

Web & Mobile Apps Scope Document for MarketMindsAnalytics.com

1. Introduction

This document outlines the flow and technical aspects of the proposed web portal & mobile apps for both Android and iOS platforms. The web and apps aims to provide users with curated trading signals and enhanced insights based on global trading instruments of interest to the user, facilitating informed investment decisions.

Welcome to MarketMinds Analytics, where we empower global traders with daily (depending on time zone of the instrument) and actionable trading signals across a spectrum of financial instruments. As a dedicated platform, we are committed to providing a comprehensive range of trading signals for currencies, commodities, stocks, indices, futures, and more. Our mission is to offer a seamless and user-friendly experience for traders, enabling them to make informed decisions and optimise their trading strategies.

2. Diverse Instrument Coverage:

Web Features

1. Clear and intuitive navigation menus categorising instruments (currencies, commodities, stocks, indices, futures, etc.).
2. Dynamic landing pages for each instrument with relevant and rich information.
3. Charts and graphs displaying historical performance and trends.
4. In-depth instrument details, including historical data, market summaries, and relevant news.
5. User-friendly tooltips and explanations for complex instruments.
6. Allow users to create and customise watchlists for their preferred instruments.
7. Real-time updates on watchlist performance.
8. Advanced Internal links to related or correlated instruments.
9. *Comprehensive educational resources for each instrument, including tutorials, articles, and webinars.
10. *Beginners' guides and advanced analysis tutorials.
11. A dedicated section for market news and analysis related to diverse instruments.
12. Integration with reputable financial news sources.
13. Mobile-responsive design for seamless access on various devices.
14. Consistent user experience across different screen sizes.

App Features:

15. Push notifications for important updates, price movements, and trading signals.
16. Customisable alert settings based on instrument preferences if user has desired subscription.
17. Intuitive and easy-to-navigate mobile interface for quick access to diverse instruments.
18. Gesture controls for effortless navigation.
19. One-click trading functionality for quick capture whether user is trading the signal or not.
20. Offline access to instrument information, watchlists, and educational resources.
21. Syncing capabilities for offline data.
22. Personalised performance analytics for each instrument, tracking users' historical trades and outcomes.
23. Visualisation of trading history and key metrics.

24. Quick access to subscription details and upgrade options.
25. Biometric authentication options (fingerprint, face recognition) for secure login.
26. Secure socket layer (SSL) encryption for data transmission.

3. Daily Trading Signals

Website Features:

27. Centralised dashboard displaying daily trading signals for various instruments under subscription.
28. Clear and concise presentation of buy/sell recommendations.
29. Filters allowing users to sort signals based on specific instruments (currencies, commodities, stocks, etc.).
30. Search functionality for quick access to desired signals.
31. Live updates of trading signals as they occur throughout the day.
32. Timestamps for signal entry and exit points.
33. Archive section providing access to historical trading signals.
34. Performance metrics and outcomes for past signals.
35. Detailed information on each trading signal, including rationale, risk factors, and expected target levels.
36. Educational content explaining the analysis behind signals.
37. Integration of risk management tools, such as stop-loss and take-profit levels.
38. Risk-reward ratio calculations for each signal.
39. Email or push notification system for alerting users to new trading signals.
40. Customisable notification preferences.
41. Charts displaying technical analysis for instruments with marked entry and exit points.
42. Zoom and pan features for detailed analysis.
43. User comments and feedback section for each signal.
44. Community-driven discussion forums.

App Features:

45. Push notifications for real-time trading signals.
46. Immediate alerts for important updates or changes in signals.
47. Seamless integration with brokers for one-click trading execution.
48. Quick capture to confirm execute or reject trades with the broker.
49. Ability to access previously received signals offline. Signals before and after subscription has to be separated.
50. Storage of recent signals for offline reference.
51. Integration of signals into personalised watchlists.
52. Real-time updates on signals within the user's watchlist.
53. Track the historical performance of signals with analytics and metrics.
54. Visual representation of success rates and overall performance.
55. Tools to assess risk and reward potential for each signal.
56. Dynamic updates on risk parameters.
57. Intuitive and user-friendly interface for quick navigation.
58. Simple layout for easy access to daily signals and related information.
59. Integration with social media platforms for users to share successful trading signals.
60. Community engagement features.
61. Biometric authentication options (fingerprint, face recognition) for secure login.
62. Secure socket layer (SSL) encryption for data transmission.
63. Access to educational content explaining the analysis behind signals.
64. Tutorials on interpreting signals and making informed trading decisions.

