

Design Operations and Research



Design Operations

Trainings & Communications | Adoption & Implementation | Design Audits | Research CoE

As a member of the SOI Central Design team at Jio, my contributions focus on the seamless integration and widespread adoption of the Jio Design System (JDS) within team workflows. This is accomplished through a comprehensive approach that includes structured customer experience (CX) audits, rigorous brand and UI evaluations, and the establishment of a Research Center of Excellence. By leveraging these initiatives, we elevate design operations to deliver exceptional consistency, quality, and strategic alignment across the entire product ecosystem.



Design Research

UX Research @ Jio - What I Do

My Role
Driving research that shapes Unified Jio Experience across digital + retail touchpoints.

What I Solve

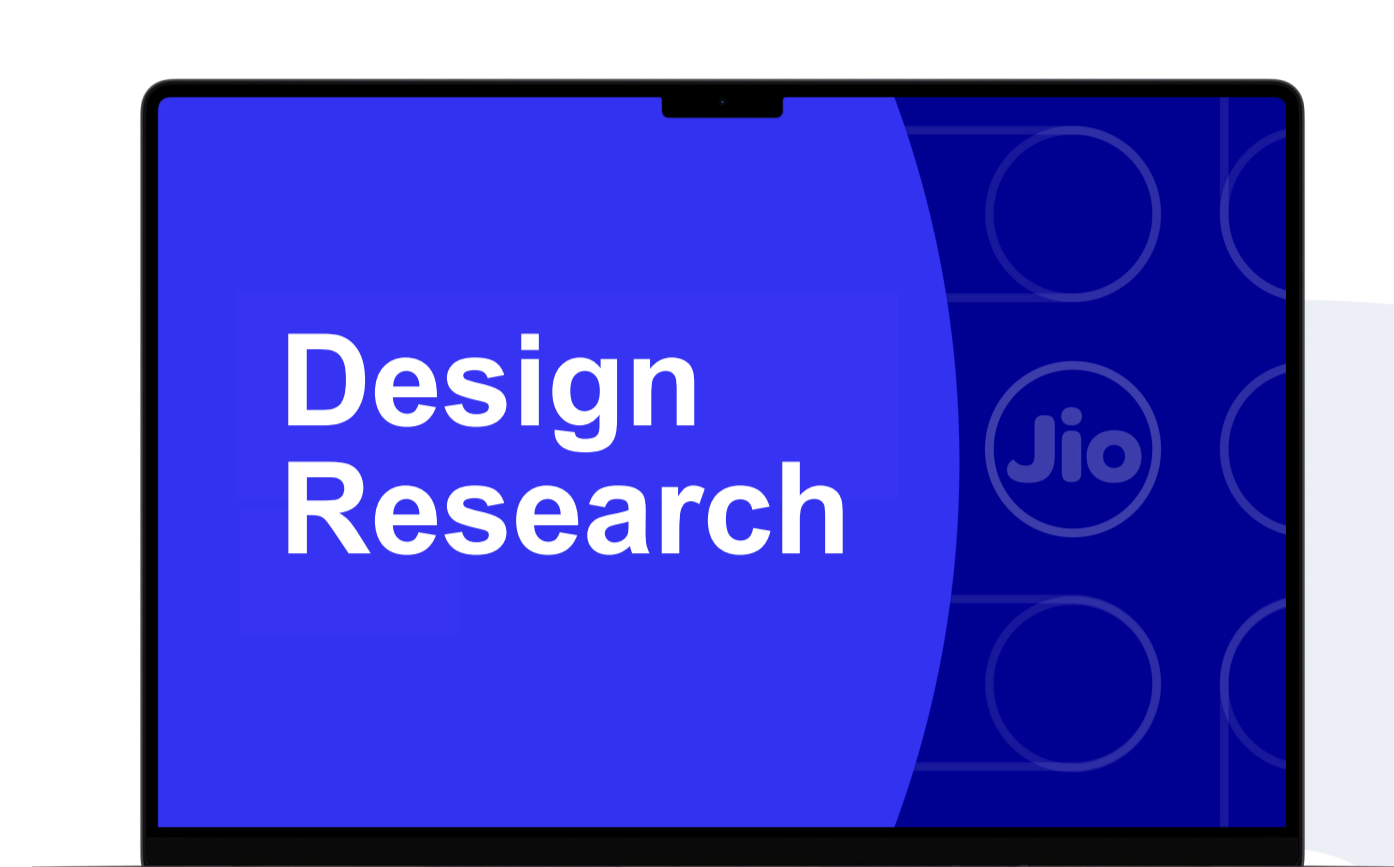
- Understand user needs, motivations & friction
- Align product teams with experience standards
- Improve adoption, usability & trust at scale

