

# TRADING DECENTRAL

## Charts Build Specification Design context

For February beta release phase – 29 February 2024

# 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

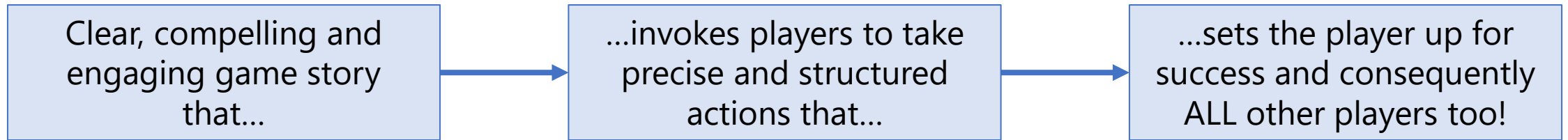


## Context:

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



# Summary of charts

## Sequence and scope



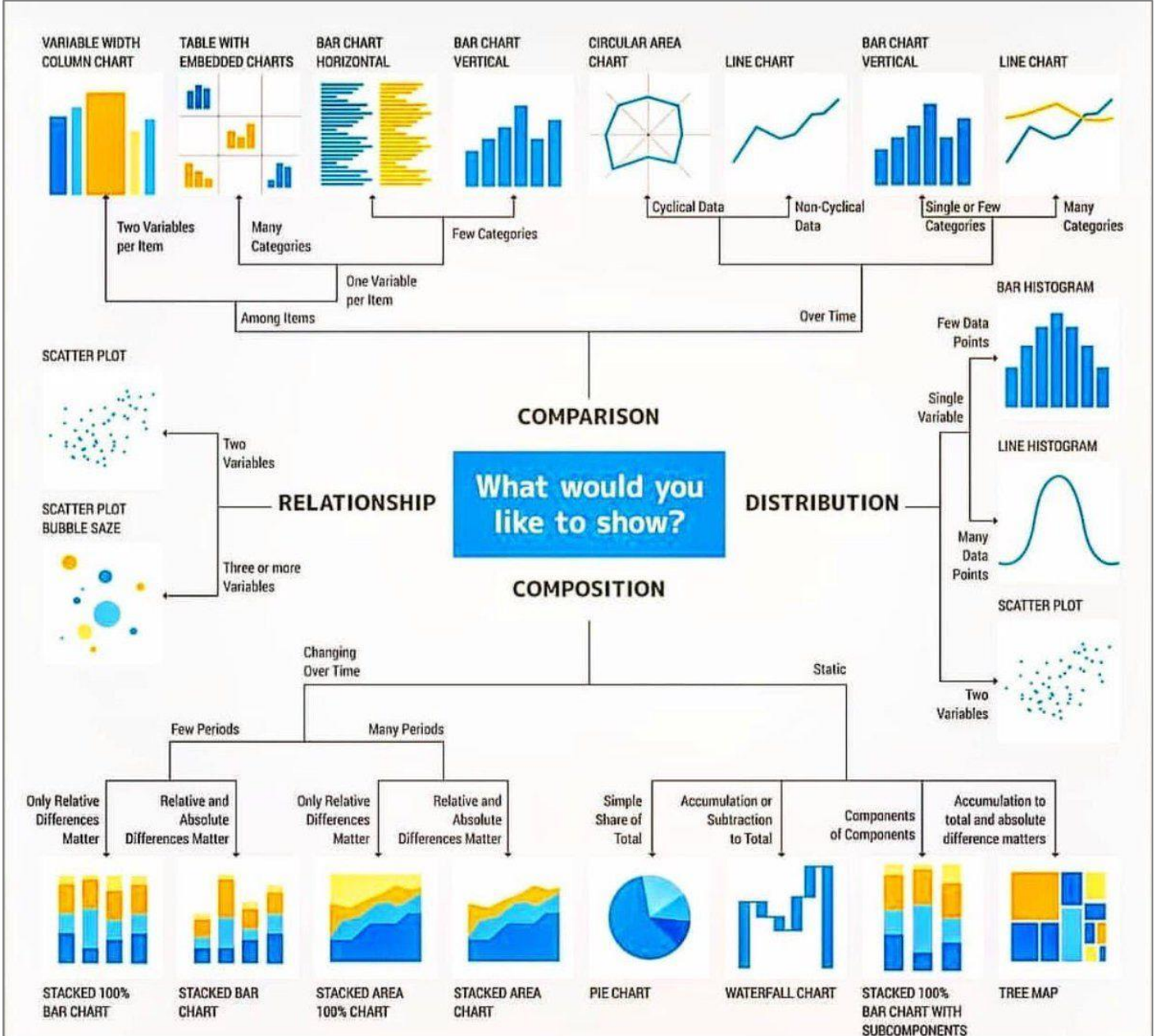
Chart	Purpose	Action	Outcome
1. Profit and Loss	<ul style="list-style-type: none"><li>Proactive P&amp;L management</li></ul>	<ul style="list-style-type: none"><li><u>Input price Forecast</u></li><li><u>Overlay Stops + Buy/Sell Levels</u></li></ul>	<ul style="list-style-type: none"><li>Gain unique insights <u>unlock ALL price forecasts</u></li><li>'Target Box' to focus your thinking</li></ul>
2. Trade Plan	<ul style="list-style-type: none"><li>Plan to profit from EVERY trade</li></ul>	<ul style="list-style-type: none"><li><u>Input Stops</u></li><li><u>Overlay Buy/Sell Levels</u></li></ul>	<ul style="list-style-type: none"><li>Stops ratio &gt; 1 (profit / loss)</li><li>Gain unique insights <u>unlock ALL Stops</u></li><li>Better position <u>Stops</u></li></ul>
3. History	<ul style="list-style-type: none"><li>Reliably monitor price movements of EVERY symbol</li></ul>	<ul style="list-style-type: none"><li><u>Input Buy / Sell Levels</u></li><li><u>Overlay Stops</u></li></ul>	<ul style="list-style-type: none"><li>Use historically profitable trade data and gain unique insights <u>unlock ALL Buy / Sell Levels</u></li><li>Better position <u>Buy / Sell Levels</u></li></ul>
4. Risk	<ul style="list-style-type: none"><li>Better understand and compare risk</li></ul>	<ul style="list-style-type: none"><li><u>Input Risk sentiment</u></li></ul>	<ul style="list-style-type: none"><li>Better compare and understand risk and gain unique insights <u>unlock ALL risk sentiment</u></li></ul>
5. Signal	<ul style="list-style-type: none"><li>Improve timing of trade entry and exit</li></ul>	<ul style="list-style-type: none"><li><u>Input Signal</u></li></ul>	<ul style="list-style-type: none"><li>Gain unique insights <u>unlock ALL signals</u></li></ul>
Sentiment	<ul style="list-style-type: none"><li>Input sentiment exposes all sentiment</li></ul>	<ul style="list-style-type: none"><li>Sentiment – price plots</li><li>Word cloud – price plots</li></ul>	<ul style="list-style-type: none"><li>Back-testing % chances of profit</li><li>Auto trade best % profit price levels</li></ul>

