UI/UX Evaluation of Temu App

Mini Project -Real-World App Evaluation
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Introduction to Temu

Temu is an e-commerce platform offering budget-friendly products across various categories, including fashion, electronics, and home essentials. It aims to provide affordable shopping experiences.

Core Features of Temu

- Product browsing with filters
-Daily deals & flash sales
- Secure checkout & multiple payment options
- Order tracking & notifications
- Personalized recommendations

UI & UX Evaluation

Strengths:-
Bright and engaging design
- Easy navigation for browsing product
Weaknesses:-
Cluttered home page with too many banners
- Frequent pop-ups disrupt user experience- Slow checkout processing

Identified UI/UX Issues

1. Cluttered Interface: Too many banners and promotions make navigation difficult.
2. Too Many Pop-ups: Frequent discount notifications interrupt users.
3. Slow Checkout Process: Lagging checkout screens may lead to cart abandonment.

Impact on User Experience

- Cluttered design makes it hard to browse products
- Too many pop-ups lead to frustration
- Slow checkout increases drop-off rates

Proposed Solutions

- Simplify the home page with fewer banners
- Reduce the number of pop-ups
- Optimize checkout performance for faster processing

Conclusion & Summary

 provides an affordable shopping experience, but UI/UX issues affect user satisfaction. By streamlining the interface, reducing pop-ups, and improving performance, the app can enhance customer engagement and retention.