Research Methods

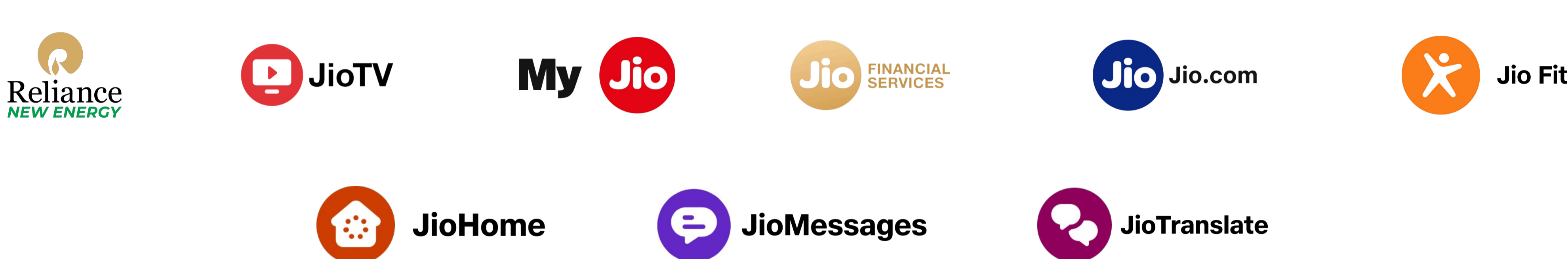
- Qualitative: Usability testing, interviews, field visits, contextual inquiry
- Quantitative: Surveys, funnel analytics, task success & behavior metrics
- Benchmarking: Competitive + Global standard studies
- Concept Evaluation: Rapid prototyping & iteration cycles

Where I Drive Impact

- 15 Standards of One Jio Experience framework
- Design alignment across 30+ products & services
- Better communication experiences (email, retail, support)
- AI tooling & automation for design quality assessment



