

A series of overlapping geometric shapes in purple, teal, blue, orange, and yellow are positioned on the left side of the slide. The shapes include a large purple semi-circle at the top, a teal rectangle below it, a blue circle to the right of the teal rectangle, an orange semi-circle at the bottom left, and a yellow semi-circle at the bottom right.

eToro Content Audit

Michael Plutchok
August 2025

Nice to meet you!

- UX Writer / Content Designer
- Ex-Wix
- Love diving! 🤿



Michael Plutchok

UX Writer



What is a Content Audit?

- A structured review of product copy, labels, and messages.
- Evaluates clarity, consistency, and usability.
- Identifies gaps and opportunities to improve user experience.

Three teal semi-circles of increasing size are arranged horizontally on the left side of the slide. The first is the smallest, the second is medium-sized, and the third is the largest, partially overlapping the text.

What I examined

Categories



01. **Consistency & Standards**

02. **Tone & Voice**

03. **Grammar, Spelling, & Mechanics**

04. **Clarity & Readability**

05. **UX Flow Alignment**

06. **Visual hierarchy & IA**

07. **Accessibility & Inclusivity**

Consistency & Standards

01. Terminology

inconsistencies

Same concept called different things in different places.

02. UI label mismatches

Button or menu names that differ (e.g., “Deposit Funds” vs. “Add Funds”).

03. Capitalization rules

Inconsistent casing.

04. Numerical formats

Currency formatting (e.g., \$1,000 vs. 1,000 USD).

05. Date and time formats

DD/MM/YYYY vs. MM/DD/YYYY,
12h vs. 24h clock.

Voice & Tone

01. **Voice shifts**

Casual in one screen, overly formal or robotic in another.

02. **Inconsistent audience targeting**

Mixing “you” with third-person phrasing (“You can trade” vs. “The user can trade”).

03. **Inappropriate tone**

Overly cheerful in error states or too dry in celebratory moments.

04. **Overuse/underuse of jargon**

Unexplained financial terms for beginners or overly simplified language for advanced users.

Grammar, Spelling, & Mechanics

01. Spelling errors

Especially differences between US/UK spelling (e.g., “cancelled” vs. “canceled”).

02. Grammar mistakes

Subject-verb agreement, missing articles, tense issues.

03. Punctuation

Inconsistent use of Oxford commas, ellipses, or colons.

04. Formatting issues

Bullet styles, inconsistent spacing, broken line breaks.

Clarity & Readability

01. **Overly complex sentences**

Too long, nested, or stuffed with clauses.

02. **Ambiguous instructions**

Leaving room for misinterpretation.

03. **Too much text in small UI**

Causing cognitive overload.

04. **Unreadable microcopy**

Font size, contrast, or placement makes it hard to see.

05. **Unclear buttons**

Vague actions like “Continue” where “Confirm Payment” would be clearer.

UX Flow Alignment

01. **Copy not matching the user's stage**

e.g., asking someone to “Sign up” when they’re already signed in.

02. **Contradictory info between screens**

One step says a process takes 5 minutes, another says 10.

03. **Misleading CTAs**

Wording promises one action but leads to another.

04. **Missing feedback**

No success/failure confirmation after an action.

05. **Missing friction before a critical action.**

Visual hierarchy and IA

01. **Heading structure & page titles**

Inconsistent use of H1/H2/H3 or missing page titles.

02. **Primary vs. secondary actions**

Lack of distinction between main and secondary CTAs.

03. **Grouping & proximity**

Poor proximity or alignment of related elements.

04. **Navigation structure & labeling**

Ambiguous labels, unclear IA, or grouping of content.

05. **Content prioritization**

Important info buried or overshadowed by less relevant elements.

Three teal semi-circles of increasing size are arranged horizontally from left to right. The largest semi-circle is on the right and contains the word "Home" in white text.

Home

Visual hierarchy & IA

Heading structure & hierarchy

- No page-level heading / title (H1 missing). The screen doesn't actually say "Home" anywhere.
- Feels like two "homepages" are mashed together: one for portfolio, one for social.
- There's a "News Feed" label with a chevron, but the post composer ("What's on your mind?") is floating above that heading.

The screenshot displays the eToro trading platform interface, which is a combination of a portfolio management tool and a social network. At the top, there are market indicators for various assets: NASDAQ (23478.01, -0.18%), FTSE 100 (6445.04, -0.95%), DAX (110409.27, -0.42%), CBOE (45288.90, +0.65%), NYSE (4509.5100, -0.04%), and S&P 500 (111.11, -0.11%). A red box highlights a search bar in the top right corner.

The main section is titled "Welcome back!" and shows "Cash and Holdings" with a balance of €1,941,234.20, which is down by €54,877.00 (-2.84%) today. Below this is a line chart showing the performance of the portfolio over time. Further down, it displays "Cash Available" (€910,430.57) and "Total Invested" (€1,015,559.53), with a profit/loss of €15,244.10 (1.50%).

The interface is divided into two main vertical sections. The left section is a social news feed, and the right section contains market-related content. A red box highlights the "What's on your mind?" post composer at the top of the news feed. The news feed includes a post by "Rayeiris Maduro Rondón" about the P/E ratio, with a video thumbnail titled "EXPLAINING THE P/E RATIO". Below the post are interaction options like "Like", "Comment", and "Share", and a list of comments.

The right section features "My Market Minutes" (AI-generated summary), "Big Movers" (today's biggest gainers and losers), and "Trade the News" (live news insights). At the bottom right, there is a "Discover CopyTrader" section listing top-performing investors.

Visual hierarchy & IA

Heading structure & hierarchy

- Right-hand panels: "My Market Minutes," "Big Movers," "Trade the News" are all styled differently.
- Last panel lacks a clear title/header. Is it of the same weight as the other panels? Is it an ad?

The screenshot displays the eToro mobile application interface. At the top, the eToro logo is visible in green. The main content area is divided into several sections:

- My Market Minutes:** A section at the top with a play button icon and the text "Your AI generated market summary 01:31".
- Big Movers:** A section titled "Today's biggest gainers and losers" featuring a bar chart with five bars representing different stocks: SPOT (14.58%), NIO (11.16%), XPEV (7.64%), ORST... (7%), and FIL (6.72%).
- Trade the News:** A section with the text "Use live news insights to uncover trading opportunities." and a "Let's Do It" button.
- Investor Performance:** A section titled "These investors have outperformed the SPX500 Index (Non Expiry) (14.42%) over the last 12 months" listing five investors with their respective performance percentages: Andrea Vivace (34.88%), Alfonso Fernandez Pa... (35.30%), Lubomir Kramar (51.87%), Paul Mitchell (47.17%), and Alexander Lutz (48.26%).

Red boxes highlight the "My Market Minutes", "Big Movers", and "Trade the News" sections. A blue circle highlights the "Investor Performance" section.

Visual hierarchy & IA

Grouping & proximity

Unanchored text below panels.

These strings appear outside the panels they describe, floating in the white space.

Breaks the principle of proximity and grouping.

The screenshot displays the Etoro mobile application interface. At the top, there is a 'My Market Minutes' section with a play button and the text 'Your AI generated market summary 01:31'. Below this is a 'Big Movers' section titled 'Today's biggest gainers and losers'. It features a bar chart with five bars representing different stocks: SPOT (14.58%), NIO (11.16%), XPEV (7.64%), ORST... (7%), and FIL (6.72%). A red box highlights a disclaimer: 'Significant gainers and losers from your portfolio and all your watchlists since 03:00 last trading day.' The next section is 'Trade the News', which includes a 'Let's Do It' button and logos for CNN and WSJ. The final section is 'These investors have outperformed the SPX500 Index (Non Expiry) (14.42%) over the last 12 months', listing five investors with their respective performance percentages: Andrea Vivace (34.88%), Alfonso Fernandez Pa... (35.30%), Lubomir Kramar (51.87%), Paul Mitchell (47.17%), and Alexander Lutz (48.26%). A 'Discover CopyTrader' button is located below the list. A red box at the bottom highlights the disclaimer: 'Past performance is not an indication of future results.'

etoro

Voice & Tone

Voice shifts

"Let's Do It" (cheerful) vs. "Discover CopyTrader" (neutral). Tone isn't unified.

The screenshot displays the eToro website interface. At the top right is the eToro logo. Below it is a section titled "Trade the News" with the text "Use live news insights to uncover trading opportunities." A red box highlights a green button with a leaf icon and the text "Let's Do It". To the right of this button is a partial view of a news chart with "CNN" and "WSJ" labels. Below the "Trade the News" section is a section titled "These investors have outperformed the SPX500 Index (Non Expiry) (14.62%) over the last 12 months". This section lists five investors with their respective performance percentages and green progress bars: Andrea Vivace (34.88%), Alfonso Fernandez Pa... (35.30%), Lubomir Kramar (51.87%), Paul Mitchell (47.17%), and Alexander Lutz (48.26%). A red box highlights a green button with the text "Discover CopyTrader >". At the bottom of the page, there is a disclaimer: "Past performance is not an indication of future results".

Trade the News
Use live news insights to uncover trading opportunities.

Let's Do It

These investors have outperformed the SPX500 Index (Non Expiry) (14.62%) over the last 12 months

Investor	Performance (%)
Andrea Vivace	34.88%
Alfonso Fernandez Pa...	35.30%
Lubomir Kramar	51.87%
Paul Mitchell	47.17%
Alexander Lutz	48.26%

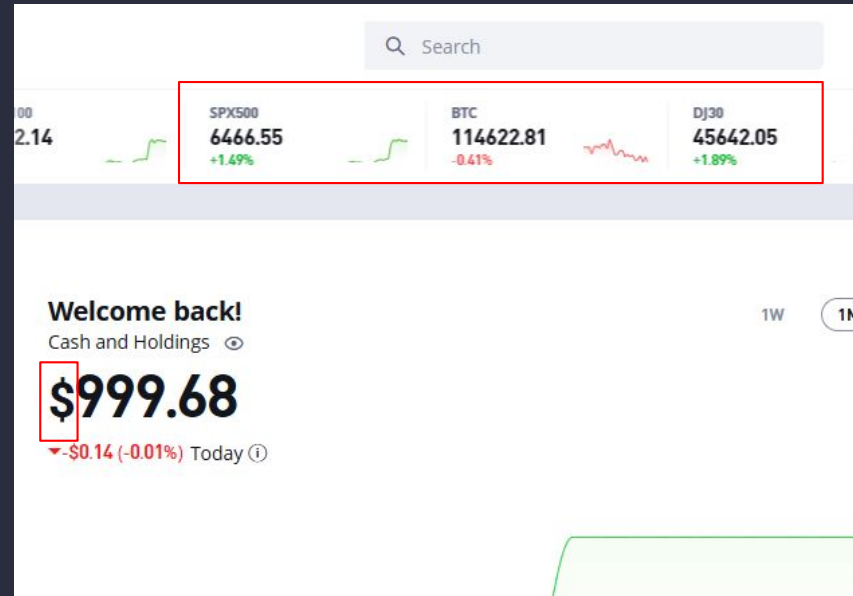
Discover CopyTrader >

Past performance is not an indication of future results

Consistency & Standards

Numerical (currency) formats

Some values show the currency, others don't.



Consistency & Standards

Date & time formats

Dates are displayed inconsistently across the product.

Home: 6 Aug 2025 (alpha format)

Portfolio history: 18/08/2025 (numeric DD/MM/YYYY)

User page (stats): 8/1/18 (numeric MM/DD/YY)

How do I know if it's August 1st, or January 8th?

Close Trade
ID #3018292825

BUY NVDA
182.95 0.9055 (0.50%)
Market Open • Prices by NASDAQ, in USD

Current Value $\$13,757.71$

Shares 75.19928

Open $\$132.98$
14/05/2025 16:31

Return $\$3,757.71$

Close only part of the trade

Close Trade

Estimated Closing Costs

eToro

Welcome back!
Assets and Holdings

1,942,941.48

563.83 (0.39%) Today

€1,938,604.31
6 Aug 2025

Overview

Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
-1.60%	3.77%	1.43%	-0.69%	10.74%	0.26%		
2.75%	-2.86%	1.17%	-0.21%	-2.34%	-0.73%	-0.15%	-0.20%
-2.66%	-4.68%	0.57%	1.62%	2.17%	0.17%	-1.16%	3.59%

Trading since 8/1/18 • Show More

Past performance is not indicative of future results. Stats are updated on a daily basis at 00:00 GMT.

Overview Stats Portfolio

403 TRADES **52.85%** PROFITABLE

Open	Open Time
4352.57	18/08/2025 16:39:34
4204.68	20/08/2025 10:24:21

BUY ETH

Three teal semi-circles of increasing size are arranged horizontally from left to right, creating a sense of depth and movement. The largest semi-circle is on the right and partially overlaps the text.

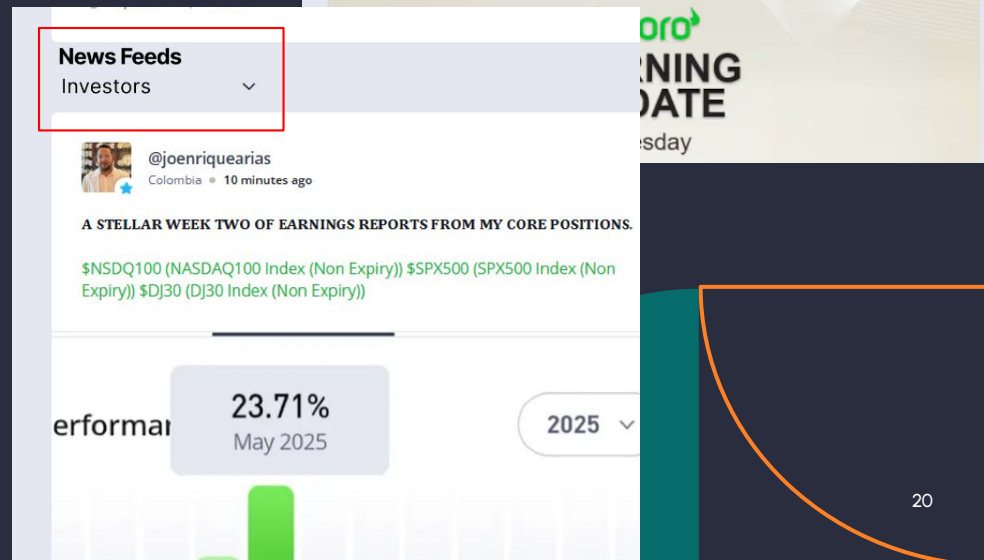
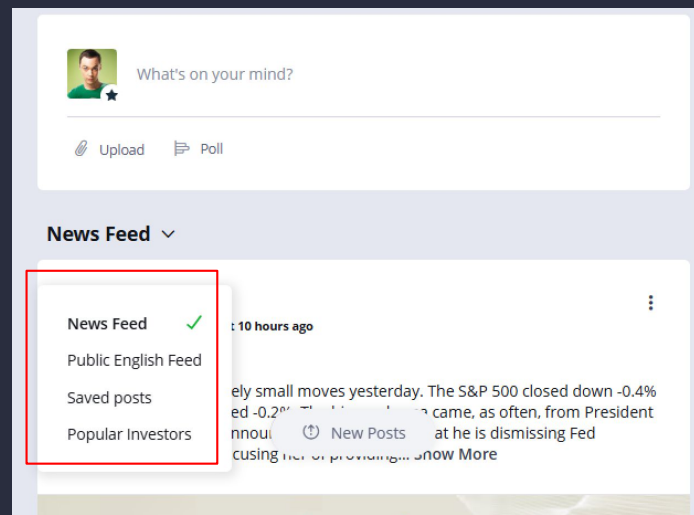
Social Feed

Visual hierarchy & IA

Heading structure & page titles

The feed section's title is also its navigation element.

