

Test # 2

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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

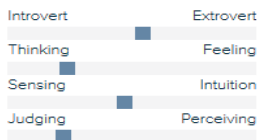
## Tim



*World is not a place for ever*

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

### Personality



### Goals

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

### Frustrations

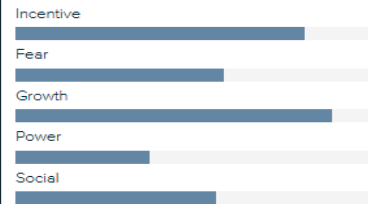
- Average benefit of stocks is low.
- No time to follow the trade market.
- Increasing USD ratio against CAD.

### Bio

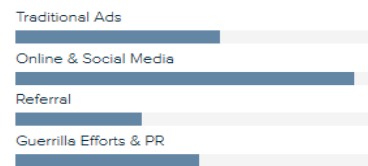
He studied accounting at Conestoga College in 2005 and he was one of the best students. He has two brothers and lives alone in his apartment in downtown Kitchener. He always watches stock market online, and trades the Coca Cola and Apple stocks.



### Motivation



### Preferred Channels



# Trader

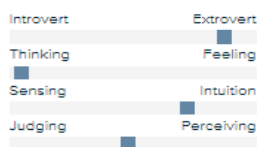
## Bill



*The best strategy is investment on building the schools.*

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

### Personality



### 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

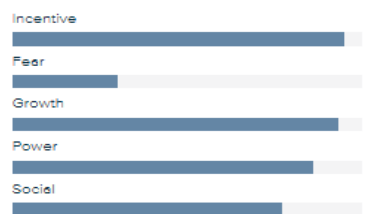
- Falling the value of company's stocks in the market.
- Less time for visiting his family.
- Dominating the Canada's company by USA investors.

### Bio

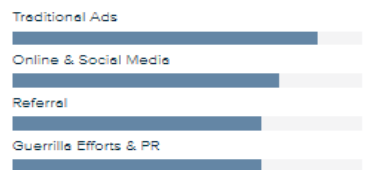
He studied Business management at Conestoga College in 1988. After graduation, he worked for an insurance company in Waterloo. In 2000, he established his own business, then in 2005, he established his company. He has two girls and lives with his family in Kitchener. He always trades precious metals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



### Motivation



### Preferred Channels



**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.

The screenshot shows the 'Stocks' section of the TradingCharts.com website. The header includes the site logo, a 'Slam Dunk Buy' alert for 'The Motley Fool Canada', and a search bar. The main content area is titled 'Browse' and 'Stock symbols by company name'. It provides instructions on how to use the site's stock price charts and quotations. Below this, there is a 'Browse company names' section with a form to search by company name (beginning with a letter in all exchange(s)) and a 'Browse' button. A secondary instruction states: '- OR - Click on a letter below to browse through our stocks symbol database for symbols of company names beginning with that letter'. Below this is a row of letters: 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. There is also an advertisement for 'The all-new Audi A6' and a small image of a man with glasses.

<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.

The screenshot shows the Taylor & Francis Online interface. At the top, the Taylor & Francis logo and 'Access provided by Conestoga College' are visible. The article is from the 'Journal of Applied Economics', Volume 49, 2017 - Issue 42. The article title is 'How pervasive is the effect of culture on stock market linkages? Evidence across regions and economic cycles' by Vikram Singh, Bin Li, and Eduardo Roca. It has 200 views, 3 CrossRef citations, and 0 Altmetric. The abstract states: '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'.

Taylor & Francis Online

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Journal of Applied Economics >  
Volume 49, 2017 - Issue 42

Enter keywords, authors, DOI etc.

200 Views  
3 CrossRef citations to date  
0 Altmetric

Original Articles

### How pervasive is the effect of culture on stock market linkages? Evidence across regions and economic cycles

Vikram Singh, Bin Li & Eduardo Roca

Pages 4209-4230 | Published online: 23 Jan 2017

Download citation | <https://doi.org/10.1080/00036846.2017.1279268> | Check for updates

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#### 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

<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.

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(%)

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Dow	26,380.03	-32.27	-0.12%
S&P 500	2,903.70	-3.71	-0.13%
Nasdaq	7,967.24	-16.92	-0.21%
GlobalDow	3,080.89	-0.77	-0.02%
Gold	1,291.20	-4.00	-0.31%
Oil	63.31	-0.58	-0.91%

6pm

12am

6am

12pm

NOV	4.6	ADS	-8.7
ANTM	4.1	NKTR	-4.2
CI	2.7	EA	-3.8
UNH	2.6	GS	-3.3

2:27p

2:26p

2:24p

2:24p

Senate Democrats push bill that would get the IRS directly into offering free online tax filing

UPDATED Here's how the stock market ranks when it comes to predicting presidential election results

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1D

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VOL

\$38.0

\$37.5

\$37.0

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<https://www.marketwatch.com/investing/stock/>

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/>

The screenshot displays a web browser window with the address bar showing the file path: F:\Majid\SEMESTER4\GraphicTechniquesForSoftware\Tests\Test2\index.html. The browser's toolbar includes various icons for navigation and development. Below the browser window, there is a financial dashboard titled "Easy Trader" with a dark background. The dashboard features a "Market Overview" section with multiple columns of stock data, including prices and percentage changes. It also includes a line chart for "Dollars" and a circular "Portfolio" chart. The footer of the dashboard reads: "Easy Trader Powered by Majid Inc. All Right Reserved 2019 290 Boon Valley Dr. Kitchener Canada". To the right of the dashboard, a "Colour Contrast Analyser" window is open. This tool has tabs for "Options", "Image", and "Help". It shows settings for "Foreground" (black, hex #000000) and "Background" (white, hex #FFFFFF). The "Result - Luminosity" section indicates a "Contrast ratio: 21.0:1". Under the "Text" section, it shows "Pass (AA)" and "Pass (AAA)" with green checkmarks. Under the "Large text" section, it shows "Pass (AA)" and "Pass (AAA)" with green checkmarks. There are also checkboxes for "Show contrast result for colour blindness" and "Display details".



#### **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

The wireframe illustrates the layout of the 'Easy Trader' main page. At the top, a browser window header displays the title 'Easy Trader' and a search bar. Below this, a navigation bar contains links for 'Home page', 'Portfolio', 'About Us', and 'Contact'. The main content area is divided into three columns. The left column features a login section with fields for 'Username', 'Password', 'Login', 'Forgot password', and 'Register ann account', followed by a 'Query Box' with fields for 'Start date', 'Finished date', 'Stock code', 'Market code', and 'Search'. The middle column contains six horizontal bars, each with a grey segment on the left, representing progress or data visualization. The right column displays two identical lists of 'stock 1' through 'stock 5'. The bottom section of the page is dedicated to data visualization, featuring two line graphs on the left and right, and a central pie chart. The footer of the browser window indicates 'Easy Trader Powered by Majid Inc.' and includes a small icon in the bottom right corner.

Easy Trader

Home page Portfolio About Us Contact

Username  
Password  
Login  
Forgot password  
Register ann account

Query Box  
Start date  
Finished date  
Stock code  
Market code  
Search

stock 1  
stock 2  
stock 3  
stock 4  
stock 5

stock 1  
stock 2  
stock 3  
stock 4  
stock 5

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### 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

