



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



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...