National College of Ireland

User Satisfaction and Feature Preferences On TradingView for Financial Technology

Submitted by: Samuel Hong Jun Jie

Master In Management (MSCMGMTD1)

Presented to the National College of Ireland.

Project Submission Sheet

National College of Ireland

Project Submission Sheet

Student Name:	Samuel Hong Jun Jie		
Student ID:	X23368845		
Programme:	(MSCMGMTD1)	**Year:**	2024
Module:	Master In Management		
Lecturer:	Professor Jonathan Lambert		
Submission Due Date:	15 Aug 2025		
Project Title:	User Satisfaction and Feature Preferences on TradingView for Financial Technology		
Word Count:	13,066		

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.
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AI Acknowledgement Supplement
Research Method (MSCMGMTD1)

Your Name/Student Number	Course	Date
Samuel Hong Jun Jie	Master In Management	3 Oct 2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click here.

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
ChatGPT	Document Structure Ideas	https://chat.openai.com/
DeepSeek	Survey questions design	www.deepseek.com

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool**.

Thesis Declaration Page

Submission of Thesis and Dissertation

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Submission of Thesis to Norma Smurfit Library, National College of Ireland

Student name: Samuel Hong Jun Jie Student number: X23368845

School: National College of Ireland Course: Master in Management

Degree to be awarded: Master in Management

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User Satisfaction and Feature Preferences on TradingView for Financial Technology

An electronic copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. This electronic copy will be accessible in NORMA https://norma.ncirl.ie the National College of Ireland's Institutional Repository. In accordance with normal academic library practice all theses lodged in the National College of Ireland Institutional Repository (NORMA) are made available on open access.

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Abstract

In the fintech space, technology has completely transformed the way people engage with financial markets. Traders in the past used newspapers and delayed data for market insights. Digital trading platforms today have elevated real-time information, analysis tools and a simplified user interface to front stage. Between numerous platforms, TradingView is very well-liked and helpful as it satisfies the demands of its varied user base, this paper investigates user satisfaction and feature preferences on TradingView.

TradingView provides basic tools for retail traders and investors including professional charting features, customisable alerts, and a built-in social network for idea sharing. These elements help to encourage better community involvement, better decision-making knowledge, and more effective market analysis. User experience keeps being a major determinant in keeping interest and pleasure on platforms like TradingView as financial technology expands.

Acknowlegment

During my dissertation, my supervisor, Professor Jonathan Lambert, has been helpful, kind, consistent supporter and encouraging. I would like to extend a sincere thank you to him. The path and quality of this research were much shaped by his helpful comments and astute recommendations.

Having this the chance to work under his d makes me very appreciative.

Chaprter 1: Introduction

1.1 Background

Image: TradingView Platform Logo

The growth of digital trading platforms has transformed how both personal and professional traders engage with financial markets, offering unprecedented accessibility, real-time information, and interactive analytical tools (Sironi, 2016; Lee & Shin, 2018). Among these platforms, TradingView has emerged as one of the most popular globally, widely recognised for its integrated social community features, advanced charting capabilities, and flexible coding environment for custom indicators and strategies (Smith, 2020; TradingView Team, 2021).

Available across web and mobile applications, TradingView provides real-time market data, an extensive range of technical analysis indicators, built-in backtesting functions, and highly customisable interfaces — attributes that have been highlighted as key drivers of user adoption in recent fintech adoption studies (Ryu, 2018; Lim et al., 2021). Such features position TradingView not only as a convenient charting platform but also as a comprehensive decision-support tool for traders and investors.

This research seeks to identify the factors influencing users' choice of TradingView as their primary analysis tool for the financial markets, focusing on which features are most valued and how they impact user satisfaction. Prior research indicates that satisfaction significantly affects continued platform usage, trading efficiency, and user loyalty (Bhattacherjee, 2001; Susanto et al., 2020), making it a critical construct for understanding long-term engagement in digital trading environments.

1.2 Problem Statement

Even though TradingView is widely used popularly (**TradingView Team**, 2021), there is still limited academic research on the specific factors that influence user satisfaction and feature preferences within the platform Previous studies, such as Ryu (2018), have primarily examined fintech platforms through a broad lens, focusing on general technology acceptance or overall trading performance. However, they have not specifically addressed how particular functional qualities (e.g., charting tools, automation features) and non-functional qualities (e.g., usability, aesthetics, stability) influence user satisfaction within the context of modern trading interfaces like TradingView.

This study help to bridge that gap by evaluating TradingView through Technology Acceptance Model (TAM) and a software quality lens, offering insights to examine what users value and how that impacts their engagement and satisfaction.

1.3 Research Aim

The aim of this study is to investigate the factors that affect user satisfaction and feature

preferences on the TradingView platform with applying the Technology Acceptance Model (TAM) and evaluating selected functional features and software quality attributes.

1.4 Research Question

Main Research Question:
What are the key factors that influence user satisfaction and feature preferences on the TradingView platform?

Sub Questions:
a. How do users perceive the usefulness and ease of use of TradingView, based on the Technology Acceptance Model (TAM)?

b. Which functional features (e.g., charting, backtesting, social tools) are most preferred and frequently used by TradingView users?

c. How do non-functional software quality attributes (e.g., usability, reliability, aesthetics) influence users' satisfaction with the platform?

d. How does user experience with TradingView (e.g., account type, duration of use) relate to satisfaction and feature preferences?

1.5 Significance of the study

As trading platforms keeps evolving and grow in complexity, this is important to understand what drives user satisfaction and feature preferences for both developers and the broader fintech industry. According to TradingView Team (2021), TradingView is one of the most widely used charting and trading platforms, making it a rich case for examining the influence of various functional and non-functional qualities on user satisfaction.

This study contributes to academic literature by combining the Technology Acceptance Model (TAM) with insights from software engineering, specifically the evaluation of

functional and non-functional system qualities. While TAM explains the cognitive and behavioral reasons for platform acceptance, this research adds depth by assessing how specific features and quality attributes impact user satisfaction.

The result findings can help TradingView and similar platforms to create more informative design and development decisions, focusing on the tools and qualities users value most. As for the researchers, this study offers a technology adoption theory with practical system evaluation.

Chapter 2: Literature Review

2.1 Introduction to Literature Review

The following chapter with dive in to review the existing literature relevant to the study of user satisfaction and feature preferences on trading platforms. It provides a core foundation for the research by examining the Technology Acceptance Model (TAM) and its two key attributes which are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). The (TAM) model are widely used to understand user acceptance of digital systems (Davis, 1989).

Expanding to the TAM framework, this chapter also explores existing research on user satisfaction and feature engagement within fintech industrial, identifying how users evaluate different tools and functions. This review also intergrate software quality attributes like usability, reliability, aesthetics, and performance based on principles from software engineering (Bruegge and Duto, 2004), as these non-functional qualities are increasingly recognized as these are important factors influencing the user experience.

Again the purpose of this literature review is to position the current study within the broader academic context, highlight relevant theoretical and empirical work, and identify gaps in existing research. Specifically, it will demonstrate the need for a study that combines TAM with feature-level and quality-based evaluations, particularly in the under-researched context of TradingView, a widely used platform among traders and investors.

2.2 Technology Acceptance Model (TAM)

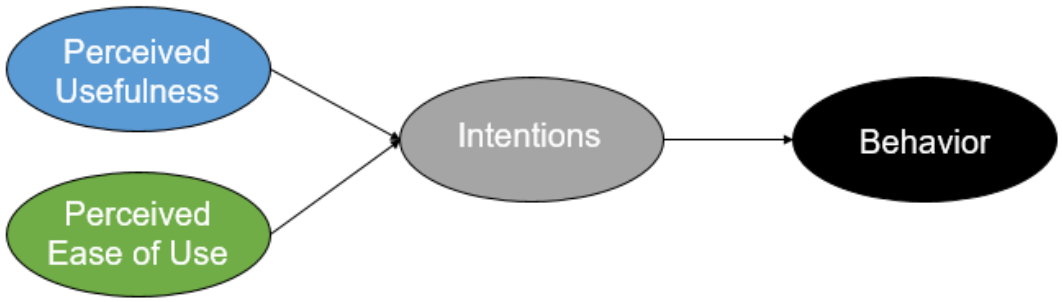


Image: Flowchart of Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most widely used theoretical frameworks for studying user acceptance of information systems. TAM proposes that two primary factors which are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), influence a user's intention to use a system which ultimate forecast predicts actual system use. According to the TAM model, users are more likely to accept and keep continue to use a system if they felt it to be beneficial for their tasks and relatively effortless to operate.

Perceived Usefulness refers to the degree to which a person believes that using a particular system will enhance their performance (Davis, 1989). In the contrast of trading platforms like TradingView, PU relates to how effectively users believe the platform helps them make better trading decisions, improve analysis and execute strategies more efficiently. Perceived Ease of Use on the other hand, refers to the degree when a person believes that using a system will be effortless.

TAM has been widely applied in many areas of study including mobile banking (Alalwan et al., 2016), e-learning systems (Park, 2009) and healthcare technology (Holden and Karsh, 2010). As for fintech, TAM has been valuable for studying how traders and investors adopt digital platforms for analysis and decision-making (Ryu, 2018). However, most TAM studies focus on general adoption behaviour rather than on specific platform features or quality attributes that shape user satisfaction hence this research will highlight a gap this study aims

to address.

Furthermore, researchers have suggested extending TAM by incorporating additional variables such as system quality, user experience and satisfaction to increase its explanatory power (Venkatesh and Davis, 2000). This study builds on these recommendations by integrating software quality attributes like usability, performance and feature-specific analysis into the TAM framework to better understand satisfaction and preferences in a trading platform context.

2.3 User Satisfaction in Technology Use

Image: User Satisfaction Ratings

User satisfaction is one of an important measure of the success and effectiveness of information systems. It reflects the user's overall contentment with their experience using a system, and it is often linked with continued usage, loyalty and advocacy (DeLone and McLean, 2003). In digital platforms such as TradingView where users rely on the system for high-stakes financial decision-making, satisfaction plays an important role in determining whether a user continues to use the platform or switches to others.

In the past, user satisfaction has been examined because of factors such as system quality, information quality and service quality (DeLone and McLean, 2003). System quality like responsiveness, performance, interface and stability when comes in using financial or trading systems. Any delays or other problems in the interface or data processing will significantly lower user satisfaction.

In the modern UX (user experience) literature, satisfaction is also described as a multi-dimensional construct which not only influenced by system performance but also by emotional design, visual aesthetics, accessibility and convenience (Interaction Design Foundation, 2015).As for example, the HEART framework developed by Google emphasises "Happiness" as a key performance indicator (UX Planet, 2022). This shows that companies now see user satisfaction as more than just ease of use, it’s about how users feel when using a product over time.

In the context of TradingView, platform satisfaction may arise from various sources. Functionally, users may appreciate the comprehensive set of tools like technical analysis, the script-based automation features (Pine Script) and the strategy tester. For non-functionally side, users often value the visual interface, faster chart updates, device compatibility or the optional dark mode. These can improve comfort during long trading hours. These aspects are also supported by community feedback in TradingView forums.

Moreover, task efficiency is often seen as the strongest predictor of satisfaction in complex platforms like TradingView. As Wong (2024) argues, "time-on-task" is one of the most direct indicators of satisfaction—users want to complete tasks quickly and with minimal frustration. A clean interface, minimal learning curve, and responsive design allow users to reach their goals more efficiently, thereby increasing satisfaction.

Technology Acceptance Model (TAM) does not measure satisfaction directly, it exams satisfaction as a likely result of perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989). Which when users feel a platform is useful in helping them and it is easy to learn and use, they are more likely to rate it as high satisfaction. However, in many modern researchers argue that satisfaction should be measured independently, since it can be influenced by broader elements like emotional connection, aesthetics and support systems (Interaction Design Foundation, 2018).

In this study, satisfaction is treated both because of TAM variables and as a standalone indicator shaped by both functional features and software quality attributes such as

usability, visual design, and performance. This dual approach allows for a more complete understanding of what contributes to a satisfying user experience on TradingView.

2.4 Feature Preferences in Trading Platforms

Image: Drawing Tools on TradingView

In trading platforms like TradingView, their feature preferences can choose by user that depends on their experience level, trading style and goals. There are also core features consistently emerge as highly valued across most user groups. Some chief advantage among the platform's advanced charting system had been recognised as TradingView's strongest assets. The platform provides strong interactive and customisable charts with a wide variety of indicators, drawing tools, visual styles and others. Traders can view multiple charts and apply various technical analysis tools and even save as their personalised templates. These features support real-time market interpretation and decision-making which is very important for technically focused traders. The charting features are most frequently used tools for retail traders because they provide rich and detailed price action analysis for timing trades, this can be highly benefits them especially when comes to low timeframe trades (Investopedia, 2025).

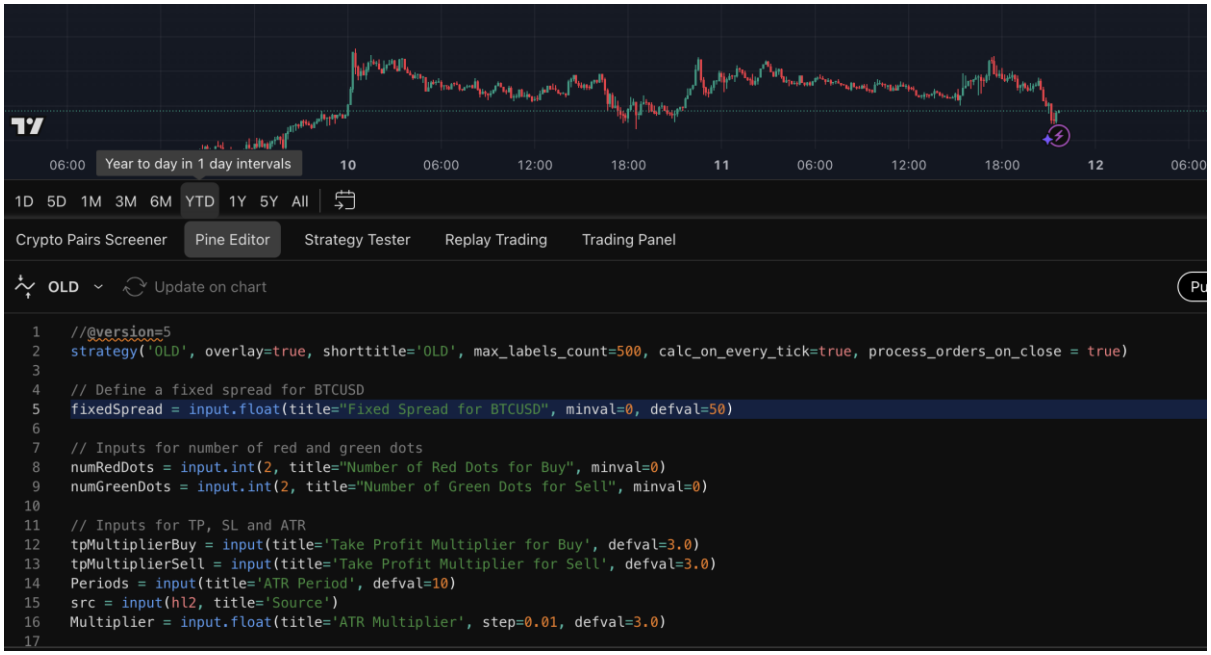


Image: Build in Pine Script programming language in TradingView

Another key feature that shapes user preference is TradingView's scripting and automation functionality. TradingView are having their own platform programming language which called Pine Script. Users can develop custom indicators and strategies tailored to their personal trading methods. The platform also includes a strategy tester, which allows traders to evaluate how a specific strategy would have performed on historical data. This not only promotes experimentation and learning but also train trades with systematic trading practices. TradingView (2023) explains that Pine Script empowers traders to automate repetitive tasks, receive custom alerts and gain deeper insight through backtesting. All these functions contribute to a sense of control and usefulness and is the key drivers of technology acceptance. The pictures above demonstrate the real programming coding when user are attempting to create strategies from the platform. This is a powerful tool in future especially technology being advanced these days.

