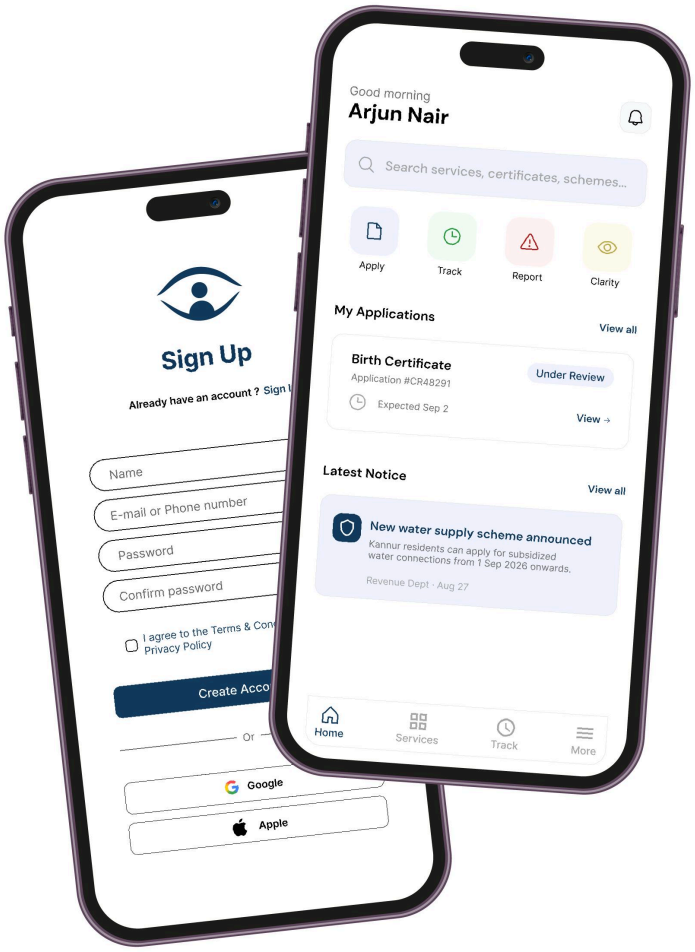
UI/UX CASE STUDY

DRISHTI

Hackathon Winner



Making public services transparent, trackable & accountable.

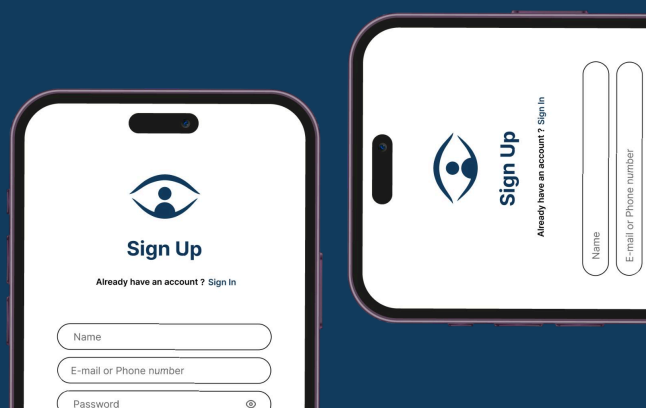
Project Overview

Drishti is a civic-tech platform designed to make public services simpler, more transparent, and easier to navigate. The project addresses the everyday challenges citizens face when accessing government services, such as understanding eligibility, finding the right documents, knowing official fees, following complex procedures, and tracking the progress of an application.

The goal of Drishti is to bring all the essential information and actions into a clear, user-friendly digital experience. Instead of leaving citizens uncertain about where to begin or what happens after submitting a request, the platform provides structured service information, step-by-step guidance, application tracking, and a way to report and follow up on issues.

As a UI/UX project, the focus was on understanding the citizen journey and translating those pain points into a simple and accessible interface. From research and information architecture to user flows, wireframes, visual design, and prototyping, every part of the experience was designed around one core idea: making public services easier to understand, access, and track.

