

SEVA

Government Services, Made Easier

Complete Deep UX Case Study

A mobile-first guidance layer designed to help Indian citizens discover, understand and prepare for government services before handing them off to the official portal.

Portfolio note

This case study documents the full UX process from research through product definition, information architecture, wireframes, high-fidelity UI and informal user validation. SEVA is a concept product and is not affiliated with or operated by a government authority.

Project focus

Reduce uncertainty at every step of the government-service journey.

Role: UX/UI Designer **Scope:** End-to-end product design **Platform:** Mobile-first

Primary use case: A citizen looking for housing assistance without knowing which scheme is right for them.

01 — Executive Summary

SEVA was created after research showed that the hardest part of many government-service journeys is not the absence of services; it is the uncertainty around finding the right service, understanding eligibility, knowing which documents are required, and knowing where to apply.

The product therefore does not attempt to become another government portal. Instead, it acts as a **guidance layer**: users describe their need in everyday language, answer a few contextual questions, review potentially relevant services, prepare their documents, and then continue on the official government website.

Core product promise

Tell SEVA what you need → understand your options → prepare confidently → continue to the official source.

Problem

- Users often start with Google rather than a government portal.
- Eligibility and document information can be difficult to interpret.
- Multiple portals and government terminology create navigation uncertainty.
- Some users depend on younger family members or intermediaries.

Design response

- Need-first discovery instead of scheme-first discovery.
- Plain-language explanations and progressive disclosure.
- Document checklist before application.
- Clear official-source handoff and trust messaging.

02 — Research & Discovery

Research objective

Understand how people discover government services, how they decide whether a scheme is relevant, where they get stuck, and what information they need before they feel confident enough to apply.

Research approach

- Exploratory interviews and conversations with roughly 7–10 people.
- Hands-on audit of existing experiences including myScheme, UMANG, India.gov.in and MP Online.
- Synthesis through affinity clustering, personas and a current-state journey map.
- Product decisions were based on recurring patterns rather than a single person's complaint.

Important research limitation

This was exploratory UX research, not a statistically representative study. The findings describe patterns observed in the participants and hands-on audits; they should not be treated as national-level statistics.

What people were doing today

- **Discovery:** Search Google for phrases such as a scheme name or a problem like “awas yojna.”
- **Eligibility:** Search Google, use MP Online, or ask a local official/intermediary.
- **Documents:** Search Google because the required list is not always easy to locate.
- **Language:** Users with weaker English often ask younger family members for help.
- **Application:** Users face OTP, CAPTCHA, downtime and confusing interfaces on some portals.
- **After applying:** SMS is a common confirmation mechanism; many users do not actively return to track.

03 — Research Findings

Affinity themes

1. Discovery — “Where do I start?”

People search by their goal, but government ecosystems are often organized around schemes, departments and portals.

2. Eligibility & Documents — “Do I qualify?”

Users frequently rely on Google or other people and may encounter incomplete or conflicting explanations.

3. Language & Comprehension — “What does this mean?”

Translation alone does not guarantee understanding; readability, terminology and plain language matter.

4. Navigation — “Where do I go next?”

Multiple URLs, redirects, clutter and inconsistent pages make the ecosystem difficult to navigate.

5. Application Friction — “Why isn’t this working?”

OTP issues, CAPTCHA, downtime and unclear recovery paths increase abandonment and dependency.

6. Human Dependency — “I need someone to help me.”

Users sometimes depend on younger family members or intermediaries simply to understand the process.

- Users search by their **problem**, not necessarily by an official scheme name.
- Google acts as a bridge between everyday language and government terminology.
- Language support is not enough; users need plain language and readable presentation.
- Users seek another person when they lack confidence about eligibility, documents or next steps.
- The biggest friction is **uncertainty across the journey**, not just one broken screen.

Design principle derived from research

Reduce uncertainty at every step.

04 — Personas

Primary persona — Assisted User

Profile

- Can use a smartphone but finds government processes difficult.
- May understand Hindi better than English.
- Often asks a younger family member for help.
- Needs confidence before taking the next step.

Needs & frustrations

- Simple explanations.
- Clear eligibility guidance.
- A reliable document checklist.
- A clear path to the official portal.
- Less dependence on another person.

Secondary personas

Independent Seeker

Comfortable with smartphones and search. Wants to quickly validate whether information is correct and trustworthy.

Why these personas matter

The same product must work for someone needing guided help and for someone who already knows how to search. That is why SEVA combines guided discovery with an independent Discover experience.

Family Service Manager

Handles services for parents or relatives and values quick, trustworthy, shareable guidance.

