

Research Report

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Competitive Analysis

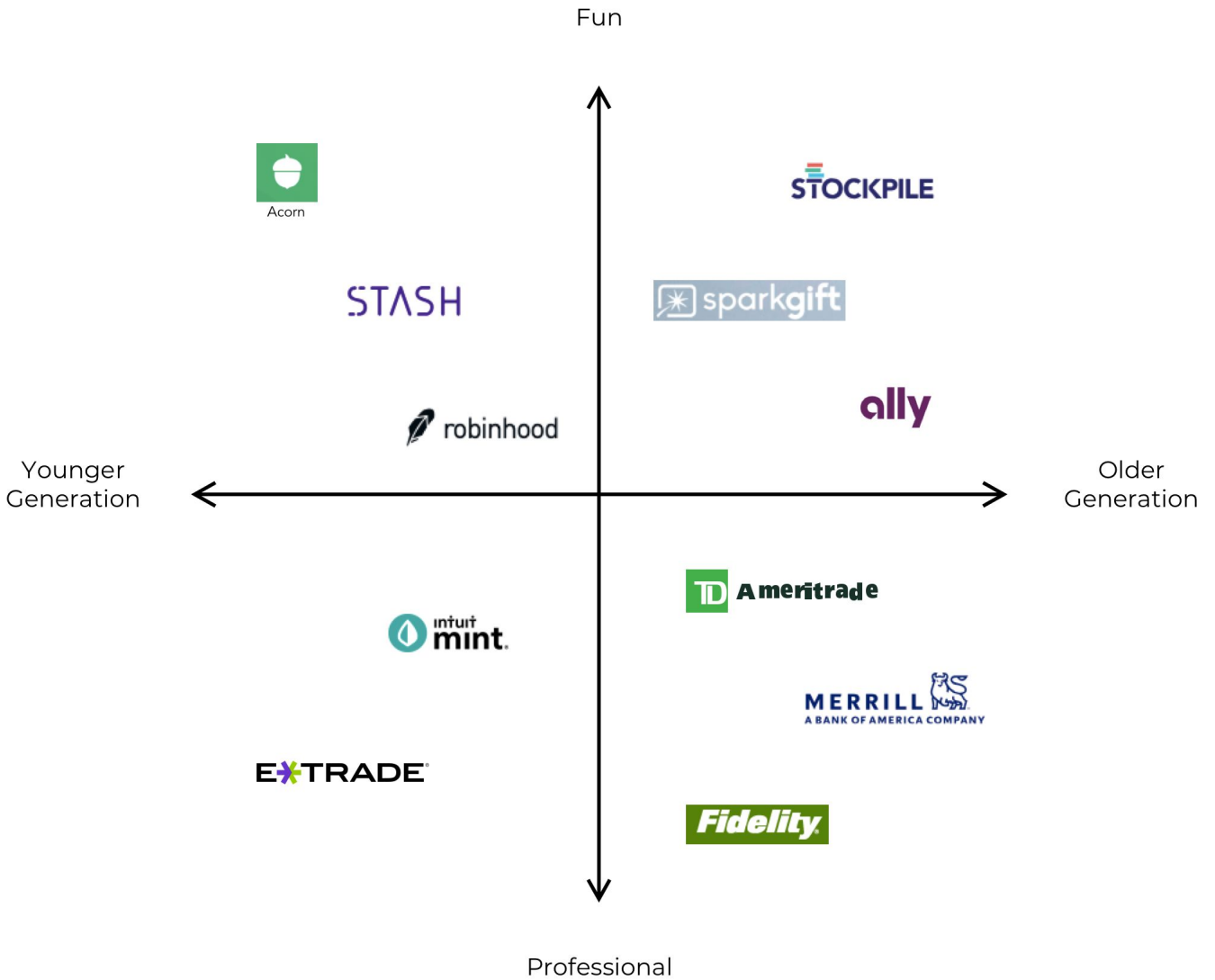
This chart represents 6 sites you can buy/ sell stocks, and 2 that you can gift stocks.

