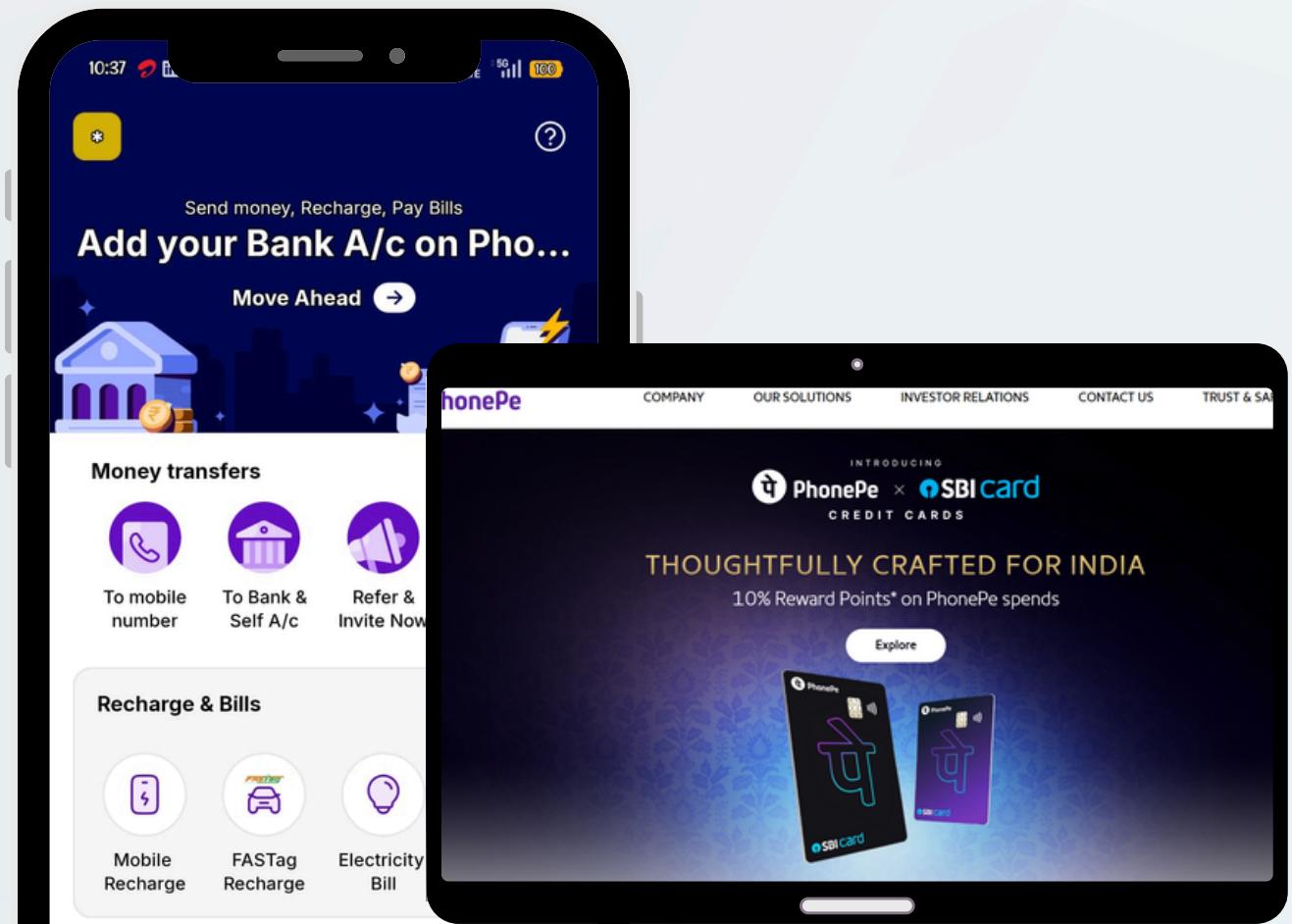




Assignment No. 02



Analyzing UI vs UX PhonePe



Aditi Chandel

Understanding the UI



Logo

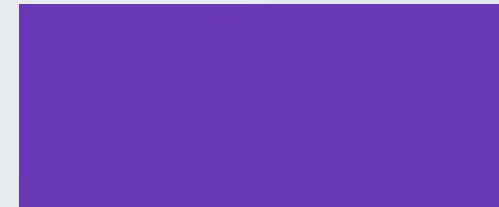


Trust Signals

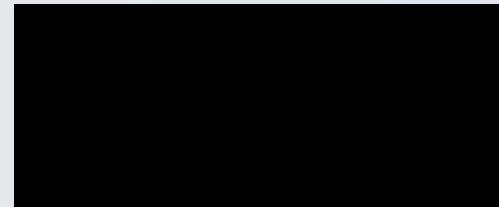
Splash Screen

Colors

Primary Colors



Purple (#6739B7)



Black (#000000)

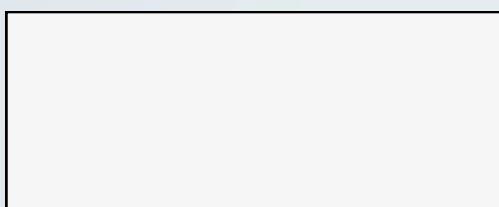
Secondary Colors



Pastel Lavender
(#b790df)



White (#ffffff)



Light gray
(#f6f6f6)

Typography

Font Hierarchy

Heading 1

(48 px | Bold | Primary Purple)

Heading 2

(32px | Semibold | Primary Purple)

Heading 3

(20px | Semibold | Primary Purple)

