

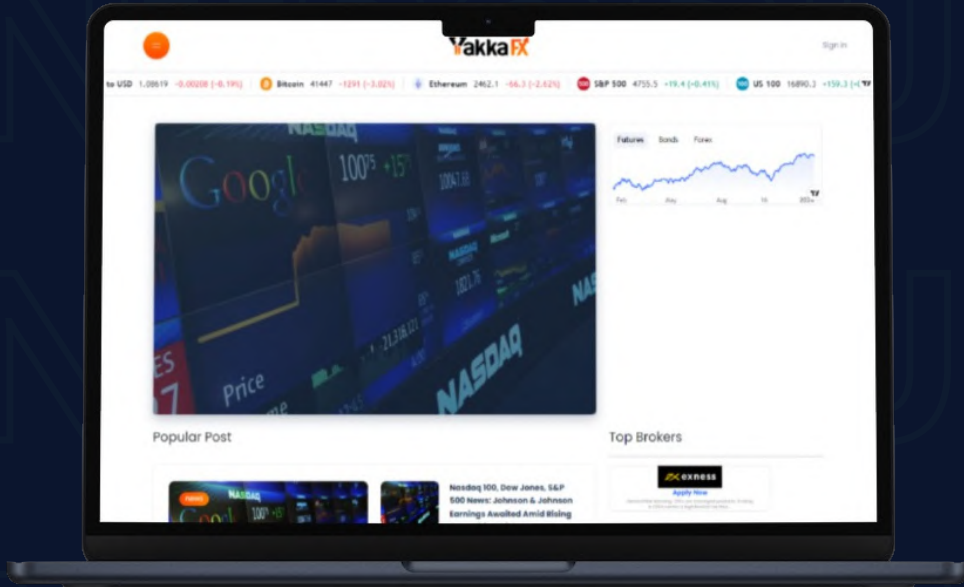
CASE STUDY



A Forex Information Platform

Forex trading platforms provide traders with the ability to place different types of orders. The most common types are market orders, limit orders, and stop orders.





INTRODUCTION

YakkaFX is a comprehensive Forex information platform that provides a variety of services including trade data analysis, blogging, trading signals, news, and forecasts related to the Forex market. This case study explores YakkaFX's market positioning, the challenges it faces, and potential strategies for growth and improvement.



PROBLEM STATEMENT

YakkaFX faces several critical challenges:

01.

User Engagement & Retention

Ensuring regular engagement from users and maintaining a high retention rate.

02.

Data Accuracy & Reliability

Providing accurate and up-to-date market data and analysis.

03.

Competition with Established Players

Competing with established platforms in the Forex information space.

04.

Monetization

Developing a sustainable and user-friendly revenue model.

05.

User Experience

Balancing the complexity of Forex data with a user-friendly interface.

POSSIBLE SOLUTIONS

YakkaFX faces several critical challenges:

01.

Customizable Dashboards

Allow users to personalize their data viewing experience based on their preferences and trading habits.

02.

Reliable Data Sources and Verification

Partner with reputable financial data providers and implement robust data verification processes.

03.

Unique Value Propositions

Develop unique features or content that cannot be found on other platforms, such as exclusive expert insights or advanced analytical tools.

04.

Diverse Revenue Streams

Explore various monetization models like subscription-based services, advertisements, or premium content.