	E-TRADE	MERRILL EDGE	SPARKGIFT	STOCKPILE	TD Ameritrade	STASH	ACORN	ROBINHOOD
San Serif Fonts	✓	✓	✓	✓	✓	✓	✓	✓
Serif Fonts								
Tone for Experienced	✓	✓						✓
Tone for New User			✓	✓	✓	✓	✓	✓
Uses Video Explanation	✓				✓		✓	
Min Investment Said Up Front	✓		✓	✓		✓		✓
Buy & Manage Stocks	✓	✓	✓	✓	✓	✓	✓	✓
Send E-Stocks Gifts			✓	✓				
Send Physical Gift Stocks			✓	✓	✓			
Metaphorical Symbols	✓	✓			✓	✓	✓	✓
Playful/ Fun Illustrations				✓	✓	✓		✓
Colorful Photos & Mobile Templates	✓	✓	✓	✓	✓	✓	✓	✓
Visual Explanation of Process			✓			✓		

Key Insights:

- Visually, sites use san serif fonts, digital templates, and representational photos.
- Sites use templates and metaphorical symbols to explain processes and flows.
- 80% of landing pages are intended for new users and 50% use fun illustrations

Competitive Matrix



Style Research

 **Ameritrade**



STASH



 **MERRILL LYNCH**
A BANK OF AMERICA COMPANY



 **Acorn**



 **sparkgift**



 **robinhood**



 **STOCKPILE**



 **E*TRADE**



Key Insights:

- Financial sites most popularly use green, and complementary color schemes of secondary colors.
- 80% of the sites has the name as primary focus of the logo.

Research Goals

We conducted a screener survey to recruit qualified interviewees who actively buy/trade stocks online, as well as primarily use e-gifting methods when giving presents.

We also used the screener survey to get general insights on people's web and investing habits, as well as experience with giving/receiving gifts.

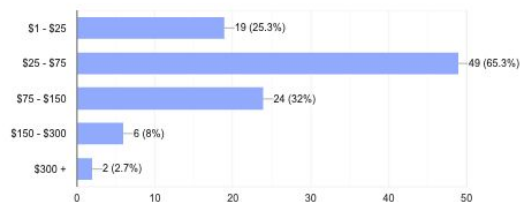
[Link to Screener Survey](#)

Insights

The majority of the responders pay between \$25 - \$75 for their gifts, usually for Birthdays, Weddings, and Baby Showers. They often give physical gifts, feel rushed, and are not sure if it will be useful to the receiver.

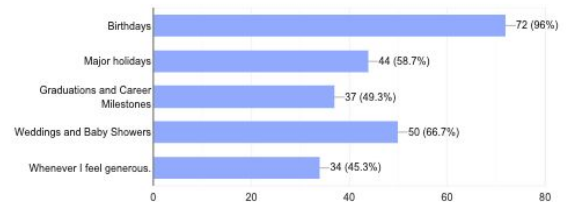
How much do you typically spend on gifts?

75 responses



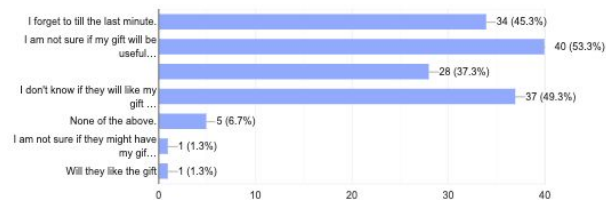
On what occasions do you typically give gifts?

75 responses



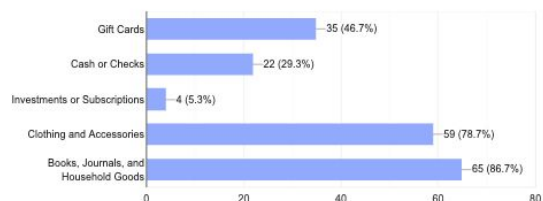
What are some common challenges you have with gifting?

75 responses



What kind of gifts do you usually give?

75 responses

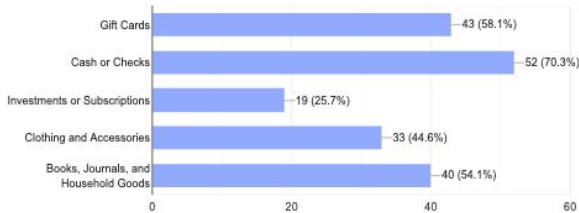


Insights

The majority of the responders prefer receiving cash or checks they can use. They would be happy to receive a stock; however, tend not to like receiving gifts by email.