05 — Current-State Journey

Primary journey before SEVA

Stage	What happens	Main friction
1. Need	Realizes a need but does not know where to start.	Uncertainty
2. Search	Uses Google or asks someone.	Trust / terminology
3. Discover	Opens government pages and navigates multiple portals.	Navigation
4. Understand	Tries to understand whether the service applies.	Comprehension
5. Eligibility	Searches again or asks another person.	Confidence
6. Documents	Searches for required documents.	Preparation
7. Apply	Uses the official portal.	OTP / CAPTCHA / UX
8. Confirmation	Receives SMS or other confirmation.	Limited continuity
9. Track	Often does not return to track.	Low mental priority

Three critical moments

“What am I looking for?”

Discovery and terminology.

“What do I need?”

Documents and preparation.

“Can I get this?”

Eligibility and confidence.

Design opportunity

Make these moments clear before the user reaches the official portal.

06 — Existing Experience Audit

Hands-on observations

The audit focused on what was experienced while using the products, not on broad claims about their quality. The purpose was to identify opportunities for SEVA rather than to rank government platforms.

Experience	Role	Observed opportunity
myScheme	Official scheme discovery experience.	Language controls were not easy to find; eligibility flow showed an error during testing; scheme information was more useful on web than in the mobile experience; users may be handed off to an official site/PDF.
UMANG	Broad government service app.	Search was easy to find; information arrangement could be improved; some navigation elements felt inconsistent; login was required for some information.
India.gov.in	National government information portal.	Homepage felt information-heavy; some scheme paths redirected elsewhere; some pages did not load reliably during testing; language typography could be difficult to read.
MP Online	State-level service ecosystem.	Search was not immediately discoverable; language options existed; presentation and page patterns felt inconsistent; schemes were not always easy to find.

Opportunity

SEVA should not compete by trying to replace these portals. It should make the journey understandable before the user reaches them.

07 — Product Strategy

Positioning

SEVA is a citizen-friendly guidance layer, not another government portal.

The product helps users discover, understand and prepare. The official government website remains the source for final application and authority.

Core product model

**Need → Context → Relevant services → Understand → Prepare
→ Official source → Return to My Seva**

Trust principles

- Clearly label official sources.
- Never pretend SEVA itself is the government.
- Use “may be relevant” rather than definitive eligibility claims.
- Show published criteria and explain that final eligibility is determined by the authority.
- Tell users when they are leaving SEVA for the official portal.

08 — Information Architecture & MVP

Primary navigation

[Home](#) / [Discover](#) / [My Seva](#)

Home

- Search / describe need
- Popular needs
- Continue where you left off

Discover

- Search
- Browse categories
- Popular services

My Seva — saved services, recent activity and official links.

MVP scope

Must have	Later / Not MVP
- Need-based discovery - Search - Guided questions - Service recommendations - Simple service explanation - Eligibility guidance - Document checklist - Language selection - Official source verification - Official handoff - My Seva	- Application tracking enhancements - Reminders - Family sharing - Voice assistance - Document storage Not MVP: payment processing, application submission inside SEVA, storing sensitive government documents, replacing official portals, supporting every service in India.

09 — Core User Flow

Primary scenario

“I need housing assistance, but I don't know which government scheme is right for me.”

Step	Purpose
01 Home	Start with the user's goal, not government terminology.
02 Discover (optional alternative entry)	Browse independently when the user prefers exploration.
03 Need Selection	Translate everyday need into a service area.
04 State Selection	Localize the service context.
05 Housing Situation	Understand the user's current situation.
06 Income Selection	Use a broad range instead of requiring sensitive exact income.
07 Relevant Services	Show services that may be relevant.
08 Service Details	Explain what the selected service means and what to expect.
09 Document Checklist	Prepare before the user leaves SEVA.
10 Official Website Handoff	Clearly hand off to the official government website.
11 My Seva	Provide continuity for saved/recent services.

10 — Low-Fidelity Wireframes

The low-fi phase focused on structure, not decoration.

- Questions were kept short and goal-oriented.
- Selection cards were used for easy scanning.
- Progress indicators reduce uncertainty during the guided flow.
- The Service Details screen consolidates information instead of creating separate screens for every topic.
- A separate “Confirm” screen was removed because users had just answered the same questions.
- A standalone eligibility-loading screen was removed because it added no meaningful decision.
- A separate “How to apply” screen was merged into Service Details.
- A standalone “Information saved” screen became a lightweight confirmation/toast concept.

Key wireframe iteration

The flow was reduced to the smallest number of meaningful steps while preserving the information users need before application.

Approved journey after wireframe review

**Home → Discover → Need → State → Housing Situation →
Income → Relevant Services → Service Details → Documents →
Official Handoff → My Seva**

11 — Visual Design System

The high-fidelity direction was intentionally designed to feel more approachable than a traditional government portal while remaining trustworthy and accessible.

