

Usability of Stock Prediction Trading apps

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Final Report:

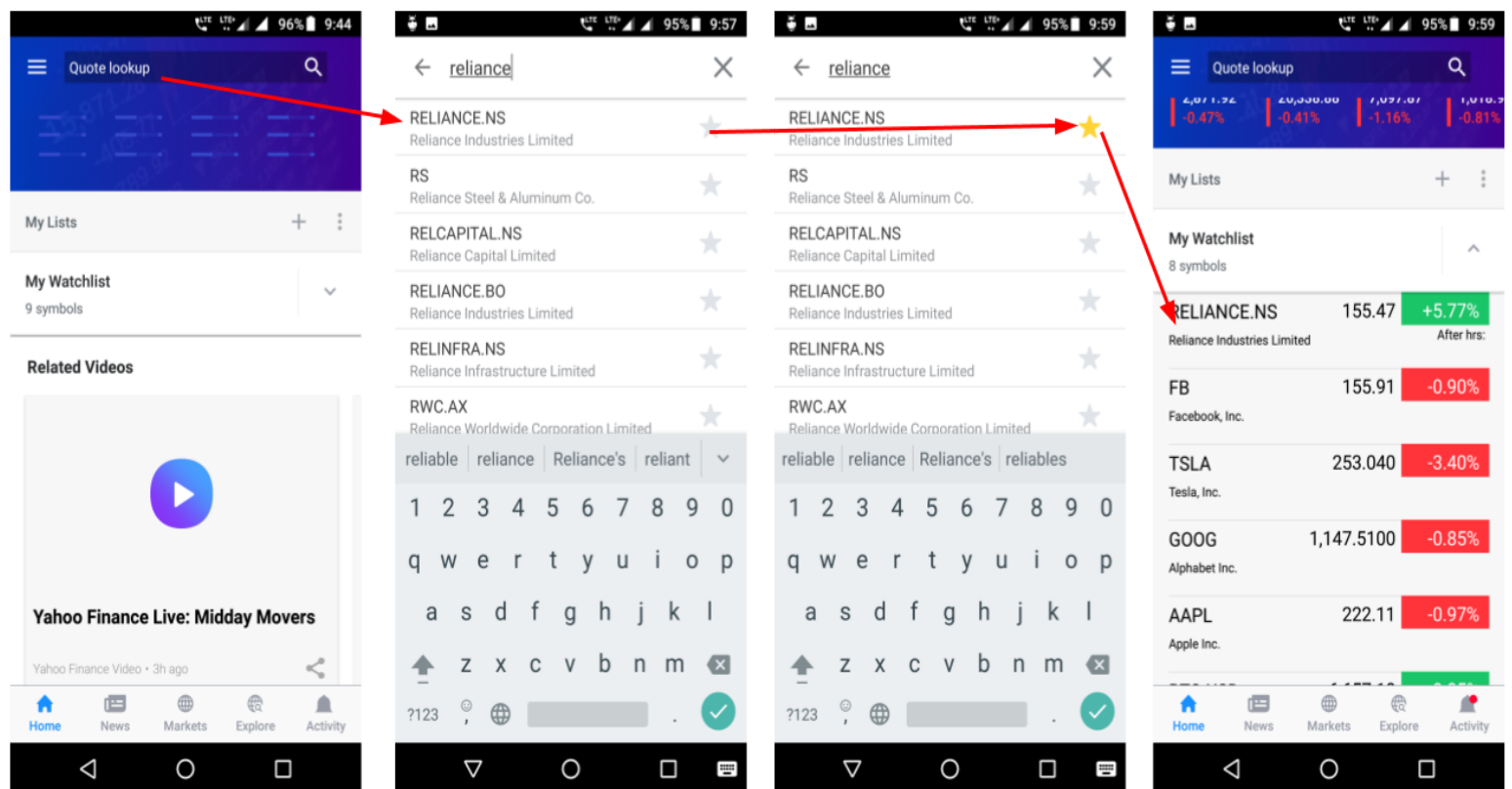
We conducted survey on the following apps:

- 1) Yahoo Finance
- 2) Money Control
- 3) Sharekhan

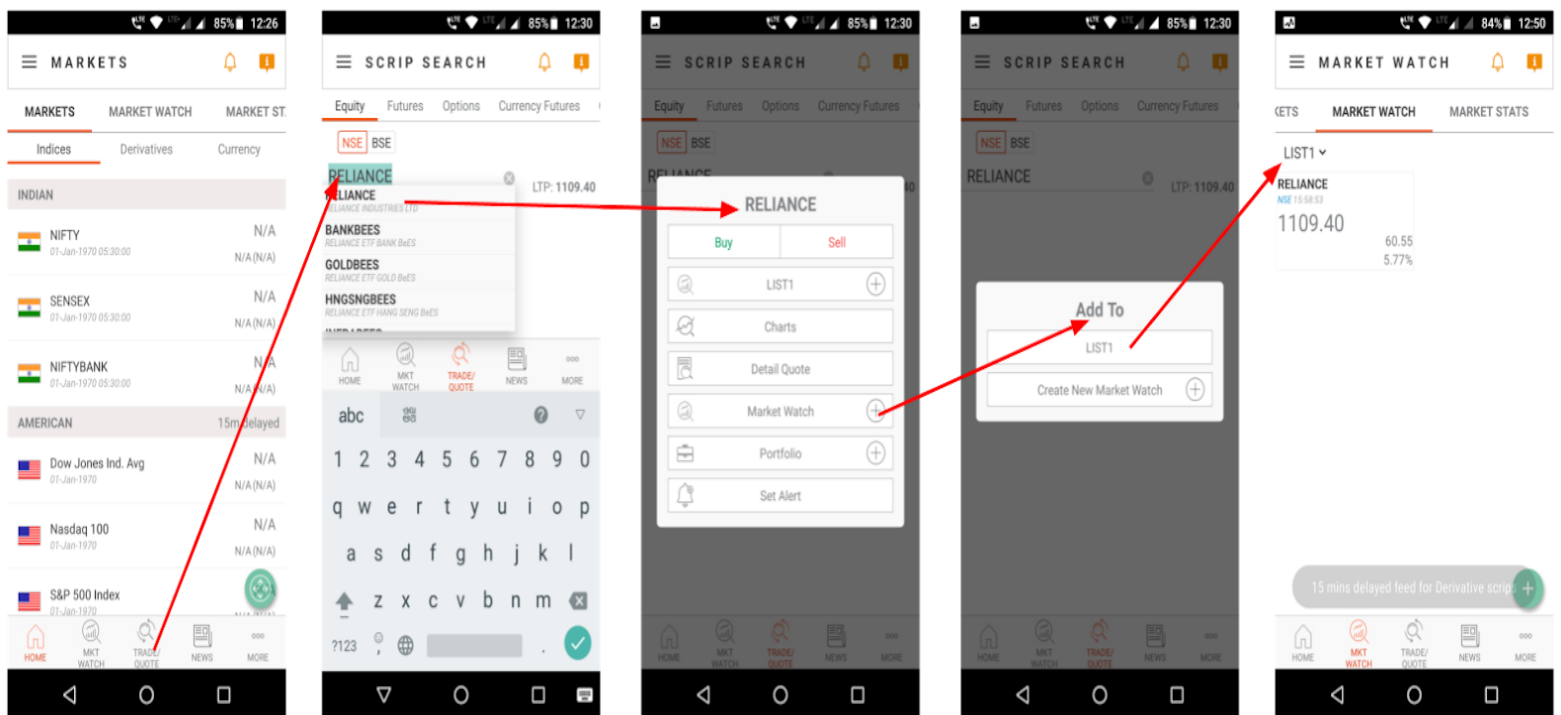
Interaction Mapping : It is technique from we can conclude that how many steps are required for particular task. Here, we will compare all three apps for particular task.

