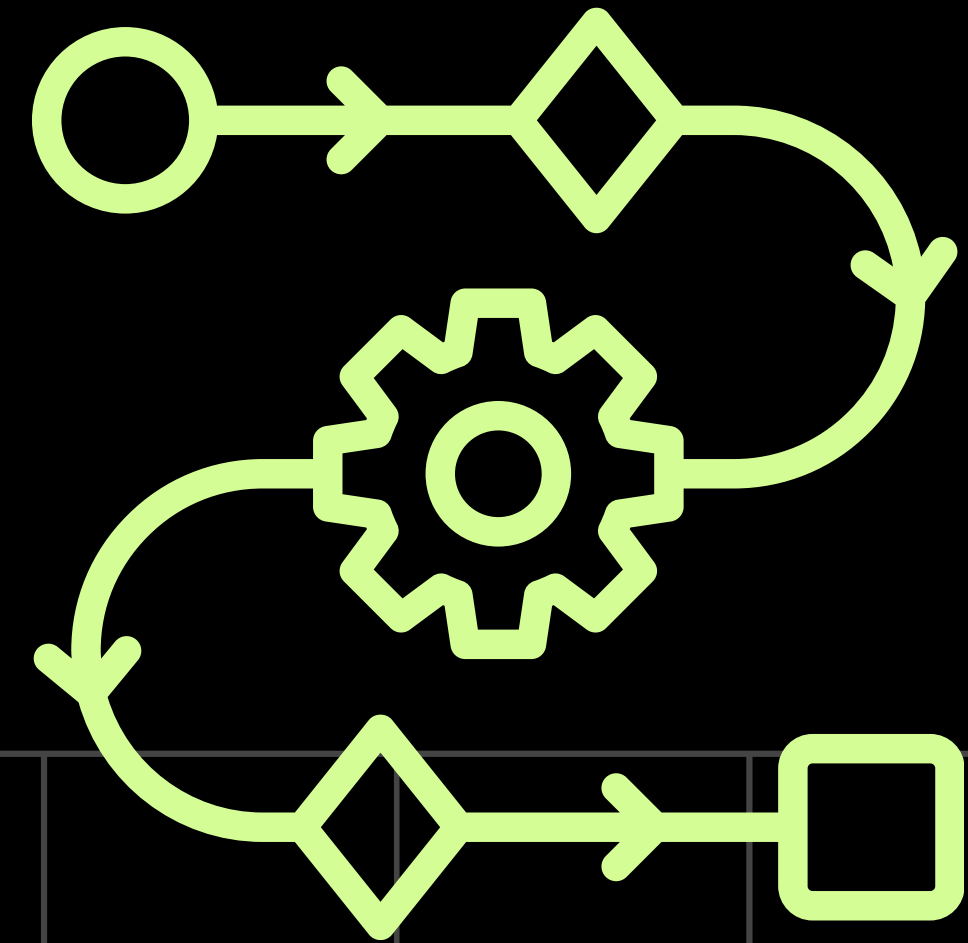
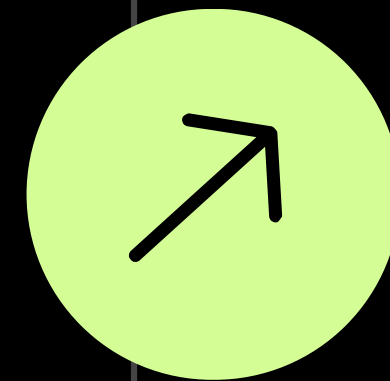
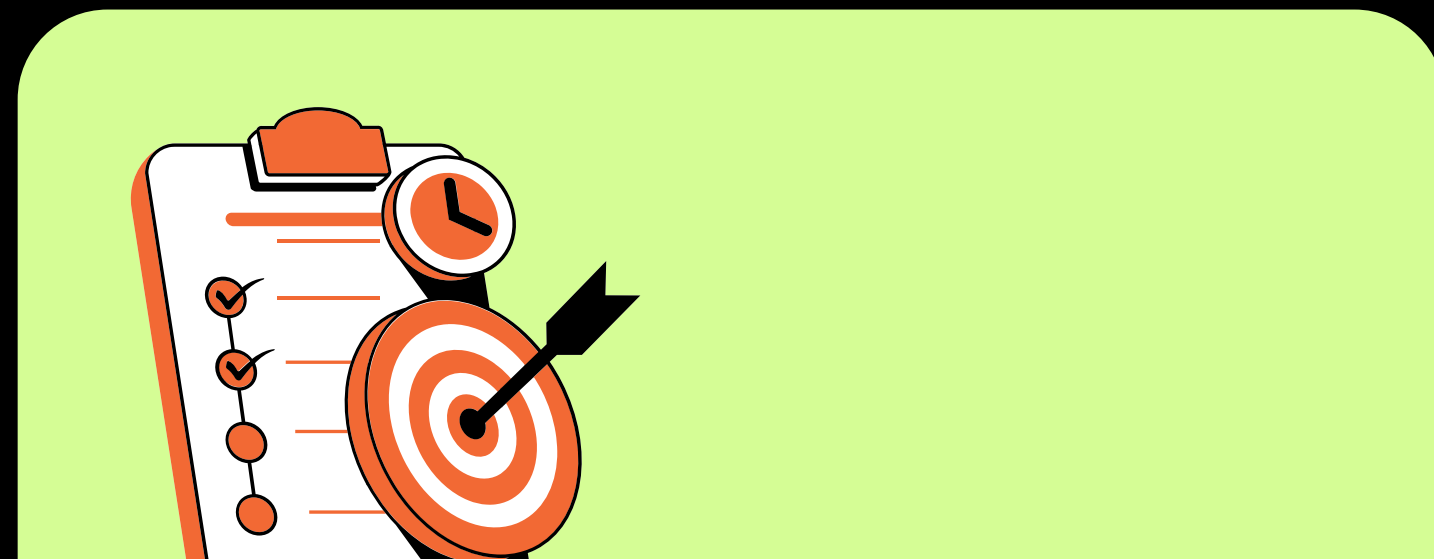