Color palette

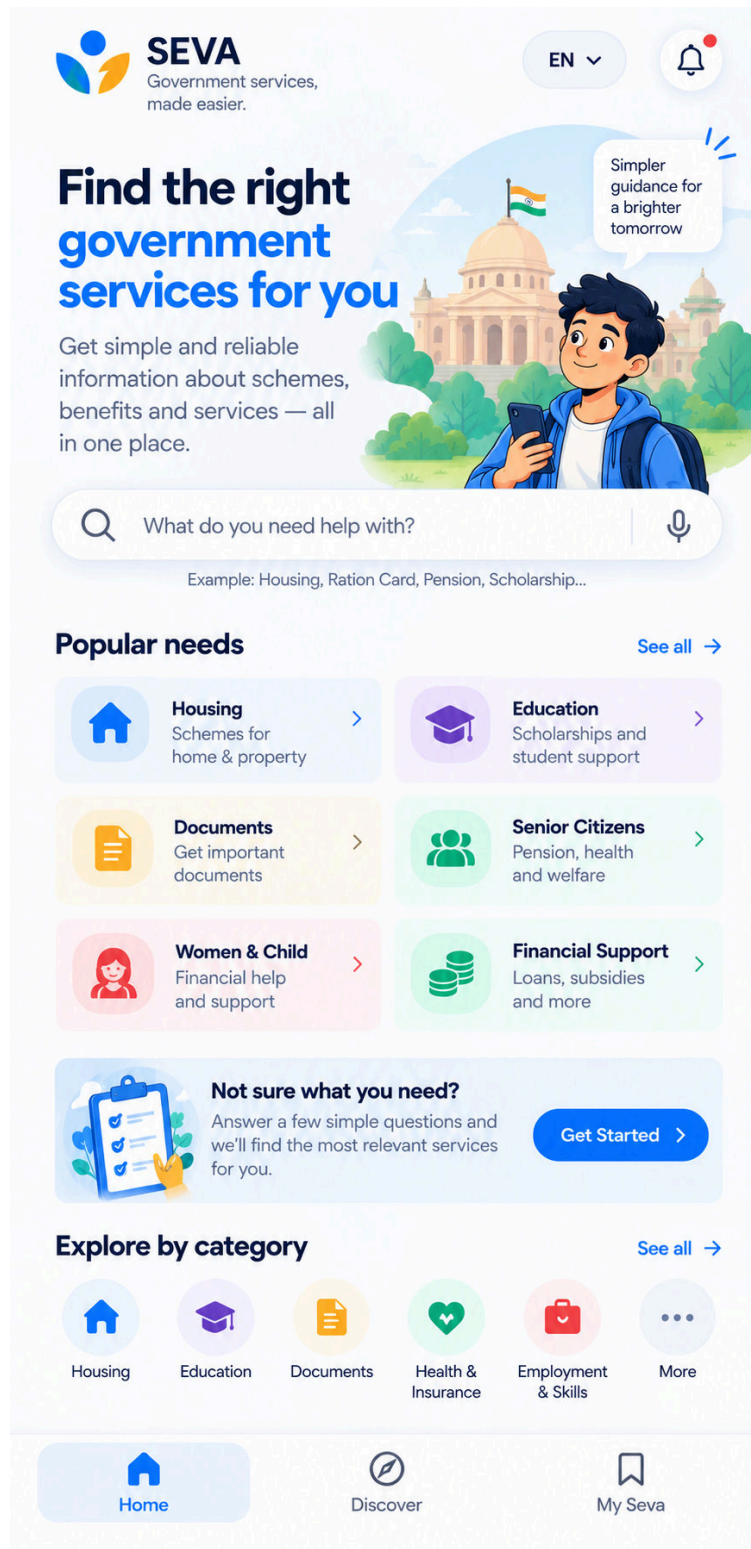
Primary #2563EB	
Background #F8FAFC	Surface #FFFFFF
Border #E2E8F0	Success #15803D
Warning #B45309	Accent teal #0F766E

Typography & component principles

- **Typeface:** Inter.
- **H1:** 32px / 40px / 700. **H2:** 24px / 32px / 700. **Body:** 15–16px.
- **Cards:** 12–16px radius, white surface, subtle border/shadow.
- **Primary CTA:** blue #2563EB with strong contrast and approximately 48px height.
- **Selection:** light blue selected state + clear border; avoid relying on color alone.
- **Semantic colors:** reserved for success/warning/error, not for final eligibility decisions.

