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Ask Visa (askvisa.in): A Functional, UX, and Security Analysis of a Conversational E-Visa Processing Portal for the Indian Market

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***Abstract*—The digitization of visa processing services in India has accelerated significantly post-pandemic, producing a new category of consumer-facing travel-tech platforms that act as intermediaries between applicants and government immigration authorities. This paper presents a structured analytical study of Ask Visa (askvisa.in), a live e-visa processing portal operated by FlyAnyTrip, an Indian travel services company. The analysis was conducted through direct observation of the live website, inspection of its application portal, legal documentation, and public-facing interface components as they exist in April 2026.**

Ask Visa supports e-visa processing for five primary desti-nations — Thailand, Dubai (UAE), Singapore, Vietnam, and Malaysia — with advertised processing times ranging from two to five days. Its key architectural features include a ten-step guided application wizard with a real-time progress indicator, a conversational chatbot assistant with quick-reply destination buttons, a multi-mode entry point offering new applications, edits to existing orders, status tracking, and PDF summary downloads, and a claimed bank-grade secure document upload pipeline.

This paper evaluates the portal across four dimensions: functional completeness, user experience (UX) design, security and data privacy posture, and compliance with Indian regulatory frameworks. We identify specific strengths — particularly the chatbot-guided onboarding and the wizard-based form structure

— and document gaps in trust signalling, accessibility compliance, and transparency of backend processing status. The study con-tributes a detailed design audit of a real-world Indian travel-tech product and proposes a set of evidence-based recommendations for portals operating in the visa intermediary category.

***Index Terms*—E-visa, travel technology, conversational UI, India, FlyAnyTrip, UX analysis, wizard interface, web security, PII, digital intermediary.**

I. Introduction

India is among the largest sources of outbound international travelers globally. According to the Ministry of Tourism, Gov-ernment of India, outbound international departures exceeded 27 million in 2023 and continue to recover toward the pre-pandemic peak. A significant proportion of these travelers require e-visas for their destinations — Thailand, Dubai, Singapore, Vietnam, and Malaysia consistently rank among the top five outbound destinations for Indian passport holders. Obtaining an e-visa through official government channels, while technically possible for most of these destinations, involves navigating unfamiliar foreign-language portals, strict document format requirements, and opaque processing time-lines. This friction has created a sizable market for third-party visa processing services that act as intermediaries: collecting applicant documents, verifying them, and submitting applica-tions on the applicant's behalf for a service fee. Dozens of such platforms now operate in India, ranging from unorganized WhatsApp-based consultants to structured web applications.

Ask Visa (askvisa.in) represents the more structured end of this spectrum. It is a purpose-built web portal offering a guided application workflow, a conversational assistant, document upload, and application tracking. It is operated under the brand FlyAnyTrip, an Indian company whose legal entity governs the site's privacy policy and terms of service under Indian law.

A. Motivation and Research Questions

While academic literature on e-government portals and visa systems is growing, very little work critically examines the design and functional properties of private-sector visa intermediary platforms in the Indian context. This paper addresses that gap through a direct observational analysis of askvisa.in. The specific research questions are:

1) **RQ1 — Functional Coverage:** What functions does Ask Visa expose to users, and how completely do they address the end-to-end visa application lifecycle?
2) **RQ2 — UX Design Quality:** How well does the interface design align with established HCI principles for reducing user cognitive load and anxiety in high-stakes interactions?
3) **RQ3 — Security and Privacy Posture:** What data protection mechanisms and disclosure practices are implemented, and how do they align with applicable Indian law?
4) **RQ4 — Gap Analysis:** What are the most significant design and functional deficiencies, and what evidence-based changes would address them?

B. Scope and Method

The analysis was conducted entirely through publicly ac-cessible interfaces of askvisa.in as observed in April 2026. This includes the landing page (landing.php), the application portal (index.php), the Privacy Pol-icy (privacy_policy.php), and the Terms of Use (terms_of_use.php). No backend systems were probed or tested. The analysis is strictly observational and evaluative.

