Case Study | Exchanges Report 1404 →

# Gorg-O-Meesh Case Study

Driven by Iran Broker's mission to offer transparent and unbiased information, our product and technical teams developed the "Gorg-O-Meesh" campaign. Our key objective was to present practical and concise insights directly on the campaign's landing page.

Case Study Executive Summary →

# Executive Summary

This project explores the design and development of a data-driven, interactive landing page for showcasing IranBroker's annual cryptocurrency exchange report. The report ranks major Iranian exchanges across multiple performance metrics such as liquidity, fees, user experience, and regulatory reliability.

The product team was tasked with turning a raw, data-heavy PDF into a clear, accessible, and trustworthy web experience. Our goals were to increase transparency in the Iranian crypto space, help users make informed decisions, and introduce an unbiased public ranking framework based on both editorial and community input.

The final solution combined clear information architecture, comparative data visualizations, user-driven voting, and a RAG-based chatbot trained on the full report. The campaign is currently live and the analysis of user behavior and impact is still on-going.

This case study outlines the product thinking, research insights, design decisions, technical architecture, and execution challenges behind the launch of the campaign.

# Background and Rationale Behind the Campaign

The Iranian cryptocurrency market continues to operate in a regulatory vacuum. Periodic government interventions such as sudden restrictions on fiat withdrawals or blocking payment gateways highlight a reactive rather than strategic approach to policy-making. These conditions create persistent uncertainty for users, institutions, and platforms alike.

In addition to regulatory opacity, many local exchanges fall short of global transparency standards, particularly in areas like proof-of-reserves. In response to this dual-layered lack of clarity in both external policy and internal operations, IranBroker launched its first comparative report in spring of 2023 to map out the current state of Iranian crypto exchanges.

The 2024 edition was not intended as a simple update. It was a complete redesign, both in methodology and presentation. Beyond ranking exchanges, the report aimed to promote industry-wide transparency, user protection, and alignment with global standards.

This broader context provided the rationale for building a dedicated product experience. The team developed an interactive landing page and public-facing campaign to make the findings of the report not just available but meaningful and useful for everyday users.

## Who’s Behind the Report and What Do We Stand For?

IranBroker is an independent, research-driven platform focused on evaluating and comparing financial institutions across Iran’s capital and digital asset markets.

Founded during a time when transparent market information in Persian was scarce, it has grown into a trusted reference point for users seeking data-backed decisions, especially in crypto and Forex.

Through education, investigative reporting, and impartial reviews IranBroker aims to elevate financial literacy and reduce risk in an increasingly complex and opaque investment landscape.

# Discovery

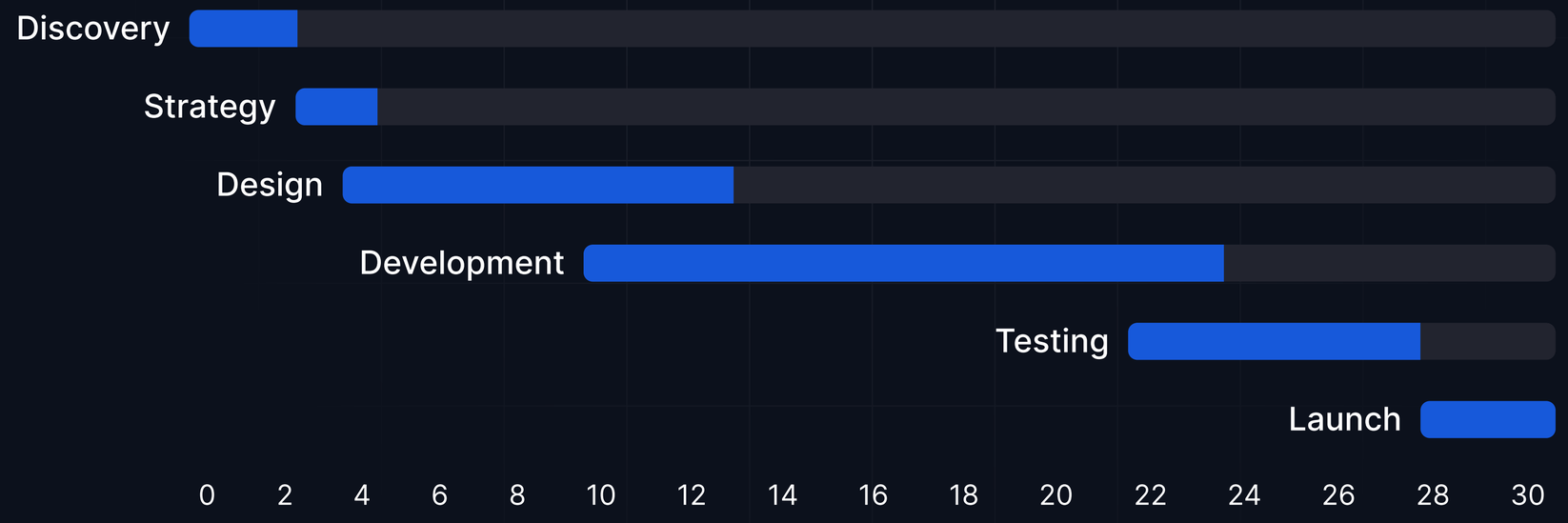
Discovery Problem Statement →

# This Is Where It All Began

The original report lacked the usability and interactivity needed to support user action. Our challenge was to design a product experience that made downloading effortless, data exploration engaging, and user participation meaningful through features like embedded charts, voting, and a conversational chatbot.

