

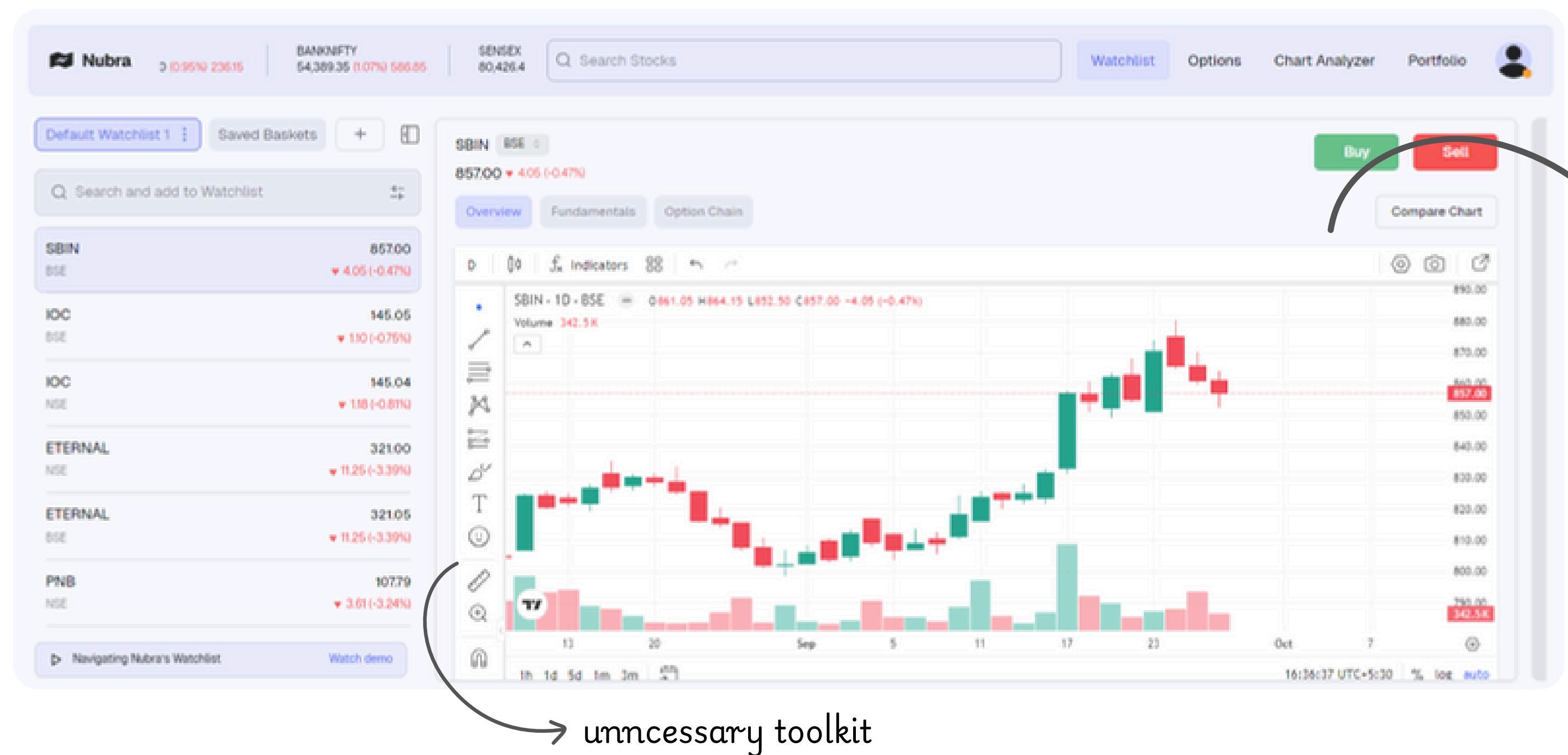
Nubra

Product Intern

AKHIL THIRUNALVELI

UI/UX Suggestions

Suggestion 1 : Replacement of Histogram chart to basic Line Chart



UI/UX Suggestions

Suggestion 2 : Recorder – First Onboarding

Show a short 4 steps checklist: Record trades → Auto-generate strategy → Backtest (3 Scenarios) → Paper deploy. Provide a single CTA “Record first trade” on dashboard.
(Rationale: lowers cognitive load and aligns with user’s current behavior)

Record first trade

Suggestion 3 : Give users chance to customise dashboard

Curated templates to resize and add widget, and make custom watchlist showing overall profits and show customisations. Also show Bank balance in shortcut on top.



