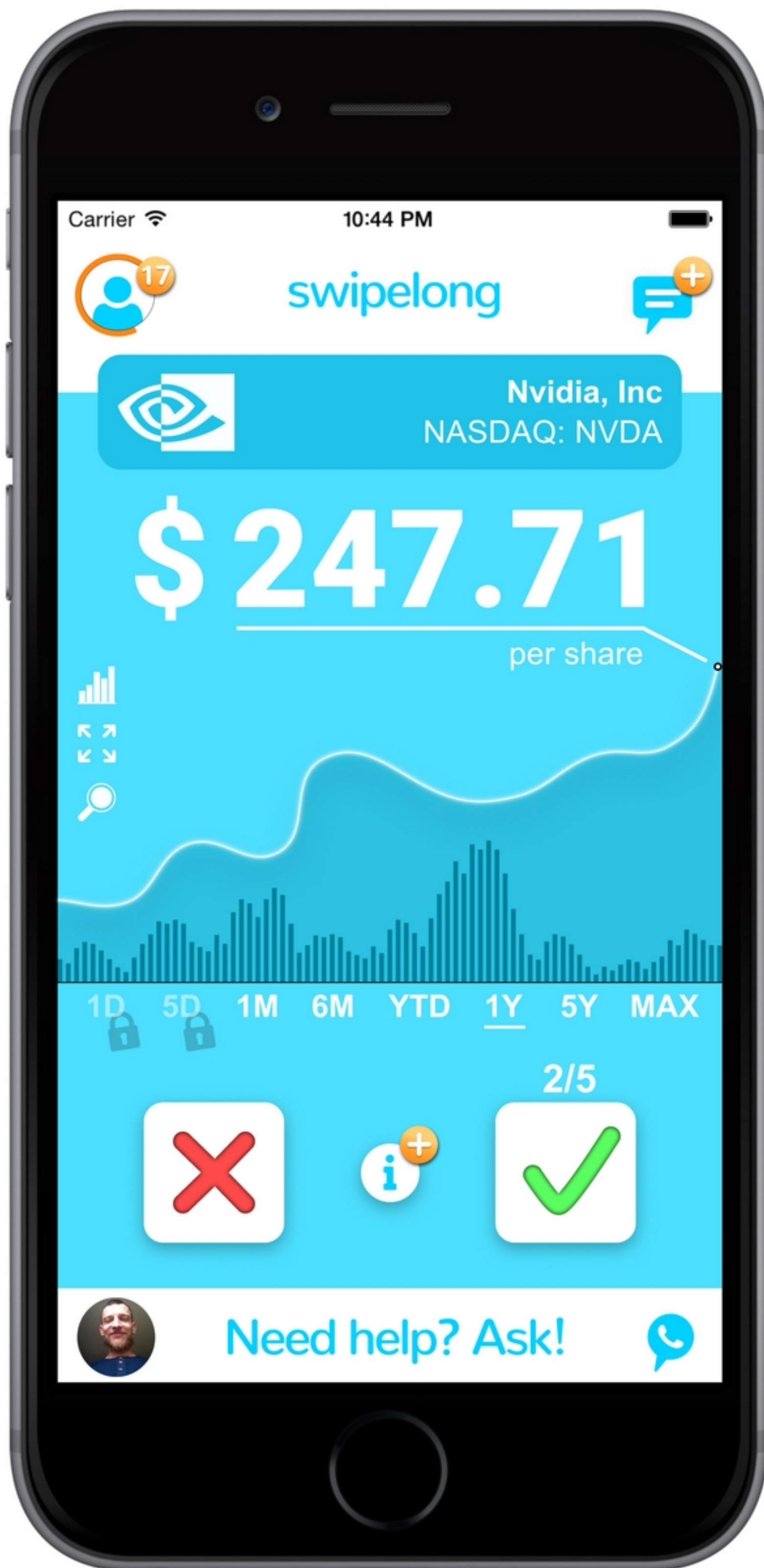
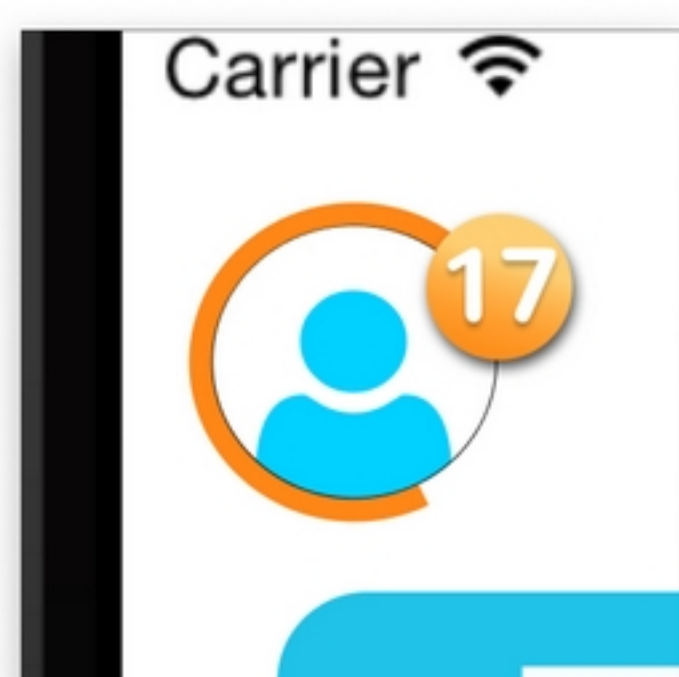


