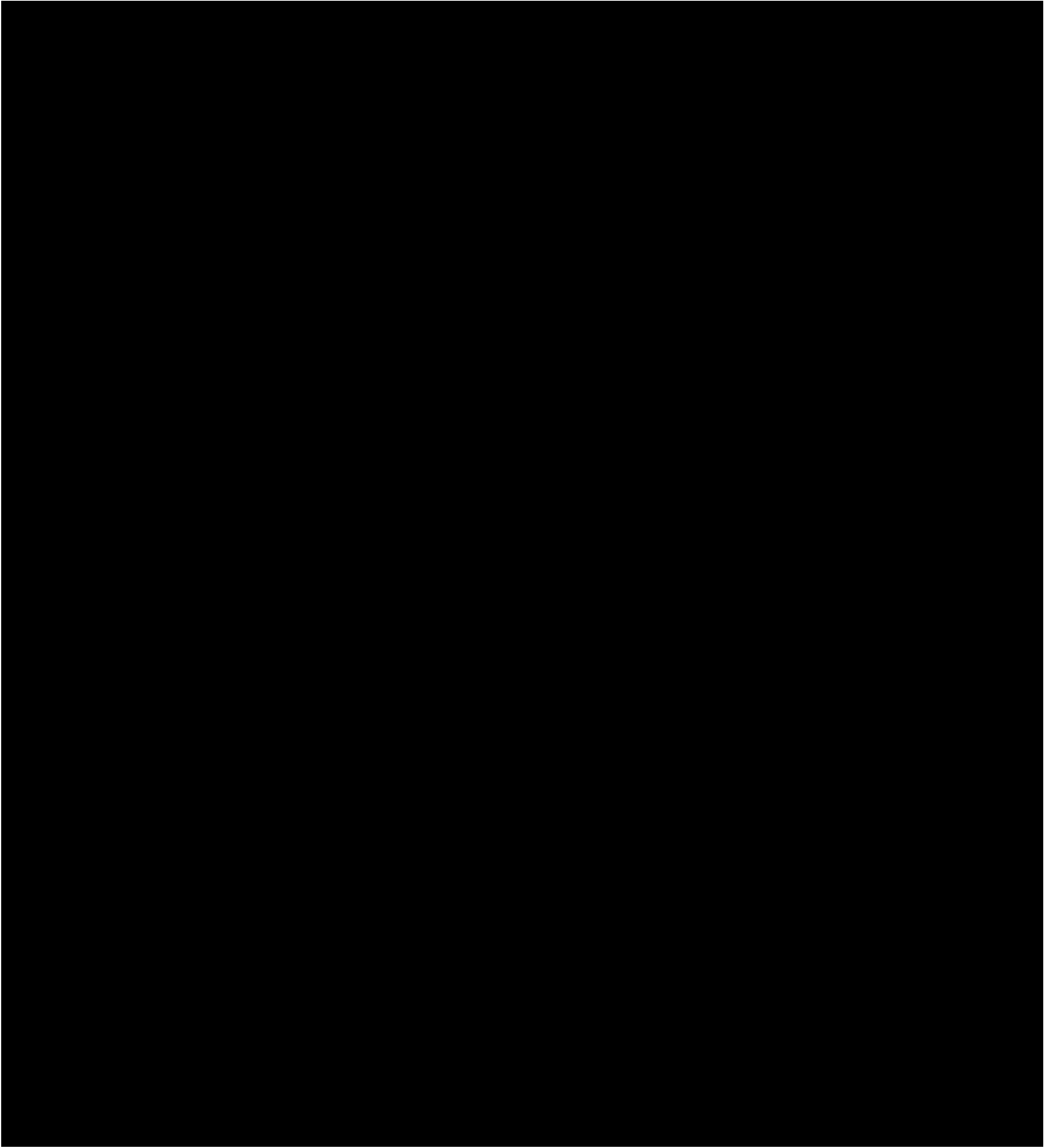


http://vday.sxz

Portfolio 2018-2021





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



Account

udayms@outlook.com
BitMEX v1.1.7 (428)

