

# InvestorScope: Low-Fi Prototype & Test

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# Overview

A photograph of a person standing in a dark, possibly outdoor or underground space. The person is holding a large, glowing white rectangular object, which appears to be a tablet or a light-up device. The glow from the device illuminates their hands and casts a reflection on the dark, polished floor. The background is dark and out of focus, with some distant lights visible through trees or foliage.

A small feature of initial project idea  
User testing suggests discovery as a pain point  
Low-fi tests to iterate on re-designed concept

# Mission Statement

“To create a seamless and intuitive way for beginning to intermediate investors to discover new and under-appreciated investment opportunities.”

# #1: Simple Lookup

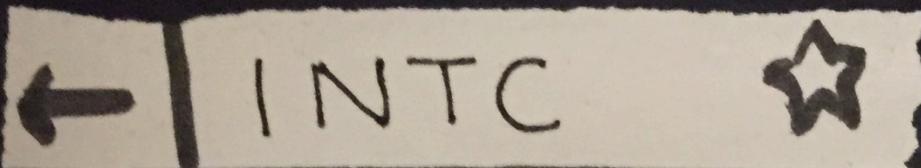
“A user wants to look at relevant information for a specific company or ticker”

## #2: Automated Discovery

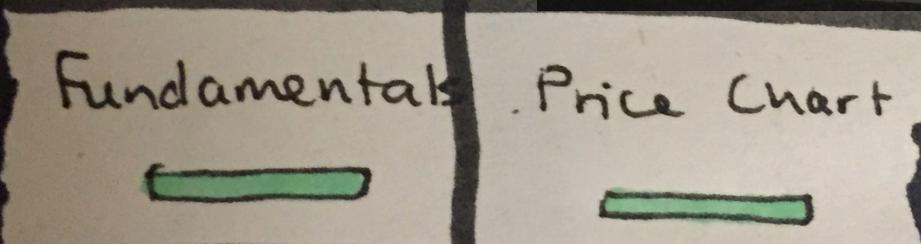
“A user answers some questions and then receives an automatically generated recommendation.”

## #3: Manual Discovery

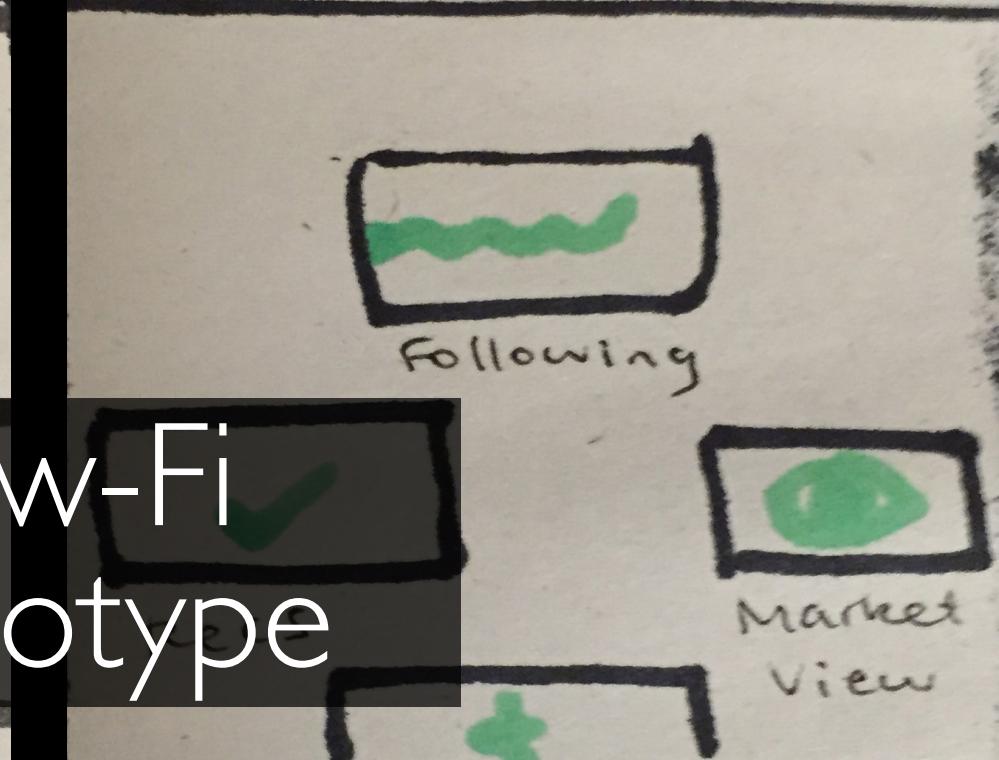
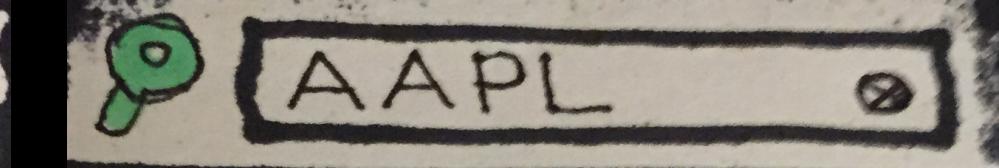
“A user filters down a large list of investments to a small number of candidates, often by looking at financial indicators.”