UX Breakdown

THE FUTURE OF WORKFLOW
AUTOMATION



Snehil Gupta | BITS Pilani

Introduction

This deck is my perspective and breakdown on the UX of the newly launched Bhindi.io which allows users to simply prompt their way to automation instead of traditional drag and drop Workflow automation processes.

As always, I welcome any conversation regarding this deck. Please do reach out to me if you have any suggestions @ the following -



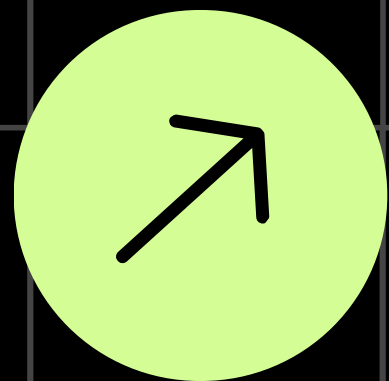
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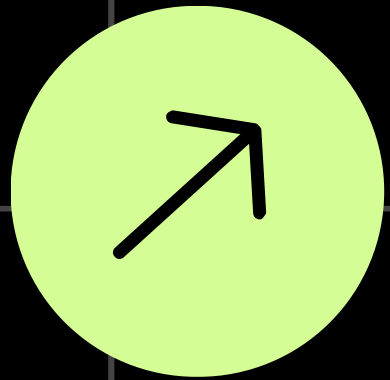
About UX



- UX is the overall feeling a user has when using a product : is it **easy, intuitive, and enjoyable**? It's the invisible bridge between a powerful technology and a satisfied user.
- For a pioneering platform like Bhindi.io, great UX isn't just a "nice-to-have"; it's fundamental. It's what builds **trust** in AI agents, **reduces user frustration**, and ultimately drives **adoption and retention**.
- This breakdown will analyze Bhindi.io's current UX through the **lens of established design principles**. I'll identify what's working well and pinpoint key **friction points**, offering a **clear, actionable roadmap** to make the platform not just more powerful, but also more human-centric.



