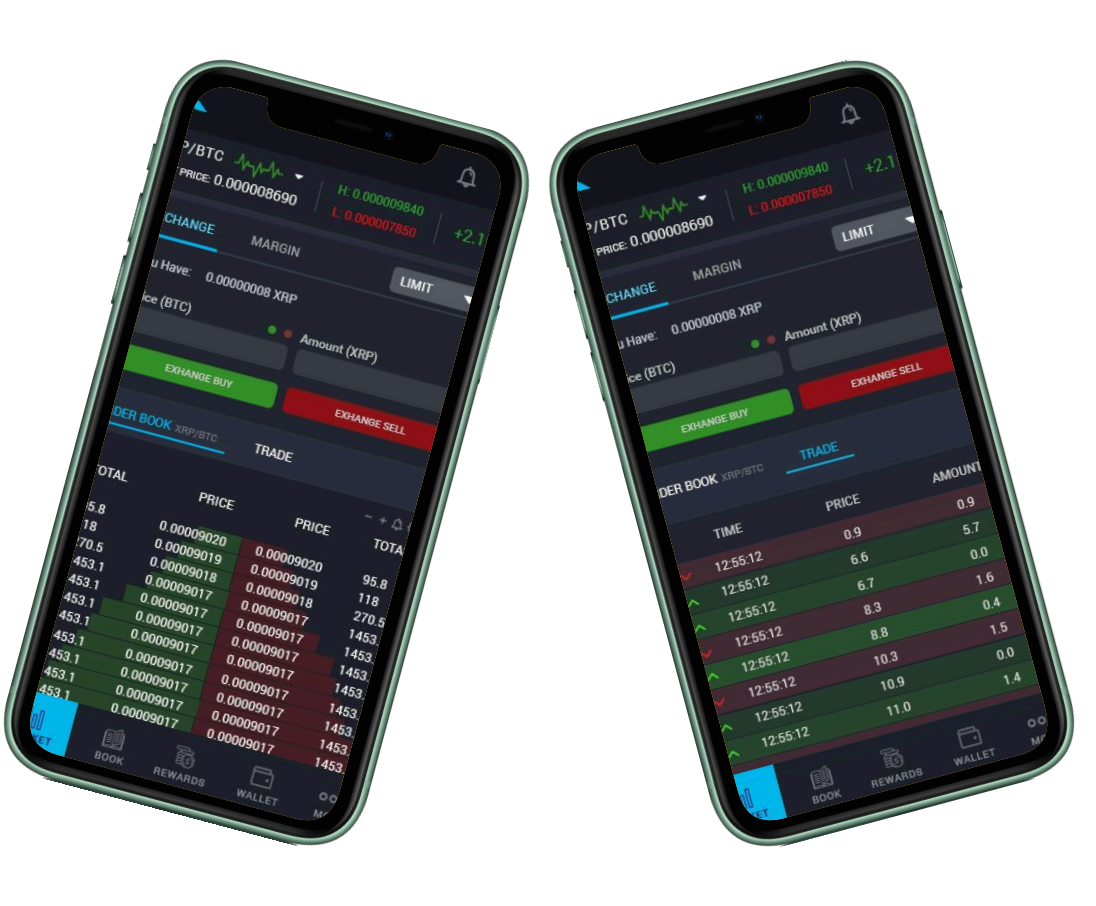
Binex Exchange - Cryptocurrency Exchange Platform

UX Case Study

Your Name



Product Overview

Platform Type: Desktop Cryptocurrency Exchange

Key Features: Rewards module, news section, basic/advanced dashboards with light and dark themes.

Competitor Benchmark: Bitfinex (link)

Responsibility

- Conducted user research
- designed user flows
- created low-to-high fidelity wireframes

Tools

- Figma
- InVision
- Adobe Suite
- Google Analytics

Problem Statement

Cryptocurrency exchanges often overwhelm users with cluttered interfaces and lack intuitive workflows, deterring adoption by beginners and frustrating expert traders.

Goals

- Simplify complex trading processes for novices.
- Provide powerful tools and analytics for advanced users.
- Enhance user engagement through rewards and real-time news updates.

Design Process

Empathize: Conduct research and map user pain points.
Define: Establish clear goals and personas.
Ideate: Brainstorm features and solutions.
Prototype: Design low and high-fidelity wireframes.
Test: Collect user feedback and refine designs.