***Role**: UI/UX Designer*
***Focus**: UX Research, User Flow, UI Design & Prototyping*
***Platform**: Mobile Application*
***Objective**: Make public services simpler, clearer, and more accessible.*



The Problem Statement

Public Services as a Black Box

Accessing public services can often be a confusing and time-consuming experience. Citizens may struggle to understand eligibility requirements, required documents, official fees, expected timelines, and the current status of their applications. With information spread across different sources and limited visibility into what happens after submitting a request, users are often left wondering where to go, what to do, and what happens next.
This lack of transparency can create unnecessary friction and dependence on intermediaries. Drishti aims to address this gap by making public services more accessible, understandable, and trackable through a single, user-focused digital experience.

Research

The research focused on understanding how citizens currently access public services, where they face friction, and what information they need to complete processes confidently.

Research Questions

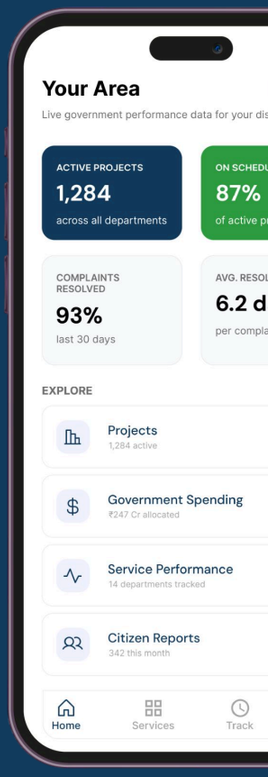
- How do people currently find and access public services?
- What makes government processes confusing or difficult?
- What information do users need before applying?
- How do users track their applications and follow up?
- Where can digital tools improve transparency and accessibility?
-

Key Findings

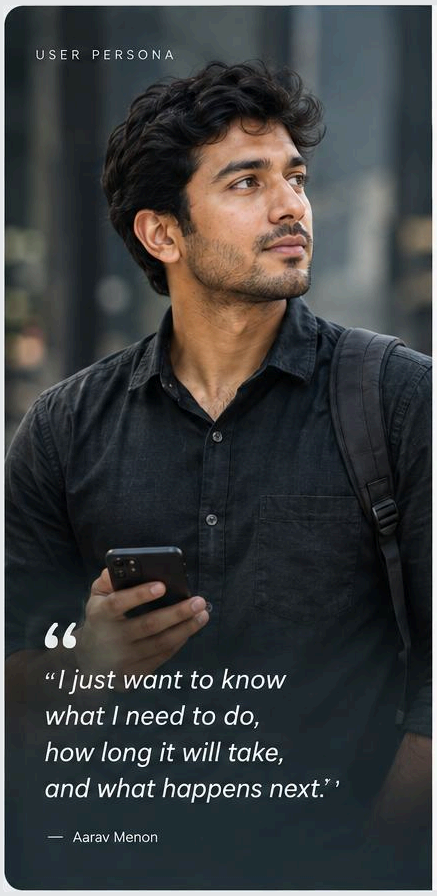
- Users need clear and centralized information about services.
- Eligibility, documents, fees, and timelines are often difficult to understand.
- People want better visibility into their application status.
- Unclear processes can lead to unnecessary visits and dependency on intermediaries.
- Users value simple guidance and clear next steps.

Key Pain Points

01 — Information Overload
Too much information without a clear structure makes services difficult to navigate.
02 — Lack of Transparency
Users often don't know what happens after submitting an application.
03 — Complex Processes
Multiple steps, documents, and requirements can make simple services feel complicated.
04 — Limited Tracking
Without clear status updates, users are left wondering about the progress of their request.
05 — Lack of Guidance
Users need clear, step-by-step guidance to complete processes independently.



User Persona



Aarav Menon

Age	Occupation	Location	Digital Comfort
28	Working Professional	Urban India	High

About

Aarav is a working professional who regularly uses digital platforms for everyday tasks but finds public-service processes difficult to navigate. He prefers to complete tasks independently and expects clear, reliable information without having to visit multiple offices or depend on intermediaries.

