

How To Improve Coinbase



OVERVIEW

mission

Our mission is to democratize access to the new financial frontier by providing an open and inclusive platform that empowers individuals worldwide to participate in the emerging economy of cryptocurrencies and innovative financial products.

product goal

Our goal is to serve as the user-friendly gateway to the new financial system, offering a hassle free solution that helps traders & investors in an easy way without losing their hard money

CUSTOMER SEGMENT

data by
coinbase platform

geography : india
(19 million) users

age 25- 35
contribute 34%

trade avg 2.4
times a day

avg trade amount
= 120\$

4.2 user growth rate

our user between
23 - 33 age

age : 18 - 25
contribute 45%

trade avg 3 times
a day

avg trade amount
= 93\$

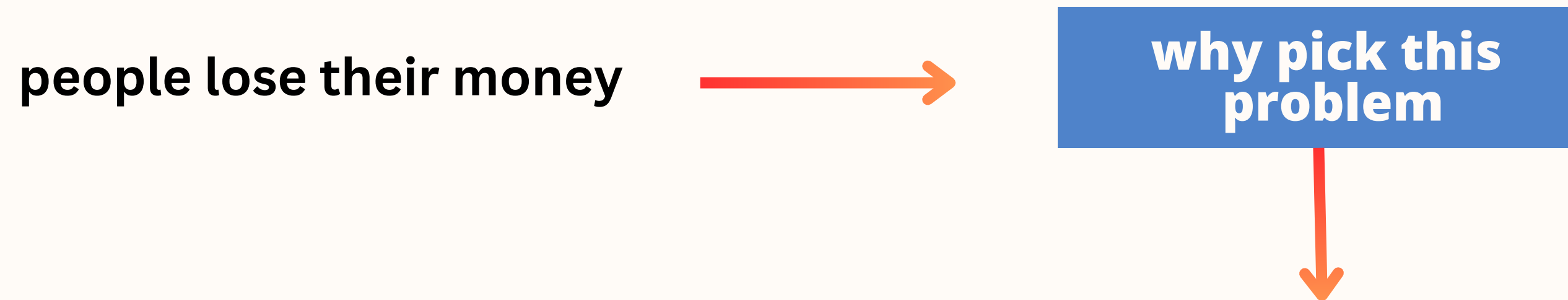
USER PAIN POINTS

want to pledge my long-term crypto holdings as collateral for margin trading, allowing me to trade further

people losing money while trading/investing in crypto

I struggle with the time it takes to add and withdraw money from crypto platforms. I would like a withdrawal/deposit process that is easier and hassle-free for everyone.

PAIN POINT PRIOTIZATION



**85% are youngster that come to trade in crypto exchange
but fail to get good returns**

**If customers are losing money, there's a high chance they'll
shut down the app, ultimately it impact on our business.**

SOLUTION

people lose their
money

visual indicator of liquidity levels during different trading sessions (New York, London, Asia) to help you identify the most liquid times for entering or exiting trades.

introduce track hourly buy and sell volumes for your chosen cryptocurrency pair, with customizable thresholds (25%, 50%, 75%) to help visualize potential price movements

This feature would alert you to upcoming news events that could affect the price of crypto pair and provide an estimate of the potential impact on your profit or loss.



it helps traders to
identify markets
with high liquidity
during particular
trading sessions

