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UX CASE STUDY

FIXING WITHDRAWAL PROCESS

Bitso

Foreword

Buying crypto is only half the battle. True empowerment comes from the freedom to withdraw, easily and instantly. A crypto app that doesn't prioritize your liquidity and control isn't serving you; it's serving itself.

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4

Project Overview

Bitso, Latin America's leading cryptocurrency platform, empowers over 9 million users to buy, sell, and manage their digital assets. With over $12 billion in transactions processed, Bitso offers a wide range of cryptocurrencies, a user-friendly mobile app, and a strong focus on security, making it the trusted gateway to the world of crypto in the region.

The Challenge

Bitso, a titan in the Latin American crypto landscape, faced
a persistent, gnawing problem: their withdrawal process.
Despite their market dominance, a significant portion of their
users were abandoning the process mid-way, lost in a labyrinth
of confusing steps and opaque requirements. Frustration
levels were soaring, support tickets were piling up, and user
trust was on the line. Bitso needed a solution, and fast.

They turned to me, asking: "How can we fix this?"
 And I was ready to answer.

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My Role & Process

As a UX consultant brought in to address Bitso's withdrawal process challenges, I adopted a user-centric approach deeply rooted in the power of storytelling. I believe that understanding the narrative of the user's experience is crucial for designing truly effective solutions. My process involved a comprehensive analysis of the existing withdrawal flow, coupled with market research to identify best practices and areas for innovation. From there, I focused on developing a rich understanding of Bitso's users by creating detailed personas and, crucially, crafting compelling narratives around their experiences. This storytelling approach allowed me to empathize deeply with the users' frustrations and needs, bringing their pain points to life for both myself and the Bitso team. This foundation of user narratives then informed the ideation phase, where I explored a range of potential solutions. Finally, I translated these insights into tangible UX designs, focusing on creating a seamless and intuitive withdrawal experience.
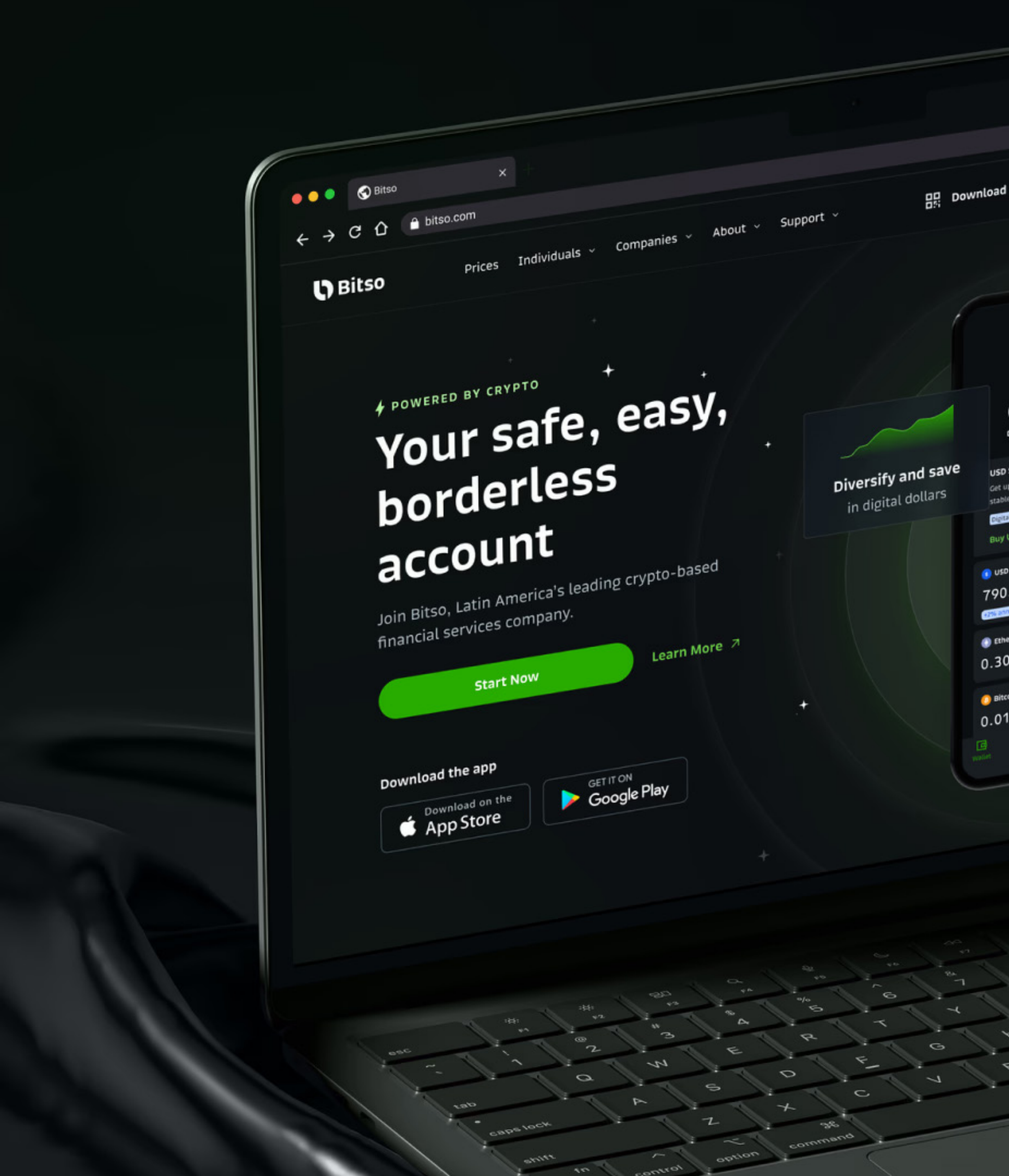
Research & Discovery

