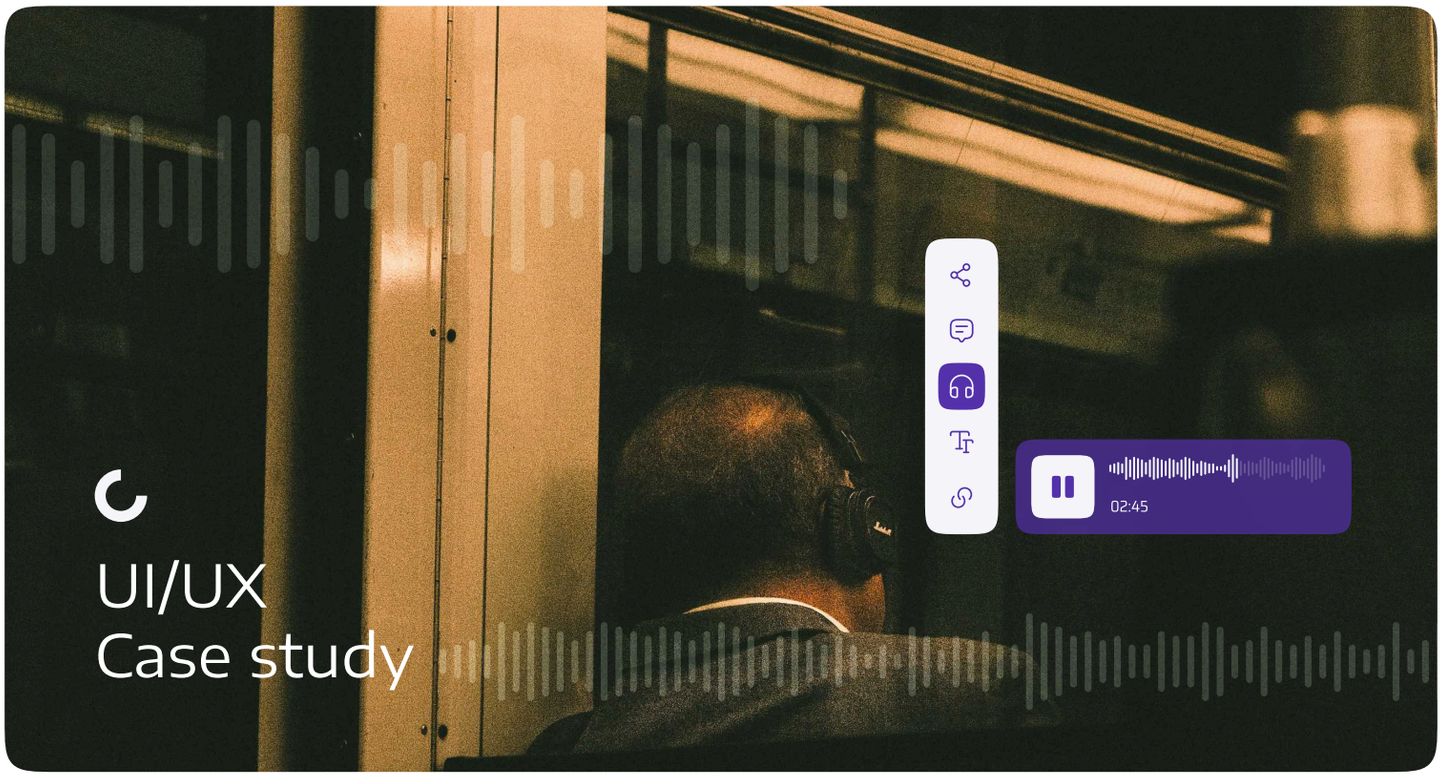


Introduction and Project Definition

Project Title:
Adding Audio Playback Feature to the Financial Blog to Improve Accessibility and User Engagement

Our company's blog, which focuses on finance and investment, publishes analytical articles, educational content, and market updates on a weekly basis. These articles are often in-depth, lengthy, and specialized, targeting professional readers. Despite the high quality of our content, analysis of user behavior on the blog (using Microsoft Clarity) revealed that many users do not fully engage with the articles and tend to leave the page before finishing.

