

# HMI Practical



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# **Ever wondered what a heuristic evaluation is?**

Way to test whether a website is user friendly.

In other words, it tests the site's usability.

User-testing - evaluated by users, Heuristic evaluation - evaluated by usability experts.

Also referred to as an “expert review”.

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# Criteria for evaluation

Heuristics can be thought of as rules of thumb.

Based on a set of predetermined heuristics or qualitative guidelines.

200+ criteria exist by which a site can be evaluated, but we have selected the following 10 principles.

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# Evaluation principles :

Aesthetically pleasing

Responsiveness

Clarity

Predictability

Compatibility

Forgiveness

Consistency

Flexibility

Comprehensibility

Directness

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## Aesthetically Pleasing

A design is aesthetically pleasing if it is attractive to the eye. It draws attention subliminally, conveying a message clearly & quickly.

Visual appeal is provided by following the presentation & graphic design principles which include meaningful contrast between screen elements, creating spatial groupings, aligning screen elements, providing three-dimensional representation, & using color & graphics effectively.

# NSE India

The website fails to follow a proper theme.

The site has a decent overall appeal but need improvement on the graphics front.

The screenshot shows the NSE India website (<https://www.nseindia.com/>) displayed in a Google Chrome browser window. The page features a dark header with the NSE logo and navigation links like 'About Us', 'Investor Relations', 'Media', 'Circulars', 'Holidays', 'Regulations', and 'Contact Us'. A search bar is present above a main menu with categories such as 'Live Market', 'Products', 'Corporates', 'Membership', 'Domestic Investors', 'International Investors', 'Technology', 'Education', and 'Research'. The central content area displays the 'Market Watch' section, showing the NIFTY 50 index at 10,397.45 with a 0.36% change. It also highlights 'You need to upgrade your Flash Player'. Below this, there's a 'Stock Watch | Technical charts' section with counts for Advances (29), Declines (21), and Unchanged (0). To the right, there's a promotional banner for 'NSE ACADEMY' featuring a woman working at a desk. The footer contains links for 'Currency Rates', 'Interest Rate Future', 'Announcements', 'NSE News', and 'Recently Viewed Quotes'. A sidebar on the left lists various application icons, and the bottom of the screen shows the Windows taskbar with several pinned icons.

# Screener

The site has a basic layout compared to others.

It is not quite attractive but gets information across efficiently.

NSE - National Stock Exchange x N Chandrasekaran's one x Growth Stocks - Screener x ET Share Market Live, Stock x Stocks & Shares You Must x Why is consistency impo x

Secure | https://www.screener.in/screens/178/Growth-Stocks/

**screener** Enter a company name  Blog Features Screens Watchlist Login

Growth Stocks A stock screen to find stocks with high growth potential and strong financials. Based on G Factor. Set Alert Customize columns

81 Results Found: Showing Page 1 of 4

S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
1.	Elixir Capital	45.00	3.38	26.10	2.78	2.52	440.54	5.89	885.33	0.93	9.00
2.	Sugal & Damani	16.25	5.05	10.16	0.00	0.84	86.67	1.48	39.62	0.82	9.00
3.	C P C L	358.15	5.89	5,333.26	6.69	386.22	32.68	8,587.17	18.17	1.32	8.00
4.	SQS India BFSI	517.60	21.14	554.37	4.62	5.30	32.50	70.40	15.60	3.72	8.00
5.	Interglobe Aviat	1,274.00	19.09	48,961.49	2.51	762.03	56.39	6,177.88	23.89	8.29	8.00
6.	Bluechip Tex Ind	198.50	10.68	39.10	0.76	1.59	245.65	46.43	50.65	2.78	8.00
7.	P. H. Capital	35.50	3.92	10.65	0.00	2.36	331.37	29.22	151.46	1.02	8.00
8.	PTL Enterprises	50.20	7.99	332.27	2.49	11.62	71.13	15.82	18.32	2.13	8.00
9.	Comfort Comtrade	12.51	3.42	12.54	1.60	2.76	888.57	48.74	4,725.74	0.83	8.00
10.	B N Rathi Sec.	40.05	9.66	20.18	2.50	0.68	47.83	5.64	25.61	1.15	8.00
11.	M R P L	118.75	8.09	20,812.12	5.05	969.88	71.23	14,100.98	22.88	1.77	8.00
12.	Lead Financial S	7.95	4.52	2.62	0.00	0.18	260.00	0.42	68.00	0.49	8.00
S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
13.	Joindre Capital	33.40	8.18	46.22	2.24	0.61	-10.29	6.10	37.70	0.87	8.00

Windows Search the web and Windows e Google Chrome S 19:49 21-02-2018 ENG

# Money Control

Here as too much information is bombarded together the site is not aesthetically pleasing.

The site is quite cluttered which tarnishes it's overall appeal

Appropriate spacing and alignment is required.

The screenshot shows the homepage of Money Control. At the top, there are several tabs for different stock exchanges and market types. The main header features the 'moneycontrol' logo. Below the header, there's a navigation bar with links like Home, Budget 2018, News, Markets, Mutual Funds, Commodities, Startups, Cryptocurrency, Property, Personal Finance, Portfolio, Forum, Live TV, and CNBC-TV18. A search bar is positioned above the main content area. The central part of the page is filled with various sections: a banner for 'Griha Siddhi', a 'TOP NEWS' section with a large image of a couple, a 'A YEAR ON' article about Tata Sons, a 'THE PNB FILES' section, a 'MARKET ACTION' section with a chart for NIFTY 50, and a sidebar for MAX Life Insurance. The overall layout is very busy and lacks visual hierarchy.

# Sharekhan

It is the most elegant design of all.

The overall aesthetic appeal is better than the other sites as there is a proper theme to the website.

A proper utilization of graphics and color contrast is used.

The screenshot shows the Sharekhan website homepage. The header features the Sharekhan logo and navigation links for STOCKS, MARKETS, FILTER, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, and more. A search bar is also present. The main content area includes sections for NEW TO MARKET, I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, MUTUAL FUNDS, SIP & NEO, RESEARCH, EDUCATION FIRST, INSTA MF, OPPORTUNITY OF THE DAY, and BUDGET 2018-2019. A prominent banner on the right side reads "WITH NEO, PLANNING FOR A GOAL IS SUPER EASY" with a "PLAN A GOAL" button. Below the banner, there's a section for "Market Timing Class With Rahul Ghose, Expert Trader" on Saturday and Sunday, March 03-04, 2018, from 9:00 am to 4:30 pm at Hotel Park Hyatt, Chennai, with a "REGISTER NOW" button. On the left, there's a cartoon illustration of a man pointing and a sidebar for "ELSS COVERAGE". The footer contains links for "Open Trading Account" and "Open Insta MF Account", along with a live chat window and system status indicators.

# Economic Times Market

No proper theme is followed.

Too much information is cluttered.

It is not at all pleasing for the eye.

The screenshot shows a cluttered web page from ET Markets. At the top, there's a navigation bar with links like Home, Markets, Stocks, IPOs/FPOs, Markets Data, Market Moguls, Expert View, Technicals, Commodities, Forex, Mobile Apps, and More. Below the navigation is a 'NEWS FLASH' section with the headline 'EPFO declares 8.55 per cent interest rate for 2017-18, lower than 8.65% for 2016-17'. To the right of this is a 'Markets Dashboard' section with tabs for BSE and NSE. It displays various market statistics: 'STOCKS IN NEWS' (CLSA, Nascom), 'GAINERS' (Sun TV), 'LOSERS' (Motherson Sumi), 'COMMODITY GAINERS' (Cotton), and 'MUTUAL FUNDS' (DSP BlackRock Opportunities Direct Plan-Growth). The page is filled with numerous small text snippets, charts, and advertisements for 'ETRICKS' and 'PAYTM VOUCHERS WORTH ₹25000'. On the far right, there are social media icons for Facebook, Twitter, Google+, LinkedIn, and RSS, along with a 'Feedback' button. The bottom of the screen shows the Windows taskbar with the Start button, search bar, and pinned icons for File Explorer, Edge, File History, Task View, and File Explorer.



# Clarity

User interface must be clear in visual appearance, concept & wording.

Visual elements should be understandable & related to real world concepts & functions. Analogies should be simple.

Interface words & text should be simple, unambiguous, & free of computer jargon.

# NSE India

The information is well organized.

It is difficult to understand as a lot of data is displayed together.

