



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