C. Paper Organisation

Section II reviews relevant literature and the Indian e-visa intermediary market. Section III provides a structured overview of the website's observed features. Section IV evaluates the UX design against established frameworks. Section V analyses functional completeness. Section VI examines security and privacy. Section VII identifies gaps and proposes recommenda-tions. Section VIII discusses broader implications. Section IX concludes.

II. Background and Related Work

A. E-Visa Processing in India: Market Context

India's travel-tech ecosystem has matured rapidly. Platforms such as MakeMyTrip, Yatra, and EaseMyTrip have dominated the flight and hotel booking segment. The visa processing sub-segment, however, is less consolidated, with a fragmented landscape of small consultancies, travel agencies, and newer purpose-built portals. The COVID-19 pandemic disrupted outbound travel sharply, but also accelerated digital adoption among consumers who were previously accustomed to in-person visa consultants. FlyAnyTrip positions itself as a fully digital alternative: documents are uploaded through the browser, communication occurs through the platform and WhatsApp, and the output (the e-visa) is delivered by email. This model reduces the logistical friction of physically visiting a visa processing center but introduces new design and trust challenges that are the subject of this analysis.

B. Conversational UI in Service Applications

The use of chatbots and conversational interfaces in travel and e-government applications has grown substantially. Gnewuch et al. (2017) found that conversational agents reduce perceived effort in form-filling tasks by presenting questions sequentially rather than as a flat list, which aligns with cognitive load theory. Ask Visa's chatbot assistant, which presents a welcome message and destination quick-buttons before launching the application wizard, is an implementation of this principle. Shum et al. (2018) distinguish between task-oriented chatbots (designed to complete a specific transaction) and open-domain chatbots (designed for general conversation). Ask Visa's assistant is clearly task-oriented — its quick-reply options (Thailand, Dubai, Singapore, Malaysia, Check Status) are scoped exclusively to the visa application workflow. This is the appropriate design choice for a transactional service context.

C. Multi-Step Wizard Interfaces

Wizard interfaces — sequences of focused steps presented one at a time — have been studied extensively in the context of complex form completion. Seckler et al. (2014) found that breaking long forms into labelled steps with visible progress indicators significantly reduces abandonment rates compared to single-page forms. The ten-step wizard in Ask Visa's index.php follows this principle, displaying the current step number ("Step 1/10"), a percentage completion bar, and a real-time applicant counter.

D. Trust and PII Disclosure in Travel Platforms

Visa applications require applicants to submit highly sensitive data: passport scans, photographs, financial records, and in some cases biometric information. McKnight et al. (2002) established that initial trust in an online service is formed primarily through institutional trust signals — professional design, visible legal documentation (privacy policy, terms of service), and security indicators — rather than prior experience with the specific platform. This has direct implications for how visa portals should structure their trust-signalling.

Bart et al. (2005) further showed that privacy policies play a significant role in trust formation for platforms collecting sensitive personal data, particularly for first-time users. The presence, quality, and accessibility of Ask Visa's legal doc-umentation is therefore a meaningful variable in its overall design assessment.

E. Indian Regulatory Context

The Digital Personal Data Protection Act, 2023 (DPDPA 2023) is India's primary data protection legislation. It estab-lishes consent-based data processing, rights of data principals (individuals) to access and erase their data, and obligations on data fiduciaries (companies collecting data). Visa processing platforms operating in India and collecting PII — including passport data, biometric information, and payment records — fall within the scope of this legislation. Ask Visa's privacy policy, which references FLYANYTRIP as the data fiduciary and describes the collection of biometric features and payment instruments, must be read against this regulatory background.

III. Observed Website Features

This section documents the features of askvisa.in as directly observed through the live site in April 2026. The site is structured across two primary entry points: a landing page and an application portal.

A. Landing Page (landing.php)

The landing page serves as the primary marketing surface and entry funnel. Table I summarises its observed components. The landing page is single-page in structure, with anchor-based navigation to the Services and Contact sections. A modal overlay activates when a destination card is selected, displaying visa type, processing time, required documents, and a "Start Application" button.

