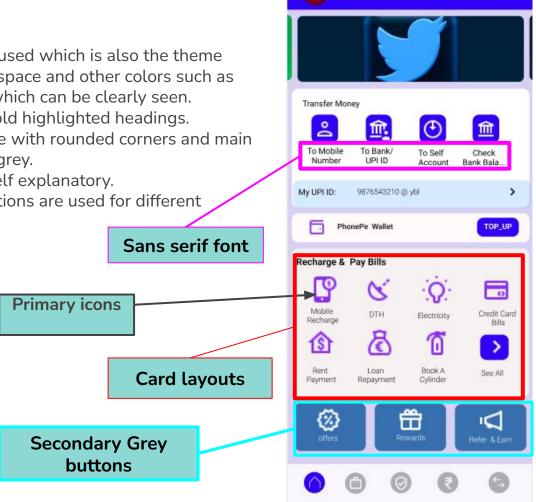
Analyzing Ul vs. UX in the PhonePe App: Evaluating Visual Design and User Experience

Assignment 02

1. Analyzing the UI of PhonePe

- 1. Colors :- majorly purple color is used which is also the theme color of phonePe, adequate white space and other colors such as grey and blue are also used here which can be clearly seen.
- 2. Typography:- sans-serif with bold highlighted headings.
- 3. Buttons :- buttons are rectangle with rounded corners and main buttons are purple and others are grey.
- 4. Icons :- icons are unfilled and self explanatory.
- 5. Layouts :- different card like sections are used for different services.
- Here the use of purple color ensures easy recognition and is brand identity.
- Clear consistency can be seen here by using a primary color and similar icons throughout the interface.

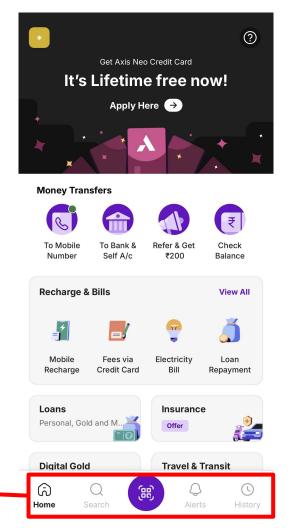


Thiruvanat... -

2. UX Analysis of PhonePe

- **1.Navigation**: Bottom navigation bar (Home, search, scan, alerts, History) ensures quick access. Even in the navigation bar we can see that the scan icon is highlighted and centered as it is the most used icon .Over all we can say the app is quite easy to use and is very much accessible.
- **2.Pain points :-** i think for newcomers the ui might seem to be over crowded with so many icons and options.
- **3.User journey :-** a good user journey with not so many complications while making payments also use of green color for payment confirmation is used. Hence user journey is smooth.

Navigation bar

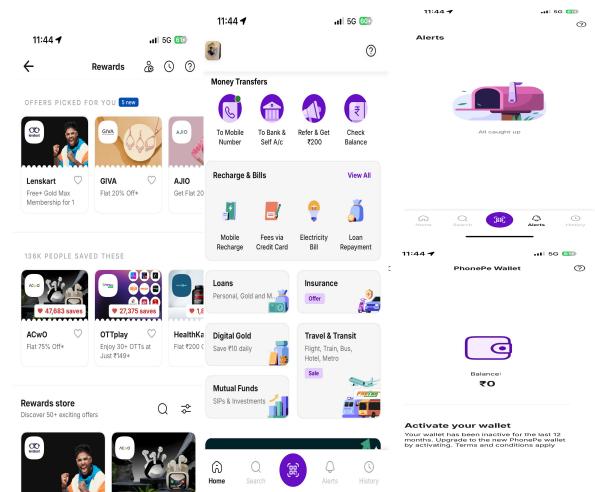


3. Comparison of ui / ux

- Ui is mostly about the looks and aesthetics of the interface i.e, visual design however ux on the other hand is about how the user feels after using that interface i.e, usability.
- 2. Ui creates first impression it needs to be flawless. Ux builds trust which in apps like phonepe is most important.
- 3. aesthetic appeal and consistency i.e, clean design, readable text, clear icons are the ui components.