Why: Intel is another  
very stable tech firm  
with great fundamentals



Headlines  
4:33PM New chip rolls out to  
embedded device...



# Low-Fi Prototype

# Scenario #1: Lookup

The image shows a hand-drawn sketch of a mobile application interface for looking up Apple (AAPL) stock information.

**Top Bar:** The top bar contains a magnifying glass icon, the stock symbol "AAPL", a circular button with a minus sign, a back arrow, the stock symbol "AAPL", and a star icon.

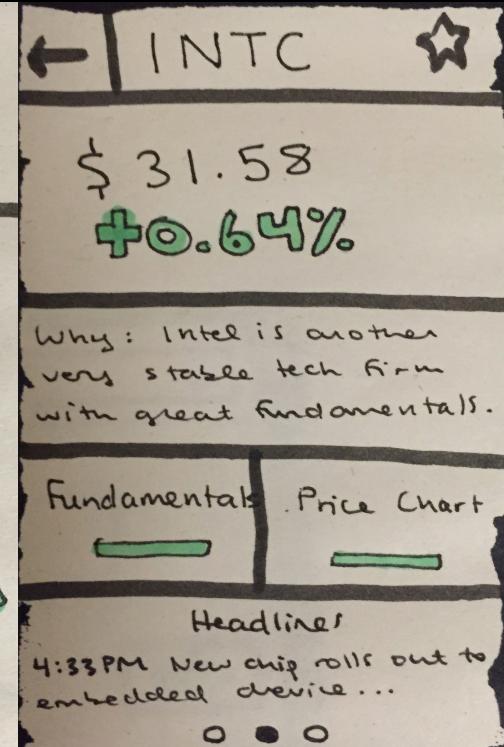
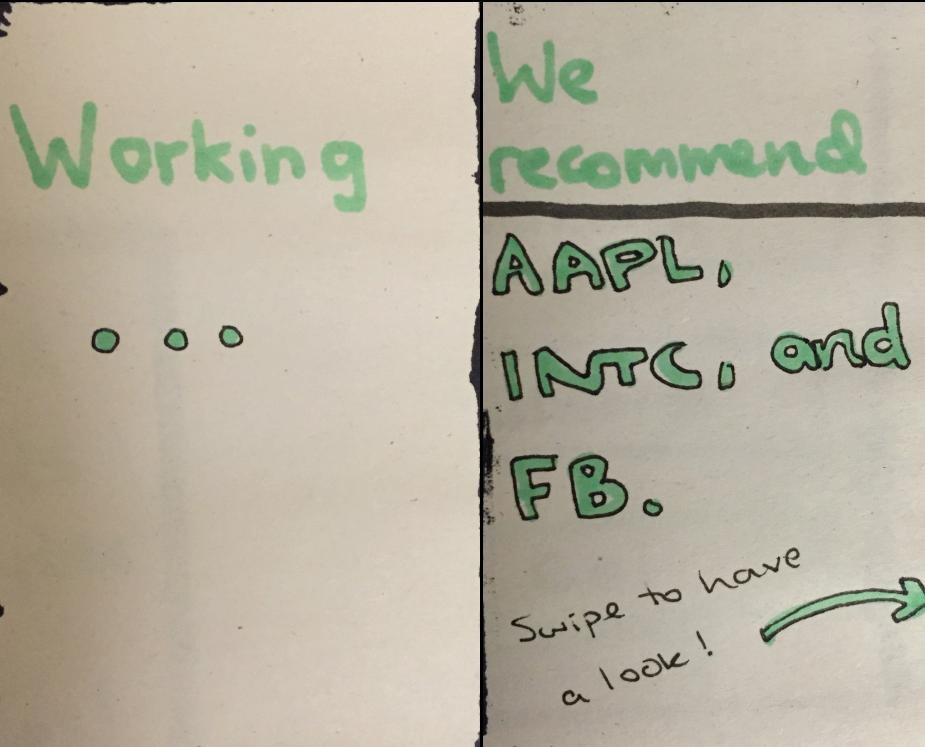
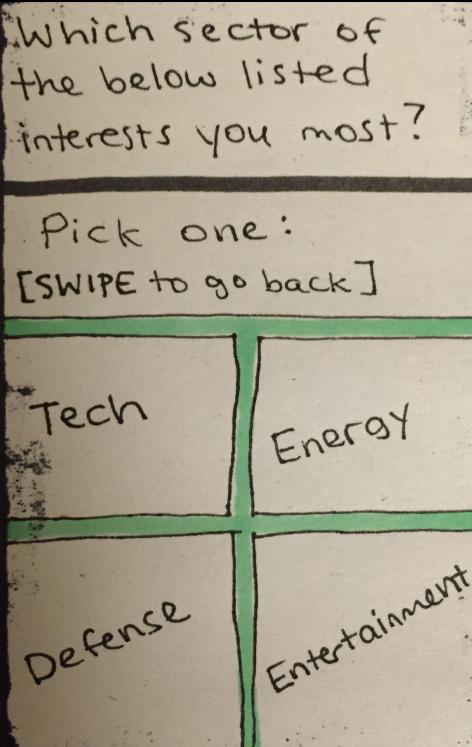
**Left Side (Stock Summary):**

