI) practices in e-services and, also to provide GIGW compliant standard, ready-to-use and reusable library of design components for the design and development team of government applications. Additionally, UX4G aims to build capacities within government (e.g. Decision Makers, Project Directors, Product managers, UX Designers and Developers) on good UX/UI practices.

### Common issues faced by departments:

- 1 No toolkit to adapt to best practices in UI/UX
- 2 No GIGW compliant standard Design System available
- 3 Inadequate awareness of UX/UI practices
- 4 Inadequate Professional resources
- 5 Difficulty in knowledge transfer on UX /UI process/ elements
- 6 Existing product maintenance teams are not equipped enough to manage good UX/UI

### Common issues faced by users:

- 1 Complex user journey
- 2 Poor device adaptability
- 3 Lack of personalization
- 4 Difficulty in navigation
- 5 Inconsistent experience across different pages
- 6 Accessibility issues

### Benefits of good UX/UI practices:

- 1 Empower users to access services with ease
- 2 Minimizing the errors in data entry
- 3 Enhancement in adoption of e-Services
- 4 Increasing trust & confidence among users
- 5 Cost reduction in expenditure or helpdesk services etc
- 6 Narrowing digital gap

## UX design handbook

The UX Design Handbook provide a comprehensive framework for designing a user-friendly digital experience across multiple platforms and devices. It provides information on UX principles, global best practices and recommendations for creating user centric Digital Services for both website and mobile applications. The UX4G handbook helps government websites deliver accessible, engaging, and visually appealing services, improving development and user satisfaction

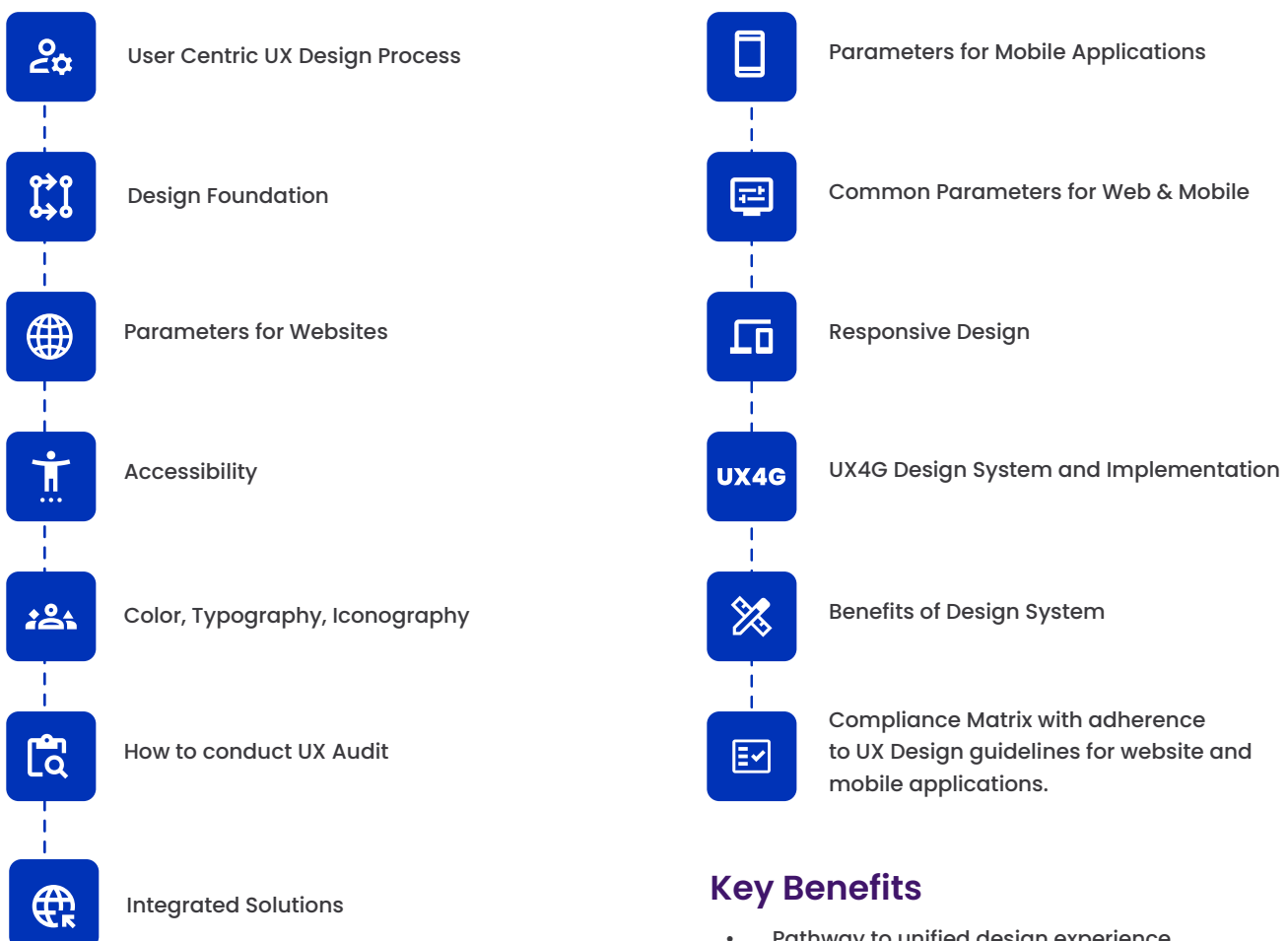
### 5+ Design Chapters :