For Add Sher in Watch List

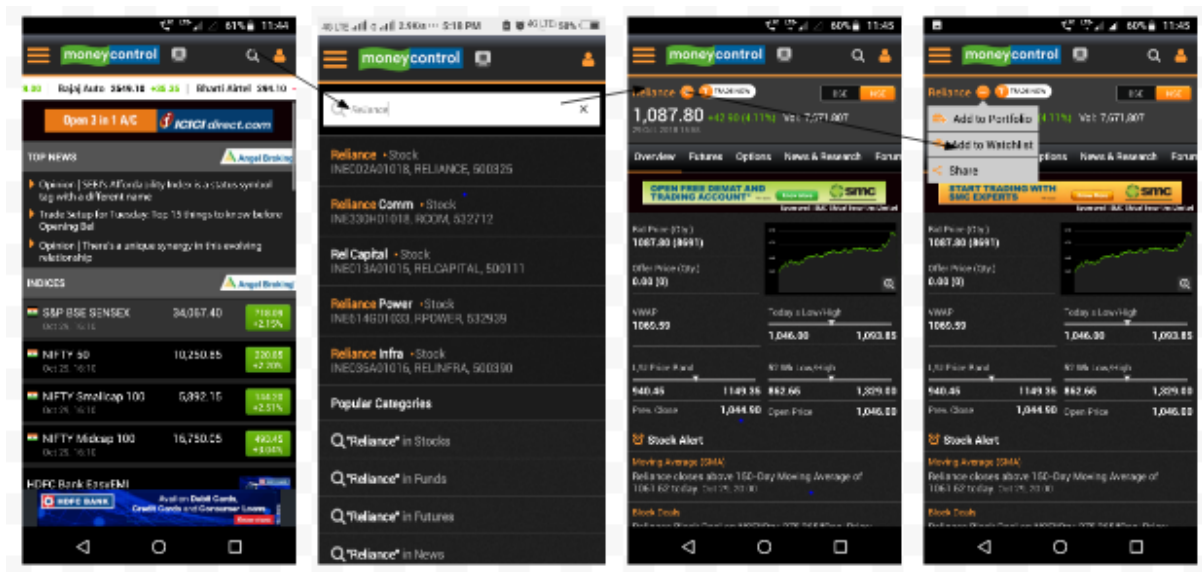
- **Yahoo Finance**



- Sharekhan



- Money control



YAHOO! Requires 3 steps

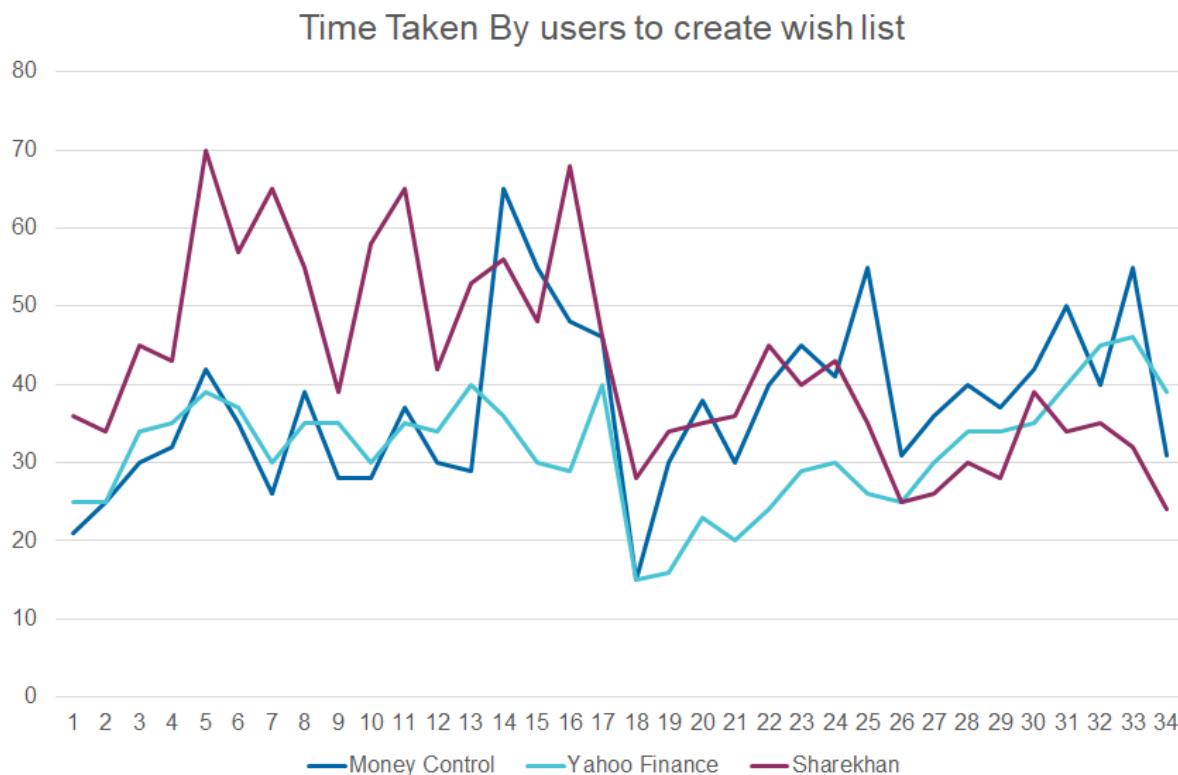
ShareKhan requires 4 steps

MoneyControl requires 4 steps

Now, we can conclude that Yahoo! requires less steps than other apps. So Yahoo is more easy to use and comparatively less complex than other apps.

Because In Yahoo! we can add share in watch list just by clicking on star icon, while in Sharekhan, we have to first go into market watch and then add.

User's took time to create the wish list



average time taken for all apps

Yahoo finance :35.3

Money Control :41.8

Sharekhan :53.2

Survey :

Total Number of Survey: 34

Yahoo Finance Response: 10

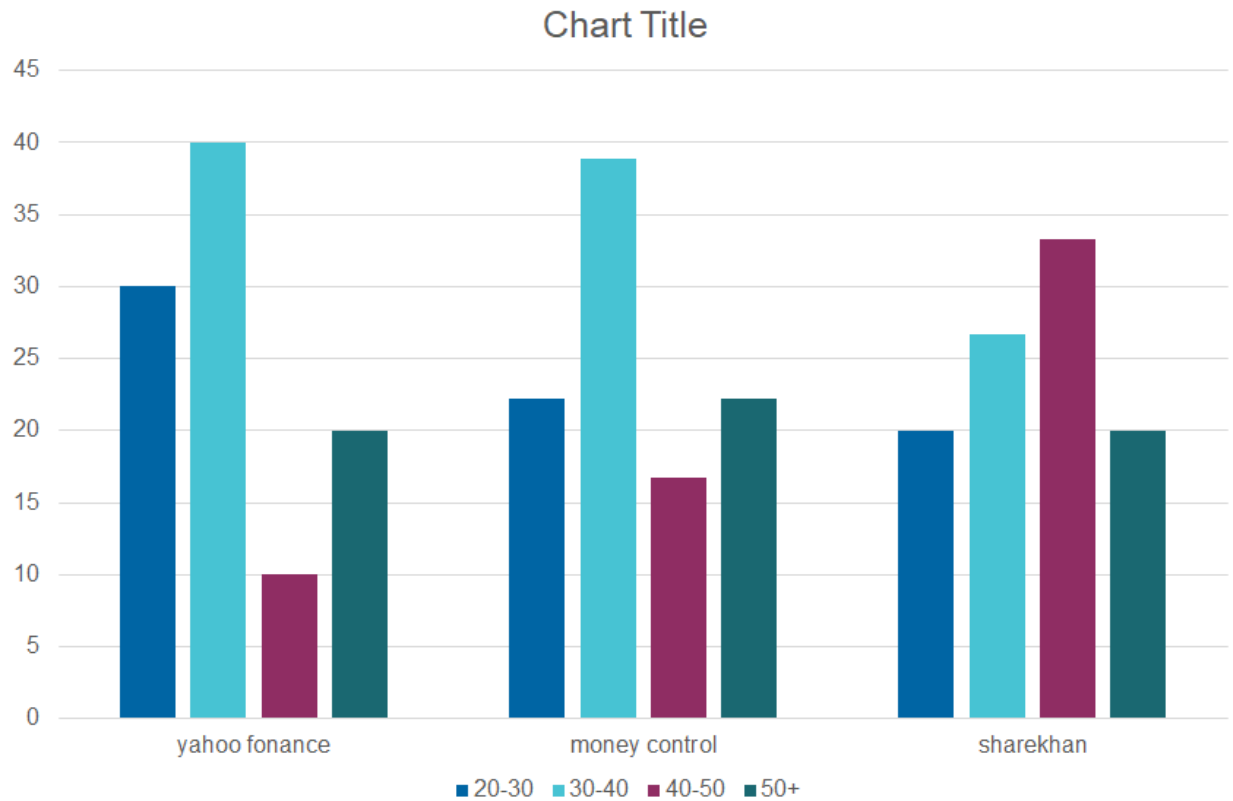
Sharekhan: 15

Money control: 18

1) App Based Survey :

