Heuristic analysis

E2E accounts payable webpage

Presented by : Rupal Sharma

pwc

Objectives

To evaluate the webpage in alignment with the 10 UX Heuristic principles and identify which heuristics are not being followed

OBJECTIVE 1

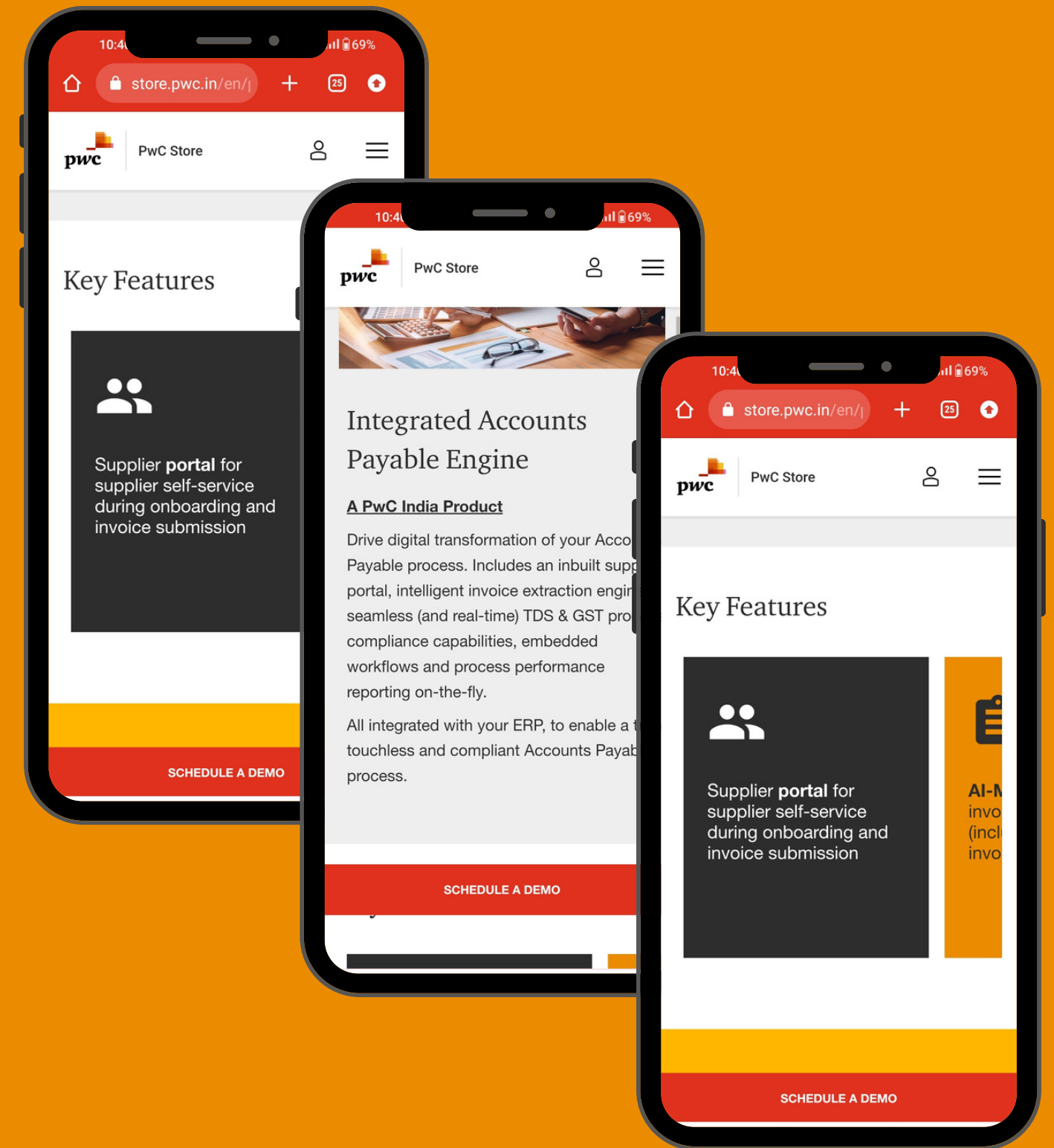**Heuristic analysis**

OBJECTIVE 2

Pain areas identification

OBJECTIVE 2

Course of correction

Accessible, user-friendly, and intuitive digital product.

pwc

Problem

Heuristics - violated

Identified are the heuristics that were not being followed and via very small changes these could be fixed, therefore enhancing the user experience

01 **Error prevention**

Information lacks clarity and fails to be self-explanatory, therefore enabling misinterpretation

