

Milestone 1 – App Idea

Project Name : **TradeMaster** (Trading App)

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1. **What's your app?** (Brief Description)

TradeMaster is a versatile and intuitive application designed to support stock trading and investment activities. The platform is equipped with a wide range of tools and features that cater to the needs of both beginners and seasoned traders, empowering them to make well-informed decisions and execute trades smoothly and efficiently.

2. **Who will use your app?** (Audience, User)

TradeMaster serves individual investors and traders across the spectrum of experience levels. It welcomes newcomers seeking to learn about trading as well as seasoned investors looking for advanced tools for analysis and execution.

3. **When and where will your app be used?** (Scenarios, use cases, sample views as needed)

- a. Novice investors can utilize TradeMaster to learn the basics of trading through educational resources, simulated trading, and access to real-time market data.
- b. Busy professionals can manage their investment portfolios seamlessly using the mobile app, with features such as alerts and notifications for price changes and news updates.
- c. Day traders and active investors can leverage advanced charting tools, technical indicators, and customizable trading strategies for executing trades swiftly and efficiently.

4. **How will your app be used?** (Features, Functionality, sample views as needed)

- a. Real-time market data: Users can access real-time market data for stocks, bonds, and cryptocurrencies.
- b. Customizable watchlists: Users can create customizable watchlists to track their favorite stocks, bonds, and cryptocurrencies.
- c. Advanced charting tools: Users can access advanced charting tools to visualize historical price data and identify trends.
- d. Trade execution: Users can execute trades by placing buy and sell orders for stocks, bonds, and cryptocurrencies.

- e. Portfolio management: Users can manage their portfolios by adding and removing positions, as well as viewing their portfolio's performance.
- f. News and alerts: Users can receive news and alerts related to their portfolio and market trends.
- g. Risk management: Users can assess their portfolio's risk by analyzing its holdings and performance.
- h. TradeMaster prioritizes the security and privacy of its users' data.

5. **Competitive analysis** (Similar apps on the market)

Our Trading App competes with similar apps on the market, such as:

- a. Robinhood: Robinhood is a popular mobile trading platform that allows users to buy and sell stocks, bonds, and cryptocurrencies. It offers commission-free trading and a user-friendly interface.
- b. *ETRADE*: *ETRADE* is a well-known online brokerage that offers a mobile app for trading stocks, bonds, and options. It also provides access to news and alerts.
- c. TD Ameritrade: TD Ameritrade is another online brokerage that offers a mobile app for trading stocks, bonds, and options. It also provides access to news and alerts.
- d. Fidelity: Fidelity is a well-known online brokerage that offers a mobile app for trading stocks, bonds, and options. It also provides access to news and alerts.

Our Trading App differentiates itself from these competitors by offering advanced charting tools, customizable watchlists, and a user-friendly interface.