To enhance the reading experience, we decided to implement an audio playback feature (Text-to-Speech) for our articles. This allows users to listen to content while commuting, exercising, or performing daily tasks, ensuring they can still benefit from our valuable insights.

Project Objectives:

Assist users who are unable to read full articles due to busy situations (e.g., commuting, noisy work environments, or late-night fatigue).
Provide quick and easy access to article information without requiring prolonged focus or dedicated time.
Improve the experience for mobile users who visit the blog on the go or in short bursts.
Enhance content accessibility for groups who find text-based reading challenging due to time, environmental, or physical constraints.

Introduction to the Research Phase:
Before designing a solution, we aimed to validate this direction by analyzing user behavior and gathering feedback from real data to understand whether this feature truly addresses a user need.

Research

User Behavior Analysis on a High-Traffic Blog Page (using Microsoft Clarity)
To better understand how users interact with our blog articles, we analyzed one of the high-traffic pages containing specialized financial content. With over 21,000 views and a structure representative of other blog articles, this page served as an ideal sample for examining user behavior.
Analysis using Microsoft Clarity revealed the following insights:

- The average scroll depth was only 27.85%, indicating that most users view only the beginning of the article and do not reach the end.
- The average active time on the page was just 40 seconds, whereas the article's length requires several minutes for full reading.

Survey (Questionnaire)

Participants: 120

Demographics:

- The majority of participants were aged 25–44.
- Over half had intermediate to advanced financial knowledge.
- More than 70% of participants visited the blog at least once a week.

User Behavior:

- 56% of users read only the beginning of articles or skim through content superficially.
- 42% reported that they often save articles to read later, but rarely return to them.

Primary Barriers to Full Article Consumption:

- Lack of time during the day.
- Inadequate conditions for focus (e.g., noisy environments, fatigue, mobile usage).

Content Consumption Habits:

- 61% indicated that they typically consume content on the go, during breaks, or while commuting.
- 83% of users expressed interest in accessing content in a format suitable for these contexts.

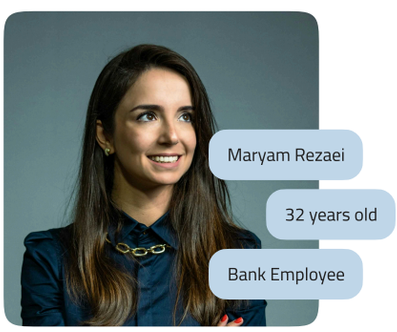
Conclusion

Based on both quantitative analysis (Microsoft Clarity) and qualitative feedback (survey), it became evident that a significant portion of users, despite being interested in the blog content, are unable to fully engage with the textual articles due to time constraints, environmental distractions, and focus limitations.

This analysis highlighted a key design opportunity:
Providing a solution that allows users to access financial content during commutes, while performing daily activities, or during short breaks could substantially enhance the user experience and increase engagement.

Potential solutions, such as introducing alternative content formats—including audio playback—were identified and further explored in subsequent design and testing phases.

User Persona



Characteristics:

- Interested in learning about finance and investment.
- Has limited time and focus for reading lengthy articles, especially during commutes or at the end of the workday.
- Prefers to access information in simpler, easily consumable formats in informal contexts (e.g., on mobile or in noisy environments).

Key Need:

- To access reliable educational content without requiring significant time or concentration.
- To consume content during "dead times" or in suboptimal conditions for reading.

User Empathy Map

What the User Says

"I bookmark these articles to read later."
"I have time on weekends to go through some articles."
"I wish the content were more concise and digestible."

What the User Does

Starts reading lengthy articles but often abandons them midway.
Saves article links but rarely returns to them.
Checks financial content on their mobile during commutes or breaks.

What the User Thinks

"I want to learn more about investing, but I don't have enough time."
"If I could consume content more easily in everyday contexts, I would learn better."
"Long articles can sometimes be too complex or tiring."

What the User Feels

Fatigue and lack of focus after a long workday.
Fear of falling behind on financial and economic trends.
Anxiety about making incorrect financial decisions.

