



INSTRUMENT DETAILS

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.

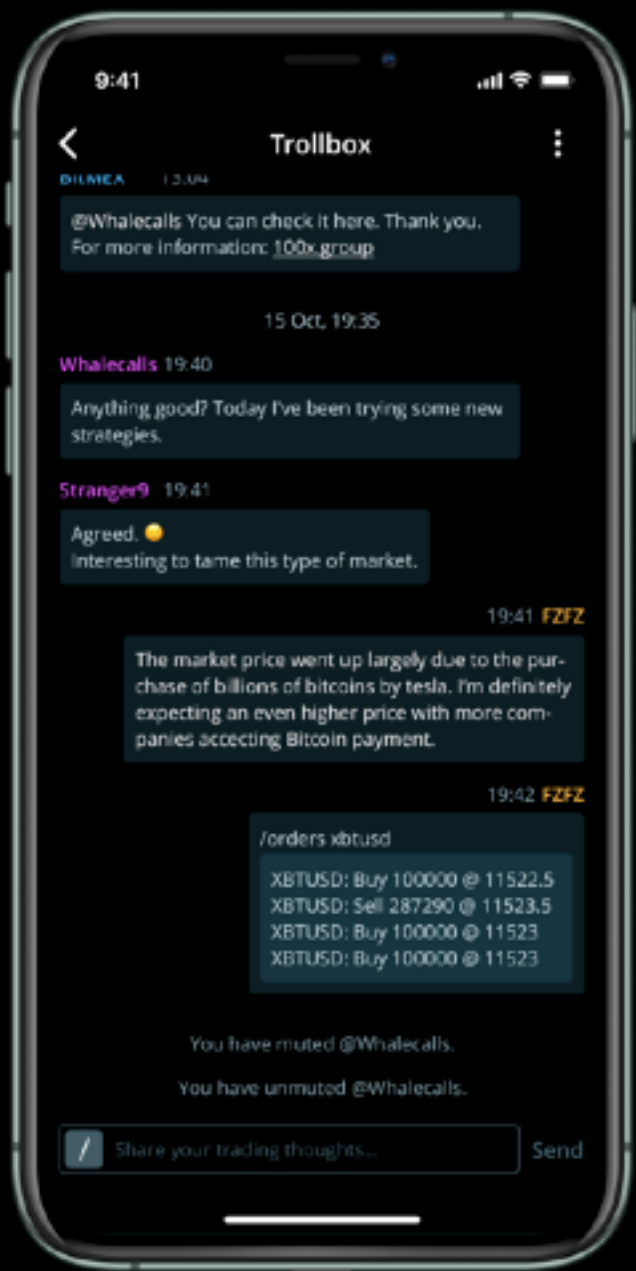
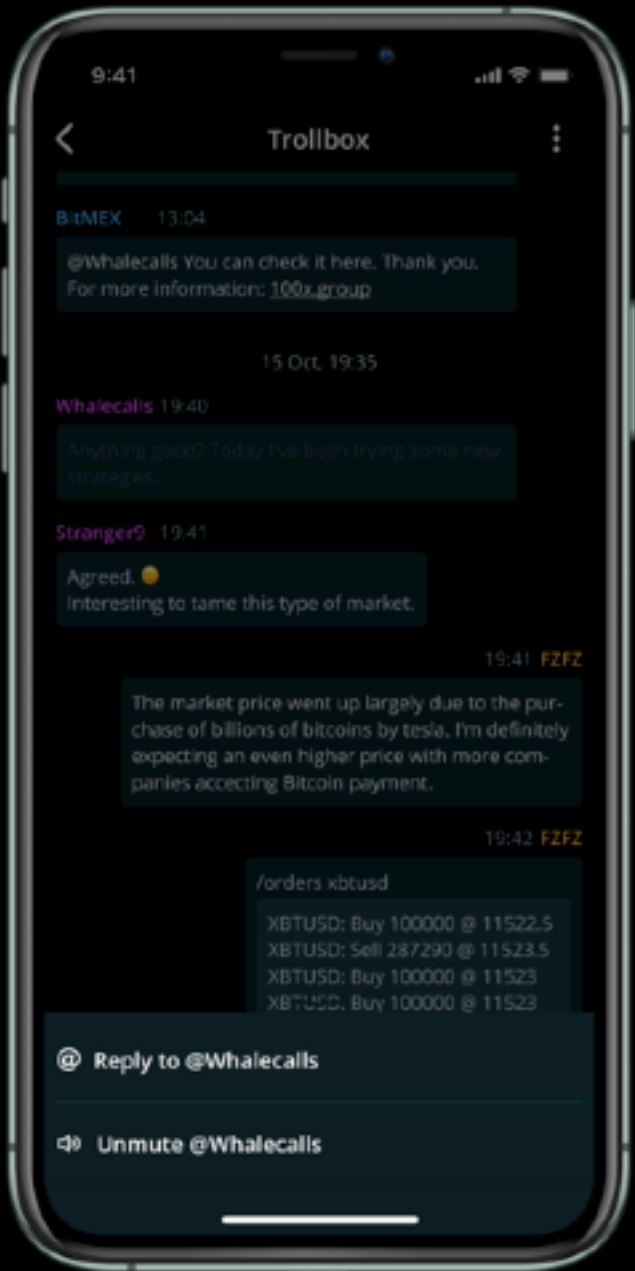
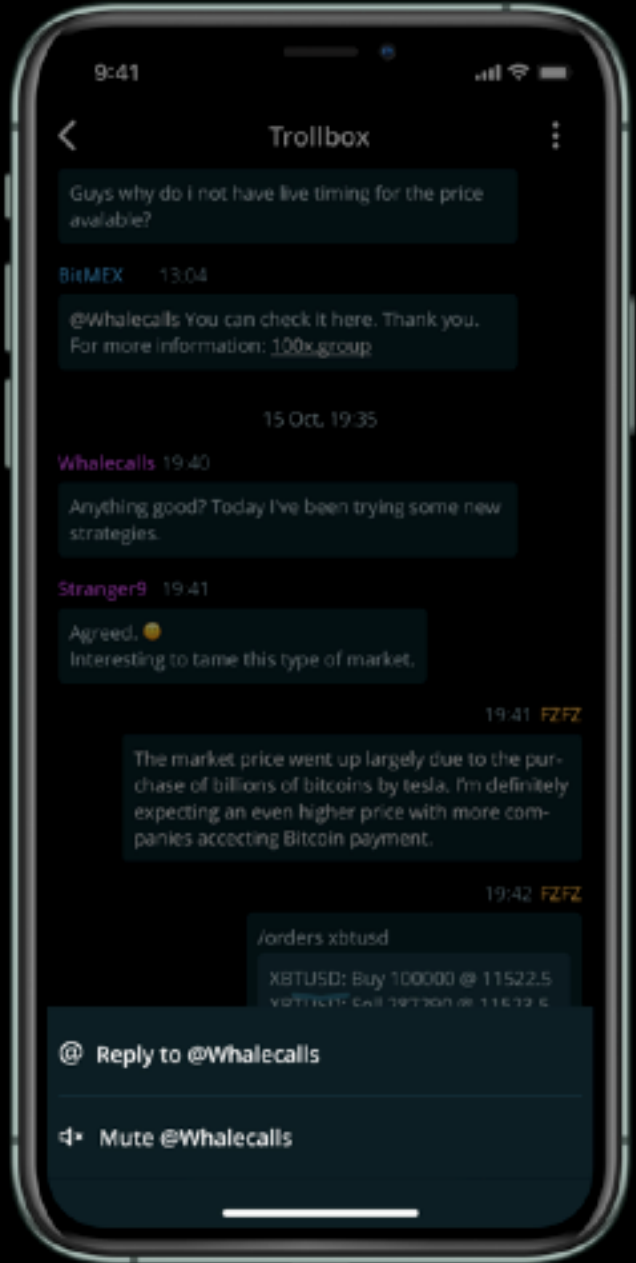
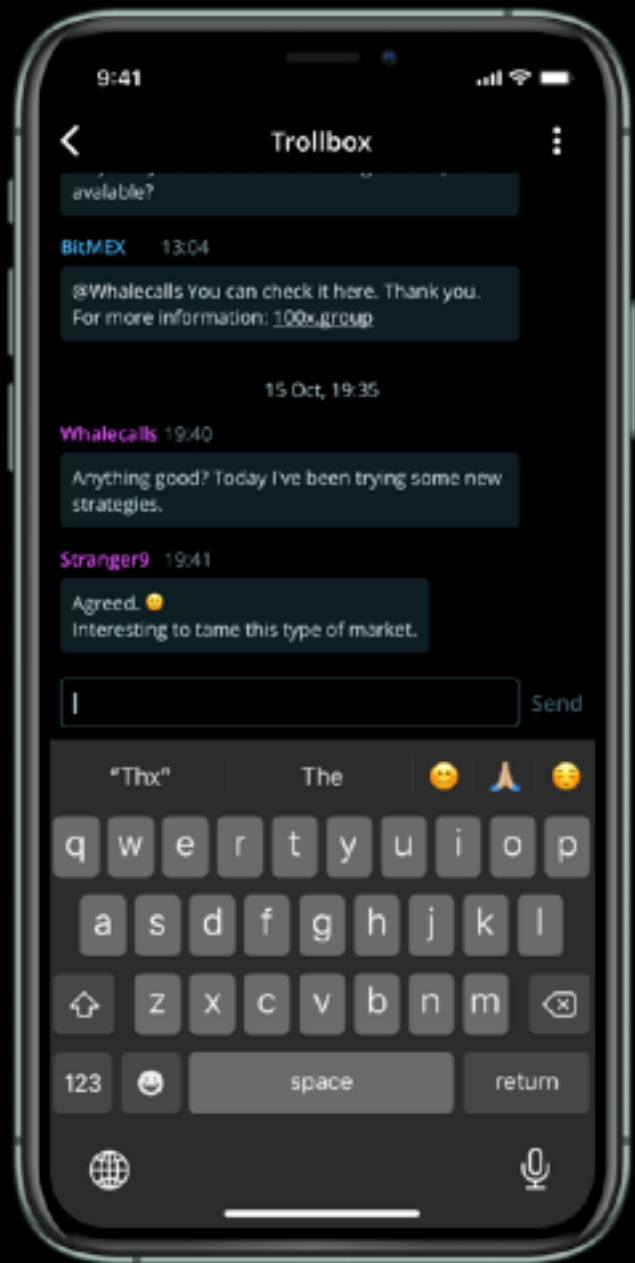
Challenges

- 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

- The product ask was to design an effective moderation mechanism. My 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.





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

A couple of desktop projects that impacted trader
experience and improved security on the platform.