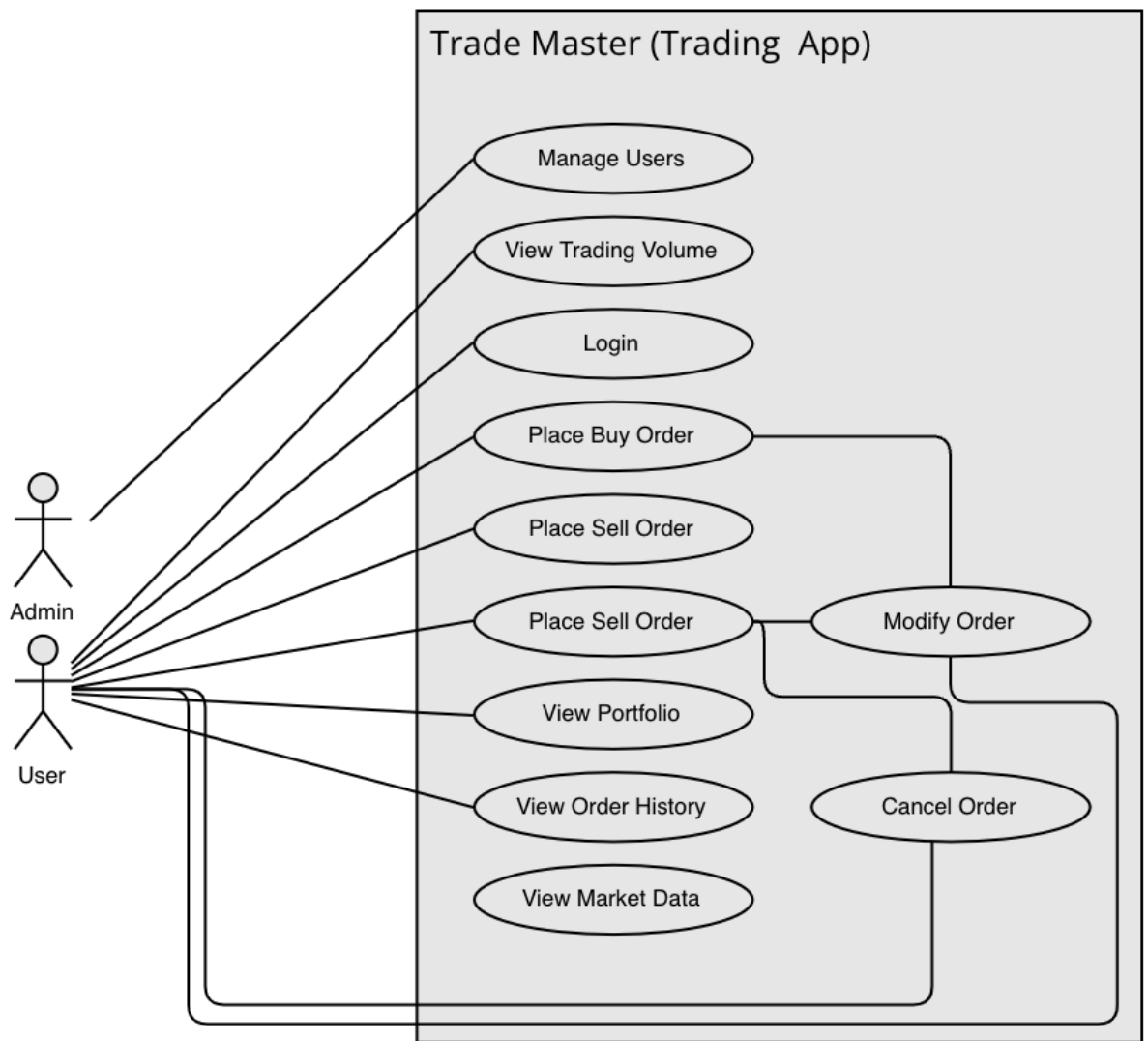
Wireframes

Attached is the link of the wireframes designed till now.

<https://app.uizard.io/a/cbc640de434259b6f7454a2b1522ff801f2177a054>

<https://app.uizard.io/p/c179282a/overview>

Use Case Diagram



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1. Trade Master Use Case Diagram Overview:

- a. Provides a visual representation of key features and actions.
- b. Main use cases include Manage Users, View Trading Volume, Login, Place Sell Order, View Portfolio, View Order History, View Market Data, and Cancel Order.

2. Manage Users:

- a. Allows administrators or staff to manage user accounts.
- b. Actions include adding, modifying, or removing users.
- c. Ensures platform security and accessibility for authorized users.

3. View Trading Volume:

- a. Enables users to observe trading volume of specific stocks or assets.
- b. Provides insights into market trends and fluctuations.
- c. Useful for investors making informed decisions.

4. Login:

- a. Essential for users to securely access the platform.
- b. Facilitates transactions while maintaining system security and integrity.

5. Place Sell Order:

- a. Allows users to initiate sell orders for stocks or assets.

6. View Portfolio:

- a. Enables users to monitor their asset portfolio's performance over time.

7. View Order History:

- a. Allows users to review their past transactions and monitor trading activity.

8. View Market Data:

- a. Provides real-time market data and information.
- b. Supports users in making informed investment decisions.

9. Cancel Order:

- a. Enables users to revoke pending orders on the platform.

10. Overall Significance:

- a. The Trade Master diagram offers a clear overview for users.
- b. Helps users leverage platform features for informed investment decisions.
- c. Useful for identifying areas of improvement and optimizing user experience.