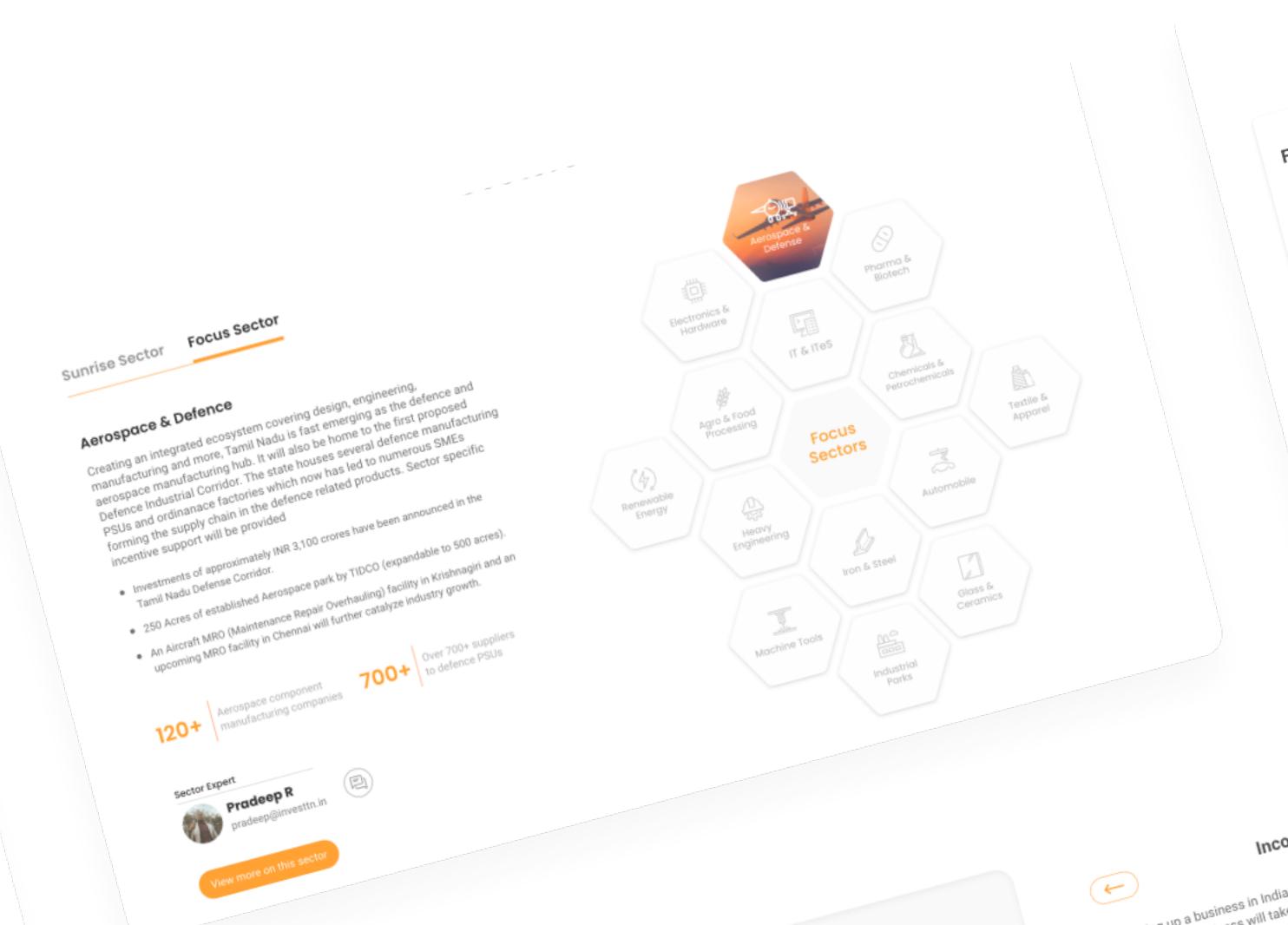
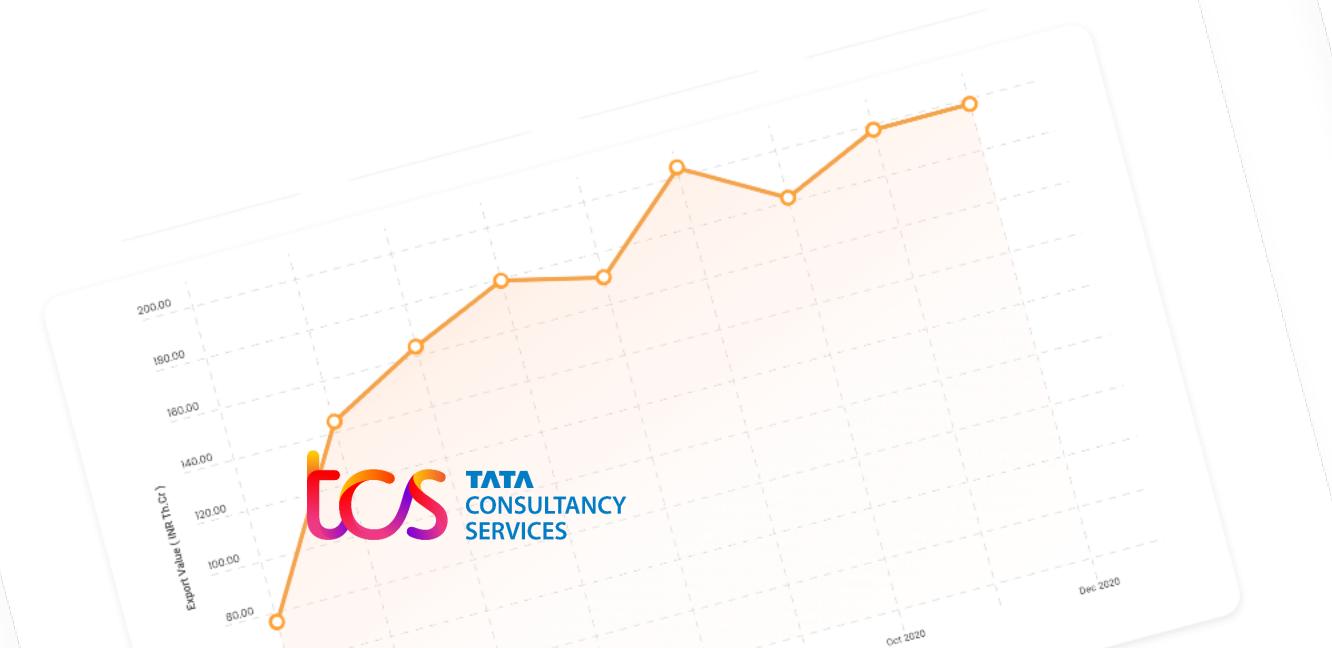


