

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 knowledgeable pro traders

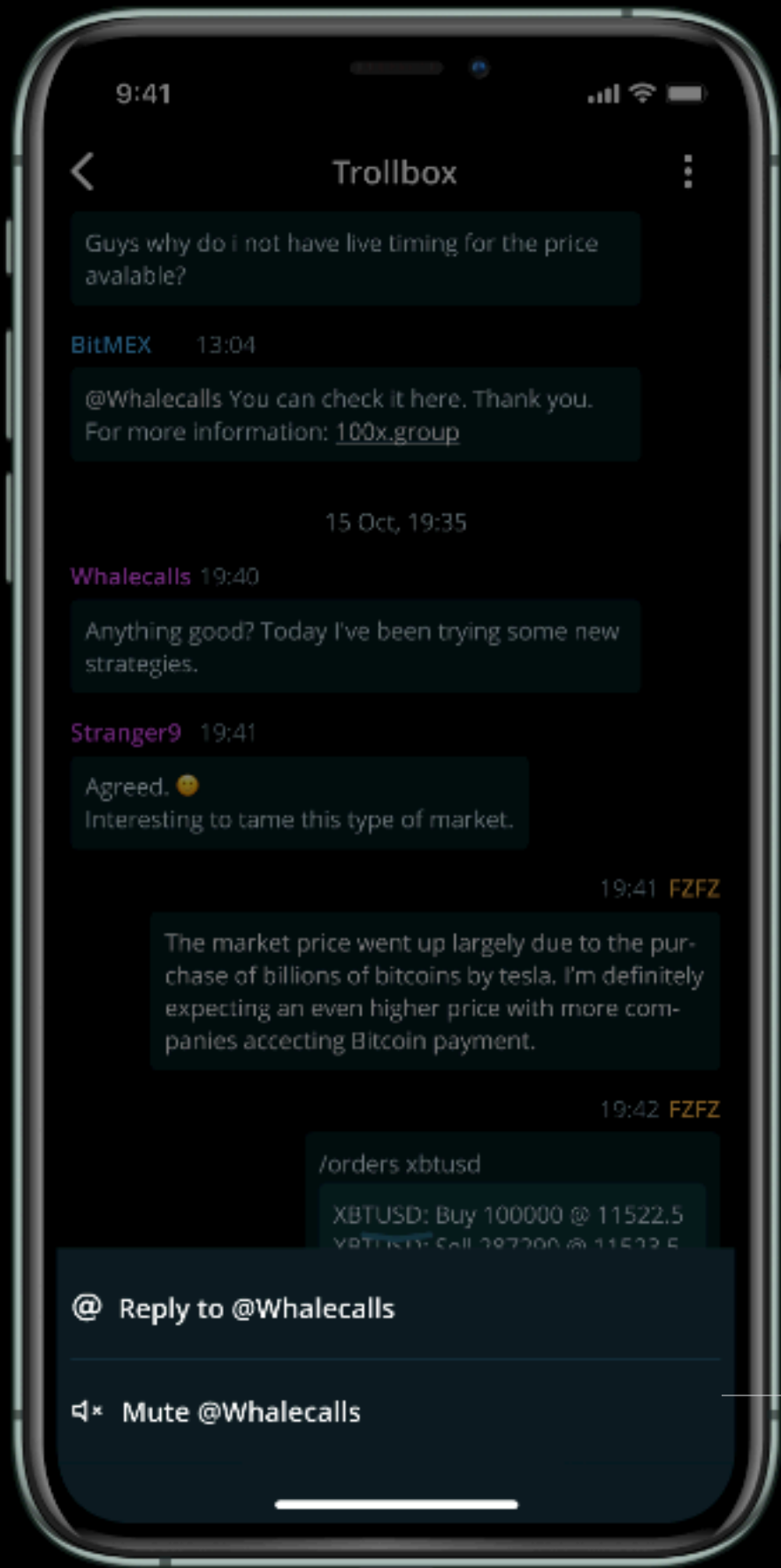
Design Wins & Innovations

- _ 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.