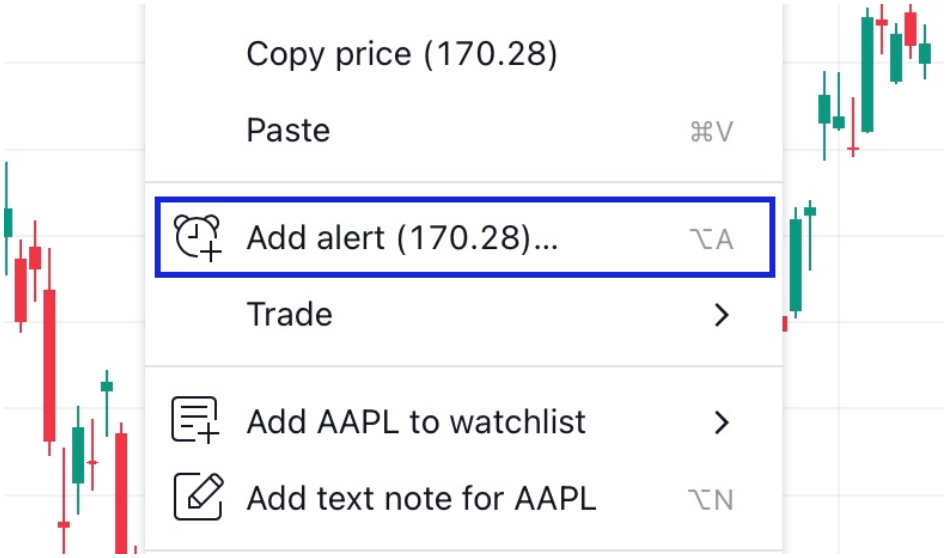


Image: Example Create Alert when Stock crossing specific price

In addition to technical tools, many users are using build-in the alerting system which enables real-time notifications based on price movements, indicator triggers or even complex Pine Script conditions. These alerts are accessible across devices and help traders respond to market changes without the needs to constantly staring at their screens. This highly supports both convenience and decision efficiency which aligning with what Davis (1989) describes as perceived ease of use in the Technology Acceptance Model. It reduces cognitive load and reinforces user engagement. As the image above provide an example which user can set an alert price when the stock price meets certain range.

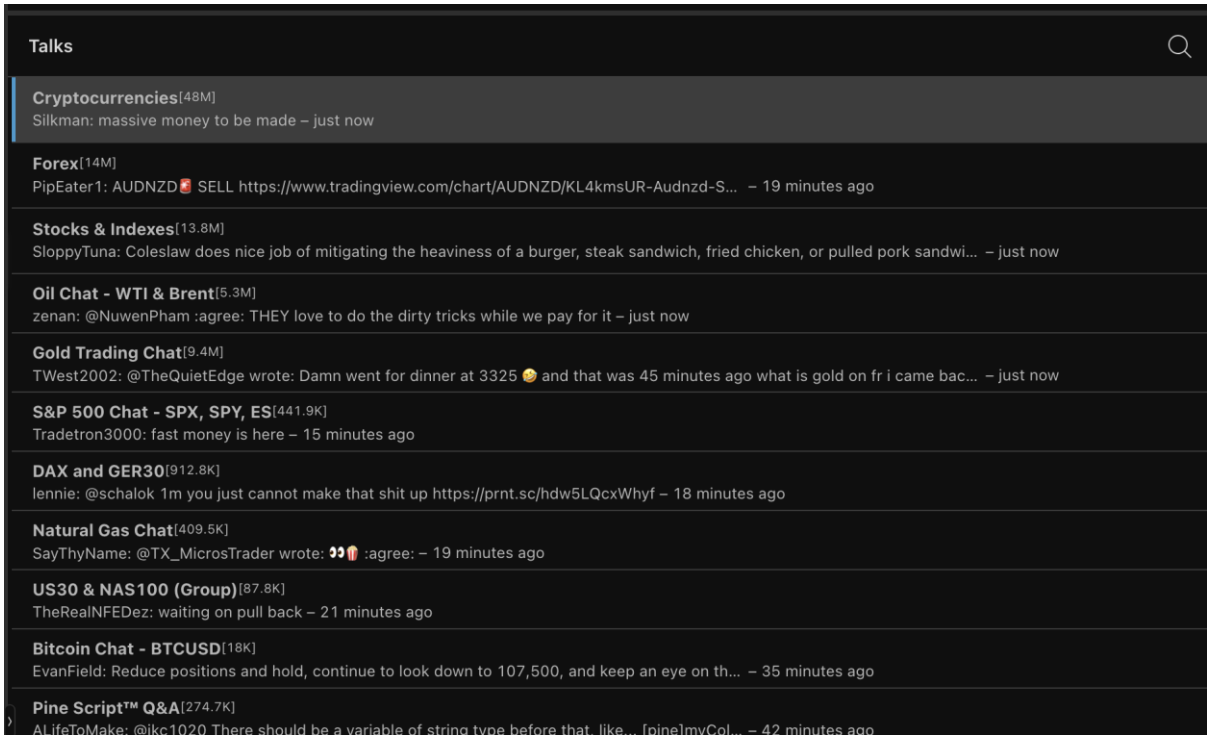


Image: Forum for user to discuss above trading insights

TradingView's social and community features provide a unique layer of interaction that distinguishes it from traditional platforms. Users can publish trade ideas, subcribe to traders, engage in forum discussions and investigate public analysis from a global network of traders. While this may not appeal to every user, it fosters a sense of belonging and provides insights that are especially helpful for new traders or analysis. Community engagement can definetly build trust and long-term loyalty, which indirectly contributes to satisfaction with the platform.

Overall, while users may not utilise every feature TradingView offers, the presence of powerful charting tools, scripting capabilities, automated alerts and community interaction ensures the platform caters to a broad range of needs. This study focuses on these core features because they represent both the functional strengths of the platform and the components most likely to influence user satisfaction and feature preference.

2.5 Software Quality Attributes

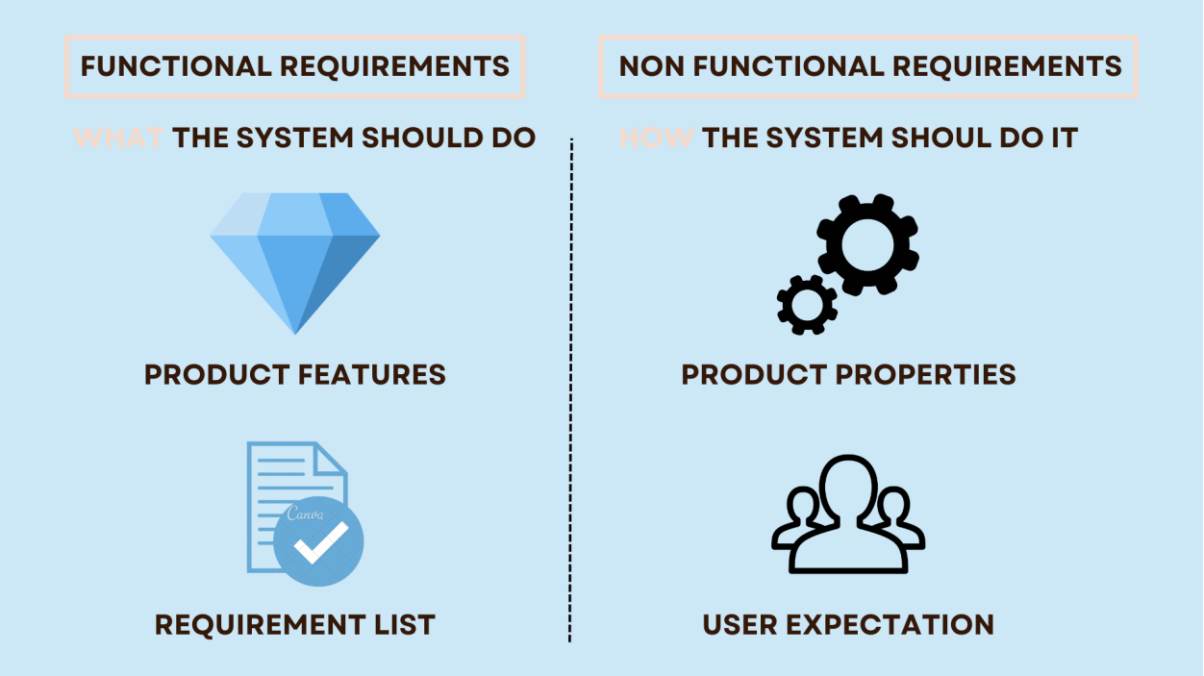


Image 2.5: Functional and Non-functional in Software Development

While functionality is important in any trading platform, non-functional software qualities is also playing an equally important role when comes in shaping user satisfaction. These attributes with exams how well a system performs rather than what it does. Commonly recognised attributes like usability, performance, reliability, aesthetics, and portability, all of which contribute to the overall experience of interacting with a system (Bruegge and Duto, 2004).

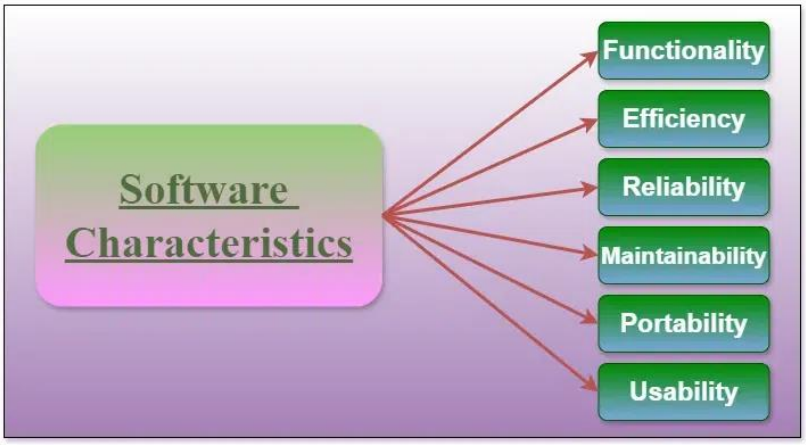


Image: Software Characteristics

Usability refers as how easily users can learn and manipulate a system to achieve their desire goals. Platforms like TradingView, their high usability is demonstrated through intuitive navigation, clear interface layout and minimal friction when users accessing tools or features. Good usability reduces the learning curve and enhances user confidence, particularly for beginners or those unfamiliar with technical analysis tools. According to the Interaction Design Foundation (2015), a system with high usability promotes higher engagement and reduces user frustration—both important for long-term satisfaction.

The next is performance and reliability. These two are very important, especially for trading. Traders need live data, fast chart updates and a system that won't freeze or crash when they need it most. If a platform lags or has bugs, it can lead to missed trades or bad decisions. So, when TradingView works smoothly and updates quickly, it gives users more confidence and trust in the platform.

Aesthetics is about how the platform looks and feels. Some people might think visuals aren't that important but if users spend hours on charts, a clean and modern design really makes a huge difference. TradingView also provide dark mode, which many traders prefer because it's easier on the eyes. A nice design can also make the platform feel more professional and enjoyable to use (UX Planet, 2022).

The last part is portability, which is about using the platform across different devices. TradingView lets users switch from a desktop to a tablet or mobile phone without losing their charts or settings. This is helpful for traders who want to check prices on the go or get alerts while away from the computer. Being able to access the platform from anywhere makes it more useful and convenient.

All of these non-functional qualities shape how users feel about the platform. Even if the features are powerful, users might not be happy if the system is slow, confusing. In this study, these qualities are seen as important parts of what makes users satisfied and they also support the idea of ease of use and usefulness from the TAM framework.

2.6 Gap in Existing Research

Although there is an extensive body of research on trading platforms and user behaviour, much of it examines technology adoption in a general sense or within the context of broad fintech ecosystems (Ryu, 2018; Lee & Shin, 2018). Prior studies often investigate areas such as mobile banking (Zhou et al., 2010; Shaikh & Karjaluoto, 2015), peer-to-peer payment systems (Mallat, 2007), and e-learning platforms (Šumak et al., 2011) through frameworks like the Technology Acceptance Model (TAM) (Davis, 1989). However, relatively few studies have specifically analysed TradingView, despite its widespread adoption among retail and professional traders (TradingView Team, 2021; Smith, 2020). There is a lack of research focusing on how platform-specific functional qualities (e.g., charting tools, automation) and non-functional qualities (e.g., usability, aesthetics, stability) influence user satisfaction within a trading context.

Most TAM studies also focus only on perceived usefulness and ease of use which are important, but not always enough to fully explain why users are satisfied or keep using a platform. Real-life user experience often depends on other factors too, like how fast the system works, how it looks, and how well it works across devices. These are called non-functional qualities, and they are not always included in traditional TAM-based research.

Past research on fintech and trading platforms rarely connects feature-level evaluations with overall user satisfaction. Most studies measure satisfaction as a general construct (Bhattacherjee, 2001; Lin, 2011) without isolating which specific tools or functionalities drive that satisfaction. For example, while charting interfaces, alert systems, and backtesting capabilities are widely recognised as critical in active trading environments (Wong & Ng, 2020; Yoon et al., 2019), few empirical studies have examined how the perceived quality or usefulness of these individual features influences users' continued use intentions. This omission is notable for platforms like TradingView, where such tools are not peripheral but central to the platform's value proposition (TradingView Team, 2021).

Because of this, there is a clear research gap. There is limited academic work that looks at TradingView using both TAM and software quality attributes and even fewer that combine

this with a focus on actual feature preferences. This study tries to fill that gap by looking at allusers areas: TAM, non-functional qualities and key features. It gives a more complete view of what makes users satisfied with TradingView and why they keep using it.

Chapter 3: Methodology

3.1 Introduction to Methodology

This chapter explains how the research was carried out. It describes the methods used to collect and analyse data to answer the research questions. The study focuses on understanding user satisfaction and feature preferences on TradingView, using a mix of survey questions based on the Technology Acceptance Model (TAM) and selected software quality attributes.

The objective of the below chapter is to make the research process clear and easier to follow. It includes information about the research design, how the data was collected, who the participants were and how the results will be break down. This study aims to understand user opinions and preferences; a quantitative research approach was chosen. Online survey as the main data collection tool.

This chapter also explains why the chosen method is suitable for the research topic and how it helps to achieve the research aim.

3.2 Research Design

Image: Chosen tools to collect data

This research is using a quantitative approach through a structured online survey. The reason for choosing this method is because the study aims to collect clear, measurable data about how users feel when using TradingView and which features they prefer. A quantitative design is suitable when the goal is to gather opinions from a larger group of people and analyse them using numbers, averages and patterns.

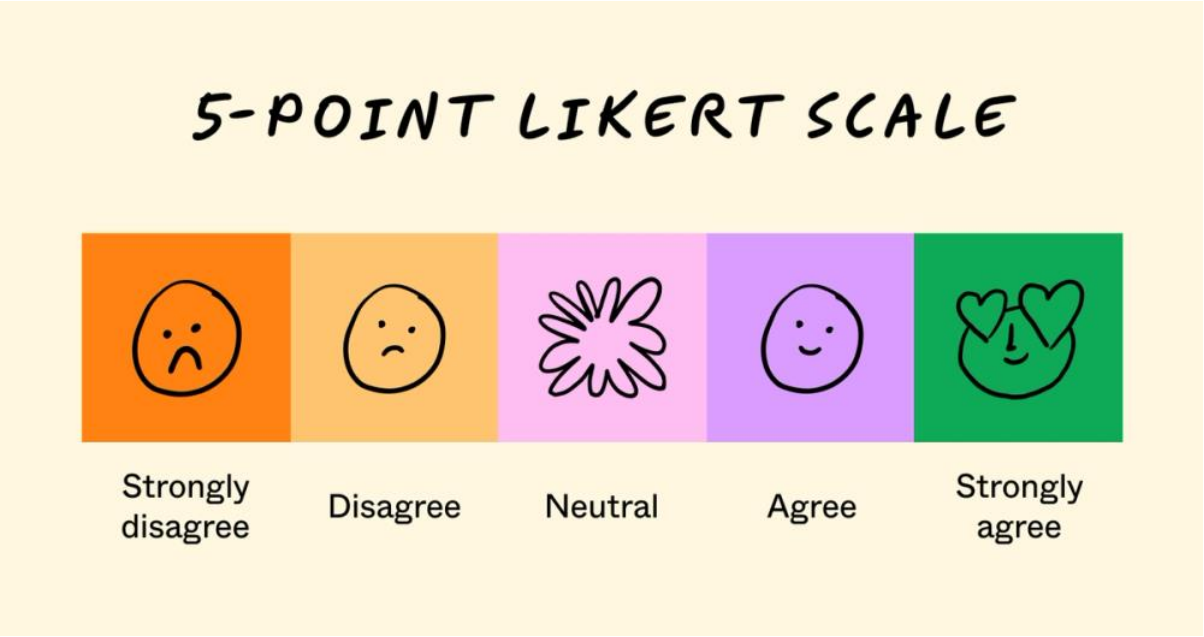


Image: 5-point Likert Scale

The survey was created using a Likert scale format, where users rated their level of agreement from 1 (Strongly Disagree) to 5 (Strongly Agree). This type of design is easier to compare answers and see overall trends. The questions were grouped into different sections that reflect the research framework: functional features (like charting, backtesting, and alerts), non-functional qualities (like usability, design, speed) and key TAM concepts such as perceived usefulness and ease of use.

