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SECTIONS OF MOBILE WEB

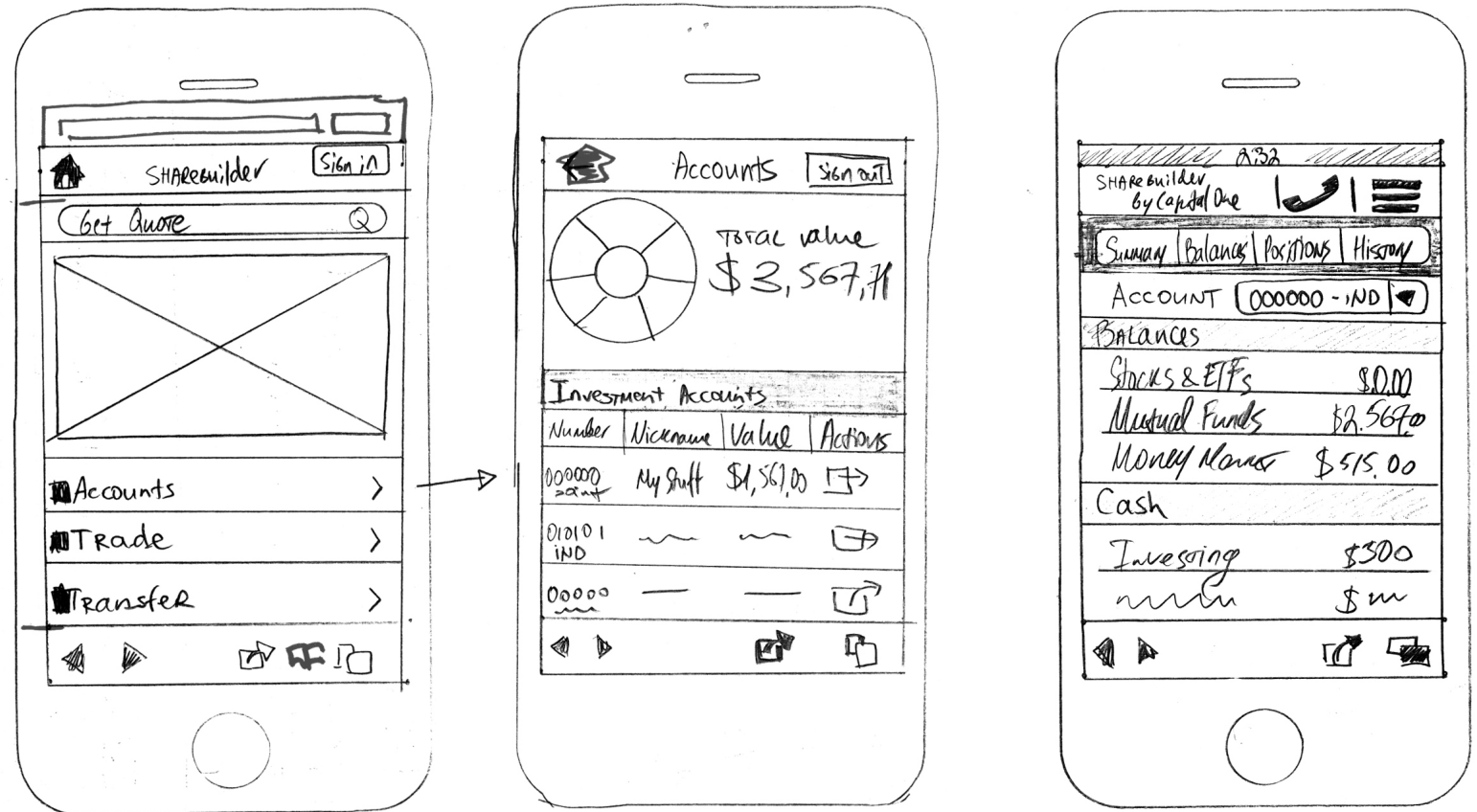
WORK PROCESS SAMPLE

MOBILE WEB SECTIONS /CONCEPTS

A business need for mobile-optimized website became apparent after seeing a consistent user data indicating many of our customers were checking their accounts by logging in to the website on mobile browser.