User Experience Case Study

# Guidance Tamil Nadu

A nodal agency for investment promotion and single window facilitation

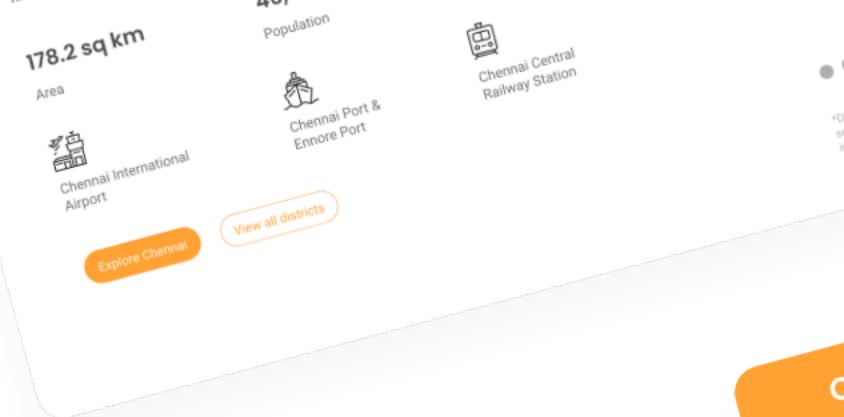
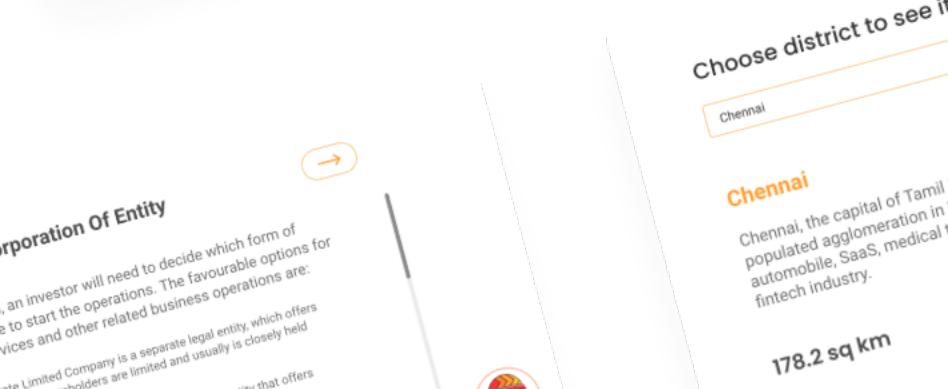
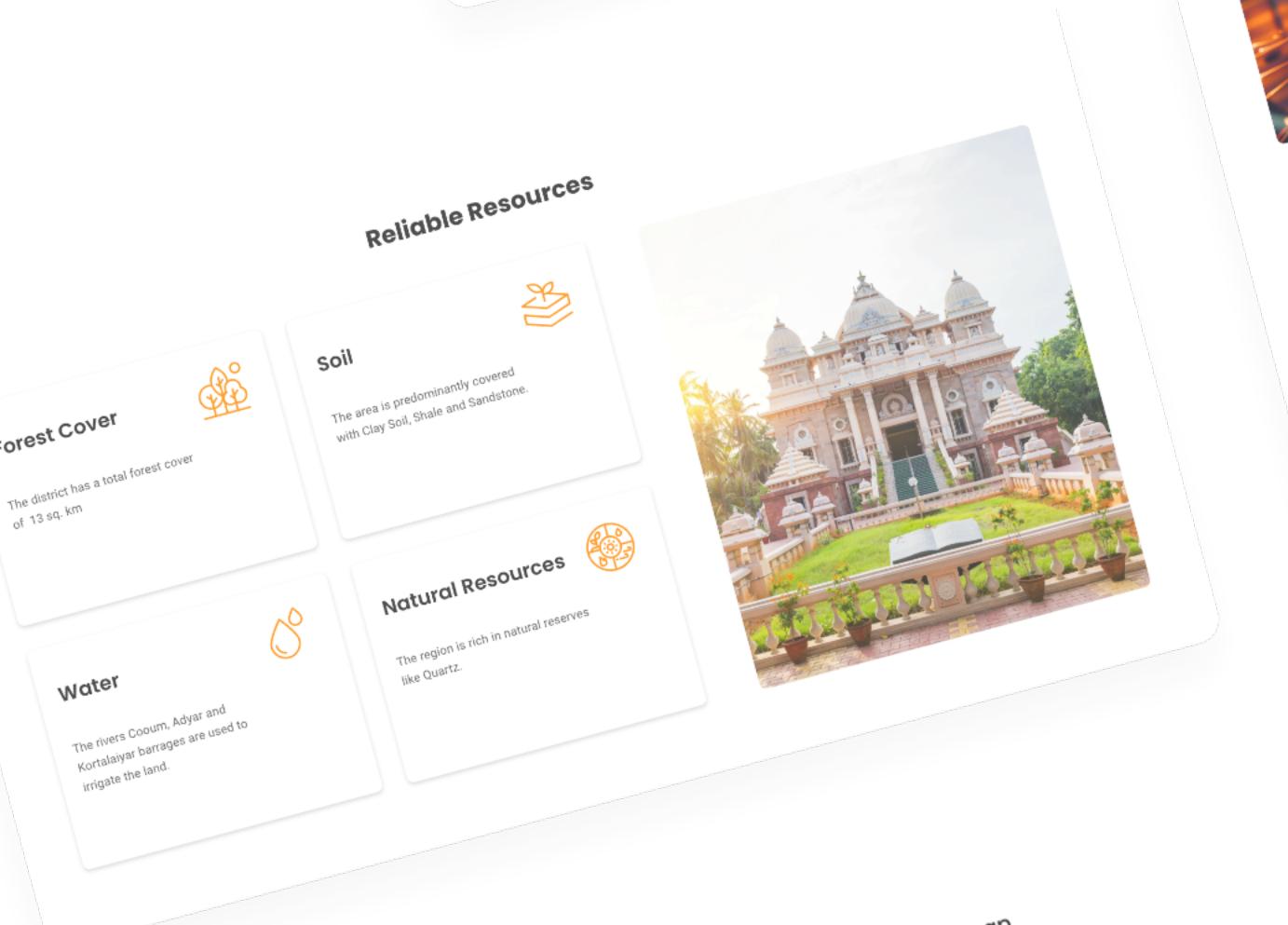
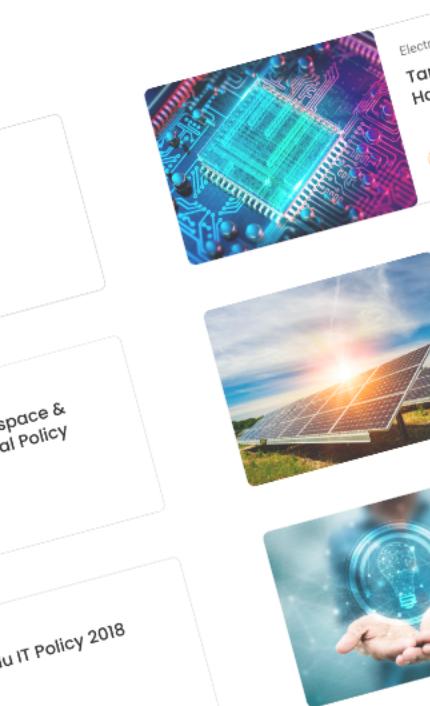
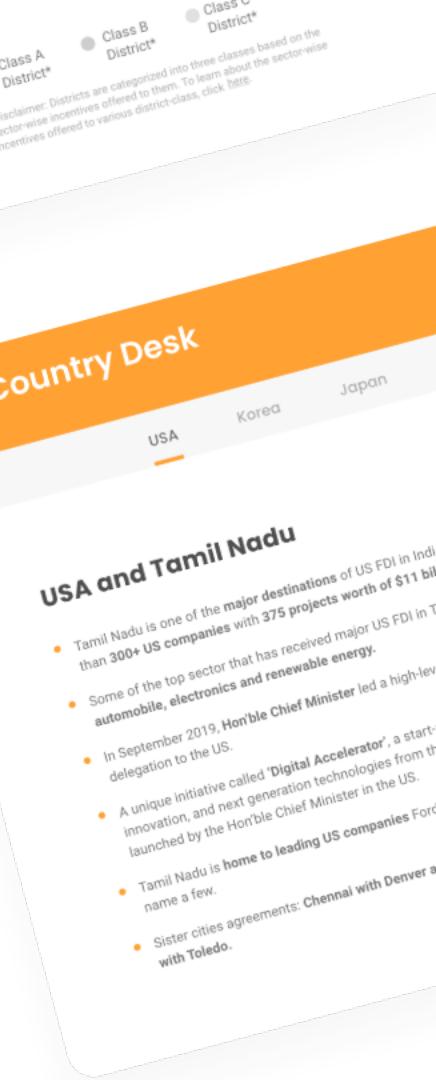
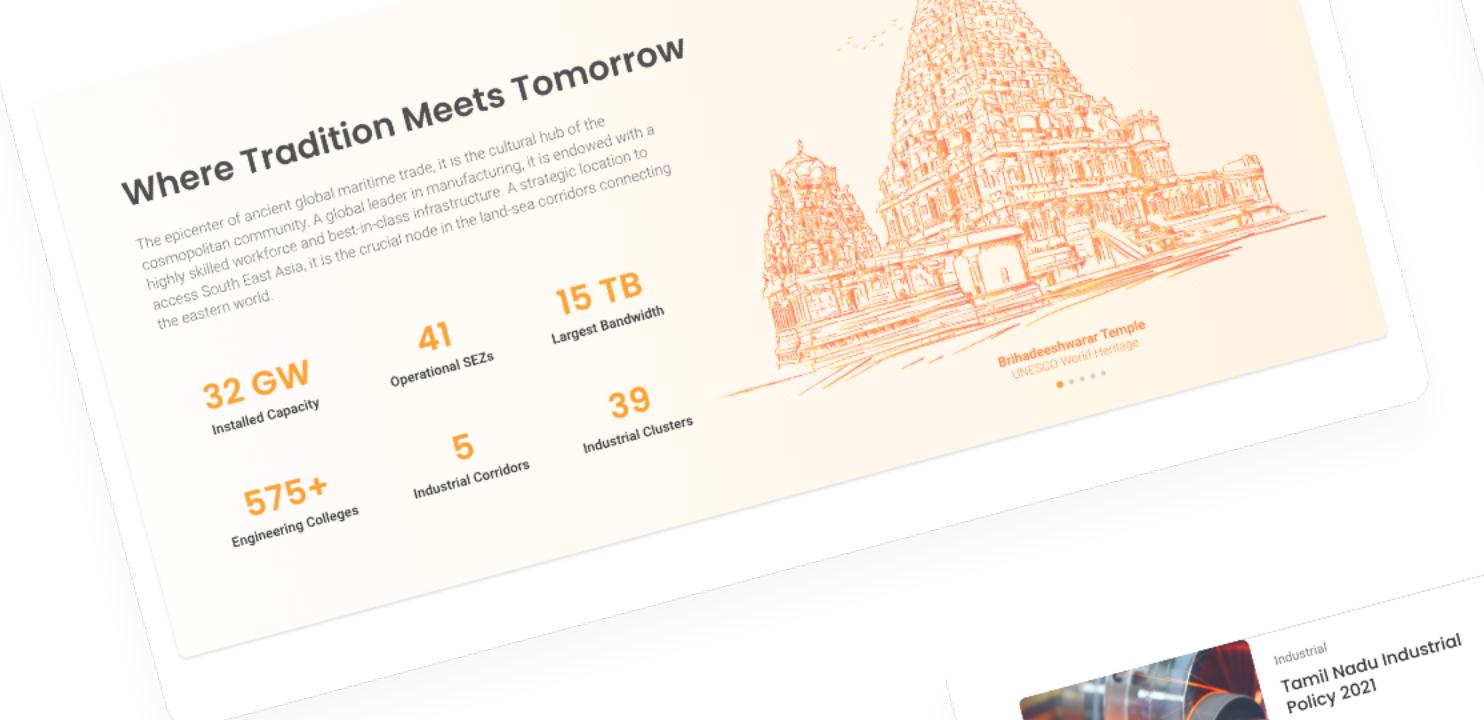
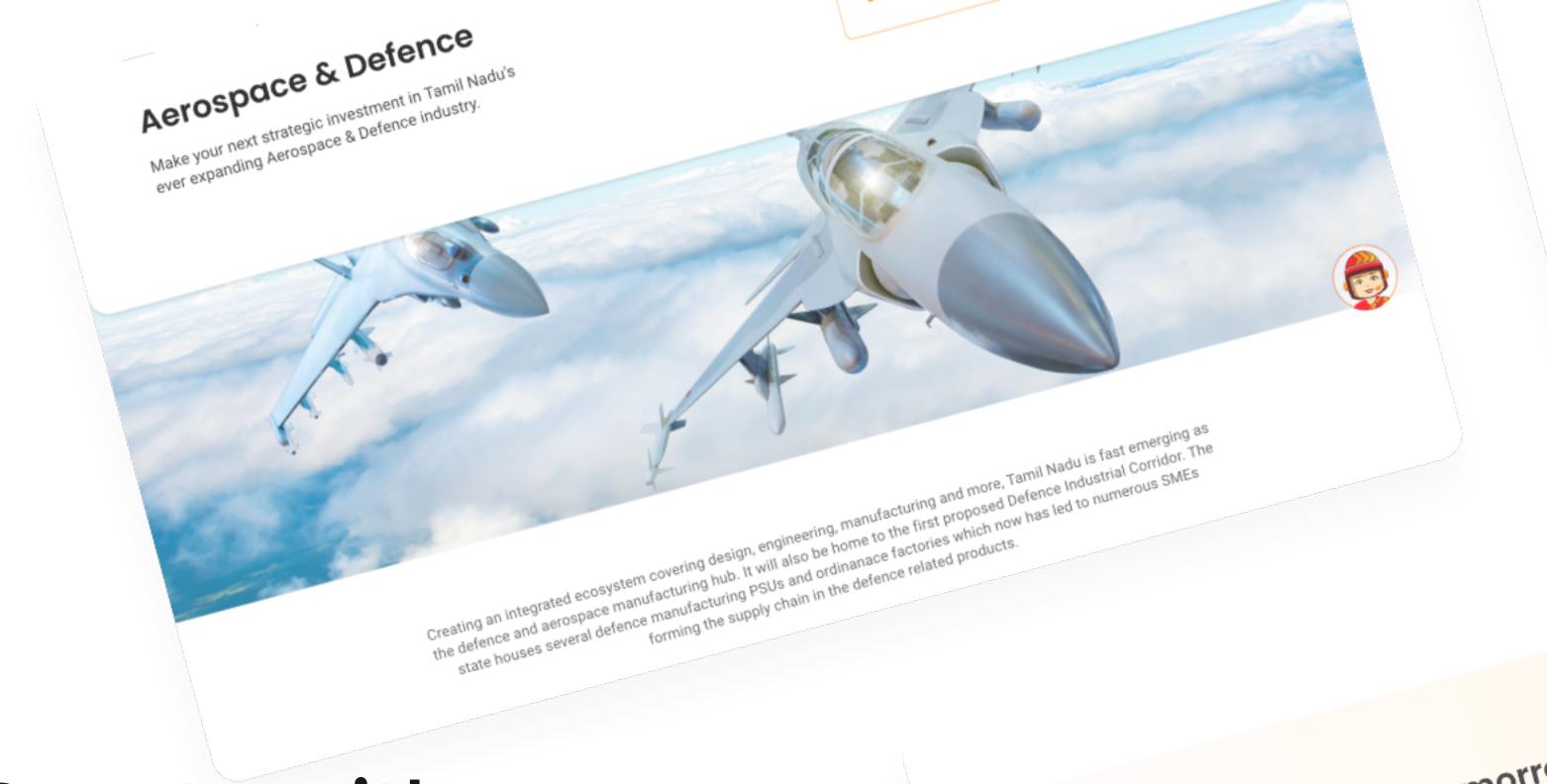




## OVERVIEW

# Guidance Tamil Nadu: Invest, Innovate and Create with us

This portal is an initiative of Government of Tamil Nadu which helps you to discover Tamil Nadu in terms of investment prospects and Single Window Portal facilitates all the statutory clearances required from various authorities during the investment lifecycle at the State Government level.



PROJECT BRIEF

## Helping Businesses Move Forward

Re-imagine the Single Window Portal to make the entire G2B faceless, paperless and contactless.



