

AMS UX Heuristics Audit Report

Date : 26/04/2025

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Executive Summary

This UX audit evaluates critical flows in the UMS web application and onboarding journey, focusing on the landing page, form usability, session management, and post-payment editing restrictions.

Seven major usability issues were identified:

- Lack of Visual Feedback and Form Control (High Risk)
- Missing Onboarding Guidance for Document Preparation (High Risk)
- Poor Error Handling and Form Validation (High Risk)
- No Feedback After DEB ID Verification (Medium Risk)
- Inadequate Session Management (High Risk)
- Post-payment Edit Restrictions Not Communicated (High Risk)
- Upload Documents Section Lacks Clarity (Medium Risk)

The top priorities are improving user guidance, clear system feedback, and ensuring error prevention across critical user journeys.

1. Landing Page Interaction – Apply Now Form

Observations

- Clicking "Apply Now" directly opens a form merged into the page without a modal or clear backdrop.
- No clear "Exit" option is provided for users to cancel or close the form easily.

Risks

- Users feel trapped and confused.
- Critical application form loses visual importance, leading to drop-offs.

Recommendations

- Use a proper modal with a visible backdrop for critical actions like "Apply Now."
- Provide an obvious close button and escape control.
- Prioritize form hierarchy visually (e.g., strong headers, contrast).

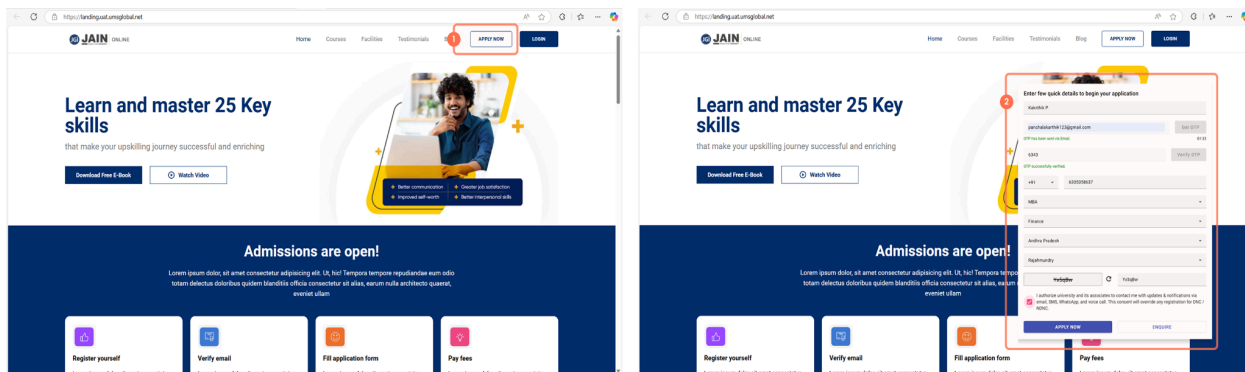


Image Note : We are discussing the sections highlighted in orange

Detailed Evaluation

Heuristic	Evaluation	Status	Reason
User control and freedom	Users should be able to easily close or cancel if they change their mind. Right now, the form is merged into the page without clear "Exit" control	⚠ Minor Issue	Users might feel trapped and confused where to click.
Aesthetic and minimalist design	Bad visual hierarchy; form looks merged and unimportant.	✖ Major Issue	Critical form should feel important, neat, and prioritized visually.
Visibility of system status	When clicking "Apply Now", users should feel that an "action" happened – like opening a modal with a backdrop. Without it, they may miss it or feel uncertain.	✖ Major Issue	Users need clear feedback that their action led to the form opening.

2. Onboarding Issues – Document Preparation

Observations

- Students are not informed early about required IDs (e.g., DEB ID, ABC ID).
- No checklist or guidance before starting the form.
- Leads to support tickets that are totally avoidable.

Risks

- Students experience stress midway through the form.
- High form abandonment rates due to missing documentation.

Recommendations

- Introduce a "Before You Start" checklist prominently before form entry.
- Provide quick links or videos for complex document creation (e.g., DEB ID steps).
- Alert users early to minimize form interruption.

