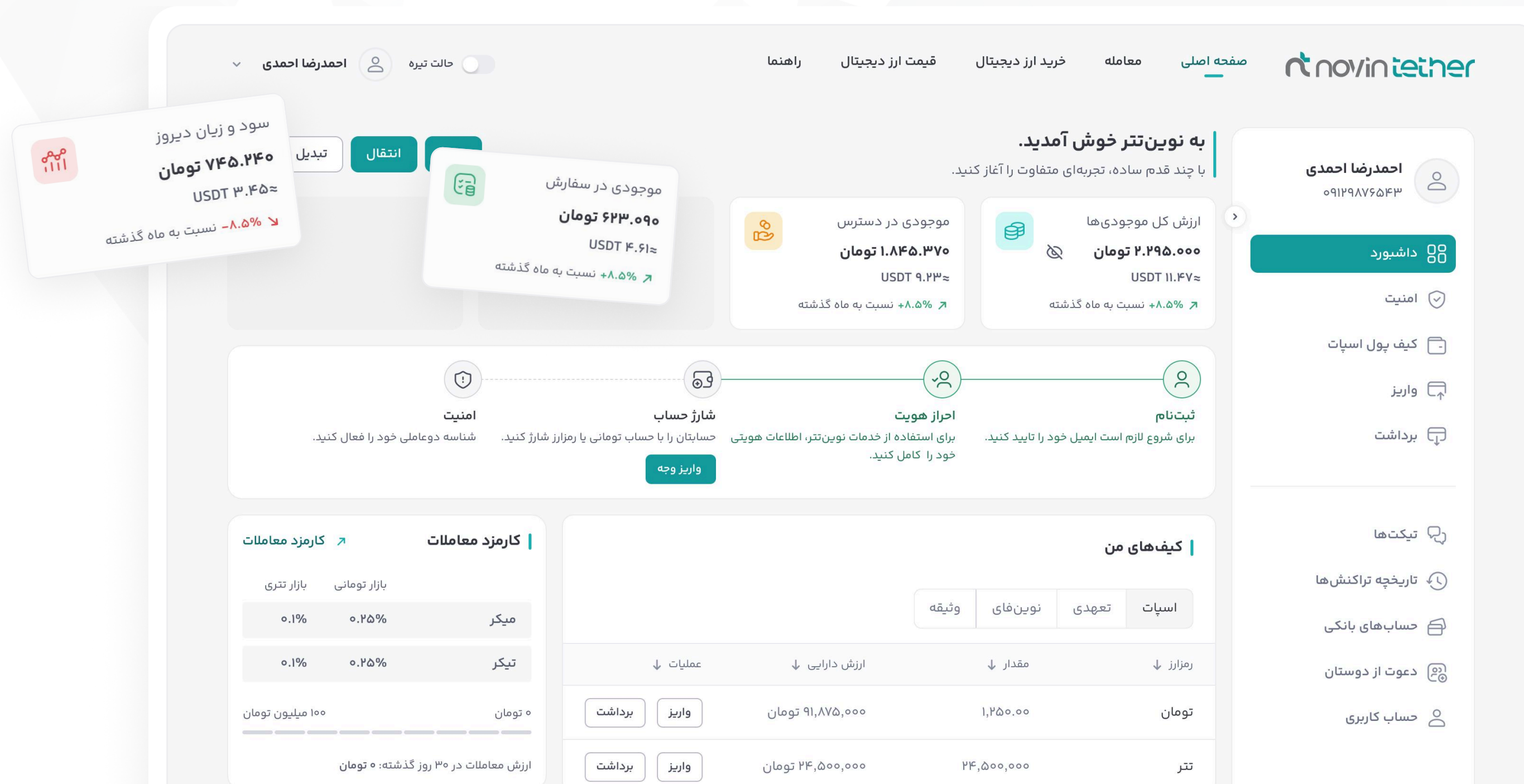


Real Client Project

15 minutes read

Redesigning & Scaling a Crypto Platform

Introducing P2P Trading, Limit Orders, and Video KYC



Role
Product Designer



Platforms
Web & Mobile



Team
PM, Developers



Duration
5 months

INTRODUCTION

NovinTether is a USDT-focused crypto exchange built for **simplicity and speed**

As the platform evolved, growing operational and user experience challenges revealed the need for a more scalable and flexible trading system.

Version 2 focused on **redefining the trading experience** through improvements in **infrastructure, user control, and platform trust**.

THE CORE

BUSINESS PROBLEM

As the platform scaled, foundational limitations in the initial model began to surface—impacting business stability, user control, and trust.

These challenges highlighted the need for a more flexible, secure, and scalable trading experience.

/1 Business Risk

Version 1 relied on a platform-driven trading model, where users traded directly with the system. While this enabled instant execution and operational simplicity, it exposed the business to increasing price volatility risk as trading volume scaled.

/2 Limited Trading Control

At the same time, the product lacked trading depth. With only market orders available, users had no control over pricing—positioning the platform closer to a simple conversion tool than a fully functional exchange.

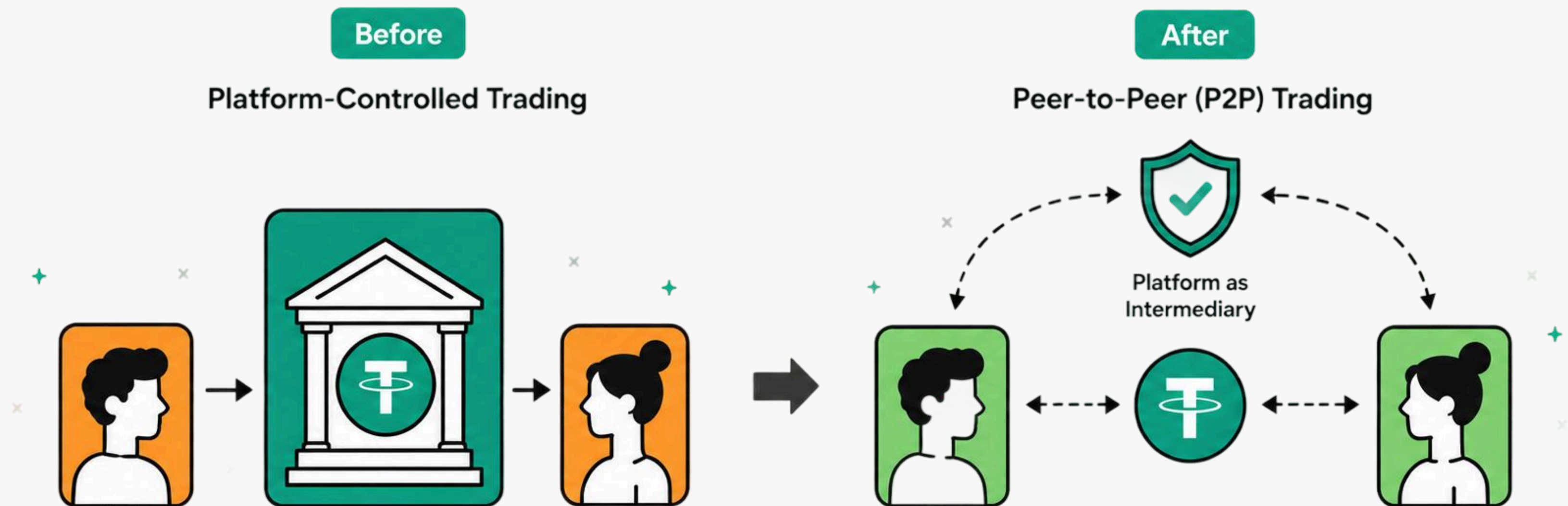
/3 Security Vulnerability

Security also became a critical concern. The existing photo-based KYC process proved increasingly vulnerable to fraud, as identity spoofing methods continued to evolve, making it easier to bypass static verification and reducing overall trust in the platform.