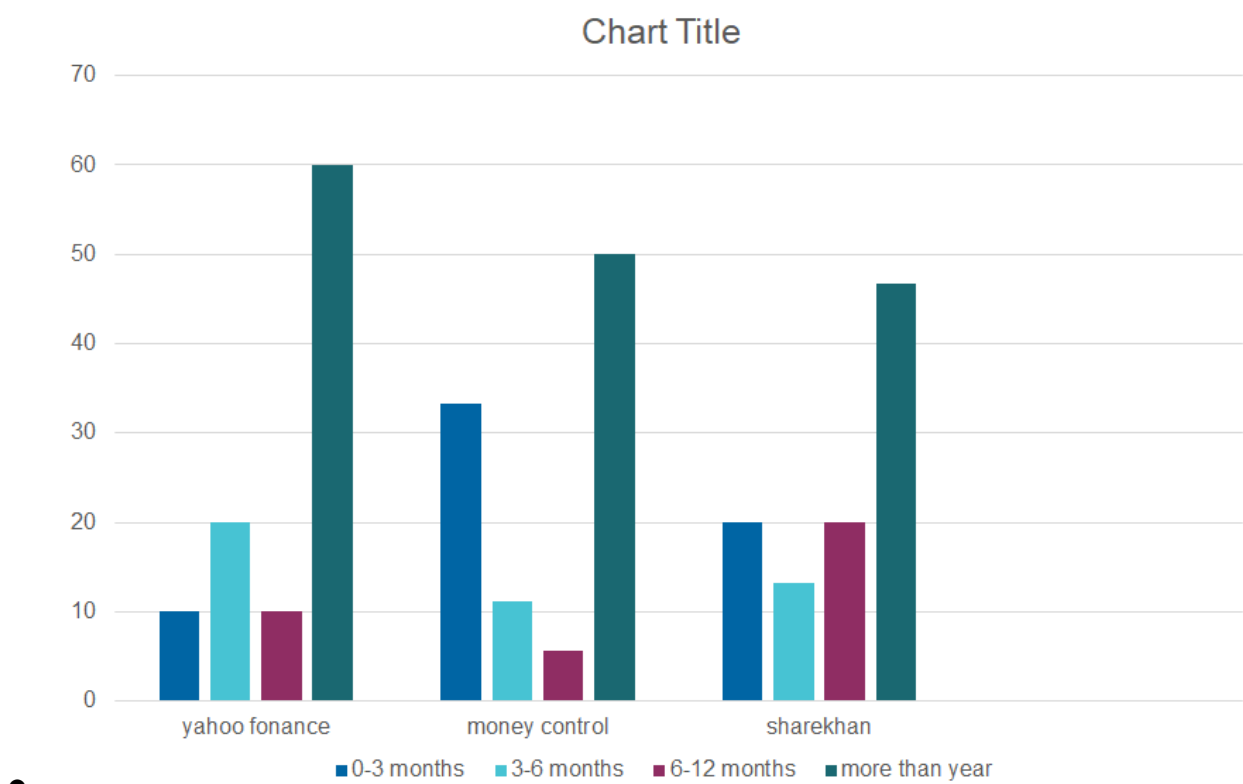
- In this survey, we asked some question which are related to application's designing contexts.
- This survey was carried out only for those user who have used or using any of the apps from yahoo finance, sharekhan or moneycontrol.
- Here we concluded some positive points of apps form results.

1.Age Group :



- Conclusion : Most of our apps users are belong to 30 to 40 age group

2.From how much time are they using app (YahooFinance or Sharekhan or Moneycontrol)?

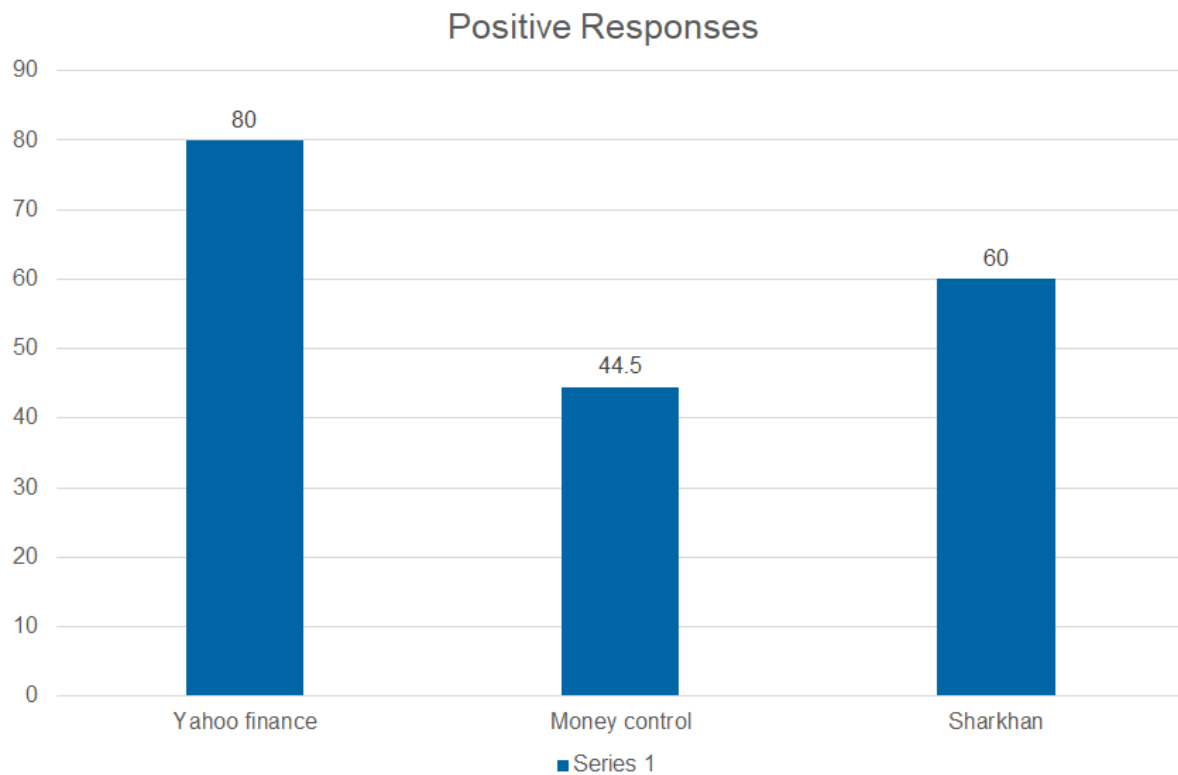


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Conclusion :