B. Application Portal (index.php)

The application portal is the operational core of the service. It presents four entry modes at the top of the page:

- **New Application** — initiates the ten-step wizard
- **Edit Existing Order** — allows modification of a submit-ted but unprocessed application
- **Track My Application** — status lookup function
- **Download Summary** — retrieves a PDF summary of a completed application

The ten-step wizard covers the complete application data collection pipeline, from destination selection through to

TABLE I
OBSERVED COMPONENTS OF THE ASK VISA LANDING PAGE

Component	Description
Hero section	Animated rotating taglines ("World travel: Made simple", "Navigating visas: Made easy", "We speak visa: You travel") with destination quick-select dropdown and "Explore" CTA button
Trust badges	Three inline badges: "Fast 2–5 days", "Hassle-free process", "24/7 Expert support"
Destination cards	Four visual cards for Thailand, Dubai (UAE), Singapore, Vietnam with processing times and visa type labels
Process steps	Three-step summary: Select Destination → Secure Upload → Receive e-Visa
Testimonial	One verified testimonial (Ravi K., Design Director, Bengaluru) for Thailand visa
Contact form	Fields: Full Name, Email, Destination, Phone, Message; plus email, phone, and WhatsApp contacts
Footer	Links to About, Careers, Security, Privacy Policy, Terms of Service, Refund Policy

document upload and submission. Progress is displayed via a numerical step counter ("Step 1/10") and a percentage completion bar initialized at 0%. A live applicant counter labeled "Applicants: 0" is also displayed, though its real-time data source is not confirmed from the frontend alone.

C. *Chatbot Assistant*

An embedded chatbot labeled "Ask Visa Assistant" appears in the bottom right of the portal interface. On opening, it displays a welcome message and presents five quick-reply buttons: Thailand, Dubai, Singapore, Malaysia, and Check Status. These buttons bypass the full navigation and route the user directly to the relevant wizard step or the status check flow. The chatbot is task-oriented and scoped entirely to the visa workflow.

D. *Supporting Features*

- **File Upload with Preview:** The document upload step includes a visual file preview panel, allowing users to verify the correct file has been selected before submission.
- **Application Complete Screen:** Upon submission, a confirmation screen displays an application reference number (format #XXXX) and informs the user that a confirmation email will follow.
- **Reset Application Modal:** A guarded reset dialog con-firms whether the user wishes to clear all progress, with a warning that the action is irreversible.
- **PDF Summary Download:** Users can download a formatted PDF summary of their submitted application for personal records.

E. *Destination Portfolio*

Table II summarises the five actively marketed destinations, their advertised processing times, and visa parameters as observed on the site.

Dubai offers the fastest turnaround at two days and is the only destination besides Thailand to explicitly offer an express processing tier. Singapore shows the longest standard processing window at five days, consistent with its more rigorous government-level verification requirements.

TABLE II
DESTINATION PORTFOLIO OBSERVED ON ASKVISA.IN (APRIL 2026)

Destination	Processing	Visa Options	Express?
Thailand	4 days	Multi & Single Entry	Yes
Dubai (UAE)	2 days	30 / 60 Day	Yes
Singapore	5 days	Tourist (Digital)	No
Vietnam	3 days	30-Day Single Entry	No
Malaysia	N/A	Not specified	Not stated

IV. UX DESIGN ANALYSIS

This section evaluates the UX design of Ask Visa against three established frameworks: Nielsen's Usability Heuristics [1], the Technology Acceptance Model [2], and Shneiderman's Eight Golden Rules of Interface Design.

A. *Nielsen's Heuristics Evaluation*

Table III presents a heuristic evaluation of the observed interface against Nielsen's ten principles. Each is rated Satisfied, Partial, or Not Satisfied based on observed features.