Industry Shift from Platform-Controlled to Peer-to-Peer Trading

Across competitors, there is a **clear shift from platform-driven trading models toward peer-to-peer (P2P) architectures**, reflecting an industry move to reduce platform risk, improve scalability, and give users more direct control over transactions.

To understand how leading platforms support this shift, we analyzed their approaches to **identity verification and trading controls**.





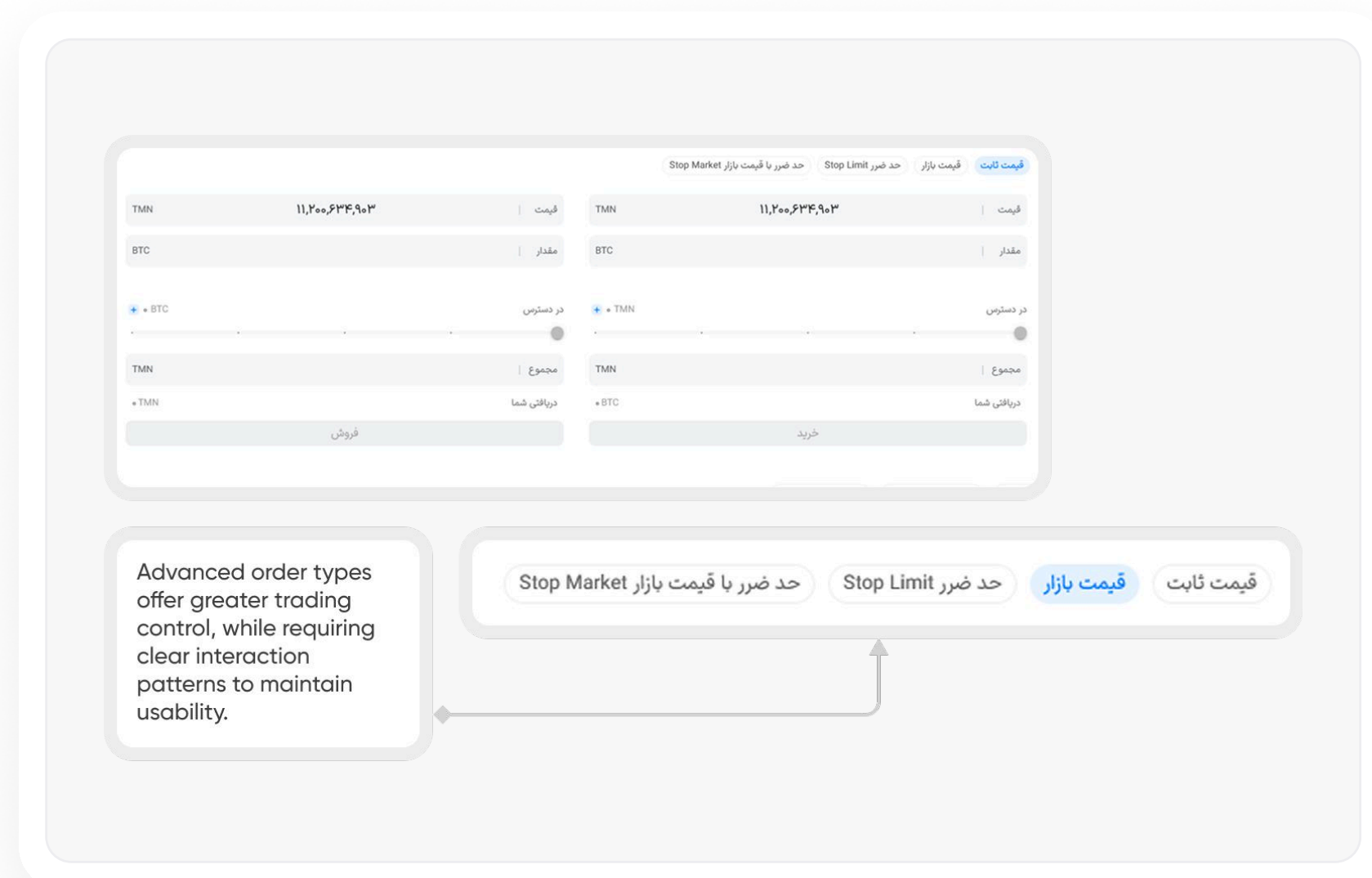
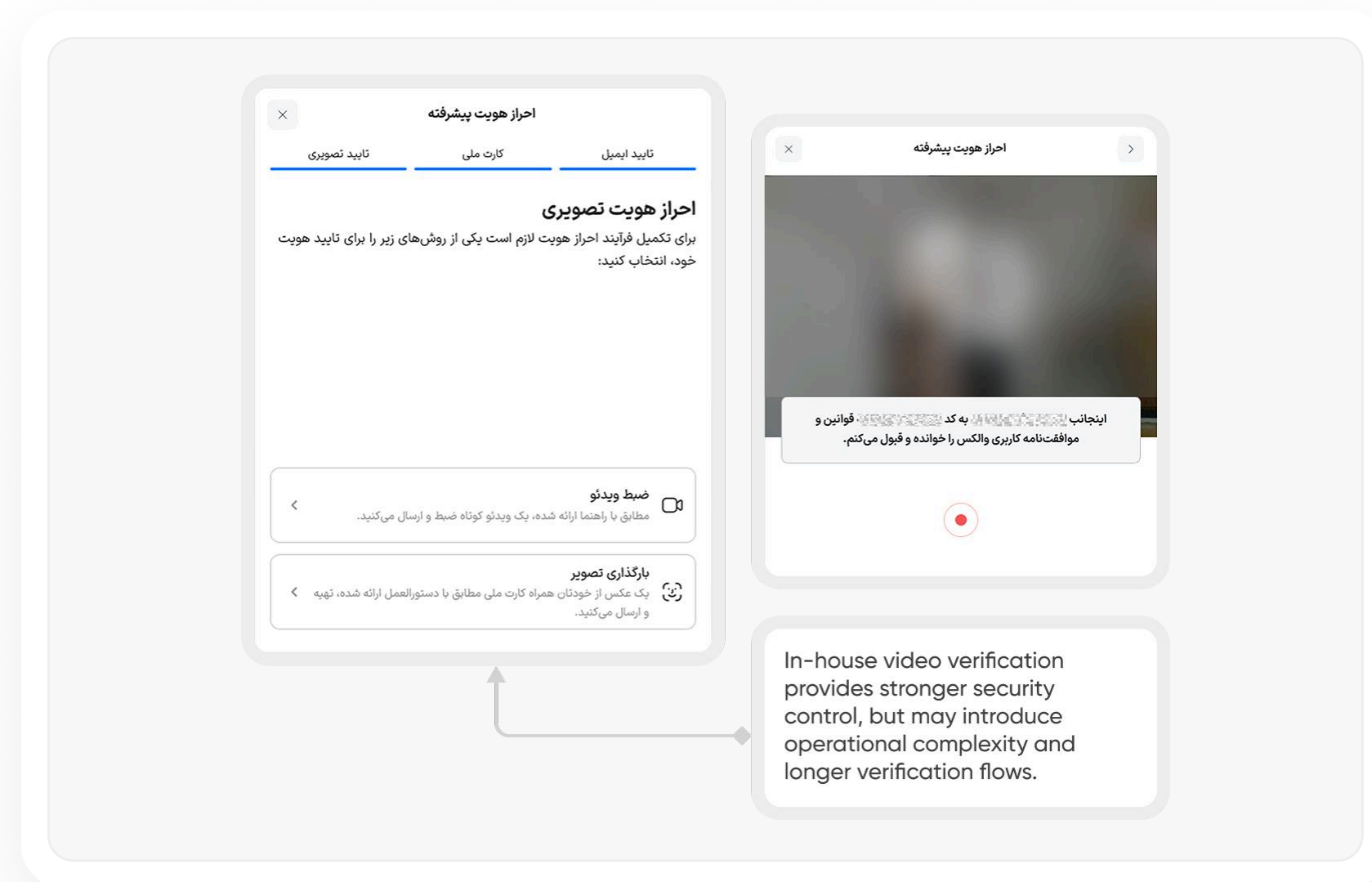
Security Through Self-Control

Strength

Uses in-house video verification to maintain greater control over security and verification quality.

