

Designed by
Krish Patel - 202301264

UI/UX Case Study

IT 314 - Group 21

InsightStox

Analyse Better,
Invest Smarter

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Mentor - Ammar Karimi



Project Overview

InsightStox is a next-generation stock research and portfolio intelligence platform designed to help investors understand the market with ease. It simplifies complex financial data into clean visuals, enabling users to track portfolios, create watchlists, compare stocks, and receive AI-generated insights— all in one unified dashboard.

Roles

User Research

UX Strategy

User Flow

Design System

High Fidelity Wireframes

Prototype

UI design



User Research

To understand how users interact with their investments and what challenges they face, a survey was conducted with 78 participants from different levels of investment experience.

Key Findings

Investment Habits

- 51% currently invest in the stock market, while 49% do not.
- Nearly half check their investments rarely (48.7%), showing low engagement with existing tools.
- Many users do not maintain a proper portfolio (51.3%), indicating complexity or lack of guidance.

Challenges With Current Tools

- Lack of clear insights (46.2%)
- Time-consuming dashboards (42.3%)
- Too many holdings to track (34.6%)
- Confusing interface (30.8%)

Expectations From a New Platform

- AI-powered insights and alerts (60.3%)
- Portfolio performance analysis (57.7%)
- Watchlist creation & tracking (32.1%)
- Customizable charts & reports (34.6%)

AI and Trust

- Strong interest in risk analysis & market warnings
- Major concerns about data privacy (66.7%) and trust in AI accuracy (64.1%)

Conclusion

Users want a simple, visually clear, and insight-rich platform that helps them track investments easily and make confident decisions without needing advanced knowledge.



Competitive Analysis

To identify gaps and opportunities, several popular investment platforms were reviewed, including:



Groww



HDFC Sky



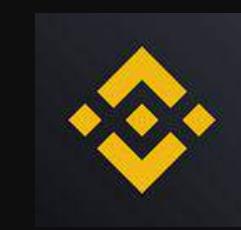
Yahoo Finance



Angel One



IND Money



Binance

Strengths Identified

- Smooth onboarding flows
- Comprehensive market data
- Good charting tools
- Reliable real-time updates

Weaknesses Identified

- Overloaded dashboards with too much data
- Confusing navigation, especially for beginners
- Lack of beginner-friendly explanations
- Limited AI-based insights
- Tables and charts feel complex and technical
- Some apps lack clear portfolio visualizations

Opportunities

- A cleaner, more guided experience
- Easy-to-read dashboards
- AI-powered suggestions and risk warnings
- Modern dark theme with high contrast
- Personalized, simplified performance views

UX Strategy & Feature Prioritization

Using insights from research and competitive analysis, core features were prioritized based on user value, frequency of use, and effort vs. impact.

High Priority Features (Must Have)

- Portfolio tracking with performance metrics
- Watchlist creation & management
- AI-powered insights (risk warnings, stock suggestions)
- Stock comparison tool
- Market trends & news highlights
- Clean and minimal dashboard

Medium Priority Features

- Customizable charts
- Goal tracking
- Alerts & notifications
- Filters & sorting
- Advanced graph overlays

Low Priority Features

- Social sentiment insights
- In-depth financial ratios
- Expert opinions

UX Goals

- Make investing feel simple and approachable
- Reduce cognitive load with clean visual hierarchy
- Provide insights, not just data
- Build trust through transparency and clear explanations



User Flow

User flows were designed to ensure users can complete tasks smoothly with minimal friction.

Key User Flows

1. Onboarding Flow



2. Portfolio Flow



3. Watchlist Flow



4. Stock Comparison Flow



5. AI Insights Flow



6. Help & Support Flow



Task Flow Approach

- Reduced steps for common tasks
- Clear call-to-actions
- Minimal input fields
- Predictable navigation patterns

Information Architecture

The app was structured to keep information organized and easy to find.

Top-Level Navigation

1. Dashboard
2. Portfolio
3. Watchlist
4. Stock Information
5. AI Insights
6. Compare Stocks
7. Market Trends
8. Profile & Preferences
9. Help & Support

Visual Hierarchy Principles Used

- Strong contrast for important numbers (green highlights)
- Large headings for section clarity
- Consistent spacing (8px / 16px / 24px scale)
- Grouping related elements together
- Clear distinctions between primary and secondary actions

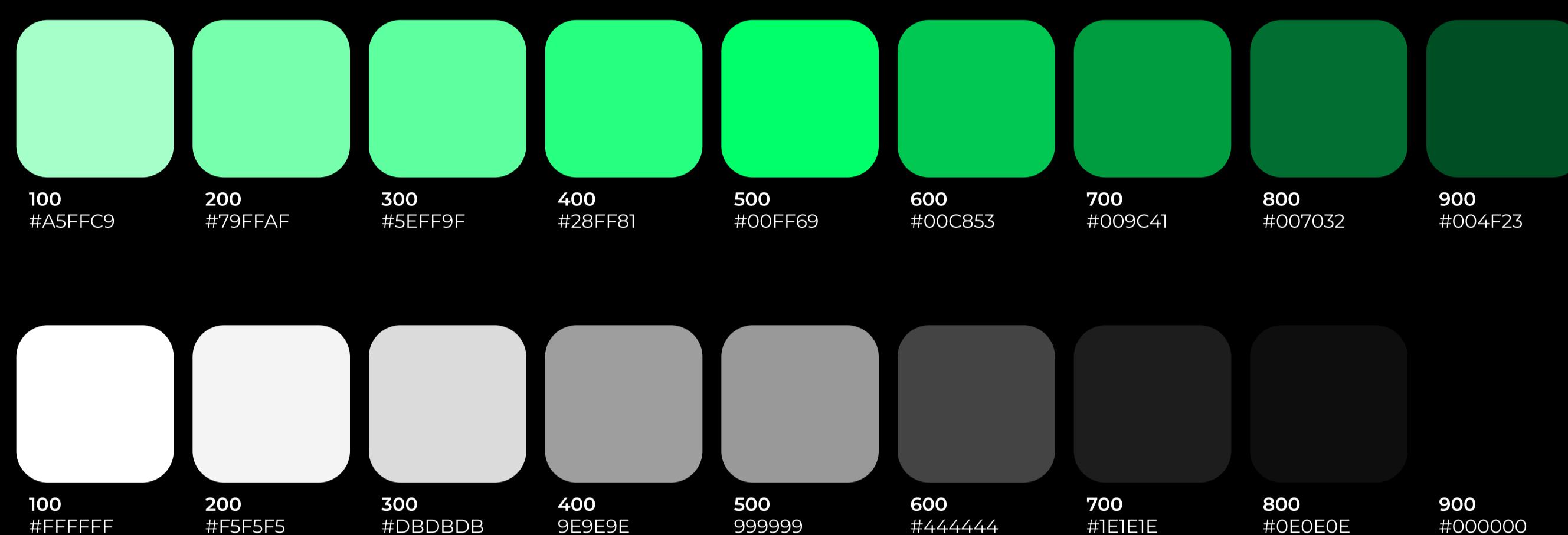
Layout Planning

- Dashboard focuses on key metrics first (performance cards, insights)
- Tables designed with high readability
- Graphs kept clean with minimal clutter
- Dark theme optimized for contrast and low strain
- Reusable components ensure consistency across all screens



COLOR

Black X Tech Green X White



TYPOGRAPHY

Primary

Montserrat

Regular X Medium X Semi Bold X Bold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary

Poppins

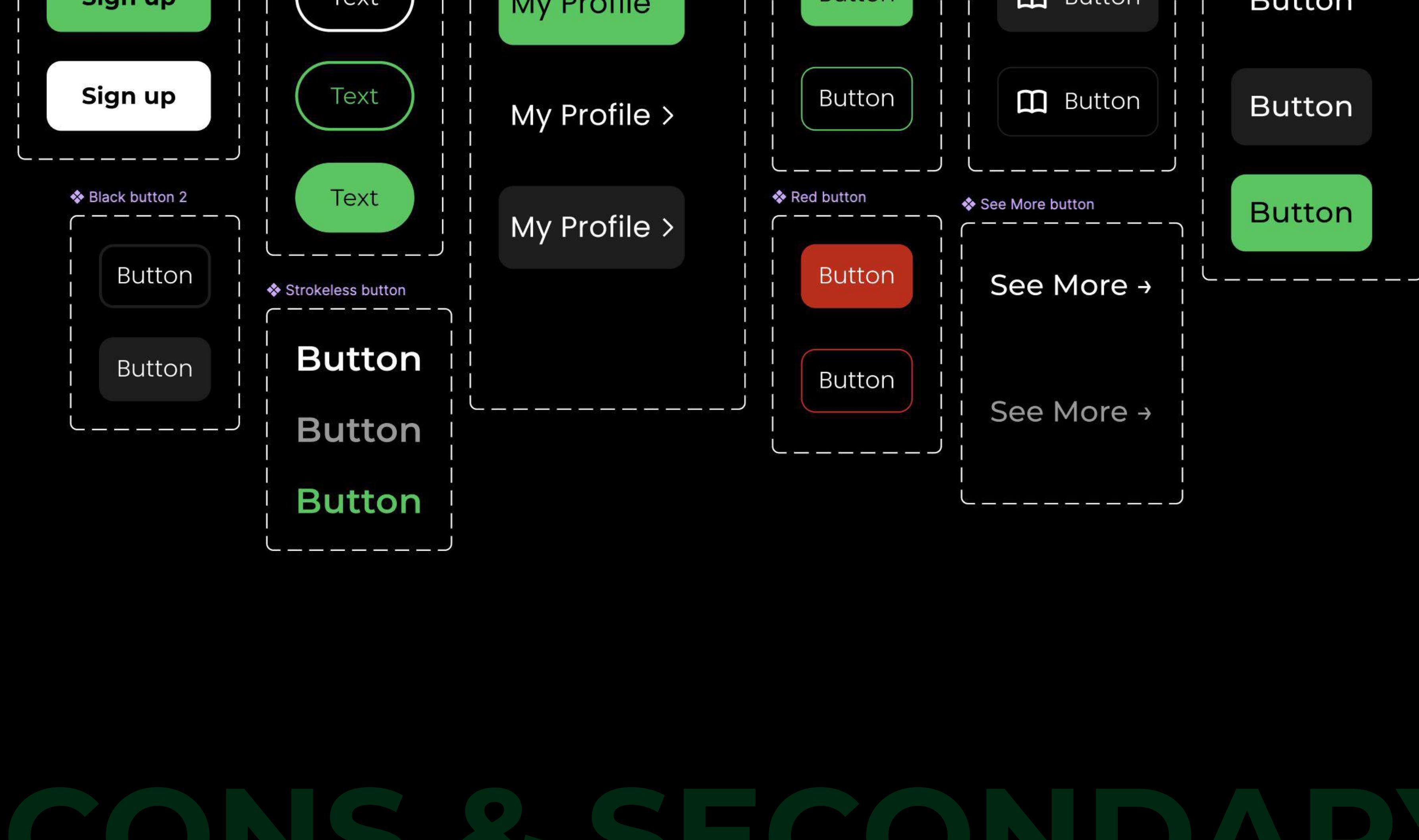
Regular X Medium X Semi Bold X Bold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Component System