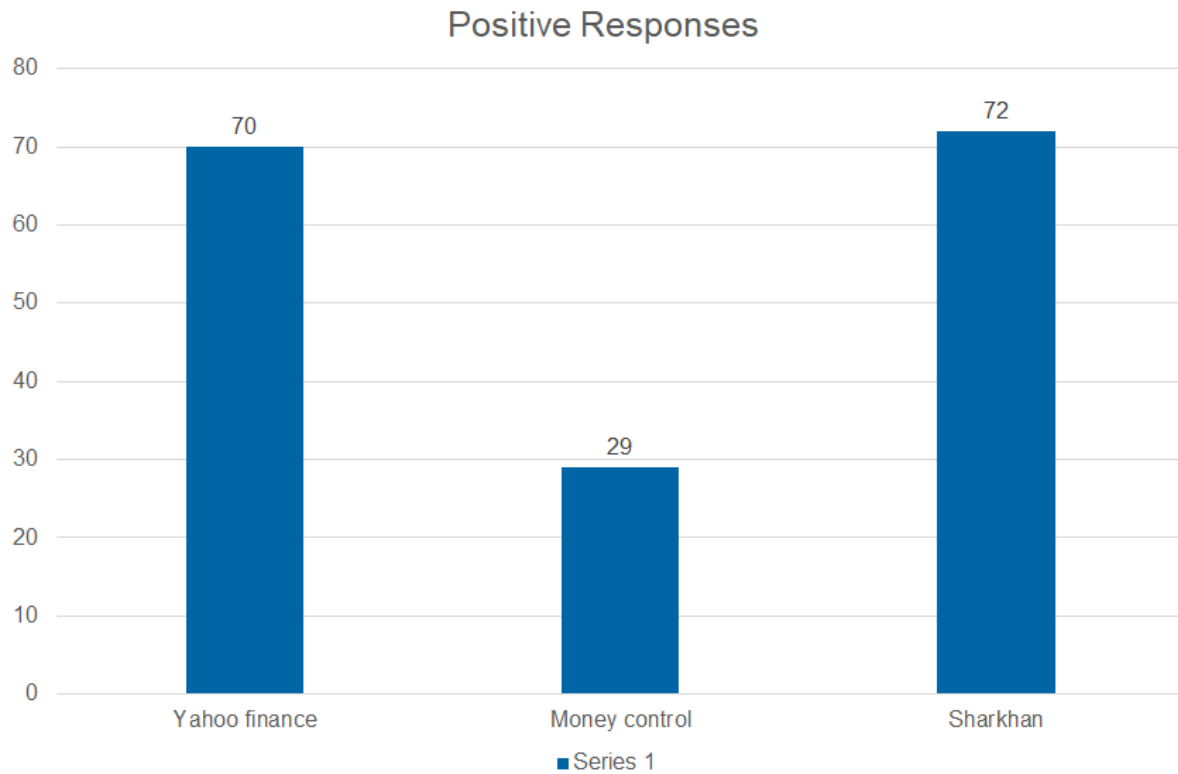
Most of the users we interviewed for our analysis were using their apps for more than a year.

3.The menu items were well organized and functions were easy to find(means Can you find all your necessary task tools like settings,help... easily?)



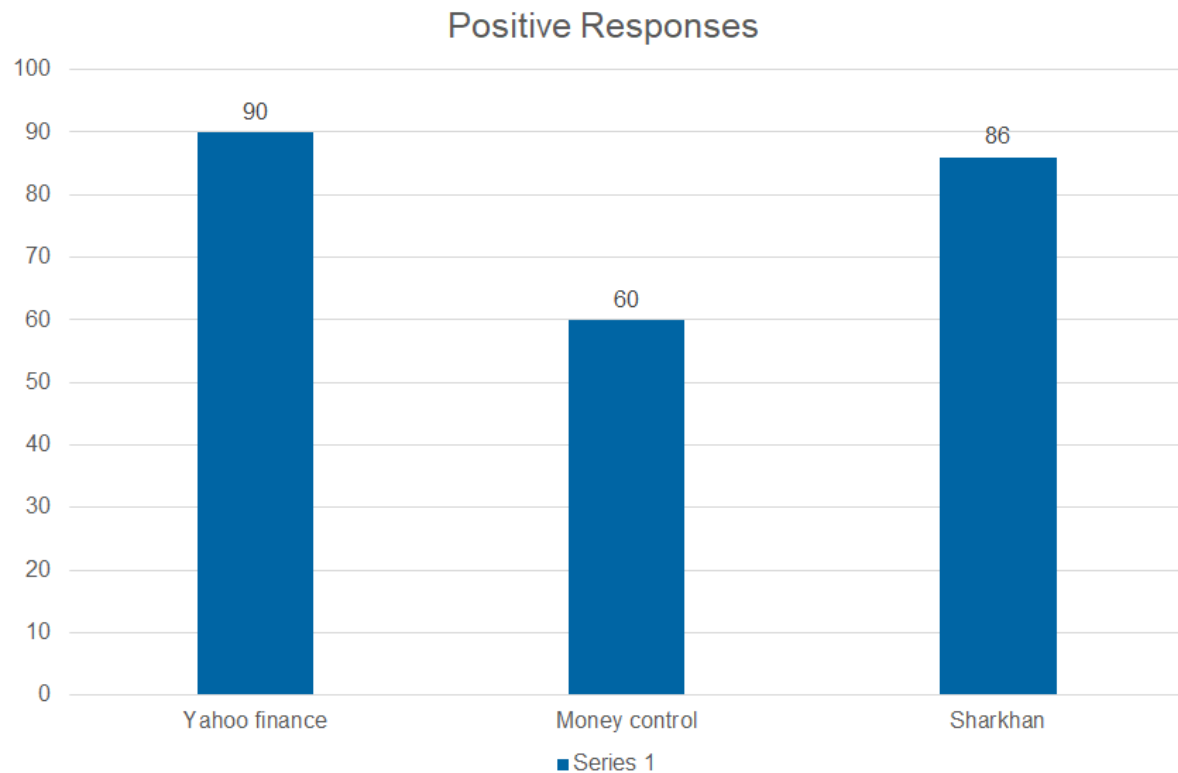
- Conclusion :if we consider 4 and 5 star then yahoo Finance stand ahead of all other followed by sharekhan and money control

4.You immediately understood the function of each menu item.(means Can you understand what is the use of all tools by just looking at it?)



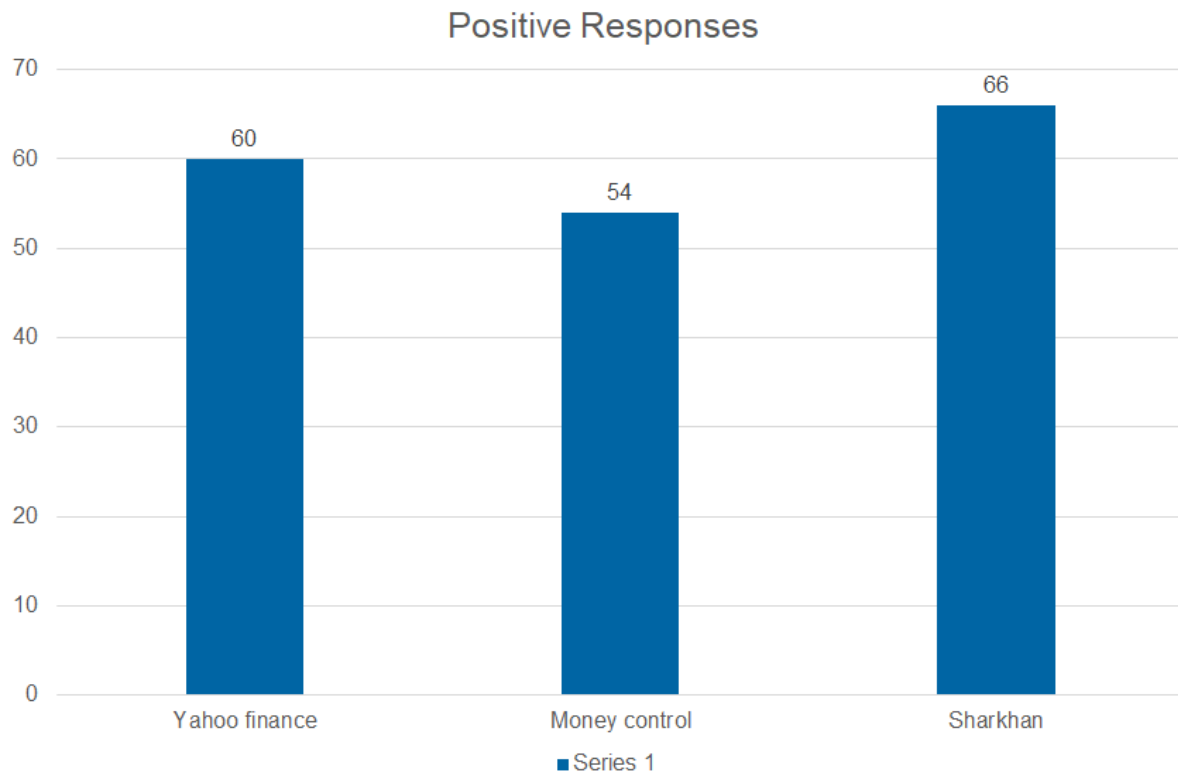
- Conclusion :yahoo finance and sharekhan had better menu items like watchlist

5.All of the functions you expected to find in the menus were present.(means are you satisfied with current tools in menu? Or are you need some extra tool for your activites?)



