

# Form Teardown: The Indian Visa Form



## TRIGGER WARNING



The following visa application form may cause



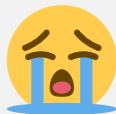
Extreme frustration



Life altering confusion



Existential dread



Questioning of your own existence

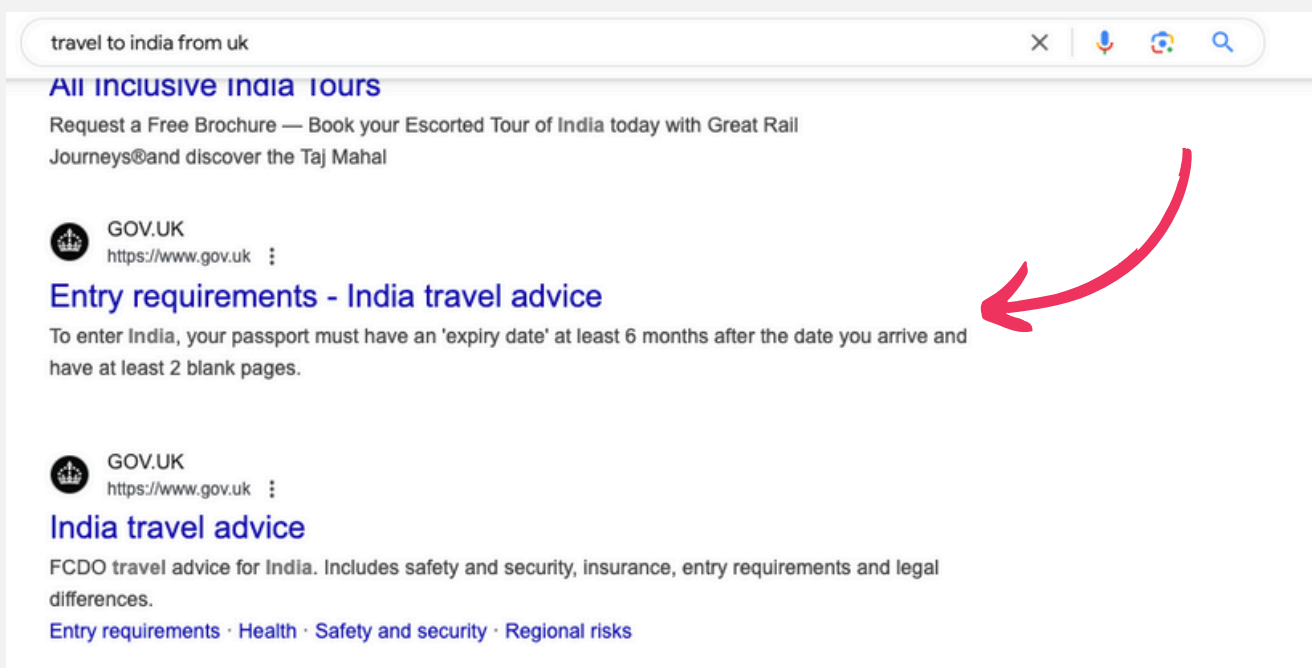
### Side effects may include but are not limited to:

Endless scrolling through vague questions, uncontrollable rage at unclear instructions, sweaty palms from the fear of one tiny mistake ruining everything, flashbacks to the early 90's

# Scenario: You are travelling to India, but what documents do you need?

## Step 1 Research

A user may have no idea, but Google suggests a visit to the GOV.UK website to check out the requirements



The screenshot shows a search engine interface with the query "travel to india from uk". The search results include:

- All inclusive India tours**  
Request a Free Brochure — Book your Escorted Tour of India today with Great Rail Journeys@and discover the Taj Mahal
- GOV.UK**  
https://www.gov.uk  
**Entry requirements - India travel advice**  
To enter India, your passport must have an 'expiry date' at least 6 months after the date you arrive and have at least 2 blank pages.
- GOV.UK**  
https://www.gov.uk  
**India travel advice**  
FCDO travel advice for India. Includes safety and security, insurance, entry requirements and legal differences.  
[Entry requirements](#) · [Health](#) · [Safety and security](#) · [Regional risks](#)

A red arrow points to the "Entry requirements - India travel advice" link.