- A green wavy line icon labeled "Following".
- A green checkmark icon labeled "Recs".
- A green circle icon labeled "Market View".
- A large grid icon representing fundamental data.

**Right Side (Price & Trends):**

- Current Price: \$ 99.76
- Change: +2.14%
- Text: Why: Your interest in large tech companies and stability make AAPL a good choice
- Buttons: Fundamentals and Price Chart.
- Section: Headlines
- Text: 5:27PM: GTAT states new CEO has left after short tenure...

# Scenario #2: Automated Discovery



# Scenario #3: Manual Discovery

**Market View**

**SORT BY...**

Currently: Alphabetical

AAPL	\$99	Additional
ABNT	\$37	Info.
ACAA	\$14	goes here
ADT	\$151	as chosen
AEK	\$0.31	by the
AFL	\$1.90	user.
BAE	\$478	!!

**Sort By**

Alphabetical

Price

YTD Earnings

YTD Earnings Growth

Economic Value Added

Daily Trade Volume

**Market View**

**SORT BY...**

Currently: Price Ticker

	Price	YTD Growth
BKA	\$998	+ 9%
CJS	\$891	+ 2%
XAT	\$879	- 1%
NBC	\$876	- 11%
WAL	\$870	+ 6%
AZT	\$852	- 32%
INTC	\$831	- 14%

**INTC**

\$ 31.58  
+0.64%

Why: Intel is another very stable tech firm with great fundamentals.

Fundamentals

Price Chart

Headlines

4:33PM New chip rolls out to embedded device...