# Research & Ideation Phase

Engaged with **20+** participants

## Research Methods Involved



Heuristic analysis



Benchmark analysis



Design workshop



Personal interview



System walkthrough

## To Understand

1

The holistic systemic scenario where Guidance portal play a role

2

User categories, their goals and needs

3

Understand the pain points and drawbacks of the existing Guidance portal

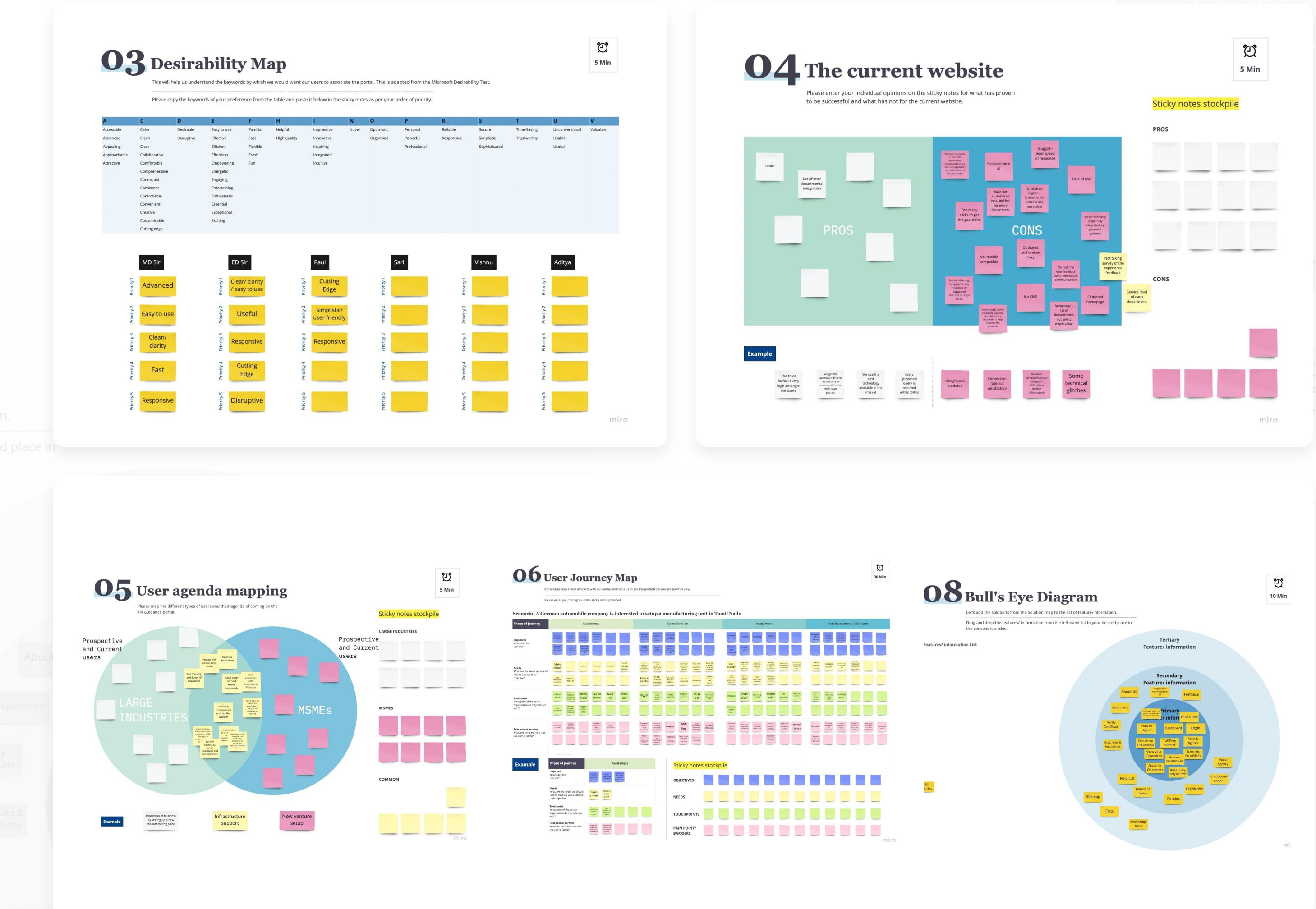
4

Future vision and goals of Guidance

5

Touchpoints and opportunity areas for design interventions on the portal

# Method glimpse



# What are we trying to solve for the users

## 1 Historic perception of government platforms

The government platforms has a negative connotation attached to their digital interfaces that they are complex, difficult to use and takes time to get things done.



## 2 Reluctance in digital adoption

The users are reluctant to move to digital platform because they find it difficult and confusing to use. They still email or walk-in to the Guidance office to get things done.



## 4 Lack of holistic understanding

The users are not able to grasp the bigger picture of how the investment process works at Guidance, also they lack the 360 deg view of their clearance application statuses.



## 3 Confusing navigation

One of the major concerns of the users are that they find it difficult to find information on the current website.

## 5 Lack of proactive communication

The Guidance team does not communicate with the users on the platform right now. The only means of communication is via email or phone number available in 'Contact Us' section.



## 6 Inter-department communication gap

There is an experience mismatch when the users communicate with different departments for their project clearance. Every department work in silos which makes it difficult for the user to get approvals seamlessly.



## 7 No realtime feedback

The platform does not provide any realtime information about their application status or their queries that they have raised.

## 8 Lack of focused content

The users do not get contextually relevant data which would help them to take an informed decision faster.

## 9 Mobile compatibility

The current website is not compatible to mobile view due to which the users resist to embark on the digital journey.

# Concept Ideations

## Dashboard

One-stop information support system for all the application related actions which makes it easier for the user to gain insights into the most important aspects of their data.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content, Inter-department communication gap

## List of delayed applications

Based on the mental model of the user, he would want to be updated about anything on which subsequent action is required. Hence, this section can keep them informed proactively engaged.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content

## Notifications

This feature also helps the users to be informed about any new thing happening on the portal on which the user might want to take action.

Solves: No realtime feedback

## Track your application

Real-time application status tracker for the users to be informed about all the application updates.

Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content

## Interactive walkthrough

This gives the users a better knowledge retention and confidence about the platform features.

Solves: Reluctance in digital adoption, Confusing navigation

## Chatbot

Addition of the chatbot will help users to quickly connect to the Guidance team with their queries, making them feel comfortable to interact with the platform.

Solves: Lack of proactive communication, No realtime feedback

## Digilocker

This is a collaborative drive for each user onboarded with Guidance. This drive will automatically save all the files shared with the user in 'Issued Documents' section and it also provides and facility to upload and share any document required for the investment process

Solves: Inter-department communication gap

## Application acceptance predictability

The platform should enable users to see the probability of getting their clearance application accepted based on the past data.

Solves: Lack of focused content, Lack of proactive communication

## Multilingual

The platform is used by people from diverse geography. We have proposed to adapt the platform in the languages which can cater to most of the demographic users.

Solves: Reluctance in digital adoption

## One stop Setting up business section

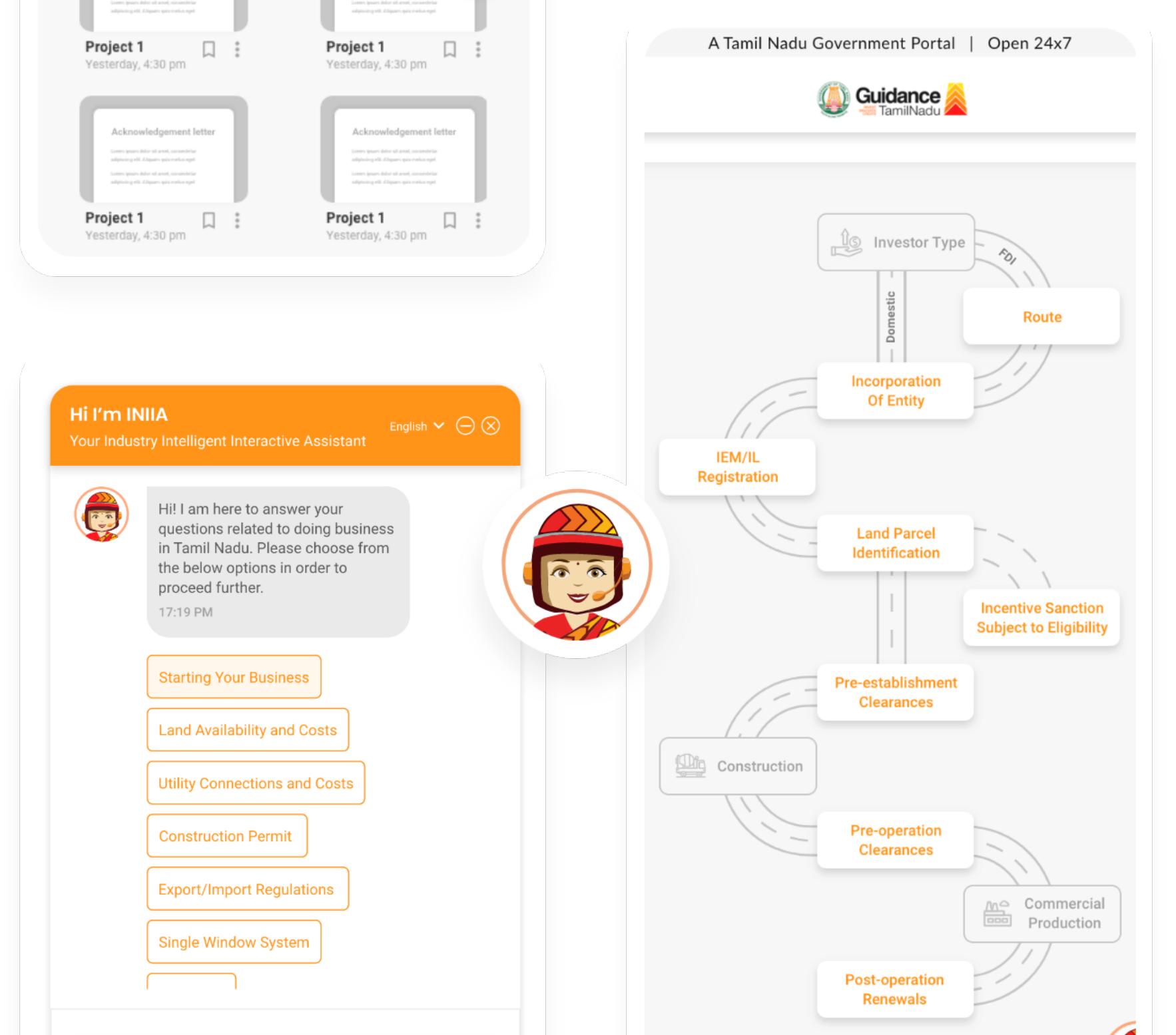
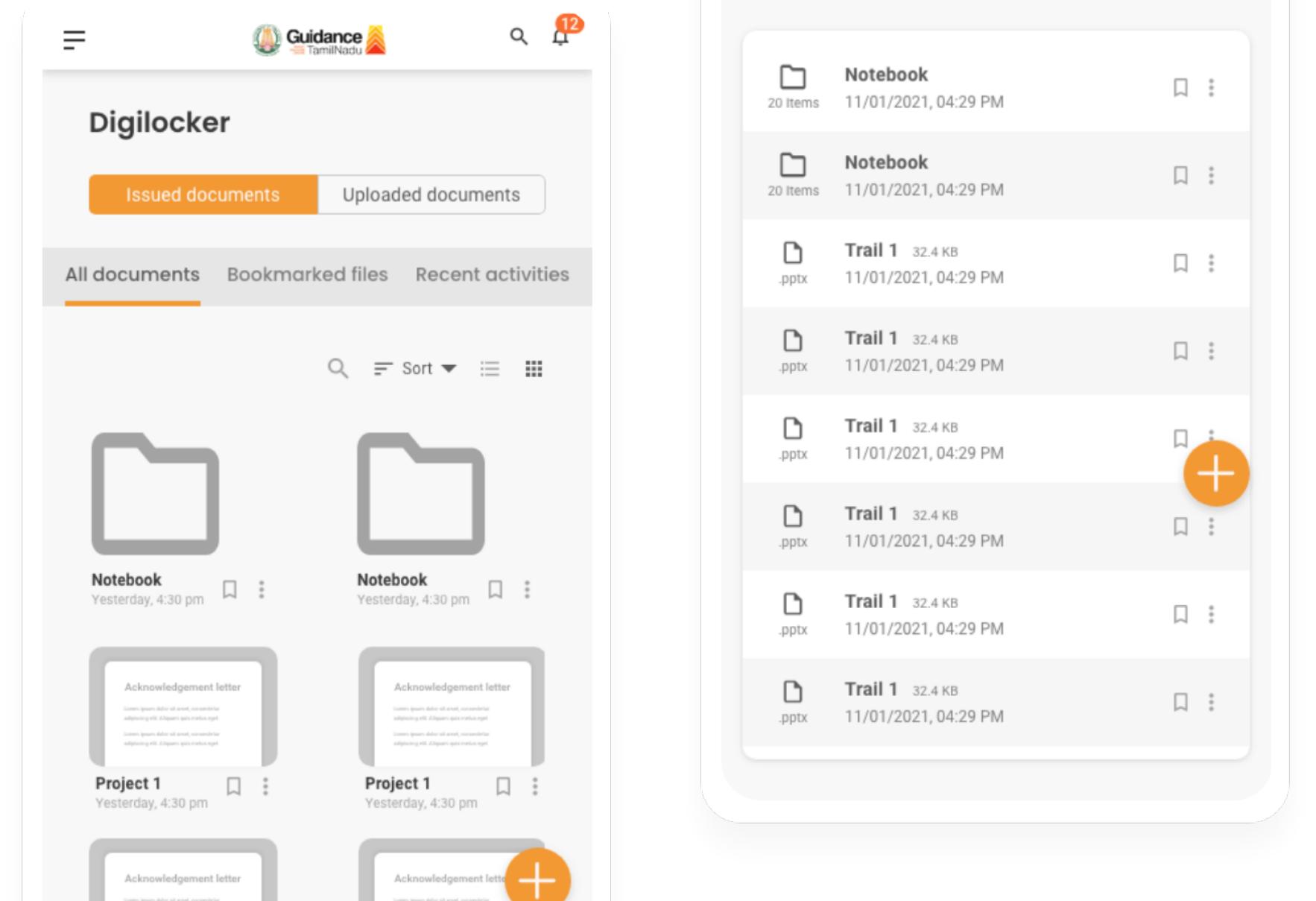
One stop informative section for all resources needed to set up business in TN

Solves: Lack of holistic understanding, Confusing navigation

## PERT Chart

This gives an in-depth knowledge about where/with whom his application is.