All good so far... let's check this link out

## Step 2 Trusted information

The GOV.UK website provides a link for an e-visa application. This sounds like what the user needs, and the link should be legit, because well it's on the GOV website, right?

### Applying for a visa or e-visa

Find out how to apply for a visa from the [Indian Bureau of Immigration](#). Depending on your requirements, you may be able to apply for a:

- [regular \(paper\) visa](#)
- [e-visa](#) (check the website's FAQs for restrictions on airports and seaports of entry)

Check your eligibility and any restrictions before you apply. Allow plenty of time for your application to be processed.

**So, let's click on the e-visa link**

# Question: Something dubious has happened!



The user questions the legitimacy of the website they've landed on, and if in fact there has been a case of misdirection...

Back to Home Page

Government of India

e-Visa

e-Ayush/Attendant Visa started for all foreigners seeking treatment through Ayush

Government of India has extended e-Visa facility to the British citizens holding passp

### E-VISA APPLICATION PROCESS

1. Apply online  
Upload Photo and Passport Page
2. Pay eVisa fee online  
Using Credit / Debit card / Payment Wallet
3. Receive ETA Online  
Electronic Travel Authorization/ETA Will be sent to your e-mail
4. Fly To India  
Print ETA and present at Immigration Check Post where eVisa will be stamped on passport.

**Advisory**  
Government of India makes no provision of charging of any emergency fees or additional fees for grant of any emergency / express e-visa. Those travelling to India are also advised to go through instructions available on the website of Bureau of Immigration at <https://boi.gov.in>.  
eVisa is admissible only under the following categories:

1. e-Tourist Visa
2. e-Business Visa
3. e-Conference Visa
4. e-Medical Visa
5. e-Medical Attendent Visa
6. e-Ayush Visa
7. e-Ayush Attendent Visa
8. e-Emergency X-Misc

If the applicant is unable to complete his e-visa application form, he may save the application and may return to complete the application form by clicking the tab at the bottom of page:

After your eVisa applications is submitted, the same shall be scrutinized and if any Document/Image is not appropriate, you may be advised on your given e-mail to re-upload the same. To re-upload use the tab at the bottom of the page. Applicant should normally receive this mail within 24 hours.

**Useful Web Links**

- Ministry of Home Affairs, Govt. Of India.
- Ministry of External Affairs, Govt Of India
- Ministry of Tourism, Govt Of India
- Bureau of Immigration, Govt Of India
- Incredible India, Govt Of India

Sample e-Visa Application | Apply here for e-visa | Complete Partially Filled Application Form | Verify Payment/ Pay e-Visa Fee | Print e-Visa Application | Check your Visa Status | Reupload Data

Technical information for e-visa: This site is best viewed in Mozilla Firefox, Google Chrome, Internet Explorer (Windows) version 9.0 and above. The applicant must also have Adobe Acrobat Reader version 7.0 or higher installed on your PC in order to download and print the completed application form. This website is compatible with Android and IOS devices.



india.gov.in



## Why?



# Answer: Poor presentation erodes trust

There are a plethora of cues here that make the user doubt the if they want to enter sensitive information

[Back to Home Page](#)

A A A



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- Incredible India, Govt Of India

**Navigation Buttons:**

- Sample e-Visa Application
- Apply here for e-visa
- Complete Partially Filled Application Form
- Verify Payment/ Pay e-Visa Fee
- Print e-Visa Application
- Check your Visa Status
- Reupload Data

Technical information for e-visa: This site is best viewed in Mozilla Firefox, Google Chrome, Internet Explorer (Windows) version 9.0 and above. The applicant must also have Adobe Acrobat Reader version 7.0 or higher installed on your PC in order to download and print the completed application form. This website is compatible with Android and IOS devices.



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## Can you spot them?



# Problem: Trust killers

Scrolling text in the header - very retro, not so much trusto



Last updated in 2019 - is the information on the site and the form still relevant?