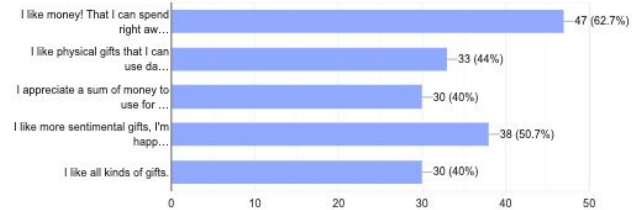
What are your favorite gifts to receive?

74 responses



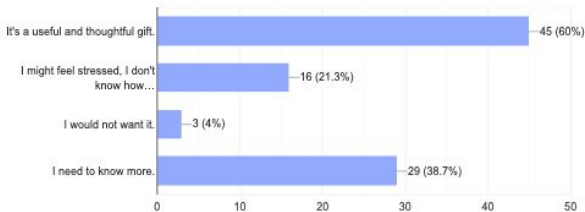
What kinds of gifts do you like to receive?

75 responses



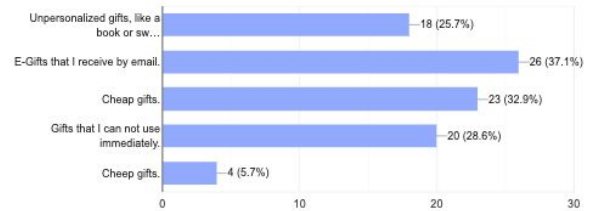
How would you feel about receiving stock as a gift?

75 responses



What are your least favorite kind of gifts?

70 responses



Recruitment

We recruited 19 opportune users from the response pool of 75, who actively buy/trade stocks and primarily send e-gifts.

10 Interviewees were available to speak between 4/15 - 4/19, for 30 - 55 minute interviews. Majority of the interviews were conducted by phone due to location. They will be given \$15 amazon gift cards for their time.

[Link to Interviewees Information](#)

Interview Approach

We are looking to gain insight on the motivations, behaviors, and habits of people who are actively investing in stocks. We additionally are looking to understand their relationship with giving and receiving gifts. This will allow us to identify both areas of opportunity and concern for merging the experience of investing in stocks and the familial/friendly act of gifting.

[Link to Interview Questions](#)

[Link to Interview Transcriptions](#)

Questions

We asked a series of questions about their giftings habits and experiences to gain insight on their motivations and pain points around giving/ receiving presents.

For example.

- Tell me about a gift that you were really happy to receive in the last year.
- Tell me about an negative experience you've had when giving someone a gift.

We then asked a series of questions to gain insight on how they began investing, how they currently buy and monitor stocks, and their motivations and concerns. We additionally introduced the subject of gifting stocks. We asked their motivations, concerns, and what they would want regarding the process.

For example.

- How did you first learn about investing in stocks?
- Why do you invest in stocks?
- Have you ever received a stock as a gift?
- Have you ever given a stock as a gift? Why/ why not?
- What would you want that transaction to look like?

We additionally asked interviewees to walk us through their thoughts on the logo and mock-up, to gain insight on credibility, visual designs, and content they want to see.

Who are the gifters? “I” Statements

Primary Gifting Occasions

- I primarily give gifts on birthdays and major holidays
- The biggest gifts are for graduations and weddings.

Gifts Given To...

- Primarily immediate family and close friends
- The children of close friends

E-Gift Motivations

- I like buying gift cards because they are convenient.
- I find gift cards to be more considerate, because it allows my picky loved ones to choose what they want.

Favorite Gifts to Give

- I like giving personalized gifts that show I know them.
- I like a gift to be something they both want and need.
- I like to give my children educational gifts.

Gifting Pain Points

- I always feel like I have no time and am on a tight budget.
- I often worry if they will actually like what I got them.
- My kids lose interest in toys after 2 minutes.

Awkward Gifting Experiences

- I could tell that they didn't appreciate the gift I had given them.
- I got caught regifting.

Favorite Gift Received

- I love a gift that I can find use regularly and don't take up a lot of space.
- I like personalized gifts that I can tell took thought and consideration.

