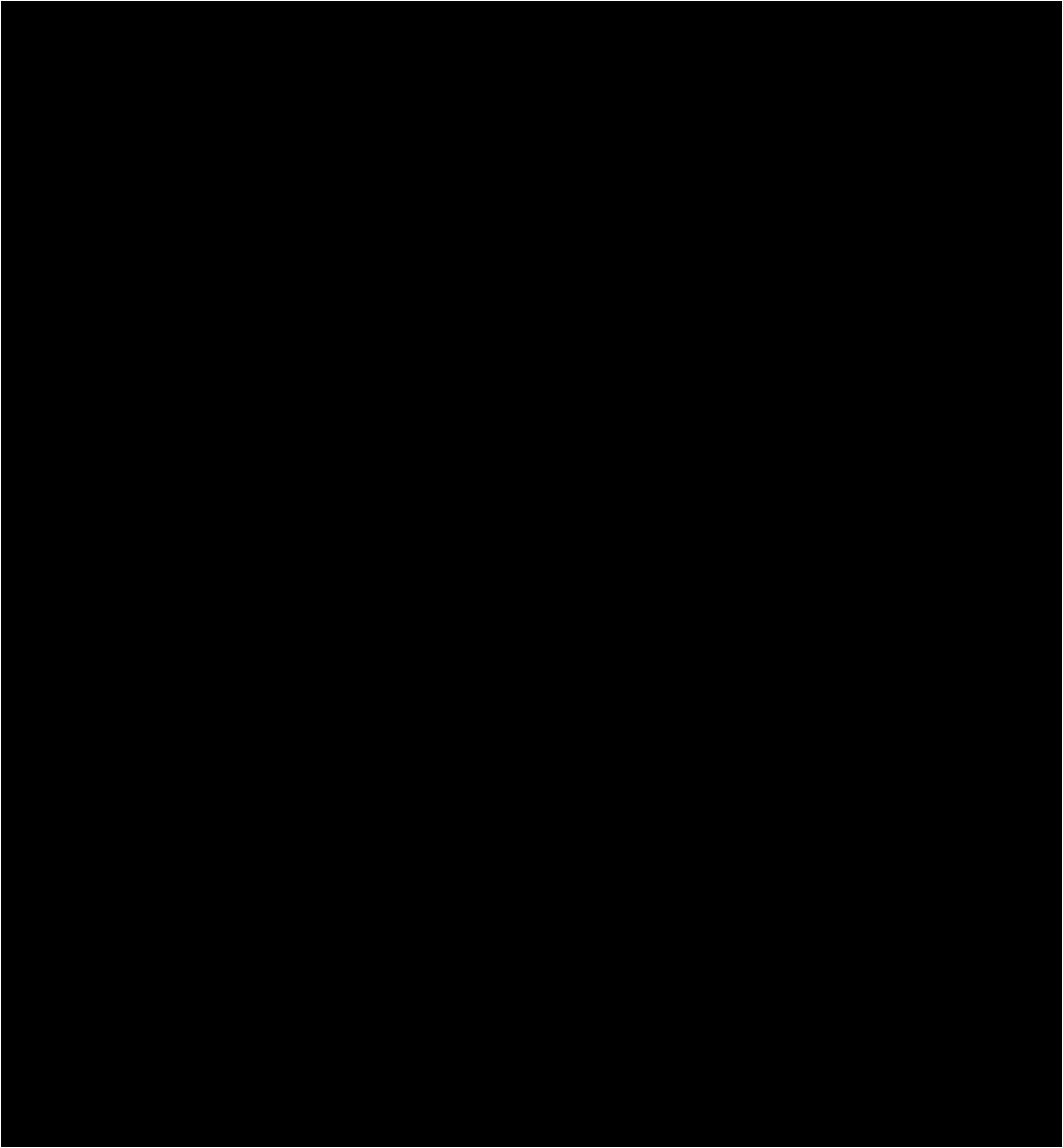




http://vday.sxz

Portfolio 2018-2021





## Customer Goals

- \_ Easy to deposit or withdraw funds from the platform
- \_ Ensure right wallet id to which they are withdrawing or depositing
- \_ Know the estimated network fee to be paid

## Challenges

- \_ Copy paste errors
- \_ Lack of understanding of flow lead to high volume of customer tickets

