TROLLBOX MODERATION

High traffic screen in the desktop & mobile where the traders discuss trading strategies and share ideas.

Customer Goals

_ Should be able to have civil conversations in the Trollbox

Product Goals

_ Build a moderation system that is community driven requires zero manual support intervention

_ Support teams are fielding trollbox civility tickets flowing in at the rate of 6 per hour. Stem this inflow of tickets.

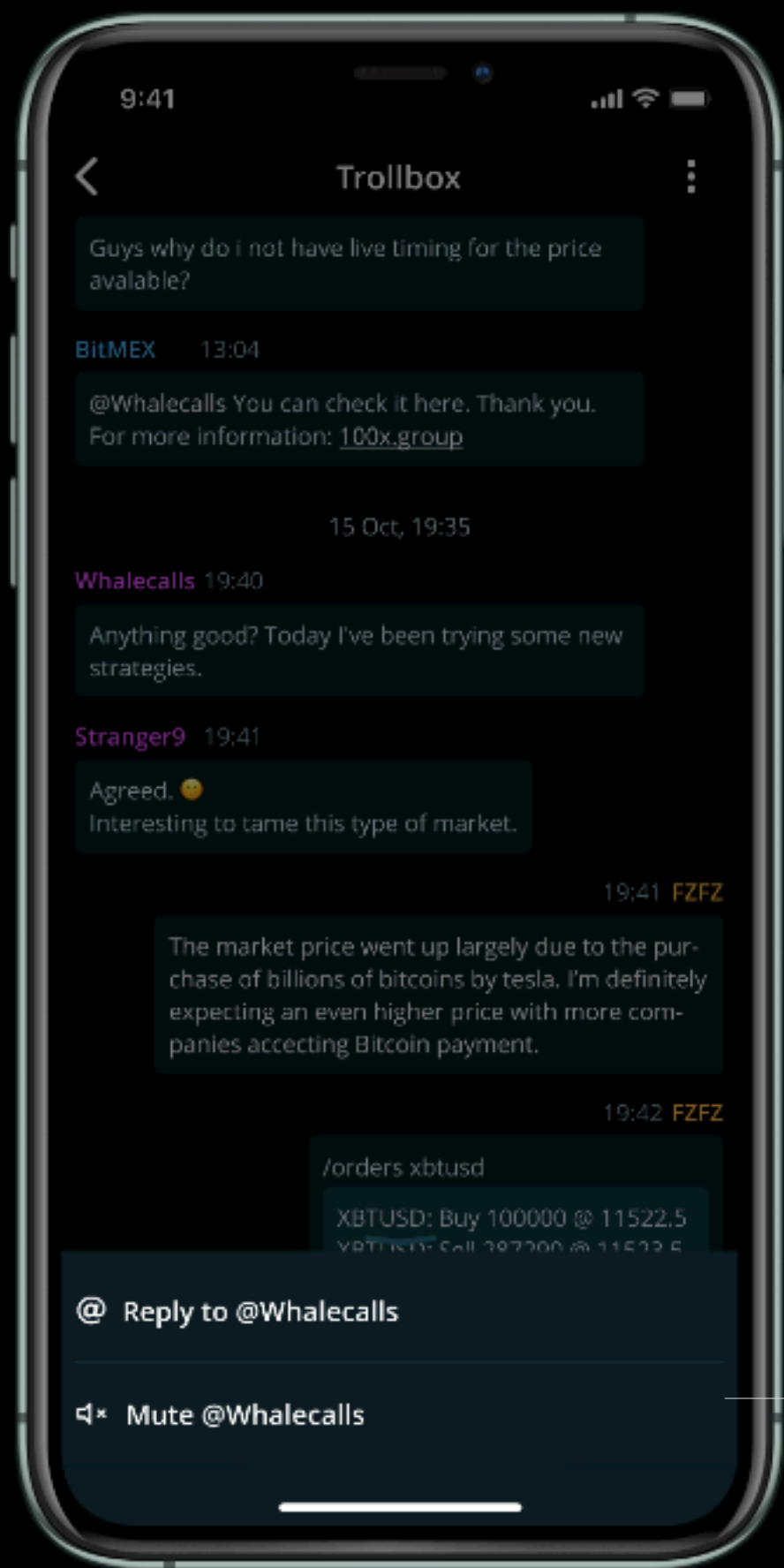## Challenges

