

Mobile and web application for smarter investment decisions

Client is a leading financial consulting firm focused on advanced data analytics and predictive modeling in high growth areas such as retail, social-media, online advertising and financial services.

This consulting company is committed to simplify the investment experience for those who are new to the field of investing. They do this by deliver smart investment recommendations through smartphones and tablets with just few taps and clicks.

Situation analysis

The client desired to demystify the stock selection and investing process for new investors and envisioned to develop a mobile and web solution to simplify the stock selection process and enhance investment experience of common investors.

Client wanted to have this application built to help its users with easy and simple selection of investment plans based on various parameters as selected by them. The application was envisioned to help the investment clients such as online brokerage houses, fixed deposit, mutual funds and banks.

The Vision

Client's vision was to develop the mobile and web application to help those who are new to investing and those who shy away from the complexity and hassles of investing and customers who want to invest in stock market and does not have much idea about how and where to start.

Client also had a vision to expand this suite of tools, which will be stylistically similar but used for different financial investment, instruments and markets.

To meet this vision and to start the application development they partnered with e-Zest.

Our Solution

As the requirement was for mobile as well as web application, dedicated teams at e-Zest worked towards these projects. Mobile application team consisting of Business Analyst, Java developers, UI developers and UX experts and testers went ahead with mobile application development. Web application team consisted PHP developer, UI developer, tester and UX expert.

In both the projects, UX expertise played a major role as client required excellent UI with simple yet intuitive interface to help users engage with the app.

The teams then went ahead with development of an entirely new platform with architecture that delivers robust and high performance application. As per the business requirement, e-Zest offered the client business consultancy and development of responsive design which would support desktop, tablet and mobile devices.

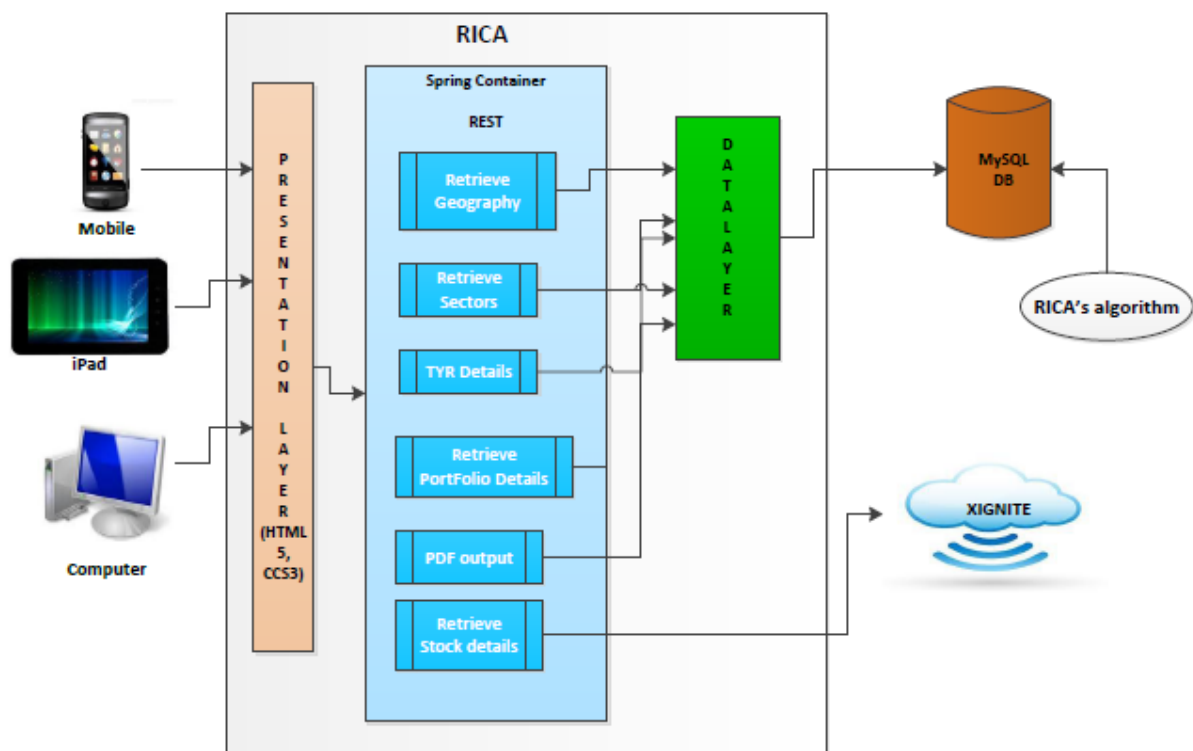
e-Zest envisaged and developed the application that delivers best probable investment portfolio to the users. The application was designed with various parameters like Geography, Sectors, Time, Returns and Risk.

The best stock selection and the portfolio gets generated based on these parameters. The user can choose and give the inputs in accordance with risk tolerance and investing objectives. Based on these user inputs only the best 15 portfolio recommendations appear to the user.

Later the user can view the portfolio in default view, sector view, geographical view. Third party API library ChartQ is used to generate graphs on stock performance on daily, weekly, monthly basis.

While the responsive mobile application was developed for Android and iOS, web application was built using WordPress for its faster turn-around time and simplicity.

Solution Architecture



Technology Stack

Presentation/Interface Tier:

- HTML5/CSS3
- Bootstrap- front-end framework for developing responsive projects on the web

Service Tier:

- Restful service with Financial API for retrieving the stock related data.

Third party integration:

- Financial Content and Xgnite API
- ChartQ

Project Highlights

UX

- USP of this project is excellent User Experience and simpler yet powerful user interface which differentiates this application from the other similar kind of applications in the market.

Core analytics functionality

- This feature which will be integrated in the next phase will allow every user to invest on the basis of his financial target/destination.
- Target might be anything like going for the vacation/daughter's wedding etc.
- The application will help the user to achieve his target on the basis of their requirement.

Profile Management

- Based on market status and movement, application will recommend the balance between equity, debt, fixed income and real estate investments for individual investor.
- Investor will make the investment transaction separately but the application will track and report the returns and growth etc. with visualization and graphical representation. This feature will be made available to the users in the next phase.

Challenges

- The selection of tools currently available was difficult to use and adopt. Integrating those third party tools as per the client's choice within the application was a challenge.
- Client followed spreadsheet driven approach earlier. Understanding and migrating that to an application and also ensuring not many changes happen within the client's business ecosystem and model was a challenge.
- With the rapid and wide spread adoption of touch based devices, the team had to convert client's spreadsheet approach to a tactile intuitive approach. This gap had to be fulfilled and bridged by fresh design approach. This challenge was successfully overcome by e-Zest UX team

Conclusion

Client is happy with the application which e-Zest delivered and the design approach by UX team. The application exactly meets the business requirement of client.

e-Zest followed intuitive approach to design to both mobile and web application that is required for the rapid and wide spread adoption of touch based devices.

The application not just meets the client's business requirement with better usability, architecture, performance, look-&-feel, and contemporary UI Design principles. In the long term the suite of tools can also be used for different financial instruments and markets.