# Account

udayms@outlook.com

BitMEX v1.1.5 (413)

## Deposit and Withdraw

Move Bitcoin to and from your account

## Notifications

Tap to enable notifications

## Security

Configure application lock authentication

## Using BitMEX

Online help pages

## Questions & Feedback

Email support team

## Terms of Service

## Privacy Notice

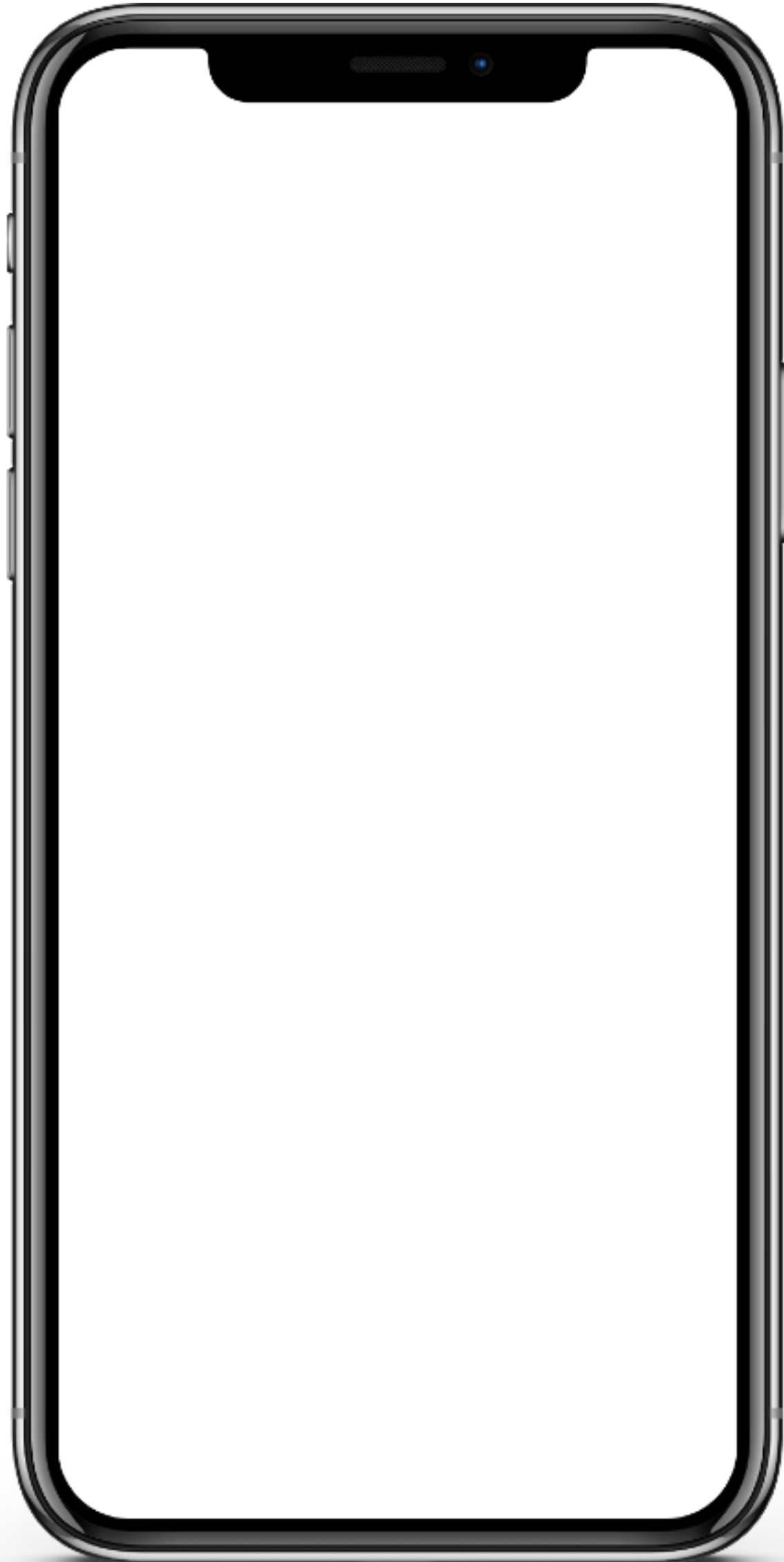
## Sign Out

Available Balance

₿ 0.0008

uPnL (2 positions)

₿ 0.0000







DEPOSITS & DRAWDRAWS

# Product Goals

- \_ Increase customer trust on the platform
- \_ Make it easy for customers to understand the flow & its restrictions

Pravivideo

---

Low traffic secret critical in establishing trust with customer.