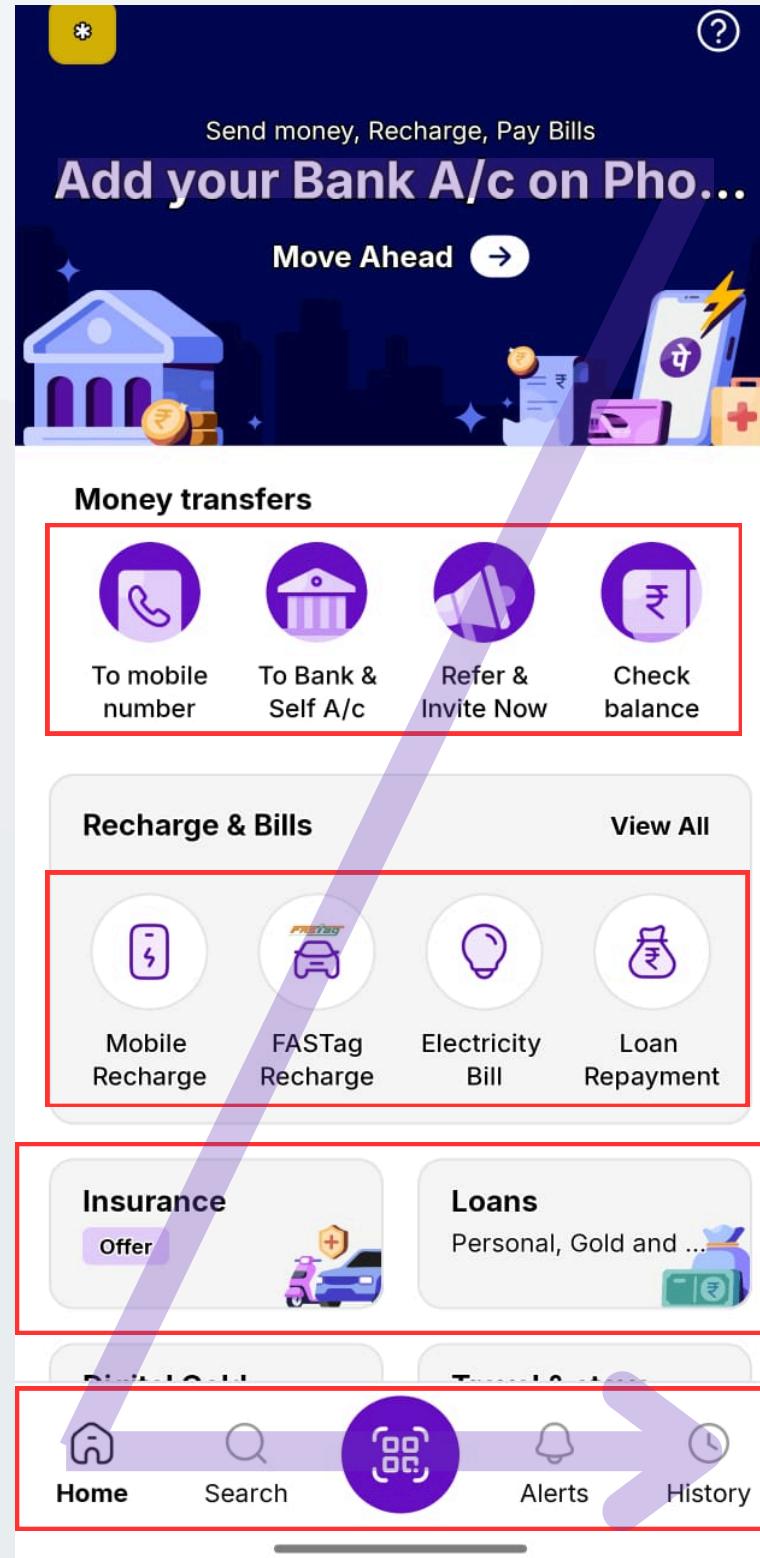
Body Text Regular

(16px / 14px | Regular | Primary / Secondary)