The design is also based on previous studies that used TAM to examine how users accept and interact with systems (Davis, 1989). At the same time, the research includes software quality ideas from Bruegge and Duto (2004) to understand how things like layout, system speed and design impact satisfaction.

By using a survey questionnaire, the study can reach different types of users both casual and experienced. The main point is to measure how they experience the platform. This design is simple, efficient and easy to do analysis using tools SPSS. It also supports the main goal of this research, which is to find out what makes users satisfied with TradingView and which features matter most to them.

3.3 Data Collection Methods

As mentioned earlier this research used an online survey to collect data from users of TradingView. The survey was created using Google Forms because it is easy to design, share and collect responses. It also helps to organise the data automatically, which is useful during analysis. The main reason for choosing a survey is that it allows the researcher to collect opinions from a larger group of people in a short amount of time.

The survey was shared through different online platforms, including social media, trading forums and WhatsApp or Telegram groups where traders are active. This helped reach people who already use TradingView or are familiar with trading platforms. The survey link included a short introduction to explain the purpose of the study and how their answers would be kept private and only used for academic purposes.

The questionnaire was divided into five sections:

a. Demographic information

b. Functional features

c. Non-functional qualities (e.g. usability, performance, design)

d. Technology Acceptance Model (TAM) (e.g. usefulness and ease of use)

e. Overall satisfaction and platform loyalty

All questions used a 5-point Likert scale, rate from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was chosen because it allows respondents to express different levels of agreement and is easy to analyse statistically.

The data collection period lasted for about 2 to 3 weeks, giving enough time for people to respond. In total, [insert number] responses were collected. These responses were later cleaned to remove any incomplete or invalid entries before analysis.

This method was chosen because it is low-cost, convenient and suitable for the type of study being done. Since the research is focused on opinions, satisfaction and preferences, a survey is one of the most effective tools for collecting this type of data.

3.4 Sampling Technique and Target Population

The target population for this study is the people who had once use TradingView for trading, investing or market analysis. This includes both new users and experienced traders as well as users with free or paid accounts. Since TradingView is used by people with different backgrounds, this study aimed to include a variety of users to better understand general satisfaction and feature preferences.

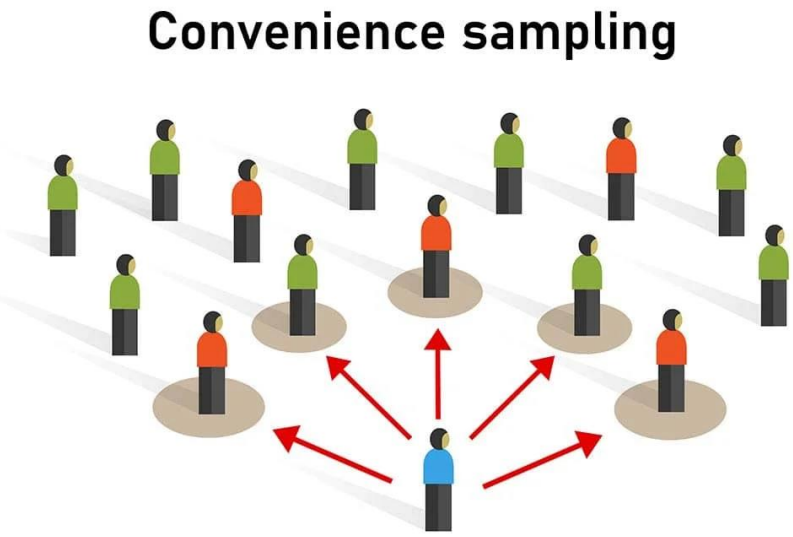


Image: Convenience Sampling Method

The sampling method used in this research is convenience sampling. This means the survey was shared with users who were easy to reach like those in online trading groups, forums and social media platforms. Convenience sampling was chosen because it is simple, fast and suitable for small academic projects. Although it does not guarantee that every TradingView user has an equal chance to be selected, it still helps collect useful data for analysis.

The survey was shared with people who already use or have used TradingView, as the research focuses on real experiences with the platform. There were no strict filters for age, gender, or location, but all respondents needed to have some level of experience using the platform. A question in the demographic section asked how long the respondent had been using TradingView, which helped to group users based on their experience level.

This sampling method allowed the research to collect data from a range of users, including beginners, intermediate users and advanced traders. Although convenience sampling may have some limitations in terms of representativeness, but it still provides a good overview of user opinions.

3.5 Data Analysis Method

After all the survey responses were collected, the next step was to analyse the data to find patterns, trends and relationships that could help answer the research questions. The data collected from Google Forms was first downloaded into Microsoft Excel and later cleaned to remove any incomplete or invalid responses. This was done to make sure the results are reliable and accurate.

This study uses quantitative data analysis, which means the responses were analysed using numbers and statistics. Since all questions used a 5-point Likert scale, the answers were converted into numerical values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). These values were then used to calculate frequencies, percentages, and mean scores for each question. This helped to show how most users responded to each item and which features or attributes were rated the highest.

The survey questions were grouped into sections, so the results were also analysed in parts: Functional features (e.g. charting, automation), Non-functional qualities (e.g. usability, reliability), TAM elements (perceived usefulness and ease of use) and overall satisfaction

Simple descriptive analysis was used to summarise user feedback, such as which features are most used, which qualities are rated highest, and what areas users are most satisfied with. In some cases, cross-tabulation was done to see if there were differences based on user experience or account type (e.g. free vs premium users).

The study may also use correlation analysis to explore the relationship between key variables. For example, it can check if users who find the platform easy to use are also more satisfied, or whether frequent use of features like charting is linked with higher satisfaction. This type of analysis helps connect the data with the research objectives and provides a better understanding of how users experience TradingView.

3.6 Ethical Considerations

Ethics is an important part of any research project. As this reasearch need to collect data from real life people. In this study, all steps were taken to make sure that the survey was conducted in a fair, respectful and responsible way.

First, the survey will be started with a short introduction that explained the purpose of the study. It also included a statement saying that all responses would be kept anonymous and confidential. This means that no names or personal information were collected, and no one can be identified based on their answers. Their privary is very matters.

Participation in the survey was also voluntary. Respondents were free to answer or not answer any question, and they could stop at any time. There was no pressure or reward for completing the survey. This follows the basic ethical principle of informed consent, where people choose to take part willingly and understand what the research is about.

The data collected was only used for academic purposes and was not shared with any third parties. The survey platform (Google Forms) was secure and all responses were stored in a private folder that only the researcher had access to.

Since the topic is not sensitive and does not involve minors or high-risk groups with no formal ethical approval was required. However, the study still followed standard research ethics by protecting privacy, being honest with participants. Overall, this research will be conducted in a way that respects the rights of all participants and follows basic ethical guidelines for student-level academic work to make sure there are no problems arises later.

3.7 Limitations of the Study

Like any other research project, this study also has some limitations that should be mentioned. These limitations do not take away the value of the findings instead they help to explain the boundaries of the research. These ways can make more reliastic result.

One of the main limitations is the sampling method. The study used convenience sampling by sharing the survey with users who were easy to reach, such as those active in online trading communities or social media. Because of this, the results may not fully represent all TradingView users, especially those who are not active in these groups or who interact with the platform in different ways.

Another limitation is the sample size. Since this is a student research project, the number of responses is smaller compared to professional or large-scale studies. A bigger sample might have given more detailed results and allowed for more advanced analysis.

The study afocuses only on TradingView hence the results may not apply to other trading platforms. Each platform has different features, design, and user types, so user satisfaction may vary across platforms.

In addition, the study is based on self-reported data, which means the answers depend on how honest and accurate the respondents were. Some users may have answered quickly or

without thinking deeply, which might affect the quality of the results.

Finally, the study used closed-ended survey questions, which are good for analysis but may limit deeper insights. Open-ended questions or interviews could have provided more detailed explanations about user feelings or personal experiences.

Even with these limitations, the study still gives useful information about what TradingView users like and how satisfied they are. These insights can be used for future improvements and further research.

Chapter 4: Data Analysis and Findings

In the following chapter which is about the data analysis and findings will be examine the results of the data collected through a structured survey Google Form. This survey is designed to find out user satisfaction and feature preferences on the TradingView platform. The data was analysed using SPSS, focusing on both descriptive statistics and interpretation of user responses. The analysis is organised around five key areas as mentioned before: respondent demographics, perceptions of functional features (such as charting and automation), non-functional software qualities (including usability and reliability), the Technology Acceptance Model (TAM) and overall user satisfaction level.

By examining mean scores, standard deviations and response distributions this chapter will provides a professional insight to determine whether which features users value most and how these features contribute to their satisfaction with the platform. The findings serve as the foundation for addressing the research questions and guiding the discussion in the next chapter. There are 35 questions in total.

4.1 Demographics Profile

4.1.1 Gender Distribution

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	87	56.5	56.5	56.5
	Male	67	43.5	43.5	43.5
	Total	154	100	100	

Table: Descriptive Analysis for Gender

The survey successfully gathered responses from 154 participants and analyse in frequency table form. All the users are once had experience using the TradingView platform. Out Of the 56.5% with 87 people are identified as female, while 43.5% with 67 people are identified as male. The gender distribution is relatively balanced with just a slight majority of female users in this sample.

4.1.2 Age Distribution

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	154	20	30	27.46	1.879
Valid N (listwise)	154				

Image: Descriptive Analysis for Age

The next is analyse age with descriptive statistics such as the mean, minimum, maximum and standard deviation. The age of respondents is ranged from 20 to 30 years old, same as

before which are out of 154 valid responses. Their mean age is around 27.46 years with standard deviation of 1.879. This result is indicating that most users in the sample were in their mid to late twenties. Because of the relatively low standard deviation, it tells us that the age range is very concentrated. This age group aligns with a typical demographic that current engaging in fintech platforms and trading tools like TradingView, which are often favoured by digitally younger adult users.

4.1.3 Length of TradingView Usage

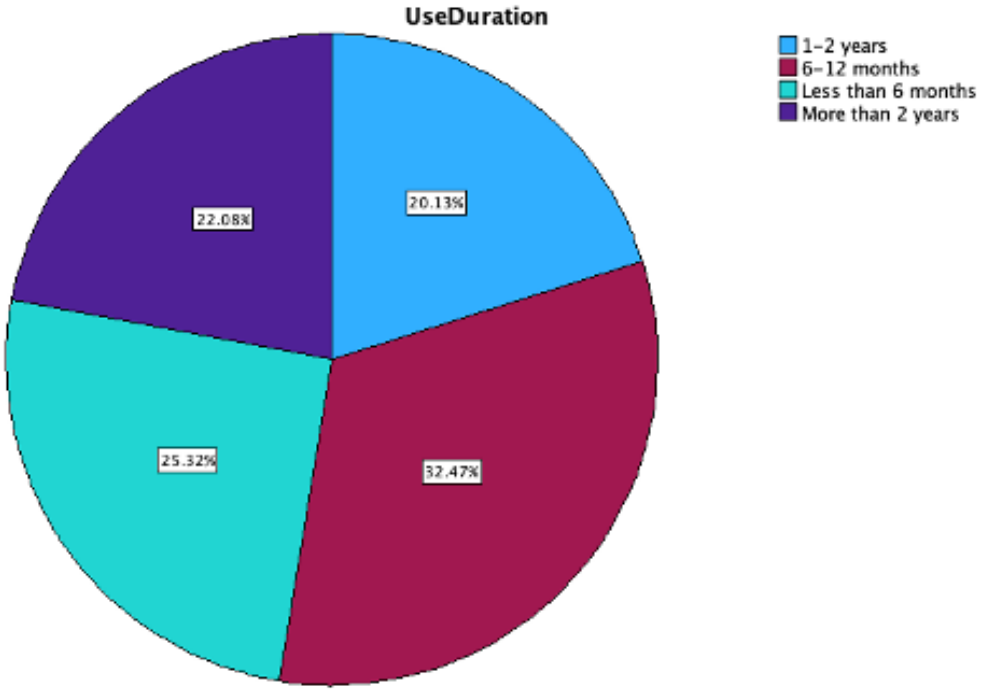


Image: Pie Chart of User TradingView Usage

A total of 154 valid responses were received about the duration of TradingView usage. As shown in Figure, many respondents of 32.5% have been using the platform for 6–12 months, followed by 25.3% who reported usage for less than 6 months. Whereas 22.1% people had been using TradingView for more than 2 years and 20.1% for 1–2 years.

This distribution tells us that most users had moderate exposure to the platform with over half 57.8% using it between 6 months and 2 years. The presence of both relatively new and

experienced users reflects a balanced sample, offering us valuable insights into early user impressions as well as long-term satisfaction.

4.1.4 Type of TradingView Account Used

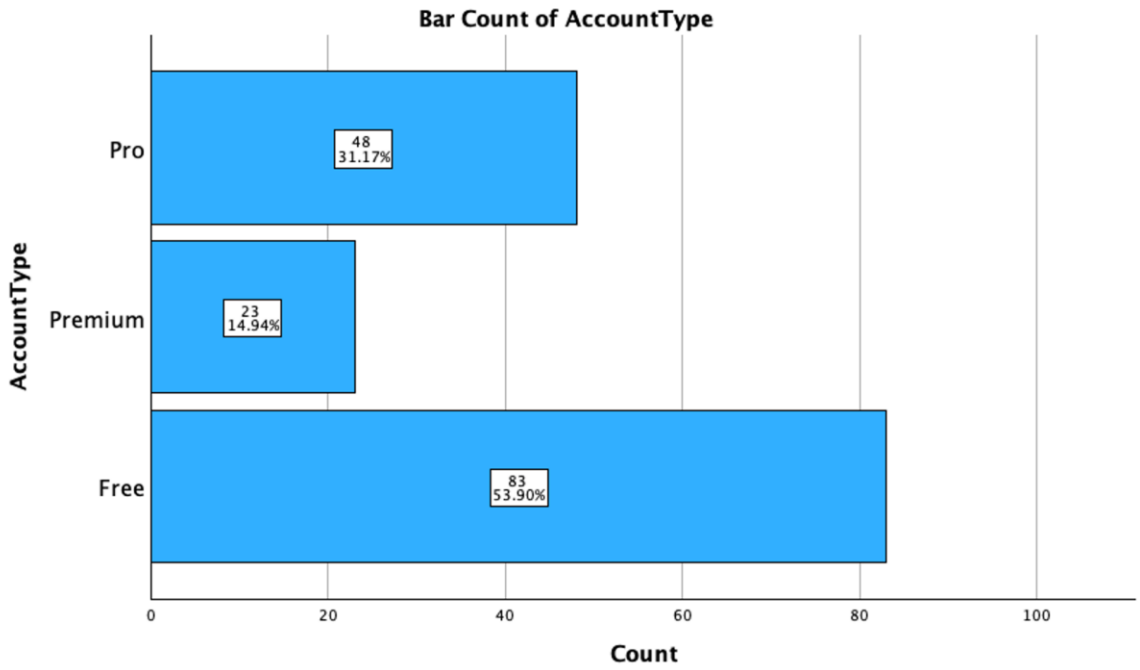


Image: Bar Chart Analysis for Account Type

The result shows respondent with 53.90% use the Free version of TradingView, followed by Pro users 31.17% and Premium users 14.94%.

This demographic data shows that most users rely on the free tier, possibly due to cost considerations or satisfaction with basic features. Meanwhile, nearly half of respondents are paying users, indicating an interest in advanced functionalities or tools.

Although this section is focused on demographics, the variation in account types may offer useful context for interpreting satisfaction levels, perceived usefulness, and feature preferences in later sections of the analysis, particularly those based on the TAM framework and software quality attributes.