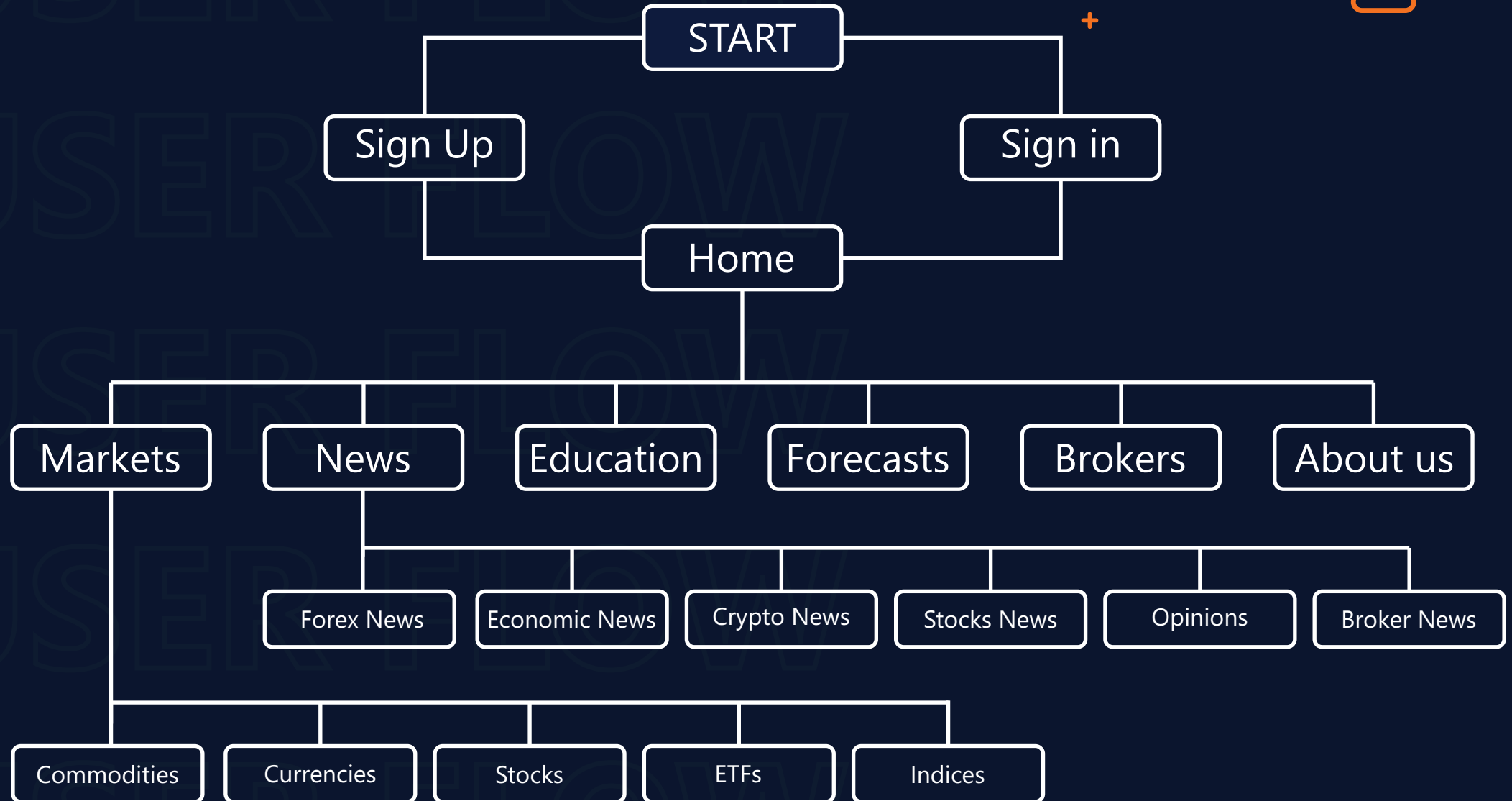
05.

User Education and Support

Provide comprehensive educational resources and responsive customer support to assist users in navigating the platform.