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### Sign Out

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Available Balance

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## DEPOSITS & WITHDRAWALS

Low traffic screen but critical in establishing trust with customer.

### Customer Goals

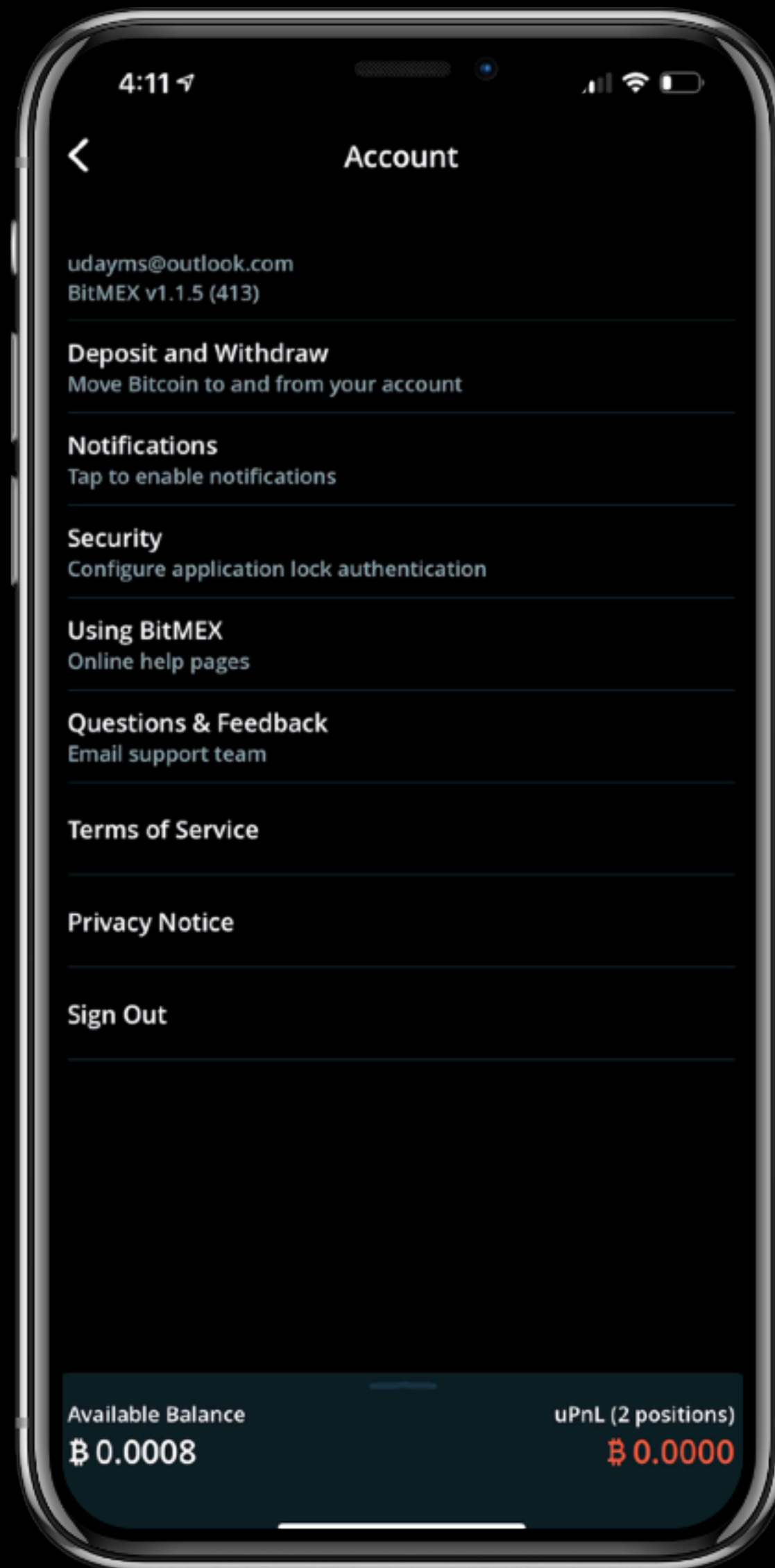
