

Q3 2022

# Stock Bubble App

<b>Summary</b>	A fun and shareable stock watchlist app, designed for mobile, that delivers accurate market data. The app offers an intuitive interface with real-time data, dynamic animations, and customizable themes, making financial information easy and enjoyable to interact with on any mobile device.
<b>Contribution</b>	<ul style="list-style-type: none"><li>• Market research</li><li>• Design and technology research and development</li><li>• UX and UI design</li><li>• Integration of real-time financial data streaming</li><li>• QA testing</li><li>• Data analytics</li><li>• Customer support</li></ul>
<b>Duration</b>	4 Months
<b>Platform</b>	iOS

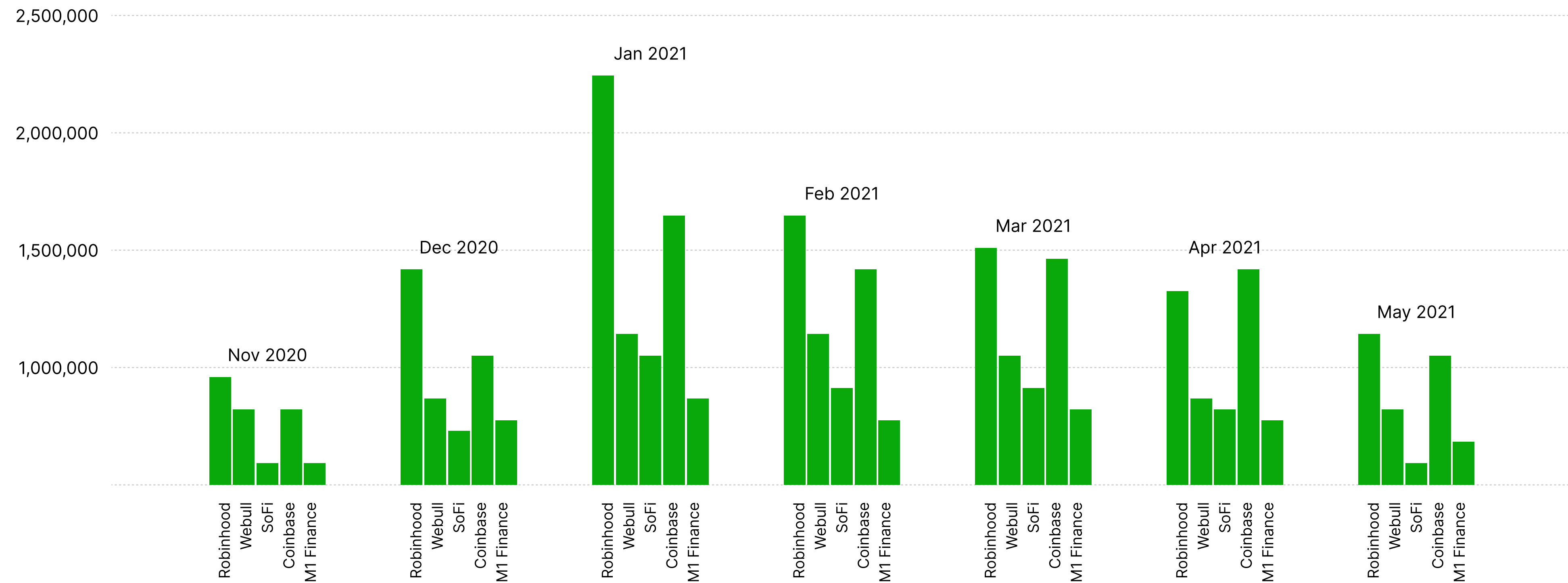
01

Problem

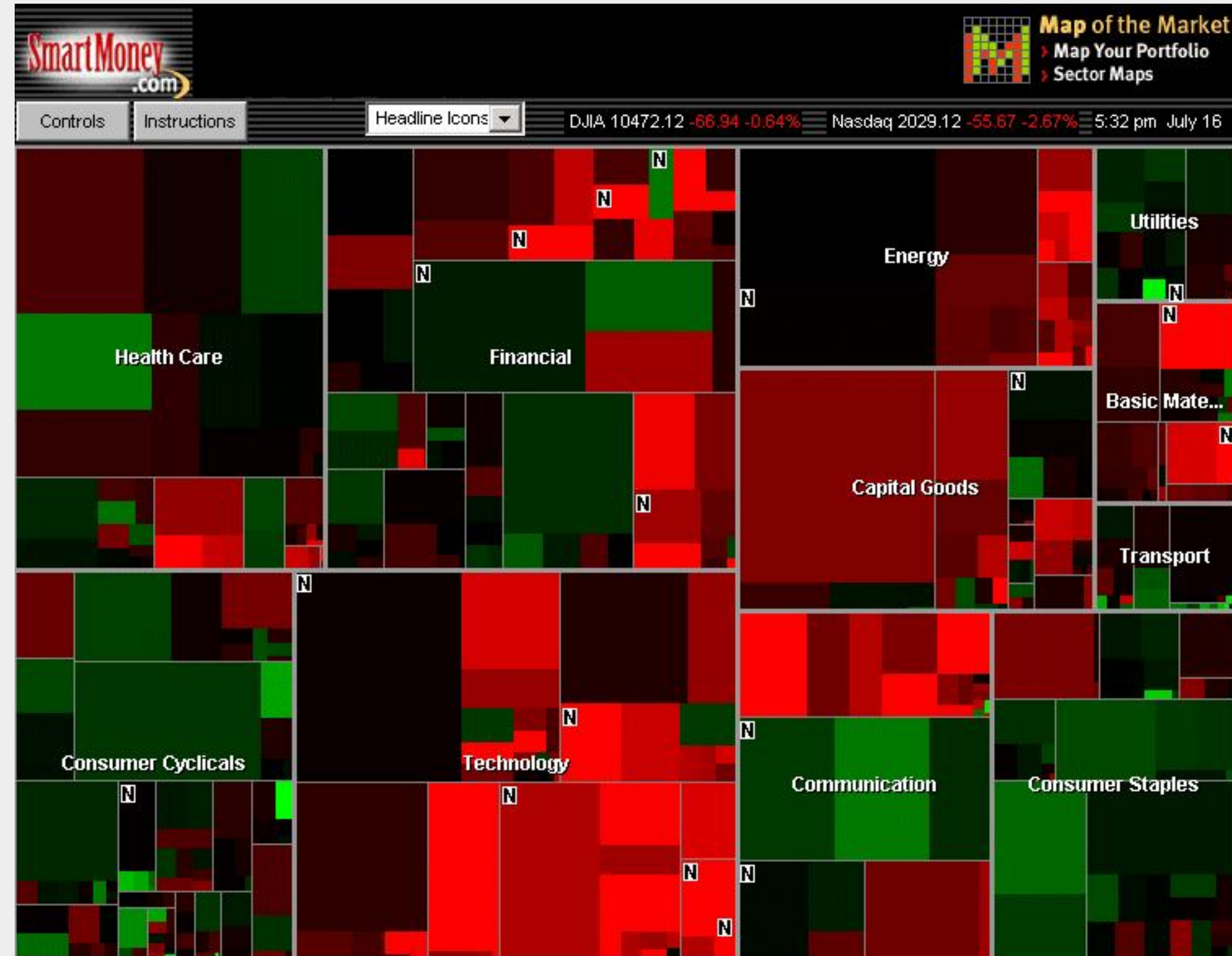
Users find it difficult to make informed investment decisions because existing financial apps present stock market data in a complex and overwhelming way. There is a need for an app that simplifies real-time data visualization, is secure, compliant with regulations, and offers an intuitive experience to help users make smarter financial decisions.

# US iOS downloads of brokerage apps

Data as of Jun 8, 2021  
Source: SimilarWeb



One of the first visualizations on the web, the SmartMoney Map of the Market lets you see "at-a-glance" what the entire market is doing. The performance of individual sectors and securities is easily determined in this organized method of charting. It has displayed live stock market data for more than a decade, starting in 1998.





# Social Media Shaping Modern Investing Trends

Data as of Mar 31, 2021

Source: Nasdaq, Inc.

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## 85%

**of Gen Z and Millennials**

prioritize apps with simple and intuitive designs for ease of use and accessibility

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## 75%

**of users favor**

apps offering clear, real-time data and financial insights

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## 80%

**of Gen Z and Millennials**

value investment information and education through social media platforms

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## 73%

**of Gen Z own stocks**

making it the most common investment for this generation

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## 60%

**of Gen Z and Millennials**

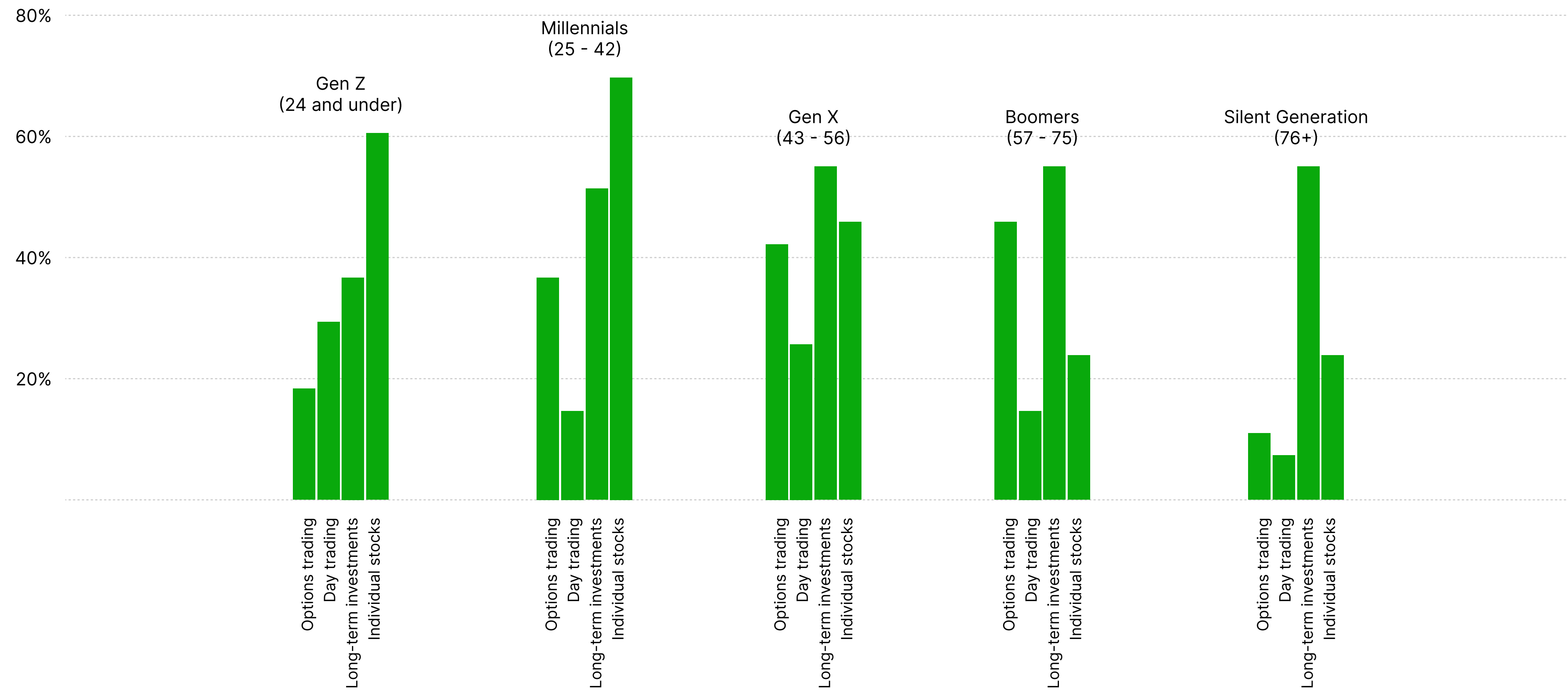
prefer apps that allow them to customize their dashboards to display the most relevant information to them