The screenshot shows the NSE India website's 'Live Watch' section. At the top, there is a navigation bar with links to 'About Us', 'Investor Relations', 'Media', 'Circulars', 'Holidays', 'Regulations', 'Contact Us', 'Search NSE', and a search bar. The main header features the NSE logo and the NIFTY 50 index information: 'NIFTY 50 10,397.45 37.05 +0.36% Stock of the nation'. Below the header, there are tabs for 'Equity', 'Products', 'Corporates', 'Membership', 'Domestic Investors', 'International Investors', 'Technology', 'Education', and 'Research'. The 'Equity' tab is selected, and the 'Live Watch' sub-section is active. This section contains four columns: 'Live Watch', 'Option Chain', 'Live Analysis', and 'Tools'. The 'Live Watch' column lists various market segments like Pre-Open Market, Equity Derivatives, Top Ten Gainers / Losers, etc. The 'Option Chain' column lists Equity Stock, Currency Derivatives, Most Active Securities / Contracts, etc. The 'Live Analysis' column lists Global Indices Derivatives, Advances / Declines, New 52 Week High Low, etc. The 'Tools' column lists Margin Calculator, My NSE, and Oil Spurts. To the right of these columns is a chart titled 'Trade Statistics' showing 'Declines - 21' and 'Unchanged - 0' over 'Past 5 Days', 'Past 30 Days', and 'Past 30 d'. Below the chart is a table of stock performance data for companies like YESBANK, ONGC, INFRAFTEL, SBIN, IBULHSFIN, KOTAKBANK, RELIANCE, AXISBANK, and HEROMOTOCO. At the bottom of the page, there are links for 'NCFM Online', 'EMERGE', 'EMERGE-ITP', 'KRA', and a 'Ticker' section showing recent price movements for various stocks.

# Screener

The display is organized to convey information clearly.

The screenshot shows a web browser window with multiple tabs open at the top. The active tab is 'Growth Stocks - Screener' from <https://www.screener.in/screens/178/Growth-Stocks/>. The main content area is titled 'Growth Stocks A stock screen to find stocks with high growth potential and strong financials. Based on G Factor.' It displays a table of 13 stocks, each with its name, CMP, P/E, Mar Cap, Div Yld, NP Qtr, Qtr Profit Var, Sales Qtr, Qtr Sales Var, CMP / BV, and G Factor. Below the table is another header for 'S.No. Name' and the same set of columns. The bottom of the page includes a search bar, a taskbar with icons for various apps, and a system tray with battery, signal, and date/time information.

S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
1.	Elixir Capital	45.00	3.38	26.10	2.78	2.52	440.54	5.89	885.33	0.93	9.00
2.	Sugal & Damani	16.25	5.05	10.16	0.00	0.84	86.67	1.48	39.62	0.82	9.00
3.	C P C L	358.15	5.89	5,333.26	6.69	386.22	32.68	8,587.17	18.17	1.32	8.00
4.	SQS India BFSI	517.60	21.14	554.37	4.62	5.30	32.50	70.40	15.60	3.72	8.00
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# Money Control

The information display format is inconsistent.

I makes it difficult to interpret information as it is not quite structured.

The screenshot shows the Money Control website with multiple overlapping and conflicting promotional banners for MAX Life Insurance's 'Online Term Plan Plus' product. These banners are placed over the main navigation bar, the top menu, and the right sidebar, creating visual clutter. The main content area displays financial news and market data, which appears partially obscured by the banners. A large 'TOP NEWS' section is visible, along with a 'MARKET ACTION' chart for NIFTY 50. The overall layout is chaotic due to the lack of consistent information display format.

# Sharekhan

The display is well structured.

Information is not cluttered.

Systematic representation of each element.

The screenshot displays the homepage of the Sharekhan website. The top navigation bar includes links for NSE - National Stock Exchange, HSBC Mutual Fund: HSB, Growth Stocks - Screen, Share Market Live, Stock, Stocks & Shares You May Like, and Why is consistency important. A search bar is present, along with a 'Switch to old website' link. The main menu features categories such as STOCKS, MARKETS, FILTER, Sharekhan Kar, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, EDUCATION FIRST, NEO MF, INSTA MF, OPPORTUNITY OF THE DAY, and BUDGET 2018-2019. On the left, there's a sidebar with links for NEW TO MARKET, I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, OVERVIEW, QUICK INVEST, QUICK SIP, and NEW TO SHAREKHAND. The central content area features a banner for 'WITH NEO, PLANNING FOR A GOAL IS SUPER EASY' with a 'PLAN A GOAL' button. Below the banner, there's a section for 'Attend our Market Timing Class With Rahul Ghose, Expert Trader' on Saturday and Sunday, March 03-04, 2018, from 9:00 am to 4:30 pm at Hotel Park Hyatt, Chennai, with a 'REGISTER NOW' button. A cartoon character on the left says 'ILL COVERAGE ON ELSS.' At the bottom, there are links for 'Open Trading Account' and 'Open Insta MF Account'. A live chat window is visible on the right side of the page.

# Economic Times Market

As there isn't a proper systematic structure to the site it is difficult to differentiate between elements.

The screenshot shows the homepage of the Economic Times Markets section. At the top, there's a navigation bar with links for Home, Markets, Stocks, IPOs/FPOs, Markets Data, Market Moguls, Expert View, Technicals, Commodities, Forex, Mobile Apps, and More. Below the navigation is a search bar. The main content area is divided into several sections:

- NEWS FLASH:** EPFO declares 8.55 per cent interest rate for 2017-18, lower than 8.65% for 2016-17.
- Markets News:** Headlines include "Sebi asks exchanges to furnish F&O data of 13 PSU bank stocks" and "Motherson Sumi".
- Markets Dashboard:** Shows "STOCKS IN NEWS" with a chart for CLSA, Nascom, and Nifty IT pack. It also shows "GAINERS" (Sun TV) and "LOSERS" (Motherson Sumi).
- Commodity Gainers:** Shows "Cotton" with a chart.
- Mutual Funds:** Shows "DSP BlackRock Opportunities Direct Plan-Growth" with a chart.
- Indices:** Shows "LIVE" data for NSE and BSE.
- Promotional Banners:** Two large banners for "ETRICKS" with offers like "PARTICIPATE AND WIN PAYTM VOUCHERS WORTH ₹25000\* TO BE WON!" and "PARTICIPATE IN THE SURVEY NOW! CLICK HERE!".
- Social Media Icons:** Facebook, Twitter, Google+, LinkedIn, and RSS feed icons.

At the bottom, there's a footer with a "Feedback" link and a Windows taskbar with various pinned icons.

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# Compatibility

User Compatibility: “Know the user” is the fundamental principle in interface design as no users are alike & they think, feel & behave differently compared to the developer.

Task & job compatibility: The structure & flow of functions should permit easy transition between tasks. The user must never be forced to navigate between applications or many screens to complete routine daily tasks.

Product compatibility: compatibility across products must always be considered in relation to improving interfaces, making new systems compatible with existing systems will take advantage of what users already know & reduce the necessity for new learning.

# NSE India

Takes advantage of the technical knowledge possessed by a expert user.

The screenshot shows the NSE India website's 'Live Market' section for Equities. The top navigation bar includes links for About Us, Investor Relations, Media, Circulars, Holidays, Regulations, Contact Us, and a search bar. The main header features the NSE logo and the NIFTY 50 index information: 10,397.45, 37.05, +0.36%. Below the header, there are tabs for Equity, Corporate, Membership, Domestic Investors, International Investors, Technology, Education, and Research. The left sidebar lists various stock categories such as Pre-Open Market, Equity Stock, Equity Derivatives, Currency Derivatives, NSE Bond Futures, Index, Stocks in Call Auction, SLB, Sovereign Gold Bond, Exchange Traded Funds, Bonds Traded in CM, and Global Indices Derivatives. The main content area displays a grid of stock tickers with their latest prices and performance metrics. At the bottom, there are links for NCFM Online, EMERGE, EMERGE-ITP, KRA, Ticker, Recently Viewed Quotes, and Hide.

Stock	Price	Change	52 Week High	52 Week Low	50d % chng							
YESBANK	311.00	313.90	304.50	313.20	4.50	1.46	133.43	412.26	382.90	275.25	17.10	+2.21
ONGC	188.00	190.80	184.70	189.60	2.60	1.39	46.52	87.81	212.85	155.20	11.97	-11.86
INFRATEL	334.90	339.50	332.50	338.50	4.50	1.35	21.93	73.81	482.80	281.75	18.91	-5.53
SBIN	272.20	274.10	267.40	273.15	3.50	1.30	237.14	643.06	351.30	241.15	21.59	-2.38
IBULHSGFIN	1,247.60	1,250.65	1,227.85	1,250.00	12.55	1.01	11.94	148.15	1,440.00	833.40	0.75	-2.05
KOTAKBANK	1,047.70	1,060.80	1,042.55	1,055.00	9.20	0.88	35.72	376.88	1,131.00	791.10	47.44	-1.46
RELIANCE	930.00	932.50	922.15	929.00	7.90	0.86	54.48	505.17	990.95	533.25	32.36	-1.78
AXISBANK	534.00	538.50	524.40	536.00	4.30	0.81	46.38	246.47	627.60	447.50	72.77	-4.37
HEROMOTOCO	3,517.80	3,517.80	3,460.00	3,505.00	27.55	0.79	2.66	92.77	4,091.95	3,080.00	11.42	-12.35

# Screener

The information is at fine-grained level.