_ Moderation of any kind is perceived as censorship in the crypto world

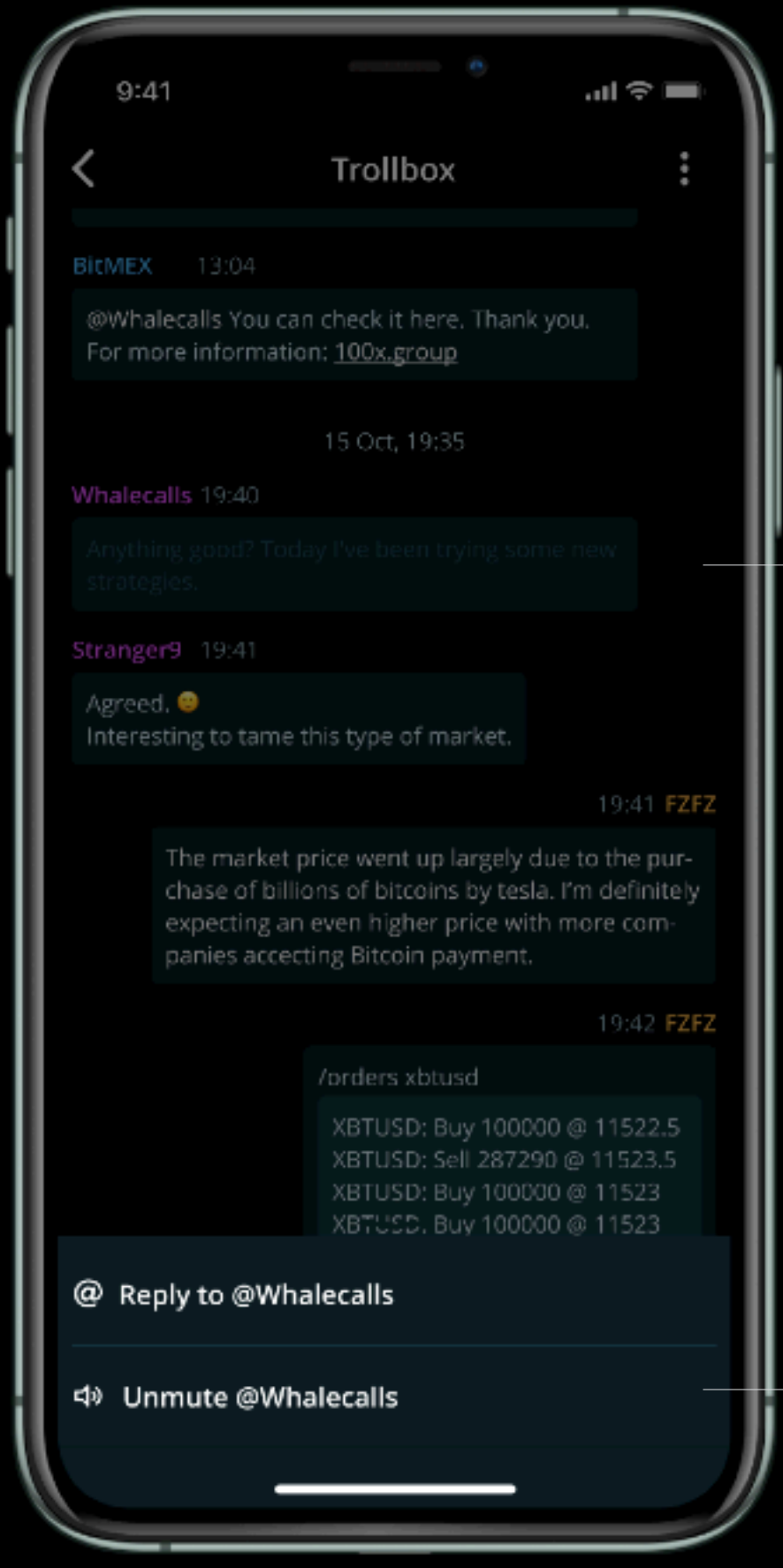_ Any mechanism we build should not dilute the value of the knowledgable pro traders

Design Wins & Innovations

_ Started with the goal to design an effective moderation mechanism. My early investigations and SME interviews revealed that a full blown moderation system may be an overkill. On my recommendation, a mute functionality was built and deployed to production and we measured the response metrics.