Understand
User Research
User Interview
Competitve Analysis

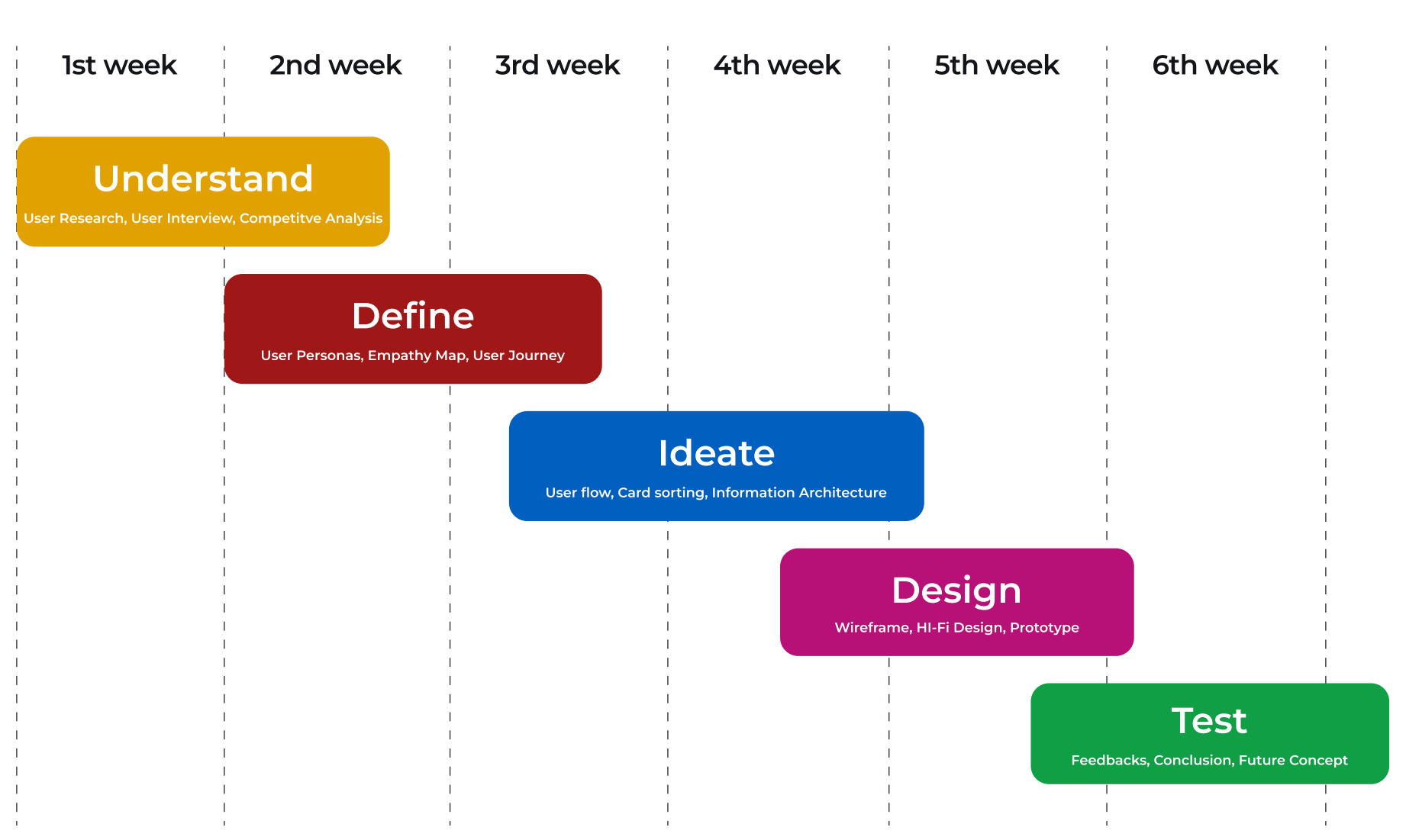
Define
User Personas
Empathy Map
User Journey

Ideate
User Flow
Information Architecture

Design
Wireframe
Hi-Fi Designs
Prototype

Test
Feedbacks
Conclusion
Future Concept

Design Timeline


1st week
2nd week
3rd week
4th week
5th week
6th week
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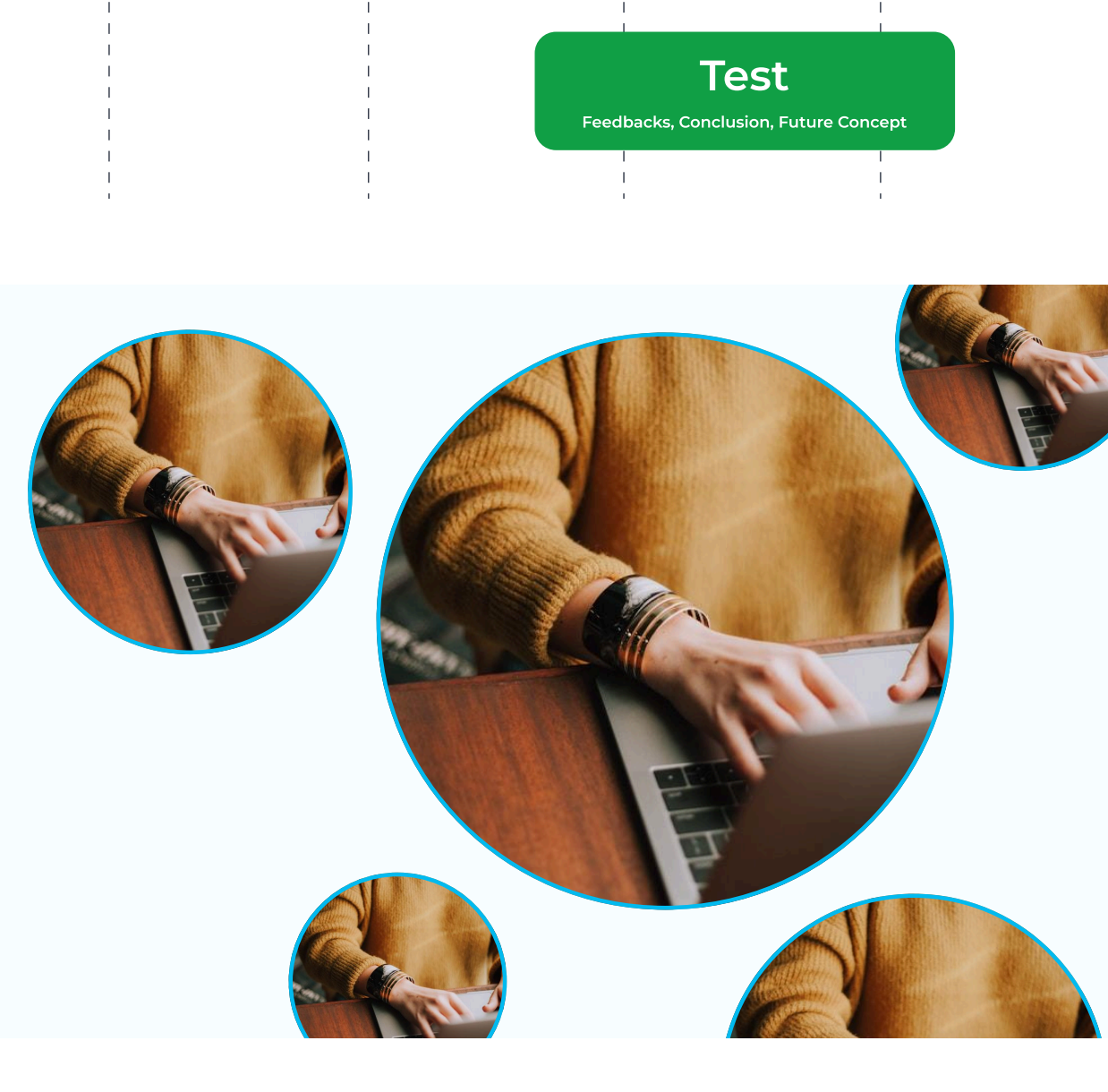