4.1.5 Occupation

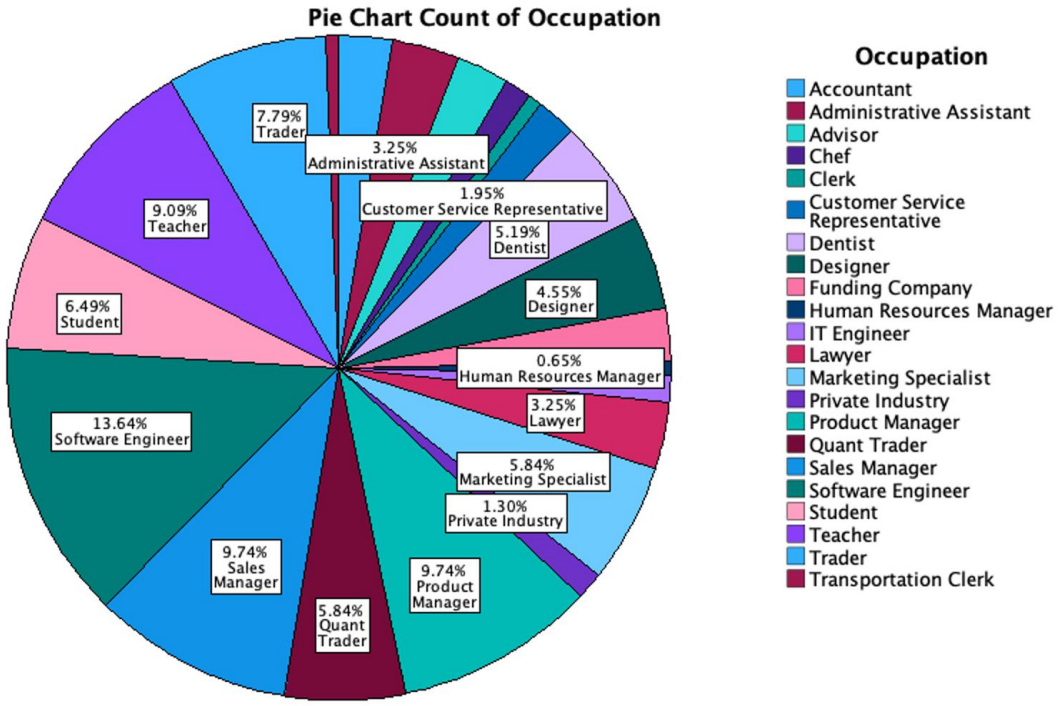


Image: Pie Chart Analysis for User Occupation

These data show that the people in the sample come from many different job backgrounds, not just one type. The biggest group is Software Engineers 13.64% then Sales Managers 9.74% and Product Managers 9.74%. There are also quite a few Teachers 9.09%, Traders 7.79% and Students 6.49%.

Besides that, some other jobs include Marketing Specialists 5.84%, Quant Traders 5.84%, Dentists 5.19% and Designers 4.55%. So overall, there is a good mix of some people work in finance or trading, but others come from healthcare, education, customer service, and even admin work. This shows a nice balance in the sample of TradingView users.

Because of this mix, the results can be more general and meaningful. People from different jobs might use TradingView in different ways. For example, someone doing finance or data stuff (like quant traders or product managers) might care more about automation and chart tools. But teachers or students maybe care more about whether the platform is easy to use or easy to learn. These kinds of differences will be discussed more in later parts, like the sections on Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Software Quality.

So, by including many job types, this study can better understand what different users expect and like about TradingView, not just from one type of person.

4.2 Functional Features of TradingView

Now is to analyse the functional features of TradingView, this is to understand not just how often users rely on TradingView's charting tools but also how useful and flexible they find them. These questions help reveal both feature preference and user satisfaction and they link directly with the Technology Acceptance Model (TAM) and software quality framework.

4.2.1 Charting Tools

Question 6 examined how regularly respondents use TradingView's charting tools in their trading process. Charting tools are a core element of the platform, renowned for their advanced and customisable features. This section therefore analyses user feedback on chart usage, its influence on analysis, and the flexibility of these tools in meeting user needs.

The responses were measured using a 5-point Likert scale, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree." Each item in this section helps to evaluate how much users value and rely on these core trading functionalities.

Chart_Use

N	Valid	154
	Missing	0

Mean	3.90
Median	4.00
Std. Deviation	1.192

Table: Descriptive Analysis for Charting Tools Usage

As shown in Table, the median score was 4.00, with a mean of 3.90 (SD = 1.192) based on 154 valid responses. This indicates that the typical respondent agreed that they regularly use TradingView's charting tools.

The distribution shows that a substantial majority of respondents selected Agree or Strongly Agree, confirming charting as one of the most widely used and valued features. The standard deviation slightly above 1 suggests some variability in usage patterns, potentially reflecting differences between more casual traders and those who actively engage in chart-based analysis. Nevertheless, the overall trend demonstrates that charting remains a central and relied-upon functionality within the platform.

4.2.2 Impact of charting tools on analysis

Next question tests whether users believe the charting tools improve their ability to analyse the market. It is also connected to the Perceived Usefulness component in TAM.

Chart_Improve		
N	Valid	154
	Missing	0
Mean		3.66
Median		4.00
Std. Deviation		1.069

Table: Descriptive Analysis Whether Trading Tools improve User Ability to Analyse Market

Based on descriptive result, as shown in Table above the mean score is **3.66** out of 5 with a standard deviation of **1.069**. This indicate that most of the users have a positive feeling and somehow agree that the charting tools help them to do better in analysing the market. Even

though the rating is not very high near to 5, it still showing decent level of agreement. Standard deviation shows that most responses are not to spread out.

After that, the same question is compared against different account types which are Free, Pro and Premium users to see got what difference.

AccountType vs Chart_Improve Analysis

		Chart_Improve					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
AccountType	Free	4	10	16	40	13	83
	Premium	2	1	2	11	7	23
	Pro	2	4	12	19	11	48
Total		8	15	30	70	31	154

Image: Crosstabulation Analysis for Chart Improve Compare with Account Type

Table above presents the descriptive statistics for the statement “TradingView charts help me improve market analysis,” broken down by account type. The results reveal some differences in how each group rated the usefulness of TradingView’s charting tools for analysis.

Among Free account users, the majority responses were in the “Agree” category (40 out of 83), followed by “Neutral” (16). This suggests that while many free users recognise the value of the charts, a notable portion are neutral or even disagree, possibly due to limited access to certain features.

Premium account users displayed the most positive distribution, with 11 out of 23 selecting “Agree” and 7 choosing “Strongly Agree.” Very few gave negative ratings. This pattern suggests that Premium users tend to perceive greater benefits from the charting tools, likely

due to access to additional functionalities such as more indicators, advanced templates, and extended chart layouts.

Pro account users also showed a generally positive trend, with the largest share in “Agree” (19) and “Strongly Agree” (11). However, there is a slightly higher presence of neutral or disagreeing responses compared to Premium users, which may reflect differences in individual trading styles or expectations.

Overall, across all account types (N = 154), most users fall into the “Agree” or “Strongly Agree” categories (101 responses combined), indicating a broadly favourable opinion about how TradingView’s charts support market analysis.
From the perspective of the Technology Acceptance Model (TAM), these findings align with the Perceived Usefulness (PU) construct. Premium and Pro users, with access to more powerful features, appear to derive greater analytical benefits, which could drive their willingness to subscribe, continue using the platform, and recommend it to others. Further sections will explore how such perceptions interact with other factors like automation tools, ease of use, and interface design to influence overall satisfaction and continued usage intentions.

- Kruskal-Wallace H Test.

The Kruskal–Wallis H test was conducted to examine whether there were statistically significant differences in the level of agreement with the statement “TradingView charts help me improve market analysis” across the three account types: Free, Premium, and Pro. This non-parametric test is suitable for ordinal data, such as Likert scale responses, and does not require the assumption of normality that parametric tests like ANOVA do.

	Account_type	N	Mean Rank

Chart_Improve	Free	83	73.99
	Premium	23	89.07
	Pro	48	78.03
	Total	154	

Table: Kruskal-Wallace H Analysis

The results show that Premium users had the highest mean rank (89.07), followed by Pro users (78.03), and Free users (73.99). This pattern suggests that Premium account holders, on average, rated the usefulness of charting tools slightly higher than other groups. However, the Kruskal–Wallis test statistic was H(2) = 2.325, with a p-value of 0.313. Since this value is greater than the 0.05 threshold, we fail to reject the null hypothesis. Therefore, there is no statistically significant difference between the three account types in how they perceive the charting tools' impact on improving market analysis.
From a Technology Acceptance Model (TAM) perspective, this finding suggests that Perceived Usefulness of TradingView's charting tools is consistently high regardless of whether users are on a Free, Premium, or Pro plan.

While Premium users may have access to more advanced features, these do not appear to create a significant gap in perceived improvement in market analysis when compared to Free and Pro users. This consistency could indicate that TradingView's core charting functionalities deliver substantial value across all tiers, making them an essential feature for the entire user base.

4.2.3 Flexibility of Charting Tools

The next question asks users whether the charting tools in TradingView are **flexible and customisable** to their individual trading needs. This kind of feedback is important because it reflects **functional quality** which is a part of the **non-functional software quality attributes**. If a tool is customisable, users can make it suit their own style or strategy better which will improve satisfaction. This was measured using a 5-point Likert scale, where 1 is "Strongly Disagree" and 5 is "Strongly Agree".

Statistics

Chart_Custom

N	Valid	154
	Missing	0
Mean		3.77
Median		4.00
Std. Deviation		1.082

Chart_Custom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	5.2	5.2	5.2
	Disagree	12	7.8	7.8	13.0
	Neutral	27	17.5	17.5	30.5
	Agree	67	43.5	43.5	74.0
	Strongly Agree	40	26.0	26.0	100.0
	Total	154	100.0	100.0	

The table presents the descriptive statistics for this question. The mean score is 3.77 (SD = 1.082), and the median is 4.00, based on 154 valid responses. This indicates that, on average, users tend to agree that TradingView's charting tools are flexible and customisable, with the central tendency leaning towards "Agree."

From the frequency distribution, 43.5% of respondents selected "Agree" and 26.0% selected "Strongly Agree," meaning nearly 70% of users gave a positive rating. Only 13% expressed disagreement, while 17.5% were neutral.

The relatively high average score and median suggest that flexibility and customisation are recognised strengths of TradingView's charting tools. However, the presence of neutral and disagreeing responses indicates that there is still a segment of users whose needs might not be fully met, potentially due to personal preferences, trading style differences, or unfamiliarity with customisation features.

4.2.4 Use of Strategy Tester for Backtesting

Backtesting is a core feature that helps traders simulate historical performance before applying strategies in real markets.

To explore how account type affects backtesting behaviour, a crosstab analysis was done between the question “I actively use TradingView’s strategy tester for backtesting” and account type (Free, Pro, Premium). The table shows the number of users from each account type who selected each response option, from Strongly Disagree to Strongly Agree.

Chart_Custom vs AccountType Crosstabulation

Count

		AccountType			
		Free	Premium	Pro	Total
Chart_Custom	Strongly Disagree	4	1	3	8
	Disagree	6	2	4	12
	Neutral	14	2	11	27
	Agree	37	12	18	67
	Strongly Agree	22	6	12	40
Total		83	23	48	154

Among Free users, most gave positive responses with 34 agreed and 23 strongly agreed (total 57 out of 83). For Pro users, the trend is also positive: 20 agreed and 10 strongly agreed (30 out of 48). Premium users had smaller numbers but also leaned positive: 11 agreed and 4 strongly agreed (15 out of 23). Neutral responses were seen in all groups, with slightly more among Free users (13), while disagree responses were more common among Pro users (9) and Free users (11). Only a few strongly disagreed overall (5 people total). These results suggest that users across all account types tend to use the backtesting feature, with the majority selecting Agree or Strongly Agree. Free users still make up the largest share of users actively using the backtester, probably because they are the largest group in the sample. But relatively, all account types show a similar pattern, the strategy tester seems to be a popular feature regardless of whether users are paying or not.

This kind of breakdown helps us understand how usage behaviour connects to account level, and gives context for later analysis, especially in terms of feature usefulness and satisfaction.

4.2.5 Accuracy from Back Testing Tools

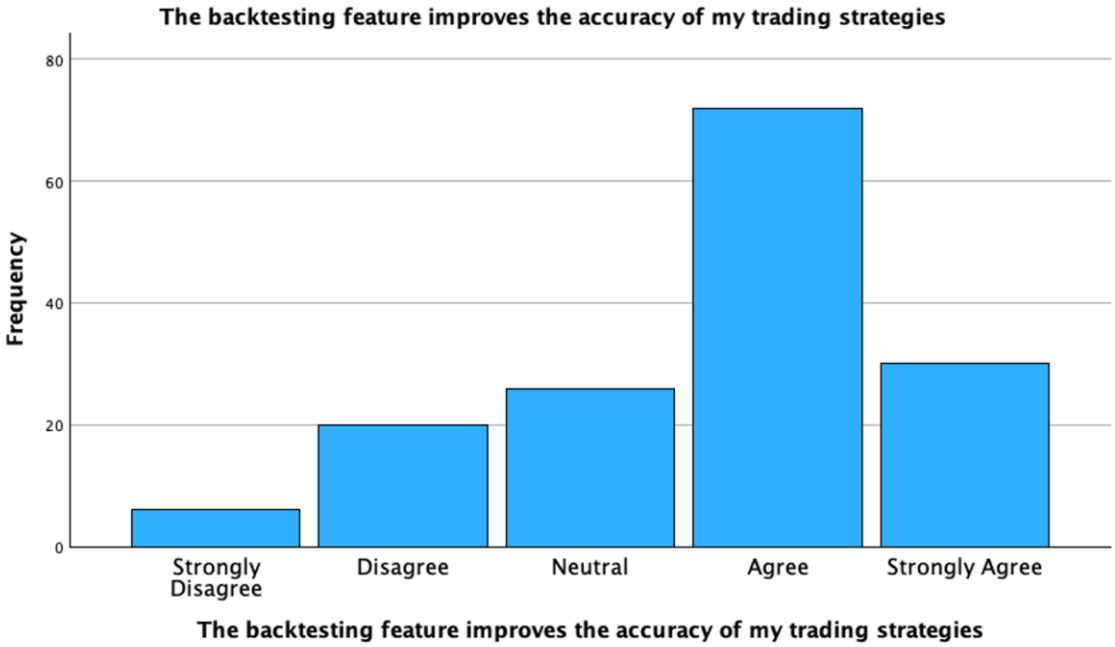


Image: Bar Chart Analysis of Trading Accuracy when using TradingView

This question asks whether user agree or not that TradingView's backtesting tool helps improve their trading strategy accuracy. It is more about user confidence in the tool. If many users agree, it shows they believe the tool is reliable and helps them make better trading decision.

From the bar chart above, we can see that most of the response are "Agree" (around 70 responses) and "Strongly Agree" (around 30). This shows many users feel positive towards this feature. Less people choose "Disagree" or "Strongly Disagree," which means only a small number feel the feature not helpful.

Although some people stay neutral, the strong agreement side still dominates. These mean users do find the backtesting tool helpful, even if not everyone is using it at full potential. It supports the idea that functional tools like backtesting give users more trust and confidence.

4.2.6 Use of Automation Tools

The next question examines whether TradingView's automation tools such as Pine Script and alerts are seen as useful in enhancing users' trading process. This question targets advanced users who leverage automation to reduce manual effort, improve responsiveness, and systematize strategies. It aligns with the Perceived Usefulness dimension of the TAM model and reflects how technological functionalities can improve overall performance.

BacktestAutomation_Effect vs AccountType Crosstabulation

		AccountType			
		Free	Premium	Pro	Total
BacktestAutomation_Effect	Strongly Disagree	1	1	1	3
	Disagree	8	5	4	17
	Neutral	18	2	6	26
	Agree	46	12	31	89
	Strongly Agree	10	3	6	19
Total		83	23	48	154

Image: Cross Tab Analysis between Backtest and Account Type

In general, most users gave a positive response. For example, among Free users, 46 selected "Agree" and 10 chose "Strongly Agree" so that's 56 out of 83 users, which is a clear majority. Pro users also mostly agreed: 31 agreed and 6 strongly agreed (so 37 out of 48). Premium users showed a similar pattern, with 12 agreeing and 3 strongly agreeing (15 out of 23).