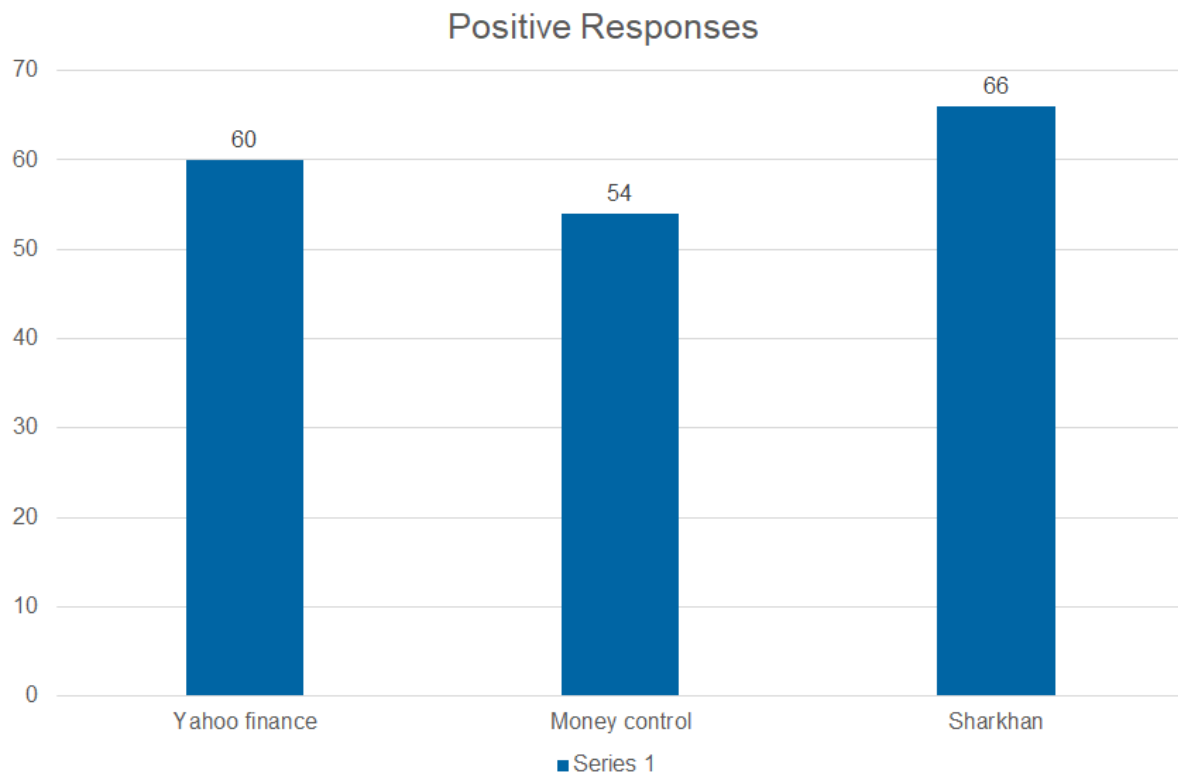
Conclusion :in yahoo and sharekhan users were able to easily find tools but in money control it was difficult to find tools it has too many options in it's manu.

6.The buttons were well organized and easy to find.(means there are some shortcuts for some tool to quick access. Can you find them easily on screen ?)



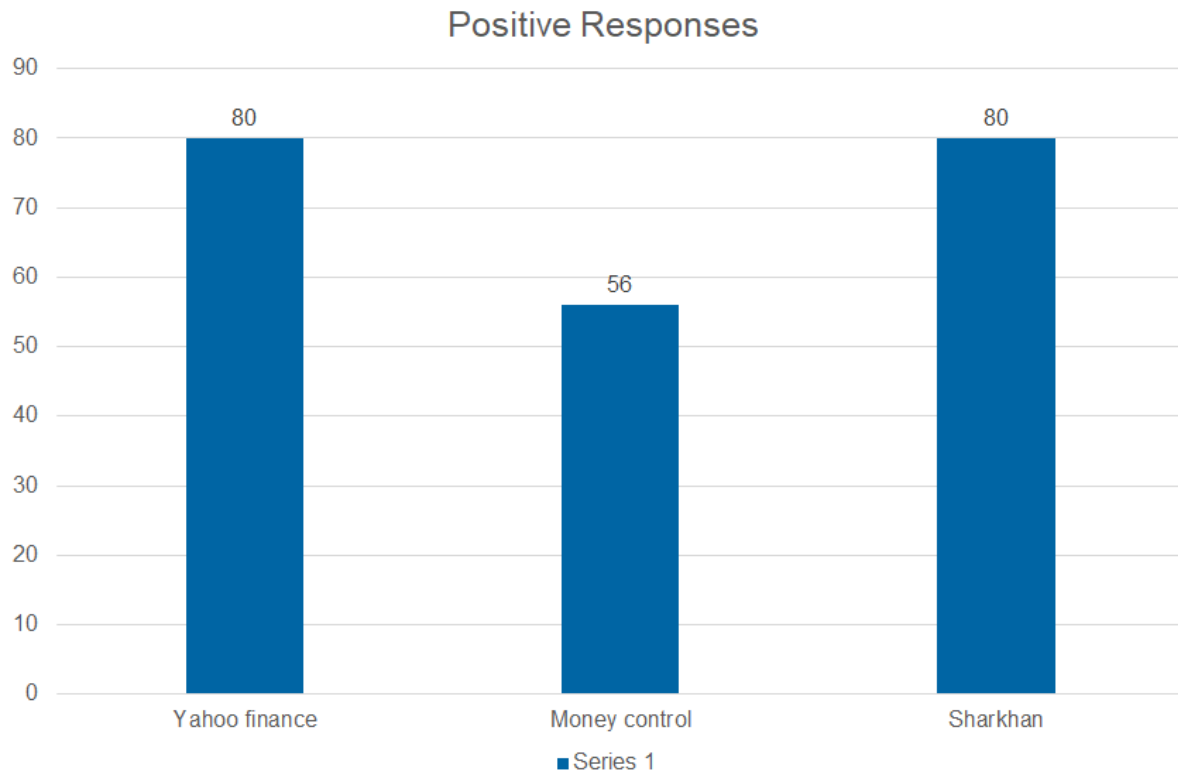
- Conclusion :yahoo was easiest and sharekhan was hardest to explore.

7.You immediately understood the function of each button.(means Can you understand what is the use of each button by just looking its drawing or text?)

