Aim

For this project idea we are looking to research, and develop the idea of a web-based, AI driven, investment platform that would allow the average person to invest their money without any knowledge or experience on the topic.

Our aim is to thoroughly build out the fundamental concepts of our platform:

* Describing how it functions
* How the UI might look
* What features it has
* And what potential obstacles may exist

This would allow us to pass our work on to another team, or on to industry professionals. They would be able to clearly understand the direction of the project and carry out the rest of the work.

Goals

Given that we do not have the skills or knowledge to code an AI algorithm at this stage of our learning, our project will not include any code for the algorithm itself. Rather our goal is to deliver everything that is within our skillsets, within the scope of time specified. This involves fleshing out as many ideas, features, UI and more, that we possibly can.

**Features**

* Our first goal will be to research and identify features for the platform that would not only make it extremely useful and appealing, but also unique. We will discuss the possible positive and negative impacts these features could have on the platform and how it operates. Identifying the key features of a project idea like this is vital in beginning to develop it and demonstrate its worth.

**User interface design**

* Developing a comprehensive and professional user interface is crucial for a platform such as the one we are looking to build. It must be clear, concise, and offer an easy to follow overview of what the platform will offer. Using the features that we research we will look to not only provide an in-depth design of the platform’s user interface but also several key stages of the platform, such as the sign-up page and the user preference selection page.

**Types of data required**

* One thing that we were able to identify early on was the need to establish reliable data sources as to not skew the productivity of the platform. The need to research and identify reliable sources is paramount for the success of the project as bringing in false or misleading data would have the potential to make the platform unreliable. We need to establish a method of identifying trustworthy sources from which to gather the relevant data, so our platform can be as reliable as possible.

**Scope of delivery**

* As the project is so involved and in-depth, we will need to identify what features the platform should launch with initially. Attempting to facilitate too many features and options on launch could cause significant problems in performance, testing, and bug fixing; we may spread ourselves too thin, and thus it would be better to focus on a smaller launch and scale up as we perfect the initial features. This will provide the best opportunity for success and allow for us to expand and roll-out more features in the future without compromising the quality of the platform.