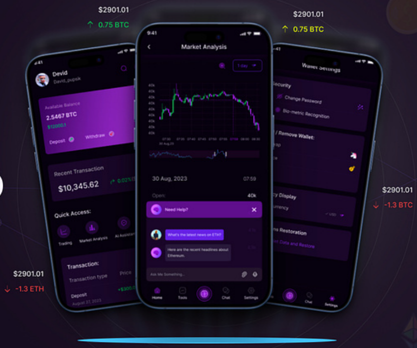
UI/UX Case Study

Trading App

Share & Trade Market
Mobile Application Solution


$2901.01
0.75 BTC
$2901.01
0.75 BTC
$2901.01
-1.3 BTC
$2901.01
-1.3 ETH
Devid
Available Balance
2.5467 BTC
Deposit
Withdraw
Recent Transaction
$10,345.62
Quick Access:
Trading
Market Analysis
AI Assistant
Transaction:
Transaction type
Price
Deposit
Market Analysis
30 Aug, 2023
Need Help?
What's the latest news on ETH?
Here are the recent headlines about Ethereum.
Ask Me Something...
Home
Tools
Chat
Settings
Wallet Settings
Security
Change Password
Bio-metric Recognition
Remove Wallet:
Display
Restoration

Overview

The primary objective of this app is to provide a seamless and empowering trading experience for users at all levels of expertise. It aims to make trading accessible, informative, secure, and efficient, ensuring that users can confidently navigate the world of investments and achieve their financial goals.

60%
35%
75%
TREND

This trading app is designed for a broad range of users involved with trading. Whether you're a newcomer to the trading world or a seasoned pro, our app caters to your trading needs.

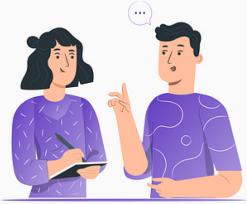
Our trading app is designed to empower and support users on their trading journey, whether they are just starting out or are experienced traders. With a user-friendly interface, comprehensive resources, responsive support, top-notch security, historical data, advanced trading options, efficient portfolio tracking, and customizable alerts, we are committed to providing a one-stop solution for all your trading needs.

Overall, Our app offers an intuitive and easy-to-navigate interface, ensuring a smooth experience for all users, regardless of their level of expertise. Join us in your quest to navigate the world of investments and achieve your financial goals with confidence.

Problem Statement

In the process of developing this case study, we conscientiously gathered authentic problem statements from real users, illuminating their daily share market challenges and specific requirements, aiming to create a narrative that not only highlights hurdles but also articulates the nuanced needs shaping their journey.

1. John, A Seasoned Investor, Faces The Challenge Of Efficiently Managing His Diverse Portfolio Consisting Of Stocks, Bonds, Mutual Funds, And Real Estate Investment Trusts (REITs).
2. Rohan Is Inundated With An Overwhelming Amount Of Financial News, Market Data, And Stock Recommendations From Various Sources, Both Online And Offline.
3. Rayhan Often Grapples With The Stress Associated With Market Timing. He Experiences Anxiety When Deciding Whether To Buy, Hold, Or Sell Investments Based On Market Conditions.



4. As Hamid Approaches Retirement Age, He Is Concerned About Achieving Financial Security During Retirement. He Needs Assistance In Devising A Comprehensive Retirement Plan That Considers Factors.
5. Riyad Wishes To Optimize His Investments For Tax Efficiency And Minimize His Tax Liabilities On Capital Gains And Income Generated From His Share Market Investments.
6. Emily Is Committed To Optimizing Her Investments For Tax Efficiency. She's Interested In Strategies Such As Tax-Loss Harvesting And Tax-Advantaged Accounts To Minimize Tax Liabilities.

Project Timeline

Strategy
(1 Weeks)

- Goal, KPIs, scooping
- Interview, Usability testing
- Pain points, Solution, User journey map

Discovery
(2 Weeks)

- User-flow, Wireframe

Definition
(3 Weeks)

- Features, Sitemap

Design
(4 Weeks)

- Visual design
- Interactions , Copywriting, UX writing

Design Process

The first critical step to understanding the design process is that it’s not about working the “right or wrong way”. The design process is a method designer use to be more creative, productive, and accurate. The process should conform to you, rather than the other way around.

