

UI vs UX Analyze the Phonepe

Assignment Presentation

Objective

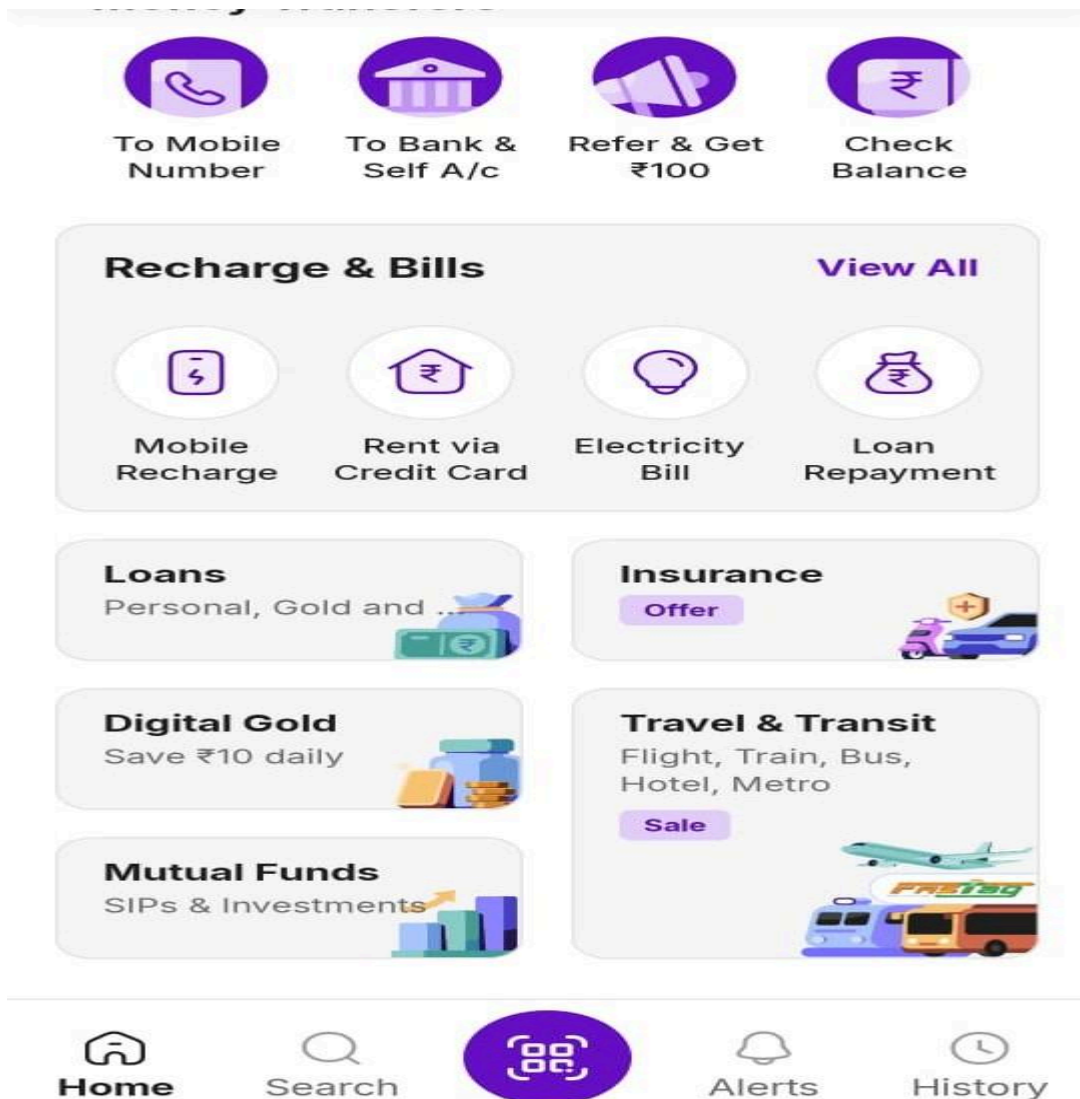
This assignment will help students understand the difference between UI and UX by analyzing the PhonePe application. Students will evaluate how UI elements enhance visual appeal, while UX design influences usability and user satisfaction.

UI analysis of phonepe

- Colour → purple (creativity and royalty) white → (simplity and clarity)
 - Typography → custom phonepe sans (sans-serif)
 - Buttons → primarily rounded rectangles with a focus on visual hierarchy and user experience
 - Icons → there are many icons for key functionalities like money transfer, recharge, and bill payments
 - Layout → purple header with the user profile picture and followed by self payment and to bank and balance check and electricity, recharges and OR scanner history and home icon user friendly layout .
 - The ui elements in phone pe like colours, buttons, icons, typography play an important role how it looks and feels . colour sets the mood and highlights important actions . typography makes the design clean and readable .buttons help the user what to do next. Icons helps to communicate with words. Layout ties everything together. When all the elements are used consistently, the app feels smooth, and easy to use.
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Analyze the UX of PhonePe

- Bottom QR scanner (thumb can easliy access)
- Confirmation sign after payment
- User friendly layout +easy navigation



- To many icons feels crowded
- PhonePe's design makes using the app simple and quick. It groups important features clearly, so users can find what they need without confusion. The search bar and recent contacts help speed up frequent tasks like sending money or paying bills. Feedback after actions keeps users informed and confident. Plus, the app is easy to use one-handed and supports multiple languages, making it comfortable for many users. Overall, it helps people get things done with less hassle.