### ****INTRODUCTION:****

### **This interview is being conducted as part of our software project focused on developing a stock market and cryptocurrency trading platform with marketplace features. The main purpose of this interview is to understand the needs, challenges, and expectations of real users who are currently trading in stocks and cryptocurrencies.**

### **The information collected through this interview will help our team:**

### **Identify the most important features users expect in a trading platform.**

### **Recognize common problems and pain points faced by users in existing platforms.**

### **Explore opportunities to design a platform that is secure, user-friendly, and efficient.**

### **Ensure our project aligns with the real-world requirements of investors and traders.**

### **By carefully analyzing the feedback from interviewees, we will be able to make better design decisions and create a platform that truly meets user needs.**

### INTERVIEW DETAILS:

**Interview Title:** End user perspectives for better trading experience

**Project: FinVerse**

**Date: August 24th , 2025**

**Interviewer(s):** Team Merge Minds

**Interviewee Name:** Daniyal Ayaz

**Platform:** Binance and KU Coin

### ****Interview Questions & Responses****

| **Q#** | **Question** | **Response (by Interviewee)** |
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| 1. | Which platforms do you currently use for trading stocks or cryptocurrencies, and why did you choose them? | I'm currently using Binance because of its large trading volume and low trading fees, and KU coin because for me it’s a “gem hunter”. |
| 2. | What is the biggest problem you face while using your current trading platform? | For me the biggest problems are P2P scams across these platforms and price difference between the exchange and trading view platform. |
| 3. | Which features do you use the most, and which features do you never use? | I mostly use the features like limit features, stop loss and social economy article. Among the which I never use there are future trading and binary and social trading. |
| 4. | If you could add one feature to your current platform, what would it be and why? | There are many like dollar cost averaging (DCU) is not shown on KU coin so it should be added, transaction history must not delete in six month and should be accessible all the time and initial investment and current standing must be visible. |
| 5. | What would make you switch from your current trading platform to a new one? | If a new platform offers lower fees, faster transactions, and better security, I would switch. |
| 6. | How important is security for you when using a trading platform? What security features do you trust the most? | Security is very important for me it is the most important factor. I usually trust 2 factor authentication,trading passwords and CNIC and facial recognition logins and other features like that. |
| 7. | Have you ever faced an issue with deposits, withdrawals, or transaction delays? How did it affect your experience? | Yes USDT transaction delay is one of the biggest problems, it effect the exchange image as exchange looses the trust. Moreover due to this delay prices tends to deviate causing strategic loss. |
| 8. | Do you prefer a platform that combines both stocks and crypto in one place? Why or why not? | Yes, it would make the handling easy for those who trade on both stocks and crypto. Stock market effect crypto market so if both are available in one platform then time delay and transaction delays would be avoided easily as buying and selling gets quicker. |
| 9. | Would you like to see real-time news and price alerts in your trading platform? How important is this feature for you? | Real time news would be very helpful as I would get the relevant news on the single screen and they will certainly influence the decisions I would take. Their notifications would help in stop loss and limit features. |
| 10. | Do you want an option to learn (tutorials, tips, strategies) within the website? Why? | Yes, it would be very effective for the new comers and they would learn with in the platform using the same interface and get used to it. It will grab the attention of beginners and encourage them to use the app. |
| 11. | How important is low transaction cost for you compared to having advanced features? | For me low transaction fees would be more important, see the whole point of trading is to make money, and with high transaction fees, the profits get relatively low. |
| 12. | Would you like social features like following top traders or copying their trades? | I would not prefer copy trading but following top traders trade would be helpful due to their vast experience. |
| 13. | What is your preferred payment method for deposits and withdrawals? | Bank account to directly exchange wallet eliminating the need of P2P for deposit and wallet to bank account for withdrawal. I would also love to have a bank debit card type exchange debit card which would be used as easily as bank debit card. |
| 14. | How do you check the reliability and trustworthiness of a new trading platform? | I will see its trading volume, franchises must be located in the countries where these exchange work and security features must be very strong. |
| 15. | What is the one thing your current platform does well that you don’t want to lose? | The user interface of Binance and its low transaction fees. |

**SUMMARY:** The interviewee currently uses **Binance** and **KuCoin** due to their **low fees, large trading volume, and unique features**. However, he face issues like **P2P scams, price discrepancies, and transaction delays**.

They value features such as **limit orders, stop-loss, and news articles**, but avoid **futures and copy trading**. Security is a **top priority**, with trust in **2FA, facial recognition, and strong login measures**.

The interviewee would like improvements such as **permanent transaction history, visible investment standing, dollar cost averaging (DCA), and faster transactions**. He is open to switching platforms if **fees are lower, security is stronger, and services are faster**.

he also prefer a platform that **combines stocks and crypto**, provides **real-time news, alerts, tutorials, and educational material**, and supports **direct bank-to-wallet transactions with debit card integration**.

Finally, he emphasize **low fees over advanced features**, prefer **following experienced traders** rather than copying trades, and highlight the importance of **strong security, transparency, and user-friendly design**.