02 **Match between system and real world**

Lot of jargon and abbreviations

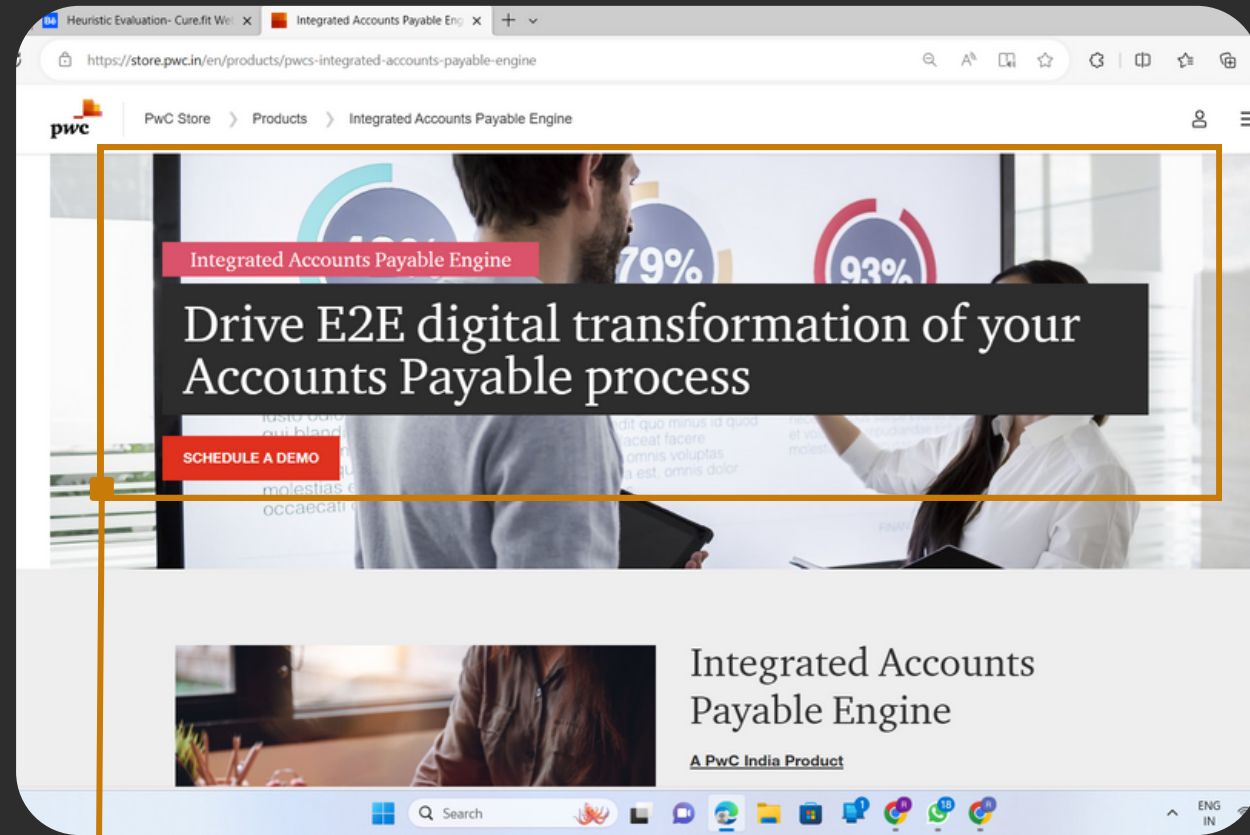**03** **Aesthetic and minimalist design**

The design is minimalistic but not welcoming (sharp card edges), use of too many colors deviating the focus