User Journey Map

Persona:
Maryam Rezaei, 32, Bank Employee, interested in learning about the financial market

Scenario:
Maryam accesses the financial blog via her mobile device during commutes or work breaks to read an analytical article about the market.

User Expectations:
- Access practical and easily understandable content within a short timeframe.
- Minimal cognitive load required to comprehend the article.
- Ability to consume the article even in environments without a laptop or quiet space.

	Accessing the Article	Starts Reading the Article	Scrolls Quickly or Abandons	Feels Frustrated or Annoyed
Doing	Opens the article link from Telegram or search	Skims through the introduction, headings, and subheadings	Performs a few fast scrolls, briefly glances at charts or highlighted sentences	Feels Frustrated or Annoyed
Thinking	"The article title looks interesting; it might be useful."	"There's too much text… I'm on the bus right now, can't focus."	"I wish I knew which part I should focus on."	"I don't understand anything, this article is exhausting."
Saying	"Let me see what it's about."	"It's too long, not clear which part is most important."	"I don't have time now, I'll read it later."	"I wish there was an easier way to read this content."

Insights:
- Maryam's reading behavior is incomplete and fragmented, not due to lack of interest, but because of life circumstances and time/focus constraints.
- Current articles require sustained focus, time, and a suitable environment, which users often lack.
- Existing content fails to align with users' fast-paced and busy lifestyles.

Internal Ownership:
- Content Team: Review article structure, length, and complexity.
- UX Team: Design a format that is usable within limited timeframes.
- Marketing Team: Propose new solutions to increase engagement (e.g., audio version, summaries, or "read later" features).

Problem Statement (Madlib Format)

User: A bank employee interested in learning about finance
Needs: Easy and quick access to analytical blog content
Because: In situations such as commuting or during breaks, they lack the focus required to read long articles, and it's unclear which parts of the article are most important.

Final Version (Complete Sentence):

A bank employee interested in learning about finance needs easy and quick access to analytical blog content, because in situations such as commuting or during breaks, they cannot maintain sufficient focus to read long articles, and it is unclear which sections of the article are most relevant to them.

User Pain Points:
- "The articles are too long, and when I'm tired or in a hurry, I can't finish them."
- "When I open an article, I don't know which parts are most important, and that makes me give up."
- "I can't concentrate easily on heavy content while commuting or in noisy environments."
- "I often bookmark articles to read later, but I rarely return to them."

Opportunities:
- Design an experience that allows users to consume article content effectively with limited time and low focus.
- Help users quickly identify the most important sections of an article.
- Increase user engagement with content without relying on the traditional full-reading format.
- Align the blog more closely with modern users' lifestyles and content consumption habits, especially mobile users.

Ideation

Objective of This Phase:
To generate a variety of solutions for enhancing the reading experience of users on the financial blog, especially in contexts where they lack sufficient time or focus to read full articles (e.g., during commutes, at work, or before bedtime).

Ideation Process:

1. **How Might We (HMW) Technique**

   To explore the problem from multiple perspectives, we applied the HMW method and asked questions such as:

- How might we help users understand key sections without reading the full article?
- How might we make article reading easier in low-focus contexts?
- How might we create a simpler yet value-driven experience for the user?

2. **Brainwriting**

   Team members independently wrote 3–5 ideas, which were then shared, categorized, and discussed.

   This approach ensured idea diversity without early judgment and kept the team's thinking open.

3. **Dot Voting**

   Next, using Dot Voting, team members voted on their preferred ideas. This helped us identify solutions that were both feasible and user-preferred.

Output of the Ideation Phase:

Proposed Solutions	Advantages	Challenges
Audio Version of the Article (Text-to-Speech)	Usable in low-focus situations, such as on the subway	Technical implementation, requires voice quality testing
Automated Summary at the Beginning of the Article	Quick start for the user, without the need to scroll	The summary may not convey the article as well as the original
Highlighting Key Sections of the Article	Helps the user quickly identify key points	Need for manual editing or a specific algorithm to detect highlights
Quick Reading Mode	Summarized view for fast scanning	Removing important details might reduce the complete experience
Article Summary Video (1–2 minutes)	Visual experience, easy to share	Time-consuming, requires dedicated production
Estimated Reading Time + Estimated Listening Time	Assists the user in decision-making before starting the article	Requires content processing for each article to calculate reading/listening time

Design Team Conclusion

After evaluating the pros and cons, the team decided to prioritize the audio version of the article as the final solution.