PRIMARY BUTTONS

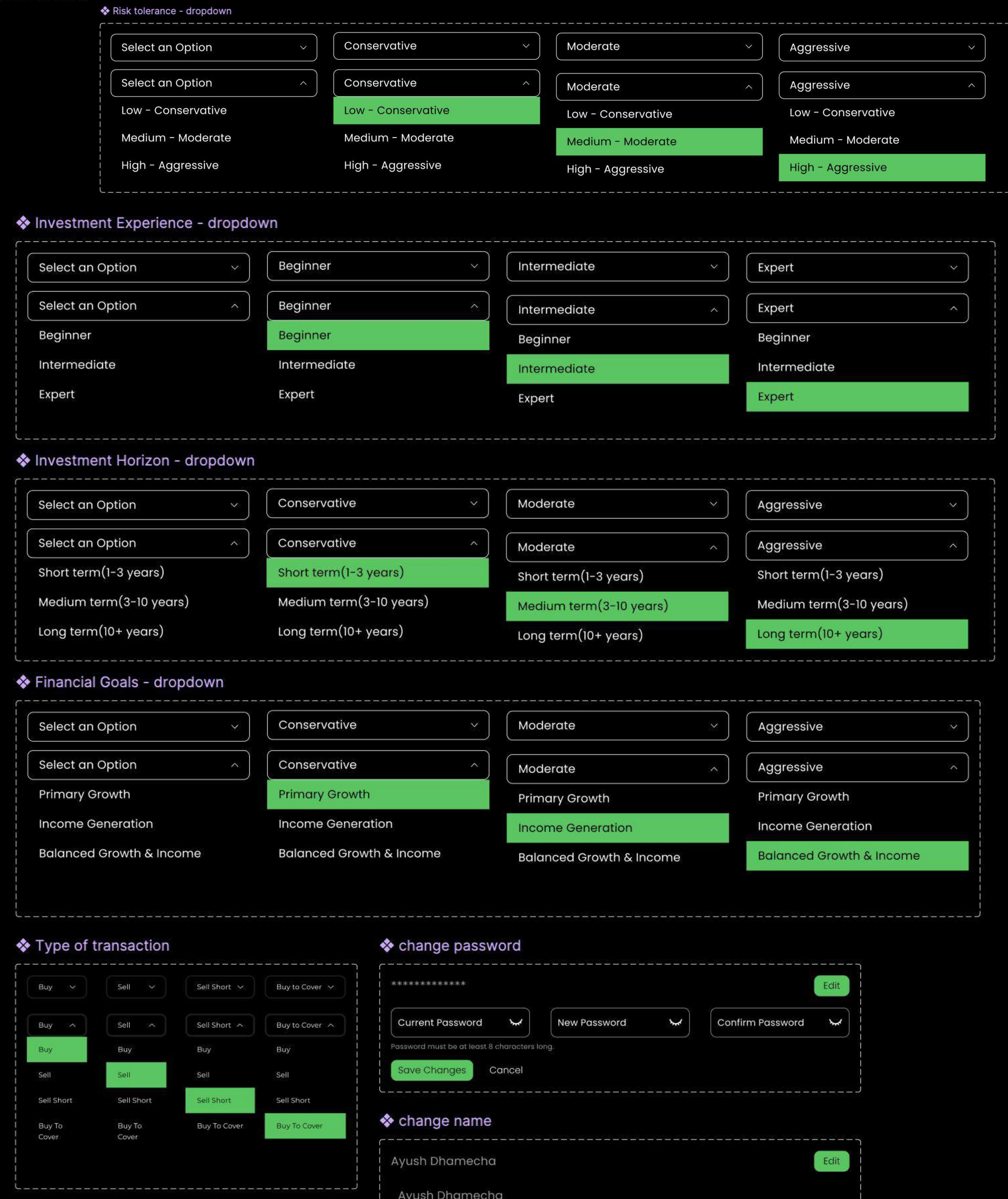


ICONS & SECONDARY BUTTONS

BUTTONS



DROP-DOWN MENUS



High Fidelity Wireframes

Home Page(scroll)

InsightStox

Features | How It Works? | FAQs | Log In

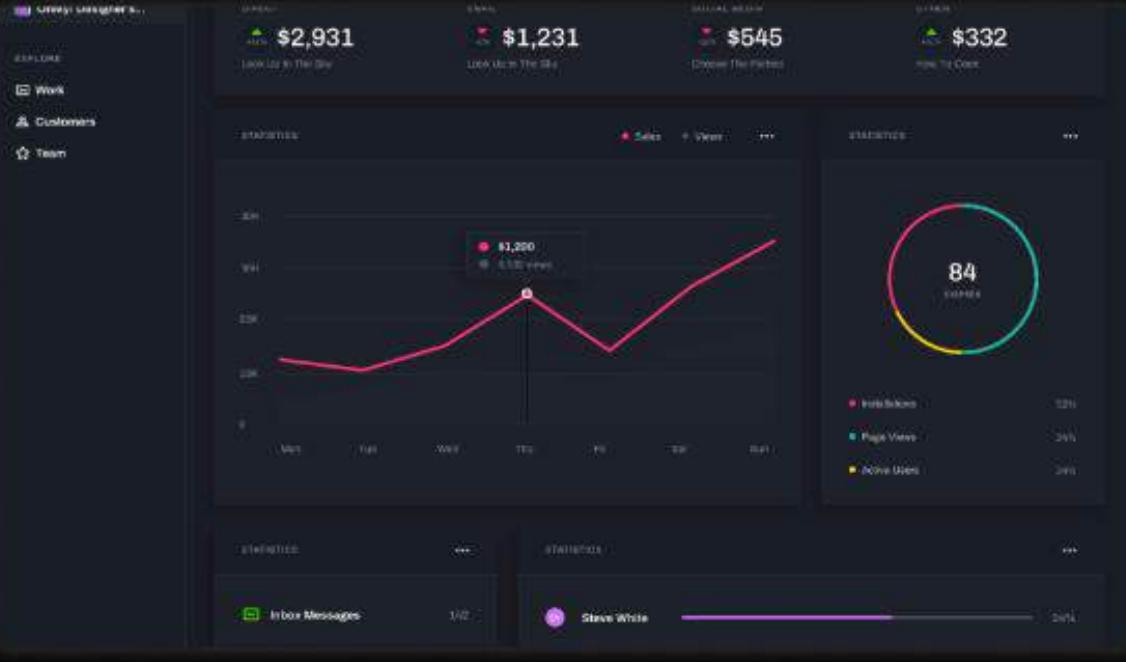
Go Beyond Guesswork. Invest with Insight.

Empower your financial decisions with our platform's advanced analytics and intelligent forecasting.

Get Started

Your entire portfolio, beautifully visualized.

Our clean and intuitive dashboard makes complex data easy to understand.



Everything You Need to Invest Smarter

Investing made easier, smarter, and more effective.

Dynamic Portfolio Tools
Your portfolio isn't static, and your tools shouldn't be either. Model potential changes, analyze your diversification, and rebalance your assets with powerful, easy-to-use tools that help you stay in control.

Unified Dashboard
Stop juggling spreadsheets and multiple apps. See your entire financial picture, across all assets, in one clean, real time view. Track your net worth and performance effortlessly.

Smart Watchlist
Keep potential investments organized and ready for analysis. Track key metrics for stocks you're interested in, all in one place, so you can act with confidence when the time is right.

Intelligent Insights
Go beyond raw data. Our AI-powered "Intellisense" analyzes your portfolio to highlight hidden risks, uncover new opportunities, and provide actionable suggestions so you can invest with confidence, not guesswork.

Unlock powerful insights in four simple steps.

Get started in just a few minutes and let InsightStox do the hard work for you.

- 1. Create Your Account**
Create your secure account to access your personalized dashboard.
- 2. Add Portfolio**
Connect your brokerage or manually add assets to build your portfolio.
- 3. Track Performance**
Monitor real-time performance with clear charts and key metrics.
- 4. Optimize & Act**
Use insights to optimize your portfolio and make informed trades.

Frequently Asked Questions

Q : Is my financial data secure?

Q : Is InsightStox a financial advisor?

Q : What is the pricing for InsightStox?

Q : Which brokerages can I connect?

Q : How does the AI generate its suggestions?

Ready to Take Control of Your Investments?

Sign up for free and start making smarter, data-backed decisions today.

Sign Up Now

InsightStox

Analyze Smarter,
Invest Better

NAVIGATION

Features | FAQs | How It Works?

LEGAL

Privacy Policy | Terms Of Service

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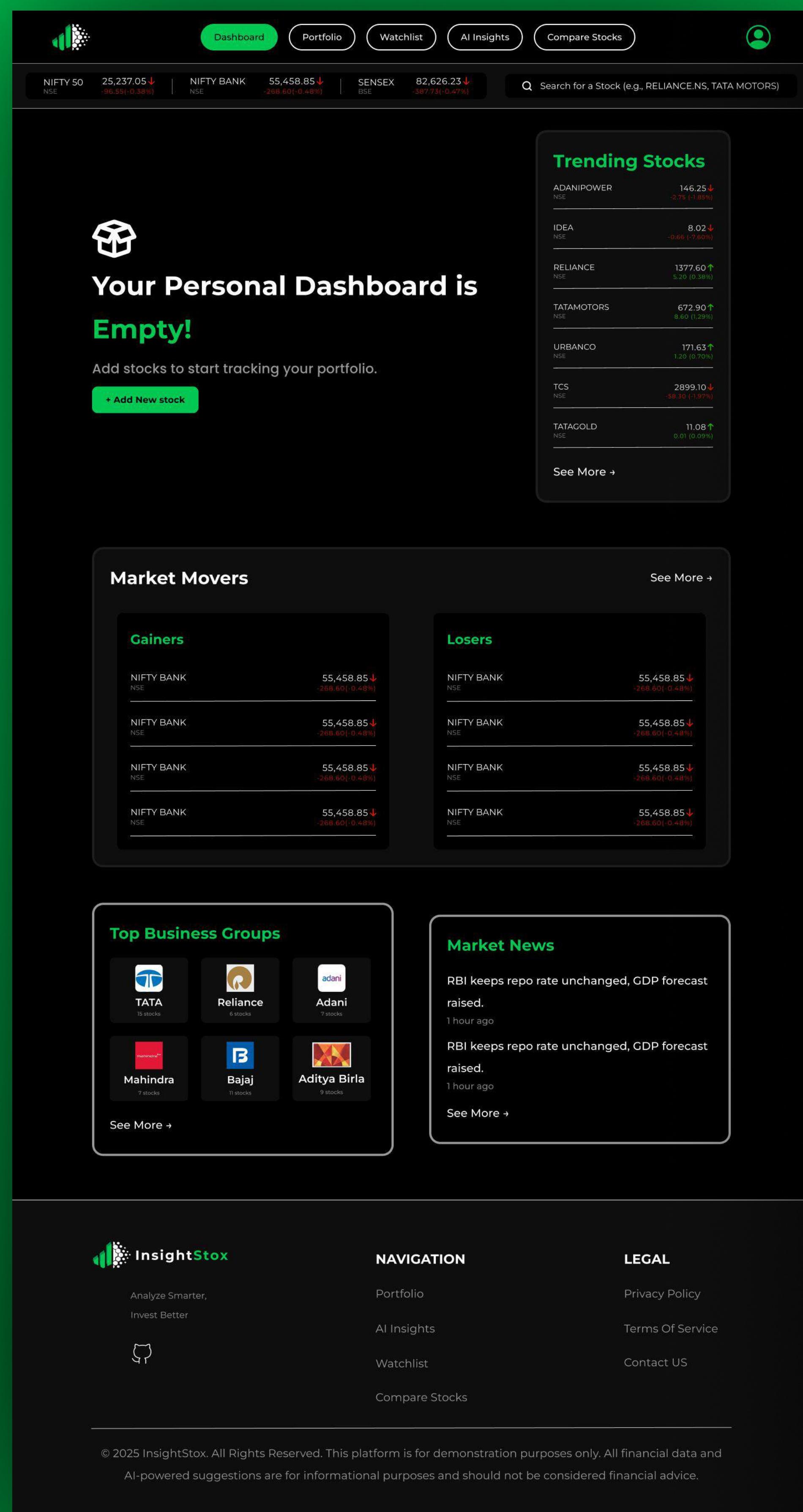
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10/20