START → Step 1 Step 2 Step 3 Step 4 Step 5 Step 6
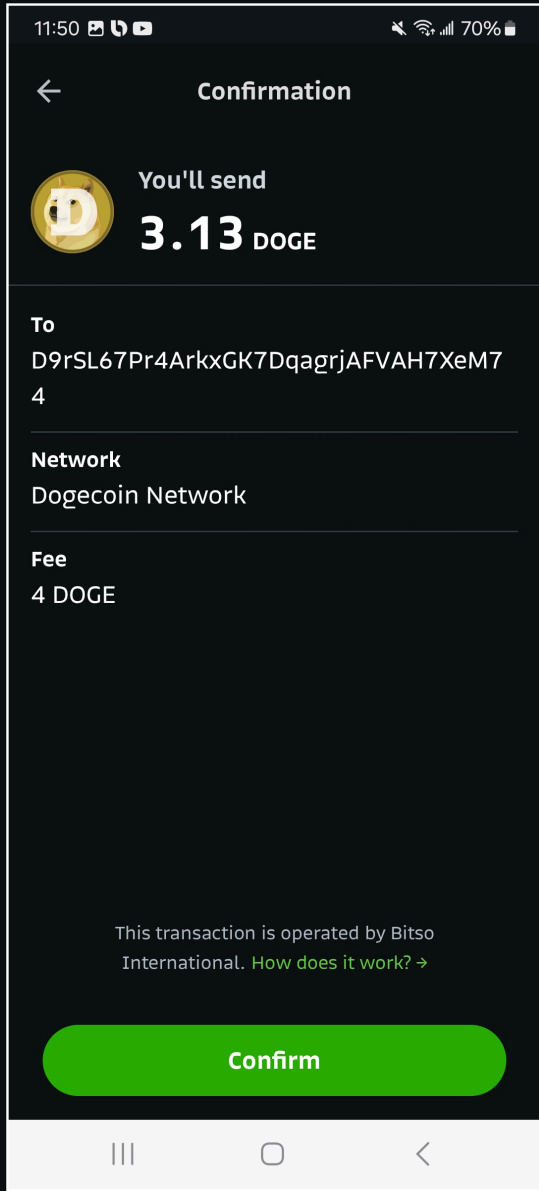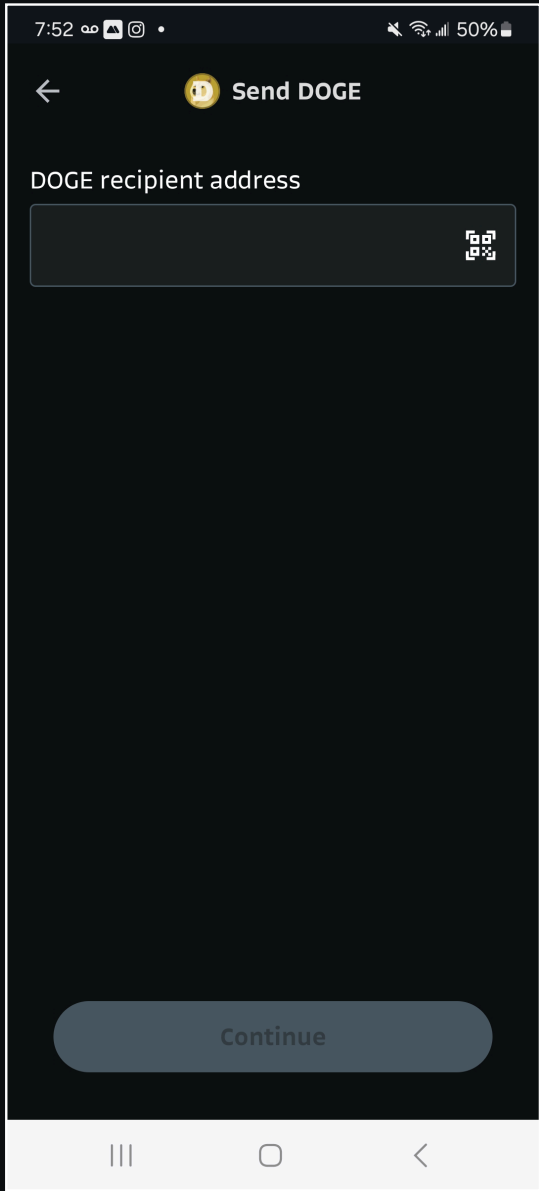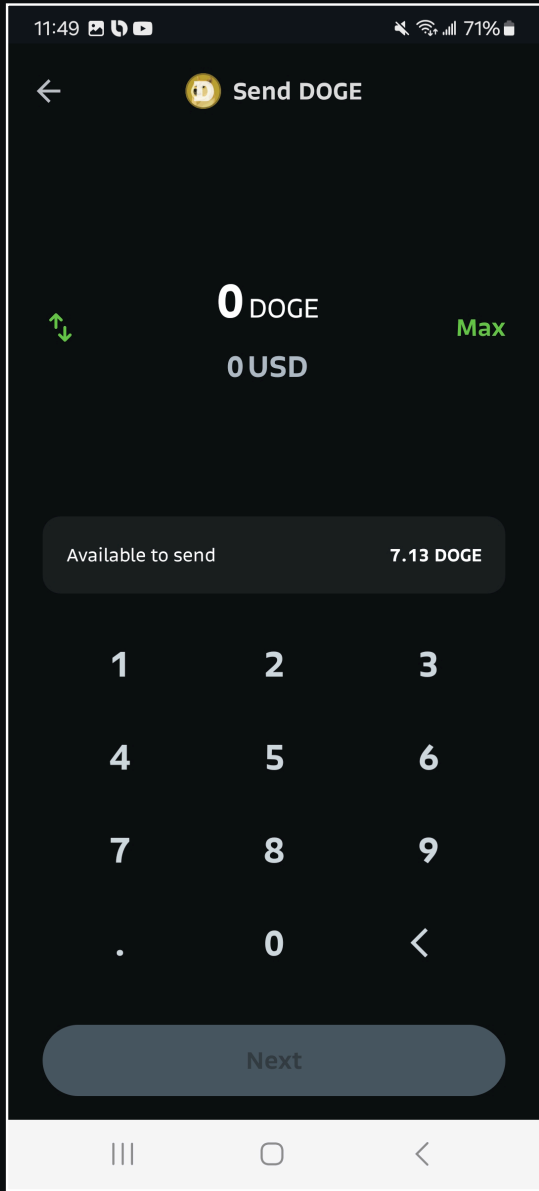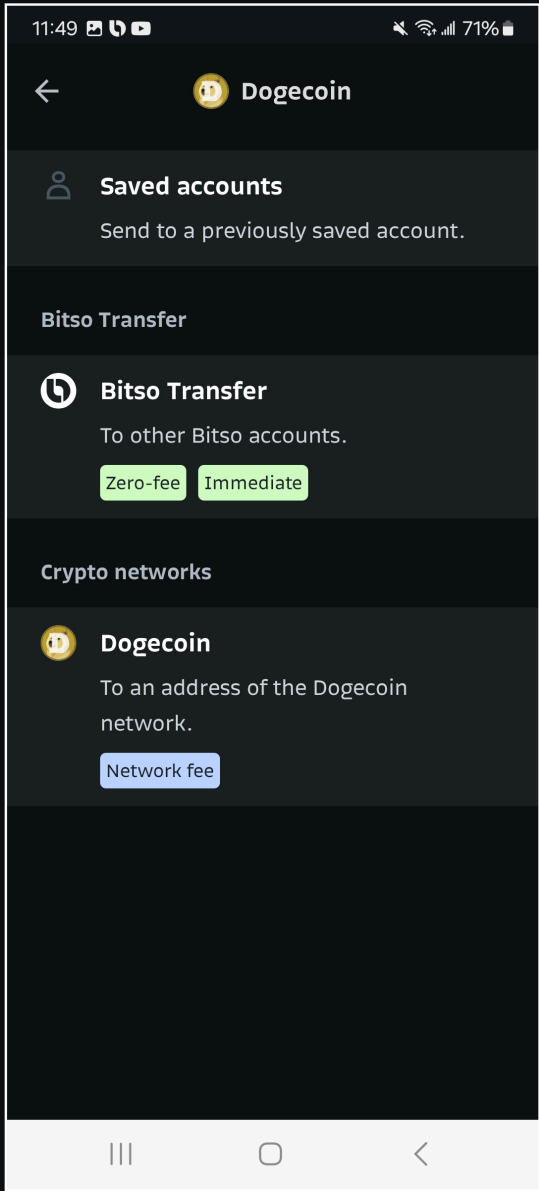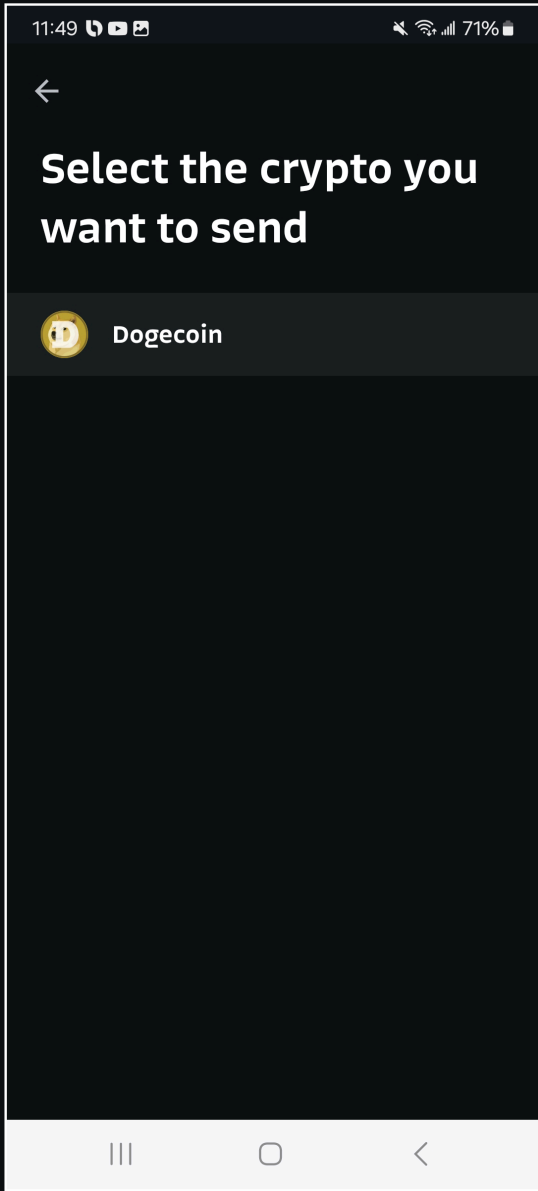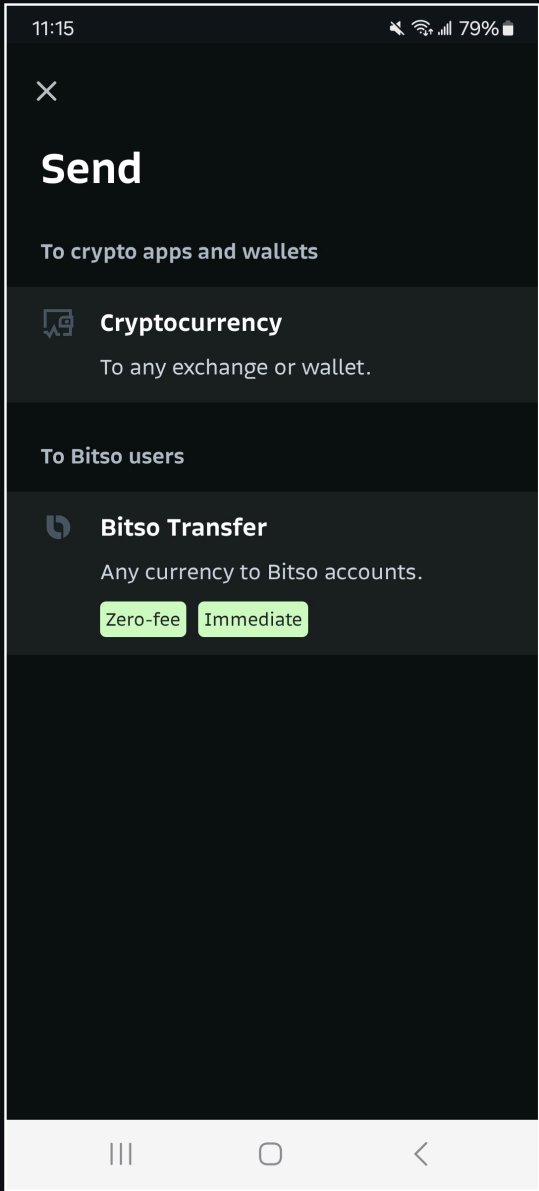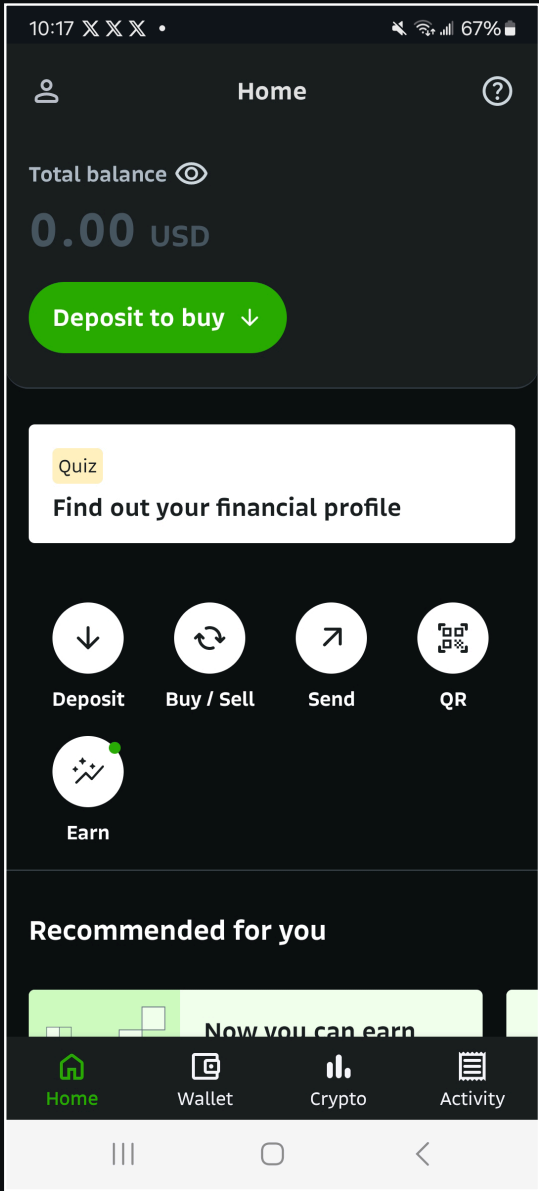
Bitso's withdrawal process left users feeling anxious and uninformed. The cumbersome six-step journey from the dashboard (not including confirmation and receipt) offered little to no transparency regarding essential details. Users were left guessing about the ETA of their withdrawal, the transaction ID, and the fees they were incurring. In the crypto world, where clarity and control are paramount, this lack of information, compounded by the cumbersome process, created a significant pain point, undermining trust and potentially leading to user frustration and abandonment.