Neutral answers were not very high, especially for Premium users (only 2 chose Neutral), while Free and Pro users had a bit more (18 and 6). Not many people disagreed either — only 17 total across all groups. And just 3 users strongly disagreed, which is very low.

So overall, this suggests that most people no matter what account type they have believe the automation tools on TradingView are helpful for their trading. Even though Free users are the biggest group in the sample, the trend of agreement is clear in all three groups. This supports the idea that TradingView's automation features are seen as useful and valuable by many users, not just those with paid accounts.

4.2.7 Community and Social Features

This part is to test how users engage with TradingView's community features, like following ideas, liking, commenting or reading social content. These activities are not directly for trading but still help user get information and learn from others. In the context of TAM, this area can reflect social influence and perceived usefulness through peer learning or idea-sharing.

To make analysis easier, three questions were grouped into one average score, named CommunityEngagement_Score. The score includes:

Question 1: I regularly follow trading ideas or users on TradingView.
Question 2: The social content on TradingView provides useful trading insights.
Question 3: I actively participate in the TradingView community (e.g., liking, commenting, or sharing).

Each item was based on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The new computed variable was calculated as:
(Q12 + Q13 + Q14) / 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
community_engagescore	154	1.00	5.00	3.6905	.93049
Valid N (listwise)	154				

Image: Descriptive Analysis for Community Engagement

As shown in the table above, from 154 valid responses:
The mean score is 3.69, which shows that on average, users somewhat agree or agree that TradingView's community content is helpful or useful.

The standard deviation is 0.93, which means users' opinions are moderately consistent. Most responses are not too far apart.

This result finds out that TradingView's social and community feature is not the most core functionality (like charting or automation), but users still find it important for gaining insights and interacting with others. It adds value, especially for beginner and intermediate traders who like to learn from community-shared ideas.

- Correlation Analysis: Community Engagement and Functional Tools

To explore the relationship between community involvement and key TradingView functionalities, a Pearson correlation analysis was conducted. Specifically, the goal was to see whether users who engage more with TradingView's community are also more likely to find backtesting and automation tools useful.

The variables included:

CommunityEngagement_Score: A composite score from three items (following, insights, participation).

Q10: "The backtesting feature improves the accuracy of my trading strategies."

Q11: "TradingView's automation tools (e.g., Pine Script, alerts) enhance my trading process."

Correlations

		community_engagescore	Backtest_Improve	BacktestAutomation_Effect
community_engagescore	Pearson Correlation	1	.733**	.725**
	Sig. (2-tailed)		<.001	<.001
	N	154	154	154
Backtest_Improve	Pearson Correlation	.733**	1	.711**
	Sig. (2-tailed)	<.001		<.001
	N	154	154	154
BacktestAutomation_Effect	Pearson Correlation	.725**	.711**	1
	Sig. (2-tailed)	<.001	<.001	

	N	154	154	154

**. Correlation is significant at the 0.01 level (2-tailed).

Image: Correlation Analysis Between Three Social Engagement Question

All relationships are statistically significant at the 0.01 level.

The strong positive correlations suggest that users who find backtesting and automation tools useful are also more likely to be active in the TradingView community such as following others, reading shared ideas, or interacting through comments and likes.

This supports the idea that functional engagement and social engagement are linked. If users feel the platform is technically helpful, they tend to also be socially involved, possibly because they trust the platform or want to learn from others using those same tools.

This ties back to the Technology Acceptance Model (TAM) and software quality frameworks, showing that Perceived Usefulness not only boosts tool use but also encourages broader platform participation.

4.3 Non-Functional Qualities of TradingView

4.3.1 Usability

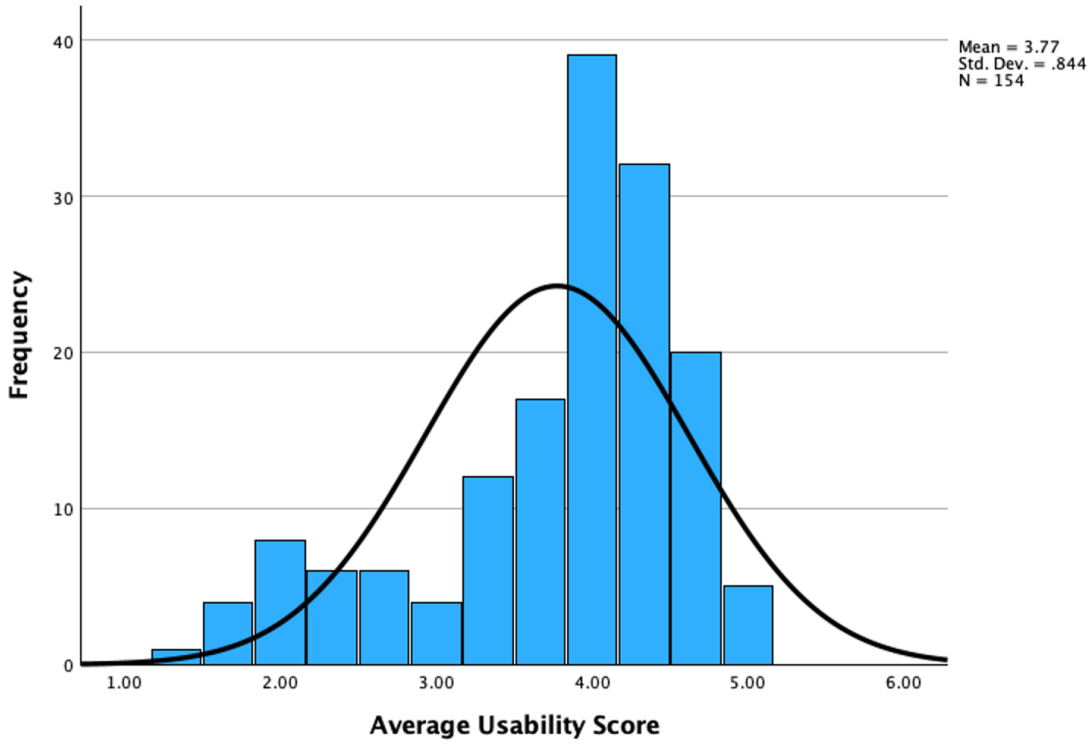


Image: Usability Analysis

Table above shows how users rated usability based on three survey questions: how easy it is to navigate TradingView, how fast they can learn new features and how simple the interface is when doing trading tasks. These three items were added together and divede by 3 to get one overall Usability Score.

The average usability score is 3.77 with SD = 0.844, N = 154, means most users agree that TradingView is quite easy to use. The results are slightly skewed toward the higher side, with many users scoring between 3.5 and 4.5. This shows that overall feelings about usability are quite positive. Some users did give lower scores (below 3.0), but they are not many, so it seems like most people aren't having big problems with the usability.

This strong usability score fits with software quality aspects like usability, learnability, and operability. It also links to the Perceived Ease of Use (PEOU) concept in the Technology Acceptance Model (TAM). According to TAM, if people think a system is easy to use, they're more likely to keep using it. So TradingView's user-friendly design seems to help increase user satisfaction and engagement.

These usability results also help explain why some users are comfortable using more advanced features like automation, alerts, or strategy testing. If the interface is easy to understand, users might feel more confident to explore deeper tools—helping improve both PEOU and Perceived Usefulness (PU) in the overall adoption model.

In short, keeping TradingView easy to use is important. It can help keep free users happy and make it more likely that experienced users will upgrade to paid accounts.

4.3.2 Portability and Support

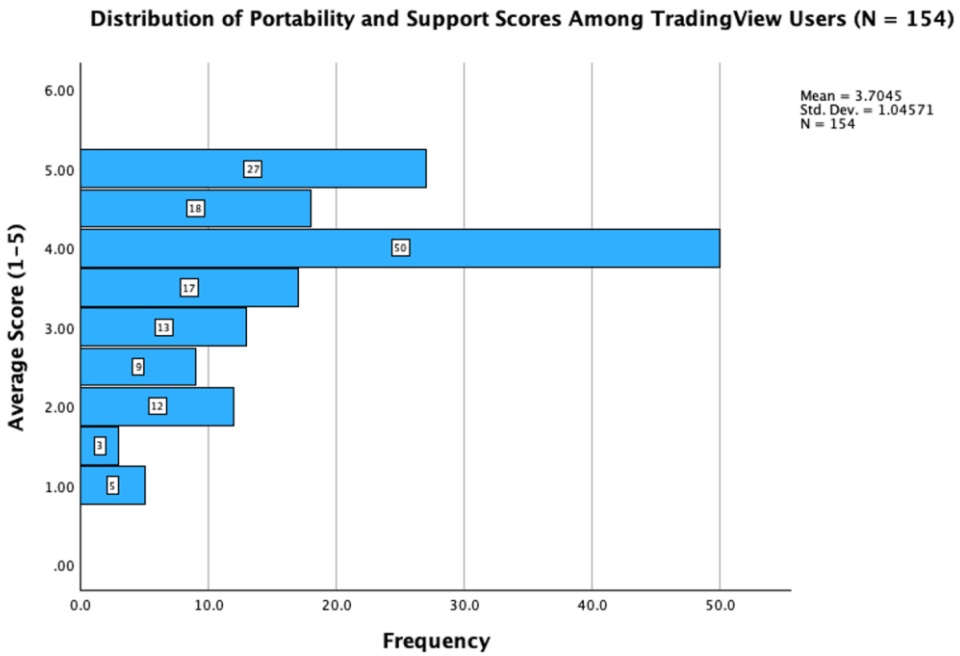


Image: Portability and Support Analysis

Table above shows how users rated the Portability and Support dimension, based on their answers to two questions:
"I find TradingView convenient to use across multiple devices" (portability)
"I feel supported by the help features, guides, or documentation available" (support)

The average score was 3.70 with SD = 1.05, N = 154, which means users generally had a good, but not overly strong, opinion about these non-functional parts of TradingView.

Looking at the distribution, the most common rating was 4 out of 5, with 50 users choosing that. This suggests that many users agree TradingView works well across different devices and gives enough support through its help features. On top of that, 27 users gave the highest score of 5, showing very high satisfaction. Scores below the midpoint (1 or 2) were not very common so most people didn't have serious complaints.

Overall, the responses are positively skewed, which suggests that people see TradingView as technically stable, flexible across devices and backed by decent support. This fits with software quality aspects like portability, supportability and usability. These traits matter a lot for active traders who need to switch between devices or find help quickly when something goes wrong.

From the Technology Acceptance Model (TAM) view, even though portability and support aren't directly part of Perceived Usefulness (PU), they still matter. If users feel supported and can move easily between desktop, mobile and tablet, they will probably keep using the platform longer and maybe even upgrade their account.

The next sections will explore whether these ratings differ based on account type or connect to overall satisfaction and the intention to upgrade in the future.

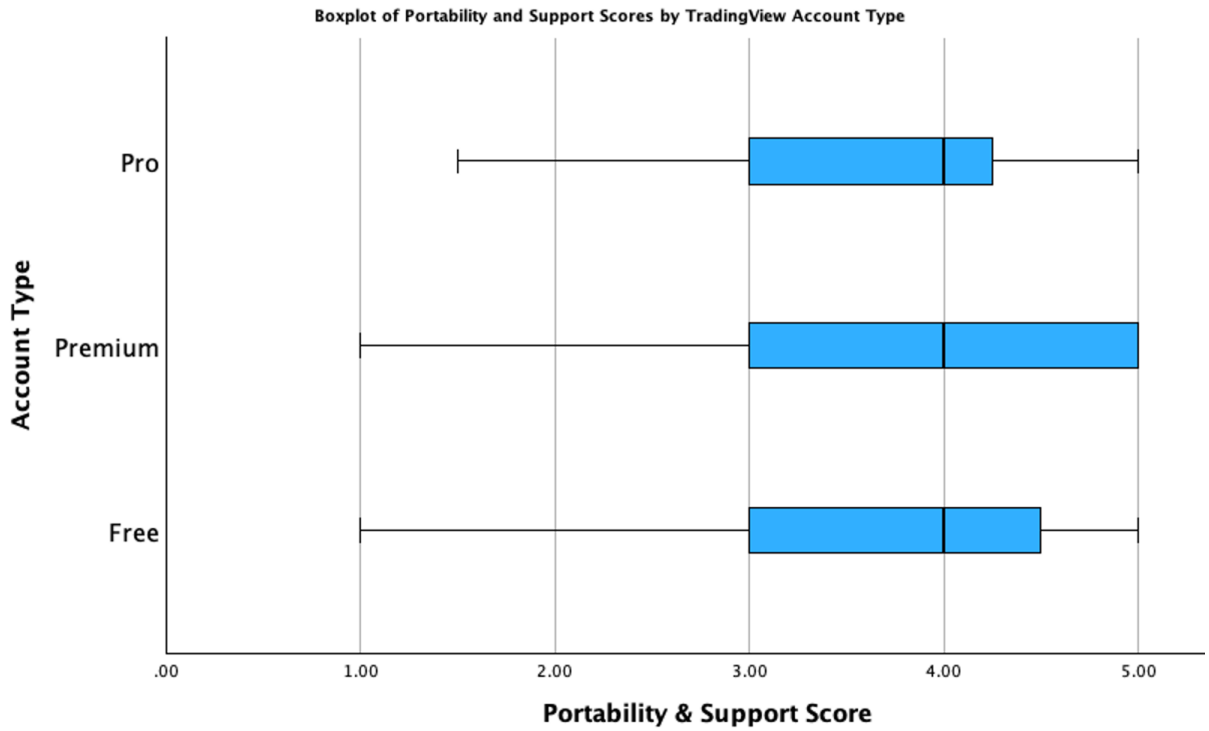


Image: Boxplot Analysis between Portability & Support Score with Account Type

Figure above shows a boxplot comparing Portability and Support Scores across different TradingView account types: Free, Pro, and Premium. These scores come from users' average responses to two questions. One about how easy it is to use TradingView on different devices and another about how good the help features, guides, or documentation are.

For all three groups, the median score is around 4, which shows that most users are generally happy with portability and support. But there are some noticeable differences in the spread of the scores:

Premium users have the widest range, with scores going from 1 to 5. This shows that even though they pay the most, their experiences are more mixed. Still, the median is quite high, so many of them are satisfied overall.

Pro users have a smaller interquartile range (IQR), and their median is slightly higher and more consistent. This suggests they are generally happy and have a more uniform experience compared to Free users.

Free users also have a high median score, but their scores are a bit more spread out than Pro users. This might be because Free users get less support or fewer features, which could affect how supported or connected they feel.

These patterns suggest that account type could influence how users view non-functional features. Premium and Pro users might get access to better support, more stable syncing, or extra device features like saved workspaces or multiple logins, which may explain their scores.

This aligns with Software Quality Model, especially the parts about portability (working well across devices) and supportability (getting help when needed). These features may not directly change how useful users find the platform, but under the Technology Acceptance Model (TAM), they can still affect user satisfaction and long-term use by improving Perceived Usefulness (PU) and Continuance Intention.

So, in short, this shows that besides just focusing on TradingView's main functions, it's also important to maintain good device access and strong user support.

4.3.3 Visual Design & Aesthetics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Visual_Score	154	1.33	5.00	3.6580	1.03669
Valid N (listwise)	154				

Image: Descriptive Analysis for Visual Design

The table above shows the descriptive stats for the Visual Design Score which was based on three questions: how modern and clean the interface looks, how well dark mode works and how the layout affects trading tasks. Average score is 3.66 with SD = 1.04, N = 154, which means most users think TradingView's visual design is good. But since the scores range from 1.33 to 5.00, it also shows that there are still some users who feel the visual experience isn't that great.

These results suggest that visual appearance and screen layout matter to users, especially in trading platforms where people spend a lot of time looking at charts and data. A clean and pleasant design not only makes the platform nicer to look at but also helps users work more smoothly without extra mental effort.

In terms of the Technology Acceptance Model (TAM), visual design mostly supports Perceived Ease of Use (PEOU). If the interface is clear and not visually overwhelming, users will find it easier to use. Even though visual design might not directly affect Perceived Usefulness (PU), it still plays an important role by helping users feel more comfortable and likely to keep using the platform—especially since many use TradingView for long analysis sessions.

