Feature Spec: Automated Trade Executor

Feature Pitch: Feature Pitch - Automated Trading Bot

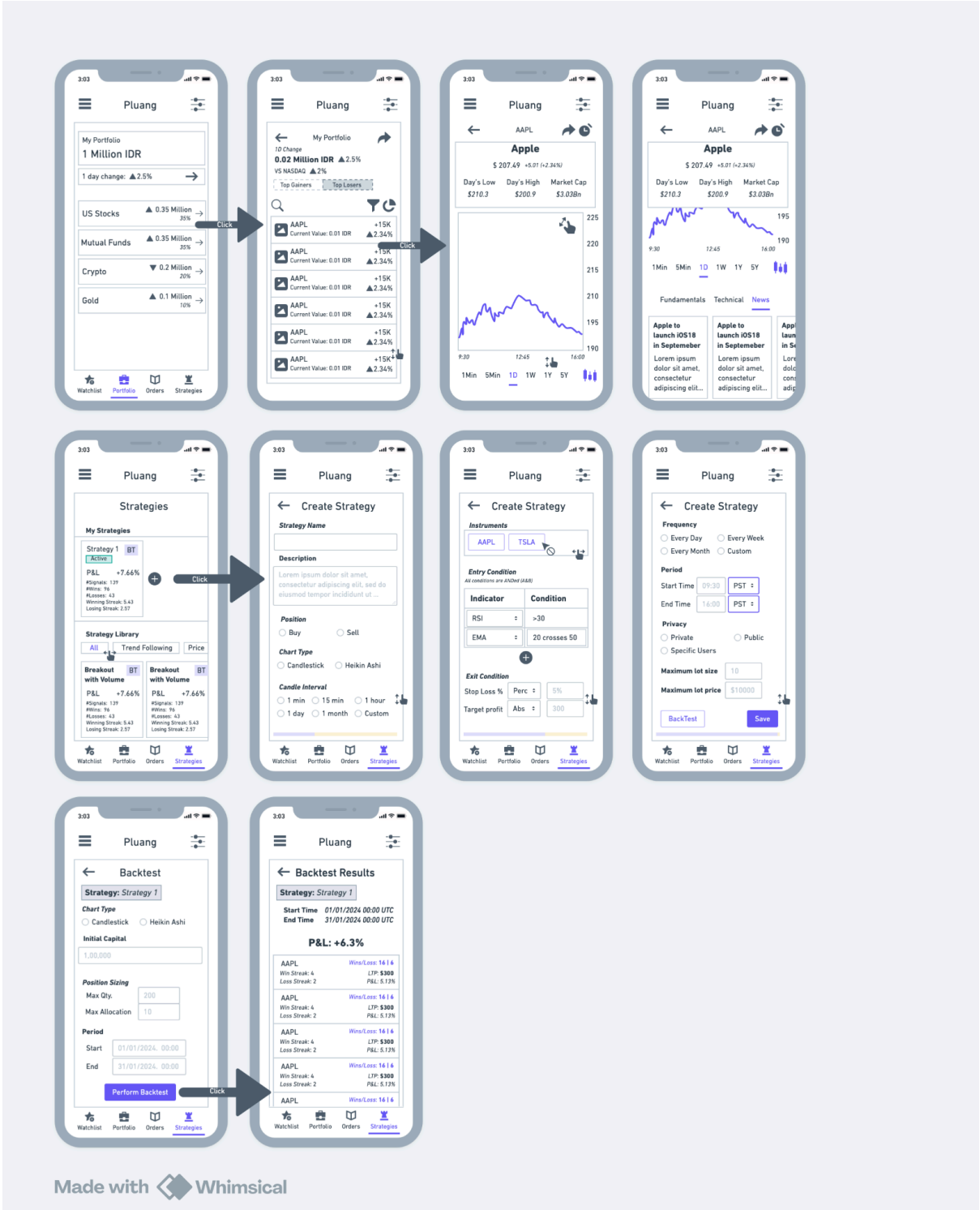
Structure of the Document

1. Capabilities
2. Wireframes
3. Usage Strategy
4. Notifications
5. Product Marketing

Capabilities

- Real-Time Market Monitoring:
  - Receiving and processing real-time market data
  - Analyze price movements, trends, and indicators across multiple assets
- Customizable Parameters:
  - Allows users to define and customize trading strategies based on different indicators
  - Enables users to set parameters for trade entry, exit points, position sizing, and risk management rules
- Stop-Loss Orders/ Take profit Orders:
  - Triggers sell orders when predefined price thresholds are reached
  - Allows users to set and adjust threshold levels
    - Absolute levels
    - %age relative to a price - buy price/ custom price
- Reporting:
  - Generates customizable reports on risk exposures, mitigation strategies, and performance attribution
- Backtesting:
  - Provides tools for backtesting strategies to evaluate performance and refine algorithms before deployment

Wireframes



Made with Whimsical

Usage Strategy

- In-Product Contextual Hooks:
    - Walkthrough: guide users through a tutorial or walkthrough highlighting key features and benefits of the Automated Trading Bot
    - Educational resources: provide accessible resources such as tooltips, FAQs, and video tutorials within the platform to educate users on setting up and using the bot effectively
    - Prompts:
        - Implement notifications for trade executions
        - Prompts for sudden market shifts
- Out-of-band Hooks:
    - Emails
    - Social media campaigns
    - Referral programs
    - Social sharing

Notifications

- Popup and Emails
    - Trade order has been successfully executed by the bot - provide details such as asset traded, quantity, price, and timestamp
    - Daily overall performance metrics - returns, gains/losses, portfolio performance
    - Alert users when a predefined threshold based order is triggered
    - Notify users if their predefined risk limits or thresholds are breached, prompting them to review and adjust settings
    - Notify users of relevant market news or events that could impact their investment positions or risk exposure

Product Marketing

- In-app nudge
- Blog post
- Email to customers
- Newsletter
- Website updates
- Social media and PR announcements