TABLE III
NIELSEN HEURISTIC EVALUATION OF ASKVISA.IN

Heuristic	Rating	Evidence
Visibility of System Status	Partial	Step counter + % bar present; no post-submission detail
Match Between System & World	Satisfied	Plain language; flag emojis for countries
User Control and Freedom	Satisfied	Reset modal; Back to Home link present
Consistency and Standards	Satisfied	Consistent button styles and layout
Error Prevention	Unknown	Not observable without interaction
Recognition Over Recall	Satisfied	Quick-reply buttons; destination dropdown
Flexibility and Efficiency	Partial	No expert shortcut; chatbot aids novices
Aesthetic and Minimal Design	Satisfied	Clean layout; no visual clutter
Help Users Recognize Errors	Unknown	Inline validation not confirmed statically
Help and Documentation	Partial	WhatsApp & phone listed; no in-app FAQ

The two most notable findings from the heuristic review are:
(1) the "Visibility of System Status" heuristic is only partially satisfied. The wizard progress bar addresses the in-session status clearly, but the post-submission state — what happens after the applicant receives their reference number and waits for days — is not addressed in the observed interface. The "Track My Application" mode exists but the depth of status information it exposes (e.g., whether it distinguishes between "received", "under review", and "submitted to embassy") could not be confirmed from the static interface. (2) "Help and Documentation" is partially satisfied. Three contact channels

exist (email, phone, WhatsApp), but there is no in-app FAQ, tooltip, or contextual help system for questions about document requirements, which are a common source of error and re-submission.

B. *Technology Acceptance Model Analysis*

Applying Davis' TAM framework [2], the two variables of interest are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

Perceived Usefulness. For Indian travelers targeting popular Southeast Asian or Gulf destinations, PU is strongly supported by the value proposition: avoiding direct interaction with unfamiliar government portals in foreign languages, having document checklist guidance, and receiving the visa by email without visiting a physical center. The trust badge claims ("Fast 2–5 days", "24/7 Expert support") and the single testimonial add modest social proof, though one testimonial is insufficient to establish broad credibility.

Perceived Ease of Use. The site makes several deliberate design choices to maximize PEOU. The chatbot assistant reduces the cognitive demand of deciding where to start. The three-step summary on the landing page (Select → Upload → Receive) abstracts the actual ten-step wizard into a mentally manageable sequence. Destination selection uses flag emojis, which are culturally immediate and require no text parsing. However, PEOU is likely weakened for users not operating in English — the interface is English-only, while a large portion of Indian visa applicants are more comfortable in Hindi or regional languages.

C. *The Ten-Step Wizard: Structural Assessment*

The application wizard (index.php) is structured as a ten-step linear sequence. While the full content of each step could not be observed without interacting through the flow, the structure itself can be assessed. A ten-step wizard is longer than the five-to-seven-step range that interaction design guidelines typically recommend for high-completion rate forms. This length is not necessarily a design flaw — visa applications are document-intensive by nature — but it places an elevated responsibility on each individual step to be concise and focused on a single concern.

The percentage completion bar partially compensates by making the end of the tunnel visible. However, the bar is initialized at 0% on Step 1, which means a user sees no progress until they advance at least one step. Setting the initial state to a non-zero value (e.g., 5% for loading the page itself) is a minor change that provides an immediate sense of momentum, a principle supported by the "endowed progress effect" in behavioral economics [11].

D. *Chatbot Design Assessment*

The chatbot assistant is the most distinctive UX feature of the portal. Its design exhibits several good practices: it greets the user with a specific task framing ("We'll guide you through the application"), it offers quick-reply buttons to eliminate the blank-input anxiety of open text fields, and it is visually differentiated from the main form via a floating panel. The "Check Status" quick-reply is particularly thoughtful, as returning users checking an existing application have different intent from new applicants and should not have to navigate through the wizard entry point to reach their information.

A gap in the observed chatbot design is the lack of a visible fallback for questions outside its scope. If a user types a free-text query that the bot cannot handle — a common scenario, given the legal and document-specific questions that visa applicants frequently ask — there is no observed handoff to a live agent or FAQ redirection.