These findings show that visual design is not just about looks—it also helps create a better user experience. Aesthetic usability is a part of the bigger picture when it comes to user satisfaction and ongoing engagement with the platform.

4.3.4 Performance and Reliability

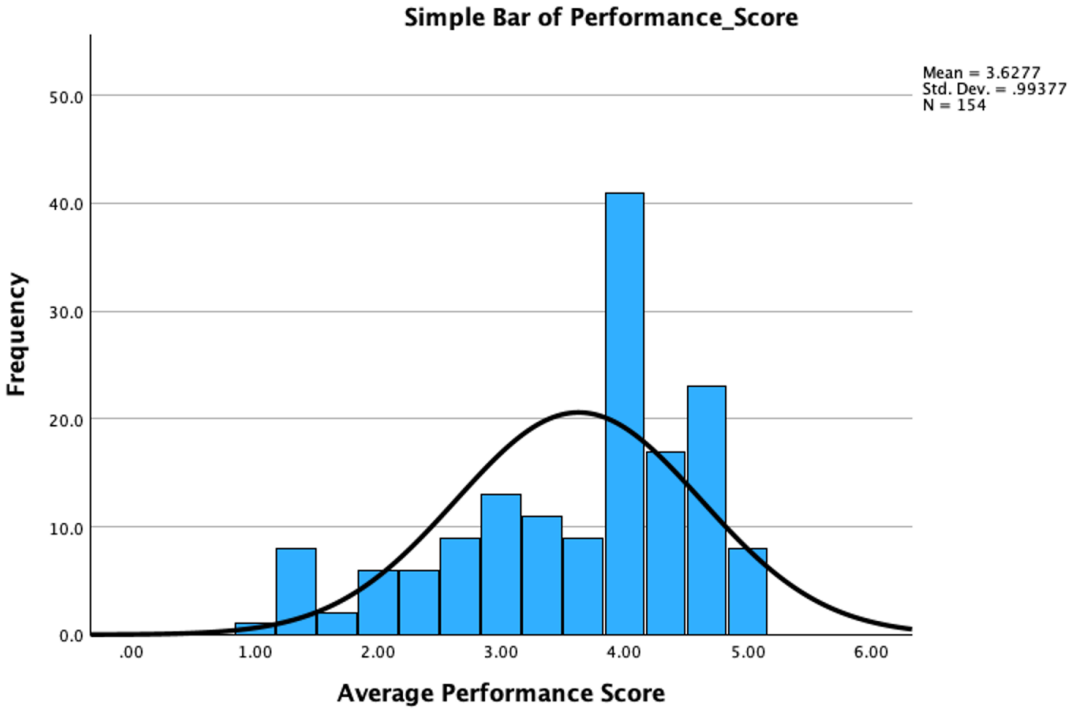


Image: Analysis of Performance and Reliability

based on an average score from three questions: how stable the system is, how fast the data updates, and how much confidence users have in the platform's technical reliability. The mean score was 3.63 (SD = 0.99, N = 154), which means users generally agree that TradingView performs well and is reliable.

Looking at the distribution, many responses are close to 4.0, with a clear positive skew toward higher ratings. The mode is slightly above the midpoint of the scale, and quite a few users rated it between 4 and 5. This shows that most users trust the platform's speed and stability. Still, there are a few ratings under 2.0, which means not everyone has the same level of confidence this could be due to different devices, internet speeds, or differences in account features.

From a software quality view, this supports the idea that TradingView is strong in reliability and performance. These are important for trading platforms, especially when people need fast, real-time updates and stable access.

In terms of the Technology Acceptance Model (TAM), good system performance directly supports Perceived Usefulness (PU). If the platform runs smoothly and doesn't crash, users are more likely to trust and keep using it. It can also strengthen Continuance Intention, especially for people who use live market data or automation tools.
Later sections could compare this by account type to see if paying users report better reliability maybe because of faster servers or more stable access to features.

4.4 Technology Acceptance Model (TAM) analysis

4.4.1 Perceived Usefulness

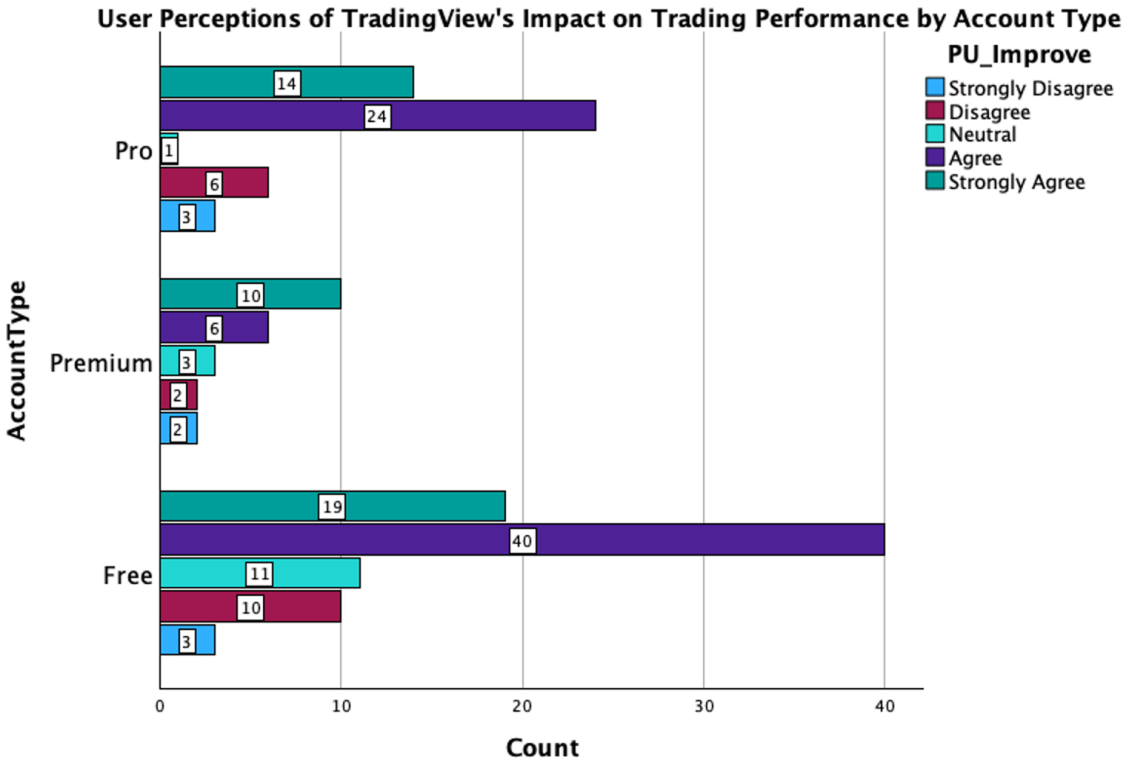


Image: User Perceptions by Account type

The horizontal clustered bar chart shows that users across all account types especially Free and Pro with mostly agree that TradingView helps improve their trading performance. Free users gave the highest number of "Agree" responses (n = 40), and Pro users also showed strong agreement, with 24 selecting "Agree" and 14 choosing "Strongly Agree."

From a TAM (Technology Acceptance Model) point of view, this shows a strong sense of Perceived Usefulness (PU). What's interesting is that even Free users who don't have access to all the paid features still feel that the platform adds value to their trading. This suggests that the core features of TradingView are already useful on their own. For Pro users, the higher level of agreement may reflect more in-depth usage, which can lead to stronger beliefs about how useful the system is. This supports what Davis (1989) said that perceived usefulness is a key factor that influences whether people accept and keep using a technology.

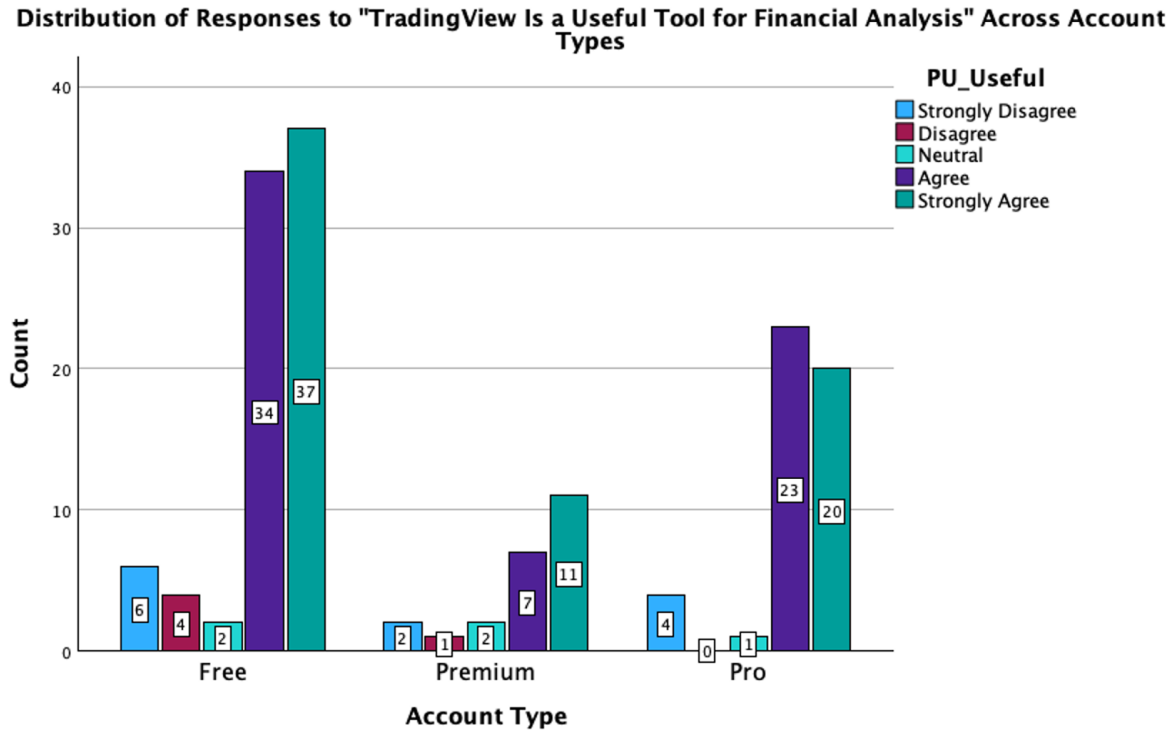


Image: Distribution of Responces accross Account Type

This item got very positive responses, especially from Free users, 34 chose “Agree” and 37 chose “Strongly Agree.” Pro users also showed high agreement, which supports the idea that TradingView helps with serious financial analysis, no matter the user’s experience level. Premium users gave slightly fewer top scores, but their answers still leaned positive overall. This supports one of the main ideas in the Technology Acceptance Model (TAM): people are more likely to use and stick with a system if they feel it helps them do important tasks well. Since financial analysis is one of the main reasons people use TradingView, these high PU (Perceived Usefulness) scores confirm that the platform delivers on that need. The chart also shows that even users on the Free plan already feel strong value from the platform which might be the first step that encourages them to upgrade later.

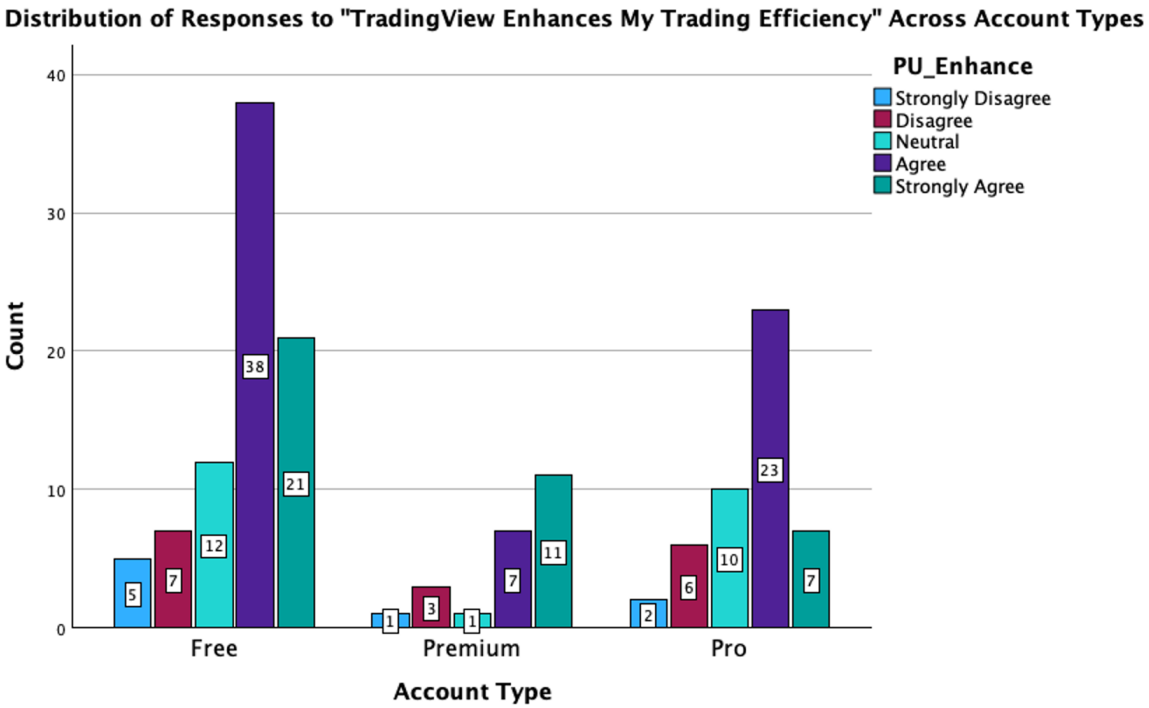


Image: Distribution of Responses with Efficiency Across Account Type

The final PU item also got strong support. Free users gave the highest number of “Agree” (n = 38) and “Strongly Agree” (n = 21) responses. Pro users showed a similar trend with mostly positive answers. For Premium users, the responses were a bit more spread out, but overall, still leaned positive.

Based on the Technology Acceptance Model (TAM), task efficiency is an important part of Perceived Usefulness (PU). These results suggest that users think TradingView helps them save time and effort when doing trading activities especially with features like real-time charts, fast data updates, and built-in tools. This feeling of being more efficient likely increases their overall acceptance of the platform. As seen in previous studies, PU is linked to user satisfaction and long-term use, so this result supports the idea that TradingView is meeting user needs in a practical and helpful way.

Looking across all three PU items, the results show a clear pattern, users from all account types see TradingView as a useful tool. They believe it helps improve performance, supports financial analysis, and makes trading more efficient. This matches well with the Perceived

Usefulness (PU) concept in the Technology Acceptance Model (TAM), and it shows that TradingView's main features are a big reason why users accept and stick with the platform.

What's also important is that both Free and paid users gave high PU ratings. This means TradingView is doing a good job at delivering value, even without a subscription. It helps explain why so many users choose to stay on the platform and why some might eventually upgrade. So overall, strong PU scores point to the platform's success in offering useful functions that support both adoption and long-term loyalty.

4.4.2 Perceived Ease of Use

The concept of Perceived Ease of Use (PEOU) in the Technology Acceptance Model (TAM) refers to the degree to which users believe that using a system is free of effort. This section analyzes user responses to three key indicators:

TradingView is easy to use and navigate.
I can learn new features quickly on TradingView.
The interface is user-friendly and intuitive.

Clustered bar charts were used to visualize the distribution of responses across different account types (Free, Premium, and Pro) for each of the three items.