BTCUSD

15 Min ^

\$186.89

2 May 2024

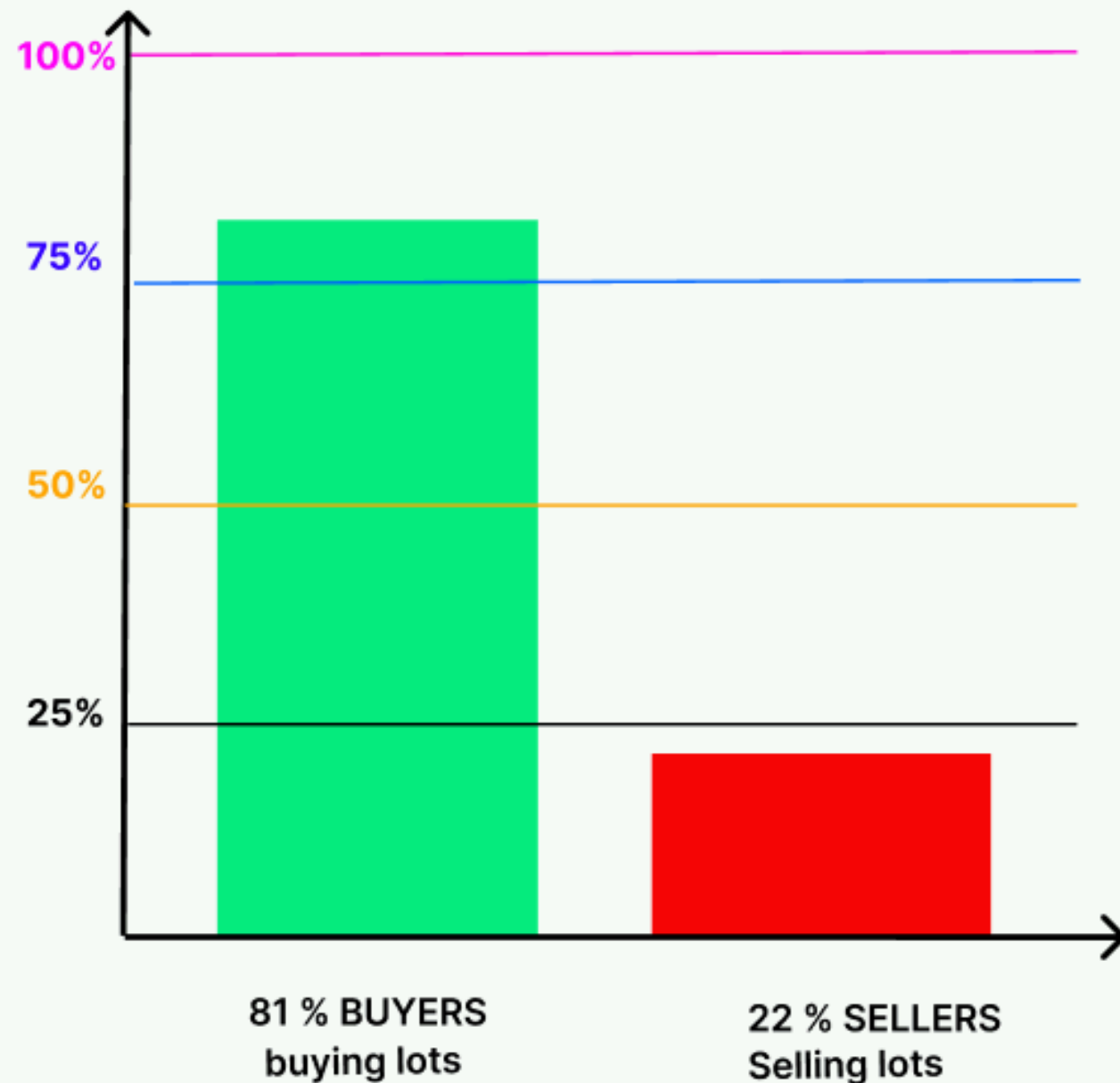
-64.37(23.78%)

open
265

High
285

Low
165

Prev.close
254



This feature helps traders identify strong buying or selling pressure in the last 15 minutes of the session

If **buyers** represent **more than 75%** of market participants and **sellers** are **less than 25%**, this suggests a **potential price increase**, especially when the **price is near a demand zone**. This feature can boost traders confidence when making trades.