Worst Gifts Received

- I hate unpersonalized gifts that feel general and take up a lot of space.
- I received nothing I needed.

Who are the investors? “I” Statements

Majority of the investors received stocks as a child or were introduced to the stock market by immediate family. Only 20% of interviewees learned from only school programs. All investors had an introduction to stocks in some capacity before turning 18.

Investors were Gifted Stock

- I feel sentimentally attached to the stocks my parents and grandparents gifted to me.
- I didn't appreciate the gifted stocks when I was a kid, but I'm grateful for them now.
- Since I became responsible for the stocks that were gifted me when I was 18, I took the initiative to learn more and keep investing.

Intro to Stocks by Family

- I learned more about the stock market so I can connect more with my parents.
- My parents encouraged me to take investing more seriously.

Intro to Stocks as an Adult

- I started actively researching the stock market when I received my first 401k through work.
- I began dipping my toes in the stock market in my early twenties and invested small amounts in recognizable companies.
- Investing small amounts when I was young taught me how the stock market worked.

Habits of People Investing Online

- I want to use my own judgement when choosing what stocks to invest in.
- I check how my investments are doing frequently on my phone.
- Investing online is more private, I can invest in marijuana if I want.
- I want complete control over my stocks.
- I like that online tools provide easy to understand summaries, predictions, and suggestions of how my stocks are doing.

...cont... Who are the investors?

Most Popular Tools

- Small-scale Investors: Ronbinhood, Stash
- Avid Investors: Charles Schwab, Merrill Edge, E-Trade
- Note: More cautious investors use both a broker and online tools.

Habits of People Investing with Brokers

- I look at investing safely and see it as a long term process.
- I trust my broker with my large investments.
- I look to my broker only for perspective, I make decisions on my own.

Investing Goals

- I invest so that I can intelligently grow my money over time.
- I want the comfort of feeling like my future is financially secure.
- I want to strategically save money for retirement and in case of emergency.
- I want to be able to buy a house one day.

Investing Pain Points

- I fear that I made a bad choice with a company that does not perform.
- I often fear if the stock market will crash and there will be another recession.
- Investing in stocks can feel like gambling. I don't know whose advice to take.
- I sometimes feel like my retirement is on the line.

Giftings Stocks: “I” Statements

Stock Gifting Goals

- I want to gift stocks to teach members of my family the importance of saving money.
- I want to feel that my child (or sister's) future is secure.
- If I give a stock as a wedding gift, it's a beautiful thought to think of it growing with a marriage.
- It would be a great way to introduce investing to my younger siblings.
- I like that gifting stocks is so flexible, they can save or cash it out.

Stock Gifting Concerns

- It wouldn't be considerate to gift a huge paper trail to someone.
- I don't know how much the receiver will have to do.
- I'm worried I will need a lot personal information of the person I'm gifting the stock to.
- I don't want to gift a poor performing stock to someone.

Ideal Stock Gifting Process

- I'd like the option to gift digitally or physically.
- It would be great to receive a suggestions on what stocks would make great gifts.
- I want to feel fully educated on the stock I'm gifting.
- I want to extensively review the FAQ section.
- I would like to filter by risk and budget constraints

Logo and Mock-up

Logo Glows

- The logo looks familiar and uses colors safely.
- The logo looks conservative, which is how I want my money to be dealt with.
- I think Karmeq is a clever name and the animation is fun.

Logo Grow

- I don't get a gifting or celebratory vibe from the logo.
- I find the animation distracting.

Mock up Glows

- It looks secure and I feel like I can trust the site.
- I like the use of visuals and concise use of text.
- I like that it's simple and you can easily scroll through to learn more.
- The color scheme is familiar and reminds me of money.

Mock up Grow

- I don't get a gifting feeling from the site. I want to see images of people happily receiving gifts.
- I want to see more visuals and specific information about the process.
- I want to see a FAQ section for all my questions.
- I see inconsistency in the use of periods at the end of sentences and oval vs. square buttons.

General Thoughts on Site Credibility

- I want to see a secure connection.
- I want to see press and customer endorsements.
- Since finance is sensitive, I want to see a customer service contact I can call.

[Link to Digital Affinity Map](#)