

Wallus

Interactive High-Fi Prototype



Agenda

1

**VALUE
PROPOSITION**

2

**PROBLEM/
SOLUTION**

3

THE RESULTS

4

UI REVISIONS

5

**PROTOTYPE
IMPLEMENTATION**



Value Proposition

Educate and support
investment rookies to
gain investment literacy



Team Members



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Problem

Despite the importance and benefits of financial investment, people shy away from investing due to the lack of confidence, experience, and relevant knowledge.

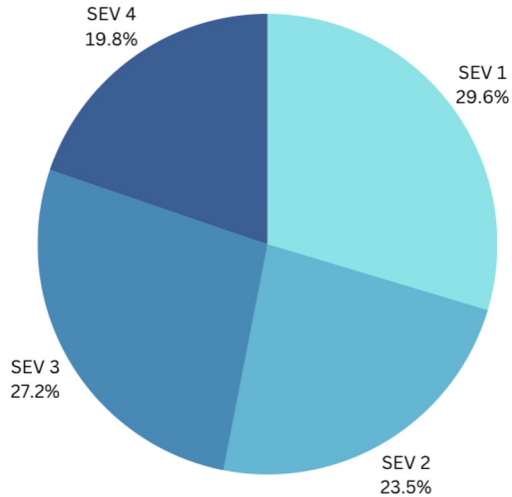


Wallus helps combat these barriers by encouraging investment rookies to **grow investment knowledge** through investing in stock choices **with their friends**. With **in-app education**, **advice**, and **community support**, individuals who are cautious of stocks can start their investing journey!

Solution



Heuristic Evaluation Results



81 Violations

47% SEV 3 and SEV 4

H1: Visibility of Status (12%)

- Graphics are confusing to a new investor
- Icons (like notifications bell) do not show full info
- User decisions (like investing) don't have confirmation

H4: Consistency & Standards (16%)

- Market tab and Invite show different stock information
- Buttons are not consistent across app (color, content)
- Sections are varying complexity
- Information is grouped in different ways

H10: Help & Documentation (12%)

- Many investment terms without definition/ ? support
- Advice (like "meets investment goals") is not defined
- Icons for % inc. and decrease don't mention metrics
- Each page/purpose is not well-defined

Main Concerns

- Lots of jargon that is not understandable to newbie investors
 - ROI, hold, balance, etc
 - Complicated investment charts that match existing industry standard
- Lacking community feature
 - No personalization
- Wallus makes decisions for the user without explaining decision
 - Wallus has recommendations and advice that are mentioned, un-descriptive



UI and Product Revisions

(from HE results SEV1-SEV4)



Rethinking Investing

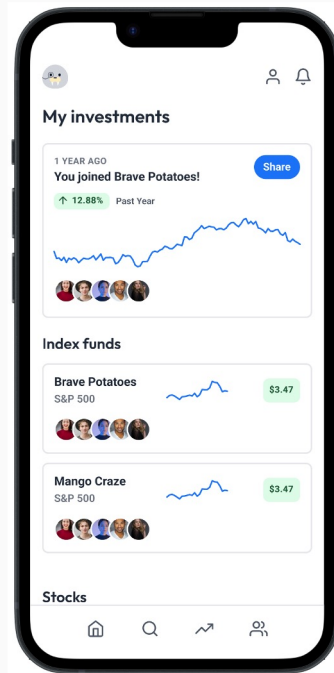
New Visual Design

1

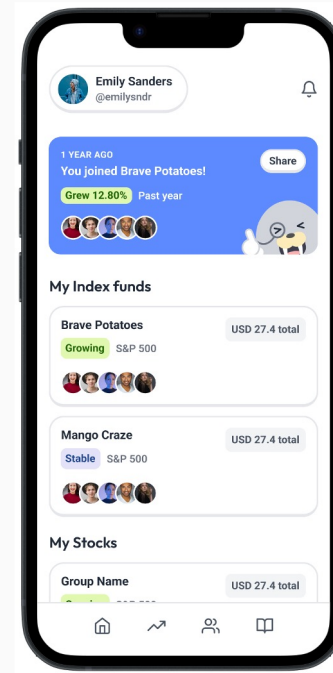
The previous visual design did not feel friendly enough. It simply felt like a traditional investment app...

- Take away trend graph from home page
- Wallus mascot
- Bright colors
- Images
- Rounded edges

Before



After



New Visual Design



New Wallus Illustrations!

