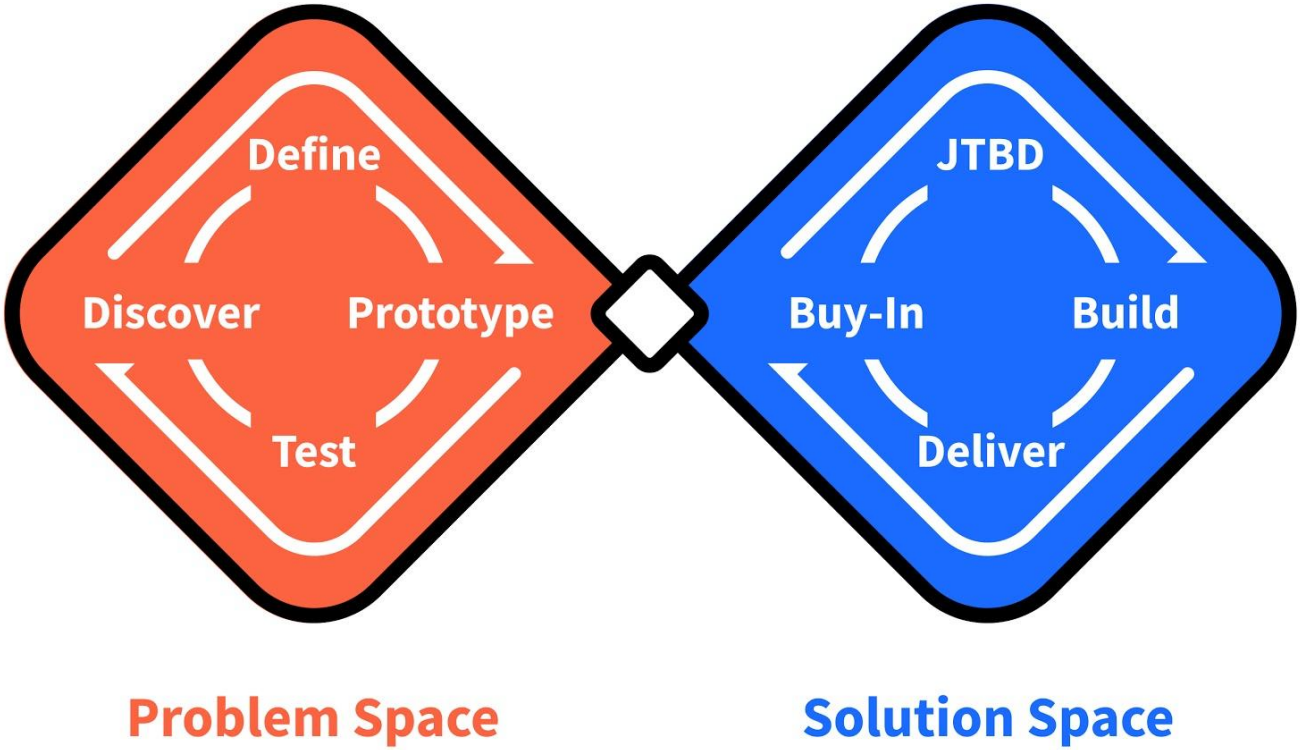
Solana
Margin Trading PR

Product Thinking Framework



Discover

High-level
Scope Definition

Project Scope

1. Build a solution similer to UniSwap
2. Enable Margin Trading
3. Submit a PR to Solana Repo

Discover

Problem Statement

Why is this a problem?

Problem Statement

1. **Understanding Margin trading is an advanced topic which requires a us to inform the user on what margin, collateral and other terms and workflow represent.**

2. **Many people find themselves liquidated because they did not get notified to cover quickly enough. We should engage users where they are using Push/Wearable notifications.**

Define

Provisional
User Persona

Chris Wilson - 29

New Trader - Looking for information.

Feels

Anxious to learn more about crypto and DeFi trading.

Hoping the process can be simple and painless.

Does

Looks at Reddit and Youtube to understand more. Downloads a few apps to see what works well.