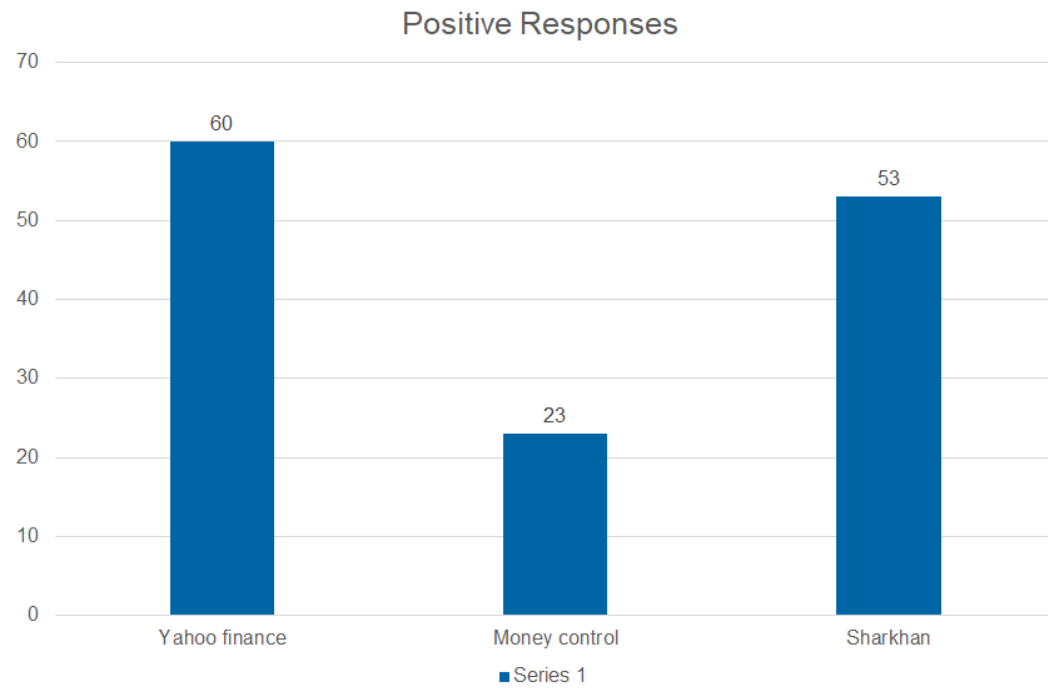


- Conclusion : Some users of Money Control have difficulties in understanding the functions of each buttons.

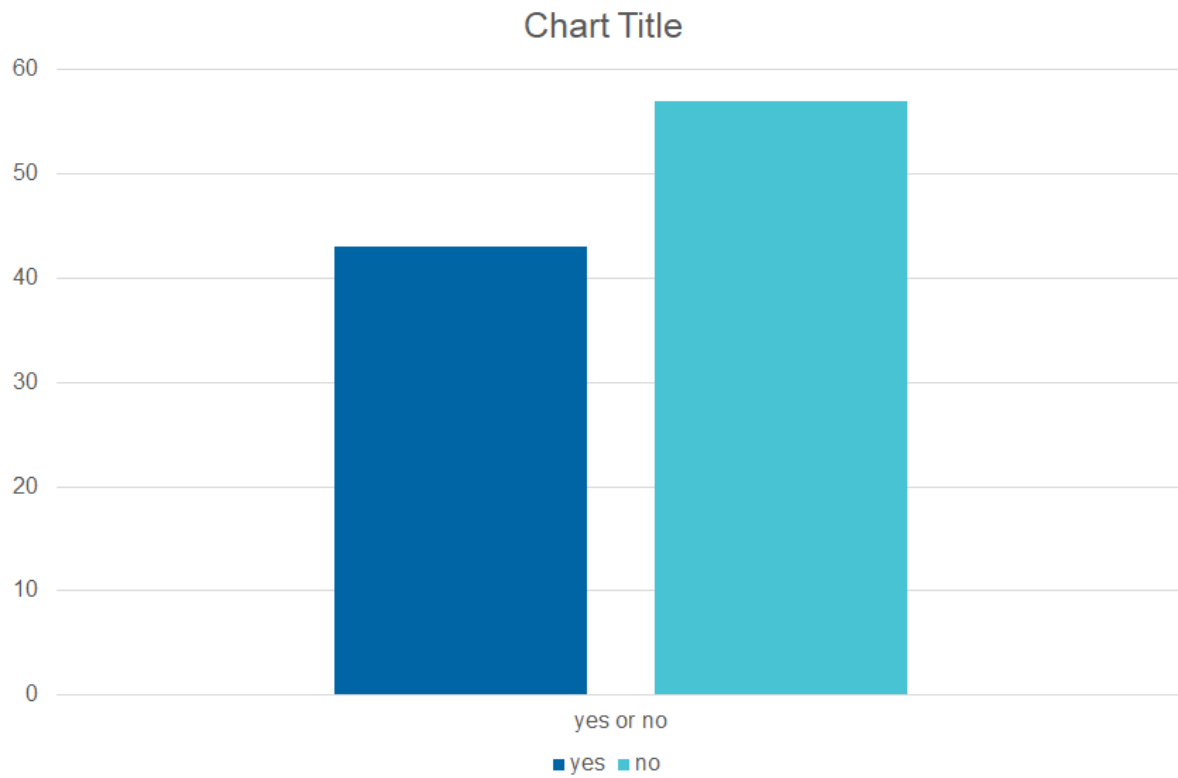
8.All of the functions you expected to find on the button bar were present.(means are you satisfied with current shortcuts of tools on home screen? Or are you need some extra tool's shortcut for your activities?)



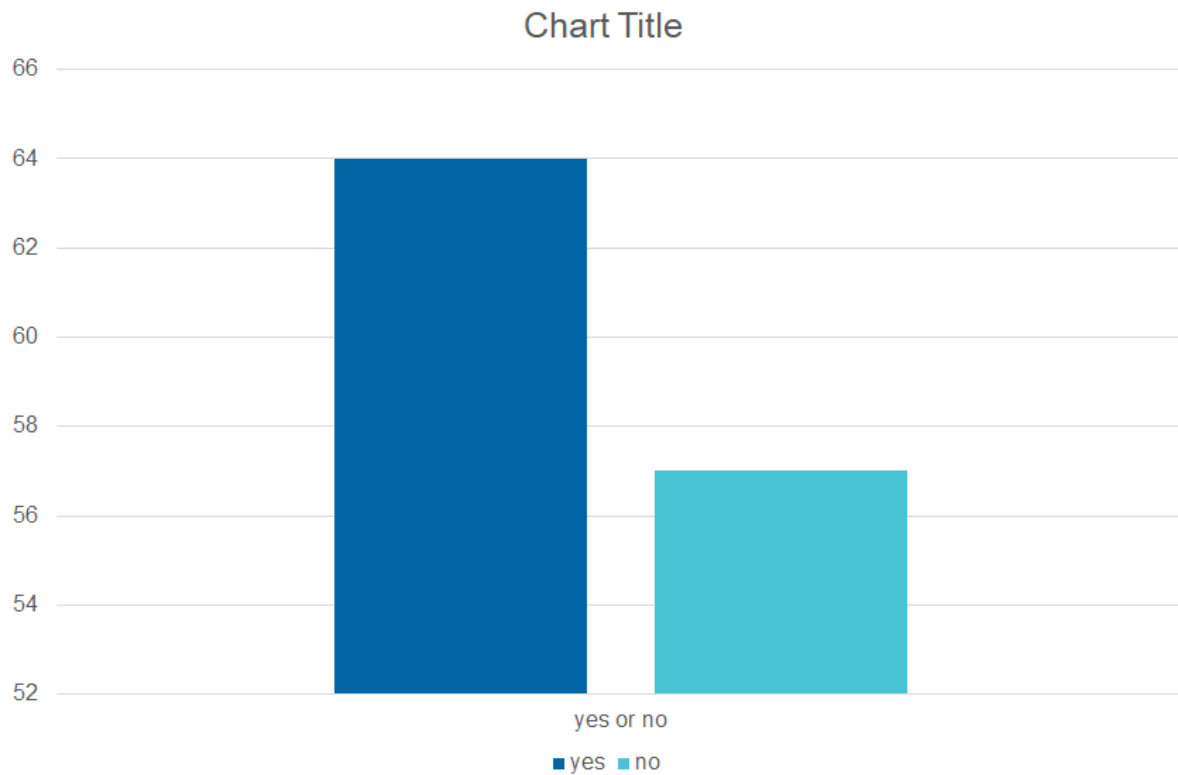
9.You found navigating around the your Application screen to be (means Can you go one tool to another tool easily?)