Deposit and Withdraw

Move Bitcoin to and from your account

Notifications

Tap to enable notifications

Security

Configure application lock authentication

Using BitMEX

Online help pages

Questions & Feedback

Email support team

Terms of Service

Privacy Notice

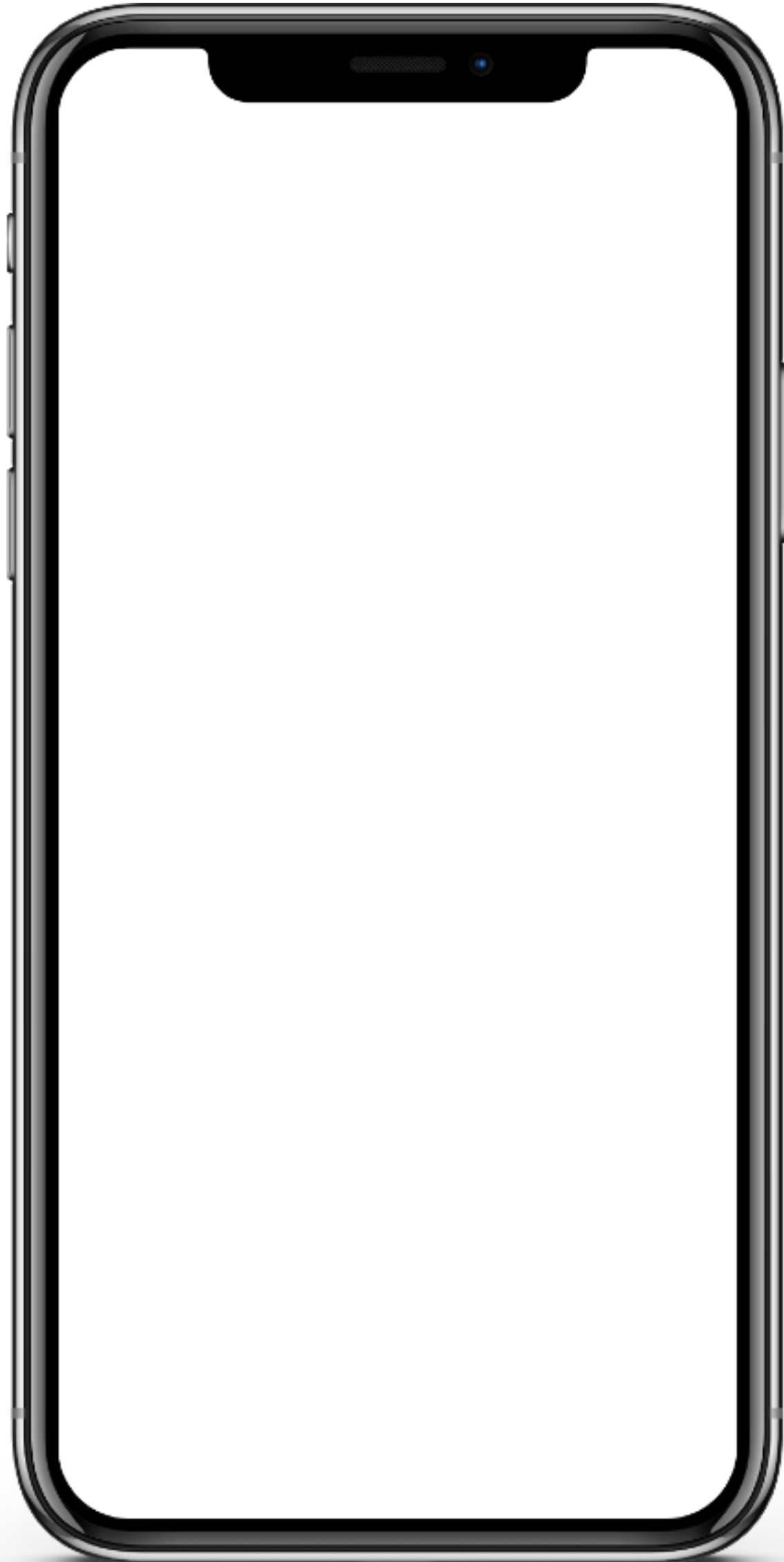
Sign Out

Available Balance

₿ 0.0008

uPnL (2 positions)

₿ 0.0000





DEARST&VINTH&RAVVALS

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



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DEPOSITS & WITHDRAWALS

Low traffic screen but critical in establishing trust with customer.