UX Design Proess, Pointers for Web & mobile app, Design System, UX Audit , Compliance matrix

### 24+ Topics Covered



## Major topics covered in UX4G design handbook



### Key Benefits

- Pathway to unified design experience
- Establishes a common source of design parameters
- Ensures consistency at scale
- Defines a clear design language
- Improves design quality
- Elevates design decisions
- Aligns teams on a common UX vision

## UX4G design system

The UX4G Design System is a digital library specifically tailored for government applications. It acts as a centralized repository, providing teams with easy access to essential GIGW compliant design elements. This helps streamline the process of creating and improving government applications and digital services for both website and mobile applications.

*\*Currently supporting websites made using HTML, CSS, JS. Soon NPM will Be made available in next version which will support to angular, react and mobile packages etc.*



## Benefits of using a design system



Facilitates Rapid Creation and Replication of Design Work at Scale



Unifies Language & Promotes Consistency Across Cross-Functional Teams



Establishes Visual Consistency Across Various Products and Digital Services



Easy replacement for designers & facilitates knowledge transfer with standardized design components



Streamlines Design Resources, Fostering Focus on Complex Challenges



Easily customisable design

## Major topics covered in UX4G design system



Shared Components



Style Guide



Accessibility Standards



Color Palette



Icon Library

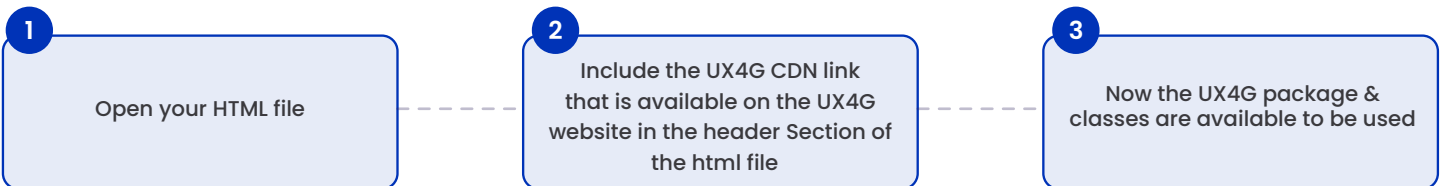


Typography

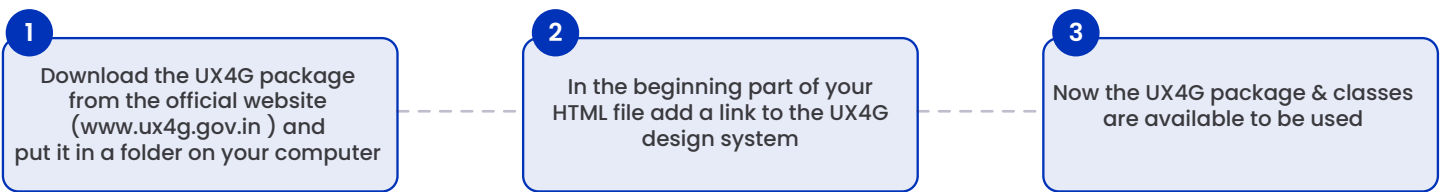
## A step-by-step UX4G design system implementation guide for Developers

Integrating the UX4G Design System into web projects is simple with these steps, allowing developers to easily incorporate design system components.