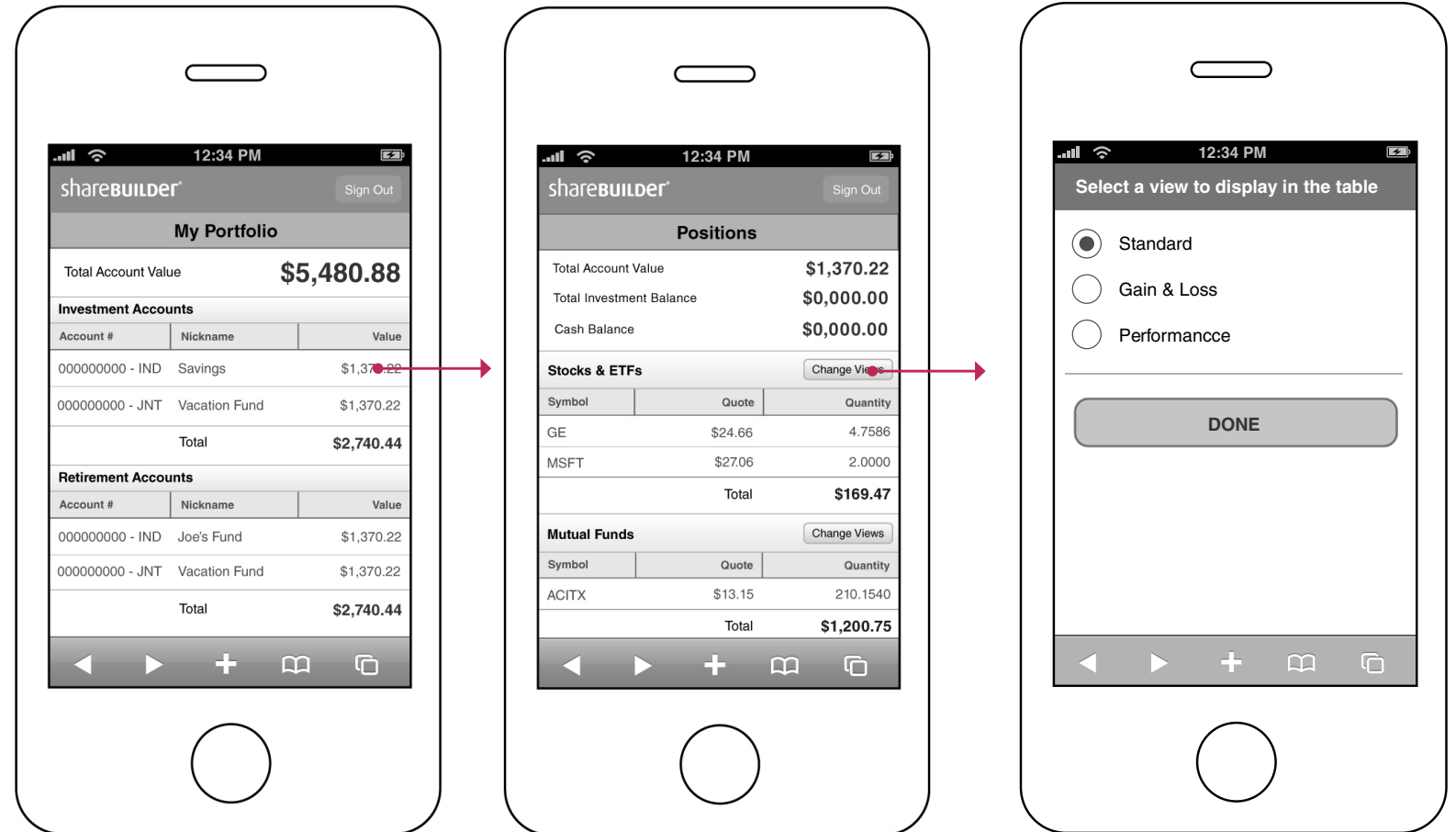
We wanted to put something in front of the customers soon so went with the decision of creating an “m-dot” or mobile web solution vs. responsive one (the latter required high development cost and time to overhaul the whole system).

Working closely with the Product Owner to determine what data is the most important to show upfront, I started sketching out possible solutions for the most visited sections: Accounts, Positions, and Balances.



