

TRADING PLATFORM CASE STUDY

Algorithmic Trading Platform

Mobile Excellence

<dev.co/>



BACK STORY

All businesses want to stand out from the competition and our client was no exception. Our client came to us with a working trading solution that, at that time, had been existing for a few years already. Since its original creation, their solution had been considered a market leader. Yet, as new technologies emerged, our client realized their market dominance was slipping and his platform was now lagging behind new entrants.

Instead of updating his old trading system, our client opted for a complete rebuild from the ground up. They did not need a fast and temporary solution that would both remain behind the market and not offer the latest features others were providing.

What they really wanted is to develop a truly innovative trading application with high-end functionality. Instead, our client engaged us to create a completely new and feature-rich product that could fully satisfy users' needs.

But trading platforms are highly complex, with industry-specific terminology and functionality. The bar was set high. We realized that to fully understand our client's business objectives, we had to take a deep dive into all the aspects of stocks and online trading. But our dev teams were up to the challenge.



COMPLEX SOLUTION

ANDROID



3048
dev.hours

IOS



2969
dev.hours

WEB



3300
dev.hours

CHARTING

Trading success greatly depends on how fast you can make the right decisions. And it's well-known that we perceive visual information better when we need less time to process it.

Our client believed that all traders, regardless of their experience, should have an opportunity to succeed with the right tools. That's why we decided to emphasis visually-appealing trading charts. Our task was not only to saturate users with all possible data but also to make all graphical elements visually convenient and beautiful for traders to see.



01

Personalized Chart View

A user may choose a chart view and layout based on individual preferences. For example, market data may be displayed as candlestick chart, line chart or bar chart.

Traders can also pick the colour they like for different chart elements, for example for bars and lines.

02

Market Trends

A user may choose a criterion and time period of their interest and the relevant data (real-time or historical) will be plotted onto a chart. Moving averages, Bollinger Bands, relative strength indexes, stochastic oscillators and other technical indicators are calculated and displayed in just a couple of clicks.

We used bright colors for curving lines to make the most crucial information easily noticeable. We also used arrows to show the trends.

03

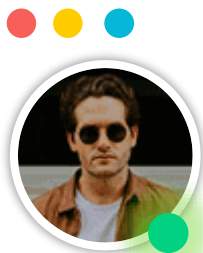
Market Opportunities

The app allows users to see the summarized data gathered based on many indicators in view of a comprehensive table. Contrasting colors of different boxes help traders understand what actions (buy or sell) it's recommended to take to receive the maximum gain.

MONETIZATION OF INNOVATIVE STRATEGIES

Our client wanted to make cooperation between experienced and novice traders beneficial for both sides. That's why we had to think about functionality that would encourage users to share their ideas within the community.

With this app, traders have an opportunity to make money on their innovative strategies. Once a user nails a particular trading method, he or she can sell it to other people via the platform. A simple win-win solution for sellers and for buyers.



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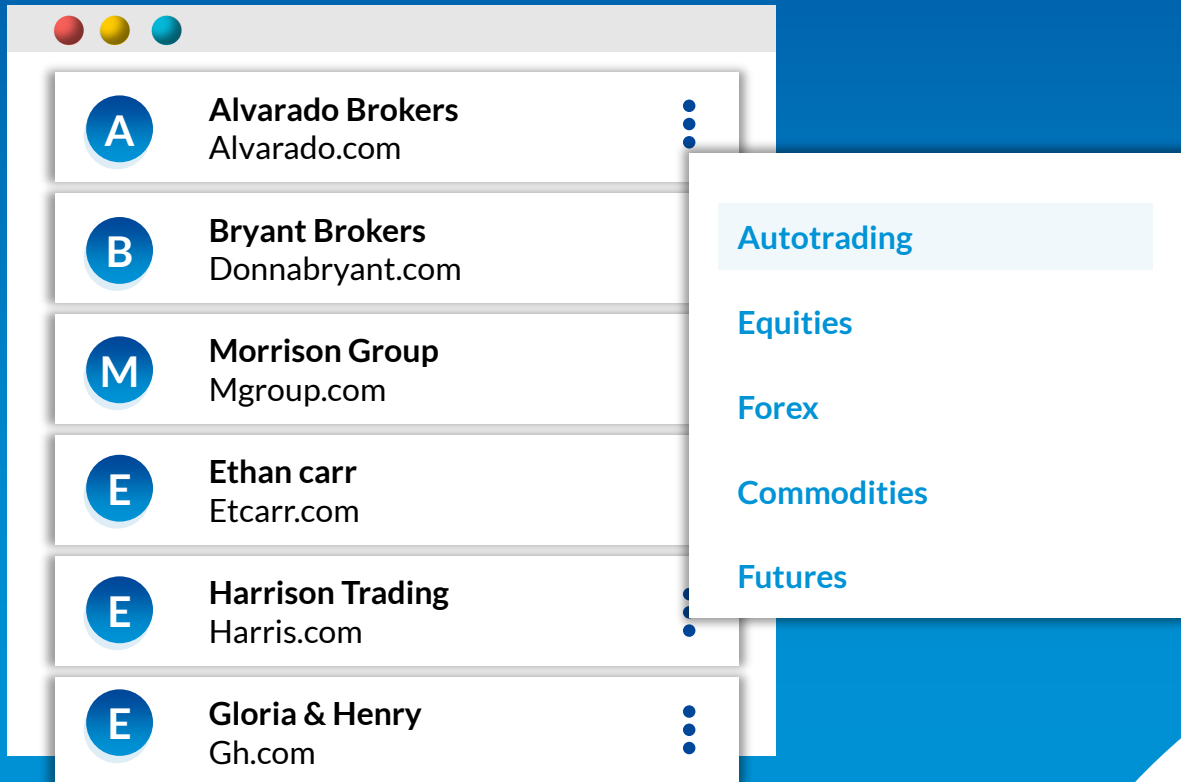
His reputation as a businessman grew rapidly. This boosted trust in Krieger, and as a reward the company granted him an increase in his capital limit of \$700 million dollars - a sum that was vastly superior to the standard capital limit of 50 million dollars



