

Assignment - Option Chain Workflow Design

We want to evaluate your product thinking, user empathy, and ability to create clear, structured workflows. Your assignment is to design a user workflow for an "Option Chain" feature for our stock broking platform.

Context

Our startup is building a next-generation trading experience. Options traders rely heavily on the option chain to view strikes, premiums, Greeks, OI, IV, etc. While most brokers already provide an option chain, the user experience often feels cluttered, unintuitive, or optimised only for advanced traders. We want something better than what's available out there.

Task

Understand the user personas
Retail beginner trying to learn options
Semi-advanced trader monitoring premiums and Greeks
Pro trader tracking liquidity and multiple expiries
Design the end-to-end workflow

Entry points: How does a user discover and reach the option chain?

Layout: How should the chain be structured to balance detail vs clarity?

Interaction: Filtering (expiry, strike range, Greeks, etc.), sorting, highlighting changes, etc.

Actionability: How should a user place orders quickly from the option chain?

Responsiveness: Consider both mobile and desktop use cases.

Deliverables

A written document (2–3 pages) describing the proposed workflow and rationale.
Wireframes/flow diagrams (can be low-fidelity; hand-drawn is fine) showing the screens or states.

A comparison section highlighting how your design improves over existing broker platforms (e.g., Zerodha, Dhan, Interactive Brokers, Robinhood, etc.).

Evaluation Criteria

Clarity of thought & structured problem-solving
User-centricity (is it intuitive for all levels of users?)
Balance between simplicity and depth of information
Creativity in improving existing solutions
Attention to detail (responsiveness, actionability, performance considerations)