Target Audience

- Primary:
  - Novice users entering the cryptocurrency market.
  - Expert traders looking for advanced tools.
- Secondary:
  - Investors and financial analysts.

User Research

Quantitative Research:
- Conducted surveys (sample size: X users) to gauge preferences.
- Screeners and observations highlighted confusion over complex trading features.

Qualitative Research:
- Interviews with 20+ users to understand workflows and frustrations.

Research Objective:
To identify pain points and expectations of cryptocurrency exchange users, focusing on both novice and experienced traders.

Research Methods:

Surveys:
- Conducted an online survey with 30 participants to understand general attitudes towards cryptocurrency trading platforms.

Interviews:
- Conducted 20 in-depth interviews with:
  - 5 novice users (first-time traders).
  - 4 expert traders (experienced users).

Observations:
- Observed user interactions with competitors like Bitfinex to identify usability challenges.

Key Findings:

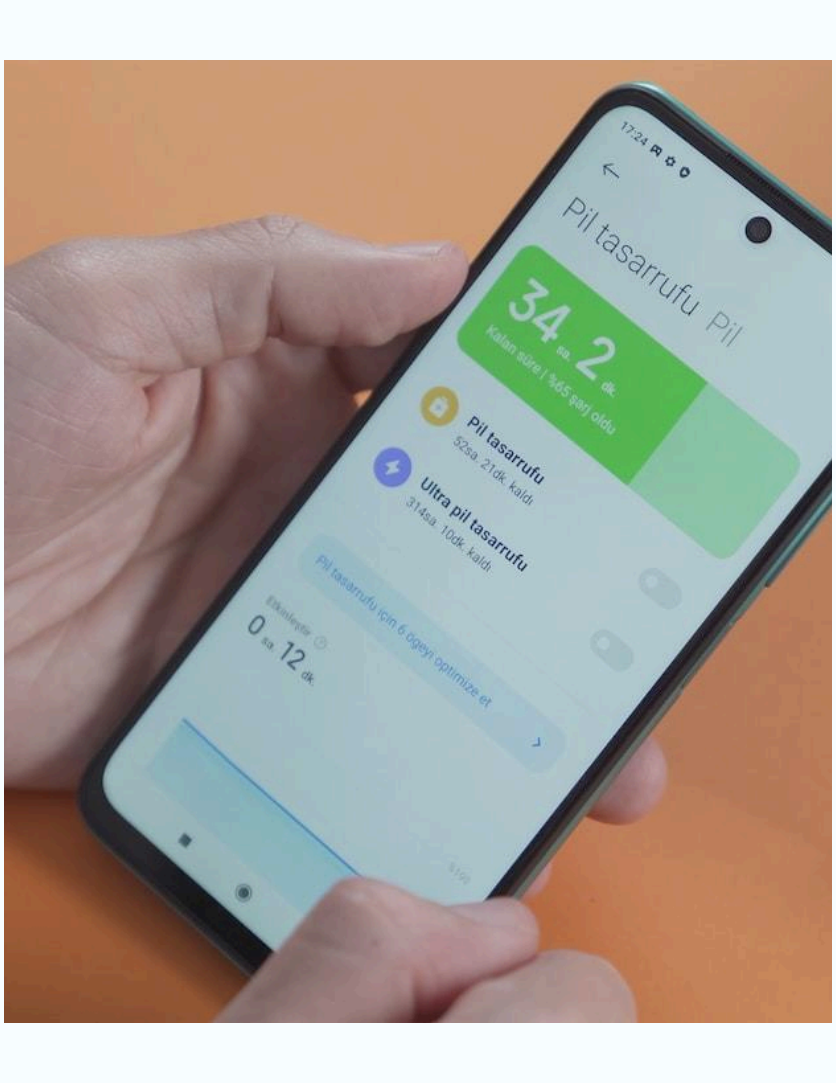
Novice Users:
- Overwhelmed by jargon and data-heavy dashboards.
- Lack of onboarding or educational materials.
- Frustration with the absence of tooltips and error messages for mistakes.

Expert Traders:
- Need for customizable dashboards and detailed analytics.
- Require seamless transitions between basic and advanced features.
- Frustrated by slow response times and lack of real-time updates.