CONNECTION WITH BROKERS

Our client believes that communication between key players on the trading market - traders and brokers - should be easy and efficient.

That's why it was decided to create a base of trusted brokers a user can choose from. After adding a particular broker to a personal list, a user can manage his or her connections and place orders without limitations on the number of trades.





AUTOMATED TRADING

As a professional trader, our client realized that profitable trading is more about observing patterns and executing proper algorithms rather than making good individual decisions. For this reason, he asked us to add autotrading functionality to his application.

With the help of automated trading, a trader can set a number of criteria he or she considers favourable for taking a particular action. The app then monitors the market and places buy or sell orders when the relevant criteria are met.

BACKTESTING

How can one become a professional trader without losing all his or her money on testing new strategies? With the help of back-testing, of course! When developing the app, we not only aimed at creating informative report, but we also focused on making it easy to use for every particular user.

The app allows traders to tailor the screen with results to their specific needs and algorithms. We implemented on-demand elements and customizable settings so users can choose the fields to be shown on a screen.



	All Trades	Long	Short
All Trades	124	124(100%)	0(0.00%)
Avg.Profit/Loss	2500.5	2500.5	N/A
Avg. Profit/Loss %	300.5%	300.5%	N/A
Avg. Bars Held	30.2	30.2	N/A

	All Trades	Long	Short
Losers	65(50.2%)	65(50.2%)	0(0.00%)
Total Loss	-3250.0	-3250.0	0.00
Avg. Loss	-348.0	-348.0	N/A
Avg. Loss %	-350.0%	-350.0%	N/A

	All Trades	Long	Short
Winners	65(50.2%)	6,5(50.2%)	0(0.00%)
Total Profit	4586.0	-3250.0	0.00
Avg. Profit	568.0	-348.0	N/A
Avg. Bars Held	18.5	18.5	N/A
Avg. Bars Held	18.5	18.5	N/A

