



## MATURITY MAP: VISUALIZING NOTES RECEIVABLE FOR SMARTER ACCOUNTING LEARNING

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### ABSTRACT

The “Maturity Map: Visualizing Notes Receivable for Smarter Accounting Learning” is an infographic-based educational product designed to enhance students’ understanding of notes receivable in Financial Accounting and Reporting course. The innovation is designed to solve typical learning challenges by converting complicated accounting terms into visualized representations. Rather than only depending on text and numerical description, the Maturity Map employs the elements of infographics, including flow charts, icons, timelines, and visual clues to guide learners through the calculation of maturity dates and maturity values. The design highlights the four most important variables; Principal, interest rate, term and issue date; incorporating necessary formulas and the Banker Rule (360-day year) in a simplified and visually engaging manner. The infographic enhances cognitive processing, retention, and conceptual clarity by providing step-by-step processes in a logical visual flow. This approach is relevant on the Financial Accounting and Reporting education where the students tend to have difficulties with abstract calculations and procedural steps. The Maturity Map demonstrates how infographic-based learning can make accounting more accessible, engaging, and effective, ultimately improving students’ analytical skills and academic performance.

**KEYWORDS:** Accounting Education, Infographic Learning, Maturity Value, Notes Receivable, Visual Pedagogy

### PROBLEM AND OBJECTIVE

In the context of Universiti Teknologi MARA (UiTM), accounting students frequently face significant difficulties in mastering notes receivable, particularly in calculating maturity date and maturity value. Based on classroom observations and teaching experience, students often become confused when identifying key variables such as principal, interest rate, term, and issue date. This confusion leads to incorrect application of formulas and ultimately affects their performance in examinations.

Students also tend to rely on memorization rather than understanding the calculation process. When examination questions are modified or presented in different formats, they struggle to adapt, indicating weak conceptual understanding. This issue is critical as it reflects a gap between theoretical knowledge and practical application.



According to previous studies, the conventional approach to accounting education tends to be over-textualized, which restricts the learners in their capacity to visualize complicated processes (Sithole et al., 2021). Cognitive Load Theory also indicates that students find it challenging to process various components at the same time without organized visual instructions (Chen et al., 2023). Additionally, the multimedia learning theory states that students can learn better when information is conveyed in both the verbal and visual representations (Mayer, 2024; Çeken and Taşkın, 2022). Recent studies also highlight that visual learning tool like infographics could be instrumental in enhancing student engagement and understanding in higher education (Cohen et al., 2022; Jaleniauskiene and Kasperuniene, 2022).

Therefore, this project aims to:

- (1) enhance the students conceptual understanding of notes receivable,
- (2) minimize confusion during the calculation of maturity date and maturity value,
- (3) improve examination performance, and
- (4) introduce infographic-based learning as an effective pedagogical approach.

## DESIGN DESCRIPTION

The Maturity Map is an infographic-based educational instrument that helps to simplify the calculation of notes receivable and make it visual. The design is structured into two main stages: understanding note components and calculating maturity date and maturity value.

The infographic identifies four important variables namely principal, interest rate, term, and issue date through the use of icons and colour coded segments. It includes the necessary formulas like calculating interest and the maturity value, as well as the Banker's Rule (360-day year) to standardize the time calculations.

The tool acts as a step-by-step visual guide, whereby students are guided through the process of identifying variables to extracting the final maturity value. This structured approach aids students in learning the procedure of calculation as well as the underlying concepts.

The target audience will be diploma and undergraduate students of accounting particularly at UiTM. The unique selling point of this design is its ability to convert abstract accounting concepts into clear, engaging, and intuitive visual representations.

## VISUALS

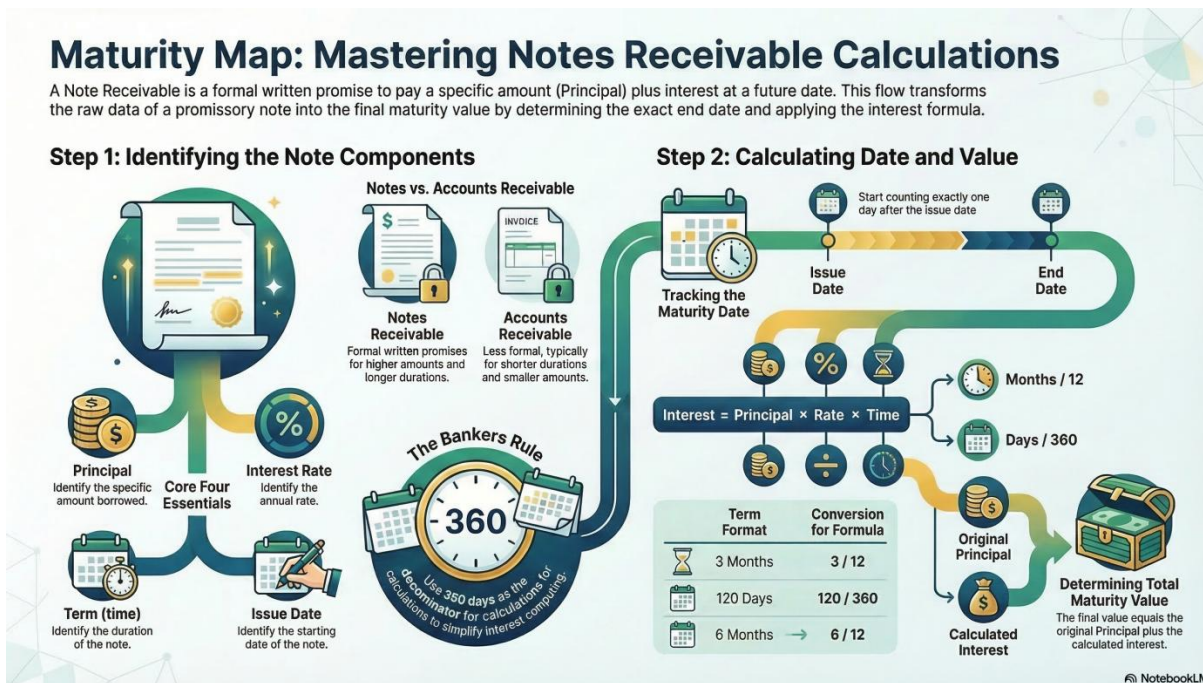
### Figure 1: Maturity Map – Notes Receivable Concept Overview

A comprehensive infographic illustrating key components of notes receivable, including principal, interest rate, term, and issue date.



**Figure 2: Maturity Map – Calculation Flow for Maturity Date and Value**

A step-by-step visual flow diagram demonstrating the process of determining maturity date and calculating maturity value using formulas and the Banker's Rule.



## NOVELTY AND UNIQUENESS

The Maturity Map introduces an innovative infographic-based approach to teaching Financial Accounting concepts. This design provides visual storytelling to show complex procedures as opposed to traditional methods that depend much on text and numerical illustrations.



It combines both conceptual knowledge and application of formula and step by step instructions in one visual structure. The Maturity Map is a unique and successful innovation in education by combining the ability to understand and memorize the content with the cognitive and multimedia learning theories.

### **BENEFITS TO MANKIND**

The innovation enhances accounting education by improving conceptual knowledge and minimizing mistakes in financial calculations. It facilitates a wide range of learning styles, especially the visual ones, and encourages engagement. Ultimately, it helps to generate competent graduates that have a more robust analytical background and financial literacy that can be used in real-life.

### **COMMERCIAL POTENTIAL**

The Maturity Map is a promising product to commercialize as an education product. It is capable of being created in the form of printed material, digital learning modules, and interactive e-learning tools. Its visual and user-friendly design provides a competitive advantage over traditional resources. The product has scaling potential and can be expanded to other accounting areas, so it can be implemented into academic course work and online platforms.

### **CONCLUSION**

The Maturity Map provides a new way of tackling the needs of the UiTM accounting students to comprehend the notes receivable. It improves conceptual clarity, engagement, and performance in examinations by converting complex computations into visual pathways that are organized.

The use of infographic-based learning is particularly important in Financial Accounting, as it bridges the gap between theory and application. New features could be added such as interactive digital versions and scope to other accounting topics in the future. This innovation brings out the transformative nature of the visual pedagogy in accounting education.

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