Subject Familiarity

Introvert Extravert

Define

Constraints
& Limitations

Constraints & Limitations

1. **Platform** - Build for iOS native app with Android to follow.
2. **User** - Build an app that appeals to millennials to trade margin.
3. **UI Style** - Design around Solana branding in Dark mode theme.

Define

Brainstorm Solution
Trader Chris’s User Tasks

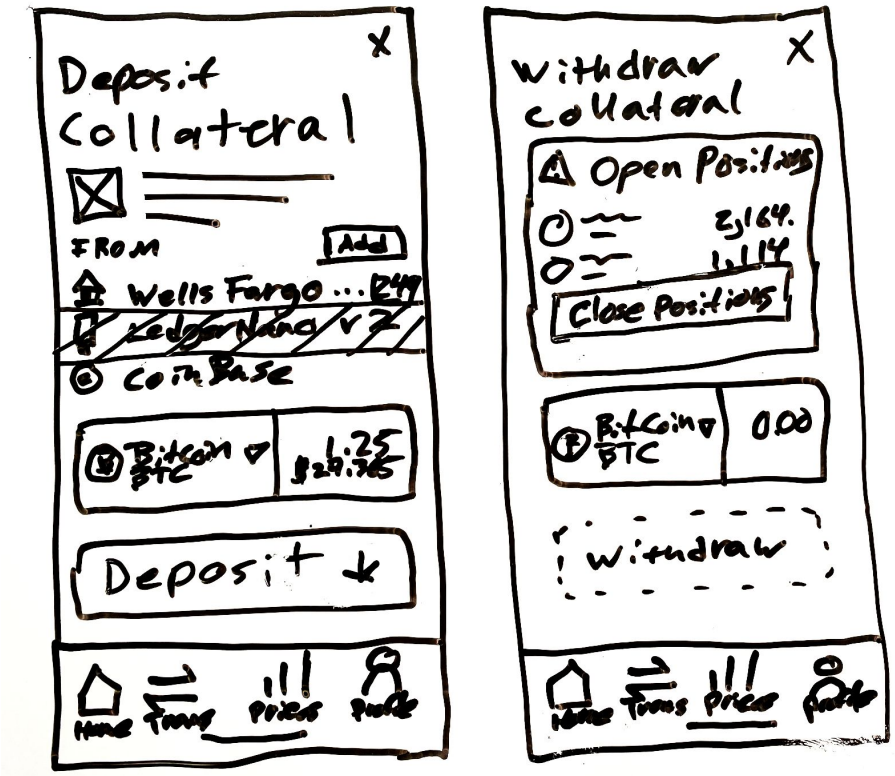
Margin Trading User Tasks

1. Help Onboard the user.
2. Present Apply for Margin and Risk Education.
3. Import Crypto/Cash Collateral.
4. Enable a UI to DeFi trade.
5. Help user maintain a healthy Margin Score.