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Product Goals

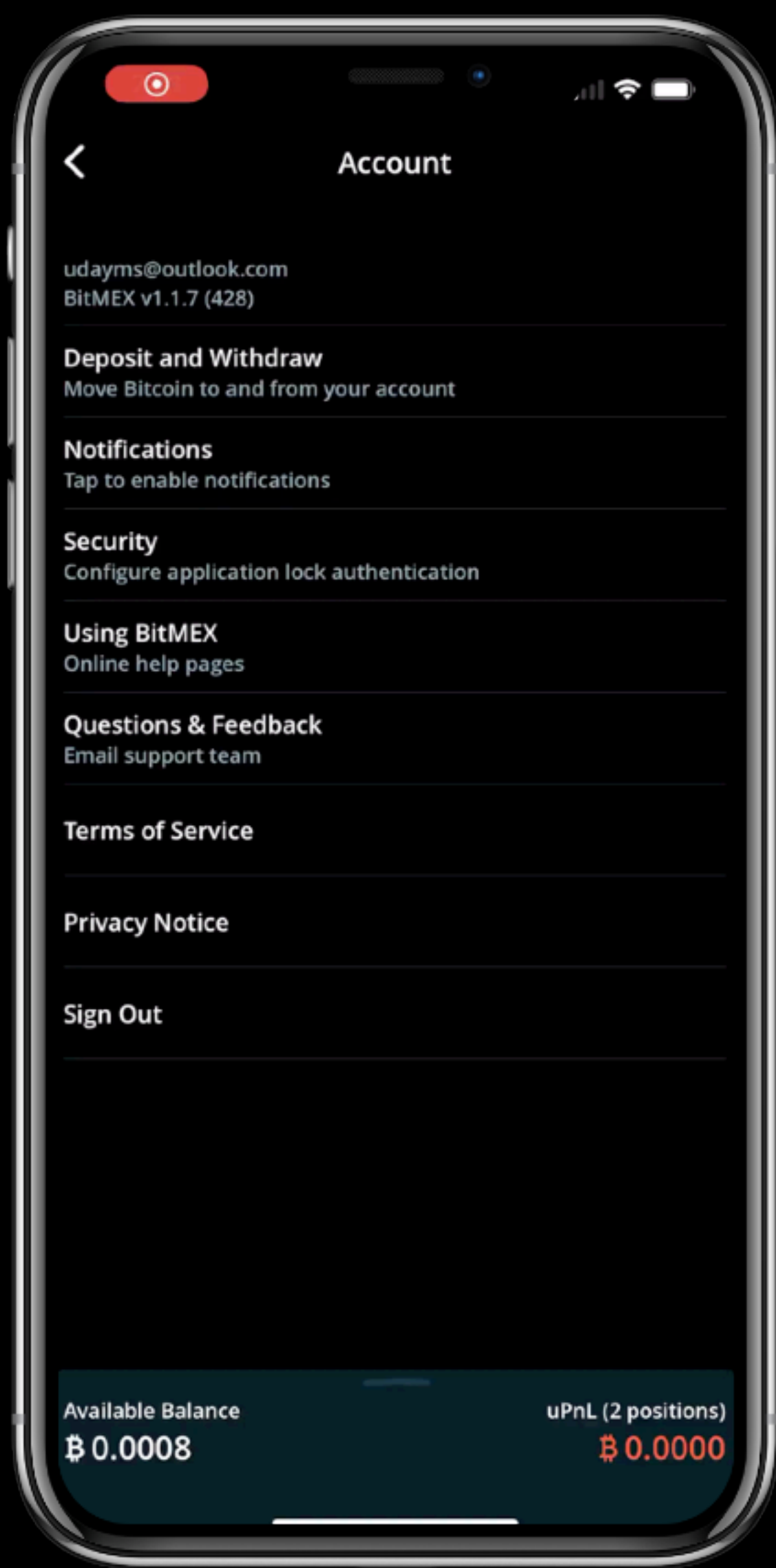
- _ Increase customer