Font Family

- Display: Poppins Bold
- Body: Inter / Roboto

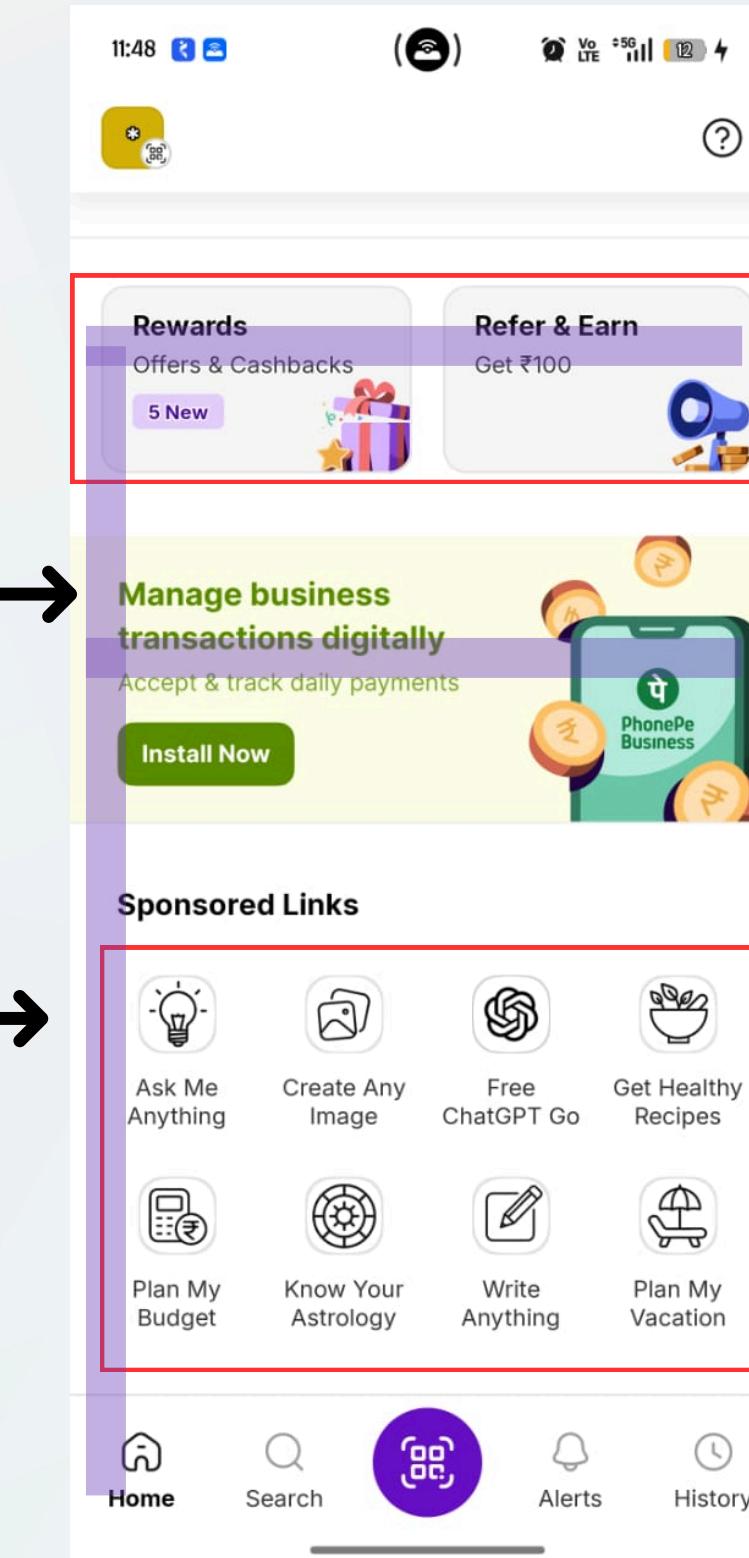
Understanding the UI



Banners

Navigational Buttons

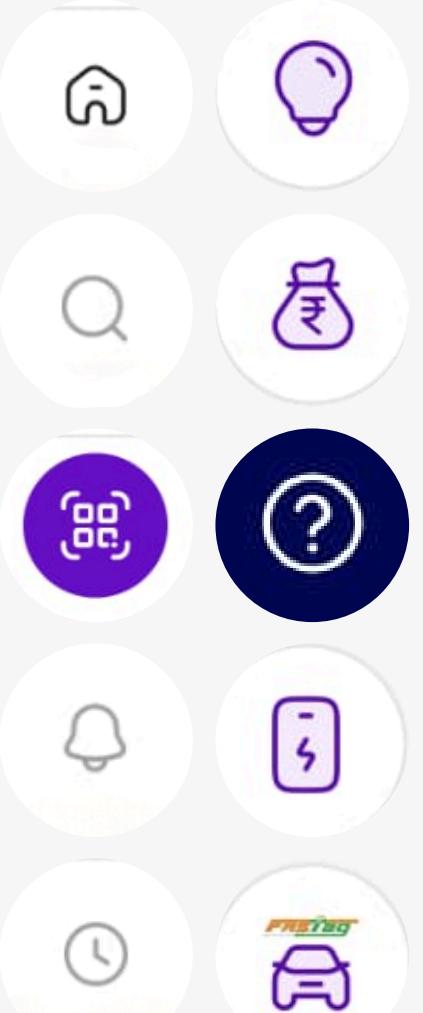
Cards



CTAs

- PhonePe keeps its look **consistent** with a unified design system.
- It uses its **signature purple colors** rounded buttons, two-tone icons, and neat modular cards.
- A bottom menu that stays put keeps main actions easy to reach. **F-Pattern and Z-Pattern layouts** lead the user's eye across screens.
- This well-thought-out order makes it easier to think helps users find their way, and creates a user experience you can rely on and trust.