Browser compatibility notice? Wow, we've not seen one of these since 1998 AND it's below the fold - the user is unlikely to see this VIP information

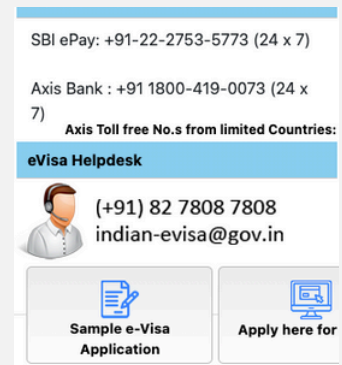
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## How about some more...



# Problem: Trust killers

Phone numbers and emails for helpdesk presented as images - not clickable



If the applicant is unable to complete his e-visa application form, he may save the application and may return to complete the application form by clicking the tab at the bottom of page:

After your eVisa applications is submitted, the same shall be scrutinized and if any Document/Image is not appropriate, you may be advised on your given e-mail to re-upload the same. To re-upload use the tab at the bottom of the page. Applicant should normally receive this mail within 24 hours.

Men only! Not a trust killer but also not gender neutral language, either.

What does "avail" even mean?

Countries/Nationalities who are eligible to avail eVisa

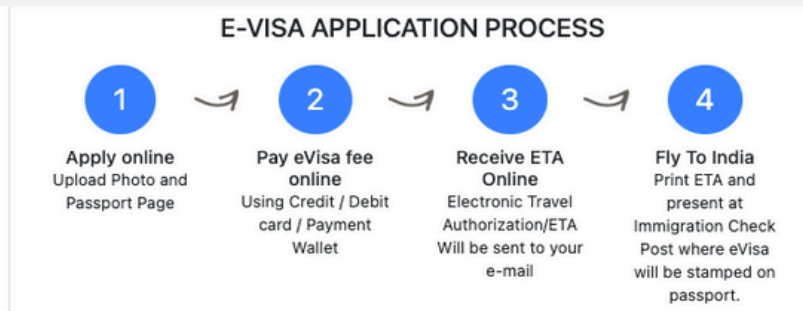
Instructions for Applicant

FAQ's

Payment Related

Authorized Immigration checkpoints through which eVisa holders can travel.

Payment Helpdesk



If the applicant is unable to visa application form, he ma application and may return t application form by clicking bottom of page:

After your eVisa application: the same shall be scrutinize Document/Image is not app be advised on your given e- the same. To re-upload use

As easy as 1, 2... wait a minute... are payments done securely? In fact is there any security in place for ANY of the information required?




# Problem: Still don't know where to start

After all of this and if the user has thrown all caution to the wind, getting started is still difficult

SBI ePay: +91-22-2753-5773 (24 x 7)


Axis Bank : +91 1800-419-0073 (24 x 7)  
Axis Toll free No.s from limited Countries:


**eVisa Helpdesk**


 (+91) 82 7808 7808  
indian-evisa@gov.in

additional fees for grant of any en  
Those travelling to India are also i  
website of Bureau of Immigration  
**eVisa is admissable only unde**

1. e-Tourist Visa
2. e-
4. e-Medical Visa
5. e-
7. e-Ayush Attendent Visa

 **Sample e-Visa Application**

 **Apply here for e-visa**

 **Complete Partially Filled Application Form**

**Technical information for e-visa:** This site is best viewed in Mozilla Firefox, Google Chrome, Internet Explorer 7.0 or higher installed on your PC in order to download and print the completed application form.

The primary CTA to apply for the visa (the main reason the user is here) has very poor hierarchy compared to the rest of the page... actually it has NONE.

**But should the user click on it?**

## Action Checklist:

1. First impressions count – if your website and/or form looks suspicious people won't engage
2. Keep your site up to date – make sure you reference the right year
3. Test your copy on the audience – is it accessible, do they understand what you mean?
4. Reassure the user that their information will be secure
5. Page hierarchy is paramount – make sure information and CTAs are clearly structured

# Find out in the next chapter...



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**...if you're brave enough!  
Give us a follow if you are  
curious to see how this could  
get any worse.**

**Spoiler: It does!**