High Fidelity Wireframes

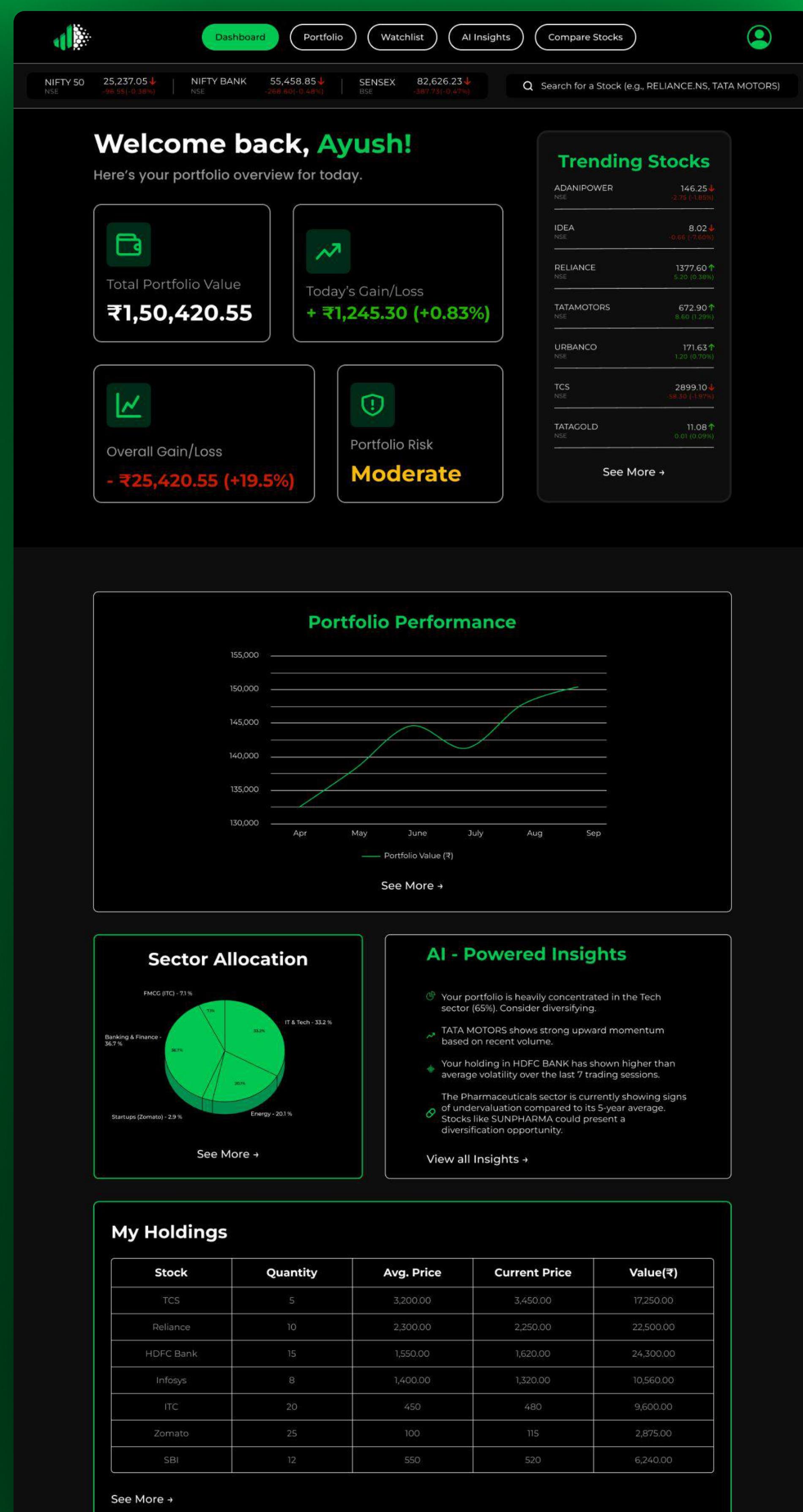
Dashboard

New User

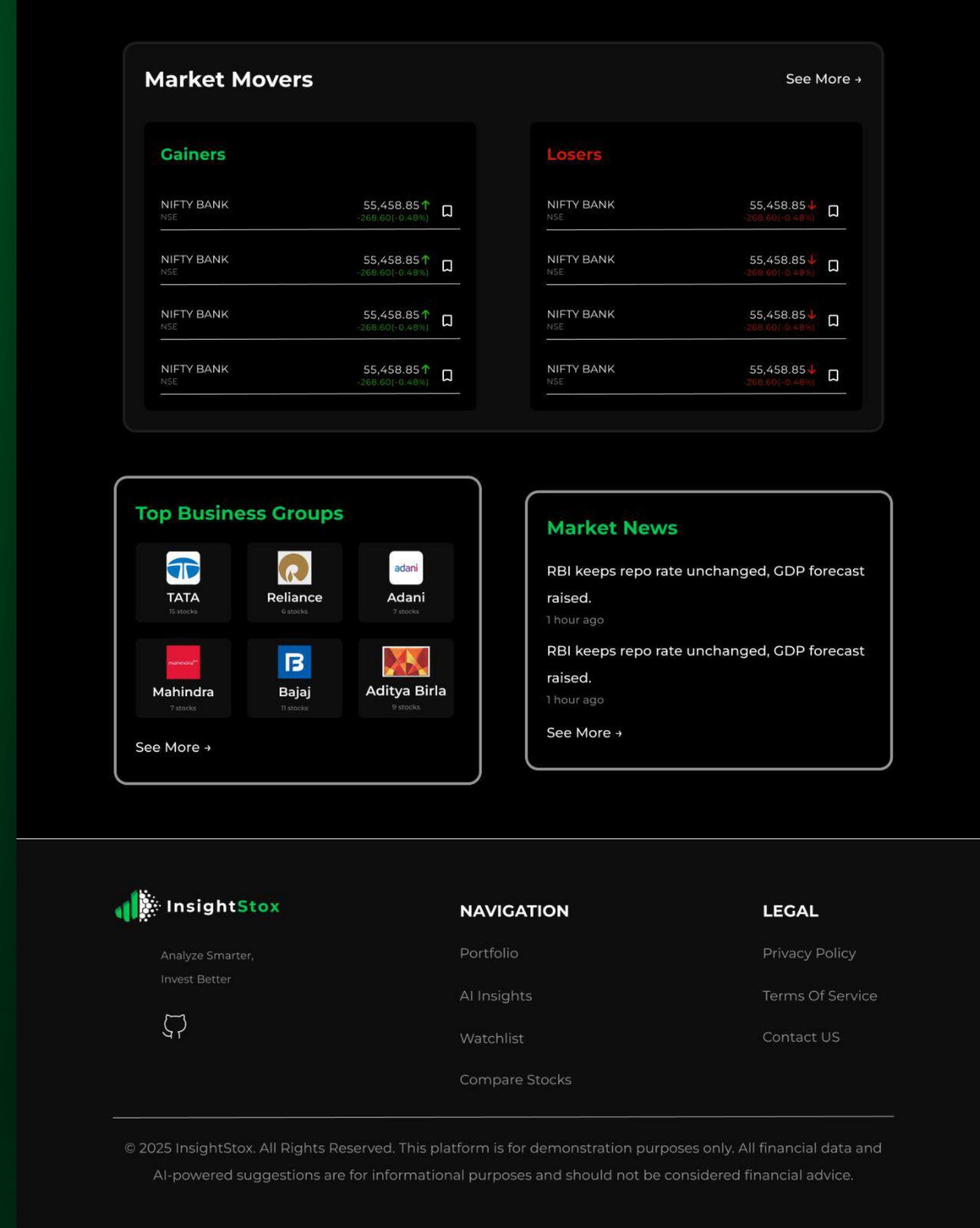


This wireframe shows the initial view for a new user. At the top, there's a header with navigation links: Dashboard, Portfolio, Watchlist, AI Insights, and Compare Stocks. Below the header, a search bar allows users to search for stocks. The main area features a large message: "Your Personal Dashboard is Empty!" with a "See More" button. To the right, a section titled "Trending Stocks" lists stocks like ADANIPOWER, IDEA, RELIANCE, TATAMOTORS, URBANCO, TCS, and TATAGOLD with their current prices and percentage changes. Below this is a "Market Movers" section divided into "Gainers" and "Losers", each showing a list of stocks with their recent price movements. On the left, there's a sidebar with the InsightStox logo, navigation links for Portfolio, AI Insights, Watchlist, and Compare Stocks, and a copyright notice at the bottom.

Old User



This wireframe shows the dashboard for an old user. It includes a "Welcome back, Ayush!" message and a "Portfolio Overview" section with summary metrics: Total Portfolio Value (₹1,50,420.55), Today's Gain/Loss (+₹1,245.30 (+0.83%)), Overall Gain/Loss (-₹25,420.55 (+19.5%)), and Portfolio Risk (Moderate). To the right, there's a "Trending Stocks" section and a "Portfolio Performance" chart showing the value of the portfolio from April to September. Below these are sections for "Sector Allocation" (a pie chart) and "AI - Powered Insights" (with various data points and a "View all Insights" button). At the bottom, there's a "My Holdings" table listing stocks like TCS, Reliance, HDFC Bank, Infosys, ITC, Zomato, and SBI with their respective details. A "Market Movers" section is also present at the bottom.

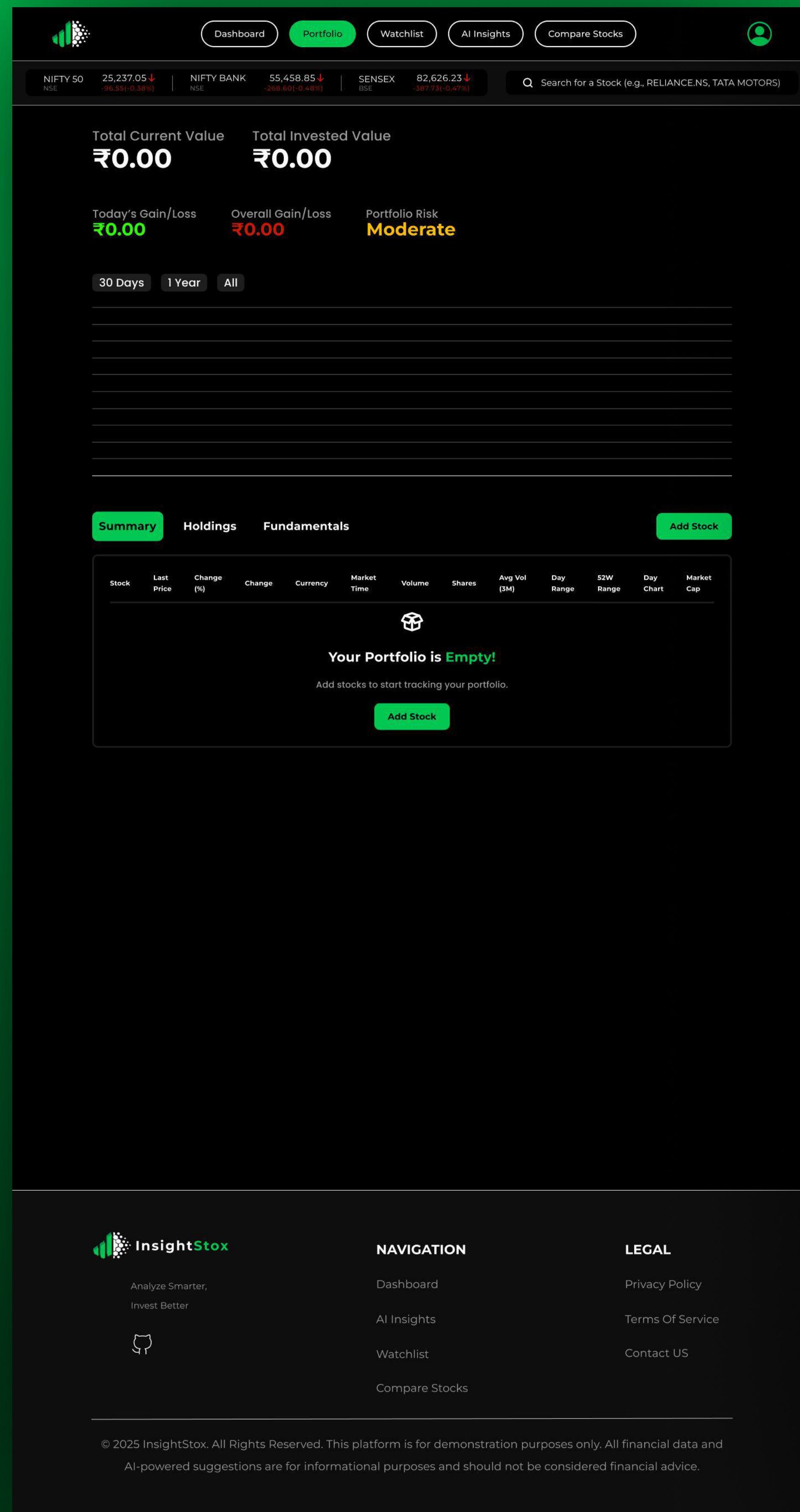


This wireframe continues the old user dashboard. It features a "Market Movers" section with "Gainers" and "Losers" lists, a "Top Business Groups" section with logos for TATA, Reliance, Adani, Mahindra, Bajaj, and Aditya Birla, and a "Market News" section with a repeating news item about RBI keeping repo rate unchanged. At the bottom, there's a footer with the InsightStox logo, navigation links for Portfolio, AI Insights, Watchlist, and Compare Stocks, and a copyright notice.