Empathize	Define	Ideate	Prototype	Test
User Research	Problem Statement	Competitor Audit	Wireframe	Usability Testing
User Interview	User Journey	User Flow	Low Fidelity	High Fidelity
Empathy Map	User Persona	Information Architecture	Style Guide	Usability Scale

Interview Question

Conducting interviews is an integral step in the UI/UX design process, where meaningful conversations with users, stakeholders, and pertinent individuals play a pivotal role in not only acquiring valuable insights and feedback but also in shaping the thoughtful and informed design of user interfaces and user experiences.

1 How would you describe the user interface of the app? Is it intuitive and easy to navigate?

2 Are there any specific design elements or features that enhance the user experience?

3 How does the app handle multiple asset types, including stocks and cryptocurrencies?

4 Does the app provide educational resources for users to learn about trading strategies?

5 How responsive and helpful is the customer support provided by the app?

6 Can users access comprehensive historical data for market analysis?

7 How does it support the execution of sophisticated trading strategies?

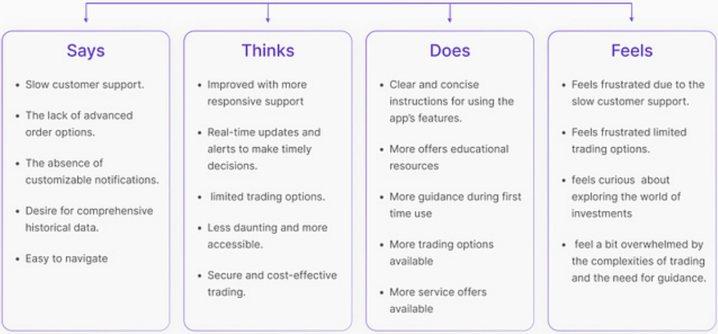
8 Are there any hidden costs that users should be aware of?

10 Is the data source for coin or stock rates reliable and accurate?

9 Can users set up customizable alerts for specific price levels or market events?

Empathy Map

An empathy map is a specialized tool designed to enhance understanding of others' feelings and thoughts, enabling us to empathize by stepping into their shoes, fostering improved communication, and facilitating the creation of products or services that better align with the needs and desires of the target audience.



Says

- Slow customer support.
- The lack of advanced order options.
- The absence of customizable notifications.
- Desire for comprehensive historical data.
- Easy to navigate

Thinks

- Improved with more responsive support
- Real-time updates and alerts to make timely decisions.
- limited trading options.
- Less daunting and more accessible.
- Secure and cost-effective trading.

Does

- Clear and concise instructions for using the app's features.
- More offers educational resources
- More guidance during first time use
- More trading options available
- More service offers available

Feels

- Feels frustrated due to the slow customer support.
- Feels frustrated limited trading options.
- feels curious about exploring the world of investments
- feel a bit overwhelmed by the complexities of trading and the need for guidance.

User Persona

Information architecture is like a blueprint for organizing and arranging information in a way that makes it easy for people to find and understand. Information architecture helps design websites and apps so that users can easily navigate and find what they're looking for. This way, users can explore and interact with the digital space in a clear and intuitive manner.

Aslam Ahmed

Age : 32
Education : Dhaka University
Occupation : Shareholder
Location : Dhaka

> *Trading success: knowledge, strategy, and the right tools. Aslam Ahmed's formula are user-friendly app, reliable data, and perseverance to achieve financial dreams.*

Scenario

Aslam Ahmed is deeply committed to the world of stock investments. He knows the importance of a reliable trading app it's not only streamlines the buying and selling of shares but also empowers him with up-to-the-minute data. His passion for shareholder activities extends beyond profit. His dedication to informed investment decisions is evident in his search for a platform that offers insights & analytical tools tailored to his needs.

Goal

- Assistance is fast to respond to my inquiries or issues.
- I expect customizable notifications that notify me of specific price levels.
- I need comprehensive market data, including trade volumes.

Frustration

- The absence of comprehensive historical stock data.
- I find it frustrating when assistance is slow to respond to my inquiries.
- The absence of customizable notifications means often miss valuable data.

Competetive Swot Analysis

We used a competitive SWOT analysis to design our share market app. it enabled us to understand our competitors strengths, weakness, opportunities and threats. by doing we could identify ways to make our app special and better than others in the market. this ensured that our app was unique and provided the best experience to our users.