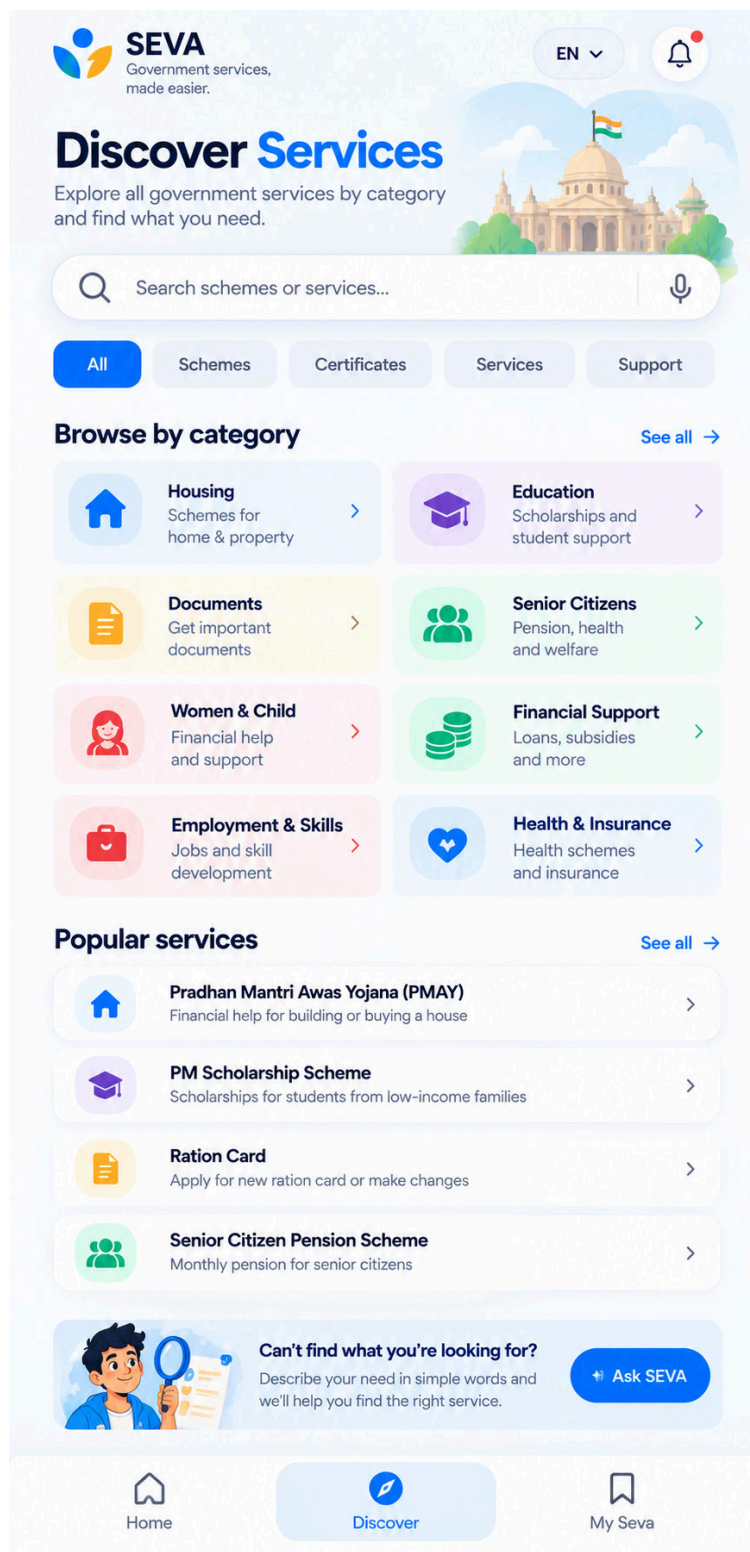
12 — Home

Home establishes the product promise: start with a need, search in everyday language, browse popular needs, or ask SEVA for guided help.



13 — Discover

Discover provides an independent exploration path for users who do not want the guided questionnaire. Categories and popular services make the ecosystem easier to browse.



14 — Need Selection

The product asks what the user needs instead of requiring knowledge of an official scheme name. This is a direct response to the research insight that people search by problem.

The image shows a mobile app interface for SEVA (Government services, made easier). The screen is titled "What do you need help with?" and includes a progress indicator "Step 1 of 5". Below the title, there is a prompt: "Select the main area you want guidance for. You can choose only one for now." To the right of the text is an illustration of a man thinking. The main content area contains eight selectable options, each with an icon, a title, a description, and a radio button:

- Housing** (House icon): Schemes for home, property and housing support. ☒
- Education** (Graduation cap icon): Scholarships, education loans and student support. ☐
- Documents** (Document icon): Get help with important government documents. ☐
- Senior Citizens** (Group of people icon): Pension, healthcare and welfare schemes. ☐
- Women & Child** (Woman and child icon): Financial help, safety and support schemes. ☐
- Financial Support** (Stack of coins icon): Loans, subsidies and financial assistance. ☐
- Employment & Skills** (Briefcase icon): Jobs, skill development and training programs. ☐
- Health & Insurance** (Heart with cross icon): Health schemes, insurance and medical support. ☐

At the bottom of the screen is a large blue button labeled "Continue" with a right-pointing arrow.

