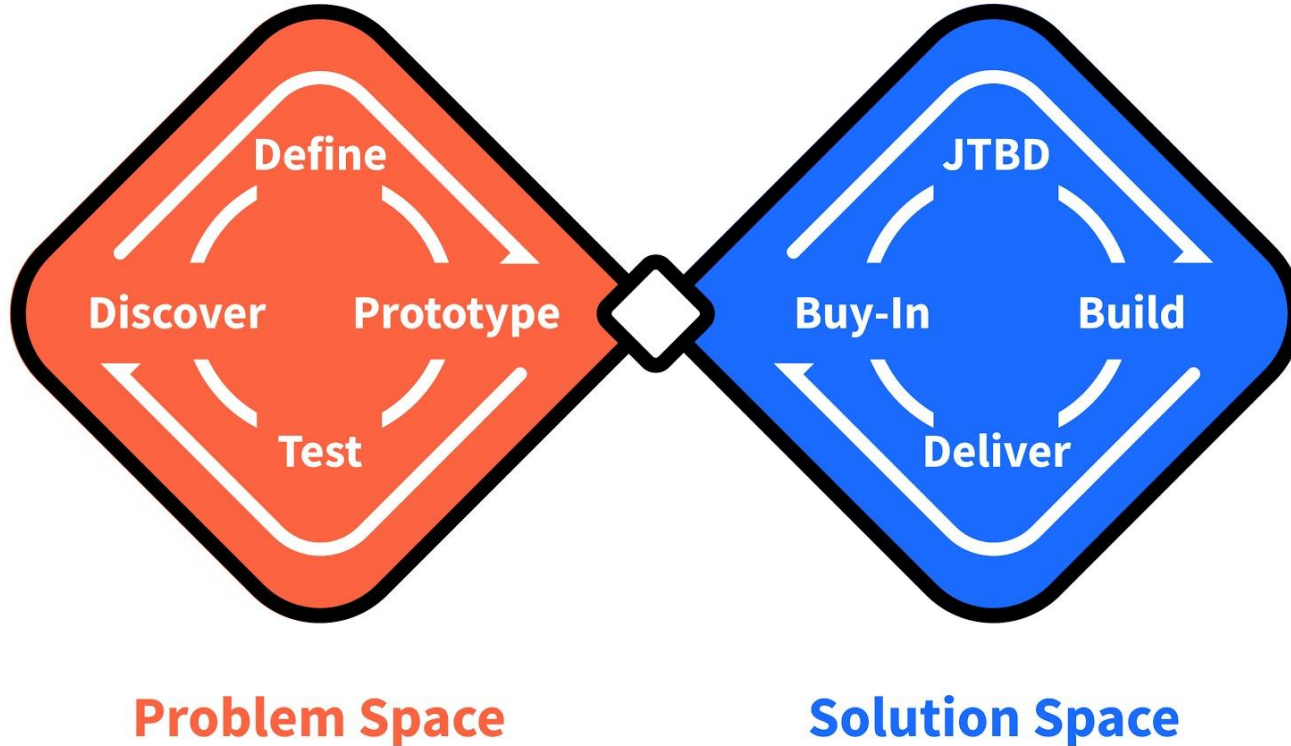


Solana

Margin Trading PR

Product Thinking Framework



Discover

High-level Scope Definition

Project Scope

1. Build a solution similar 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

Create Account

Sign in:

☐ Terms & Conditions

Create Account

Apply for
Margin
Trading!

Apply Offer

Trade Margin^X

Risks

☒ ☒ ☒

☐ Agree to terms

Risks & Terms

Add Collateral^X

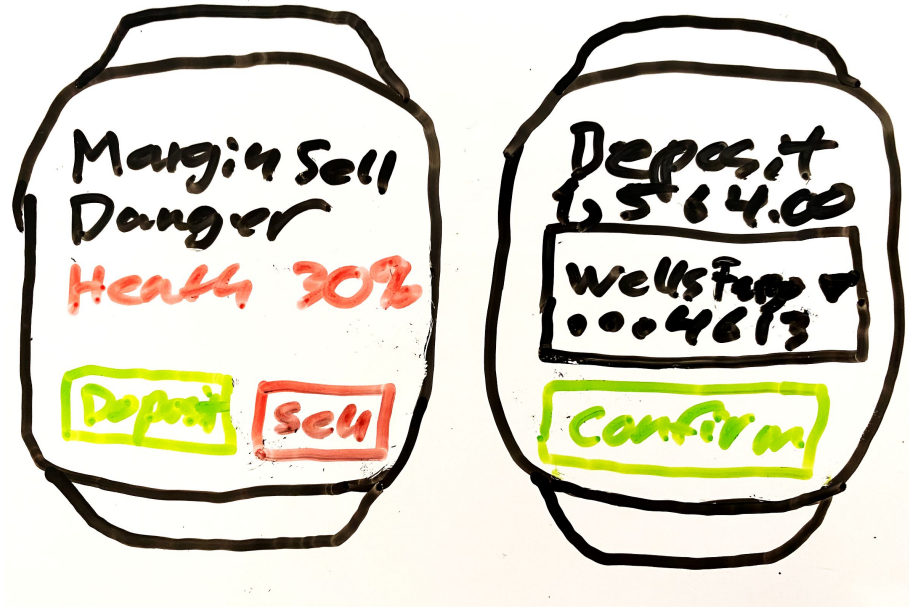
Connect

Collateral

Margin Danger!