Discovery Campaign timeline →

# The Road To Rollout



# Niloofar Majooni

## BIO

Age: 28

Gender: Female

Occupation: small business owner

## Motivations

Risk reduction, brand trust, social proof

## Behavioral traits

Selective, evaluates platforms through community and expert sentiment

## Background

Working professional small business owner

## Key Insights from Research

- Distrusts heavy promotion and fake reviews
- Highly influenced by user feedback and rankings if they appear credible
- Finds traditional comparison tables boring, prefers visual summaries

## Design Implications

- Provide summarized visual comparisons plus ranked voting
- Display both expert metrics and crowd-sourced input
- Ensure content tone is neutral, unbiased, and explanatory

Discovery Survey Says... →

# What 3 User Segments Told Us About Their Expectations

To validate key assumptions around report consumption, we conducted a structured 10-question survey targeting:

- Beginner Traders (45%)
- Professional Traders (25%)
- Crypto Investors (20%)

The goal was to uncover preferred formats, delivery channels, and content priorities for the landing experience.

| Focus Area | Key Result |
|---|---|
| How important is the report? | 67% said it's "very important" and they actively look for this content |
| Preferred format | 55% Comparison Table, 42% Visual Charts, 30% PDF |
| Preferred delivery method | 50% Website, 35% App, 25% Email |
| Most valued content | Security, Liquidity, Fees |

## What We Asked – And What They Told Us

- Demand is real – Users see real value in credible, data-driven rankings
- Tables + Charts work best – A hybrid content structure builds clarity and trust
- Website is the king – Landing page optimization is non-negotiable
- Content focus matters – Users care about safety, liquidity, and transparency in cost

Discovery User Interview →

# What We Learned from 1:1 Conversations

To complement our quantitative insights, we conducted semi-structured interviews with three core user types:

Professional Traders, Beginner Users, and Crypto Investors.

The goal was to understand the deeper reasoning and emotions behind exchange selection and content preferences—something surveys alone couldn't reveal.

Format:

- ~30-minute interviews
- Conducted online and in-person
- 6 discussion categories: user history, selection logic, report relevance, format, access, and closing thoughts

| Topic | Insight |
|---|---|
| Exchange Selection Motivation | Mostly driven by prior experience or peer recommendation |
| Common Frustrations | Complex KYC, delayed withdrawals, poor support |
| Value of Comparison Report | High - especially among pro traders and long-term investors |
| Desired Report Content | Real user experiences, actionable details, and operational clarity |
| Ideal Format | Mix of simple tables + visual charts + brief commentary |
| Preferred Access Channel | Dedicated landing page with mobile-friendly summary and PDF download |
| User Advice to Us | "Be unbiased", "Be honest", "Tailor to real user needs" |

## Behavioral Patterns & Recurring Themes

- Trust drives choice: Most users rely on community signals or personal experience, not ads
- Pain points are shared: KYC friction, platform delays, and lack of transparency were cited repeatedly
- Hybrid content wins: Users don't want just data—they want interpretation, clarity, and stories
- Access matters: A clean, accessible web experience outweighs flashy formats

Discovery | Empathy Mapping →

# Understanding Our Users' State of Mind

## 🧠 Thinks

- "Which exchange is actually better for me?"
- "Can I really trust this ranking?"
- "Are these charts unbiased or just marketing?"
- "I don't have time for deep research—I need a shortcut."

## 🗣️ Says

- "I gave up signing up after a few tries—KYC is always a nightmare."
- "How am I supposed to understand all these complex metrics and charts?"
- "If only there was one honest report comparing everything at once."
- "What if an exchange gets hacked—how will I ever get my money back?"

## 🔨 Does

- Saves or shares the report if it appears trustworthy
- Looks for quick, summarized comparisons first
- Double-checks a promising exchange on other platforms
- Jumps straight to interactive charts or ranking tables

## ❤️ Feels

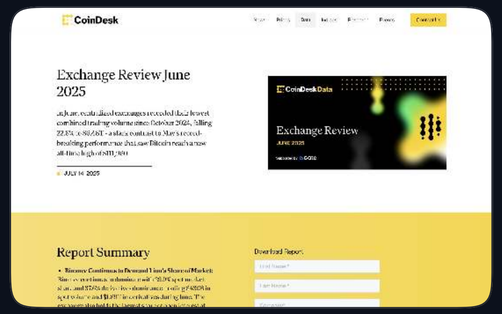
- Confused and unsure
- Worried about asset safety
- Tired of long, complex sign-up processes
- Searching for clarity, credibility, and peace of mind

Discovery | Competitor analysis →

# How Our Approach Stacks Up

Conducting a meaningful competitor analysis was particularly challenging in this space. Landing pages built for annual reports or comparative research are often minimal. This issue is even more prominent when narrowing the focus to crypto exchange comparison reports, especially within the Iranian market.