trust on the platform
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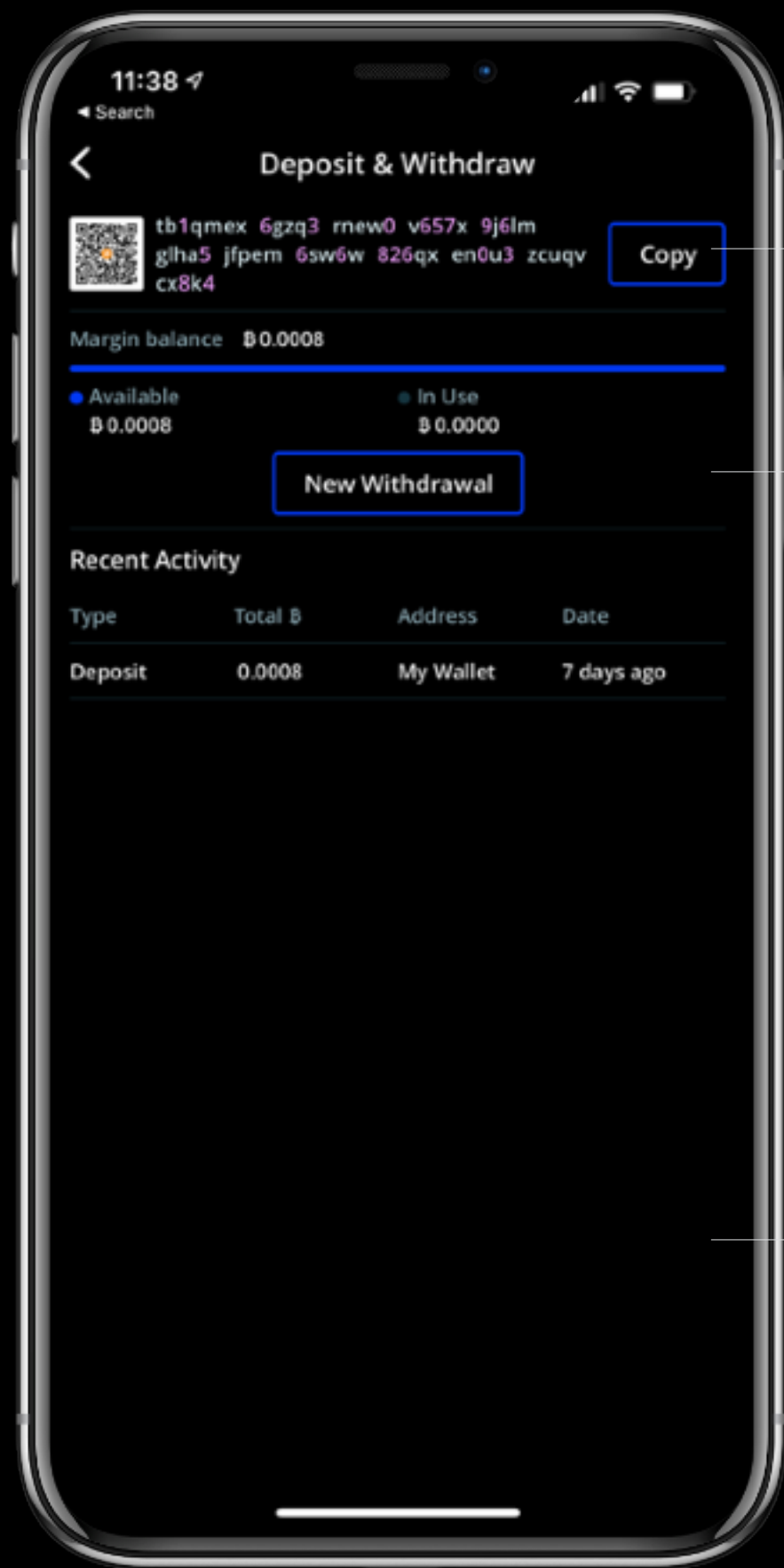
Challenges