Design & Solution

To understand the impact of Bitso's withdrawal process, let's meet Marcus. A 25-year-old developer from Sao Paulo, Marcus frequently transfers tokens from his Bitso wallet to his MetaMask to participate in the fast-paced world of DeFi. He's comfortable with the risks of emerging crypto projects, but the slow and complex withdrawal process on Bitso causes him significant anxiety, especially when time is of the essence. Creating a truly functional, magical, and fun experience for Marcus requires empathy and a deep understanding of his needs and anxieties surrounding withdrawals.

To guide the design of the new withdrawal process, we employed a simple yet powerful storytelling approach. We recognized that for the vast majority of token transfers, users need to provide four key pieces of information: the token being transferred, the quantity, the network, and the destination wallet. Instead of presenting these as technical terms, we translated them into intuitive questions that any user could understand:

Token: What are you transferring?
**Quantity: How much are you sending?**
Network: How are you sending it (which network)?
Wallet: Where are you sending it?

By framing the process around these four fundamental questions, we aimed to create a more natural and user-friendly experience. This approach allowed us to design a flow that felt less technical and more conversational, guiding users through the necessary steps with clear and concise language.
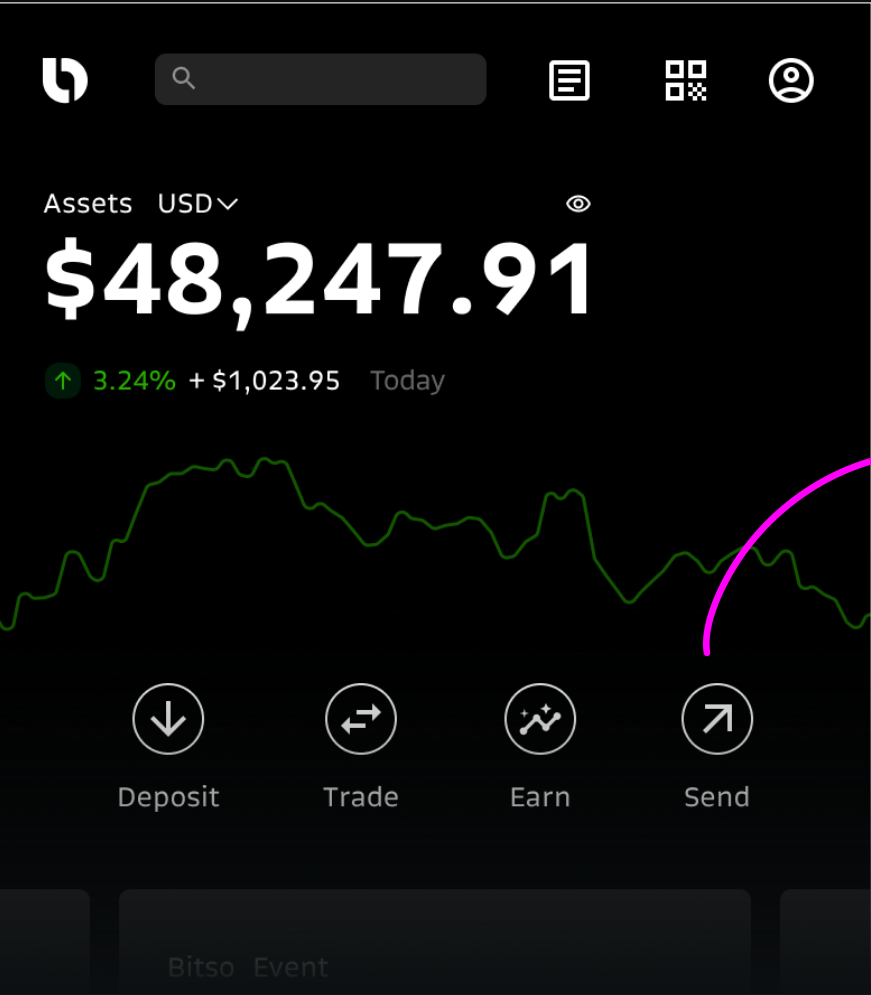
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Design & Solution
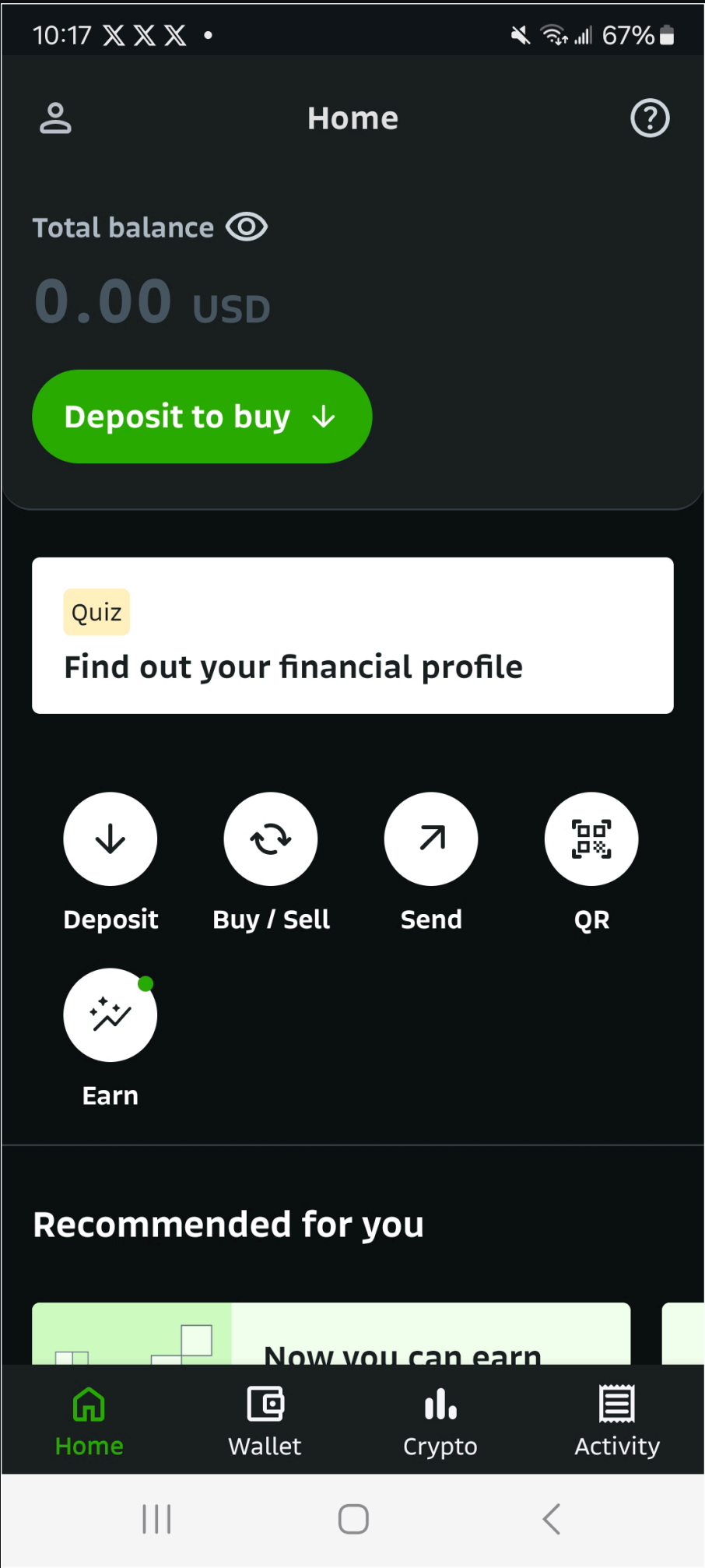
The existing Bitso dashboard **(left)** presented several challenges for users initiating withdrawals. I believe UX is a holistic discipline, and a well-designed dashboard is fundamental to a positive withdrawal experience. The current dashboard lacked consistent branding, the placement of actions wasn't logical, and valuable screen real estate was occupied by less critical information.

