

# Bloomberg-Style Crypto Market Dashboard – Product Requirements Document

## Overview

The **Bloomberg Dashboard for Crypto** is envisioned as a master market dashboard that aggregates real-time data from across the cryptocurrency landscape into one unified interface. It will combine the best elements of leading platforms – *CoinGecko* for broad market data, *Dune Analytics* for on-chain insights, *Velo Data* for exchange and derivatives analytics, *DefiLlama Pro* for DeFi metrics, and more – to give retail investors and active traders a comprehensive, actionable view of the crypto market. The dashboard's core philosophy is to surface **actionable data**: every metric or chart is chosen because it can inform a trading or investment decision. Key features include live price tickers, customizable analytics panels, cross-platform accessibility (web, mobile, desktop), and robust alerting capabilities to keep users updated in real-time. By fusing together the strengths of each competitor in this space, this “crypto Bloomberg” aims to be the ultimate one-stop platform for tracking market movements and emerging trends in real-time.

## Target Users and Platforms

**Target Audience:** The primary users are **retail investors and traders** (both novice and experienced) who need an efficient way to monitor the crypto market (Point #1). This includes day traders looking for short-term signals, long-term HODLers tracking portfolios, and DeFi enthusiasts monitoring protocol metrics. The dashboard should also be valuable for crypto industry analysts or fund managers seeking a high-level market pulse, albeit with a UI geared towards retail ease-of-use.

**Platforms:** The product will be accessible on **web, mobile, and desktop** platforms (Point #2). A responsive web application will allow access from any browser, complemented by native mobile apps for iOS/Android and a desktop client for power users. Consistency across platforms is crucial – users should be able to seamlessly switch from a desktop at work to a mobile device on the go, with their watchlists, alerts, and settings synced. The mobile app will focus on at-a-glance information and push notifications, whereas the web/desktop versions will offer more screen real estate for advanced dashboards. All platforms will emphasize a clean, fast UI optimized for quick scanning of data, with dark mode and light mode options.

## Key Objectives and Design Philosophy

- **Actionable, Real-Time Data:** Every piece of information shown should be timely and *actionable*, meaning it can prompt a trade or investment decision. The dashboard will prioritize metrics that have clear implications (Point #4). For example, if funding rates turn extremely negative or a token's on-chain volume surges, these could be signals to consider a position change. Static or purely informational data (with no impact on trading strategy) will be de-emphasized. “Noise” is minimized in favor of signals.

- **Comprehensive Market Coverage:** The dashboard should provide a 360° view of the crypto market in real-time. This includes **market prices and volumes, derivatives metrics, on-chain metrics, DeFi analytics**, and even **social sentiment and news headlines** – all in one place. Users shouldn't need to check multiple sites; the dashboard becomes their single source of truth for a market update.
- **Optimal & Efficient UI:** The interface will be designed for **efficiency**, allowing users to grasp the market situation at a glance (Point #3). Key indicators (like total market cap, BTC and ETH price and dominance, top gainers/losers, etc.) will be immediately visible. A **live price ticker** will run across the top of the screen showing major assets and indices updating in real time (e.g. BTC, ETH, top 10 coins, total market cap, DeFi TVL index). The layout should use logical panels and tabs so that each category of data (prices, on-chain, DeFi, etc.) is easily accessible without overwhelming the user. We will leverage intuitive visualizations (sparkline charts, heatmaps, gauges) to convey information quickly.
- **Cross-Platform Consistency:** Design will follow a **mobile-first** simplicity while scaling up for advanced desktop use. On mobile, users might see a streamlined version (perhaps a single “Market Pulse” feed combining the most important data), whereas desktop users can open multiple modules side by side. The goal is an optimal dashboard experience on any device, without sacrificing depth on mobile or clarity on desktop.
- **Customization for Power Users:** While the default dashboard will cover most users' needs, advanced users can customize their view (à la DefiLlama Pro's custom dashboards). They might add or remove widgets, set up saved screens (e.g., a “DeFi Yield” view or a “Derivatives Monitor” view), and choose which metrics appear in their summary. This ensures efficiency for both casual check-ins and deep analysis sessions.
- **Alerts and Automation:** To truly keep a “pulse” on the market, the dashboard will include robust **alerting features** (Point #5). Users can configure alerts on a wide range of events – price thresholds, percentage changes, volume spikes, on-chain whale movements, new governance proposals, etc. These alerts will tie into push notifications (mobile), desktop notifications, email/SMS alerts, and an in-app notification center. The idea is that the dashboard not only displays data but actively notifies users of market-moving events in real time, enabling them to react and trade promptly.

With these objectives in mind, we next examine the competitive landscape to identify the best features available and ensure our product integrates all the top capabilities.