10.Do you prefer interactive voice response system in these apps (like google assistant)?



11.If not, then would you prefer it if it would be in your regional language?

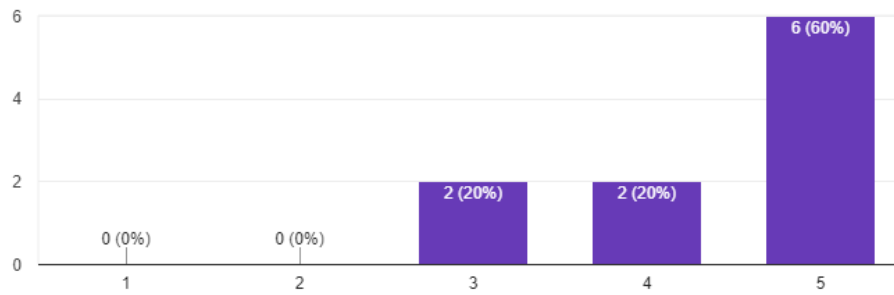


12.What would be the rate of the your Application's UI/UX is?

- Yahoo Finance

What would be the rate of the your Application's UI/UX is:

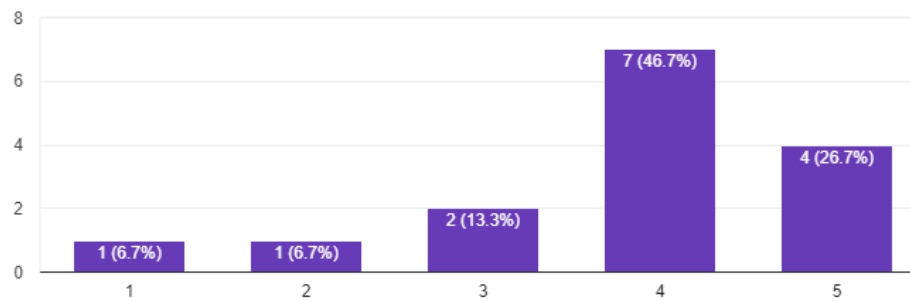
10 responses



- Sharekhan

What would be the rate of the your Application's UI/UX is:

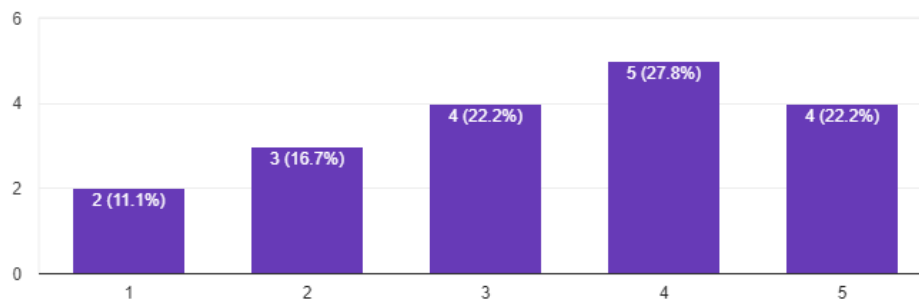
15 responses



- MoneyControl

What would be the rate of the your Application's UI/UX is:

18 responses



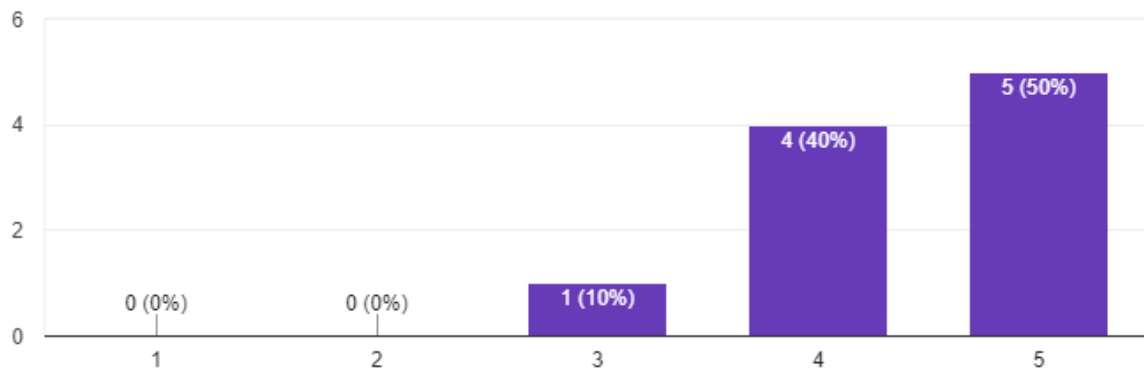
- Conclusion :money control has very much variations due to its misclicking and misleading buttons.

13.What would be the rate of the service provided by app is?

- Yahoo Finance

What would be the rate of service provided by firm is:

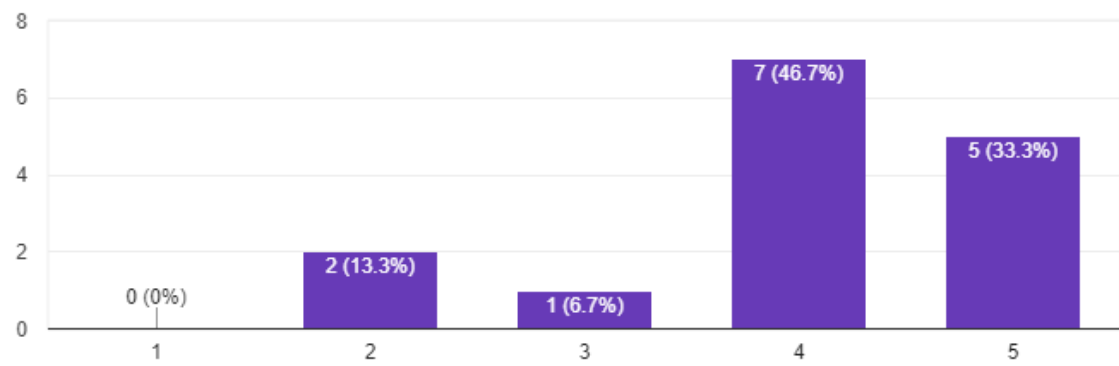
10 responses



- Sharekhan

What would be the rate of the service provided by firm is:

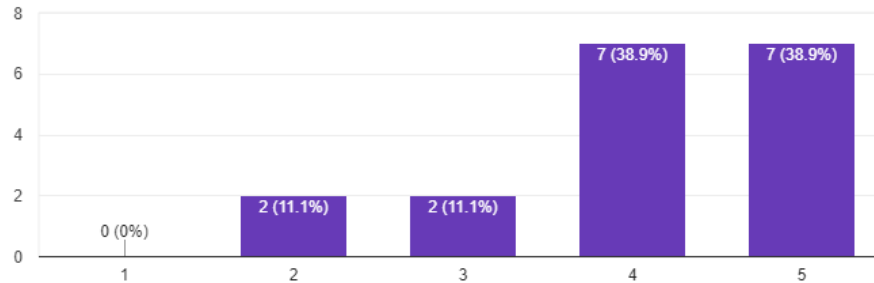
15 responses



- MoneyControl

What would be the rate of service provided by firms is:

18 responses



2.Design Based Survey :

1.Which login page pattern would you prefer?