4. Dynamic Instrument Pages

Website Features:

65. Detailed overview of the selected financial instrument, including its name, symbol, and market segment.
66. Quick access to daily prices and key metrics.
67. Interactive and daily charts displaying price movements.
68. Multiple timeframes for historical analysis. Daily and above i-e weeks, months, quarters.
69. Integration of technical analysis tools, such as trend lines, indicators, and oscillators.
70. Aggregated news feed related to the selected instrument.
71. Calendar of upcoming economic events impacting the instrument.
72. Graphical representation of historical performance, including price trends and volatility.
73. Comparative analysis with relevant benchmarks.
74. User comments and discussions related to the specific instrument.
75. Ratings and reviews based on user experiences.
76. Display of risk factors and volatility associated with the instrument.
77. Risk assessment tools for users to evaluate their risk tolerance.
78. Fundamental metrics such as earnings, dividends, and financial ratios.
79. Access to relevant financial reports and disclosures.

App Features:

80. Optimised and responsive design for easy access on various mobile devices.
81. Consistent user experience across smartphones and tablets.
82. Ability to access key information about the instrument even in offline mode.
83. Cached data for recent instrument views.
84. Intuitive navigation allowing users to quickly switch between different instruments.
85. Swipe or tap gestures for effortless navigation.
86. Option to set custom alerts for specific events related to the instrument.
87. Push notifications for price thresholds, news, and other triggers.

5. User-Centric Instrument screening and selection

Website Features:

88. User-friendly filters for sorting instruments based on asset class, industry, risk level, and other relevant criteria.
89. Customisable search functionality for specific instruments or categories.
90. User-generated instrument ratings and reviews to guide other users in their selection process.
91. Aggregate ratings based on historical performance and user feedback.
92. Display of key performance metrics for each instrument, including historical returns, volatility, and correlation.
93. Comparative analysis against benchmarks.
94. Ability for users to create personalised watchlists of selected instruments.
95. Customisable screens allowing users to define and save specific criteria for instrument screening.
96. Pre-defined screens for common strategies and preferences.
97. Option to set alerts based on specific screening criteria.
98. Notifications when new instruments meet the user's defined criteria.

App Features:

99. Ability to access recent screening results and instrument information offline.
100. Cached data for recent selections and preferences.

- 101. Quick-access filters on the app home screen for popular screening criteria.
- 102. Efficient sorting options for rapid instrument selection.
- 103. Algorithm-driven personalised recommendations based on the user's trading history and preferences.
- 104. Dynamic suggestions for potential instruments of interest.
- 105. Real-time and interactive charts for each instrument within the screening results.
- 106. Visual representation of historical performance.
- 107. Social sharing features for users to discuss and share their screening criteria and selected instruments.
- 108. Community forums for collaborative screening strategies.

6. Subscription Management

Website Features:

- 109. Centralised dashboard displaying the user's current subscription details, including tier, duration, and renewal date.
- 110. Clear visualisation of subscribed instruments and associated features.
- 111. User-friendly interface for exploring and selecting different subscription tiers.
- 112. Detailed information on each tier's features and benefits.
- 113. Option to customize subscription plans based on individual trading needs.
- 114. Flexibility in selecting specific instruments or categories.
- 115. Automatic renewal reminders sent to users nearing the end of their subscription period.
- 116. Option to enable or disable auto-renewal.
- 117. Access to a detailed payment history, including invoices and transaction records.
- 118. Downloadable receipts for each transaction.
- 119. Notifications for successful subscription upgrades or renewals.
- 120. Alerts for upcoming renewals and changes in subscription status.
- 121. Recommend a friend and reward discounting.