Goals

- Understand government services quickly
- Know eligibility, documents, fees, and timelines
- Complete applications independently
- Track application progress
- Receive clear updates and next steps

Frustrations

- Complicated and unclear procedures
- Information spread across multiple sources
- Uncertainty after submitting an application
- Long waiting times and repeated visits
- Difficulty knowing whom to contact for updates

Needs

Clarity
Simple, structured information

Transparency
Visibility into processes and status

Guidance
Clear steps from start to completion

Accessibility
Easy access to services from one platform

Quick Snapshot

Profession
Working Professional

Location
Urban India

Age
28

Digital Comfort
High

Personality

Independent	Collaborative
Analytical	Impulsive
Tech-Savvy	Traditional
Patient	Impatient

Quote

"I just want to know what I need to do, how long it will take, and what happens next."

— Aarav Menon

DRISHTI

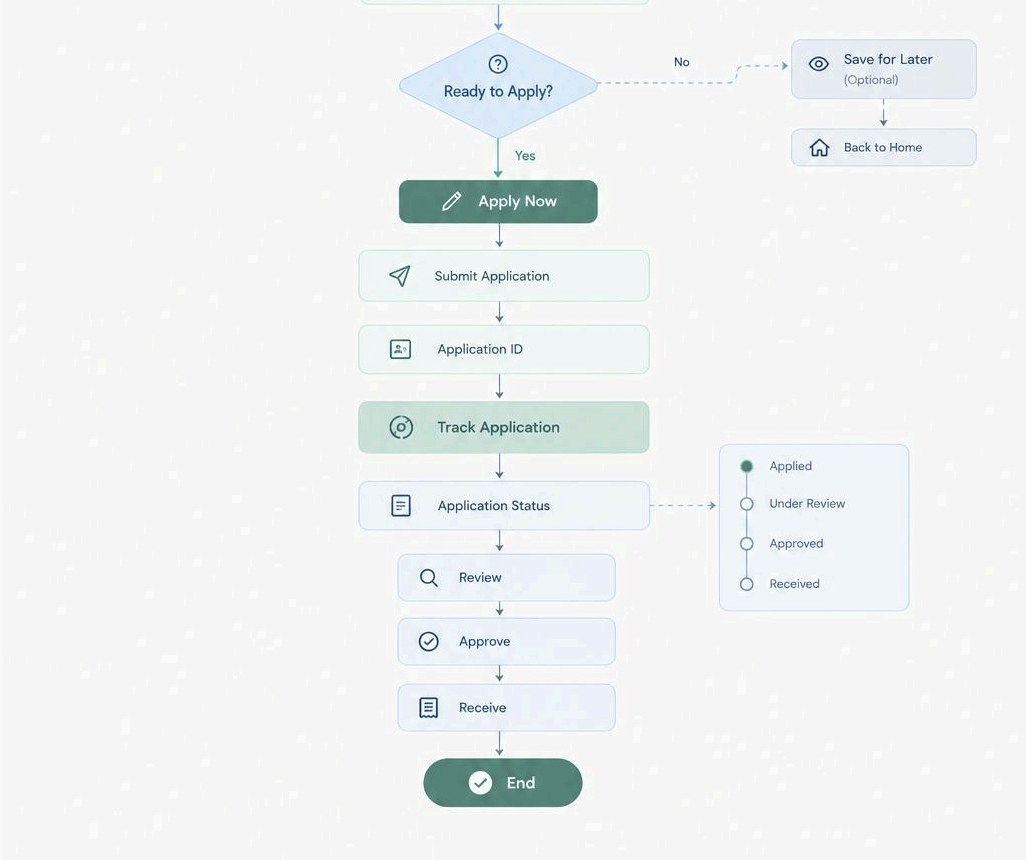
Information Architecture

A simple and structured view of how the app is organized, helping users easily access government services, track applications and stay informed.

User Flow

Apply for a Government Service

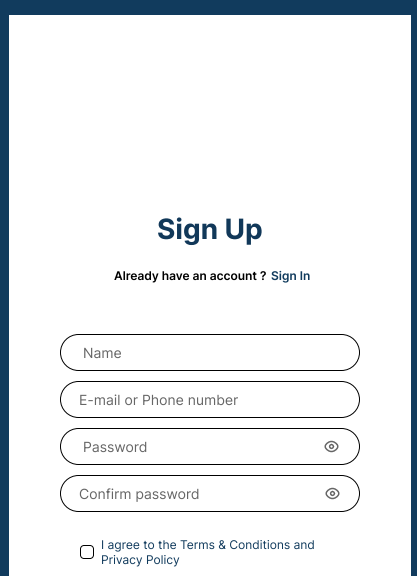
A simple and structured flow of how a user finds, applies and tracks a government service through the app.

