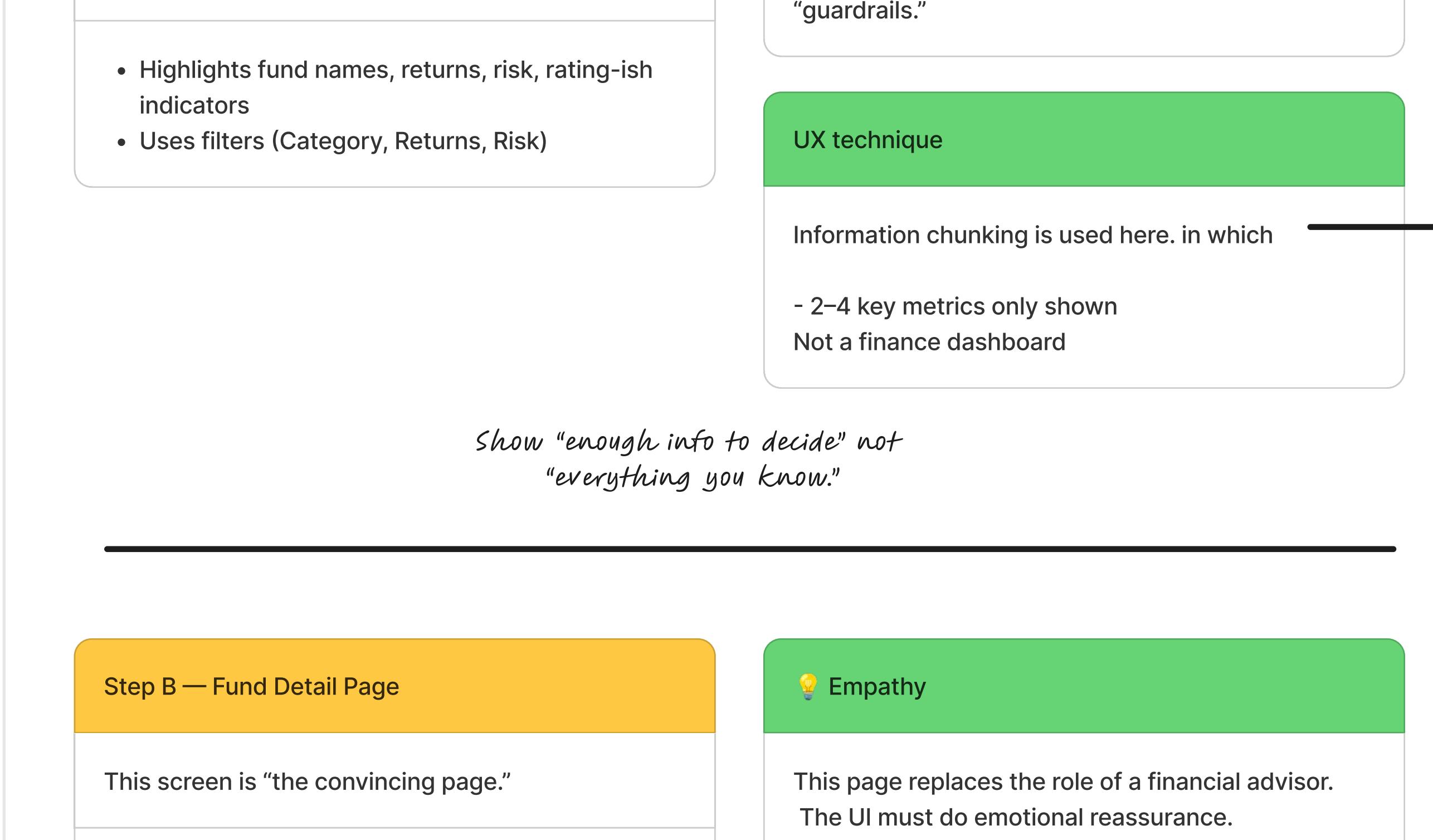