04 **Error prevention**

Designing in a way to prevent problem even before the user faces it
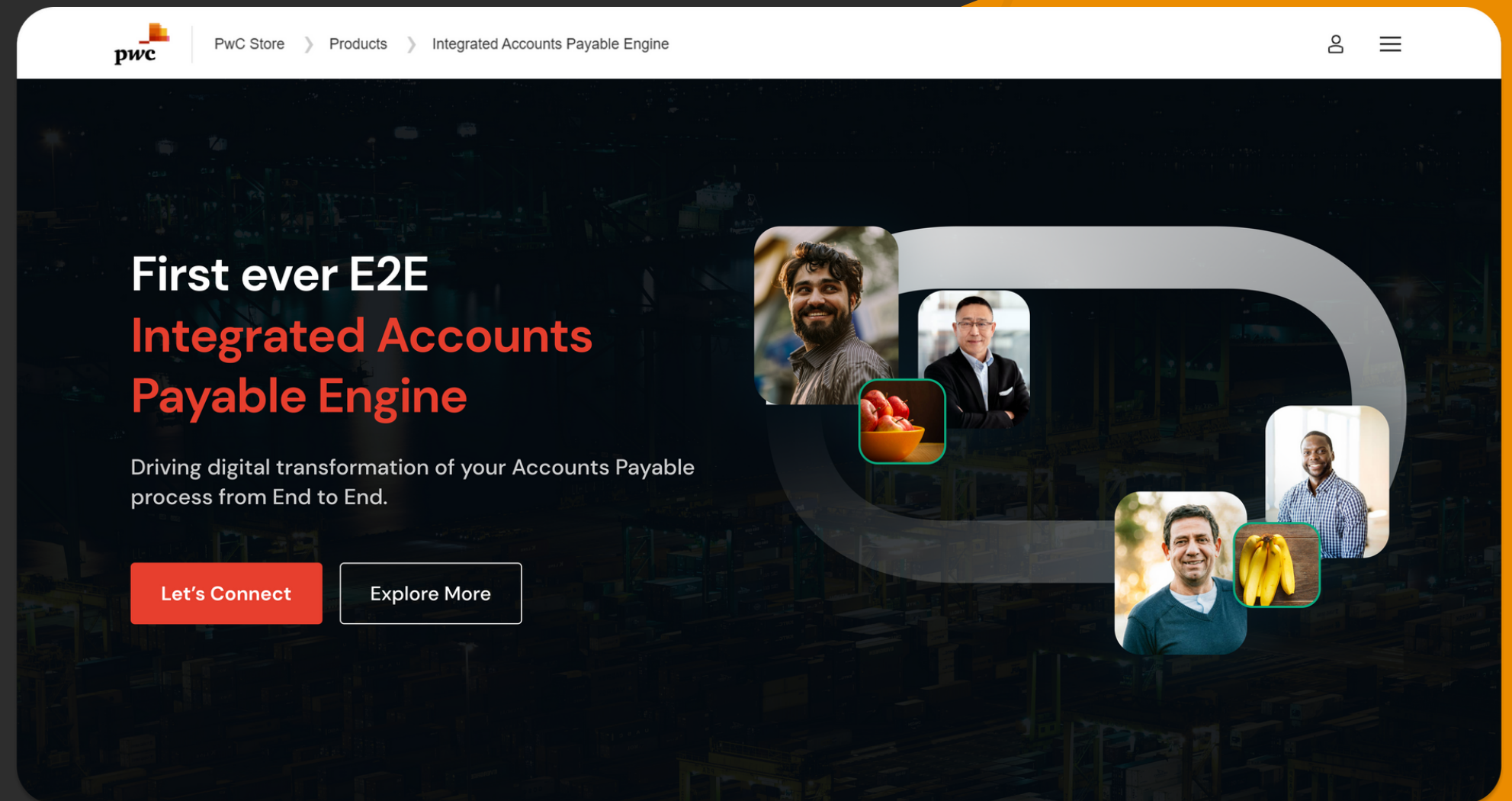
Proposed Design Solution:

Heuristic violated: Error prevention
The Problem:

- Unclear hero statement, might confuse the viewer/ user and set unrealistic expectations
- Hero image and text do not align

Key Features

Supplier portal for supplier self-service during onboarding and invoice submission	**AI-ML based OCR** for invoice data extraction (including multi-line invoices)	**Inbuilt GST and TDS compliance engine** through real-time / on-demand integration with MCA and GSTN portals. Includes QR-code digital signature validation
Overseas payment compliances (Form 15 CA, CB) through dedicated login / access for CAs	**Intelligent workflows** for exception management, including pre-built configuration for MSME suppliers	**Payment status visibility** for business users and suppliers (including UTR#)
ERP integrations with SAP, Oracle, MS Dynamics	**On-premise and cloud deployment options**	**Managed service options** for you to sit back and enjoy your process function on auto-pilot

Heuristic violated: Match between system and real world

The Problem:
- Lot of jargons and abbreviations used.
- Wrong icons used, icons from different families . User perceives images first this might confuse them

Proposed Design Solution:

AI–ML Based OCR

AI-ML based Optical Character Recognition for invoice data extraction (including multi line invoices)