USER FLOW



TYPOGRAPHY

Aa

FontSizeSpecification

Poppins

Heading 01 = 32

Line Height 100% , Weight 900

Poppins

Heading 02 = 28

Line Height 110%, Weight 800

Poppins

Heading 03 = 24

Line Height 120%, Weight 700

Poppins

Heading 04 = 20

Line Height 130%, Weight 600

Poppins

Heading 05 = 18

Line Height 140%, Weight 500

Poppins

Heading 06 = 16

Line Height 150%, Weight 400

Poppins

Heading 07 = 14

Line Height 160%, Weight 400

COLOR PALETTE



Primary



#Ff8201



#Ff4801



Linear Gradient from
#Ff4801 to #Ff8201

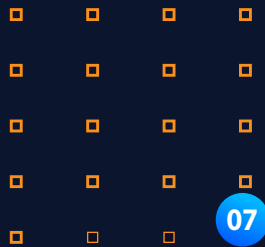
Background



#FFFFFF

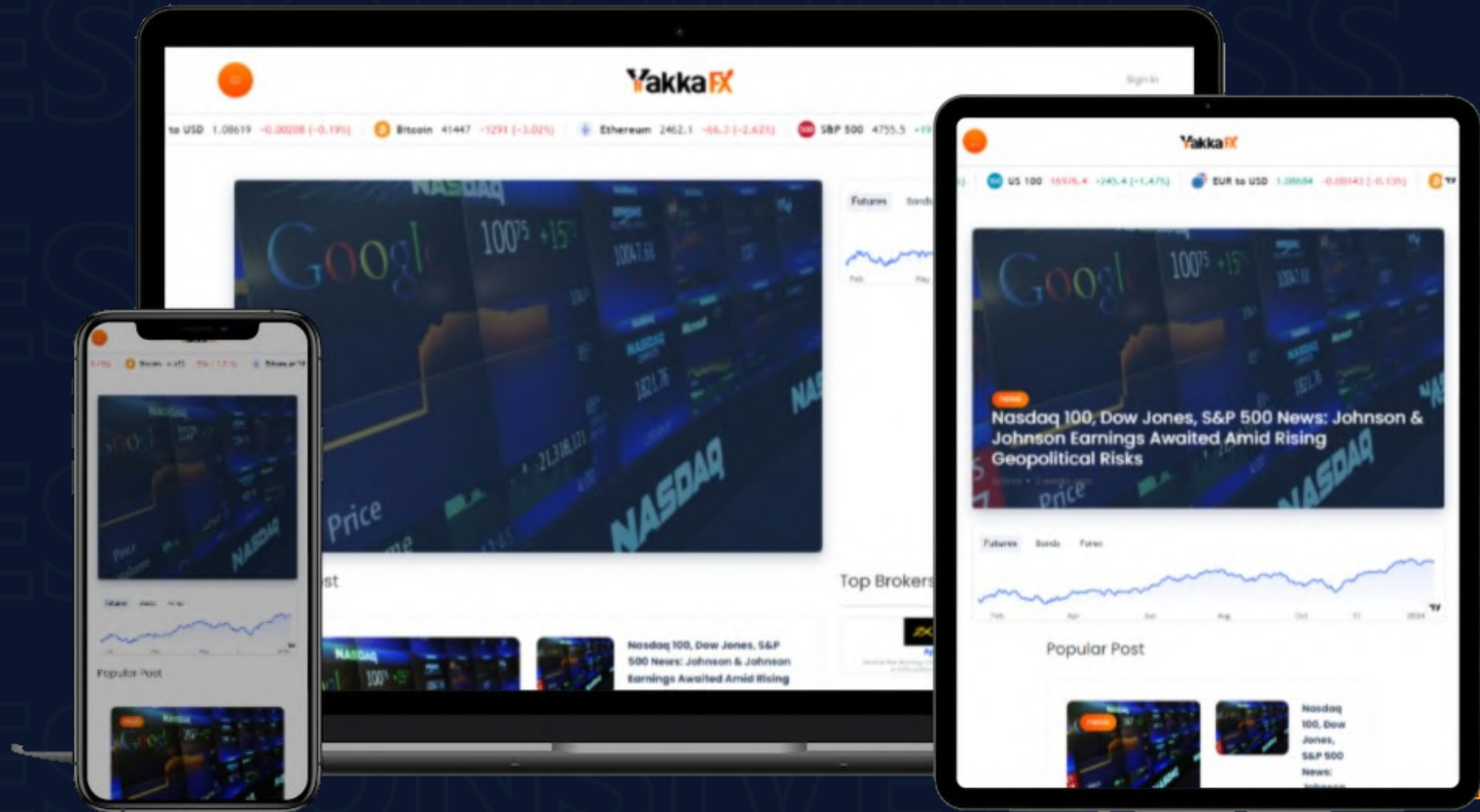


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Responsiveness

One website, any screen. Yakka FX needed its product to be accessed from many device to serve their clients easily



TECHNOLOGY

- Laravel
- MySQL
- Bootstrap
- UI Design

OUTCOMES

- Increased customer retention
- Reduced downtime
- Increased system reliability
- Increased customer acquisition
- Our client was acquired due to superior technology solution





HashtagWeb

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