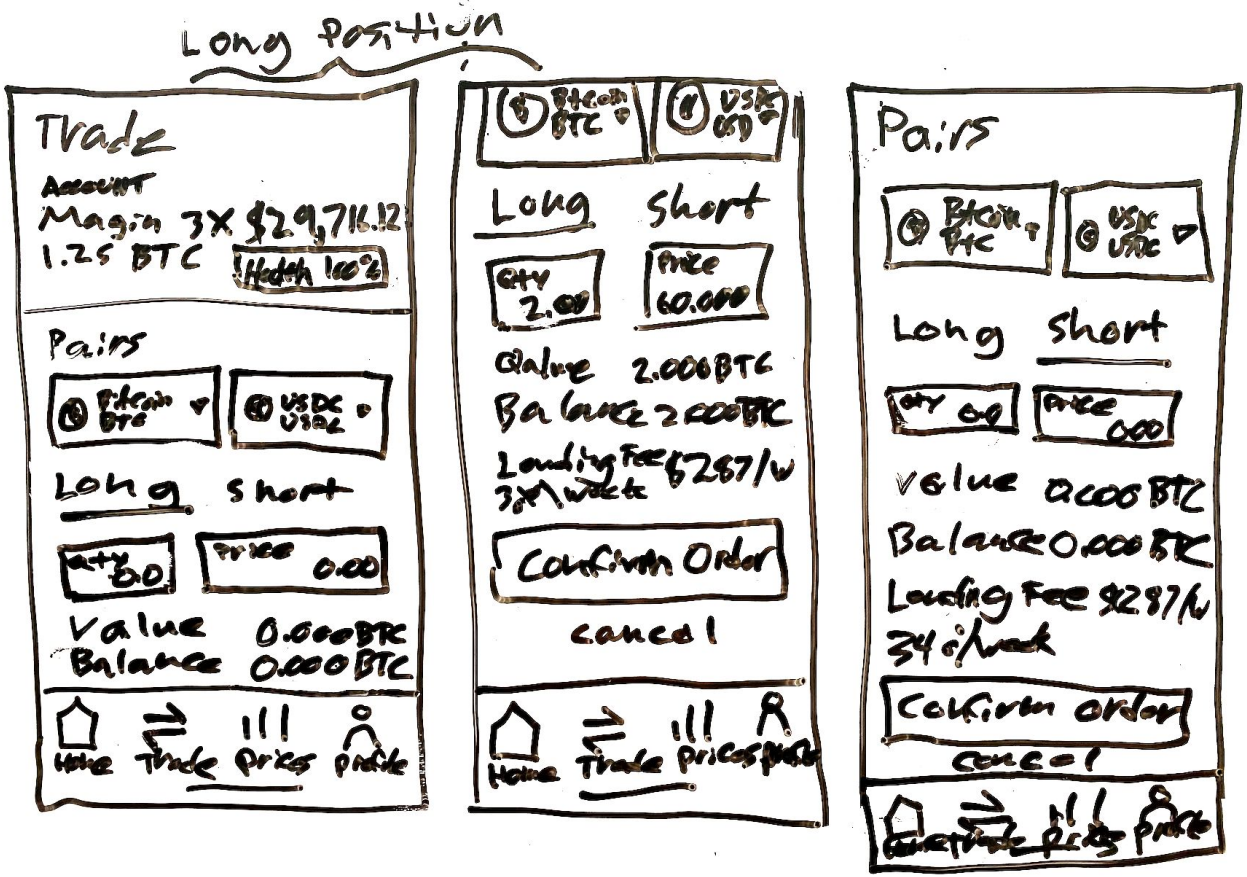
Prototype

Early Whiteboarding

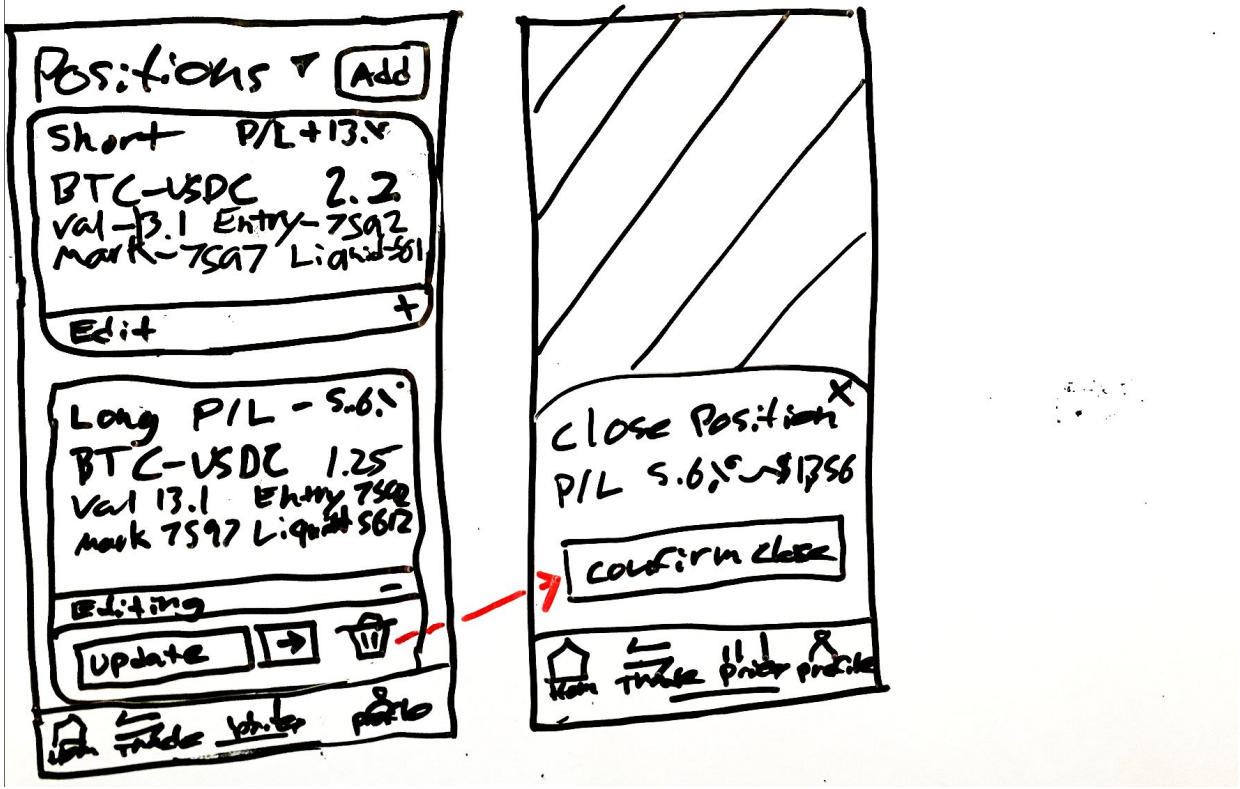
LP Actions

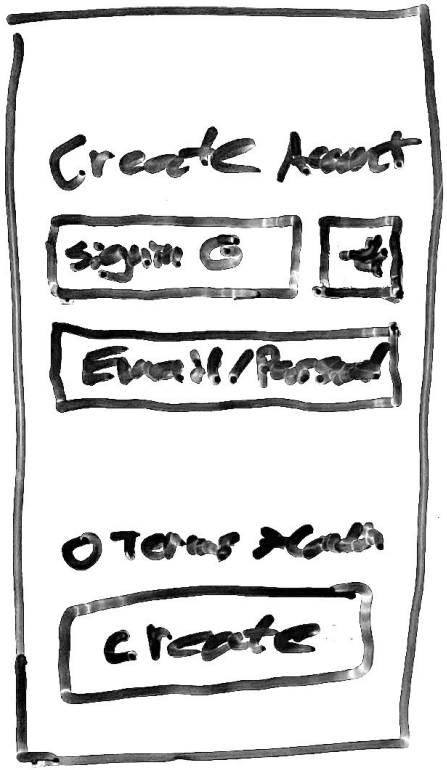

Deposit Collateral
X
FROM
Add
Wells Fargo ...
Coinbase
Bitcoin BTC
1.25
Deposit
Home
Trans
Prices
Profile
Withdraw collateral
X
Open Positions
2,164.
1.114
Close Positions
Bitcoin BTC
0.00
Withdraw
Home
Trans
Prices
Profile