Instead have a clear title for the feed, and put the navigation element under it.

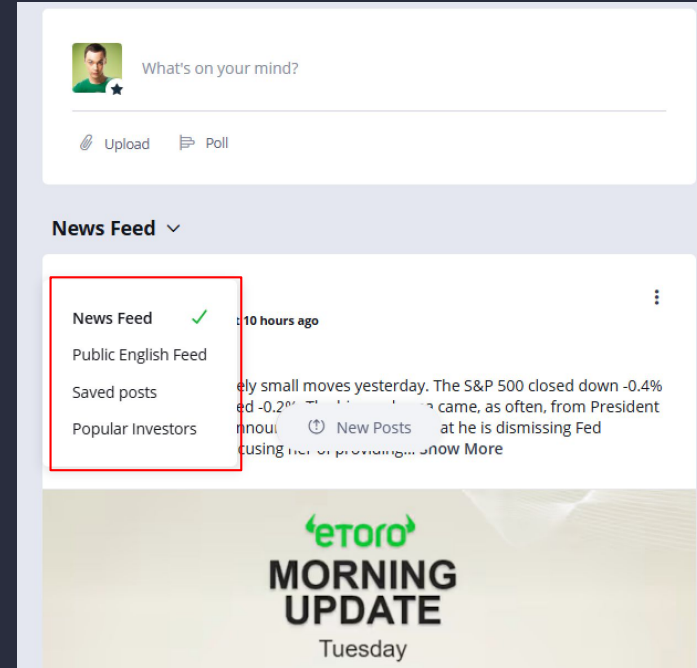


Consistency & Standards

Terminology inconsistencies

What's the difference between "News Feed" and "Public English Feed?"

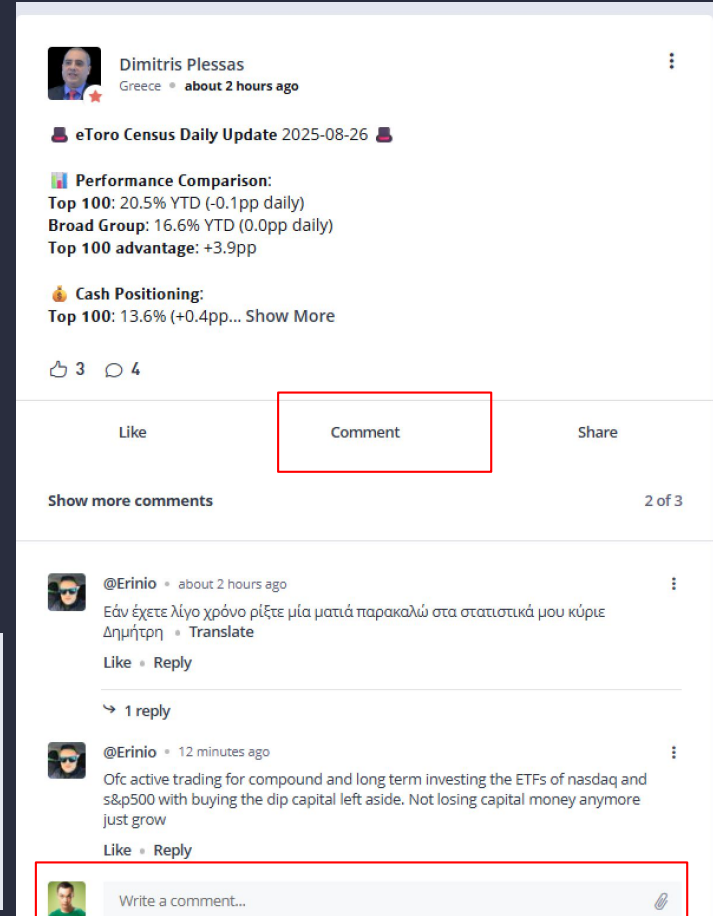
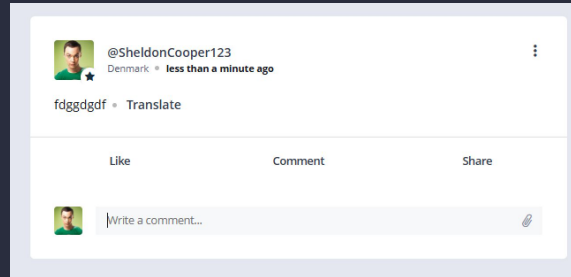
Also, inconsistent capitalization of items.



UX Flow Alignment

Misleading CTAs

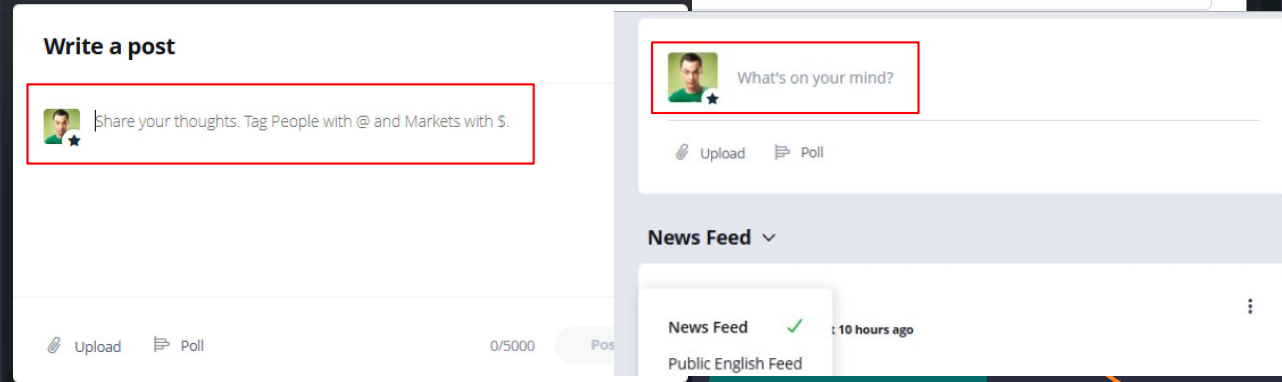
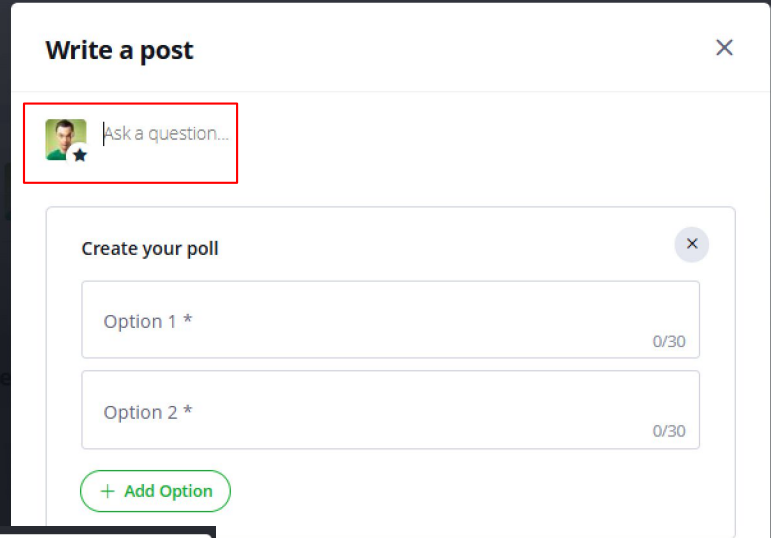
No significance for the "Comment" button. It doesn't do anything meaningful, just brings me down to the comment input, but that's already visible because of comments collapse.



UX Flow Alignment

The helpful placeholder text with @ and \$ for regular post doesn't exist in poll creation.

Also, capitalization should be: "Tag people with @, markets with \$."




UX Flow Alignment

Misleading CTAs

Both the upload and poll buttons on the bottom left are disabled.

Write a post

 gsdfefgdgdfed



Create your poll


Option 1 *
dsfdfds 7/30

Option 2 *
dsfdfsdf 9/30

Option 3
sdfdsfsdf 9/30

+ Add Option

 Upload  Poll

13/5000 

Clarity & Readability

Unclear buttons

"Turn on notifications" is unclear: is it for this post, author, or all feed activity? Needs disambiguation.

The screenshot shows a social media interface on a dark background. At the top right is the eToro logo. Below it are 'Upload' and 'Poll' buttons. A 'News Feed' dropdown menu is visible. A post by 'Andrea Vivace' from Italy, posted 'about 7 hours ago', is shown. The post text reads: 'The Difference Between Saving and Investing. First of all, thank you to every single copier who has decided to trust and follow my portfolio. 🙌 What I share here is not a promise of easy money, but a long-term vision built on **discipline and knowledge**.... Show More'. A context menu is open over the post, containing three options: 'Save post', 'Turn on notifications' (highlighted with a red border), and 'Flag as spam and remove'. Below the post is a large financial display showing 'AUC \$ 447.51K' with a green upward arrow and '+76.38K (20.58%)'. On the right side, there are partial views of other charts and widgets, including one showing '14.29%' and another with 'Sprout' and 'U308.DE'.

Three teal semi-circles of increasing size are arranged horizontally on the left side of the slide. The first is the smallest, the second is medium-sized, and the third is the largest, partially overlapping the text.

Club Tier pages

Visual hierarchy and IA

Heading structure & hierarchy + Navigation structure & labeling

Nowhere on this page is the user explicitly told they're in the "Club Tier: Elite Pro" area. Once inside, it's unclear where you are or how to get back

Add a persistent section title like "Elite Pro Dashboard" or breadcrumb to anchor the user.

The screenshot displays a user dashboard for Sheldon Cooper123. At the top, the user's profile is shown with a search bar. The dashboard is divided into several sections:

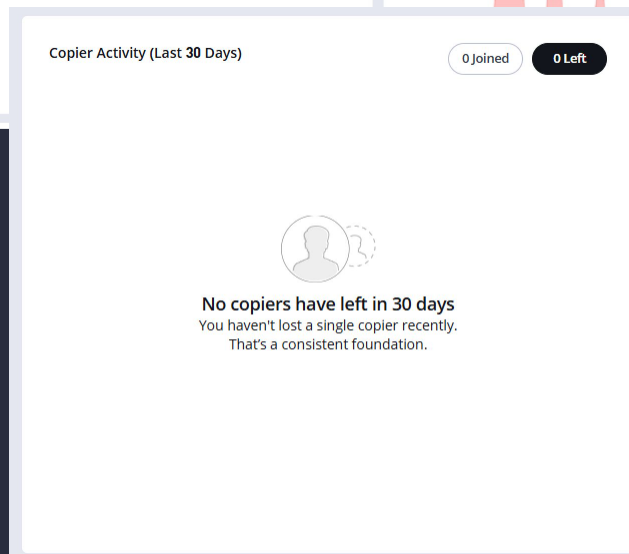
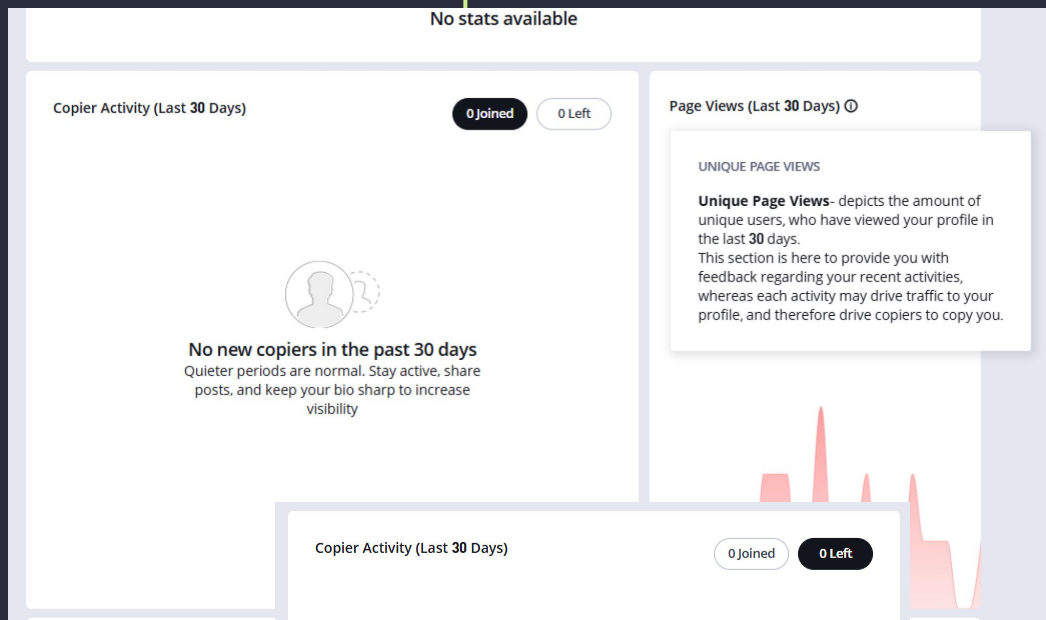
- Performance (Last 30 Days):** A bar chart showing a decrease in copiers by 0% (3 to 3) and AUC at N/A. A red box highlights the top navigation area.
- Stats (Last 30 days):** A line chart showing no stats available.
- Copier Activity (Last 30 Days):** Shows 0 joined and 0 left copiers. A message states: "No new copiers in the past 30 days. Quieter periods are normal. Stay active, share posts, and keep your bio sharp to increase visibility."
- Page Views (Last 30 Days):** Shows 25 viewers with a -21.88% decrease. A bar chart shows the viewer activity over time.

At the bottom, there are links for "Elite Pro Guidelines", "Annual Popular Investor Summit", and "Conference call", along with a "View your benefits" link.

Voice & Tone

Voice shifts

Note the difference between voices in the empty state and the tooltip.

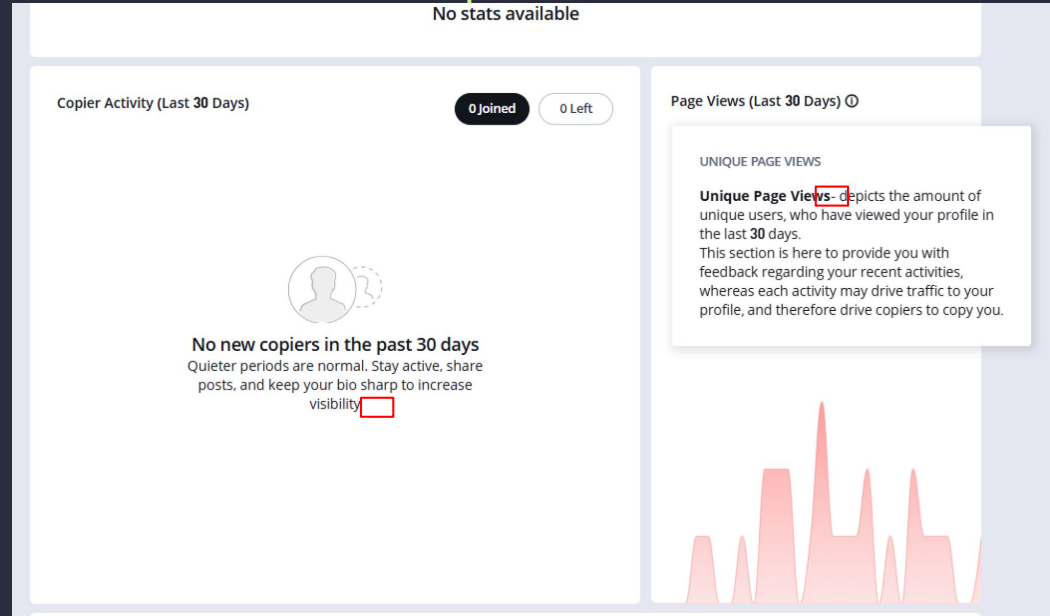


Grammar & mechanics

Punctuation

No period after empty state body.

