Users and Solutions

Sergio Mateos

Southern New Hampshire University

Robinhood

Inverting was something that most people thought was created for wealthy people, and regular people like us couldn’t have access to it. But as technology develop, access to the financial world become more accessible and interesting so many companies start developing platforms to allow investors to access the New York Stock Exchange (NYSE) and one of the most popular in the last decade was Robinhood. Robinhood is an investment app that allows retail traders to invest or trade options in easy, understandable, and accessible ways. Robinhood wants to create interaction with investments on the New York Stock Exchange (NYSE) like a daily routine such as reading a book, riding a bike, or buying on Amazon. Robbin wants to start creating wealth for the future generation in a simple and easier way.

Robinhood leads customers to increase their financial wealth by allowing them to invest or trade without any commission fee, but also, provide updated information about the specific stock or ETF, so customer decides whether to take the risk to invest or not. If the new investors would like to trade options, Robinhood provides detailed information about how the process, risks, benefits, and strategies. Also, Robinhood helps you set a goal like how many shares of a certain stocks or ETF would like to have at the end of the year, or how much money would you like to have invested, and it keeps track of by doing automated transactions or notification when certain stocks or EFT is lower than the average cost.

Overall Robinhood is an app that has easy navigation for beginners and even for expert investors. Robinhood did an amazing job creating easy navigation for the user, once you open the app, investors can search for stocks or ETFs, or Robinhood can display a list of stock or EFT based on what are you looking for categories like 100 Most Popular, Daily Movers, Technology, Energy, etc. After you pick the stock or ETF, Robinhood provides a lot of information like recent news, how other investors feel about the stock, the range of the price in a day and 52 weeks, etc. This information allows the investor to select the stock at the best price.

Even if the app is easy to interact with and the main goal is to create future wealth by allowing the retail investor to have access to NYSE, it must verify those people with gambling problems or educate people about the risk of investing. Robinhood needs to have better interaction with their customer to make sure all their needs are satisfied and focus on its future goals.