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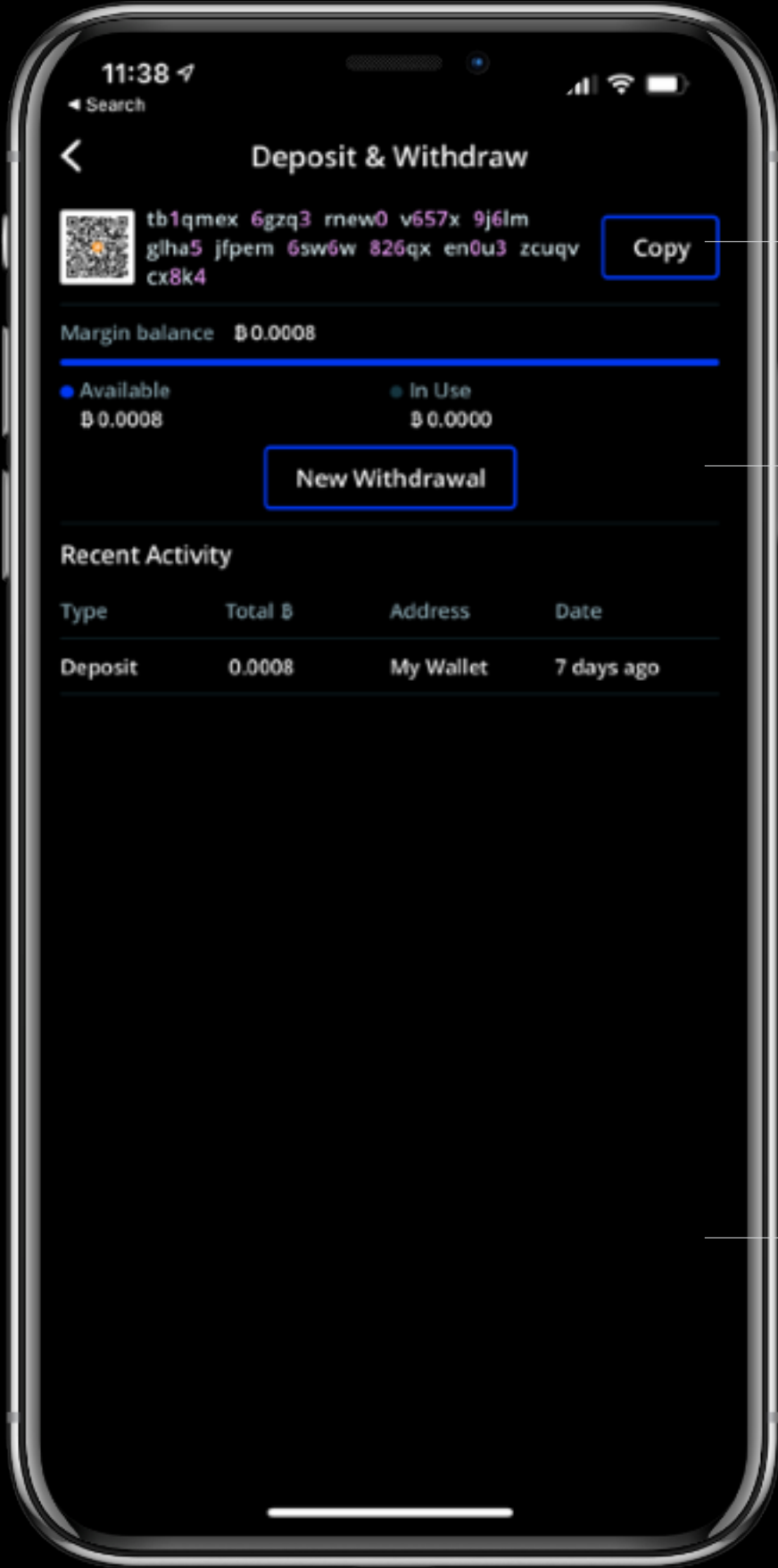


[Play video](#)



# DEPOSITS & WITHDRAWALS

Design Wins & Innovations



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Clear and graphical visualization of what funds can be withdrawn.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

