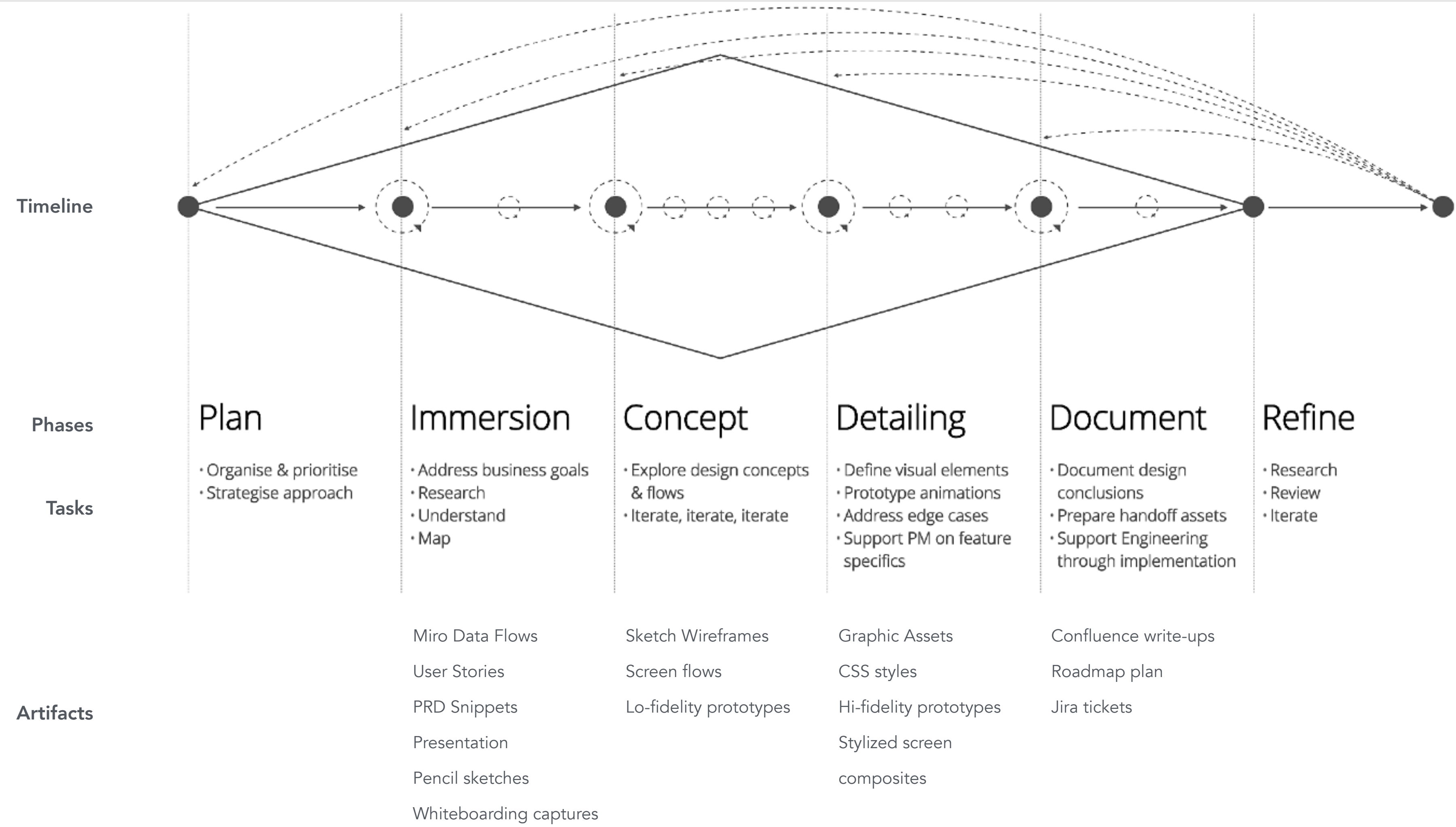




DESIGN PROCESS





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



Sean
36 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
 - _ Double his crypto assets
 - _ Low transaction fees
 - _ 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
 - _ Great financial products

Institutional Trader



Tyrell
46 Yrs, Sydney

No-BS business man 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

Crypto Enthusiast



Josh
25 Yrs, Sydney

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