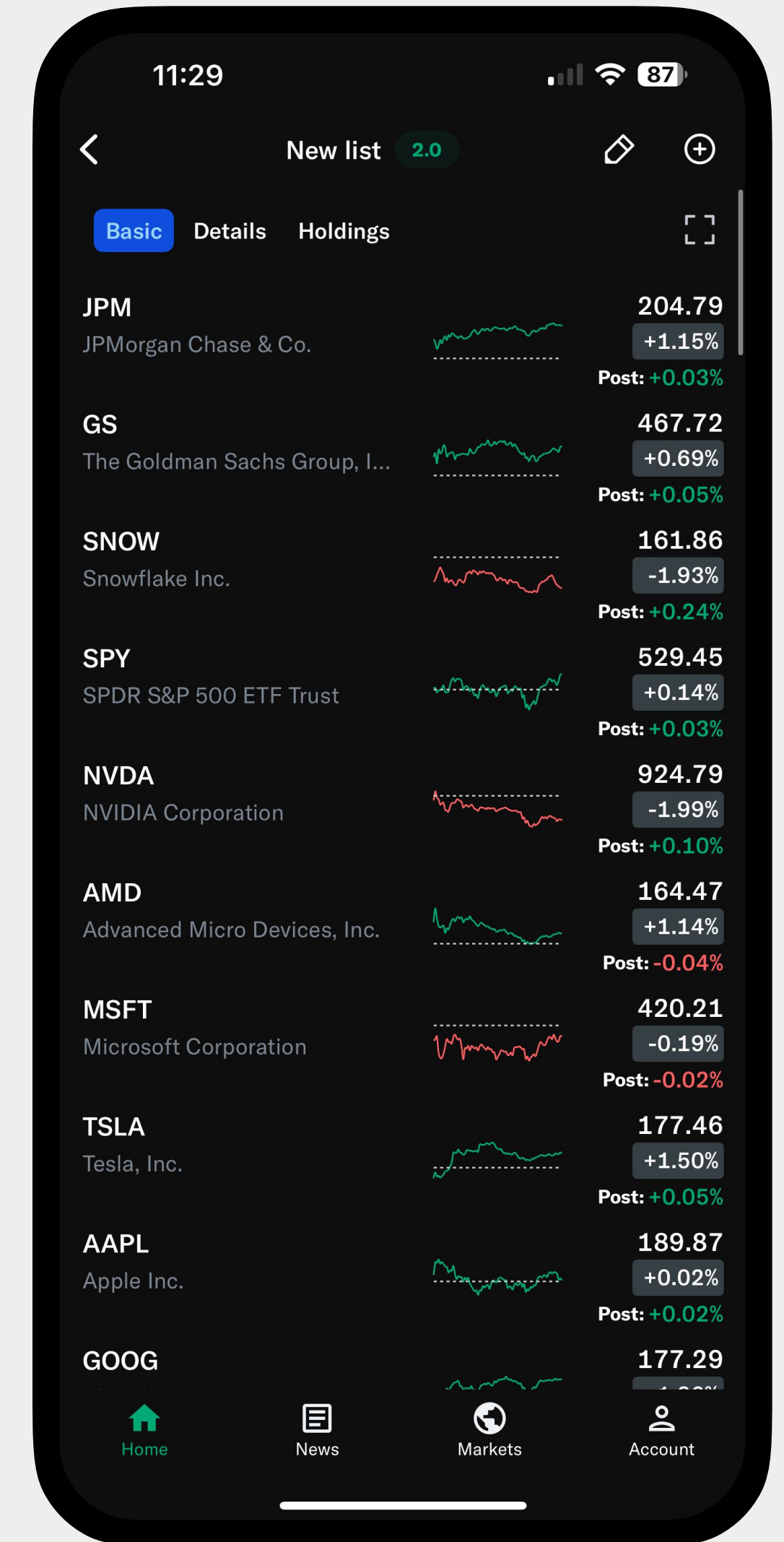
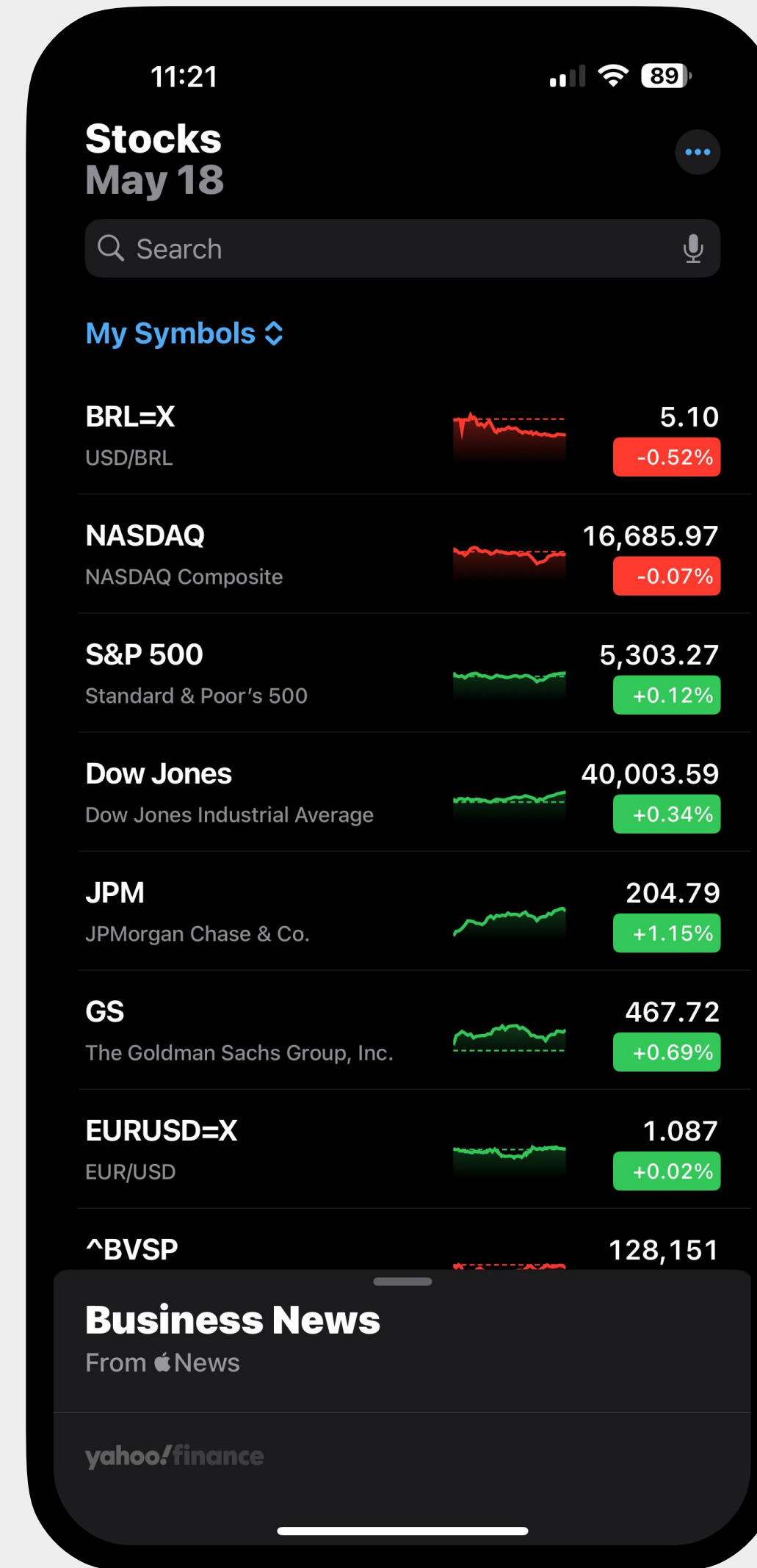
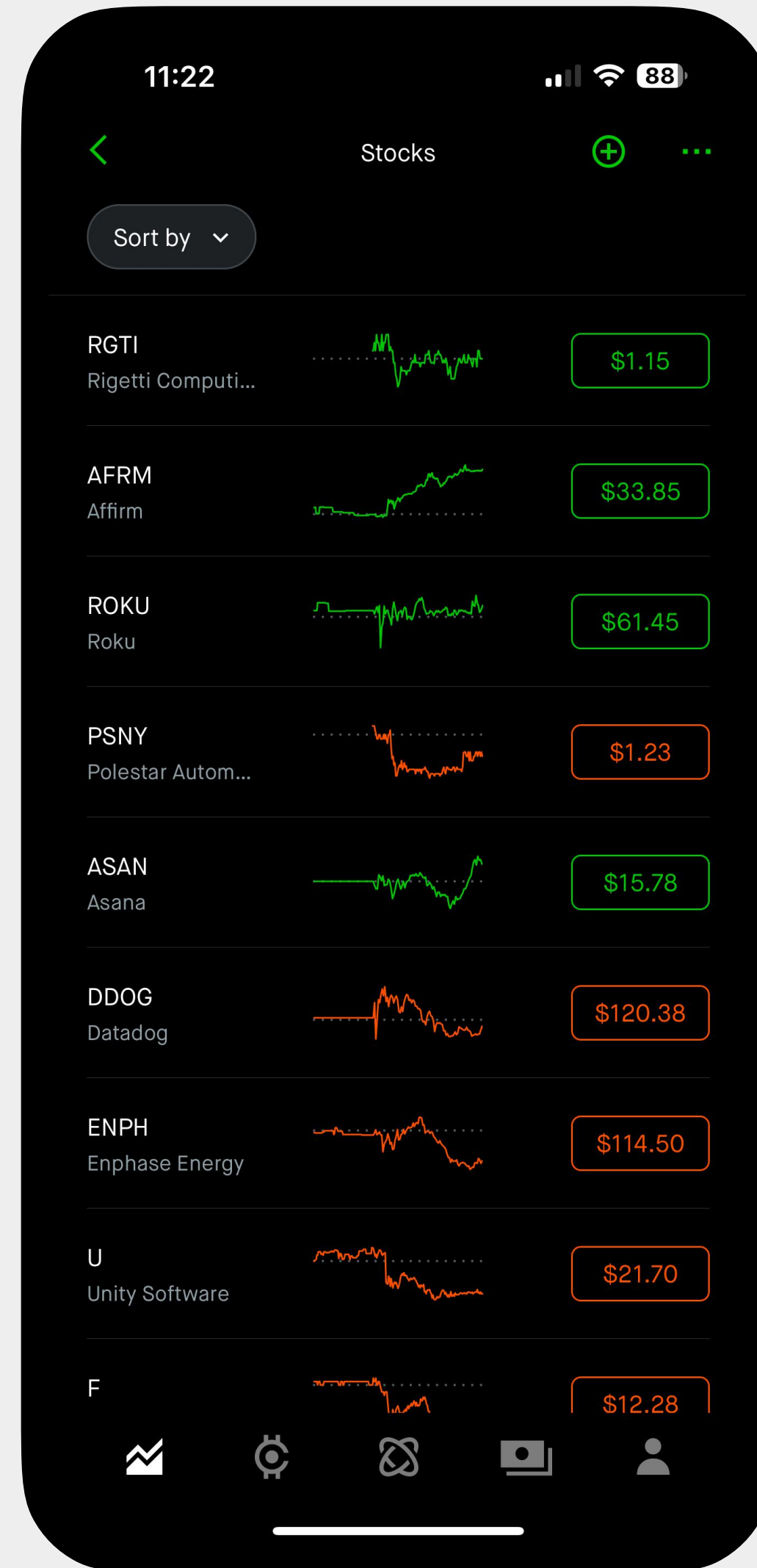
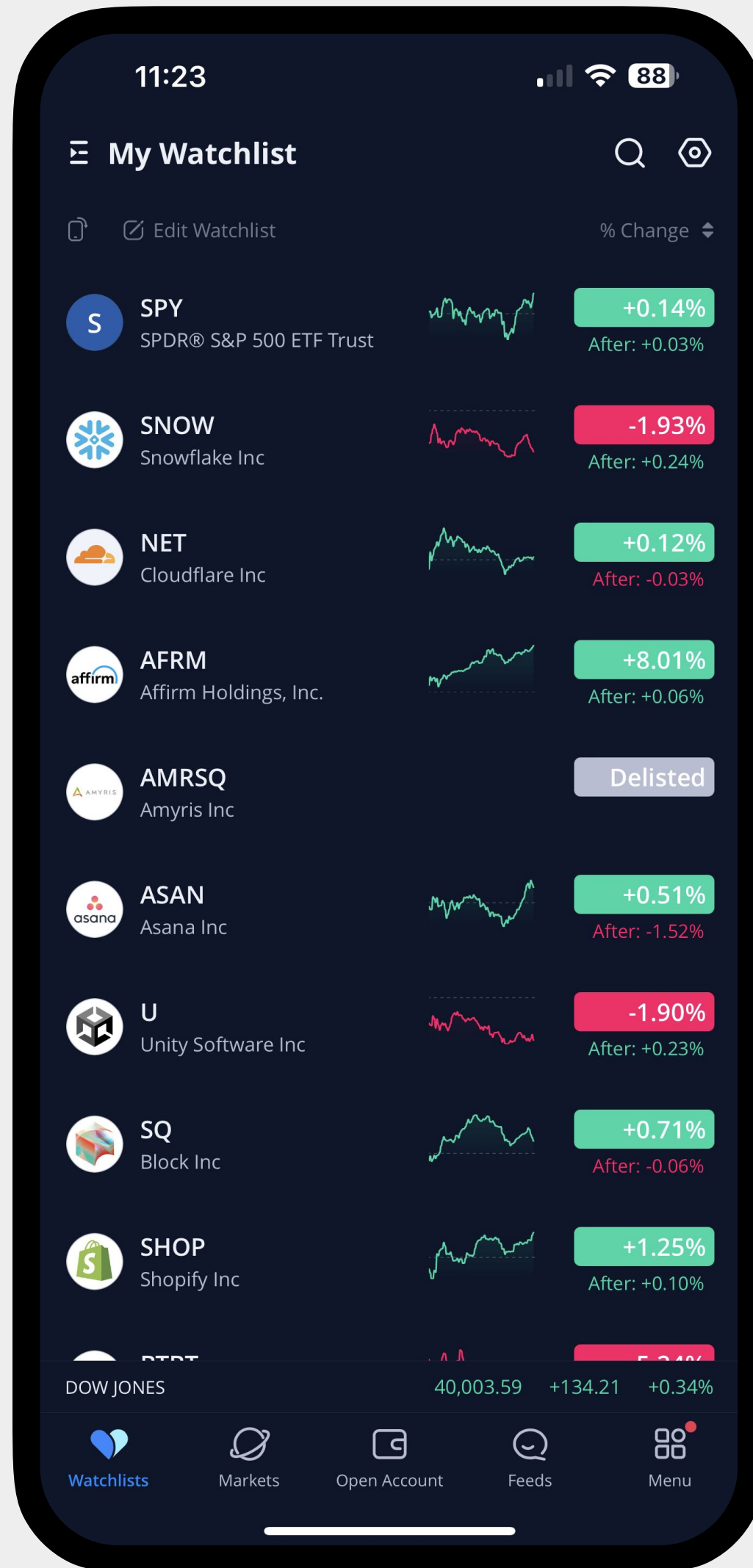