15 — Housing Situation

Context questions are kept simple and focused on information that can change which services are relevant.



EN 



Step 2 of 5

 Housing



What's your current housing situation?

This helps us find the most relevant schemes and support for you.



I own a house
I have my own house or flat.

☒



I live in a rented house
I live in a house or flat on rent.

☐



I live with family or relatives
I live in a house owned by my family members or relatives.

☐



I live in a slum or informal settlement
I live in a jhuggi, temporary house or informal settlement.

☐



I live in a government-provided house
I live in a house provided by a government scheme.

☐



Other
My situation is different.

☐

 Back

Continue 

16 — Income Selection

A broad range is used rather than demanding an exact income value. The screen also reassures users about why the information is being requested.

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Step 3 of 5

 Housing



What is your monthly income range?

This helps us show schemes that match your eligibility.

**Below ₹10,000**
Less than ₹10,000 per month ☒

**₹10,000 – ₹25,000**
Between ₹10,000 and ₹25,000 per month ☐

**₹25,000 – ₹50,000**
Between ₹25,000 and ₹50,000 per month ☐

**₹50,000 – ₹1,00,000**
Between ₹50,000 and ₹1,00,000 per month ☐

**Above ₹1,00,000**
More than ₹1,00,000 per month ☐

**Prefer not to say**
I don't want to share my income details ☐

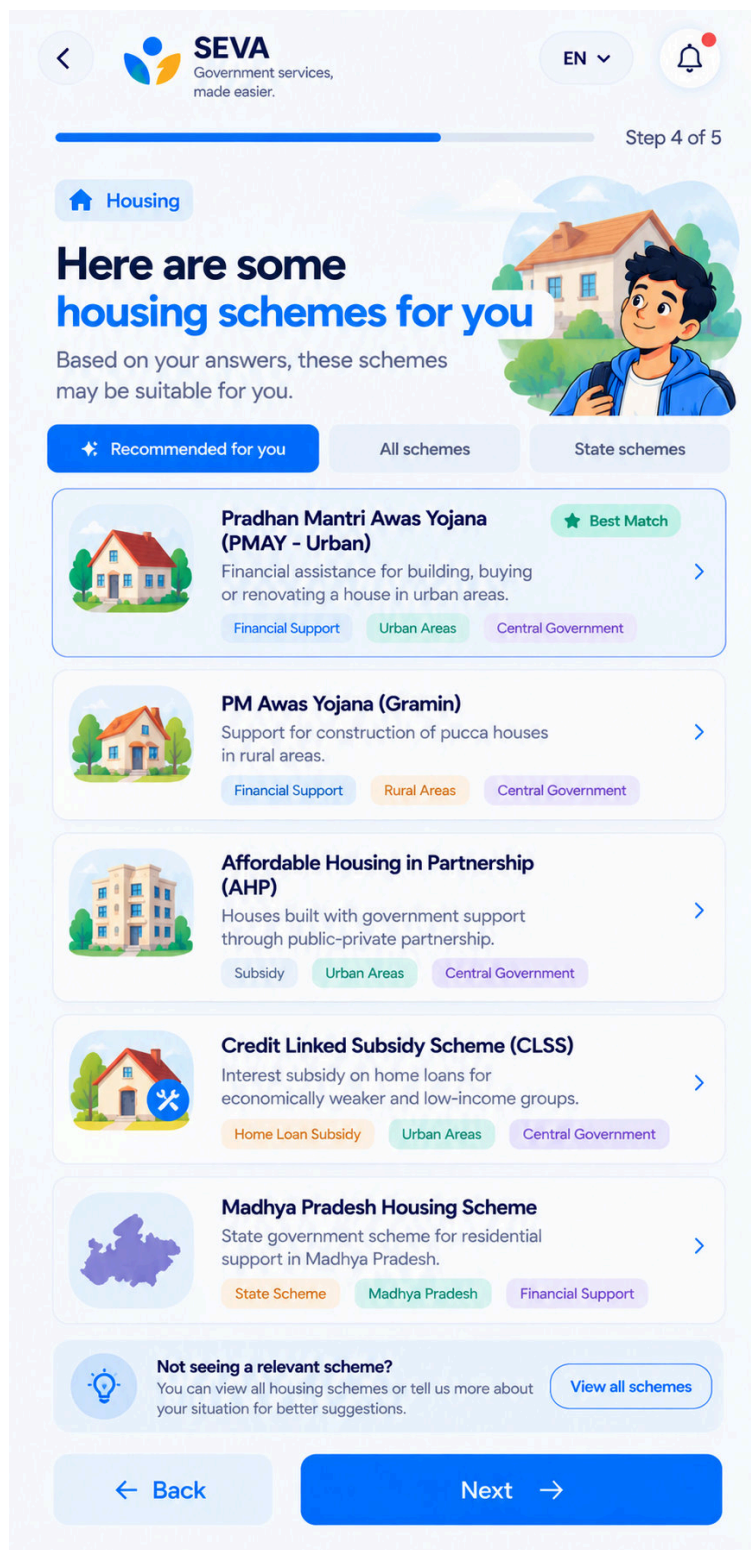
**Your information is safe**
Your answers are used only to suggest relevant government schemes. We do not share your personal information.

