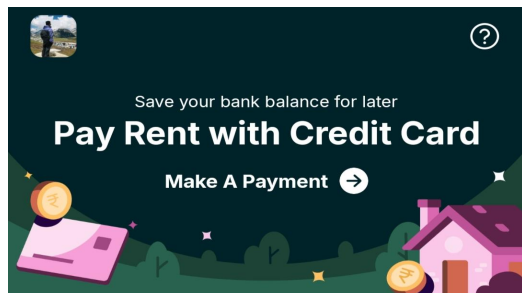


# Analyzing UI vs. UX in the PhonePe APP



# Q1:- Analyze the UI of PhonePe

- Key UI elements
- Colour:- PhonePe uses the very attractive colours to make its interface appealing as most of the part is of purple, white and black for easy readability.
- Typography:- It is in a simple manner that anyone can use it with main headings in Bold, using Sans-serif format.
- Buttons:- They are in round as well as in square in big sizes making them easy to access.
- Icons:- Design of the icons are intuitive that anyone can recognize such as QR scanner, phoneBook, electricity bill.
- Layouts:- Grid-based layout with consistent structure and well organized.
- Ans B-All the elements serve in such a way that it makes visual clarity and understandability to use the app because of its colour contrast, fonts, icon design “which we can see in the image below”



### Money Transfers



To Mobile  
Number



To Bank &  
Self A/c



Refer & Get  
Upto ₹200



Check  
Balance

### Recharge & Bills

Loan EMI, Electricity,  
Rent

Data To...



### Loans

Free credit score



### Insurance

Motor, Health & more



### Savings

Gold SIP, NPS



### Travel & Transit

Flight, Train, Bus,  
Hotel, Metro



Home



Search



Alerts



History



## Search



Search for 'bills'

SEARCH FOR

Mobile Recharge

Loan Repayment

Rent

Free Credit Score

Refer & Earn ₹200

Electricity

FASTag

Mutual Funds



Home



Search



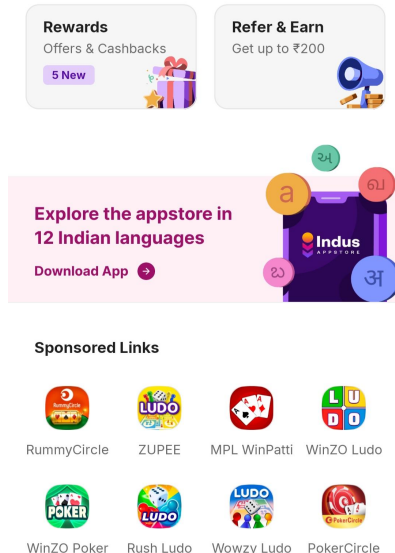
Alerts



History

# Q2-UX of PhonePe

- A) Simple and easy navigation is one of the core features buttons such as To mobile number, to bank account and check balance which is easy to locate and use, making the app very easy to use.
- B) Pain point is there are a lot of advertisement Ads which is useless as well as in core feature their is a refer button which makes it less worthy .



- Moreover, the page is overloaded with a lot of features which makes difficulty to new users therefore, it distracts the person from the task
- C) User journey and task completion improved in a manner where we have seamless experience with no waiting time for payments to be done and confirmed there by in a chat confirmation from the receiver as well as by Phonepe immediately by status of the transaction.
- In addition, this enhances the confidence and satisfaction of user.

## Q3- Compare UI and UX

- UI is all about look and feel of buttons ,icons ,colours which makes it look appealing.
- It deals with visual elements that how homepage layout is well arranged .
- Its main purpose is to maintain as well as to improve brand identity and sense of visualization .
- UX is about user experience and satisfaction while using the app.
- It focus on the user usability and to provide seamless experince as well as ensure the app is enjoyable to use .
- It is important to solve user problems in a convenient and effective manner .

### B) how both work together ?

- UI and UX both are interdependent as UI helps design buttons ,icons and to adds colours to the page, icons to make it neat and clean visual interface through which user can easily use the app whereas UX helps to make features in working by which user journey is logical ,intuitive and satisfying and make it easy to complete transactions effortlessly as well as without any confusion.

## Q4- explore UI/UX design tools?

- Figma:-It is the most important and cloud based design tool for designing ,prototyping and wireframing . in addition, it also supports collaboration with as many as people in real time which makes it convenient .
- Adobe Xd :- It provide a comprehensive set of tools which helps in to create shapes ,texts and other ui elements ,it is also used for mobile and website redesigns, enables a streamlined experiences for UI/UX designer .
- Sketch:-It is digital design tool kit which offers offline access to tools for various things such as layout , symbols . Its features are highly relevant and optimized for workflow whereas it also has a large community which provides resources ,plugins etc.

## Q5- Present finding?

- Tools which we have discussed Figma ,Adobe XD and Sketch are top tools for designing great user interfaces as well as experinces.
- Moreover, PhonePe uses both UI and UX in an effective manner to generate seamless user satisfaction.
- Both UI/UX play a vital role in growth of Phonepe to build customer interaction and loyalty.