Hyphen in tooltip body, appears in all tooltips on this page, looks unpolished.



Clarity & Readability


Overly complex sentences

Tooltip title appears twice.

Tooltip text is clunky unnecessarily complex.

No stats available

Copier Activity (Last 30 Days) 0 Joined 0 Left



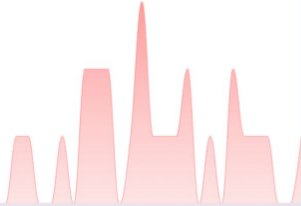
No new copiers in the past 30 days
Quieter periods are normal. Stay active, share posts, and keep your bio sharp to increase visibility

Page Views (Last 30 Days) ⌵

UNIQUE PAGE VIEWS

Unique Page Views depicts the amount of unique users, who have viewed your profile in the last 30 days.

This section is here to provide you with feedback regarding your recent activities, whereas each activity may drive traffic to your profile, and therefore drive copiers to copy you.



Consistency & Standards

Terminology inconsistencies

Copiers vs. users that copy

Potential confusion for users who may not realize they're interchangeable.

Stats (Last 30 days) ⓘ

ADDITIONAL STATS

Avg. Copy Amount- shows the average copy amount **users have copied you** during the last 30 days.

Avg. Copy Duration- shows the average time frame of which **users copy you** during the last 30 days.

Copiers Profitability- shows the percentage of **copiers** who are profitable from copying you, during the last 30 days.

Net. Cashflows- shows the delta between new money invested by both existing and new **copiers**, deducted by the AUM value 30 days ago.

Clarity & Readability

Overly complex sentences

This is jargon-heavy. "Delta", "deducted by", and "AUM" all require context.

Simplify: "Shows the difference between money invested now and 30 days ago."

Stats (Last 30 days) ⓘ

ADDITIONAL STATS

Avg. Copy Amount- shows the average copy amount users have copied you, during the last 30 days.

Avg. Copy Duration- shows the average time frame of which users copy you, during the last 30 days.

Copiers Profitability- shows the percentage of copiers who are profitable from copying you, during the last 30 days.

Net. Cashflows- shows the **delta** between new money invested by both existing and new copiers **deducted by the AUM value 30 days ago**.

Clarity & Readability

Too much text in small UI

Flat, dense tooltip blocks

Most tooltips lack breaks or structural separation.
Long paragraphs feel heavy to read.

Suggestion: Break into 2 lines or use bullet points (like "Additional Stats").

Performance (Last 30 Days) ⓘ

Copiers & AUC - the two most valuable performance metrics are displayed for your convenience: The number of copiers, and the current value of the total amount copying your portfolio, given your performance. Below is the change in each of the metrics during the last 30 days.

Stats (Last 30 days) ⓘ

ADDITIONAL STATS

Avg. Copy Amount- shows the average copy amount users have copied you, during the last 30 days.

Avg. Copy Duration- shows the average time frame of which users copy you, during the last 30 days.

Copiers Profitability- shows the percentage of copiers who are profitable from copying you, during the last 30 days.

Net. Cashflows- shows the delta between new money invested by both existing and new copiers, deducted by the AUM value 30 days ago.

Page Views (Last 30 Days) ⓘ

UNIQUE PAGE VIEWS

Unique Page Views- depicts the amount of unique users, who have viewed your profile in the last 30 days.

This section is here to provide you with feedback regarding your recent activities, whereas each activity may drive traffic to your profile, and therefore drive copiers to copy you.

UX Flow Alignment

Empty states

Contains no CTA, explanation, or suggestion.

Include guidance like "You haven't earned any payments in the last 3 months. Want to learn how to increase your earnings? [Link]"

The screenshot displays the eToro user interface for a user named SheldonCooper123. The user's profile is shown as 'SheldonCooper123' with a star icon indicating 'Elite Pro' status. The user's current level is '3 Current Copiers' and their current AUC is 'N/A'. The interface shows a search bar at the top, and navigation tabs for 'Analytics Overview' and 'Payments Overview'. The 'Payments Overview' tab is active, showing a chart for the last 3 months with a value of 0. A red box highlights a message box that says 'No data available' with an icon of a wallet containing money.

Three teal semi-circles are arranged horizontally from left to right, each increasing in size. The largest semi-circle on the right contains the text "User's page".

User's page

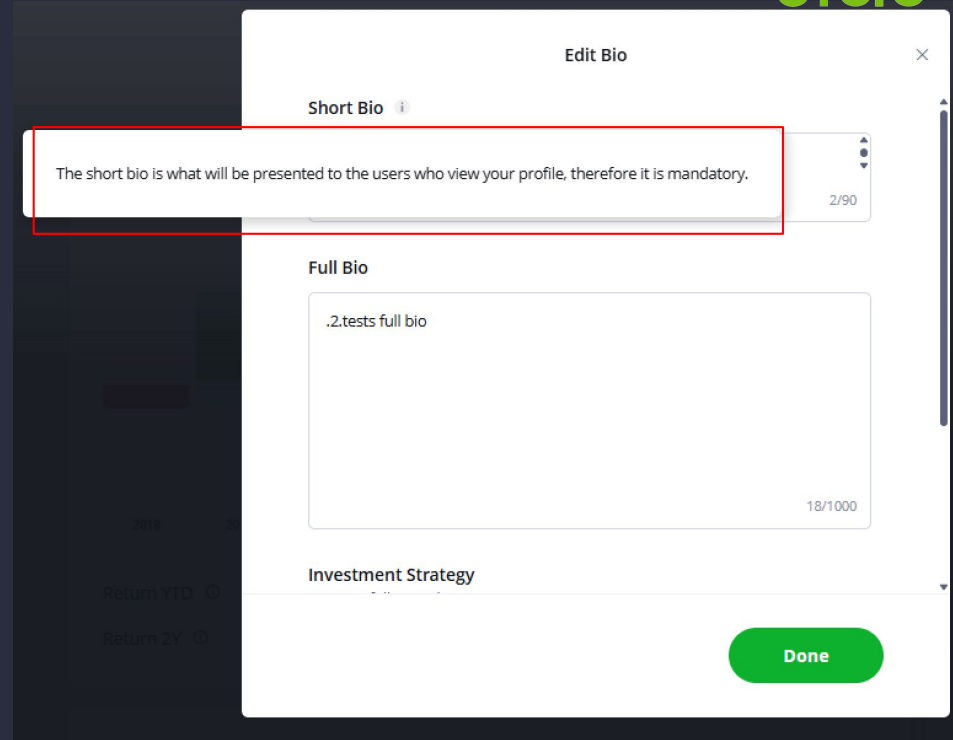
Clarity & Readability

Overly complex sentences

Overly formal and clunky.

"Your short bio is shown on your profile. It's required."

Or better yet, just put an asterisk to indicate it's required. A tooltip may not even be needed.



Clarity & Readability

Ambiguous instructions

Header says "3 max" - but we only offer 3 anyway.

Edit Bio

18/1000

Investment Strategy

Let your followers know your investment strategy

Select Strategy >

Social Links (3 Max)

People who visit your profile will see your social links

+ Add Link

Done

Social Links

LinkedIn X YouTube

Clarity & Readability

Redundant content

The user can already see the percentage. Tooltip adds little value.



Grammar & mechanics

Spelling errors

"Risk is an historical measure" - should be "a historical measure.

SheldonCooper123

Performance

Return YTD	11.22%
Return 2Y	36.89%

What is Risk?

It's important to consider risk when investing. The risk represents the volatility of a given portfolio. [Learn more](#)

SheldonCooper123's Risk

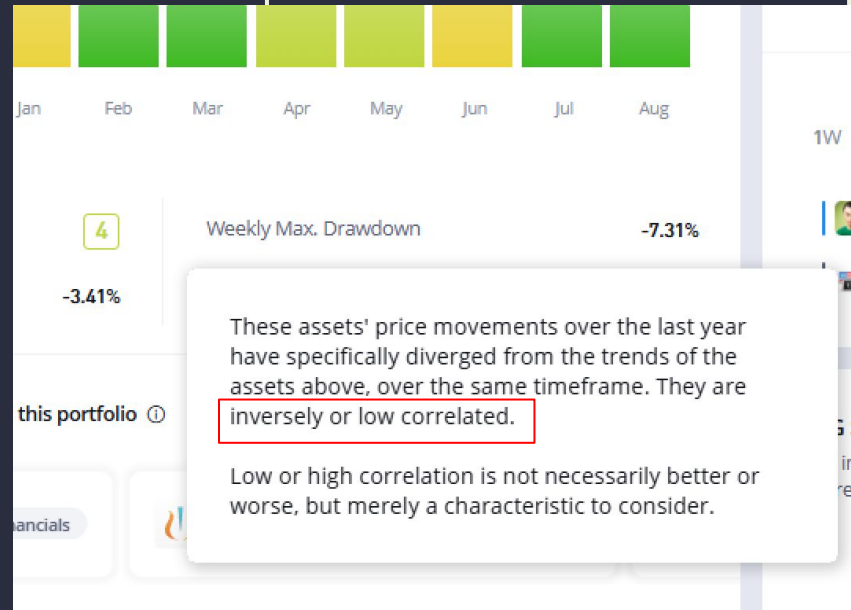
Below is a measure of SheldonCooper123's risk and portfolio volatility over the last 7 days.

*Risk is an historical measure and thus, may not be indicative of future performance.

Grammar & mechanics

Grammar mistakes

Grammatically off; "low correlated" should be "loosely correlated."

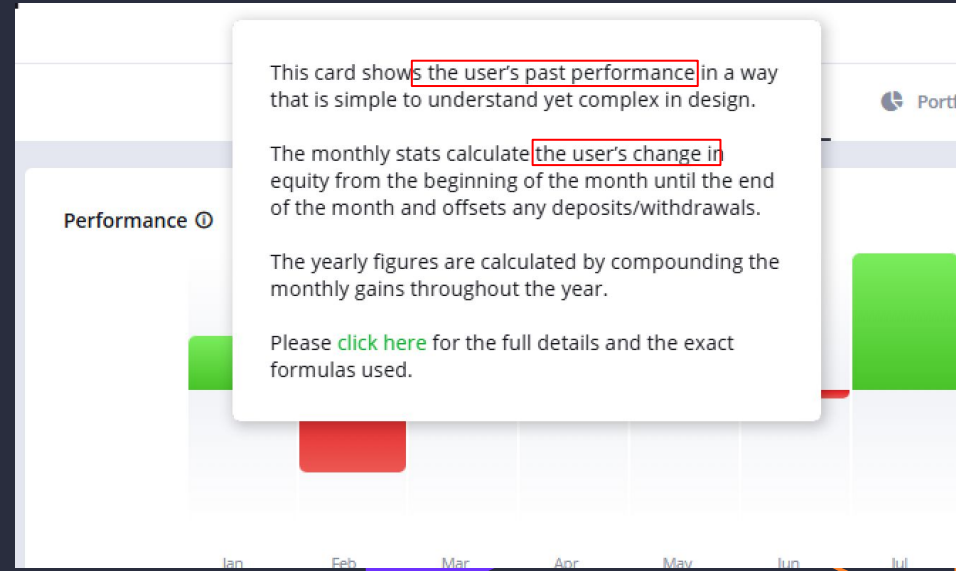


Voice & Tone

Inconsistent audience targeting

"The user's"? 😬

Did this slip into production by accident?



Voice & Tone

Inconsistent audience targeting

Referring to the user in the third person feels unnatural and distancing.

If this is your stats page, it should use second person.

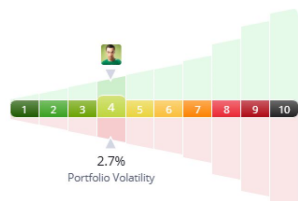
What is Risk?

It's important to consider risk when investing. The risk represents the volatility of a given portfolio. [Learn more](#)

SheldonCooper123's Risk

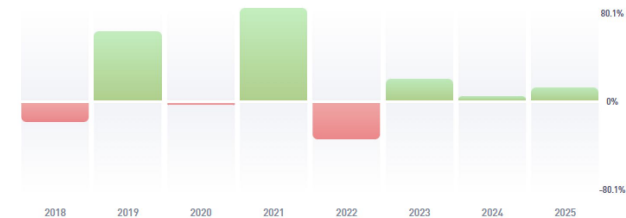
Below is a measure of SheldonCooper123's risk and portfolio volatility over the last 7 days.

*Risk is an historical measure and thus, may not be indicative of future performance.



2.7%
Portfolio Volatility

Performance



Return YTD

11.22%

Avg. Risk Score (last 7D)

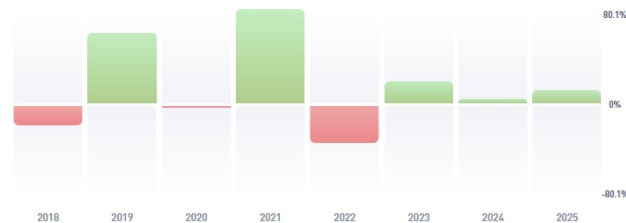
4

This is SheldonCooper123's profit/loss so far this calendar year.

Profitable Weeks

45.61%

Performance



Return YTD

11.22%

Avg. Risk Score (last 7D)

4

Return 2Y

36.89%

Profitable Weeks

45.61%

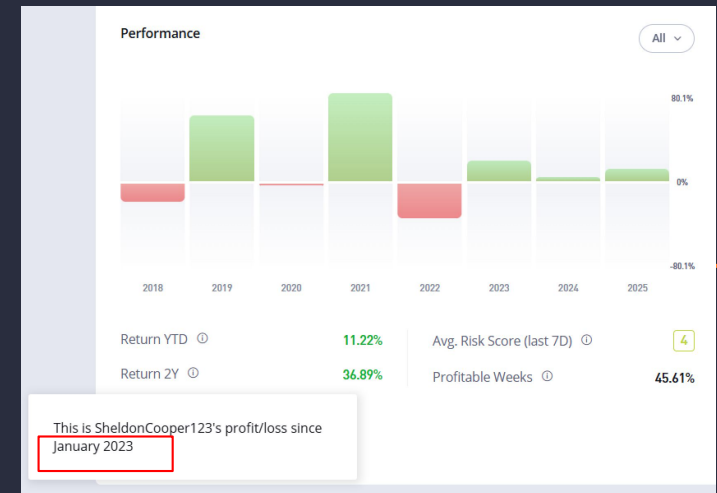
This is SheldonCooper123's profit/loss since January 2023

Consistency & Standards

Terminology inconsistencies

Mixed phrasing: "so far this calendar year" vs. "since January 2023".
Both attempt to explain YTD (?)

Needs consistency.



Consistency & Standards

Terminology inconsistencies

Columns "Open/Close" could be clarified with label change "Open Price" / "Close Price" to make it obvious that these are closed trades.

"BUY ETH", "SHORT ETH" - all caps, not aligned with other headings.

