TRADING DECENTRAL

Charts Build Specification Design context

Our Strategy

A single, joined up view to align and inspire the build of our game! ☺

Our mission-vision-strategy is

Aligned to creating 1,000s consistently profitable traders.

And we plan to achieve this through testing our game "fly wheels"

Which are all aligned to using crowdsourced AI to continually improve trader performance.

The rules of our game are deliberately designed to encouraging good trading behaviours

And aligned to a repeatable trading process.

In "play to learn" [P2L] mode the curriculum is designed to set you up for success in the "play to earn" [P2E] game.

All trader actions in both P2L and P2E mode drive measurable outcomes which are scored, ranked and shared

And evidenced in leaderboards / individual profiles

Which drive rewards to encourage traders to stay on our platform and connected with our community to continually improve their performance.

Rewards are not just for 'winning' and include cash and non-cash incentives such as merchandise; game features [automated stops; more available symbols]; discount on future SAAS; pro-trader guidance; etc]

And all this in an environment that is welcoming, positive and collaborative to help you be the best you can be ☺

Scope
Enabling launch of compelling minimal viable game for £-multi-million self-funded growth throughout 2024
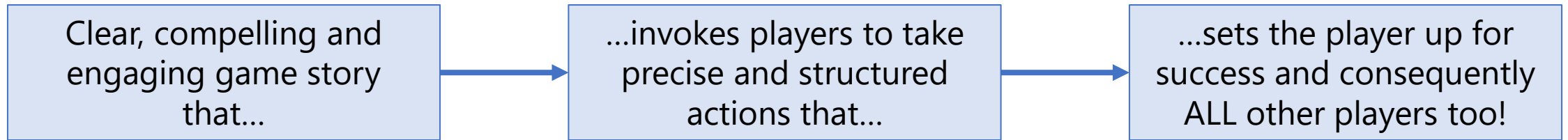
Context:

1. Key enabling game capabilities
   * An incredibly engaging game story that
   * Narrated through well structured chart interactions that
   * Accessible through any device and
   * Paid for via easy to use Web3 payment gateway that
   * Creates the games' compelling cash prize pool that
   * Leads to a highly profitable and addictive game UX

2. Charts in scope:
   * **Phase 1**
     * P&L
     * Plan
     * History
   * **Phase 2**
     * Risk
     * Signal

Purpose of charts

To compliment and action the game story

| Clear, compelling and engaging game story that... | → | ...invokes players to take precise and structured actions that... | → | ...sets the player up for success and consequently ALL other players too! |

Summary of charts
Sequence and scope

Chart	Purpose	Action	Outcome
1. Profit and Loss	• Proactive P&L management	• Input price Forecast • Overlay Stops + Buy/Sell Levels	• Gain unique insights unlock ALL price forecasts • 'Target Box' to focus your thinking
2. Trade Plan	• Plan to profit from EVERY trade	• Input Stops • Overlay Buy/Sell Levels	• Stops ratio > 1 (profit / loss) • Gain unique insights unlock ALL Stops • Better position Stops
3. History	• Reliably monitor price movements of EVERY symbol	• Input Buy / Sell Levels • Overlay Stops	• Use historically profitable trade data and gain unique insights unlock ALL Buy / Sell Levels • Better position Buy / Sell Levels
4. Risk	• Better understand and compare risk	• Input Risk sentiment	• Better compare and understand risk and gain unique insights unlock ALL risk sentiment
5. Signal	• Improve timing of trade entry and exit	• Input Signal	• Gain unique insights unlock ALL signals
Sentiment	• Input sentiment exposes all sentiment	• Sentiment – price plots • Word cloud – price plots	• Back-testing % chances of profit • Auto trade best % profit price levels