# Stock Market Participation by Generation

Data as of May 25, 2021

Source: SurveyMonkey Market Research





02

Stock Bubble App

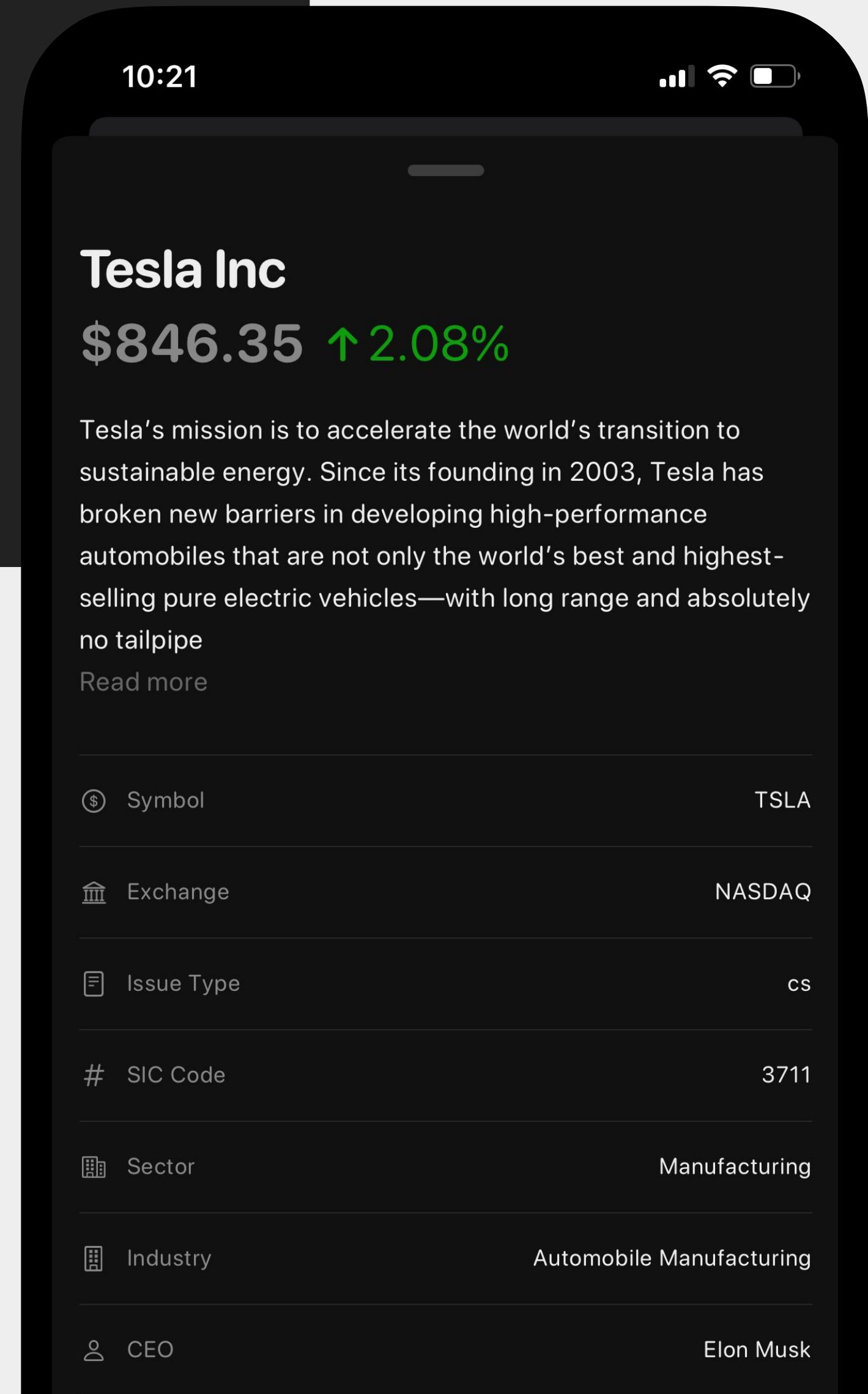
Vision

### Real-time Market Data

IEX Cloud API for data streaming due to its impressive data speeds. Streaming intervals range from one second to one minute, restricting message frequency to the selected timeframe.

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  "marketLow": 846.07,
  "marketAverage": 840.26,
  "marketVolume": 660882,
  "marketNotional": 273095434.74,
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  "marketClose": 842.26,
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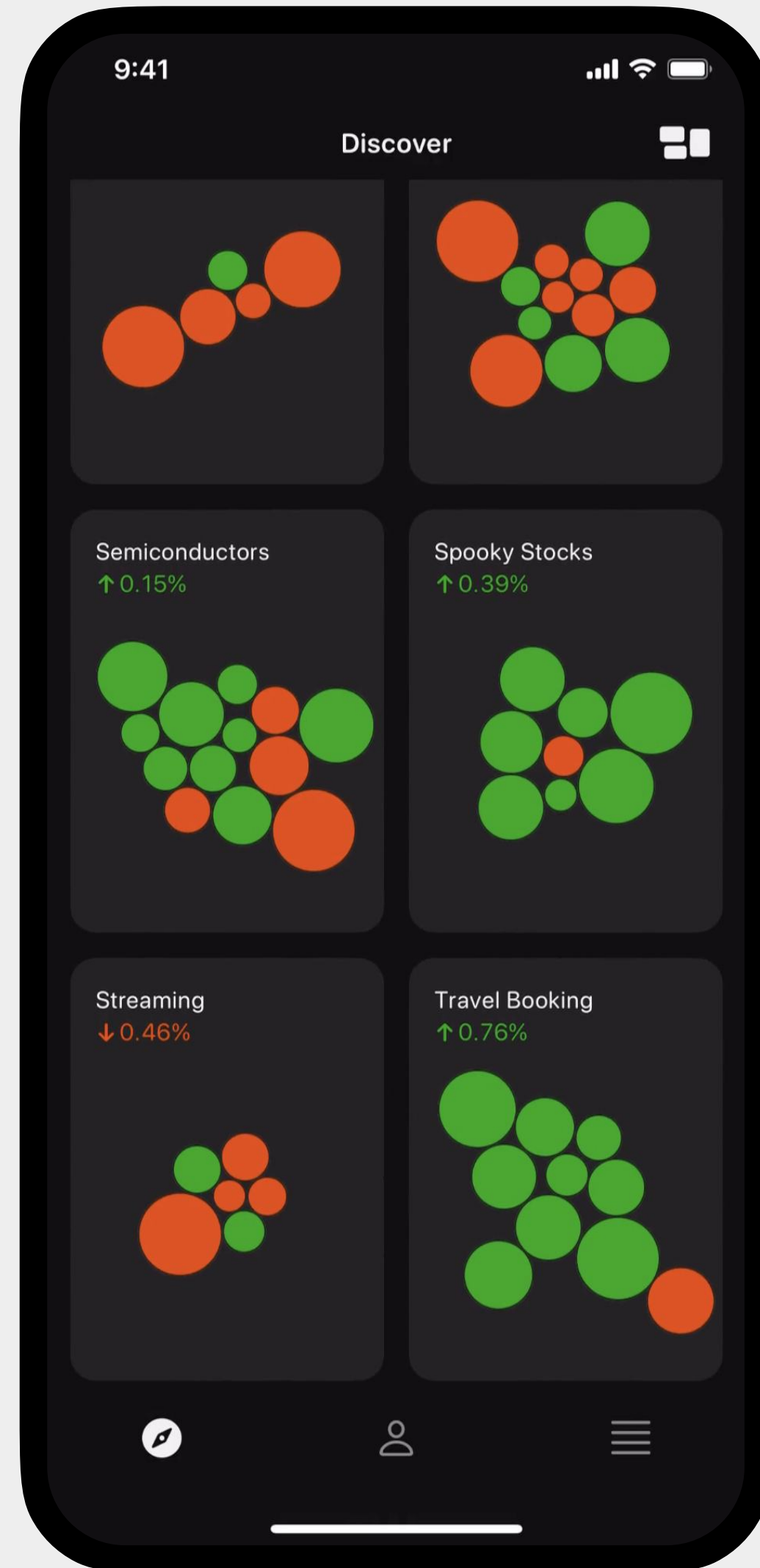
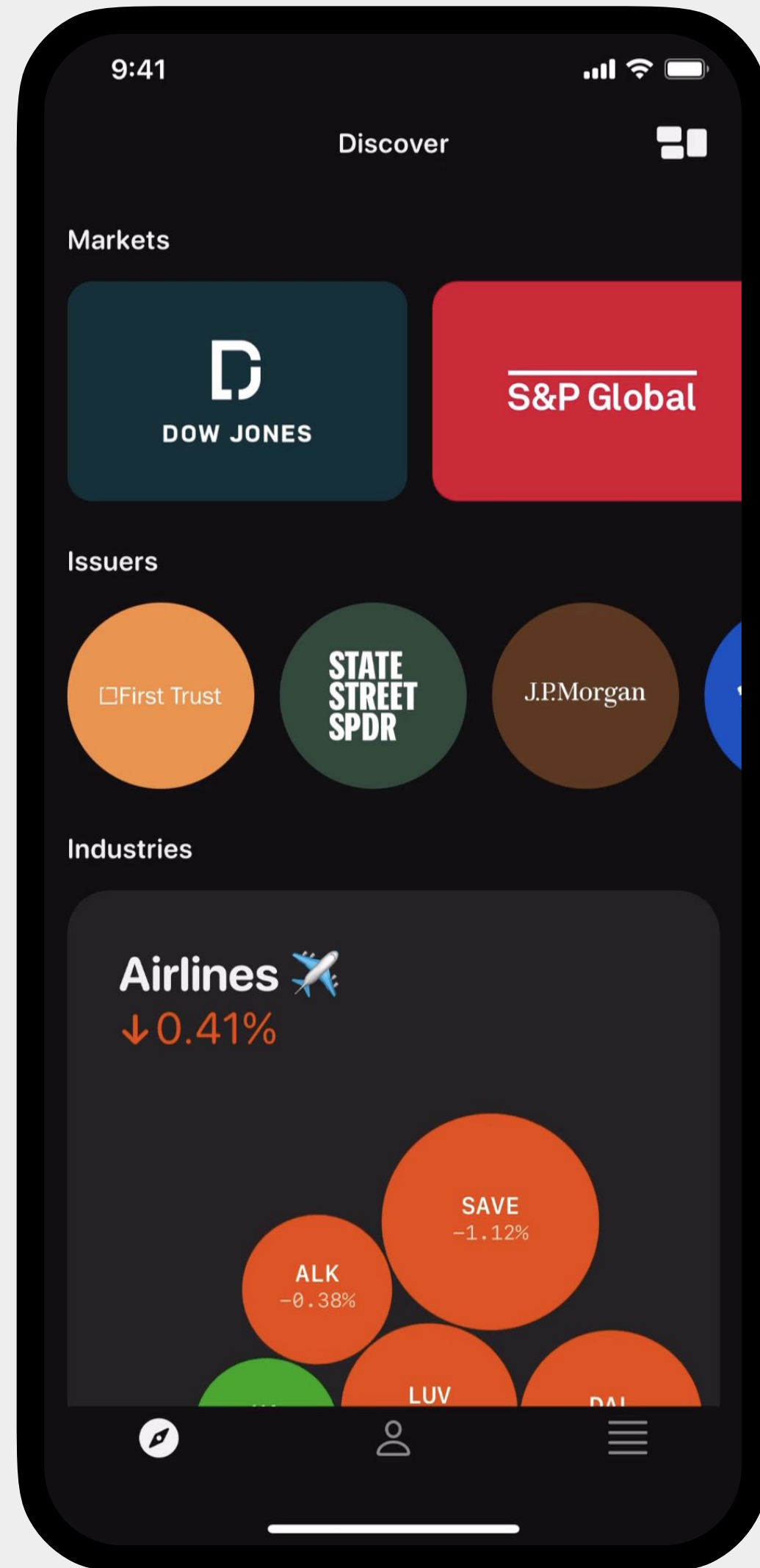
Aggregated intraday prices in one-minute buckets for the current day.