My proposed redesign **(right)** prioritizes information architecture, organizing data in a more logical and organic way. The available real estate is now used more effectively to display vital information, empowering users with a greater sense of control over their accounts. It's important to note that this is a mid-fidelity representation and doesn't reflect the final design proposal.
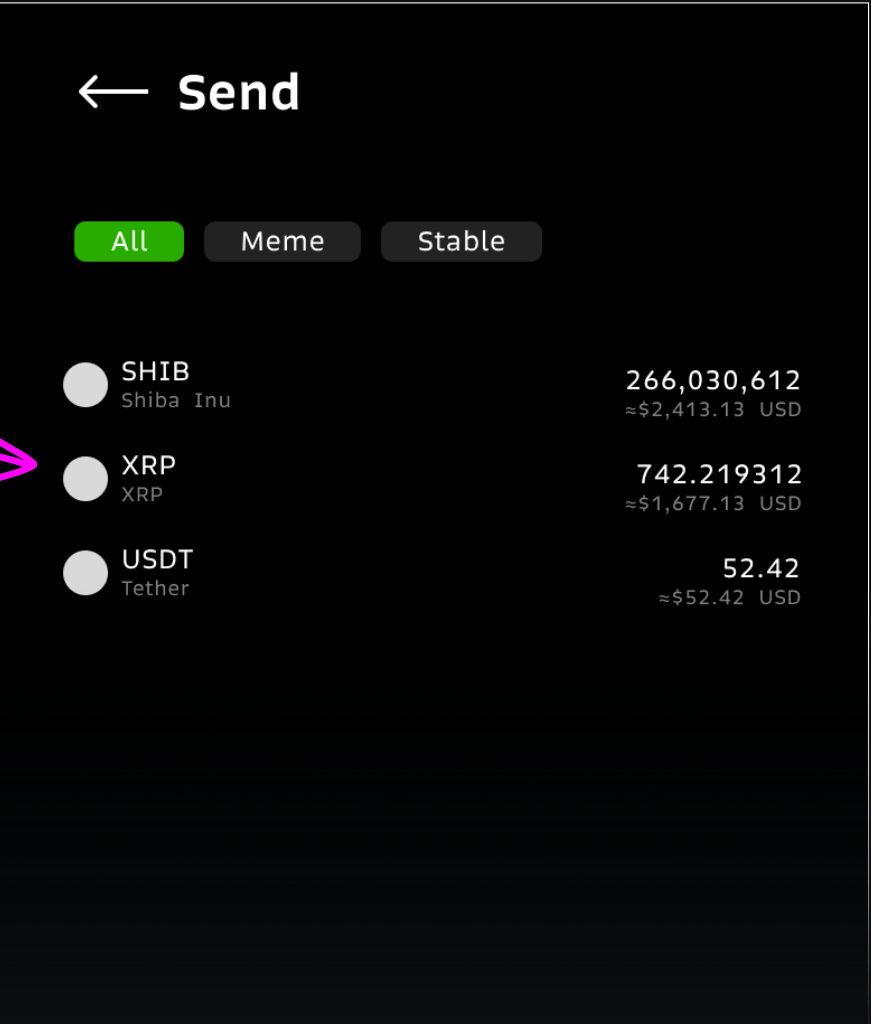
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10
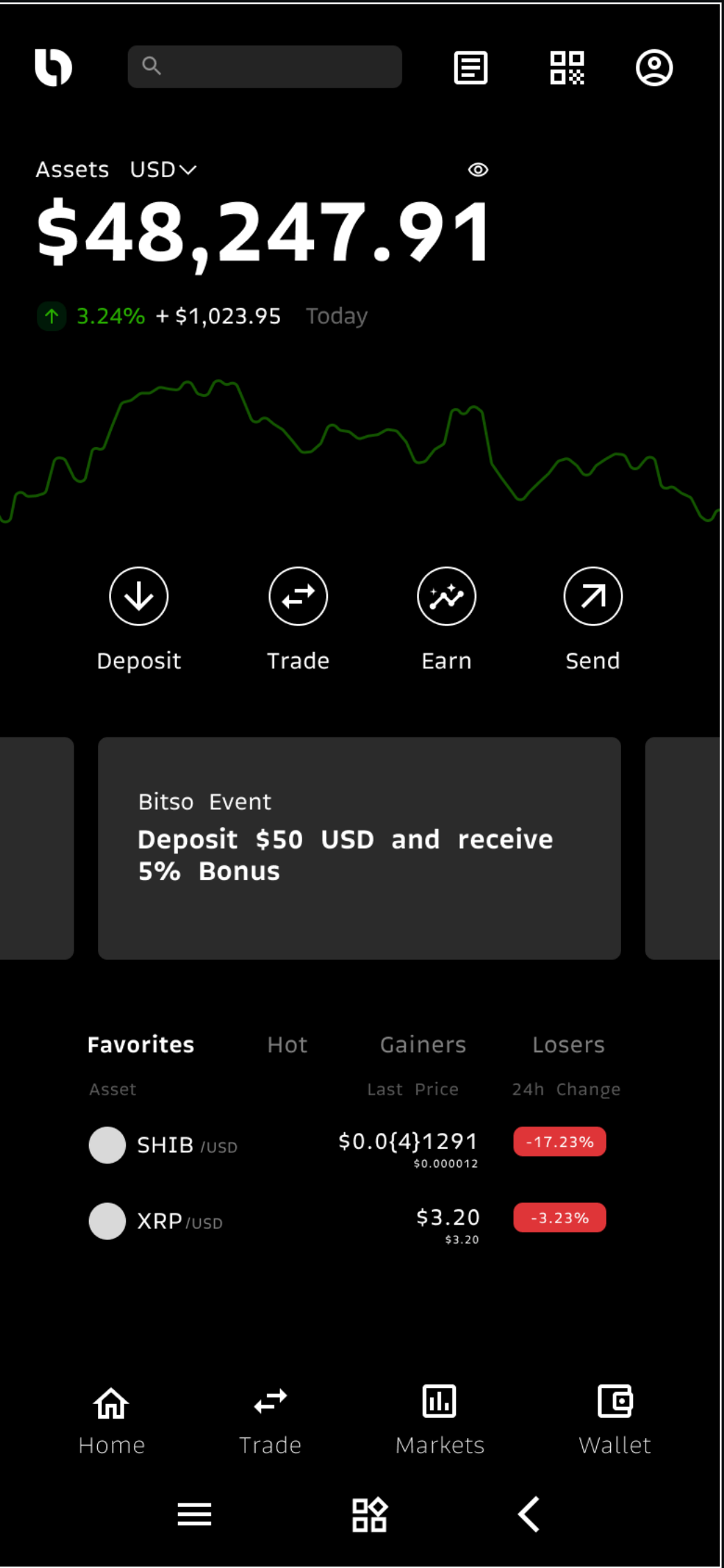
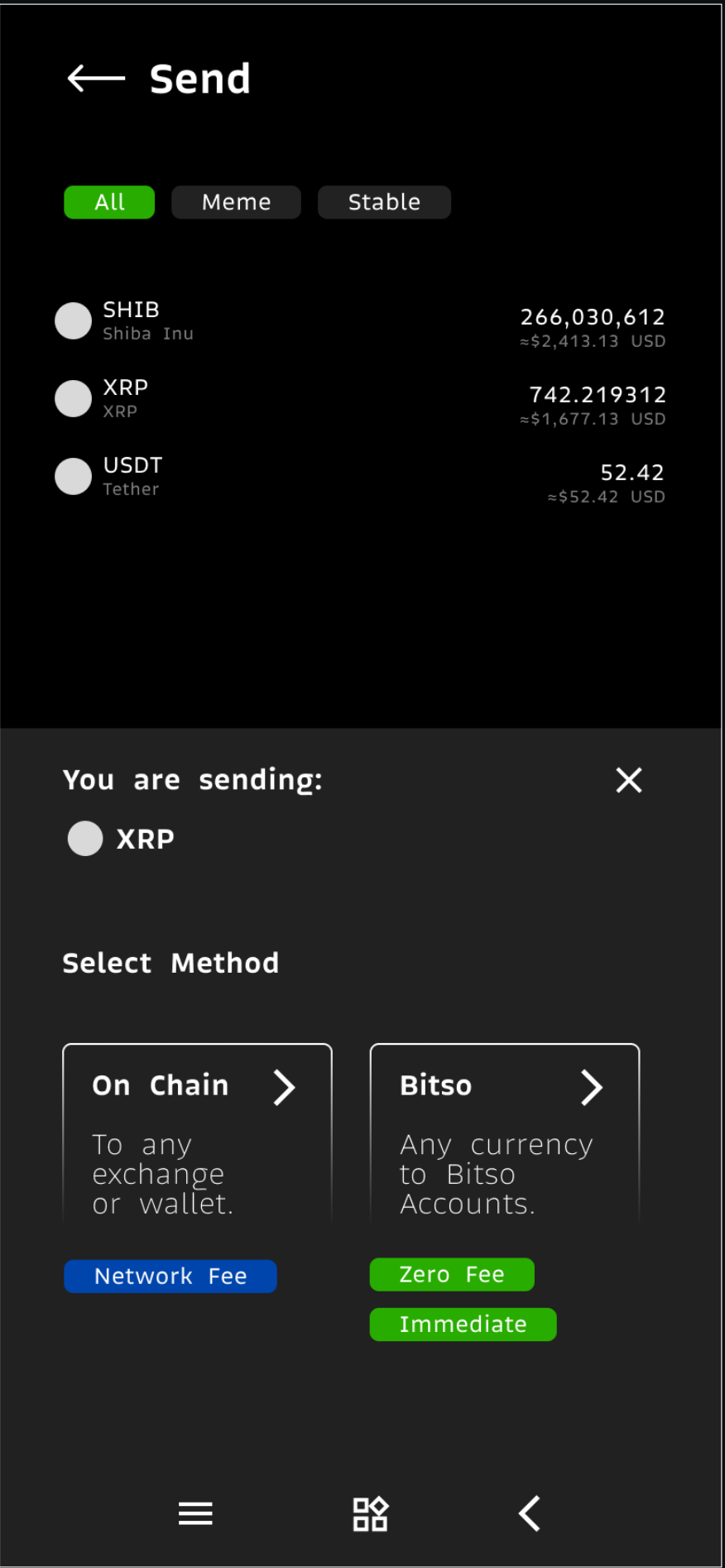## Design & Solution