It is easy to navigate for various kinds of users.

The screenshot shows a web browser window with multiple tabs open. The active tab is 'Growth Stocks - Screener' at <https://www.screener.in/screens/178/Growth-Stocks/>. The page title is 'Growth Stocks A stock screen to find stocks with high growth potential and strong financials. Based on G Factor.' It features a search bar, navigation links for Blog, Features, Screens, and Watchlist, and a 'Login' button. Below the title, it says '81 Results Found: Showing Page 1 of 4'. A table lists 13 companies with columns for Name, CMP Rs., P/E, Mar Cap Rs.Cr., Div Yld %, NP Qtr Rs.Cr., Qtr Profit Var %, Sales Qtr Rs.Cr., Qtr Sales Var %, CMP / BV, and G Factor. The table has two header rows: one for the main columns and one for the detailed financial data. The data rows include Elixir Capital, Sugal & Damani, C P C L, SQS India BFSI, Interglobe Aviat, Bluechip Tex Ind, P. H. Capital, PTL Enterprises, Comfort Comtrade, B N Rathi Sec., M R P L, Lead Financial S, and Joindre Capital. The 'G Factor' column is sorted in descending order, with values ranging from 9.00 down to 8.00. The bottom of the page includes a search bar for Windows, a taskbar with icons for File Explorer, Edge, Mail, and others, and a system tray with battery, signal, and network status.

S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
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5.	Interglobe Aviat	1,274.00	19.09	48,961.49	2.51	762.03	56.39	6,177.88	23.89	8.29	8.00
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13.	Joindre Capital	33.40	8.18	46.22	2.24	0.61	-10.29	6.10	37.70	0.87	8.00

# Money Control

Can be easily navigated by novice users as information is not displayed at a fine - grained level.

The screenshot shows the homepage of the Money Control website. At the top, there is a navigation bar with links for 'NSE - National Stock Exchange', 'Stock/Share Market Investment', 'Growth Stocks - Screeners', 'Share Market Live, Stock', 'Stocks & Shares You May Like', and 'Why is consistency important?'. Below the navigation bar is a search bar with the placeholder 'Search Quotes, News, NAVs' and a magnifying glass icon. To the right of the search bar are links for 'Stocks | Feedback | Log In | Sign Up' and social media icons for Facebook, Twitter, and LinkedIn. A notification badge showing '18' is also present. The main content area features the 'moneycontrol' logo in a green box. Below the logo is a navigation menu with links for Home, Budget 2018, News, Markets, Mutual Funds, Commodities, Startups, Cryptocurrency, Property, Personal Finance, Portfolio, Forum, Live TV, and CNBC-TV18. A banner for 'Griha Siddhi' is visible on the left and right sides. The central part of the page displays a 'TOP NEWS' section with a large image of two people. Below this is a headline: 'These 10 Tata group stocks rose 40-180% in one year under N Chandra'. There is also a section titled 'A YEAR ON' featuring a photo of a man and a woman. On the right side, there is an advertisement for MAX Life Insurance's 'Online Term Plan Plus' with the tagline 'Pay premium only till 60 for coverage upto age 75+'. The bottom of the page includes a 'MARKET ACTION' section with a chart for NIFTY 50, a 'NEWMARKERS' section with a headline about Kamal Hassan, and a 'DISCLAIMER' note. The footer of the browser window shows various pinned tabs and the date '21-02-2018'.

# Sharekhan

Is compatible with novice as well as amateur users.

Information at each level is provided to the users.

The screenshot shows the Sharekhan website homepage. The top navigation bar includes links for NSE - National Stock Exchange, HSBC Mutual Fund: HSBI, Growth Stocks - Screen, Share Market Live, Stock, Stocks & Shares You May Like, and Why is consistency important. The main menu features categories like STOCKS, MARKETS, FILTER, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, and more. A search bar is present. The left sidebar offers links for NEW TO MARKET, I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, and MUTUAL FUNDS, SIP & NEO. The central content area features a banner for 'WITH NEO, PLANNING FOR A GOAL IS SUPER EASY' with a 'PLAN A GOAL' button. Below the banner, there's information about a Market Timing Class with Rahul Ghose on March 03-04, 2018, from 9:00 am to 4:30 pm at Hotel Park Hyatt, Chennai, with a 'REGISTER NOW' button. A cartoon character on the left says 'ILL COVERAGE ON ELSS.' The bottom right corner shows a live chat interface with a message from 'Sharekhan' asking if the user is looking to invest in the stock market. The footer includes links for Open Trading Account and Open Insta MF Account, along with standard browser controls and system status icons.

# Economic Times Market

The

The screenshot shows the homepage of the Economic Times Market section. At the top, there's a navigation bar with links like Home, Markets, Stocks, IPOs/FPOs, Markets Data, Market Moguls, Expert View, Technicals, Commodities, Forex, Mobile Apps, and More. Below the navigation is a search bar.

**NEWS FLASH:** EPFO declares 8.55 per cent interest rate for 2017-18, lower than 8.65% for 2016-17

**Markets News:**

- Top Stories:** Sebi asks exchanges to furnish F&O data of 13 PSU bank stocks
- Market Moguls:** Alka Banerjee, Managing Director, Product Management, S&P Dow Jones Indices
- Podcast:** Market rises; should you buy now?
- Wait, what? Even five Fed rate hikes in 2018 isn't a crazy idea**
- Tech view: Nifty forms 'Hammer' pattern; downside looks capped**

**Markets Dashboard:**

- STOCKS IN NEWS:** CLSA, Nasscom bring good tidings to Nifty IT pack
- GAINERS:** Sun TV (+932.85)
- LOSERS:** Mottherson Sumi (-314.10)
- COMMODITY GAINERS:** Cotton (+20690.01 BALES)
- MUTUAL FUNDS:** DSP BlackRock Opportunities Direct Plan-Growth

**Participation Promotions:**

- ETRICKS: PARTICIPATE AND WIN PAYTM VOUCHERS WORTH ₹25000\* TO BE WON! CLICK HERE!
- BOOK NOW FOR EARLY BIRD DISCOUNT
- ETRICKS: PARTICIPATE AND WIN PAYTM VOUCHERS WORTH ₹25000\* TO BE WON! PARTICIPATE IN THE SURVEY NOW! CLICK HERE!

On the right side, there are social media icons for Facebook, Twitter, Google+, LinkedIn, and RSS feed. A feedback link is also present.

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# Consistency

Consistency is important because it can reduce requirements for human learning by allowing skills learned in one situation to be transferred to another like it.

Any new system must impose some learning requirements on its uses but avoid unnecessary activity.

# NSE India

Has dropdown function  
for every tab which is  
the same across every  
page

The screenshot shows the NSE India website's 'Live Watch' section. At the top, there is a navigation bar with tabs for Home, Live Market, Products, Corporates, Membership, Domestic Investors, International Investors, Technology, Education, and Research. The 'Live Market' tab is selected, highlighted in orange. Below the navigation bar, there is a search bar with the placeholder 'Enter company name or symbol'. To the right of the search bar, the Nifty 50 logo is displayed with the current value of 10,397.45, a change of 37.05, and a percentage change of +0.36%. A note below the logo states 'Normal Market has Closed, Feb 21, 2018' and 'Next Trading Date : Feb 22, 2018'. The main content area is titled 'Live Watch' and contains several sub-sections with links: Pre-Open Market, Equity Derivatives, Top Ten Gainers / Losers, Margin Calculator; Equity Stock, Currency Derivatives, Most Active Securities / Contracts, Advances / Declines; Equity Derivatives, Global Indices Derivatives, New 52 Week High Low, Volume Gainers; Index, Stocks in Call Auction, Charts, Price Band Hitters; NSE Bond Futures, SLB, Oil Spurts; Sovereign Gold Bond, Exchange Traded Funds; Bonds Traded In CM, Global Indices Derivatives. Below this, there is a table of stock data for YESBANK, ONGC, INFRATEL, SBIN, IBULHSFIN, KOTAKBANK, RELIANCE, AXISBANK, and HEROMOTOCO. The table includes columns for Name, Last, Open, High, Low, Change, % Chg, Volume, and Price. To the right of the table, there is a chart titled 'Declines - 21' and 'Unchanged - 0' showing price movements over the past 5 days, 365 days, and 30 days. At the bottom, there are links for 'NCFM Online', 'EMERGE', 'EMERGE-ITP', 'KRA', 'Ticker', 'Recently Viewed Quotes', and 'Hide'. The status bar at the bottom right shows the date as 21-02-2018 and the time as 1950.

# Screener

Has customising option as required by user.