Given these constraints, we selected what we considered the strongest public-facing examples for internal and external benchmarking:




• Domestic Reference: ArzDigital's 1403 Annual Report Link

• International Reference: CoinDesk's Exchange Review – June 2025 Link

We compared these reports to our own (IranBroker's Crypto Exchange Comparison Campaign) based on seven key elements critical to user experience and product communication:

| Feature | Insight | Insight | Insight |
|---|---|---|---|
| Introductory Context | ✅ | ✅ | ✅ |
| Structured Report Chapters | ✅ | ✅ | ❌ |
| Summary Highlights of Key Insights | ✅ | ✅ | ❌ |
| Transparent Explanation of Metrics | ✅ | ❌ | ❌ |
| Comparative Table of Exchanges | ✅ | ❌ | ❌ |
| Interactive Chatbot | ✅ | ❌ | ❌ |
| User Voting Mechanism | ✅ | ❌ | ❌ |
| Highlighted Key Takeaways | ✅ | ❌ | ❌ |

Discovery Solution →

# How We Made It Click

To increase downloads and engagement with the annual crypto exchange report, we designed a layered solution that focused on two moments that matter most: first impressions and user interaction after arrival. Every decision was shaped by research insights.

## 1. Value-first preview

Instead of overwhelming users with the full report, we highlighted key takeaways and visual comparisons to spark interest. The goal was to create enough curiosity so that users would want the full version.

## 2. Transparent evaluation system

We clearly explained how exchanges were ranked, what each metric meant, and how scores were calculated. This built trust and positioned the report as credible and unbiased.

## 3. Data-driven storytelling

We used charts, rankings, and visual numbers to emphasize that this was not just another opinion piece. It was built on real data.

## 4. Interactive experience

To keep users engaged, we added tools like a voting widget, a smart chatbot trained on the report, and comparison charts users could explore directly. This combination helped us turn a static document into an active product experience that made users stay, engage, and take action.

Discovery | Goals & Success Metrics →

# What Success Looked Like?

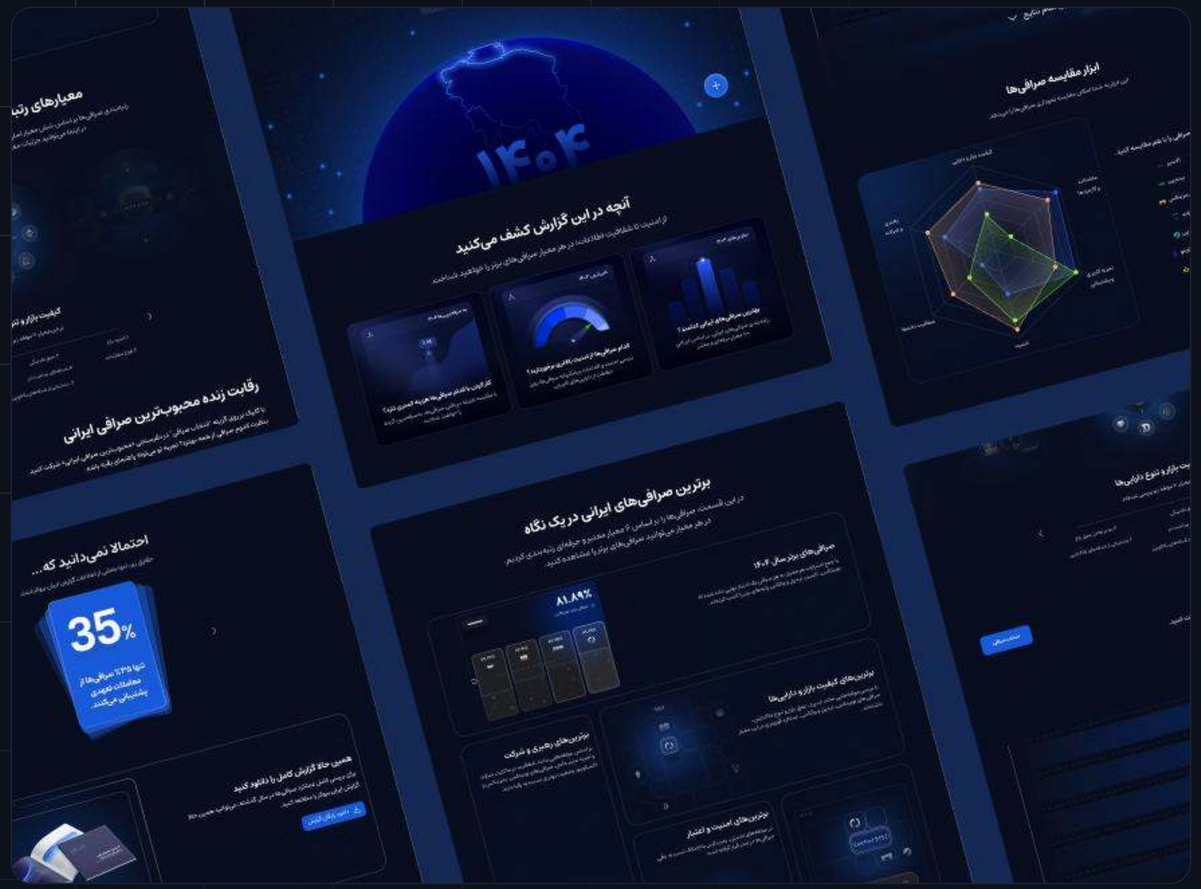
The “Gorg-O-Meesh” campaign aimed to make report access easier, drive participation through voting, and encourage engagement via data visualizations and a chatbot. While the full report held value, our goal was to turn it into an interactive and actionable experience.

