

PERSONAS

Design team's target user base extends to BitMEX's internal teams in addition to crypto traders with unique expectations and priorities.

Newbie Retail Trader



Sean36 Yrs, Hong Kong

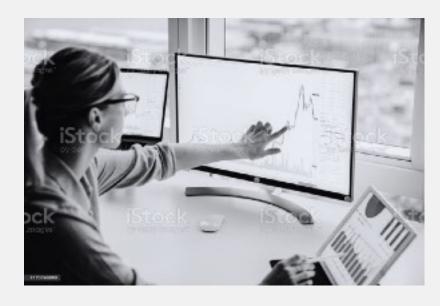
Tech-Savvy and has a primary day job.

Has been investing in traditional stocks
for a few years on Robinhood. Bullish
about crypto.

Priorities

- _ Easy entry into derivatives trading
- _ Grow his crypto investment
- Low transaction fees
- _ Safe & transparent platform to deposit funds
- _ Powerful mobile app

Expert Retail Trader



Lisa 32 Yrs, London

Level-headed and analytical by
personality and experienced day trader.
Bullish about crypto and hedges her
risks with careful analysis of the market
movements and research.

Priorities

- _ Ample market liquidity
- _ Very fast and responsive interface
- _ Low transaction fees
- _ Trustworthy platform with failsafe security measures

Institutional Trader



Tyrell46 Yrs, Sydney

Veteran trader who runs a quant trading firm with a team of traders maintaining a high frequency trading infrastructure.

Makes money in a bull and bear market.

Priorities

- _ Security, Privacy & Compliance
- _ Ample market liquidity
- _ Very fast and efficient API kit
- _ 24 hour up-time
- _Guaranteed order filling

Crypto Enthusiast



Josh 25 Yrs, Haifa

Crypto miner who has a mining rig in his basement and is well immersed into various crypto protocols and alt-coins.

Actively trades on Defi platforms.

Priorities

- _ Security of the platform
- _ Very fast and efficient API kit
- _ Treats the trollbox community as a friend circle

BitMEX Support Executive



Laila 27 Yrs, Bermuda

Customer support executive in BitMEX's customer support team

Priorities

- _ Quick resolution of customer concerns
- _ Detailed feature documentation
- _ Least hand-holding for customers
- _Ease of reproducing customer issues

Portfolio 2018-2021 http://udays.xyz



Trading Platform	Security & Compliance	Mobile App	Exploratory
Trollbox Moderation	KYC Flows	Instrument Details	CLI Trading
Security Centre	KYC Support Screens	Deposits & Withdrawals	Site-wide Instruments Search
Account Recovery	RJ & SJ Jurisdictions	Registration & Onboarding	
Registration	Exchange Distribution Visualization		
Wallet, Order & Trade History			

Let's start with a couple of high impact mobile projects...

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