High Fidelity Wireframes

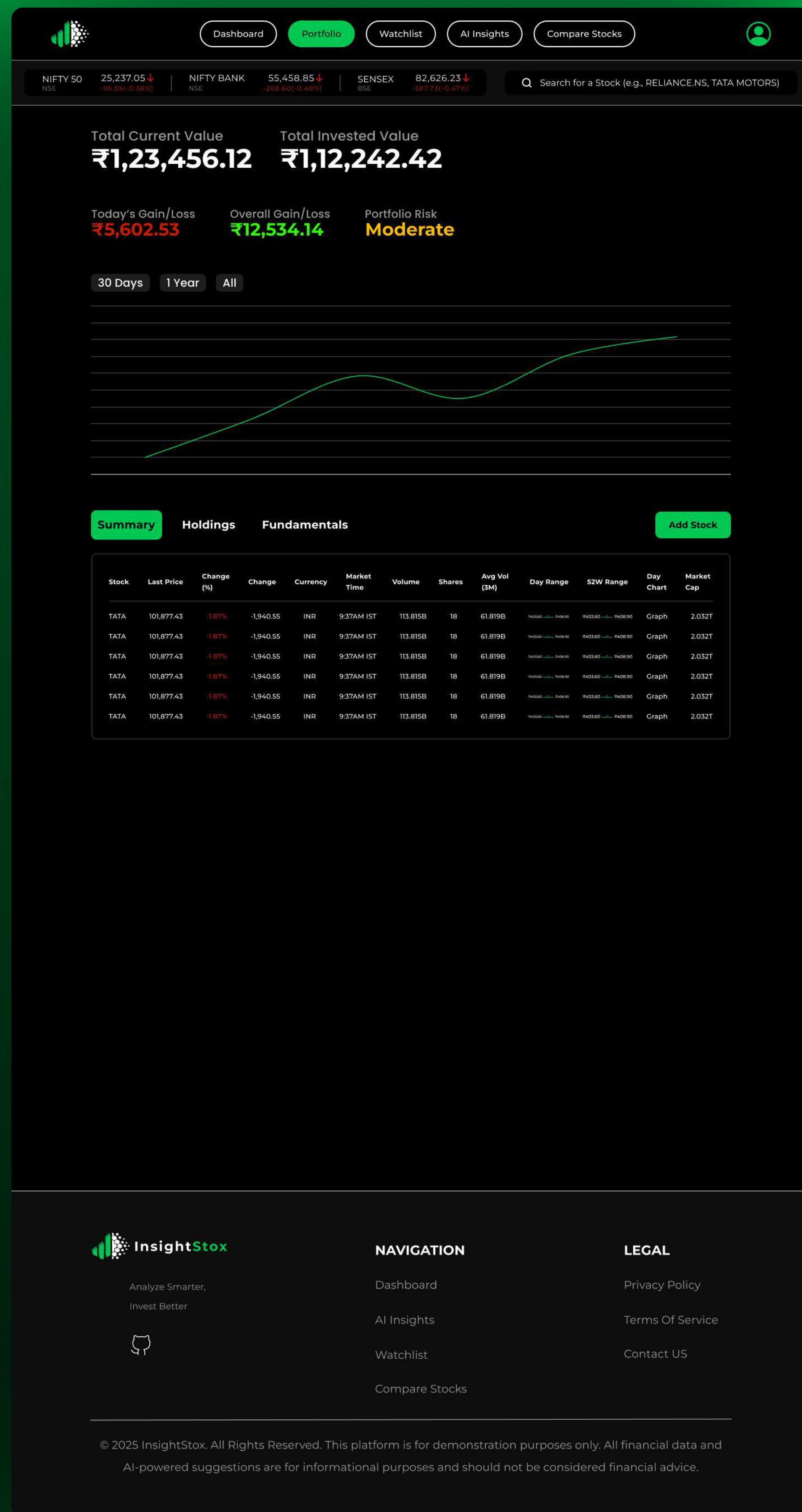
Portfolio

New User



This wireframe shows the initial state of a new user's portfolio dashboard. At the top, there are tabs for Dashboard, Portfolio (which is active), Watchlist, AI Insights, and Compare Stocks. Below the tabs, a header displays market indices: NIFTY 50 (25,237.05), NIFTY BANK (55,458.85), and SENSEX (82,626.23). A search bar allows users to search for stocks. Key metrics for the portfolio are displayed: Total Current Value (₹0.00), Total Invested Value (₹0.00), Today's Gain/Loss (₹0.00), Overall Gain/Loss (₹0.00), and Portfolio Risk (Moderate). Below these metrics, there are three time filters: 30 Days, 1 Year, and All. The main content area is currently empty, showing a placeholder message: "Your Portfolio is Empty! Add stocks to start tracking your portfolio." There is also an "Add Stock" button. At the bottom, the InsightStox logo is present along with links for Analysis Smarter, Invest Better, and navigation options like Dashboard, AI Insights, Watchlist, and Compare Stocks. A copyright notice at the very bottom states: "© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice."

Old User



This wireframe shows the state of an old user's portfolio dashboard. The layout is identical to the new user's dashboard, with tabs for Dashboard, Portfolio (active), Watchlist, AI Insights, and Compare Stocks. The top header shows the same market indices: NIFTY 50 (25,237.05), NIFTY BANK (55,458.85), and SENSEX (82,626.23). The search bar is also present. Key metrics for the portfolio are displayed: Total Current Value (₹1,23,456.12), Total Invested Value (₹1,12,242.42), Today's Gain/Loss (₹5,602.53), Overall Gain/Loss (₹12,534.14), and Portfolio Risk (Moderate). Below these metrics, there are three time filters: 30 Days, 1 Year, and All. A line chart visualizes the performance of the portfolio over time, showing a steady upward trend. The main content area displays a table of portfolio holdings:

Stock	Last Price	Change (%)	Change	Currency	Market Time	Volume	Shares	Avg Vol (3M)	Day Range	52W Range	Day Chart	Market Cap
TATA	101,877.43	-1.07%	-1,940.55	INR	9:37AM IST	113,815B	18	61,819B	101,866.00 - 101,888.00	84,035.60 - 94,088.90	Graph	2,032T
TATA	101,877.43	-1.07%	-1,940.55	INR	9:37AM IST	113,815B	18	61,819B	101,866.00 - 101,888.00	84,035.60 - 94,088.90	Graph	2,032T
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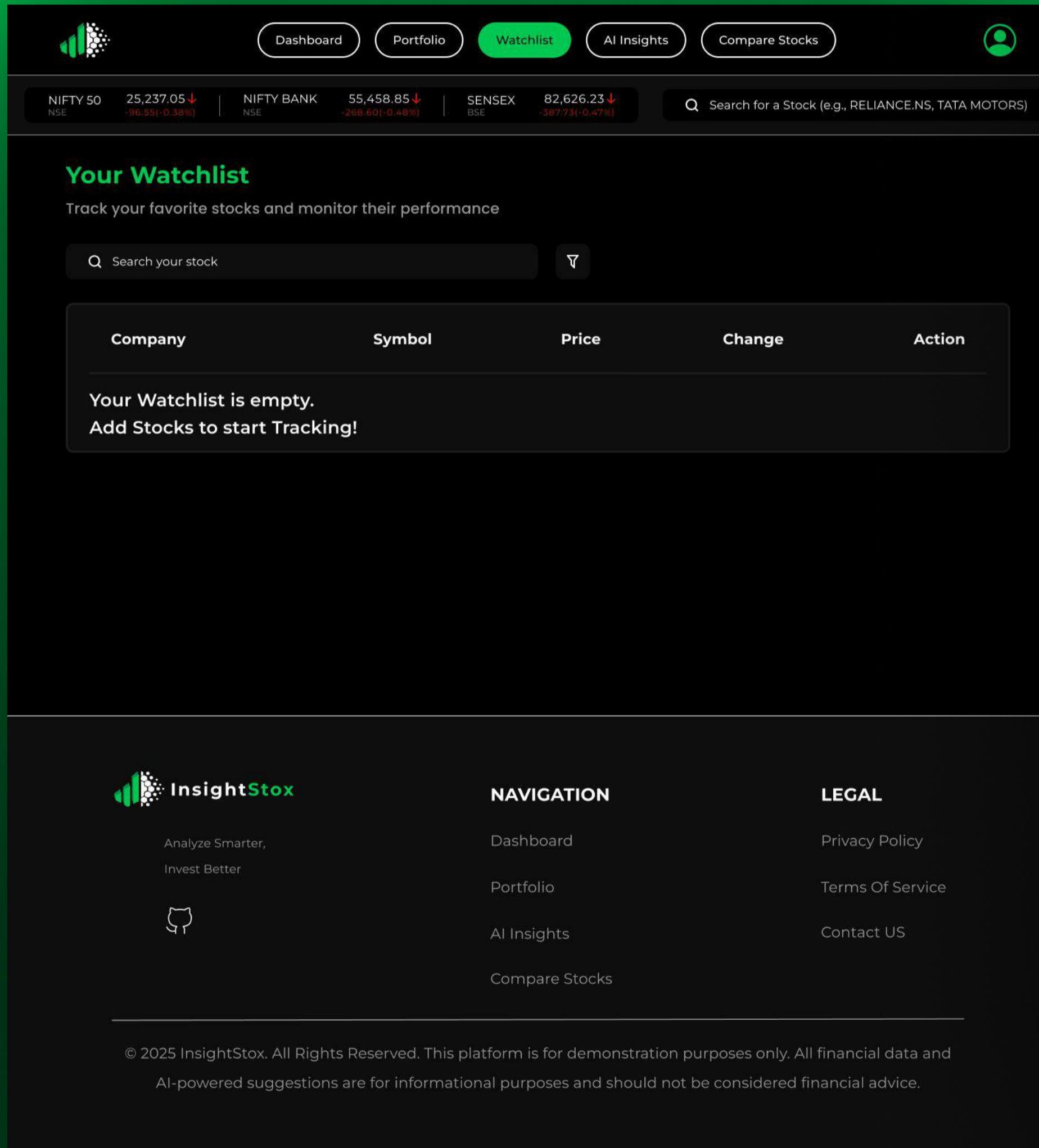
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High Fidelity Wireframes