Trader Actions



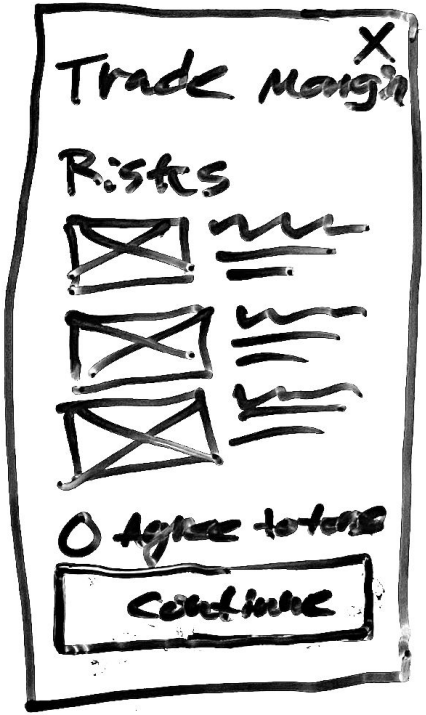
Trader Actions - View/Close Position



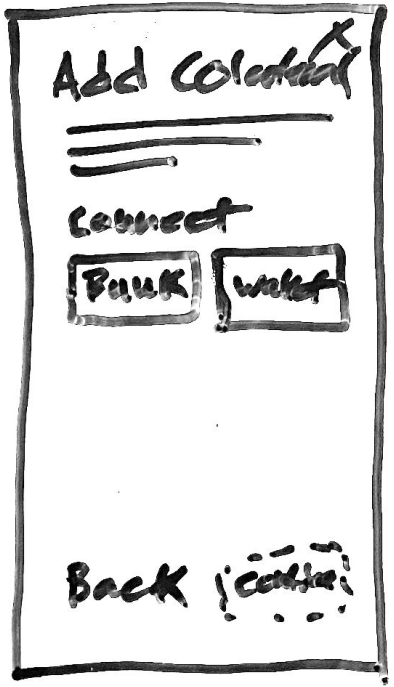


Create Account

Apply Offer



Risks & Terms

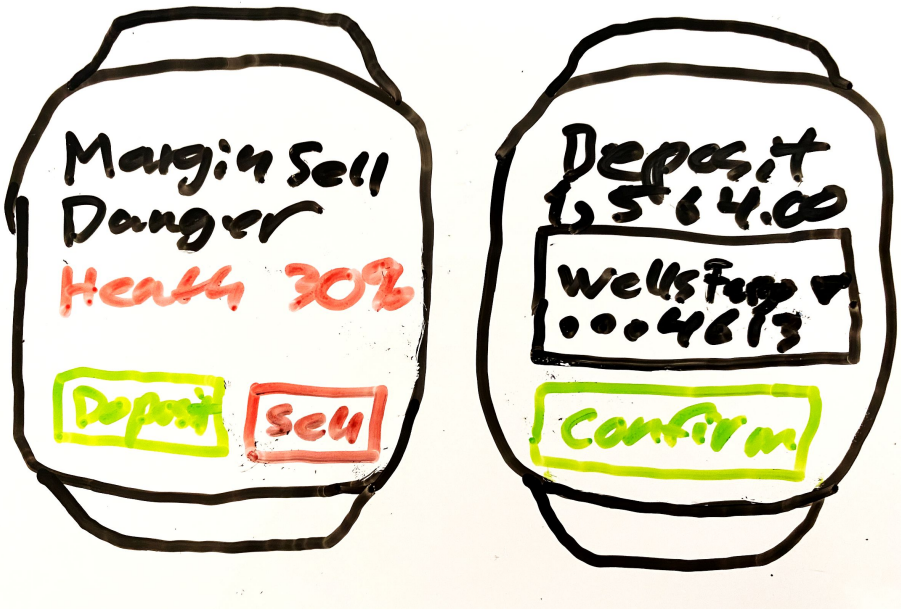


Collateral

Margin Danger!

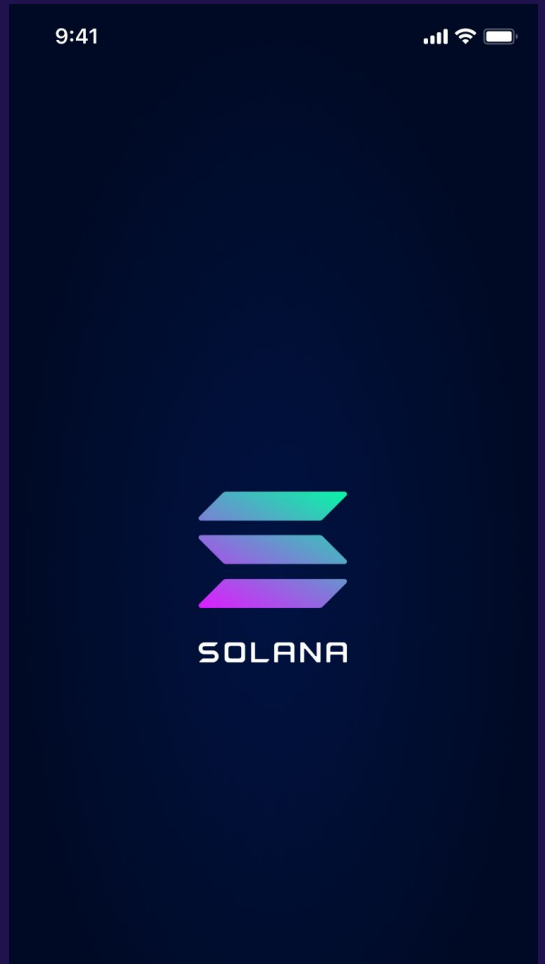
Allow users to cover margins in an easy and timely way.