Nubra

Competitor analysis

Competitor analysis on backtesting and algo-trading platforms

Zerodha Kite

High Overlap

Trade Ideas

Low Overlap

Strengths:

- Largest user base
- Brand trust
- Educational content

Weaknesses:

- Basic algo features
- Limited backtesting
- Higher latency

Strengths:

- AI algorithms
- Advanced screening
- Proven track record

Weaknesses:

- US market only
- High pricing
- Complex interface

TradingView

Medium Overlap

MetaTrader 5

Low Overlap

Strengths:

- Superior charts
- Social community
- Multi-broker support

Weaknesses:

- Limited execution
- No Indian broker integration
- High subscription costs

Strengths:

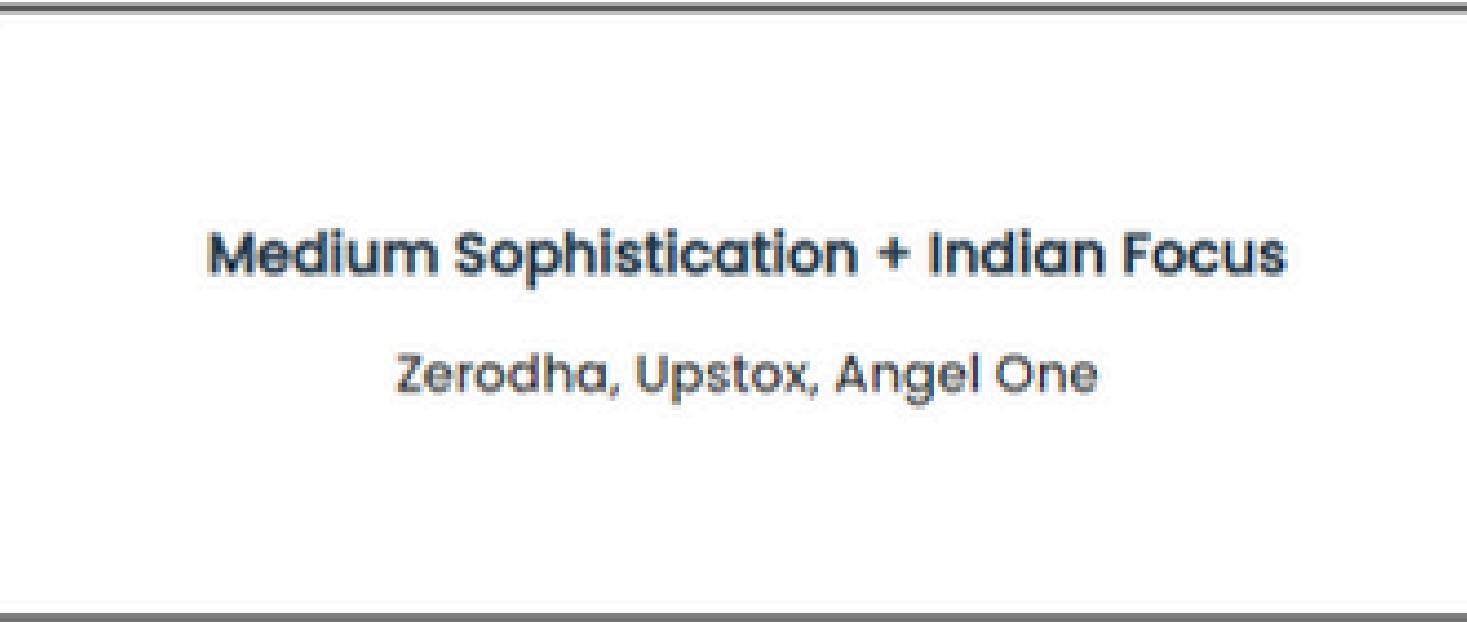
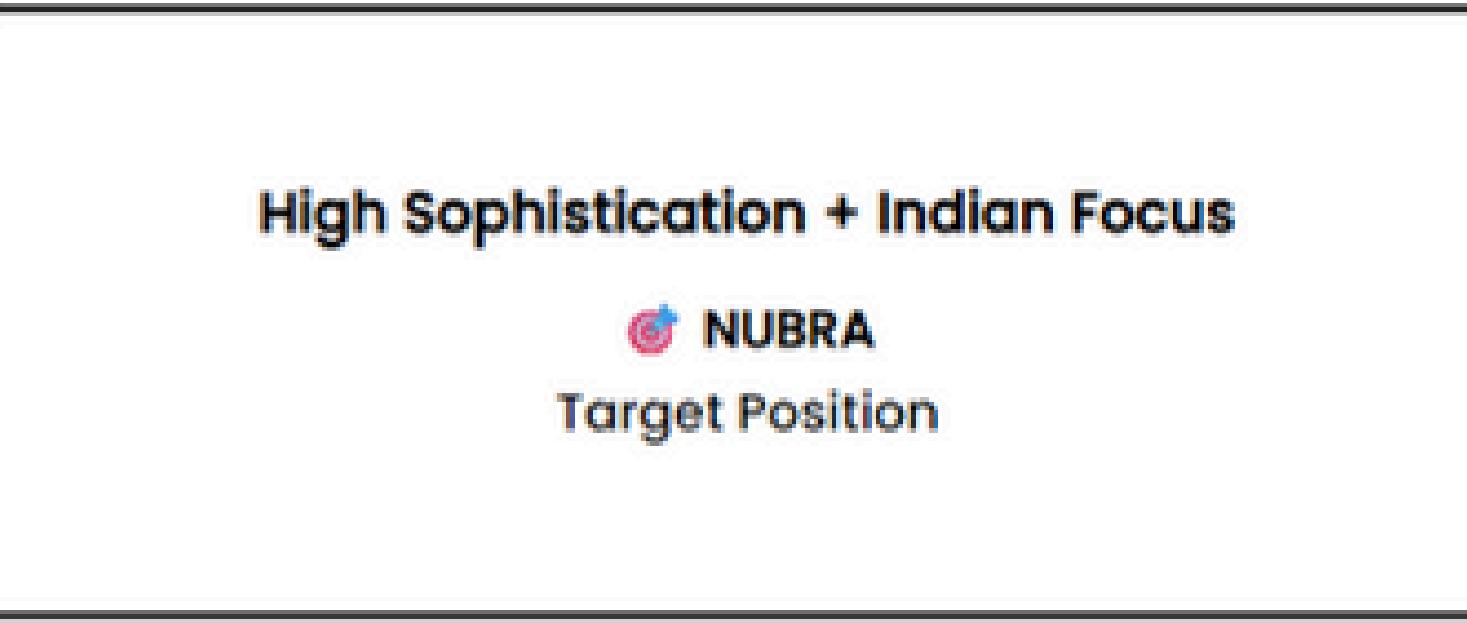
- Industry standard
- Global market access
- Large community

