Bedrock AI | Redesign Overview page

May - 2022



Bedrock AI

Bedrock AI is **a web-based** equity **research portal**. The software extracts machine learned red flags from SEC filings and predicts downside risk.



Project overview

The project brief:

Redesign the "Overview" page as a news feed of recent high impact information served through the platform.



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Project overview



The problem:

The customers have to spend too much time looking up through the platform in order to find what they are looking for.



The goal:

Increasing the visibility of high impact information for the customers by highlighting relevant information and improving the interaction efficiency.

Project overview



My role:

Executing discovery using design thinking methodologies, ideating on solutions and testing the high fidelity solution for future iterations.



Responsibilities:

- User feedback collection
- Define personas
- User journey maps
- Information Architecture
- Low-fi wireframes
- Prototyping
- Accessibility audit
- Usability testing

Understanding the user

- User feedback collection
- Define persona
- Problem statements
- User journey maps

User Research Overview



Users are mostly white men aged 25 to 55 year-old who include in four major group

- 1. Long-only analysts
- 2. Short-focuses analysts
- 3. Traders
- 4. Retail
- Conducting 1-1 research
- Users feedback by communication through email, call or message

User Pain Points







Worried to **miss major/high impact risks/opportunities** at his longs. Not enough time to read Ks/Qs or even look up key red flags on our platform/investigate during earning season. Worried about being wrong about short thesis and wants to see new issues come up to reinforce thesis/conviction.

Primary Persona: Luke



Luke Constable

 Age:
 45

 Education:
 Degree in history (Stanford)

 Hometown:
 NYC

 Occupation:
 Manages a small long-short hedge fund

" I truly need a polished feed including the critical information about all types of companies and competitors to help me get immediate action if it's needed."

Goals

- Knows if new risks arrive without having to dive into the details
- Reads earnings reports
- Wants to reinforce the thesis or exit immediately if contradicted
- Idea generation: Wants to monitor for new risks/high impact events at high risk companies (short).
- Wants to understand what bad things are happening to competitors of his long investments.

Frustrations

- Worried that he'll miss major/high impact risks/ opportunities at his longs
- Not enough time to read Ks/Qs or even look up key red flags on our platform/investigate during earning season
- Worried that he was wrong about his short thesis and wants to see new bad things come up to reinforce thesis/conviction.

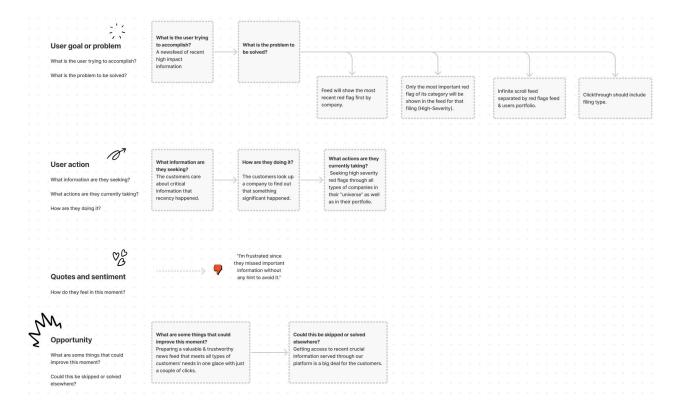
Luke Constable is an analyst & trader who Manages small long-short hedge fund. He needs to get access to recent critical information of high impact red flags on loading the dashboard because that will help him to take immediate action.

Problem Statements

- User (WHO)
- Needs (WHAT)
- Goal (WHY)

Luke is an **analyst & trader** who manages a small long-short hedge fund. He **needs to get access to recent critical information of high impact red flags** as a feed on loading the dashboard **because that will help him to take immediate action.**

Journey Map Overview



Google

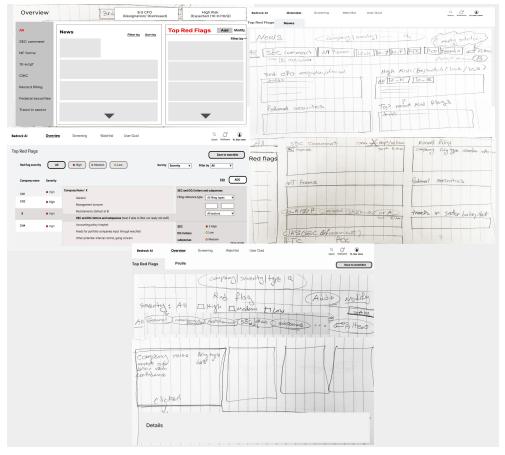
Ideating on Solutions

- Sketching ideas
- High-fidelity prototype
- High-fidelity prototype
- Usability testing



Sketching Ideas

Created about five initial rough paper designs to facilitate customers accomplishing their goals based on user research findings.