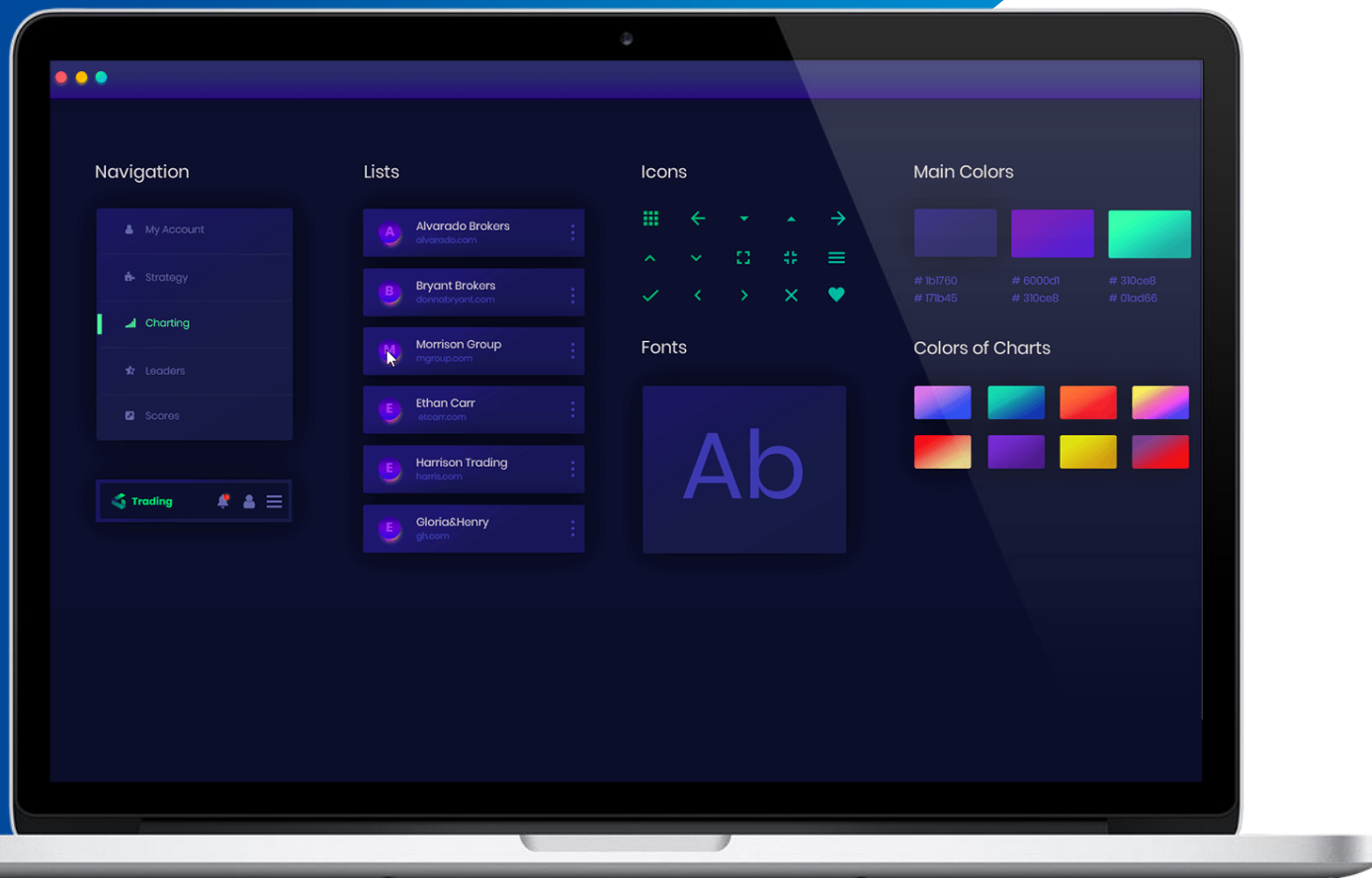


SUBSCRIPTION TO TOP TRADERS

One of our client's dreams was to engage more people in trading activity. Yet, they realized that the main obstacle is people's fear to lose their capital base.

Subscription to top traders is the feature that was specifically created for the people who don't feel confident enough to rely on their own decisions. By following professionals, users can watch their activity and copy the steps they take.

DESIGN



Cluttered interface. No bright colors. Hardly noticeable icons. If you've ever used any trading software, you've probably noticed that it usually looks rather dull.

But we just couldn't make another app one would want to close or uninstall. Creating a trendy yet clean and subtle design was a formidable, but conquerable challenge for the team.

For this platform, our designers chose a dark colour scheme. This is because dark mode gives a better opportunity to highlight important elements, and that was exactly the task we wanted to accomplish.

We selected deep violet as the main colour of the application because it's indeed bewitching and is traditionally associated with wealth and money. Primary buttons and lines are either purple - that is the color of the year for 2018, or green - that is classy.

ADDITIONAL FEATURES



*Social Media
Integration*



*User Profile
Builder*



Newsfeed



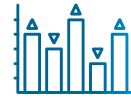
*Instant
Messaging*



*Push-up
Notifications*



Forum



Trade Bar



*Customizable
Dashboards*



*Analytics
Tools*



Filtering Tools



*Advanced
Search*



Calendar

FEEDBACK



“

At first, I felt hesitant about trusting such a complex project to outside developers. But, fortunately, my concerns appeared to be absolutely unfounded. The DEV.co team did amazing job! And I was pleasantly surprised by how well-established processes they have.

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turn your idea into reality!

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THANK YOU

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