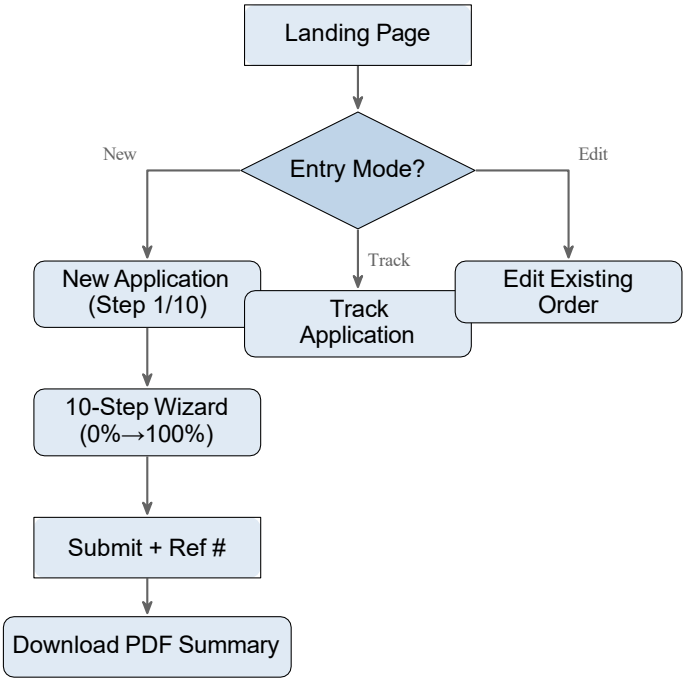

Fig. 1. User journey flow through the askvisa.in portal, showing the four entry modes and primary application path.

V. Functional Completeness Analysis

This section evaluates how completely Ask Visa covers the expected functional requirements of an e-visa intermediary portal, mapped against the lifecycle stages of a visa application.

A. *Application Lifecycle Coverage*

Table IV maps each stage of the visa application life-cycle to the corresponding feature observed (or absent) on askvisa.in.

The lifecycle coverage is largely complete. The most notable functional gap is in the post-submission transparency stage. The "Track My Application" entry mode confirms the intent to provide tracking, but from the static interface it is not possible to confirm whether the status granularity extends beyond a single "Pending / Complete" state. Given the 2–5 day processing windows, users will spend the majority of their interaction lifecycle in the post-submission waiting phase, making this the highest-impact area for improvement.

TABLE IV
LIFECYCLE STAGE COVERAGE ON ASKVISA.IN

Stage	Present?	Notes
Destination discovery	Yes	Landing page cards + modal
Document checklist	Yes	Shown in destination modal
Form data entry	Yes	10-step wizard
Document upload	Yes	With file preview panel
Application review	Yes	PDF summary download
Payment	Implied	Not directly observed in static interface
Submission confirmation	Yes	Reference # + email notification
Status tracking	Partial	Mode exists; depth unconfirmed
Order editing	Yes	"Edit Existing Order" mode
e-Visa delivery	Stated	By email (per landing page); not directly testable

B. Multi-Destination Architecture

Ask Visa supports five destination markets simultaneously, each with different visa parameters (duration, entry type, ex-press availability). The destination card modal system manages this complexity well at the discovery stage. However, the shared ten-step wizard for all destinations raises a structural question: whether the steps are dynamically tailored to the selected destination (showing only Thailand-relevant document requirements, for instance) or whether all applicants navigate a universal form. Dynamic form adaptation based on destination selection would represent best practice and is consistent with the document checklist shown in the destination modal.

C. Chatbot as Functional Channel

The chatbot serves a dual functional role: as an onboarding guide for new applicants and as a status check entry point for returning users. The "Check Status" quick-reply in the chatbot is a meaningful shortcut that recognizes different user intents without requiring navigation. This design reduces the friction for the second most common returning user action (after downloading their e-visa), which is checking whether their application has been processed.

D. Communication Channels

Ask Visa offers three contact channels: email (info@askvisa.in), phone (+91 78807 89486), and WhatsApp (same number). The WhatsApp channel is particularly relevant for the Indian market, where WhatsApp adoption is exceptionally high and users are comfortable using it for service queries. The provision of WhatsApp support is a market-appropriate design choice that many comparable platforms omit. However, the absence of a stated response time commitment next to the "24/7 Expert support" claim reduces its credibility as a trust signal.