Quantitative Insights:

Metric	Novice Users	Expert Traders
Desire for simplified UX	85%	40%
Need for customizable tools	40%	90%
Prefer light/dark mode	60%	70%

Pain Points



1. Pain Point 1

   Overwhelming data visuals for beginners.

2. Pain Point 2

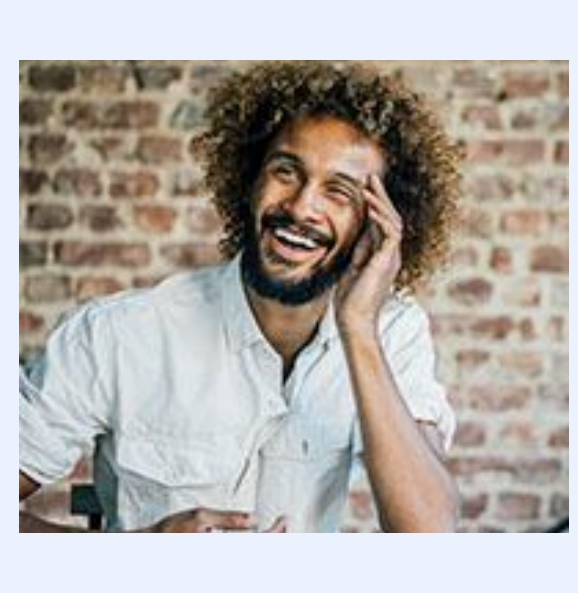
   Lack of immediate access to trading history.

3. Pain Point 3

   Inconsistent theme transitions.

User Persona

Persona 1: Alex - The Novice



NAME:	Alex Johnson
AGE:	28
Profession:	Marketing Analyst
Experience:	Beginner in cryptocurrency trading

Goals
Learn the basics of cryptocurrency trading.
Start small and track rewards earned.

Needs
- Simple onboarding with educational material.
- Rewards visualization to track progress.

Frustrations
- Complicated interfaces with no explanation.
- No clear indication of risk or rewards.

Scenario
Alex wants to invest $200 but doesn't understand terms like "limit order" or "market depth."

Persona 2: Ethan - The Expert

NAME:	Ethan Carter
AGE:	35
Profession:	Financial Analyst
Experience:	7 years in cryptocurrency trading.

Goals
Use advanced tools for real-time trade decisions.
Optimize portfolio performance with analytics.

Needs
- Fast, customizable dashboards with real-time analytics.
- Reliable notifications for market movements.

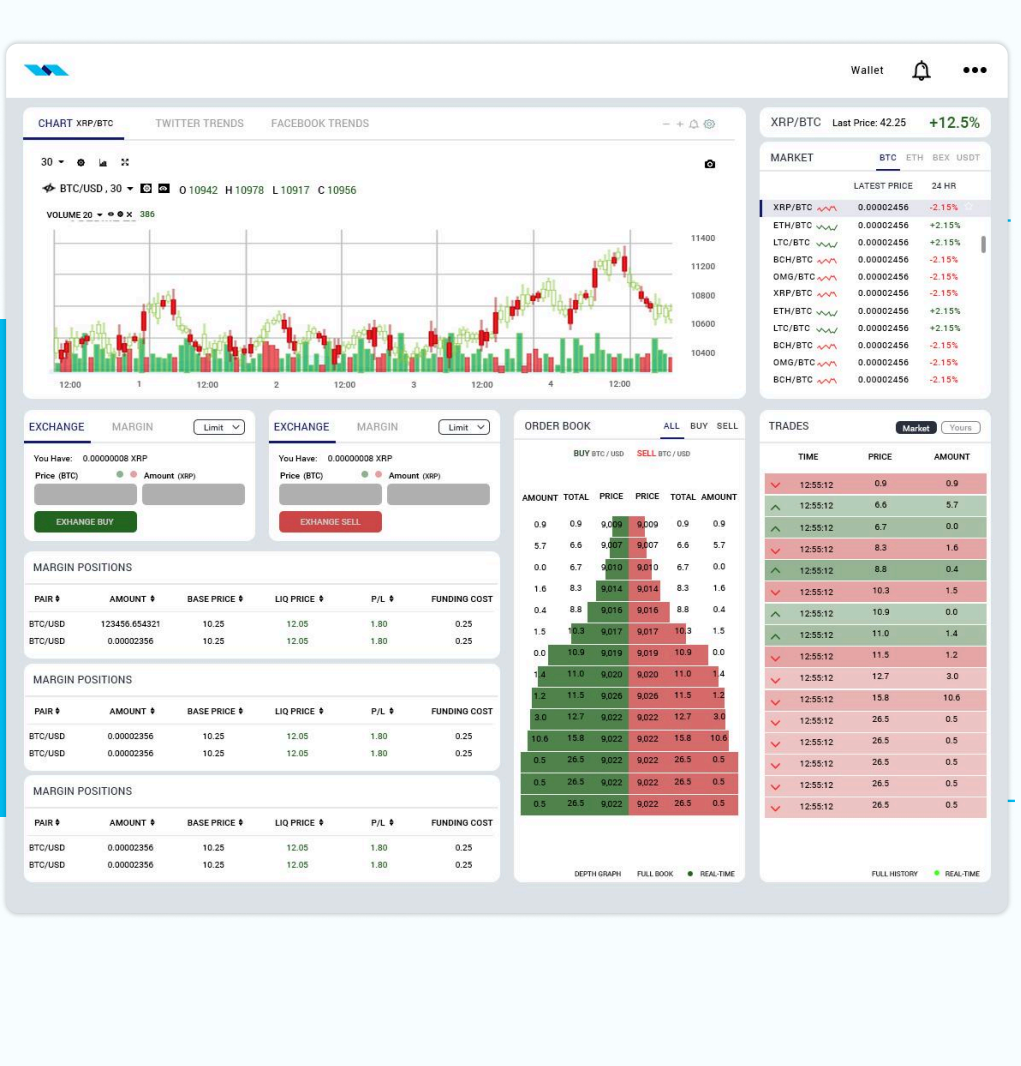
Frustrations
- Laggy dashboards that delay decision-making.
- Limited options for customization.

