

Stock Portfolio Manager Mobile Application

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Abstract

In the age of information, company performance is not the only influence that drives rapid changes stock prices. With the advent of 24-hour news broadcasting, the volume of media coverage (both speculative and factual) that can influence the behaviour of stocks belonging to a specific industry or the entire market where a stock is listed has increased dramatically. This in turn produces rapid fluctuation in share prices and a higher transaction rate occurs as a result. Complex trading algorithms are employed by professional stock brokers to adapt to these trends but for individual investors this presents a much larger challenge.

For individual investors to effectively track their stocks and make profitable use of their holdings they need to multitask to a higher degree than before. However, the rapid increase in the rate at which individual investors have to respond to market changes has not seen the development of tools, which bring together the most common needs in daily trading.

The aim of this project is to develop a mobile application to solve this problem by combining four functions in one easy to use platform. Thereby allowing the user to:

- Track their investment's performance
- Receive key financial details and news linked directly to any selected stock
- View updates to market indices as they occur
- Access financial and international news feeds from reputable sources

Bringing together these functions is intended to improve the ability of an investor to make informed decisions while reducing the time taken to research the factors that would affect the user's transaction.

As the project progressed, additional research led to several changes to the original plan to ensure the financial information provided by the application is reliable and to allow the application to be extended to encompass additional functionality in the future.

The result of the project was a fully functional iPhone application that provides investors with a solution to the problem stated above by offering them;

- A portfolio to track their stock investments
- A watch list with detailed information and news linked directly to each stock on the list
- An overview to many important equity indices around the globe
- Updated financial news to help investors managing and plan their future investments.