

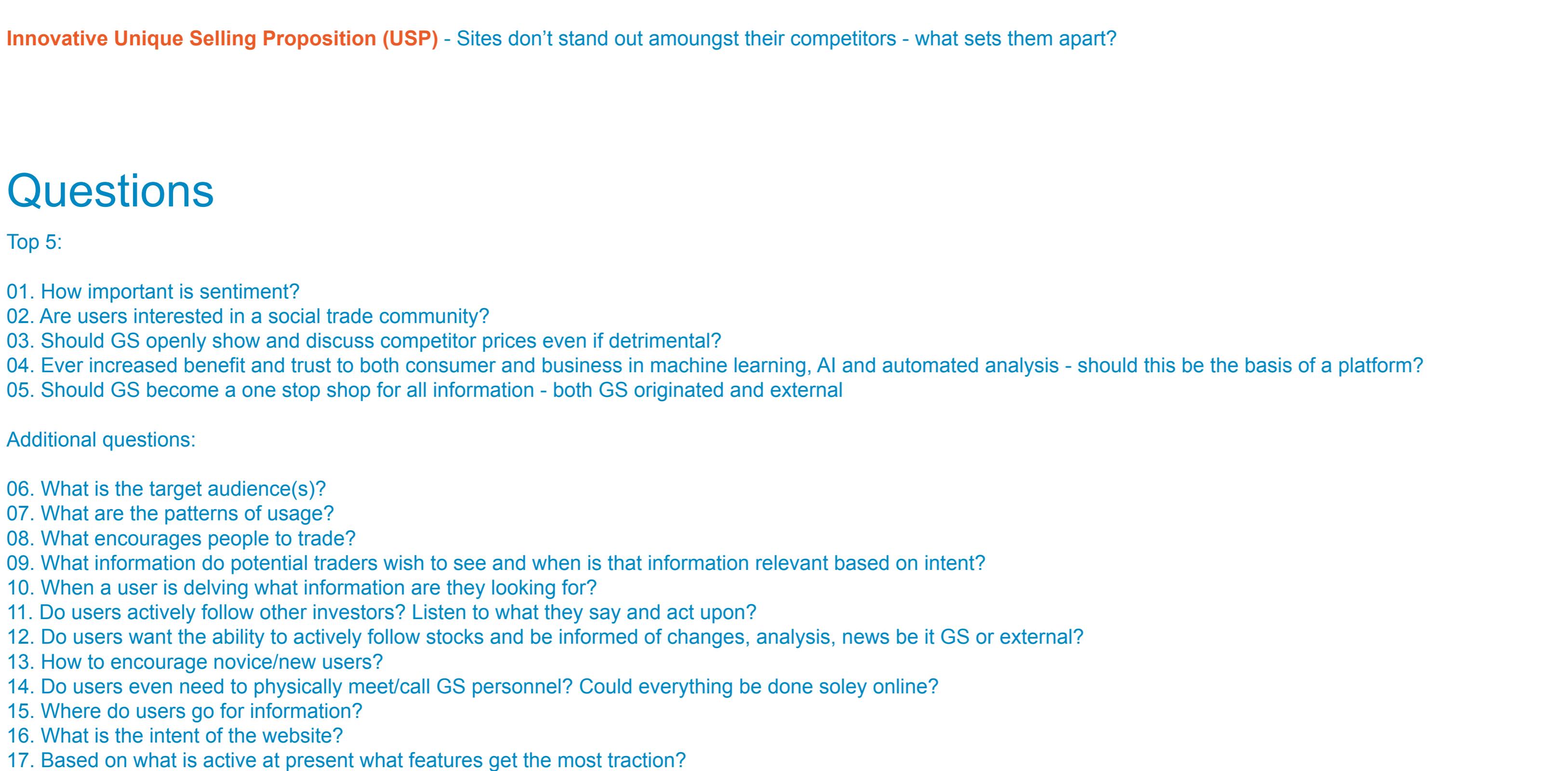
The Ask

You've been hired to design a new website that will replace both [www.gs.de](#) and [www.gsmarkets.nl](#). These websites are geared toward end-consumers who like to **trade** or are actively managing their **portfolio** (think the spectrum of from **spinning** to **boating** to active share investors). The new **combined** site should support the same **basic functionality**, but **enhanced** in such a way that our site is **better** than the likes of **Google Finance**, **Yahoo Finance**, and ultimately **so that we sell more products**.

Create a design for the **home page**, and whatever else you feel is important as an **initial proposal** for the new site. What **questions do you have** and how would you answer them yourself based on your **research**? How is the new site going to **draw in** a new **customer segment**? How will it **help us increase user retention**? What **strategic and competitive questions** need to be answered to progress this **proposal** to the **next stage**? What **other information** do you **need**? Present your strategy & design back to us in a 30 minute session and walk us through your process. We are just as interested in **learning about your process** as we are in seeing your **proposed design**. Feel free to use whichever tools you prefer.