## North Star Metric

Percentage of sessions where users both downloaded the report and submitted a valid vote.

## Key Supporting Metrics

- Download CTR and completion rate
- Vote process initiation and valid vote rate
- Scroll depth and interaction with charts
- Chatbot session rate and resolution quality



# Design

Design Process Overview →

# User Centered, Iterative, and Fully Responsive

The Gorg-O-Meesh landing page was designed through a structured process from low fidelity sketches to high fidelity visuals with a strong focus on usability, information architecture, and cross device responsiveness. Accessibility, component logic, user feedback, and performance metrics are covered in later sections.

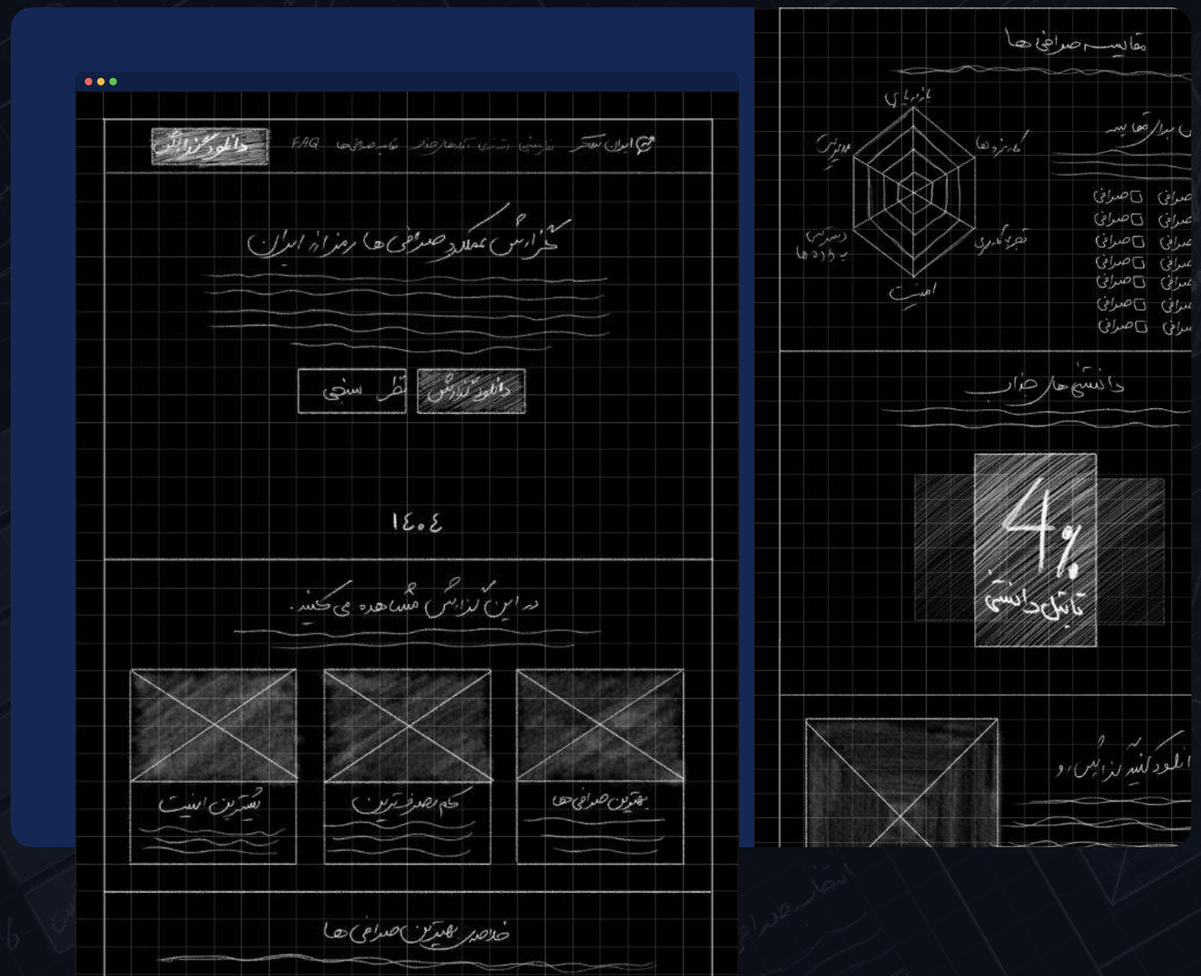
Design Sketching →

## Structuring Ideas into User Flows

This phase defined the content hierarchy and key user journeys such as downloading the report or taking the survey.

