UX@Bloomberg

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This is an expurgated version of the presentation for web publication.
By the Numbers

192 Worldwide Locations
5,000 Global Engineers
1,500,000 News Stories Displayed Daily
50,000,000 Distinct Streams of Financial Data
100,000,000,000 Daily Market Data Messages
500,000,000

Bloomberg
Fail Fast
So...
a Designer,
a Product Manager,
and an Engineer
walk into a bar...
Function Design
Framework Design

Catastrophic bonds: Trace for Disaster

Catastrophic bonds are an alternative to reinsurance and are increasingly popular for their diversification. They pay insurance claims, so you get higher returns and low Treasury levels of volatility. But if they get triggered by a perilous disaster, your funds go down. The middle classes saw rare losses, according to a report from Axa Securities, half of it is in the US.

Last night's Mexican earthquake, the biggest in the country in a century, may wipe out tens of thousands of homes and buy the next 100 years for the next 100 years. Indeed, default rates from the same time, hurricane Maria threatens a further $50 billion of bonds that protect against risk in the US, according to Trax. The rest of this half of the market.

Hedge fund capital, which invests in the trends has been buying investors to stay calm. The criteria can be very specific (I once wrote about a Mexican bond that depended on the capitalization of a single company with $400 million). Bond structures are protected against unexpected financial risks and economic shocks before investors leave. If their bonds don't default, only one North American bond was triggered in the 12 months through June.

My colleague Oliver Samis has more on the costs of firms and its impact on Cat bonds here. New York Times, which shows 36 in the Swiss to Cat Bond since onset after previous disasters.
Slight of Hand?
Breaking Down Barriers
No color vision deficiency

Original Bloomberg Palette

Current

Alternate?
Deuteranopia (reduced sensitivity to green light) most common form of CVD (approx 5% of males).
Determining User Needs
Know Thy User
The User is Not Like Me
Data Analysis
Card Sorting Exercise
Contextual Inquiry
Let’s Make a Sandwich...
Thank you!

Questions?