We created more Wallus illustrations to act as an agent for presenting information to prevent information overload



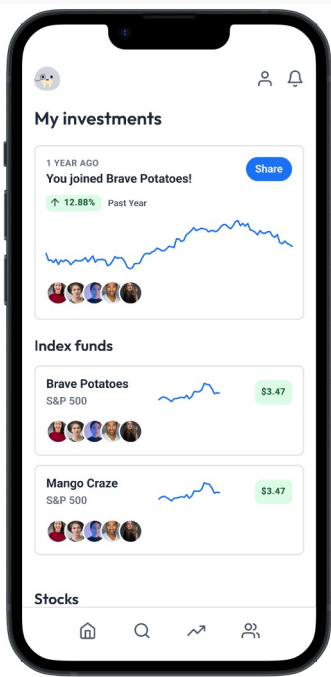
Community

2

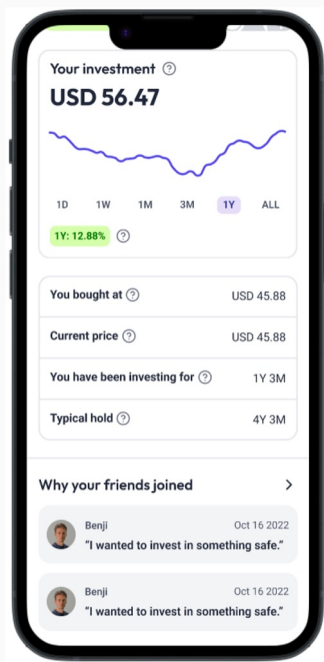
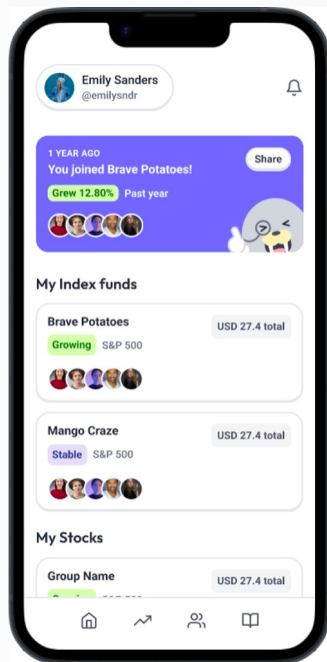
Make community a more prominent part of the app...

- Highlight the community card on the Home page
- Each stock detail has the reasoning your friends joined the group
- Explicit member details page from group details
- Community page labeled and reactable components

Before



After



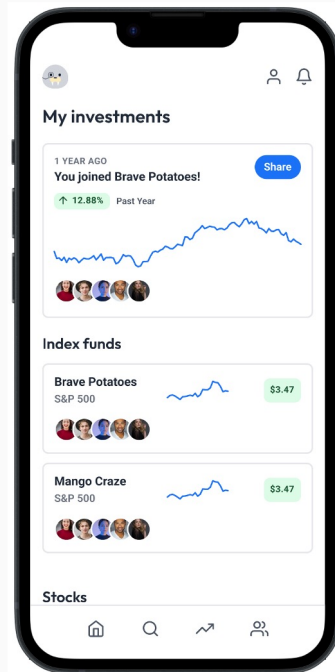
Change Home Page details

3

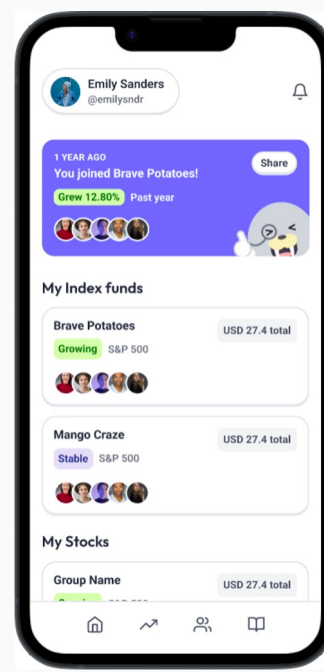
Showing the current price of a stock and ↑ or ↓ can cause rash decisions by the user when long-term safe investing is what a newbie should follow...