### Step 1. Using a CDN link

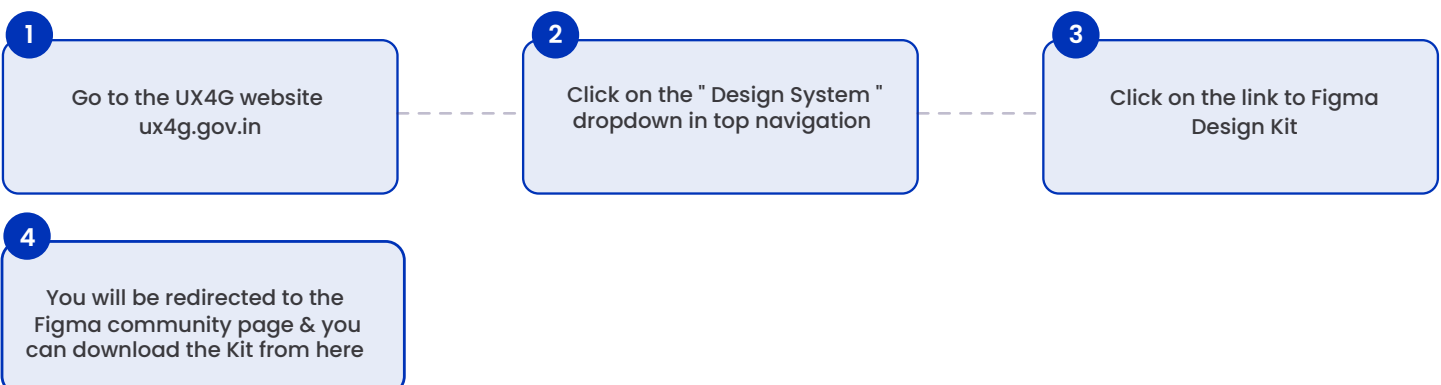


### Step 2. Downloading the package



## A step-by-step UX4G design system implementation guide for Designers

Designers can easily integrate the UX4G Design System into their projects. Designers can seamlessly incorporate design system components by drawing on a library of reusable and imaginative components, thereby improving the quality of government applications while saving time and avoiding duplication.



## UX4G accessibility widget: Empowering all users with equitable access

The Accessibility Widget by UX4G has integral features (currently 14) that ensure usability and inclusivity for all users. The widget helps the digital platforms in providing access to all type of users adhering to accessibility norms/ standards e.g. WCAG, BIS, DBIM etc.

### A free and easy to use tool :

Plug and play widget



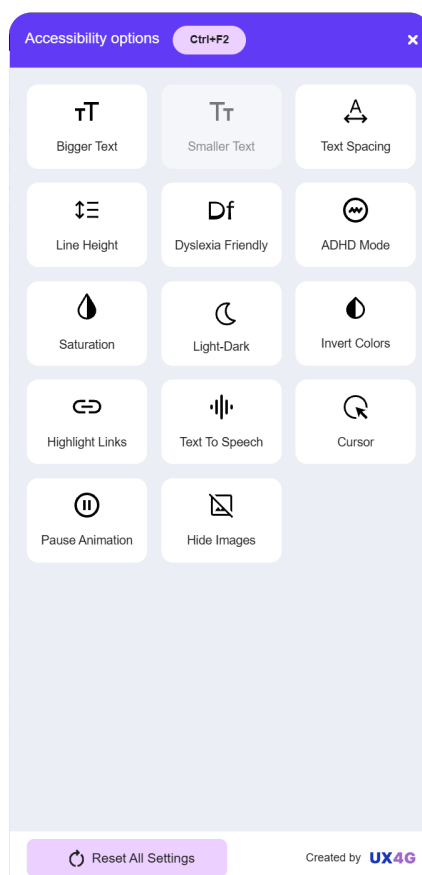
Inclusive access



Wider Reach



Improved usability



*\*Currently available for HTML, PHP, JavaScript, TypeScript, Angular, React.js, Ionic, Drupal, WordPress & Angular js*



## Effortlessly Integrate Accessibility

The UX4G Accessibility Component Tool, readily available within the UX4G Design System Kit, empowers designers and developers to seamlessly integrate accessibility features into their projects with just a few clicks.