Strengths

- Real-Time Information
- Convenience
- User-Friendly Interface

- Customization
- Educational Resources
- Security Features

Weakness

- Technical Issues
- Limited Features
- Data Delay

- Security Concerns
- Educational Gaps
- Lack Of Personalized Advice

Opportunities

- Accessibility
- Education And Learning
- Convenience

- Customization And Personalization
- Diversification
- Market Analysis

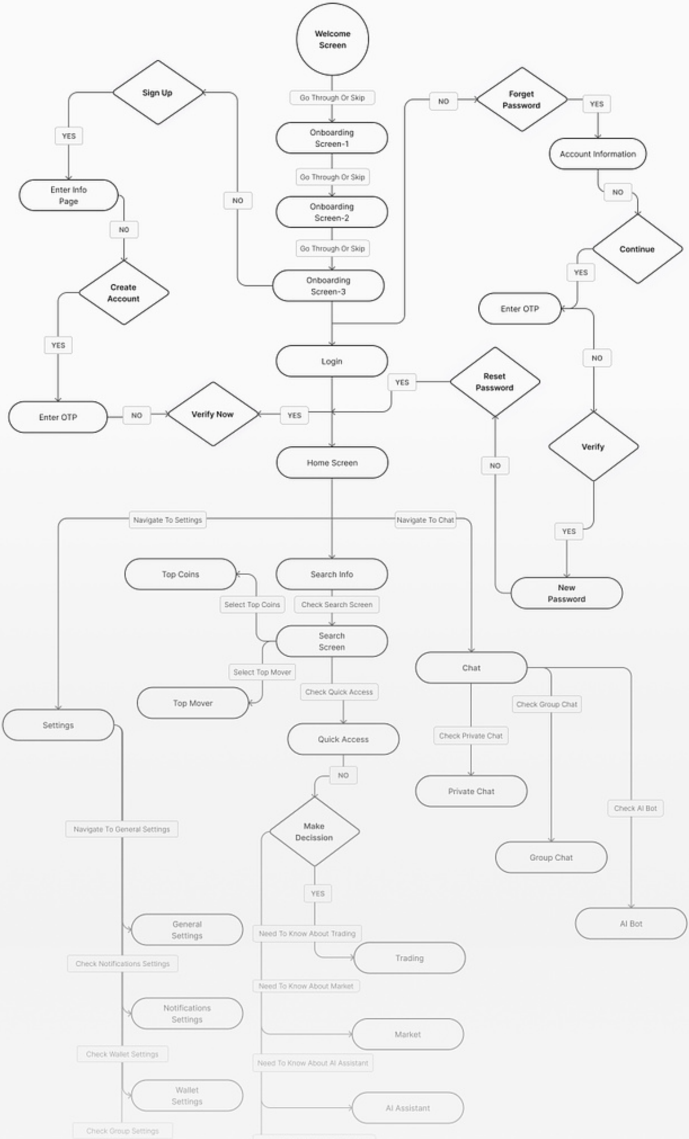
Threats

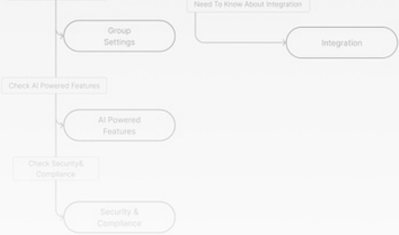
- Security Vulnerabilities
- Technical Failures
- Market Volatility

- Lack Of Regulation
- Phishing And Scams
- Overtrading And Impulsive Behavior

User Flow

User flow refers to the path that a user follows while interacting with a product or website. It outlines the sequence of steps a user takes to achieve a specific goal, from the initial point of entry to the desired outcome. A well-designed user flow aims to guide users smoothly through their journey, ensuring they find what they need efficiently and with minimal friction.