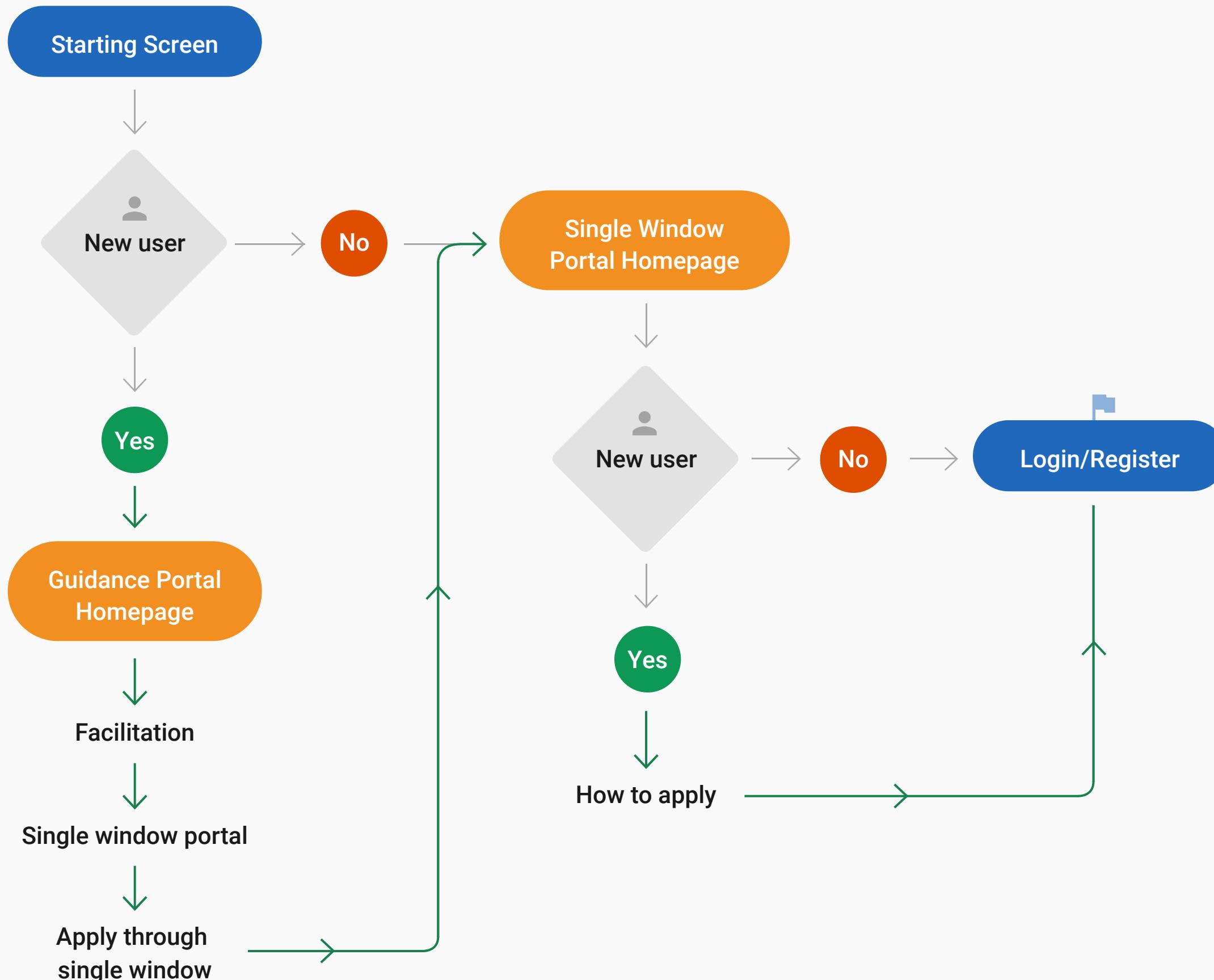
Solves: Lack of holistic understanding, No realtime feedback, Lack of focused content





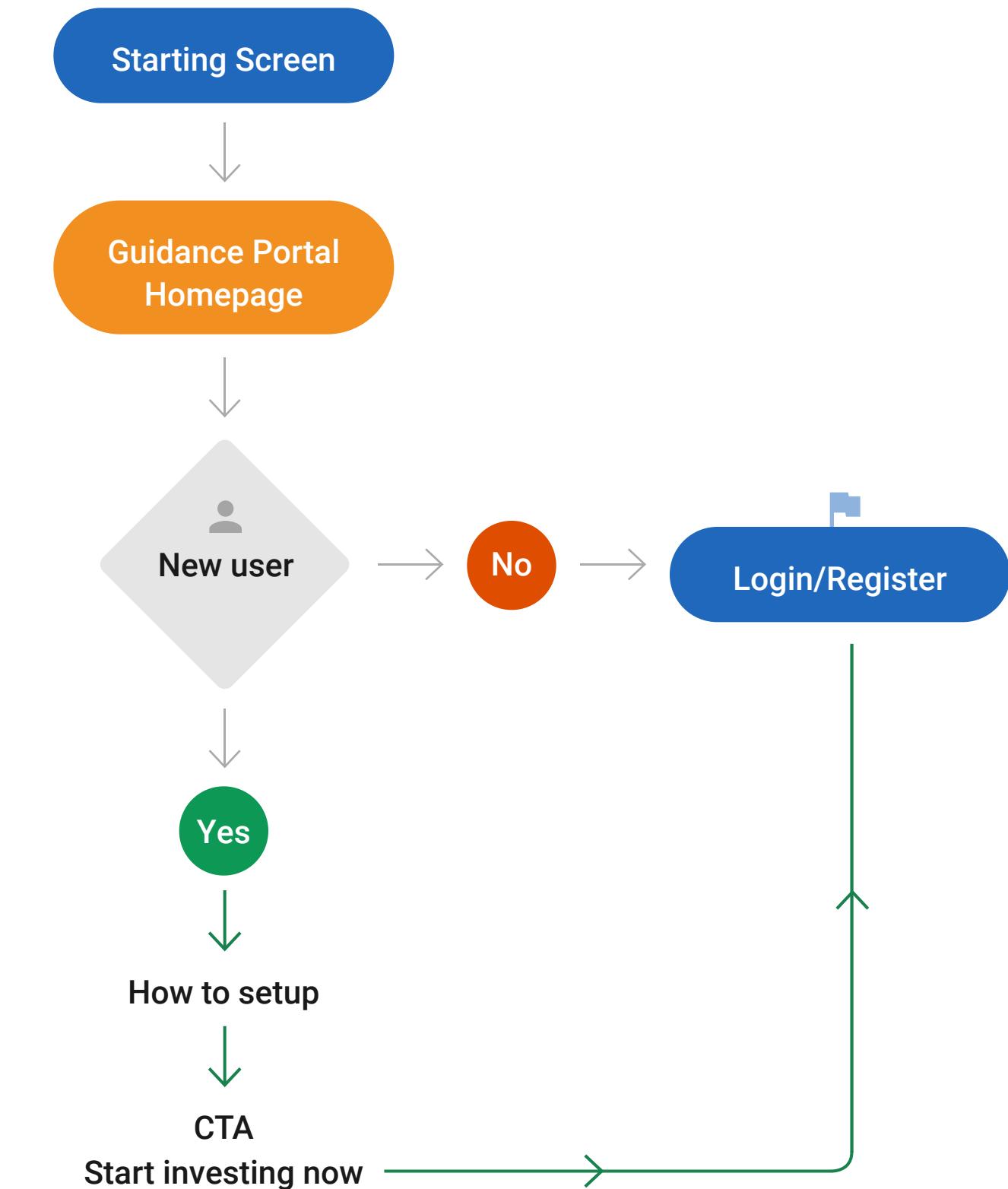
# Suggested registration task flow

# Before



## 2 portals, 5 clicks

## After



1 portal, 2 clicks

REVISED SCOPE OF WORK

## Crafting Unified Seamless Digital Platform For Investment

Based on our suggestions made after our research the scope of work deferred.

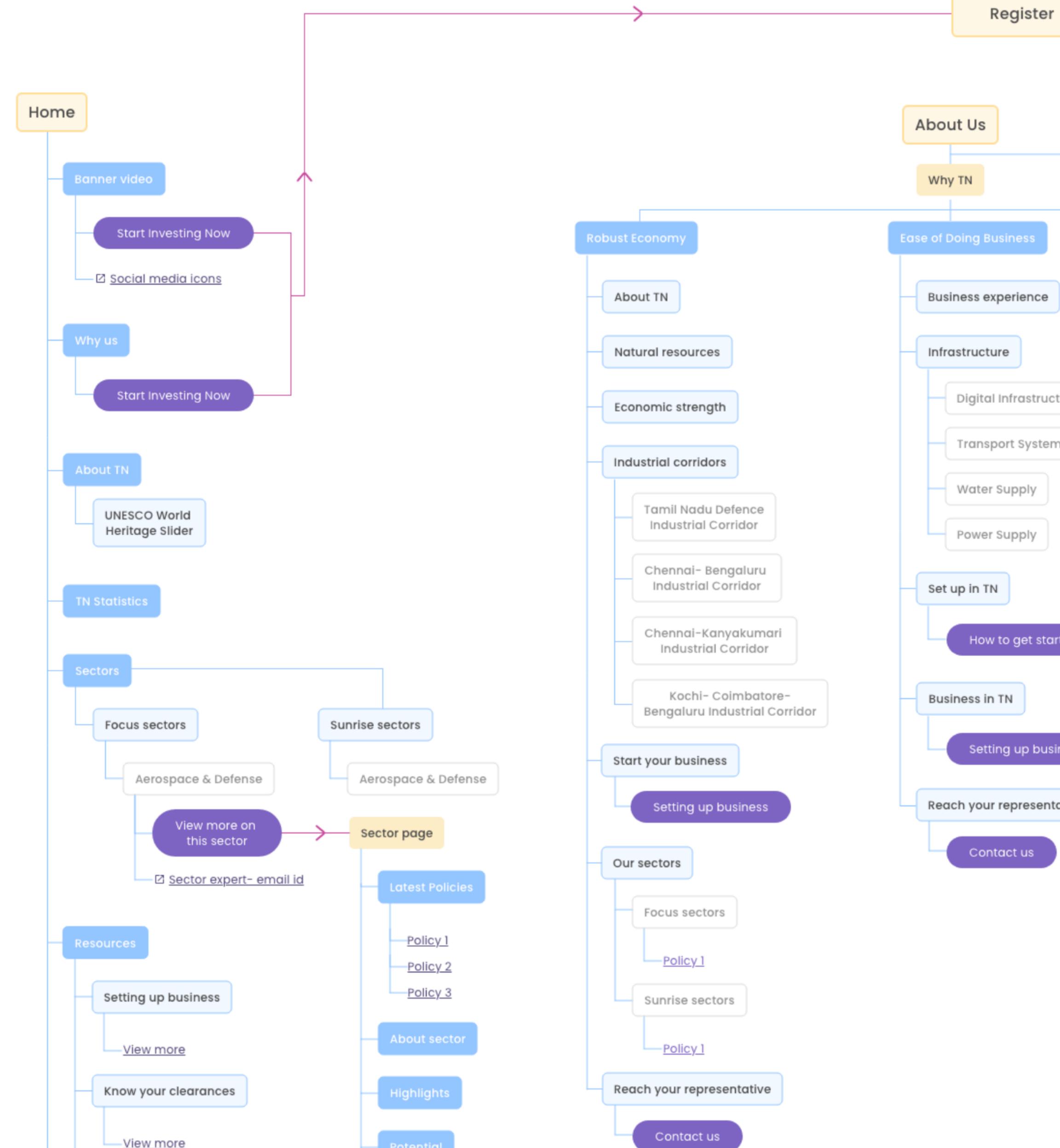
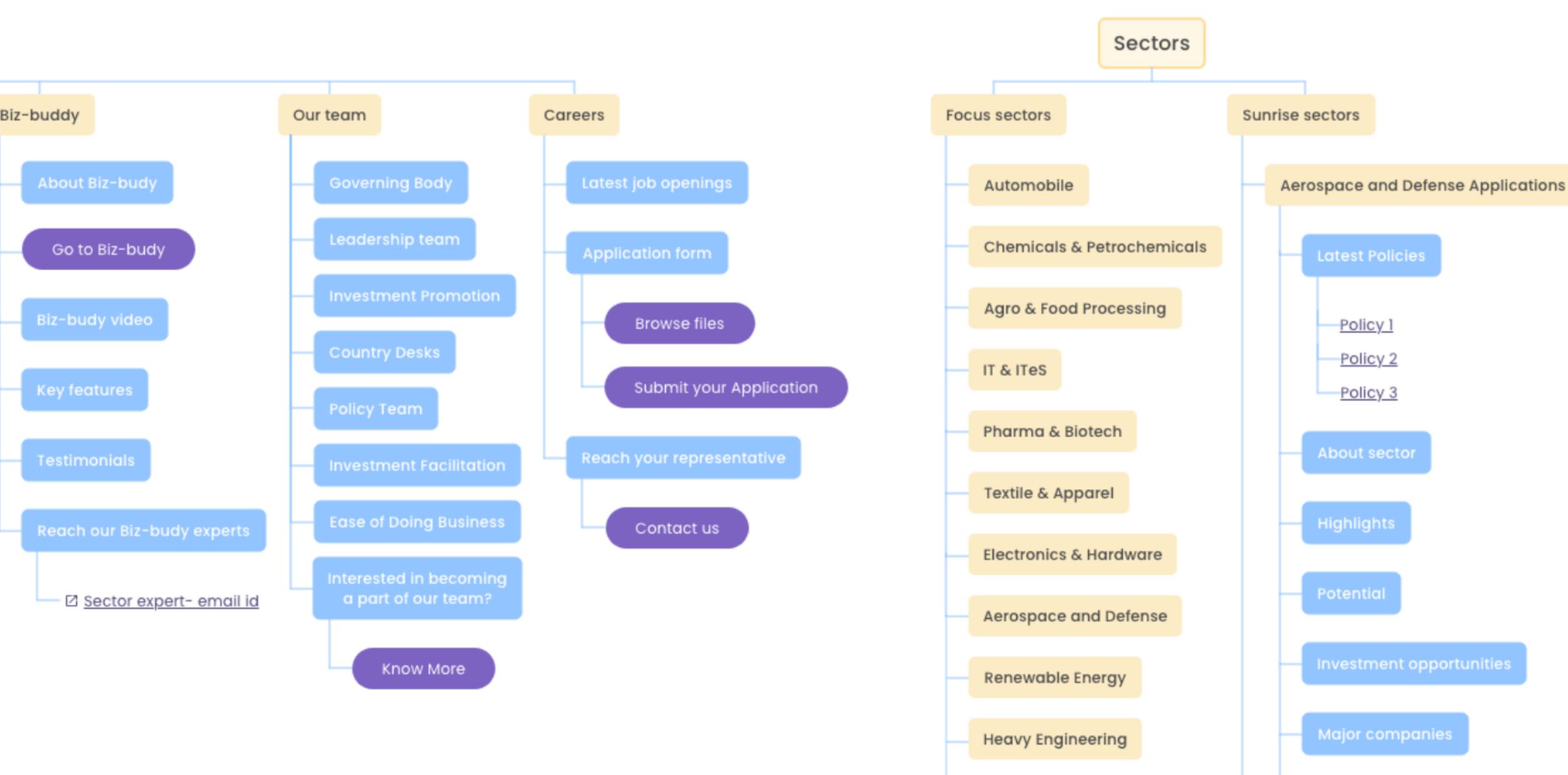
“ “  
Combine Guidance Tamil Nadu platform and Single Window Portal to create a unified interface for all the investment related services and make this G2B system faceless, paperless and contactless.