# Chart selection framework [1 / 6]



EU design framework

Table:  
4. Risk chart



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

# Chart selection framework [2 / 6]



Financial Times

Ref decisions made on prior slide

Deviation	Correlation	Ranking	Distribution	Change over Time	Part-to-whole	Magnitude	Spatial	Flow
<p>Deviation</p> <p>How does a single data point differ from the rest of the data? This is often used to highlight outliers or anomalies.</p> <p>Example FT use: <i>UK unemployment rate</i></p>	<p>Correlation</p> <p>How do two variables relate to each other? This is often used to show the relationship between two variables.</p> <p>Example FT use: <i>UK inflation rate</i></p>	<p>Ranking</p> <p>How are data points ordered? This is often used to show the relative importance of different categories.</p> <p>Example FT use: <i>UK GDP by region</i></p>	<p>Distribution</p> <p>How is data spread across a range of values? This is often used to show the frequency of different values.</p> <p>Example FT use: <i>UK population distribution</i></p>	<p>Change over Time</p> <p>How does a variable change over time? This is often used to show trends and patterns.</p> <p>Example FT use: <i>UK inflation rate</i></p>	<p>Part-to-whole</p> <p>How does a part relate to the whole? This is often used to show the composition of a total.</p> <p>Example FT use: <i>UK budget</i></p>	<p>Magnitude</p> <p>How large is a value? This is often used to show the scale of a variable.</p> <p>Example FT use: <i>UK population</i></p>	<p>Spatial</p> <p>How is data distributed across space? This is often used to show geographical patterns.</p> <p>Example FT use: <i>UK population density</i></p>	<p>Flow</p> <p>How does data move over time? This is often used to show the flow of information or resources.</p> <p>Example FT use: <i>UK trade flows</i></p>

## Visual vocabulary

Designing with data

There are so many ways to visualise data - how do we know which one to pick? Use the categories across the top to decide which data relationship is most important in your story. Then look at the different types of chart within