Scenario
Ethan needs to react quickly to price changes, requiring a smooth, detailed, and interactive dashboard.

Links

- Desktop Invision link
  https://projects.invisionapp.com/share/tjnd133nmgc#/screens?browse
- Mobile Invision link
  https://invis.io/ZVIWVER8H3X

Basic Dashboard (Light Theme)

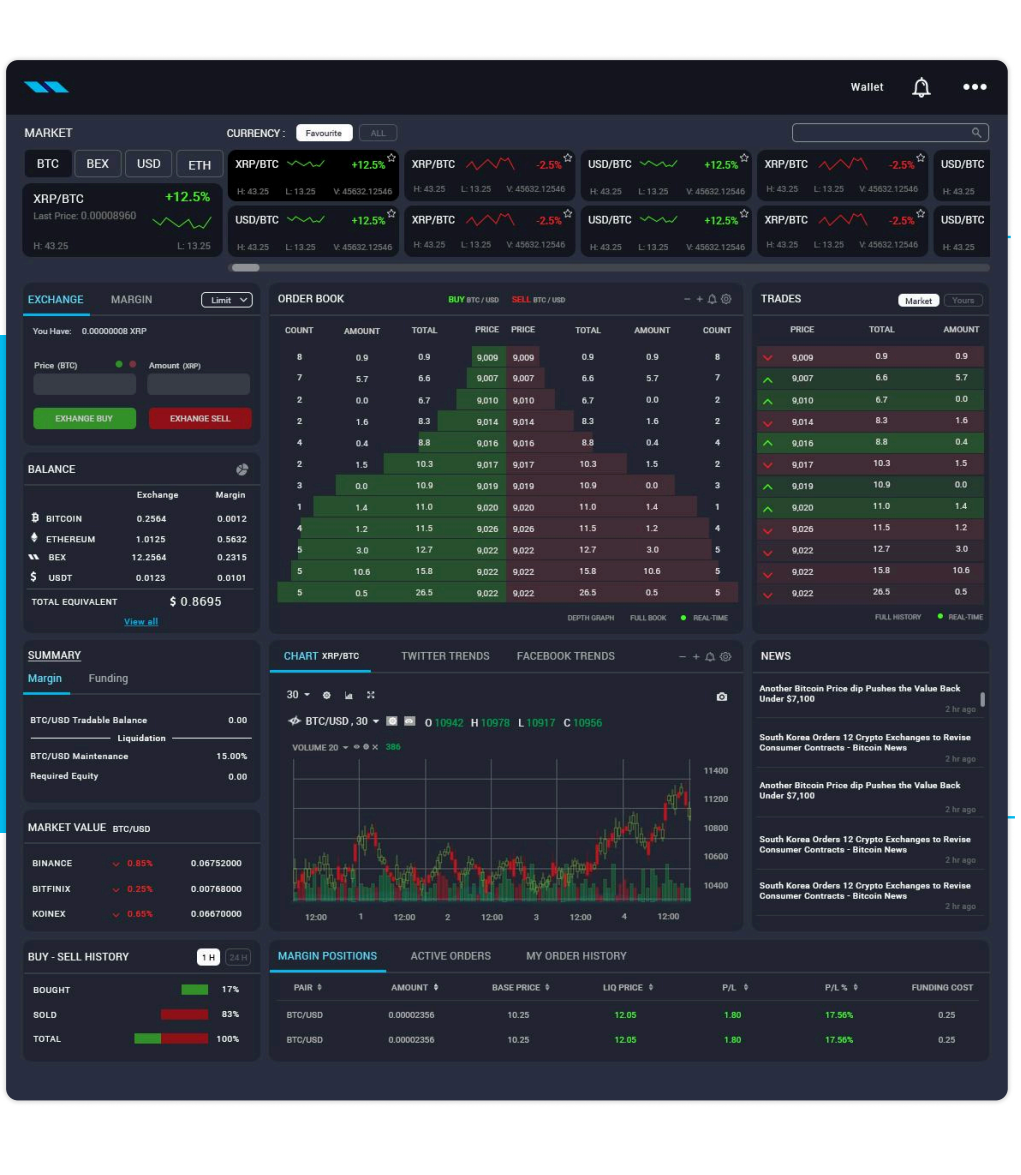


Purpose:
Aimed at beginner users, this dashboard provides a simplified interface with essential trading tools.

Key Features:
Overview of account balance and recent trades.
Easy access to buy/sell options.
Informational tooltips to guide new users.

Design Approach:
Focus on clarity and usability.
Light theme for better visibility in well-lit environments.

