# Clarity Portfolio: A Clean and Beautiful Investment Tracker

## Why This Idea Matters

The current stock tracking products on the market are often visually cluttered, unintuitive, and overwhelm users with disorganized information. This project proposes a radically simplified and visually pleasing alternative: a modern portfolio tracker for everyday investors who prioritize design and clarity.

## Why This Approach is Valuable

1. Low Technical Barrier, High UX Value

There are abundant APIs for fetching stock data, financials, and ETF compositions. The true challenge is not technical—it’s in delivering a clean, intuitive, and logical UI/UX.

2. Most Stock Apps Are Built for Experts

Apps like TradingView, Yahoo Finance, and Bloomberg serve advanced users. Beginners or casual investors are often alienated by dense data and lack of onboarding or visual guidance.

3. Design Is an Actual Pain Point

Like early budget apps before Mint and Copilot, most investment tools focus on functionality and ignore user experience. A product that combines visual clarity and minimalism can create real engagement.

## Product Positioning

A personal, beautifully designed investment tracker for people who don’t want to be overwhelmed by numbers.  
Or more simply put: "The Notion of Portfolio Tracking."

## MVP Feature Set

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| --- | --- |
| Feature | Description |
| Manual Portfolio Input | Users can input ticker, purchase price, quantity, and date. |
| Auto Price Sync | Pull live or daily stock prices using yfinance or Alpha Vantage. |
| Asset Allocation Visualization | Pie charts and sector exposure breakdown. |
| Beautiful UI | TailwindCSS + Card layout for clean, minimal look. |
| Target Price Tagging | Mark intended exit prices and color-code status. |
| Investment Notes | Custom notes field for buy-in rationale and strategy. |

## UI Design Inspiration

- Notion: Modular, minimalist layout with clean white space.

- Copilot.money: Highly polished UI for personal finance.

- Wealthfront: Block-based dashboard with structured clarity.

- Craft.do: Seamless mix of text and data visualization.

## Recommended Tech Stack

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| --- | --- |
| Tool | Purpose |
| React + TailwindCSS | Modern front-end UI framework. |
| Recharts / Chart.js | Data visualization for pie and line charts. |
| yfinance / Alpha Vantage | Stock price and market data API. |
| Supabase / Firebase | User data and portfolio storage. |
| Vercel / Netlify | Free, fast front-end deployment. |

Firebase? For login and data storage?