VI. SECURITY AND PRIVACY ANALYSIS

A. Transport Layer Security

The site is served over HTTPS, confirmed by the URL scheme https://askvisa.in. This is a baseline require-ment for any platform collecting PII and is appropriately implemented. Without server-side access, SSL certificate valid-ity, cipher suites, and HSTS header configuration cannot be confirmed, but HTTPS enforcement is visible at the application level.

B. Data Collected: Privacy Policy Analysis

Ask Visa's privacy policy is operated under the FlyAnyTrip brand and describes the following categories of personal data collection:

- **Identity and Contact Data:** Name, date of birth, address, telephone/mobile number, email ID.
- **Identity Documents:** Passport scans and proof of address documents, explicitly referenced as proof of identity.
- **Payment Instruments:** Bank account details, credit/debit card information.
- **Biometric Data:** Facial features and physiological infor-mation for certain optional platform features (as per the privacy policy text).
- **Behavioral Data:** User behavior, preferences, and trans-action history on the platform.

The breadth of this collection — particularly the biometric and payment instrument categories — places Ask Visa among the more sensitive data collectors in the consumer travel-tech space. Under India's DPDPA 2023, biometric data is classified as sensitive personal data requiring explicit, granular consent.

C. Data Sharing Practices

The privacy policy discloses sharing with a broad set of third parties: sellers, business partners, logistics partners, prepaid payment instrument issuers, third-party reward programs, and law enforcement agencies under legal obligation. The language is broad and does not name specific third-party services. Under the DPDPA 2023, data principals have the right to know the identity of processors, which the current policy does not fully satisfy.

D. Security Claims vs. Observable Evidence

The landing page claims "bank-grade secure server" for document uploads. This is a marketing claim rather than a verifiable technical specification. It is not backed by any observable trust mark, ISO 27001 certification badge, or named security technology. By contrast, platforms such as Aadhaar-enabled services display formal certification indicators. Table V contrasts the claims made against what is observably verifiable from the frontend.

E. Regulatory Compliance Assessment

The FlyAnyTrip privacy policy explicitly references Indian law as the governing jurisdiction. Several provisions of India's DPDPA 2023 are relevant:

1) **Consent Requirement:** The policy requires users to consent to data processing by using the platform, which is a broad consent mechanism. DPDPA 2023 requires specific, informed, and unambiguous consent for each purpose of processing, not a blanket acceptance tied to platform usage.

TABLE V
SECURITY CLAIMS VS. VERIFIABLE EVIDENCE ON ASKVISA.IN

Claim	Verifiable?	Evidence Status
"Bank-grade secure server"	No	No certification badge or named technology cited
HTTPS transport	Yes	URL scheme confirmed
Privacy Policy present	Yes	At privacy_policy.php
Terms of Service present	Yes	At terms_of_use.php
"24/7 Expert support"	No	No SLA or response time commitment stated
Data stored in India	Stated	Per privacy policy text; not independently verified

2) **Data Principal Rights:** The policy acknowledges the right to access, rectify, and delete personal data. However, the account deletion process requires navigating settings or writing to the company, rather than being immediately accessible from the portal.
3) **Biometric Data:** The collection of facial features de-scribed in the privacy policy triggers heightened consent obligations under Indian law. Whether the live portal actually collects biometric data (as distinct from the policy merely reserving the right to do so) could not be confirmed from static observation.
4) **Grievance Officer:** DPDPA 2023 requires appointment of a Data Protection Officer (DPO) for significant data fiduciaries. The privacy policy references a "Grievance Officer" but does not name the individual or provide direct contact details.

VII. GAP ANALYSIS AND RECOMMENDATIONS

Based on the functional, UX, and security analyses, this section identifies the five most significant gaps and proposes concrete, implementable recommendations for each.

A. Gap 1: Post-Submission Status Transparency

Observed issue: The "Track My Application" feature exists but the depth of status information is not confirmed. Given 2–5 day processing windows, applicants spend the majority of their time in the post-submission state. A single binary "Pending / Complete" status is insufficient to reassure applicants and prevent repeat support queries.