People > Argentina > SheldonCooper123

Sheldon Cooper ★

Overview Stats Portfolio Chart

History ▾

From: 25/08/2024 To: 25/08/2025 **403** TRADES **52.85%** PROFITABLE

Action(403)	Open	Open Time	Close	Close Time
BUY ETH	4352.57	18/08/2025 16:39:34	4228.23	20/08/2025 11:32:25
BUY ETH	4204.68	20/08/2025 10:24:21	4228.23	20/08/2025 11:32:25
SHORT ETH	4290.63	19/08/2025 15:53:39	4228.26	20/08/2025 11:32:25
BUY ETH	4206.19	20/08/2025 10:24:10	4228.23	20/08/2025 11:32:25
BUY ETH	4207.82	20/08/2025 10:23:48	4228.23	20/08/2025 11:32:25

Consistency & Standards

UI label mismatches

Social Links drill-in: field labeled "Social handle" but error states "Username is required." Inconsistent terminology may confuse users

The screenshot shows a mobile interface for adding social links. At the top, there is a back arrow, the title "Social Links", and a close button. Below the title is a "YouTube" button. A form field is labeled "Social handle" and has a red border. Below the field, a red error message "Username is required" is displayed. At the bottom right, there is an "Add Link" button.

Three teal semi-circles are arranged horizontally from left to right, each increasing in size. The largest semi-circle on the right contains the word "Discover" in white text.

Discover

Visual hierarchy & IA

Heading structure & hierarchy

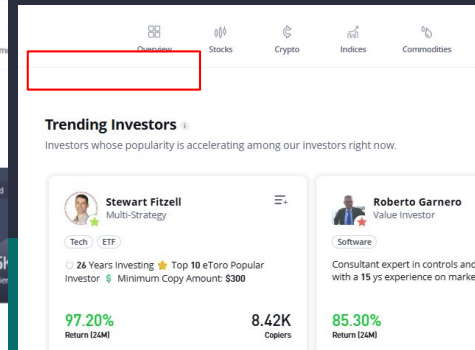
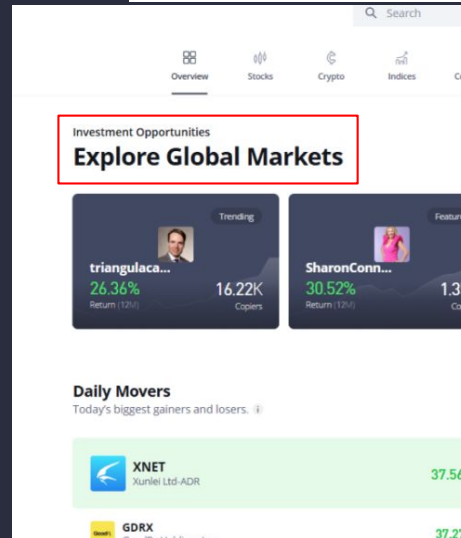
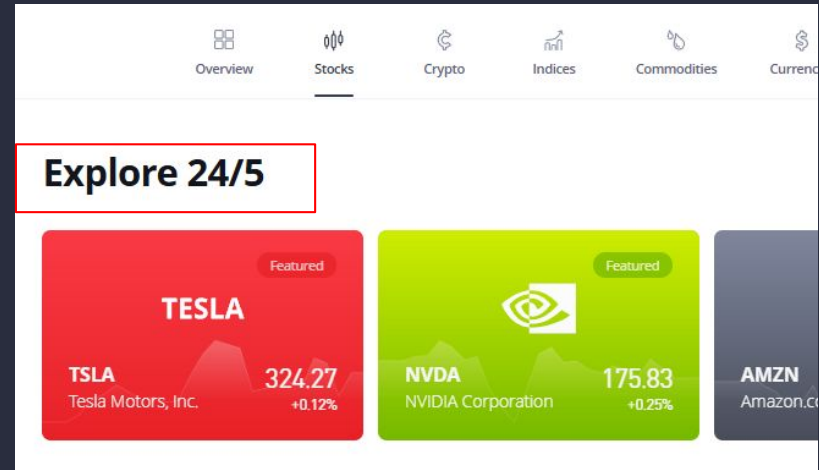
Some pages don't have HIs at all, others do.

Some pages use different header sizes breaking visual hierarchy.

Users may misunderstand the page context or focus attention on the wrong content block

Enforce consistent visual hierarchy across headings and subheadings in all layout templates.

A consistent title + subtitle format for each tab to present and explain what's on that page.



Visual hierarchy & IA

Heading structure & hierarchy

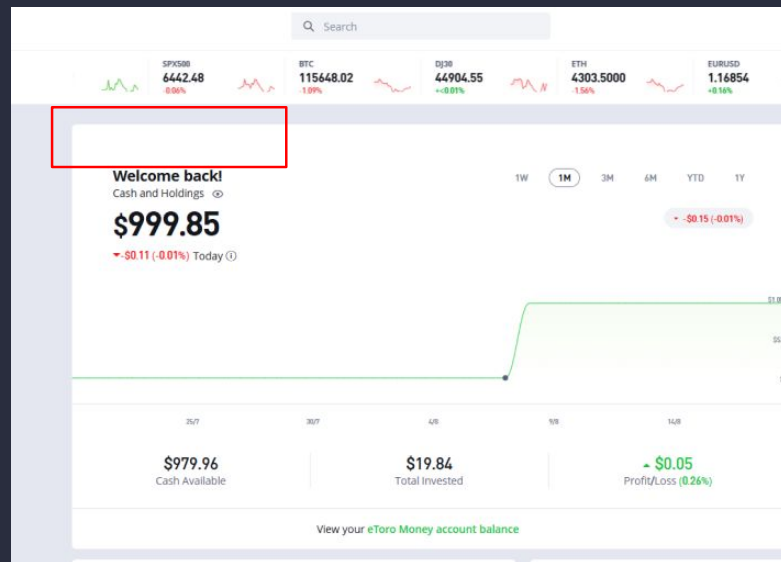
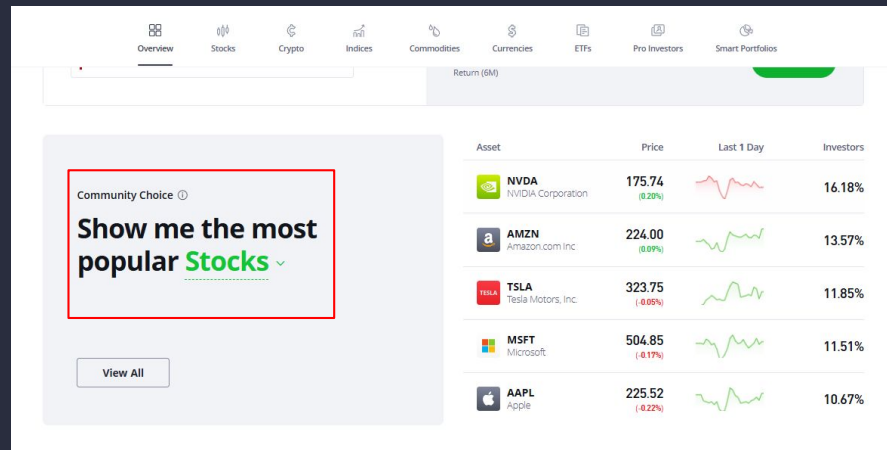
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Enforce consistent visual hierarchy across headings and subheadings in all layout templates.

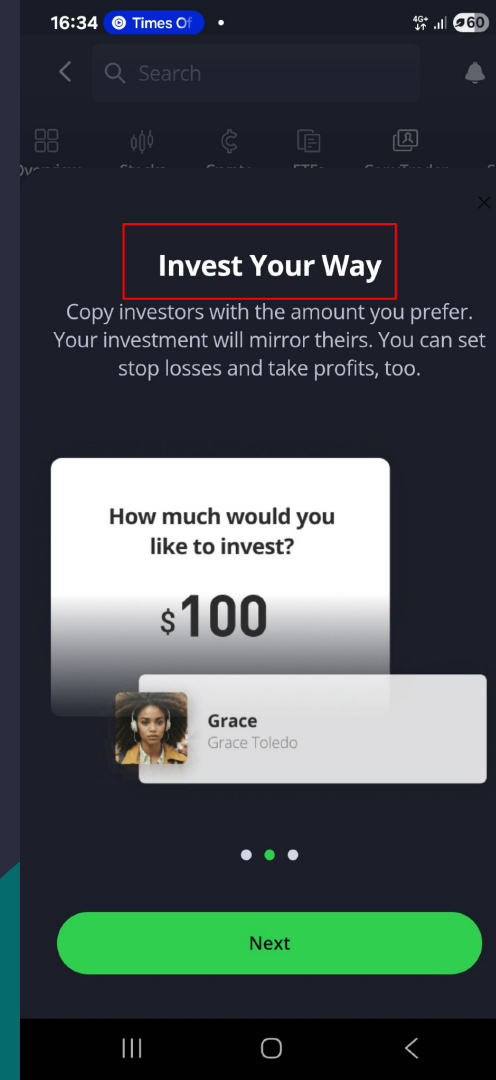
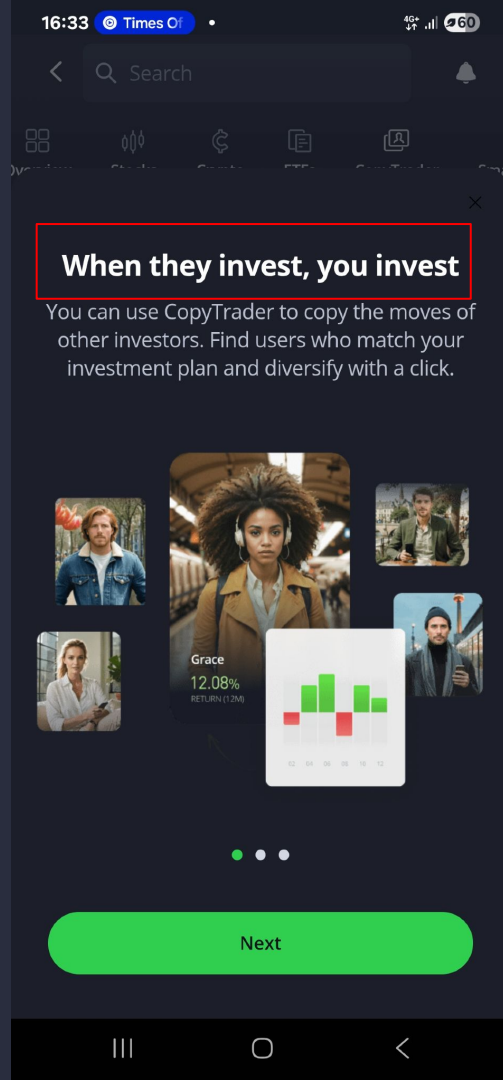
A consistent title + subtitle format for each tab to present and explain what's on that page.



Consistency & Standards

Inconsistent title case

Some titles are title case, others sentence case.



Clarity & Readability

Ambiguous labels

New users may not know what "AUM" means.
The label "Return 1Y" is unclear

Use standardized labels: "1Y Return" or "Return (1Y)"

Add inline help or hover tooltips for:

- AUM
- TER (Add a more helpful tooltip)
- Return figures (to clarify how they're calculated)

The screenshot shows the 'ETF Overview' page on eToro. A red box highlights the column headers for the ETF table: Class, Return 1Y, TER, # Holdings, AUM, 52W Range, and Dividend Yield. The table lists three ETFs: VOO (Vanguard S&P 500 ETF), LQJ.L (iShares MSCI Japan UCITS), and SPY.EXT (SPDR S&P 500 ETF).

Asset (TZZ)	Class	Return 1Y	TER	# Holdings	AUM	52W Range	Dividend Yield
VOO Vanguard S&P 500 ETF	Equity	17.18%	0.03%	503	\$719.94B 441.64	596.03	1.19%
LQJ.L iShares MSCI Japan UCITS	Equity	7.05%	0.12%	50	\$705.71B 15.40	21.34	3.39%
SPY.EXT SPDR S&P 500 ETF	Equity	17.13%	0.09%	100	\$451.94B 480.37	646.19	1.13%

Grammar & mechanics

Incorrect sentence structure

Run-on sentence and unclear subject in tooltip.

Grammatically incorrect relative clause makes the sentence hard to follow.

Misuse of a relative clause:

- "who have been trading..." incorrectly modifies "track record" instead of "investors".

Change to: "These investors have demonstrated stable performance and have been trading on the platform..."

The screenshot displays a user interface for a financial services platform. At the top, there are three investor performance cards. The first card shows a return of 69.47% (Return [24M]) and 433 Copiers. The second card shows a return of 60.39% (Return [24M]). Below these is a 'Long-Track record' section with a tooltip. The tooltip text is: "These Investors have a track record of stable performance who have been trading on the platform for at least 300 weeks with an average risk score of less than 7 during the past 2 years." To the right of the tooltip is a profile for Gavin C, Multi-Str, with a star icon and a link to https://bullaware.com. Below the tooltip is another investor card showing a return of 67.89% (Return [24M]) and 624 Copiers. The final card on the right shows a return of 65.88% (Return [24M]).

an excellent complement to buy and hold.

find to make prom

69.47%
Return (24M)

433
Copiers

60.39%
Return (24M)

Long-Track record

These Investors have a track record of stable performance who have been trading on the platform for at least 300 weeks with an average risk score of less than 7 during the past 2 years.

Financial Services

4+ Years in a row in profit (+160%) Low-risk stock investor

67.89%
Return (24M)

624
Copiers

65.88%
Return (24M)

Gavin C
Multi-Str

Financial Services

Low Risk Strategy
<https://bullaware.com>

A graphic consisting of three teal-colored semi-circles of increasing size from left to right, arranged in a row. The largest semi-circle is on the right and contains the text "Watchlist".

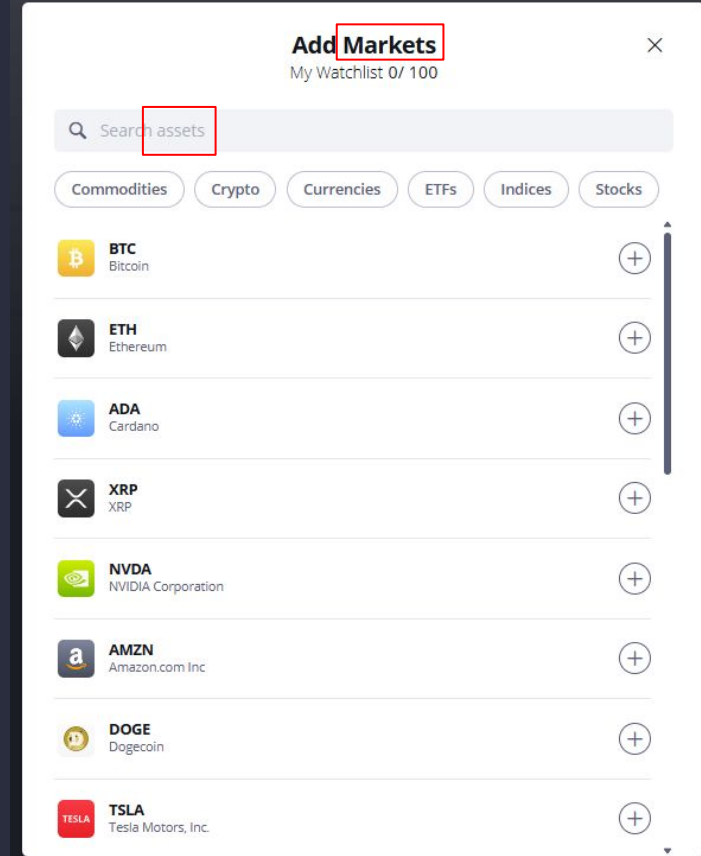
Watchlist

Consistency & Standards

Terminology inconsistencies

New users may think these are two different categories, when they're not.