Weaknesses:

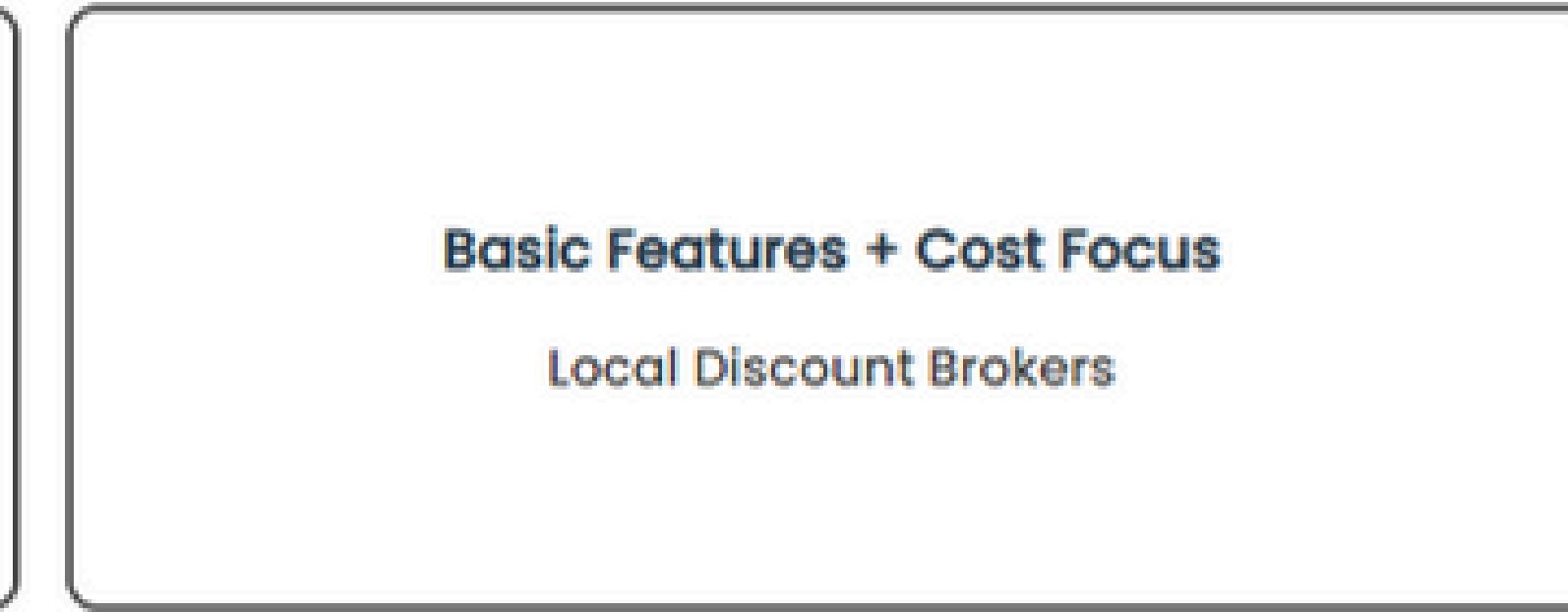
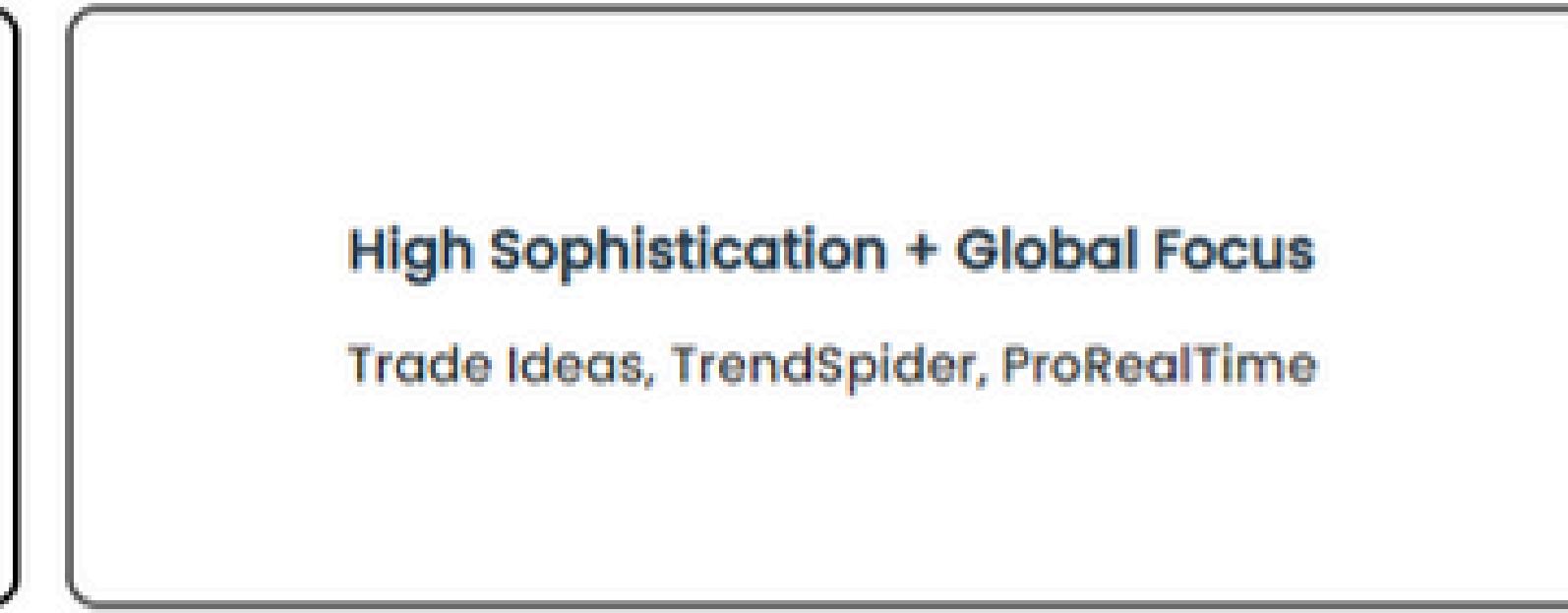
- Complex learning curve
- Limited Indian integration
- Less options focus

