# DESIGN PROCESS



**Timeline**

**Phases**

| Plan | Immersion | Concept | Detailing | Document | Refine |
|---|---|---|---|---|---|

**Tasks**

| · Organise & prioritise<br>· Strategise approach | · Address business goals<br>· Research<br>· Understand<br>· Map | · Explore design concepts & flows<br>· Iterate, iterate, iterate | · Define visual elements<br>· Prototype animations<br>· Address edge cases<br>· Support PM on feature specifics | · Document design conclusions<br>· Prepare handoff assets<br>· Support Engineering through implementation | · Research<br>· Review<br>· Iterate |
|---|---|---|---|---|---|

**Artifacts**

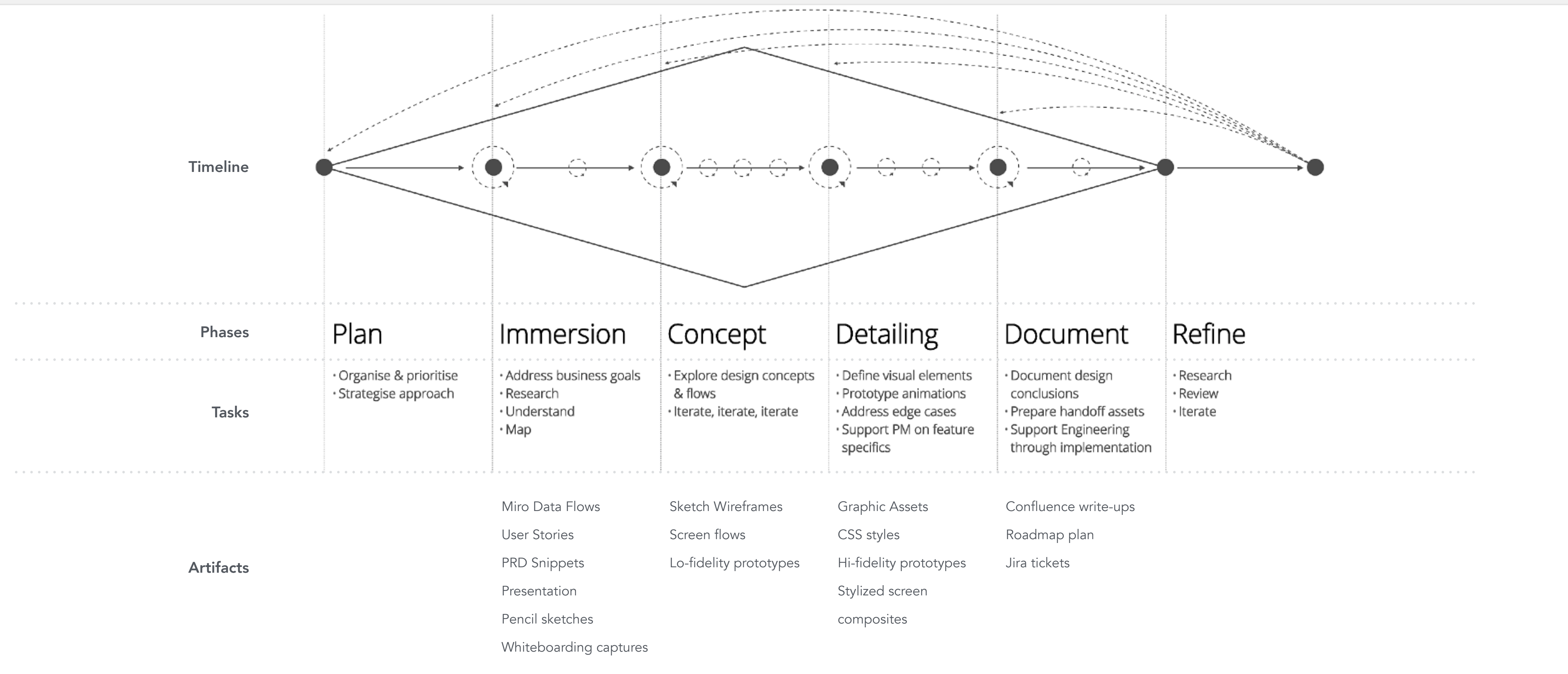| | Miro Data Flows<br>User Stories<br>PRD Snippets<br>Presentation<br>Pencil sketches<br>Whiteboarding captures | Sketch Wireframes<br>Screen flows<br>Lo-fidelity prototypes | Graphic Assets<br>CSS styles<br>Hi-fidelity prototypes<br>Stylized screen composites | Confluence write-ups<br>Roadmap plan<br>Jira tickets | |
|---|---|---|---|---|---|

# 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 | Expert Retail Trader | Institutional Trader | Crypto Enthusiast | BitMEX Support Executive |
|---|---|---|---|---|

### 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
_ Grow his crypto investment
_ Low transaction fees
_ Safe & transparent platform to deposit funds
_ Powerful mobile app

### 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

### Tyrell
46 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

### 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

### 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