Sketching helped test CTA placements and spatial priorities early on, minimizing layout friction.

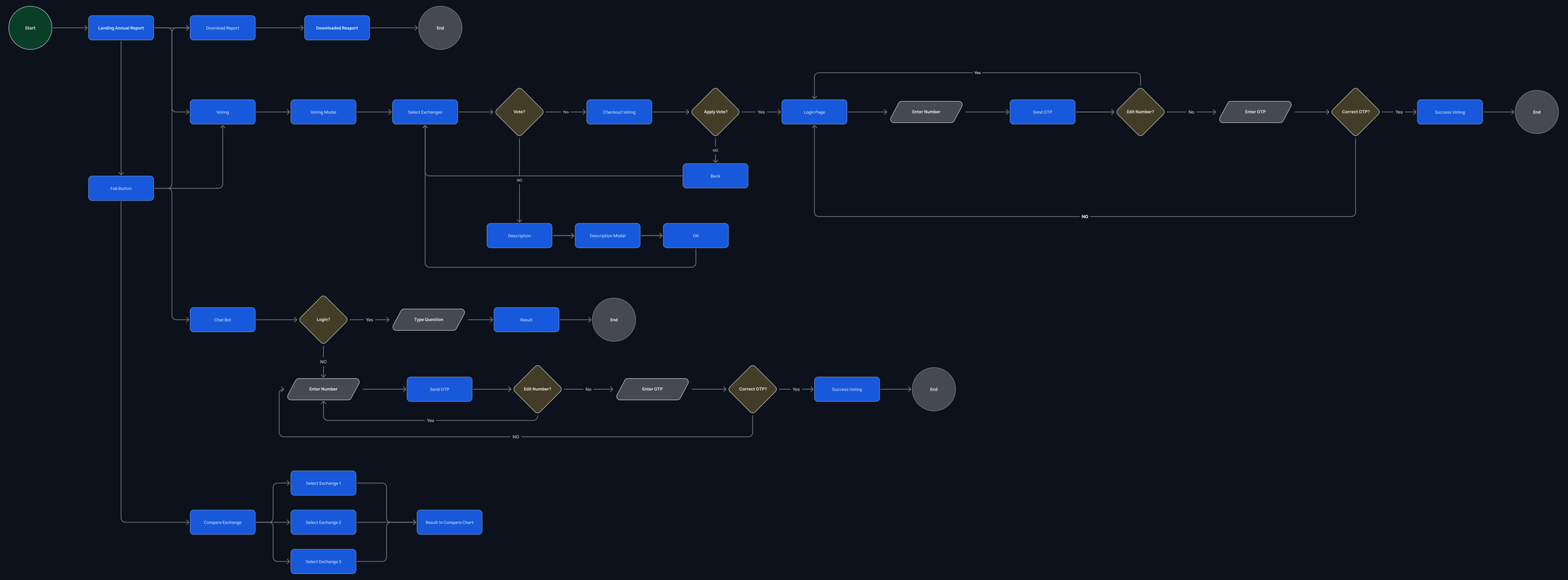
Design tradeoffs and early hypotheses are expanded in the user insights and design challenges sections.



Design User Flow →

# Mapping the Path to Value

We mapped and refined the user flow to ensure that every interaction leads users closer to achieving their goals with minimal effort.



Design Wireframing →

## Validating Layout and Interaction Across Devices

Wireframes translated sketches into precise, responsive structures with a focus on navigation clarity and visual hierarchy.

Designed for five breakpoints, they addressed UI needs for both small and wide screens.

Usability findings and accessibility considerations are detailed in later parts.

Design UX Writing →

# Pixel-Perfect Words

The main goals of the landing page content were trust establishment and increasing conversion rate and CTR. The biggest challenge was delivering a high volume of technical information effectively. To address this and achieve the specified goals, we reviewed several frameworks: SLAP, ACC, 4Cs, AIDA, PAS, and FAB.

In the end, two frameworks 4Cs and AIDA were selected as the most suitable for the landing page.

4Cs: Clear, Concise, Compelling, Credible

By using simple tone and wording, even the most complex topics could be explained clearly and logically, which in turn built user trust. That’s why we identified 4Cs as the best framework for writing copy for this landing page.

AIDA: Attention, Interest, Desire, Action

To capture attention and prompt user action, AIDA was identified as an appropriate framework.