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Design Wins & Innovations

- _ Color coding wallet id numerics for easy reading
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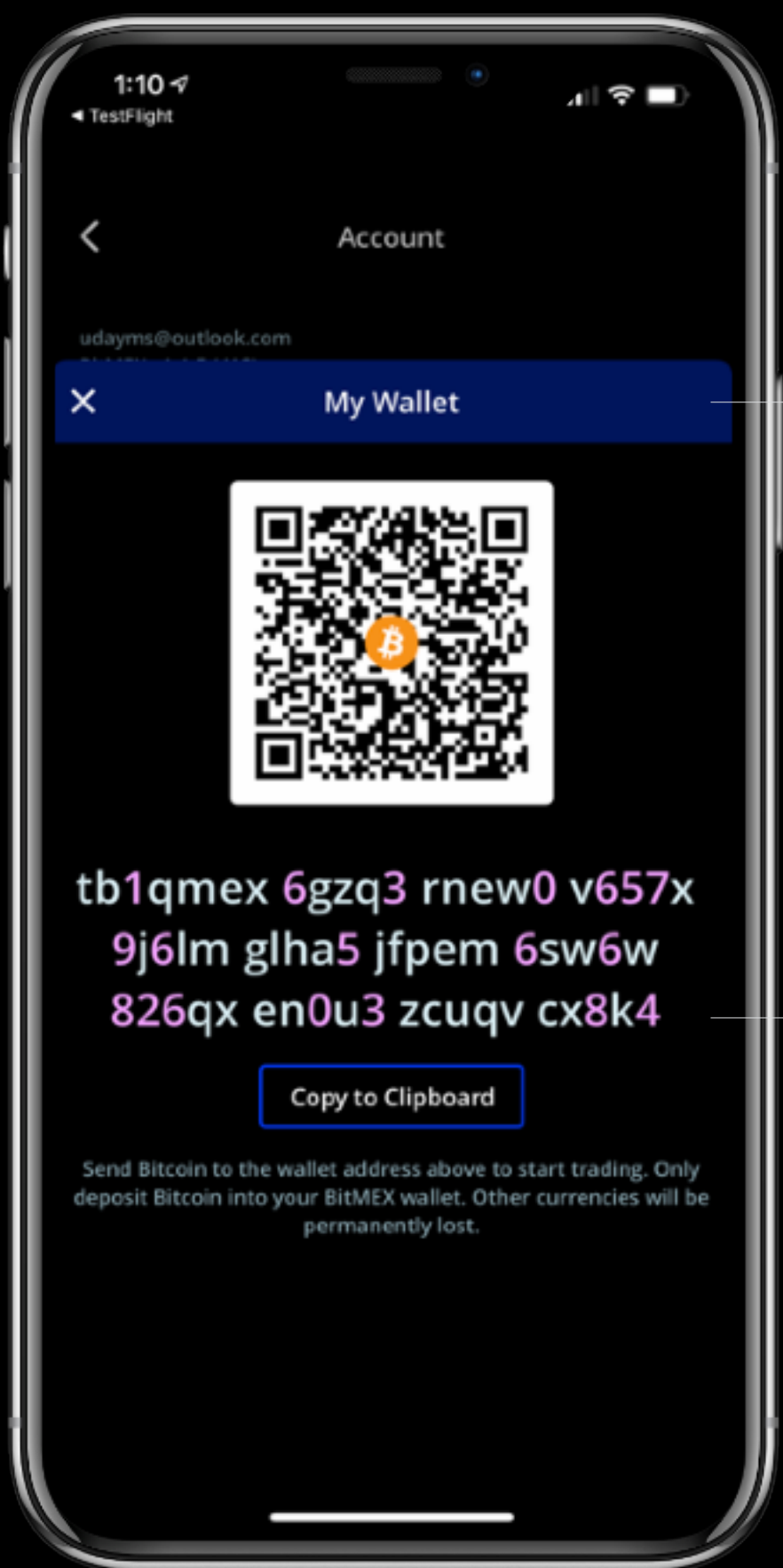


Prominently displayed wallet id.

Clear and graphical visualization of what funds can be withdrawn.

Prominent Withdraw CTA to assure users that they are in control of their money.