 Efficiency and effectiveness i.e, fast navigation, fewer errors, smooth journey are the ux elements.

These are the ui's of phonePe



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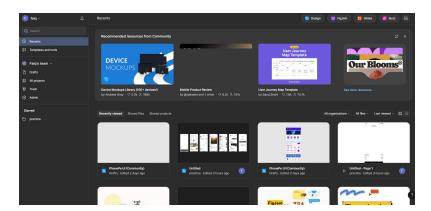
How both ui and ux work to create a seamless experience

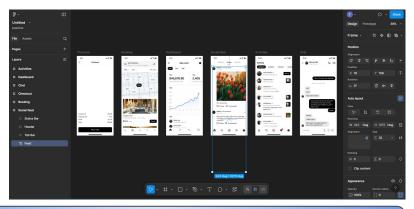
- **UI without UX**:- Pretty app but hard to use (e.g., fancy design but confusing steps).
- **UX without UI**:- Useful but unattractive app (e.g., works fine but looks boring).
- PhonePe's balance :-
 - The UI (colors, buttons, icons) attracts and reassures the user.
 - The UX (quick payment flows, clear navigation, instant confirmation) builds trust and convenience.
 - Together → Seamless experience for daily financial tasks.

Essential tools for ui ux design

1.Figma

- Figma is a collaborative tool used for user interface designing.
- It provides many features like prototyping, real time collaborations, vector graphic editing.
- Figma allows users to create designs in three different modes;
 - **Design mode :-** helps users to draw shapes, frames and components.
 - **Prototype mode :-**creates interactive flow between frames and screens.
 - Developer mode: -also known as dev mode helps users to inspect elements for code snippets, download assets marked for export, see variables and tokens and view dimensions easily.
- Figma is available for both android, macOS and windows.

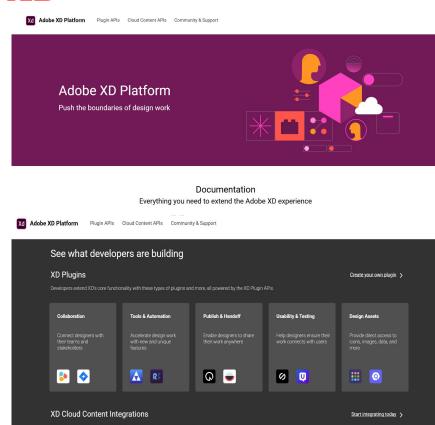




These are the some user interfaces of **FIGMA**.

2.Adobe XD

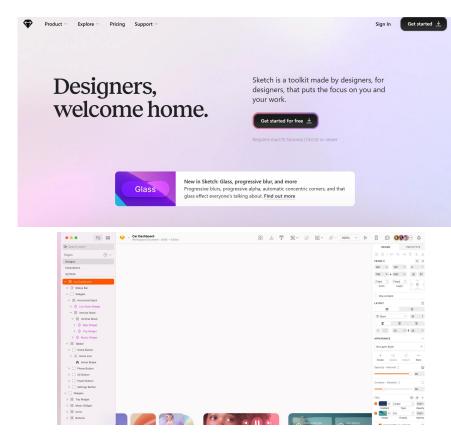
- Adobe XD also known as Adobe
 Experience Design is a vector design tool for web and mobile applications. It is available for macOS and Windows, and there are versions for iOS and Android to help preview the result of work directly on mobile devices. Adobe XD enables website wireframing and creating click-through prototypes.
- Adobe XD creates user interfaces for mobile and web apps.
- Many features in XD were previously either hard to use or nonexistent in other Adobe applications like Illustrator or Photoshop.
- Using Adobe XD at present time is not best suited anymore.



These are the some user interfaces of Adobe XD.

3.sketch

- Sketch is a vector graphics editor for macOS.
- It is primarily used for user interface and user experience design of websites and mobile apps, and does not include print design feature.
- The designs can also be exported to raster or vector formats such as PNG, JPG, SVG, and PDF.
- The designs created in Sketch are utilized by app engineers to design mobile apps and by website developers to convert designs into websites.



These are the some user interfaces of **Sketch**.