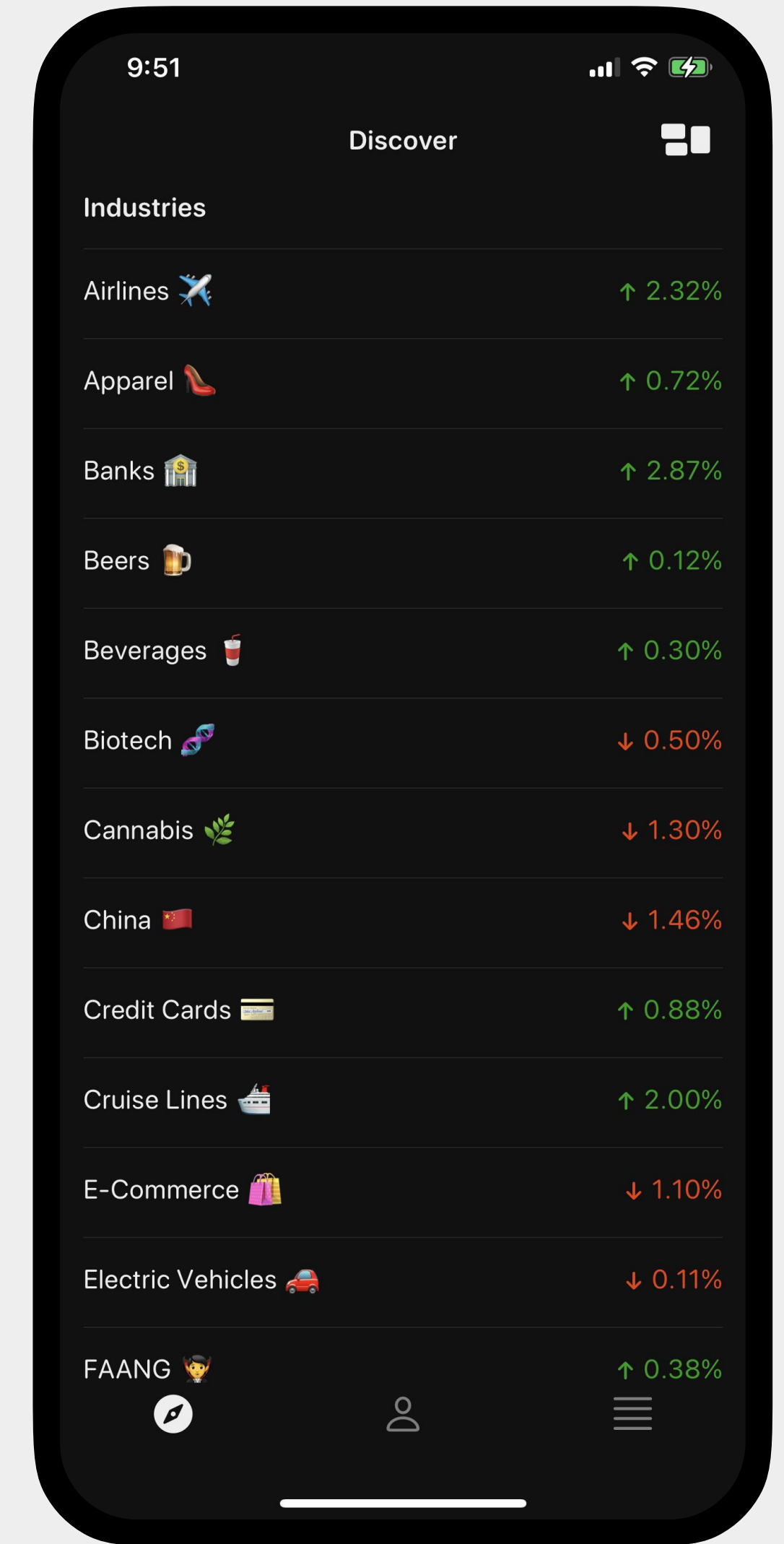
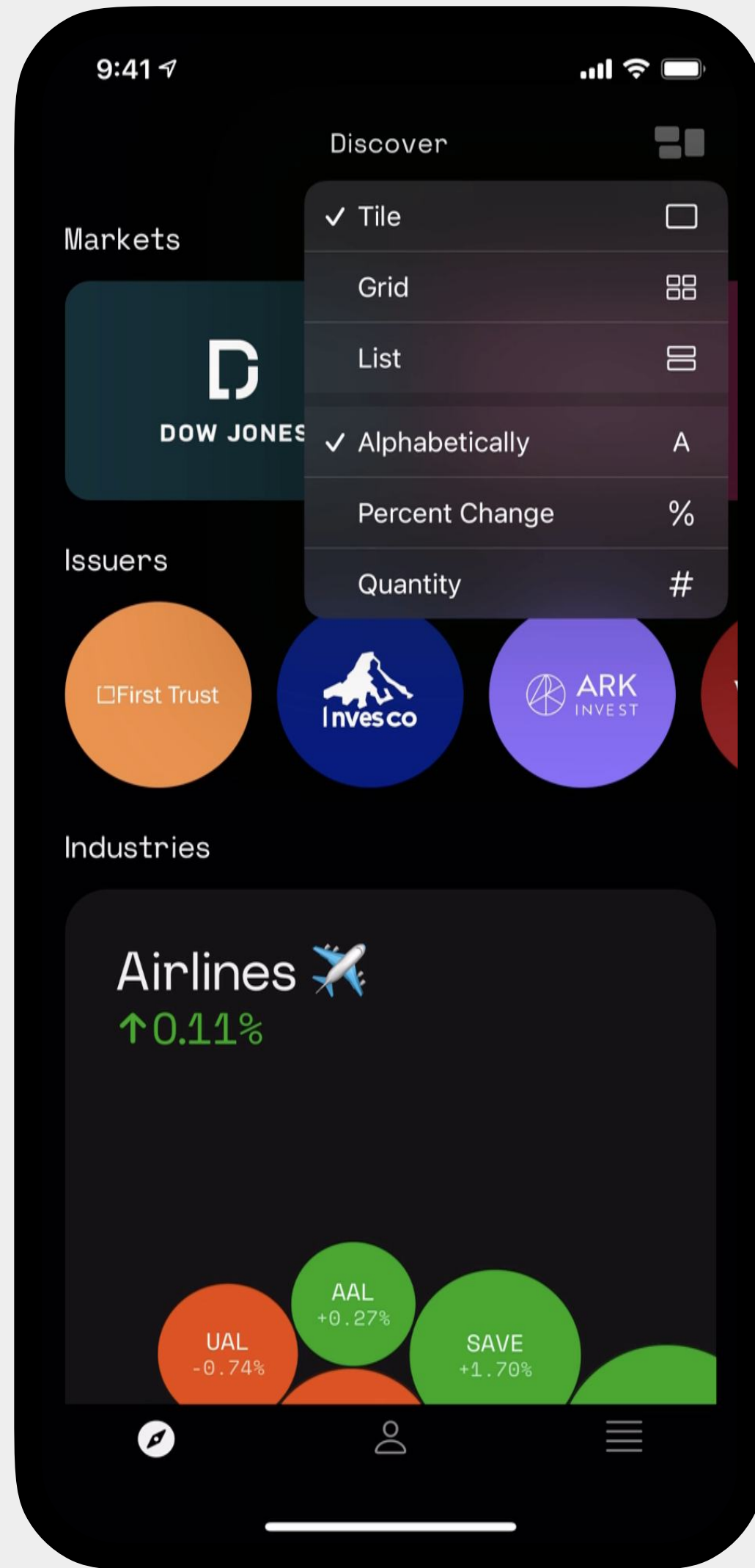
03