Key Features

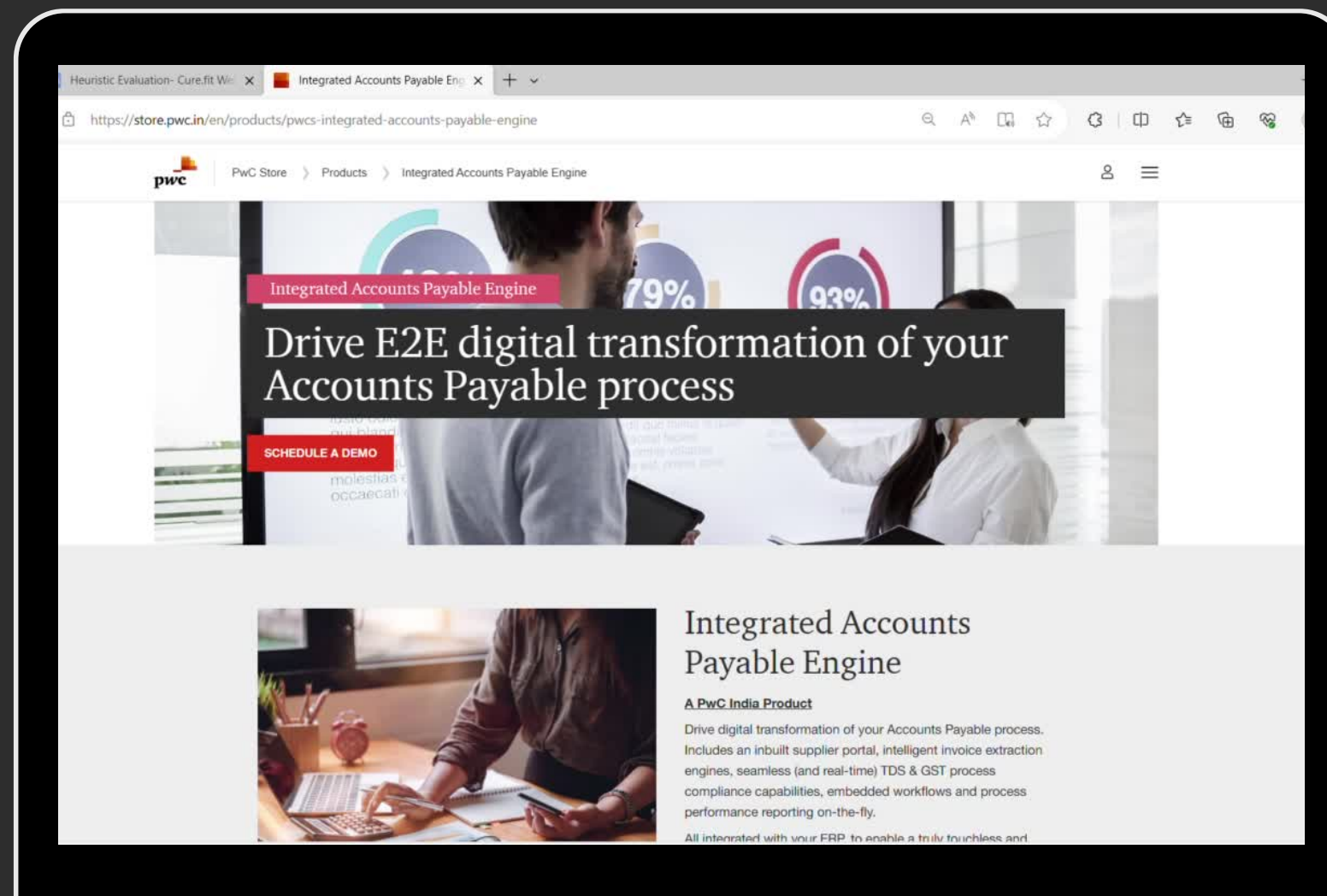|		
Supplier portal for supplier self-service during onboarding and invoice submission	**AI-ML based OCR** for invoice data extraction (including multi-line invoices)	**Inbuilt GST and TDS compliance engine** through real-time / on-demand integration with MCA and GSTN portals. Includes QR code digital signature validation
Overseas payment compliances (Form 15 CA, CB) through dedicated login / access for CAs	**Intelligent workflows** for exception management, including pre-built configuration for MSME suppliers	**Payment status visibility** for business users and suppliers (including UTR#)
ERP integrations with SAP, Oracle, MS-Dynamics	**On-premise and cloud deployment** options	**Managed service options** for you to sit back and enjoy your process function on auto-pilot