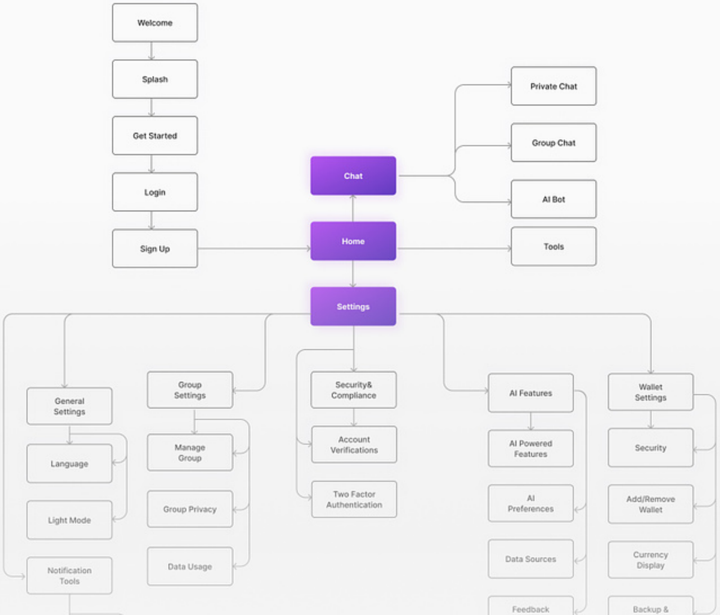

Welcome Screen
Go Through Or Skip
Onboarding Screen-1
Go Through Or Skip
Onboarding Screen-2
Go Through Or Skip
Onboarding Screen-3
Sign Up
YES
NO
Enter Info Page
NO
Create Account
YES
Enter OTP
NO
Verify Now
YES
Forget Password
NO
YES
Account Information
NO
Continue
YES
Enter OTP
NO
Verify
YES
New Password
NO
Reset Password
YES
Login
Home Screen
Navigate To Settings
Navigate To Chat
Top Coins
Search Info
Select Top Coins
Check Search Screen
Search Screen
Select Top Mover
Top Mover
Check Quick Access
Quick Access
NO
Make Decission
YES
Need To Know About Trading
Trading
Need To Know About Market
Market
Need To Know About AI Assistant
AI Assistant
Settings
Navigate To General Settings
General Settings
Check Notifications Settings
Notifications Settings
Check Wallet Settings
Wallet Settings
Check Group Settings
Chat
Check Group Chat
Check Private Chat
Private Chat
Check AI Bot
Group Chat
AI Bot



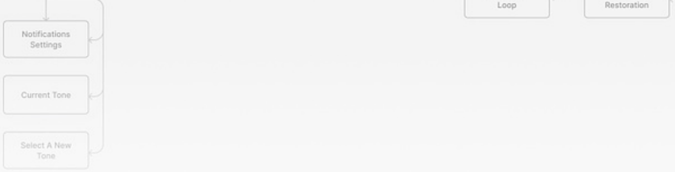
Need To Know About Integration
Group Settings
Integration
Check AI Powered Features
AI Powered Features
Check Security& Compliance
Security & Compliance

Information Architecture

Information architecture is like a blueprint for organizing and arranging information in a way that makes it easy for people to find and understand. Information architecture helps design websites and apps so that users can easily navigate and find what they're looking for. Users can explore and interact with the digital space in a clear and intuitive manner.



Welcome
Splash
Get Started
Login
Sign Up
Chat
Home
Settings
Private Chat
Group Chat
AI Bot
Tools
General Settings
Language
Light Mode
Notification Tools
Group Settings
Manage Group
Group Privacy
Data Usage
Security& Compliance
Account Verifications
Two Factor Authentication
AI Features
AI Powered Features
AI Preferences
Data Sources
Feedback
Wallet Settings
Security
Add/Remove Wallet
Currency Display
Backup &


Notifications Settings
Current Tone
Select A New Tone
Loop
Restoration

Typography

Our chosen font is **Inter.**
it is clean, modern and well suited digital produces.