Stock Bubble App

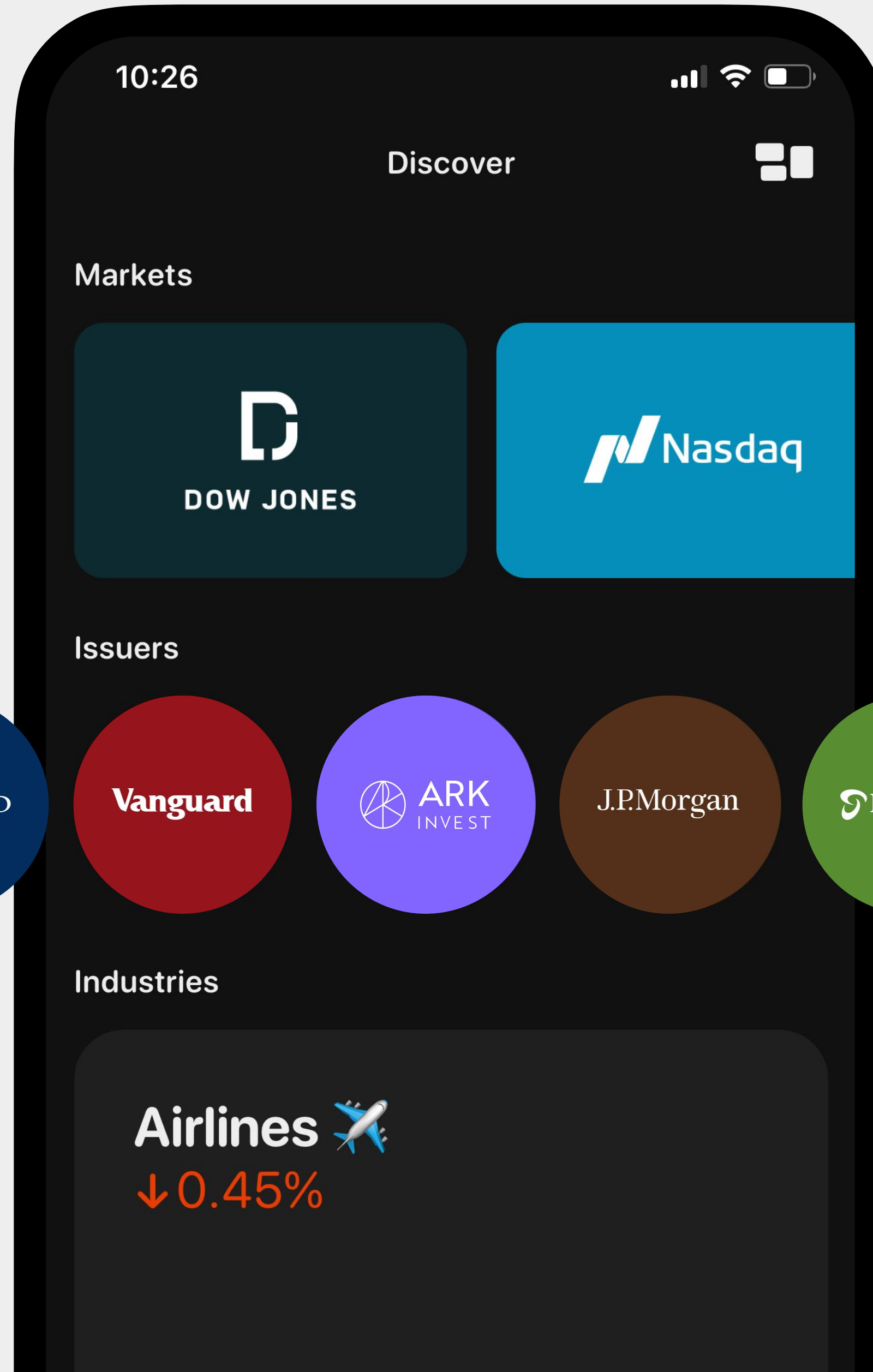
Goals

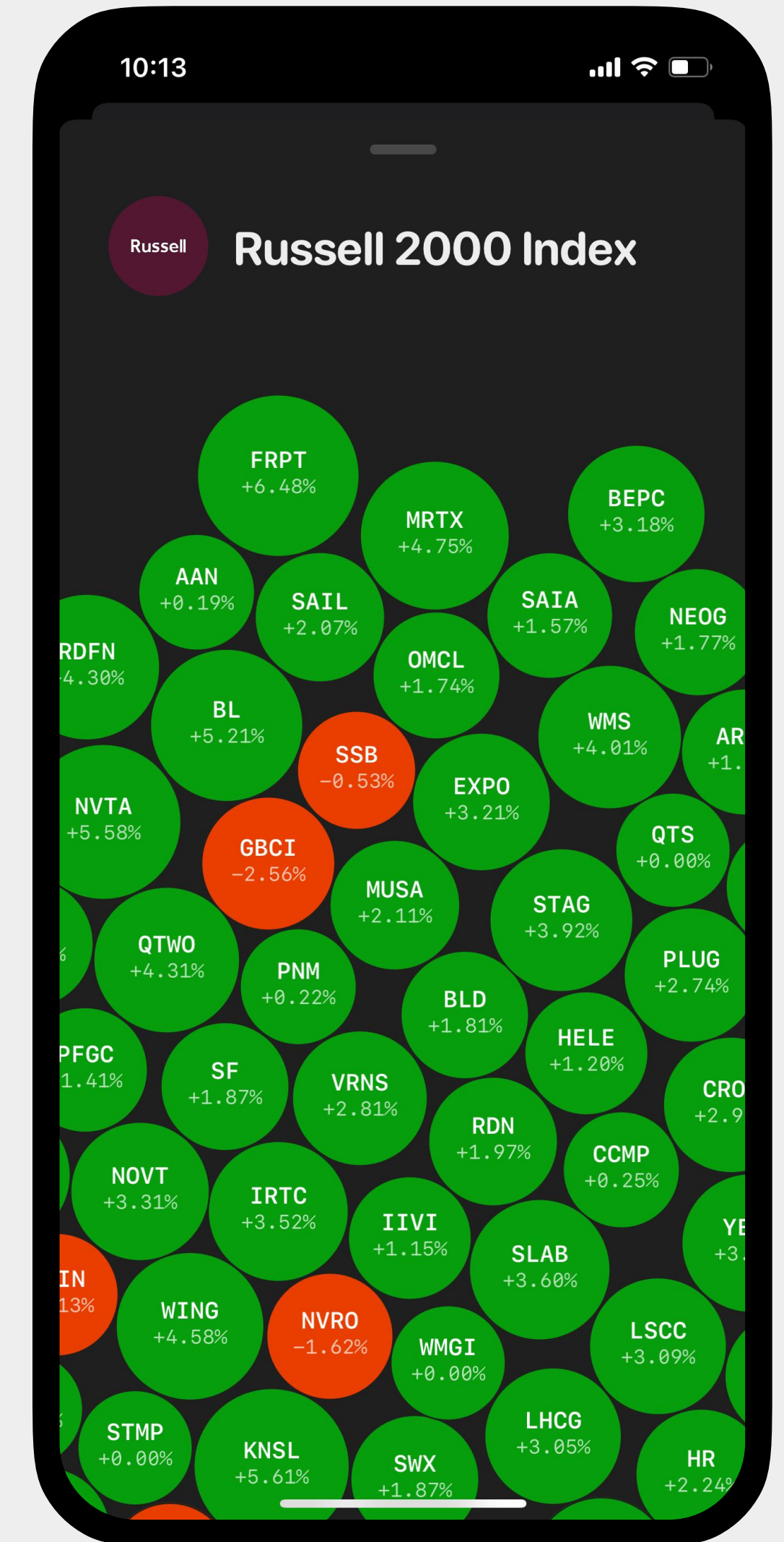
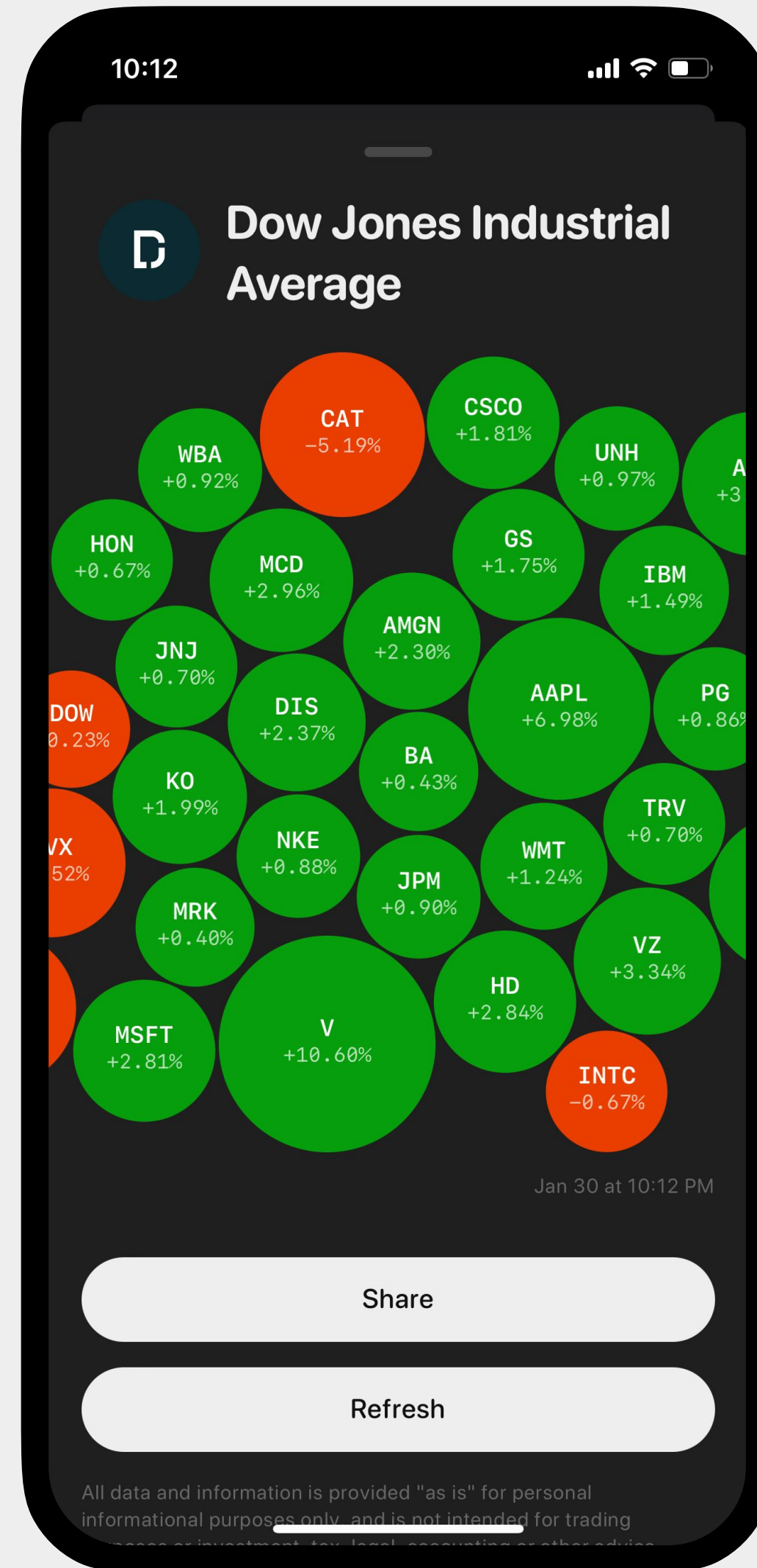
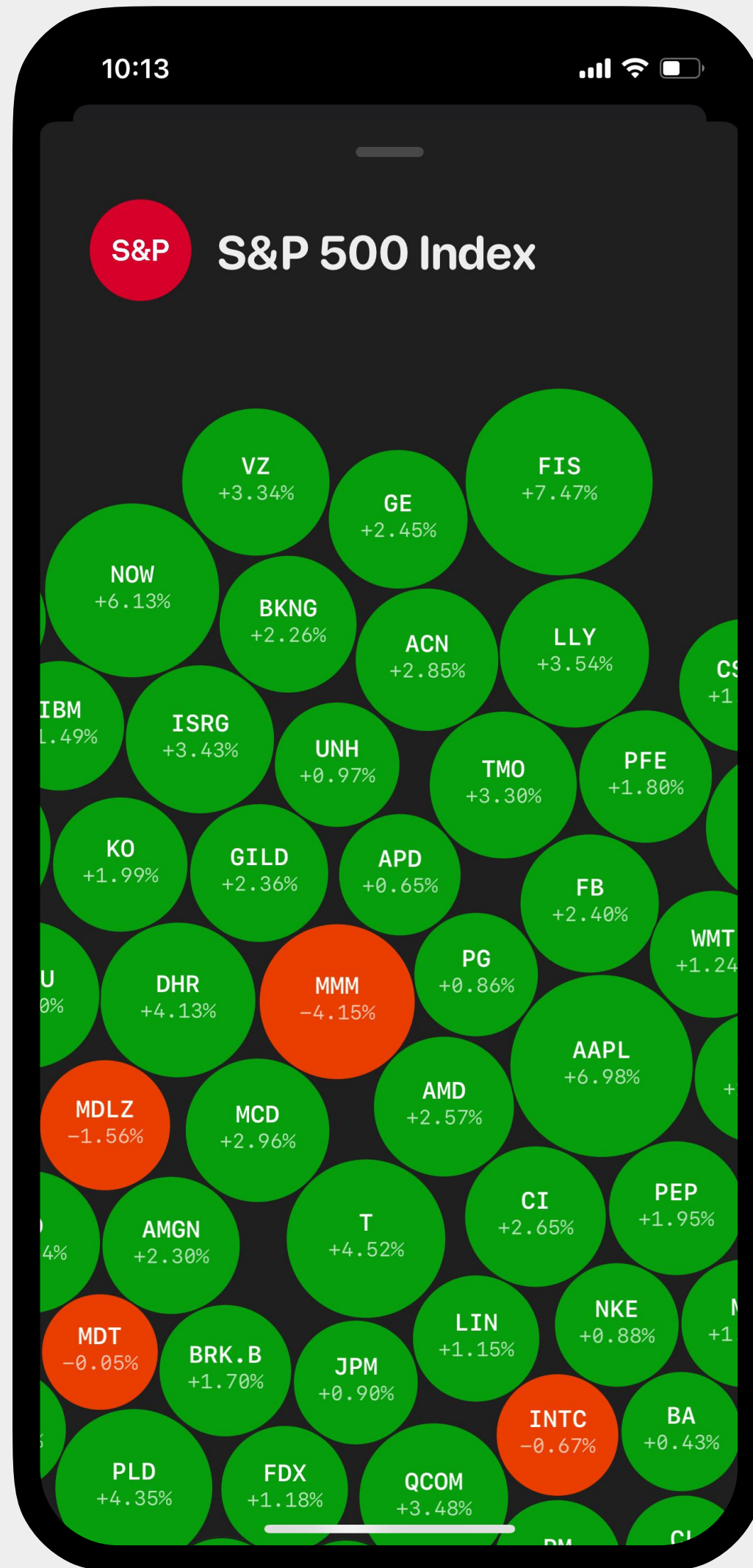