Opportunity

Balancing security and operational efficiency requires continuous optimization of the verification flow.



Advanced Order Flexibility

Strength

Supports advanced order types such as Market, Limit, Stop-Limit, and Stop-Market, enabling precise trade and risk management.

Opportunity

Advanced trading options increase complexity and require clear interaction patterns to remain accessible for less experienced users.

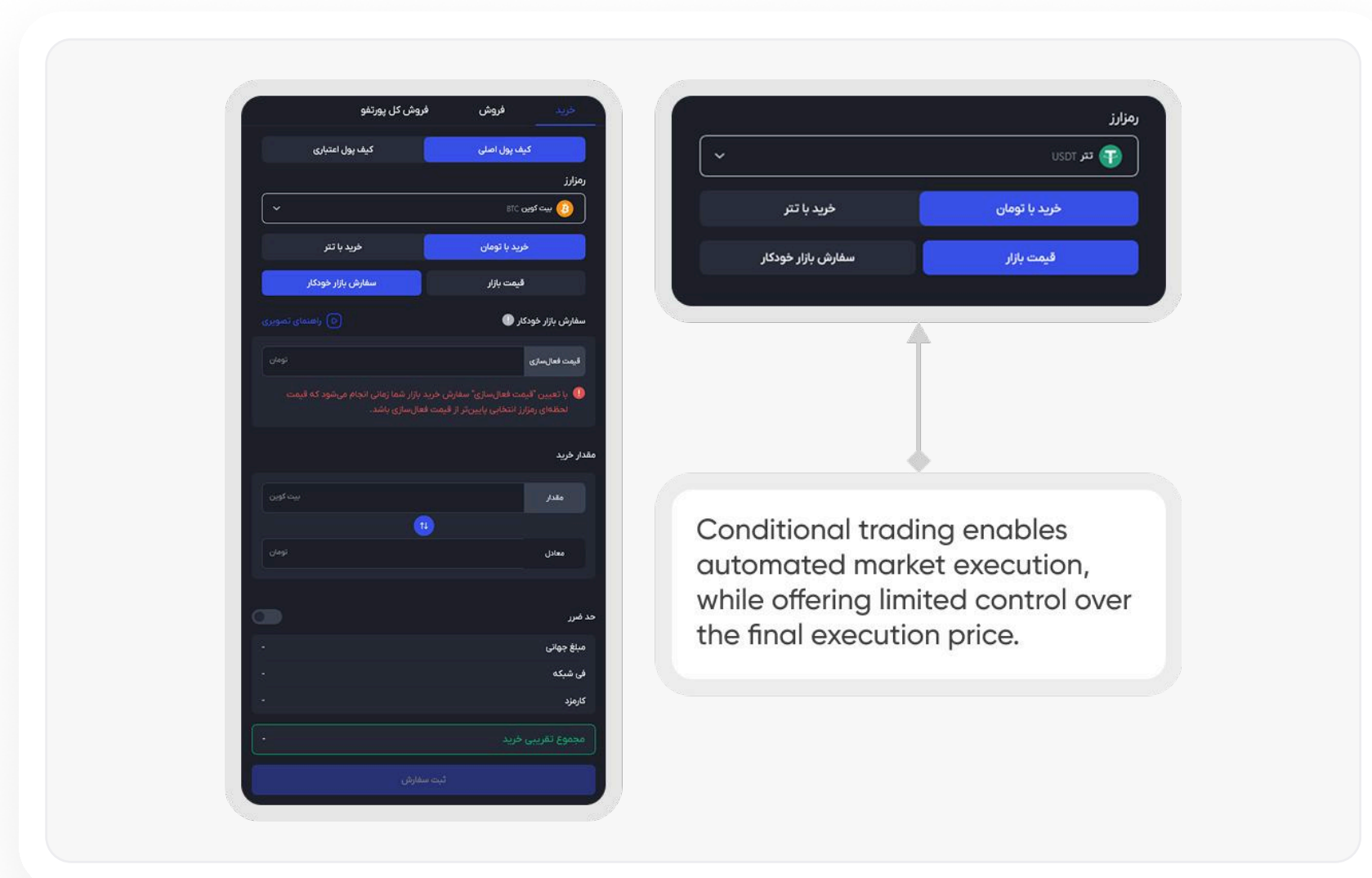
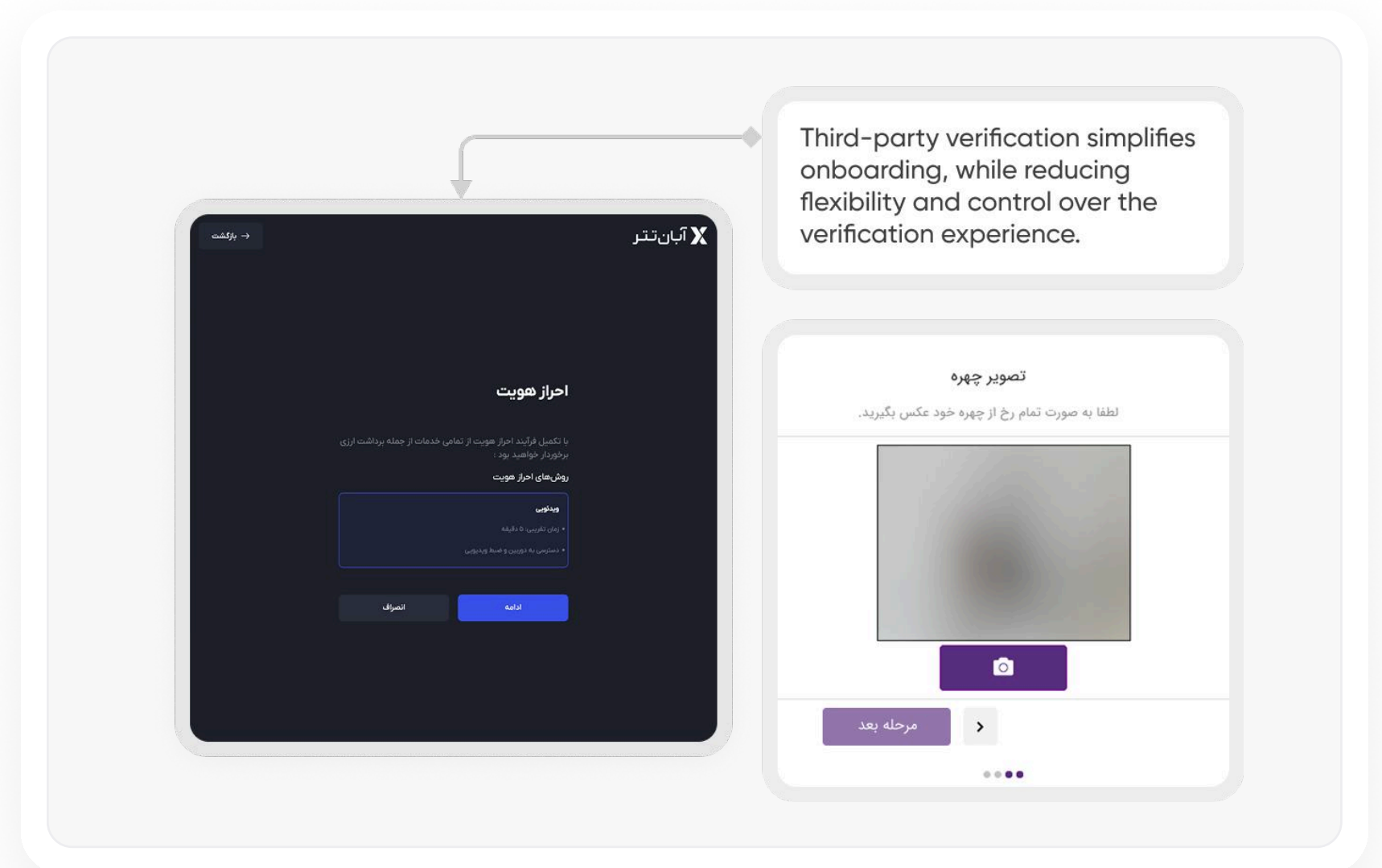
Simplicity Through Third-Party Verification

Strength

Uses third-party video verification to enable faster onboarding and reduce internal operational complexity.