EU design framework
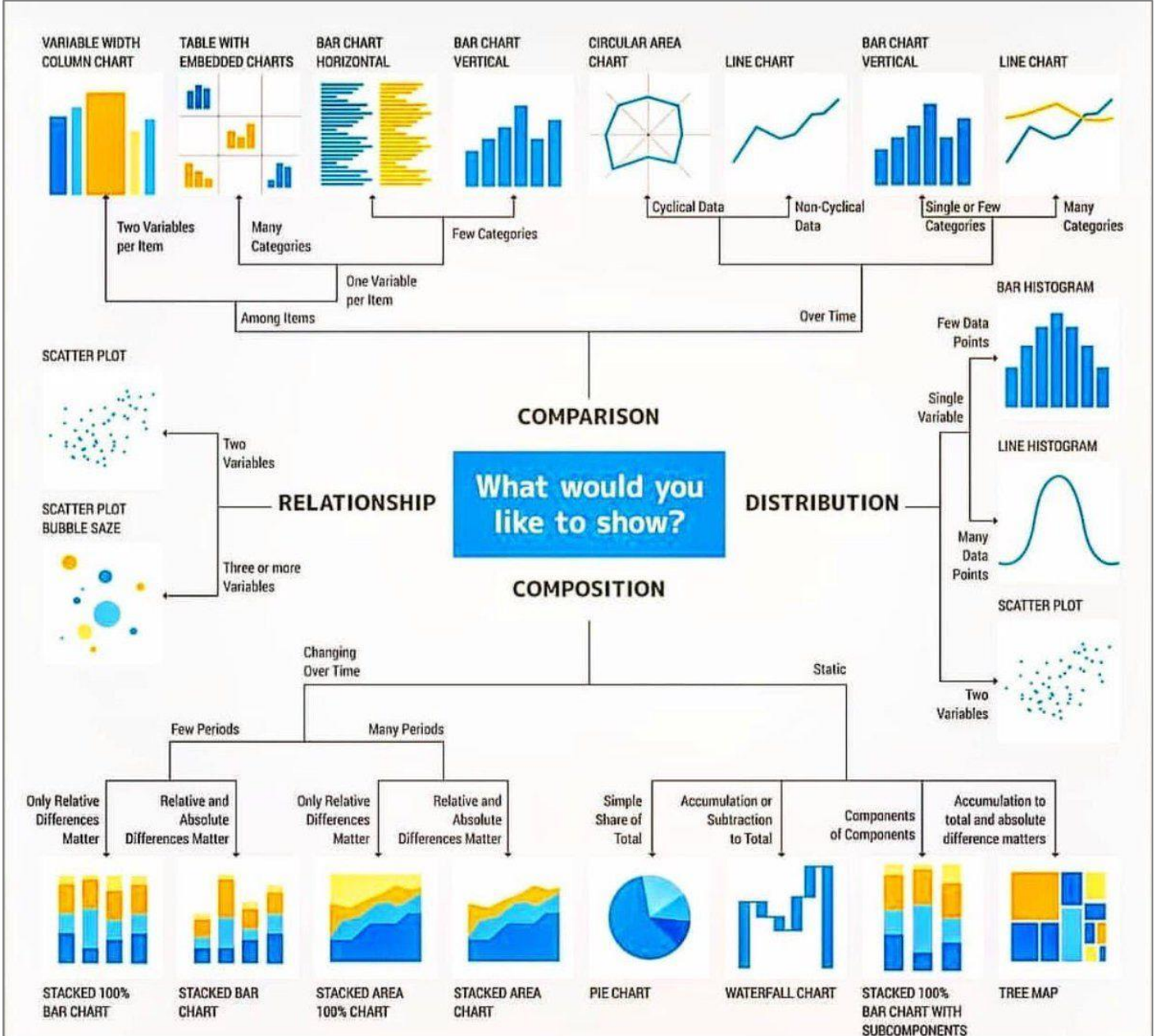
Line & candlestick charts:
1. P&L chart
2. Plan chart
3. History chart

Scatter plot chart:
1. P&L chart - forecast

Line / bar combo chart:
5. Signal chart

Financial Times

Ref decisions made on prior slide

Chart visual encoding framework [3 / 6]

Pre-attentive attributes

Visual Encoding
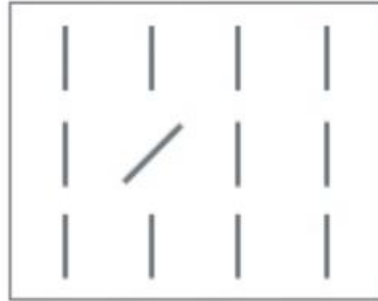
Form
- Orientation
- Line Length
- Line Width
- Size
- Shape
- Curvature
- Enclosure

Motion
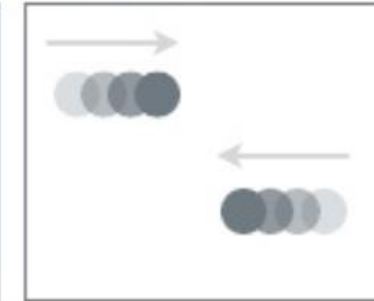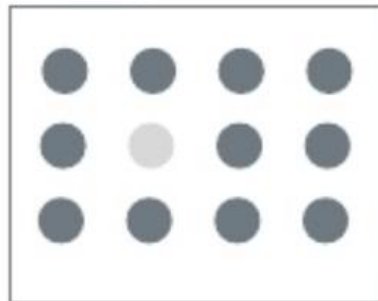
Colour
- Intensity
- Hue
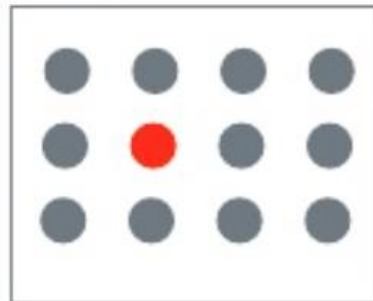
Position
- 2-D Position
- Grouping