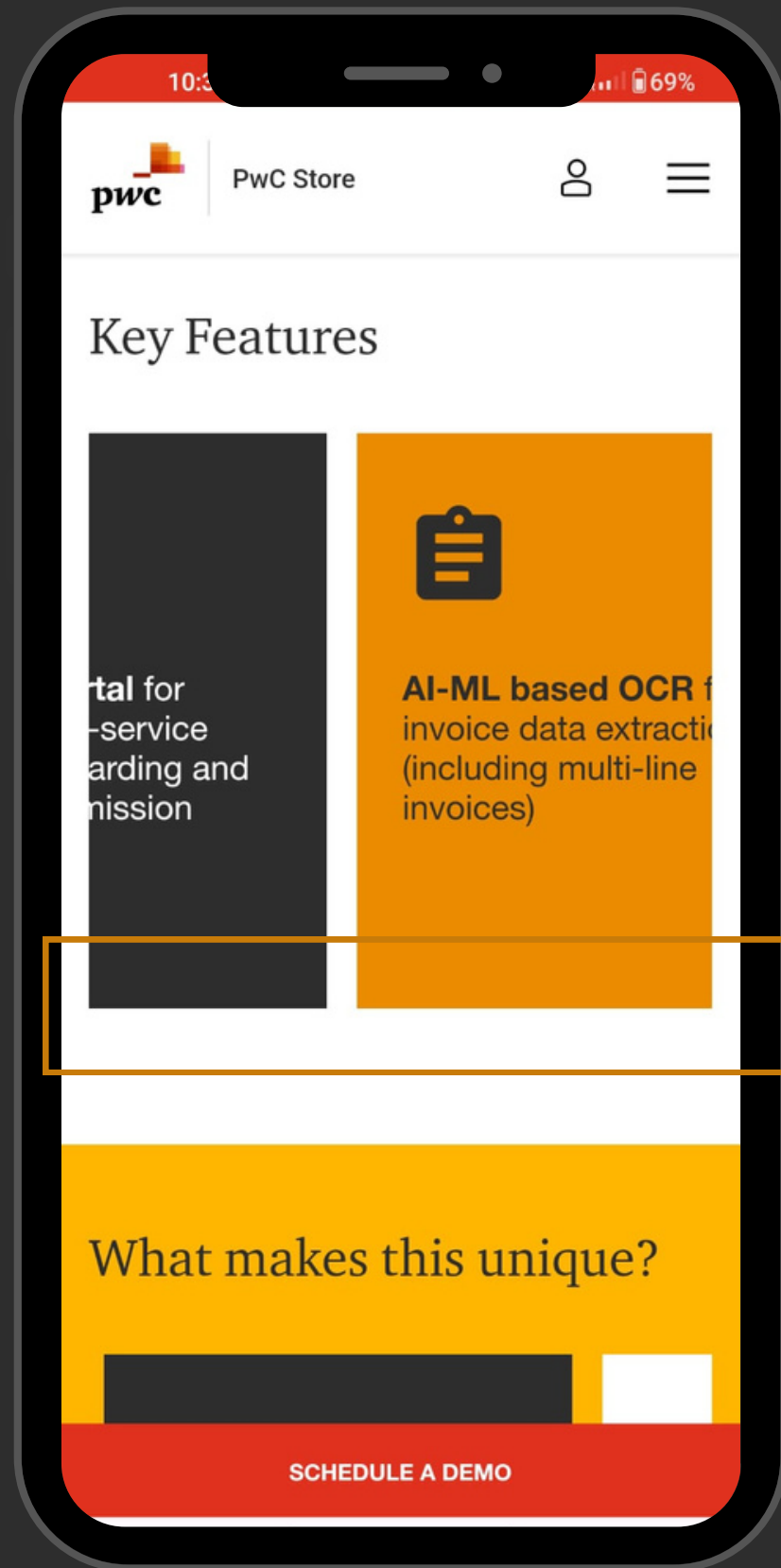**Proposed Design Solution:**

Supplier portal

AI-ML based Optical Character Recognition for invoice data extraction (including multi line invoices)

AI-ML Based OCR

AI-ML based Optical Character Recognition for invoice data extraction (including multi line invoices)

ERP integration

Enterprise Resource plann with SAP, Oracle, MS- Dy

The Problem:

- Sharp edged cards, seem rigid and un welcoming
- Colors creating confusion of hierarchy and superiority