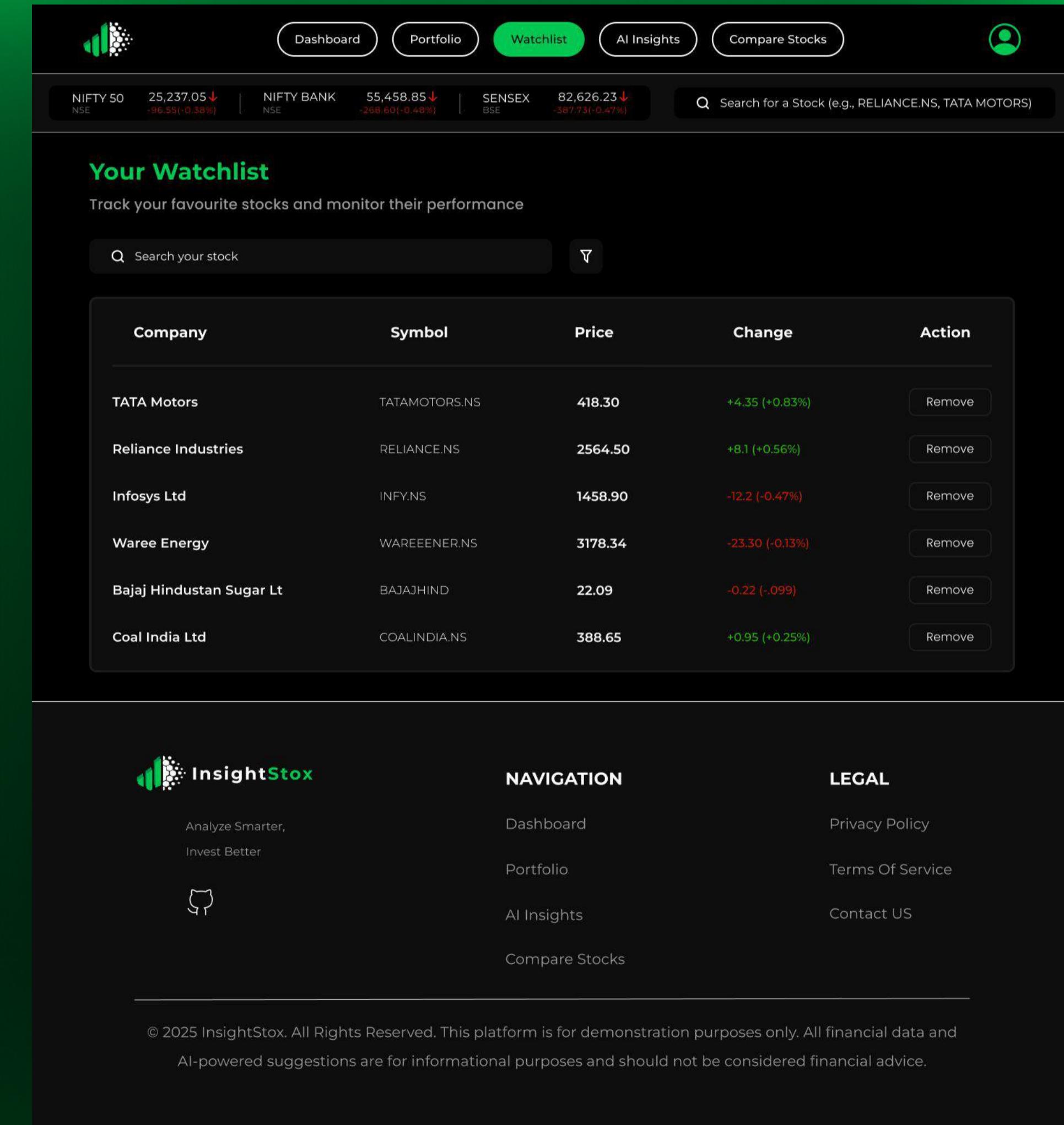
Watchlist

New User



The wireframe for a new user's watchlist page features a dark header with navigation links: Dashboard, Portfolio, Watchlist (highlighted in green), AI Insights, and Compare Stocks. Below the header is a top navigation bar showing market indices: NIFTY 50 (25,237.05), NIFTY BANK (55,458.85), and SENSEX (82,626.23). A search bar allows users to search for stocks. The main content area is titled "Your Watchlist" and includes a sub-instruction: "Track your favorite stocks and monitor their performance". A search bar and a filter icon are present. The table below is empty, displaying the message: "Your Watchlist is empty. Add Stocks to start Tracking!". The footer contains the InsightStox logo, navigation links (Dashboard, Portfolio, AI Insights, Compare Stocks), and legal links (Privacy Policy, Terms Of Service, Contact US). A copyright notice at the bottom states: "© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice."

Old User

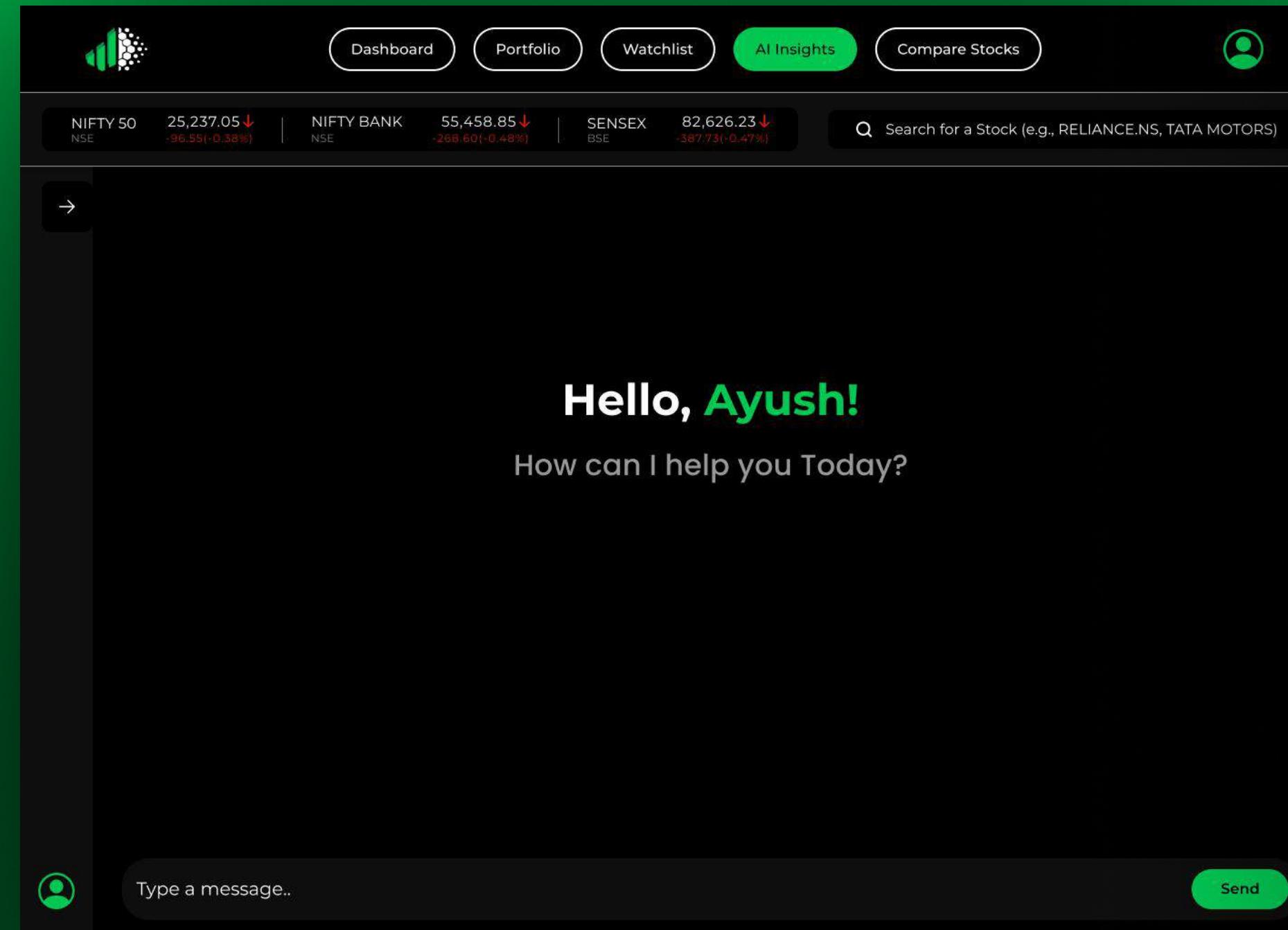


The wireframe for an old user's watchlist page is similar to the new user version but shows a populated watchlist. The main content area is titled "Your Watchlist" and includes a sub-instruction: "Track your favourite stocks and monitor their performance". The table lists six stocks with their details: TATA Motors (TATAMOTORS.NS, 418.30, +4.35 (+0.83%), Remove), Reliance Industries (RELIANCE.NS, 2564.50, +8.1 (+0.56%), Remove), Infosys Ltd (INFY.NS, 1458.90, -12.2 (-0.47%), Remove), Waree Energy (WAREENER.NS, 3178.34, -23.30 (-0.13%), Remove), Bajaj Hindustan Sugar Lt (BAJAJHIND, 22.09, -0.22 (-0.99%), Remove), and Coal India Ltd (COALINDIA.NS, 388.65, +0.95 (+0.25%), Remove). The footer contains the InsightStox logo, navigation links (Dashboard, Portfolio, AI Insights, Compare Stocks), and legal links (Privacy Policy, Terms Of Service, Contact US). A copyright notice at the bottom states: "© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice."