Market Positioning Matrix

High Sophistication



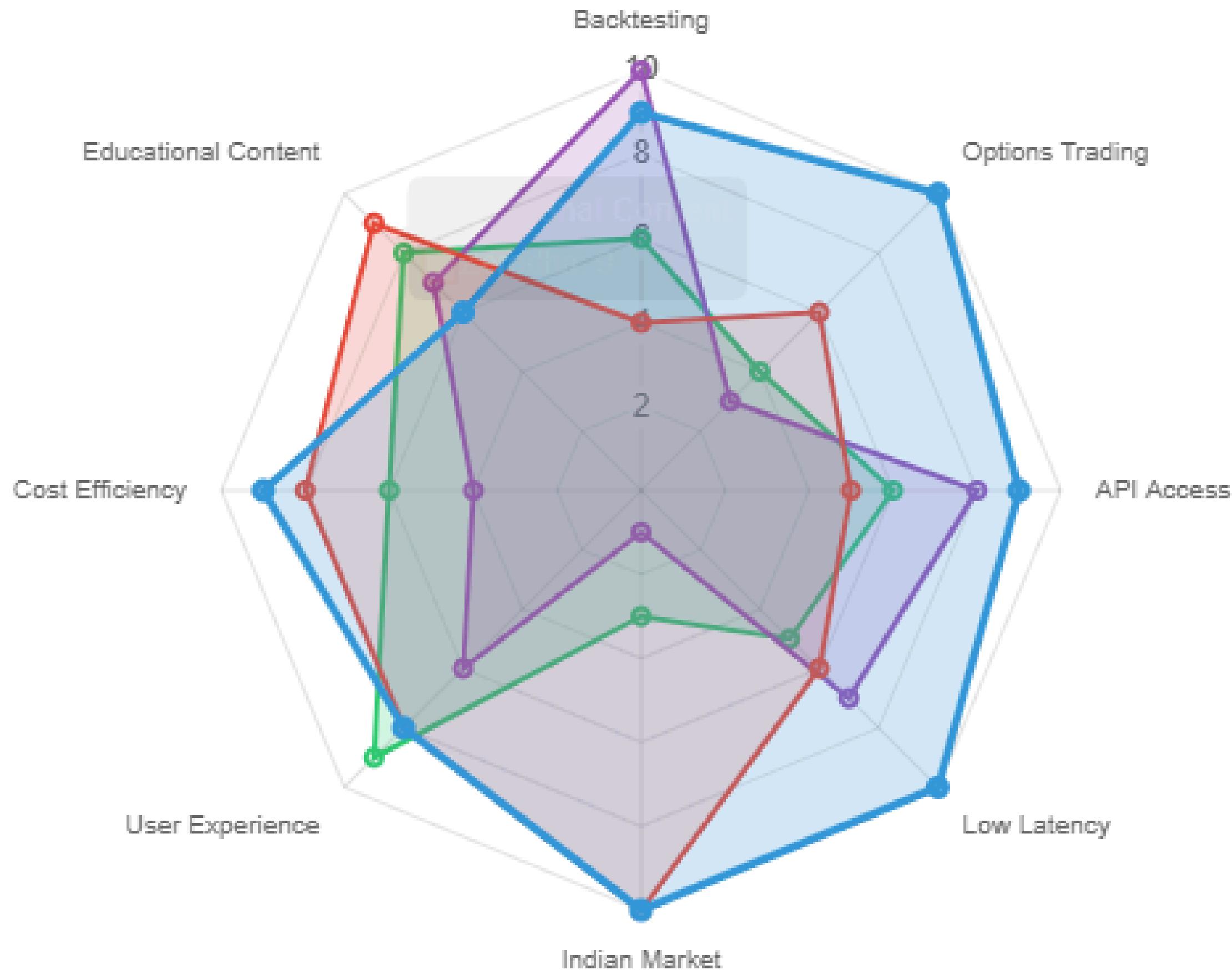
Indian Market Focus



Global Market Focus

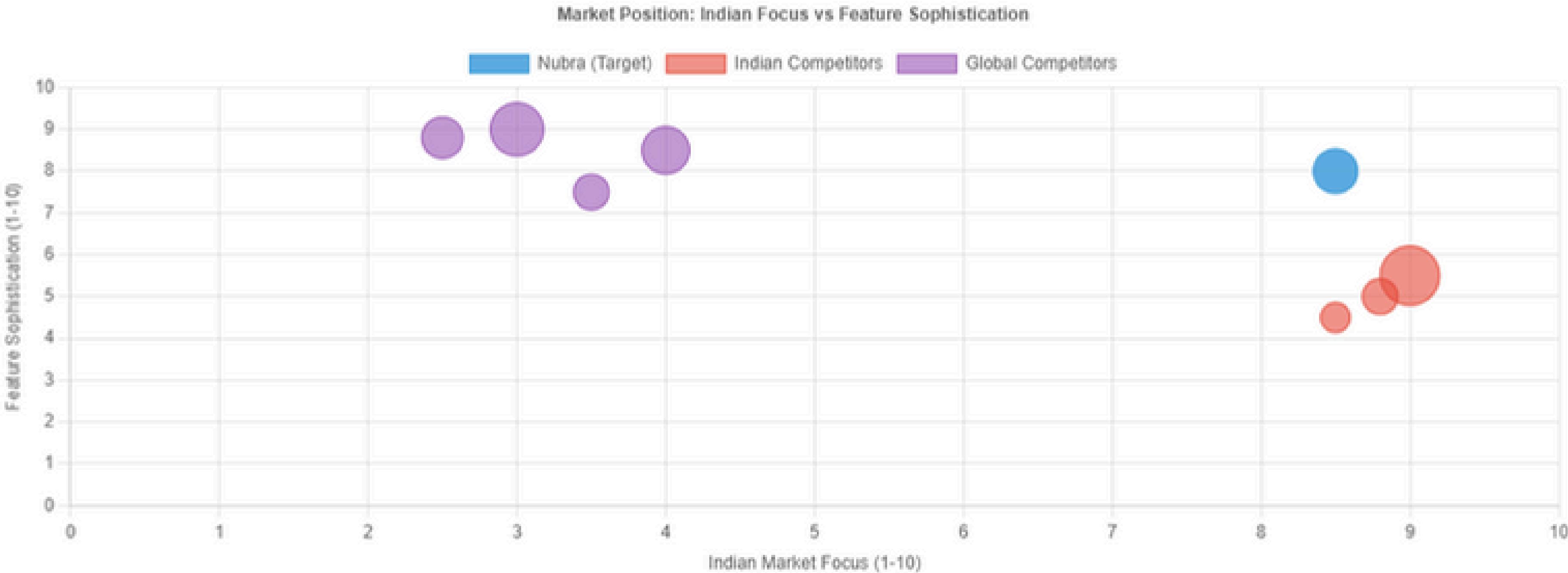
Basic Features

Nubra Zerodha Trade Ideas TradingView

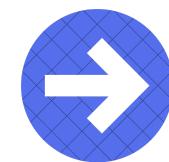


Feature Comparison Matrix

Competitive Landscape Overview



Feature Proposal: "Trade Pattern Learning Assistant"