The screenshot shows a web browser window with the URL <https://ai.uat.umsglobal.net/#/MyApplication>. The page is titled "JAIN ONLINE" and contains a multi-step application form. A vertical sidebar on the left lists the steps: 1. Personal details, 2. Payment/Loan, 3. KYC, 4. Education & Work, 5. Upload documents, and 6. Submit. A red box labeled "1" highlights the first four steps. The main content area has a note: "Note: Ensure that all mandatory fields have been entered to proceed to the next step". Below this, there are sections for "Program details", "Residence details", and "Educational Identities". The "Program details" section includes a dropdown for "Program" (MBA) and "Elective" (Finance), and an "Application Number" field (OPENJAN250001305). A red box labeled "2" highlights the "Program details" section and a "View program summary" link. The "Residence details" section includes a dropdown for "Nationality" (Indian) and "Current location". The "Educational Identities" section has fields for "ABC id" and "DEB id", with a "VERIFY DEB ID" button. A red box labeled "1" highlights this section. Below this, there is a message: "You don't have DEB Id [Click here for DEB Id generation](#) Once you have your DEB Id, come back to this page to continue filling out the application." At the bottom, there is a section titled "Details as per Deb ID" with fields for "Name as per DEB id", "Email id", and "Phone number".

Detailed Evaluation

Heuristic	Status	Reason
Visibility of system status	✗ Major Issue	Students don't know they will need special IDs until midway. No early alert or prep.
Help and documentation	✗ Major Issue	No help (like videos) provided for complex steps like DEB ID, ABC ID creation.
User control and freedom	✗ Major Issue	Without a checklist, students realize late that they are stuck and need to leave the form to create these IDs.
Error prevention	⚠ Minor Issue	If students knew what to prepare before starting, it would avoid errors later (like missing info).

3. DEB ID Verification – Lack of Feedback

Observations

- After clicking "Verify DEB ID," no success message is displayed.
- "Verify" button remains enabled even after verification.

Risks

- Users may retry unnecessarily, doubting whether verification succeeded.
- Leads to redundant server calls and user confusion.

Recommendations

- Show a clear success message ("DEB ID verified successfully").
- Change the "Verify" button to a "Verified" state (disabled or visually updated).

The screenshot shows a web browser window with the URL <https://ui.uat.umsglobal.net/#/MyApplication>. The page is titled "JAIN ONLINE" and features a "Submit" button. The form is divided into three sections:

- Educational Identities:** This section contains fields for "Nationality" (Indian) and "Current location". Below these are fields for "ABC id" (1745592069427) and "DEB id" (123456789123). A "VERIFY DEB ID" button is present. A red circle with the number "1" is placed above the button. Below the fields, there is a message: "You don't have DEB Id [Click here for DEB Id generation](#) Once you have your DEB Id, come back to this page to continue filling out the application."
- Details as per Deb ID:** This section contains fields for "Name as per DEB id" (Kakrthik), "Email id" (panchalakarthik123@gmail.com), "Phone number" (+916305058637), "Gender" (Male), and "Date of birth" (10-Jul-1977). A red circle with the number "2" is placed above the "Name as per DEB id" field.
- Personal details:** This section contains fields for "Name as per 10th mark sheet" (Kakrthik), "Email id" (panchalakarthik123@gmail.com), "Phone number" (+916305058637), and "Alternate phone number".

Detailed Evaluation

Heuristic	Status	Reason
Visibility of system status / Feedback for user actions / Error prevention	⚠ Minor Issue	After clicking "Verify DEB ID", users expect clear feedback like a success message ("DEB ID verified successfully") to confirm their action. Also, after successful verification, the "Verify DEB ID" button should either be disabled or changed to "Verified" state to prevent unnecessary re-clicks.

4. Form Validation and Error Handling

Observations

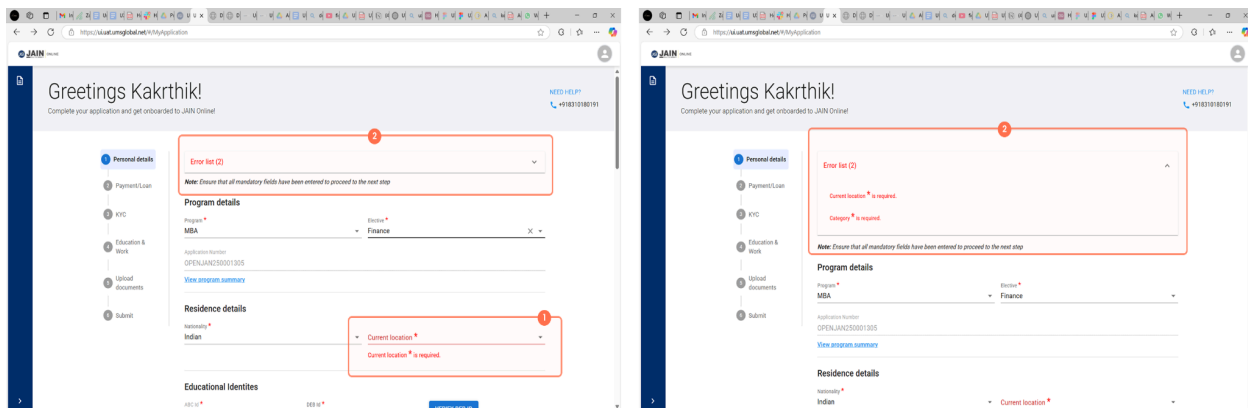
- Mandatory fields are not enforced; users can proceed with incomplete data.
- The error list is not sticky; users lose track of form issues during scrolling.
- Action buttons (e.g., "Next," "Submit") are hidden during long forms.