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

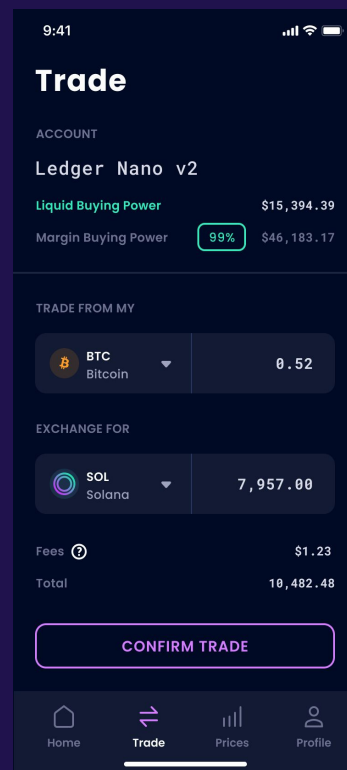
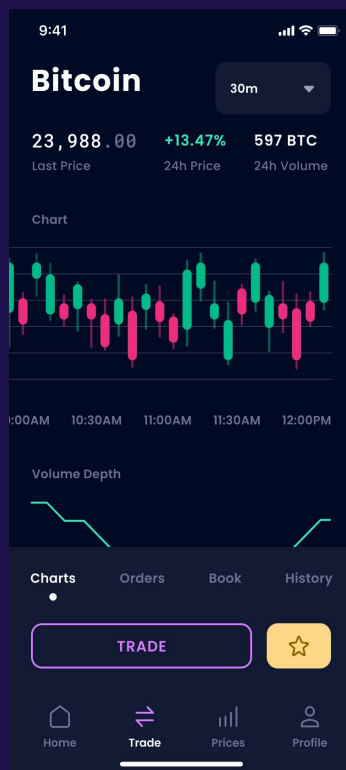
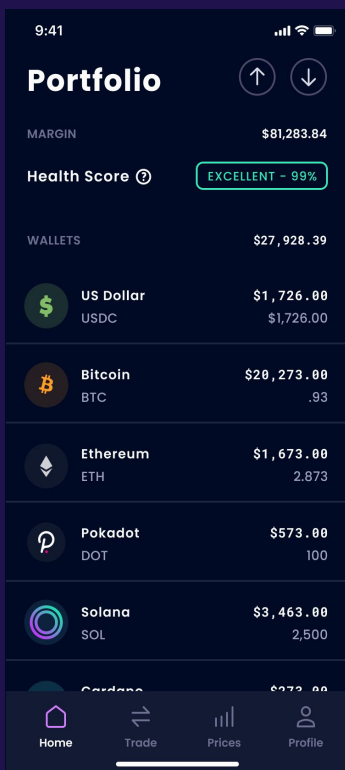
Send push notifications on phone or AppleWatch.



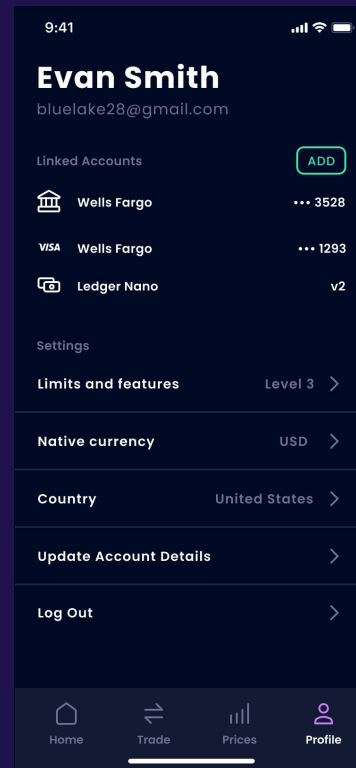
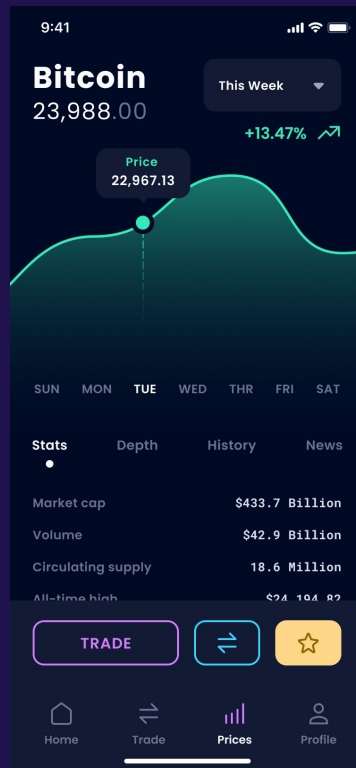
Deliver

Final UI Prototype





Home / Portfolio and Trading Screens



Pricing screens and Profile settings

Thank
You!