MT4 Trading Bot | User Journey

Persona

Nico

Expectations

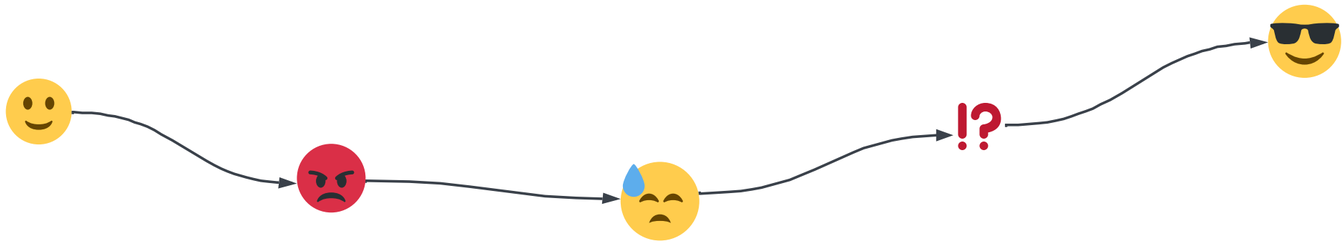
Nico is a day trader that is looking for an automated done-for-him solution to operate his trading strategy.

As part of the automated solution, Nico is seeking higher win rates and an increase in opportunities capitalized on as a result of using algorithms to scan the market for trade opportunities.

Scenario

Nico was a successful day trader, but found that being at his computer throughout the day scanning charts robbed him of energy and his life outside of trading.

After years spent operating his strategy with profitability, Nico is seeking a way to maximize the return on his strategy through greater accuracy and opportunity identification.

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
User actions	Nico sits and monitors the markets for trade opportunities using the strategy he cultivated over several years of trading.	Nico often loses energy and finds frustration in his trading after missing opportunities that unfolded in the market while he was distratcted.	Nico finds great fatigue in knowing that his strategy is stellar, but his ability to execute on it is limited. Nico's money is being left in the markets!	Nico finds that trading with an algorithmic trading bot is statistically more effective than his human trading efforts.	Nico has effectively deployed his strategy across multiple currency pairs on multiple timeframes and spends most of his time reviewing trades and colllecting profits.
Emotions					
Pain points	Nico has to sit at his computer for 5+ hours daily to ensure he doesn't miss any trade opportunities. It is difficult for Nico to monitor multiple currency pairs and timeframes simultaneously for trade opportunities.	Missing a clear trade opportunity that would have resulted in a win. Finding fatigue after being in front of the screen for hours at a time.	Nico watches thousands of dollars slip away from him each month due to missed opportunities.	Nico has to learn how to both trust and operate the bot to utilize his strategy effectively.	Periodically, the bot's configured values need to be adjusted to ensure the strategy remains effective and successful.
Possible solutions	Nico focuses on strategically deploying indicators with notifications to ensure he doesn't miss any setups for his trades. Nico does his best to ensure his 5 hours are hours of uninterupted focus	Ensuring the notifications for setups aren't missed with proper push notifications and configurations. Ensuring the time spent at the computer are the freshest, most energy filled hours of the day.	Nico promises himself he will be more focused and devoted to putting effort into his trading activities.	Nico can run his bot on a paper-trading market to ensure that the bot operates effectively without creating massive account drawdowns.	Nico sets up a routine to check his bot's trade performance over time to ensure effectiveness. Nico explores opportunities in Machine Learning to automatically adjust the strategy and configured values so the bot is 100% done-for-him profit.