NSE - National Stock Exchange x N Chandrasekaran's one x Growth Stocks - Screener x ET Share Market Live, Stock x Stocks & Shares You Must x Why is consistency impo x

Secure | https://www.screener.in/screens/178/Growth-Stocks/

**screener** Enter a company name  Blog Features Screens Watchlist Login

Growth Stocks A stock screen to find stocks with high growth potential and strong financials. Based on G Factor. Set Alert Customize columns

81 Results Found: Showing Page 1 of 4

S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
1.	Elixir Capital	45.00	3.38	26.10	2.78	2.52	440.54	5.89	885.33	0.93	9.00
2.	Sugal & Damani	16.25	5.05	10.16	0.00	0.84	86.67	1.48	39.62	0.82	9.00
3.	C P C L	358.15	5.89	5,333.26	6.69	386.22	32.68	8,587.17	18.17	1.32	8.00
4.	SQS India BFSI	517.60	21.14	554.37	4.62	5.30	32.50	70.40	15.60	3.72	8.00
5.	Interglobe Aviat	1,274.00	19.09	48,961.49	2.51	762.03	56.39	6,177.88	23.89	8.29	8.00
6.	Bluechip Tex Ind	198.50	10.68	39.10	0.76	1.59	245.65	46.43	50.65	2.78	8.00
7.	P. H. Capital	35.50	3.92	10.65	0.00	2.36	331.37	29.22	151.46	1.02	8.00
8.	PTL Enterprises	50.20	7.99	332.27	2.49	11.62	71.13	15.82	18.32	2.13	8.00
9.	Comfort Comtrade	12.51	3.42	12.54	1.60	2.76	888.57	48.74	4,725.74	0.83	8.00
10.	B N Rathi Sec.	40.05	9.66	20.18	2.50	0.68	47.83	5.64	25.61	1.15	8.00
11.	M R P L	118.75	8.09	20,812.12	5.05	969.88	71.23	14,100.98	22.88	1.77	8.00
12.	Lead Financial S	7.95	4.52	2.62	0.00	0.18	260.00	0.42	68.00	0.49	8.00
S.No.	Name	CMP Rs.	P/E	Mar Cap Rs.Cr.	Div Yld %	NP Qtr Rs.Cr.	Qtr Profit Var %	Sales Qtr Rs.Cr.	Qtr Sales Var %	CMP / BV	G Factor ↑
13.	Joindre Capital	33.40	8.18	46.22	2.24	0.61	-10.29	6.10	37.70	0.87	8.00

Windows Search the web and Windows e Google Chrome S 19:49 21-02-2018 ENG

# Money Control

Is divided into sections- news and info on stocks. Gives info of the stock only on home page.

The screenshot shows the Money Control homepage with a header bar containing multiple tabs and links. The main content area features a banner for 'Griha Siddhi' and the 'moneycontrol' logo. Below the banner is a navigation menu with links to Home, Budget 2018, News, Markets, Mutual Funds, Commodities, Startups, Cryptocurrency, Property, Personal Finance, Portfolio, Forum, Live TV, and CNBC-TV18. A search bar is positioned above the main content. The central part of the page displays financial data for S&P BSE SENSEX (33,844.86), GOLD (30,524.00), Dow Jones (24,964.75), and Fortis Health (155.50). A 'TOP NEWS' section highlights 'These 10 Tata group stocks rose 40-180% in one year under N Chandra'. To the right, there are promotional boxes for MAX Life Insurance's 'Online Term Plan Plus' and a 'Pay premium only till 60 for coverage upto age 75'. The bottom of the page includes a 'MARKET ACTION' section showing NIFTY 50 at 10,397.45, a 'NEWMARKERS' section, and a 'DISCLAIMER' note. The footer contains standard browser icons and a date stamp of 21-02-2018.

# Sharekhan

The menu tab is same throughout

The screenshot shows the Sharekhan website homepage. The top navigation bar includes links for NSE - National Stock Exchange, HSBC Mutual Fund: HSB, Growth Stocks - Screen, Share Market Live, Stock, Stocks & Shares You Must Buy, and Why is consistency important. Below the bar are several tabs: STOCKS, MARKETS, Filter, Sharekhan Kar, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, and OPEN TRADE. A search bar is also present.

The main menu is organized into several categories:

- NEW TO MARKET**: Includes links for I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, and MUTUAL FUNDS, SIP & NEO (which is highlighted in orange).
- OVERVIEW**: Includes links for QUICK INVEST, QUICK SIP, and NEW TO SHAREKHAN (NEW).
- RESEARCH FOR MF**: Includes links for NEO-OUR ROBO ADVISOR, SAVE-TAX-UNDER-80C (NEW), and MUTUAL FUND QUIZ.
- TOOLS & CALCULATORS**: Includes links for Model Portfolio (Conservative, Moderate, Balanced, Dynamic, Aggressive) and various calculators.
- EDUCATION FIRST**: Includes links for INSTA MF and OPPORTUNITY OF THE DAY.

A large banner on the right side of the page features a handshake between two people and the text "WITH NEO, PLANNING FOR A GOAL IS SUPER EASY". Below the banner is a "PLAN A GOAL" button. A sidebar on the right provides options like "Open an Account" and "New to Sharekhan?".

At the bottom of the page, there is a cartoon illustration of a man pointing, with the text "IL COVERAGE ON ELSS." and a "REGISTER NOW" button. The footer contains links for Open Trading Account and Open Insta MF Account, along with standard browser controls and system status icons.

# Economic Times Market

Divided into coulmnar format on the home page and open every link as a new page on the same window.

The screenshot shows the Economic Times Market section of the website. At the top, there's a navigation bar with links like Home, Markets, Stocks, IPOs/FPOs, Markets Data, Market Moguls, Expert View, Technicals, Commodities, Forex, Mobile Apps, and More. Below the navigation is a 'NEWS FLASH' box containing the headline: 'EPFO declares 8.55 per cent interest rate for 2017-18, lower than 8.65% for 2016-17'. The main content area is divided into several columns:

- Markets News:** Includes news items such as 'Sebi asks exchanges to furnish F&O data of 13 PSU bank stocks' and 'Wait, what? Even five Fed rate hikes in 2018 isn't a crazy idea'.
- Markets Dashboard:** Shows 'STOCKS IN NEWS' with a chart for CLSA, Nascom, and Nifty IT pack. It also shows 'GAINERS' (Sun TV) and 'LOSERS' (Mottherson Sumi).
- Commodity Gainers:** Shows 'Cotton' with a chart.
- Mutual Funds:** Shows 'DSP BlackRock Opportunities Direct Plan-Growth' with a chart.
- Indices:** Shows 'LIVE' data for NSE and BSE.

On the right side of the page, there are two large promotional banners for 'ETRICKS' with offers like 'PARTICIPATE AND WIN PAYTM VOUCHERS WORTH ₹25000\*' and 'PARTICIPATE IN THE SURVEY NOW! CLICK HERE!'. There are also social media sharing icons for Facebook, Twitter, Google+, LinkedIn, and RSS.

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# Comprehensibility

The steps to complete a task should be obvious. System should be understandable & flowing in meaningful order.

A user should know what to look at, what to do, when to do it, where to do it, why to do it & how to do it.

# NSE India

To view something user should login into his account and the flow is normal after that.

The screenshot shows a web browser window with multiple tabs open at the top. The main content area displays the NSE India website. At the top right, there is a large orange banner with the text "NIFTY 50 10,154.20 Stock of the nation". Below this, a search bar has "Enter company name or symbol" and a magnifying glass icon. A dropdown menu shows "Equity". The main navigation menu includes "Live Market", "Products", "Corporates", "Membership", "Domestic Investors" (which is highlighted in orange), "International Investors", "Technology", "Education", and "Research". The "Domestic Investors" menu is expanded, showing sub-links like "Investor Home", "Verify your Trades" (which is selected and highlighted in blue), "NSE Mobile Application", "Feedback Form", "My NSE", "Verify SGBS Bids", "Investor Education" (with a dropdown arrow), "Complaints" (with a dropdown arrow), "Arbitration" (with a dropdown arrow), "Defaulters" (with a dropdown arrow), and "Regulatory" (with a dropdown arrow). The "Verify your Trades" section contains text about trade verification and a form for entering a username and password. It also includes a reCAPTCHA checkbox labeled "I'm not a robot" and links for "Login", "Forgot Password?", and "New user? Sign Up". At the bottom of the page, there are links for "NCFM Online", "EMERGE", "EMERGE-TP", "KRA", "Ticker", "Recently Viewed Quotes", and "Hide". The status bar at the bottom right shows the date "07-03-2018" and other system icons.

# Screener

To know info about a company search is the first option

The screenshot shows a web browser window with multiple tabs open, including NSE - National Stock Exchange, Stocks & Shares You Must Know, Stock/Share Market Investment, Stock Market News, Late, Mahindra & Mahindra Ltd., and website recovery - Google. The main content area is from screener.in, featuring a search bar with 'Mahin' typed in, a dropdown menu listing 'Mahindra & Mahindra Ltd' and several other Mahindra entities, and a chart showing stock price performance over time.