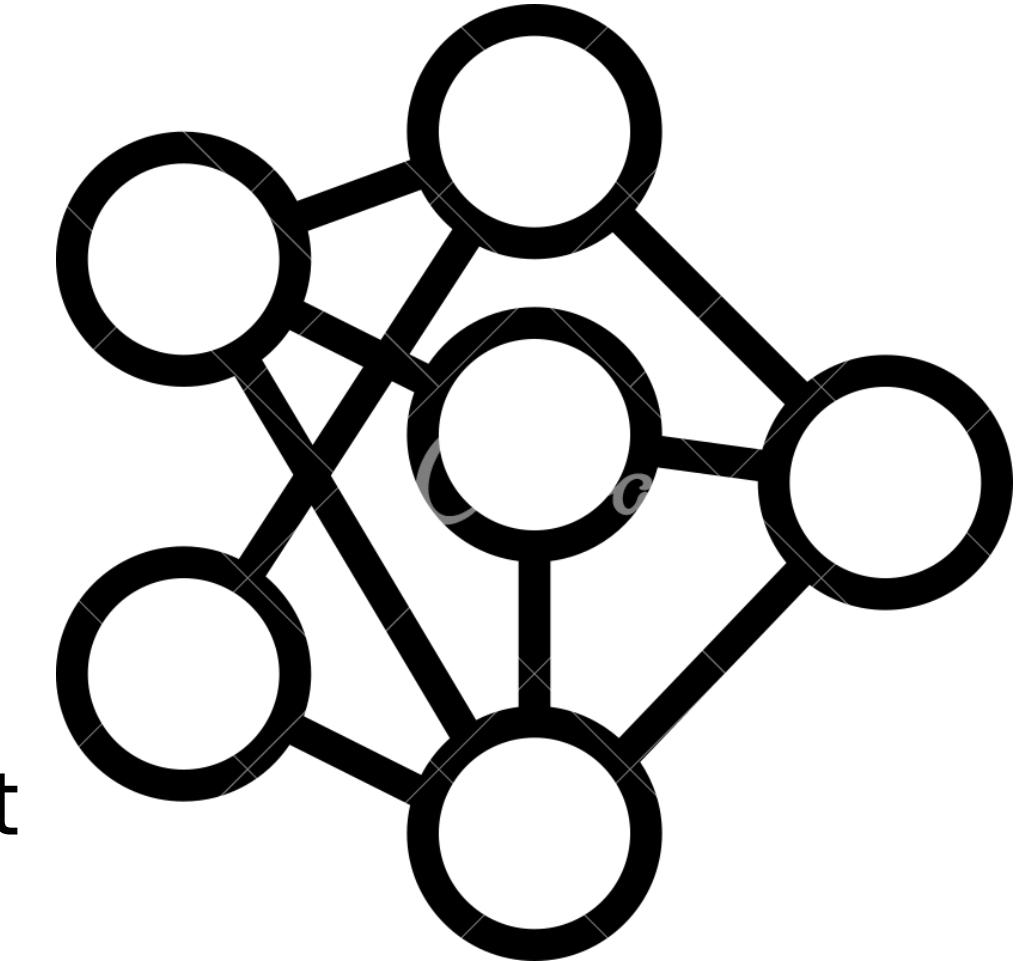
An AI-powered feature that observes a trader's manual trading patterns over time, identifies their successful strategies, and gradually suggests automated versions of those strategies.

Key Components:

- Pattern Recognition Engine: Tracks manual trades, entry/exit points, indicators used, and market conditions.
- Strategy Suggestions: Proposes algorithmic versions of successful manual patterns.
- Gradual Automation: Allows traders to start with alerts, then partial automation, then full automation.
- Performance Comparison: Shows side-by-side results of manual vs. suggested algorithmic trades.
- Risk Controls: Maintains familiar risk management while automating execution.

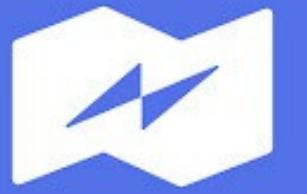
Key User Experience Elements:

- Interactive automation level selection
- Real-time confidence indicators
- Clear progression steps
- Performance comparisons to build trust
- Visual feedback and hover effects for engagement



Core Features Visualized:

- **Progress Tracking** - Shows the trader's journey from pattern learning to full automation
- **Pattern Discovery** - Cards showing identified trading patterns with confidence levels and performance metrics
- **Gradual Automation** - Three comfort levels (Alerts, Assisted, Full Automation)
- **Performance Comparison** - Side-by-side metrics showing manual vs. algorithmic potential
- **Risk Controls** - Familiar risk management settings traders can adjust