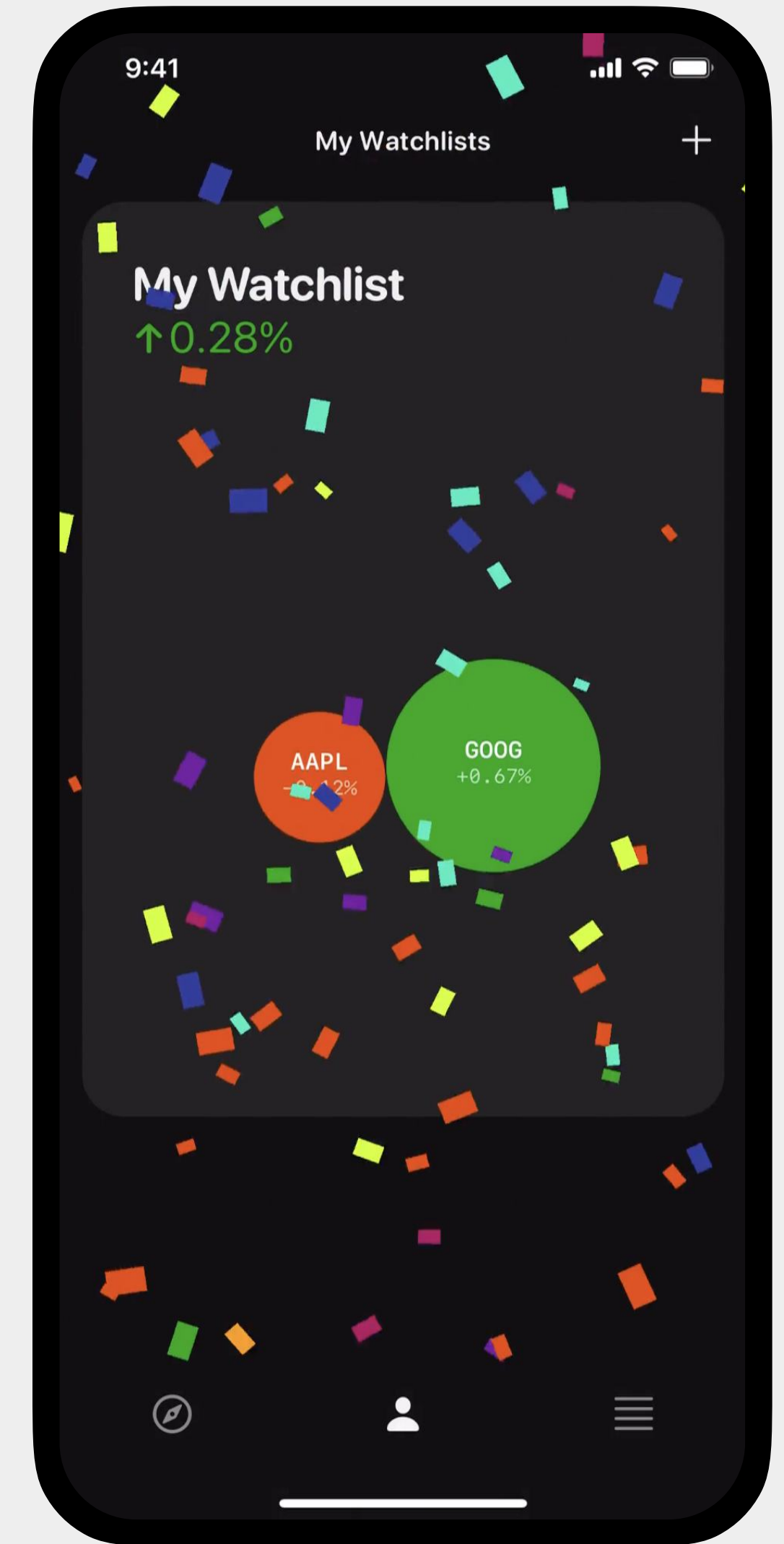
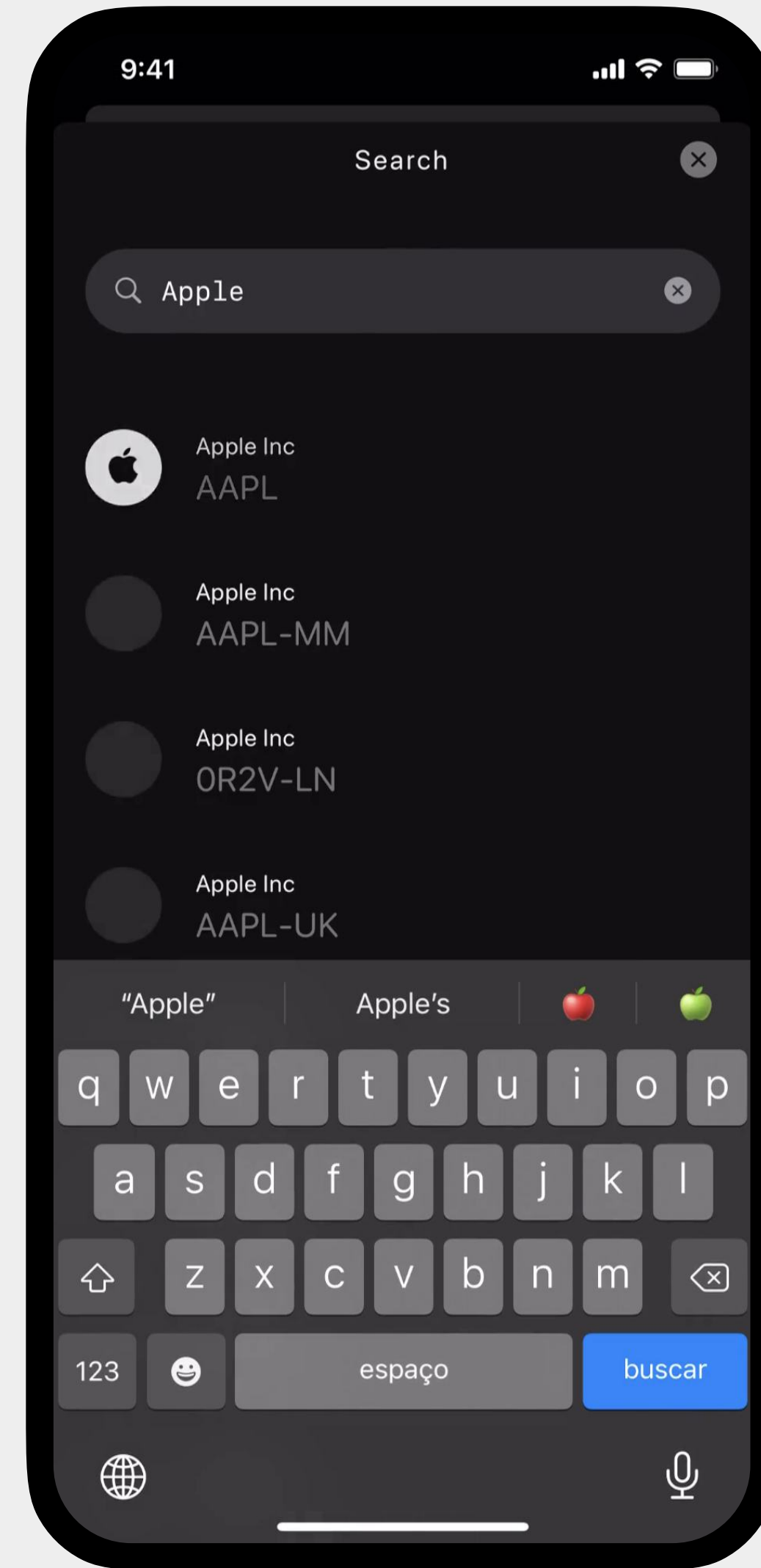
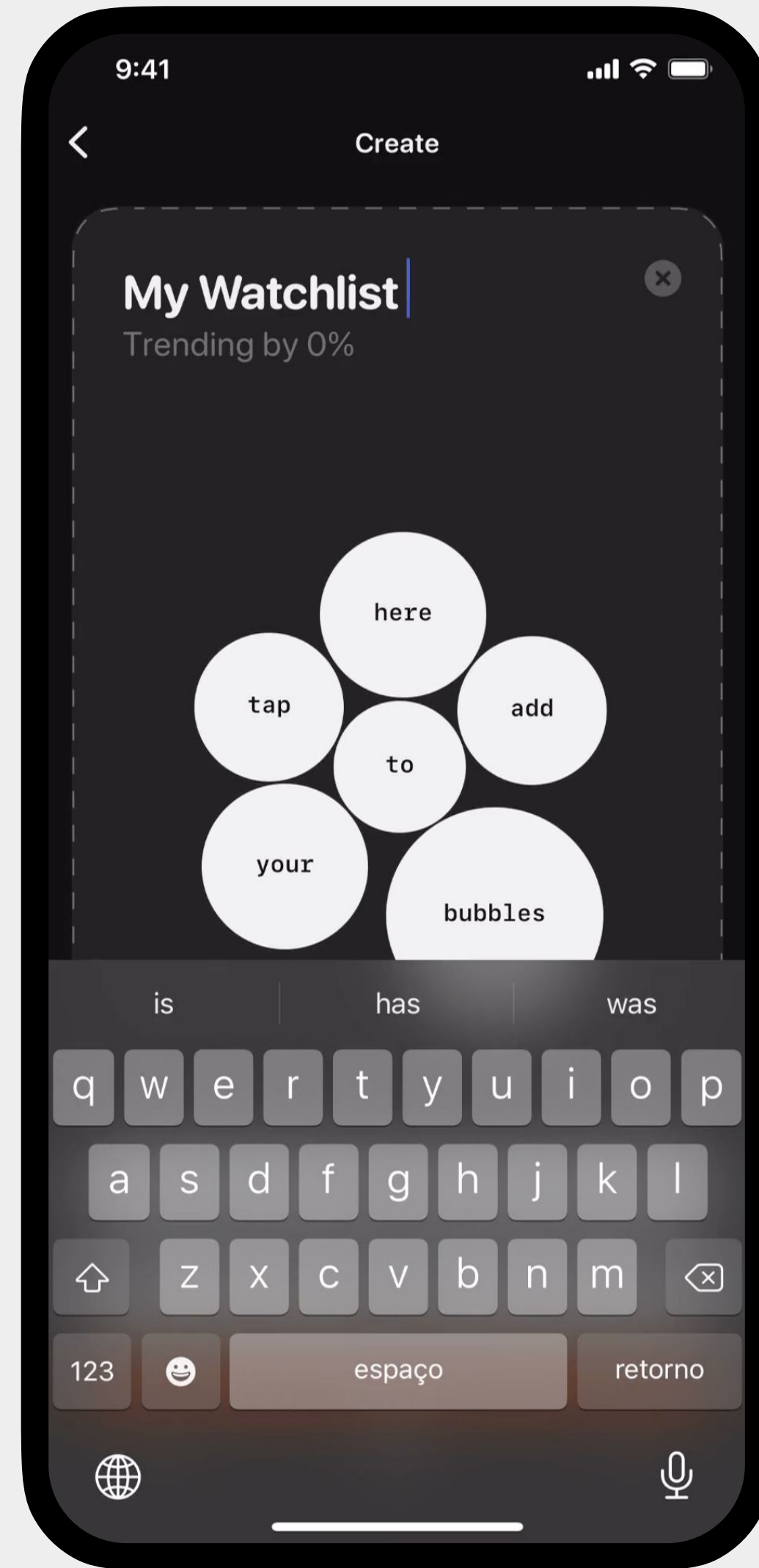
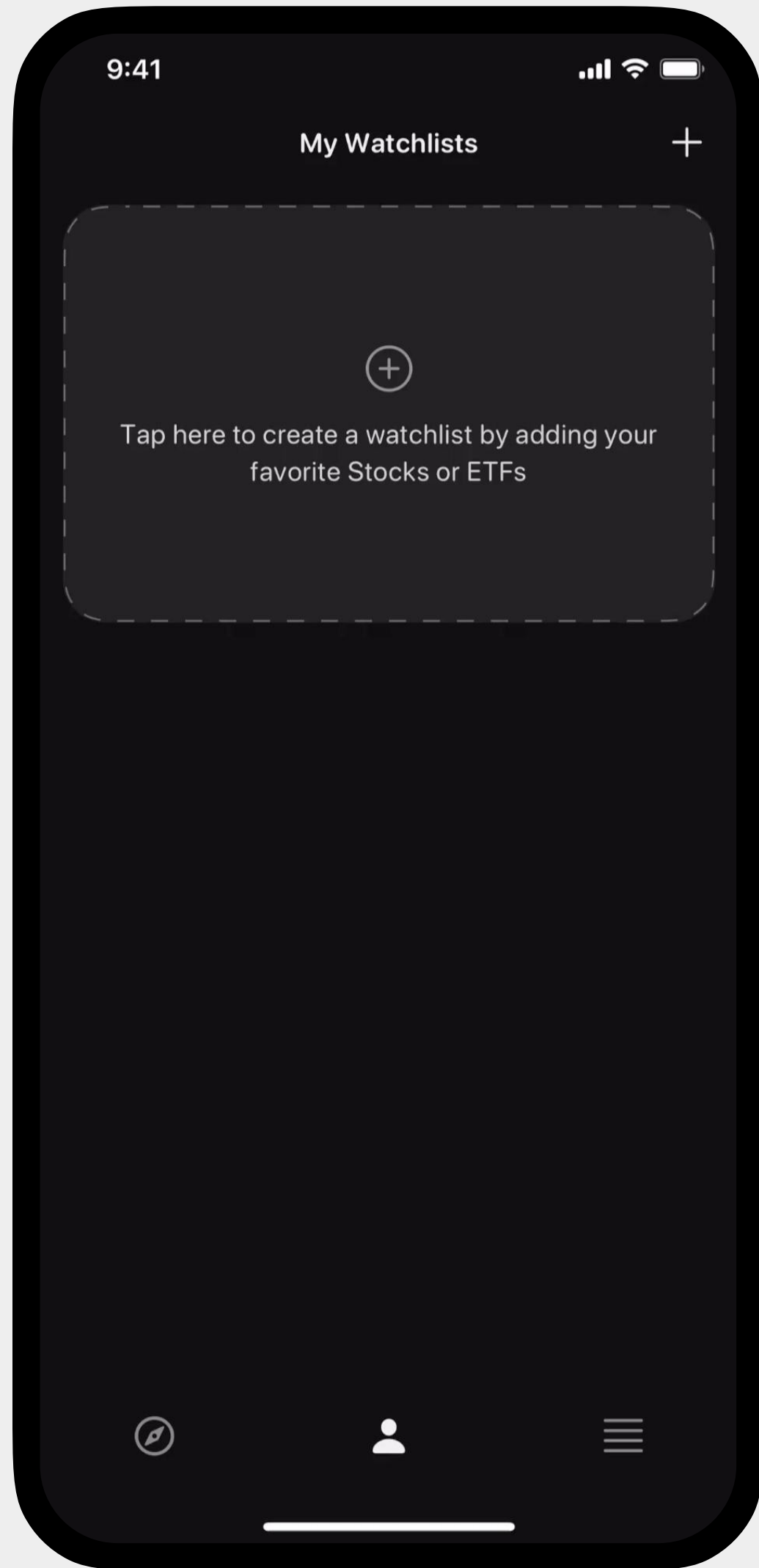