Then initial sketches were refined into the wireframes. It was discovered that a good number of our customers were still using older smartphones so we made a decision to go light on graphics in the first release to make performance better, so the charts and graphs were removed from the scope.

Through wireframes I proposed a simplified table view with an added option of customizing the default table view via “Change View” button but later refined this into a tab view instead.

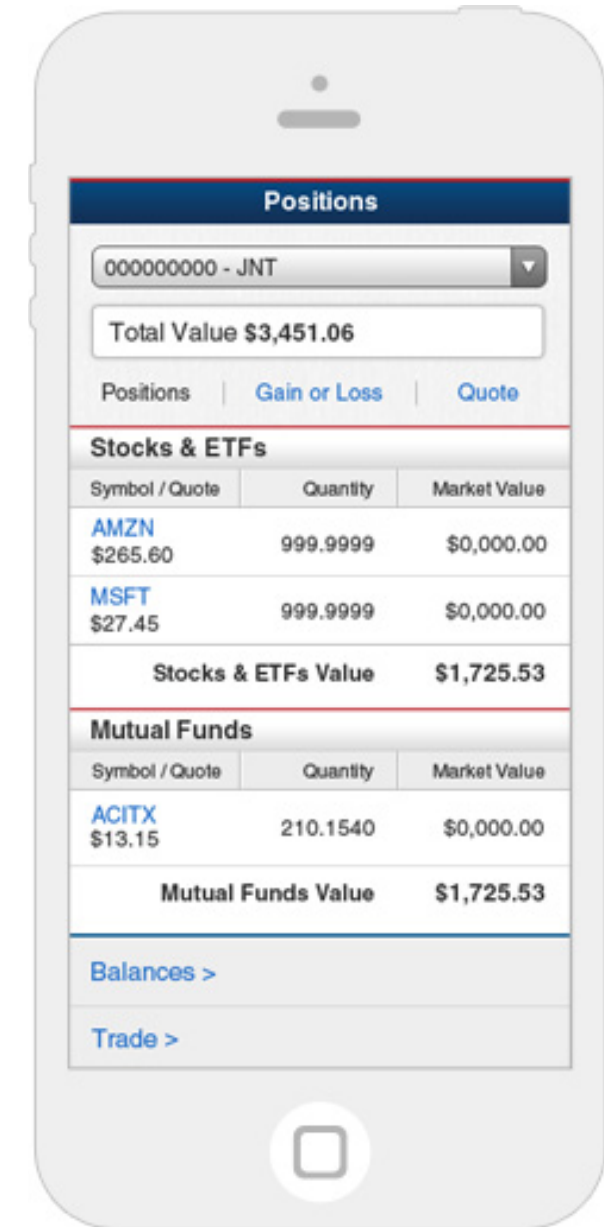
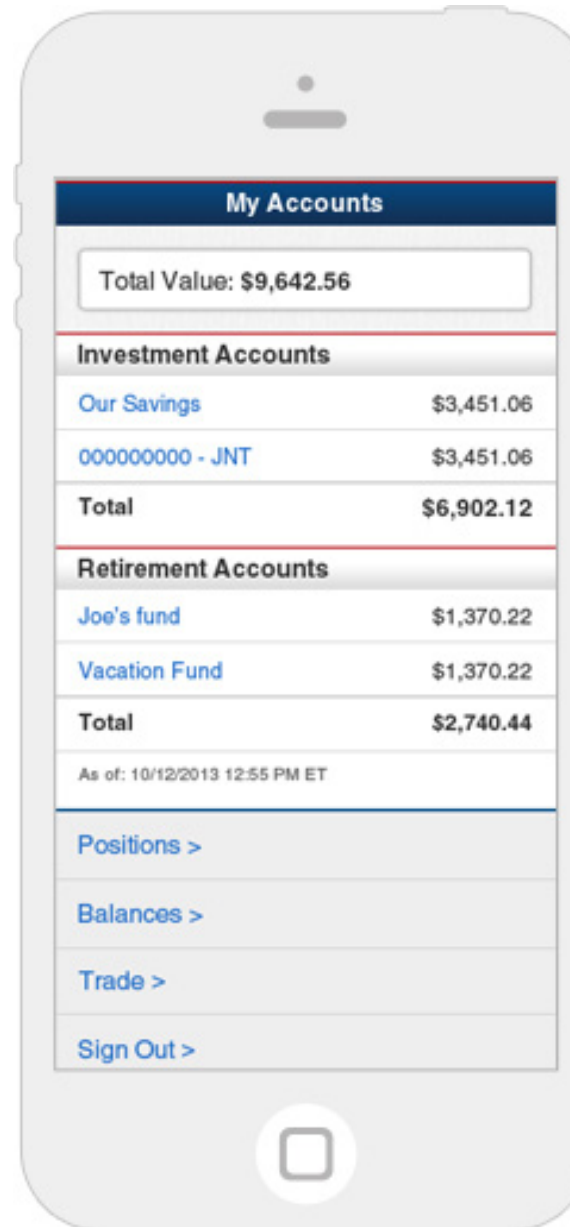