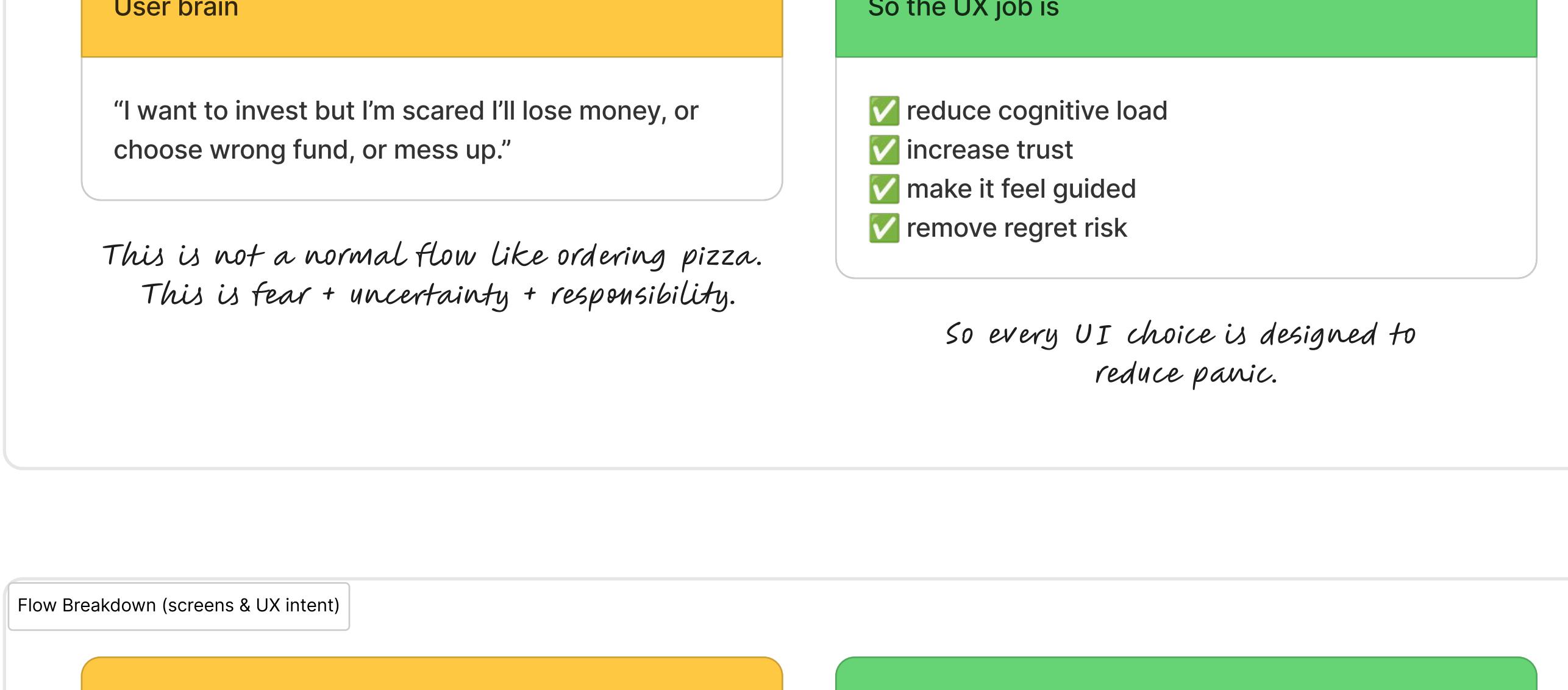