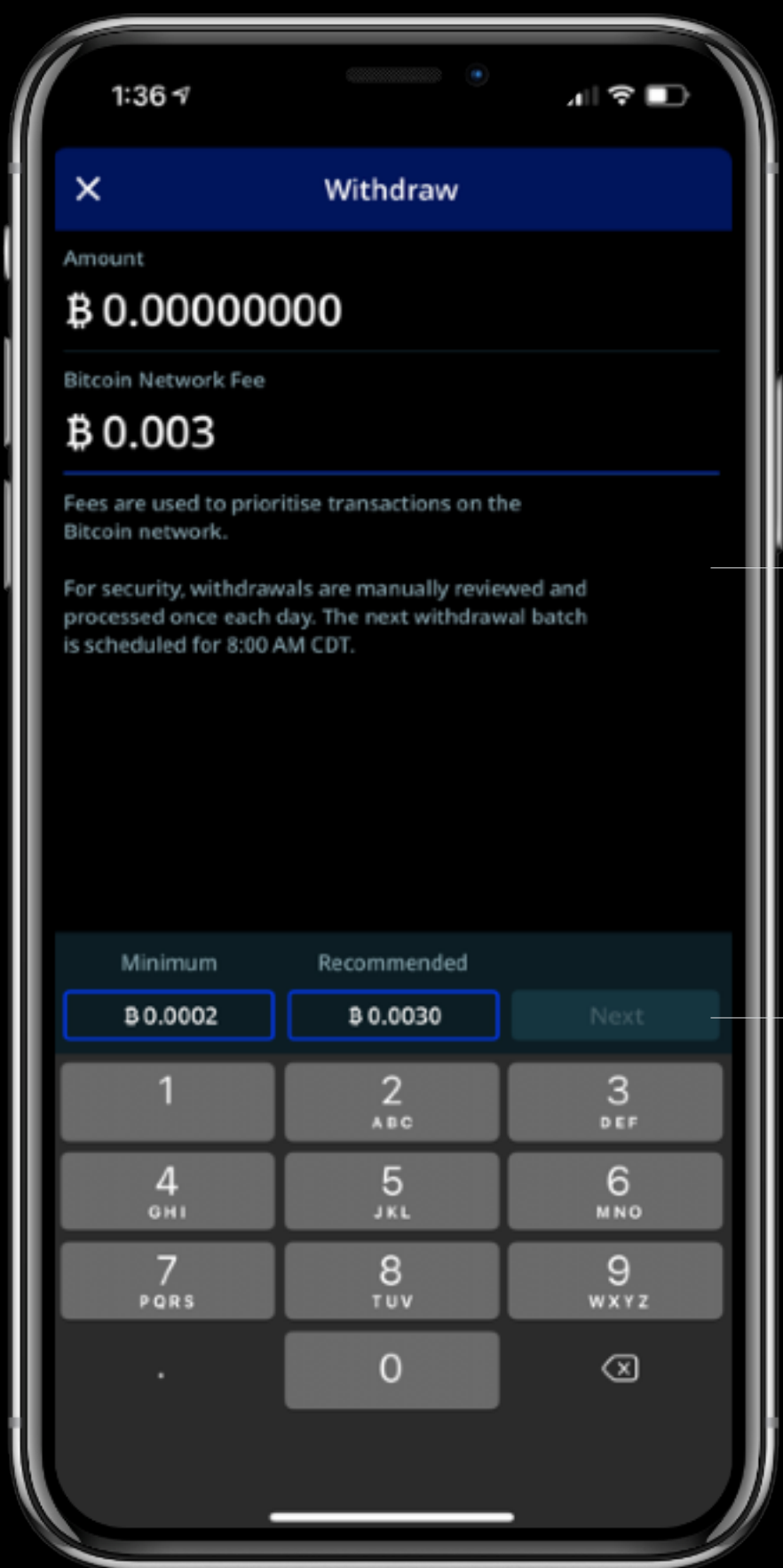
Transaction history providing users clear insight into account activity



The wallet id and QR code comes up in blown up size for easy readability and scanning.

Color coding to easily differentiate numbers and alphabets.

Chunking based on Miller's law.



Setting clear expectations of what is going to happen next. This line alone reduced support tickets by 18%.

Text pre-filling with labels to guide the user. User can move through the entire flow without using the keyboard. They can use the pre-fill buttons in each step.