Opportunity

External verification providers reduce flexibility and limit control over the user experience and verification flow.



Conditional Trading with Limited Price Control

Strength

Supports activation-price-based market execution, allowing users to automate trades based on market movement.

Opportunity

Because execution still relies on market pricing, users have limited control over the final trade price.

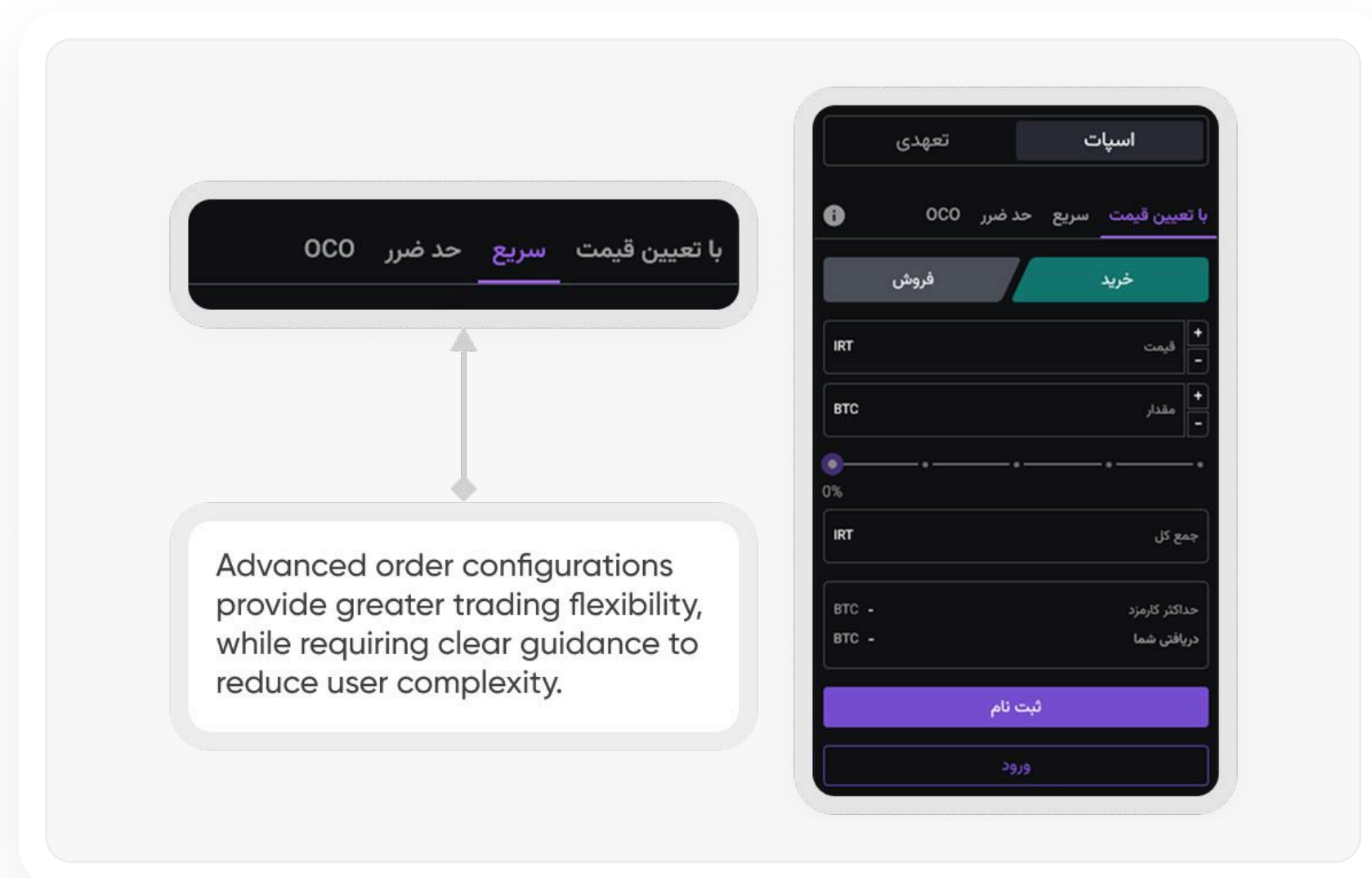
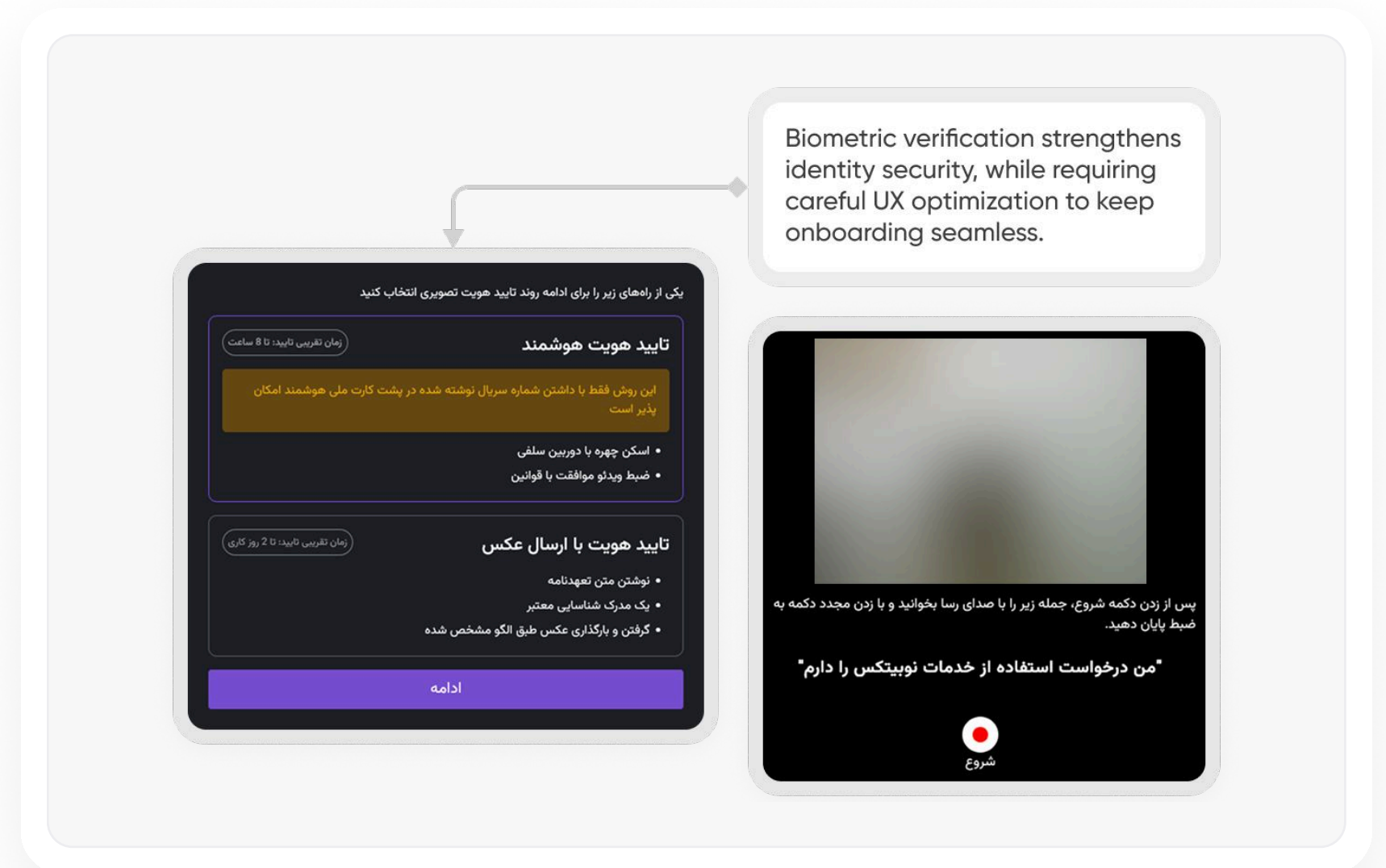
Advanced Verification with Biometric Security