○ ○ ○

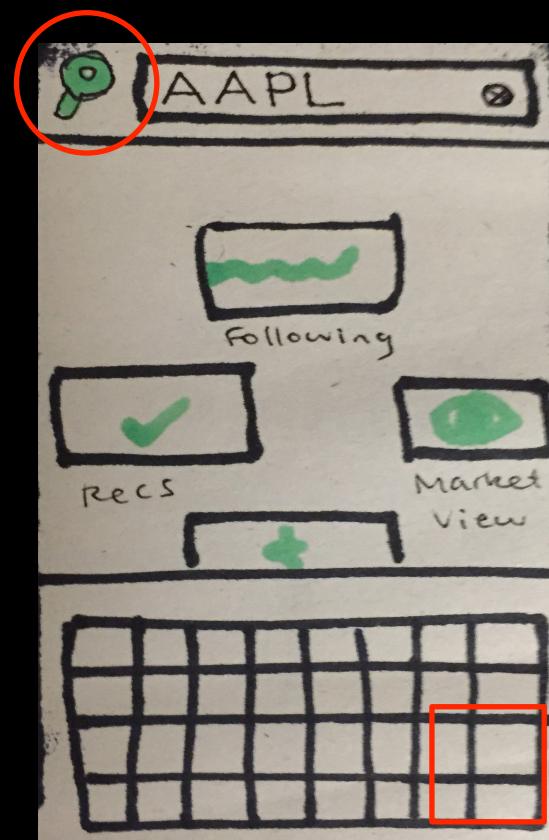
# Experimental Method

Interviewees, following a brief introduction, are handed a mobile device with the POP version of InvestorScope loaded on it.

They are then asked, to perform the three tasks, in order ascending in difficulty. The tasks are timed and observed. All throughout, comments are encouraged.

# Results – Room for Improvement

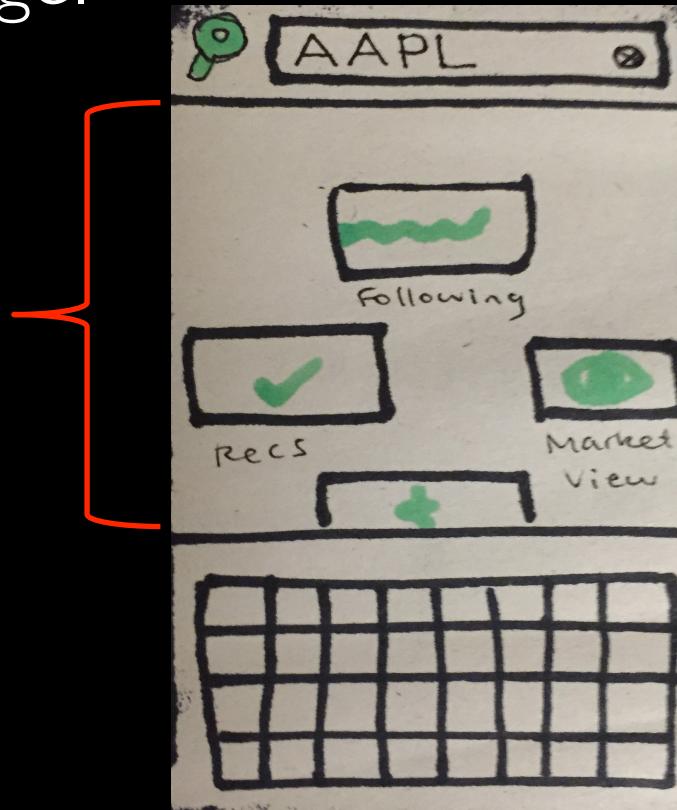
1. Multiple users didn't know what to do to confirm a search. Needs to be clearer.



# Results – Room for Improvement

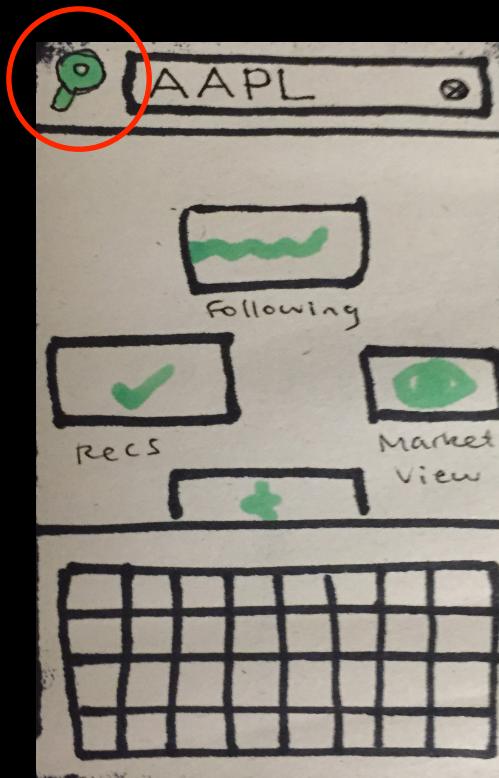
2. Make the homepage *feel* like a homepage; users expressed uncertainty when asked to return to the homepage.