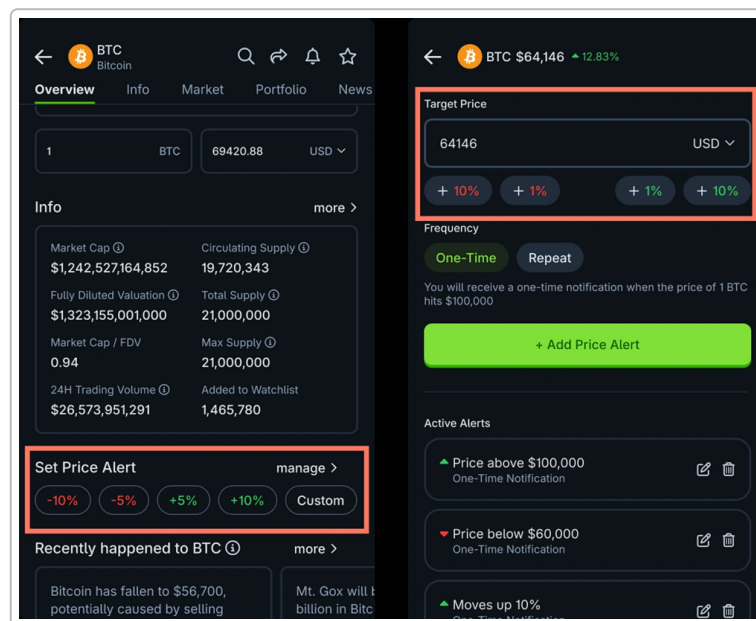
## Competitor Analysis

To build the ultimate crypto market dashboard, we will **analyze each major competitor/platform** in the space and borrow their best elements. Below we break down key players and what they offer:

## CoinGecko (Market Data Aggregator)

CoinGecko is a leading cryptocurrency data aggregator known for its breadth of coverage and user-friendly tools. It tracks **over 6,000 coins**, providing real-time prices, market capitalization, trading volume, and community data for virtually the entire crypto market <sup>1</sup>. CoinGecko's strengths include:

- **Comprehensive Coin Listings & Filters:** It lists thousands of assets and allows filtering by market cap, volume, category (sectors), etc., making it easy to discover top movers or specific segments (e.g. DeFi tokens, NFTs, Layer-1s). It also provides per-coin details like circulating supply, exchanges listing the coin, charts, and links.
- **Portfolio Tracker & Watchlists:** Users can create a free account to build portfolios and watchlists. The portfolio feature lets users track their holdings' value and profit/loss across 10,000+ cryptocurrencies and even NFTs <sup>2</sup>. Multiple portfolios can be created (for different strategies or asset groups), and they sync across web and mobile apps <sup>3</sup>. This helps traders monitor their assets in real-time alongside market data.
- **Price Alerts:** CoinGecko offers customizable price alerts on both web and mobile. A user can set a target price (or percentage change) for any coin, and get notified when that condition is met <sup>4</sup> <sup>5</sup>. For example, one could get an alert when Bitcoin rises above \$40,000 or drops 10% in a day. These alerts are delivered as push notifications on the mobile app, so traders don't need to monitor charts 24/7 <sup>4</sup>. This ensures actionable data – users can jump in or out of positions when an alert triggers.
- **Mobile App & Widgets:** CoinGecko has a polished mobile app (iOS/Android) that mirrors most of the website's functionality, including portfolio and alerts. It also supports home-screen widgets for prices, so users can see market prices at a glance on their phones <sup>6</sup>. This focus on mobile accessibility is something our dashboard will emulate to keep users connected to the market in real time.



*CoinGecko's mobile app interface for setting custom price alerts on a coin. Users can define a target price or percentage move and receive instant push notifications on their device <sup>5</sup>. Such alerting tools ensure that investors can react quickly to market swings without constant monitoring.*

- **Community and News Integration:** CoinGecko includes some community data like developer stats and social media links on coin pages, and a “News” section aggregating headlines. While not as in-depth as dedicated news platforms, having a basic news ticker or links to recent articles for each coin provides context (e.g. announcements or events causing price moves).
- **Strengths to Adopt:** Our dashboard will adopt CoinGecko's exhaustive market coverage (all major coins and categories) and user-friendly features like watchlists, **portfolio tracking**, and **price alerts** <sup>4</sup>. A ticker showing **live pricing of top assets** at the top of the screen (inspired by CoinGecko's widgets and websites like CMC) will keep users aware of key price moves at all times. We will also include filtering/screening tools so users can quickly find *Top Gainers*, *Losers*, or specific sectors – an efficient way to spot opportunities.
- **Areas to Improve:** CoinGecko's focus is broad market data; it lacks advanced analytics (on-chain or derivatives) and real-time trading insights. It also does not offer built-in trading or deep customization. Our dashboard will go beyond this by integrating those advanced analytics and actionable trading signals that CoinGecko doesn't provide.

## CoinMarketCap and Other Aggregators

CoinMarketCap (CMC) is another popular market data aggregator similar to CoinGecko. It provides real-time and historical crypto data, with search/filter tools, rankings by market cap, detailed coin pages, etc. <sup>7</sup>. CMC's feature set overlaps heavily with CoinGecko (including watchlists and some alerts), though CoinGecko is generally favored for its reliability and community-first approach. We ensure our platform covers the same core data quality: reliable price feeds, global market metrics (total market cap, BTC dominance), and broad exchange coverage. Other aggregators like **CoinCodex**, **CryptoCompare** or newer ones don't significantly exceed CG/CMC in features, so our main takeaway is to meet or exceed the standard these two set in terms of **breadth of data and ease of use**.

## Dune Analytics (On-Chain Data & Custom Dashboards)

Dune Analytics is a unique platform offering **community-driven on-chain data analytics**. It allows any user to write SQL queries on indexed blockchain data and visualize results in custom dashboards <sup>8</sup>. This has made Dune a go-to for deep dives into on-chain metrics that aren't readily available elsewhere (e.g. daily active users of a DApp, DEX trading volumes per day, NFT marketplace stats, etc.). Key aspects of Dune relevant to our product:

- **On-Chain Metrics and Flexibility:** Dune can query data from multiple blockchains (Ethereum, layer-2s, others) and produce charts or tables. This flexibility means if a user wants a very specific chart (say, *Uniswap trading volume vs SushiSwap* or *NFT mints per day*), Dune can provide it if someone has created the query. Our dashboard should incorporate **pre-made on-chain analytics dashboards** for popular needs: e.g., a panel for Ethereum network stats (transaction count, gas fees, active addresses), DeFi protocol usage stats, or trending NFT collection volumes. We won't expect users to write SQL, but we can integrate popular Dune dashboards or data feeds via API to enrich

our analytics section. In effect, we provide the *insights* Dune enables, but packaged in an easier, real-time format for retail users.