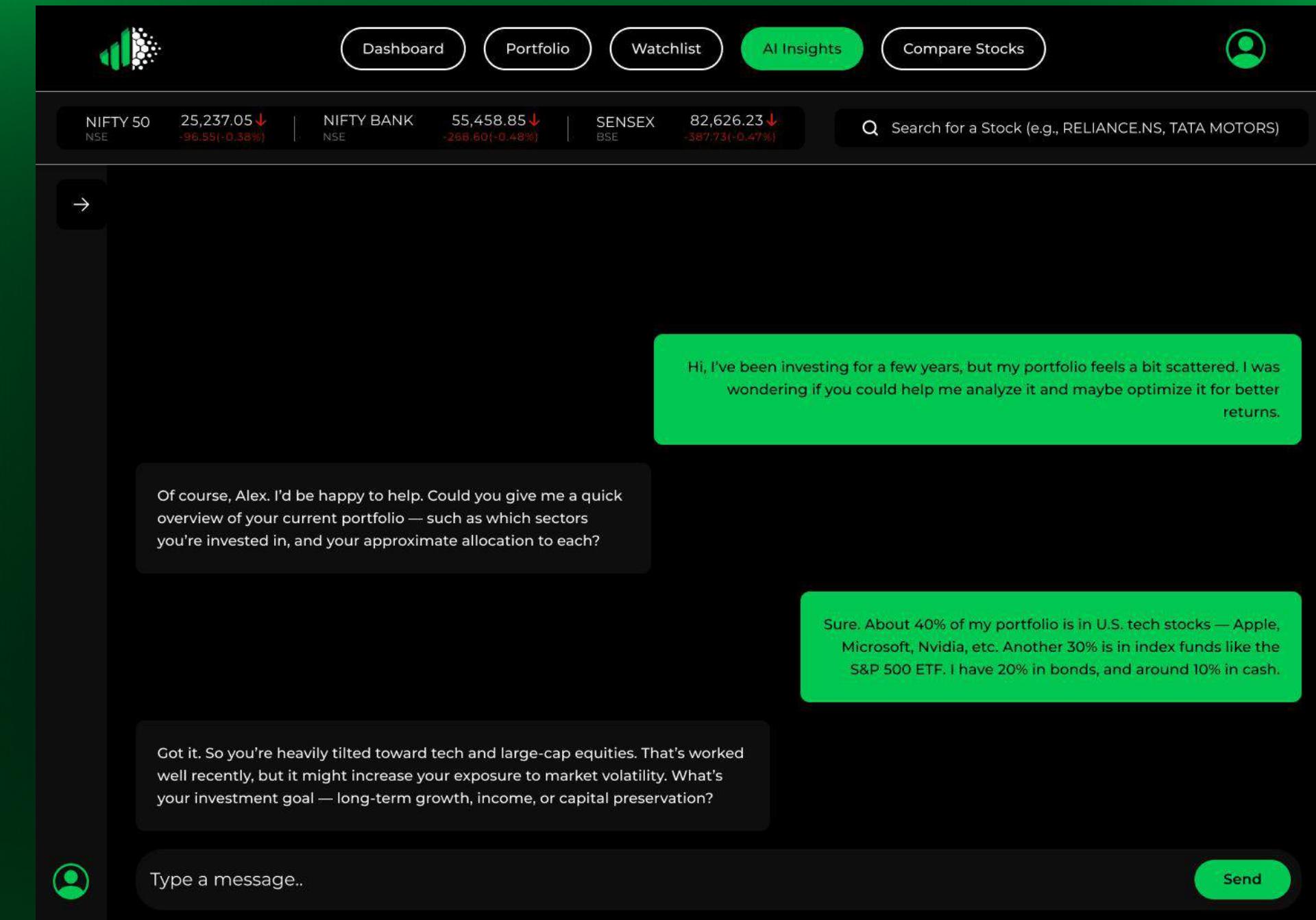
High Fidelity Wireframes

AI Insights Page

New Chat



Old Chat



High Fidelity Wireframes

Compare Stocks Page

The wireframe shows a dark-themed user interface for a stock comparison tool. At the top, there's a navigation bar with icons for Dashboard, Portfolio, Watchlist, AI Insights, and a green 'Compare Stocks' button. Below the navigation is a header section showing market indices: NIFTY 50 (25,237.05), NIFTY BANK (55,458.85), and SENSEX (82,626.23). A search bar allows users to search for stocks. The main content area is titled 'Select Stocks To Compare' and instructs users to select up to three stocks for comparison. It features three input fields for 'Select Stock 1', 'Select Stock 2', and 'Select Stock 3 (optional)', each with a placeholder and a 'Compare Now' button. Below this is a table comparing four stocks: TCS, Infosys, and HDFC Bank, with an optional third stock. The table includes metrics like Current Price, Market Cap, P/E Ratio, EPS, 1-Year Return, Volatility, and Sector. The footer contains the InsightStox logo, a tagline 'Analyze Smarter, Invest Better', and navigation links for Dashboard, Portfolio, AI Insights, and Watchlist. It also includes legal links for Privacy Policy, Terms Of Service, and Contact US, along with a copyright notice for 2025.

Metric	TCS	Infosys	HDFC Bank
Current Price(₹)	3,800	1,650	1,550
Market Cap (₹ Cr)	14,00,000	6,80,000	11,00,000
P/E Ratio	29.4	27.8	21.6
EPS (₹)	128.9	59.2	72.1
1-Year Return (%)	18.6	14.2	11.5
Volatility (%)	12.5	14.8	9.9
Sector	IT Services	IT Services	Banking



High Fidelity Wireframes

Stock Information/Details Page (Scroll)

Dashboard Portfolio Watchlist AI Insights Compare Stocks

NIFTY 50 NSE 25,237.05 ↓ NIFTY BANK NSE 55,458.85 ↓ SENSEX BSE 82,626.23 ↓

Search for a Stock (e.g., RELIANCE.NS, TATA MOTORS)

TATA Motors Passenger Vehicles Limited (TATAMOTORS.NS)

₹418.30 +4.35(+0.83%)

Performance Fundamentals Financials News About Company

Performances

Day's Range Today's Low: ₹403.60 Today's High: ₹408.90

Previous Close	405.85	Day's Range	₹403.60 - ₹408.90
Open	407.50	52 Week Range	₹376.30 - ₹853.60
Volume	14,120,004	Market Cap (intraday)	1.494T

Fundamentals

ROCE (TTM)	8.61	ROE	11.62
P/E Ratio (TTM)	32.9	EPS (TTM)	9.93
P/B Ratio	3.21	Dividend Yield	0.12
Industry P/E	22.00	Book Value	101.67
Debt to Equity	5.88	Face Value	10

Financials

Income Statement	
Revenue (TTM)	4.37 T
Revenue Per Share (TTM)	1,187.16
Quarterly Revenue Growth (YOY)	-3.40%
Gross Profit (TTM)	1.95 T
EBITDA	421.66 B
Net Income Available to Common (TTM)	212.4 B
Diluted EPS (TTM)	60.92
Quarterly Earnings Growth (YOY)	-29.50%
Profitability & Efficiency Metrics	
Profit Margin	4.86%
Operating Margin (TTM)	5.67%
Return on Assets (TTM)	--
Return on Equity (TTM)	--

Balance Sheet	
Total Cash (MRQ)	647.28 B
Total Cash Per Share (MRQ)	183.16
Total Debt (MRQ)	770.7 B
Total Debt / Equity (MRQ)	61.55 %
Current Ratio (MRQ)	--
Book Value Per Share (MRQ)	315.49

Cash Flow Statement	
Operating Cash Flow (TTM)	--
Levered Free Cash Flow (TTM)	--

Fiscal Information	
Fiscal Year Ends	3/31/2025
Most Recent Quarter (MRQ)	6/30/2025

News

Recent News: TATAMOTORS.NS See More →

RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

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RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

RBI keeps repo rate unchanged, GDP forecast raised. 1 hour ago

About Company

TATA Motors Passenger Vehicles Limited (TATAMOTORS.NS)

Tata Motors Passenger Vehicles Limited designs, develops, manufactures, and sells various automotive vehicles. The company offers passenger cars; sports utility vehicles and electric vehicles, as well as related spare parts and accessories. It also manufactures engines for industrial applications; and factory automation equipment, as well as provides information technology....

86,259 Full-time employees March 31 Fiscal Year Ends

Consumer Cyclical Sector Auto Manufacturers Industry

www.tatamotors.com

InsightStox

Analyze Smarter, Invest Better

NAVIGATION

Portfolio AI Insights Watchlist Compare Stocks

LEGAL

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High Fidelity Wireframes

User Profile Pages

My Profile Page

This wireframe shows the 'My Profile' page. It features a sidebar with navigation links: 'My Profile' (highlighted in green), 'Data & Privacy', 'Activity', 'Preferences', 'Help & Support', and 'Log Out'. The main content area is titled 'Your Personal Profile' and contains fields for 'Name' (Ayush Dhamecha) and 'Email' (m*****@gmail.com). Below this is the 'Your Investment Profile' section, which includes dropdown menus for 'Investment Experience' and 'Risk Tolerance', and another set for 'Financial Goals' and 'Investment Horizon'. A 'Change Photo' button is located at the top of the profile section. At the bottom, there's a 'Linked Accounts' section showing a Google account. The footer contains the InsightStox logo, navigation links for 'Dashboard', 'AI Insights', 'Watchlist', 'Compare Stocks', and legal links for 'Privacy Policy', 'Terms Of Service', and 'Contact Us'. A copyright notice at the bottom states: '© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice.'

Data & Privacy Page

This wireframe shows the 'Data & Privacy' page. It has a sidebar with 'My Profile' (highlighted in green), 'Data & Privacy' (highlighted in green), 'Activity', 'Preferences', 'Help & Support', and 'Log Out'. The main content area is titled 'Data & Privacy' and includes sections for 'AI-Powered Insights & Suggestions' (with a toggle switch), 'Privacy Policy' (with a link to 'Read our Privacy Policy'), 'Terms & Conditions' (with a link to 'Read our Terms & Conditions'), 'Manage Your Data' (with a 'Download Data' button), and a 'Delete Account' section with a red 'Delete My Account' button. The footer contains the InsightStox logo, navigation links for 'Dashboard', 'AI Insights', 'Watchlist', 'Compare Stocks', and legal links for 'Privacy Policy', 'Terms Of Service', and 'Contact Us'. A copyright notice at the bottom states: '© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice.'

Activity Page

This wireframe shows the 'Activity' page. It features a sidebar with 'My Profile', 'Data & Privacy', 'Activity' (highlighted in green), 'Preferences', 'Help & Support', and 'Log Out'. The main content area is titled 'Activity & Session History' and displays 'Active Sessions' (Chrome - Windows 11, Safari - iPhone 16, Edge - MacOS) and 'Security Alerts' (>Password changes successfully - Oct 5, 2025, etc.). It also shows 'Activity History' with a log of recent actions like 'Logged in from Chrome - Windows - Oct 10, 2025 • 10:42 AM' and a 'Download Activity Report (.pdf)' button. The footer contains the InsightStox logo, navigation links for 'Dashboard', 'AI Insights', 'Watchlist', 'Compare Stocks', and legal links for 'Privacy Policy', 'Terms Of Service', and 'Contact Us'. A copyright notice at the bottom states: '© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice.'

Preferences Page

This wireframe shows the 'Preferences' page. It has a sidebar with 'My Profile', 'Data & Privacy', 'Activity', 'Preferences' (highlighted in green), 'Help & Support', and 'Log Out'. The main content area is titled 'Preferences & Personalisation' and includes sections for 'Theme' (Dark selected) and 'Dashboard Layout' (Detailed (Advanced Insights) selected). The footer contains the InsightStox logo, navigation links for 'Dashboard', 'AI Insights', 'Watchlist', 'Compare Stocks', and legal links for 'Privacy Policy', 'Terms Of Service', and 'Contact Us'. A copyright notice at the bottom states: '© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice.'