Risks




- Increased form errors and broken submissions.
- Frustrated users, leading to drop-offs.

Recommendations

- Disable action buttons until all required fields are filled.
- Implement a sticky error list on top.
- Make bottom action bars sticky for better visibility during form completion.



Detailed Evaluation

Heuristic	Evaluation	Status	Reason
Error Prevention / User Control and Freedom	Important action buttons should remain disabled until users correctly fill all mandatory fields to prevent incomplete form submissions.	 Major Issue	Users can proceed without filling required fields, leading to broken submissions and frustration later. Must block submission early
Visibility of System Status / Flexibility and Efficiency of Use	Making the error list sticky allows users to quickly identify and resolve validation errors without losing track during scrolling.	 Minor Issue	In long forms, users lose sight of the error list after scrolling. A sticky error list would improve speed, clarity, and reduce errors.
Visibility of System Status / Flexibility and Efficiency of Use	Keeping the action bar sticky at the bottom helps users instantly understand if the form is ready to proceed, improving usability and reducing confusion.	 Minor Issue	Users lose sight of action buttons when the form is long, making them unsure whether they can proceed.

This is the reference image for Heuristic Evaluation

Program details

Program **MBA** Elevate **Finance**

Application Number
OPENJAN25001305
[View program summary](#)

Residence details

Nationality **Indian**

Current location *

Current location * is required.

Educational Identities

ABC id **1743592089427** DEB id **122456789123** VERIFY DEB ID

You don't have DEB ID [Click here for DEB ID generation](#). Once you have your DEB ID, come back to this page to continue filling out the application.

Details as per Deb ID

Name as per DEB ID **Kakrthik**

Email id **panchalakarthik123@gmail.com** Phone number **+916305058637**

Gender **Male** Date of birth **10-Jul-1977**

Personal details

Name as per 10th mark sheet **Kakrthik** Email id **panchalakarthik123@gmail.com**

Phone number **+916305058637** Alternate phone number

Category *

Category * is required.

Country of residence **India** State **Andhra Pradesh**

City **Rajahmundry**

Scholarship eligibility

Are you physically challenged? Yes No

Are you eligible for a military scholarship? Yes No

Are you eligible for any other scholarship? Yes No

Academic details

Highest educational qualification **BE/B. Tech** Country of highest education completion **India**

Current college **A.P.S. College Of Engineering - Benagaluru**

Location of current college **Andhra Pradesh**

Current educational qualification **CSE** Percentage/CGPA in highest examination attempted **8.6**

Do you need an educational loan? Yes

I hereby declare that the information provided, including my name, phone number, email address, and any other personal details, is accurate and true to the best of my knowledge. I understand that providing false or misleading information may result in consequences as per the relevant policies and regulations.

I Agree

NEXT - PAYMENT/LOAN EXIT APPLICATION

5. Post-payment Edit Restrictions

Observations

- Users are not informed that after payment, certain fields become non-editable.
- Fields are not visually disabled after payment.

Risks

- Users attempt edits unaware of restrictions, causing critical data errors.
- Lack of visual cues reduces system trust.

Recommendations



- Alert users explicitly before payment about edit restrictions.
- Visually disable non-editable fields after payment for clarity.