App Features:

- 122. Dedicated section within the app for managing subscriptions.
- 123. Quick access to upgrade options, renewal details, and payment history.
- 124. Seamless in-app process for upgrading subscription tiers.
- 125. Instant access to enhanced features upon successful upgrade.
- 126. Integration of trial periods for new users to explore premium features.
- 127. Periodic promotions and discounts for subscription upgrades.
- 128. Support for various payment methods, including credit cards, digital wallets, and other convenient options.
- 129. Secure payment gateway for transactions.
- 130. Push notifications to inform users about available subscription upgrades.
- 131. Timely reminders for users to consider upgrading for additional benefits.
- 132. User feedback section for subscribers to share their experience with different subscription tiers.
- 133. Ratings and reviews on the value of features and benefits.
- 134. Transparent information on cancellation policies and refund procedures.
- 135. User-friendly cancellation process within the app.
- 136. Visual representation of subscription plans and associated costs.
- 137. Dynamic pricing tables highlighting the features of each tier.
- 138. Recommend a friend and reward discounting.
- 139. Direct links to customer support for subscription-related queries.
- 140. Live chat or messaging support for real-time assistance.

7. Optimised SEO Structure

Website Features:

141. Descriptive and keyword-rich URLs for each page, including instruments, articles, and other content.
142. Clear structure that aids search engine crawlers.
143. Customisable meta titles and descriptions for every page.
144. Relevant keywords strategically placed for search engine visibility.
145. Proper use of header tags (H1, H2, H3, etc.) to structure content hierarchically.
146. Ensures readability for both users and search engines.
147. Submission of an XML sitemap to search engines.
148. Regular updates to the sitemap to reflect changes in content.
149. Well-configured robots.txt file to guide search engine crawlers.
150. Controls which pages should or should not be indexed.
151. Mobile-friendly and responsive design for optimal viewing on various devices.
152. Mobile-first approach to cater to the increasing mobile user base.
153. Proper naming and alt tags for images.
154. Compressed and optimized images for faster page loading.
155. High-quality, valuable, and original content that addresses user queries.
156. Regular updates to keep content fresh and relevant.
157. Strategic use of internal links to connect related content.
158. Encourages exploration and improves page authority.

App Features:

159. App indexing to ensure the app's content is discoverable by search engines.
160. Deep linking for specific app pages.
161. Relevant keywords in the app name and description for app store optimization.
162. Clear and concise description of the app's features and offerings.
163. Engaging screenshots and videos showcasing app functionality.
164. Provides visual appeal and improves conversion on app stores.
165. Consistent updates to the app with new features and improvements.
166. Regularly updating the app's metadata on app stores.
167. Encourage positive user reviews and respond to feedback.
168. Addressing user concerns and improving the app based on reviews.
169. Push notifications to inform users about new app updates.
170. Encourage users to explore new features and improvements.
171. Integration with social media for sharing app content.
172. Social signals contribute to search engine rankings.
173. Guidelines within the app for optimizing content and profiles.
174. Helps users create SEO-friendly content within the app.
175. Integration with analytics tools to track user behavior.
176. Insights into user engagement and preferences.
177. Implementation of deep linking for specific app content.
178. Enables search engines to index and display relevant app content in search results.

8. Analytics Insights Database Integration

179. Seamless synchronisation with the backend database to ensure real-time updates.

- 180. Immediate reflection of changes made in the database on the website.
- 181. Optimal query handling to retrieve information from the database quickly.
- 182. Efficient use of indexes and caching mechanisms.
- 183. User-friendly filters allowing users to customise the displayed information.
- 184. Options for sorting data based on various criteria.
- 185. Dynamic loading of content as users scroll, reducing initial page load times.
- 186. Progressive loading to prioritise essential information.
- 187. Pagination for large datasets to enhance performance.
- 188. Displays a manageable number of items per page for better user experience.
- 189. Robust search functionality that queries the backend database for relevant results.
- 190. Autocomplete and suggestion features for efficient searching.
- 191. Secure user authentication mechanisms to ensure authorised access to personalised data.
- 192. Role-based access control for different user levels.
- 193. Encryption of data transmitted between the frontend and backend for security.
- 194. Regular security audits to identify and address vulnerabilities.