- **Community Dashboards and Sharing:** Dune's community often creates insightful dashboards (for example, tracking a token sale progress, or the health of a DeFi protocol). Our platform could feature a **"Insights" section** that showcases select community-created analytics (with attribution) to highlight emerging trends. For instance, if a Dune dashboard shows a spike in new wallets interacting with a certain protocol, that could surface on our dashboard as a trend indicator.
- **Strengths to Adopt:** The **customizability** and **breadth of on-chain data** is Dune's strength <sup>8</sup>. We will incorporate the most actionable on-chain metrics into our default dashboard. These include metrics like: exchange inflow/outflow of BTC (to gauge market sentiment), large token holder movements ("whale alerts"), DeFi usage stats (TVL changes, borrowing rates), etc. Having on-chain data alongside price data allows users to validate market moves – e.g., seeing a spike in on-chain activity or active addresses as a precursor to price changes.
- **Limitations:** Dune's interface is geared to analysts; data isn't always real-time (queries might refresh on a schedule or on demand), and casual users may find it complex. We will present the on-chain data in a simplified, **visual form with context**. Also, we might integrate with Dune's upcoming API or existing query results rather than making users navigate Dune itself. The idea is to **bring Dune's power to the user in a digestible way**, e.g., "DeFi Total Value Locked: \$XX (up Y% this week)" with a sparkline chart, or "Daily NFT trades on Ethereum: N (highest in 3 months)" etc., all without the user leaving our dashboard.
- **Related Competitors:** Other on-chain analytics platforms include **Nansen** and **Glassnode**. **Nansen** provides on-chain metrics with a focus on wallet analysis (labeling "smart money" wallets and tracking their moves) and comes with advanced tools like Smart Alerts and real-time dashboards <sup>9</sup>. **Glassnode** aggregates blockchain data into 3,500+ metrics and charts (e.g. active addresses, transaction volumes, network fees) to monitor fundamental network health <sup>10</sup>. These tend to be premium services, but they highlight valuable metrics. Our dashboard will similarly offer key on-chain indicators – such as active addresses, hash rates, transaction counts, stablecoin supply changes – which serve as the "fundamentals" behind price action. We'll also include **social sentiment and community metrics** (inspired by platforms like Santiment) as described below.

## Santiment (On-Chain + Social Sentiment)

Santiment is a platform that blends on-chain data with social media and sentiment analytics. It provides crypto market intelligence by analyzing social trends (mentions, sentiment on Twitter/Reddit) alongside on-chain metrics <sup>11</sup>. It also includes screeners and custom alerts for unusual spikes in activity or sentiment. From Santiment, we take the lesson that **market sentiment and buzz** are important parts of a market dashboard. Features to adopt:

- **Social Sentiment Tracking:** The dashboard can show metrics like sentiment scores (positive/negative mentions) for major coins, trending keywords, or most talked-about projects of the day. This helps traders gauge hype or fear in the market, complementing price data. For example, a sudden surge in social volume for a smaller altcoin might signal a speculative pump. Santiment's approach of combining on-chain + social could be mirrored by showing, say, a *"crypto fear and greed*

*index*” or *Twitter sentiment gauge*, and highlighting when sentiment is at an extreme (a contrarian trading signal).

- **Alerts on Unusual Activity:** Santiment offers custom alerts, e.g., if a coin’s social volume or on-chain volume spikes beyond a threshold <sup>11</sup>. We will include similar alerts: e.g., “Whale Alert: \$5M+ of ETH moved from a cold wallet to exchange,” or “Social Alert: Mentions of \$DOGE up 300% in 1 hour.” These are actionable because they can precede price volatility.
- **Screeners and Insights:** Santiment has screeners for finding anomalies (like big exchange inflows, or tokens with rising sentiment). Our dashboard can integrate a **scanner** that constantly looks for notable market events (this could be powered by rules or AI): e.g., biggest 24h gainers/losers, tokens hitting all-time highs or lows, unusual volume bursts, etc., and present these as a list of “Market Insights” each day. This way, even if a user is not actively scanning everything, the dashboard itself calls out potentially trade-worthy developments.

## Velo Data (Exchange & Derivatives Analytics)

Velo Data is a trading analytics platform focused on **centralized exchange data and derivatives**. Unlike general market aggregators, Velo zeroes in on metrics like futures open interest, funding rates, options data, etc., aggregating across multiple exchanges <sup>12</sup>. It essentially offers a *free crypto trading terminal* with features like advanced charting and even connectivity to exchanges for trading. Key features we want from Velo Data:

- **Aggregated Exchange Data:** Velo provides **open interest, trading volume, and funding rates** aggregated across exchanges in real-time <sup>12</sup>. These are crucial for traders to gauge market positioning. Our dashboard will include a **Derivatives Monitor** panel showing, for example, total Bitcoin futures open interest (and whether it’s increasing or decreasing), funding rate averages (to see if longs or shorts are paying a premium, indicating market sentiment), and perhaps options market metrics like put/call ratios or implied volatility. By aggregating across major exchanges (Binance, CME, etc.), we give a complete picture rather than siloed data.
- **Futures and Options Analytics:** Velo offers views for *Futures* and *Option* markets, including possibly a calendar for expirations or a breakdown of open interest by strike (for options). We will incorporate simplified versions: e.g., a “Futures” tab with global open interest and a list of top futures contracts, and an “Options” tab highlighting implied volatilities or max pain for BTC/ETH options. These can warn traders of potential volatility (e.g., extremely high funding or an upcoming options expiry cluster).
- **Traditional Market Tie-ins:** Velo even includes CME data <sup>13</sup>, bridging crypto with traditional finance. Our dashboard can include relevant macro indicators (especially those that influence crypto) such as equity indices (NASDAQ, S&P), USD index, gold price, and key figures like Treasury yields. While not a focus, having a small “Macro glance” section acknowledges that crypto doesn’t trade in a vacuum. For example, a sudden stock market drop or rising yields could impact crypto sentiment. This mimics Bloomberg’s multi-asset scope in a scaled way for crypto users.
- **Custom Charting and Terminal Features:** Velo provides dynamic charting tools and possibly allows connecting exchange API keys to trade directly <sup>14</sup>. For our product, integrating tradingview-style

charts (candlestick charts with technical indicators drawing) is essential for technical analysis. We will include a full-featured chart component (likely leveraging an existing library like TradingView widget) so users can do TA on any coin without leaving the dashboard. As for trading, we could consider at least deep-linking to exchanges or using something like **Binance's trading API** for users to place trades if they connect an account. However, this might be a later-stage feature; initially, we ensure the dashboard at least identifies trades but execution might remain on exchange platforms.

- **Free and Open Access:** One notable aspect is that Velo offers all these features for free with no paywall <sup>15</sup>. This is a competitive advantage we should maintain – our dashboard's core features will be free to use, driving wide adoption. (Advanced customization or certain premium data feeds could be a paid tier, but basic real-time data should remain free to attract users, similar to how CoinGecko and DefiLlama operate freely).
- **Strengths to Adopt:** From Velo, we take the **cross-exchange analytics** and the focus on derivatives (futures/options) which are highly actionable for traders. Also the concept of a unified **trading terminal** experience – a user should be able to both analyze and potentially execute (or at least plan) trades in one place.
- **Related Competitors:** Competing derivative data platforms include **CoinGlass** (formerly Bybt) and **Hyblock Capital**. **CoinGlass** aggregates data like funding rates, open interest, liquidations across exchanges <sup>16</sup>, and **Hyblock** provides advanced metrics like order flow and liquidity heatmaps for spotting liquidation zones <sup>17</sup>. We plan to match these by including: a *liquidation tracker* (showing recent large liquidations and where support/resistance might be from liquidation clusters) and possibly a *heatmap of order book liquidity* if feasible. These tools give traders an edge in understanding where big stop orders might cascade. By combining Velo's free accessibility with features inspired by Coinglass/Hyblock, our dashboard's derivatives section will be extremely robust.

## DefiLlama Pro (DeFi Analytics Aggregator)

DefiLlama is the foremost aggregator for decentralized finance stats, known for its extensive data on **Total Value Locked (TVL)** in DeFi protocols across many blockchains. The new DefiLlama Pro (Llama+) adds custom dashboards and additional data like user numbers and token unlock schedules <sup>18</sup> <sup>19</sup>. Here's what we will leverage from DefiLlama:

- **DeFi Protocol Metrics:** Our dashboard will integrate key DeFi indicators: e.g., **TVL (Total Value Locked)** trends for major protocols and chains, **DeFi volume** (DEX trading volumes, lending volumes), **yields** on popular lending/staking platforms, and more. DefiLlama tracks nearly 5,000 protocols on 400 chains, covering categories from DEXes to yield farms to bridges <sup>19</sup>. We will surface the most important of these in an overview. For example, a panel showing "*Top 5 DeFi protocols by TVL (and % change)*", "*TVL by blockchain*" (so users see if money is flowing into, say, Ethereum vs Solana DeFi), and "*Highest Yields Currently*" (for yield farmers looking for opportunities). If a particular protocol's TVL is soaring, that might signal a hot project – actionable info for investors.
- **Custom Dashboards for Advanced Users:** DefiLlama Pro's custom dashboard feature allows users to combine any metrics they want <sup>20</sup>. In our platform, advanced users could similarly customize a *DeFi dashboard* – for instance, selecting a set of protocols or metrics to track (maybe a user wants to monitor just the stablecoin pools or just NFT lending platforms). We can simplify this via widget

selection rather than full coding. The idea is to give power users flexibility akin to DefiLlama Pro but within our unified UI.

- **Token Unlocks and Events:** DefiLlama provides data on **token unlock schedules** (upcoming token releases that can impact price), **airdrops**, **protocol revenues/fees**, and even **exploit/hack tracking** <sup>19</sup>. Including an “*Events & Calendar*” section in our dashboard would add value – e.g., a calendar of upcoming token unlocks or major protocol upgrades, with alerts if desired. Token unlocks are actionable because a large unlock often leads to selling pressure. If our dashboard alerts a trader to a big unlock happening tomorrow for a token they hold, they might choose to sell or hedge.
- **Centralized Exchange Transparency & Reserves:** Interestingly, DefiLlama also started tracking centralized exchange reserves (CEX transparency) post-FTX collapse. Showing data like exchange reserve changes for BTC/ETH (are exchanges gaining or losing deposits) could be another useful indicator of market sentiment (spikes in exchange inflows might mean incoming sell pressure, etc.). This ties together CEX and DeFi data for a holistic view.
- **Strengths to Adopt:** The **breadth and depth of data** is the key strength – DefiLlama covers from broad metrics down to very granular. We will integrate broad DeFi health indicators (total DeFi TVL, stablecoin market cap, lending rates) into the main dashboard. Users interested in DeFi can drill deeper (perhaps a dedicated DeFi tab with more detailed tables similar to DefiLlama’s site). Also, we’ll follow DefiLlama’s ethos of transparency – data should be clearly sourced and methodology explained (so users trust our metrics).
- **User Customization & Community:** DefiLlama’s community often contributes data; our dashboard could allow community-contributed modules or at least gather feedback on which new protocols to include. By staying as up-to-date as DefiLlama (which constantly adds new protocols and chains), we ensure our users don’t miss emerging trends (e.g., a new chain that suddenly gets popular).