Advanced Dashboard

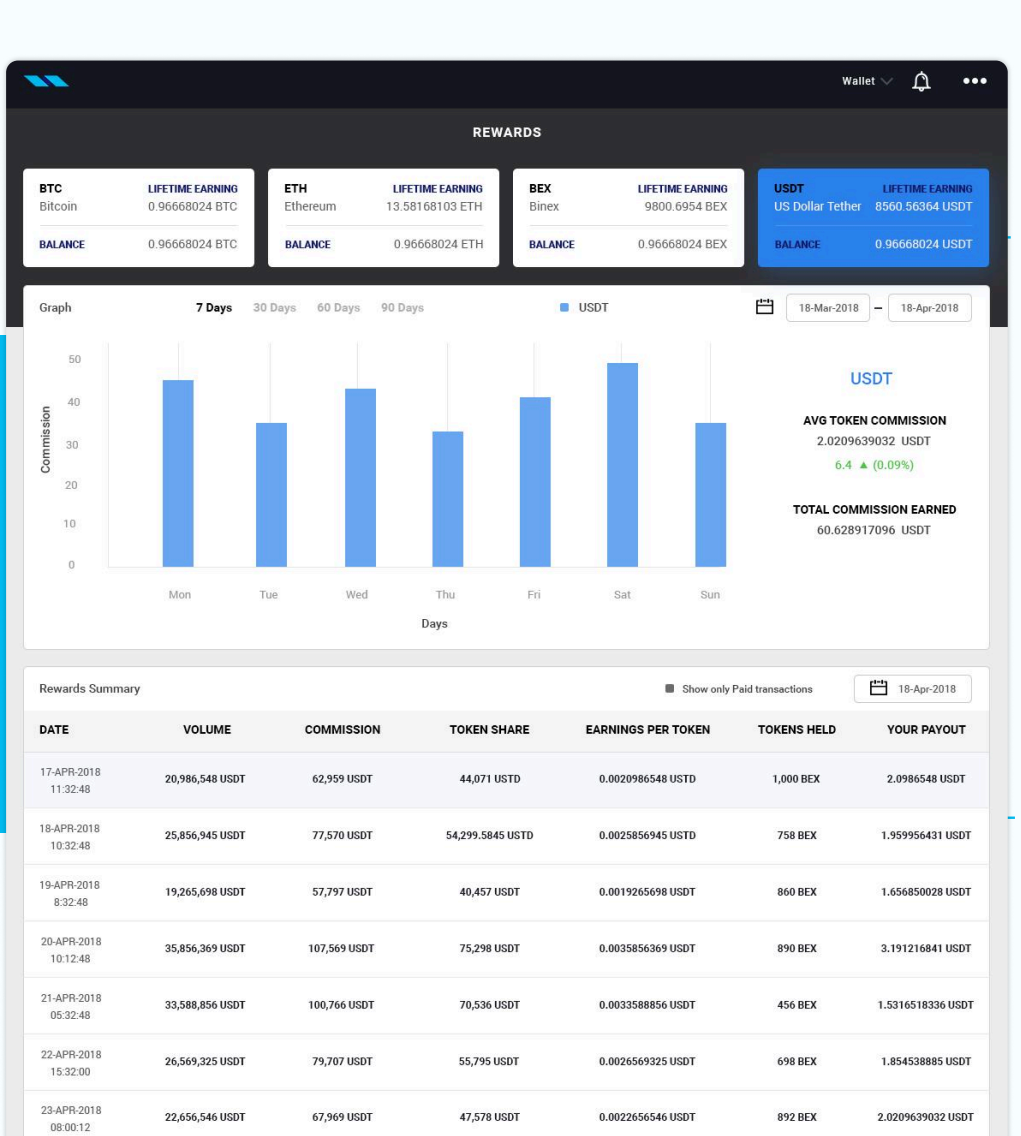


Purpose:
Designed for experienced traders, this dashboard allows in-depth market analysis and customizable widgets.

Key Features:
Real-time market depth and order book.
Customizable sections for portfolio tracking and analytics.
Integration of advanced charting tools.

Design Approach:
Dark theme to reduce eye strain during extended usage.
Modular layout for flexibility.

Rewards Dashboard (After Login)