This decision was driven by the following factors:

- High alignment with mobile-first user behavior
- Ability to consume content without visual attention (hands-free experience)
- Seamless implementation without requiring structural changes to existing articles

During the ideation process, using How Might We (HMW), Brainwriting, and Dot Voting techniques, multiple potential solutions were explored to simplify the user reading experience. The audio version of the article was selected as an effective, scalable solution that aligns with user needs.

UX/UI Design

1. Design Introduction and Objective

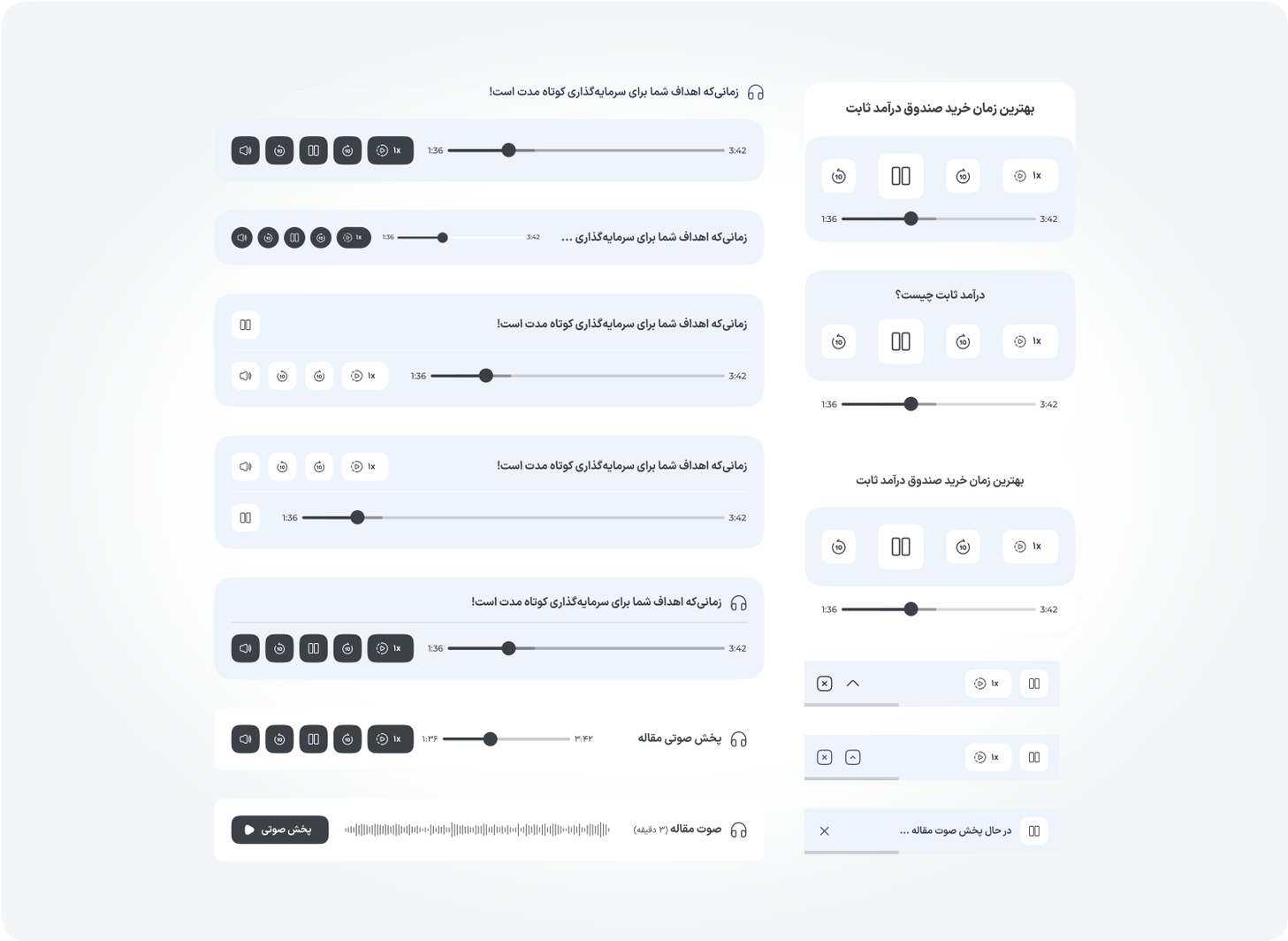
Based on user needs for easier access to article content in low-focus or time-constrained contexts (e.g., subway, workplace, commuting), the UI was designed with a focus on simplicity, minimalism, and rapid interaction. The primary goal was to ensure that content is accessible and usable without requiring full article reading.