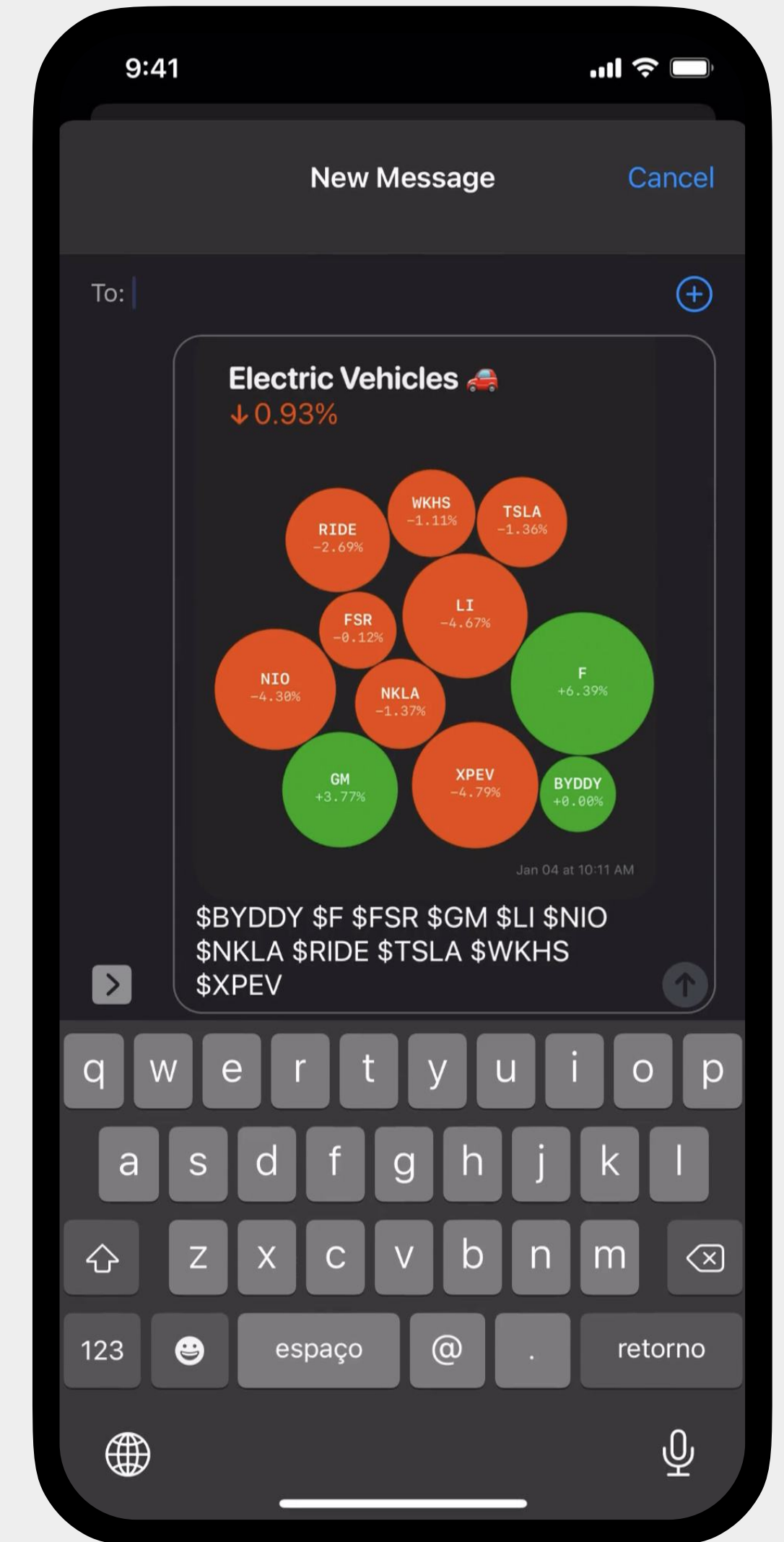
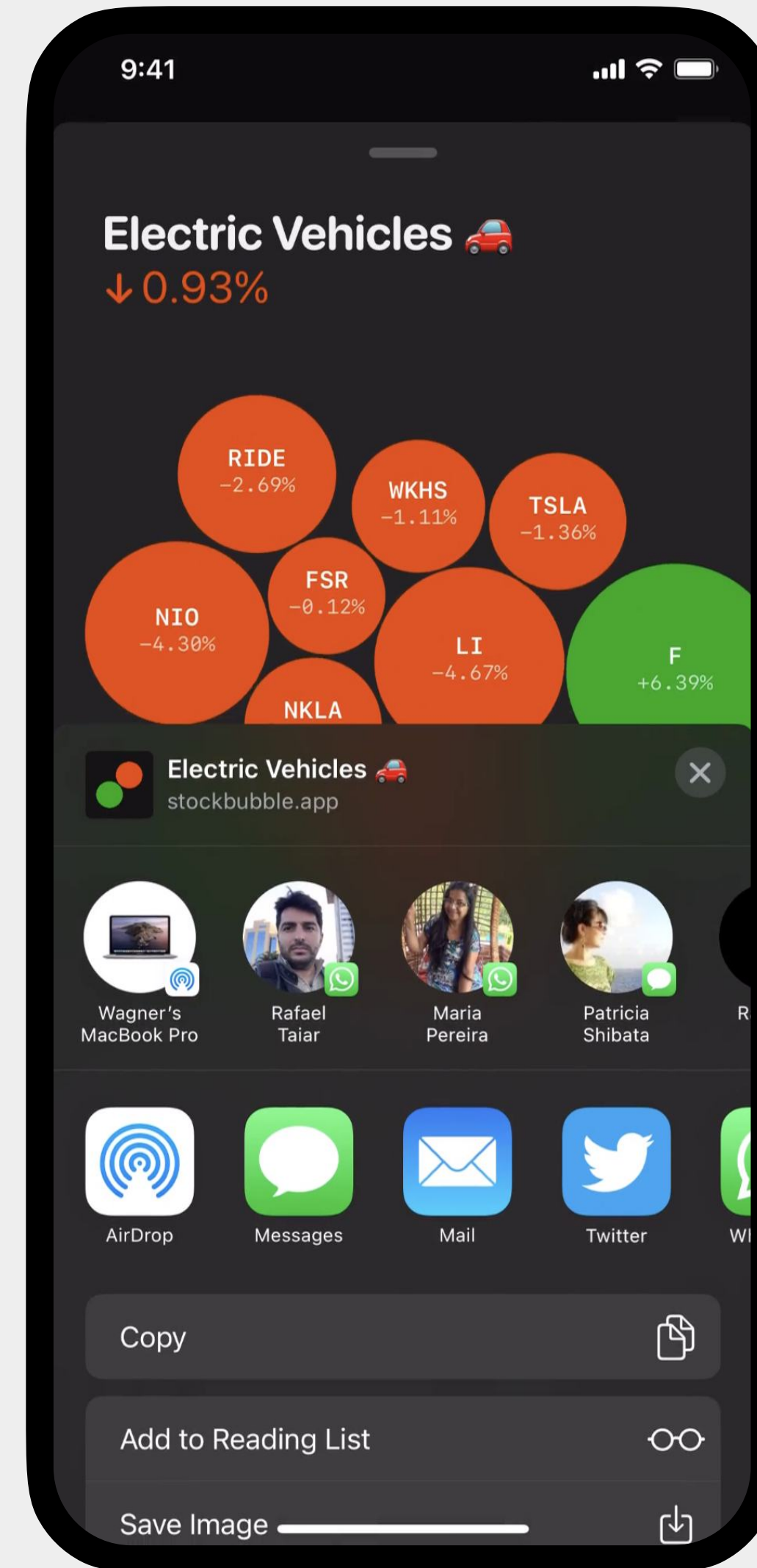


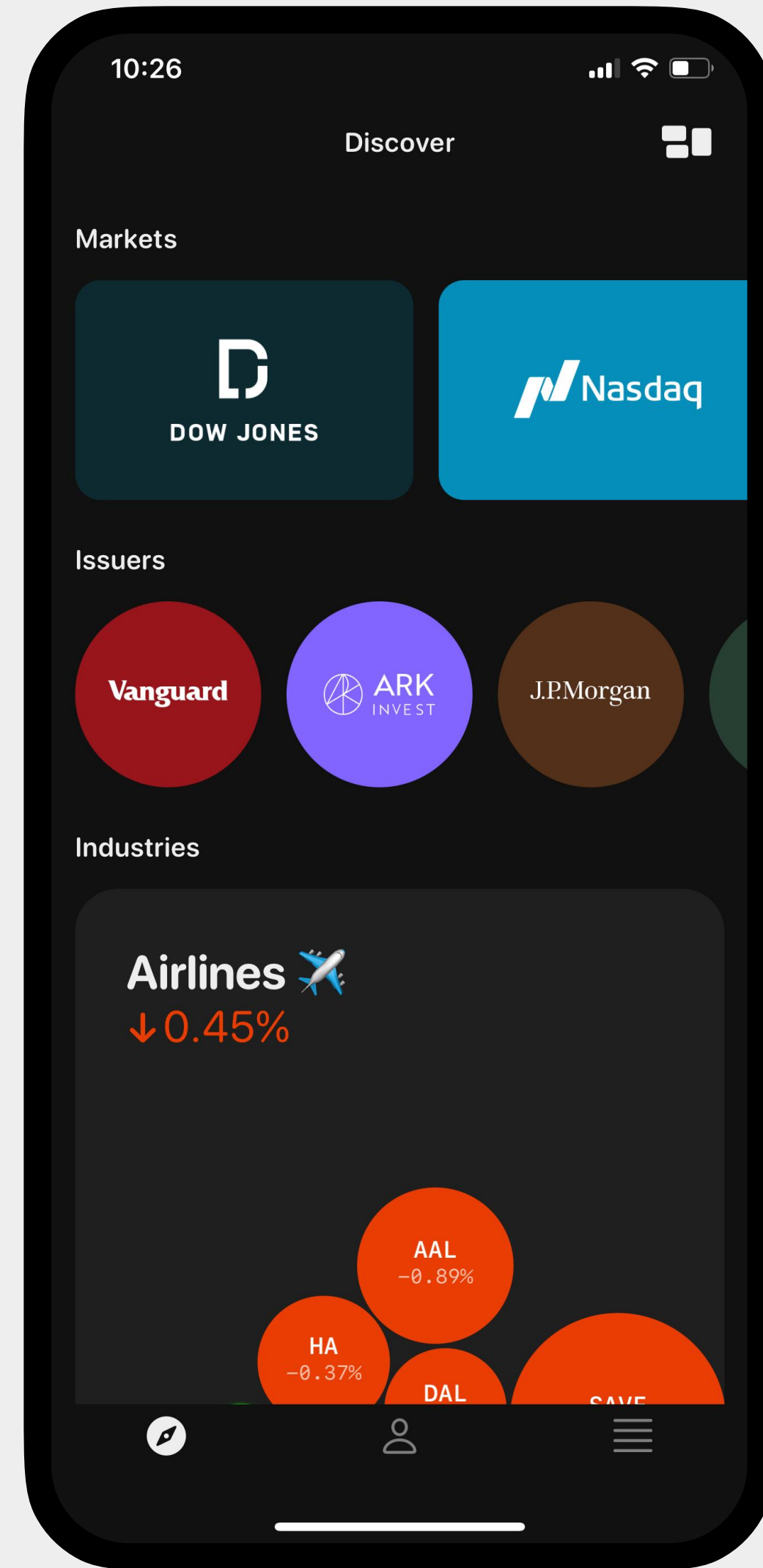
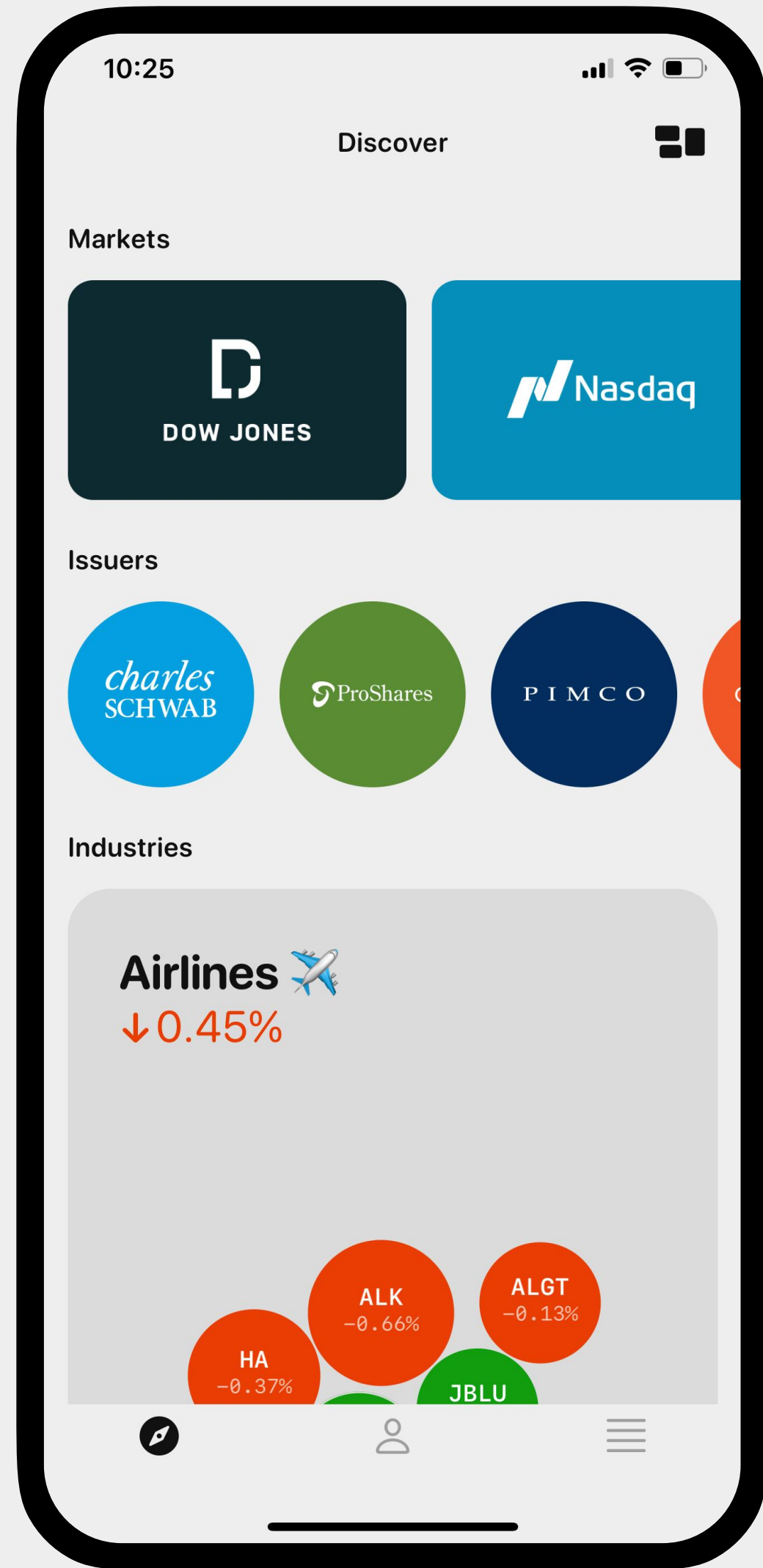












appstoreconnect.apple.com

**Stock Bubble** ▾ [Distribution](#) [TestFlight](#) [Xcode Cloud](#)

iOS App +

2.17 Ready for Distribution

[Add Platform](#)

**General**

- App Information
- App Review
- History

**App Store**

TRUST & SAFETY

- App Privacy
- Ratings and Reviews

GROWTH & MARKETING

- In-App Events
- Custom Product Pages
- Product Page Optimization
- Promo Codes
- Game Center

MONETIZATION

- Pricing and Availability

### iOS App Version 2.17

[Save](#)

The assets and metadata below appear on your app's product page once you release your app on the App Store, and are displayed when users install your app.