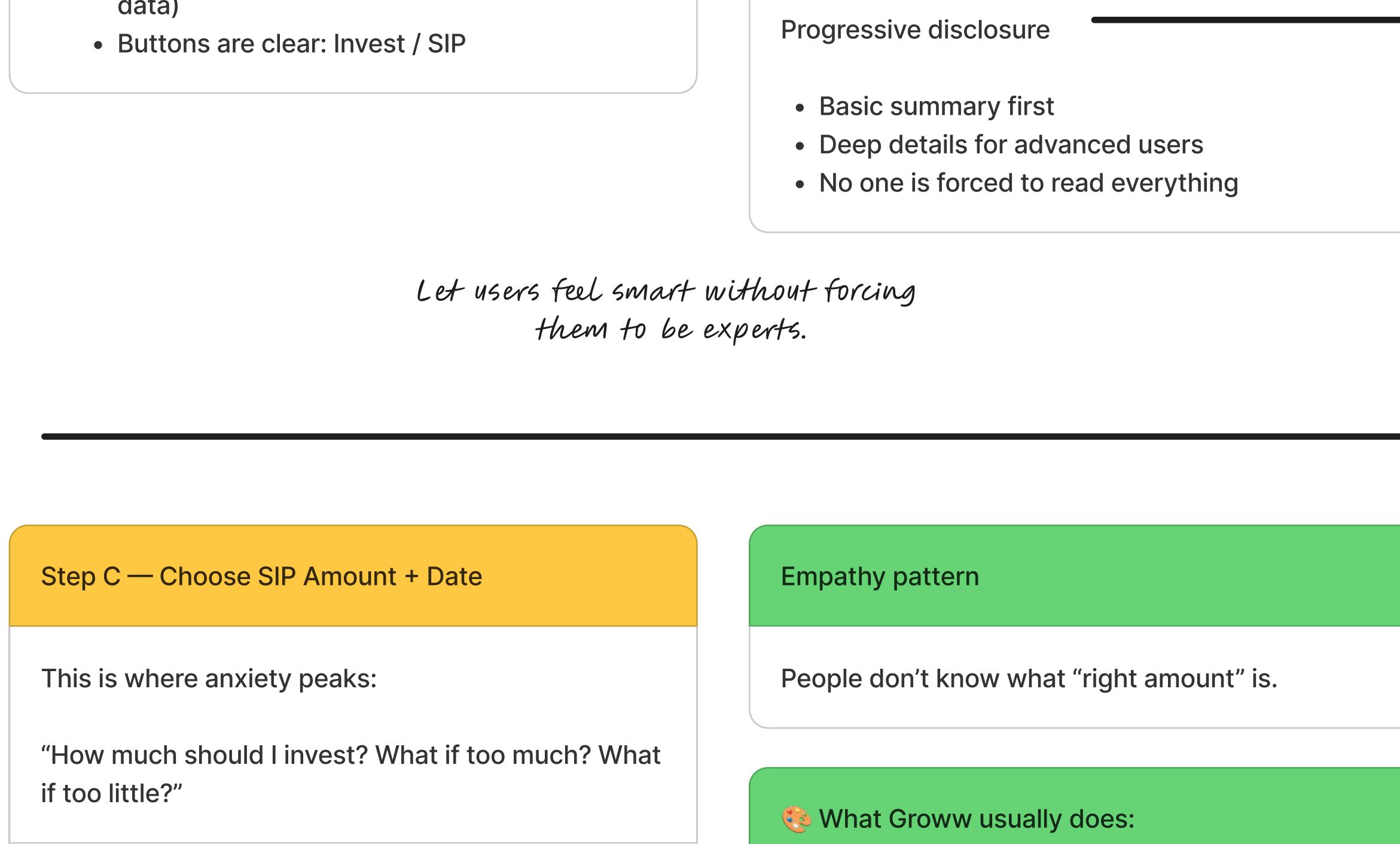
Groww SIP Flow UX Breakdown

Case Study will be breakdown into the following

- User mindset & pain
- UX goals
- Screen-by-screen breakdown
- Microcopy psychology
- Design principles you can steal
- Creative "what-if" exercises for you



Information chunking in UX design is breaking down large amounts of content or complex tasks into smaller, meaningful, manageable groups (chunks) to leverage human cognitive limits, making information easier to scan, process, understand, and remember, thereby reducing cognitive load and improving user experience, often seen in forms, lists, and navigation



UX design principle that simplifies interfaces by showing only essential info initially, revealing more complex features or details as the user needs them, reducing cognitive load and making complex tasks feel manageable