**Mahindra & Mahindra Ltd**

Market Cap.: ₹ 87,993.17 Cr. Current Price: ₹ 707.80 Book Value: ₹ 233.00  
Stock P/E: 24.08 Dividend Yield: 0.92% Face Value: ₹ 5.00  
Listed on BSE and NSE Company Website  
Quick Ratio Lookup: Enter a ratio name  
52 Week High/Low: ₹ 1,441.45 / ₹ 1,092.00  
Type in a ratio name and we will instantly calculate it for you.  
Please [register](#) to use this powerful feature.

Period: 1Mth 3Mth 6Mth 1Yr 3Yr 5Yr Max

Search the web and Windows

2057 07-03-2018

# Money Control

To get info about mutual funds there is separate section for mutual funds which need to be explored

The screenshot shows the Money Control Mutual Fund India website. At the top, there's a navigation bar with links for Home, Learn, Evaluate, Buy, Track, Tools, Interact, ETFs, Investment Watch, PowerYourTrade, Apps, and MoneySavers. Below the navigation is a banner for Motilal Oswal with the text "THINK EQUITY. THINK MOTILAL OSWAL." and a link to "Open A/C Online". The main content area features a "Best Funds to Buy" section with a table ranking funds by IDFC Tax Advantage (Rank 1), Principal Tax Savings (Rank 1), and Kotak Nifty ETF (Rank 1). To the right, there's an advertisement for Invesco India Tax Plan. On the left, there's a promotional banner for Myntra's "SALE IS LIVE!" from March 7th to 8th, offering 30-60% off. The bottom of the page includes a "Quick Links" sidebar with links to Latest NAVs, Recent Dividends, MF Asset Monitor, Performance Tracker, Top Ranked Funds, and MF Buys/Sells.

# Sharekhan

To become a partner, first question  
is why be a partner

The screenshot shows a web browser window with multiple tabs open at the top. The main content area displays the Sharekhan website's 'BECOME A BUSINESS PARTNER' section. The page features a header with the Sharekhan logo and navigation links for STOCKS, MARKETS, FILTER, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, and various market-related links like NEW TO MARKET, I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, MUTUAL FUNDS, SIP & NEO, RESEARCH, EDUCATION FIRST, INSTA MF, OPPORTUNITY OF THE DAY, and BUDGET 2018-2019.

**BECOME A BUSINESS PARTNER**

Take your business to the big league by partnering with Sharekhan

OVERVIEW PRODUCT OFFERINGS WHY PARTNER WITH SHAREKhan WAYS TO ASSOCIATE RESOURCES BECOME A PARTNER

**BECOME A PARTNER**

Take your business to the big league by partnering with Sharekhan.

**SHARE YOUR DETAILS**

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Sharekhan Location: \_\_\_\_\_  
Pincode: \_\_\_\_\_

**CONTACT US**

Alternatively, you can contact our Regional Franchisee Manager

Mumbai – Western  
Name : Sunil Pawar  
Mobile : 9773704827

Email : [businesspartner@sharekhan.com](mailto:businesspartner@sharekhan.com)

https://www.sharekhan.com/associate-with-us/business-partner/sharekhan-partner

Search the web and Windows Chat to Open an Account 2102 07-03-2018

# Economic Times Market

To view about interest rates a separate section is provided for it and users get to know the info about it

The screenshot shows a web browser window with the URL <https://economictimes.indiatimes.com/marketstats/pid-410,sortorder-asc,sortby-tenure.cms>. The page title is "INTEREST RATES" under "Bank Fixed Deposits Rates". The table lists banks and their interest rates for 1-year, 2-year, and 3-year tenures. A sidebar on the left contains social media links for Facebook, Twitter, Google+, and LinkedIn.

Bank Name	Interest Rate (Compounded Qtrly) %	Growth on INR. 10,000
IDFC Bank	7.5	10,771
City Union Bank	7.1	10,729
RBL Bank	7.1	10,729
Lakshmi Vilas Bank	7	10,718
Karnataka Bank	6.9	10,708
Tenure: 2 years		
IDFC Bank	7.25	11,545
RBL Bank	7.2	11,534
DCB Bank	7	11,488
Karur Vysya Bank	7	11,488
Lakshmi Vilas Bank	7	11,488
Tenure: 3 years		
DCB Bank	7.25	12,405

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# Responsiveness

A user must be responded quickly.

Substantial or more informative feedback is most important for the casual or new system user.

All requests must be acknowledged in some way.

# NSE India

Getting started is useful for beginners and also site loads faster compared to other sites

The screenshot shows a Microsoft Edge browser window with multiple tabs open, including 'NSE - National Stock Exchange', 'Business Partner | Share', 'Mutual Funds India: Mutual Fund News', 'Stock Market News, Latest', 'Bank Fixed Deposit Rates', 'Mahindra & Mahindra', and 'website recovery - Google'. The main content area displays the 'Getting Started' page for international investors. The page features a sidebar with links like 'Investing', 'Getting Started', 'Regulatory Framework', etc. A banner at the top right says 'The Indian Economy Passes Through Here.....' with three speech bubbles: 'Easy Access & Inclusive Infrastructure', 'Growth, Safety & Market Integrity', and 'Superior Liquidity'. The NSE logo is prominently displayed with the tagline 'An investment called India'. The 'Getting Started' section includes a sub-section for 'Foreign Portfolio Investors (FPIs)' which lists requirements such as being a Non Resident Indian (NRIs) / Persons of Indian Origin (PIO). It also mentions the SEBI (Foreign Portfolio Investors) Regulations 2014. Below this, there's a table titled 'Category I', 'Category II', and 'Category III' listing various types of investors. At the bottom, a note from KPMG discusses the FPI Regulatory and Tax regime. The bottom navigation bar includes links for 'NCFM Online', 'EMERGE', 'EMERGE-ITP', 'KRA', 'Ticker', 'Recently Viewed Quotes', and 'Hide'. The taskbar at the bottom shows the Windows Start button, a search bar, and several pinned icons.

# Screener

There is separate section for updates. Any update can be seen by the user



## Screener.in - Change Blog

Updates for Screener.in

Search ...

### RECENT POSTS

[Frontend updates](#)

[November Changelog:  
Introducing Export to Excel](#)

[October change-log](#)

[Included support for  
consolidated numbers and  
other updates recently](#)

[Add “notes” in Screener](#)

## Frontend updates



“For every new feature we add, we take an old one out.” – David Karp

# Money Control

Promoting news for people to profit from it

The screenshot shows the homepage of Money Control (https://www.moneycontrol.com). The top navigation bar includes links for NSE - National Stock Exchange, Business Partner, Stock/Share Market Investment, Stock Market News, Late, Oriental Carbon & Chemicals, and website recovery - Google. The main menu offers English, App, Subscription, and Specials options. A search bar at the top right allows users to search for Quotes, News, NAVs. Below the menu, there are sections for MO INVESTOR APP and MO TRADER APP, each featuring a smartphone icon showing the app interface. The central content area features a banner for "TWO DIFFERENT INVESTING STYLES TWO DIFFERENT APPS" with "MO INVESTOR APP" and "MO TRADER APP". It also includes a "TOP NEWS" section with a "Trade Setup for Thursday: Top 15 things you should know before Opening Bell" article. Other sections include "PNB FRAUD", "MANAGING MONEY", "BLOCKBUSTER DEALS", and "MARKET ACTION". The bottom of the page has a "BIG TV. SMALL PRICE" offer and a "Search the web and Windows" bar.

# Sharekhan

Gives user feedback that the site is loading and is fluent between link transfers

The screenshot shows a web browser window with multiple tabs open. The active tab is for the Sharekhan website at <https://www.sharekhan.com/mutual-funds/overview>. The page is in a loading state, indicated by a large circular icon with a tiger logo in the center. The header features the Sharekhan logo and various navigation links such as 'STOCKS MARKETS', 'RESEARCH', and 'EDUCATION FIRST'. Below the header, there are sections for 'FOR INVESTORS' (with a 'PIIND' news item), 'FOR TRADERS' (with a 'VIEW ALL' button), and 'FOR MF INVESTORS' (with a 'KOTAK EQUITY SAVINGS FUND - REGULAR PLAN - GROWTH' news item). The bottom of the screen shows the Windows taskbar with the Start button, search bar, and system icons.

