

# Markit / Streaming Trading Analysis

## Roles & Responsibilities

---

### Product Owners

Alex Gillula & Timothy Moore

### Project Manager

Elizabeth Burgess

### Lead Designer

Kara Larsen

### Analytics

Jason Meshnick

## Project Statement

---

Create a responsive web-based interface that streams (delayed data) trading cost analysis for buy-side & sell-side institutional traders with an aim of breaking down trading costs.

## Project Objectives

---

- Make web application work 300px wide to 1280px wide
- Provide a light & pro version based on user work flow and how they trade
- Easy to read; find large expenses & impacts quickly
- Create a message system informing clients of system connectivity issues
- Email & Inline Alerts; view the trading costs outside of web experience
- Feature the five proprietary's data points:
  - CLC
  - CLC Estimate
  - TC / Timing Consequence
  - % Adverse Tick vs Market
  - % Average Trade Size vs. Market
- Streaming Delivery
- Web + PDF + Excel format
- Historical Comparison
- Focus on Equities, but keep FX in mind for future tool
- Third Party integration

## Business Objectives

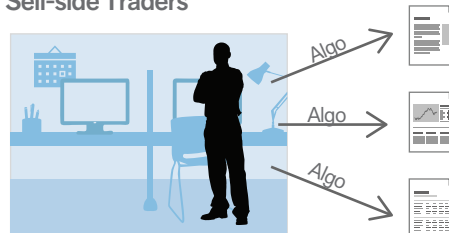
---

- Markit 3rd party tool to traders to analyze real time trade cost and impacts
- Retain existing clients while bringing in new clients
  - Currently approximately 50 clients
- Increase revenue
- Build the Markit brand
- Enhance recognition of the proprietary data analysis

## Users + Use Cases

---

### Sell-side Traders



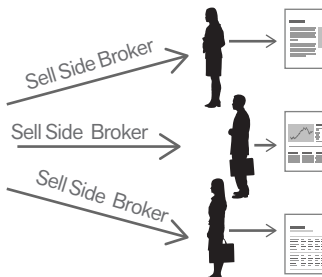
- Use the tool to test algorithms for trading, seeking even the smallest change
- To analyze the costs/ market impacts/ success

## Users + Use Cases Continued

### Sell-side Traders

- See the overall view and then drill down to the underlying costs and decision process
- Share their research with the buy-side to increase confidence in their algorithms and increase business
- View both pre-trade(2<sup>nd</sup> phase) & post-trade analysis
- Use the quote snapshots to provided intraday reports

### Buy-side Traders



- Measure Benchmarks with other 3rd party
- Create a report to confirm use of algorithms
- Find large expenses & market impacts quickly
- Make sure they're in compliance
- Provide transparency for higher level board members

### Both

- Want to see that they're making good trades
- Lower trading costs
- Decreasing market impact
- See overall & drill down
- Asking, What costs do I have control of?

## Experience / Integration Points

This is a single site experience with no integration with other existing Markit products, including the current T+1 Product

## Competitor and Other Examples

Current T+1 product (not streaming)  
GS REDI  
Bloomberg  
ITG  
Panopticon

## Site Map / User Flow



### Dashboard

- Execution Summary / What the user has done / Buy,Sold, Shorted
- Summary Sliced by different data points (5 main data points)
- Top / Bottom- where you saved the most money, what is costing you the most money



### Drill Down

- Drill into a single equity holding and do analysis

## Site Map / User Flow Continued

---



### Screener

- Filter + Search
- Explicit costs that brokers can control  
Market impacts + Execution quality
- Set up Screener to set up alerts



### Alerts

- Set up and manage alerts

## Design Plan & Overview of Deliverables

---



### Discovery Phase - 3 weeks

Create creative brief and walk through requirements



### Wireframes - 4 weeks

None styled designs that focus on workflow and content placement



### Visual Designs + Interactive Prototyping

Markit brand is applied to pages and interactive prototyping is used to capture clear interaction styles and workflows.

### Meeting Frequency

1 meeting per week (Tuesday's) to walk through design concepts

1 meeting per week (Thursday's) to receive and walk through feedback

### Additional Items

Will need ongoing design support for development team in other locations

## Future Considerations

---

The future phases that are known for this project are additional asset classes, including FX. There is an assumption that we will need to update the existing T+1 interface as well and provide a similar look and feel as the web-based tool.

Possible integration of real-time data.