” ”

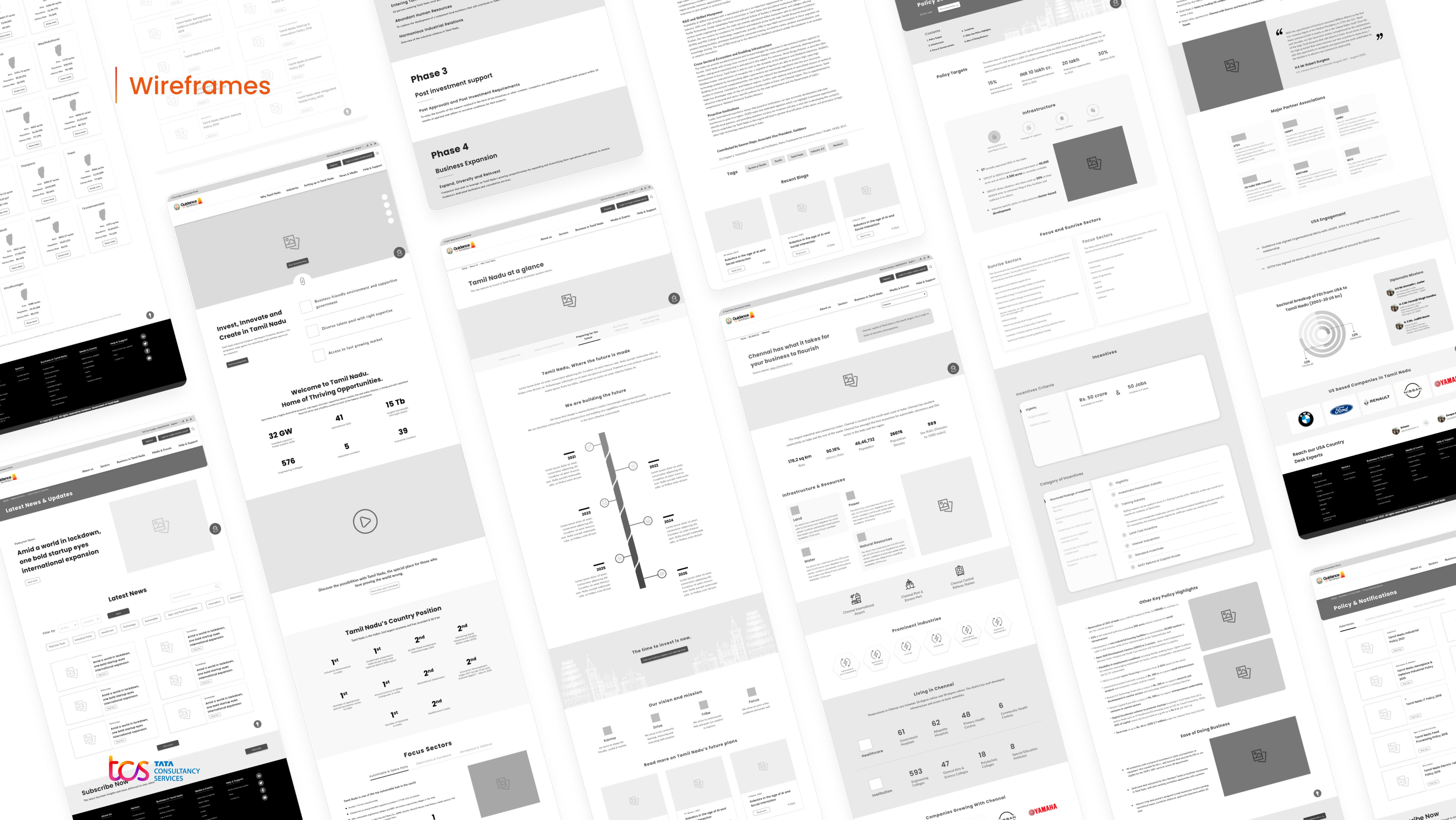
# Information Architecture

View detailed Information Architecture:

<https://xd.adobe.com/view/c5dd6bab-a0c6-4b84-b599-ed8713fda90d-908e/>



# Wireframes



**Built with an elegant and sustainable design system**

The image displays a grid of icons and user interface components. The top section, titled 'Iconography', contains ten orange icons in rounded squares: a car with a lightning bolt, a microchip, a stack of bags, a computer monitor, a person with a checkmark, a cement mixer, a hammer hitting a nail, a clipboard with a checkmark, a ship, and a factory. The bottom section, titled 'Components', shows a row of three tabs ('Tab 1', 'Tab 2', 'Tab 3') with 'Tab 3' highlighted in orange. Below the tabs are two radio buttons: 'Yes' (unselected) and 'No' (selected). Further down are two pairs of text and checkboxes: 'Lorem ipsum' with an empty checkbox and 'Lorem ipsum' with a checked checkbox. To the right is a dropdown menu for years, with '2021' at the top, followed by '2020', '2016', '2012' (selected with a checkmark), and '2010'. At the bottom is a search bar with the placeholder 'Search by keyword' and a magnifying glass icon.

# Buttons

The diagram illustrates the visual states of buttons, arranged in three rows:

- Default:** Shows a Primary button (orange rounded rectangle) and a Secondary button (orange rounded rectangle with a thin border). A dashed line connects the text "Default" to the Primary button.
- Hover:** Shows a Primary button (orange rounded rectangle with a gradient) and a Secondary button (orange rounded rectangle with a thin border). A dashed line connects the text "Hover" to the Primary button.
- Disabled:** Shows a Primary button (gray rounded rectangle) and a Secondary button (white rounded rectangle with a thin border). A dashed line connects the text "Disabled" to the Primary button.

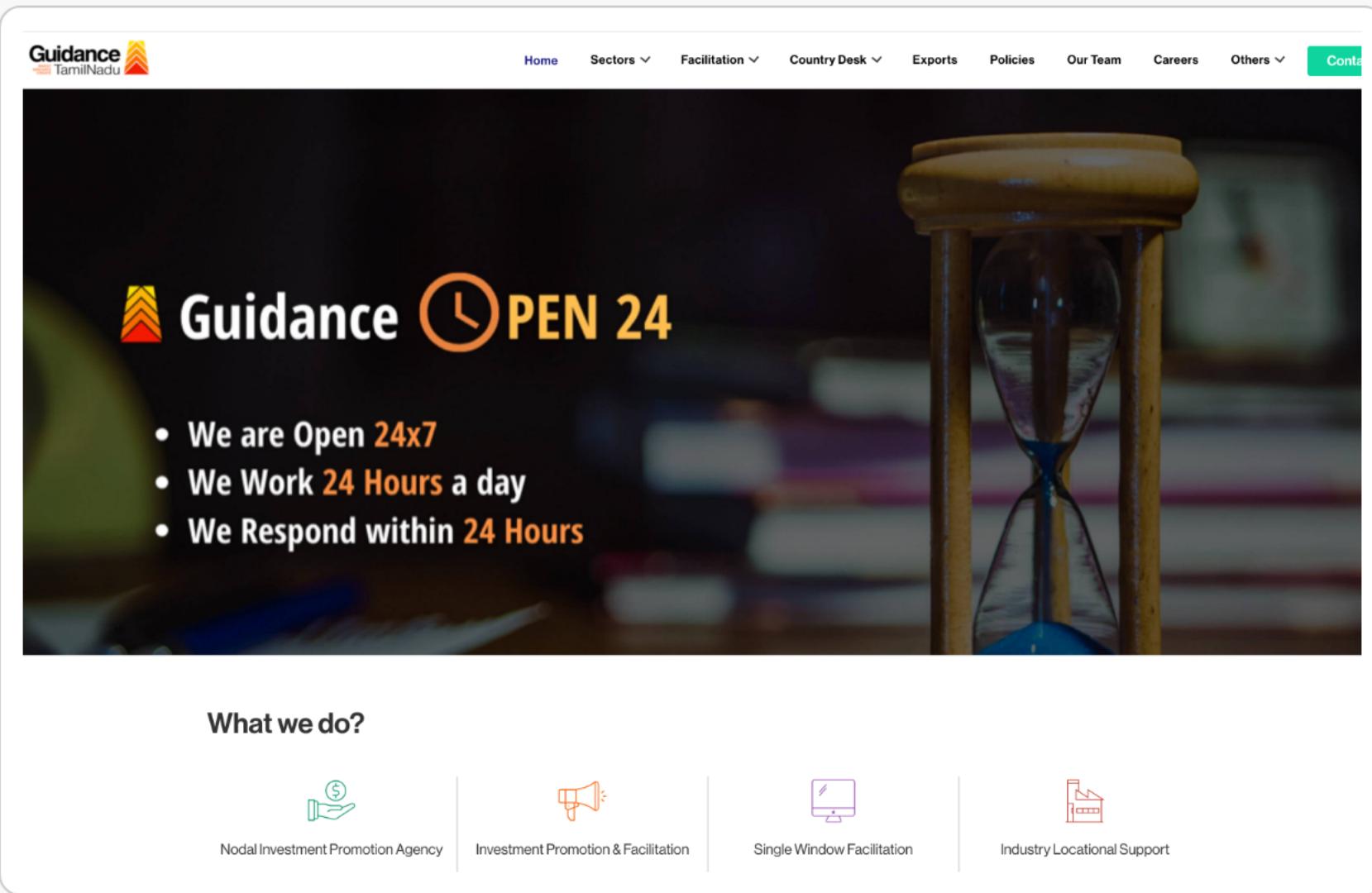
Below the first two rows, there are two additional labels connected by dashed lines:

- Default** — Tertiary Button (The word "Default" is connected to the Primary button in the first row, and "Tertiary Button" is connected to the Secondary button in the second row.)
- Hover** — Tertiary Button (The word "Hover" is connected to the Primary button in the second row, and "Tertiary Button" is connected to the Secondary button in the second row.)