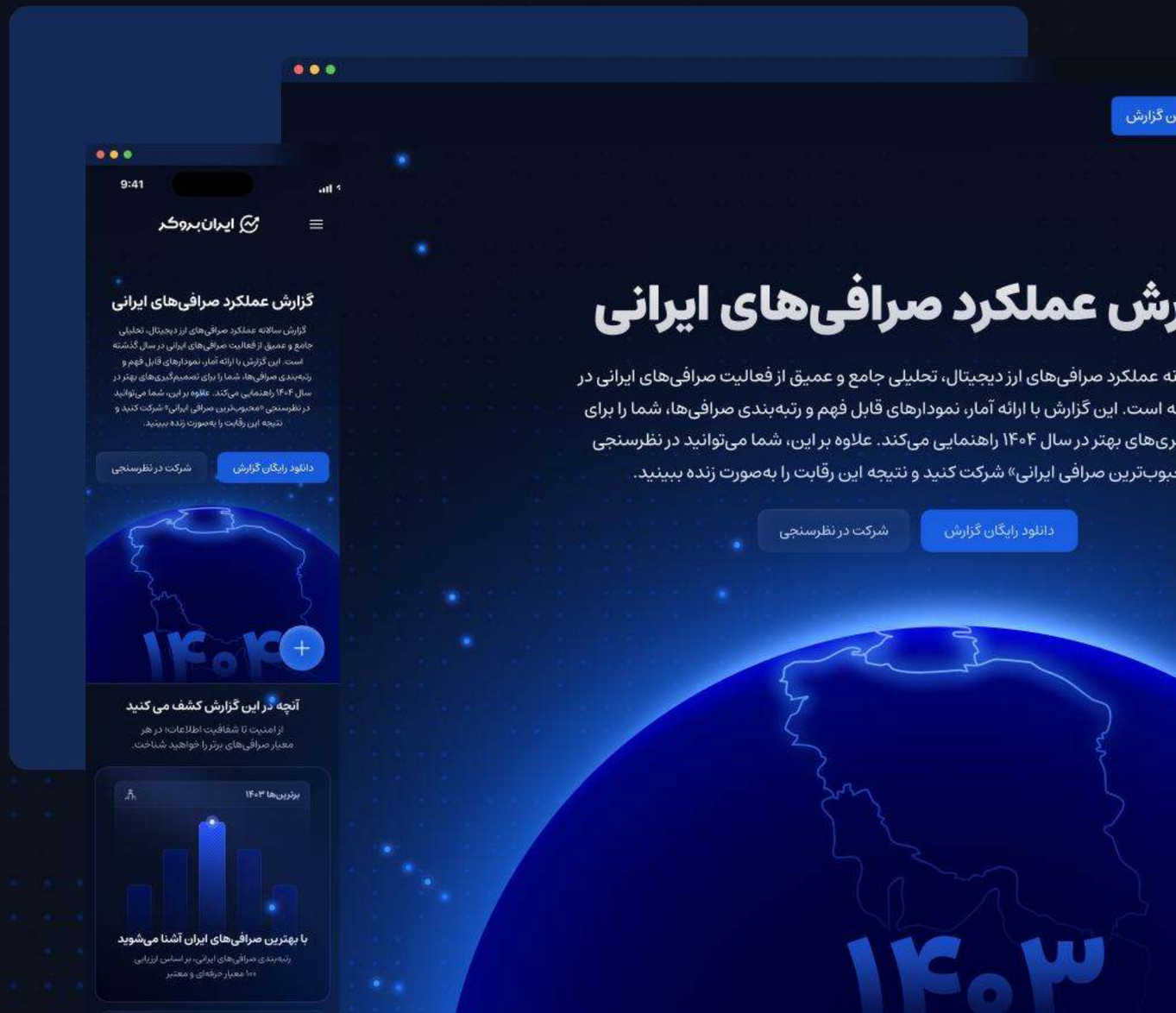
Design UI Design →

## Visual Identity with Functional Precision

Final designs brought in brand visuals, microinteractions, and scalable UI elements, balancing aesthetics with clarity.

Responsive adjustments ensured data rich content like comparison sections remained legible and engaging across all screen sizes.

Component systems, accessibility design, and optimization strategies are documented in the technical section.



Discovery Accessibility & Inclusivity →

# Attention to the Details that Make Users Feel at Home

## Text & Contrast

- All texts have a minimum contrast ratio of 4.5:1
- No information is conveyed by color alone
- Color combinations are tested for colorblind accessibility

## Keyboard Navigation

- All interactive elements (buttons, links, inputs) are reachable and operable via keyboard
- Focus indicators are clearly visible on all focusable elements
- No keyboard traps (user can tab forward and backward freely)

## Screen Reader Compatibilityc

- All images and icons have appropriate alt text (or marked as decorative if needed)
- Headings use semantic HTML (H1 > H2 > H3...)
- Form inputs have associated labels and error messages are readable by screen readers

## Structure & Content

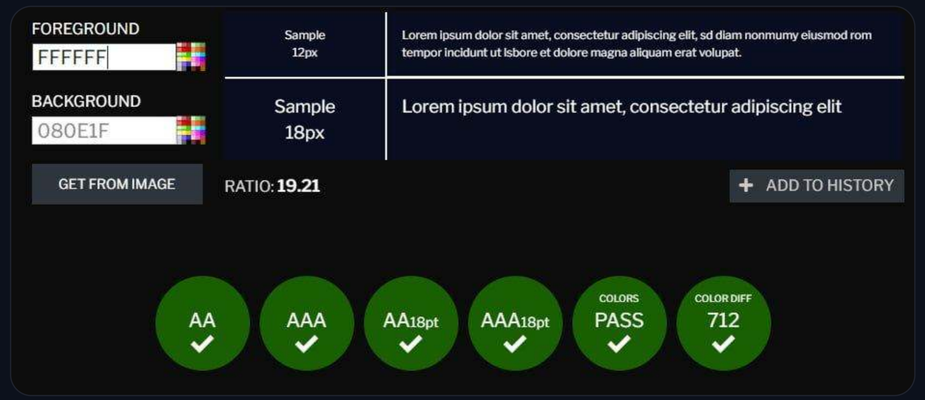
- Content follows logical and hierarchical structure
- Clear and consistent button and link labels
- No excessive jargon or unexplained terms (use plain language)
- Graphs and charts have textual descriptions or data tables

