

## **TEAM Alex, Jennifer, Vadim: OnlyStocks**

1. Write a white paper outlining the following concepts and answer the following questions:

**A. What is your business?**

- a. OnlyStocks, a stock trading platform. Our business aims to offer consumers a quick and easy way to purchase stocks from the stock market along with the option to sell any stocks they own. No fees, no ads, only stocks.

**B. What is the business ethos?**

- a. We believe that everyone should have access to affordable, transparent, and secure investing opportunities. We prioritize transparency, accessibility, simplicity, and security. This is made possible thanks to our a user-friendly interface, robust security measures, and no transaction fees or hidden charges.

**C. What do you produce/make/offer/sell?**

- a. Our company provides a platform for individuals to purchase and sell a wide range of assets, including stocks, cryptocurrencies, options, ETFs, and more, all in real time. Investors can rest assured that market information will be updated with minimal latency, and that their transactions will be fast and secure.

**D. Who is your target audience?**

- a. The target audience are investors who want a fast, easy, and secure platform for buying and selling stocks. This provides a haven for retail investors who would like to dip their toes into trading, as well as individuals looking to avoid high transaction fees and hidden charges associated with traditional trading platforms.

**E. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?**

- a. Our company prides itself on offering a transparent and affordable trading experience. As mentioned before, we have zero transaction fees, a user-friendly interface, robust security measures, and access to a wide range of assets. This website is meant to be a one-stop shop for all things stocks. We also provide immediate access to a company's earnings within the last quarter and insider trading information. We will attract and motivate people by emphasizing our priorities, which make us stand out from the competition.

**F. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?**

- a. Individuals visiting the website may seek general information on investing, or more specific information such as how much a certain stock is currently valued at. Either way, we vie to offer transparency and clarity, demonstrating clearly how to purchase and sell stocks, as well as providing information on those stocks in the website. We will also have a chatbot integrated into the website that utilizes natural language processing to answer user requests, so they will have options.

**G. Are they already familiar with the service or product that you offer or do they need to be introduced to it?**

- a. The service provided is not a novel idea, it's similar to services like Charles Schwab and Robinhood where investors can buy and sell stocks, among other assets. A large portion of our target audience will be looking for the best option to trade stocks, which we hope to attract with our transparency and accessibility. Some users may require an introduction to investing, which we aim to provide with a chatbot to answer FAQs that users may have.

**H. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?**

- a. Trading stocks could be considered time-sensitive, since the cost/value of stocks and other assets fluctuate in real time. We will therefore make sure to update stock information via the FinnHub API.

**I. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?**

- a. Yes, investors would want to know the price of a stock and the history of its value over an extended period of time before committing to a purchase or sale, not only this but we also provide on-demand financial and insider trading information. This will be provided thanks to our FinnHub API.

**J. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details.**

- a. No, since this is an online website to trade stocks, customers do not need to contact us. We also don't have a physical location that we operate out of. As a stock brokerage site we believe the user has the power over their destiny and are given full warning about how their funds will be used and the fact the money is never insured. However, users can ask simple questions to the chatbot on the website which can provide more than enough information about how to use the site and the risks involved in it.

**K. Will visitors be familiar with your subject area/brand or do you need to introduce yourself?**

- a. The concept is quite straightforward, it's a platform to buy and sell stocks and other assets. We are simply seeking to create a better platform for trading stocks compared to alternative platforms. For those unfamiliar with online trading, we will make it clear what the website is meant for and our mission.

**L. Will they be familiar with the product / service / information you are covering or do they need background information on it?**

- a. All of the products on our page, namely stocks and other assets, will have descriptions and information, including name, price, earnings, and insider trading. The information provided is straightforward and do not require any outside knowledge besides the tried and true method of buy low and sell high.

**M. What are the most important features of what you are offering?**

- a. The most important features our platform include: zero transaction fees, no hidden fees, a user-friendly interface, and industry standard security measures.

This is all for the sake of providing transparency and accessibility to empower investors both beginner and experienced.

**N. What is special about what you offer that differentiates you from other sites that offer something similar?**

- a. Many stock trading platforms have transaction fees that are either explicit or not made well known to the customers. This may lead to disappointment or frustration, knowing that a portion of your earnings will be taken away. At OnlyStocks, we make it a point to emphasize no transaction fees and no hidden charges, so that investors can get the full value of what they earned.

**O. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?**

- a. Investors who are new to trading may have questions about how to navigate the site, in particular how to buy and sell stocks and other assets. To address these concerns, we implemented a chatbot integrated into the website that utilizes natural language processing to answer user requests. This chatbot can also guide new users on how to use the website, what a stock is, how to purchase a stock, and answer any other frequently asked questions.