# Economic Times Market

Disclaimers are on the top so that users are made aware of it

The screenshot shows the homepage of ET Markets. At the top, there's a banner for 'G Suite' with a 'Start Free Trial' button. Below it is a navigation bar with links for Home, Markets, Stocks, IPOs/FPOs, Markets Data, Market Moguls, Expert View, Technicals, Commodities, Forex, Mobile Apps, and More. A search bar is also present. The main content area features a 'What's New' section with a headline about ET's new feature for intraday technical charts. To the right is a 'Markets Dashboard' showing stock news, a chart for Adani Power, and a 'GAINERS' section. On the far left, there's a sidebar for 'ICICI PRUDENTIAL LIFE INSURANCE' with an offer for 'Term Life Cover Plan'. The bottom of the page includes a Windows taskbar with various icons.

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# Predictability

All actions should lead to results the user expects.

Current operations should provide clues as to what will come next.

Design consistency enhances predictability.

# NSE India

NSE India website screenshot showing the homepage and a detailed view of the products section.

**Header:** NSE India - Home | Products | Corporate | Membership | Domestic Investors | International Investors | Technology | Education | Research

**Main Navigation:** Live Market, Products, Corporates, Membership, Domestic Investors, International Investors, Technology, Education, Research.

**Products Section:**

- Capital Market:**
  - Equities
  - Indices
  - Mutual Funds
  - Exchange Traded Funds
  - Initial Public Offerings
  - Offer for Sale
  - Institutional Placement Program
  - Security Lending and Borrowing Scheme
  - Sovereign Gold Bond Scheme
- Derivatives:**
  - Equity Derivatives
  - Currency Derivatives
  - NSE Bond Futures
- Debt:**
  - Debt Segment
  - Corporate Bonds
  - NSE EBP
- Trackers:**
  - Bank Nifty
  - Global Indices
  - India VIX

**Stock Watch:** Advances 29, Declines 21, Unchanged 0.

**Register for Trade Verification Alert**

**Nifty 50 Gainers/ Losers:** Most active.

Symbol	LTP	% chng	Volume
HCLTECH	945.00	4.14	27,84,756
TECHM	594.50	3.54	55,90,807
TCS	3,042.35	3.31	15,44,614

RBI reference Rate as on Feb 21, 2018 13:30:00 IST

**Ticker:** KRA

**Recently Viewed Quotes:** Hide

<https://www.nseindia.com/products.htm>

NSE India website screenshot showing the 'Live Market' section and a detailed view of the 'Currency Derivatives Watch' page.

**Header:** Home | Live Market | Products | Corporates | Membership | Domestic Investors | International Investors | Technology | Education | Research

**Live Market:** Live Watch, Currency Derivatives Watch.

**Currency Derivatives Watch:** MARKET CLOSED As on Feb 21, 2018 17:00:00 IST

**RBI Reference Rate:** As on Feb 21, 13:30:00

USDINR	1 \$ ₹ 64.8161	EURINR	1 € ₹ 90.6583	JPYINR	1 € ₹ 79.9442	JPYINR	100 ¥ ₹ 60.1700
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**Price Watch:** Contracts, Best Bid, Best Ask, Spread, Chng, % Chng, LTP, OI, Volume (Contracts), Turnover (crs), No. of Trades.

USDINR	Contracts	Qty	Best Bid Price	Best Ask Price	Spread	Chng	% Chng	LTP	OI	Volume (Contracts)	Turnover (crs)	No. of Trades
USDINR 260218	120	64.8275	64.8375	48	0.0100	-0.02	-0.02	64.8275	1,700,859	1928447	12,507.50	42225
USDINR 260318	2741	65.0500	65.0600	21	0.0100	-0.02	-0.04	65.0500	677,338	443735	2,887.93	15556
USDINR 250418	40	65.2875	65.3125	40	0.0250	-0.06	-0.08	65.2850	225,120	73131	477.77	2368

**More Contracts:** EURINR, GBPINR, JPYINR.

EURINR	Contracts	Qty	Best Bid Price	Best Ask Price	Spread	Chng	% Chng	LTP	OI	Volume (Contracts)	Turnover (crs)	No. of Trades
EURINR 260218	20	79.8700	79.9000	34	0.0300	-0.16	-0.20	79.8875	97,363	65939	527.08	5880
EURINR 260318	15	80.2500	80.2800	5	0.0300	-0.16	-0.19	80.2725	71,033	20622	165.63	1359
EURINR 250418	5	80.6800	80.7200	19	0.0400	-0.11	-0.13	80.7300	15,438	1077	8.70	98

**Get Quote:** More Contracts.

GBPINR	Contracts	Qty	Best Bid Price	Best Ask Price	Spread	Chng	% Chng	LTP	OI	Volume (Contracts)	Turnover (crs)	No. of Trades
GBPINR 260218	25	90.2600	90.2900	7	0.0300	-0.39	-0.43	90.2900	39,285	107941	977.55	9891
GBPINR 260318	1	90.6500	90.6925	25	0.0425	-0.39	-0.43	90.6925	43,180	24286	220.84	2481
GBPINR 250418	1	91.0400	91.1625	5	0.1225	-0.48	-0.53	91.0500	4,982	311	2.84	114

**Live Analysis:** More Contracts.

JPYINR	Contracts	Qty	Best Bid Price	Best Ask Price	Spread	Chng	% Chng	LTP	OI	Volume (Contracts)	Turnover (crs)	No. of Trades
JPYINR 260218	29	60.3300	60.3375	8	0.0075	-0.20	-0.34	60.3375	29,536	52000	313.27	5024
JPYINR 260318	25	60.3625	60.5900	20	0.0275	-0.20	-0.33	60.5900	22,577	19647	118.81	1985
JPYINR 250418	29	60.8325	60.9075	2	0.0750	-0.34	-0.55	60.8300	1,586	430	2.61	136

**Tools:** More Contracts.

\* In case of Option Contracts "Turnover" represents "Notional Turnover".

**Footer:** NCFM Online, EMERGE, EMERGE-ITP, KRA, Ticker, Recently Viewed Quotes, Hide.

# Screener

Enter a company name

Blog Features Screens Watchlist [Login](#)

Andhra Sugars Charts Analysis Peers Quarters Profit & Loss Balance Sheet Cash Flow Reports

Market Cap.: ₹ 1,312.26 Cr. Current Price: ₹ 484.05 Book Value: ₹ 343.85  
Stock P/E: 10.47 Dividend Yield: 2.07% Face Value: ₹ 10.00  
Listed on BSE and NSE 52 Week High/Low: ₹ 715.00 / ₹ 261.40  
Quick Ratio Lookup:   
Enter a ratio name [register](#) to use this powerful feature.

Period: 1Mth 3Mth 6Mth 1Yr **3Yr** 5Yr Max

91.10  
04 Sep 2015

900  
700  
500  
300  
100  
0

23 Feb 2015 23 Sep 2015 23 May 2016 19 Dec 2016 23 Jul 2017 19 Nov 2018



## Product Categories

# Money Control

The screenshot shows the Money Control homepage with a dark header bar. The header includes links for Home, Budget 2018, News, Markets, Mutual Funds, Commodities, Startups, Cryptocurrency, Property, Personal Finance, Portfolio, Forum, Live TV, and CNBC-TV18. Below the header is a search bar with the placeholder "Search Quotes, News, NAVs". A navigation bar below the search bar offers links for Apps, JDK, DataSet, Python Extension, BE-Project, DL cheat, English, App, Subscription, and Specials.

The main content area features a "Quick View" section with a chart showing market performance for S&P BSE SENSEX, GOLD, Dow Jones, and Fortis Health. It also includes a "A Quick View" sidebar with links for Stocks in news, Stocks you last visited, Watchlist, and Portfolio.

Key headlines include:

- A YEAR ON: N Chandrasekaran's one year at Tata Sons: A job well begun
- THE PNB FILES: PNB fraud LIVE: Can't pay salaries, look for other opportunities, Nirav Modi to staff
- NEW PARTY LAUNCH: News Live: Kamal Haasan addresses the public after party launch
- EXCLUSIVE: Resolution professional denies

Below these are sections for Market Action (NIFTY 50, BSE Sensex, BSE Bank, Nifty IT) and Global Markets.

The screenshot shows a news article titled "N Chandrasekaran's one year at Tata Sons: A job well begun". The article discusses the 54-year-old's address to the 100 billion Tata Group. It includes a photo of N Chandrasekaran and social media sharing icons for Facebook, Twitter, Google+, and LinkedIn.

The page also features a "VIDEO OF THE DAY" section with a thumbnail image of N Chandrasekaran.

The top navigation bar includes links for English, App, Subscription, Specials, and a search bar for Quotes, News, NAVs. The footer includes links for Home, Budget 2018, News, Markets, Mutual Funds, Commodities, Startups, Cryptocurrency, Property, Personal Finance, Portfolio, Forum, Live TV, CNBC-TV18, and various news categories like Property, Business, Markets, Stocks, Economy, Research, Mutual Funds, Personal Finance, Auto, IPO, Politics, India, World, Technology, Startups, and Opinion.