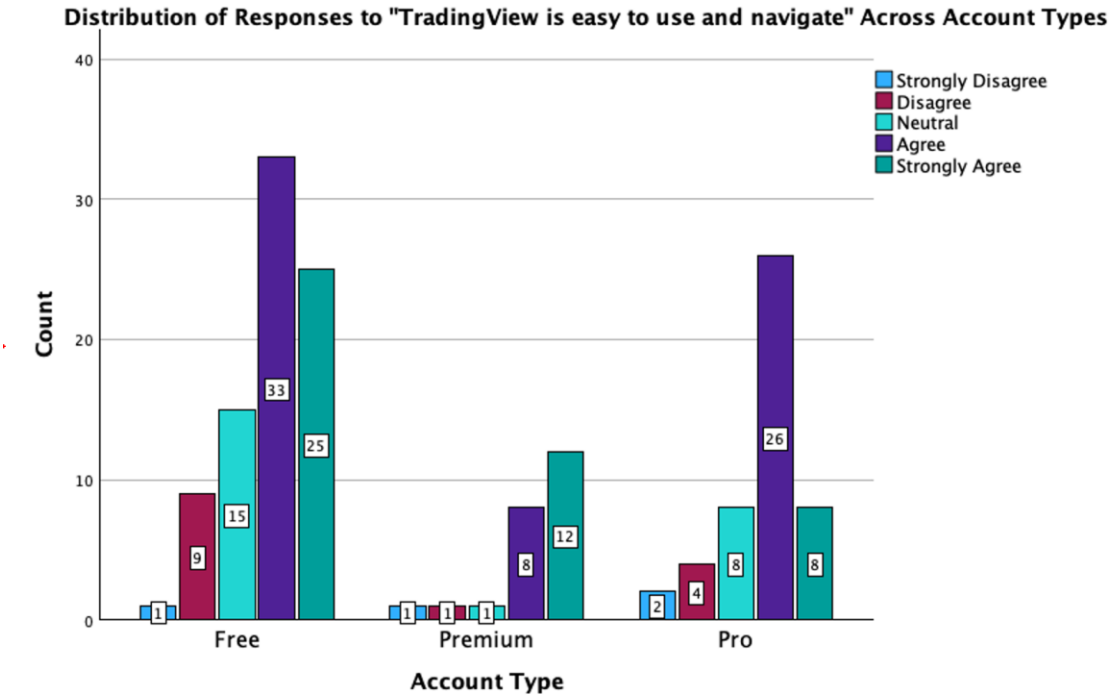


Image: Distribution of Responses Whether TradingView is Easy to use Across Account Type

The chart shows that many users especially from the Free and Pro account types are agreed or strongly agreed that TradingView is easy to use and navigate. For Free users, 33 selected “Agree” and 25 chose “Strongly Agree.” Pro users also showed strong agreement, with 26 saying “Agree” and 8 saying “Strongly Agree.” This suggests that users across different experience levels find the platform easy to move around in. Premium users had fewer responses overall, but this is probably just because there were fewer of them in the sample, not because they felt differently.

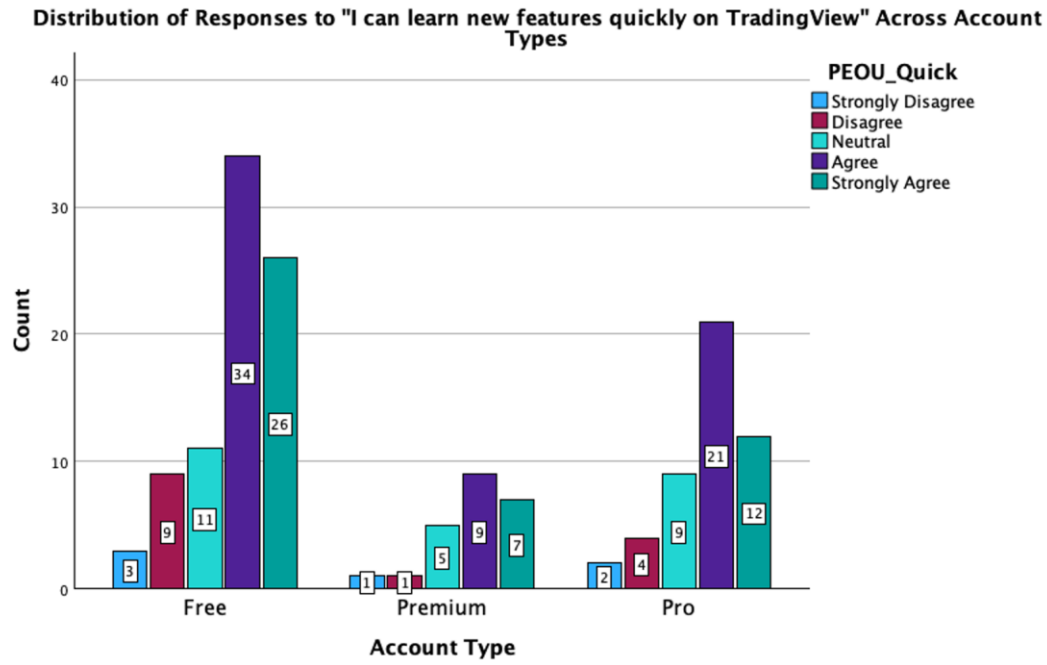
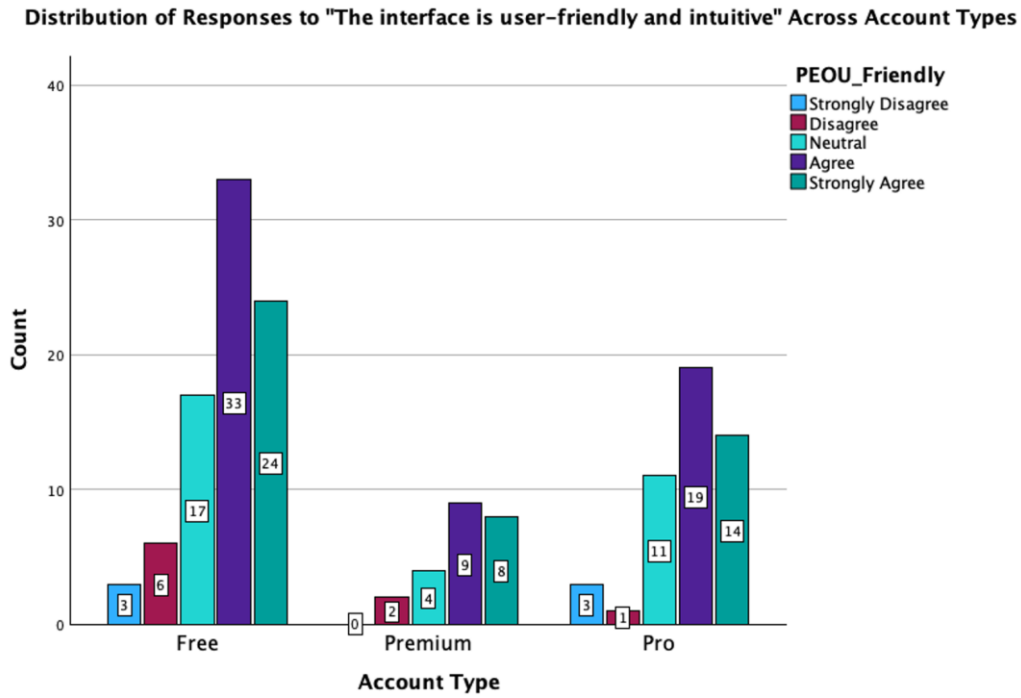


Image: Distribution of Responses Whether Can learn Fast Across Account Type

The second graph shows a similar trend. Most Free and Pro users agreed that they can learn new features quickly (Free: 34 selected “Agree,” 26 chose “Strongly Agree”; Pro: 21 agreed, 12 strongly agreed). This supports the idea that TradingView makes it easy for users to pick up new tools and functions. It shows the platform is effective at onboarding and helping users discover features which is important for user adoption and long-term engagement.



For the third graph, TradingView's interface was again rated positively. Among Free users, 33 selected "Agree" and 24 chose "Strongly Agree," saying the platform is intuitive and user-friendly. Pro users followed closely, with 19 agreeing and 14 strongly agreeing. This consistent pattern across all three items strengthens the point that TradingView's interface is well-designed and focused on usability.

Overall, the results show that Perceived Ease of Use (PEOU) is high across all account types. Most users agreed or strongly agreed with all three statements, showing that TradingView is seen as easy to navigate, intuitive and quick to learn. This is important in the context of TAM, as high PEOU directly supports user satisfaction and the intention to keep using the platform. When users feel comfortable using a system without much effort, they are more likely to view it positively and rely on it as a trusted tool for trading.

4.5 Overall Satisfaction with TradingView

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall_Satisfaction	154	1	5	3.78	1.018
Overall_Fulfill	154	1	5	4.16	1.006
Overall_Confident	154	1	5	3.87	1.052
Overall_KeepUsing	154	1	5	3.77	1.077
Valid N (listwise)	154				

Image: Descriptive Analysis of Overall Satisfaction

This final section looks at how satisfied users are with TradingView overall, based on four statements: general satisfaction, whether the platform meets expectations, confidence in recommending it, and intention to keep using it. Instead of breaking down each item one by one, this part uses descriptive stats to show the main trends through mean scores.
From the table, the item 'Overall_Fulfill' had the highest average score at 4.16, meaning most users feel that TradingView meets their expectations. This was followed by 'Overall_Confident' (M = 3.87) and 'Overall_Satisfaction' (M = 3.78). The lowest score was 'Overall_KeepUsing' (M = 3.77), but even this is still quite positive — it just shows that a few users might still be unsure about long-term usage.

The standard deviations for all four items are between 1.006 and 1.077, showing a moderate level of variation in how users responded.

Overall, these results show a strong positive experience, which matches earlier findings on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). According to the Technology Acceptance Model (TAM), high satisfaction helps build users' intention to keep using the platform. So, this suggests TradingView is not only useful and easy to use it also builds trust, encourages users to recommend it, and supports long-term user retention.

Chapter 5: Discussion

This chapter critically interprets the findings of the data analysis presented in Chapter 4, connecting them to the research objectives and theoretical frameworks particularly the Technology Acceptance Model (TAM) (Davis, 1989) and the software quality characteristics. The discussion is organised into four main areas: Functional and Non-Functional Features, Perceived Usefulness and Ease of Use, Influence of Account Type and Overall Satisfaction and Continuance Intention.

5.1 Functional and Non-Functional Feature Preferences

The analysis revealed that TradingView's functional features like charting tools, backtesting, and automation tools are important to the user experience. These tools received high average scores, reflecting strong user reliance and satisfaction. The charting tools showed a high mean score 3.90, consistent with previous studies that highlight visualisation tools as critical to trader decision-making.

The backtesting feature was also positively rated across all account types. Additionally, the use of automation tools like Pine Script confirms that TradingView is catering to both intermediate and advanced users who seek efficiency through systemised trading an attribute linked to increased satisfaction in fintech applications (Zhou, 2011).

On the non-functional side, attributes such as usability, reliability and portability were highly valued. The usability score (M = 3.77) supports the idea that platforms with a clean, intuitive design reduce user effort and improve adoption. These results affirm that non-functional qualities are not secondary; rather, they enable deeper engagement with functional features, especially for less technical users.

5.2 Perceived Usefulness and Perceived Ease of Use (TAM)

Findings strongly support the Technology Acceptance Model (TAM). The consistently high scores for Perceived Usefulness (PU) across statements related to improved performance, analysis and efficiency confirm Davis' (1989) argument that usefulness is a key predictor of technology adoption. Importantly, even Free users reported high PU scores, indicating that core platform features are accessible and valuable regardless of payment tier. This reflects TradingView's ability to deliver essential value even without subscription-based access. Similarly, Perceived Ease of Use (PEOU) was rated highly, especially in areas like navigability and learnability. These perceptions are critical to TAM and are often seen as precursors to PU (Venkatesh & Davis, 2000). When a system is easy to use, users are more likely to explore additional features such as automation or community tools further enhancing their overall satisfaction and engagement.

Moreover, the correlation between community engagement and tool usefulness suggests that social learning reinforces perceived value. Users who interact more with the TradingView community are also more likely to find functional features helpful.

5.3 Influence of Account Type

While descriptive results showed that Premium users tend to rate features slightly higher, the ANOVA test found these differences to be not statistically significant ($p = 0.500$). This indicates that perceived usefulness is not solely dependent on account type, a notable outcome for understanding value perception. Free-tier users showed comparable satisfaction to paid users, suggesting that TradingView's freemium model delivers sufficient baseline value to engage a wide user base.

The lack of significant differences may also imply that account upgrades are motivated more by specific feature needs rather than dissatisfaction with the free version an insight useful for platform developers.

5.4 Overall User Satisfaction and Continuance Intention

The final section of analysis found that users are generally satisfied with the TradingView platform. The highest mean score was recorded for the statement that the platform "fulfills expectations" (M = 4.16), with other satisfaction-related items scoring above 3.7. These scores suggest a strong continuance intention, which is a key outcome in both TAM and IS success models (Bhattacherjee, 2001).

High levels of satisfaction can be explained by the combined effects of PU, PEOU, and software quality characteristics such as reliability, responsiveness, and visual design. The study shows that these technical and perceptual qualities reinforce each other to produce a positive user experience.

However, it is worth noting that the intention to continue using TradingView (M = 3.77) was slightly lower than overall satisfaction (M = 3.78–4.16). This small drop might reflect external influences not measured in the survey, such as alternative platforms, pricing concerns, or feature fatigue. This suggests that future research should examine switching behaviour and external competitive pressure, which are increasingly relevant in digital product ecosystems (Liu et al., 2019).

5.5 Limitations and Reflection

While the study provides valuable insights, a few limitations must be acknowledged. First, the survey relied on self-reported data, which may introduce bias due to social desirability or misunderstanding of certain terms. Second, the sample was skewed towards younger users (mean age = 27.46), which might limit generalisability to older demographics. Third, while Free, Pro and Premium users were all represented, the Premium group was relatively small (n = 23), which may affect the power of comparative analyses.

Despite these limitations, the survey still captures a diverse cross-section of user perspectives. The findings contribute meaningfully to both academic and practical understandings of how traders interact with fintech platforms.

5.6 Summary

Functional features (especially charting and automation) are highly valued, and non-functional attributes such as usability and support significantly enhance user experience. The Technology Acceptance Model (TAM) is strongly supported: users perceive TradingView as both useful and easy to use.

Differences in account type do not significantly affect perceived usefulness or satisfaction. Community engagement positively correlates with functional tool appreciation, reinforcing social learning's role in digital platforms. High satisfaction and continuance intention suggest strong platform loyalty, though further studies could explore external switching behaviour.

Chapter 6: Conclusion and Recommendations

This research was carried out to look at what users think about TradingView and what features they like, and the data came from 154 people who answered a survey. The Technology Acceptance Model (TAM) was used mainly, along with other stuff like software quality things. The study investigated how people feel about the tools on TradingView, such as chart stuff, automation features, and backtesting, as well as other things that are not really features, like whether it's easy to use or works well on different devices. What was found was that a lot of people think TradingView is useful and not hard to use, which matches what TAM says. Some features, like the strategy tester and Pine Script and charting things, were liked by people no matter if they paid for the platform or not. Even though Premium users gave a bit higher score, it wasn't a big difference, so the Free users also seemed satisfied.

Other things that are not direct features, like how the platform looks and how usable it is, were also said to be good. A correlation was noticed between people who use the community stuff (like reading ideas or liking things) and how much they find the platform useful, so apparently, that helps too. In general, the research says that TradingView is good because it works well, looks good and gives everyone access to features, which makes people happy and want to keep using it.

So, based on all this, some recommendations were thought of. One idea is that TradingView can give Free users a chance to try out premium stuff for a little while to maybe get them to subscribe, but not in a way that ruins what Premium users already have. Another suggestion is to make tutorials easier or give better help, especially for Pine Script because it might be confusing. Also, the app should work better across phone and laptop and tablet, because some people said it doesn't always feel the same. Also, since people who use the social parts of the app seem to like the tools more, maybe TradingView can make that part more fun, like with badges or levels. Finally, since users have all kinds of jobs, the app might work better if it gives people a more custom experience depending on their background.

In the future, if someone else wants to research this more, they could maybe look at how opinions change over time, especially if TradingView adds new tools or changes the subscription. Also, instead of just surveys, future research could try to look at actual user activity, like what people click on or use most. It might also be good to add more stuff to TAM like trust or risk, to see if that helps explain things better. And finally, someone could compare TradingView with other similar platforms like MetaTrader or ThinkOrSwim to see how it stands out or not.

