



# DESIGN PRINCIPLES @ BitMEX

## The crème de la crème

Our customers expect the best, and we deliver. We sweat the details to deliver a premium, compelling experience in an industry where craft is a rarity.

*premium  
craft  
detail  
compelling*

Is it refined?  
Does it outshine the competition?

## Each piece with purpose

We are a long-term evolving platform, built for the future from the blueprints we make today. Each piece is purposefully built in service of the next iteration.

*evolution  
iteration  
blueprint  
purposeful*

How will it evolve?  
Does each piece have purpose?

## Accessibly complex

We take the creative, complex, and constantly shifting nature of exchange seriously. This means guiding and protecting our customer's trades, while leaving ultimate control in their hands.

*creative  
protect  
guide  
complex  
give control*

Does it facilitate all customer & trading types?  
Does it guide decision making?  
Does it protect against mistakes?  
Does it give customers full control?

## An open book

We fight ambiguity to deliver an informed and inclusive trading experience that is clear, consistent, honest, and worthy of our customer's trust.

*consistent  
informed  
honest  
clear  
inclusive  
trustworthy  
unambiguous*

Is it clear?  
Is it honest?  
Is it inclusive?



# DESIGN PROCESS @ BitMEX