The screenshot shows a payment form with the following elements:

- Fields for "Current educational qualification" (CSE) and "Percentage/CGPA in highest examination attempted" (8.6).
- A dropdown menu for "Do you need an educational loan?" with the value "No" selected. A red circle with the number "1" is placed above this dropdown.
- A declaration text: "I hereby declare that the information provided by me, including my name, marks card, certificates, and any other uploaded documents, is accurate and authentic to the best of my knowledge. I take full responsibility for the correctness of the information and documents submitted. I understand that providing false or misleading information may result in disciplinary actions, including legal consequences, as per the applicable rules and regulations."
- A checked checkbox for "I Agree".
- A section titled "Downpayment fees" with the value "INR 5500".
- A section titled "PAID : Payment Details" containing a table of payment information.

PAID : Payment Details	
Payment Mode	Selfpay/Direct
Payment Method	upi
Payment Gateway	Razorpay
Date	2025-04-25T14:56:32.000+00:00

Detailed Evaluation

Heuristic	Evaluation	Status	Reason
Error Prevention / Visibility of System Status	Systems must clearly alert users beforehand to avoid confusion and critical errors, especially in irreversible actions like payments.	 Major Issue	Users are unaware that fields become non-editable after payment, leading to irreversible mistakes.
Consistency and Standards / Visibility of System Status	Fields that become non-editable must be visually disabled to match user expectations and maintain consistency.	 Minor Issue	Without disabling or visually indicating non-editable fields, users get confused, thinking they can still modify the details.

6. Session Expiry and State Management

Observations

- After session expiry, users are redirected to the first step after re-login, losing progress.

Risks

- High frustration and potential drop-off from users.
- Manual navigation back to the completed step causes poor experience.

Recommendations

- Save user progress securely.
- After re-login, restore users to the last completed step in the form journey.

The screenshot shows a web browser window with the URL <https://ui.uat.umsglobal.net/#/MyApplication>. The page header includes the JAIN ONLINE logo and a user profile icon. The main content area features a greeting "Greetings Kakrthik!" and a sub-header "Complete your application and get onboarded to JAIN Online!". A progress indicator on the left shows six steps: 1. Personal details (highlighted with a red box), 2. Payment/Loan, 3. KYC (checked), 4. Education & Work (checked and highlighted with a red box), 5. Upload documents, and 6. Submit. The form fields include: Program details (Program: MBA, Elective: Marketing), Application Number (OPENJAN250001305), Residence details (Nationality: Indian, Current location: India), and Educational Identities (ABC Id: 1745592069427, DEB Id: 123456789123). A "VERIFY DEB ID" button is present. A note at the top states: "Note: Ensure that all mandatory fields have been entered to proceed to the next step". A footer message reads: "You don't have DEB Id [Click here for DEB Id generation](#) Once you have your DEB Id, come back to this page to continue filling out the application."

Detailed Evaluation

Heuristic	Evaluation	Status	Reason
User Control and Freedom / Visibility of System Status	After session expiry and re-login, user is redirected to the first step instead of the last completed step.	✘ Major Issue	Users lose their sense of progress and are forced to manually navigate back, leading to frustration and potential drop-offs.

7. Upload Documents Section – Lack of Clarity

Observations

- The upload section lacks headings, instructions, and guidance for next steps.

Risks

- Users are unsure if document upload was successful.
- Increases user anxiety and potential incomplete applications.

Recommendations

- Add clear titles and steps (e.g., "Upload Completed - Next Step").
- Provide success indicators after each upload.

The screenshot displays a document upload section with four upload buttons and a table of uploaded documents. The upload buttons are for "Degree/Convocation certificate", "Consolidated semester/year marks sheet", "Caste certificate", and "Other Supporting Document". Each button has a "BROWSE FILE" link and instructions: "Add attachments (jpeg, jpg, pdf, png). Ensure that the file size of the attached image does not exceed 5MB." A red circle with the number "2" highlights the table of uploaded documents.


Name	Status	Timestamp	Remarks	Actions
passport_size_photo.pdf	DOCUMENT UPLOADED	2025-04-25T18:12:45.589+00:00		
birth-certificate.pdf	DOCUMENT UPLOADED	2025-04-25T18:12:51.946+00:00		
kyc-document.pdf	DOCUMENT UPLOADED	2025-04-25T18:13:09.868+00:00		
supporting-document.pdf	DOCUMENT UPLOADED	2025-04-25T18:13:44.419+00:00		
abcd-card.pdf	DOCUMENT UPLOADED	2025-04-25T18:13:16.503+00:00		
caste-certificate.pdf	DOCUMENT UPLOADED	2025-04-25T18:13:37.858+00:00		

Rows per page 10 1-6 of 6 < >

Education

[NEXT -SUBMIT](#) [BACK -EDUCATION & WORK](#) [EXIT APPLICATION](#)

Detailed Evaluation

Heuristic	Evaluation	Status	Reason
Recognition rather than Recall / Help Users Recognize, Diagnose, and Recover from Errors / Aesthetic and Minimalist Design	Upload document section lacks clear headings, instructions, and next steps after uploading documents	 Minor Issue	Users are unsure what to expect after uploading whether further action is needed or not, creating uncertainty.