# Sharekhan

The screenshot shows the Sharekhan website homepage. The top navigation bar includes links for 'NEW TO MARKET', 'I HAVE MONEY', 'SUPER INVESTOR', 'ACTIVE TRADER', 'MUTUAL FUNDS, SIP & NEO', 'RESEARCH', 'EDUCATION FIRST', 'INSTA MF', 'OPPORTUNITY OF THE DAY', and 'BUDGET 2018-2019'. Below the navigation is a main menu with sections for 'OVERVIEW', 'OUR LATEST CALLS', 'RESEARCH FOR INVESTORS', 'Funds We Like', and 'RESEARCH FOR TRADERS' and 'MF'. A central banner features a person working at a desk with a laptop and a cup of coffee, with the text 'FREE ACCESS TO UNBIASED AND VALUABLE INSIGHTS' and a 'SUBSCRIBE NOW' button. To the right is a sidebar with a 'OPEN AN ACCOUNT' button and a 'Chat to Open an Account' link.

FUNDS WE LIKE	NAV	RETURNS (%)		
		3 MTHS	6 MTHS	1 YR
BNP PARIBAS OVERNIGHT FUND - GROWTH	2.636.30	0.57	3.24	6.60
ICICI PRUDENTIAL LIQUID - RETAIL PLAN - GROWTH	393.39	0.53	3.00	6.14
IDFC ULTRA SHORT TERM FUND - GROWTH	24.37	0.52	2.80	6.75
ICICI PRUDENTIAL FLEXIBLE INCOME PLAN - RETAIL PLAN	189.71	0.44	2.38	5.93

<https://www.sharekhan.com/research/market-research>

The screenshot shows a mobile landing page for mutual funds. It features a large orange call-to-action button with the text 'MUTUAL FUNDS & SIP' and 'BUILD YOUR WEALTH IN SMALL STEPS'. Below this is a message: 'Sorry, we aren't online at the moment. Please leave your Phone Number, Name and City. We'll get back to you soon.' On the right, there's a form with fields for 'Introduce yourself\*', 'Name, Email', 'Phone Number\*', and 'Message\*'. At the bottom, there's a red 'Open an Account' button.

# Economic Times Market

The screenshot shows the homepage of the Economic Times Market section. At the top, there's a navigation bar with links for 'THE ECONOMIC TIMES', 'ET APPS', 'ENGLISH', 'E-PAPER', and the date 'Wed, Feb 21, 2018 08.49PM IST'. Below the navigation is a banner for 'REBOOTING INDIA BUDGET 2018' featuring logos for IIFL, 5paisa.com, Volvo, and L&T Realty.

The main content area has a sidebar on the left with news headlines like 'EPFO reduces interest rates for 2017-18, its lowest in 10 years', 'When India acted up a little too late', and 'Kamal Haasan's part account of his journey'. The main content area features a 'BUDGET 2018 Markets' section with tabs for 'Markets', 'News', 'Industry', 'RISE', 'Politics', 'Wealth', 'MF', 'Tech', 'Jobs', 'Opinion', 'NRI', 'Slideshows', 'Magazines', 'More', 'ET NOW', 'Speed', and 'ET Portfolio'. Below this are sections for 'Market Stats', 'EPFO reduces interest rates for 2017-18, its lowest in 10 years', 'When India acted up a little too late', and 'Kamal Haasan's part account of his journey'. There are also 'Real Estate' and 'Personal Finance News' sections.

On the right side, there are several calculators and tools: 'TomorrowMakers', 'Data Center', 'Penny Stocks', 'MF Ratings & NAV', 'Top Performing Schemes', 'Top Star Rated Schemes', 'Top Tax Saving Schemes', 'Highest Risk Adjusted Return', 'New Fund Offers', 'Forthcoming Dividends', 'NPS', 'Sukanya Samridhi Calculator', 'Education Loan Calculator', 'Most Consistent NPS schemes', 'ETF', 'Performance', 'Latest Prices', 'Listed Bonds', 'Traded in Cash Market', 'ULIPs', and 'ULIP Schemes'. Other tools include 'Buy Online', 'Car Insurance', '2 Wheeler Insurance', 'SIP Planner Tool', 'IFSC Bank Code', 'NPS Calculator', 'Invoice Generator', 'EPF Calculator', 'House Property Income', 'HRA Calculator', 'Participate & Win', 'Stocks & Shares', 'ET RICS', 'Subscribe', 'ET RICS Survey', 'ET Wealth', 'Personal Loan Calculator', 'Risk Tolerance Calculator', 'Financial Fitness Calculator', 'Homeloan Refinance Calculator', 'Buy Wealth Magazine', 'ET Wealth Newsletter', 'Retirement Savings Calculator', and 'Feedback'.

At the bottom, there's a 'POLITICS and NATION' section with a headline 'It feels like returning home: Mahindra at UP Summit' and a sub-headline 'Aadhaar law can't cure privacy right invasion: SC told'. There are also links for 'Kamal Haasan is a "GM seed," says AIADMK' and 'Kamal Haasan launches 'Makkal Needhi Maiam'.

The footer contains a link to 'https://economictimes.indiatimes.com/personal-finance'.

This screenshot shows a feedback form and a news feed from the Economic Times Market section.

The feedback form on the right includes fields for 'Name', 'Email', 'Category', 'Suggestion', 'Message', and a 'Refresh capcha' button.

The news feed on the left lists several articles:

- 'EPFO reduces interest rates for 2017-18, its lowest in 10 years' (with a small image of two people)
- 'When India acted up a little too late'
- 'Kamal Haasan's part account of his journey'
- 'Most Read' articles:
  - 'You destroyed my brain': Modi told PNB in his letter
  - 'Priya Prakash Varrier knocked FIR against her'
  - 'PNB closed all options to re-enter public: Nirav Modi'
  - 'Debt-laden Aircel to file for bankruptcy'
- 'Feedback' (with a small image of a person)
- 'CAM UPDATES'
- 'ET NEWS' (with a red notification badge)
- 'Investing in real estate? These micro markets can give good returns'
- 'How the Nirav Modi scandal will affect diamantaires'

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# Forgiveness

People will make mistakes

A system should be able to tolerate those that are common and unavoidable.

A forgiving system keeps people out of trouble.

# NSE India

The screenshot shows the NSE India homepage. At the top right, the NIFTY 50 index is displayed at 10,154.20, down 95.05 (-0.93%). Below it, the tagline "Stock of the nation" is visible. A search bar at the top right contains the text "Search NSE". The main navigation menu includes links for About Us, Investor Relations, Media, Circulars, Holidays, Regulations, and Contact Us. Below the menu, there's a secondary navigation bar with tabs for Equity, Bonds, and Commodities, along with a search bar for company names. The main content area features a banner for the "Normal Market has Closed: Mar 07, 2018" and the "Next Trading Date: Mar 08, 2018". A note indicates "(All prices in ₹)". The footer contains links for Home, Live Market, Products, Corporates, Membership, Domestic Investors, International Investors, Technology, Education, and Research. Below this, a secondary footer includes links for ALL, Membership, Products, Press release, Listed Corporates, Circulars, Investor, and Education. A search bar at the bottom left shows the query "xsjcgic".

Your search - **xsjcgic** - did not match any documents.  
No pages were found containing "**xsjcgic**".

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

Doesn't show 'no result found' on the same page but redirects to another page.

# Screener

The screenshot shows the homepage of [screener.in](https://www.screener.in). At the top, there is a navigation bar with links for "Blog", "Features", "Screens", and "Watchlist". A "Login" button is also present. Below the navigation bar, there is a search bar with the placeholder "Enter a company name" and a "Search" button. A dropdown menu is open, showing suggestions for "Andhra Bank", "Andhra Cements Ltd", "Andhra Petrochemicals Ltd", "Andhra Sugars Ltd", and "Andhra Pradesh Tanneries Ltd". The main content area features the **screener** logo and the text "Welcome to Screener.in". It explains that the tool is a stock analysis and screening tool for listed Indian companies. A call-to-action button "Begin by searching a company" is visible. At the bottom, there is a section titled "Or Analyse:" followed by a list of company names: Avanti Feeds, Allsec Tech, Hester Bio, Kamat Hotels, NESCO, Oriental Carbon, Shilpa Medicare, Srikalahasthi Pipes, Andhra Sugars, and an ellipsis (...). A footer at the very bottom contains the text "Built by the Investors. Built for the Investors."

This screenshot shows the same version of the [screener.in](https://www.screener.in) website. The layout is identical to the first screenshot, featuring the same navigation bar, search interface, and company suggestions. The main content area includes the **screener** logo, a welcome message, and a description of the tool's purpose. A "Begin by searching a company" button is present. The "Or Analyse:" section lists the same set of companies: Avanti Feeds, Allsec Tech, Hester Bio, Kamat Hotels, NESCO, Oriental Carbon, Shilpa Medicare, Srikalahasthi Pipes, Andhra Sugars, and an ellipsis (...).