Strength

Enhances verification security through facial scanning and identity matching, helping prevent fraudulent or fake submissions.

Opportunity

The added biometric layer increases security but requires careful UX optimization to maintain a smooth onboarding experience.



Advanced Trading with Conditional Orders

Strength

Supports advanced order types such as Market, Limit, Stop-Limit, and OCO orders, enabling more flexible trading and risk-management strategies.

Opportunity

Advanced trading configurations increase cognitive load and require clear guidance to remain understandable and usable.

IN NovinTether

Based on these insights, NovinTether focused on balancing control, trust, and usability through three key product decisions:

/1

Peer-to-Peer Architecture

To align with the industry shift toward P2P trading, the platform transitioned from a system-driven model to a user-to-user marketplace—reducing exposure to price volatility while enabling a more scalable trading ecosystem.

/2

Limit Order Functionality

Limit orders introduced greater pricing control, allowing users to define their own buy and sell conditions while keeping the trading experience simple and accessible.

/3

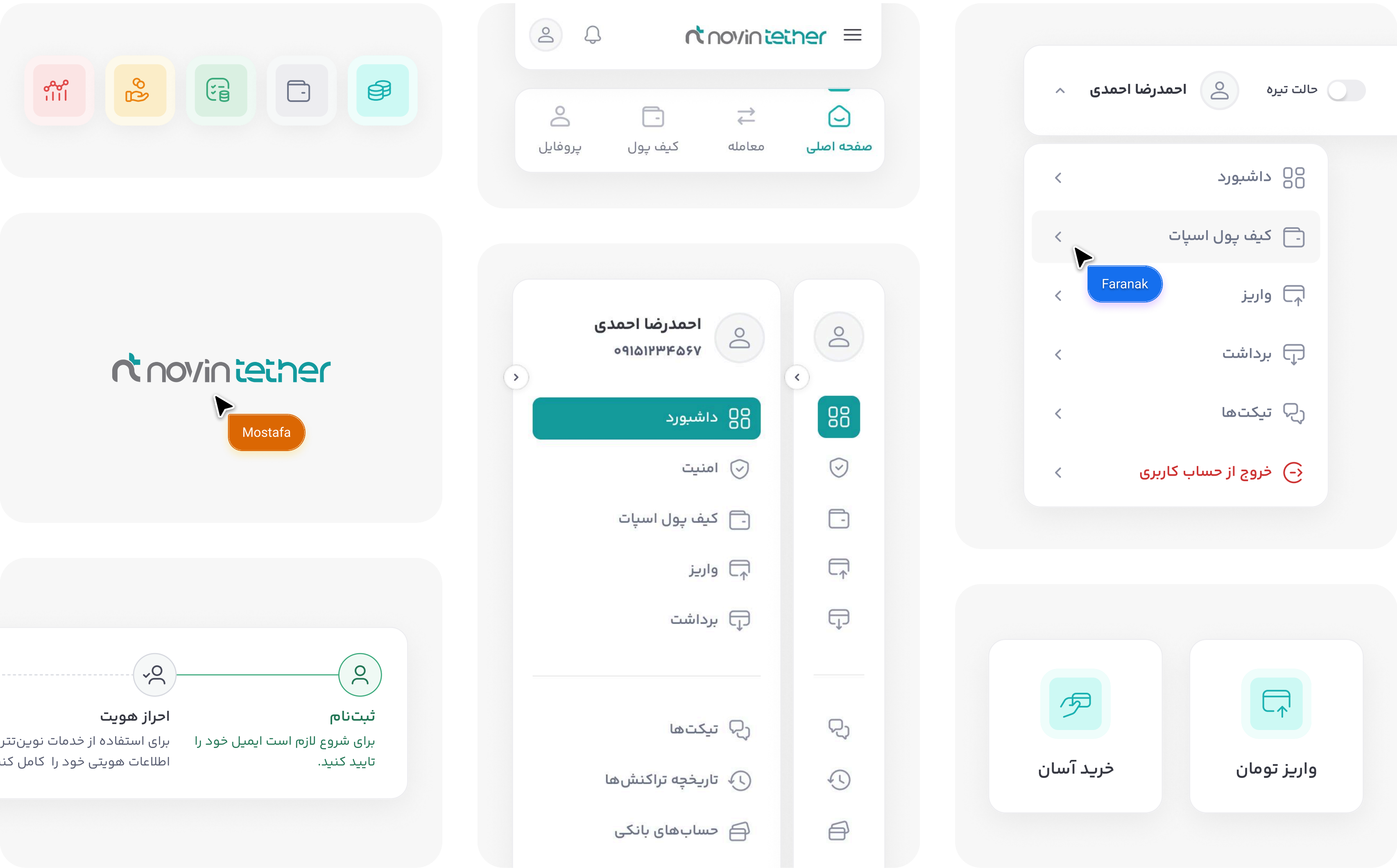
In-House Video KYC

The verification system evolved from static image submission to in-house video KYC, strengthening security and trust while maintaining a smooth, low-friction onboarding experience.