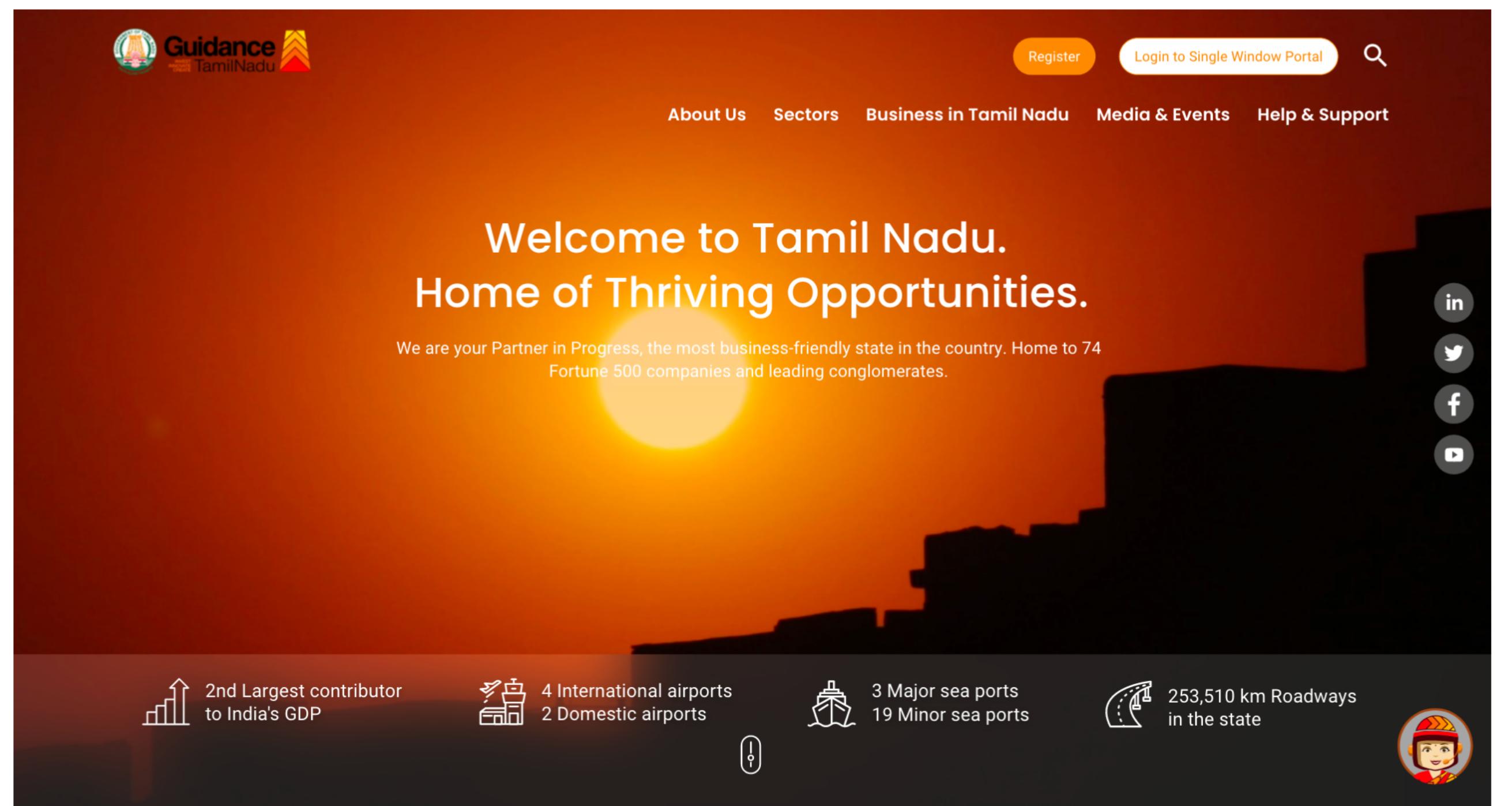
# Homepage

The journey to a better investment

Before



After



- ↳ By matching the sequence of steps, layout of information, and terminology used with the expectation and prior experiences of the users, we have reduced the friction and discomfort of learning a new system.
- ↳ The system should speak the users' language, with words, phrases, and concepts familiar to the user. Hence, we are trying to keep the content more conversational which creates a natural connect with the user.
- ↳ We are maintaining consistency by usage of same visual language; fonts, color palette, visual hierarchy, micro animations, and buttons.

## Invest, Innovate and Create in Tamil Nadu

Tamil Nadu Industrial Guidance and Export Promotion Bureau is the designated nodal agency for facilitating single window approvals for industries.

Start Investing Now



Business-friendly environment and supportive government



Diverse talent pool with right expertise

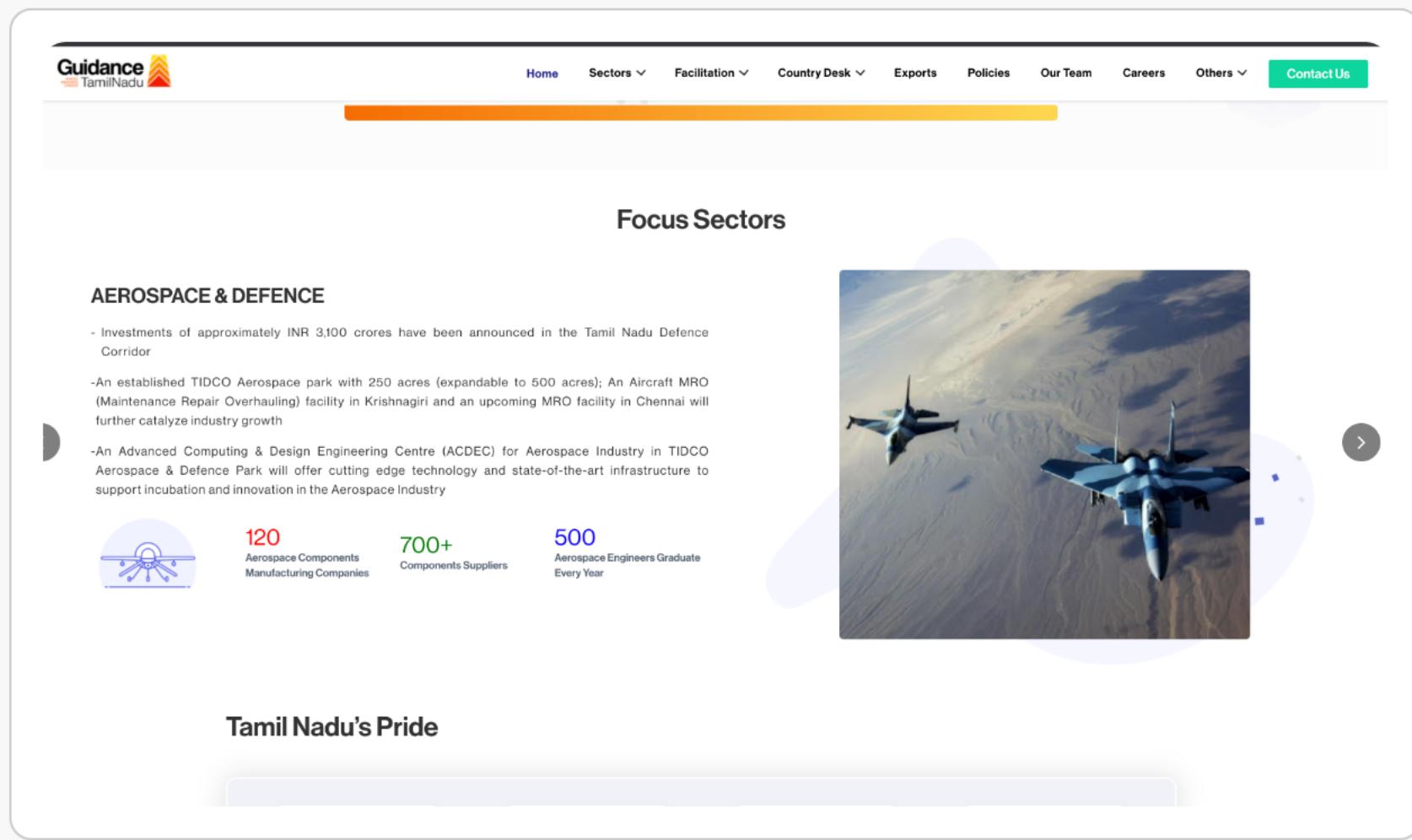


Access to fast growing market

# Explore Sectors

Holistic picture of all the sectors available for investment

Before



**AEROSPACE & DEFENCE**

- Investments of approximately INR 3,100 crores have been announced in the Tamil Nadu Defence Corridor
- An established TIDCO Aerospace park with 250 acres (expandable to 500 acres); An Aircraft MRO (Maintenance Repair Overhauling) facility in Krishnagiri and an upcoming MRO facility in Chennai will further catalyze industry growth
- An Advanced Computing & Design Engineering Centre (ACDEC) for Aerospace Industry in TIDCO Aerospace & Defence Park will offer cutting edge technology and state-of-the-art infrastructure to support incubation and innovation in the Aerospace Industry

120 Aerospace Components Manufacturing Companies

700+ Components Suppliers

500 Aerospace Engineers Graduate Every Year

**Tamil Nadu's Pride**

After

## Sectors

**Sunrise Sector** **Focus Sector**

### Aerospace & Defence

Creating an integrated ecosystem covering design, engineering, manufacturing and more, Tamil Nadu is fast emerging as the defence and aerospace manufacturing hub. It will also be home to the first proposed Defence Industrial Corridor. The state houses several defence manufacturing PSUs and ordnance factories which now has led to numerous SMEs forming the supply chain in the defence related products. Sector specific incentive support will be provided

- Investments of approximately INR 3,100 crores have been announced in the Tamil Nadu Defense Corridor.
- 250 Acres of established Aerospace park by TIDCO (expandable to 500 acres).
- An Aircraft MRO (Maintenance Repair Overhauling) facility in Krishnagiri and an upcoming MRO facility in Chennai will further catalyze industry growth.

**120+** Aerospace component manufacturing companies

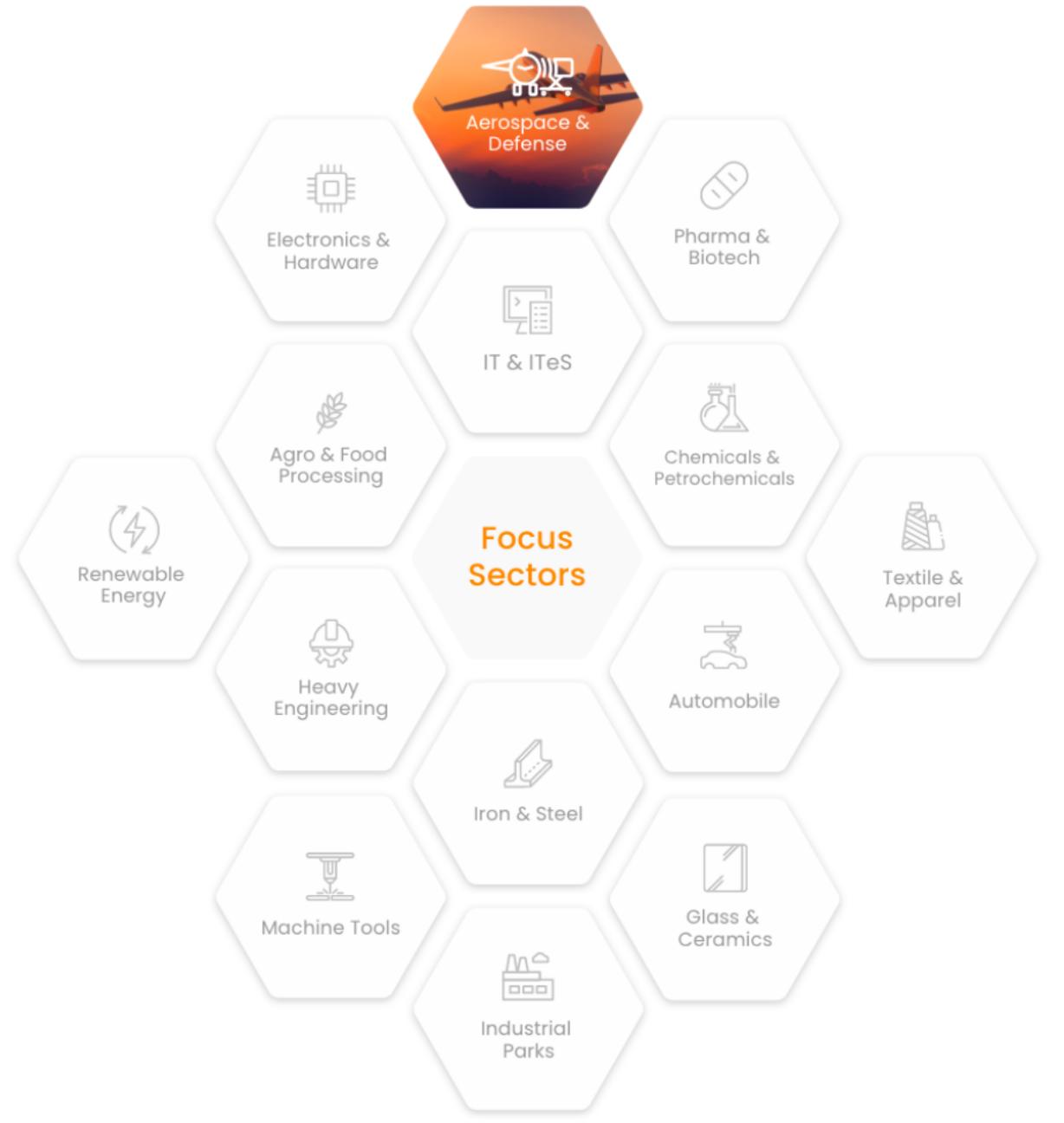
**700+** Over 700+ suppliers to defence PSUs

**Sector Expert**

 **Pradeep R**  
pradeep@investtn.in



[View more on this sector](#)



- ↳ This section informs the users about the numerous sectors that Tamil Nadu offers them to invest in. The interactive imagery section gives them a holistic understanding of the sectors with a quick overview right beside it.
- ↳ The key important statistical data points are highlighted by the visual treatment provided to help catch the users attention.
- ↳ Also, if the user wants to know more about that particular sector, they have two ways for it, either they can click on 'View more on this sector' or they can directly connect to the sector expert from the Guidance team. Giving the flexibility to the action immediately decreases the cognitive load of the users.