MOBILE WEB SECTIONS VISUAL DESIGN

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The final visuals for mobile web that went into production were further refined from the wireframes. The “chrome” of the screen such as multiple headers was further reduced to fit as much data in the vertical space as possible.

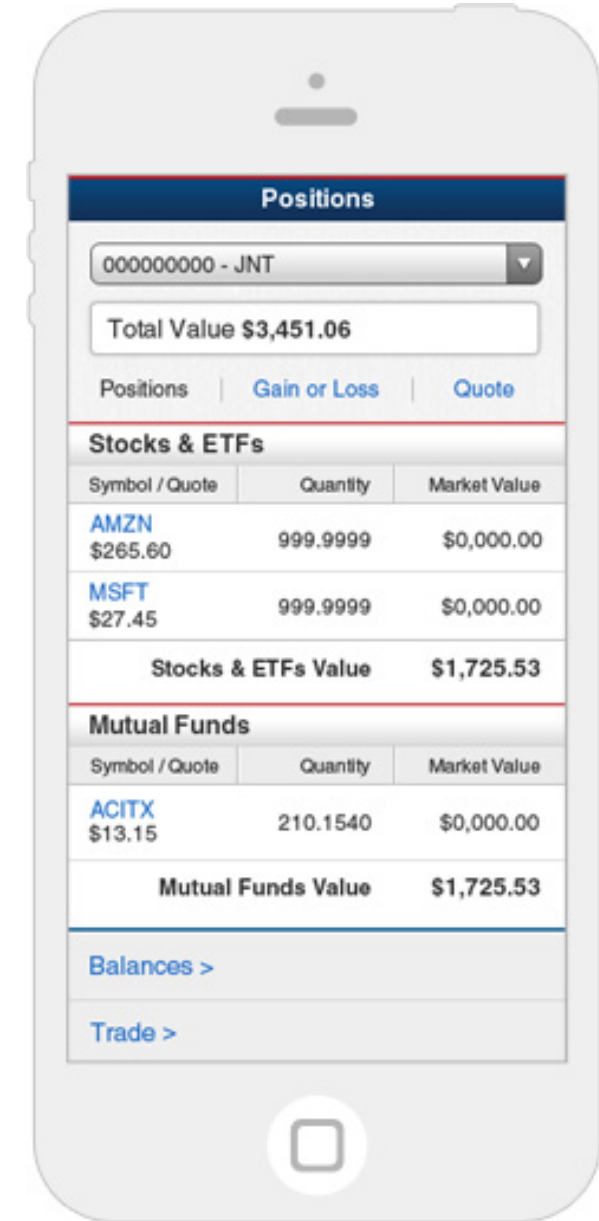
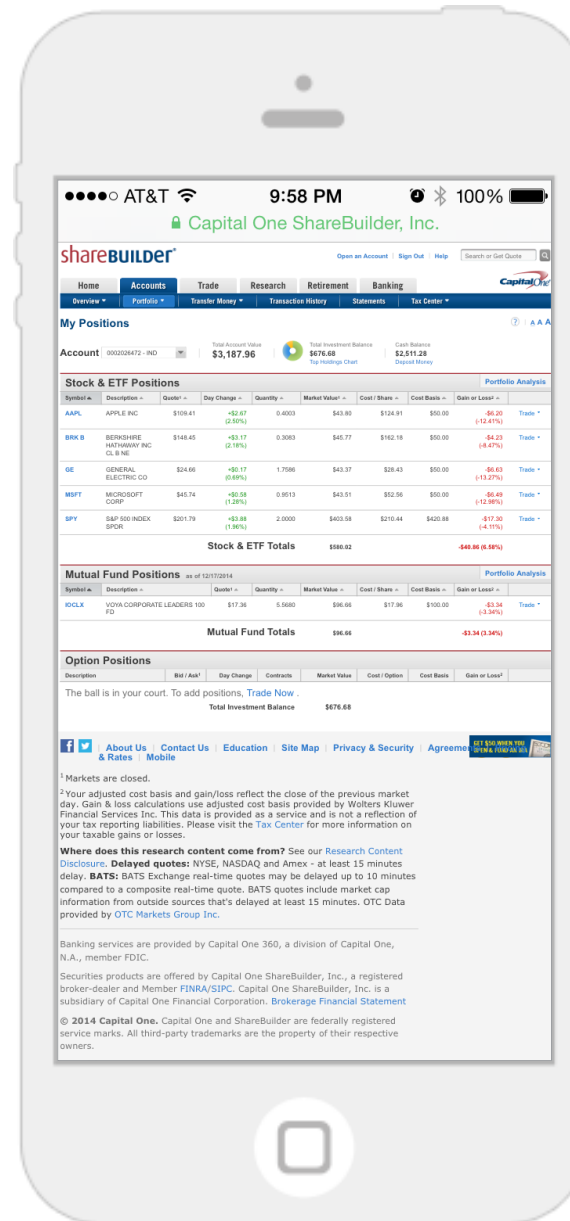
I’ve used styles established in our earlier mobile products to preserve brand consistency.