"Markets" feels more abstract, while "Assets" feels more specific



Consistency & Standards

Terminology inconsistencies

Table column headers use inconsistent terminology: 'Buy' vs. 'Short'.

Users may not understand these are symmetrical options, and 'Short' vs 'Buy' lacks semantic pairing.

Use symmetrical terms: 'Buy/Sell' or 'Long/Short' consistently across all asset classes.

Short Buy

Amount \$10,000

\$10,000.00 Exposure | 2.32 Units

Stop Loss -\$5,000.00 Take Profit \$10,000.00

Leverage X1 X2

Note: higher leverage can amplify profit and loss, putting your capital at risk.

ETH ETH \$4293.8900 -1.79%

Order Type Market Order

Estimated Opening Costs \$100.00 09:58

Available USD \$1,000,195.39

Short

Results

CHANGE	1D	S	BUY	B	SELL
-0.11 -1-0.11%		S	97.56	B	97.61
-3.46 -1-0.05%		S	6442.60	B	6443.57
-18.90 -1-0.08%		S	23681.32	B	23684.89
1.10 -10.01%		S	44902.55	B	44908.56
11.94 -10.13%		S	9188.18	B	9190.38
50.20 -10.44%		S	7945.60	B	7947.30

My Watchlist

All Market Open Stocks

Markets	Change 1D	S	Short	Buy	Price
GOOG Alphabet	-1.00 -1-0.49%	S	203.60	B	203.70
META Meta Platforms Inc	-4.02 -1-0.52%	S	764.50	B	765.00
TSLA Tesla Motors, Inc	-1.29 -1-0.39%	S	334.37	B	334.41
AMZN Amazon.com Inc	-1.04 -1-0.45%	S	230.80	B	230.90

Three teal semi-circles of increasing size are arranged horizontally from left to right. The first is the smallest, the second is medium-sized, and the third is the largest, partially overlapping the text.

Asset Page

Visual hierarchy & IA

Heading structure & page titles

No H1 / missing page-level title on asset pages

The asset pages (Alphabet, Wix) don't use a clear page-level title ("Alphabet" or "Wix.com Ltd") as a heading — it only appears in breadcrumb and ticker.

Browser > Stocks > Services > GOOG.EXT (27)

GOOG.EXT - Alphabet **100 Trading**

207.37 -4.9500 (-2.38%)

Market Cap: 2.51T | Volume (1M): 24.8M

Days Range: 204.69 - 207.87 | Price-Earnings Ratio: 22.28

52W Range: 138.83 - 219.75 | Revenue: 371.21B

Performance -3.02% Past Week Full Trading View

People Also Bought

- AMZN.EXT** Amazon.com Inc. **0.22%** Trade
- AAPL.EXT** Apple Inc. **0.03%** Trade
- META.EXT** Meta Platforms Inc. **-0.09%** Trade
- MSFL.EXT** Microsoft **0.29%** Trade
- ARMA.EXT** ARM Holdings PLC **0.14%** Trade

Set price alert

Price alerts notify you when an asset hits a target you set.

-10% -5% +5% +10% Custom

About Alphabet

Alphabet is a multinational conglomerate that was created in the restructuring of Google, in 2015, and acts as Google's parent company. The core divisions of Alphabet are Google Services, Google Cloud, and Other Bets. The Google Services division offers advertising, Chrome, Google Maps, and YouTube. Alphabet also provides tools for [Show More](#)

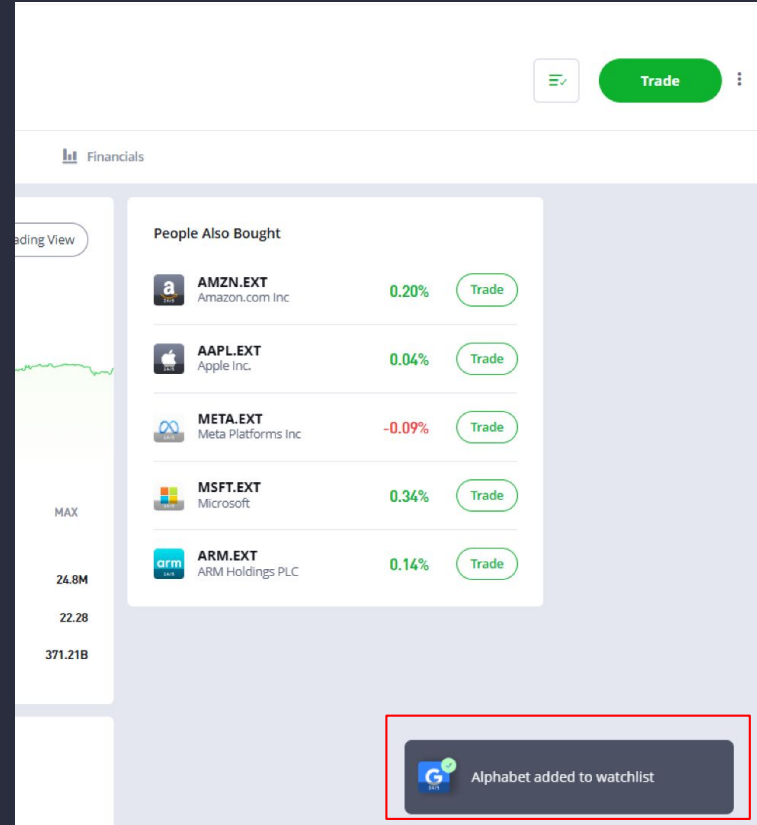
CEO	Employees	Founded	HQ
Sundar Pichai, MBA	183.3K	2015	Mountain View, California, US

Software Extended Hours Trading

UX Flow Alignment

Missing feedback

Confirms with bottom toast afterwards ("Alphabet added to watchlist"), but doesn't indicate which list it was added to.



Voice & Tone

Shifting voice

Tooltips inconsistent in style and tone

- Analyst Forecast: corporate disclaimer tone
- Day's Range: simple, plain-language.
- Market Cap: highly technical, textbook definition.
- Latest news: introduces vendor credits

Analyst Forecast ⓘ

This 12-month forecast is based on a composite of analyst projections. Based on analysts with a rating of 4+ stars. This is not a prediction made by eToro nor is it investment advice.

Day's Range ⓘ

206.69 - 207.87

210.76

Shows the high and low prices of the day.

Market Cap ⓘ

2.51T

207.87

210.76

Total value of all asset shares, calculated by multiplying the price by the total number of outstanding shares.

Latest News ⓘ

Latest news is powered by financial news provider, CityFALCON.



Why Wix.com Stock Edged Hig

The Motley Fool • 21 days ago

Grammar & mechanics

Poor sentence construction

Sentence split awkwardly: "Based on... analyst projections. Based on analysts with a rating of 4+ stars."

Analyst Forecast ⓘ

This 12-month forecast is based on a composite of analyst projections. Based on analysts with a rating of 4+ stars. This is not a prediction made by eToro nor is it investment advice.

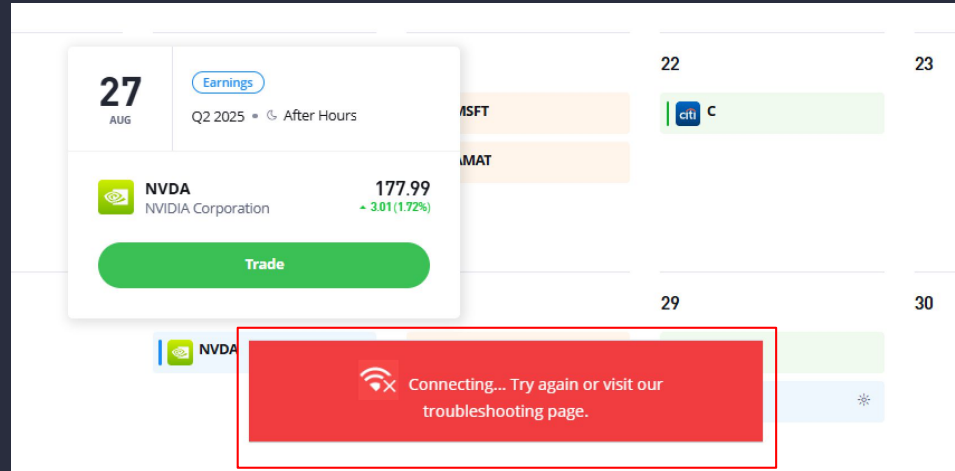
Three teal semi-circles of increasing size are arranged horizontally from left to right. The first is the smallest, the second is medium-sized, and the third is the largest. The word "Errors" is centered over the largest semi-circle.

Errors

Clarity & Readability

Ambiguous instructions

Awkward wording and use of ellipses. What is the troubleshooting page? How do I get there?



Voice & Tone

Inappropriate emotional tone & Voice shifts

"Sorry!" and then goes on to be technical. Feels disingenuous.

Also:

Verbose, low-scannability bullets.

Instead (Rule of Three):

- Try a different card
- Choose another payment method
- Contact your card issuer



We couldn't process your deposit

Sorry! Your card issuer has declined this transaction.

Here is what you can do:

- Try using a different card or another payment option
- Contact your issuer for more details.

[Back to deposit](#)

Voice & Tone

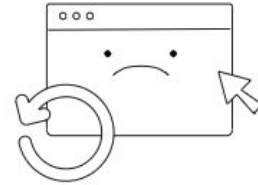
Inappropriate emotional tone

Clarify the issue:

e.g., "We couldn't load XYZ due to a network issue."

In a app where users are managing money, reassurance needs to be more grounded.

"Your account is safe. You can retry now."



It looks like something went wrong.

Don't worry, this is probably a temporary issue. Please refresh to reload your details.

Try Again

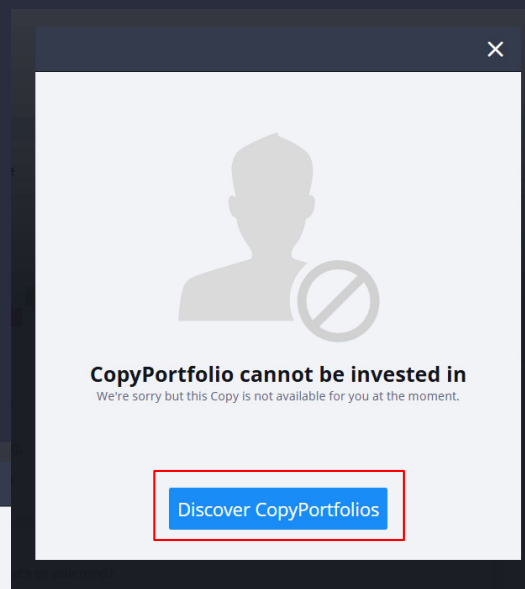
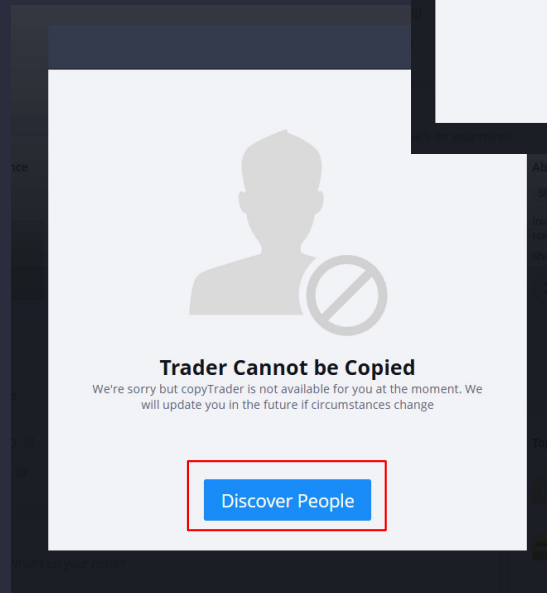
UX Flow Alignment

Misleading CTAs

Wording promises one action but leads to another. I can't actually copy anyone.

Clarity & Readability

Unclear explanation of why access is blocked.



Three teal semi-circles are arranged horizontally from left to right, each increasing in size. The largest semi-circle on the right contains the word "Withdraw" in white text.

Withdraw

Grammar & mechanics

Spelling errors

Remove spaces around commas.

Your Withdrawable Balance ×

Your Withdrawable Balance	\$0.00
Real funds in your balance (not invested funds) minus unsettled deposits available for withdrawal. Minimum withdrawal amount is \$30	
Cash Available	\$979.96
Total funds in your free balance including real funds and eToro Credits. These funds are available for opening new trades and Copy.	
eToro Credits	\$999.85
This number represents the total worth of your eToro credits including invested and non invested credits + unrealized P&L.	
Total Equity	\$999.85
Total value of your account including all invested and non invested real funds and eToro Credits.	
Balance , Invested , P&L	

Three teal semi-circles of increasing size are arranged horizontally from left to right, creating a sense of depth and movement. The largest semi-circle is on the right and partially overlaps the word "Settings".

Settings

Grammar & mechanics

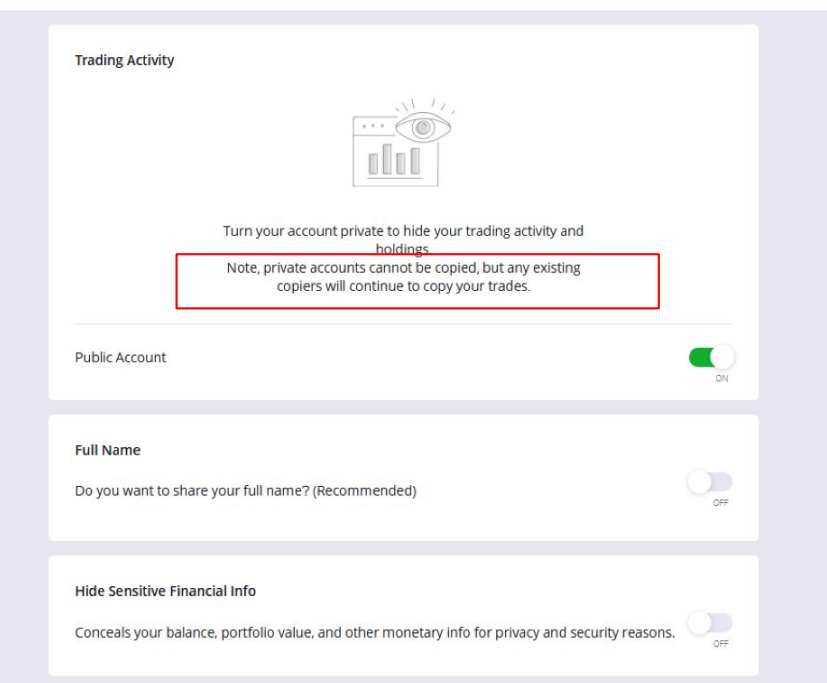
Punctuation, awkward sentence construction

Long sentence with poor structure and ambiguous subject.

Misuses commas and reads like a run-on sentence.

Split into two:

"Make your account private if you don't want others to see your trading activity and holdings. You won't be able to get new copiers, but existing copiers will still be able to follow your trades."