START

Step 1
What are you transferring?


The new withdrawal flow begins directly from the dashboard, initiating with a clear question: What are you sending? Upon selecting a token, a modal appears, presenting available networks with associated ETAs and fees. This transparent approach empowers users to make informed decisions from the outset. The third step provides a comprehensive overview, allowing users to review and modify previously entered information, ensuring accuracy and control. This single-

screen overview presents all necessary details for a transparent and informed decision. While the final confirmation screen could stand alone, the initial wizard-like steps were strategically added to guide less experienced users through the process, enhancing understanding and reducing potential confusion.

Step 2 (modal)
How are you sending it?

Step 3
How much & Where are you sending it?

Design & Solution
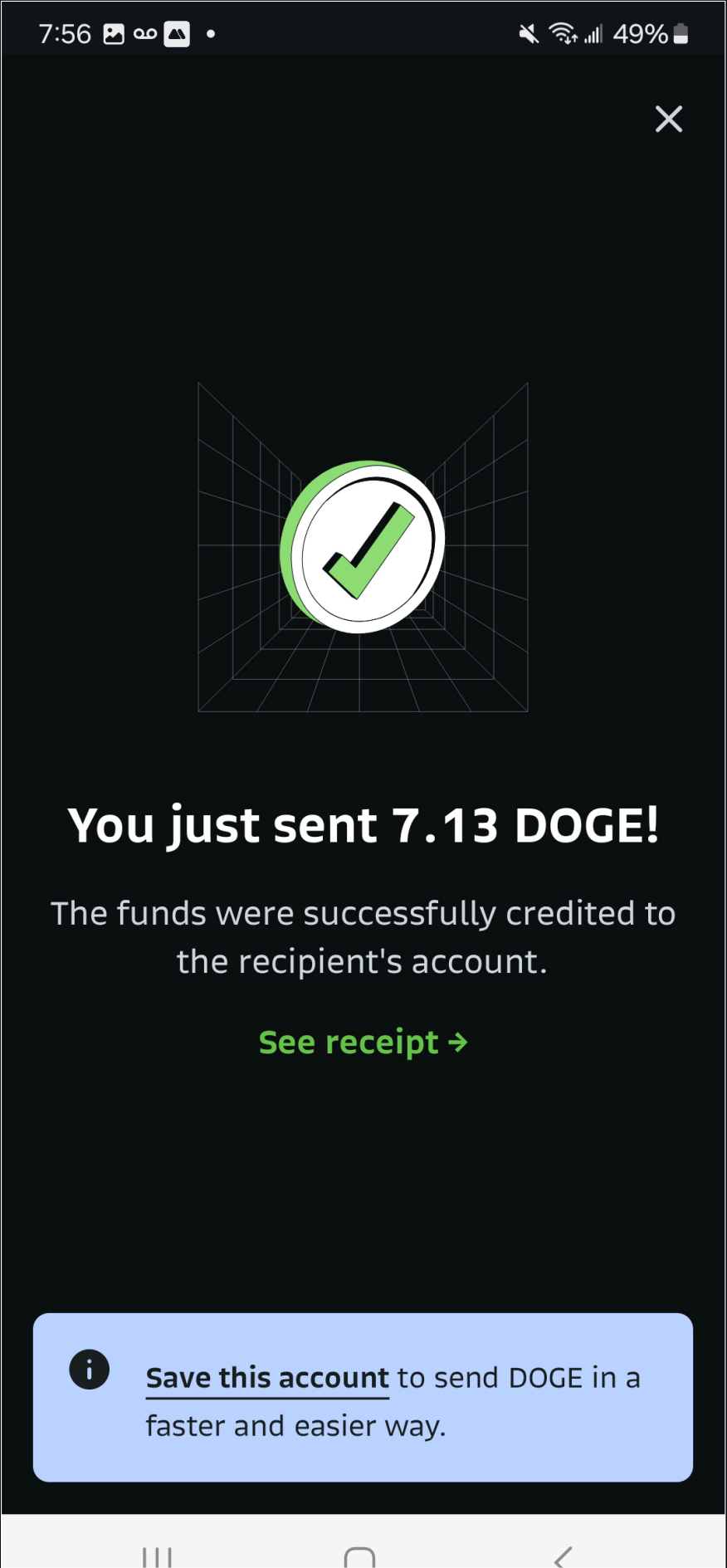
A holistic approach to UX means considering every touchpoint in the user journey, including the confirmation screens. These screens are essential for building trust and reducing anxiety.

My redesign **(right)** of the confirmation screens focuses on providing users with a complete and transparent view of their transaction. By utilizing screen real estate more effectively, the revised screens present all critical details in a clear and digestible format, empowering users to confirm their withdrawals with confidence.

Conclusion
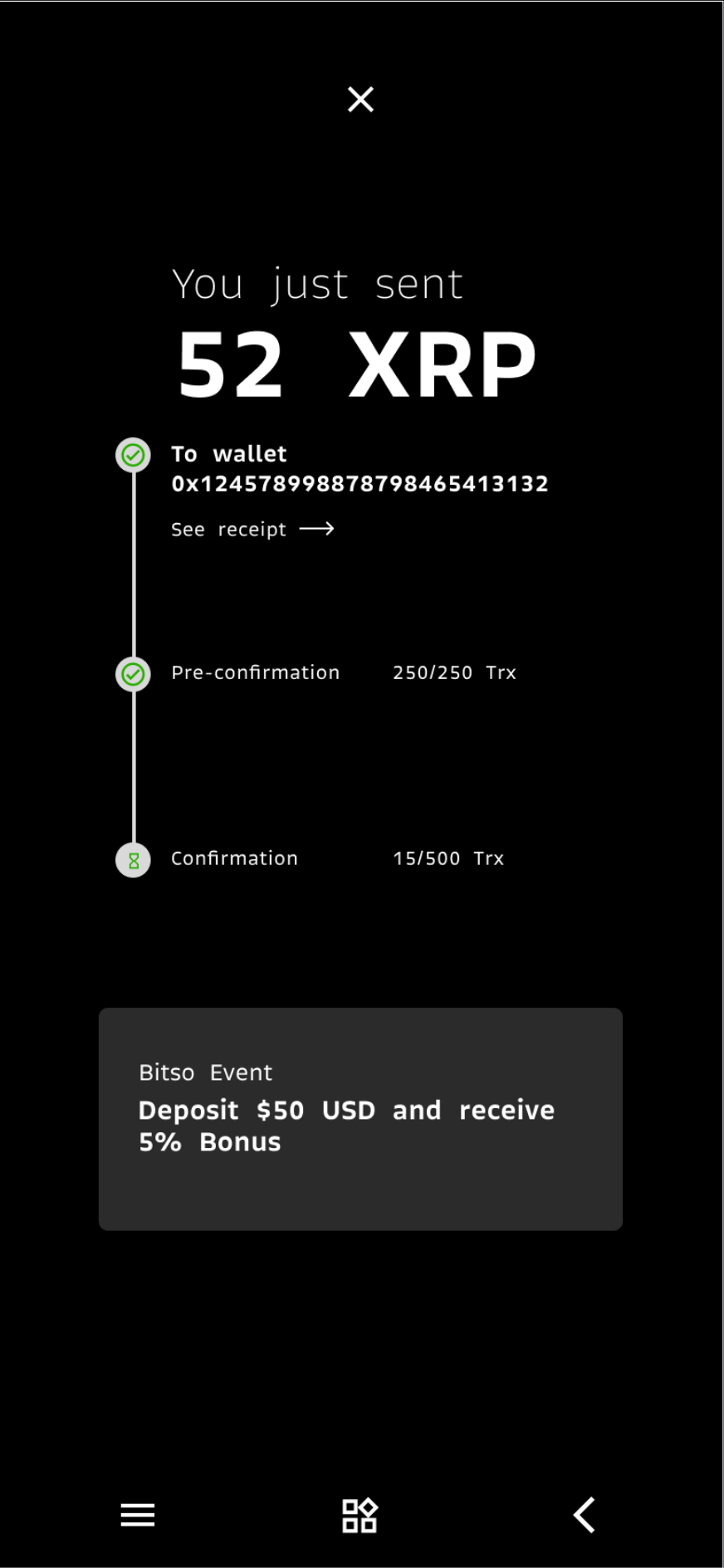
Through a combination of user research, storytelling, and iterative design, this project demonstrates how UX can transform a complex process into a seamless and intuitive experience. The improved withdrawal flow not only benefits users by providing greater control and transparency but also positions Bitso as a leader in user-friendly cryptocurrency platforms.