2. Key Design Decisions

Design Decisions	Rationale for Each Decision	Related User Problems / Needs
Place the audio player at the beginning of the article	Quick access for the user without scrolling	Limited time, need for easy start
Design a sticky player at the bottom of the page	Persistent access to audio controls	Simultaneous use of text and audio
Display estimated listening time	Supports user decision-making and respect for starting choice	User time management
Use minimalist UI elements	Reduces cognitive load and distractions	Low focus in context of use
Implement responsive design for both mobile and desktop	Aligns with actual user habits	Over 70% of traffic comes from mobile devices

3. Early Wireframes

In the initial stages, simple wireframes were created focusing on the placement of the audio player, display of audio content, and basic user interactions.
These wireframes were reviewed in internal sessions to evaluate the overall usability and structure before moving into the visual design phase

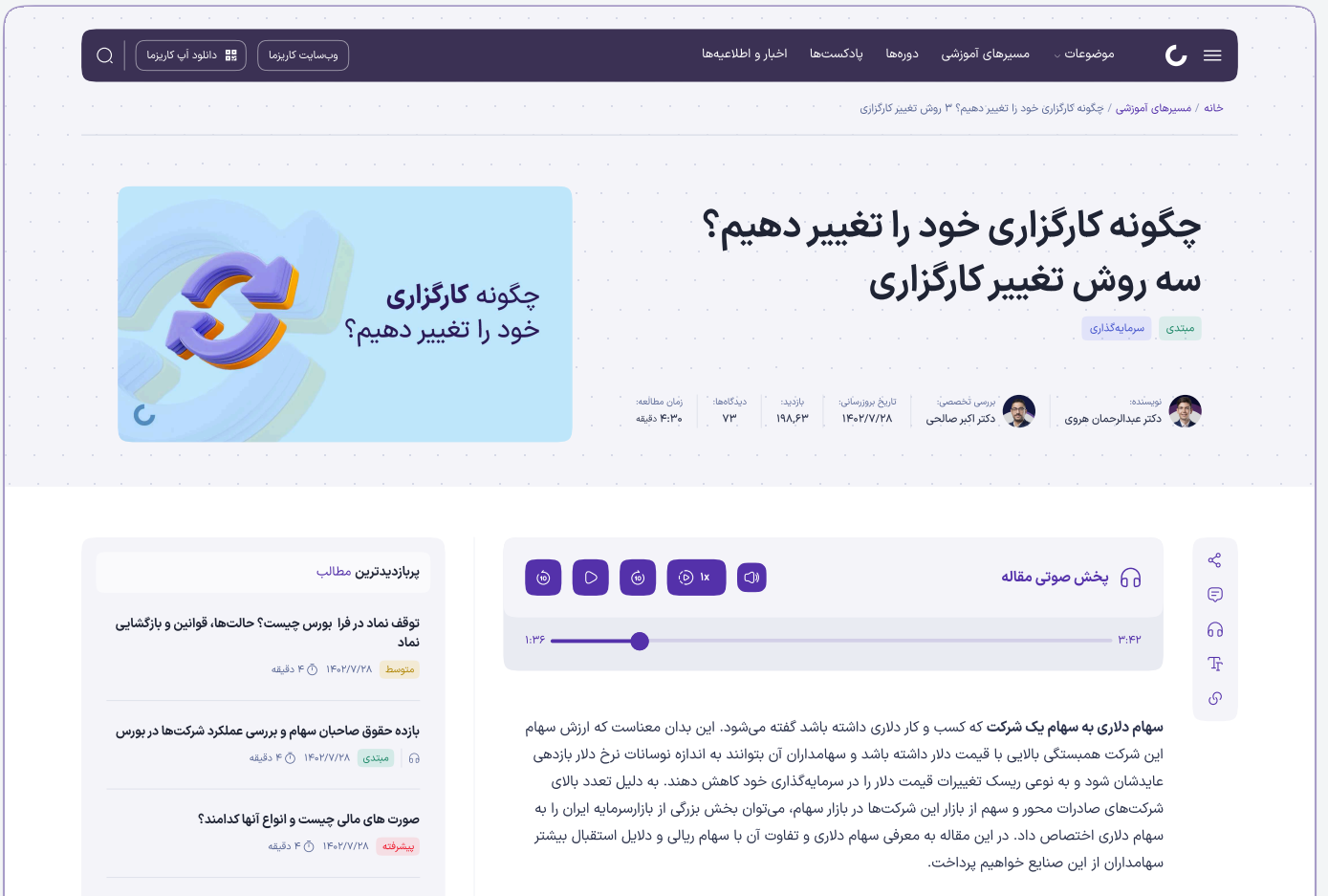


Initial wireframe of the audio player designed for the mobile version of the financial blog.

4. Final UI

After gathering internal feedback and reviewing challenges, the final UI was designed while maintaining the initial structure and ensuring alignment with the brand's visual style.
The primary focus in the final design was simplicity of audio interaction and seamless integration of reading and listening experiences.

Final UI design on mobile, featuring a sticky audio player that provides quick and continuous access to the article's audio version.