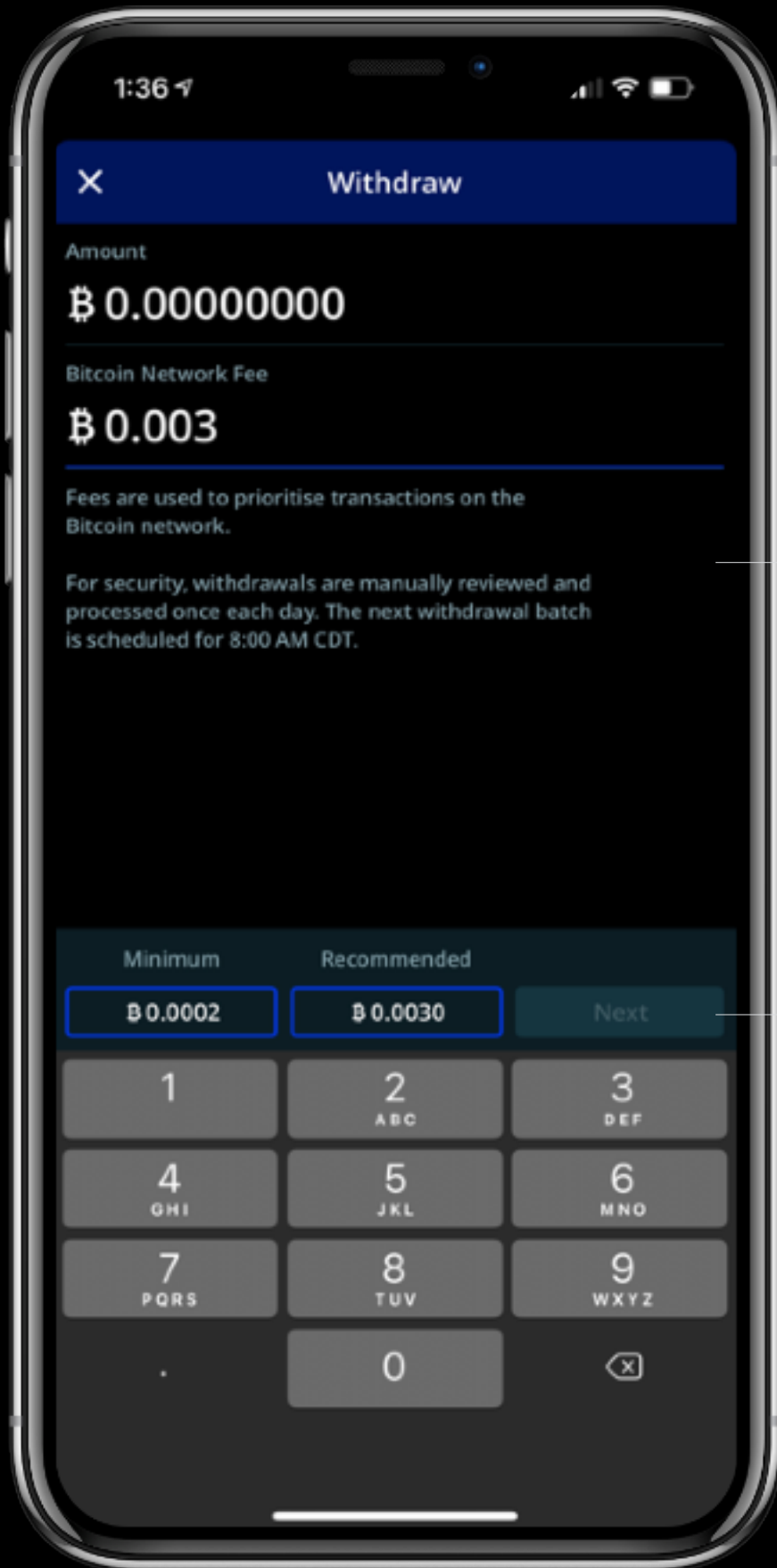


The wallet id and QR code comes up in blown up size for easy readability and scanning.

Screen brightens when displaying QR code

Color coding to easily differentiate numbers and alphabets.

Chunking based on Miller's law for easy memorization and manual reproduction.



Setting clear expectations of what is going to happen next. This line alone reduced support tickets by 16%.

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.