Virtual Stock Market Game

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Project Overview

Virtual Stock Market Game

- Simulates the Stock Market
  - Allows players to make virtual investments in real world stocks with fake digital money
- Stocks in-game follow real-world stock prices
- Players start with fixed amount of funds
- Advisors can pay fees for displaying ads
- Recommendations provided to players based on previously purchased shares

Feature Spotlight

Added Social Features

- **Friend's List**
  - Shows friend's on the app as well as each friend's largest portfolio
- **Join Portfolios**
  - Allows multiple users to manage the same account so friends can have shared portfolios
- **Locate Friends that play from Contacts**
  - If the user gives the app contact permissions it will display who from his contacts also have an account on the app

Feature Spotlight

Added Portfolio Features

- Multiple portfolios allowed per user
  - Gives users freedom to maybe create portfolios for fun and not take some of them too seriously
- No Ads on Portfolios if Ad-free version owned
- Clean Portfolio Summary displayed for user
  - Gain/Loss for portfolio and each stock displayed with proper theme for each portfolio each day
- Relevant News based on Stocks owned

Lessons Learned

- Don't be too ambitious with goals early
  - When first introduced to project we immediately started thinking about all the different things that we could add and do without actually thinking about what it would do to the app
- Stick to work divisions
  - At the beginning we set specific work divisions but were very fluid with them and it led to certain tasks taking longer than necessary
- Figure out details about task before starting
  - Diving in and having to make changes halfway through is a lot more difficult than realizing you need to change your approach at the beginning

Main Challenges & Solutions

Challenges

- Making the app more fun without diverting too far from what actual stock trading is like

- Encourage social aspect of app to both improve user experience and bring more users

- Mimic actual stock trading past just buying and selling stocks

Main Challenges & Solutions

Fun but still stock-like

- **Multiple portfolios**
  - Allows for users to learn without consequences early
  - Thought about portfolios with pre made restrictions but ruled against it

Social Aspect to improve experience

- **Shared Portfolios**
  - Allows for friends to play together and interact together.
- **Friend's List & Leaderboard**
  - Sparks competition between users and encourages them to keep playing.
- **finding friends in contacts**
  - makes it more likely for people to add friends

More Stock Trading-like Experience

- **Relevant News**
  - make it easier to keep up with important news about your stocks.
- **Stock recommendations**
  - give a base level of understanding for stock purchases

Check us out on Github!

github.com/schnallBot/Stock-Market-Game

Are There Any Questions?