8. Sticky Stepper

Observations

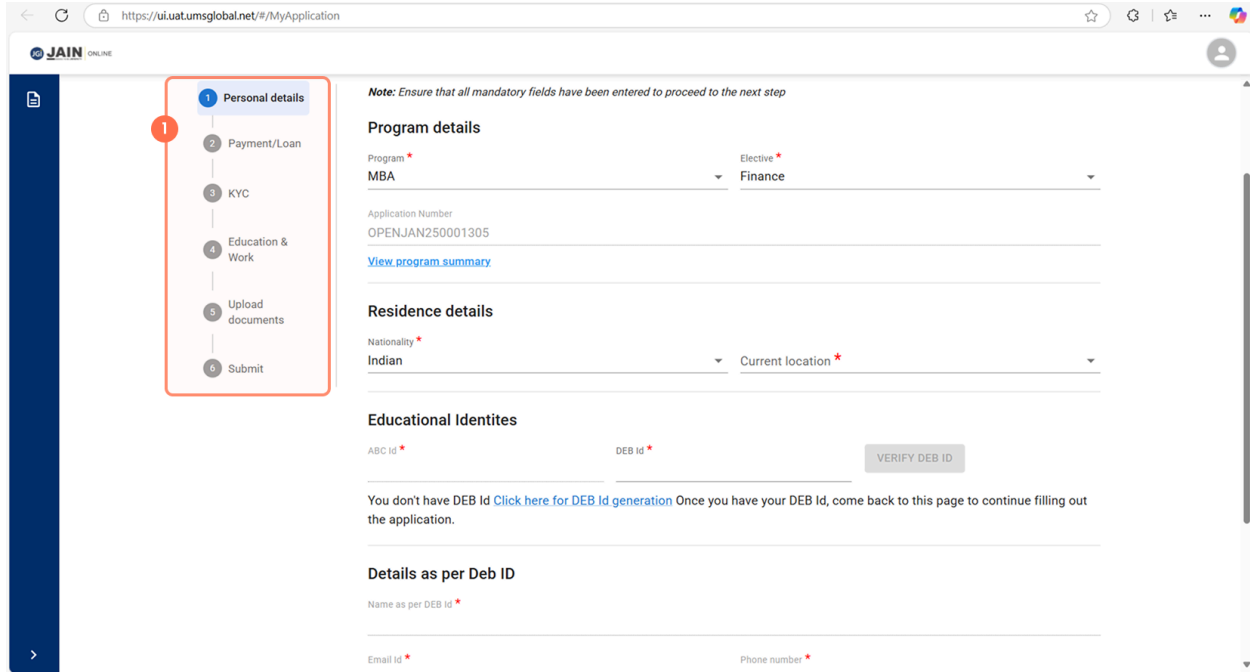
- Users must remember (recall) their current step when they scroll deep into a form section. The stepper/navigation indicator is not persistently visible during scrolling.

Risks

- Increases cognitive load as users have to mentally track their progress.
- Leads to confusion and frustration, potentially causing users to abandon the form.

Recommendations

- Make the stepper sticky or persistent during scrolling.
- Highlight the current step clearly to maintain context throughout the process.



Detailed Evaluation

Heuristic	Evaluation	Status
Recognition Rather Than Recall	Users have to remember (recall) which step they are on, especially if they scroll down deep into a form section. This increases cognitive load and user frustration.	✗ Major Issue
Visibility of system status	The stepper does not stay visible while scrolling, so users lose context about where they are in the application process	⚠ Minor Issue

Final Notes

While UMS provides a functional student onboarding flow, significant UX gaps exist that impact user confidence and completion rates, especially in the critical application process.

Top priorities for remediation:

- Introduce proper visual hierarchy and feedback for critical forms.
- Implement clear onboarding guidance before form filling.
- Ensure system feedback is consistent and informative after user actions.
- Proactively communicate restrictions and save user progress effectively.

Appendices

- Figma Design PDF reviewed