About Bhindi



About UX

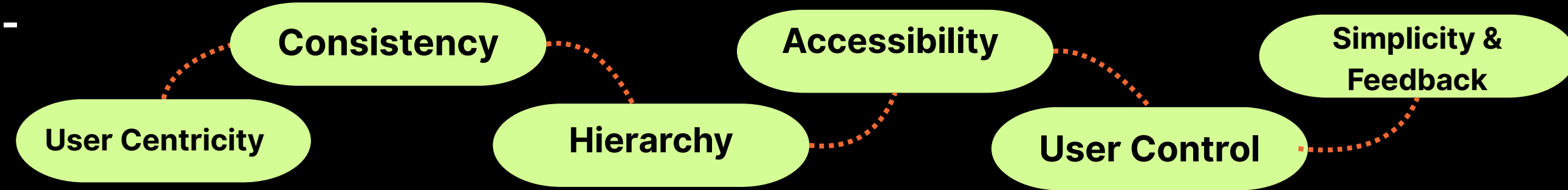
Bhindi

UX Laws

User
Perspective

- Bhindi aims to abstract away the **complexity** of modern multi-app workflows into a **single, unified conversational interface**.
- The platform's vision is to shift from a "text-to-action" model to a more profound "**intent-to-action**" framework
- Bhindi.io shows strong early market validation with **5,000+** users, its UX faces a potential chasm between its technically proficient early adopters & the broader market of professionals it aims to capture.
- By fortifying the **onboarding experience, enhancing the transparency of agent actions, and building a framework of trust** through explainability and user control, Bhindi.io can move beyond its early success to realize its ambitious goal of becoming "the end of the app era"

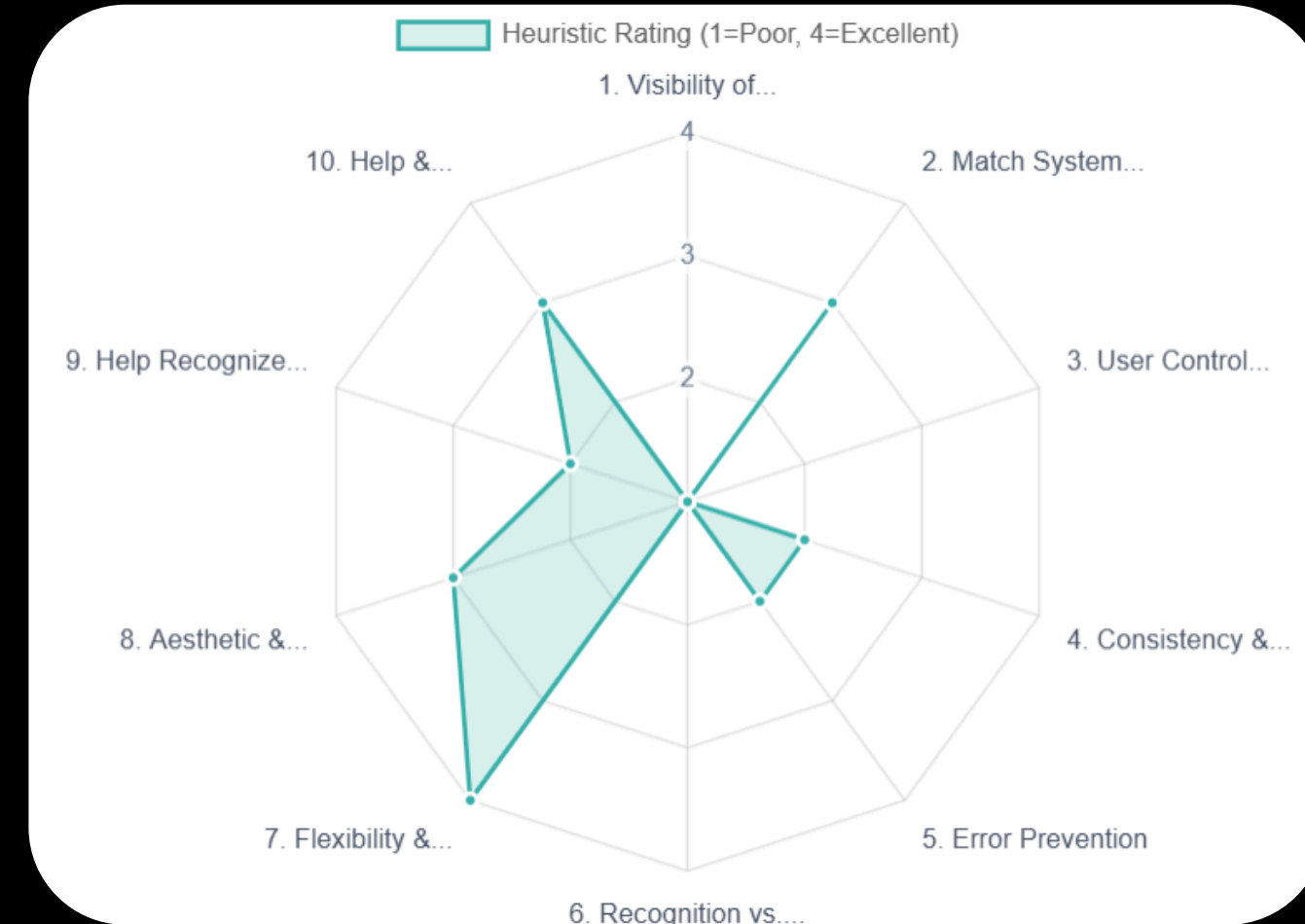
1) Principles of design -



2) Usability Heuristics - The article linked in the title lists a few major UI accepted practices such as the following

1. **Visibility of System Status** - The system should always keep users informed about what is going on
2. **Match b/w System & Real World** - System should speak the user's language, with words and concepts familiar to them
3. **User Control & Freedom** - Don't trap users in a process they didn't mean to start.
4. **Consistency & Standards** - Follow platform and industry conventions so that the experience is predictable
5. **Error Prevention** - eliminate error-prone conditions or by presenting users with a confirmation option

6. **Recognition Rather Than Recall** - The user should not have to remember information from one part of the dialogue to another.
7. **Flexibility & Efficiency** - The system should cater to both inexperienced and experienced users.
8. **Aesthetic and Minimalist Design** - Keep the interface clean and focused on the essentials.
9. **Help Users Recognize, Diagnose, and Recover from Errors**
10. **Help & Documentation** - Even though it's best if the system can be used without documentation, it may be necessary to provide help



3) UX Laws - A few accepted laws of UX include the following -

Jakob's Law - Use UI already popular among users. E.g. Google Sheets using same UI as Excel

Hick's Law - Keep UI simple to reduce time taken by users to make decisions

Von Restroff effect - Use contrasting elements to point users to where you want

Where Bhindi Succeeds

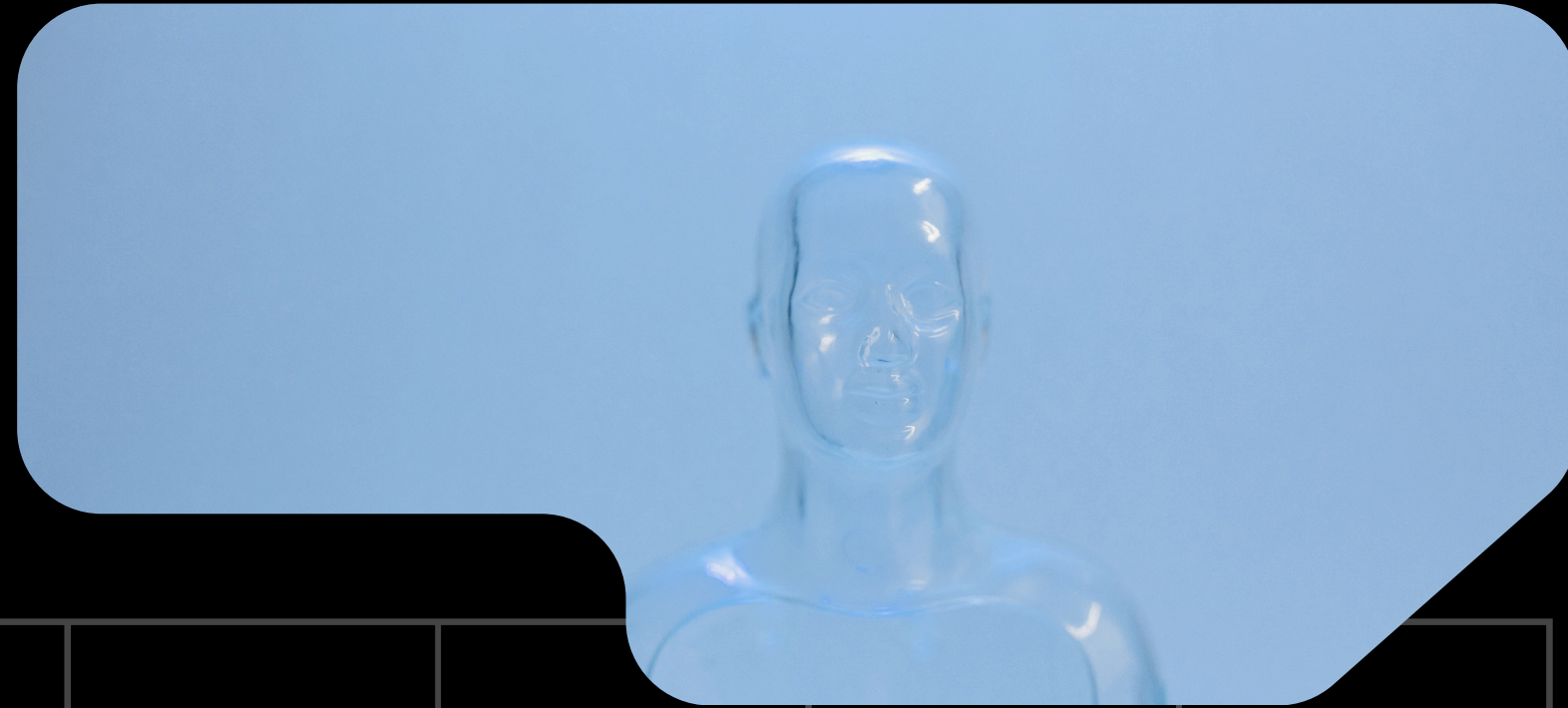
- 1) **Jakob's Law** - The chat window interface is instantly familiar to all users.
- 2) **Hick's Law** - A single text input field eliminates initial decision paralysis.

Bhindi's Analysis of Usability Heuristics

Where Bhindi Fails

- 1) **Von Restroff effect** - Agents are a uniform list; none are visually distinct.
- 2) **Hick's Law** - Hiding 300+ agents creates invisible choice paralysis.

For the next part, instead of an objective review, I shall be focussing on reviewing Bhindi.io from the lens of an average user



User's Perspective

1

Consistency and feedback - While we notice a consistent theme, typography and card layout throughout Bhindi.io, once deep in the website, navigation becomes more complex. Moreover, the login pages removes navigation option entirely

2

Learnability and error prevention - No onboarding flow - Users thrown into complex agent ecosystem without guidance; "Credits" system unexplained ; Choice Overload by showing all 161 agents simultaneously

3

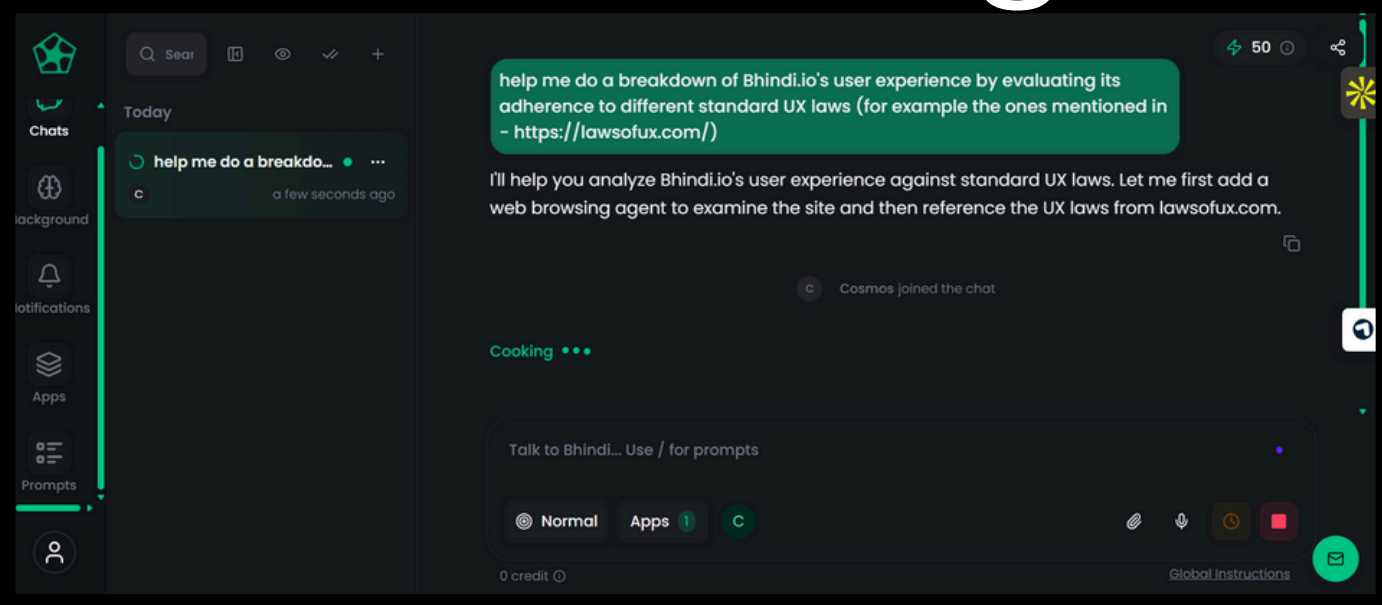
Visual hierarchy - Clear typographic hierarchy with proper visual weight distribution; However the Agent Library has no order or hierarchy

4

Mental model alignment - Jakob's Law Violation: Users expect familiar SaaS patterns but encounter unfamiliar concepts but no clear indication for Agents, Pricing or Library

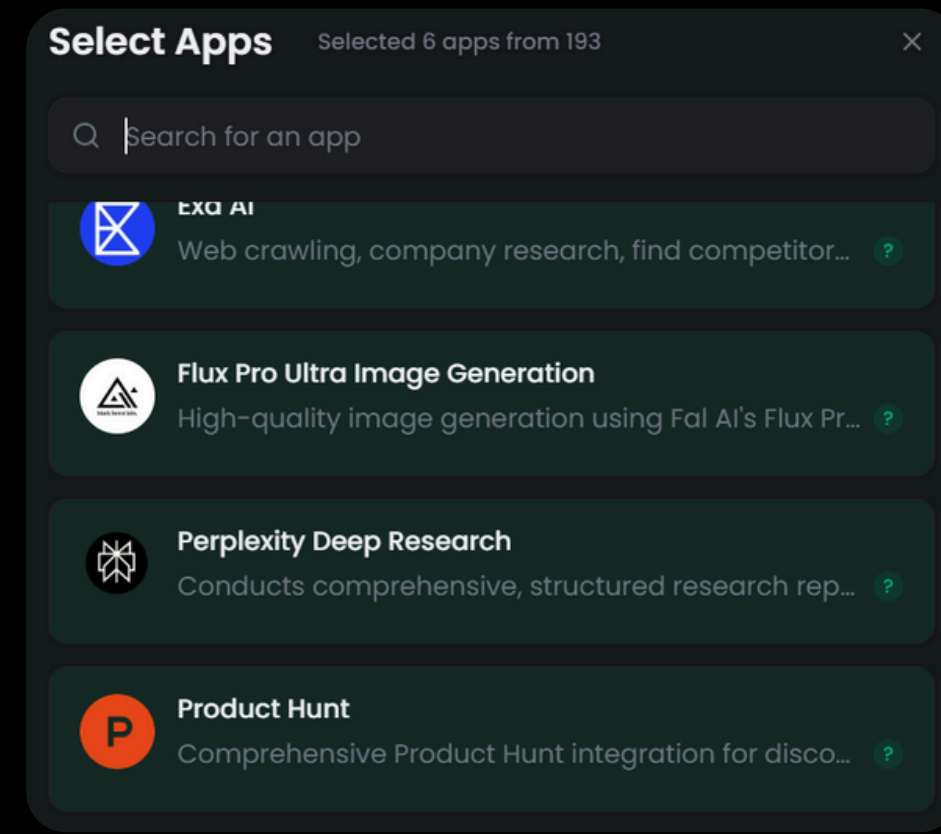
5

Trust - No usage examples: Users can't understand value proposition; No Data Privacy Policy Provided

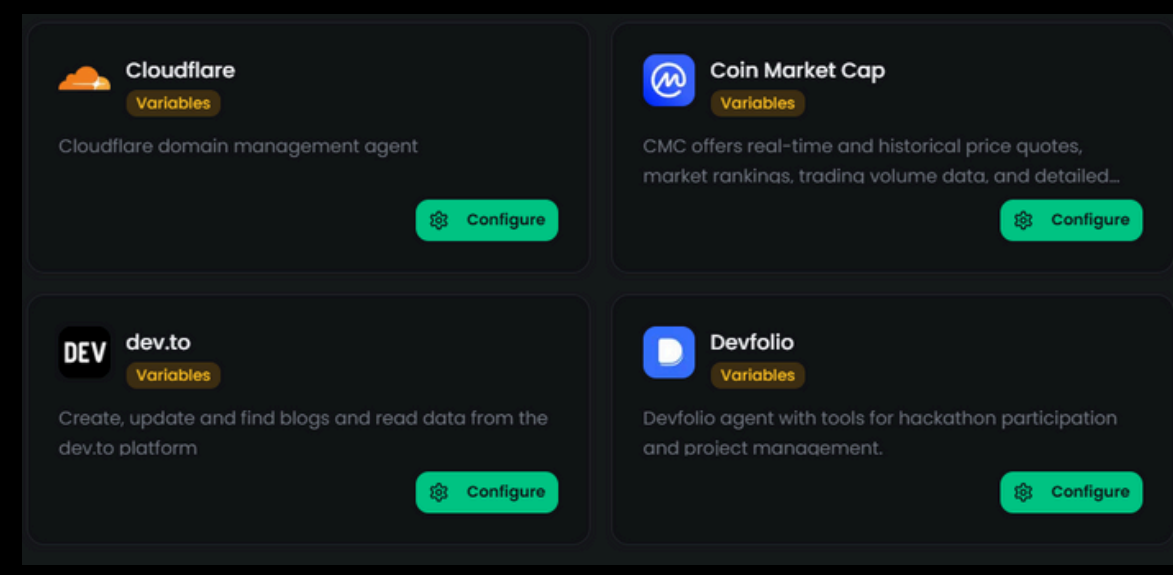


Bhindi uses a **credit system** allowing you to automate your workflow, but you can also use it as a **normal AI model** to answer your queries - to the limit that I asked it to **rate it's validity on the different UX laws**

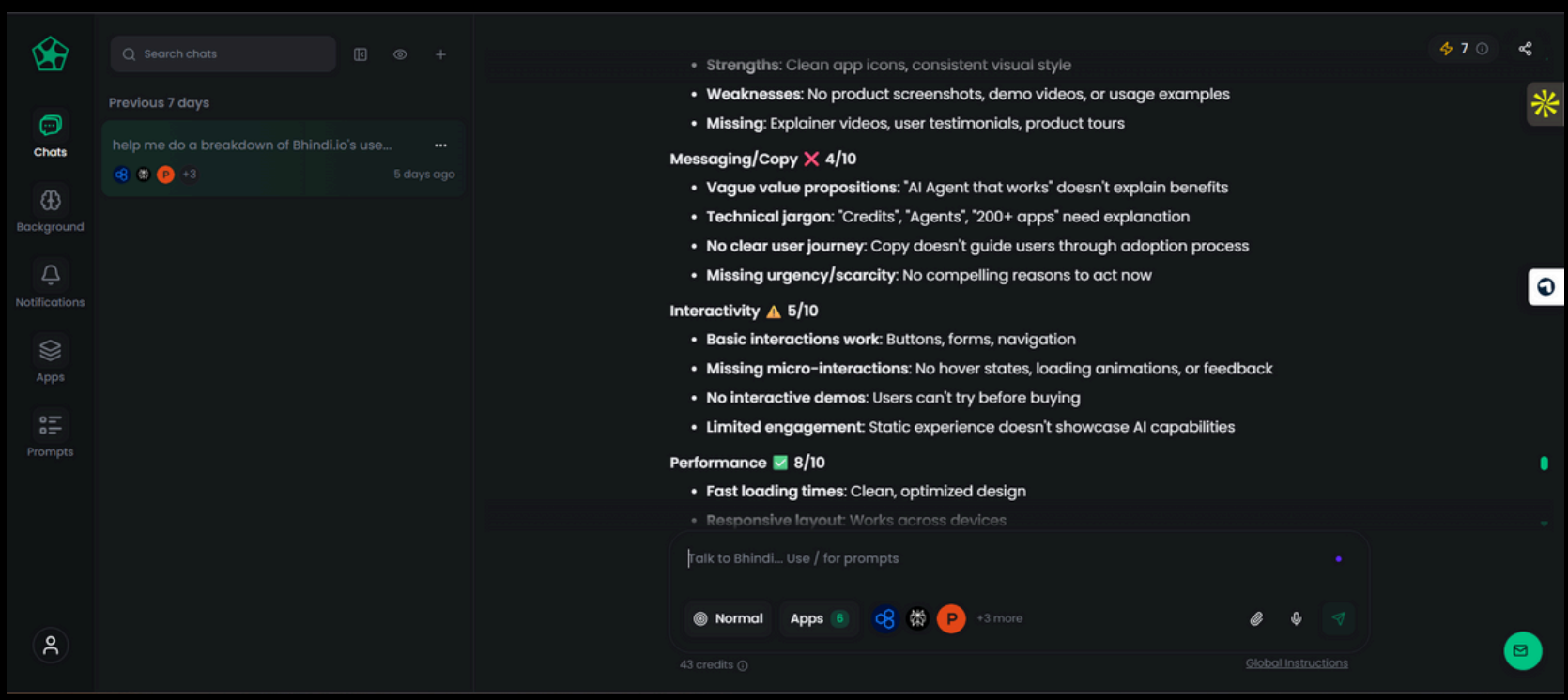
It has over 200 apps integrated to help automate your entire workflow such as Apollo CRM, Gmail, Product Hunt etc.



The vast library of integrated apps allows for a simple 'text to automation' opportunity of simplifying your workflow



The capabilities of this Workflow Automation platform can be seen clearly when asked to rate its own UX by prompting it to go through the LawsOfUX website and Usability Heuristics. The clean response window follows Jakob's Law by using popularly accepted UI



To complete this deck, I shall be bringing up various strategic UX improvements and the impacts these could potentially bring about



1

Implement a Guided, Role-Based Onboarding Flow - Upon signup, the system should ask users to identify their main goal. Based on this input, the onboarding should then guide them through connecting a key application and executing a single, high-value task.

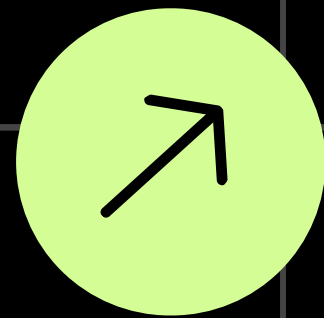
2

Develop a Visual Language - This will make the agent's lifecycle instantly recognizable, reduce user anxiety, and provide a clear, at-a-glance understanding of all ongoing activities.

3

Introduce the "Plan & Execute" Framework - For any task that involves external communication or modification of user data the agent should first present a clear, human-readable plan for user approval before execution.

Suggested UX Improvements



ThankYou

 snehilgupta100@gmail.com

 www.linkedin.com/in/snehilgupta100