## Bonus Checks for Campaign Pages

- Skip to content link is available
- Survey, vote, or input forms are fully accessible
- Charts or rankings used visually are also explained in plain text
- Language and tone are understandable by beginners

## Mobile & Touch

- Touch targets are at least 48×48 px
- All interactions are accessible on mobile devices
- No content requires horizontal scrolling



Design Challenges →

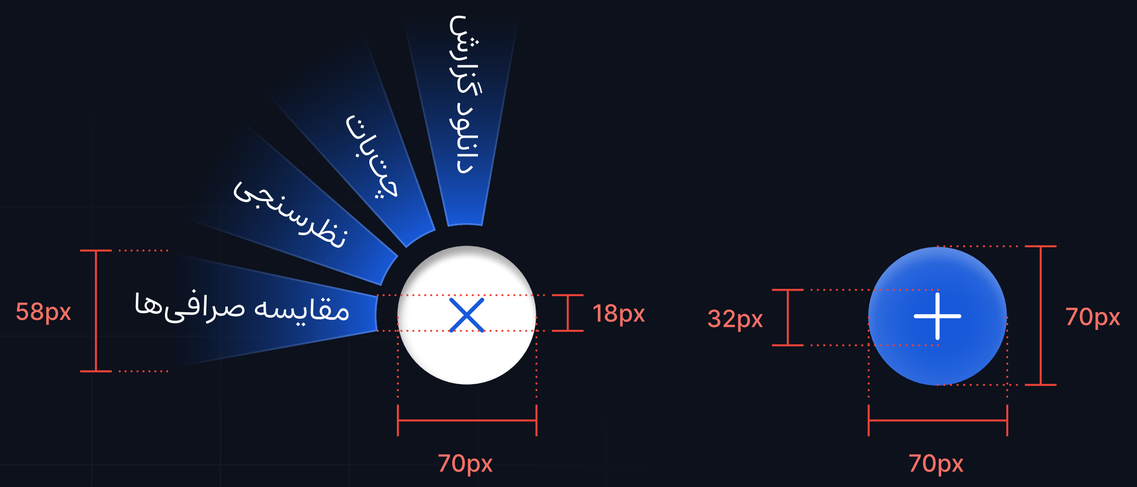
# Where UX Got Tricky

While designing this campaign experience, we faced several design challenges around accessibility, usability, and content delivery. This section outlines the key decisions we made to improve interaction, simplify access to critical tools, and align the experience with user expectations.

## FAB Button

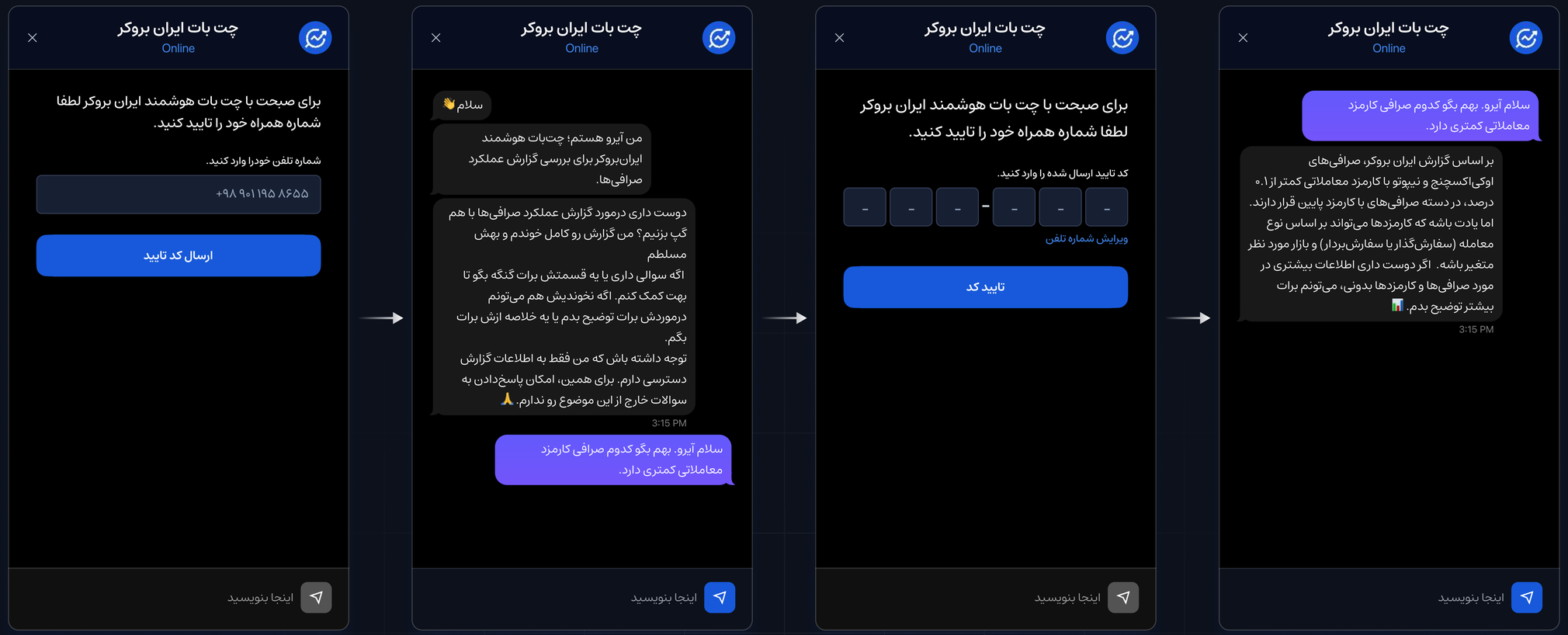
To keep the most important features within easy reach at all times, we added a floating action button(FAB) that stays visible across the page. When tapped, it opens a quick-access menu with four key actions: comparing exchanges, joining the survey, chatting with the bot, and downloading the report.

