ENVIRONMARKET

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PROJECT DESCRIPTION

EnvironMarket is a tool that allows users to analyze the environmental impacts of their investments.

Using an environmental data API when fully functional, the system allows a user to view a company's profile, which includes its financial and environmental information. The financial information is like many stock-trading platforms, showing fluctuations in the stock price, while the environmental information comes in the form of an overall rating, made up of several other sub-ratings based on different environmental practices.

A user can have a portfolio that shows financial gains across all investments, a cumulative rating for all companies on the portfolio, and the ability to save the contents of the portfolio for further use (via a login).

The intended users can be environmentally-curious non-investors, sustainability-driven investors, or anyone in between. Most likely, they will be someone who cares about the environmental impact of their investments and wants to contribute positively via their financial investments.

These users will need to keep track of the net gains/losses of their portfolio, and how each company contributes financially/environmentally. They will want to reinvest if a company does not benefit them or the environment.

USABILITY & USER EXPERIENCE GOALS

Usability Goals:
- Effectiveness
- Efficiency
- Utility
- Learnability

User Experience Goals:
- Satisfying
- Engaging
- Helpful
- Motivating
- Rewarding
- Emotionally Fulfilling

Effectiveness:
- Is the environmental data conveyed in a way that is immediately useful, and allows the user to easily make informed decisions?
- Is the user-interface able to be navigated and operated with ease?
- Is the system easy to learn for the less experienced users, but not over-explained for more experienced users?

Helpful:
- Does the system fulfill a wide variety of user needs, including making financial decisions and environmental curiosity?
- Does the system offer resources that other platforms don't offer, or resources that other platforms don't execute well?
- Does the system allow the user to feel successful in their personal goals, enough to recommend other people use it?

Rewarding:
- Will the user feel as though their investments have an impact because of how they system may have helped them?
- Will the user feel rewarded by making investments that are based on environmental data?
- Will the user continue to use the system because of the positive choices they chose to make with this system?

TWO KEY FEATURES & USER NEEDS

- Company Profiles – Displaying specific environmental and financial data
  - User can determine if they should invest, or increase/decrease current investment
  - User can explore historical environmental or financial data on a company
  - User can see how different company's balance different environmental practices
- User Portfolio – Personal environmental and financial progress
  - Users can track their overall environmental and financial standings simultaneously
  - Users can see which companies are performing better/worse than others
  - Users have a list of companies they follow or are invested in on their portfolio

PROTOTYPE CHANGES

- **Company "tiles" more readable:** after heuristic feedback

  - The way company info was displayed in the Lo-Fi prototype was a little too busy, so color is used to convey ratings with less text, and information about each company is condensed into a box

- **Menu Bar:** after heuristic feedback

  - The back button and two main buttons on the home screen were the main forms of navigation, so putting a small menu at the bottom of the screen when logged in meant easier and faster navigation

- **Use of Color:** during Hi-Fi prototype development

  - In order to properly implement a UI that was easy to use and not too cluttered, the use of color is important. For users with less trained eyes for financial or environmental data, the use of color is a simple indicator for much of the information in the application. It provides updates on current stock price fluctuations and environmental practice ratings