



# Everyday Portfolio

## Project Brief

### *Introduction*

With a strong interest in personal investment and finance, I'm interested in developing tools that can help engage individuals and make their lives easier. Across bank accounts, investment platforms, budget tools - nothing seems to have a simple, easy-to-digest solution to watch your performance on a daily basis.

While true gains are the culmination of years and decades of time spent in the market, I still like to see how things are moving day to day - as well as read daily news about earnings, announcements, etc. Especially in today's COVID environment, things can swing significantly day to day.

The goal of Everyday Portfolio is to give a snapshot of your day in a simple and clean application. I think this will be a good app to develop alongside the NuCamp curriculum since the ideal environment would be a native app. Ideally this would be a project that would continue on into the App Store to give access to everyone.

### *Expected List of Features*

The following items are projected features for Everyday Portfolio:

- ① "Today View" Dashboard that includes:
  - Total Day Gain/Loss
  - Top 3 Performers (with live price & trend chart)
  - Bottom 3 Losers (with live price & trend chart)
  - Quick access to 1-3 news stories
- ② "My Positions" view to quickly see all holdings
- ③ Ability to add new positions after a purchase
- ④ "Profile" view to manage account

This app is designed to be simple to use and quickly give you the information you need. A three-tabbed app will make navigation simple. Utilizing a financial API will ensure that the data is constantly updated while the program is running.

## Market Survey

There are a handful of platforms on the market that take my proposed features and build upon it. However, for an individual who is new to investing - or a seasoned user that is trying to get a quick peek at their daily performance - these existing programs have too much information.

Current products on the App Store:

### Personal Capital

This is my current favorite app to use - but it is extremely robust. This includes every asset and debt that one has to give a view at net worth (savings, checking, retirement, credit card, and loan accounts) While this is great to have, it pulls data from every account that you have and can take quite a long time to load - all while taking away from the "quick and easy" solution that I've been looking for.

### Mint: Personal Finance & Money

Mint became popular initially as a budget and expense tracker (made by Intuit) but have expanded the offering to include investment tracking and data. I personally do not like their interface and like Personal Capital, it pulls data from several different accounts which impacts performance.

### Wealthfront

Similar to the account compilation like Personal Capital and Mint, Wealthfront build on top of this with their own banking services. You are able to open an all-digital checking and savings, as well as brokerage account. While this is a strong product (which I used before switching to Personal Capital) it is too crowded of an application and can be confusing for first time users.

### E\*Trade

This is a very well known brokerage platform. All of my past employer stock option packages have luckily flown through E\*Trade's system. However, for separate investments that I've made, I do have those through another institution. In addition to not including all investments in a single app - this application also lets you buy, sell, and trade. To get a quick glance at a day's performance, you're presented with more information that you're after.

### Robinhood

Similar to E\*Trade, Robinhood entered the market quite a bit later with their mobile-only offering to cater to a younger audience. While I must acknowledge that their interface is very well done and simple to use - this is also a full-fledged brokerage platform. By adding trading options and interfaces, it adds many more pages and options that take away from the simple information you're looking for.

## References

Links to material that will aid in building out the desired features:

[Finnhub API](#)[Finance APIs - Medium](#)[IEX API](#)[General API Info](#)

Links to the websites for all of the market comps listed above:

[Personal Capital](#)[Mint Finance](#)[Wealthfront](#)[E\\*Trade](#)[Robinhood](#)