**2. Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design.**

The decision for visual hierarchy was created based on a combination of Robinhood and Charles Schwab. It was meant to be as streamlined as possible and provide customers with easy access to their portfolio and buy and sell stocks; without all the unnecessary information such as P/E ratios and other metrics, retail investors wouldn't need.

**3. Your white paper should take another website (that already exists on the web) and analyze it based on the above (i.e. answer all the questions [1a-1o] for your competitors website as well).**

**A. What is your business?**

- a. Robinhood is a financial services company renowned for its commission-free trading platform and mobile app. It enables users to trade stocks, options, ETFs, and cryptocurrencies without traditional brokerage fees.

**B. What is the business ethos?**

- a. Robinhood's ethos is to put safety first for customers and employees while focusing on customer satisfaction. They prioritize protecting customer and employee data and strive to make investing accessible to everyone. They also engage with customers, policymakers, and stakeholders to expand access to financial markets and promote conversations about building better financial futures.

**C. What do you produce/make/offer/sell?**

- a. Robinhood offers a commission-free trading platform and mobile app that allows users to trade stocks, options, exchange-traded funds (ETFs), and cryptocurrencies. They also provide services such as cash management, margin trading, and subscription options like Robinhood Gold, which offers additional features and buying power.

**D. Who is your target audience?**

- a. Robinhood primarily targets individual investors, particularly younger generations who are interested in investing but may be deterred by traditional brokerage fees and complexities.

**E. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?**

- a. People visit Robinhood's website to invest in stocks and cryptocurrencies without paying fees. Robinhood attracts them with its easy-to-use platform, no-cost trading, and educational resources. They also use incentives like referral programs to encourage people to join.

**F. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?**

- a. Users typically seek both general information about investing and specific details related to trading on the platform. They may be interested in learning about the company's background and mission, as well as specific features, fees, or investment options available on Robinhood's platform. Additionally, users may have questions about market trends, investment strategies, or financial news that could impact their decisions.

**G. Are they already familiar with the service or product that you offer or do they need to be introduced to it?**

- a. Users include both experienced investors and newcomers to trading. It's crucial to provide introductory information for newcomers while offering more in-depth details for those already familiar with the platform. Robinhood offers introductory information for beginners, including educational resources and user-friendly tools to help them start investing confidently.

**H. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?**

- a. Users often seek time-sensitive information like the latest news, market updates, or updates on specific stocks or cryptocurrencies they're interested in. Robinhood provides the tools and features needed to access all this information.

**I. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?**

- a. Robinhood users might want to discover information about specific financial products or services to help them decide whether to invest in them. This could include researching individual stocks, cryptocurrencies, or investment funds to

evaluate their potential returns, risks, and if it's suitable for their investment goals.

**J. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details.**

- a. Users might need to contact the company for account inquiries, technical support or general assistance. They can reach out through the Robinhood Support feature, which is available 24/7 and users can be connected to an agent through live chat or phone. Robinhood primarily operates online and does not have any physical locations for in person visits.

**K. Will visitors be familiar with your subject area/brand or do you need to introduce yourself?**

- a. Some visitors to Robinhood may already know about investing and the platform, while others may need an introduction. Robinhood provides an introduction to their company and their mission on their "About Us" page. Links are also provided on the page that direct users to learn more about topics in finance and trading.

**L. Will they be familiar with the product / service / information you are covering or do they need background information on it?**

- a. New users may need background information on Robinhood's service, especially those new to investing. There are educational resources, tutorials, and guides available on their platform. They offer explanations of investing concepts, tutorials on using their trading platform, and insights into specific financial products or services.

**M. What are the most important features of what you are offering?**

- a. The most important features Robinhood offers are commission-free trading, cash management services, real-time market data and a user-friendly interface. These features are essential for enabling users to make informed investment decisions easily and efficiently.

**N. What is special about what you offer that differentiates you from other sites that offer something similar?**

- a. Robinhood's commission-free trading, user-friendly interface and accessibility features like fractional shares and cash management differentiates it from other sites that offer similar services. Other investment platforms may charge commission fees for trades and may have different fee structures, account minimums and investment options.

**O. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?**

- a. People may have common questions about investing and managing their portfolios. These questions could include inquiries about diversification strategies, tax implications of investment gains, rebalancing portfolios, and

exploring more advanced trading techniques or investment opportunities. Robinhood addresses these questions on multiple FAQ pages.