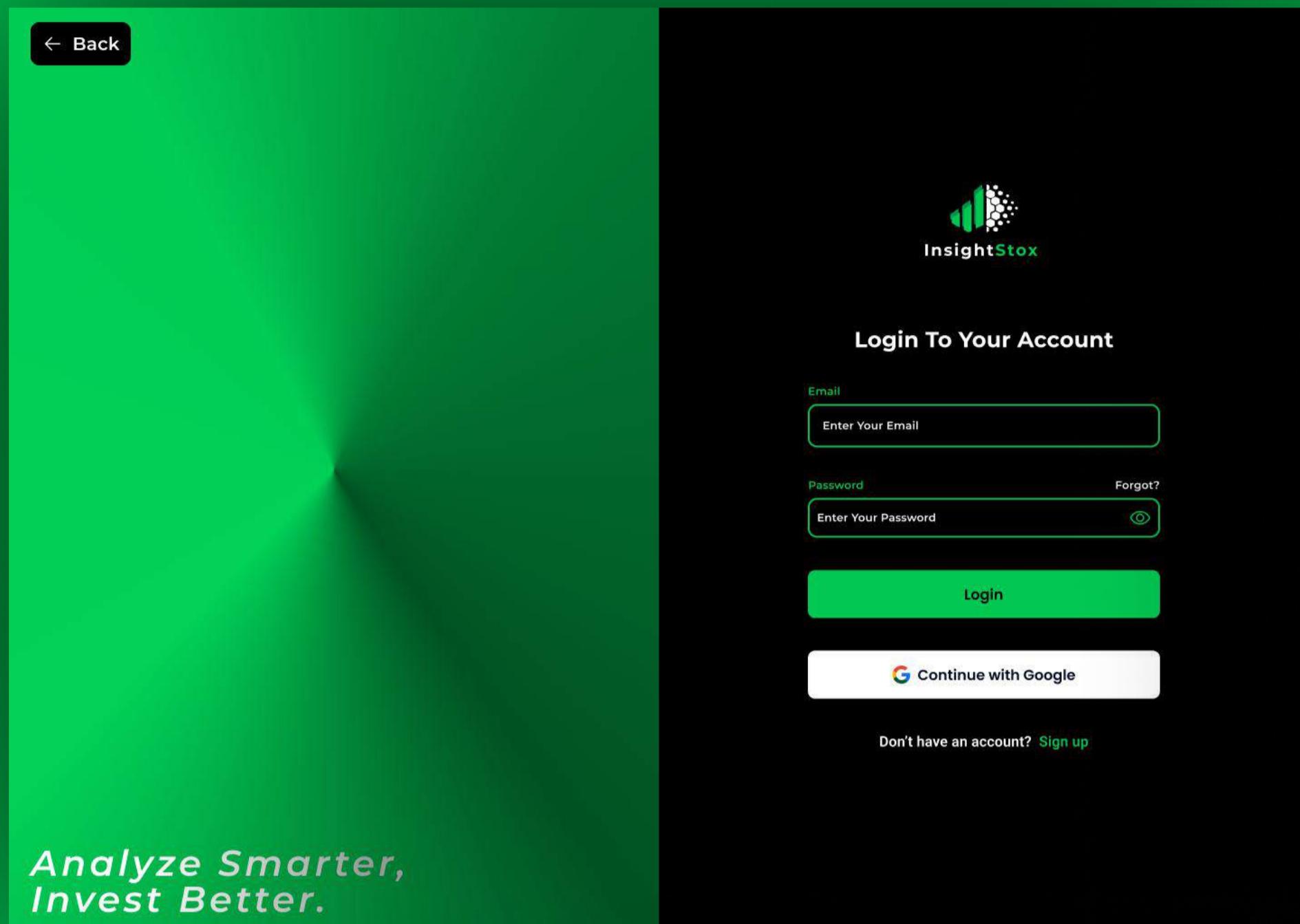
Help & Support Page

This wireframe shows the 'Help & Support' page. It features a sidebar with 'My Profile', 'Data & Privacy', 'Activity', 'Preferences', 'Help & Support' (highlighted in green), and 'Log Out'. The main content area is titled 'Help & Support' and includes sections for 'Quick Help' (with buttons for 'Getting Started Guide', 'How to Build Portfolio', 'Understanding AI Suggestions', and 'Troubleshooting common issues'), 'Frequently Asked Questions' (with a list of questions like 'Q: How do I analyze my holdings, diversification, and risk profile to generate tailored insights?'), 'Contact Support' (with a message input field and 'Submit Ticket' button), and 'Feedback' (with a message input field and 'Send feedback' button). The footer contains the InsightStox logo, navigation links for 'Dashboard', 'AI Insights', 'Watchlist', 'Compare Stocks', and legal links for 'Privacy Policy', 'Terms Of Service', and 'Contact Us'. A copyright notice at the bottom states: '© 2025 InsightStox. All Rights Reserved. This platform is for demonstration purposes only. All financial data and AI-powered suggestions are for informational purposes and should not be considered financial advice.'

High Fidelity Wireframes

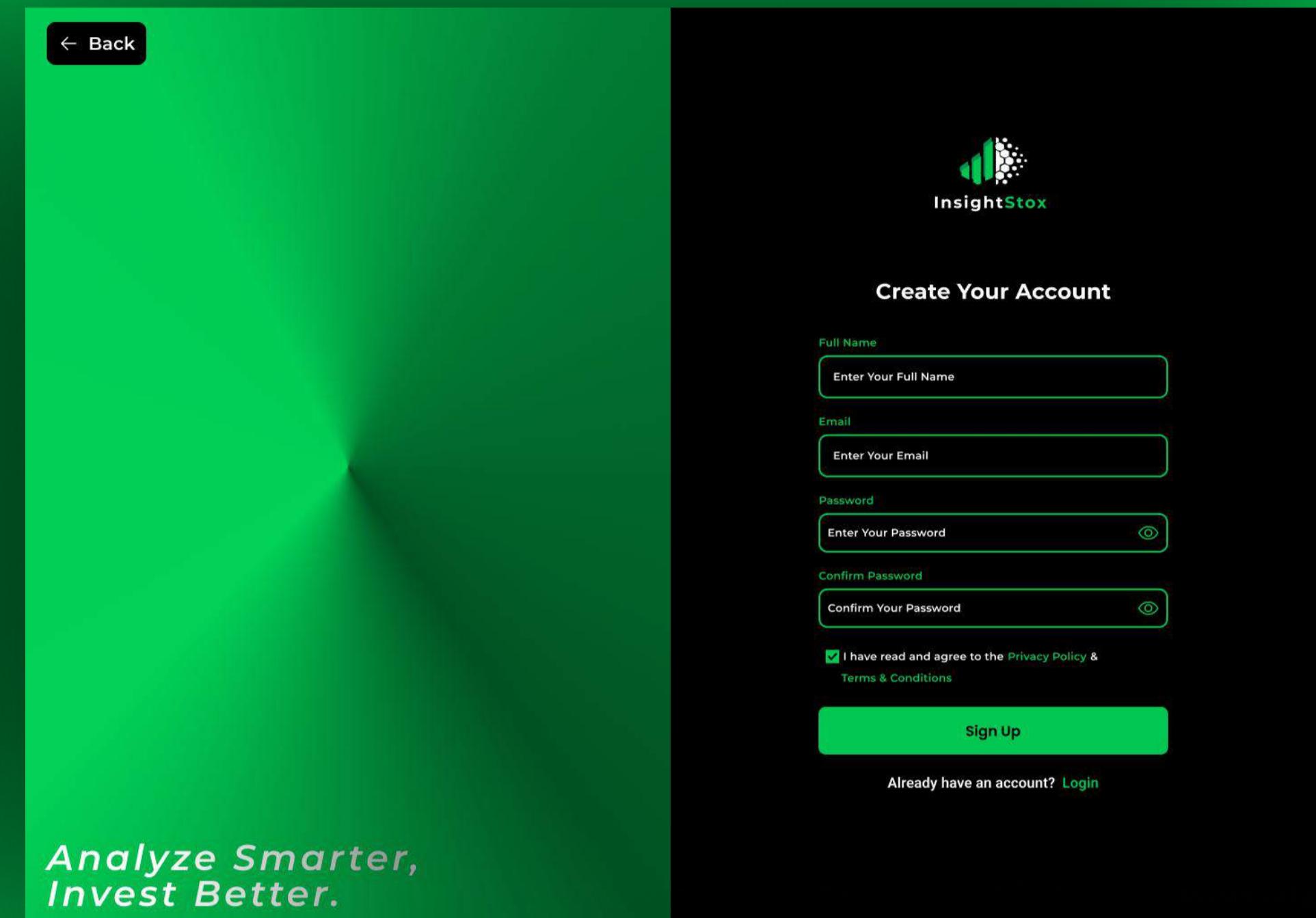
User Authentication Pages

Login Page



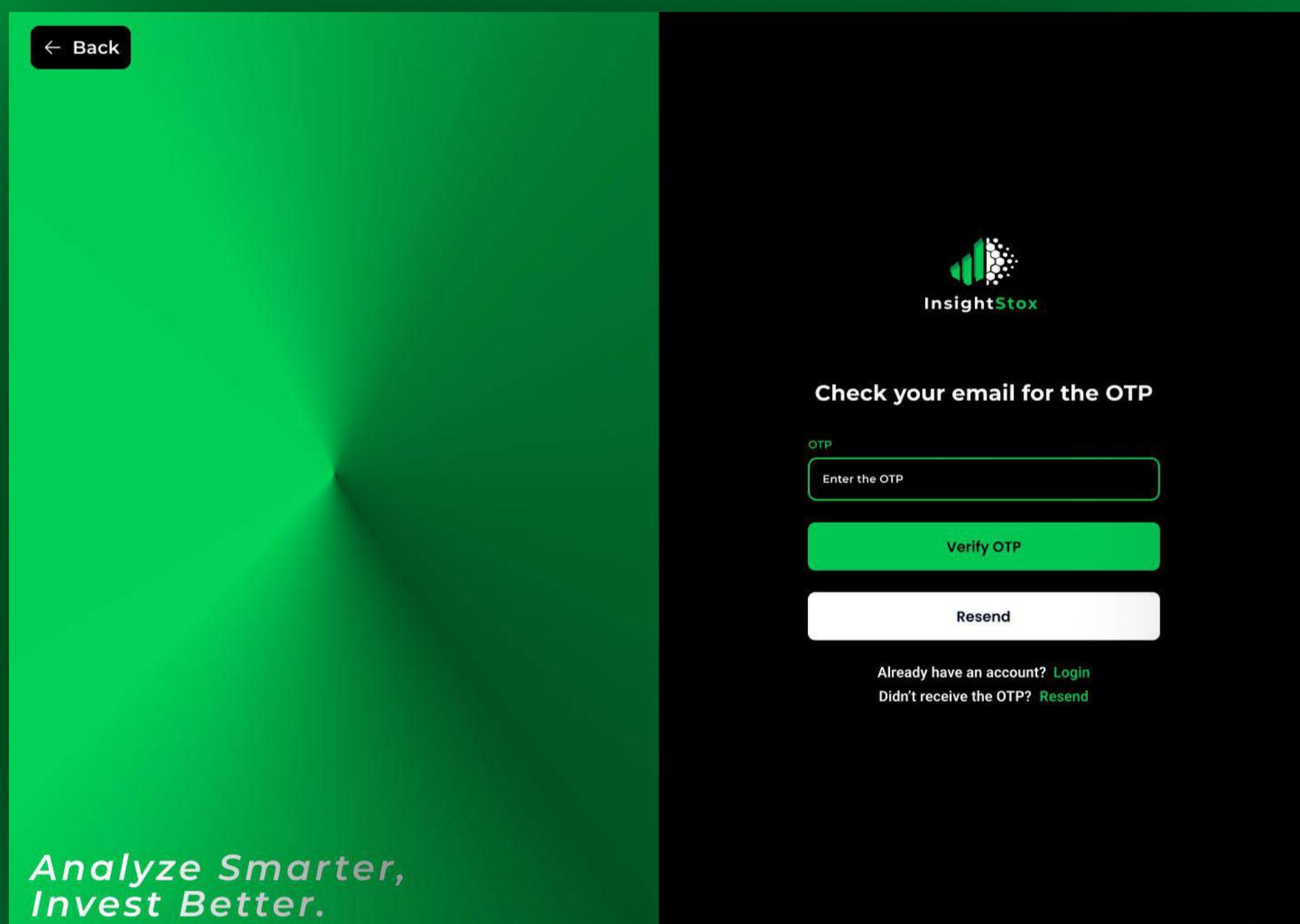
The Login Page features a dark background with the InsightStox logo at the top. Below it is a form titled "Login To Your Account". It includes fields for "Email" (placeholder: Enter Your Email) and "Password" (placeholder: Enter Your Password), with a "Forgot?" link next to the password field. A green "Login" button is centered below the fields. At the bottom of the form is a "Continue with Google" button with the Google logo. A small note at the very bottom says "Don't have an account? [Sign up](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".