Overly-visual, doesn't feel like enough substance. Perhaps a welcome message is needed or even a complete redesign.



# Results – Room for Improvement

3. Lose the magnifying glass button entirely – every user found it counter-intuitive to push, some found it visually distracting or off-putting.



# Results – Room for Improvement

4. More metrics with which to sort/filter chart  
(eg: green impact, management strength etc.)

The sketch shows a mobile application interface with a header 'Market View' and a back arrow. Below it is a green button labeled 'SORT BY...'. A table lists stock information:

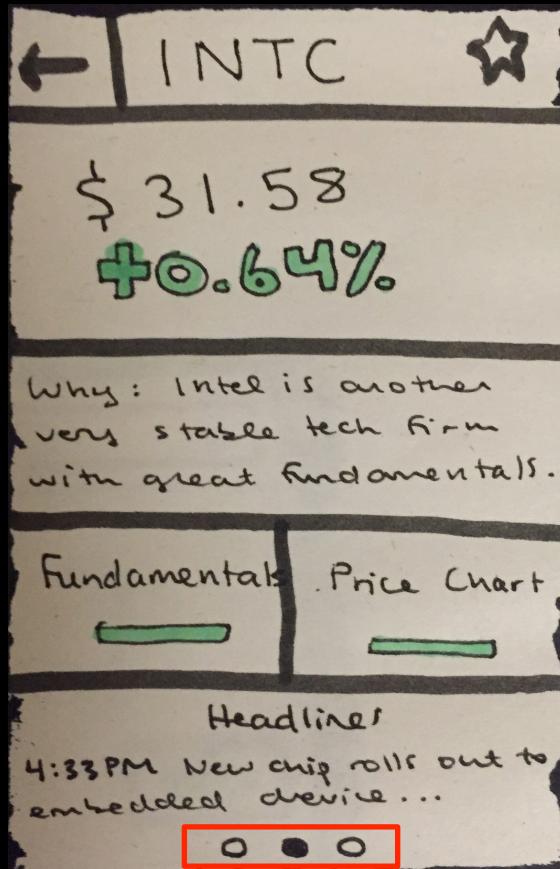
Currently Ticker	Price	YTD Growth
BKA	\$998	+ 9%
CJS	\$891	+ 2%
XAT	\$879	- 1%
NBC	\$876	- 11%
WAL	\$870	+ 6%
AZT	\$852	- 32%
ANNA	\$831	- 14%

How can we add more indicators without creating clutter? Similar issue to Landay's Hall of Shame interface in lecture.

# Results – Room for Improvement

5. “Bread crumbs” page interface wasn’t intuitive to most of our potential customers. Some tried to click them to get more info.

These buttons may be misleading to some users. Perhaps highlighted numbers or tickers would work better



# Results – Already Promising

1. Question-asking interface was found to be intuitive and enjoyable; one user actually exclaimed out loud that it was awesome.
2. Navigating and using the chart seemed to be very easy for all of the users; minimal complaints and quick understanding.
3. Generally pleasing visual style to the app's UI.

# Suggested UI Changes

1. Make searching totally seamless and traditional (eg: built-in “Go” button on keyboard and possibly a “Search” button in the top right.
2. Redesign the home page to allow for more content and a stronger “dashboard” aesthetic.
3. Create a more natural way to scroll through stock recommendations than dots – ticker symbols at or numbers at bottom of screen.
4. Proceed carefully with “swipe” UIs as we were not able to simulate them using POP.

# Summary

Overall a very helpful series of user tests.

Clear direction for improvement with various UI glitches as outlined previously.

Strong degree of promise with question answering and recommendation feature as well as non-traditional metrics to look at stocks.

Thank You.