Line width:
1. P&L chart
2. Plan chart
3. History chart

Enclosure:
4. Risk chart

Motion:
5. Signal chart

Hue:
4. Risk chart
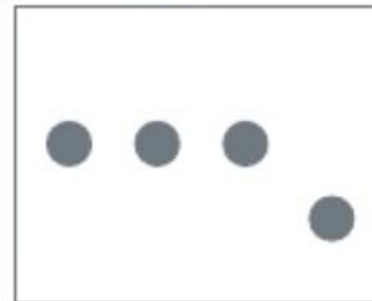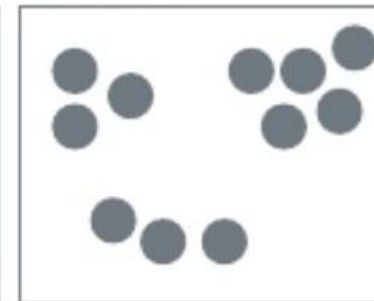
Grouping:
1. P&L chart - forecast
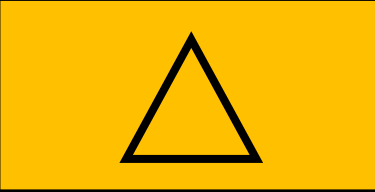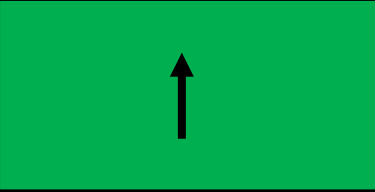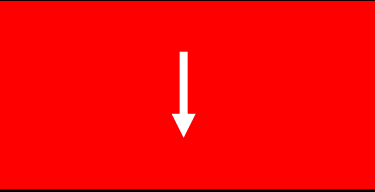
Colour Scheme					
	▲			↑	↓
Brand / Highlight	Warning / Risk	Game feature (Black -> grey to reduce emphasis)	Disabled (Dark grey -> lighter grey to reduce emphasis)	Buy / Success / Profit	Sell / Failure / Loss

Chart layout framework [5 / 6]

Logical structure

(Chart Title)

Sub-Title

More detail about the chart

Chart Control

Visual hierarchy table

THE VISUAL HIERARCHY TABLE

LOW VISIBILITY   ←———————————————→   HIGH VISIBILITY
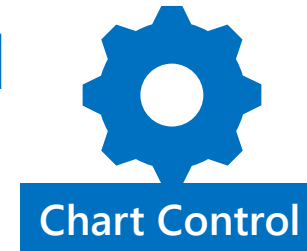
Format	Text	Shapes & lines	Icons	Images	Images w/ faces	Videos & GIFs
White space (surrounding the element)	None			Some		Abundant
Position (on page)	Bottom		Center		Top	Top left
Scale	Small			Medium		Large
Color (contrast ratio)	Under 4.5			4.5 to 7		Over 7

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List of data storytelling frameworks
URLs

- https://informationisbeautiful.net/
- https://www.linkedin.com/pulse/mastering-data-visualisation-understanding-hierarchy-visual-donmez
- http://chartmaker.visualisingdata.com/
- https://www.storytellingwithdata.com/chart-guide
- https://community.storytellingwithdata.com/
- https://shorthand.com/the-craft/examples-of-powerful-data-storytelling/index.html
- https://datavizproject.com/
- Google searches
  - Data Storytelling
  - Storytelling with data
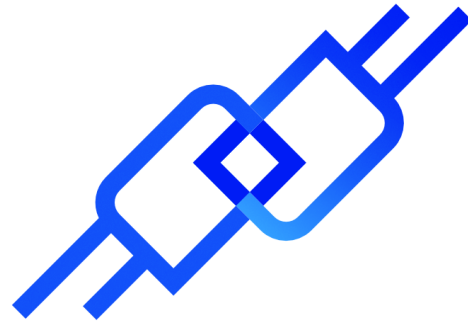
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For February beta release phase – 29 February 2024