## Messari (Market Intelligence and News)

Messari is another competitor that combines data, research, and news. It provides curated news feeds, research reports, and some charting/metrics, targeting a more institutional audience. It also recently emphasizes AI-driven summaries of news/events <sup>21</sup>. The takeaways from Messari for our product:

- **Integrated News and Research:** A great market dashboard should have a **news ticker or feed** alongside data. We plan to incorporate a news module that aggregates headlines from reputable sources (CoinDesk, The Block, Decrypt, etc.) and social feeds from X (Twitter) for breaking news. Messari’s model of providing summaries is useful – we could use AI to generate brief bullet-point summaries of major news for quick reading. This ensures users are not only seeing numbers but also the narrative (regulatory developments, project announcements, macro news) that could influence those numbers. For example, if a sudden price drop happens, a user seeing a headline about a security breach or SEC action on our dashboard immediately connects the dots.
- **Calendar of Events:** Messari and others maintain calendars for things like token unlocks, conferences, economic data releases. We will maintain a **crypto events calendar** (token unlocks, protocol upgrades, major governance votes) and possibly important macro events (Fed meetings,



CPI releases) since those affect crypto. Users can subscribe to alerts for specific events if they choose.

- **AI-Driven Alerts/Analysis:** Messari's use of AI to surface insights (like detecting anomalies or summarizing sentiment) is a trend we can adopt. For instance, an AI module could scan on-chain data or news and alert "X exchange just saw \$Y million BTC withdrawn – highest in 1 year" or "Social sentiment for Y token turned overwhelmingly positive in last 24h". These are the kind of actionable tidbits a Bloomberg-like system would deliver. Initially, rule-based alerts can cover this, but over time we can integrate machine learning for pattern recognition (e.g., to predict when certain signals align that historically led to price moves).
- **User Experience:** Messari has a clean, professional UI and is praised for comprehensive data coverage and robust features <sup>22</sup>. We aim for a similarly polished experience that caters to serious traders without alienating newcomers. Tooltips and explanatory modals will accompany complex metrics, so users always know what a given figure means (e.g., define "*open interest*" or "*realized volatility*" when hovered). This educational touch, combined with raw data, will set our dashboard apart as both *informative and instructive*.

## Other Notable Platforms and Features to Combine

In addition to the above, we survey a few more specialized tools to ensure we're not missing any feature that could enhance the "ultimate dashboard":

- **TradingView (Technical Analysis):** Many traders rely on TradingView for charting and technical indicators. Our dashboard will embed TradingView-style charts for all major assets, allowing users to draw trendlines, apply indicators (RSI, moving averages, etc.), and even view community-generated chart ideas. This saves users from switching to a separate TA platform and ensures that our dashboard can truly be the single interface needed for analysis.
- **DEXTools and On-Chain Trading Analytics:** DEXTools is a popular platform for real-time DEX trading data (especially for new tokens and liquidity pool info). It offers unified analytics across multiple DEXes and chains, showing liquidity pool details, pair charts, and wallet tracking for traders in DeFi <sup>23</sup>. For our dashboard, including a **real-time DEX tracker** for popular pairs and new tokens would cater to DeFi traders. We can show trending decentralized pairs, newly launched tokens (with price and liquidity info), and allow linking to Uniswap/Sushi etc. to trade if desired. Essentially, we don't ignore the on-chain trading that happens outside centralized exchanges.
- **Smart Money Tracking (Wallet Analytics):** Platforms like Nansen excel at showing what "smart money" is doing – e.g., are top DeFi addresses accumulating or selling a certain token? While this is advanced, we could incorporate a simplified "*Whale Watch*" panel: recent large transactions, top holder changes for major tokens, etc. If, say, a known VC wallet suddenly moves a large amount of a token, an alert could notify users. This gives retail users a glimpse into moves usually only those with expensive tools see.
- **Market Sentiment Indicators:** Aside from social sentiment, general indices like the Crypto Fear & Greed Index can be displayed. Also, funding rate extremes (which often indicate euphoria or fear)

could be highlighted with icons (e.g., an indicator when funding is at a quarterly high or low). These sentiment measures guide users on when the market may be overbought or oversold in aggregate.

- **Alerting & Automation:** Finally, focusing on alerting (Point #5) – we will allow users to not only set manual alerts (like CoinGecko does) but also subscribe to **pre-defined alerts** curated by our system. For instance, a user could opt-in to “Whale Alerts” (large transfer notifications), “Macro Alerts” (e.g., Fed interest rate decisions), or “Trend Alerts” (e.g., top 24h gainer above a threshold). The dashboard could have an “*Alerts Settings*” area with toggles for various categories, making it easy for users to choose what pings them. Alerts will be delivered via in-app, push notification, email, or even SMS for critical ones, based on user preference. This ensures that even if the user isn’t actively watching the dashboard 24/7, they effectively have a personal market assistant keeping them informed of actionable events.