9. App Usage Data Capture Features

- 195. Implementation of event tracking to monitor specific user actions within the app.
- 196. Captures events such as button clicks, form submissions, and feature interactions.
- 197. Records and analyzes user sessions to understand the flow and duration of user interactions.
- 198. Identifies popular features and areas of the app.
- 199. Integration with analytics tools specifically designed for mobile apps.
- 200. Provides insights into user engagement, retention, and conversion rates.
- 201. Monitors user onboarding processes to identify drop-off points.
- 202. Analyses the effectiveness of tutorials, tooltips, and introductory features.
- 203. Incorporates crash reporting tools to identify and address app crashes.
- 204. Helps improve app stability and user satisfaction.
- 205. Optional geolocation tracking to understand user locations and behaviour patterns.
- 206. Enables location-based insights and personalised content.
- 207. Monitors the effectiveness of push notifications.
- 208. Tracks open rates, click-through rates, and user responses.
- 209. Integration of feedback forms to gather direct input from users.
- 210. Allows users to report issues or provide suggestions.
- 211. Conducts A/B tests to compare the performance of different app versions or features.
- 212. Optimises features based on user preferences and behaviours.
- 213. Analyses user retention over time to understand long-term engagement.
- 214. Identifies factors influencing user loyalty.

10. Website Usage Data Capture Features

- 215. Tracks pageviews to understand which pages are most visited.
- 216. Analyses popular content and user navigation paths.
- 217. Analyses user journeys from landing pages to conversion points.
- 218. Identifies common user paths and potential areas for improvement.
- 219. Utilises click heat maps to visualise where users click the most on web pages.
- 220. Helps optimise layout and design for improved user engagement.
- 221. Monitors form submissions and identifies fields causing drop-offs.
- 222. Optimises form design and reduces friction in conversion processes.
- 223. Tracks how far users scroll on web pages.
- 224. Provides insights into content engagement and user interest.
- 225. Analyses conversion funnels to identify points of abandonment.
- 226. Improves the conversion process for key actions.
- 227. Monitors page loading times to identify slow-performing pages.
- 228. Optimises website performance for better user experience.

- 229. Tracks social sharing activities to understand content virality.
- 230. Identifies popular content for sharing and engagement.
- 231. Segments users based on demographics, behaviour, or other criteria.
- 232. Enables targeted analysis for different user groups.
- 233. Analyses user behaviour across various browsers and devices.
- 234. Ensures a consistent user experience across different platforms.

11. User Registration and Instrument Selection

1. An easy-to-fill registration form requiring basic information such as name, email, and password. Account opening must have email validation process.
2. A personalised instrument selection process allowing users to choose from currencies, commodities, stocks, indices, futures, and more.
3. Dynamic previews and descriptions for each instrument to assist in decision-making.
4. Instantly generate pricing based on the selected instruments and preferred subscription tier.
5. Transparent pricing breakdown to ensure users understand the value they receive.
6. Tailor your trading preferences, including risk tolerance, preferred trading hours, brokers, type of trading, and specific market interests.
7. Options for setting notification preferences for trading signals.
8. A secure payment gateway for hassle-free transactions.
9. Multiple payment options, including credit cards, digital wallets, and other convenient methods.
10. Easily view and manage your subscription details within your user profile.
11. Option to upgrade your subscription tier for enhanced features and coverage.
12. An intuitive user dashboard displaying real-time account information, selected instruments, and active subscriptions.
13. Graphical representations of trading performance and analytics.
14. Seamless options to upgrade your subscription tier directly from the user dashboard.
15. Clear explanations of enhanced features and benefits with each subscription tier.
16. Secure Socket Layer (SSL) encryption for all data transmission.
17. Two-Factor Authentication (2FA):
18. Enhanced account security with optional two-factor authentication.
19. Regular Security Audits:
20. Routine security audits to identify and address potential vulnerabilities.
21. Compliance with industry security standards.
22. Access to a dedicated customer support team for assistance and query resolution.
23. Comprehensive FAQs and user guides for self-help.