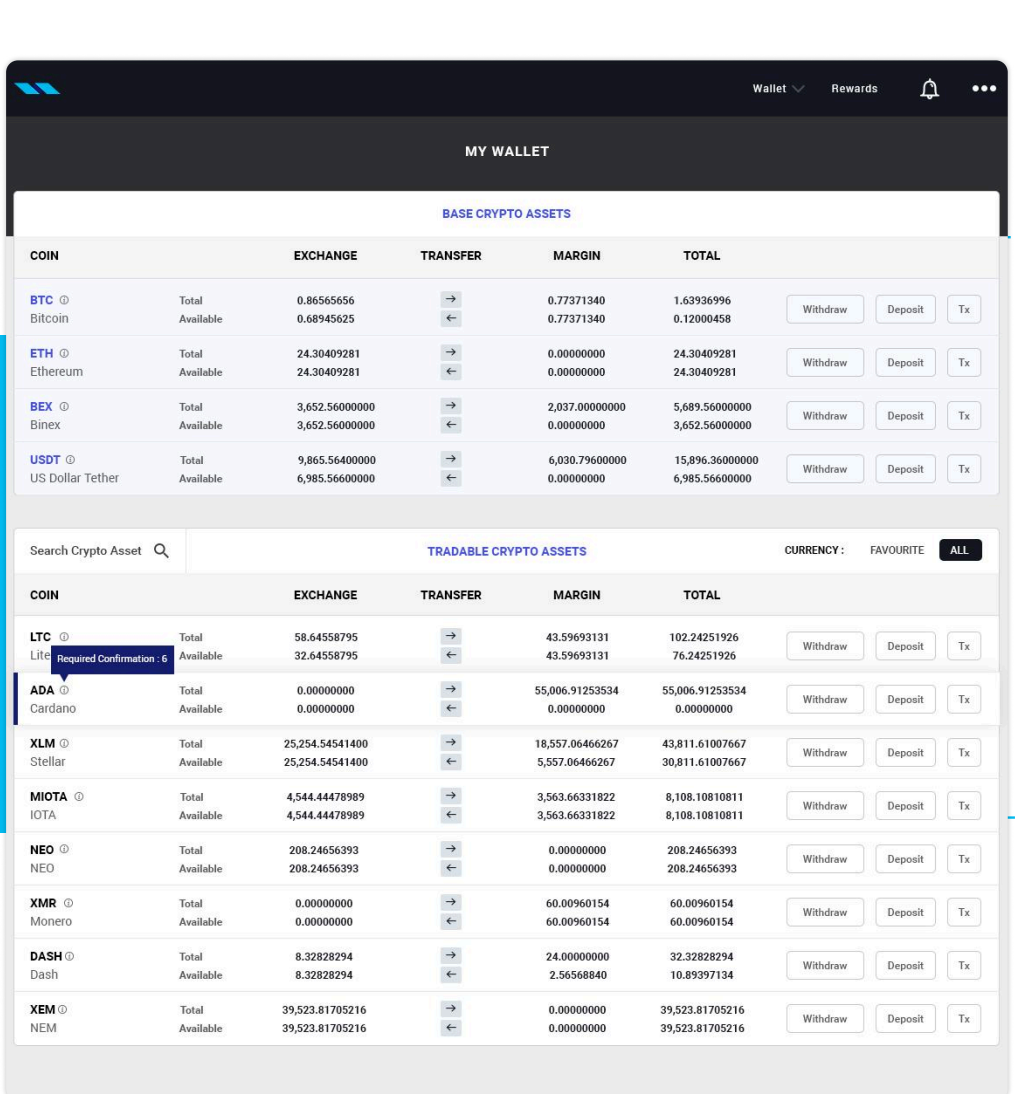


Purpose:
Allows logged-in users to track their earned rewards and claim benefits.

Key Features:
Progress bar indicating rewards milestones.
Redemption options for various perks.

Design Approach:
Gamified elements like badges and progress bars to enhance engagement.
Personalized data showcasing user-specific achievements.

Wallet

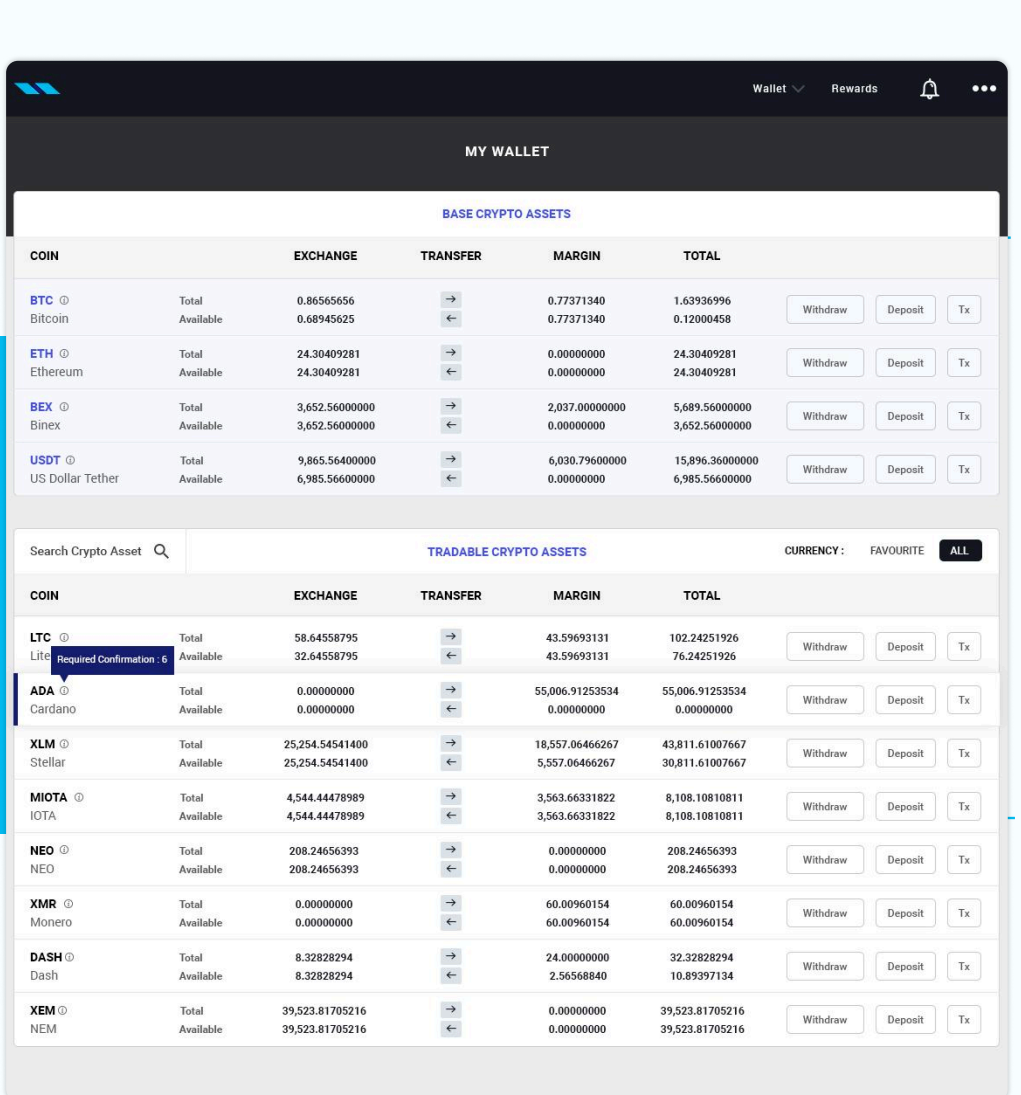


Purpose:
Provides a detailed overview of the user's cryptocurrency holdings.