The screenshot shows the 'Trading Activity' section of the eToro account settings. It features a bar chart icon with an eye over it. Below the icon, there is a toggle switch for 'Public Account' which is currently turned 'ON'. A red rectangular box highlights a note: 'Note, private accounts cannot be copied, but any existing copiers will continue to copy your trades.' Below this, there are two more settings: 'Full Name' with a toggle switch turned 'OFF' and the text 'Do you want to share your full name? (Recommended)', and 'Hide Sensitive Financial Info' with a toggle switch turned 'OFF' and the text 'Conceals your balance, portfolio value, and other monetary info for privacy and security reasons.'

Clarity & Readability

Unreadable microcopy

Font size makes it hard to see.

The screenshot displays the eToro account settings interface. It is divided into three main sections: Credentials, Security, and Documents. The Credentials section lists the user's details: Username (Michaelplutchok), Email (michaelpl@etoro.com, UNVERIFIED), Password (masked with asterisks), and Phone (972546326221, VERIFIED). Each field has a corresponding 'Change' or 'Verify / Change' button. The Security section features a 'Two Factor Authentication' toggle switch, which is currently turned on. A red box highlights the text: 'Secure your account with additional layers of protection. [Read more](#)'. Below this, it states: 'Two Factor Authentication. Keep your account secure by requiring a second method of authentication.' A warning icon and text at the bottom of the Security section reads: 'Your 2FA settings cannot be changed. For more information, please contact customer support.' The Documents section lists 'Account Statement' and 'Stock lending activity reports', each with a 'View' button. At the bottom of the page, there is a link to 'Close your eToro account'.

Section	Field / Item	Value / Action
Credentials	USERNAME	Michaelplutchok
	EMAIL (UNVERIFIED)	michaelpl@etoro.com
	PASSWORD	*****
	PHONE (VERIFIED)	972546326221
Documents	Account Statement	View
	Stock lending activity reports	View

Three teal semi-circles of increasing size are arranged horizontally from left to right. The largest semi-circle is on the right and contains the word "Trading".

Trading

UX Flow Alignment

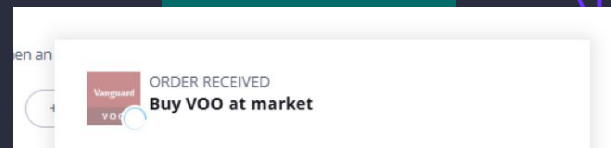
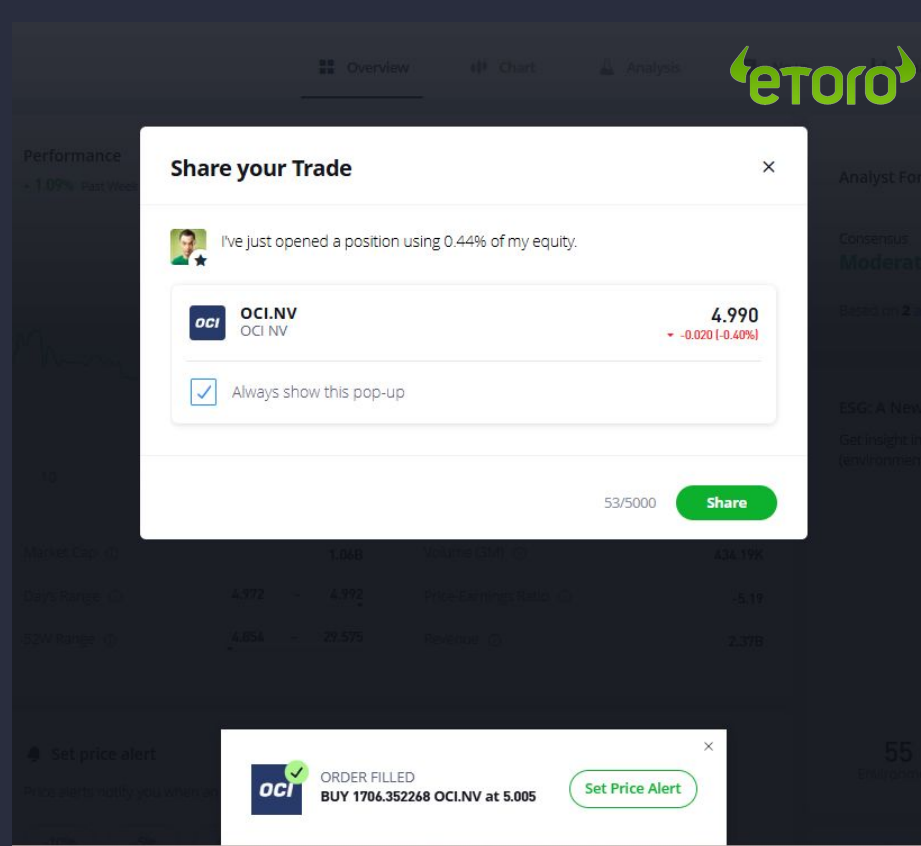
Content prioritization

Order confirmation is minimal and lacks detail after placing a high-stakes action (e.g. investing \$500).

The toast on the bottom disappears after a few seconds - users eyes are drawn to the "Share" modal which is font and center, and may miss the toast, and want to verify what happened.

By contrast the share modal stays, but sharing the trade should be secondary.

Replace with a full confirmation modal showing amount invested, asset, execution status, and a CTA like 'View in Portfolio'.



Consistency & Standards

Terminology inconsistencies

Order execution confirmation inconsistent

Buy/Sell shows banner at the bottom

Close All shows a separate confirmation popup



Visual hierarchy and IA

Navigation structure & labeling

Modals like "Trade" or "Close Trade" don't consistently display a clear title at the very top. Some have ("Close Trade", "Close All"), others just show the amount input without a label.

Short Buy

Amount \$ 10,000

\$50,000.00 Exposure | 240.35 Shares

Stop Loss -\$5,000.00

Take Profit \$100,000.00

Leverage X2 X5 ...

Note, higher leverage can amplify profit and loss, putting your capital at risk.

GOOG.EXT CFD Alphabet

Order Type Market Order

\$208.02 -0.29%

\$90.50 \$14.66

\$1,170,918.35

Close Trade ID #3018292825

BUY NVDA 182.95 0.9055 (0.50%)

Market Open Prices by NASDAQ, in USD

Current Value \$13,757.71

Shares 75.19928

Open \$132.98 14/05/2025 | 16:31

Return \$3,757.71

Close only part of the trade

Close Trade

Estimated Closing Costs

Visual hierarchy and IA

Primary vs. secondary actions

Crowded CTA zones: In trade modals, the large Buy/Short button competes visually with stop loss / take profit cards above it.

Short **Buy** ×

Amount \$ 10,000


\$50,000.00 Exposure | 240.35 Shares ↗

Stop Loss -\$5,000.00

Take Profit \$100,000.00

Leverage X2 **X5** ...

Note, higher leverage can amplify profit and loss, putting your capital at risk.

 **GOOG.EXT** CFD \$208.02
Alphabet -0.29%

Order Type ▼ Market Order

Estimated Opening Costs \$90.50
Overnight Fees \$14.66

Available USD \$1,170,918.35

Buy

CFD trade executable during pre-market, after-hours, and regular market hours.

Three teal semi-circles are arranged horizontally on the left side of the slide, increasing in size from left to right. The largest semi-circle is partially cut off by the right edge of the frame.

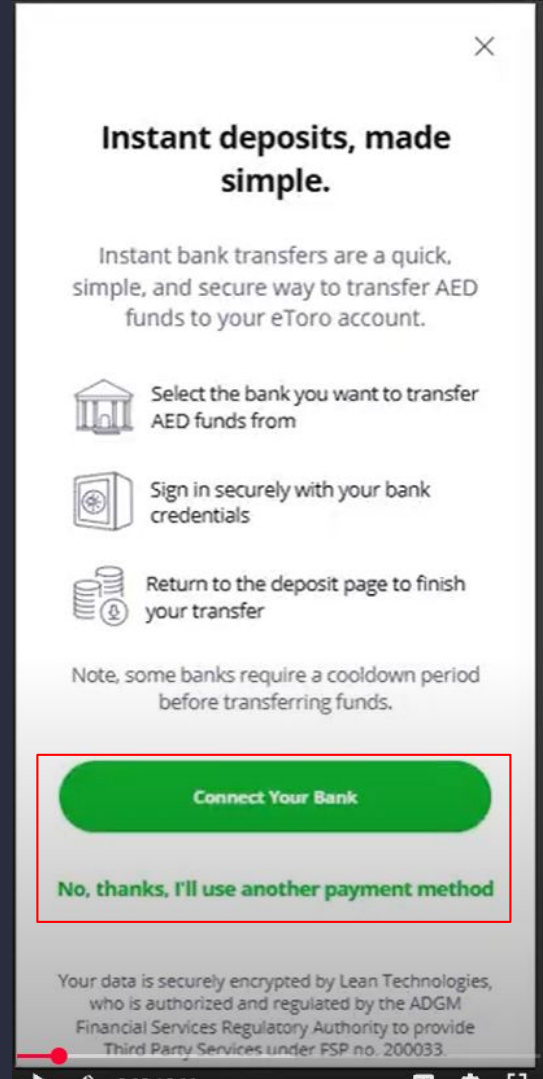
New Deposit Wizard

Consistency & Standards

Inconsistent title case




Some buttons are title case, others sentence case.

Two commas on the (very long) secondary CTA?



Instant deposits, made simple.

Instant bank transfers are a quick, simple, and secure way to transfer AED funds to your eToro account.

-  Select the bank you want to transfer AED funds from
-  Sign in securely with your bank credentials
-  Return to the deposit page to finish your transfer

Note, some banks require a cooldown period before transferring funds.

Connect Your Bank

No, thanks, I'll use another payment method

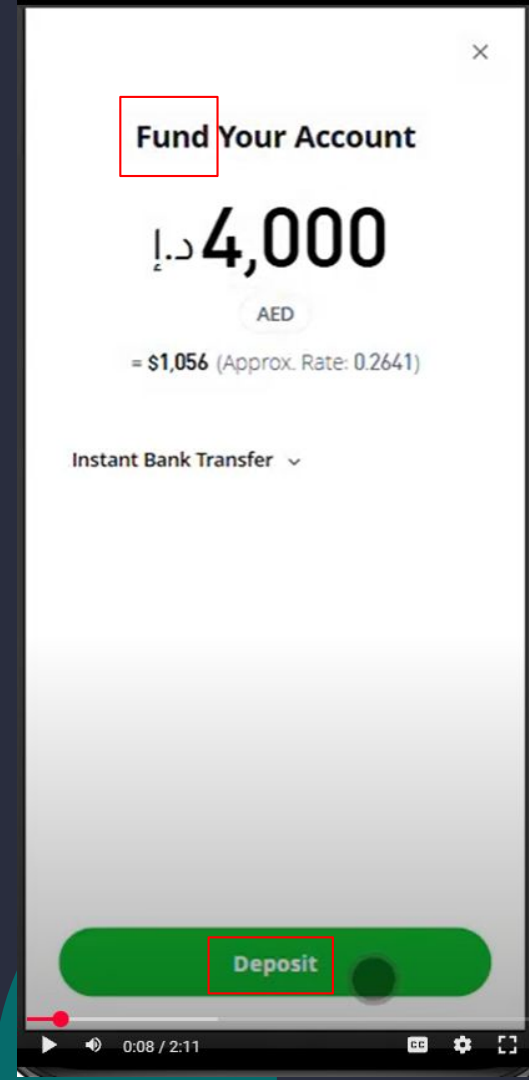
Your data is securely encrypted by Lean Technologies, who is authorized and regulated by the ADGM Financial Services Regulatory Authority to provide Third Party Services under FSP no. 200033.

Consistency & Standards

Terminology inconsistencies

Are we funding or depositing? Title vs. CTA

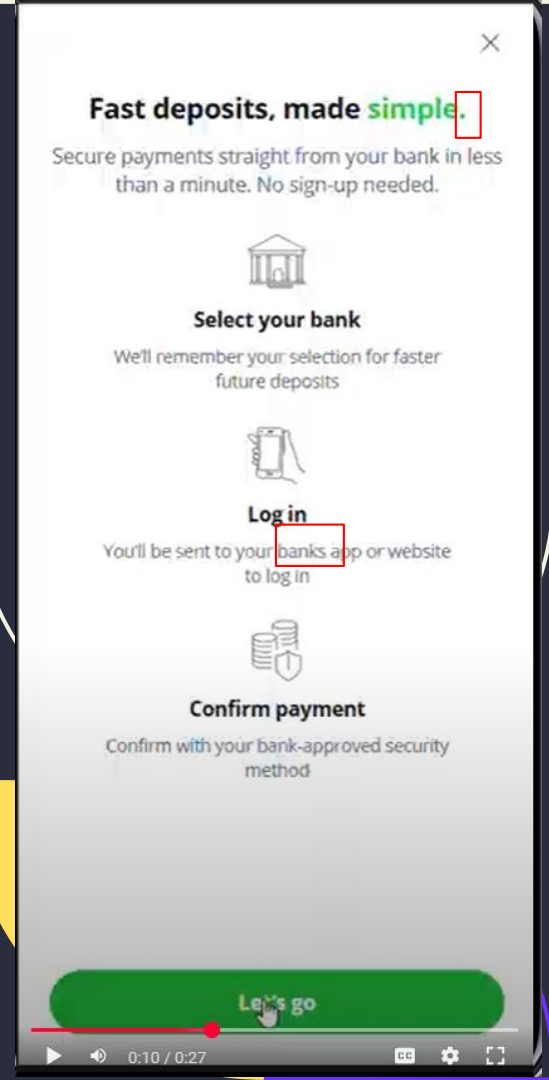
This title doesn't have a period, the one on the next slide does.



Grammar & mechanics

Spelling errors

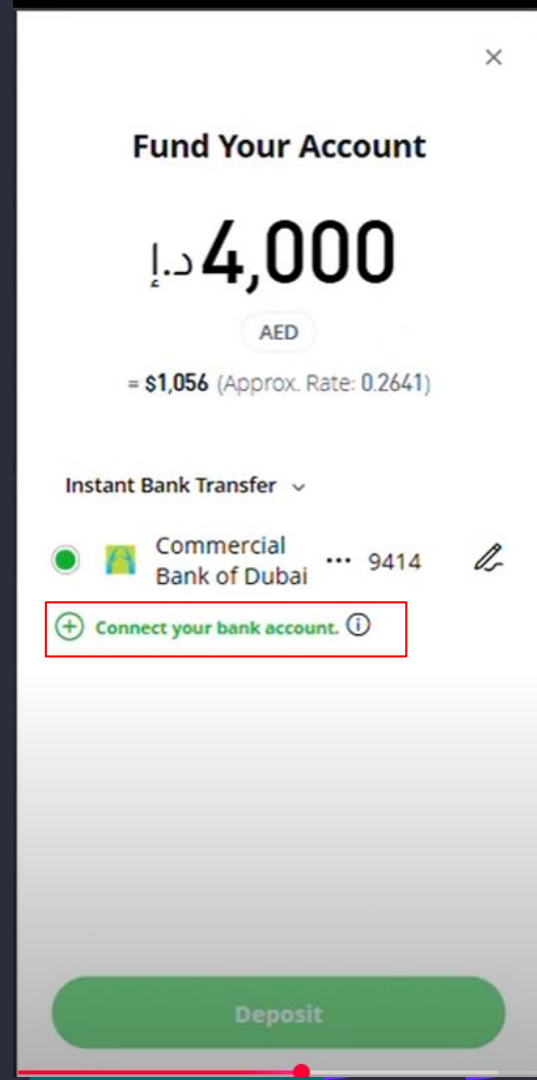
Bank's should have a possessive apostrophe.