## Feature Requirements and Specifications

Based on the competitor analysis and objectives, below is a breakdown of the major features for our Bloomberg-style crypto dashboard, organized by category:

### 1. Real-Time Market Data Panel

- **Live Price Ticker:** A horizontal ticker atop the dashboard showing live prices for key assets (BTC, ETH, other top N coins by market cap) and indices (Total Market Cap, DeFi TVL index, etc.). This updates in real-time (no page refresh needed). Users can customize which assets appear in their ticker (e.g., include their portfolio coins). The ticker will also display brief percentages (24h change) and perhaps small sparkline charts for trend visualization. This is similar to traditional financial terminals and ensures at-a-glance awareness.
- **Market Overview Cards:** A section with summary cards showing Total Crypto Market Cap, 24h Total Trading Volume, BTC Dominance, ETH Dominance, Crypto Fear & Greed Index, and other broad metrics. Each card updates daily or real-time as applicable. For example, **Total Market Cap: \$X (up Y% today)**, **Fear & Greed: 72 – Greed**. These contextualize the market’s state in one view.
- **Top Gainers/Losers:** A widget listing the top 5–10 gainers and losers in the last 24h (or 1h, selectable) with their price change percentages. This helps traders spot volatility and potential breakout coins easily. Users can click to expand to a full list or apply filters (e.g., only show gainers above \$50M market cap to avoid micro-cap noise).
- **Trending Coins/Topics:** Using data (from CoinGecko trending searches or social trends), highlight a few “trending” coins. E.g., “Trending: **\$ABC** (+20%), **\$XYZ** (High social mentions)”. This could pull from sources like CoinGecko’s trending search or Santiment’s social spike data, informing users of where attention is focusing.
- **Global Map or Heatmap (Optional):** As a visual flourish, a heatmap of the crypto market (like a treemap by sector or by coin market cap with color indicating change) could be included for a quick visual grasp of money flow. This is akin to stock market heatmaps and can be toggled by the user.

## 2. Price Charts & Technical Analysis

- **Interactive Charts:** For any selected asset, display an interactive candlestick chart (with options for various timeframes: 1m, 5m, 1h, 1D, 1W, etc.). Integrate common technical indicators (MA, Bollinger Bands, RSI, MACD) that the user can toggle on/off. Allow drawing tools (trend lines, fib retracement) if possible, or at minimum provide a link to a full TradingView chart for advanced editing. Chart data should update in near-real-time (especially on lower timeframes).
- **Technical Indicators Overview:** Show key technical indicator readings for the asset at a glance, e.g., “RSI: 78 (Overbought)”, “200-day MA: \$30k” for BTC, or a summary from TradingView’s technicals (buy/sell gauges). This gives quick actionable insight (e.g., many indicators screaming sell due to overbought conditions).
- **Order Book and Trades (for major assets):** For top assets like BTC/ETH, include an order book view (aggregated from top exchanges or a single reference exchange) and a real-time trade feed. This mimics the exchange view – useful for short-term traders wanting to see market depth and recent trades. Even if aggregated, it gives a sense of momentum. (This feature could be advanced and might be toggleable or only on desktop due to complexity).

## 3. On-Chain Analytics Module

- **Network Stats:** Provide on-chain metrics for major networks (Bitcoin, Ethereum primarily, and others as relevant). For Bitcoin: e.g., hash rate, mining difficulty, mempool size, % supply active in 1y, etc. For Ethereum: gas fees, daily transactions, active addresses, staking deposit contract status, etc. These can be shown as small charts or figures with trend arrows. Users should glean network activity (is usage up or down? any congestion?) which often correlates with price or indicates fundamental interest.
- **Exchange Flows:** Show a chart or stats for exchange inflows/outflows of major assets (BTC, ETH, stablecoins). E.g., “BTC net outflow from exchanges in last 24h: 5,000 BTC” – which is bullish (as it implies accumulation into cold storage). Conversely, net inflows might warn of sell pressure. This data can come from on-chain analysis (many providers track it).
- **Whale Movements:** A feed or widget highlighting large on-chain transactions or changes in whale wallet balances. For example, “Whale moved 10,000 ETH from wallet to Binance” or “Top 10 holders of Token X have increased holdings by 5% this week”. This info hints at big players’ actions which often precede market moves.
- **Custom On-Chain Charts:** A selection of useful Dune Analytics charts embedded directly (with credit). For example, a Uniswap volume chart, a DeFi user growth chart, NFT sales volume chart. These give broader context (like the health of DeFi/NFT markets). We’ll pick high-impact charts – e.g., if DEX volumes are surging, it indicates on-chain trading activity rising (possibly bullish for ETH or DEX tokens).

