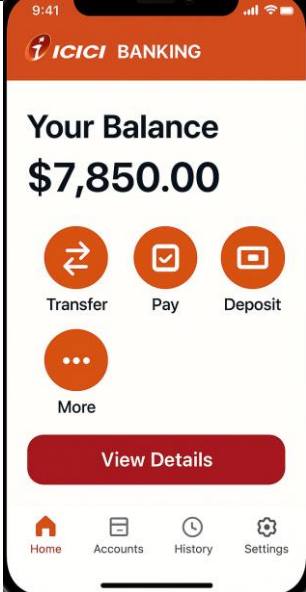
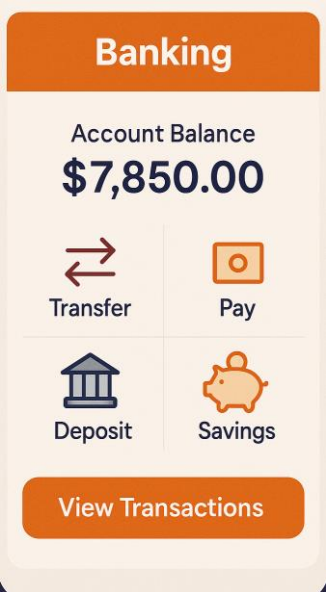


Familiarity	Unfamiliarity
	
ICICI branding is clear and known (for ICICI users)	No branding could be any bank or a prototype
Uses standard app UI patterns: tab bar at bottom, circular buttons, bold text	Slightly unusual layout; no tab bar, soft card looks grid-based layout
Familiar icon styles (Transfer arrows, Checkmark for Pay, Card for Deposit)	Icons are similar but slightly stylized differently – may feel new
Common with clear icons: Home, Accounts, History, Settings	Lacks visible navigation – unfamiliar for most banking apps
Uses common terms like “Your Balance” and “View Details”	Uses slightly less common terms like “Account Balance” and “View Transactions”
users can expect where buttons lead	button flow isn’t as clearly indicated