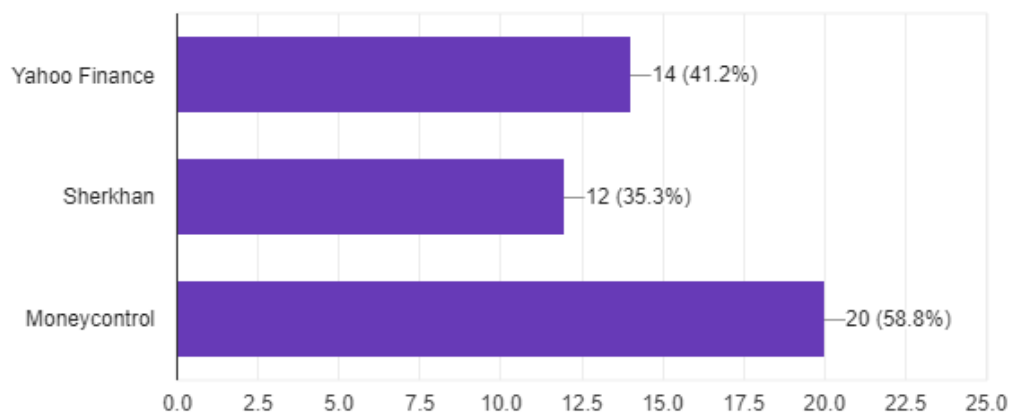
(1)email and password

(2)mobile number with OTP

(3) email and password with google or facebook login facilities.

Which login pattern would you prefer?

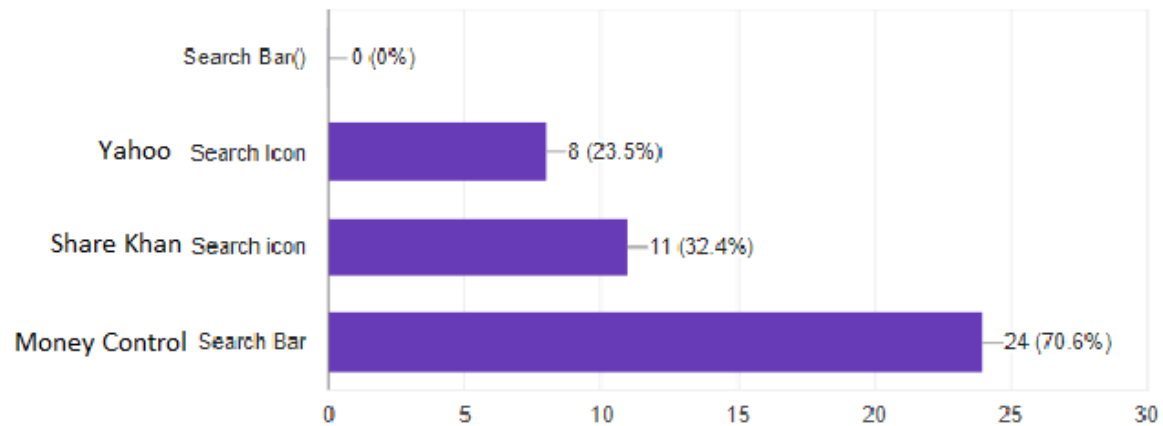
34 responses



2. Which search pattern you would prefer?
(Whole search tab, search tool , or just search logo)

Which search pattern do you prefer the most?

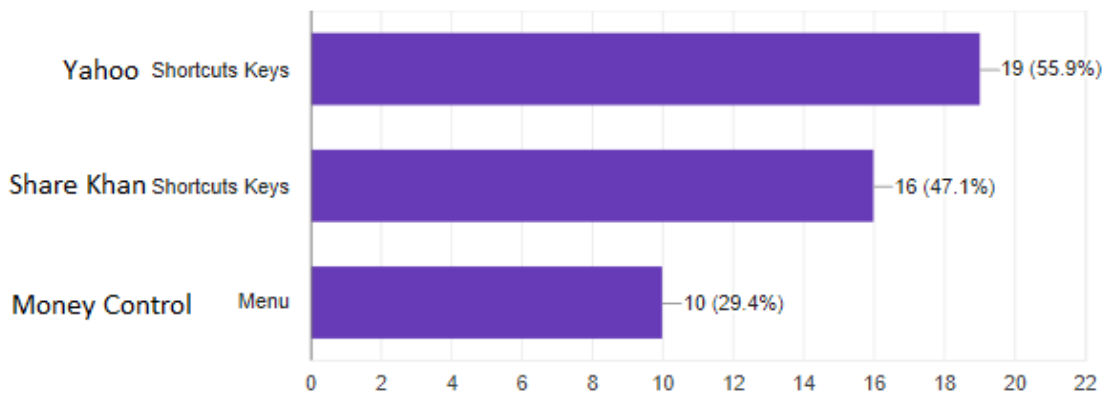
34 responses



3. Which pattern do you prefer for quick navigation?

Which pattern do you prefer for quick navigation?

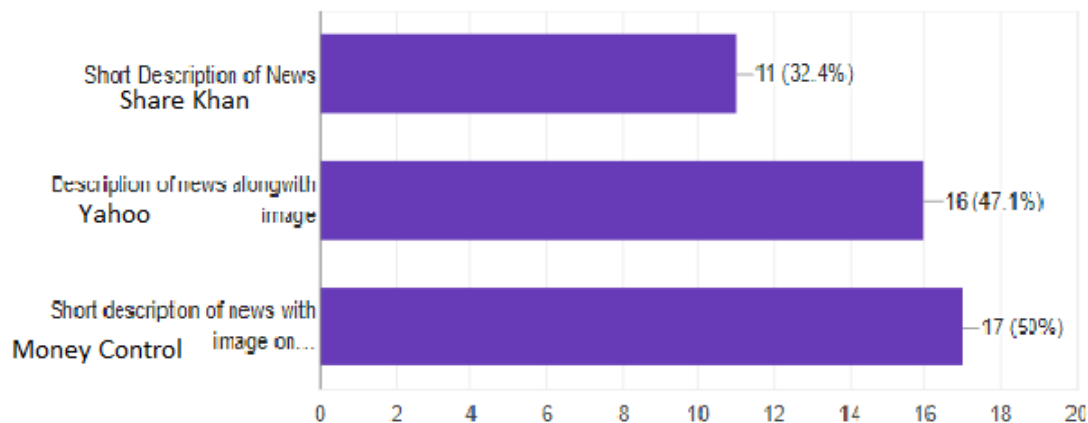
34 responses



04.Which news pattern do you prefer?

Which news pattern do you prefer?

34 responses



- There are also kind of questions which are related to designing like colourful themes, materialistic design , 2D-3D icons, font patterns like etc...

8 Golden Rules :

1)Strive for consistency:

- In sharekhan app, the search button is quite hard to find as it is in awkward position rather than the predetermined position.
- Naming in Yahoo Finance for notification is activity which is little bit inconvenient. People get confused whether it contains what activities they have done or gives only notification for the first time.

2) Enable frequent users to use shortcuts:

- All the frequently used buttons in moneycontrol app like portfolios, watchlist are not on main home page due to which we aren't able to quickly access to it.

- Yahoo Finance has watchlist on the home page which helps to user for quickly accessing it.

4)Design dialogues to yield closure

- When we add the share to the watchlist, one message is displayed.(Add or remove)

5) Offer error prevention and simple error handling

- In Yahoo Finance,error prevention is taken care in searching a share as the entire row can be used for searching by clicking anywhere in entire row.

6)Permit easy reversal of actions

- Undo option is provided in Yahoo Finance app if we have added any share by mistake while the same facility is not available in Sherkhan and Money Control.

7)Support internal locus of control

- In moneycontrol app, they were finding it difficult to add the shares in watchlist due to its background appearance and also the button size were too small, which lead to misclicking consuming more time to accomplish the task.
- In moneycontrol app, too many advertisements occurred which led to tedious process of back button which made the task time consuming. (Surprising system response)

8)Reduce short-term memory load

- If we have added or searched for any share in past, then we get the information of it in recent searches in all three apps.

- 1) ShareKhan app provides customization for the graph to represent it with line or bar as per our wish so that we can interpret it quickly. (User customization)
- 2) Sharekhan provides user manual which is very good to easily learn for the first time user about its facilities.
- 3) In moneycontrol app, too many advertisements occurred which led to tedious process of back button which made the task time consuming. (Surprising system response)
- 4) Yahoo Finance has easy facility of directly adding the share in watchlist by having the favourite button aside the share. (Easy accessible)
- 5) Advertisement comes when we are looking in news section and hence, we have to bifurcate which are news and which are advertisement, (Reduce Short term memory load)