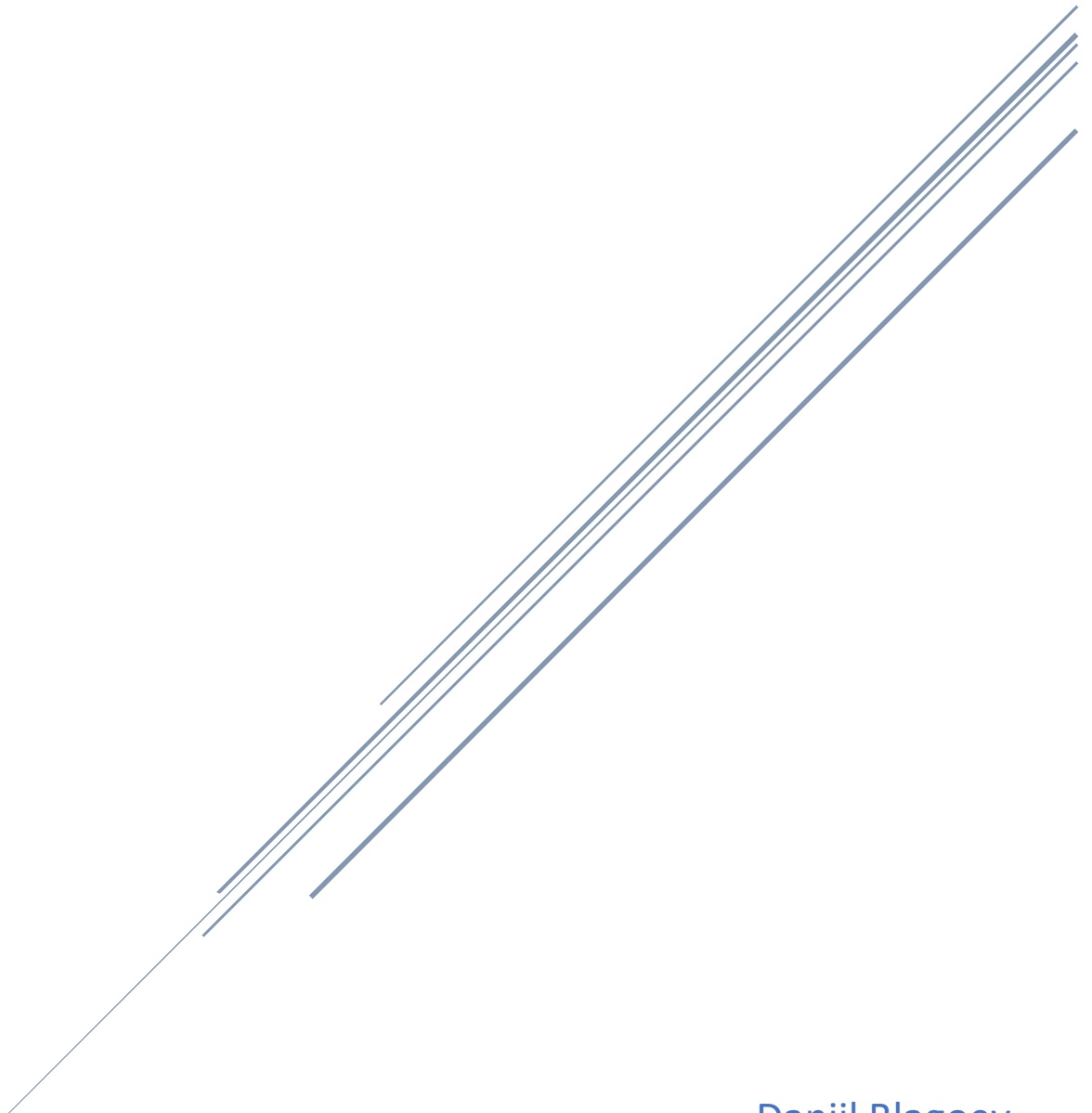


# BITBY

UX feedback report



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## Contents

Introduction .....	2
Questions .....	2
Answers.....	2
1. If you could rate ByBit's user experience out of 10, what would you give it?.....	2
2. What do you like least/most about ByBit? .....	2
3. How easy is it to use ByBit? .....	2
4. Which feature of ByBit is most important to you? .....	2
UX comparison to another exchange .....	2
Conclusion.....	3

## Introduction

In order to construct this UX feedback report, two people- an architecture student and a business student, were asked 4 questions about BitBy and their answers were summarized. I also made a UX comparison between BitBy and one of the most popular crypto exchanges on the market.

## Questions

1. If you could rate ByBit's user experience out of 10, what would you give it?
2. What do you like least/most about ByBit?
3. How easy is it to use ByBit?
4. Which feature of ByBit is most important to you?

## Answers

1. If you could rate ByBit's user experience out of 10, what would you give it?

Person 1- 5

Person 2- 7

2. What do you like least/most about ByBit?

Both of them liked the clean and simple look of the application and how easy it is to find what you are looking for. They disliked the fact that most of the functionalities are not working yet and one of them mentioned that they didn't like how you must refresh the website when you open a position in order to see it in the position table.