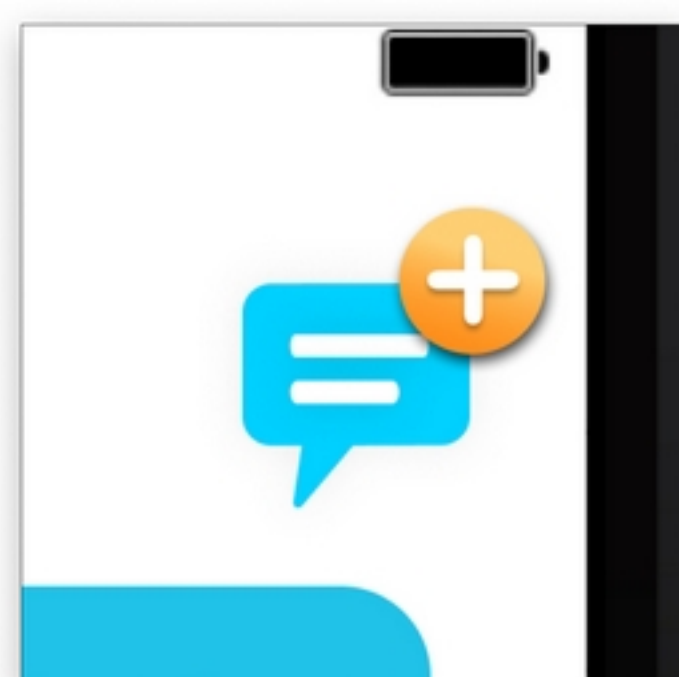
задача: конкурс на дизайн приложения по инвестированию в акции
работы: UI/UX с помощью Figma
год создания: 2018
времязатраты: 19 часов



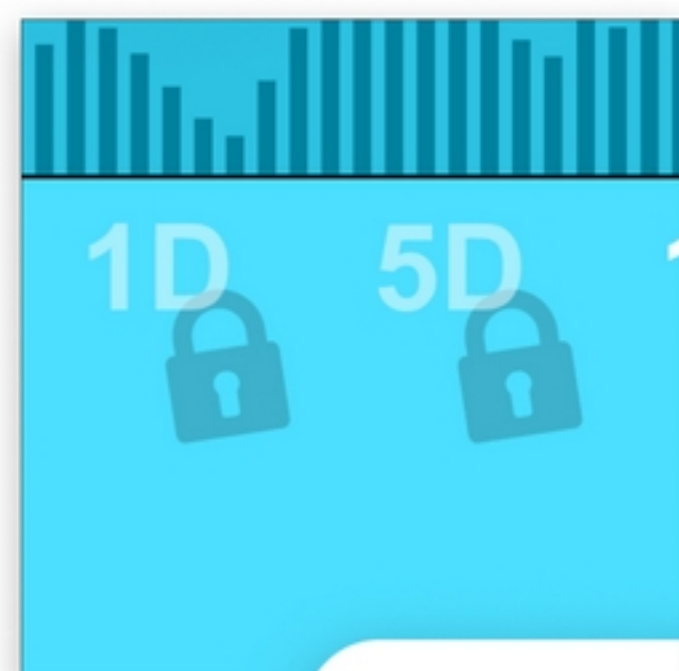
Геймификация:



Действия пользователя повышают его уровень, открывая доступ к новым возможностям и бонусам.



Действия, которые принесут пользователю очки, отличаются яркой иконкой.



Пример закрытых опций, которые можно открыть повышением уровня или покупкой внутри приложения.

Задача:

App description:

SwipeLong is the Tinder for investing. Our platform allows members to discover up to 5 new investment matches daily in a fun and engaging way. Users can test out positions in the market, learn about asset classes, and collaborate with others.

In short for this app screen:

We want a design that get the "tinder/bumble" matching across - that shows in the deef experience.

Info on our targeting:

Gender - Men/Woman

Age - 22-35

Income - depends, targeting more based on educated than having a particular income

Employment - employed/student/self-employed

Location - major US Cities (NYC, LA, Chicago, SF, Boston, DC, Miami, Atlanta)

Lifestyle - active, competitive, go-getters, explorers, driven, athletes, sports fans etc.

Novice/new investors, gamblers, dating app users.

Style/theme ideas:

Friendly (non-intimidating), fun (gamified), exclusive (insider feel), Trustworthy, Trendy, Empowered, Modern. crisp, clean.

Inspirational websites:

<https://www.stockpile.com>

<https://www.robinhood.com> (mimic website for our landing pg)

<https://www.acorns.com>

<https://www.wealthfront.com>

<https://www.betterment.com>

<https://www.sigfig.com>

<https://www.motifinvesting.com> (Modern. crisp, clean.)

To the point, please also review these links below:

<https://dribbble.com/shots/3462909-Day-3-Landingpage-Tinder-DailyUI>

<https://www.behance.net/gallery/54433649/Tinder-Landing-Page-Redesign>

App name:

SwipeLong

Screen description:

We plan to put this screen on a landing page and drive email registrations for our app (This is the gage if there is a need in our target).

Device type:

iPhone

What to avoid:

PLEASE: Google landing pages for bumble/tinder to get an idea of what we are looking for.

Also:

Feel free to take a look at our proto.io app: <https://pr.to/9RUAG8>

