Topic - *An overview of what you propose to do in your project. Concentrate on the big picture and outcomes, rather than intricate details. At least two paragraphs is expected.*

Our aim is to start developing a financial planning software program that utilises AI processes to make prudent financial decisions in a timely manner, without the need for direct human interaction. A user would input their personal circumstances and would be able to set, update, and view their financial goals to customise an investment plan suited to them specifically.  
Taking the users personal information the program would have the ability to identify and recommend the levels of risk that best suits the users information, giving direct advise on financial responsibility, and suggesting suitable strategies that would possibly deliver the best outcomes based on user details. The software would collect data on many factors that influence financial markets in our world today, analyse trends and predictions, and be able to automatically execute buy and sell decisions based on these strategies.

During this assignment we will investigate ways to make this software program a reality. We will research the tools required to create such a program, forms of data required to make the program functional, and how the data would be processed, analysed, and utilised. One of our main goals is to consider functions that would make such a program unique and appealing to the public, we are also aiming to develop and deliver designs of a user interface displaying these functions.

Motivation - *What are your motivations for your project. Why is this project important or interesting? How does it fit in with current IT trends? What would it show to a future employer if you were able to work on this project? At least one paragraph is expected.*

The main motivation for such a program would be the ability to grant people access to the possibility of wealth that most of the general public would not previously have been able to obtain. A lot of people do not have the adequate understanding of the financial concepts behind investing and are therefore limited to employment as their only source of income. Developing an application like this would grant those of the public who have the means and are looking to invest the ability to do so without having to rely on their own limited knowledge, or the need to seek paid advice from financial advisors etc. The potential to minimise loss and maximise return on investments due to the ability to make efficient, automatic, decisions would be game changing in the investment world. It would eliminate negative outcome aspects of investments like human error, emotional barriers, and time restraints.  
  
Most lifestyle software applications being developed at the moment are focussed on automation and making everyday aspects of our lives more simple and easier, this is no different. The ability for somebody to utilise and benefit from investments without the specific knowledge will grant access to the concept to a wide range of people who previously were unable to. Working on a project like this would show to an employer that we not only have knowledge about the tools and processes required to attempt such a project, but also that we have the ability to utilise our knowledge of these tools and processes to develop an IT product that could change the way people go about their daily lives.

Landscape - *What similar systems or products are available? What competitors are there? What points of difference are there about your project compared to what exist now? At least one paragraph is expected.*

While there is a multitude of investment software applications currently available to the public they still mainly rely on human interactions. Current software has the ability to gather and display information on investments such as trends, depth, news, announcements, and charts however, it doesn’t act of this information as it is only displaying it. Any investment recommendations are still formulated by humans via different financial journals and any actions on these recommendations must still be made manually by the user or advisor. Where our program would differ is its ability to make and execute beneficial decisions, using the data and information currently available, based on the users details, settings, and financial position.