TROLLBOX MODERATION

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

Customer Goals

_ Keep safe from cyber bullies and misinformation

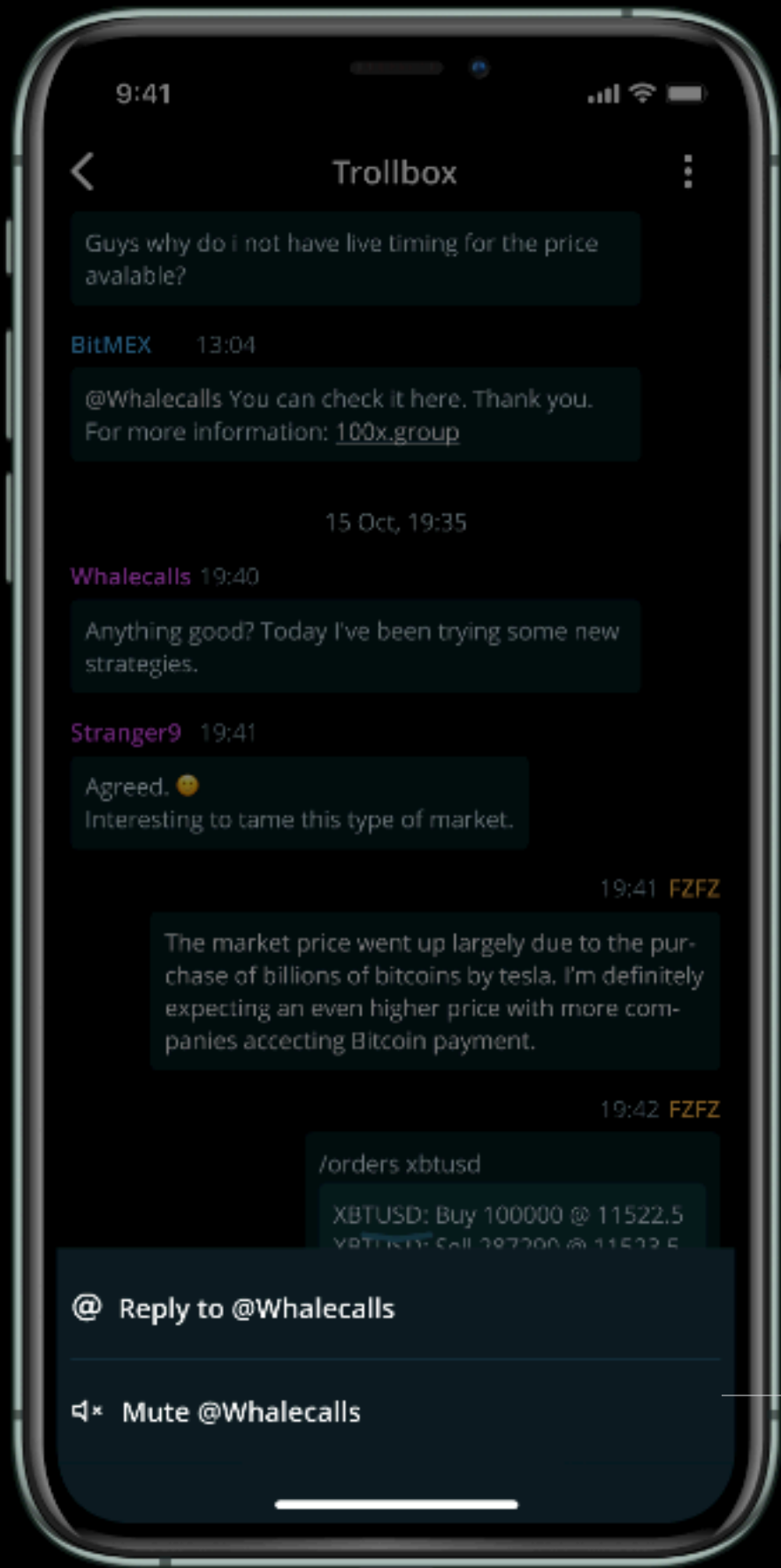Challenges

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

Product Goals

_ Should be community driven & require zero manual support intervention

_ Reduce inflow of trollbox related support tickets (~ 6 per hour)