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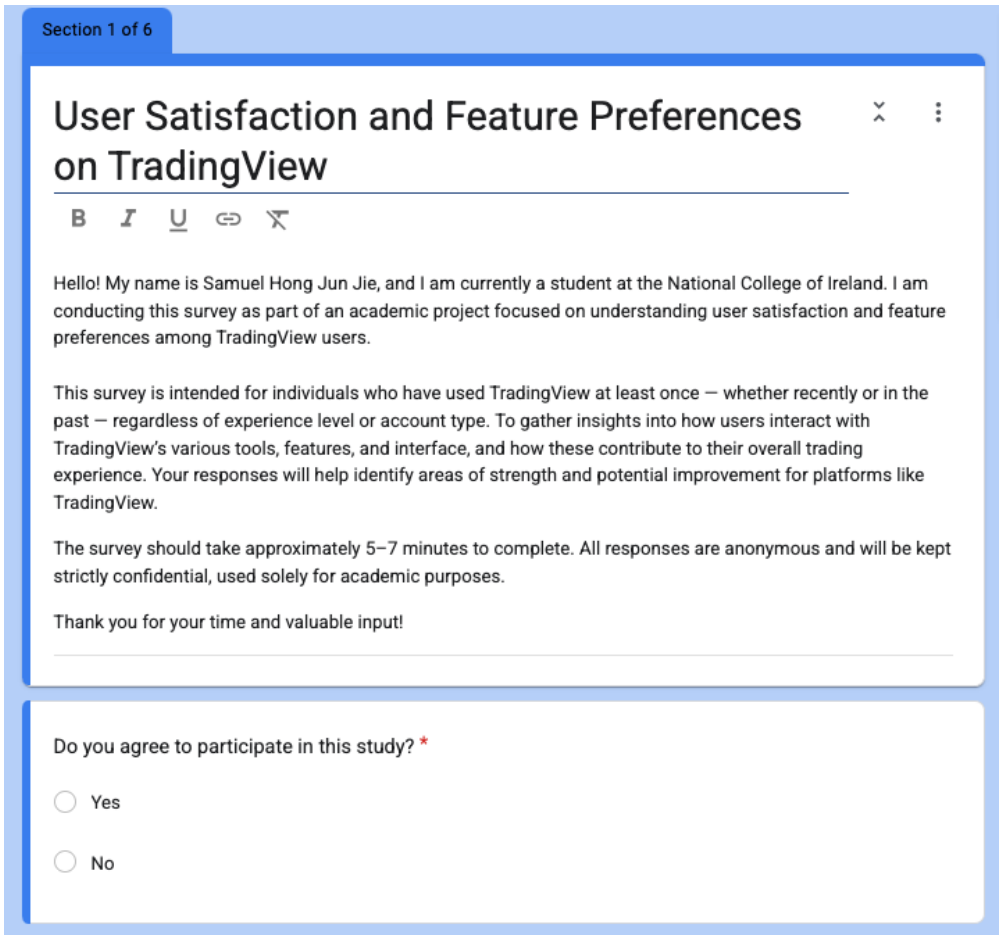
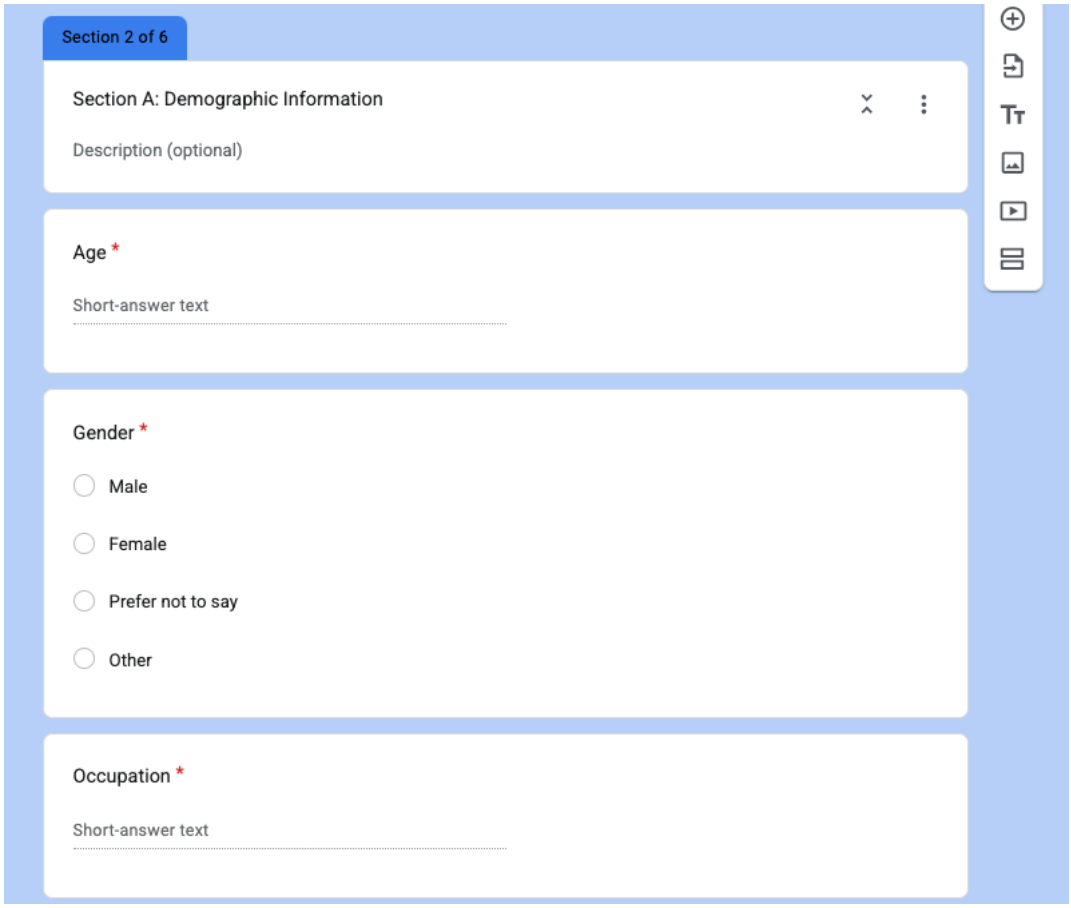
Appendix

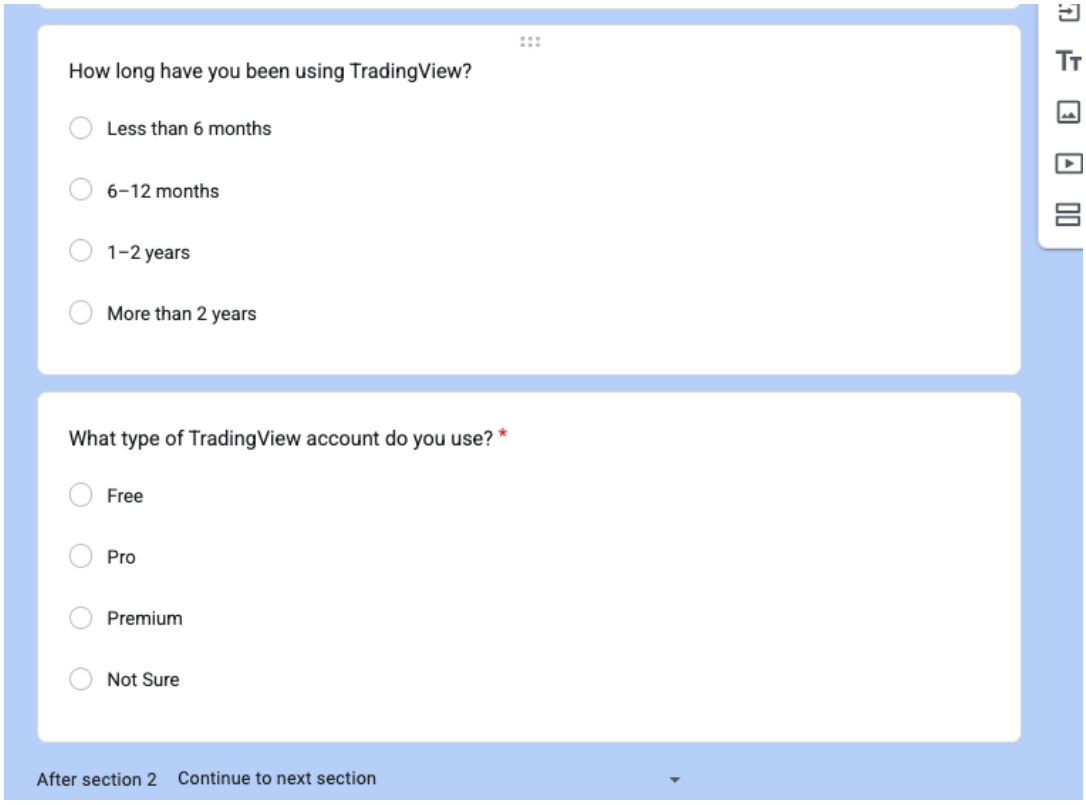
Survey Questions Screenshot

Start page:



Demographics section:





Section B Functional Features of Tradingview:

Section 3 of 6

Section B: Functional Features of TradingView

Charting Tools

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I use TradingView's charting tools regularly in my trading process. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

TradingView's charting tools improve my ability to analyze the market. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

The charting tools are flexible and customizable to my needs. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Backtesting and Automation

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I actively use TradingView's strategy tester for backtesting. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

The backtesting feature improves the accuracy of my trading strategies. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

TradingView's automation tools (e.g., Pine Script, alerts) enhance my trading process. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Community and Social Features

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I regularly follow trading ideas or users on TradingView. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

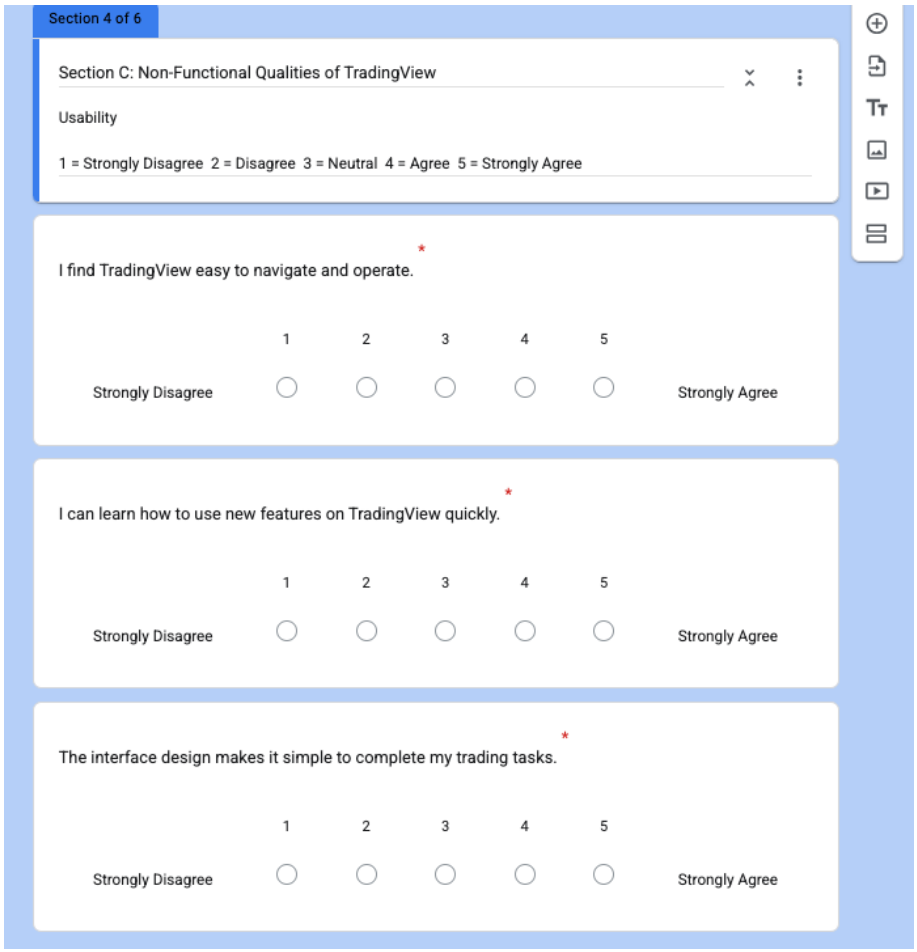
The social content on TradingView provides useful trading insights. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I actively participate in the TradingView community (e.g., liking, commenting, or sharing). *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Section C Non-Functional Qualities of TradingView:



Visual Design & Aesthetics

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I find the visual design of TradingView to be clean and modern. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Using dark mode improves my visual comfort and focus. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

The interface layout enhances my trading experience. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Portability & Support

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I find TradingView convenient to use across multiple devices. *

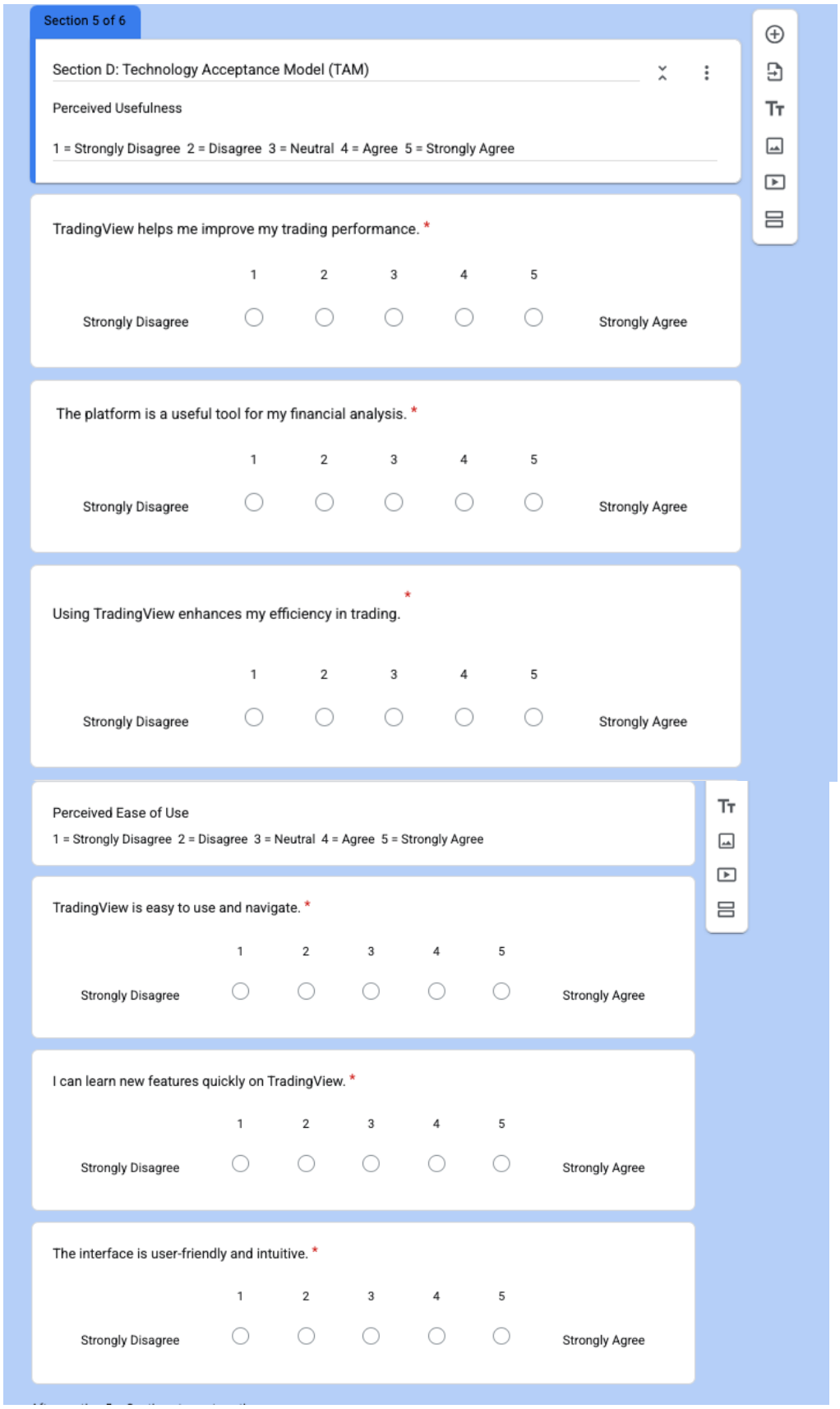
	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I feel supported by the help features, guides, or documentation available. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

After section 4 Continue to next section

Section D: Technology Acceptance Model (TAM):



Section E: Overall Satisfaction with TradingView:

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Section E: Overall Satisfaction with TradingView

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

I am personally satisfied with my experience using TradingView. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

TradingView fulfills my expectations as a trading and analysis platform. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I feel confident recommending TradingView to other traders. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I intend to keep using TradingView as part of my trading process. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree