Test # 2

Majid Tooranisama

7725070

Graphic Techniques for Software Design: GRDN2000

Professor: Randall Kozak

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Part I – Research (45 marks)

Description – a written description of the client's needs, including the purposes and goals of the software (in this case a web site). (5 marks)

The client's need is a website of a financial trading system that allows professionals or any one who is interested to trade the stocks, mutual funds, precious metals and commodities. This website allows traders buy or sell the stocks of companies or other invaluable products very fast according to Alerts from trade market via online ordering. Also, they can easily watch or track their portfolio from wherever around the world. The revenue of this website is a small percentage of every transaction.

Target Market – who is the software directed at? How will this influence the design? Develop two persona descriptions. (10 marks)

The target market of this website are the people specifically venture capitalist or investors from around the world who are interested in investing their money on stocks, mutual funds, precious metals and commodities. Also, traders and stakeholders of companies that their stocks have been traded in this website are another target market of this website. This website should consider both side of trade market, the sellers and the buyers.
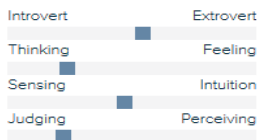
Investor

Tim

World is not a place for ever

Age: 35
Work: Accountant
Family: Single
Location: Kitchener, Ontario
Character: Social

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals
- Buying a house in Waterloo.
- Stablishing own company.
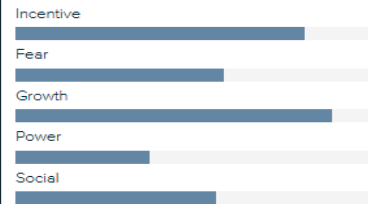- Making money with best investing on stocks .

Frustrations
- Average benefit of stocks is low.
- No time to follow the trade market.
- Increasing USD ratio against CAD.

Bio
He studied accounting at Conestoga College in 2005 and he was one of the best students. He has two brothers and lives alone in his apartment in downtown Kitchener. He always watches stock market online, and trades the Coca Cola and Apple stocks.

Motivation
- Incentive
- Fear
- Growth
- Power
- Social

Preferred Channels
- Traditional Ads
- Online & Social Media
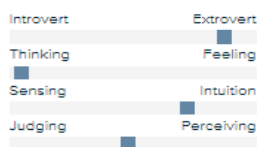- Referral
- Guerrilla Efforts & PR
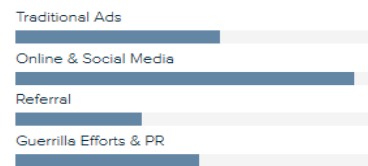
Trader

Bill

The best strategy is investment on building the schools.

Age: 55
Work: Trader
Family: Married
Location: Kitchener, Ontario
Character: Social

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals
- Expanding his trading in all stocks market.
- Increasing the value of company's stocks in the market.
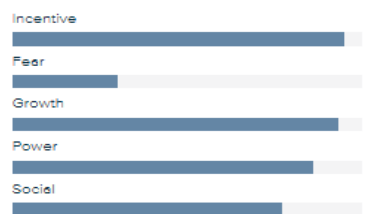- Buying one of competitor's company.

Frustrations
- Falling the value of company's stocks in the market.
- Less time for visiting his family.
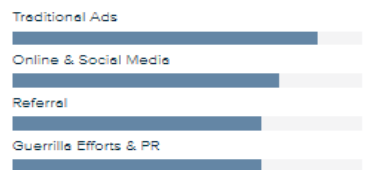- Dominating the Canada's company by USA investors.

Bio
He studied Business management at Conestoga College in 1988. After graduation, he worked for an insurance company in waterloo. In 2000, he stablished his own business, then in 2005, he stablished his company. He has two girls and lives with his family in Kitchener. He always trades precious metals by online stocks traders.

Motivation
- Incentive
- Fear
- Growth
- Power
- Social

Preferred Channels
- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR

Research – list various considerations that may influence design, including symbols and the culture associated with financial markets, and also artistic and design influences, etc. Provide images, links, etc. Explain which you will incorporate and which you will discard, and why. (10 marks)

1- Symbols associated with financial markets

In this case, I should consider the companies which their stocks have been traded in the target market and use those symbols and company names and their trend charts during the last year, month and day. This will help the trader to recognize stocks owner and their trends easier and faster.

http://stocks.tradingcharts.com/stocks/symbols/b

2- The culture associated with financial markets

In this case, there is a professional website that conduct a comprehensive study on the effect of culture on stock market linkages, so by considering data on 25 national stock markets and models, it is used to estimate the linkages of stock market using culture variables such as language, religion, cultural dimensions. They also test if market

liquidity that is an indicator of market efficiency, diminishes the impact of culture on market linkages. Using this website's articles on my website helps and encourages traders and beginners to be more attracted to this website.

ABSTRACT

We conduct a comprehensive study on the effect of culture on stock market linkages. With data on 25 national stock markets, a quantile regression model is used to estimate the determinants of market linkages using culture variable/s such as language, religion and Hofstede's cultural dimensions while controlling for distance, economic and legal variables. Further, we test whether these effects hold across regions and if changes are detected during periods of market crisis. We also test if market

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https://www.tandfonline.com/doi/abs/10.1080/00036846.2017.1279268?journalCode=raec20

3- Artistic and design influences

Before designing the website, I should know the expectation of traders and investors, I should consider them as a focus group and get their ideas and interests. There are a lot of websites that provide the stock market trading and by considering them and their focus group we can create the more attractive, usable and useful website.

I will incorporate all of researching subjects of Symbols, Cultures and artistic. In my opinion, all of these subjects are necessary for a financial trading website. Symbols help trader become familiar with companies and make it easy to make decision while they are trading through this website. Usable and artistic websites are more likely to visit and use by traders and beginners.

Design for Logo – to be done in a professional graphics tool (10 marks)

Technical Standards – a preliminary list, preferably in tabular form, of preferred fonts, colours, guidelines for number of panels, navigability, etc. (5 marks)

Fonts	Times New Roman Helvetica
colors	Gray, white, Black, Green, yellow, Orange, Red
Number of panels	8 panels in the Market Overview page 8 panels in the Stock Details page 8 panels in the Portfolio Tracker page
Navigability	By clicking on logo or Easy Trader on the header, it goes to Market Overview page. By clicking on every Stock's name, it goes to its Stock Details page. By clicking on Pie Chart(portfolio) on every page, it goes to Portfolio Tracker page.

Accessibility Considerations – List 2 considerations from WCAG 2.1 guidelines that you would address to make the website accessible. (5 marks)

1.4.3 Contrast (Minimum) (Level AA)

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1.

I created the illustrations have shown above according to this requirement with a contrast ratio of 21.0:1 in order to make it easier for users to see content including separating foreground from background. I tested with contrast checker from this link: https://developer.paciellogroup.com/resources/wat/

1.4.1 Use of Color (Level A)

Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.

I prepared the alternative text for the information conveyed by color differences. I used a text cue for colored form control labels. Also, I ensured that additional visual cues are available when text color differences are used to convey information. In addition, according to contrast test that mentioned above, I used a contrast ratio 21.0:1 with surrounding text and providing additional visual cues on focus for links or controls where color alone is used to identify them.

Part II – Wireframes (15 %)

You will be asked for one wireframes for the case study above, using any tool (but not by hand). They do not have to show the logo.

Main Page

Part III – Prototypes (30 %)

You will be asked for one prototypes for specific purposes for the case study above, using a professional graphics tool. They have to show the logo.

Main Page