The mute feature reduced support tickets by 100% and this saved the engineering organization 4 - 6 months of effort and time.
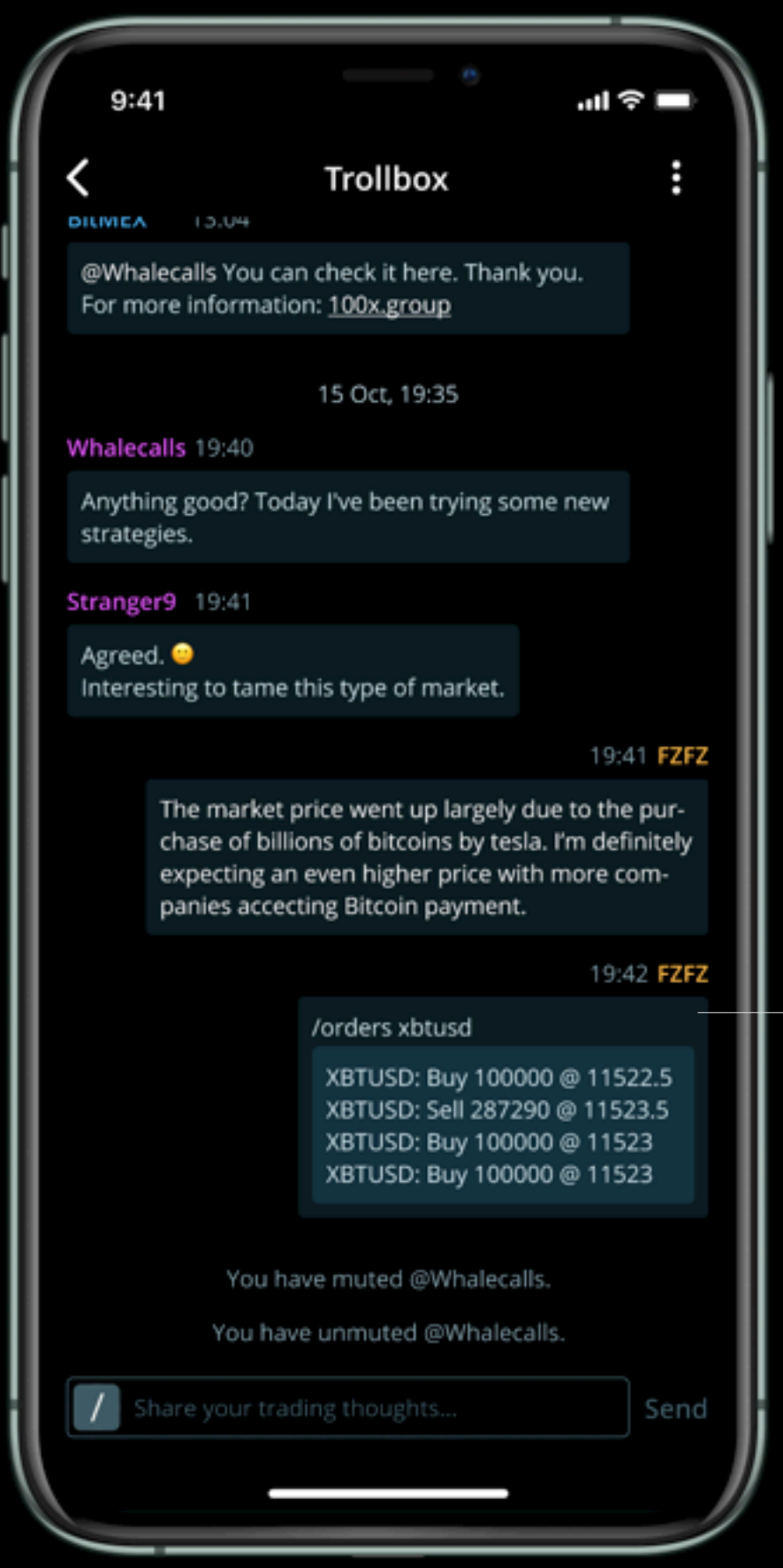
Muted users appear grayed out in current session. In future sessions, their messages will not be displayed to the signed-in user

Clear communication to user on the result of their action.

Ability to mute bad actors

Muted users can be unmuted