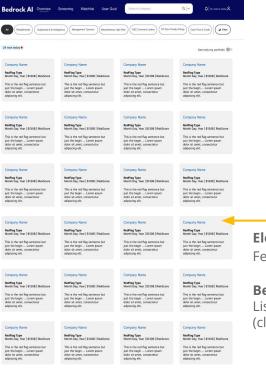
Wireframes

Element:

Feeds types and requirements

Benefit to the user:

Multiple choice to show the most recent red flag first by company



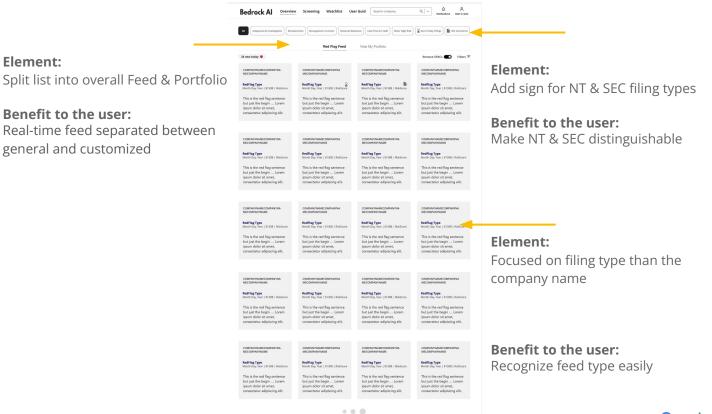
Element:

Feeds demonstrate red flags' detail

Benefit to the user:

List only the most important red flags (clickable)

Wireframes



Loading

Google

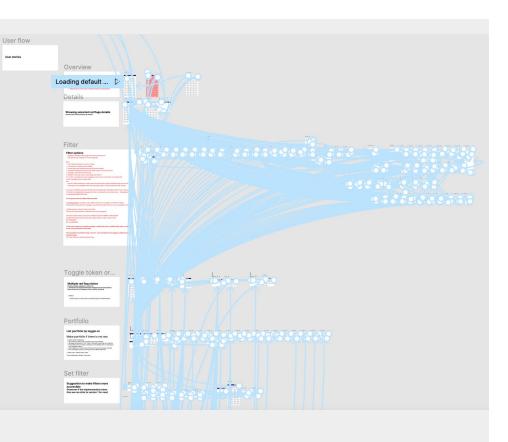
Prototype

Creating the final version of prototype to initiate usability testing phase.

Figma file

User flow:

- Multichoice ordered feeds
- Set filters
- Switch between two views
 - Overall feed
 - Users' portfolio(My companies)



Hi-fi Overview: How to display details?



The feature to represent red flag

details:

Three ideas

- 1. Pop up window
- 2. Drop down
- 3. Slide show

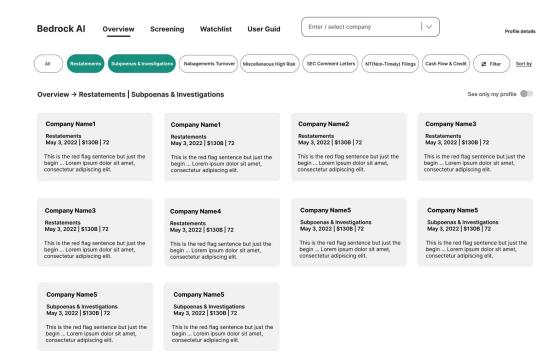
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Hi-fi Overview: Multiple Choices

The feature to select more than one red flag to lis:

That would be great if we can test this feature with a couple of users to see if this is easy to use and they realize this feature or they need help to understand it.



Hi-fi Overview: How to get access to the portfolio?



The feature to list profile red flags:

Not sure either toggle is a good idea to review portfolio or tab

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Usability Tests Results

Round 1 findings

- Show recent high impact information
- Refresh feeds based on customer's preferences
- Make feed types easily discoverable in 3 the feed

Round 2 findings



Make NT & SEC recognizable



News Feed | My companies



Take "Remove SPACs" out of filters

Refining the design

- Design iteration
- High-fidelity prototype
- Accessibility audit

Design Iteration

Two divided feeds Red flag Feed | My Portfolio

Toggle to Remove SPACs Transfer SPACs from filters to the main page

Before usability study

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After usability study

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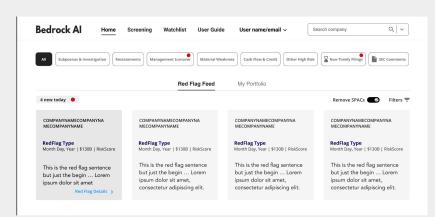
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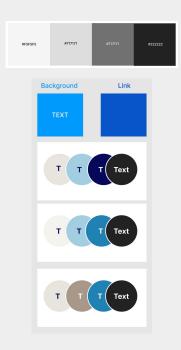