## Capacity building workshops

The capacity-building workshops, organized by UX4G, aim to sensitize government officials regarding UI/UX design processes, design thinking approach, and discuss challenges in establishing effective UX/UI for online service delivery to different users.

*\*We organize workshops in both-online and physical mode. To conduct physical workshops fund support of upto Rs 1.00 lakh is being provided to the designated nodal departments from States. To know more please write support.ux4g@digitalindia.gov.in.*

## Major topics covered in workshops



Current practices on UX/UI



Introduction to User Experience (UX) & User Interface (UI)



Design thinking approach and Good User Experience Practices



Benefits from good UX/UI Implementation



Case Studies of state specific digital products to demonstrate real world examples



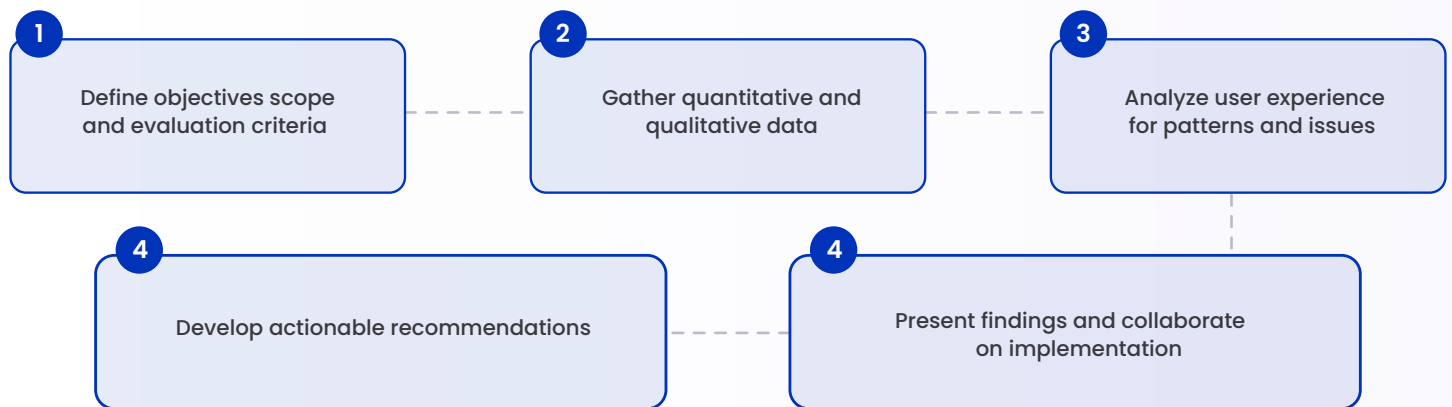
Hands on session for Design System & Design Handbook implementations



## UI/UX AUDIT: To rate and enhance websites' performance through deep user centric analysis

An UX Audit identifies usability issues and explores areas for enhancing digital experience by rating the website in its ability to adhere to design principles and improving the websites' usability and user satisfaction in a detailed, hands-on evaluation of a digital product's user experience (e.g., a website, app, or software) conducted by UX professionals without relying solely on automated tools. It involves analyzing the product's usability, accessibility, design, and functionality to identify areas for improvement and ensure it aligns with user needs and business goals..