Feature Wireframe



Wireframe 1

✨ Assistant





Your Automation Journey

127

Patterns Learned

84%

Success Rate

\$12.4K

Potential Saved

1

Pattern Learning

2

Strategy Validation

3

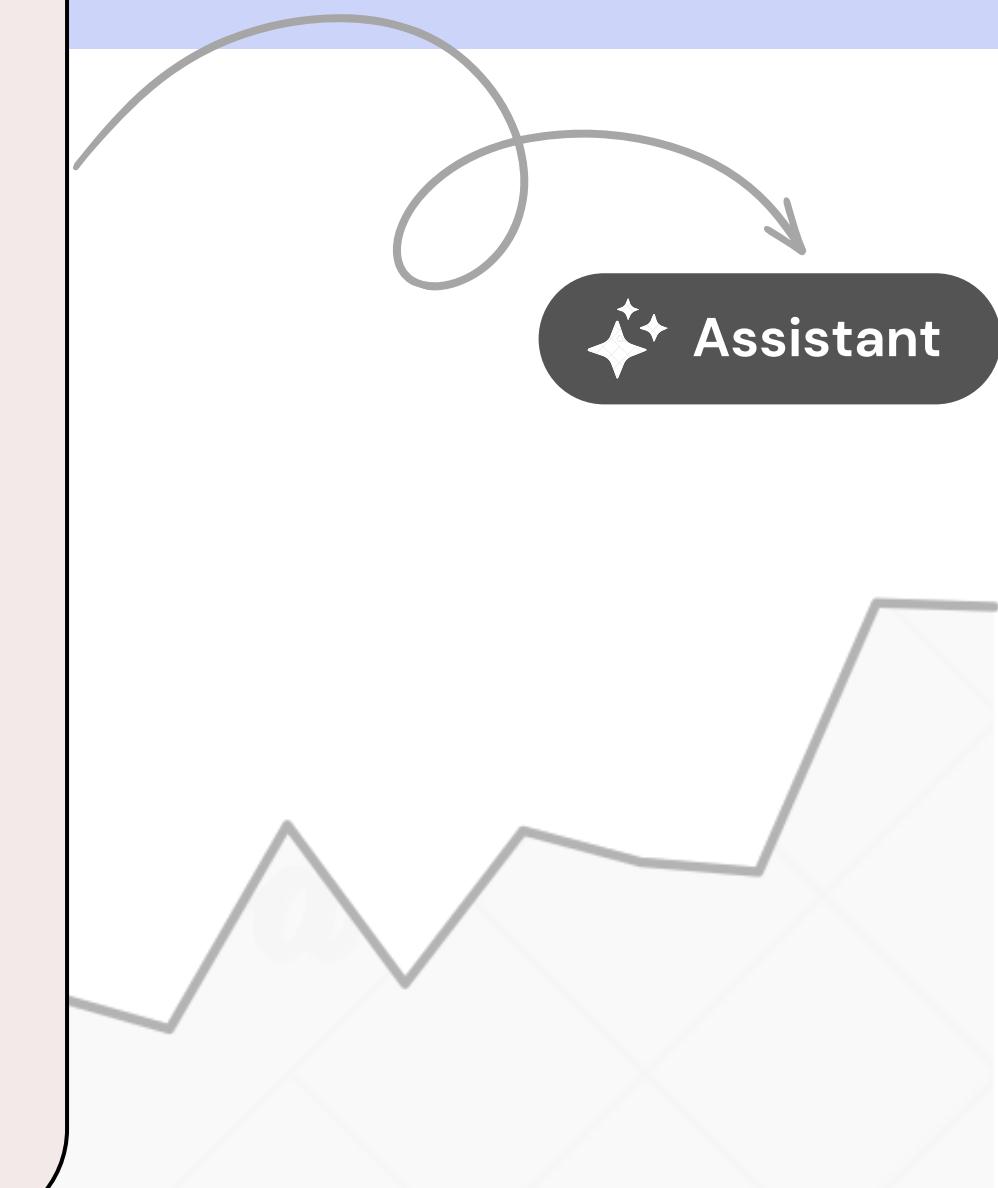
Automated Trading

Morning Breakout Strategy

Win Rate: 78% Avg Return: +2.4% Trades: 23

Create Algo

Assistant



Automation Level

Alerts Only

Full Automation

Assisted Trading

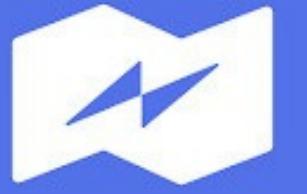
Risk Controls

Max Risk per Trade
2% of portfolio

Daily Loss Limit
8% maximum loss

Assistant





Thank you