- Show total amount of money invested instead of gains and losses
- Describe stock in user friendly words like “Growing” that account for long-term trend

Before



After



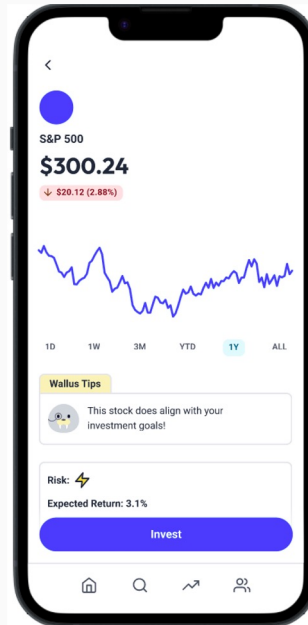
Change red color for price drops

4

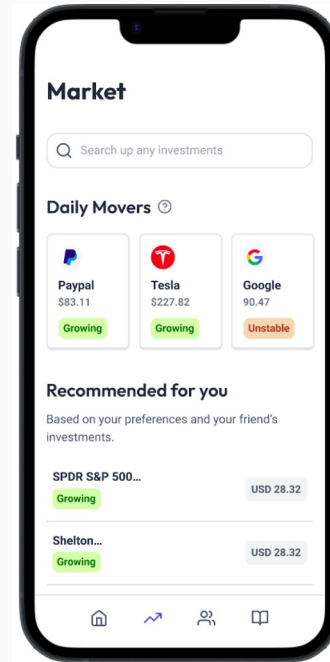
Drops in stock value are shown in red. This might signify an error and wrongly influence a user to sell stock when it is just a status indicator ...

- Change the red to a deeper orange

Before



After





Hi-Fi Prototype

Implementation

Frameworks/Tools Used

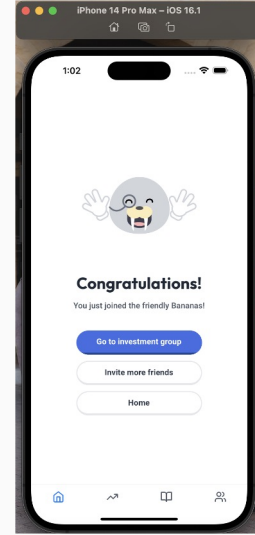
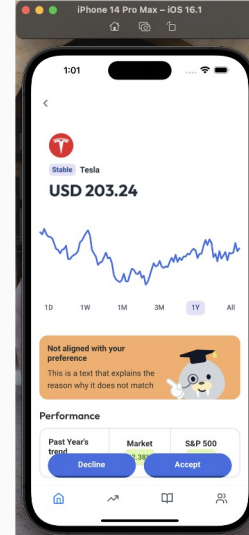
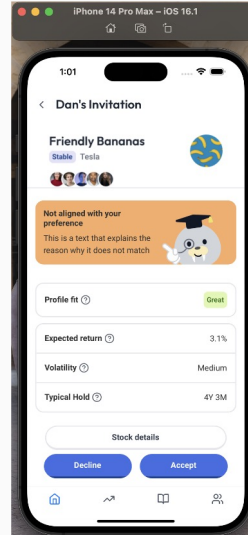
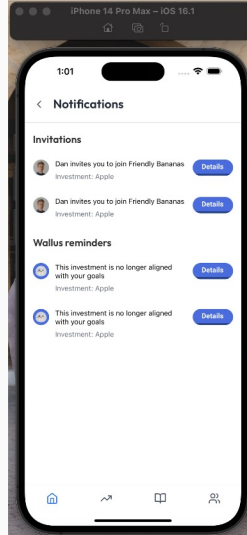
- React Native
- Visual Studio Code
- GitHub Desktop
- Expo
- Figma (to create and download icon assets)

Implemented Features

- Typography and Colors
- Base Components
 - Navigation bar
 - Divider
 - Trend status tags
 - Profile pictures
 - Text messages
 - Buttons
- Common reused cards
 - Investment detail (trend graph)
 - Investment group (Home Page)
 - Wallus tips
 - Community card (Home Page)
 - Notification
 - Market investment display
 - Friend rationale card

Implemented Features

- Navigation
 - Home, Dictionary, Market, and Community (main tab pages) and Notification pages have been started and navigation built
- Task #1 Accept Invitation



Unimplemented Features

- Task #2 and Task #3
- Home, Market, Dictionary, and Community Tabs
- Buy/sell stock flow
- Onboarding flow
- Profile page
- Login / Backend to store different users (CS 47 requirement)

Implementation Plan (Week 10!)

Saturday: Each person takes Task #1, Task #2, Home and Market

Sunday: Each person takes Market, Dictionary, Buy/Sell flow, Onboarding;

Poster/Pitch/Demo Video Draft

Monday: Connect screens and navigation flow; Profile Page

Tuesday: Backend; Poster/Pitch/Demo Video Final

Friday: Demo Day; Final Report

Design Simplifications

Hard-Coded

- Investment trend graph
- Investment groups that the user is involved in
- Investment stats on invitation detail page
- User's friends
- Friend's investing rationale

Wizard-of-Oz

- Wallus tips are based on human and not AI
- Portfolio fit evaluation are based on human and not AI
- Displaying user's investment growth over the past year