درباره بورس ایران

شاید برای شما سوال پیش بیاید که اساسا چرا به توضیح شکل گیری و فعالیت بازار بورس میپردازیم. بازار بورس گستردگی و دامنه فعالیت وسیعی دارد، این بازار **ابزارهای مختلف مالی** تا سهام شرکت ها و حتی کالاهای مختلف را شامل می شود. برای پی بردن به این موضوع که چرا بازار بورس جذابیت دارد.

خرید ارز توافقی و سکه

مشتریان حقیقی در بازار فیزیکی امکان خرید ندارند و فقط در بازار مشتقه میتوانند نسبت به خرید اوراق اقدام کنند. در معاملات این بازار ۱۰ یا ۲۰ درصد قیمت معامله به صورت پیش پرداخت از مشتری دریافت می‌شود و مابقی آن برای کالاهای داخلی تا ۳ روز کاری و برای کالاهای بازار بین الملل تا ۵ روز کاری بعد دریافت می‌شود.

زمانی‌که اهداف شما برای سرمایه‌گذاری کوتاه مدت است: اگر هدف شما برای سرمایه‌گذاری کوتاه‌مدتی است، این صندوق ها ممکن است گزینه‌ی مناسبی برای شما باشد. این **صندوق‌ها** عمدتا در اوراق بهادار با بازده ثابت سرمایه‌گذاری کنند که به‌دلیل تعلق گرفتم بازدهی روزانه به سرمایه افراد، برای سرمایه‌گذاران کوتاه مدتی جذاب به شمار می‌رود.

مدل قیمت‌گذاری دارایی‌های سرمایه‌ای؛ از تئوری تا عمل

پیشرفته ۱۴۰۲/۷/۲۸ ۴ دقیقه

فهرست مطالب

انواع الگوهای کاربردی در تحلیل تکنیکال

بورس اوراق بهادار

آشنایی با اندیکاتورهای اقتصادی

آشنایی با اندیکاتورهای تکنیکال

خلاصه‌ای از مطلب "اندیکاتور چیست؟"

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بورس اوراق بهادار

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آشنایی با اندیکاتورهای تکنیکال

خلاصه‌ای از مطلب "اندیکاتور چیست؟"

مقالات پیشنهادی

1x ۱:۳۶ ۳:۴۲

Final UI design on desktop, ensuring a seamless experience across devices.

