

INVESTORSSCOPE

Hi-Fi Prototype

Overview

INVESTORSCOPE *is an intuitive way for beginning investors to discover new investment opportunities.*

Heuristic Eval Results

Progress on Task Implementation

Tools Used

Plan for Completion

Demo

Heuristic Eval Results

[H2-4: Consistency and standards] The two sorting mechanisms are redundant/confusing. Maybe use the categories like filters.

[H2-4 Consistency and Standards] The difference between "Recommended" and "Best" is not clear.

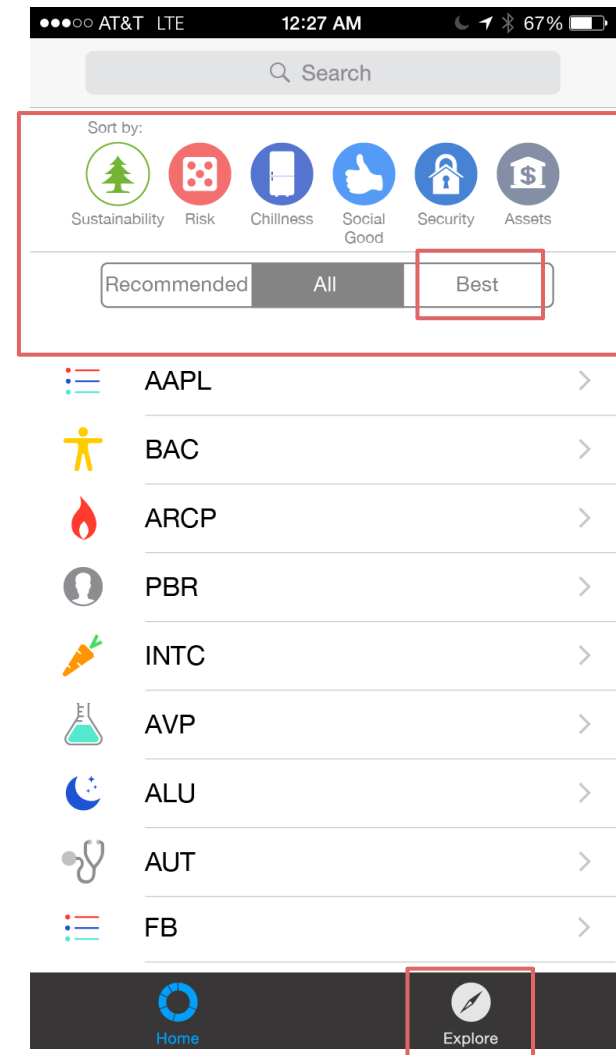
[H2-1 Visibility of system status] There is no connection between the "explore" button and the "Recommended" tabs. The "Explore" tab is used so that the "Recommended" tab works but there is no indication.

Solutions (Implemented):

1. Removed "Best" sorting

Solutions (Planned):

2. Potentially change name from "Explore" to "Find Recommendations"
3. Clarify sorting

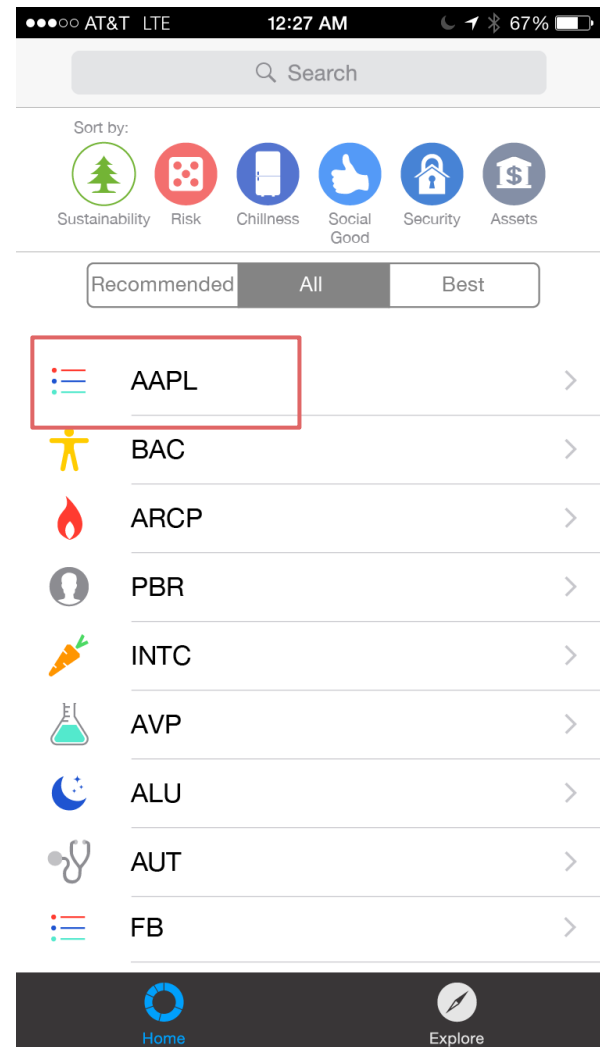


Heuristic Eval Results

[H2-2 Match between system and real world] The number of foreign stock abbreviations disorients users in a way that may discourage discovery and the actionable task of clicking on the company.

Solutions (Not Implemented):

1. Display names and icons



Heuristic Eval Results

[H2-4: Consistency and standards] The UI experience while in the Explore stage seems to be different and unexpected when entering explore. The inconsistent UI flow makes it hard to see how exactly the explore module is tied to the rest of the application.