## 4. DeFi and NFT Dashboard

- **DeFi TVL and Yields:** Show total DeFi TVL (and breakdown by chain or protocol). Highlight top protocols by TVL with % change (perhaps a table of top 5 today). Also, list current yield rates for popular DeFi platforms or liquidity pools: e.g., “Aave USDC Supply APY: 4.3%”, “Uniswap ETH-USD LP APY: 15%”. This helps users find where capital is flowing for returns. The data can come from DefiLlama’s yield aggregator. Users interested in yield farming will appreciate seeing the highest yields at a glance (with associated risk info if possible).
- **Stablecoin Watch:** Stablecoins are critical to crypto liquidity. Provide a section showing stablecoin metrics: total market caps (USDT, USDC, etc.), their peg deviations or any notable events (like if a stablecoin breaks peg, a big deal). Also maybe stablecoin supply changes (if one stable is rapidly increasing, it means money entering crypto ecosystem).
- **NFT Market Overview:** A simplified NFT dashboard showing top NFT collections by volume (24h or 7d) and their floor price changes (CoinGecko tracks NFT floor prices). This indicates the NFT market sentiment. If NFT volumes are spiking, it might indicate speculation moving there, etc. While NFTs are a specialized area, a general crypto dashboard can still acknowledge them, and users can click through to more details if interested.
- **Category Performance:** Using data from DefiLlama or others, show **sector indices**: e.g., an index for DeFi tokens, metaverse tokens, gaming, etc., to see which sectors are hot or not. If the user sees, for example, “Gaming tokens +10% today”, they might dive in to see specific tokens driving that. This can be a mini heatmap or list of sector performance.

## 5. Derivatives & Exchange Analytics

- **Futures Dashboard:** Aggregate futures data across major exchanges. Key elements: Open Interest (with chart over time), aggregated Funding Rate (with current rate vs 7-day avg), and a leaderboard of futures volumes by exchange. Also, highlight any extremes: e.g., “Funding rate highest in 6 months on exchange X (traders very long)” – a potential contrarian signal. Users can toggle to see per asset (BTC, ETH, others) futures stats or overall.
- **Options Dashboard:** For BTC and ETH (which have more robust options markets), show options data like implied volatility (current vs historical), open interest by expiry (a chart of upcoming expiries and size), and put/call ratio. These give a sense of how the market is positioned and expected volatility. For example, a very high put/call ratio could indicate hedging (bearish sentiment), which might contrarily signal a market bottom.
- **Liquidation Tracker:** A real-time feed or recent history of large liquidations (e.g., “\$20M long position liquidated on Binance at \$X price”). This is useful during high volatility to see if a move might be exacerbated by liquidations, and to identify when a cascade might be over (if most over-leveraged positions have been cleared). Hyblock’s approach to highlighting **liquidation heatmaps** (areas of high liquidation liquidity) could be simplified into showing where clusters of stop-loss/liq levels might be.

- **Exchange Stats & Transparency:** List major exchanges with their reported trading volume, and perhaps an indicator of reserve health (DefiLlama's CEX transparency data) or any ongoing issues (if an exchange wallet is not proving reserves, etc.). While not directly trading info, a user might want to know if an exchange is seeing abnormal withdrawals or if volume is shifting from one exchange to another. This might hint at trust issues or regional shifts in trading activity.
- **Trading Terminal Integration:** A "Trade" button or panel that, if the user connects API keys (for exchanges like Binance, Coinbase), allows basic trade execution (market/limit orders) and viewing their balances directly on the dashboard. This turns the dashboard into an execution platform as well. Even if not built in Phase 1, designing the system with this in mind (modular panels that could be interactive for trading later) is beneficial. At minimum, each asset could have quick links: "Buy on [Exchange]" next to it, so users can quickly jump to trading when they decide to act on the data.

## 6. Alerts & Notifications

This is a crucial component aligning with our philosophy that the dashboard not only displays information but also *pushes* important information to the user proactively.

- **Custom Price/Volume Alerts:** Users can set up alerts for price thresholds (e.g., BTC crosses \$50k, or drops by 5% within an hour) and volume thresholds (e.g., a coin's volume doubles vs previous day). This is akin to CoinGecko's price alerts and will be straightforward to configure via the UI (select coin, condition, threshold, notification method).
- **On-Chain Alerts:** Allow alerts like "whale transfer over X amount" for selected coins, or "gas fees exceed 200 gwei" for Ethereum (useful for DeFi users timing transactions). Also "significant address activity" – e.g., if an address the user tags (like a fund's wallet) makes a move. We may incorporate a few popular ones by default (like alerts from Whale Alert twitter feed integrated).
- **News Alerts:** If a major news breaks (like SEC announces something, or a hack occurs), an alert can be pushed. We might integrate with news APIs or social listening to detect such events. Users can opt into categories: Regulatory, Security (hacks), Listings (new coin listings can pump price), etc.
- **Macro Alerts:** Important macro events (Fed rate changes, major stock index moves beyond a % that usually correlate with crypto) could trigger an alert or at least a banner on the dashboard saying "Stock market down 3% – risk-off sentiment rising". This again ties into giving users actionable context.
- **Delivery and Managing Alerts:** All alerts should be manageable in a unified interface ("Alerts Manager"). Users can see what alerts are active, pause them, or remove them. Delivery channels include push notifications (mobile app), desktop notifications (if web is open), email, and possibly Telegram/Discord bot integration for power users. The system should ensure low latency (there's no point alerting 30 minutes after an event – it must be near real-time).
- **Alert Philosophy:** The guiding principle is to **avoid alert fatigue** – we will encourage users to set only high-priority alerts and will have sensible defaults. Also, our curated "system alerts" will be reserved for truly significant events. The user can trust that if they get a notification at 3am, it's something worthy of attention (not trivial updates).