# Chart visual encoding framework [3 / 6]

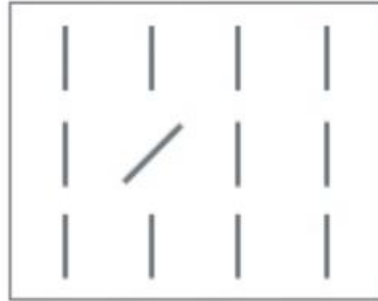
Pre-attentive attributes

## Visual Encoding



### Form

Orientation



Line Length



Line Width



Size



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

Shape

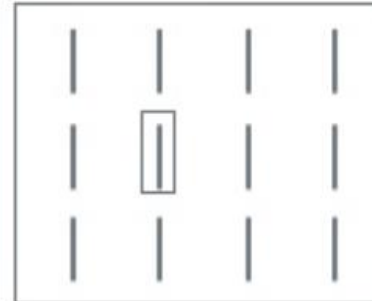


- Enclosure:
4. Risk chart

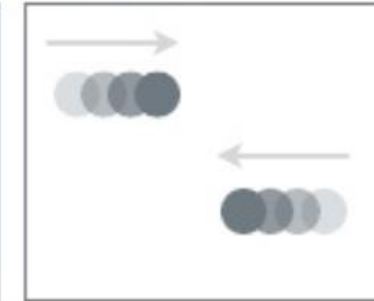
Curvature



Enclosure



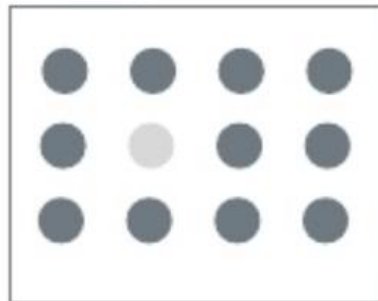
Motion



- Motion:
5. Signal chart

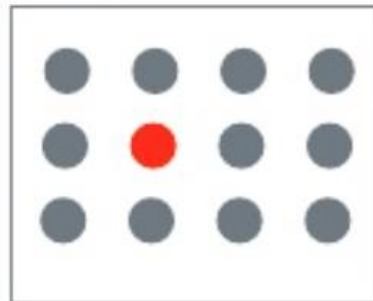
### Colour

Intensity



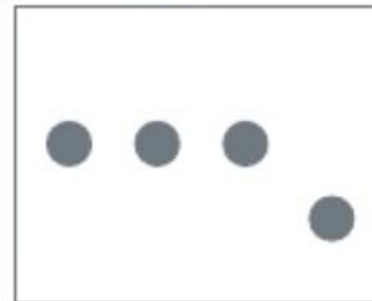
- Hue:
4. Risk chart

Hue

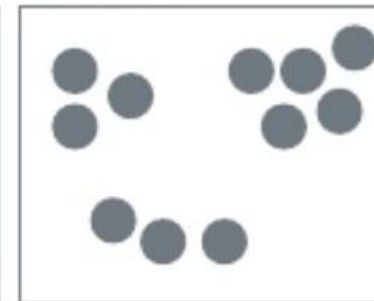


### Position

2-D Position



Grouping



- Grouping:
1. P&L chart - forecast


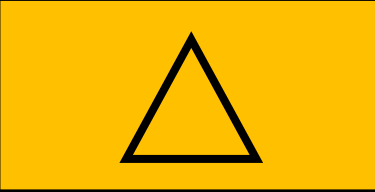


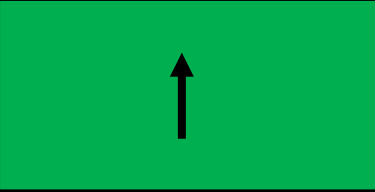
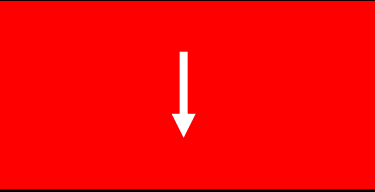


# Game / chart colour scheme [4 / 6]

Colour Scheme where the game is played on a plain white / off-white background



## 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]

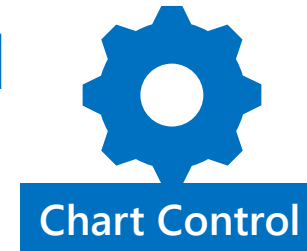
Logical structure



(Chart Title)  
Sub-Title



More detail about the chart



# Chart visual hierarchy framework [6 / 6]



Visual hierarchy table

## THE VISUAL HIERARCHY TABLE

LOW VISIBILITY ← → HIGH VISIBILITY

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

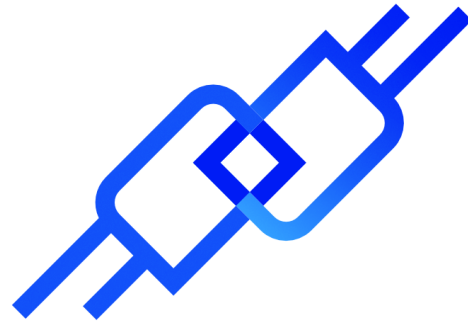
creator-fuel.com

# 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



# TRADING DECENTRAL

## Charts Build Specification Design context

For February beta release phase – 29 February 2024