Clarity & Readability

Unclear buttons / Ambiguous instructions

"Connect your bank account." - has a period, is sentence case, and is confusing - do we mean connect another bank account? Because I just connected one.



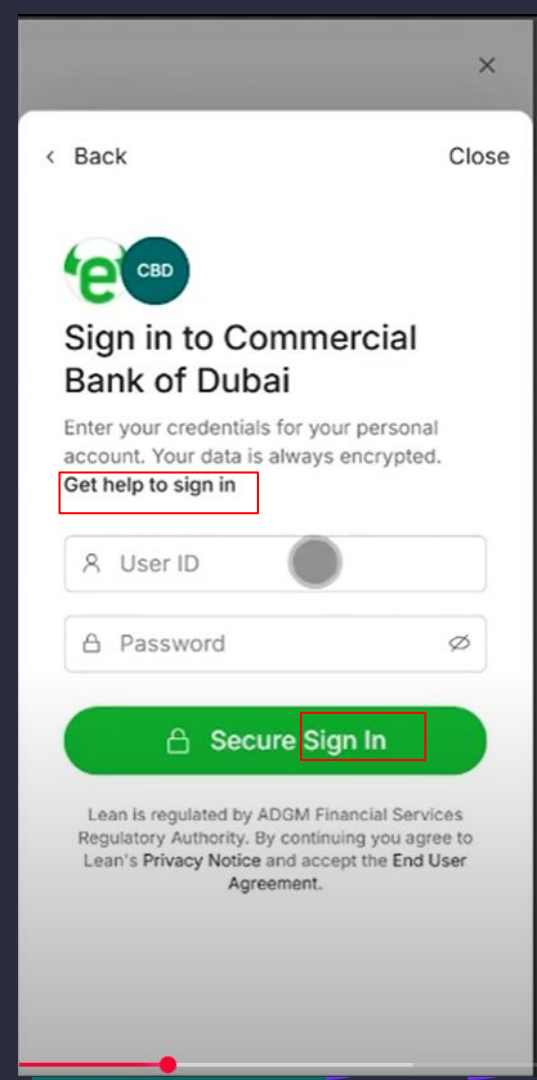
Clarity & Readability

Unclear buttons

"Get help to sign in" - awkward wording, and is this a CTA? No visual indication.

Also:

"Secure Sign In" should be Sign-in

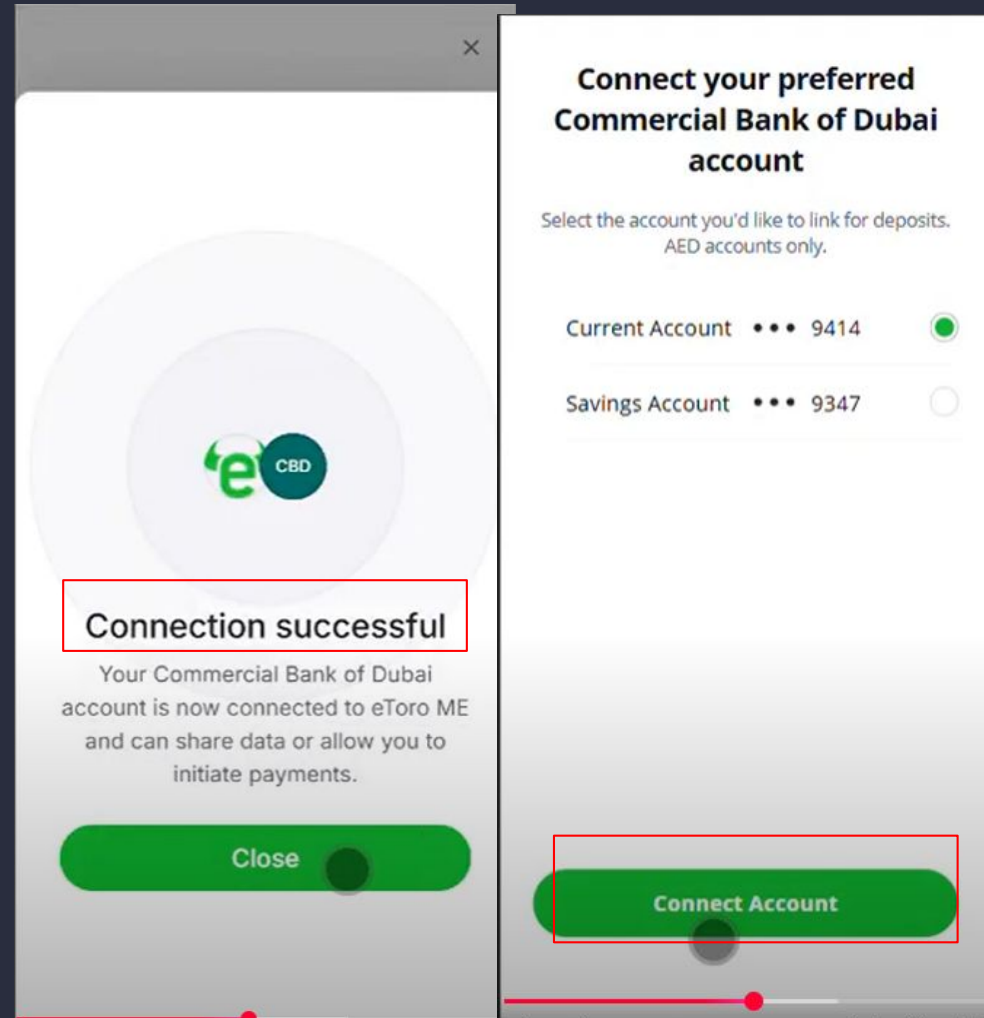


UX Flow Alignment

Copy not matching the user's stage

This first screen is telling me the connection is successful and the CTA says "Close", but the next screen will have more for me to do to set up the account.

Next screen says "Connect account" CTA - confusing



Three teal semi-circles are arranged horizontally from left to right, each increasing in size. The largest semi-circle is on the right and contains the text "Empty states".

Empty states

Clarity & Readability

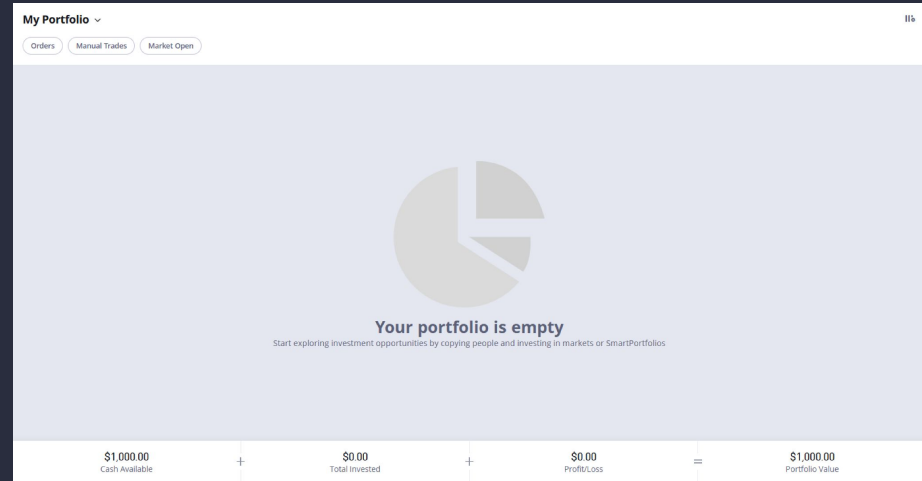
Ambiguous instructions / Unclear CTAs

- The instruction is vague and lacks direction.
- It doesn't explain where or how to take the next step (i.e., no CTA, no clear destination).

Add a clear CTA or directional phrase like:

"Go to Discover to find assets, people, or portfolios to start building your portfolio."

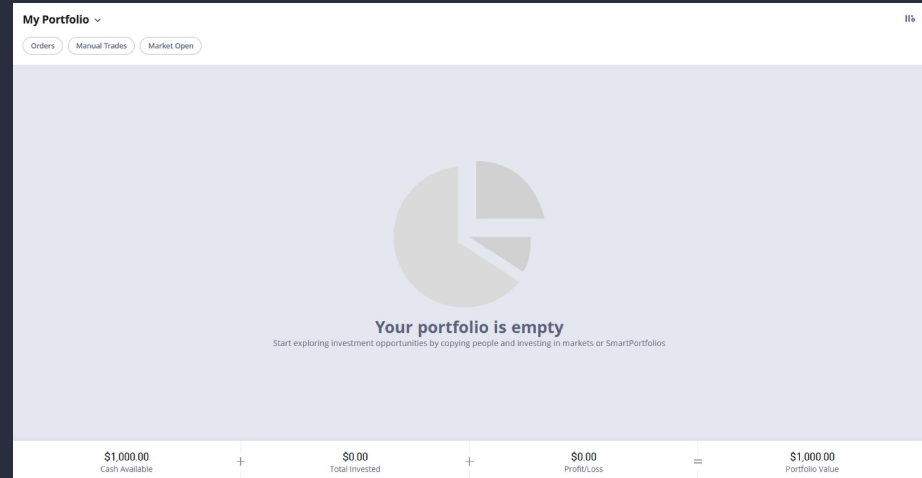
Include a button:
[Start Exploring]



Voice & Tone

Voice shifts

- "Your portfolio is empty" is a bit stark and passive.
- For a first-time user, it may come across as blunt rather than encouraging.
- Reframe more supportively:
 - "Let's build your portfolio."
 - "You haven't made your first investment yet."
 - "No investments yet — here's how to get started."



UX Flow Alignment

Copy not matching the user's stage

- Likely a first-time user (should assume zero familiarity). Right now it presumes the user knows what "SmartPortfolios" are.
- It introduces three complex ideas in one go. May be cognitively taxing for newer users.

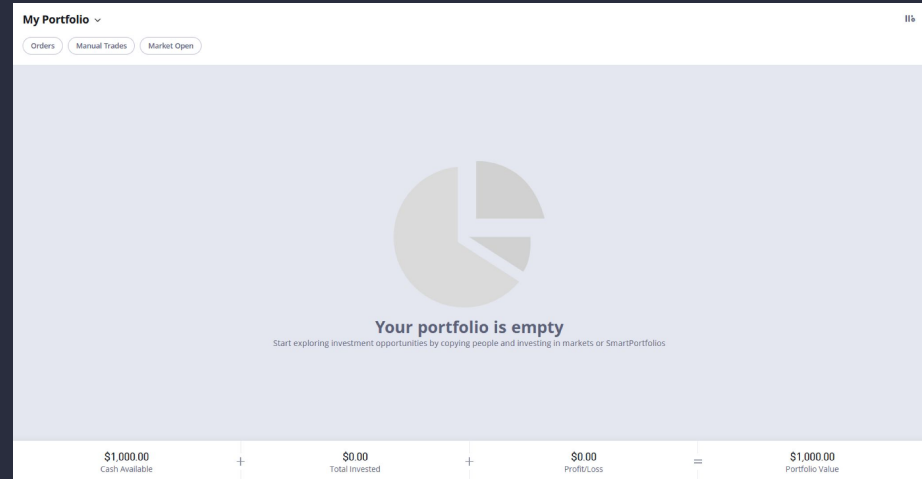
Use beginner-friendly scaffolding:

"You can copy top investors, choose curated portfolios, or browse stocks and crypto in the Discover tab.

Or:

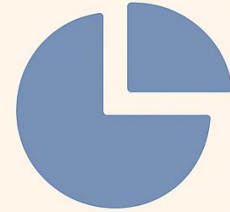
Break it into clear bullet points or short lines:

- Copy top investors
- Browse popular stocks and crypto
- Explore curated Smart Portfolios



Suggestion

Let's build your portfolio



No investments yet – here's how to get started

- Copy top investors
- Browse popular stocks and crypto
- Explore curated Smart Portfolios

[Start Exploring](#)

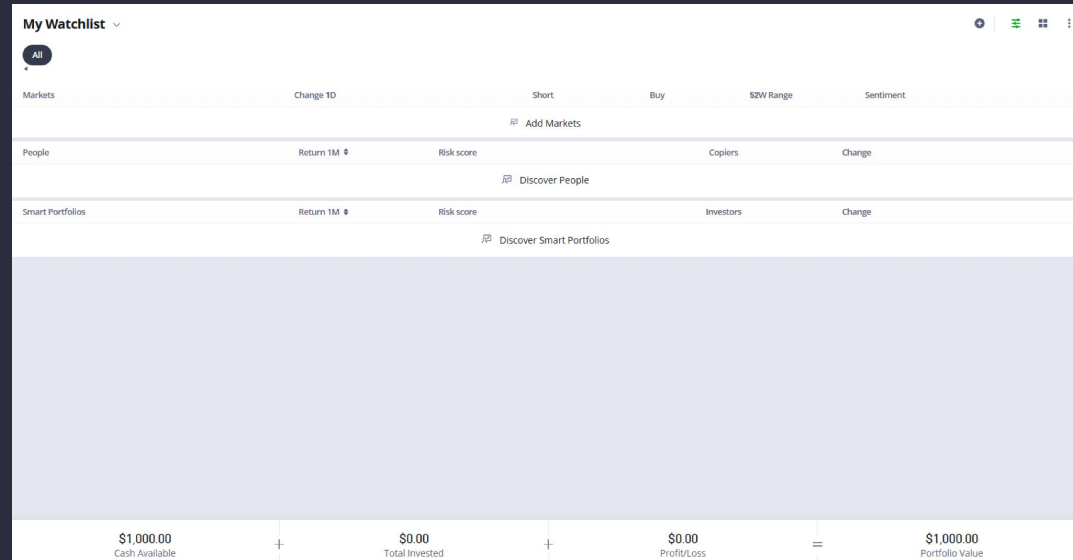
Clarity & Readability

Ambiguous instructions / lack of CTA framing

- The calls to action (“Discover People”, “Add Markets”) feel floaty and disconnected
- No sentence-level copy guides the user on what this section is, or why they should care

“Your Watchlist lets you track assets, people, and portfolios you’re interested in.”

“Get started by adding markets or discovering top traders.”

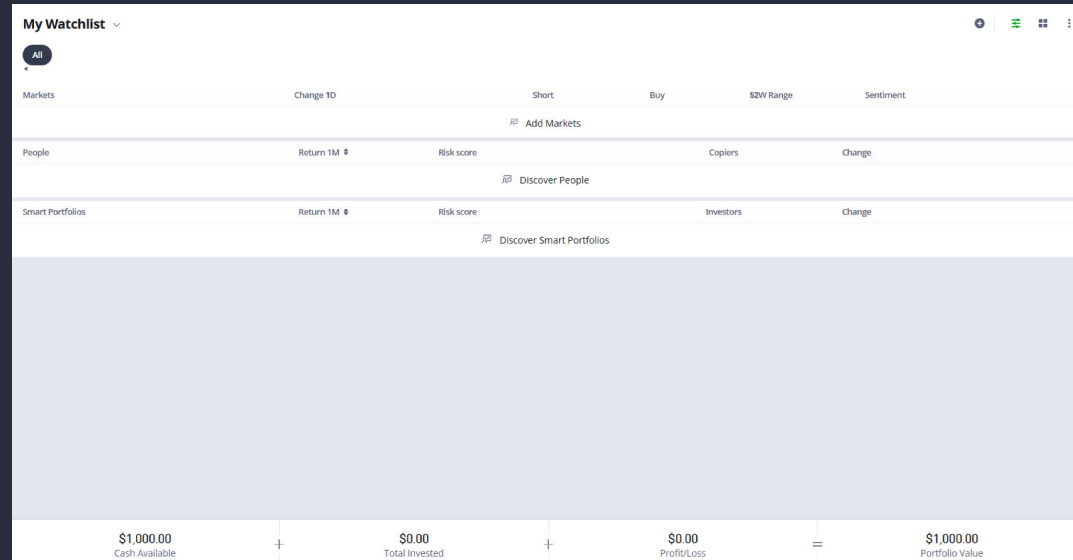


UX Flow Alignment

Copy not matching the user's stage

- A first-time user might not know what a "market" is, what "Add Markets" does, or what they're looking at
- There's no onboarding or helpful nudge (no "learn more", no visual affordance for the buttons)

"Not sure where to begin? Visit the Discover tab to browse trending stocks, crypto, and portfolios."



