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Robinhood Account page UI Redesign

**Clarification** : I was not able to include the scanned document inside of this word document. I have decorated the scanned UI page with Identifiers “A”, “B”, “C” and so on. I will use these Identifiers to discuss the various parts of the UI.

For this UI redesign assignment, I chose the account page in the Robinhood app. I chose this page because it is the foundation on the Robinhood app. It is the first page you see when you open the app (after login) and it is the page that the user will spend most of their time. In the actual Robinhood application, this page does a good job of conveying the information it is trying to convey. I made some minor adjustment that I believe would be improvements upon what Robinhood has already accomplished with the UI on this page. Below are the justifications for the changes I’ve made. I will move from top to bottom of the UI to make the justification easy to follow.

Account Name and Account Value. “A”, and “B” on the UI document. The account name is a static piece of information that does not change. The Account value does update in real time based on stock prices. I made one change to this section. I added a dropdown carat immediately to the right of the Account Name. The addition of this dropdown carat will make it easier for the users to switch between accounts than the current UI.

Account Graph. “C” and “D” on the UI document. The account value over time graph is one of my favorite aspects of the Robinhood app. I am very happy with how it functions so I intend to leave it alone and not make any changes. The only potential improvement that could be made is the addition of a custom date range option to the graph. This would just add an additional button to the grid of buttons from “D”.

Holding Details “E”. The holding details section is the section where I have made the most changes. The first change I’ve made is to remove the “News” section from this page. Robinhood supplies you current news for companies in your account or on your watchlists. While this is useful, I don’t think it belongs on this page. My solution is to remove this from the account summary page and add it to a new page, or the research page. In addition to removing the News widget, I made another change to the holdings details section. The holdings details section is the only place in the Robinhood app where I can get lost. The current live functionality of the Robinhood app treats this section as a scrolling list. While that is a good strategy, accounts with many different types of holdings (Stocks, Options, Crypto, WatchLists) have a very long way to scroll to find a particular piece of information. My proposed UI solves this problem by adding a carat dropdown to each holding type. This will collapse everything of that holding type into 1 line. By doing this, the user can quickly and easily find the information they are looking for without scrolling down through tens, or potentially hundreds of items.

Finally the Navigation Buttons “F”. The navigation buttons are consistent across every page in the app and have been for as long as I have been using the app. Because of this, I do not want to make any changes to the navigation buttons. I initially wanted to add an additional button for “News” as I discussed in section “E”, however I believe that would be to drastic of a change for something that has been consistent for as long as the app has existed. Therefore my design leaves the navigation bar alone and does not change it.