← Back

Continue →

17 — Relevant Services

Results are framed as potentially relevant services rather than definitive eligibility decisions. Filters help users understand the recommendation set.



18 — Service Details

A single service view consolidates the explanation, benefits, eligibility guidance, documents and application path to avoid unnecessary navigation.

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Step 5 of 5



★ Recommended for you

Pradhan Mantri Awas Yojana (PMAY - Urban)

Financial assistance for building, buying or renovating a house in urban areas.

Financial SupportUrban AreasCentral Government

OverviewEligibilityBenefitsDocumentsHow to Apply

About this scheme

Pradhan Mantri Awas Yojana (Urban) aims to provide pucca houses to all eligible urban households. Under this scheme, eligible families can get financial assistance for construction, purchase or renovation of a house.



Key benefits

**Financial Assistance**
Interest subsidy on home loan

**Own a Pucca House**
Support for new house construction

**For Economically Weaker Sections**
EWS, LIG, MIG households

**Better Living Conditions**
Access to safe and quality housing

Eligibility criteria

- ✓ Applicant must be an Indian citizen.
- ✓ Must belong to EWS, LIG, MIG or other eligible income groups.
- ✓ Should not own a pucca house in any part of India.
- ✓ Must have a valid Aadhaar card.

Required documents

**Aadhaar Card**
Required

**Income Proof**
Required

**Property Documents**
If Applicable

**Address Proof**
Required

**Passport Size Photo**
Required

[View details →](#)

How to apply

1  Visit official website

→

2  Fill application form

→

3  Upload documents

→

4  Track application

[View detailed guide →](#)

[← Back](#)[Apply Now](#)

19 — Document Checklist

The checklist directly addresses a major research pain point: knowing what to prepare before leaving SEVA.

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Step 9 of 11

 Housing

What documents will you need?

Keep these documents ready before you apply. Requirements may vary by state and scheme.