Send push notifications on phone or AppleWatch.

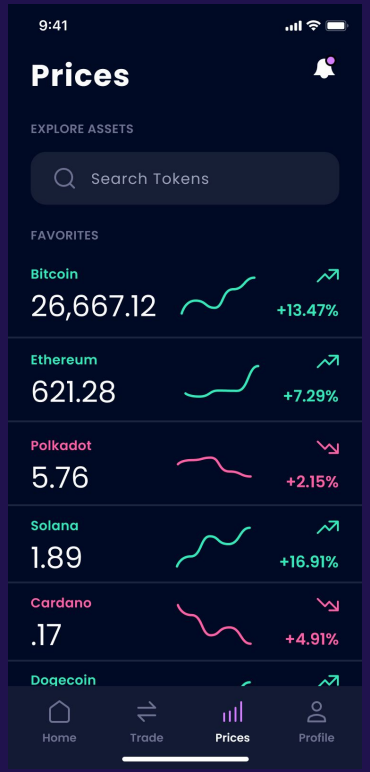


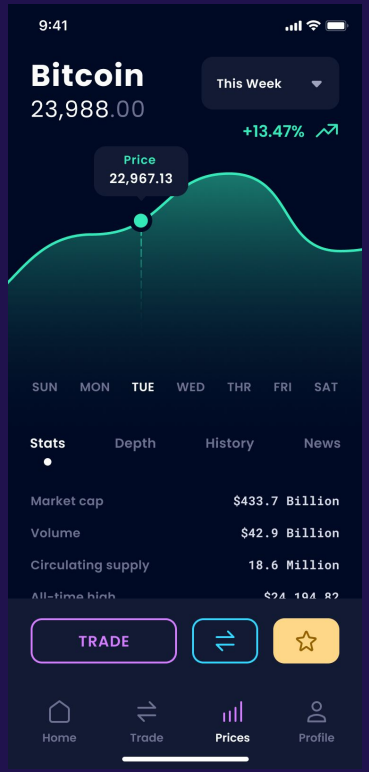
Deliver

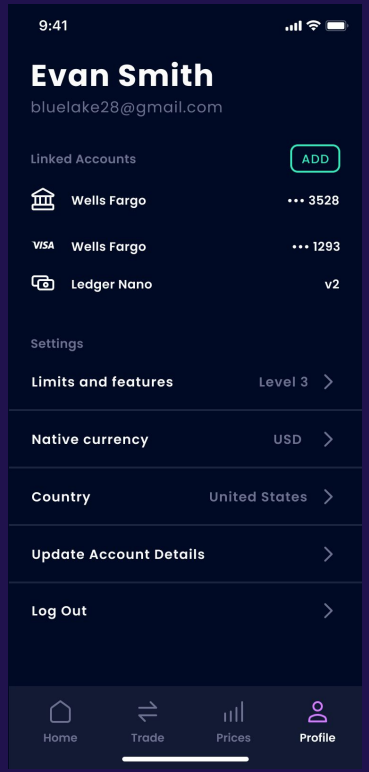
Final UI Prototype



Home / Portfolio and Trading Screens