TROLLBOX MODERATION

Early investigations, SME interview, and analyzing support tickets 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.
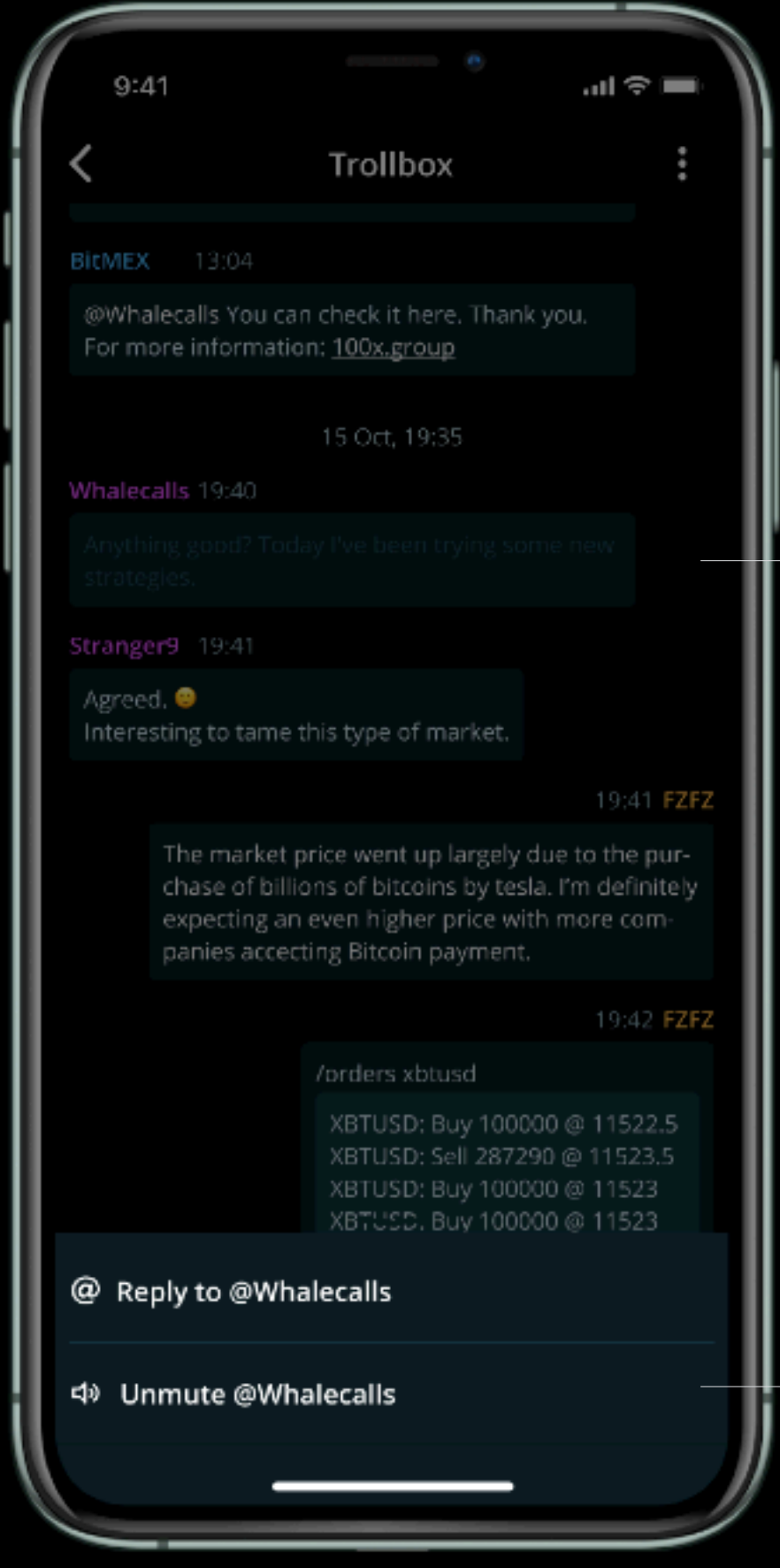
Muted users appear grayed out in current session. In future sessions, their messages will not be displayed to the signed-in user

