

INSTRUMENT DETAILS



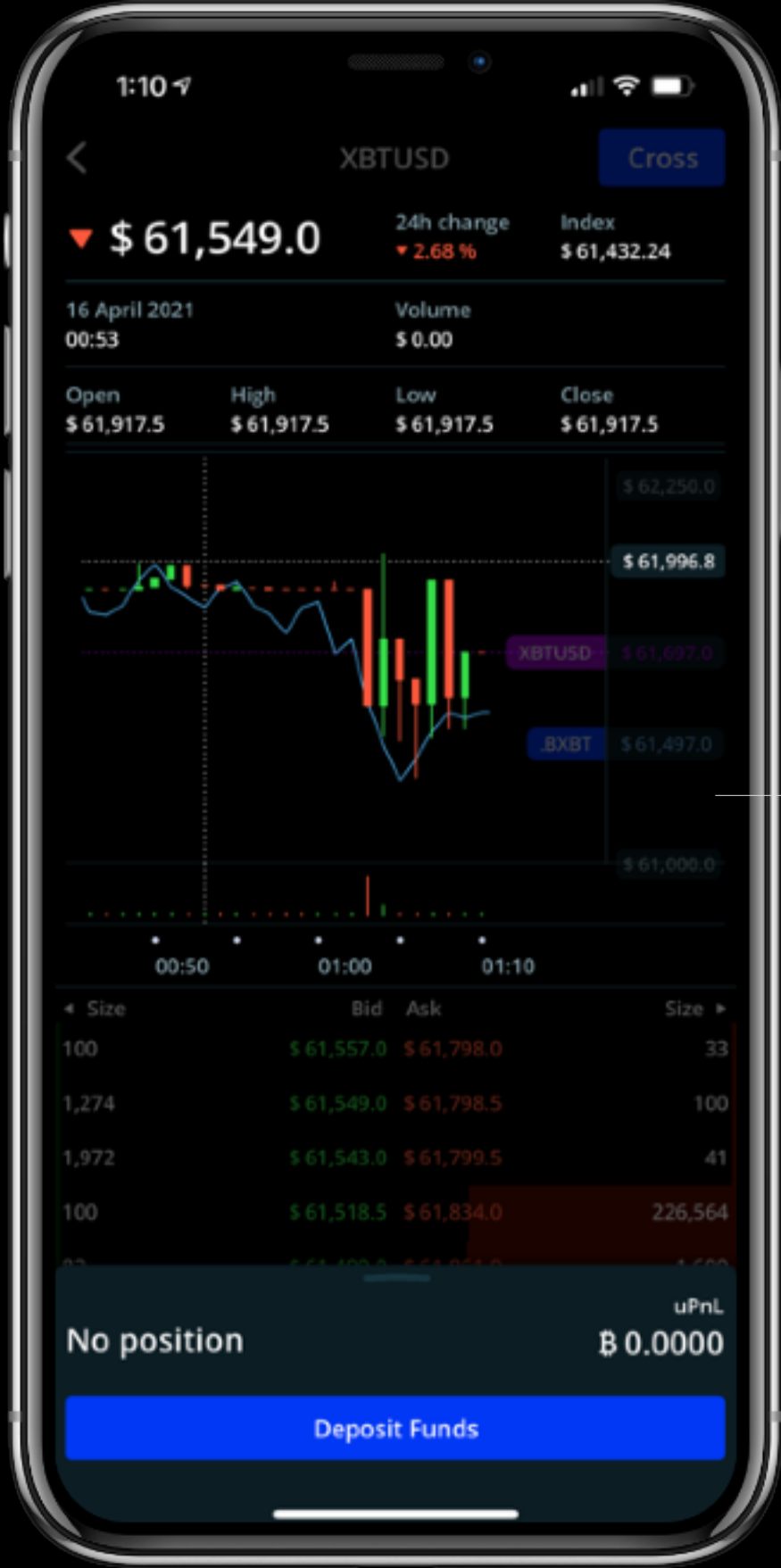
Necessarily Complex

High Information Density but still readable on quick glance

Custom designed Candlestick chart with personalized markers

Constantly updating order book with progressive disclosure.

Constant activity reflected on screen with subtle yet prominent animation



Candlestick chart stub state reveals further OHLC info while grayng out the screen to help user focus on critical information



# DEPOSITS & WITHDRAWALS

Low traffic screen but critical in establishing trust with customer.