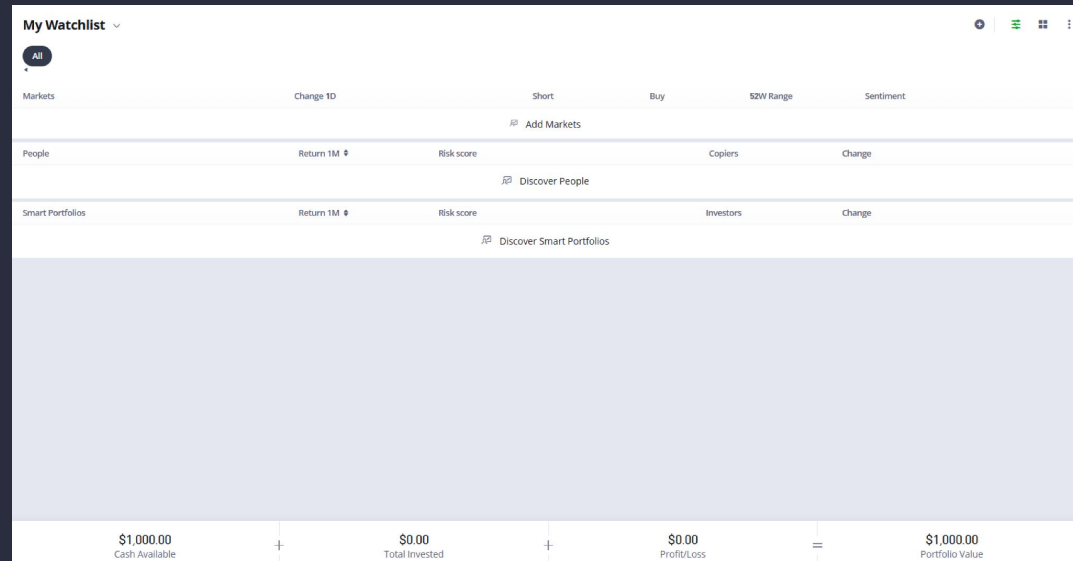
Voice & Tone

Voice is too dry and system-like

- There is no messaging at all. The interface feels sterile and impersonal.

"Let's build your watchlist."

"You haven't added anything yet - here's how to get started."



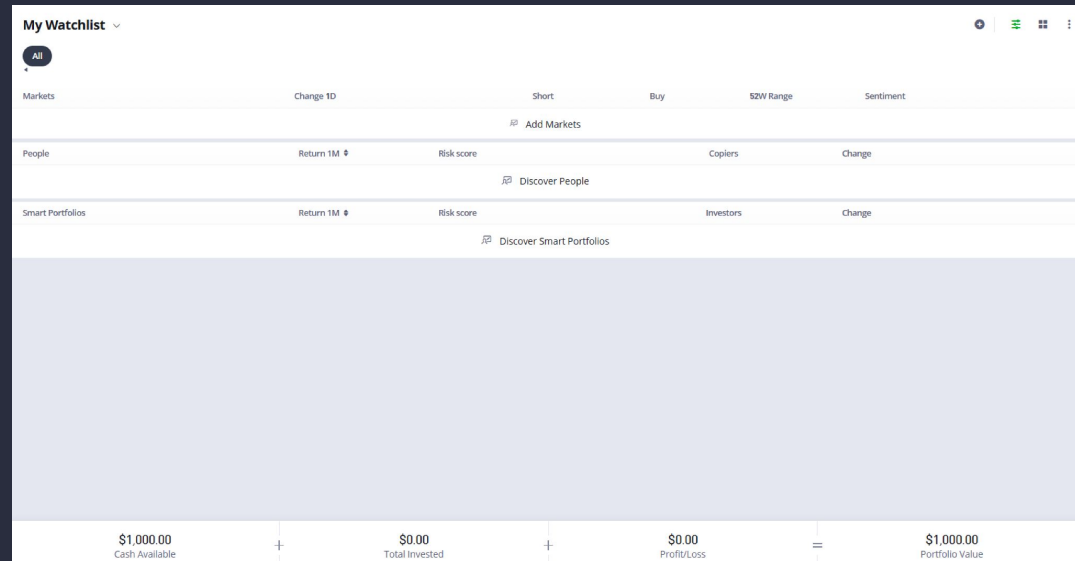
Visual hierarchy and IA

No emphasis or clarity around primary actions

- "Add Markets" is buried between two thin rows. It doesn't look like a button.
- "Discover People" and "Discover Smart Portfolios" don't follow visual CTA hierarchy either (no button treatment)

Group them under a section with a short header:

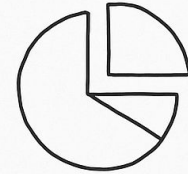
"Start Building Your Watchlist"
 [Add Markets]
 [Discover Traders]
 [Explore Portfolios]



Suggestion

Let's build your watchlist

You haven't added anything yet – here's how to get started



Add Markets

Discover People

Explore
Portfolios

Not sure where to begin?

Visit the Discover tab to browse trending stocks, crypto, and portfolios.

Three teal semi-circles of increasing size are arranged horizontally from left to right. The first is the smallest, the second is medium-sized, and the third is the largest, partially overlapping the text 'Miscellaneous'.

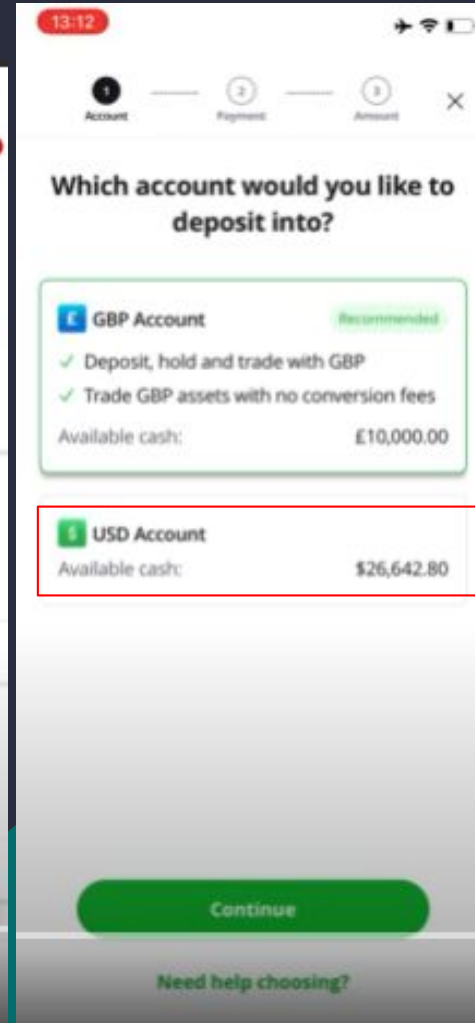
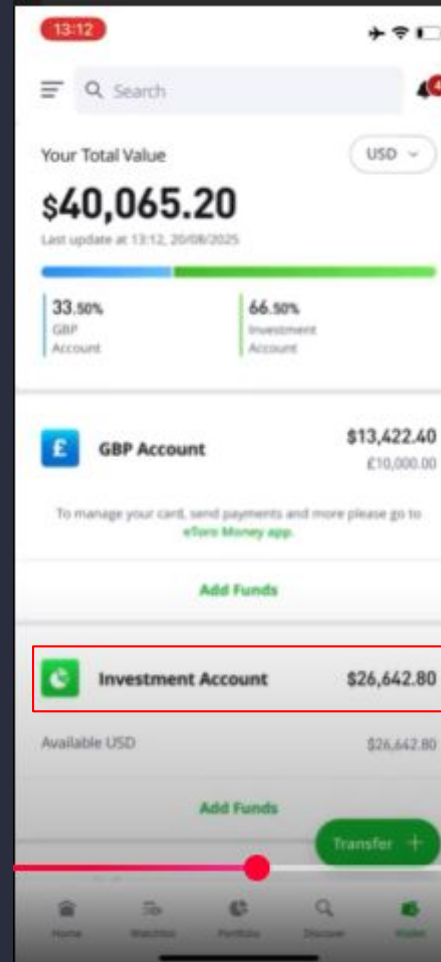
Miscellaneous

Consistency & Standards

Terminology inconsistencies

In the Wallet tab the USD account is named as Investments

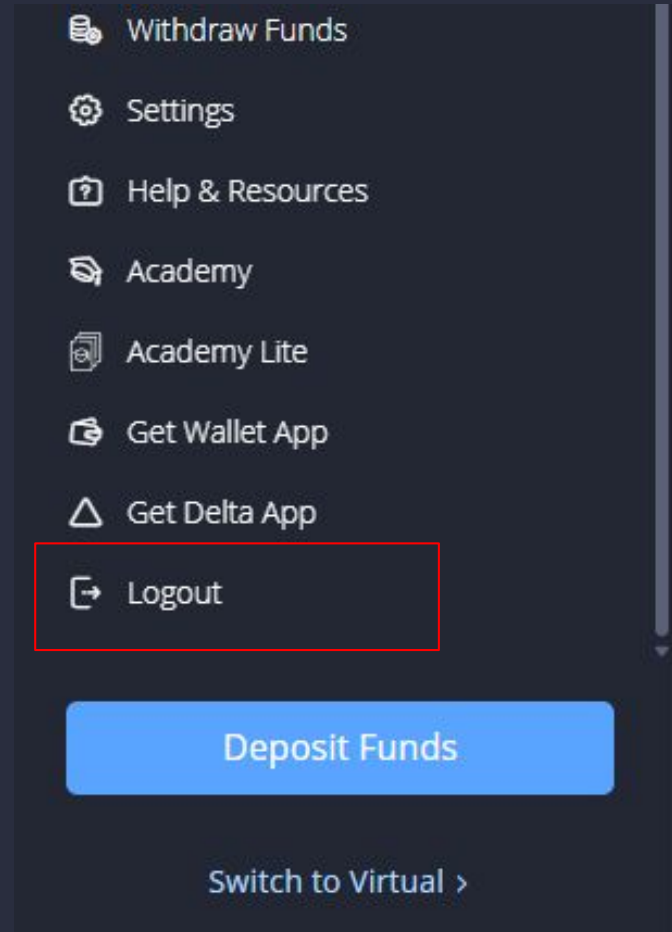
In select balance to deposit



UX Flow Alignment

Missing friction before a critical action

No friction when I click "logout"



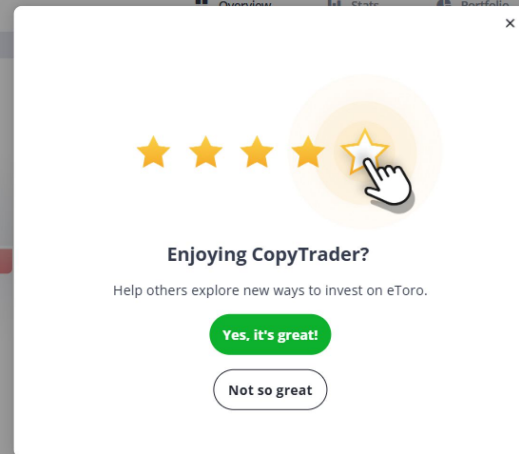
UX Flow Alignment

Missing feedback + not matching the user's stage

Pop up appeared on user's page, not engaged at copy trading at that moment.

Star rating suggests multiple choice but only offers Yes/No. Misleading design-content alignment. User might expect full rating flow.

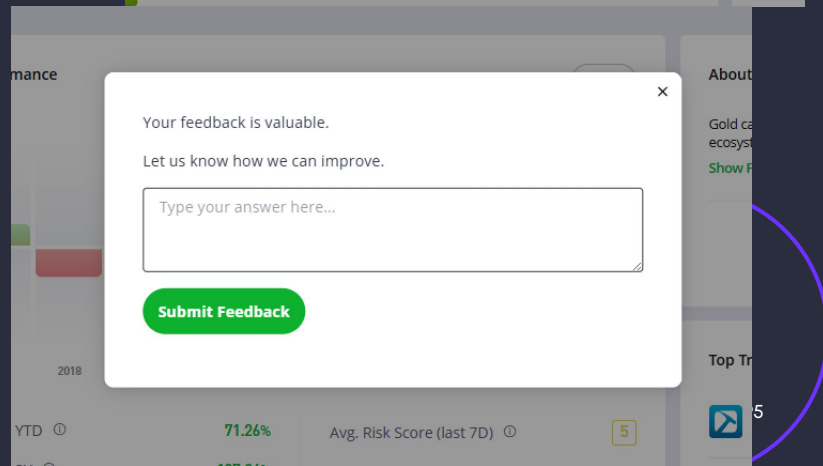
Once I clicked "Submit Feedback", it all just disappeared, no feedback to let me know it went through.



Voice & Tone

Subtitle: the benefit isn't immediate (help the user first, others is secondary).

CTAs: overly casual



Key takeaways

Inconsistent Structures

Headings, labels, and terminology vary across modules, making navigation and comprehension harder.

Voice & Tone Gaps

Shifts between casual, formal, and technical voices reduce trust and feel unpolished.

Tooltip & Microcopy Quality

Dense, jargon-heavy tooltips and unclear microcopy create friction in high-stakes actions.

Weak Empty States

Empty screens lack guidance, CTAs, or supportive tone, missing a chance to engage users.

UX / Content Misalignment

Critical flows (trade modals, watchlist, club tier) often misprioritize or bury key actions.

Why it matters

Improving these areas builds user trust, reduces support costs, and increases product adoption.



Trust



Inconsistencies erode user confidence at moments of financial decision-making.

Confidence



Complex or unclear copy slows onboarding and discourages exploration.

Engagement



Missed opportunities in empty states and tooltips lower engagement.

Next steps (stop the bleeding)

We need to **prevent new issues** by giving writers, designers, and PMs a reference point. Only then, tackle the highest-impact instances and work our way down.

Define voice

If eToro was a person, what would they wear? How would they talk?

Create style guide

Basic rules for capitalization, punctuation, date/number formats.

Build glossary

Core financial/feature terms with one approved version.

Fix high-impact areas

Once the foundation is in place, selectively tackle high-impact fixes.

Roadmap



Define

- Define voice
- Build style guide
- Start living glossary



Apply

- Use guide in new copy
- Fix high-friction areas (tooltips, flows)
- Share best practices with PMs/designers



Mature

- Create AI agent built on voice and SG documentation
- Retrofit high-impact areas gradually
- Add accessibility & inclusivity principles

Questions?

Thank you