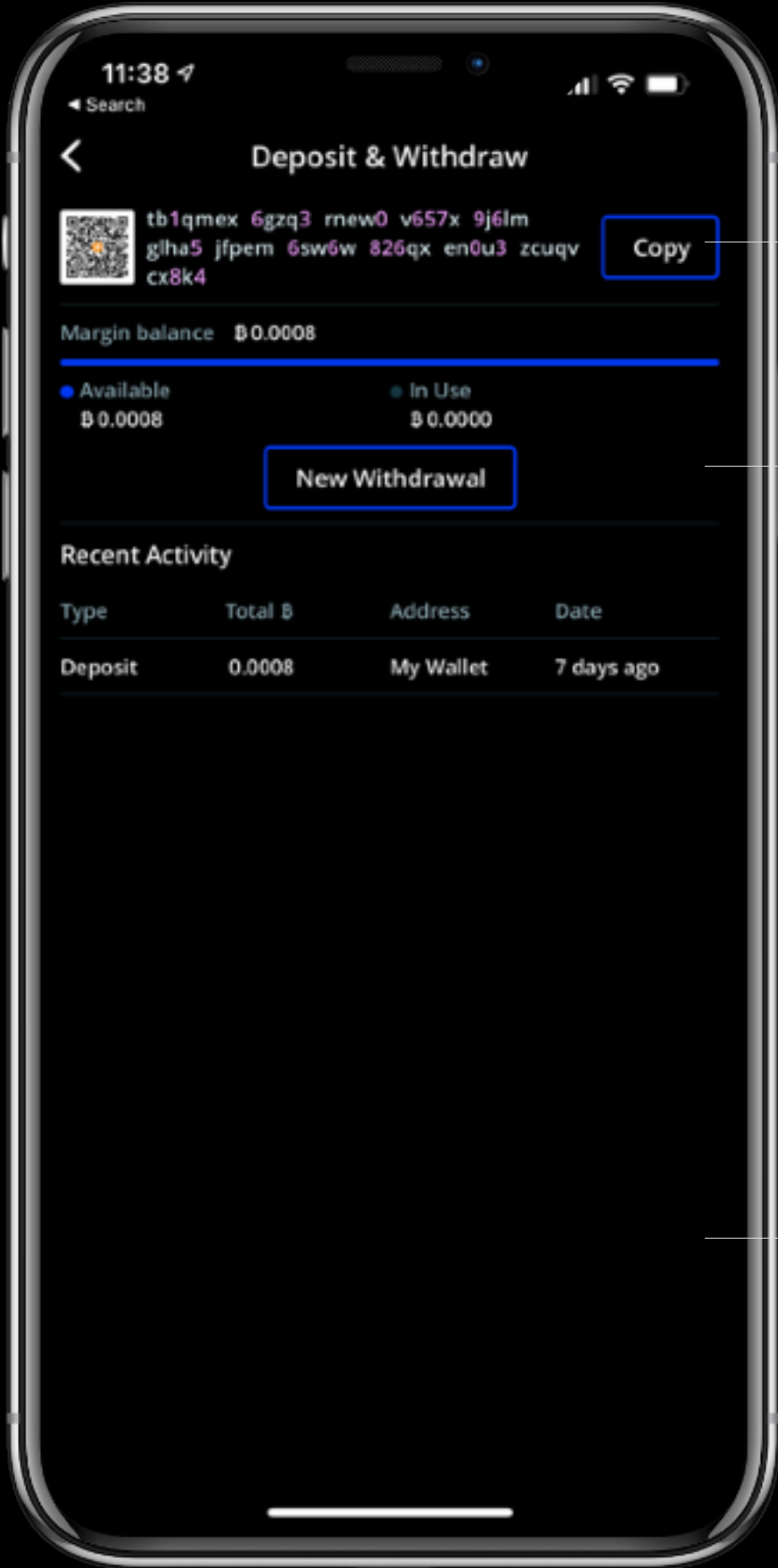




# DEPOSITS & WITHDRAWALS

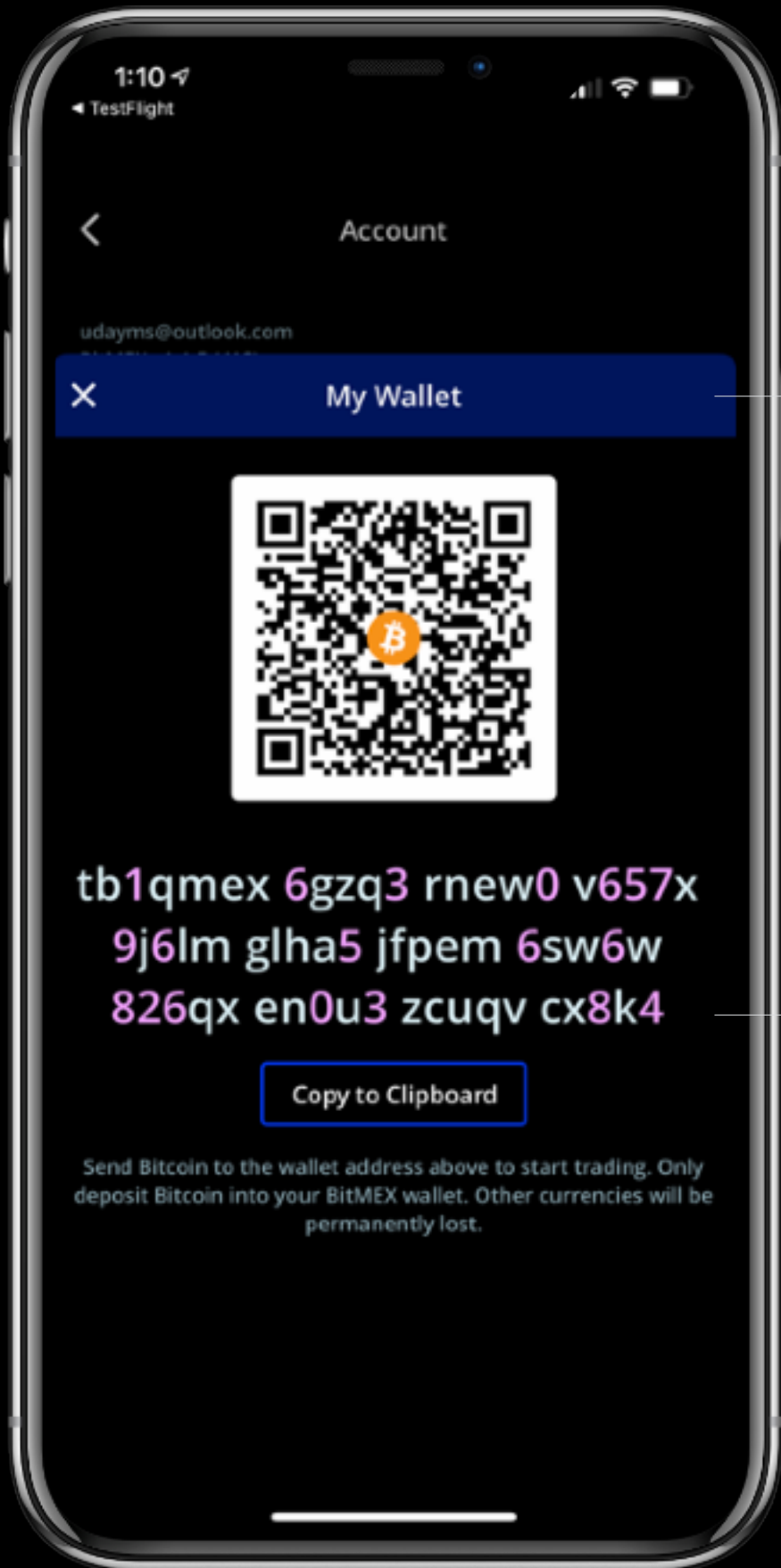


Prominently displayed wallet id.

Clear and graphical visualization of what funds can be withdrawn.

Prominent Withdraw CTA to assure users that they are in control of their money.