**Aadhaar Card**
For identity verification.

☒

**Address Proof**
Such as electricity bill, rental agreement or any government issued address proof.

☒

**Income Proof**
Such as salary slip, income certificate or ITR (as applicable).

☐

**Caste Certificate** If applicable
Required for reserved category benefits (SC/ST/OBC).

☐

**Bank Account Details**
Cancelled cheque or bank passbook for receiving benefits.

☒

**Passport Size Photo**
Recent passport size photograph (as per specifications).

☐

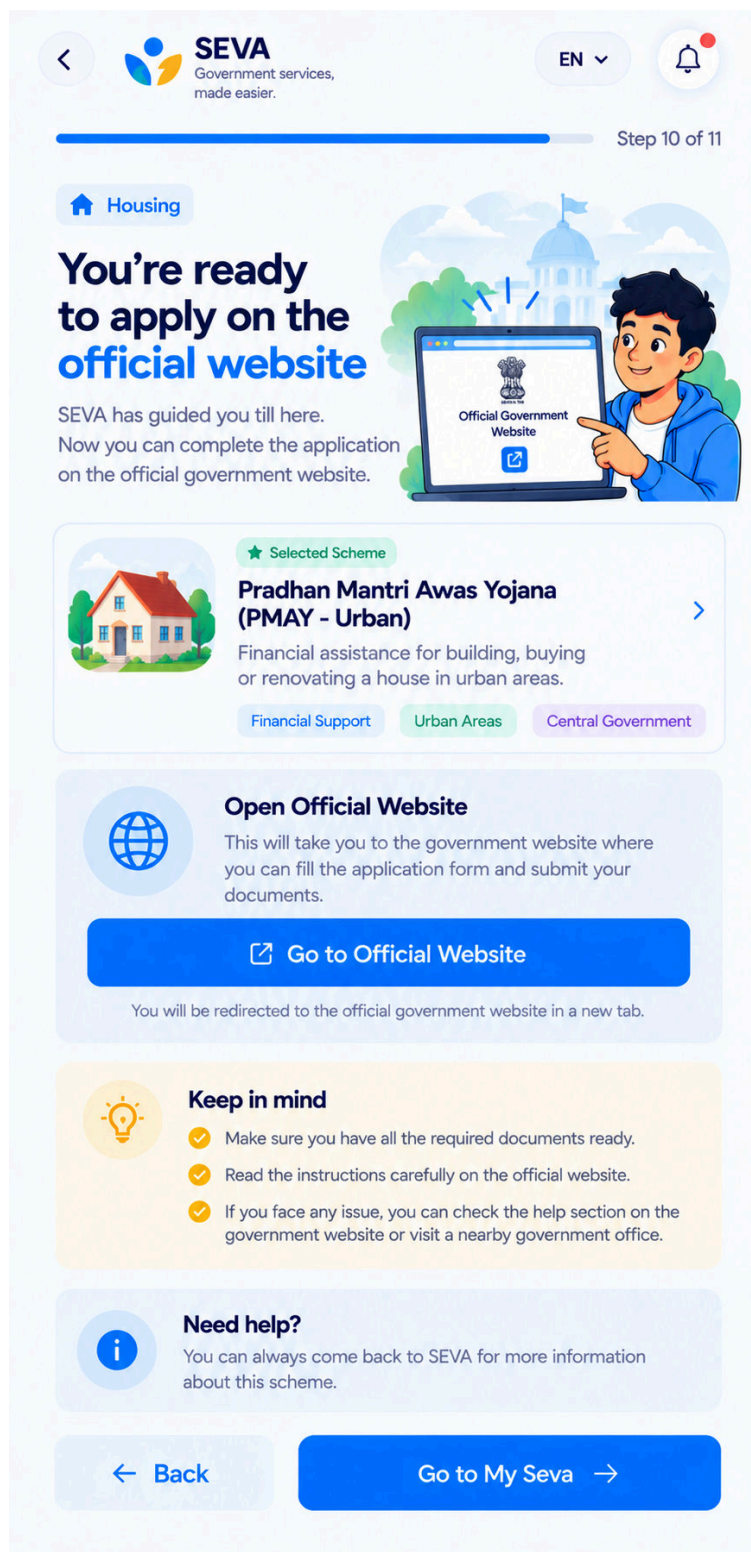
**Important to know**
Document requirements may vary by state and scheme. Please check the official government website for the final list before applying.

