

InvestorScope

Interactive Medium-Fi Prototype

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Looking Ahead

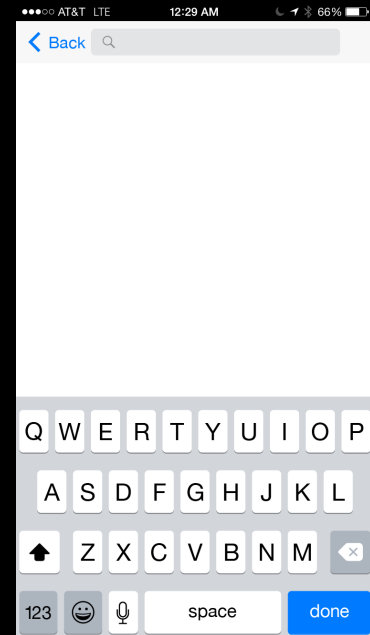
*A seamless, intuitive way for
amateur investors to discover
new investment opportunities.*

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.

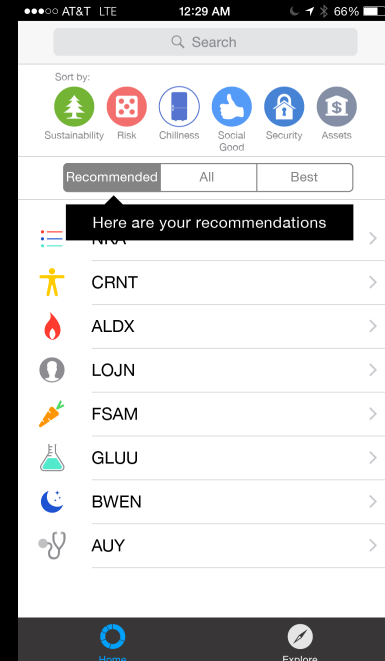
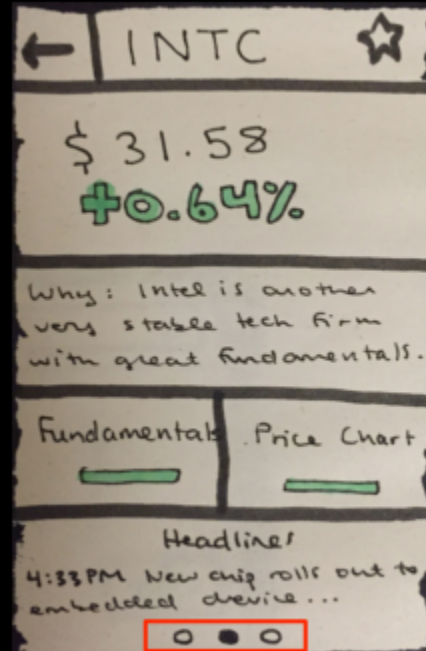
- Some users didn't know how to do a search after typing query.
- Some found magnifying glass button distracting or counter-intuitive.



Task #2: Stock Recommendation

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

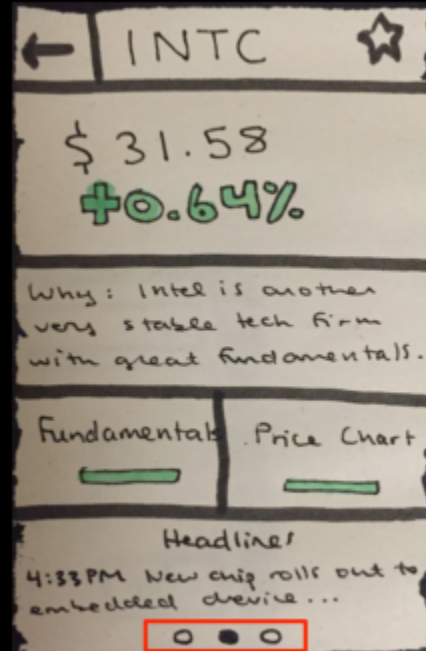
- Users loved Q&A.
- “Bread crumbs” at bottom of result page unintuitive; we made it a list instead.



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).

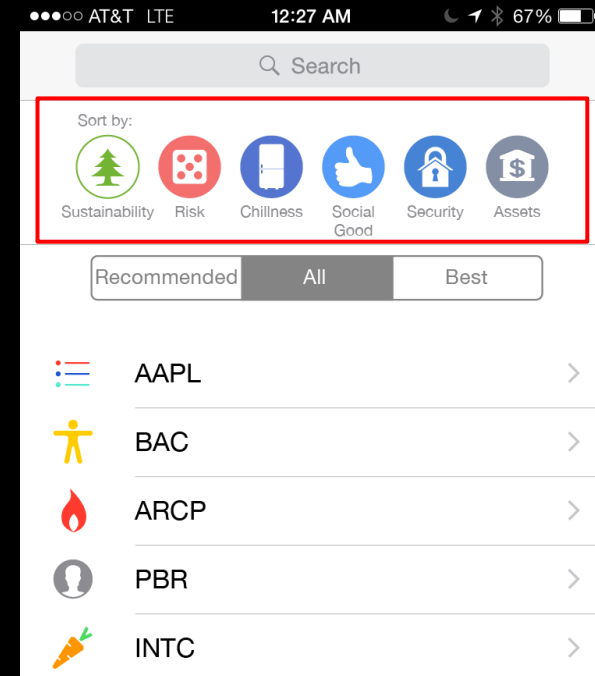
Market View

SORT BY...