3. How easy is it to use ByBit?

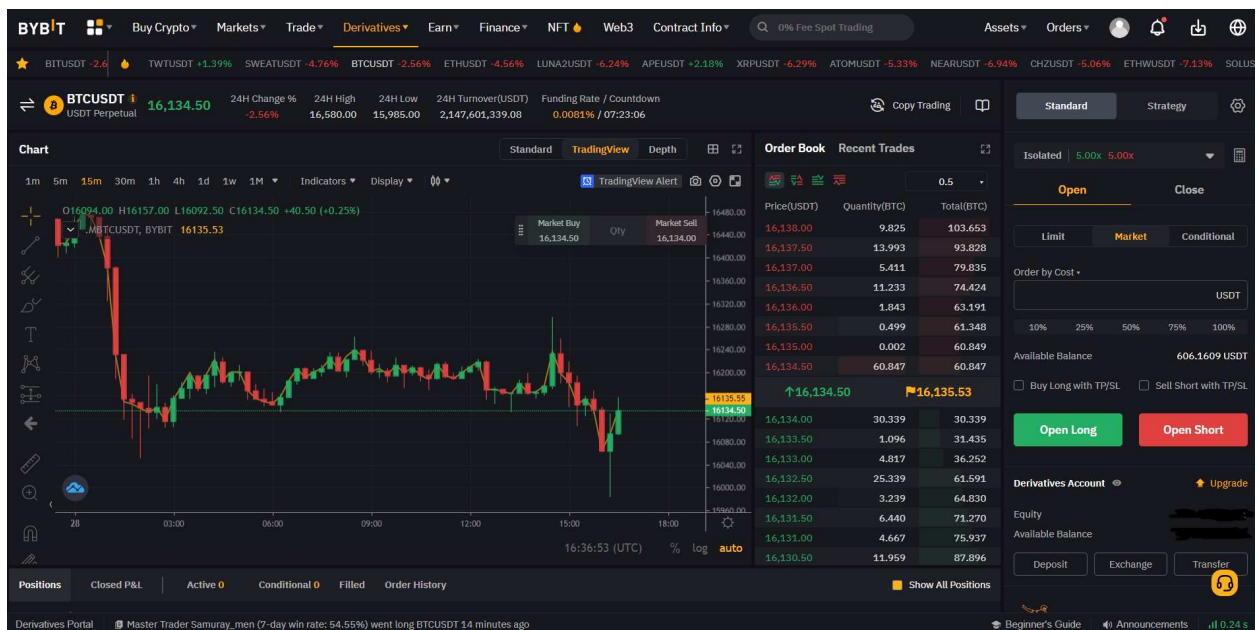
Both thought the design is quite clean and user-friendly. They did not have any trouble with finding different functionalities like editing their account information, statistics, opening a position, etc.

4. Which feature of ByBit is most important to you?

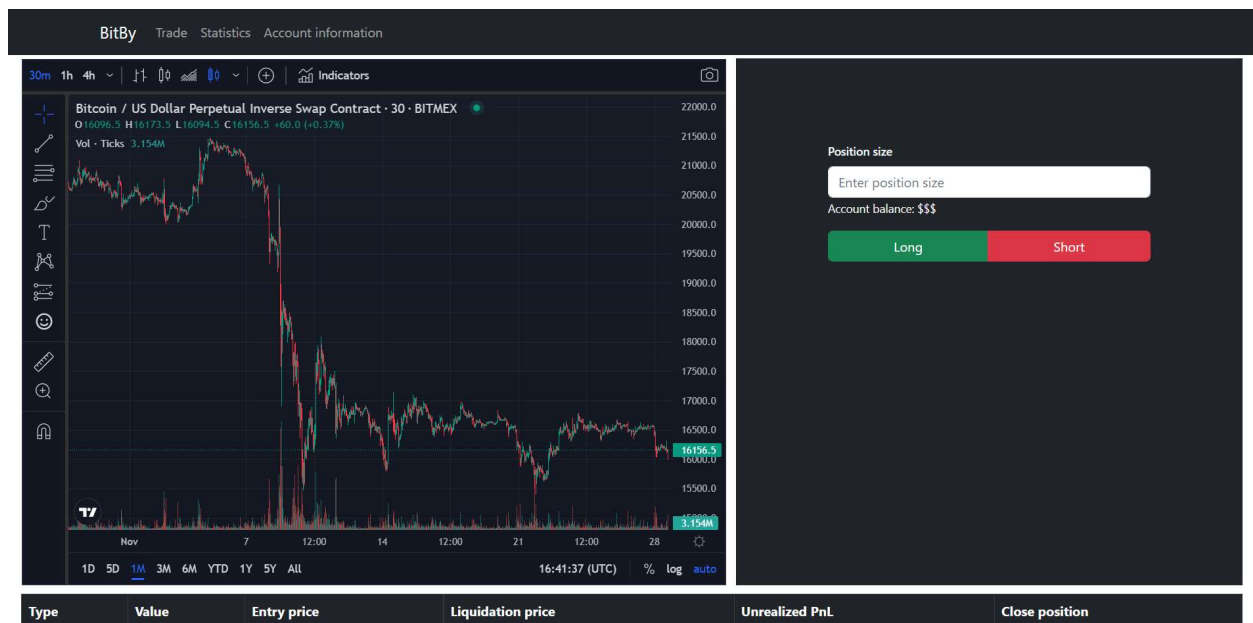
They both think the most important feature of ByBit is position management, which is good, since that is the purpose of the website.

## UX comparison to another exchange

- Popular crypto exchange website



- BitBy



Just from the first glance, it can be seen that BitBy looks more minimalistic, although ByBit has quite a lot more functionalities and more information to display. BitBy is entirely focused on futures trading, whereas futures trading is only a fraction of ByBit.

## Conclusion

To sum it up, BitBy is on the right path in terms of user-friendliness. Something that has to be worked on is the increase in working functionalities. In comparison to ByBit, BitBy looks simpler at first sight, and it

would be easier for a new user to find his way around, although BitBy does not even come close to the number of functionalities that ByBit has.