 Back

I'm ready to apply 

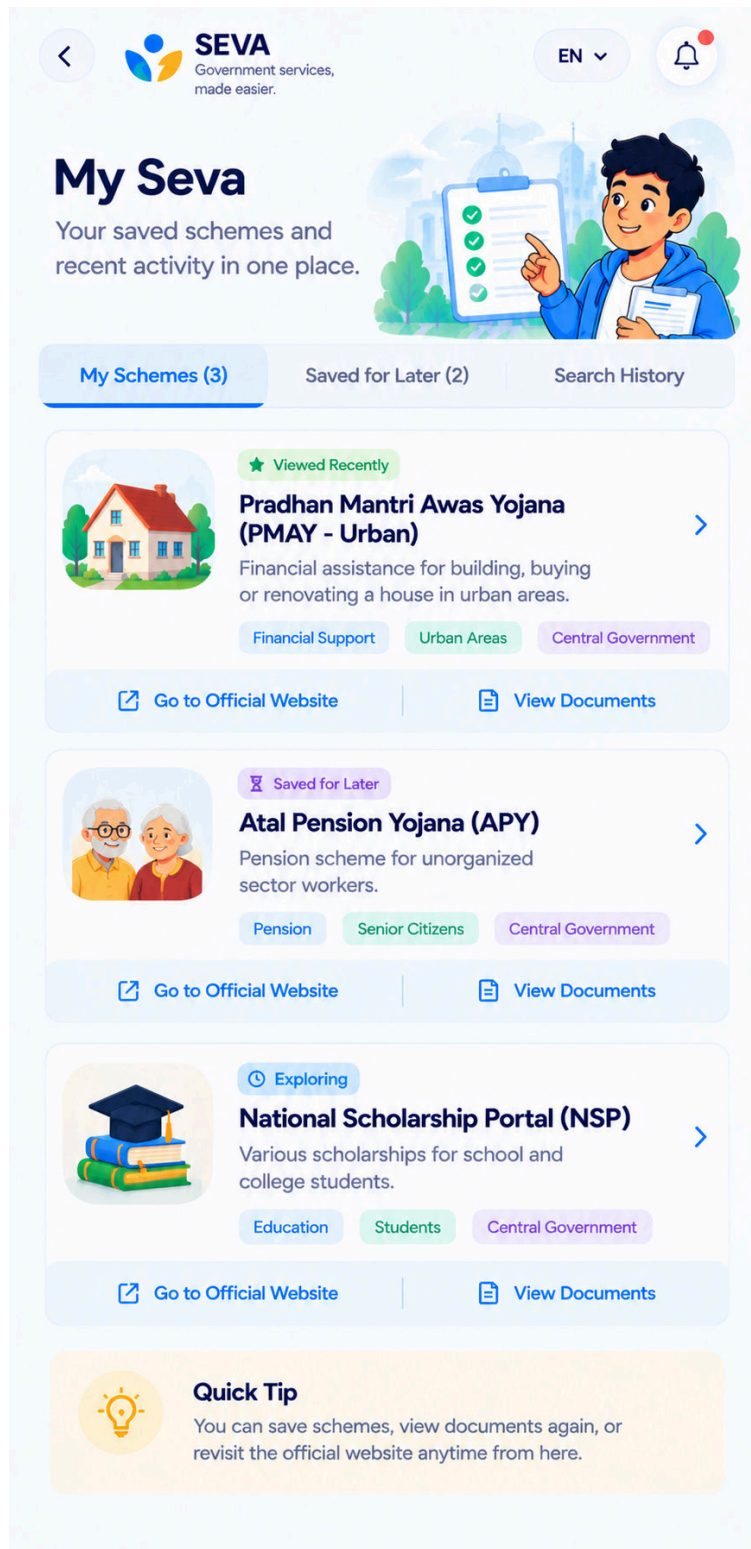
20 — Official Website Handoff

This trust checkpoint makes the boundary between SEVA and the official government portal explicit.



21 — My Seva

My Seva provides continuity through saved/recent services and quick access to official links and document information.



22 — State Selection: Product Requirement

State selection remains a required part of the approved journey because government services and requirements can vary by state. It was intentionally kept simple in the product flow: searchable state list, clear selection, and visible progress.

Why it matters

Local context improves relevance and prevents SEVA from presenting a national result as though it applies identically everywhere.

Recommended interaction

- Searchable state field.
- Recently used state shown first when appropriate.
- One-tap selection.
- Clear ability to change the state before results.
- No need to ask for more location detail than the service requires.

23 — Usability Validation & Iteration

After the core flow and high-fidelity direction were completed, the product was reviewed with a small set of users. The review confirmed that the overall concept and flow were understandable and aligned with the original problem.

Validation note

No quantified success rate, task-time or SUS score was recorded in this round, so the case study does not invent those metrics. The validation is presented as qualitative feedback and directional confirmation.

What was validated

- The need-first approach is easier to understand than asking users to know a scheme name.
- The guided questions feel connected to the user's goal.
- The service result needs cautious language such as “may be relevant.”
- Document preparation deserves a dedicated screen.
- The official-website handoff is important for trust.

Major iterations made

- Removed the standalone confirmation screen.
- Removed the standalone eligibility-loading screen.
- Merged “How to apply” into Service Details.
- Converted “Information saved” into lightweight feedback rather than a full page.
- Kept Discover separate from guided discovery so both exploration styles remain available.

24 — Outcome

The final concept turns a fragmented government-service discovery journey into a guided, understandable path. It does not promise to solve the entire government ecosystem; instead, it focuses on the highest-value moments before application.

Before

- Search Google.
- Interpret scheme names.
- Search eligibility separately.
- Search documents separately.
- Navigate unfamiliar portals.
- Depend on others for clarity.

With SEVA

- Start with the user's need.
- Answer a few contextual questions.
- See potentially relevant services.
- Understand the service in one place.
- Prepare documents before applying.
- Continue to the official source with confidence.

Core UX outcome

SEVA reduces uncertainty before the user reaches the official application journey.

What success should be measured next

- Task completion rate for finding a relevant service.
- Time to identify a potentially relevant service.
- Confidence before clicking the official website.
- Document-readiness comprehension.
- Drop-off at each guided question.
- Return usage of My Seva.

25 — Designer Reflection

The most important lesson from SEVA was that the UX problem was not simply “government websites have poor UI.” The deeper issue was uncertainty: users were unsure what to search for, whether information applied to them, what documents to prepare, and where to go next.

That changed the design direction. Instead of rebuilding a government portal, I designed a guidance layer that translates citizen intent into a clearer path while preserving the authority of the official source.

What I would explore next

- Voice-based need discovery for users who struggle with typing or terminology.
- Family sharing for people who help parents or relatives.
- More robust official-source verification and update workflows.
- Accessibility testing with older users and users with low digital confidence.
- A larger usability study with measurable task-success and confidence metrics.

26 — Case Study at a Glance

A concise portfolio summary

Problem	People struggle to discover, understand and prepare for government services.
Research	Exploratory interviews + hands-on audit + affinity synthesis.
Insight	The biggest friction is uncertainty across the journey.
Solution	Need-first guidance layer that leads to relevant services and the official portal.
Core flow	Need → State → Context → Results → Details → Documents → Official source → My Seva
Validation	Informal review with a small set of users; direction confirmed, without fabricated quantitative metrics.
Outcome	A focused, citizen-friendly journey that reduces uncertainty before application.

Final positioning statement

SEVA helps citizens find the right government services, understand what they need, and reach the official application portal with confidence.

End of case study