DESIGN SYSTEM FOUNDATIONS

A Scalable Design System for Consistency and Growth

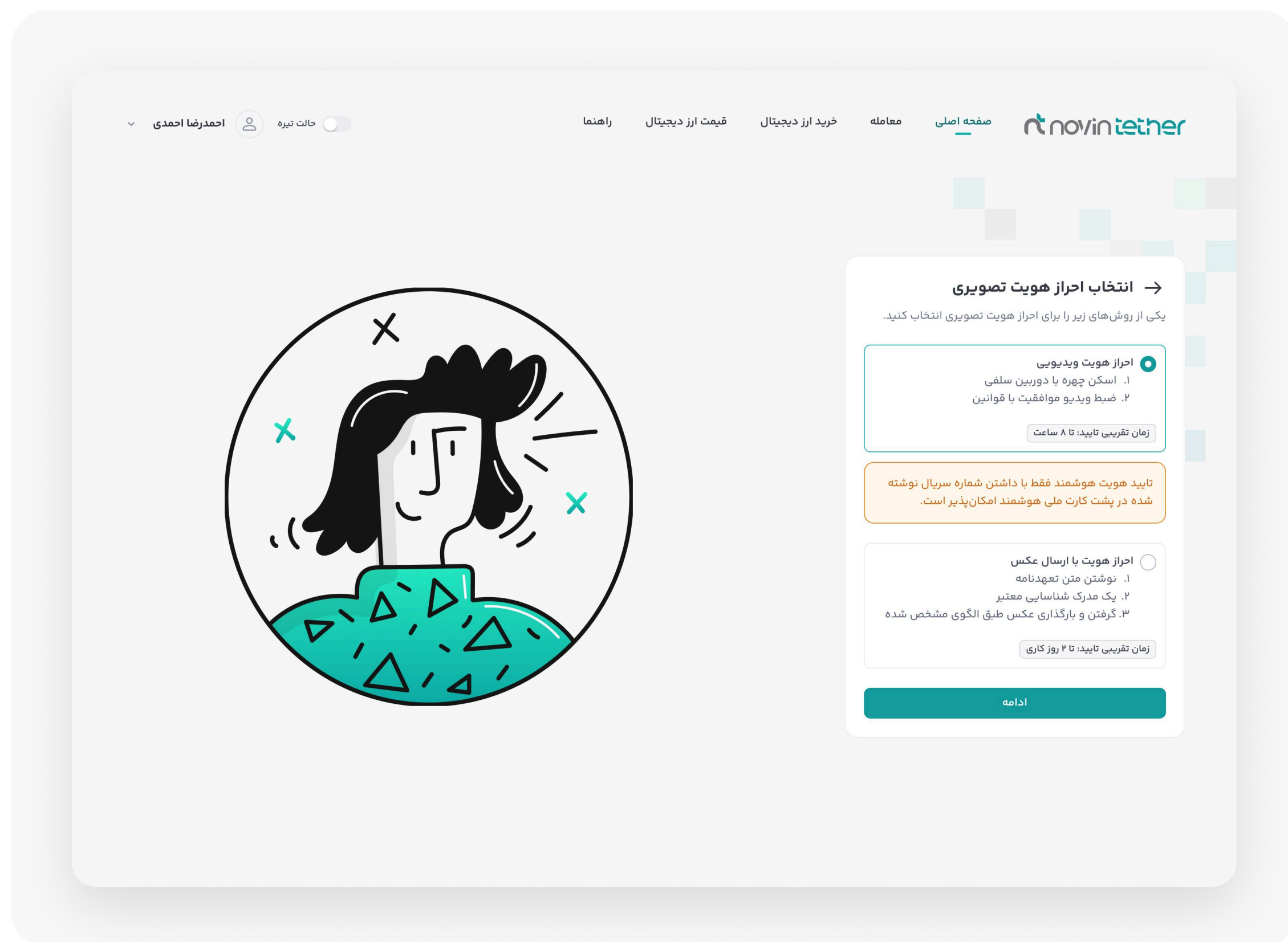
To support scalability and maintain consistency across complex trading and verification flows, a dedicated design system was developed for Version 2.



A Unified Trading Experience for Trust, Control, and Scalability

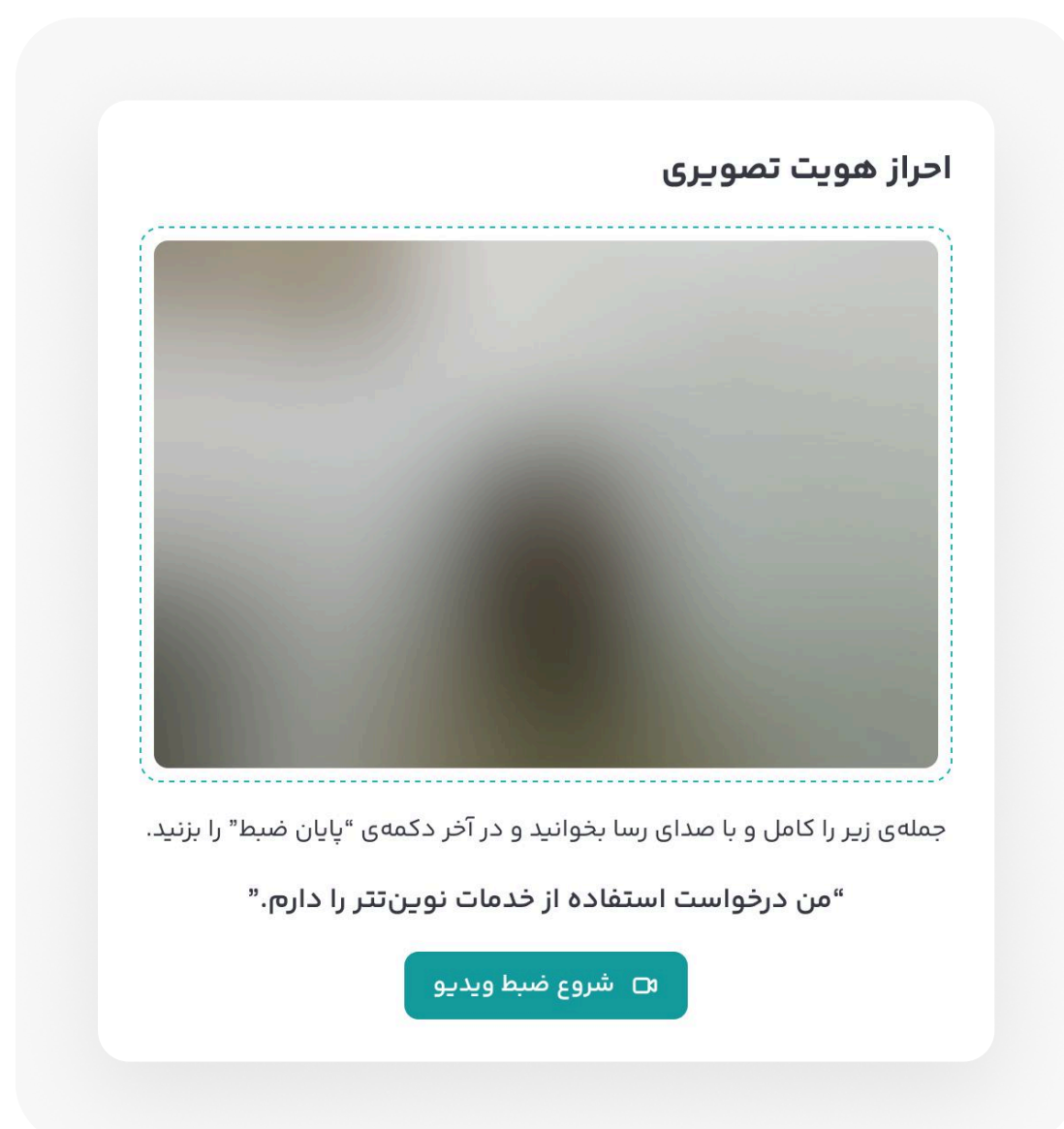
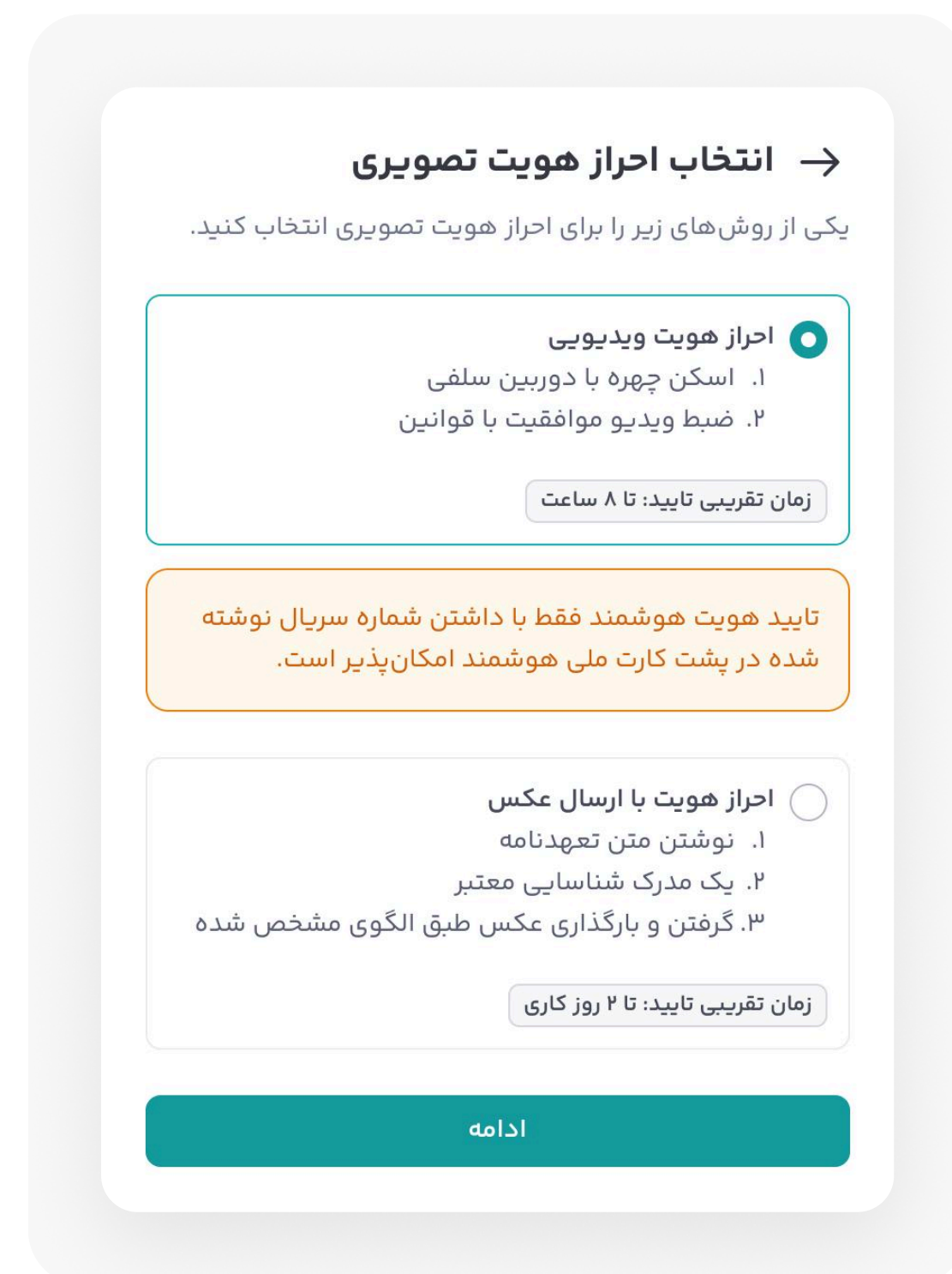
The final experience reflects a more structured, secure, and flexible trading platform.