## One-stop services

Umbrella section encompassing resources for investment

↳ One stop informative section to set up business in Tamil Nadu

↳ Repository of all the most important things need to start investing in Tamil Nadu like:

- Guidelines regarding how to set up business in Tamil Nadu
- The list of clearances that are required to set up the business
- Incentives that the users can claim while investing
- User manuals to hand hold the users throughout their investing lifecycle
- Cost calculator to help users get an idea regarding how much capital will be required to set up their business

↳ Know your clearances will help users to get a consolidated list of clearances required to set up their business. They can download and save this list which would save their time and effort while going through the clearance process.

↳ We focused to deliver clean and seamless information to empower users to invest in Tamil Nadu having crisp and clear information upfront with high visibility.

## Resources to help you set-up and do business in Tamil Nadu



### Setting up Business

Fundamentals and regulations for establishing an entity

[View more >](#)



### Know your clearances

Tailored list of clearances for your business

[View more >](#)



### User manual

Demonstration documents of the entire process

[View more >](#)



### List of clearances

List of all the clearances offered by various departments

[View more >](#)

## Guidance, Your Strategic Business Partner

Guidance works hand-in-hand with investors to unlock investment opportunities and facilitate a seamless investment journey in Tamil Nadu. Guidance handholds investors right from their initial enquiries until the realisation of their projects.

[Start Investing Now](#)

# Explore Tamil Nadu

Comprehensive infrastructure and districts information

Before

## Enabling Infrastructure



**Chennai Airport**  
Chennai International Airport serves the city of Chennai and its metropolitan area. It is located in Meenambakkam and Tirusulam. The only airport in India to have multimodal forms of transport for connectivity: metro rail, railway and road.

4	2	2400
International Airports	Domestic Airports	Weekly Flights from and to Tamil Nadu

540	1850	3rd
International Flights Weekly	Domestic Flights Weekly	Busiest in international traffic and cargo capacity

## Tamil Nadu Investment Climate



Guidance

- Explore Tamil Nadu is a comprehensive information base for the districts of Tamil Nadu, their unique offering and a glimpse of robust infrastructure network like airport, highways, high tech telecommunication, industrial parks and seaports which would ignite the investment decisions of the users.
- To give this fly on the wall overview to the users, we used This helps the user to connect to the real-life things instantly at visual cues are much more impactful than words.

After

# Explore Tamil Nadu

Tamil Nadu's commitment to business has led to a sturdy public infrastructure in the areas of connectivity, water, power, and telecom among others. This has ensured the intact supply chains and channels, and development of human and social capital in line with the rapidly evolving economic landscape.

Efficient Seaports

Developed Industrial Parks

High Tech Telecommunication

Networks of highway

International Airports

Select District

Choose district to see it on the map

Chennai

## Chennai

Chennai, the capital of Tamil Nadu is one of the main metro and fourth most populated agglomeration in India. Chennai's economic base is anchored by the automobile, SaaS, medical tourism, hardware manufacturing, data centers and fintech industry.

178.2 sq km

Area

Chennai International Airport

46,46,732

Population

Chennai Port & Ennore Port

90.18%

Literacy Rate

Chennai Central Railway Station

Explore Chennai

View all districts

A map of Tamil Nadu districts showing the location of Chennai. The map is color-coded by district class: Class A (dark grey), Class B (medium grey), and Class C (light grey). A legend on the right indicates these classes. A callout bubble highlights the location of Chennai.

Class A  
District\*

Class B  
District\*

Class C  
District\*

\*Disclaimer: Districts are categorized into three classes based on the sector-wise incentives offered to them. To learn about the sector-wise incentives offered to various district-class, click [here](#).

**tcs** TATA  
CONSULTANCY  
SERVICES

# Setting up business in Tamil Nadu

Sequential set of actions to start investing

- ↳ This page provides roadmap of investment process based on the type of investor.
- ↳ A seamless and crisp information system which would provide clear instructions and pre-emptive help to the users.
- ↳ Avoiding non-relatable features and functions and breaking complex tasks into manageable sub-tasks

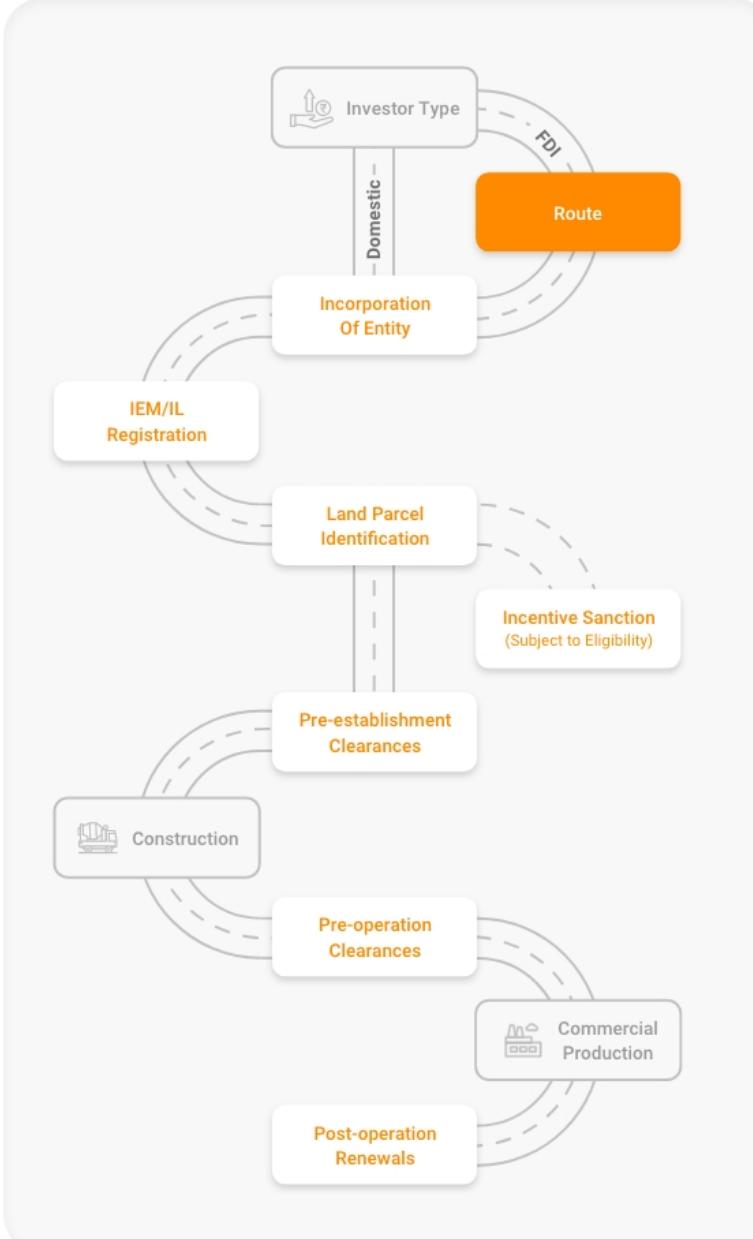
A Tamil Nadu Government Portal | Tuesday, 20 April 2021, 4:21 pm (IST) Open 24/7 | Toll Free Number: 18002583878 **Bizbuddy** English ▾ A A A

 [About Us](#) [Sectors](#) [Business in Tamil Nadu](#) [Media & Events](#) [Help & Support](#) [Register](#) [Login to Single Window Portal](#) 

[Home](#) > [Business in Tamil Nadu](#) > [Setting Up Business](#)

## Setting Up Business

Understand the fundamentals and regulations involved in establishing an entity



```
graph TD; A[Investor Type] --> B[FDI]; B --> C[Route]; C --> D[Incorporation Of Entity]; D --> E[IEM/IL Registration]; E --> F[Land Parcel Identification]; F --> G[Incentive Sanction  
Subject to Eligibility]; G --> H[Pre-establishment Clearances]; H --> I[Construction]; I --> J[Pre-operation Clearances]; J --> K[Commercial Production]; K --> L[Post-operation Renewals];
```

**Route (for FDI only)** 

**Automatic Approval**

- No prior approval required; RBI has to be notified within 30 days of inward remittances or issue of shares to Non-Residents
- Sectors under Automatic Route [Click Here](#)

**Government Approval**

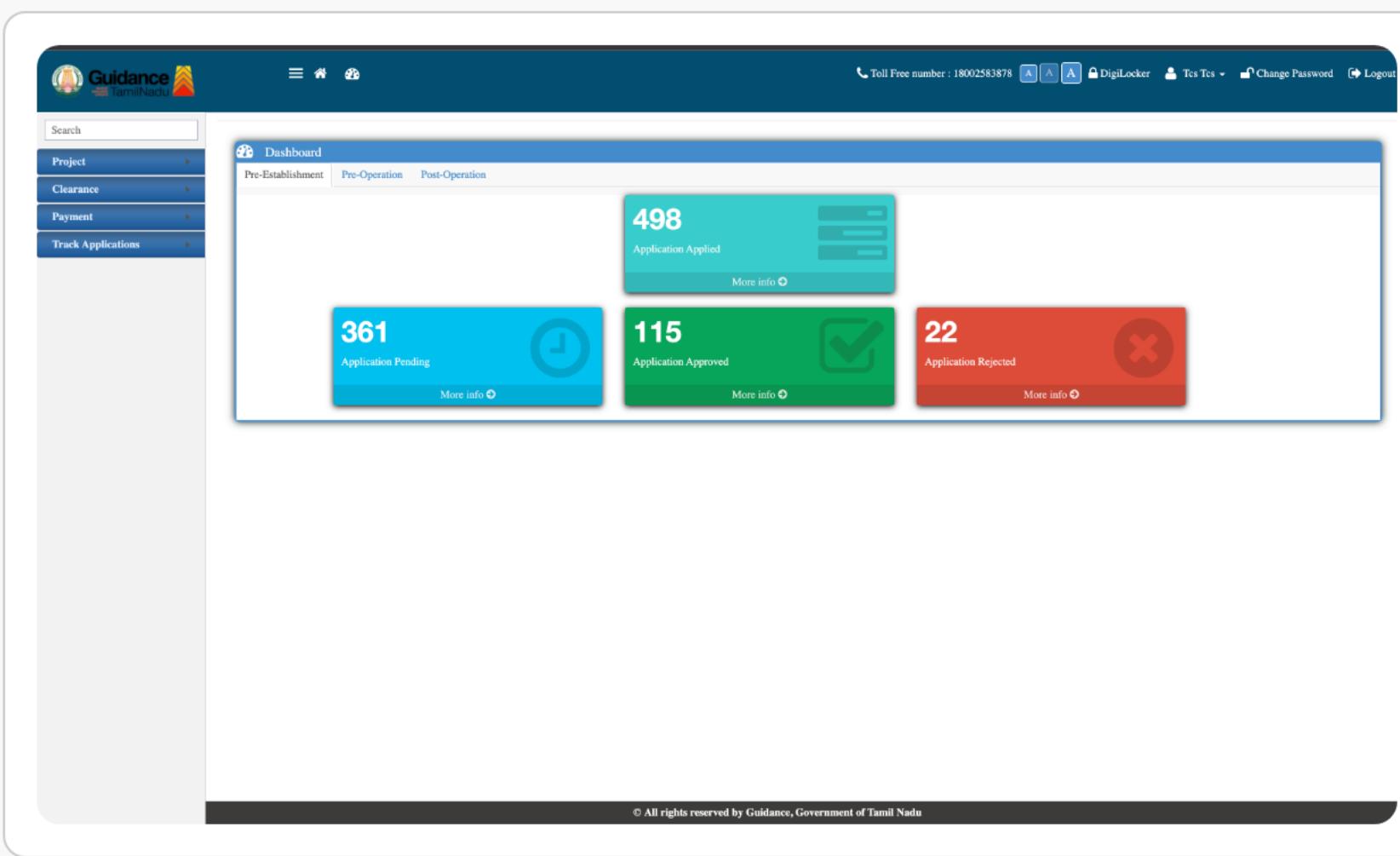
- Foreign Investment proposed, but not covered under the 'Automatic Route' are considered for Governmental Approval on the recommendations of the entrusted to the concerned Administrative Ministries/Departments.
- Single point interface to facilitate Foreign Direct Investment in sectors where Government approval is Required: [Click Here](#)
- Sectors where Government Approval is required: [Click Here](#)