## Customer Goals

- \_ Should be very easy to repeatedly deposit or withdraw funds from the platform
- \_ Should be able to easily verify the wallet id to which they are withdrawing or depositing
- \_ Should be able to clearly understand what fee they will be/should be paying

## Product Goals

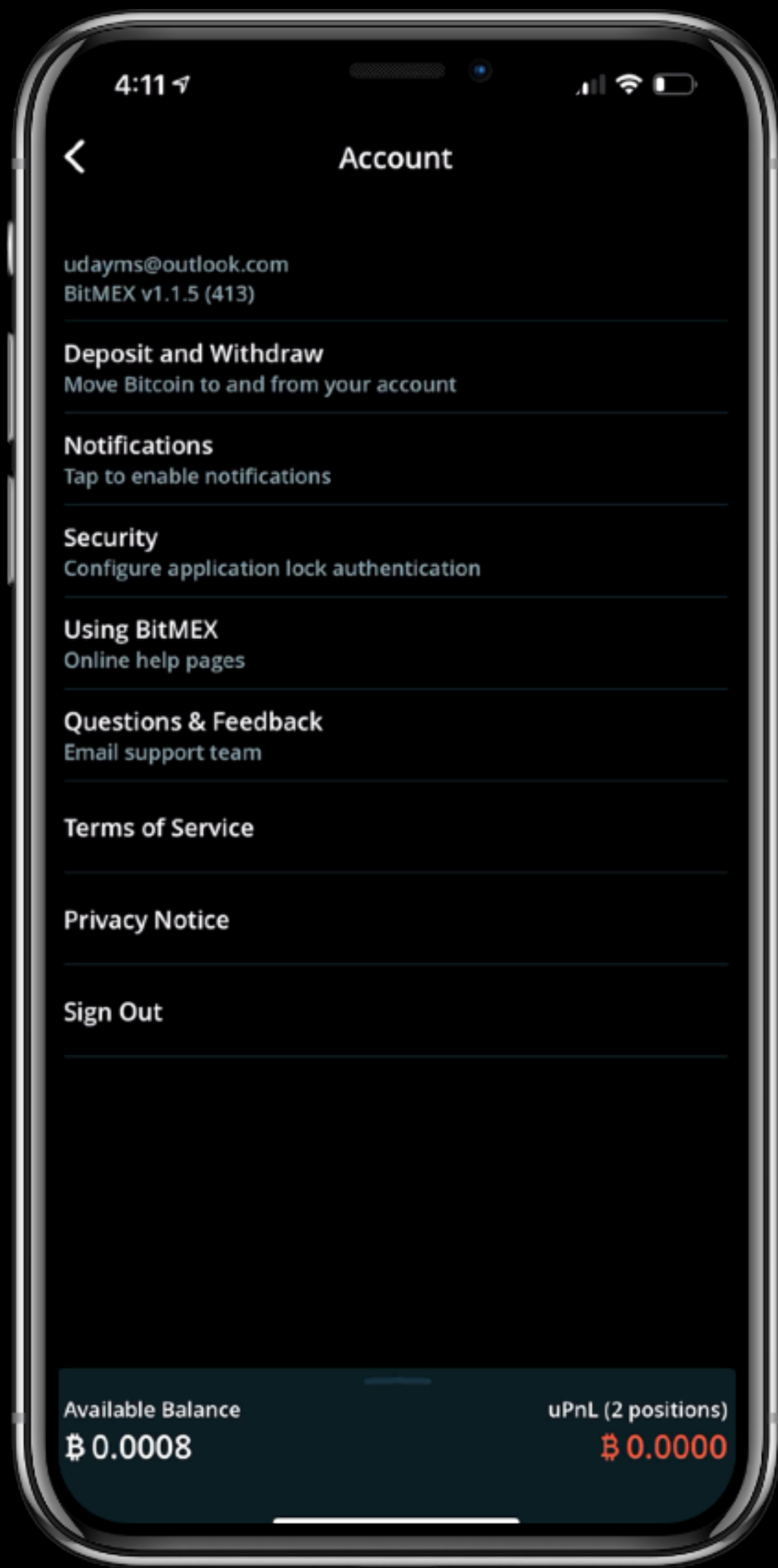
- \_ Increase customer trust on the platform
- \_ Reduce support tickets by clearly setting expectations of next steps and timeline

## Challenges

- \_ Copy paste errors
- \_ Significant source of support tickets
- \_ Disconnected flow in real life

## Design Wins & Innovations

- \_ Color coding wallet id numerics for easy reading
- \_ Chunking wallet id for easy memorization and manual reproduction
- \_ Intelligent pre-fill buttons for all text entry fields in the flow
- \_ 16% reduction in support tickets by providing clear messaging of next steps



[Play video](#)