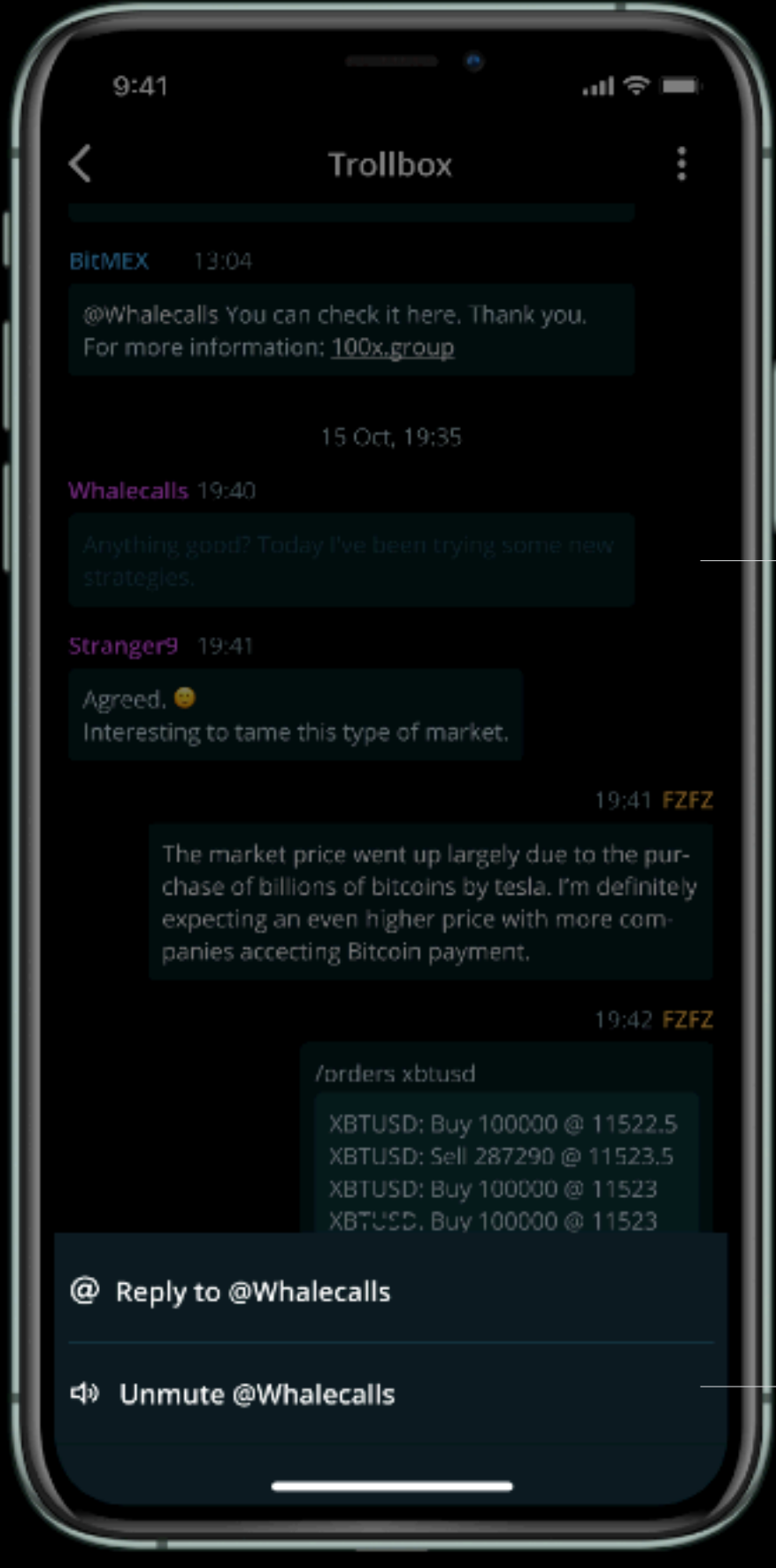
The mute feature reduced support tickets by 100% and this saved the engineering organization 4 - 6 months of effort and time.



