HypeTrade Product Roadmap

Turn market hype into your strategic trades.

Our Primary Goal

To help retail traders cut through market hype by documenting the "why" behind every decision, analyzing their patterns, understanding how hype influences their choices, and building a disciplined strategy that works.

Who We're Building For

- **The Aspiring Trader:** Eager to start but needs to learn emotional control.
- **The Retail Trader:** Actively trading but wants to find and fix hidden biases in their strategy.

Timeline

Phase 1: MVP	Phase 2: Analytics	Phase 3: Scale	Phase 4: Growth

Now (First Month)

Core MVP

Accounts & Paper Trading
Set up your profile and trade in a risk-free simulation.

The "Why" Journal
Log the rationale behind every trade to uncover your patterns.

Success Metrics
- **Activation:** >60% of signups log their first trade.
- **Engagement:** >40% of users log 3+ trades in week one.
- **Retention:** >25% of users return after their first week.

Next (Months 2-4)

Data & Analytics

Personal Strategy Analytics
Discover which strategies actually work for you.

Deep-Dive Trade History
Filter and search your entire trade history for key insights.

Success Metrics
- **Adoption:** >30% of active users visit analytics weekly.
- **Value:** 15% increase in 30-day user retention.

Later (Months 5-8)

UX & Scale

Intuitive Redesign
A polished new user experience based on your feedback.

Community Pulse
See what's driving the market with community insights.

Success Metrics
- **Satisfaction:** Improve App Store rating to 4.5+ stars.
- **Growth:** 20% increase in user-to-user shares.

Future (Months 9+)

Growth & Monetization

HypeTrade Premium
Unlock powerful new tools with a subscription.

AI-Powered Tips
Get personalized tips based on your winning habits.

Success Metrics
- **Conversion:** Achieve a 5% free-to-paid user conversion rate.
- **ROI:** Generate positive return on investment for AI features.

Known Dependencies & Risks

- **API Access (Phase 1 & Beyond):** Our ability to provide real-time, accurate market data is dependent on reliable and affordable API access from data providers.
- **User Adoption & Data Volume (Phase 2 & 3):** The effectiveness of our analytics and community features relies on achieving a critical mass of active users who consistently log their trades. Low adoption is a key risk.
- **AI Accuracy (Phase 4):** The quality of our AI-powered tips is directly dependent on the volume and quality of the trade data collected. Insufficient data will limit the feature's effectiveness.