# **Dreamgains**

UX, UI, Research

#### **About**

Dreamgains aims to provide stock and commodity market tips and also secured financial solutions. The motive is to help site visitors understand that stock tips are necessary and to drive home the message of "Trade safe" and in turn urge them to be stock-literate with the help of Dreamgains. 'Driving Independence' within reach for one and all.

## **Target Audience**

- The Risk takers Young, energetic between 18-30yrs. Both genders who are students, early professionals and housewives willing to earn a little more. They take risks and are not very cautious. Open to learning and trade.
- The Mid Bloomers Mid level executives, professionals, seasoned traders who
  understand risk and are able to analyse the BUY/SELL calls. They are not very keen on taking risks but don't
  mind risking a few stocks once in a while. They would want quick selling/buying tips to maximise their investment.
- The Money Bags Serial investors, seasoned day-traders, brokers, investment executives who are either investing for themselves or for their clients. They trade once or twice a week, but monitor their investment daily for regular updates. They are looking for long term gains rather than short term.

#### Personas

# Persona 1

Young, restless & broke

Rajiv Mehra

20, B.Com Student

Personality - Achiever, Money-wise, Open, but strong minded.

"I want to trade to learn some extra cash"

Rajiv is a commerce student and understands money well. He works part-time after his college so that he can make some extra cash. However, since his needs are exceeding his pocket money, he wants to trade to meet his demands.

He has basic knowledge of trading and has been learning how to trade so that he can quit his part-time job and make more money in a short period of time.

# Pain points

Everytime he reads about one particular stock that he's following, the stocks are sold out even before he can buy them. He wishes that if someone had told him earlier he would've been able to buy most of those stocks.

### Persona 2

Small time trader, but wise.

Jamuna Patel

34, B.Arts, Housewife.

Personality - Doesn't waste time, focus is only on family, aware of finances and strong willed.

"I don't have too much time to spare, but with whatever time I have I want to use it wisely"

Jamuna is a B.Art graduate who decided not to work after marriage and is currently a homemaker of a small family. She has very little time for herself left at the end of the day.

Inspite of her art background, Jamuna has strong interests in Economics and Political

news and follows them closely. She was introduced to trading by her businessman husband who taught her how to trade and encouraged to continue trading despite her initial losses but with more caution this time.

# Pain points

between that time she doesn't have to trade the whole day.

She wants the stock tips as soon as she starts trading which is between 9am to 10am. She feels if she trades

# Persona 3

Seasoned Investor Sahiti Rao

30, MBA, Finance Professional

"My goal is to buy my own apartment in the next few years with less loan money"

Sahiti is a MBA finance graduate and financial professional. She works in a MNC

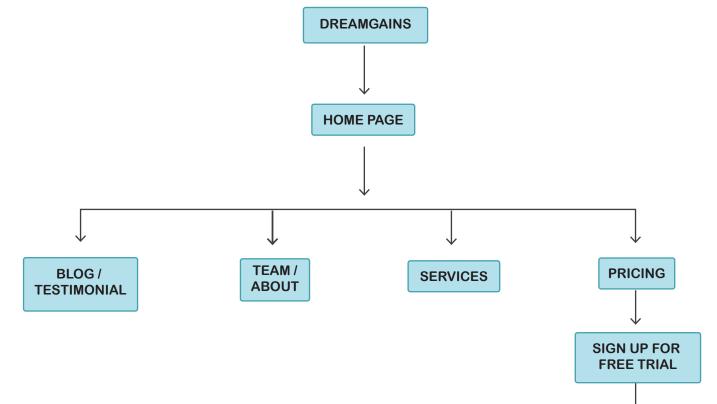
Personality - Bubbly, confident, knowledgeable and knows the market

investment banking firm and is very aware of the market trends and has been investing in stock market from the time she was a student. She has a strong interest in investing and lets her investment grow over a period of time. She only tracks her investments periodically and may trade bi-weekly or even bi-monthly.

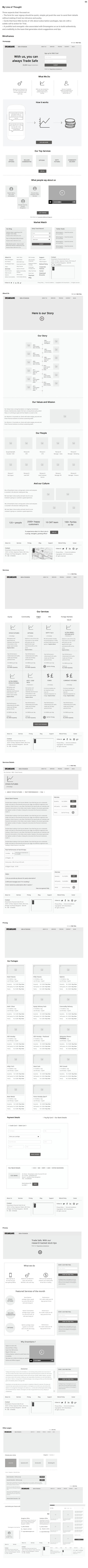
Pain points

# Although being a seasoned trader, she does feel that she misses a few BUY options for the stocks that she is following and those that she wishes to purchase.

Information of Architecture



**SUPPORT** 

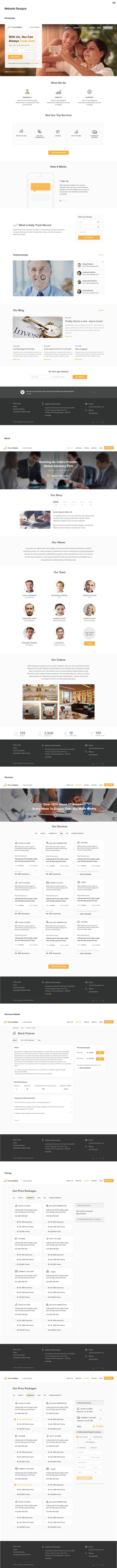


#### Design

Adding credibility to the whole identity of Dreamgains(that mainly focuses on stock) is as important as any other functionality and to accomplish this, a lot of images that resonate with trust were used. The layout and the color combinations were kept really simple with ample breathing space in between with subtle interactions that focus on the subscription packages. I refrained any use of color or visual element apart from straight dividers for the cards used to represent services except for typographical hierarchy in order to minimize diversion of focus.

Research Findings from potential users that paved the way for a better product design:

- Homepage should give a clean and clear brief of what the services has to say about the company.
- Since the user is using keyword searches to get to the site, it is pivotal to have an overview of the services and cost of subscription on the homepage itself.
- Few of the users do want to see the team and credentials of the team to ascertain and get confidence about the company in general.
- Giving a few stats about the company also helps as the first time user get an idea of how the company is progressing.
- Free trials should be extended to a minimum of 7 days since the stock market is volatile and also since the tips work in a 2-3 days framework.
- Balanced reviews with an equal mix of positive and negative.
- Few users suggested that some news should be there on the website main page with live NSE / BSE ratings listed so that even if a user is just checking the site, he or she should be provided with enough usable data of stocks and also about various companies.



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access to the financial markets.

**Current Openings** 

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**Our Culture** 

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Our mission is to democratize

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Dreamgains offers competitive compensation packages (salary + equity), health and vision insurance, and liberal vacation policies. Perks include daily catered meals, a fully stocked kitchen, gym memberships, company retreats, and custom workstations

Our Jobs In Bangalore V

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3-5 Years Expereince. Fulltime

Account Executive

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Written by: John Doe, Posted on: 03 Jan 2015

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