Computer Science - UX/UI Design & Usability 1

Group A

Assignment 2

Osmar Principe – 72672

Seamus Hickey

Wireframe Report: Educational Trading App

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Introduction

The topic of the project is the development of an application that train users in how to do trading in a financial market. This is an important topic, especially for beginners who want to get real-life experience without losing any money. T The app is designed to offer comfort and enables users to practice their skills and study wherever they are.

This app simulates the market in real time using artificial intelligence, which results in creating realistic charts and scenarios in which the user can practice strategies with safety. As a result, this app becomes very useful for beginners in trading to help them helping them avoid financial losses while learning.

The target audience includes individuals who want to start trading, especially beginners who need a safe environment to develop skills in chart analysis, risk management, and strategy execution.

Educational Assignment

The app teaches two major trading approaches: fundamental analysis and technical analysis. These techniques are key in understanding market behaviour; and the app, provides a complete learning experience, from basic concepts to advanced strategies.

Teaching Approaches

The application is built around three intensive methods of teaching that assist learning styles:

1. **Video Lessons:**

The courses are divided into progressive steps of modules, which move from basic to advanced concepts. The lessons are delivered by experienced tutors, providing explanations in great detail, making them ideal for visual learners. (Norman 2013)

2. **Reading material:**

Complementing these courses, the app provides a section with some reading material. The flexibility and convenience brought about by accessing these resources anytime, and reading material is useful for users who would like to do some revision of concepts or study while offline (Nielsen, 2000).

3. **Simulated Practice with AI:**

To enhance learning, the app incorporates artificial-intelligence as a practical tool in the following ways:

   a. In fundamental analysis, it creates realistic economic content and scenarios for users to put into practice reading financial data.
   b. The real-time chart simulations in technical analysis allow strategy testing without losing money.

Integration of Methods

Rachel Lang highlights the importance of integrating features in a way that supports user goals. The app combines video lessons, e-books, and AI practice into a single platform, ensuring that users can learn, review, and apply the knowledge. (Lang, 2020).

User Flow and App Structure

Navigation through the app is minimalistic and functional, guiding users through the content without any distractions. Below are key screens, their purpose, and main functionality:

Key Screens and Features

1. **Home Screen:**

Displays a slide with the most popular and best rated courses, and bellow a list with the available courses categorized by technical and fundamental analysis, and includes login and sign-up buttons.

2. **Course Landing Page:**

The layout of this page is to convert visitors into buyers:

   a. A video at the top explaining the benefits of the course.
   b. Images describing the course content.
   c. User reviews help create social proof in order to build consumer trust. Research finds that a well-designed landing page can increase conversions by as high as 20% and this is crucial for sales, according to Patel (2020).

3. **Student Portal:**

A central hub where users can view their purchased courses, a few free courses, track their progress, and access free self-help e-books.

4. **Course Content Screen:**

Provides access to:

   a. Video Lessons: Watch videos, take notes, and view descriptions.
   b. Reading material: Course material provided to read and download with note-taking facility.
   c. AI Practice: Use live charts to simulate trading and get instant feedback.

5. **Progress Tracking Screen:**

Consists of progress graphs for the course and trading activities, which enable users to see their progress.

Wireframe Design Details

The wireframe design is based on three core principles: consistency, efficient arrangement of elements on the page, and visibility.

Consistency

According to Donald Norman, consistent design utilizes a language that makes interfaces easy to understand and use. This consists of:

- Uniformity in button styles.
- Sharp font hierarchy: title, explanation, description.

- repeated icons and similar structure across screens. (Norman, 2013).

Layout

Jakob Nielsen points out that a good layout enhances usability, resulting in user pleasure. This app demonstrates this through:

- Following grids for alignment and symmetry.
- Clear sections on the home screen and student portal with blocks of content separated from each other.
- The use of negative space to avoid clutter and allowing focus on what is important (Nielsen, 2000).
- Buttons are clearly labelled, with interactive feedback for ease of use.
- Overlays display the user's module progress to provide orientation during lessons.

Conclusion

This app offers a comprehensive and safe way to teach users about trading, focusing on fundamental and technical analysis. By combining video lessons, e-books, and AI-powered practice, the app provides an engaging and flexible learning experience that suits different learning preferences.

The design and flow are created to provide smooth navigation based on UX/UI principles. Future improvements could include personalized content and community features to take the experience of users to the next level.

Link of the connections :

https://www.figma.com/design/iDz9DFRuzNJfOXwU2FsZJw/Untitled?node-id=0-1&t=v81TnmRzzwREolkk-1

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