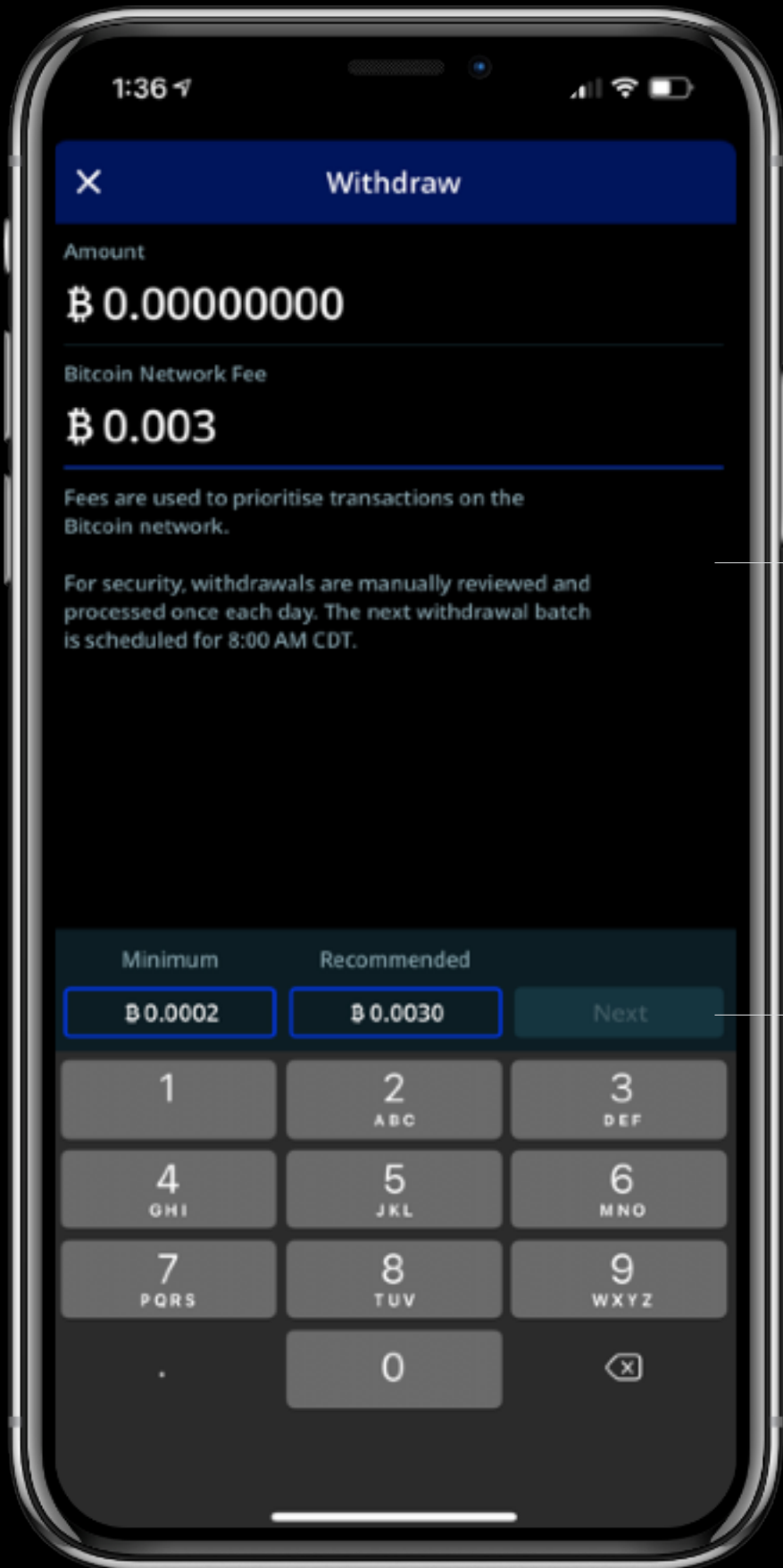
Transaction history providing users clear insight into account activity



The wallet id and QR code comes up in blown up size for easy readability and scanning.

Color coding to easily differentiate numbers and alphabets.

Chunking based on Miller's law.



Setting clear expectations of what is going to happen next. This line alone reduced support tickets by 18%.

Text pre-filling with labels to guide the user. User can move through the entire flow without using the keyboard. They can use the pre-fill buttons in each step.

# TROLLBOX MODERATION

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

- \_ Started with the goal to design an effective moderation mechanism. My early 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.