Chart

Depth

Coin Details

Bitcoin Bloodbath: Crypto Analyst Spots
'Death Cross' After 8% Price Drop



BUY

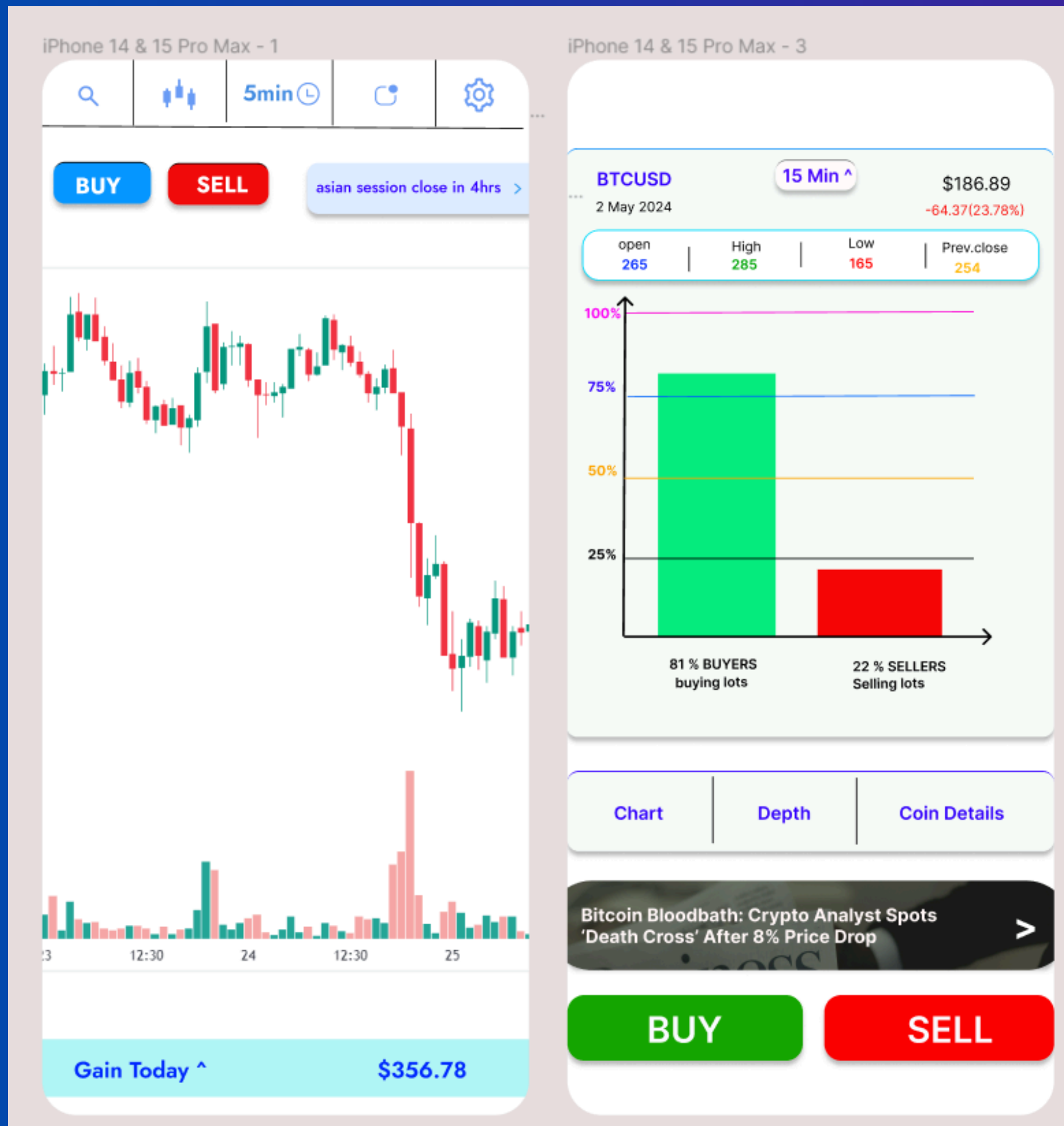
SELL

This feature helps traders

stay informed

about relevant **news** impacting
their **crypto buys and sells**.

It **saves** them **time** by aggregating
news related to specific crypto pairs,
eliminating the need to search the
internet for each one

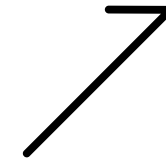


wireframes

solution prioritization

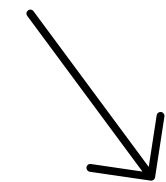
feature	effort	impact	Urgency
Visual Indicator of Liquidity Levels	medium	medium	low
Track Buy and Sell Volumes with Thresholds level	medium	high	medium
Alerts for Upcoming News Events	high	medium	Neutral

success metrics



**increase in Average
Trade Size**

**Daily/Weekly/
Monthly Active
Users**



**Feature Adoption
Rate**