The Problem

[gs.de](#) & [gsmarkets.nl](#) lack **clarity**, **intent** and an **innovative Unique Selling Proposition (USP)**.



Clarity - You are confronted by a dump of content with seemingly very little curation/tayloring to user types with specific navigational goals.

Intent - It's not obvious that the sites purpose is to sell products.

Innovative Unique Selling Proposition (USP) - Sites don't stand out amongst their competitors - what sets them apart?

Questions

Top 5:

01. How important is sentiment?
 02. Are users interested in a social trade community?
 03. Should GS openly show and discuss competitor prices even if detrimental?
 04. Ever increased benefit and trust to both consumer and business in machine learning, AI and automated analysis - should this be the basis of a platform?
 05. Should GS become a one stop shop for all information - both GS originated and external
- Additional questions:
06. What is the target audience(s)?
 07. What are the patterns of usage?
 08. What encourages people to trade?
 09. What information do potential traders wish to see and when is that information relevant based on intent?
 10. When a user is deriving what information are they looking for?
 11. Do users actively follow other investors? Listen to what they say and act upon?
 12. Do users actively follow stocks and be informed of changes, analysis, news be it GS or external?
 13. How can encourage engagement?
 14. Do users even need to physically meet/call GS personnel? Could everything be done solely online?
 15. Where do users go for information?
 16. What is the intent of the website?
 17. Based on what is active at present what features get the most traction?

My Responses

Answers to the top 5:

01. This can be seen through pattern analysis - for instance if you follow a particular investor and you act in a similar way - buy/sell along similar lines then sentiment is important. If a user sees a pattern then they are highly likely to derive into them to see if this is something they too should action on.
02. In order to answer this question to current and future users I'd present a sample proposal of how this might operate to encourage debate, importance/stakeholders, and blue sky thinking.
03. Yes as it would build trust and provide a platform to highlight the benefits of using GS over its competitors.
04. Yes if we were to combine this with sentiment then a user coming to the site could at a glance see what's popular and why then make a decision there and then to act or derive it desired.
05. Yes as it would ultimately result in higher conversion. Being an open market leading eco-system would drive up sales.