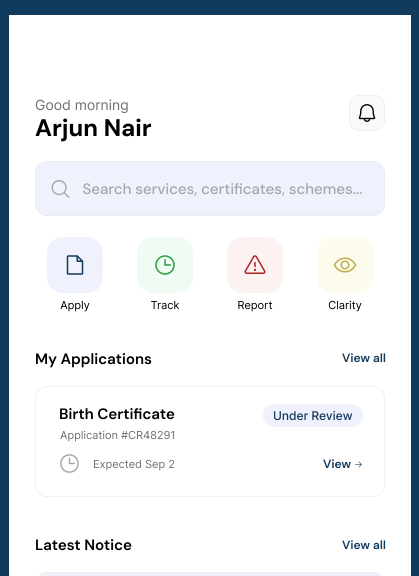


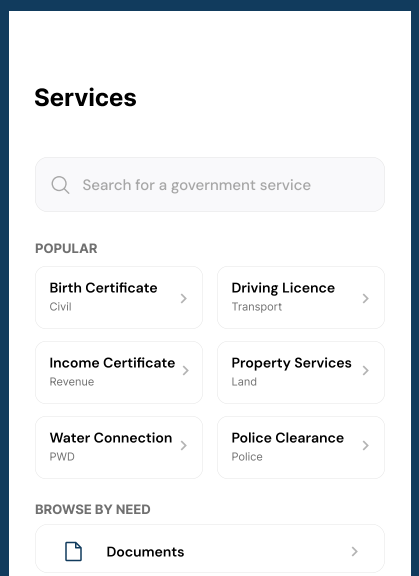
Solution

KNOW → SEE → ACT
Drishti transforms a confusing public-service journey into a simple, transparent experience built around three core principles:
KNOW
Give citizens the information they need before taking action.
Users can understand eligibility, required documents, official fees, processing time, and application steps in one place.
SEE
Make the process visible and trackable.
Users can track applications, view their current status, follow progress, and access government performance information instead of being left uncertain about what happens next.
ACT
Give citizens the tools to take action confidently.
Users can apply for services, submit reports, and follow up on issues through a clear and accessible digital experience.
The Core Idea
KNOW what you need → SEE what is happening → ACT when needed
This turns Drishti from simply a service portal into a transparent citizen-service experience.

App-Screens







Create Account

Or

Google

Apple

New water supply scheme announced

Kannur residents can apply for subsidized water connections from 1 Sep 2026 onwards.

Revenue Dept · Aug 27

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Transport

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Utilities

Education

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Track Application

Enter application ID

Track

Enter your application ID above

Find it in your confirmation message or email

RECENT

BC **Birth Certificate**
#CR48291 · Under Review

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What would you like to report?

Your report helps improve services for everyone.

- I was asked for money
- My application is delayed
- I was asked for an unofficial document
- Poor or rude service
- Something else

Reports are reviewed by independent officers. You may choose to report confidentially.

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More

A **Arjun Nair**
Kannur, Kerala • Aadhaar verified

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Your Area

Kannur

Live government performance data for your district.

ACTIVE PROJECTS
1,284
across all departments

ON SCHEDULE
87%
of active projects

COMPLAINTS RESOLVED
93%
last 30 days

AVG. RESOLUTION
6.2 days
per complaint

EXPLORE

- Projects — 1,284 active
- Government Spending — ₹247 Cr allocated
- Service Performance — 14 departments tracked
- Citizen Reports — 342 this month

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Birth Certificate

Official Fee	Processing	Documents
₹50	3–7 days	3

How it works

1 Apply → 2 Verify → 3 Approve → 4 Receive

Before you apply

- Aadhaar card — Original ID proof
- Hospital birth record — Or birth affidavit
- Parent's marriage certificate — If applicable

Official fee: ₹50 only. No other payment is required. Do not pay anyone outside this portal.

Apply Now

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