Key Features:
Displays balance in different currencies.
Recent deposit and withdrawal history.

Design Approach:
- Focused on clarity with separate sections for fiat and crypto balances.

Referral Dashboard

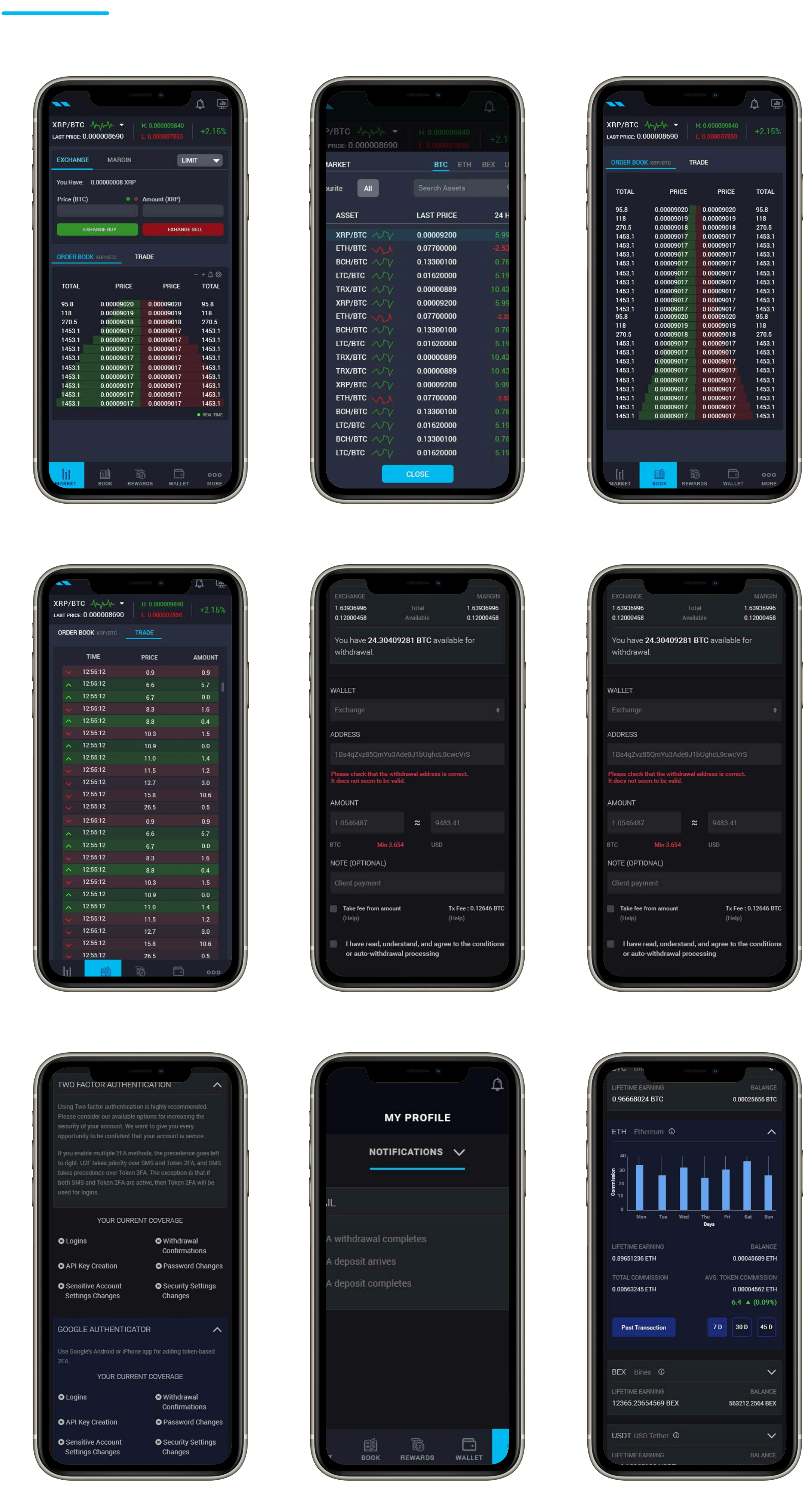


Purpose:
Encourages users to refer friends and monitor referral-based rewards.

Key Features:
Unique referral links and QR codes.
Track referred users and rewards earned.

Design Approach:
- Visual emphasis on the referral link and rewards data.
- Interactive elements to copy/share referral links easily.

Mobile Screens



Key Features

- Rewards Module: Simplified for new and existing users.
- Advanced Dashboard: Customizable analytics and order tracking.
- Dark Mode: Improved UX in low-light environments.

Key Takeaways

- Learned the importance of inclusive design for a diverse audience.
- Strengthened skills in gamification and modular dashboard creation.

Roadmap

Short-Term: Introduce multi-language support.
Long-Term: AI-driven trade recommendations and mobile app extensions.

Thank you for viewing