

To: Shane, Stockflare
From: Darragh Monaghan
RE: Code Challenge & Product Feedback
Date: 18/02/2016

Product Design:

- After struggling to think of a somewhat innovative feature that would add real value to the user experience, I decided to structure the product around level of investor competency, grouping data according to the level of financial literacy required
- The product used back-end HTML rendering, with 2 API calls, one nested within the other, made to the Stockflare API, then using jQuery to insert the relevant data where needed
- The initial API call was made with the stock ticker, that was extracted from the params

Challenges Encountered:

- Working with the Stockflare API was fine, no problems were encountered
- Using the Highcharts widget required the chronological sorting of stock price, which wasn't an issue once the error was understood. UNIX requiring to multiplied by 1000 required googling
- The edge case of some API entries containing null values were addressed through ternary operators
- Overall styling was probably the hardest component, something I am distinctly average at
- Testing proved problematic. With the product so dependent on jQuery, I was unsure how to test such a practice. I initially pursued Mocha.js and Chai.js, then reading that Phantom.js could be used for testing jQuery. After making little progress, no testing suite could be properly implemented

Proposed Improvements to Stockflare:

- Additional categories within Explore
 - o Ethical Companies:
 - Already a trend prevalent amongst consumers, and potentially becoming increasingly popular amongst individuals in regards to investment decisions
 - Integrating such a feature would require minimal workload, drawing on the work already conducted by the leading body, Ethisphere, which compiles a list each year, found [here](#)