H1 Headline 1

H2 Headline 2

H3 Headline 3

H4 Headline 4

H5 Headline 5

H6 Headline 6

B1 Body Text 1

B2 Body Text 2

B3 Body Text 3

B4 Body Text 4

B5 Body Text 5

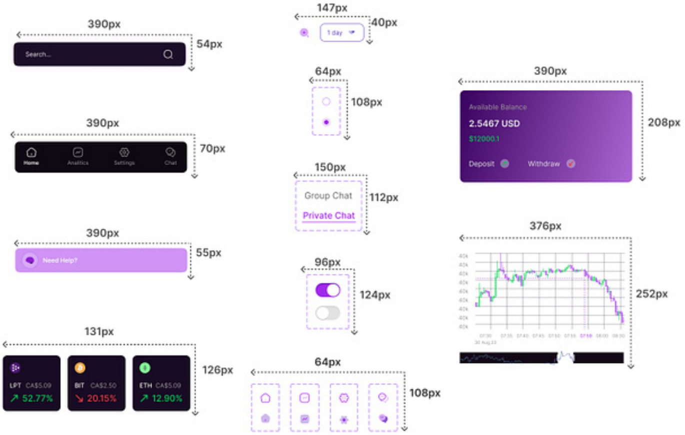
B6 Body Text 6

Iconography

Outline Type

Filled Type

Components

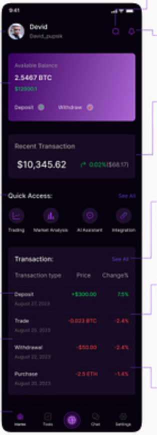

390px
54px
Search...
390px
70px
Home
Analitics
Settings
Chat
390px
55px
Need Help?
131px
126px
LPT CA$5.09
↗ 52.77%
BIT CA$2.50
↘ 20.15%
ETH CA$5.09
↗ 12.90%
147px
40px
1 day
64px
108px
150px
112px
Group Chat
Private Chat
96px
124px
64px
108px
390px
208px
Available Balance
2.5467 USD
$12000.1
Deposit
Withdraw
376px
252px

Use Of Illustrations

Mobile Wireframe

Screen Details

finally, we present our hig-fidelity share market app's ultimate design-a journey from conceptual sketches. striking equilibrium between simplicity and detail, this pivotal phase illuminates the app's flow pre-high fidelity, ensuring an engaging, user-centric interface


9:41
Devid
David_pupsik
Available Balance
2.5467 BTC
$12000.1
Deposit
Withdraw
Recent Transaction
$10,345.62
0.02%($68.17)
Quick Access:
See All
Trading
Market Analysis
AI Assistant
Integration
Transaction:
See All
Home
Tools
Chat
Settings

Transaction type	Price	Change%
Deposit August 27, 2023	+$300.00	7.5%
Trade August 25, 2023	-0.023 BTC	-2.4%
Withdrawal August 22, 2023	-$50.00	-2.4%
Purchase August 20, 2023	-2.5 ETH	-1.4%

Profile

Using a user profile typically involves managing and customizing your personal settings, preferences, and information on various online platforms and services. Here's a general guide on how users can use their profiles

Available Balance

Using an available balance card typically refers to a prepaid debit card or a gift card that has a specific amount of money loaded onto it for your use. Here's a general guide on how to use such a card

Quick Access

Quick access can refer to different features or functionalities depending on the context in which it's used.

Deposit

Using a deposit typically involves accessing and managing funds that you have deposited into a bank account or financial institution.

Withdrawal

Using a withdrawal typically involves accessing and using funds that you have taken out from a bank account or other financial account

Navigation Bar

user can access home page ,tools chat & setting section from this nav bar

Search

user can search for their required products also can get easy access to other provided service

Notification

user will get notifications for new product arrival & guides.

Recent Transaction

Using an available balance card typically refers to a prepaid debit card or a gift card that has a specific amount of money loaded onto it for your use. Here's a general guide on how to use such a card

Transaction

Using transactions typically involves activities related to financial transactions, which can vary depending on the specific context.

Trade

Using a trade typically refers to executing a financial transaction in the context of buying or selling securities like stocks, bonds, cryptocurrencies, or other investment instruments.

Purchase

Using a purchase typically involves making use of an item or service that you have acquired through a transaction

Back Button

The Back button is a common feature in web browsers and many software applications, as well as on mobile devices.

Settings

Using settings typically involves customizing various preferences, configurations, and options within software applications, devices, or platforms

General Settings

General settings typically include options for configuring basic preferences and configurations that apply to a software application, device, or platform as a whole.

Wallet Settings

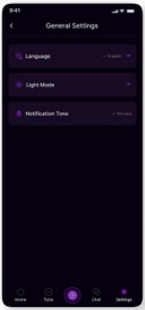
Wallet settings typically refer to the customization options and preferences available within a digital wallet or payment application.

Group Settings

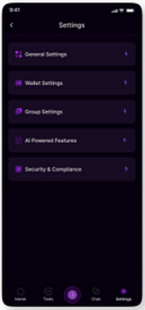
Using group settings typically involves managing the preferences and configurations within a group or community on various platforms such as social media, messaging apps, or collaboration tools.

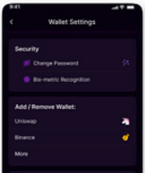
AI Powered Features

To use all the powered features of a software application, device, or platform, you typically need to explore and navigate through its


9:41
General Settings
Home
Tools
Chat
Settings

Language ✓ English
Light Mode
Notification Tone

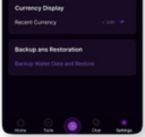

9:41
Settings
General Settings
Wallet Settings
Group Settings
AI Powered Features
Security & Compliance
Home
Tools
Chat
Settings


9:41
Wallet Settings
Security
Change Password
Bio-metric Recognition
Add / Remove Wallet:
Uniswap
Binance
More

interface to access and utilize those features.

Security & Compliance

Using security and compliance features typically involves configuring settings and implementing measures to enhance the security and compliance of a software application, device, or platform



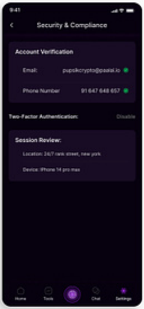
Currency Display

Recent Currency ✓ USD

Backup ans Restoration

Backup Wallet Data and Restore

Home
Tools
Chat
Settings



Security & Compliance

Account Verification

Email: pupsikcrypto@paalal.io

Phone Number 91 647 648 657

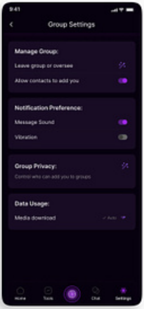
Two-Factor Authentication: Disable

Session Review:

Location: 24/7 rank street, new york

Device: iPhone 14 pro max

9:41
Home
Tools
Chat
Settings



Group Settings

Manage Group:

Leave group or oversee

Allow contacts to add you

Notification Preference:

Message Sound

Vibration

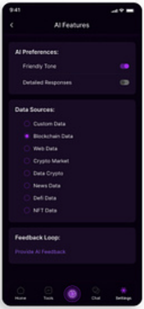
Group Privacy:

Control who can add you to groups

Data Usage:

Media download ✓ Auto

9:41
Home
Tools
Chat
Settings



AI Features

AI Preferences:

Friendly Tone

Detailed Responses

Data Sources:

○ Custom Data

● Blockchain Data

○ Web Data

○ Crypto Market

○ Data Crypto

○ News Data

○ Defi Data

○ NFT Data

Feedback Loop:

Provide AI Feedback

9:41
Home
Tools
Chat
Settings

Extra Features

Account Verification

Using extra account verification features in share market apps is crucial for enhancing the security of your investment accounts.

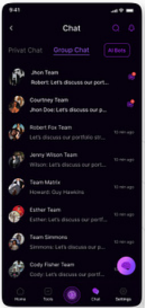
Two-Factor Authentication (2FA)

enable two-factor authentication, also known as 2FA, if the share market app supports it. 2FA typically requires you to provide a second form of verification, such as a one-time code sent to your mobile device, in addition to your password. This adds an extra layer of security to your account.

Extra Features

Using extra features within share market apps can enhance your trading and investing experience. These features often provide advanced tools and capabilities to help you make more informed decisions and manage your investments effectively.

Chat Screen



Chat

Jhon Team
Robert: Let's discuss our port...

Courtney Team
Jhon Doe: Let's discuss our p...

Robert Fox Team
Let's discuss our portfolio str... 10 min ago

Jenny Wilson Team
Wilson: Let's discuss our port... 10 min ago

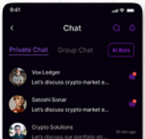
Team Matrix
Howard: Guy Hawkins 10 min ago

Esther Team
Esther: Let's discuss our portf... 10 min ago

Team Simmons
Simmons: Let's discuss our p... 10 min ago

Cody Fisher Team
Cody: Let's discuss our portf...

9:41
Privat Chat
Group Chat
AI Bots
Home
Tools
Chat
Settings



Chat

Vox Ledger
Let's discuss crypto market e...

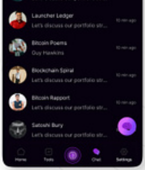
Satoshi Sonar
Let's discuss crypto market e...

Crypto Solutions
Let's discuss our portfolio str... 10 min ago

9:41
Private Chat
Group Chat
AI Bots

Chat Features

Using chat features in share market apps can be a convenient way to communicate with customer support, access information, or even engage with other traders

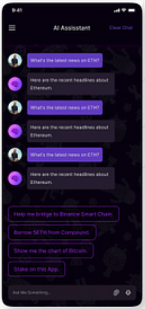

Launcher Ledger
10 min ago
Bitcoin Poems
Guy Hawkins
10 min ago
Blockchain Spiral
10 min ago
Bitcoin Rapport
10 min ago
Satoshi Bury
Home
Tools
Chat
Settings

Let's discuss our portfolio str...

Let's discuss our portfolio str...

Let's discuss our portfolio str...

Let's discuss our portfolio str...


9:41
AI Assisstant
Clear Chat
Help me bridge to Binance Smart Chain.
Borrow 5ETH from Compound.
Show me the chart of Bitcoin.
Stake on this App.
Ask Me Something...

What's the latest news on ETH?

Here are the recent headlines about Ethereum.

What's the latest news on ETH?

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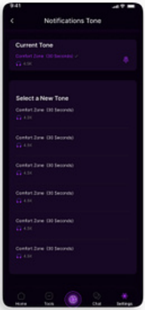
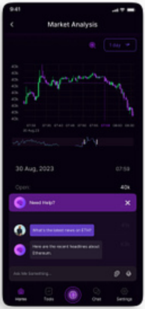
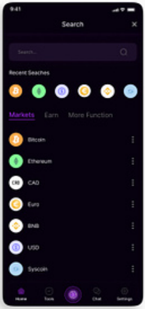
Here are the recent headlines about Ethereum.


9:41
Notifications Tone
Current Tone
Comfort Zone (30 Seconds) ✓
4.5K
Select a New Tone
Comfort Zone (30 Seconds)
4.5K
Comfort Zone (30 Seconds)
4.5K
Comfort Zone (30 Seconds)
4.5K
Comfort Zone (30 Seconds)
4.5K
Comfort Zone (30 Seconds)
4.5K
Comfort Zone (30 Seconds)
4.5K
Home
Tools
Chat
Settings


9:41
Market Analysis
1 day
40k
30 Aug, 2023
07:59
Open:
40k
Need Help?
Ask Me Something...
Home
Tools
Chat
Settings

What's the latest news on ETH?

Here are the recent headlines about Ethereum.


9:41
Search
Search...
Recent Seaches
Markets
Earn
More Function
Bitcoin
Ethereum
CAD
Euro
BNB
USD
Syscoin
Home
Tools
Chat
Settings

Other Screen

Notification Sound

In the notification settings, there should be an option to change the notification sound. Tap on this option

Market Analysis

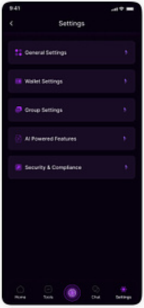
Using market analysis tools in share market apps can help users make informed investment decisions.

Search

Using the search feature in share market apps can help users quickly find specific stocks, assets, or financial information.

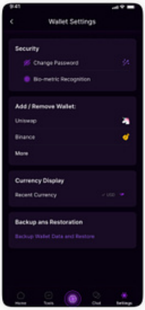
HI-FI Wireframe

finally, we present our hig-fidelity share market app's ultimate design-a journey from conceptual sketches. striking equilibrium between simplicity and detail, this pivotal phase illuminates the app's flow pre-high fidelity, ensuring an engaging, user-centric interface


9:41
Home
Tools
Chat
Settings

Settings

- General Settings
- Wallet Settings
- Group Settings
- AI Powered Features
- Security & Compliance


9:41
Home
Tools
Chat
Settings

Wallet Settings

Security

Change Password

Bio-metric Recognition

Add / Remove Wallet:

Uniswap

Binance

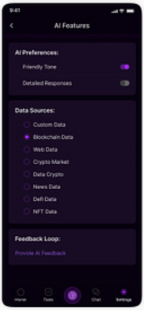
More

Currency Display

Recent Currency ✓ USD

Backup ans Restoration

Backup Wallet Data and Restore


9:41
Home
Tools
Chat
Settings

AI Features

AI Preferences:

Friendly Tone ●

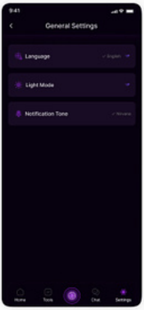
Detailed Responses ○

Data Sources:

○ Custom Data
● Blockchain Data
○ Web Data
○ Crypto Market
○ Data Crypto
○ News Data
○ Defi Data
○ NFT Data

Feedback Loop:

Provide AI Feedback

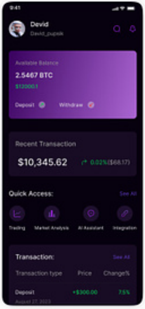

9:41
Home
Tools
Chat
Settings

General Settings

Language ✓ English

Light Mode

Notification Tone ✓ Nirvana


9:41
Trading
Market Analysis
AI Assistant
Integration

Devid
David_pupsik

Available Balance
2.5467 BTC
$12000.1

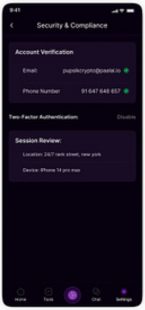
Deposit Withdraw

Recent Transaction
$10,345.62 0.02%($68.17)

Quick Access: See All

Transaction: See All

Transaction type	Price	Change%
Deposit August 27, 2023	+$300.00	7.5%


9:41
Home
Tools
Chat
Settings

Security & Compliance

Account Verification

Email: pupsikcrypto@paalai.io

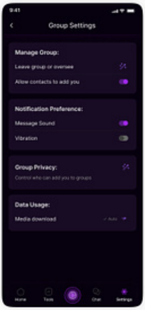
Phone Number: 91 647 648 657

Two-Factor Authentication: Disable

Session Review:

Location: 24/7 rank street, new york

Device: iPhone 14 pro max


9:41
Home
Tools
Chat
Settings

Group Settings

Manage Group:

Leave group or oversee

Allow contacts to add you ●

Notification Preference:

Message Sound ●

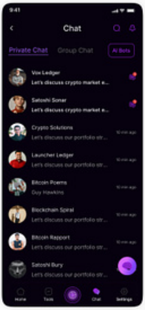
Vibration ○

Group Privacy:

Control who can add you to groups

Data Usage:

Media download ✓ Auto


9:41
Private Chat
Group Chat
AI Bots
Home
Tools
Chat
Settings

Chat

Vox Ledger
Let's discuss crypto market e...

Satoshi Sonar
Let's discuss crypto market e...

Crypto Solutions
Let's discuss our portfolio str... 10 min ago

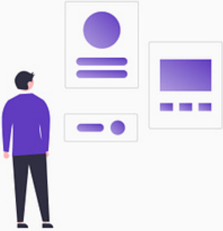
Launcher Ledger
Let's discuss our portfolio str... 10 min ago

Bitcoin Poems
Guy Hawkins 10 min ago

Blockchain Spiral
Let's discuss our portfolio str... 10 min ago

Bitcoin Rapport
Let's discuss our portfolio str... 10 min ago

Satoshi Bury
Let's discuss our portfolio str...



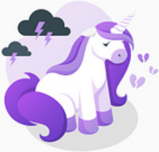
Prototype Testing

After Designing Our Share Market App, We Performed A Prototype Test To Gather User Feedback And Identity Any Flaws In The Design. This Iterative Process Allowed Us To Refine User Interface, Enhance The Overall User Experience, And Address Potential Pain Points. Effective Communication With Stakeholders Ensured Alignment And A Shared Understanding Of The App's Goals. As A Result, We Developed A Robust And User-Friendly Share Market App Tailored To Our Target Audience's Specific Needs, Giving It A Competitive Edge In The Market.

Future Plan

We Intend To Forge Strategic Alliances With Firms Seeking A Cutting-Edge Share Market App, Fostering Mutual Growth And Innovation. Through These Partnerships, We Aim To Leverage Collective Expertise And Resources, Ensuring A Robust And User-Centric Trading Platform. We Intend To Create An App That Stands Out For Its Intuitive Design, Security, And Comprehensive Functionalities.

We Could Share Only Limited Screens



Unfortunately, We Were Only Permitted To Display A Limited Number Of Screens, As The Client Has Restricted Us From Sharing The Entire Set Openly. We Respect And Prioritize Our Client's Privacy And Consent, Hence, We Have Uploaded Only The Approved Screens.

We Place A High Value On Respecting Our Client's Privacy

Thank You Everyone!

We Strived To Achieve A Sleek And Tidy Appearance For Our App. Given The Vibrant Nature Of Market Items, We Focused On Creating A Visually Pleasing Experience. While We Believe Our Approach Is Effective, We Recognize That There May Be Opportunities For Further Enhancement In This Case Study. We Are Open To Refining Any Aspects That Could Be Improved And Highly Value Your Insights And Suggestions To Enhance Our Skills As UX/UI Designers. Your Advice Is Crucial To Our Continuous Improvement.

Your Feedback On This Would Mean A Lot To Us!