Style Guide

Colour palette

In the end, we decided to go with neutral black and white colour palette due to:

- Informative content
- Colourful design system
- Financial product
- End-users | men (25-55) | No visual
- Accessible



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Bedrock AI Overview Screening Watchlist User Guide sheida@bedrock-ai.com > Enter / Select company

Visit the SEC comment letter screening tool

New and Notable 8-Ks

GOHEALTH INC (GOCO)

May 27, 2022 | \$344.9M

Delisting

On May 35, 2020, GoHealth, Inc. (the "Company") received written notice (the "Notice") from the Listing pullifications Department of The Natada Stock Anteel ("Natada") notifying the Company hat, based on the closing bid price of the Company's Class A common stock, par usua 50,000 (per share (the "Common Stock"), for the last Consecutive business days, the Company no longer complies with the minimum bid price requirement for continued listing on The Nasdag Global Market.

Nasdaq Listing Rule 5450(a)(1) requires listed securities to maintain a minimum bid price of \$1.00 per share (the *Minimum Bid Price Requirement*), and Nasdaq Listing Rule 5810(c)(3) (A) provides that a failure to meet the Minimum Bid Price Requirement exists if the deficiency continues for a period of 30 consecutive business days.

CLOVER HEALTH INVESTMENTS CORP DE (CLOV)

May 27, 2022 | \$1.2B

Resignation or Appointment

On May 26, 2022, Nathaniel S. Turner resigned as a member of the Board of Directors of Clover Health Investments, Corp. ("Clover" or the "Company").

ARDELYX INC (ARDX)

May 27, 2022 | \$103.5M

Delisting

oltem 3.01 Notice of Delisting or Failure to Satisfy a Continued Listing Rule or Standard; Transfer of Listing On May 23, 2022, we received a letter from The Nasdaq Global Market (*Nasdaq") indicating that we have failed to comply with the minimum bid price requirement of Nasdaq Listing Rule 5450(a)(1).

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Before

HELIX ENERGY SOLUTIONS GROUP INC (HLX)

May 27, 2022 | \$583.8M Resignation or Appointment

Resignation of Appointment

Following certification of the vote of the Company's 2022 Annual Meeting of Shareholders, in accordance with the Guidelines on May 18, 2022 Jan Rask tendered his offer of resignation.

Top Red Flags from last week

ROBINHOOD MARKETS INC (HOOD) May 16, 2022 | 8-K | \$8.4B

Robinhood announced the resignation of one of its Board of Directors, Scott Sandell, effective May 12, 2022. Mr. Sandell had been a board member since 2016.

PELOTON INTERACTIVE INC (PTON) May 10, 2022 | 10-Q | \$5.38

Peloton recognized over \$200 million of impairment charges as the company continued to report declining revenues. Furthermore, on May 6, 2022, PTON announced the resignation of one of its board members, William Lynch.

CARNIVAL PLC (CUK) May 16, 2022 | 8-K | \$16.3B

Carnival announced the resignation of its Chief Ethics and Compliance Officer, Peter C. Anderson, effective May 16, 2022.

Selected Recent Filings

Company name	Filing date	Filing type	Risk Score
SANDERSON FARMS INC (SAFM)	May 27, 2022	10-Q	
BJ'S WHOLESALE CLUB HOLDINGS INC (BJ)	May 27, 2022	10-Q	
LOOP INDUSTRIES INC (LOOP)	May 27, 2022	10-K	54
WORLD ACCEPTANCE CORP (WRLD)	May 27, 2022	10-K	
PLANTRONICS INC CA (POLY)	May 27, 2022	10-К	80
DIGITAL WORLD ACQUISITION CORP (DWAC)	May 27, 2022	S-1	160
TARGET CORP (TGT)	May 27, 2022	10-Q	
GAP INC (GPS)	May 27, 2022	10-Q	10
DECKERS OUTDOOR CORP (DECK)	May 27, 2022	10-К	
NORDSON CORP (NDSN)	May 27, 2022	10-Q	
TJX COMPANIES INC DE (TJX)	May 27, 2022	10-Q	
UNIVERSAL CORP VA (UVV)	May 27, 2022	10-K	-
NVIDIA CORP (NVDA)	May 27, 2022	10-Q	88



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Going forward

- Takeaways
- Next steps



Takeaways



Impact:

New designs raised subscription rate significantly having a direct impact on revenues.

Increased landing page views by 14X and users are more engaged with CTAs compared to the old version.



What I learned:

Focusing on user needs before entering the solution phase.

Auditing designs for accessibility for any

product increases the usability.

Conducting usability tests on any solution gives us clarity on improvements for next iterations.

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