# Post login Dashboard

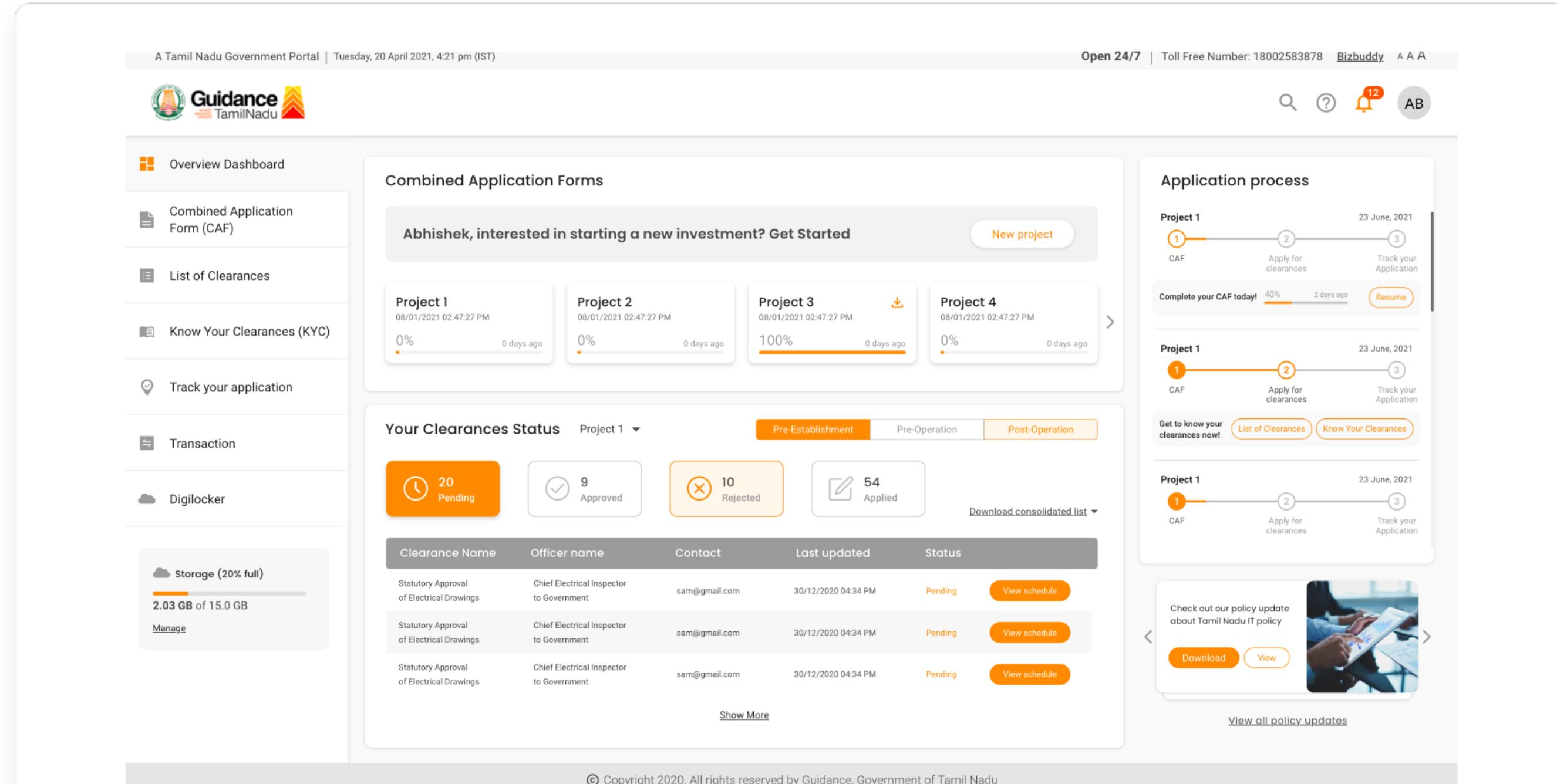
Detailed data in one friendly dashboard

Before



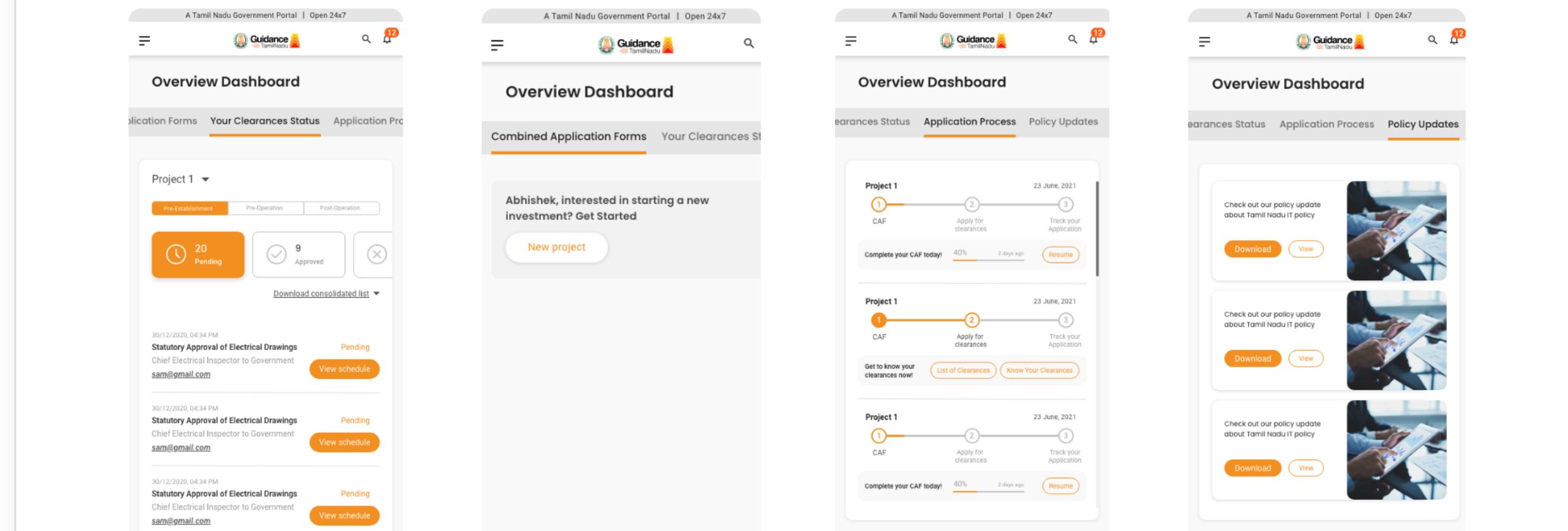
The 'Before' dashboard is a dark-themed interface. It features a sidebar on the left with categories: Project, Clearance, Payment, and Track Applications. The main area displays a dashboard with three large boxes: '498 Application Applied' (teal), '361 Application Pending' (blue), and '115 Application Approved' (green). Below these are three smaller boxes: '22 Application Rejected' (red). A storage status bar at the bottom shows 'Storage (20% full)' with '2.03 GB of 15.0 GB' used. The footer includes a copyright notice: '© All rights reserved by Guidance, Government of Tamil Nadu'.

After



The 'After' dashboard is a light-themed interface. It features a sidebar on the left with categories: Overview Dashboard, Combined Application Form (CAF), List of Clearances, Know Your Clearances (KYC), Track your application, Transaction, and Digilocker. The main area includes a 'Combined Application Forms' section with a message to 'Abhishek, interested in starting a new investment? Get Started' and a 'New project' button. It also features a 'Your Clearances Status' section with counts for Pending (20), Approved (9), Rejected (10), and Applied (54). A table lists clearance names, officer names, contacts, last updated times, and statuses. A 'Get to know your clearances now!' section with 'List of Clearances' and 'Know Your Clearances' buttons is also present. The footer includes a copyright notice: '© Copyright 2020. All rights reserved by Guidance, Government of Tamil Nadu'.

- ↳ One-stop information support system for all the application related actions which make it easier for the user to gain insights into the most important aspects of their data.
- ↳ The information displayed on the dashboard is a drill down of the user's activities on the platform. There are two levels of information that the user wanted: Project level and clearance level.
- ↳ The mobile interface replicate the features but the user interactions are designed specifically for the small screen and their usage behavioural characteristics.



Four mobile screenshots of the 'Overview Dashboard' are shown, each with a different tab selected: 'Application Forms', 'Your Clearances Status', 'Application Process', and 'Policy Updates'. Each screen displays the same basic layout with a sidebar and a main dashboard area, though the content under the selected tab varies.

# Transaction

Creating experience even beyond ease of transaction

Before

After

- ↳ This section provides a seamless and crisp information about all the transactions done by the user project wise and also notifies the user about any pending transactions.
- ↳ The user can search any particular transaction by the transaction ID, clearance name, etc.
- ↳ They also have the flexibility to filter down the transactions based on the transaction date
- ↳ A special section 'Pending Transactions' is provided for the users to inform about the urgent they need to take.

# Track your application

Keeping users informed, always

Before

The 'Track Applications' page features a search bar at the top with fields for Application Id, Application Ref No., Project Name, and Application Name. Below the search bar is a table with 12 rows of application data. Each row includes a 'Status' column with 'Approved' and a 'Actions' column with a grid icon.

After

The 'Track your Application' dashboard is a modern, user-friendly interface. It includes a sidebar with links to 'Overview Dashboard', 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', 'Transaction', 'Digilocker', and 'Storage (20% full)'. The main area displays 'Total Pending Clearances' (24), 'Total Approved Clearances' (10), and 'Total Rejected Clearances' (05). It also shows a progress bar for 'Storage (20% full)'. The 'Clearances Status' section lists applications like '100870 - 103152 Application for New Industrial/Private Water Supply Connection' with details like 'Department name: Tamil Nadu Water Supply and Drainage Board' and 'Timeline: 1 day'. The 'Delayed Clearances' section lists applications like '100870 - 103152 AEC Enterprises' with details like 'Lying with officer' and 'Clearance delayed'.

- ↳ Real-time application status tracker for the users to be informed about all the application updates
- ↳ It also provides users with the list of delayed applications as based on the mental model of the user, he would want to be updated about anything on which subsequent action is required. Hence, this section can keep them informed and proactively engaged with the platform.
- ↳ All the application updates will be notified to the user in the notification section and also, an SMS will be sent to keep them up-to-date.

The 'Track your Application' dashboard after the redesign includes a search bar at the top. Below it are sections for 'Total Pending Clearances' (24), 'Total Approved Clearances' (10), and 'Total Rejected Clearances' (05). The 'Delayed Clearances' section lists applications like '100870 - 103152 AEC Enterprises' with details like 'Lying with officer' and 'Clearance delayed'. The right side of the dashboard includes filters for Application ID, Application Ref No., Applied on, Clearance Name, Last Updated Date, Status, On time/ Delayed, and a 'Filters' dropdown.

# Digilocker

Document repository for all your investments

## Before

## After

- ↳ This is a shared collaborative drive with the user and the Guidance team for the projects that the user has applied for.
- ↳ This drive will automatically save all the files shared with the user in 'Issued Documents' section and it also provides and facility for the user to upload and share any document required for the investment process.
- ↳ They have the flexibility to delete, move and rename the uploaded files which helps users to interact with the application and be comfortable with the interface.

# Thank You

**Kajal Patil**

Group Lead

**Shreyankana Deept**

User Experience Designer

**Shraddha Vassa**

User Experience Designer

**Swapnil Gaikwad**

Visual Designer

**Samruddhi Panchpor**

Visual Designer