Icons

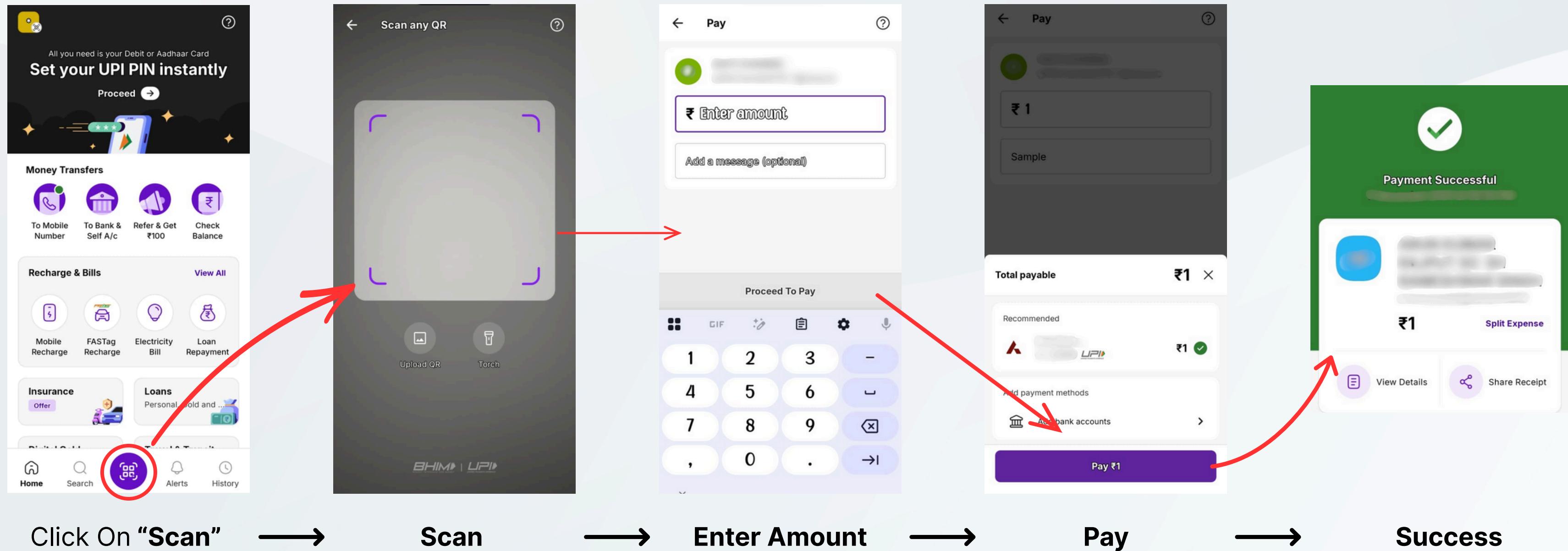


and many more...

Understanding the UX



The majority of people use PhonePe for **online transactions** in their day-to-day life, and this is the **app's primary purpose**. PhonePe has made this process very easy through its smooth and intuitive navigation.