Muted users can be unmuted
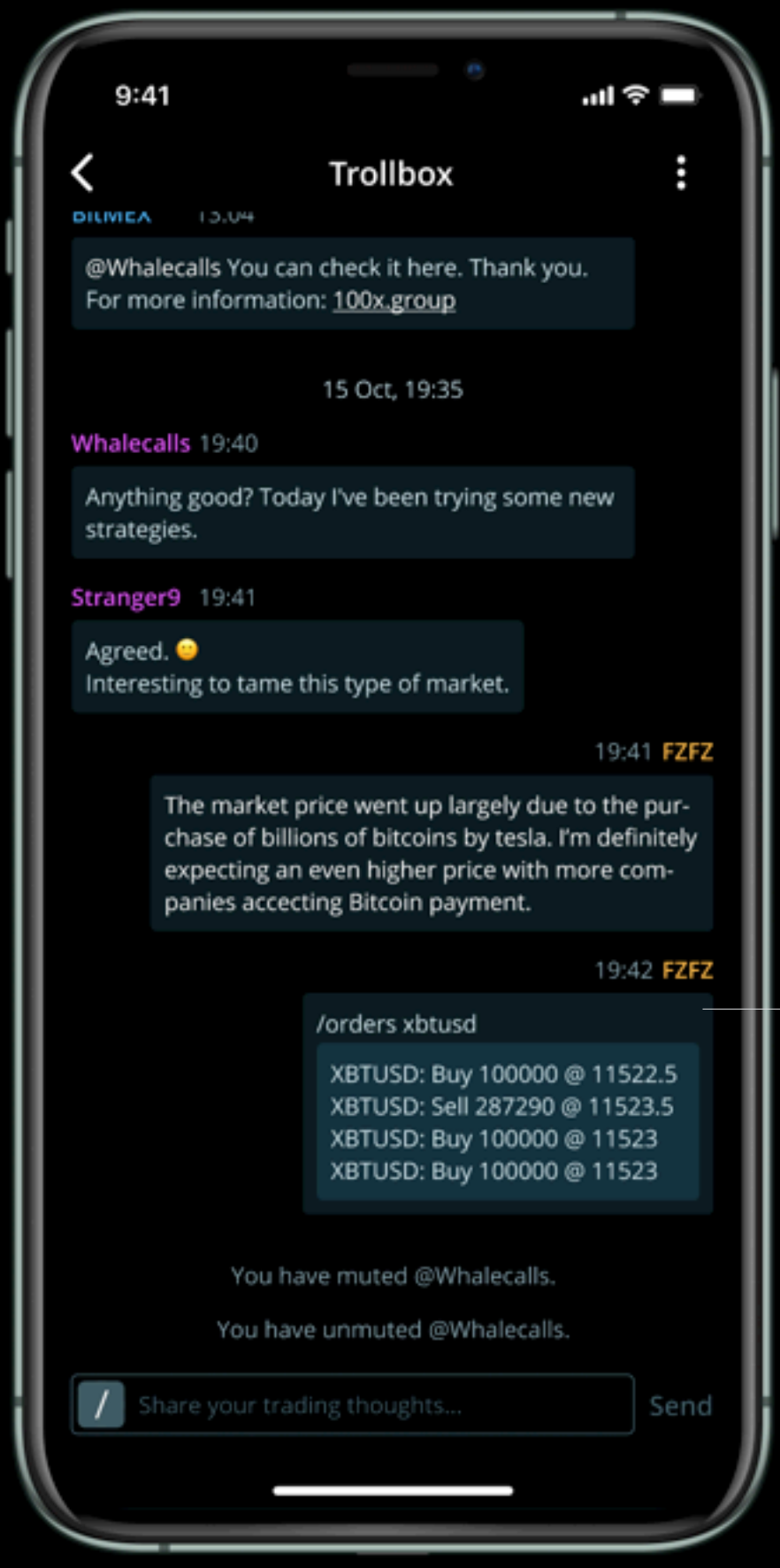
Clear communication to user on the result of their action.