Version 2 brings together peer-to-peer trading, limit order functionality, and video-based verification into a unified flow designed for clarity, control, and trust.



Video-Based Identity Verification

Users can choose between image-based and video-based identity verification during the onboarding process.



سفرهای بازار

[illegible]

با تعیین قیمت

[illegible]

آخرين معاملات

سفرارش‌های باز		موقعیت‌های باز		تاریخچه‌ی معاملات		فیلترها
تاریخ و زمان	بازار	سمت معامله	قیمت	مقدار	کارمزد	قیمت
ماه پیش	USD / IRT	خرید	113,313,۲۲۲ IRT	5,3۰۷,۵۶۴ USD	۶,۶۳۴۵۸۵ USD	۶۰۱,۴۷۵,۶۲۰ IRT
ماه پیش	USD / IRT	خرید	113,313,۲۲۲ IRT	۶۰۰ USD	۰.۷۵ USD	۶۷,۹۹۳,۷۰۰ IRT

Advanced Trading Interface

Users can monitor market activity, view order book data, and place trades through both market and limit order modes within a single trading workspace.

فروش

خرید

قیمت

IRT

۸۳,۵۰۰

مقدار

USDT

۲۵۰

۲۵۰ USDT

۰ USDT

جمع کل

IRT

۲۰,۸۷۵,۰۰۰

حداکثر کارمزد

۰.۵ USDT

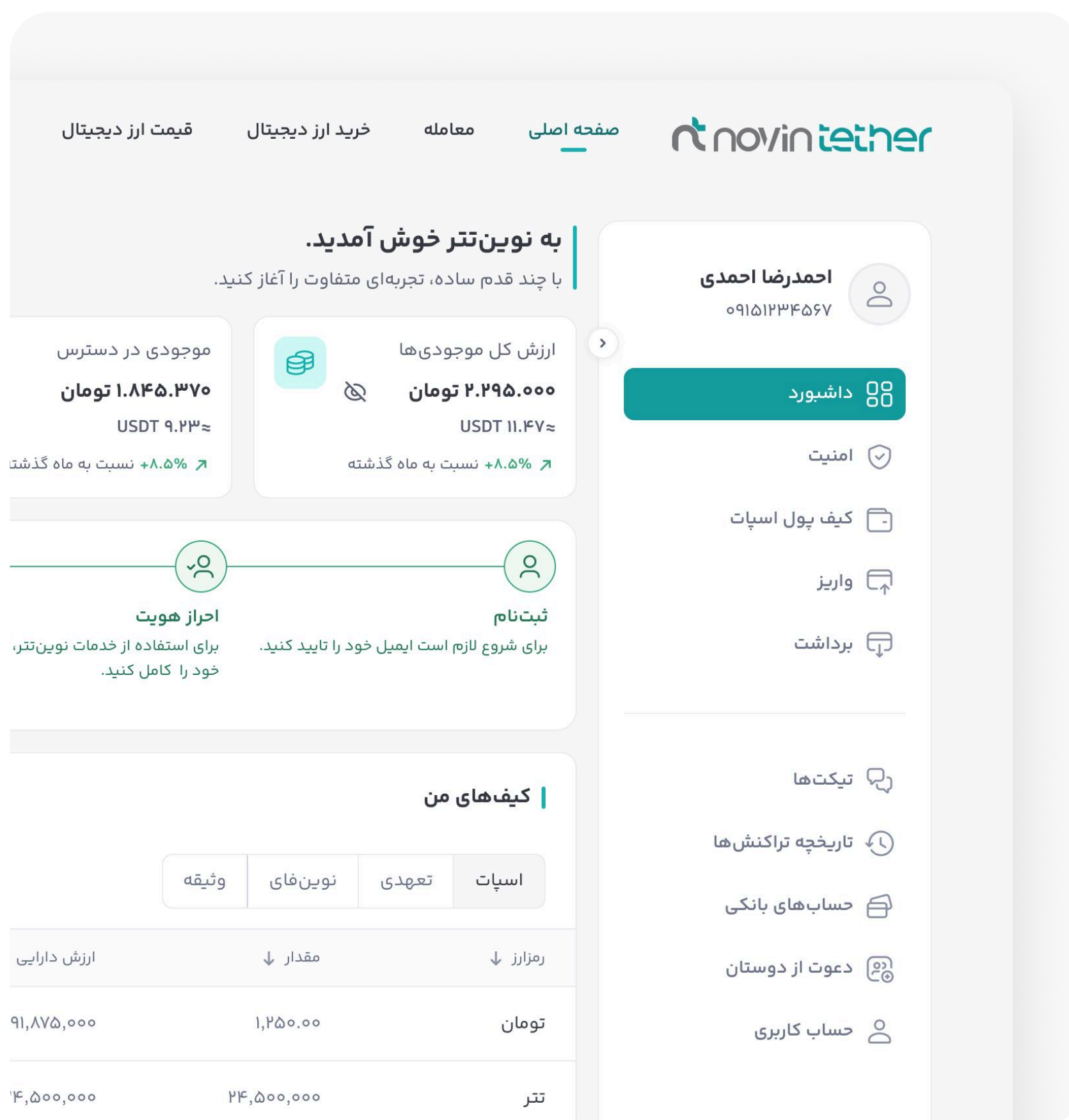
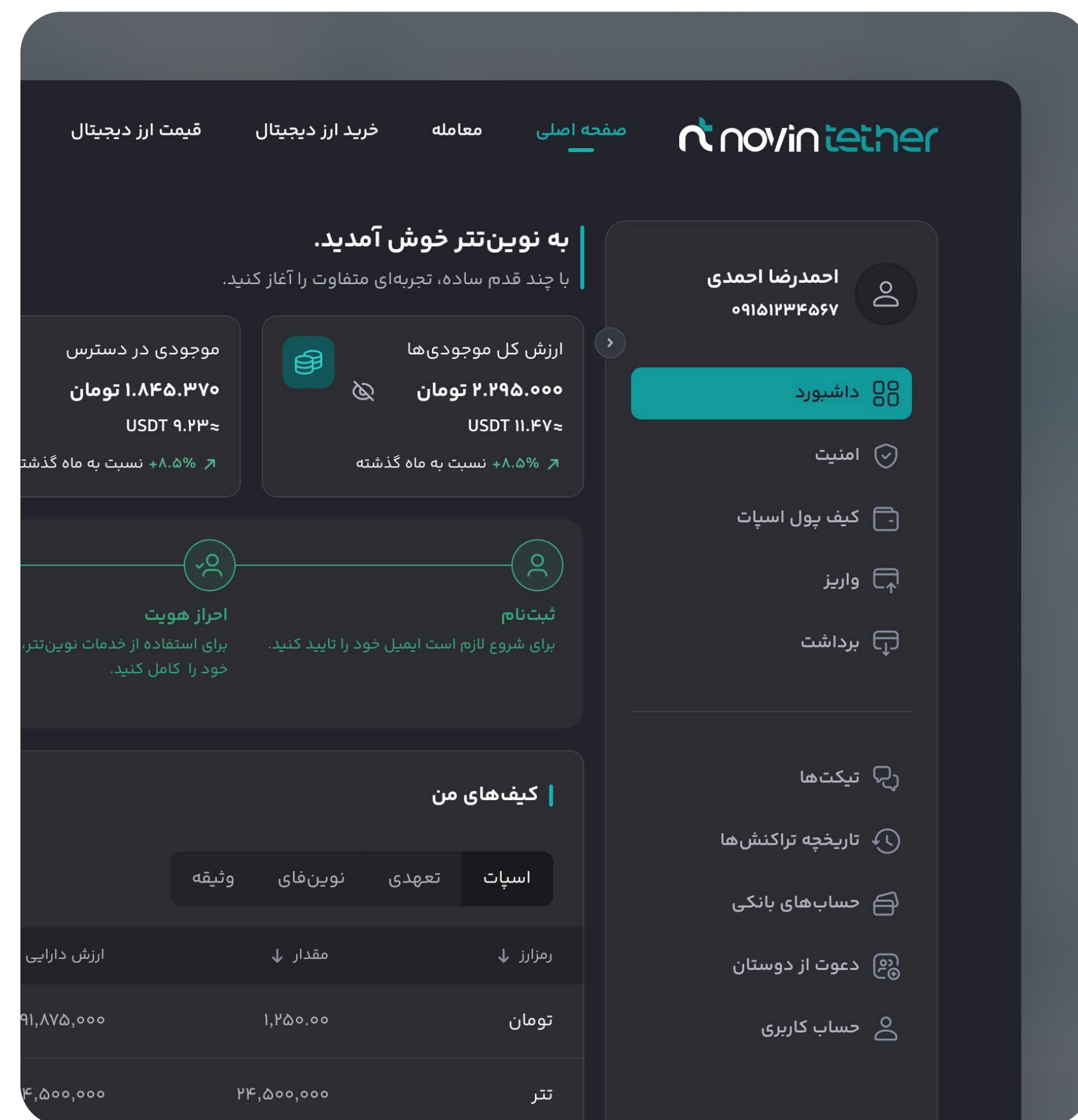
مقدار نهایی دریافتی

