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

_ Learn derivatives trading

_ Easy entry into derivatives trading

_ Double his crypto assets

_ Low transaction fees

_ Powerful mobile app

_ Active on trollbox to learn

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

Tyrell
46 Yrs, Sydney

Runs a quant trading firm with a team of traders maintaining a high frequency trading infrastructure.   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

_ Security, Privacy & Compliance

_ Ample market liquidity

_ Very fast and efficient API kit

_ 24 hour up-time

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. Sees derivative trading as a challenge. Actively transacts crypto currencies on internet and 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

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…