Investment app Orca passes the alpha testing stage

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Orca, a new investment app, has successfully completed an alpha test, having invited over 500 users, including journalists and bloggers, to try out the app's functionality in a simulated environment, to identify any flaws.

Orca, a new fintech startup, recently launched its alpha version, inviting users to test its functionality. Over 500 volunteers participated in the test to check how the app works in a simulated environment. Their feedback and recommendations made a major contribution to the product and helped the team at Orca move on to beta testing.

How users helped

The Orca team invited users from its Giveaway waitlist to become testers. This version of the app, currently available on iOS and Android, represents a digital queue of those who want to participate in a pre-launch giveaway set to start early in December. For taking part in the alpha test, Orca offered Giveaway participants additional points, to advance their position on the waitlist leaderboard. The test was run with the help of UK users over the age of 18 who passed the KYC procedure.

Over two months, Orca users - together with bloggers and journalists - tested different alpha versions of the app, seeking to identify flaws in its architecture.

They contributed to the app development, helping the team create a stable build, which now is now capable of handling real-world investment processes and operating with the stock exchange and other services for a complete investing experience.

"Having used a few different investing services over the past year, Orca has really grabbed my attention," says Stuart Thomas, blogger at Stu's Reviews. "There's a lot of helpful features, like being able to see analyst ratings, news, snapshot information and even being able to apply trailing stops."

Orca user Zain Said says, "Using the Orca app for the first time, everything seems really fresh and intuitive in design, specifically set out for ease of use for every trader and with every trader in mind.

Whether you are a new trader looking to start off with a small portfolio, or you're a more seasoned veteran, you'll find a fresh approach to share dealing from Orca".

"I'm glad that I finally managed to find a service provider that accommodates the average trader just as much as the institutional investors. All I can say is, hit that download button."

Beta and pre-launch

The app is now passing the final stage of alpha testing and will be available as a beta on demand in December. The main difference between Orca's alpha and beta versions is that the beta will have the full scope of features, enabling users to invest real money by placing orders for stocks listed on the London Stock Exchange.

Despite the fact that the final version has not yet been released, the app has already been downloaded more than 10,000 times, thanks to the pre-launch giveaway campaign the team is running to introduce the public to Orca and the benefits of investing, and to enable them to win shares along the way.

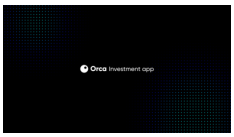
About Orca

Orca is a mobile investment app which enables users to buy over 250 assets traded on the LSE, gather stats, monitor stock market in real-time, read industry news, and for those with little or no investment experience, to learn how to invest.

In the near future, the project team is also planning to add assets traded on NYSE and NASDAQ.

Orca is currently available as a Waitlist on Google Play and the App Store. This is essentially a virtual

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queue of registered users. By completing in-app tasks, users can move up the queue, ahead of the full launch.

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