InvestorScope
Interactive Medium-Fi Prototype

David Khavari
Aaron Sekhri
Matt Appleby
David McLaren
Looking Ahead

A seamless, intuitive way for amateur investors to discover new investment opportunities.

A task-by-task review of flaws found during evaluation of the lo-fi prototype, and the corresponding revisions in the medium-fi prototype.
Task #1: Stock Lookup

A user wants to view relevant information for a specific company.

- Some users didn’t know how to do a search after typing query.
- Some found magnifying glass button distracting or counter-intuitive.
Task #2: Stock Recommendation

A user answers a series of questions and receives automatically generated stock recommendations.

- Users loved Q&A.
- "Bread crumbs" at bottom of result page unintuitive; we made it a list instead.
Task #2: Stock Recommendation

A user answers a series of questions and receives automatically generated stock recommendations.

- Some users wanted more content on stock page, or more context for why stock picked.
Task #3: Stock Sorting

A user filters down a large list of potential investments to a small number of candidates, sorting by qualitative and financial metrics.

- Users wished to sort by qualitative metrics (like sustainability).
Home Page Redesign

- Users expressed that it didn’t **feel** like a home page. Confused if they had returned to the right place.
- Same tasks are accessible, but the homepage now contains information.
Task 1: Stock Search

Task 2: Stock Recommendations

Task 3: Sort lists by different subjective and objective measures. (here: Sustainability -> Chillness)
Demonstration

https://projects.invisionapp.com/share/7H1M2O2W5#/screens
Tools

- InVision: to build the prototype
- Adobe Illustrator: screen mockups
- The Noun Project: icons
- iOS 8 Illustrator Vector UI Kit: buttons, search, tab bar, font
Tools

What worked:

- Team member had lots of experience using Adobe Illustrator and InVision to build prototypes.
- InVision syncs with Dropbox. When a file is committed there, it automatically gets synced with the prototype.

What could be better:

- Could have been more interactive, with more real data, if we used Proto.io, but this would have taken longer to learn and implement.
Summary

- Medium-fi prototype addresses flaws found in lo-fi prototype evaluation while preserving its best features.
- Redesigned around a new list view using native UI elements.
- Shows the way towards production of the hi-fi prototype.