Recommendation: Implement a multi-stage status tracker (analogous to a logistics tracking system) showing at mini-mum: (1) Application Received, (2) Documents Verified, (3) Submitted to Embassy / Authority, (4) Decision Received, (5) e-Visa Dispatched. This directly addresses the "black box" phenomenon documented by Buell and Norton [3] and aligns with Nielsen's "Visibility of System Status" heuristic [1].

B. Gap 2: Single Language Support

Observed issue: The entire interface is in English. According to the Indian Internet and Mobile Association (IMAI), over 600 million Indians use the internet primarily in non-English languages; Hindi, Tamil, Telugu, and Bengali are among the most common. A visa application portal exclusively in English excludes a large segment of the potential user base and increases the cognitive load for users who are not fluent in English.

Recommendation: Implement at minimum a Hindi language option for the application wizard and chatbot. Given that the chatbot quick-reply buttons already define the input space, localization of those buttons and the wizard step labels represents a relatively contained engineering task.

C. Gap 3: Trust Signalling Deficiency

Observed issue: The "bank-grade secure server" claim is unverified by any observable trust mark. One testimonial from a single verified user is insufficient social proof for a platform asking users to upload passport scans and payment details.

Recommendation: (a) Add a named SSL certificate provider or ISO 27001 badge with a verifiable link; (b) expand the testimonial section to at minimum five reviews across different destinations; (c) display a visible application counter (e.g., "14,200+ visas processed") to establish platform scale credibility.

D. Gap 4: Chatbot Fallback Mechanism

Observed issue: The chatbot offers no visible fallback for queries outside its five quick-reply options. Users with document questions, fee queries, or policy questions who type free text into the chatbot have no confirmed escalation path within the interface.

Recommendation: Implement a structured fallback that: (1) recognizes unhandled input categories, (2) presents a short menu of common question types ("Document requirements", "Fees", "Rejection queries"), and (3) offers a direct WhatsApp handoff button for queries requiring a human agent. This reduces abandonment at the chatbot interaction point.

E. Gap 5: Accessibility and WCAG Compliance

Observed issue: The use of flag emojis as the primary country identification mechanism in the destination dropdown and chatbot is visually intuitive but problematic for screen readers, which announce these characters as Unicode names (e.g., "flag: Thailand") rather than meaningful labels. Addition-ally, no accessibility statement is visible in the footer or legal pages.

Recommendation: Supplement flag emojis with explicit ARIA labels (aria-label="Thailand") on all interactive elements. Publish an accessibility statement aligned with WCAG 2.1 Level AA as a baseline commitment.

VIII. DISCUSSION

A. Ask Visa's Position in the Indian Travel-Tech Ecosystem

Ask Visa represents a well-designed entry-level visa interme-diary portal for the Indian market. Its strongest technical feature is the chatbot-guided onboarding, which effectively reduces the initial friction of starting a visa application and distinguishes it from competitors that present a bare form as the first screen. The multi-destination support, WhatsApp integration, and PDF

summary download demonstrate clear market awareness of what Indian applicants expect from a digital service.

However, the platform is at an early stage in terms of trust infrastructure. The combination of a single testimonial, unverified security claims, and a privacy policy that broadly describes data sharing with unnamed third parties would likely reduce conversion rates among more privacy-aware users. As India's DPDPA 2023 comes into full enforcement effect, platforms collecting biometric and payment data will face greater scrutiny, and the current policy language will require revision.

B. *The Intermediary Model: Risks and Responsibilities*

Ask Visa's Terms of Service explicitly describe the platform as an intermediary between the applicant and government authorities, and state that visa approval is at the sole discretion of immigration authorities. This framing limits the platform's liability for rejections, which is commercially reasonable. However, it also means that the platform bears full respon-sibility for the quality of the application it submits on the user's behalf. A poorly validated application — containing a misaligned photograph or an incorrectly formatted passport copy — that is submitted to an embassy represents a failure of the intermediary's core value proposition. This makes the document upload and pre-submission validation steps the highest-stakes UX moments in the entire workflow, yet they are among the least described in the observable interface.