### Process of conducting a UX audit



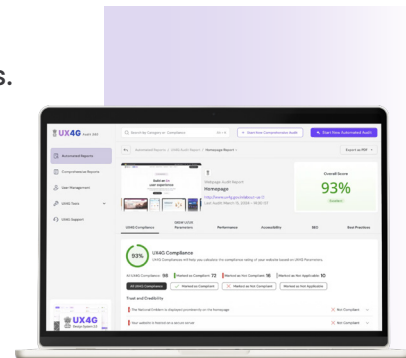
### Benefits of conducting UX audits

-  Compliance with accessibility and regulatory standards
-  Increased transparency and accountability
-  Increased citizen engagement and trust
-  Enhanced inclusivity and accessibility for all citizens
-  Improved efficiency and resource utilization

[www.UX4G.gov.in](http://www.UX4G.gov.in) provide you the **tools** for **Self UX health check** (Comprehensive compliance/audit parameters on UX/UI practices for Websites and Mobile Apps.) and Automated **Audit 360** tool (Homepage of a website).

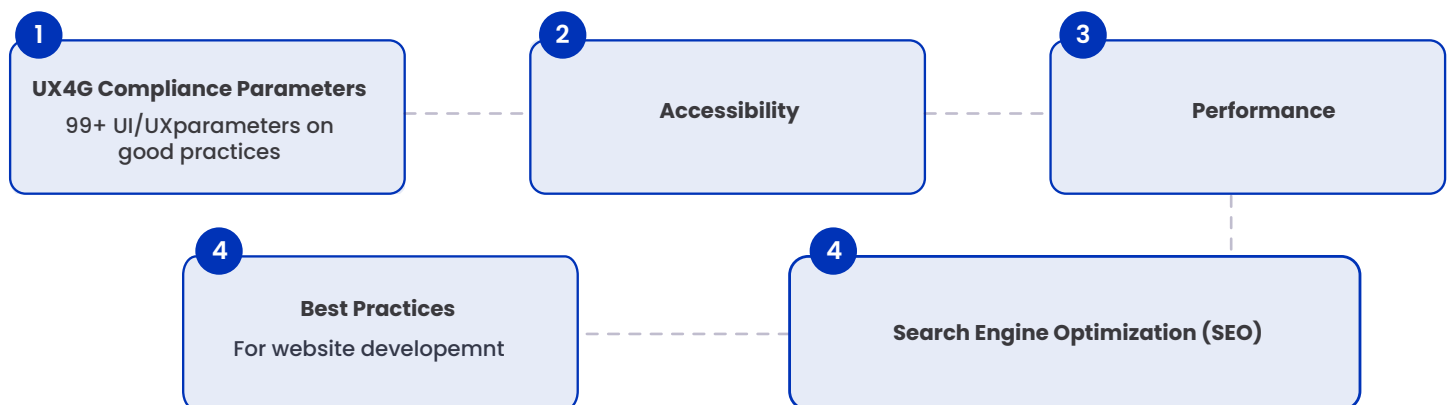
## Audit 360: Automated audit tool (Beta Version)

Introducing Audit 360, a robust tool designed to assist government departments and organizations in conducting comprehensive audits for their digital platforms. Developed under the UX4G initiative, this tool simplifies the evaluation of critical aspects of website performance and compliance, ensuring alignment with best practices and accessibility standards



*\*Current version is equipped to conduct specific UX audit of 'Homepage, About us, Contact us, Sign up & general ux Audit of 3 additional pages of a Website with solutions for non compliant parameters. To use the Audit 360 please visit Tool Section at [www.ux4g.gov.in](http://www.ux4g.gov.in)*

## Audit 360 is an automated audit platform that evaluates websites against the following key criteria :



## Benefits of conducting UX audits



- Faster Audits at Scale
- Objective and Standardized Evaluation
- Comprehensive Coverage
- Clear, Actionable Recommendations
- Cost & Resource Efficient

## Advisory for Departments/e-Service Providers

**1**

Publish the link - [www.ux4g.gov.in](http://www.ux4g.gov.in) on the Department Portals

**2**

To incorporate the following:

- User Experience Handbook for Guidance on UX/UI enhancement
- Design System (Digital Library of re-usable assets)
- UX Health Self Check (Manual intervention required)
- Accessibility Widget on websites/portals
- Audit 360 Tool (Automated report)
- Deploy UX Specific Professionals in product teams
- Include the above usage in SoW/ToR of related documents

**3**


Organize capacity building workshops

# UX4G

## Contact us To Know More

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More About UX4G



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