MOBILE WEB SECTIONS /BEFORE & AFTER

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About 73% of ShareBuilder's customers visit their accounts and positions pages from mobile devices. The view on the left is what they would see with no mobile web solution vs mobile-optimized view on the right.



Capital One ShareBuilder, Inc.

shareBUILDER

Overview | Accounts | Trade | Research | Retirement | Banking

My Positions

Account: 000226472 - IND | Total Account Value: \$3,187.96 | Total Investment Balance: \$676.68 | Cash Balance: \$2,511.28

Stock & ETF Positions

Symbol	Description	Quantity	Market Value	Cost / Share	Cost Basis	Gain or Loss
AAPL	APPLE INC	0.4003	\$43.80	\$124.91	\$50.00	-\$6.20 (-12.41%)
BRK B	BERKSHIRE HATHAWAY INC CL B NE	0.3083	\$45.77	\$162.18	\$50.00	-\$4.23 (-8.47%)
GE	GENERAL ELECTRIC CO	1.7586	\$43.37	\$26.43	\$50.00	-\$6.63 (-13.27%)
MSFT	MICROSOFT CORP	0.9513	\$43.51	\$52.56	\$50.00	-\$6.49 (-12.96%)
SPY	S&P 500 INDEX SPDR	2.0000	\$403.55	\$210.44	\$420.88	-\$17.30 (-4.15%)
Stock & ETF Totals			\$586.02			-\$48.80 (-8.33%)

Mutual Fund Positions

Symbol	Description	Quantity	Market Value	Cost / Share	Cost Basis	Gain or Loss
IOCLX	VOYA CORPORATE LEADERS 100 FD	5.5680	\$96.66	\$17.36	\$100.00	-\$3.34 (-3.34%)
Mutual Fund Totals			\$96.66			-\$3.34 (-3.34%)

Option Positions

Description	Bid / Ask	Day Change	Contracts	Market Value	Cost / Option	Cost Basis	Gain or Loss
The ball is in your court. To add positions, Trade Now.							
				Total Investment Balance	\$676.68		

Positions

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Total Value \$3,451.06

Positions | Gain or Loss | Quote

Stocks & ETFs

Symbol / Quote	Quantity	Market Value
AMZN \$265.60	999.9999	\$0,000.00
MSFT \$27.45	999.9999	\$0,000.00
Stocks & ETFs Value		\$1,725.53

Mutual Funds

Symbol / Quote	Quantity	Market Value
ACITX \$13.15	210.1540	\$0,000.00
Mutual Funds Value		\$1,725.53

[Balances >](#)

[Trade >](#)