Currently: Price
Ticker Price YTD Growth

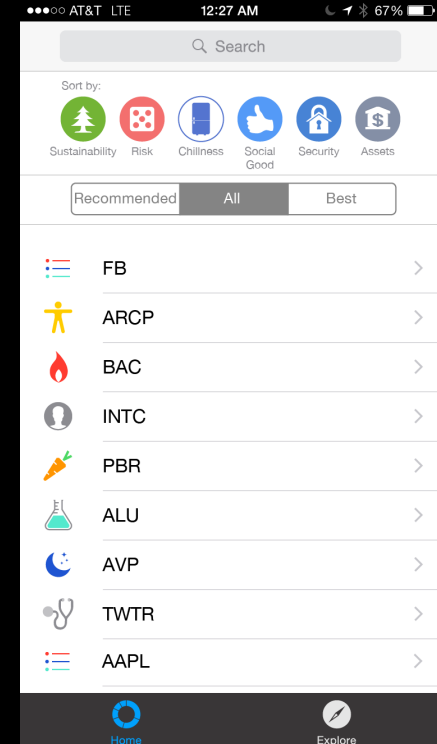
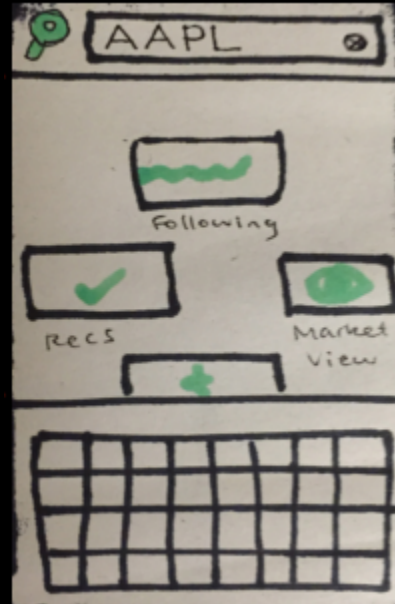
Ticker	Price	YTD Growth
BKA	\$998	+ 9%
CJS	\$891	+ 2%
XAT	\$879	- 1%
NBC	\$876	+ 11%
WAL	\$870	+ 6%
AZT	\$852	+ 32%
...	\$831	- 1%

The image shows a hand-drawn prototype of a stock market view interface. At the top, there is a title 'Market View' with a back arrow to its left. Below the title is a green box labeled 'SORT BY...'. Underneath, there is a section labeled 'Currently:' with sub-labels 'Price' and 'Ticker', and a red box around the 'Price' and 'YTD Growth' headers. The main content is a table with columns for 'Ticker', 'Price', and 'YTD Growth'. The table lists several stock tickers with their corresponding prices and year-to-date growth percentages.



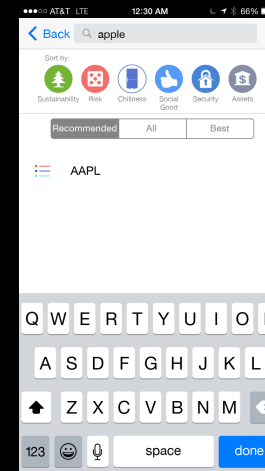
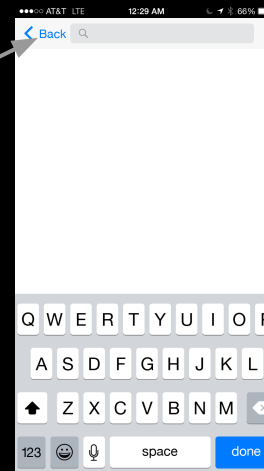
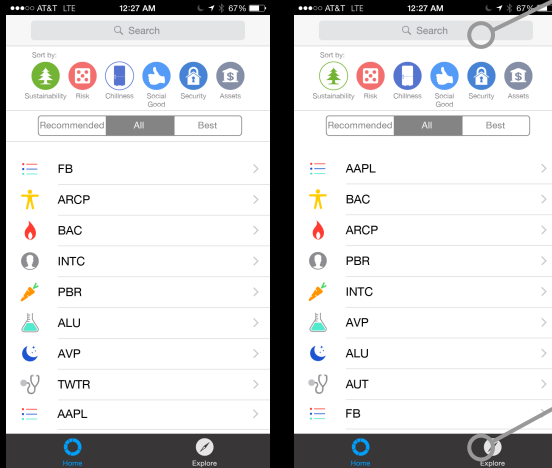
Home Page Redesign

- 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.

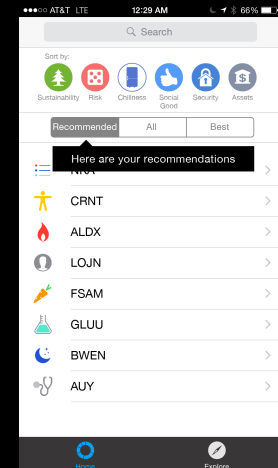
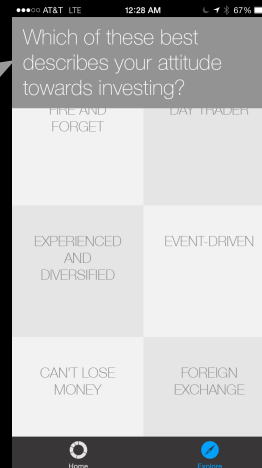


Storyboard

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.