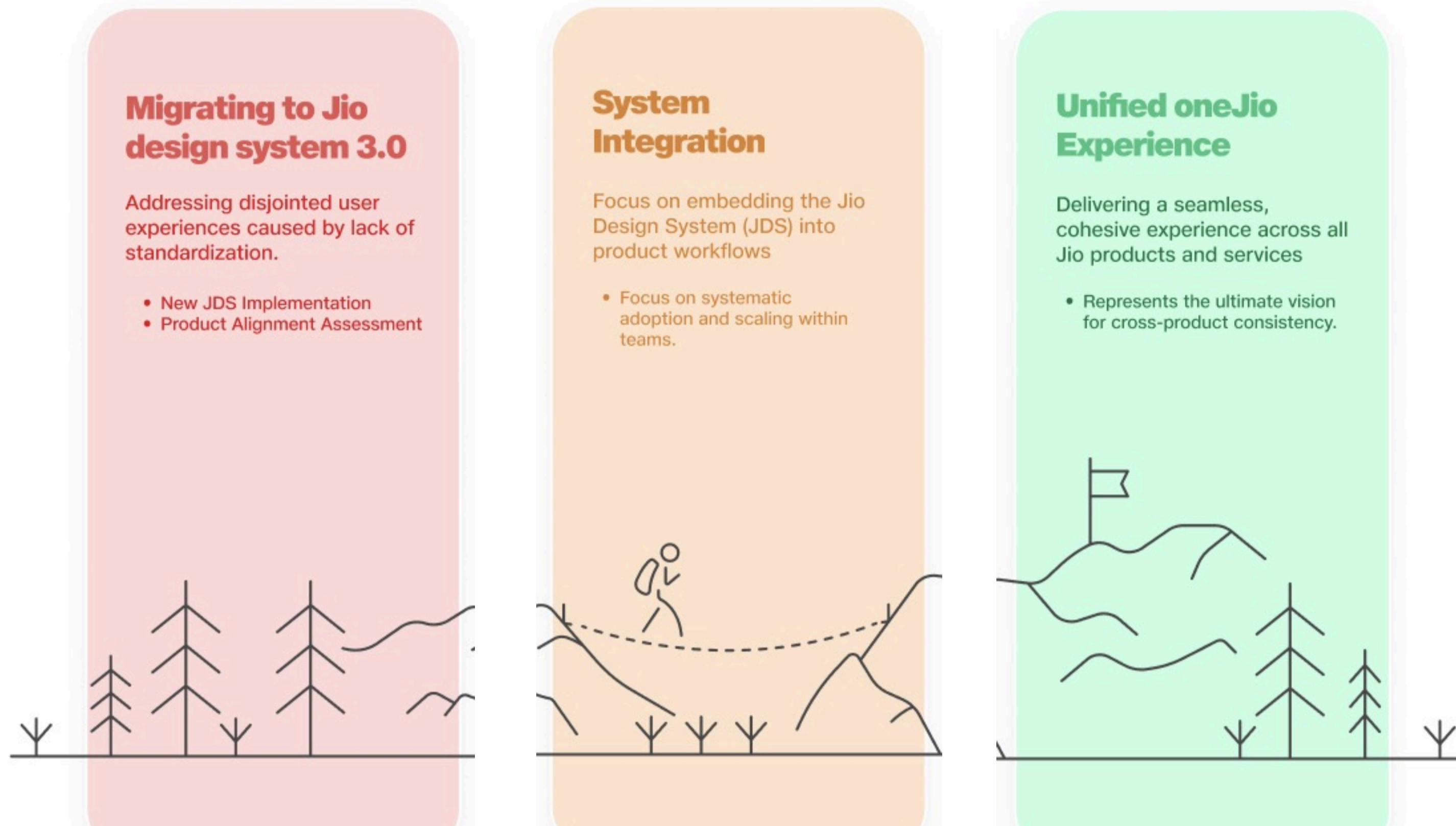
worked on Digital Platforms



Design Excellence and Cohesion at Jio

Current Phase Roadmap 2025-2026

- Migrating to Jio Design System 3.0**
Resolve inconsistent user experiences due to a lack of standardization.
 - Implement the new Jio Design System (JDS).
 - Conduct Product Alignment Assessments.
- System Integration**
Embed the Jio Design System into daily product workflows.
 - Ensure systematic adoption.
 - Enable scalability across teams.
- Unified OneJio Experience**
Create a seamless and cohesive user experience across all Jio products and services.
 - Achieve cross-product consistency as the final, unified design goal.



1 SOI Alignment Status Report

Product Experience Enhance Framework



1 SOI Design Operations

Purpose

- Positive brand perception
- Positive user experience
- High quality of product

Methodology

- Principles in action
- Evaluation parameters
- Quality scorecard

SOI Adoption

TouchPoints	SOI Alignment Report	Pre Onboarding Form	Onboarding	CX Assessment	Brand Identity	DS Alignment
<ul style="list-style-type: none"> Product team experience checklist Task to ensure to track the request 	<ul style="list-style-type: none"> Collect general product info Check SOI Alignment Report and Review SOI Alignment Report Write inboarding 	<ul style="list-style-type: none"> Add product team to Onboarding list Provide by product team with necessary information Product team to onboard to Jio Design system 	<ul style="list-style-type: none"> Conduct CX Assessment Conduct CX Assessment by the product team 	<ul style="list-style-type: none"> UX Heuristic Framework Measurement of usage and brand awareness Review Align with the team on necessary documents 	<ul style="list-style-type: none"> Collaborate with Brand and Product teams Establish consistent and timely communication Agreements and sign-offs 	<ul style="list-style-type: none"> Conduct Product Review Product Review Product Review
Platforms	MS Teams / Email	MS Teams / Email	Notion / Email		MS Teams / Email	
Owner	Product Team	SOI / Product Team	SOI Team	SOI / Product Team	Brand Team	SOI Team
SOI Team	-	●	●	●	●	○
Brand Team	-	-	-	-	●	○
Product Team	●	●	-	●	-	-

1 SOI Design Operations

Thank you

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