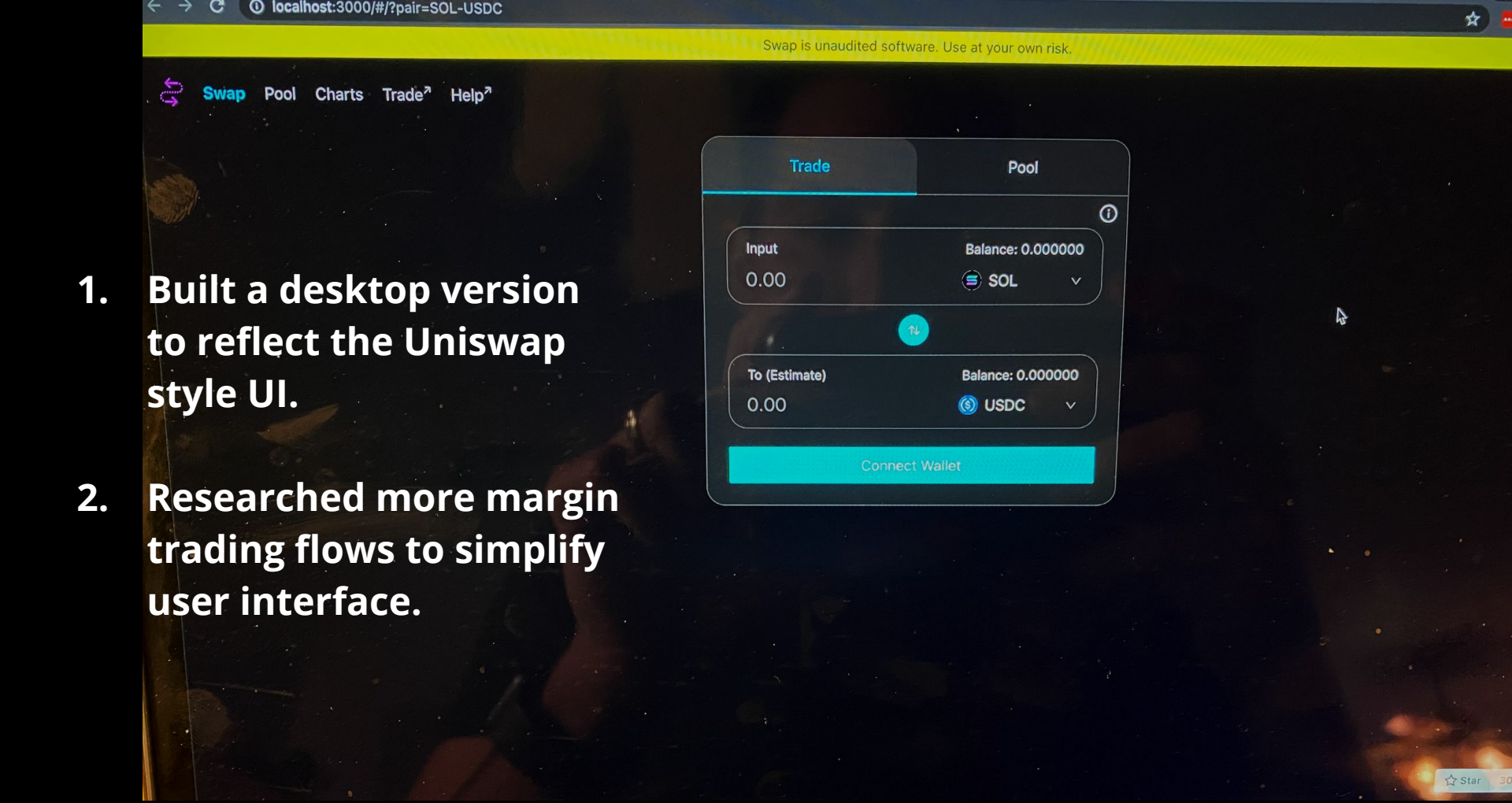




Pricing screens and Profile settings

Reflect

Would have done differently



1. Built a desktop version to reflect the Uniswap style UI.

2. Researched more margin trading flows to simplify user interface.

Thank
You!