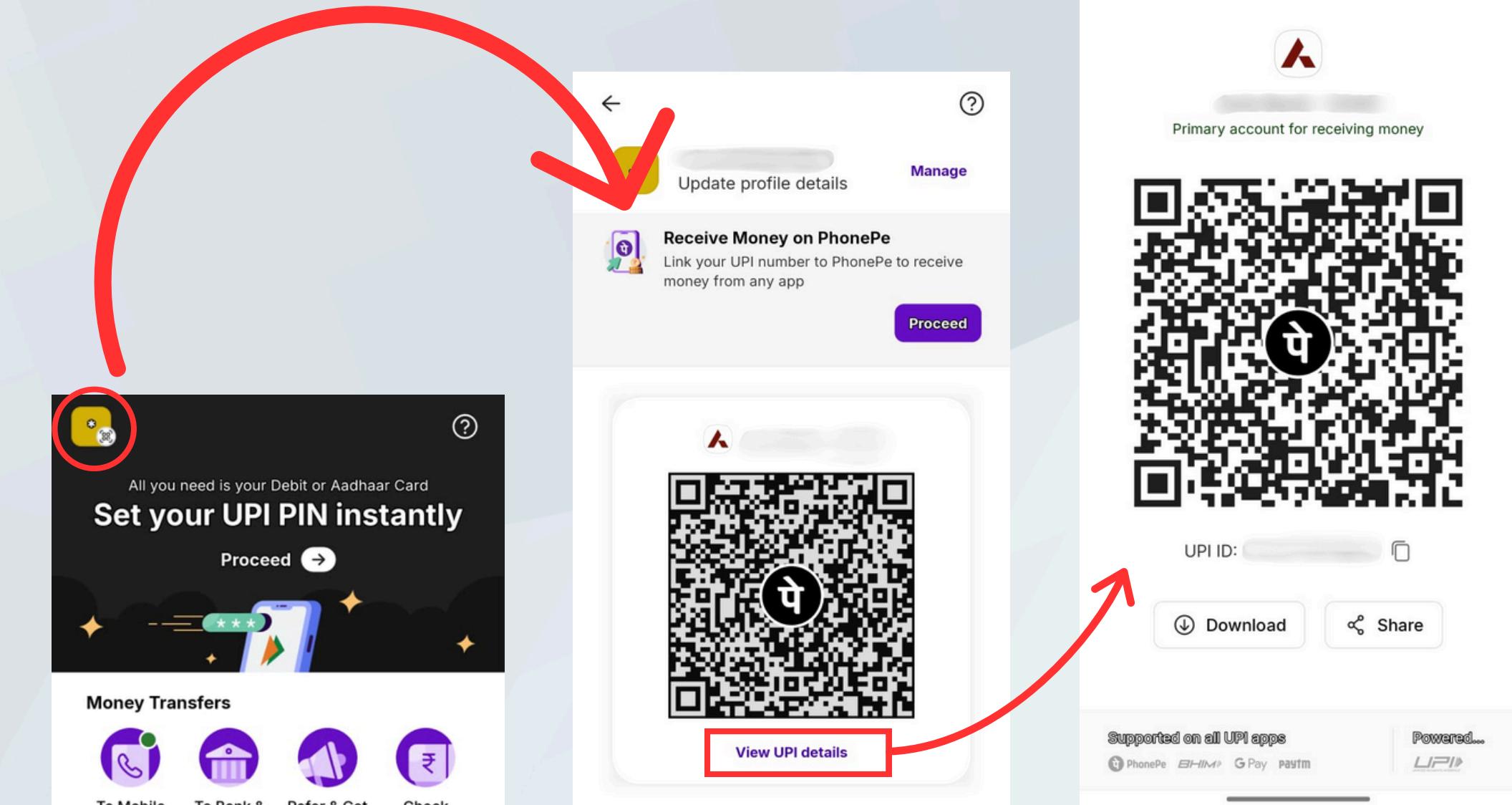


Understanding the UX



Pain Points

- PhonePe's home screen can feel packed with icons, groups and promotions, making users work harder to locate basic functions like "**Send to UPI ID**" or "**Find their own profile.**"
- The new layout moved or combined some common shortcuts so regular users now have to think and look more, which can lead to extra taps and mix-ups for people less comfortable with tech.
- When payments or OTPs don't work, the alerts and help choices aren't always easy to understand, which can make users nervous and uneasy when dealing with money tasks.



There's no clear icon indicating **the user's profile**, and the user's **own QR code and UPI ID** are hidden behind multiple steps.

Compare UI vs UX



UI (User Interface)	UX (User Experience)
Uniform purple theme, inclusive colors, cohesive system	Fast completion, intuitive flow, minimal friction
Rounded buttons, card layout	2-tap payment, QR scan, instant feedback
Brand identity, visual trust, aesthetic	Task completion, Satisfaction, Ease

How both work together

- **UI creates the look** - PhonePe's purple color scheme curved buttons and card-based design build visual trust and make the brand easy to recognize.
- **UX creates the feel** - The quick 2-tap payment process immediate feedback and easy-to-understand error messages give users confidence and allow for fast transactions.
- **Together they work best as a team** - A pretty UI without good UX feels broken; great UX hidden in an unattractive UI goes unnoticed. PhonePe stands out by doing a good job with both.

UI/UX Design Tools



Three Essential UI/UX Design Tools Used in PhonePe

1. Figma – Team collaboration & design system

Utilised for screen designs and management of components.

Facilitates collaboration with designers in real-time, including instant design handoffs to developers.

2. Adobe XD – Interaction prototyping

Tests for micro-interactions such as QR code scanning, OTP entry, and payments. Builds high-fidelity prototypes to validate user experience.

3. Sketch – Component & asset management

Creates design token sets, icons, and components. Rapidly exports assets and keeps design

Workflow: Sketch → Figma → Adobe XD → Developer handoff





Thankyou