How responsive is this webpage design?
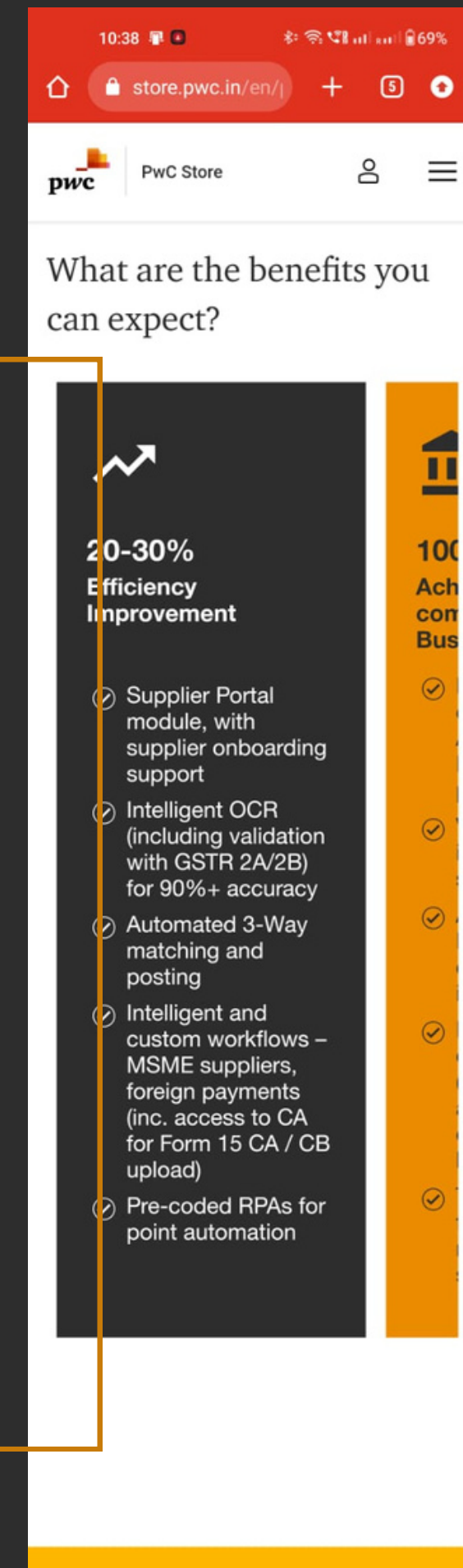
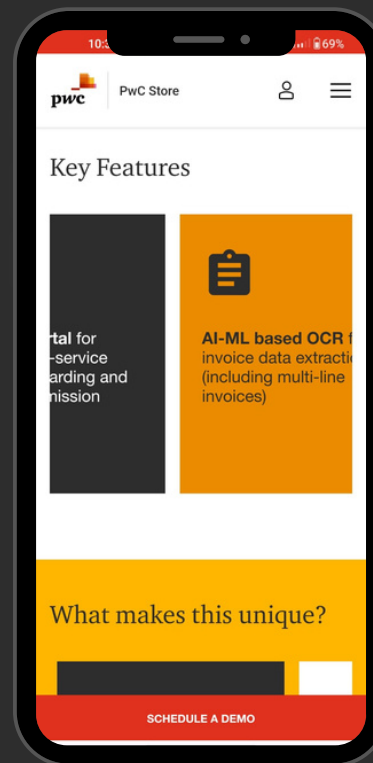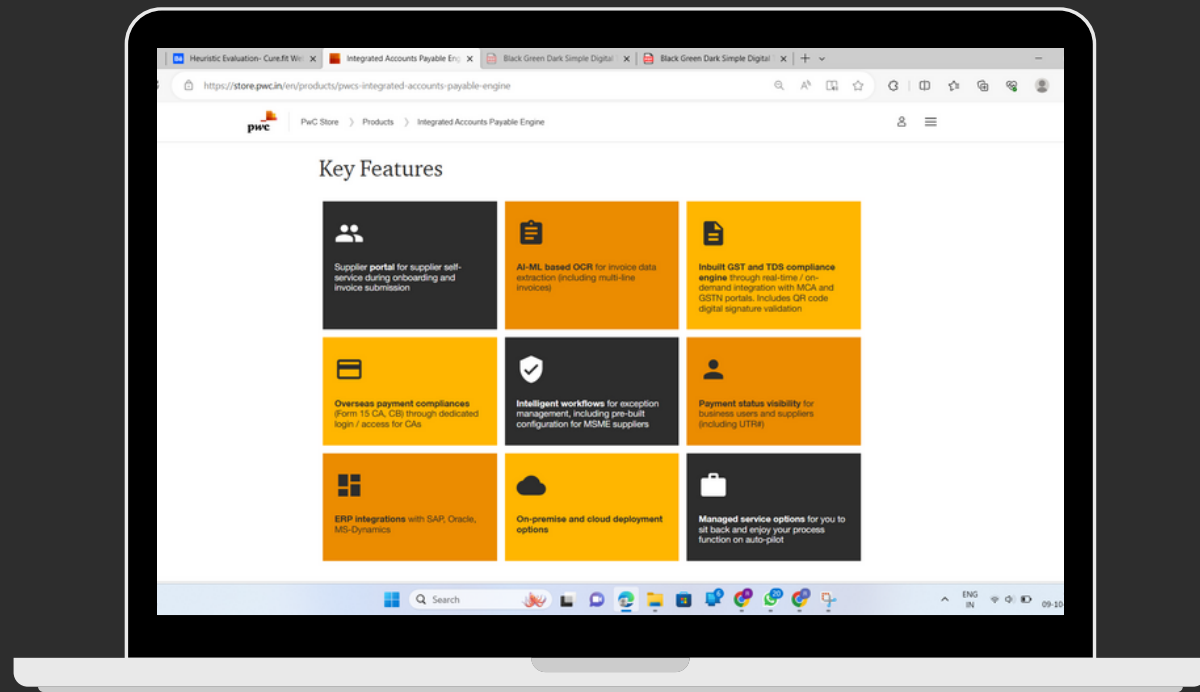