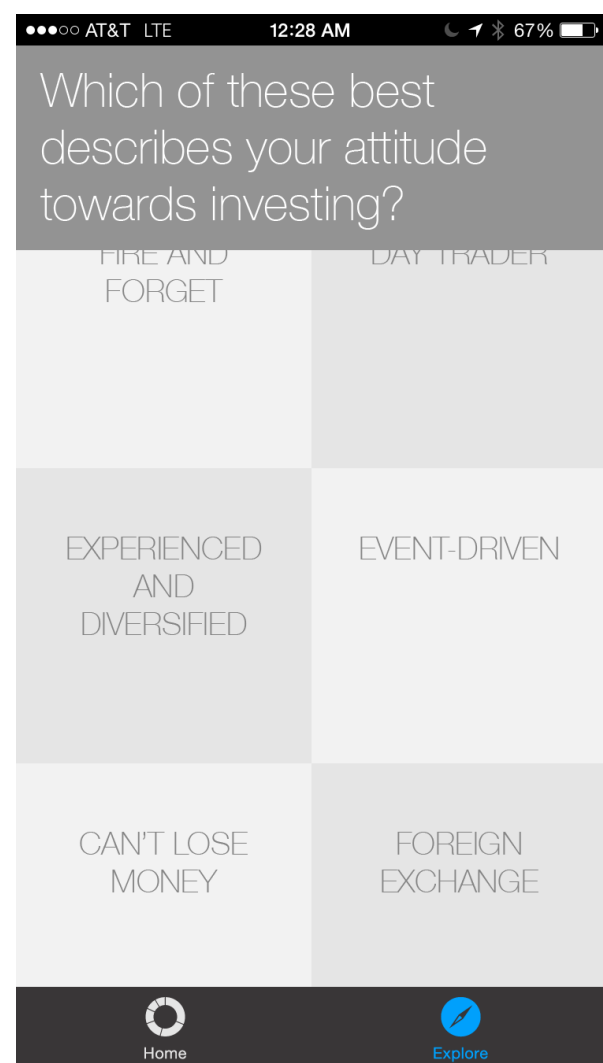
[H2-3 User control and freedom] Some answer responses in the explore module may not necessarily be the user's answers to that particular question. This is a slight violation of the freedom heuristic where the user should be given the option to freely answer in the manner that they wish.

Solutions (Implemented):

1. New question page currently in development

Solutions (Planned):

2. Change UI to work better with overall UI
3. OR, allow user to freely answer



IMPLEMENTED

Task #1: Search

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

NOT IMPLEMENTED YET

Task #2: Stock Recommendation

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

Task #3: Sorting

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

INVESTORSCOPE



AAPL	\$116.59	VIEW →
ARCP	\$8.99	VIEW →
BBRY	\$10.13	VIEW →
CLDX	\$20.65	VIEW →
CMCSA	\$54.35	VIEW →
CSCO	\$26.80	VIEW →
FB	\$73.73	VIEW →
GERN	\$3.24	VIEW →

INVESTORSCOPE

AAPL



AAPL	\$116.59	VIEW →
ARCP	\$8.99	VIEW →



INVESTORSCOPE

AAPL



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INVESTORSCOPE

Apple Inc. (AAPL)

Price:	\$116.59	+\$2.14
P/E Ratio:	17.67	
Market Cap:	\$677B	
Dividend Yield:	1.6%	



Tools

Github repo

This screenshot shows a GitHub repository page for 'investorscope-app' by user 'damlaren'. The repository is described as an 'investorscope web application (everything not on the class website)'. It has 4 commits, 1 branch, 0 releases, and 1 contributor. The current branch is 'master'. The file list includes 'static', 'templates', 'venv', 'Procfile', 'README.md', 'app.py', and 'requirements.txt'. The README content is partially visible, showing the repository title and description.

This repository Search

Explore Gist Blog Help

mightymata + -

damlaren / investorscope-app

Watch 1 Star 0 Fork 0

investorscope web application (everything not on the class website)

4 commits 1 branch 0 releases 1 contributor

branch: master investorscope-app / +

primitive 'search' feature

damlaren authored 11 hours ago latest commit a88645eeb8

static	ported app over from old location	13 hours ago
templates	primitive 'search' feature	11 hours ago
venv	initial flask app	14 hours ago
Procfile	initial flask app	14 hours ago
README.md	initial flask app	14 hours ago
app.py	primitive 'search' feature	11 hours ago
requirements.txt	initial flask app	14 hours ago

README.md

investorscope-app

investorscope web application (everything not on the class website).

Getting started:

<> Code

Issues 0

Pull Requests 0

Wiki

Pulse

Graphs

HTTPS clone URL

<https://github.com>

You can clone with [HTTPS](#), [SSH](#), or [Subversion](#).

Clone in Desktop

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INVESTORSCOPE

Search for a company ne



AAPL	\$116.59	VIEW →
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CLDX	\$20.65	VIEW →
CMCSA	\$54.35	VIEW →
CSCO	\$26.80	VIEW →
FB	\$73.73	VIEW →
GERN	\$3.24	VIEW →
GILD	\$101.25	VIEW →
GRPN	\$7.45	VIEW →
INTC	\$35.67	VIEW →
JD	\$23.70	VIEW →

Tools

Web-app running on heroku

Plan

1. Build Task 2 (Recommendations)
 - Hard Code OR Wizard of Oz the recommendations
 - Add more questions
2. Build Task 3 (Sorting)
 - clarify sorting options
 - make sorting metrics for stocks
3. Build more "filled in" Stock Page

THANKSGIVING BREAK!!



and now for an underwhelming

Demo