Laplace®

Broker Platform

Design Proposal

Proposal name:
Laplace Platform Design Proposal

Prepared by:
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...

Client:
Laplace Investing Ltd.
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Project Overview

Laplace would like to outsource the design of their broker platform offering investing to multiple opportunities like stocks, mutual funds, currencies, indexes, or commodities. Laplace broker offers advanced AI-driven time-series analysis for predicting a return in 5 years horizons with particular accuracy, determining the risk of the investment.

The platform will be available in browsers like Google Chrome, Safari, Opera, or Mozilla Firefox, etc. The goal is to create an easy-to-understand and responsive (desktop and mobile devices) user interface, offering a high-quality user experience based on the human-centered design process, respecting common UX and UI design principles.

The Project Scope & Roadmap

The subject of the project is the design of the Laplace platform. The project is divided into the following parts (deliverables):

- Sitemap
- User flows
- Wireframes
- Design system
- Interactive Figma prototype
- Usability tests with a report

The support of designers is mandatory during the process of development implementation.

User Stories and List of Pages

The following user stories are determining the particular features of the platform.

- As a user, I want to create my own account with proper details and security.
- As a user, I want to sign in to the platform with my details.
- As a user, I want to see my portfolio performance, customizable watchlist, trending opportunities, and trades history in one place called Overview.
- As a user, I want to set up orders for buying or selling stocks and other investment products.
- As a user, I want to see a detailed history of my buy/sell orders.
- As a user, I want to download a monthly report including all important investing in.
- …

List of pages

- Sign up
- Log in
- Watchlist
- Dashboard

- Portfolio
- Trading process
- Reports
- Investment product detail
- Orders & trades list
- Deposit process
- Withdraw process
- Profile detail
- Profile settings
- Notifications
- General settings
- Currency manager
- Help center
- Payment settings
- Taxes
- Onboarding process

Business Goals

- Support executing of trades done thought the broker
- Support depositing the money to the broker intended for the investing
- Increase the number of active investors to 500k by the end of the first year from launching the platform (active means, that user should be logged one time per week)

Time Estimates

Step	Activity	Estimated Hours
1	Information architecture creating	x - x h
2	User flows designing	x - x h
3	Wireframing	x - x h
4	Design system creating	x - x h
5	Prototyping	x - x h
6	Usability testing	x - x h
7	Iterations	x - x h

The project will be finished by 5th May 2021. Project check day is done every week on Monday at 2 PM CET.

Pricing

x per hour of UX design consulting.

Final Price Range
x h - x h (x USD - x USD)

At the end of the consultation, Laplace will receive a timesheet with a task description and time spent on each task. The invoice is issued after Laplace's approval. **VAT tax will be added to the invoiced amount**. The **due date is 30 days** after the invoice is issued.

Target Users

The product is for everyone, who decides to increase the value of his or her money asset on the various markets. These investors could be individuals as well as big funds, operating with a large amount of money. The example of user persona (retail investor) is attached to the project brief.

Tools

As a primary tool for prototyping will be used Figma. For additional vector graphics could be used Adobe Illustrator. All communication is done through Slack or emails.

Biggest Competitors

- Interactive Brokers
- eToro
- xtb
- Plus500
- Lynx
- Robinhood
- Fidelity
- Charles Schwab
- Etrade
- Tradestation
- Lightspeed