## 7. Customization & User Preferences

- **Dashboard Layout:** Users can personalize which modules appear on their dashboard and their arrangement (drag-and-drop if on web, toggle on/off sections). For instance, a pure DeFi user might prioritize the DeFi panel on top and hide the derivatives panel; a Bitcoin trader might do the opposite. We will provide a default “All-In-One” layout but also template layouts (like “Trader view”, “DeFi view”, “NFT view”) that emphasize certain data.
- **Multi-Dashboard Tabs:** Similar to how one can have multiple workspaces, a user might create a “My Layer1s Dashboard” focusing on ETH, Solana, etc. and another for “My NFT plays”. We will allow multiple named dashboards each with their own set of widgets. This is analogous to DefiLlama Pro’s custom dashboards <sup>20</sup> but for all data types, and in a more user-friendly configure interface.
- **Themes and Appearance:** Offer light/dark mode (essential for traders often working in dark settings), font size adjustments, and colorblind-friendly palette options. Since a lot of data is color-encoded (red/green for price moves), ensure accessibility by letting users tweak colors or have patterns.
- **Saved Screens and Screenshots:** Possibly allow users to export or share a snapshot of their dashboard (for discussion on social media, etc.) – a minor feature but could aid virality.
- **Localization:** If targeting global retail, consider multi-language support. However, initial version can be English, with the architecture allowing translation of UI and perhaps even local currency toggles (CoinGecko supports many base currencies).

## 8. Performance and Real-Time Capabilities (Non-functional needs)

- The dashboard should handle real-time updates smoothly, using websockets or similar for price updates, without hogging bandwidth. We will prioritize efficient data handling so that even with many widgets updating, the app remains responsive.
- It should be scalable to many users and many data points. We might leverage external APIs (CoinGecko API for price data <sup>24</sup>, DefiLlama API for TVL, etc.), but we must cache and manage these to avoid rate limits and ensure speed.
- **Accuracy and Reliability:** Data displayed must be accurate – pulling from trusted sources (CoinGecko for price, DefiLlama for DeFi, etc.). If there’s any uncertainty (like an API outage), indicate it clearly rather than show wrong info. Users should be able to trust the data like they trust Bloomberg’s data in finance.
- **Security and Privacy:** If we allow API key input for trading, secure storage (encryption) and clear disclaimers are needed. Also, user data (portfolio holdings, alert configurations) should be stored privately and securely (likely on cloud with user auth).

## Conclusion and Competitive Edge

By combining the strengths of all these platforms, our **Bloomberg Dashboard for Crypto** will offer an unparalleled, holistic view of the market. Retail traders will have at their fingertips: the broad market coverage and ease-of-use of CoinGecko <sup>1</sup>, the deep on-chain insight of Dune (without needing to code) <sup>8</sup>, the pro trading analytics of Velo/Coinglass (futures, funding, OI) <sup>12</sup> <sup>16</sup>, and the rich DeFi data of

DefiLlama <sup>19</sup> – all integrated into a seamless, real-time experience. The focus on actionable data and alerts means users can not only monitor the landscape but also quickly act on opportunities or risks (Point #4 philosophy). With robust cross-platform support, whether one is checking on a phone during a commute or at a multi-screen desktop setup, the dashboard keeps them in the know.

In summary, this PRD outlines a product that **combines the best of all major crypto dashboards and tools into one “ultimate” dashboard**. It addresses the needs of retail investors/traders for efficiency (Point #3), actionability (Point #4), and timeliness (alerts, Point #5), much like Bloomberg Terminal does for traditional markets, but tailored to the unique, fast-evolving world of crypto. By learning from each competitor and implementing the top features in a cohesive way, our dashboard is poised to become an indispensable daily tool for crypto market participants.

**Sources:** The design and features above are informed by the capabilities of existing platforms: CoinGecko's data aggregation and alerts <sup>1</sup> <sup>4</sup>, Dune Analytics' customizable on-chain dashboards <sup>8</sup>, Velo Data's cross-exchange analytics (charts, futures, options, CME) <sup>14</sup> <sup>12</sup>, DefiLlama's comprehensive DeFi trackers <sup>19</sup>, Santiment's on-chain+social intelligence <sup>11</sup>, Messari's news and AI-driven insights <sup>21</sup>, and other specialized tools <sup>25</sup> <sup>23</sup> – all combined here to outline the next-generation crypto market dashboard.

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<sup>1</sup> <sup>7</sup> <sup>8</sup> <sup>9</sup> <sup>10</sup> <sup>12</sup> <sup>15</sup> <sup>16</sup> <sup>17</sup> <sup>23</sup> <sup>25</sup> Aggregated Crypto Exchange Analytics: Velo Data

<https://www.traderslist.io/platform-trade-analytics-crypto-velo-data>

<sup>2</sup> Free Crypto Portfolio Tracker - CoinGecko

<https://www.coingecko.com/en/portfolio>

<sup>3</sup> CoinGecko: Crypto Tracker, NFT - App Store

<https://apps.apple.com/us/app/coingecko-crypto-tracker-nft/id1390323960>

<sup>4</sup> <sup>5</sup> <sup>6</sup> How to Set Crypto Price Alerts and Track Your Portfolio | CoinGecko

<https://www.coingecko.com/learn/coingecko-crypto-price-alerts-portfolio>

<sup>11</sup> Crypto On-Chain and Social Analytics: Santiment

<https://www.traderslist.io/platform-trade-analytics-crypto-santiment>

<sup>13</sup> <sup>14</sup> Velo Data | CryptoSlate

<https://cryptoslate.com/companies/velo-data/>

<sup>18</sup> <sup>19</sup> <sup>20</sup> <sup>24</sup> An interview with 0xngmi on DefiLlama's new Pro dashboard – DL News

<https://www.dlnews.com/articles/defi/an-interview-with-0xngmi-on-new-defillama-pro-dashboard/>

<sup>21</sup> <sup>22</sup> AI driven Crypto Analytics: Messari

<https://www.traderslist.io/platform-trade-analytics-crypto-messari>