English (U.S.) ?

### iOS Previews and Screenshots ?

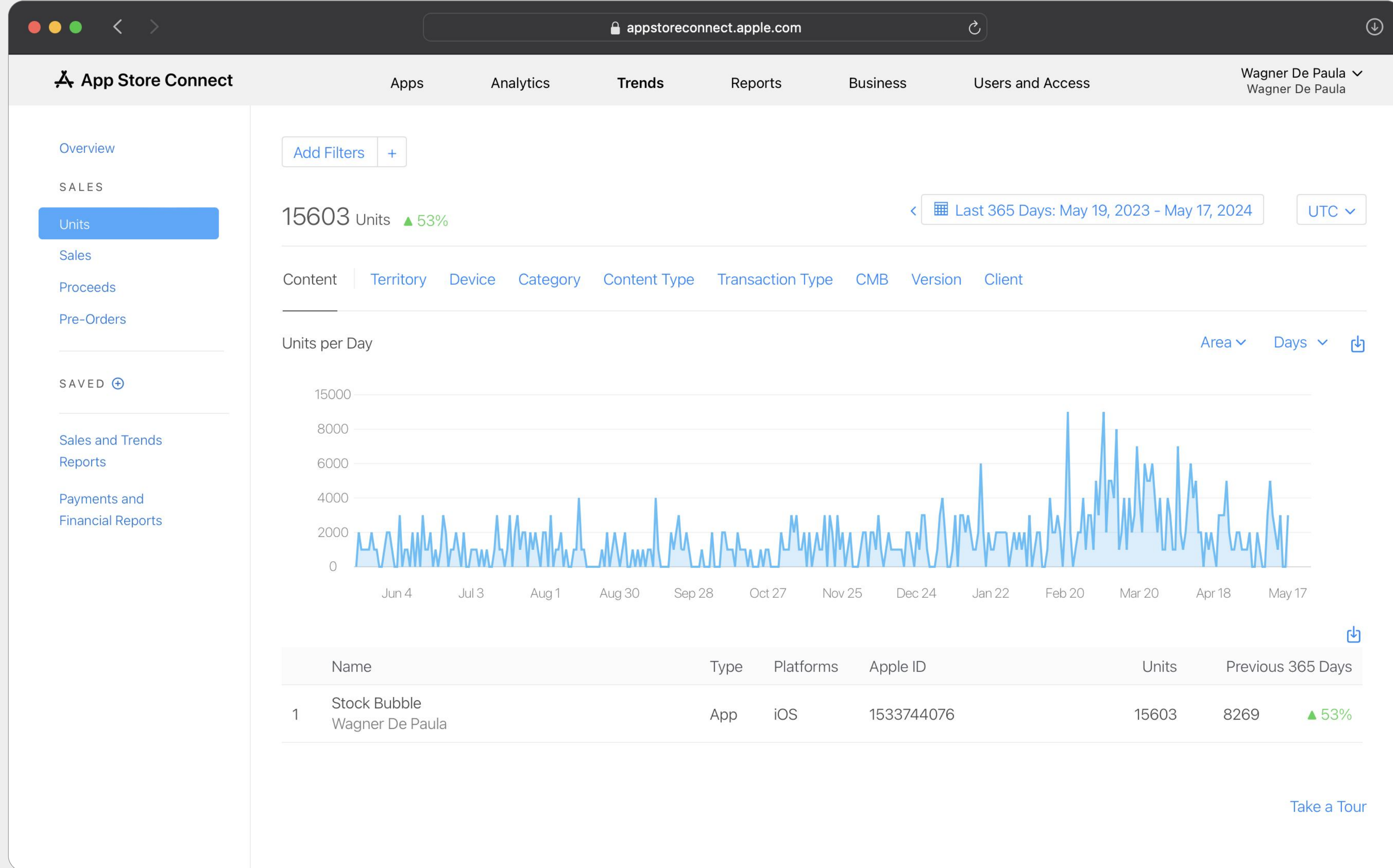
Adding accurate screenshots of your app on the newest devices can help you represent the app's user experience. Keep in mind that we'll use these screenshots for all iOS display sizes and localizations. Screenshots are only required for iOS apps, and only the first 3 will be used on the app installation sheets.

[View All Sizes in Media Manager](#)

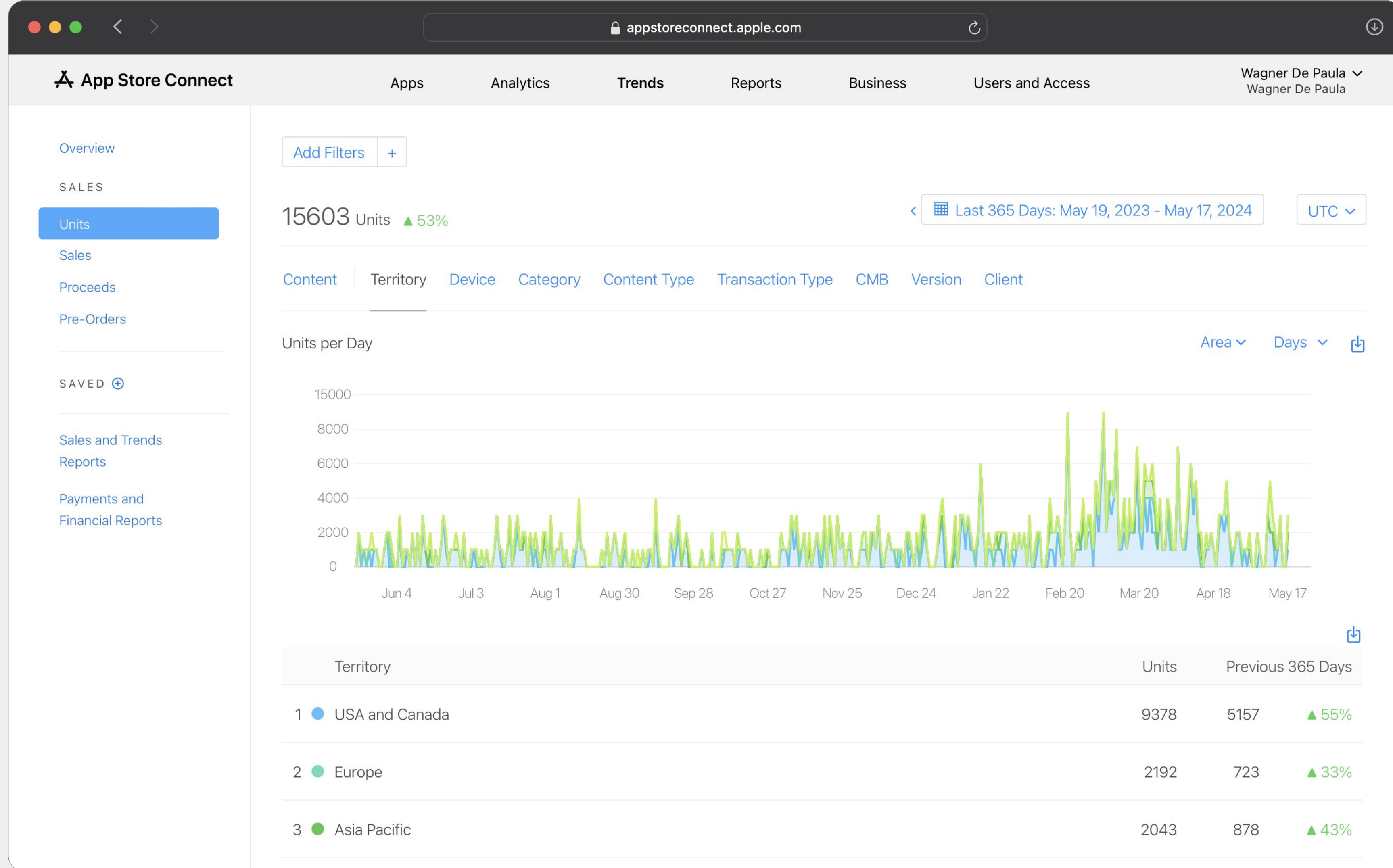
**iPhone**

- iPhone 6.5" Display (Required)
- iPhone 5.5" Display (Required)

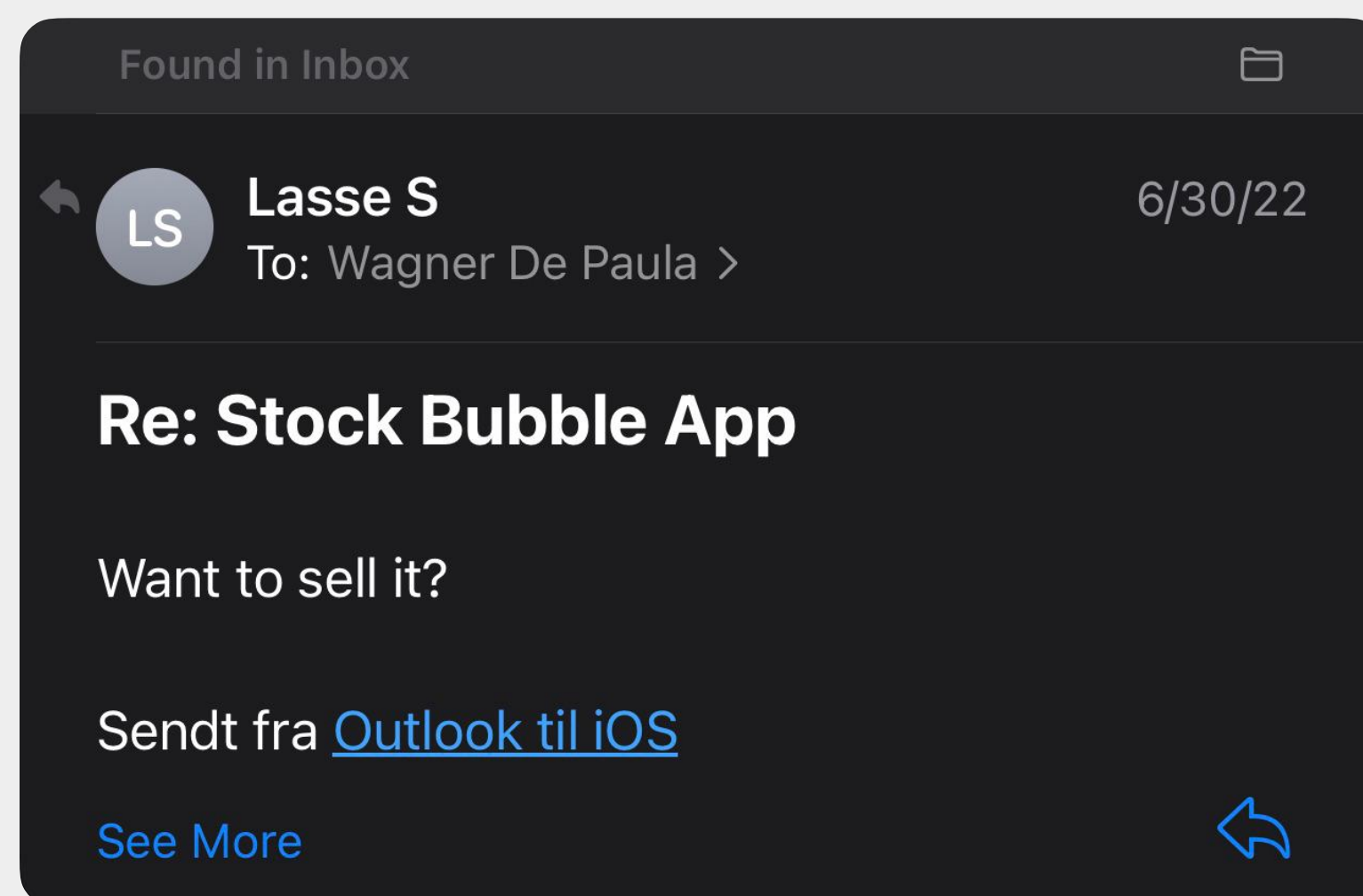
# Metrics and Outcomes

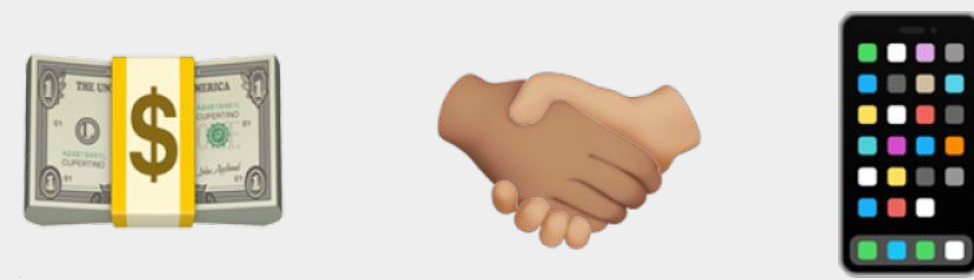












# Outcomes

## Market Research and Analysis

Conducted comprehensive market research that informed the app's features and design, ensuring it met the needs of a diverse user base and stood out in a competitive market.

## Real-time Market Data Integration

Integrated real-time financial data streaming, enhancing the app's functionality and user satisfaction by providing up-to-the-minute market information.

## Interactive and Intuitive Design

Developed a playful and visually engaging interface, making financial data more accessible and enjoyable.

## Educational Impact

Provided educational content through social media integration, resulting in a 50% increase in user knowledge about stock market investments and financial planning.