5. Challenges & Solutions

Challenge	Adopted Solution
Limited space in the mobile view	Designing a minimal, sticky player
Avoiding disruption for users who prefer reading text	Audio playback set as manual and optional
Maintaining consistency with the blog's existing brand and structure	Using colors and typography aligned with the existing visual identity

6. Key Design Considerations

- Mobile-first approach, based on the high share of mobile traffic
- Simplicity and instant accessibility without requiring user onboarding
- Scalable solution, with no need to change the existing article structure
- Full alignment with user personas and journey
- Prepared for usability testing and further iterations

User Testing

Objective of the Test

To evaluate user interaction with the audio version of blog articles in the financial blog, including discoverability, ease of use, and how well this feature aligns with users' needs in real scenarios (such as commuting or late-night fatigue).

Participants

5 users from the target audience (matching the persona Maryam) were tested across both mobile and desktop environments.

Designed Tasks for the Test:

Tasks	Design Decisions
Task 1	Find and activate the audio version.
Task 2	Play, pause, and resume the audio version.
Task 3	Browse the article while simultaneously listening to the audio.
Task 4	Provide final feedback and suggestions.

User Testing Report (5 Participants)

User	Task 1	Task 2	Task 3	Task 4

User 1	Found quickly (mobile)	Completely clear and easy	Easy and no problem	Said will use it during commute
User 2	On web, found slowly (didn't see top right)	No problem	A bit confused but got used to it	Suggested adding 2x speed
User 3	Found quickly (mobile)	Easy, but the stop button was a bit small	Was good, prefers to fast-forward the audio	Expressed satisfaction and interest for night use
User 4	Had no problem	No problem	Suggested text to be highlighted along with audio	Described the audio as good and clear
User 5	Was a bit lost but eventually found	Controlled easily	Had a good experience	Considered using this feature as a replacement for full reading

Test Summary

- On the mobile version, all users easily found the audio player and interacted with it.
- On the web version, one user initially did not see the player (even though it was located at the top right), but eventually found it. To improve discoverability, the placement of the web audio player was redesigned to be more prominent.
- All users were able to control audio play and pause without issues. One user noted that the pause button could be slightly larger.
- During simultaneous use of text and audio, the user experience was mostly positive. Suggestions such as "highlighting text sections during playback" were mentioned.
- In final feedback, 4 users explicitly expressed interest in using this feature in daily situations like commuting or before sleep.
- One key user suggestion was adding 2x playback speed. This feature was easily implementable and added to the enhancement list.

Changes Implemented After Testing

- Web design updated so the audio player is more visible, while keeping it sticky.
- 2x audio playback speed implemented.
- Planning to explore the "highlight text during playback" feature in future iterations.

Impact & Metrics Evaluation

By analyzing two versions of a high-traffic article – one before adding audio and one after – the following results were obtained:

Comparative Data (Before & After Audio Version)

Metric (from Clarity)	Before Audio Version	After Audio Version	Change
Average Time on Page	40 seconds	2 minutes 12 seconds	Significant increase in attention
Average Scroll Depth	27.8%	23.5%	Natural decrease of ~5%
Mobile User Behavior	Quick exit	Longer engagement and stable interaction	Noticeable improvement
Interaction with Audio Player	None	57% of users clicked the play button	High adoption

Data was gathered through Session Recordings and Heatmaps in Microsoft Clarity.

Analysis & Conclusion:

- The average user dwell time increased significantly.
- The average scroll depth decreased slightly by about 5%. This behavior indicates that users were more engaged in listening to the content and had less need to read through the full text.
- Mobile user engagement with the content improved, and a high percentage of users utilized the audio version.
- These results confirm that adding the audio version effectively addressed users' need to consume content in non-ideal situations.