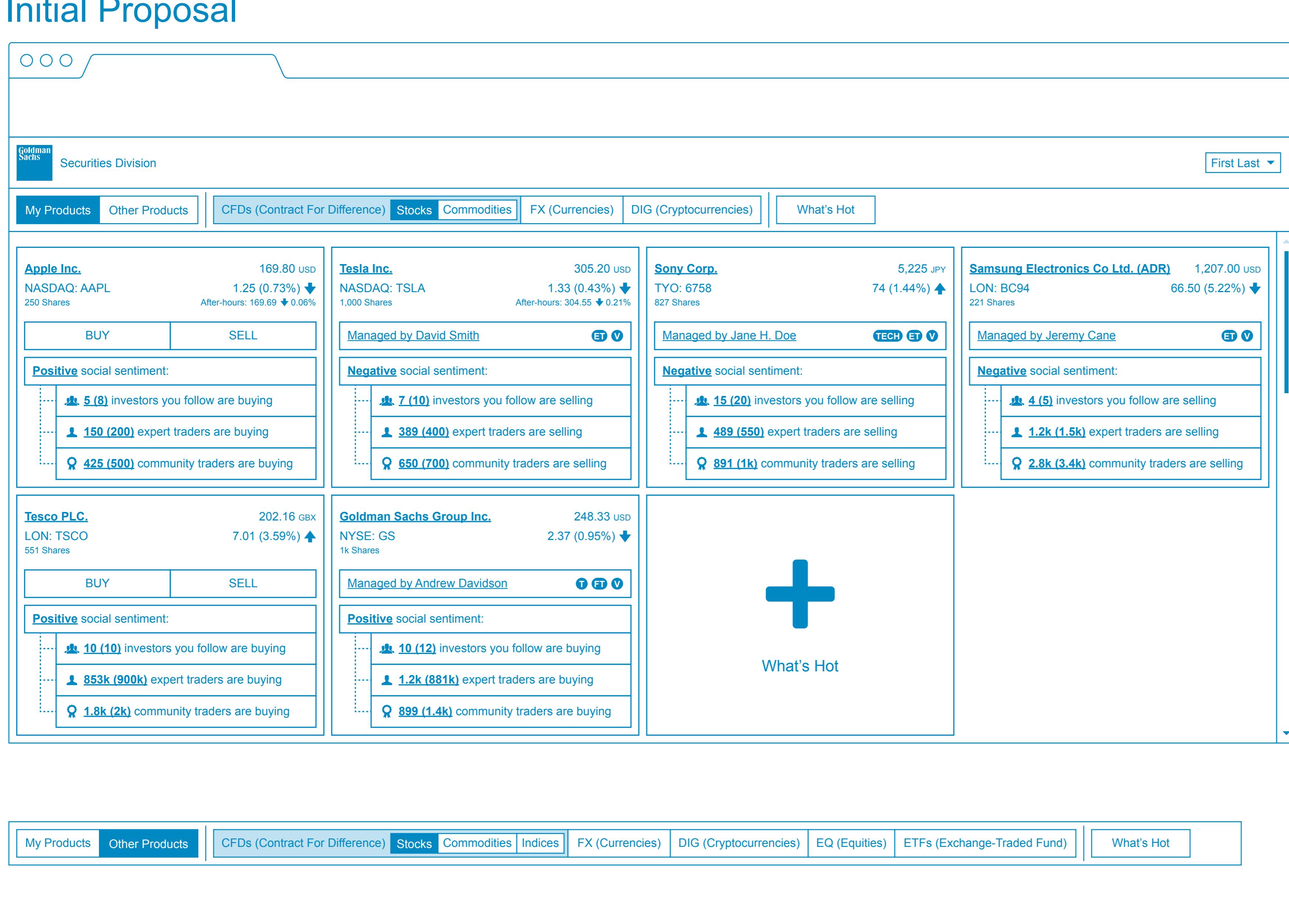
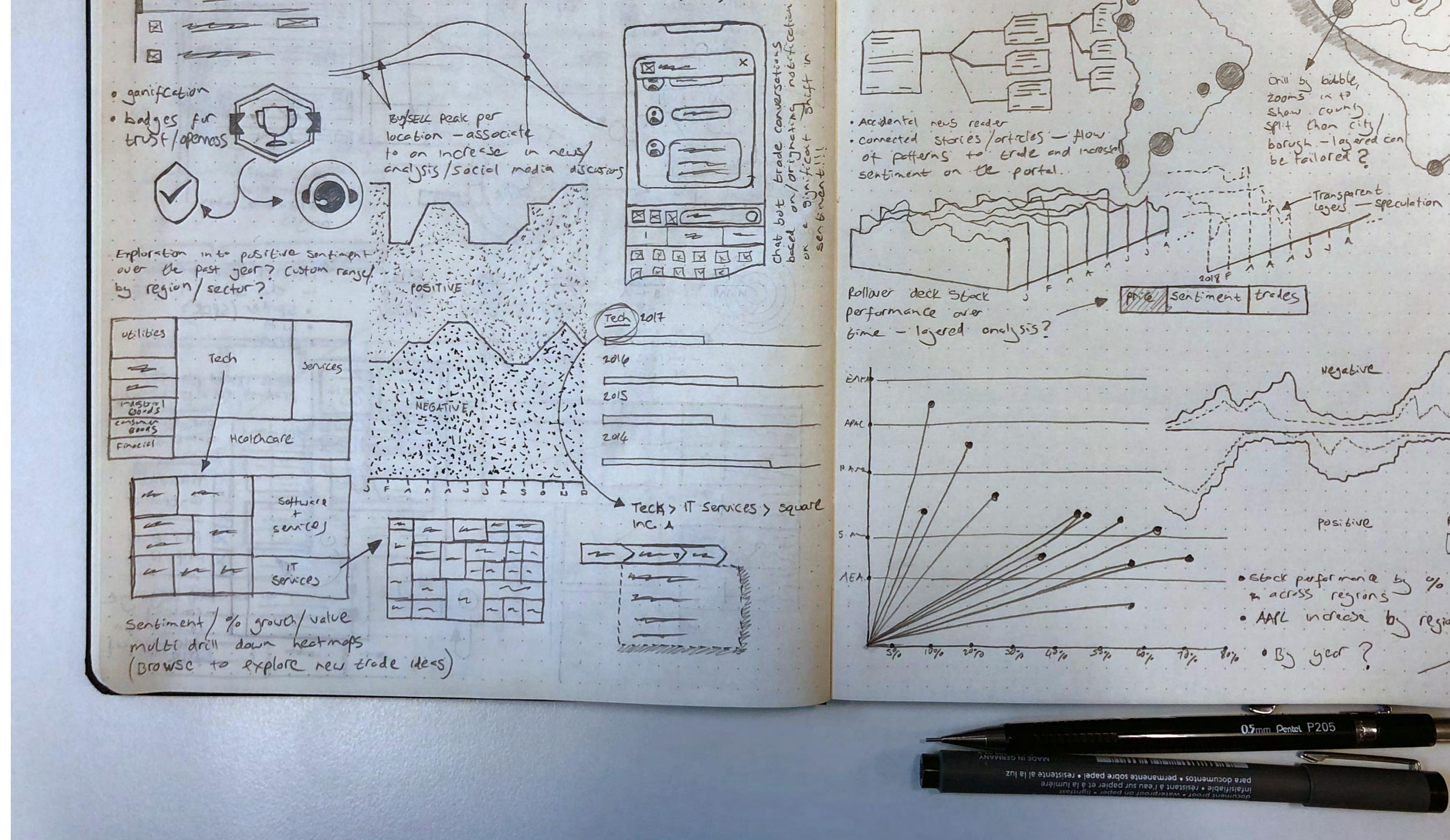
Answers to the additional questions:

06. Through analysis of current customers we can gain a foundation of user types. Highlight any missing user types who can be interviewed to understand unwillingness, concerns, fears etc. In addition analysis of current user base can provide invaluable insights to current painpoints/frustrations which may result in lower uptake within certain user types etc.
07. Interviewing a sample set of current users across the varying types will reveal current context of usage along with frustrations needs due to a lack of feature access on the go for instance. Gartner research amongst others can provide us with further insights for example trend uptake on what users are willing to do on the go versus at home. Although these lines are blurred, Context of use also can dictate what a user would want to see and potentially action on. We could keep to a few a day in the first off to understand both contexts and device strategies.
08. I'd run a few informal and relaxed workshops with a set of users spanning varying types thus allowing them to discuss and react to what each other are saying. Past experiences have proven this surfaces many unforeseen and potentially surprising insights.
09. I'd tie this into the 'a day in the life' off studies - as the day progresses observe and inquire as to what is needed, what's missing? what would influence etc.
10. This would be an aspect of contextual observational studies. Observe what a current user is doing, asking for, looking for - be it through GS or external and why it is necessary for the task at hand.
11. Can observe different trends that a user reads, shares, buys/sells - patterns of commonality that emerge. You can also easily check on Twitter for instance as who they follow, topics they like, Retweet, comment on, Tweet themselves etc.
12. A question that can easily be asked directly in a workshop, observational session etc.
13. Through the introduction of social trading a new or novice user could have someone trade on their behalf. These traders would be verified by GS, could opt to have transparent accounts so you could see how well they have and continue to perform. You could see how much money that trader has made for the community.
14. Potentially, GS takes commission on all money made via the platform even via novice proxy trades, research posted, analysis carried out. Potentially there are numerous revenue streams.
15. Can we see through third party statistics and asked directly in a workshop, observational session etc.
16. Read, assess and analyse market news, discover products, trade and manage your portfolio
17. Review website usage data to determine what is used and not then unpack and learn why to see what if anything can be done to turn that around.

Brain Dump

Why:

Based on previous experiences, awareness of industry standards and similar problems I like to quickly get any emerging ideas downloaded in rough form before any filtering, synthesis and focus on detail occurs.



Initial Proposal

Initial Proposal

First Last

Securities Division

My Products Other Products CFDs (Contract For Difference) Stocks Commodities FX (Currencies) DIG (Cryptocurrencies) What's Hot

Apple Inc. 169.80 usd NASDAQ: AAPL 350 Shares	TEST Inc. 305.20 usd NASDAQ: TSLA 1,020 Shares	Sony Corp. 5,225 JPY TYO: 7678 621 Shares	Samsung Electronics Co.Ltd. (ADR) 1,207.00 usd LON: BO34 221 Shares
Positive social sentiment: ▲ 5 (6) investors you follow are buying ▲ 150 (200) expert traders are buying Q 425 (500) community traders are buying	Negative social sentiment: ▲ 7 (10) investors you follow are selling ▲ 389 (400) expert traders are selling Q 891 (1,000) community traders are selling	Positive social sentiment: ▲ 10 (12) investors you follow are buying ▲ 853k (900k) expert traders are buying Q 1.8k (2k) community traders are buying	Negative social sentiment: ▲ 4 (6) investors you follow are selling ▲ 1.2k (1.5k) expert traders are selling Q 2.8k (3.4k) community traders are selling
BUY SELL	BUY SELL	BUY SELL	BUY SELL

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First Last

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Conclusion

How is the new site going to blow away the competition? Through the introduction of a unique selected community based AI machine learning recommendation system and proxy trading which in turn brings positive results in the new homepage becoming the go to hub for aggregated social sentiment tailored by product.

How will it help us **sell more products**? Increased footfall on the site due largely in part to the introduction of social trading thus in turn resulting in a higher percentage of users wanting access to GS research and analysis. Introduction of proxy trading would encourage more users (new, inexperienced and novice users) to sign-up which in turn would increase GS commission in-line.

What strategic and competitive questions need to be answered to progress this proposal to the next stage? Firstly I would want to carry out a technical feasibility assessment then review, discuss and iterate with key business stakeholders for buy-in. Then finally I would like to conduct a sample set of user sessions across the varying user types to review the strawman proposal and validate user engagement and appetite.