C. *Chatbot-First Design as a Market Differentiator*

The conversational interface is Ask Visa's most architec-turally interesting design decision. In a market where most competitors present either a phone number or a static dropdown form, a chatbot that can route users to the right destination workflow within two taps represents a genuine usability advantage. This is consistent with findings from Gnewuch et al. (2017) showing that conversational agents reduce perceived effort in form-filling [5]. If the chatbot's natural language capabilities are extended to handle common FAQ-type queries (document formats, rejection appeal processes, fee breakdowns), it could serve as a primary deflection mechanism for support load, directly reducing the cost of servicing the "24/7 Expert support" promise.

IX. Conclusion

A. *Summary of Findings*

This paper presented a structured analysis of askvisa.in, a live e-visa intermediary portal operated by FlyAnyTrip for the Indian market. The analysis covered the site's observed features, UX design against Nielsen's heuristics and the TAM framework, functional lifecycle coverage, and security and privacy practices against the Indian DPDPA 2023 backdrop.

The platform demonstrates clear design competence in several areas: the chatbot-assisted onboarding, the wizard-based ten-step form structure, multi-mode entry points for different user intents, and WhatsApp support integration are all market-appropriate and well-executed. The core functional lifecycle is largely covered, with the notable exception of post-submission status transparency, which represents the most significant user-experience gap given the multi-day processing windows.

Security and privacy posture is adequate at the transport layer but requires strengthening at the disclosure layer. Unverified marketing claims, broad third-party data sharing language, and a single testimonial are the most significant trust-signalling gaps. The biometric data collection described in the privacy policy will require revisiting as DPDPA 2023 enforcement matures.

B. *Future Work*

This study was conducted through static observation of the public interface. Future work could extend the analysis through:
(1) a formal user study with Indian participants to measure SUS
[4] and TAM scores on the live site; (2) a technical security audit of server-side components using ethical penetration testing with the operator's consent; (3) a longitudinal study tracking application success rates and processing time accuracy against advertised timelines; and (4) a comparative study positioning Ask Visa against three to five other Indian e-visa intermediary platforms on the same evaluation framework applied here.

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APPENDIX A HEURISTIC EVALUATION RUBRIC

Each heuristic was evaluated using the following rubric:

- **Satisfied:** The interface clearly and consistently addresses the heuristic with no observed violations.
- **Partial:** The interface addresses the heuristic in some contexts but not others, or addresses it incompletely.
- **Not Satisfied:** The heuristic is not addressed, or a clear violation was observed.
- **Unknown:** The heuristic requires interactive testing to evaluate and could not be assessed from static observation alone.

All ratings in Table III reflect the static observation conducted in April 2026. Ratings may differ following full interactive testing.

APPENDIX B DESTINATION MODAL: OBSERVED DOCUMENT CHECKLISTS

The destination selection modal displays a required document checklist per country. The following is representative of the observed structure for a sample destination (content paraphrased from the live interface):

Thailand E-Visa — Required Documents:

1) Passport (minimum 6 months validity beyond travel dates)
2) Recent passport-size photograph (white background)
3) Return flight ticket or itinerary
4) Hotel booking confirmation
5) Bank statement (last 3 months)

This checklist is surface-level in its current form. It does not specify photograph dimensions, acceptable file formats for uploads, minimum bank balance requirements, or what constitutes an acceptable flight itinerary for a non-confirmed booking. These details are commonly the source of document errors in visa intermediary workflows.

APPENDIX C FULL LEGAL ENTITY REFERENCE

The following information about the legal entity behind Ask Visa was extracted from the publicly accessible privacy policy and terms of service at askvisa.inas of April 2026:

- **Brand name:** Ask Visa (askvisa.in)
- **Operating entity:** FLYANYTRIP (FlyAnyTrip)
- **Governing law:** Republic of India
- **Jurisdiction:** Indian courts (exclusive)
- **Contact email:** info@askvisa.in
- **Contact phone / WhatsApp:** +91 78807 89486
- **Privacy policy last updated:** April 09, 2026
- **Terms of Use last updated:** April 09, 2026