Or Analyse: [Avanti Feeds](#), [Allsec Tech](#), [Hester Bio](#), [Kamat Hotels](#), [NESCO](#), [Oriental Carbon](#), [Shilpa Medicare](#), [Srikalahasthi Pipes](#), [Andhra Sugars](#) ...

# Money Control

The screenshot shows a web browser window with multiple tabs open. The active tab is a news article from Money Control titled "N Chandrasekaran's one year at Tata Sons: A job well begun". The search bar contains the query "clugs". A dropdown menu titled "No Matches - Search Suggestions" lists several company names and their stock codes, such as City Online Services (INE158C01014), Cilson Organics (532147), Citurgia Biochemicals (INE2795B01023), and Cimanco (INE184C01028). The main content of the page features a portrait of N Chandrasekaran and discusses his first year as CEO of Tata Sons.

Not only gives no result error  
but also provides suggestion to  
correct the errors.

# Sharekhan

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The image shows a screenshot of the Sharekhan website. At the top, there's a navigation bar with links like 'TRADE', 'OPEN AN ACCOUNT', a shopping cart icon with '0', a bell icon, and a menu icon. To the right, there are buttons for 'OPPORTUNITY OF THE DAY' and 'BUDGET 2018-2019'. On the left, there are buttons for 'NEW TO MARKET' and 'I HAVE MONEY'. A large search bar at the top has the placeholder text 'Search Result for siakuuguimc'. Below the search bar, a message says 'Cant find siakuuguimc? Click here to add as suggestion'. There are four blue buttons labeled 'Tools & Features', 'Login to My Account', 'Open a Free Sharekhan Account', and 'Register with us'. At the bottom of the page, there's a black banner with the text 'LOAN AGAINST'.

Provides a separate alert box to show error made by users.

# Economic Times Market

The screenshot shows the homepage of [The Economic Times](https://economictimes.indiatimes.com). At the top, there's a navigation bar with links for Markets, News, Industry, RISE, Politics, Wealth, MF, Tech, Jobs, Opinion, NRI, Slideshows, Magazines, More, ET NOW, Speed, and ET Portfolio. Below the navigation is a banner for 'LATEST NEWS' with the headline 'We're not looking for a trade war': US Commerce Secretary'. The main content area features several news articles with thumbnail images and titles. A search bar at the top right shows the query 'Panache' with the result 'No results found'. On the right side, there's a sidebar with sections for 'Most Read', 'Most Shared', and 'Most Commented', along with a 'Feedback' button.

Simple 'no result found' error shown.



# **Flexibility**

Flexibility is the system's ability to respond to individual differences in people.

Permitting system customization.

# NSE India



## Announcements

## NSE News

NSE Academy and IIT Madras 2 Day Management Development Program Advanced Futures and Options Trading Strategies

NSE ties-up with Sri Sri University, Bhubaneswar to launch Post Graduate Course in Financial Markets

NSE to Offer Financial Literacy Course in Himachal Pradesh Schools

NSE Reaches out to Students and Professionals in Kota

## NSE Academy's Certifications

### NCFM

NSE Academy's Certification in Financial Markets (NCFM)



Management Development Programmes @ NSE



## Register for NCFM Test

New user login

Existing user login

Step by step guide

Take a Model Test

Registration form for all Module

Registration for NSE FinBasics



## NSE Working Papers

- Mispricing in single stock futures: Empirical examination of Indian markets
- How Good is the Transformation-Based Approach to Estimate Value at Risk? Simulation and Empirical Results
- Long Run performance of Rights Issues and FPOs: Evidence from India
- Debt, Bankruptcy Risk, and Corporate Tax Sheltering

[View all](#)

## Student Research Projects

- Who Gets What? Shareholder Value of Acquirers and Targets in Indian Takeovers
- Understanding the Financial Challenges Faced by Indian Social Enterprises
- Indian Microfinance Sector in Capital Markets: Perils and Prospects
- Financial Market Development and Integration:A look at the Indian story

[View all](#)

## NSE Research Initiatives



NSE Centre for Excellence in Corporate Governance (NSE CECG)



NSE-IIM Bangalore Corporate Governance



NSE-IFMR Financial Inclusion Research



Panel Discussions/Seminars

## Information Zone

Historical Data

## Publications

- Corporate Governance: An Emerging Scenario



## Product Offerings

- Equity
- Indices

# Screener



Enter a company name

Search

Blog

Features

Screens

Watchlist

Login

Andhra Sugars Ltd Commodity Chemicals

Add to Watchlist

Export to Excel

Andhra Sugars Charts Analysis Peers Quarters Profit & Loss Balance Sheet Cash Flow Reports

Market Cap.: ₹ 1,218.87 Cr.

Stock P/E: 9.72

Listed on BSE and NSE

Quick Ratio Lookup:

Current Price: ₹ 449.60

Dividend Yield: 2.22%

[Company Website](#)

Enter a ratio name

Book Value: ₹ 343.85

Face Value: ₹ 10.00

52 Week High/Low: ₹ 715.00 / ₹ 261.40

Type in a ratio name and we will instantly calculate it for you.

Please [register](#) to use this powerful feature.

Period: 1Mth 3Mth 6Mth 1Yr 3Yr 5Yr Max



There is no flexibility on the basis of knowledge that the user has or language known by the user.

# Money Control

The screenshot shows a web browser window with multiple tabs open. The main content is an article titled "N Chandrasekaran's one year at Tata Sons: A job well begun" by Prince Mathews Thomas. The article discusses Natarajan Chandrasekaran's tenure as CEO of Tata Sons. Below the article is a quote from him. To the right is a video thumbnail for "VIDEO OF THE DAY". At the bottom, there are news snippets and navigation icons.

YOU ARE HERE: Home > News > Business

Feb 21, 2018 12:30 PM IST | Source: Moneycontrol.com

## N Chandrasekaran's one year at Tata Sons: A job well begun

A year on, the 54-year-old has addressed many of the pain points in the \$100 billion Tata Group.

Prince Mathews Thomas  
@newtekhakh

Running is not easy. It's as physical as it is psychological and often, the sport is a lonely one. But that didn't deter Natarajan Chandrasekaran, who took up the sport at 44. The day after

**VIDEO OF THE DAY**

N Chandrasekaran's one year at Tata Sons: A job well begun

Relief for telcos: Cabinet approves two key measures

RCom moves Bombay High Court against tribunal's order barring asset...

Provides flexibility of language.

# Sharekhan

The screenshot shows the Sharekhan website interface. At the top, there is a navigation bar with links for STOCKS, MARKETS, Filter, SIAMC, HELP, MY PORTFOLIO, BECOME A PARTNER, LOGIN/TRADE, OPEN AN ACCOUNT, and a shopping cart icon with a '0' notification. Below the navigation bar is a secondary row of links: NEW TO MARKET, I HAVE MONEY, SUPER INVESTOR, ACTIVE TRADER, MUTUAL FUNDS, SIP & NEO, RESEARCH, EDUCATION FIRST, INSTA MF, OPPORTUNITY OF THE DAY, and BUDGET 2018-2019. The Sharekhan logo is located at the top left, and the text "by BNP PARIBAS" is below it. On the right side of the header, there is a link to "Switch to old website >>".

Here the website provides flexibility for different users based on their knowledge about the field.

# Economic Times Market

The screenshot shows the homepage of the Economic Times Market. At the top left are navigation links for 'SECTIONS' (with a three-bars icon), 'ET APPS' (with a downward arrow), and 'ENGLISH' (with an upward arrow). To the right is a dropdown menu for 'E-PAPER' (with a downward arrow). The main header features the 'The Economic Times' logo in blue and white, with 'हिन्दी' (Hindi) and 'ગુજરાતી' (Gujarati) language options. Below the header is a teal-colored navigation bar with icons for Home, Markets, News, Defence, Northeast Polls, and Markets Summit. The central content area displays the date and time ('Wed, Mar 07, 2018 11.14PM IST'), a large 'ET' logo, and category links for Politics, Wealth, MF, and Tech.

SECTIONS ET APPS ▼ ENGLISH ^ E-PAPER ▼

THE Ec हिन्दी

ગુજરાતી

Markets News

Politics Wealth MF Tech

Markets Live ! Panache Defence Northeast Polls Markets Summit

- ≡ SECTIONS | ET APPS ▼
- [Home](#)
- [Markets](#)
- [News](#)
- [Industry](#)
- [RISE](#)
- [Politics](#)
- [Wealth](#)
- [MF](#)
- [Tech](#)
- [Jobs](#)
- [Opinion](#)
- [Blogs](#)
- [NRI](#)
- [Magazines](#)
- [Slideshows](#)
- [ET NOW](#)
- [ET Portfolio](#)

The website provides flexibility for people with different interest.

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