8 scrolls to go over the Key features

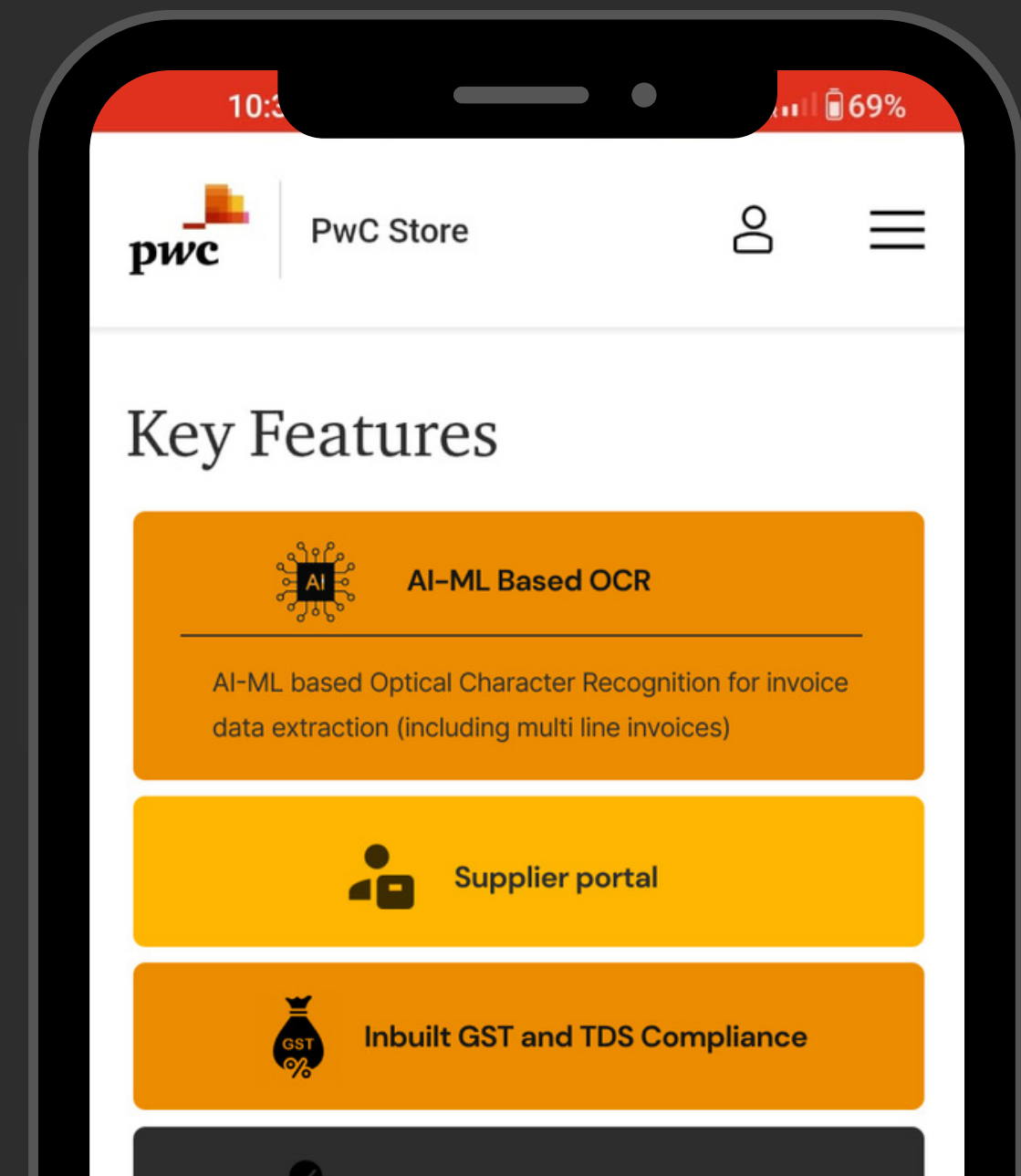**Heuristic violated:** Consistency and standards

The Problem:

- The Mobile version of the web page has too many horizontal scrolls making it time consuming and difficult to navigate.
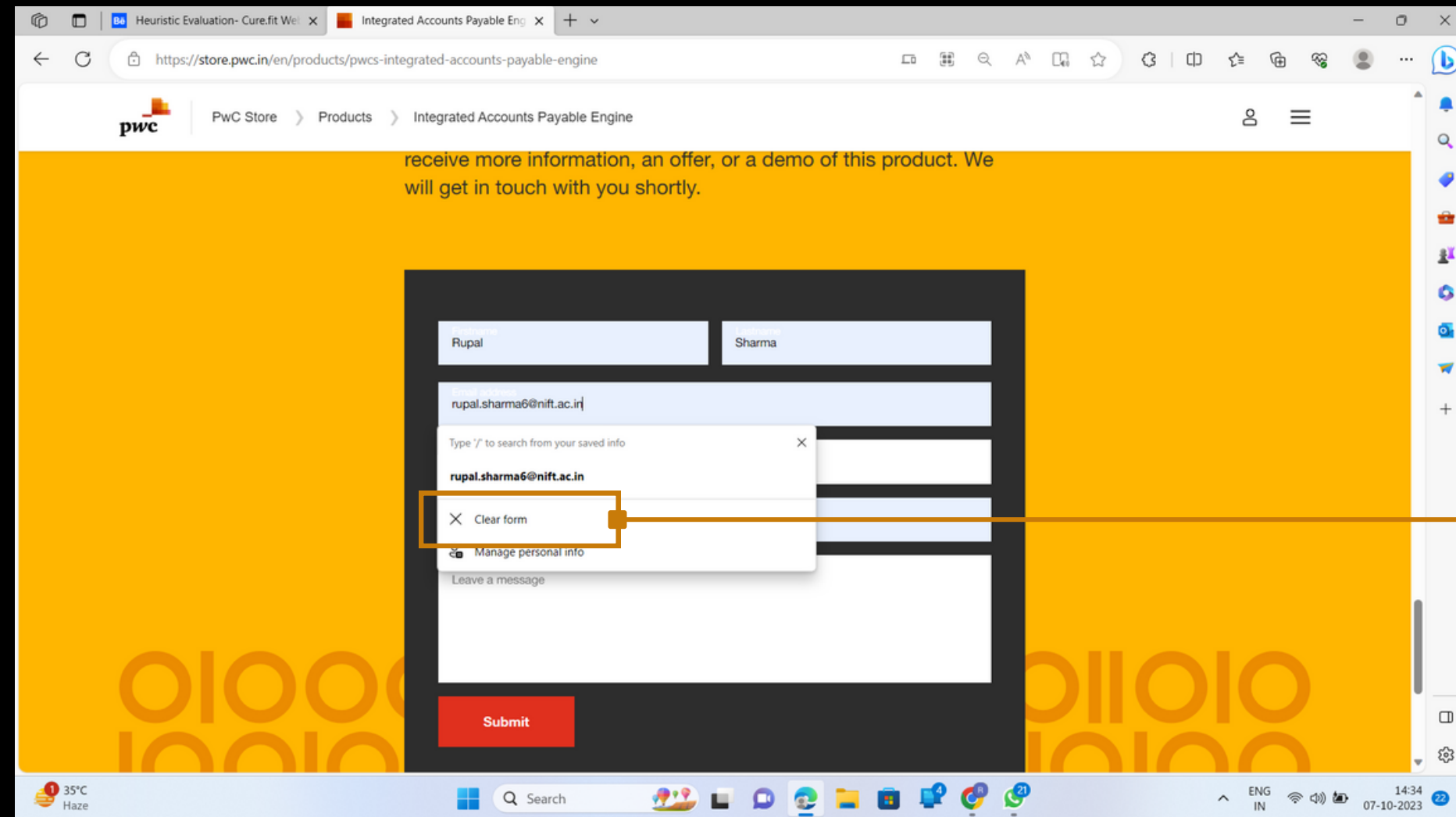
Very elongated cards

Proposed Design Solution

The Problem:
- **8 scrolls** to go through the Key features
- Discrepancies in the web and mobile webpage experience , if in the phone version cards were placed vertically instead of horizontal the experience would have been similar

Heuristic violated: Flexibility and efficiency of use

Proposed solution:

- User should have the freedom to clear individual fields

Proposed improvements

- Following the Discover, Try and Buy (DTB) model

- Some stories or use cases how this digital product was a success

- Introductory videos/ Demo videos could enhance the overall get-to-know-product experience

- Designing according to the Heuristic and UX Principles and laws

- Personalization based on AI and ML

Thank you