Sign Up Page



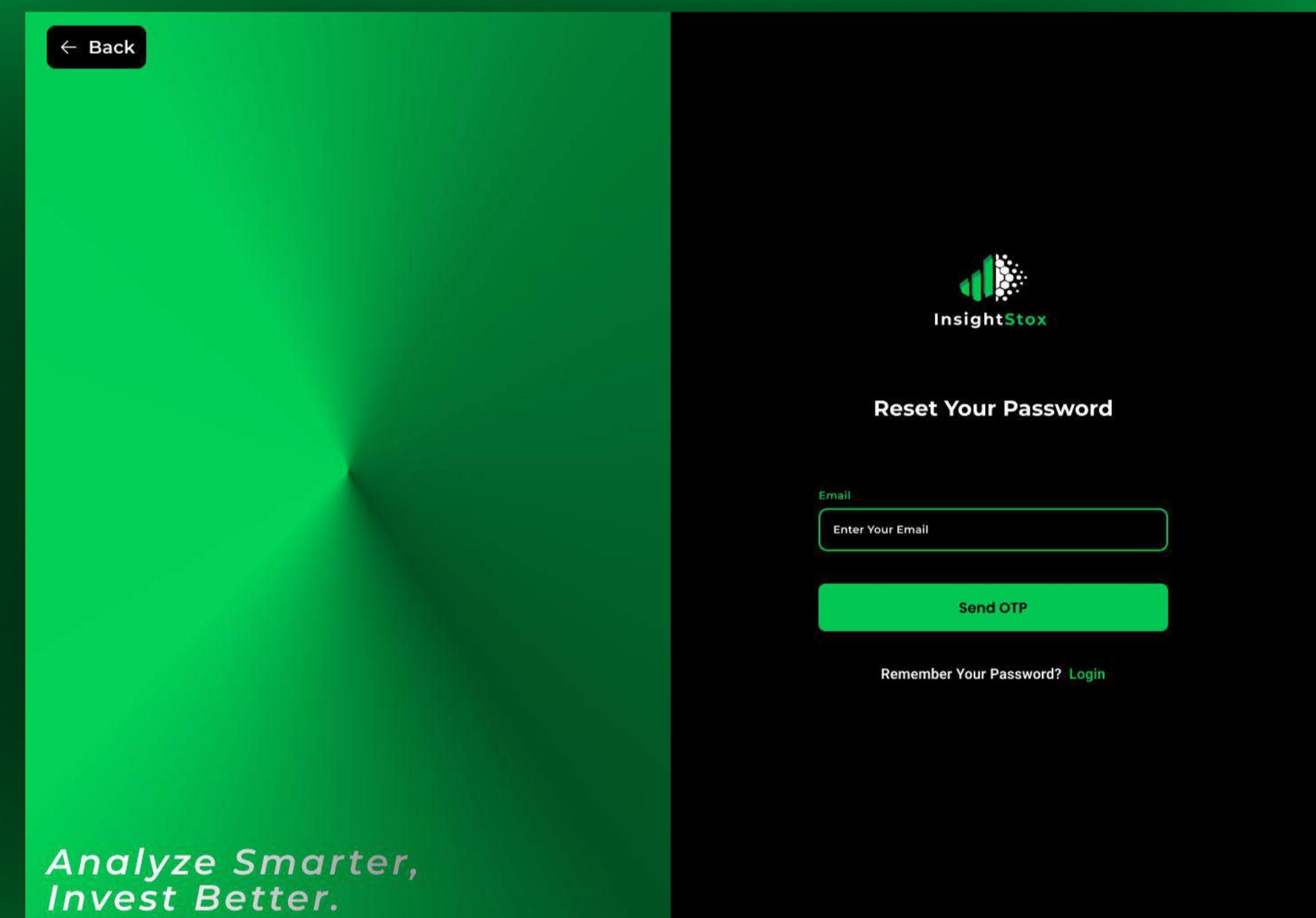
The Sign Up Page has a dark background with the InsightStox logo at the top. It is titled "Create Your Account". The form includes fields for "Full Name" (placeholder: Enter Your Full Name), "Email" (placeholder: Enter Your Email), "Password" (placeholder: Enter Your Password), and "Confirm Password" (placeholder: Confirm Your Password). There is a checkbox for "I have read and agree to the [Privacy Policy & Terms & Conditions](#)". A green "Sign Up" button is at the bottom. A note at the bottom right says "Already have an account? [Login](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".

Sign Up - OTP verification Page



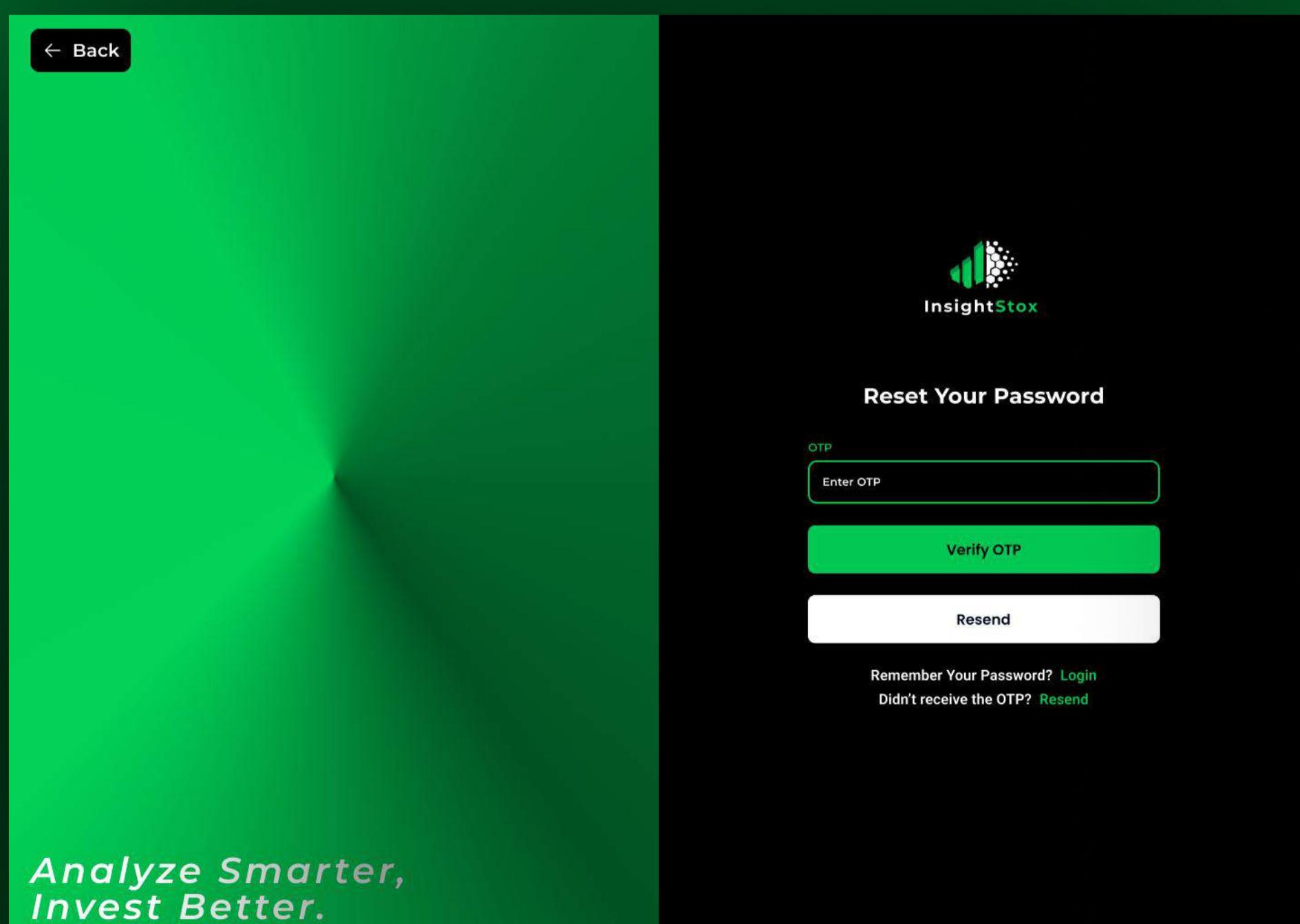
This page shows the OTP verification step. It has a dark background with the InsightStox logo at the top. It is titled "Check your email for the OTP". It includes an "OTP" field (placeholder: Enter the OTP), a "Verify OTP" button, and a "Resend" button. A note at the bottom says "Already have an account? [Login](#)" and "Didn't receive the OTP? [Resend](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".

Reset Password - Send OTP Page



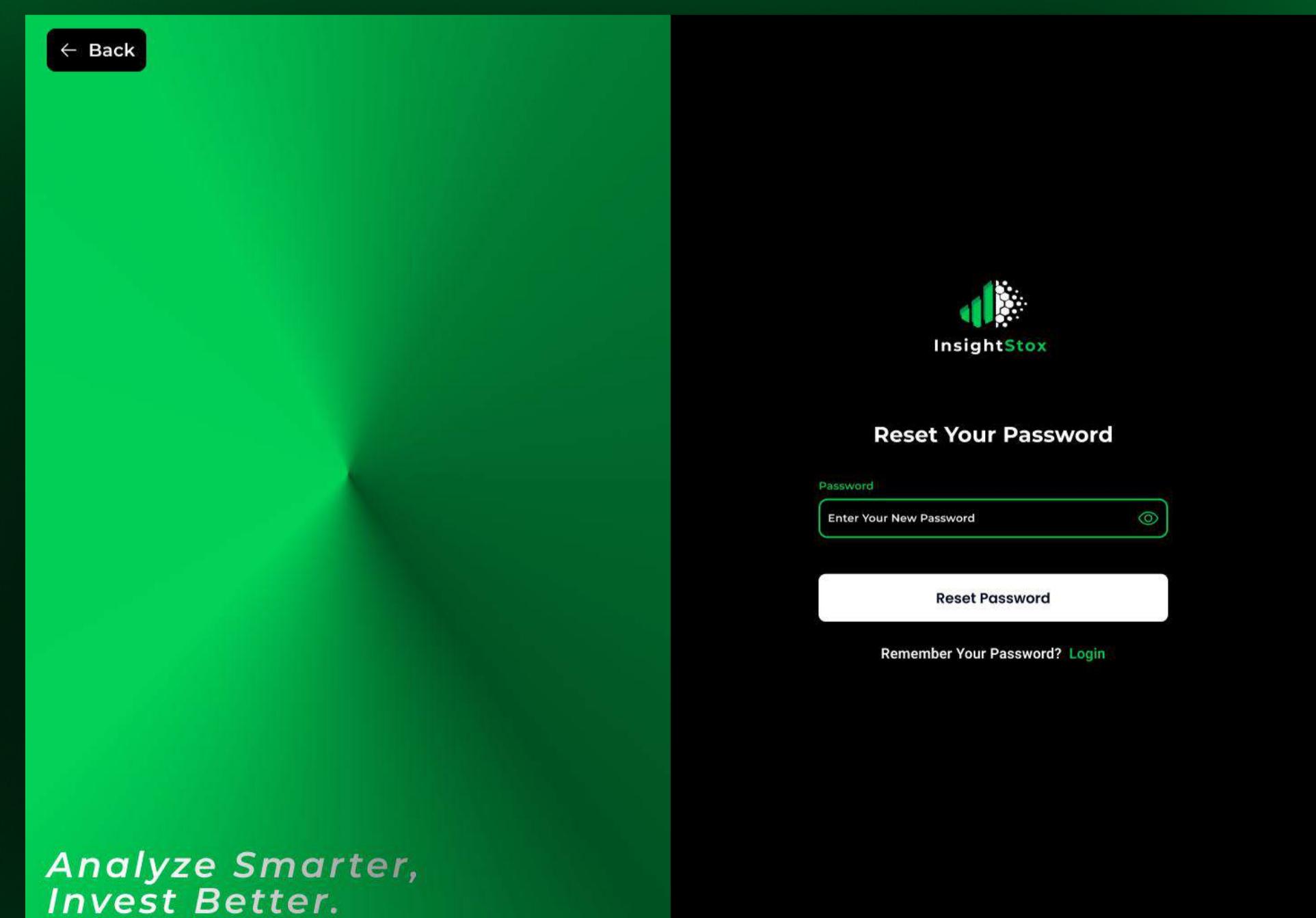
The Reset Password - Send OTP Page has a dark background with the InsightStox logo at the top. It is titled "Reset Your Password". It includes a "Email" field (placeholder: Enter Your Email) and a "Send OTP" button. A note at the bottom right says "Remember Your Password? [Login](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".

Reset Password - OTP verify Page



This page is similar to the OTP verification page but for password reset. It has a dark background with the InsightStox logo at the top. It is titled "Reset Your Password". It includes an "OTP" field (placeholder: Enter OTP), a "Verify OTP" button, and a "Resend" button. A note at the bottom says "Remember Your Password? [Login](#)" and "Didn't receive the OTP? [Resend](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".

Reset Password Page



The final Reset Password Page has a dark background with the InsightStox logo at the top. It is titled "Reset Your Password". It includes a "Password" field (placeholder: Enter Your New Password) and a "Reset Password" button. A note at the bottom right says "Remember Your Password? [Login](#)". The footer contains the tagline "Analyze Smarter, Invest Better.".



INTERACTIVE DESIGN

I developed a fully interactive prototype in Figma that simulates the complete user journey, including onboarding, dashboard navigation, portfolio tracking, watchlist management, stock comparison, and AI insights. The prototype connects more than 40 screens and demonstrates real-time interactions, transitions, and user flows across the entire application.



Designed By - Krish Patel

ID - 202301264

**THANK
YOU**