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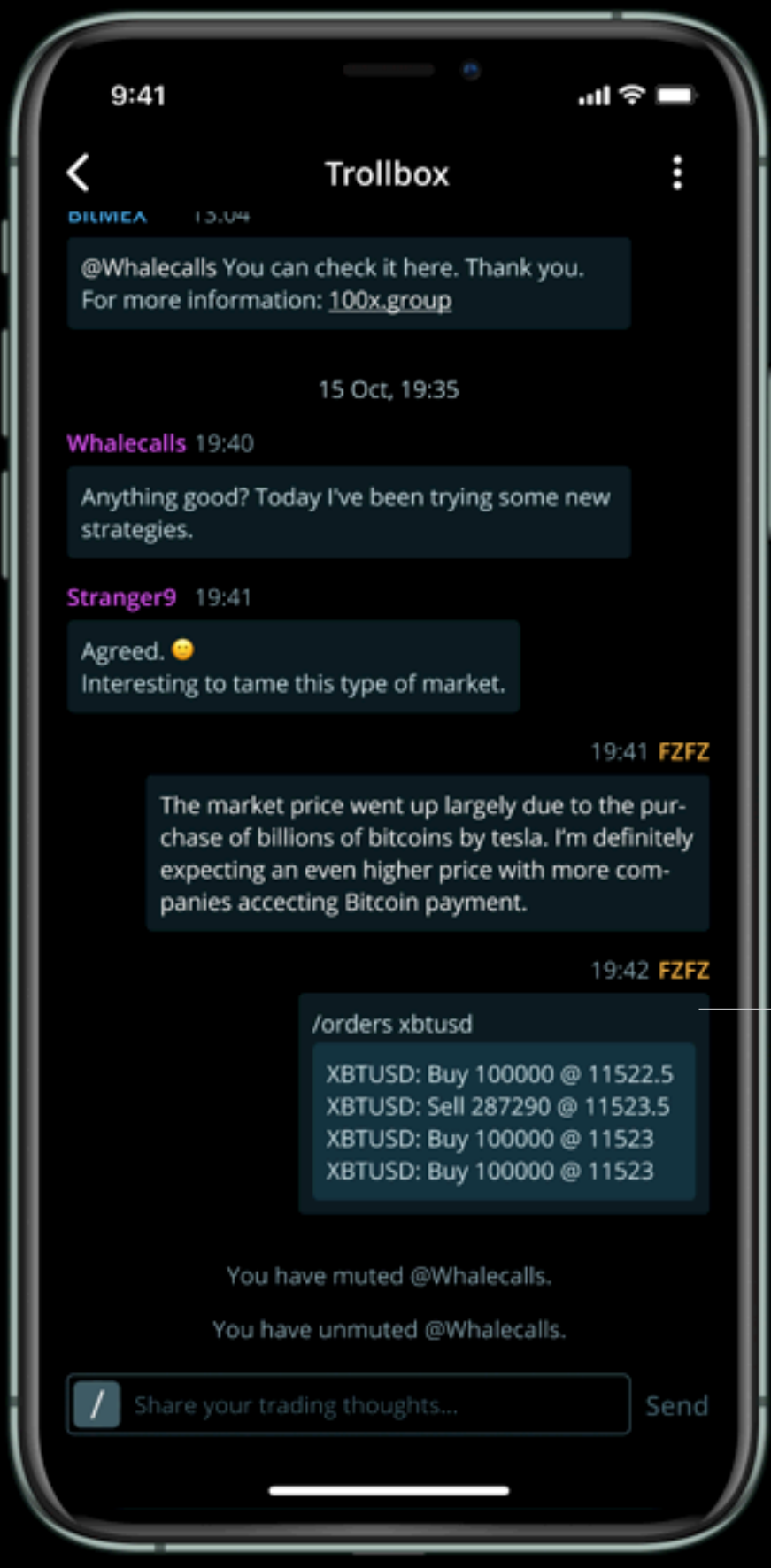


Ability to mute bad actors



Muted users can be unmuted

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.