۲۴۹.۵ USDT

خرید تتر

Personalized Dashboard Experience

Users can access account information, wallet balances, verification status, and platform activities through a unified dashboard available in both light and dark themes.



حساب کاربری

اطلاعات و تنظیمات مربوط به حساب کاربری شما در این بخش قابل دسترس است.

مدیریت حساب و تراکنش‌ها

کارمزد معاملات

جزئیات کارمزد و هزینه‌های مرتبط با تراکنش‌ها

اطلاعات بانکی

شماره کارت و شماره شبا جهت واریز و برداشت تومانی

بازیابی رمزراز

درخواست بازیابی رمزراز در صورت واریز اشتباه دارایی‌های رمزرازی

تنظیمات

تنظیمات عمومی پنل جهت مدیریت و سفارشی‌سازی

مدیریت اطلاعات امنیتی

شماره موبایل

تایید شده

۰۹۳۳****۲۸

ایمیل

تایید شده

far*****@gmail.com

رمز عبور

تغییر رمز عبور

کد شناسایی دوعاملی – Google Authenticator

فعال‌سازی کد شناسایی دوعاملی جهت برداشت یا تغییرات امنیتی حساب کاربری

فعال‌سازی

آنتی‌فیشینگ

فعال‌سازی کد آنتی‌فیشینگ جهت جلوگیری از حمله‌های فیشینگ به حساب کاربری

فعال‌سازی

لیست آدرس‌ها

اطلاعات آدرس‌های ذخیره شده جهت برداشت رمزرازی از نوین‌تتر

مشاهده

حالت اضطراری

کد لغو اضطراری درخواست برداشت یکی از امکانات امنیتی نوین‌تتر است که به شما این امکان را می‌دهد که به سرعت و از هر مکان و دستگاهی بدون نیاز به ورود به حساب خود در نوین‌تتر، تمامی برداشت‌های باز خود را لغو نمایید.

فعال‌سازی کد لغو

تاریخچه لاگین اخیر

تاریخ و زمان

شناسه مرورگر

آدرس IP

۱۴۰۴/۰۶/۲۲

Mozilla/۵.۰ (Windows NT ۱۰.۰; Win۶۴; x۶۴) AppleWebKit/۵۳۷.۳۶ (KHTML, like Gecko) Chrome/۱۴۰.۰.۰.۰ Safari/۵۳۷.۳۶ Edg/۱۴۰.۰.۰.۰

۸۰.۱۲۰.۱۷۹.۱۷۱

۱۴۰۴/۰۶/۲۲

Mozilla/۵.۰ (Windows NT ۱۰.۰; Win۶۴; x۶۴) AppleWebKit/۵۳۷.۳۶ (KHTML, like Gecko) Chrome/۱۴۰.۰.۰.۰ Safari/۵۳۷.۳۶ Edg/۱۴۰.۰.۰.۰

۸۰.۱۲۰.۱۷۹.۱۷۱

Structured Profile Management

Allows users to manage personal information, verification status, security settings, and account-related preferences from one organized profile area.

9:41

novin tether

احمدرضا احمدی

۰۹۱۵۱۲۳۴۵۶۷

امنیت

کیف پول اسپات

واریز

برداشت

تیکت‌ها

تاریخچه تراکنش‌ها

حساب‌های بانکی

دعوت از دوستان

خروج از حساب کاربری

پروفایل

کیف پول

معامله

صفحه اصلی

PRODUCT IMPACT & RESULTS

/1 Business Stability

The transition to a P2P trading model reduced the platform's structural exposure to market volatility while creating a more scalable foundation for future growth and increasing trading activity.

/2 User Control

The introduction of limit orders gave users greater control over trade execution, allowing them to define preferred buying and selling prices instead of relying solely on market rates.

/3 Trust & Security

Moving from photo-based verification to video KYC strengthened identity validation and improved resistance to fraudulent submissions, supporting a more trustworthy trading environment.

/4 Usability & Accessibility

Despite introducing more advanced trading and verification capabilities, the experience remained clear and approachable through simplified workflows and familiar interaction patterns.

Thank You!

for Reviewing NovinTether

From Simplicity to a Scalable Exchange Experience