This decision aimed to reduce navigation friction and let users reach what they need without scrolling or searching through the page.



# Chatbot Integration

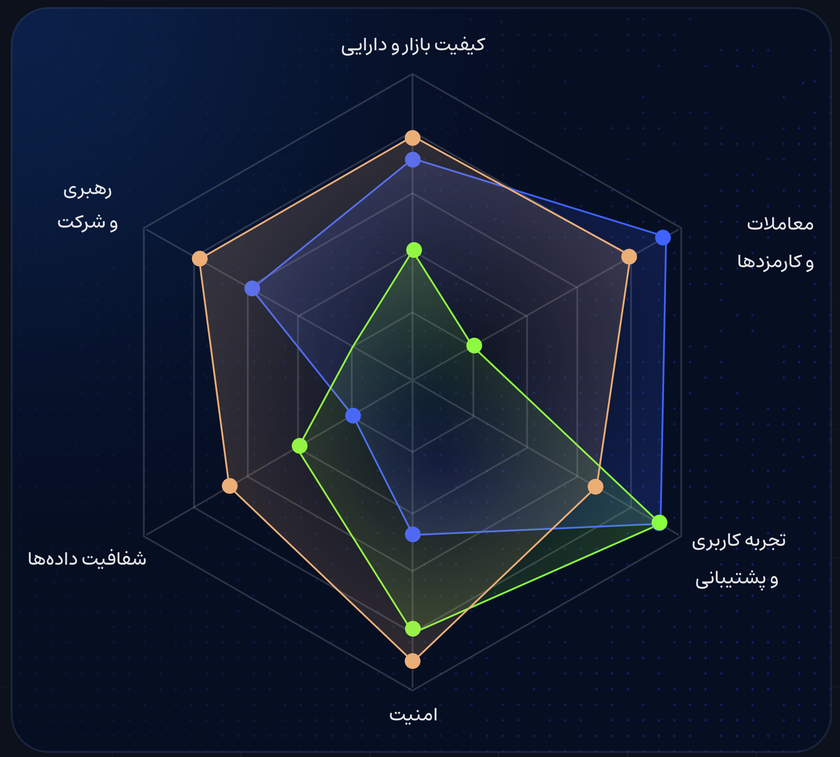
User behavior analysis showed that many visitors were primarily looking for specific pieces of information in the report, rather than reading the entire document. To support this behavior and reduce the friction of searching through the document, a chatbot was integrated into the experience. This chatbot allows users to ask direct questions and quickly discover whether the information they're looking for is included in the report. The goal was to create a lighter, more personalized interaction path that responds to user intent with minimal effort.



Design Challenges →

# Comparison Tool

One of the main design challenges was creating an interactive, data-driven comparison experience for users. Since analyzing multiple exchanges requires side-by-side metric evaluation, relying solely on the report file could lead to a fragmented or time-consuming experience. To solve this, an in-page comparison tool was designed. It enables users to select up to four exchanges and compare them directly based on the same metrics presented in the report file.  This not only made the data more accessible but also turned a passive reading experience into an active exploration.




با انتخاب از لیست زیر، می‌توانید تا ۴ صرافی را با هم مقایسه کنید.

- میانگین
- نوبیتکس
- اکسیر
- تبدیل
- والکس
- بیت‌پین
- اوکی اکس
- نیپوتو
- رمزینکس
- رابکس
- بیت 24
- تترلند
- کیف پول
- آبان تتر
- او ام پی
- پینگی
- سرمایکس
- اکس کوینو
- پول‌نو
- بیت برگ
- اریترون

# Delivery

Delivery User Story →

# From Stories To Tasks

In this section, we defined and structured the main tasks of the project using user stories. Each story helped us break down the work into clear, actionable items for the team, making the execution process more organized and focused.

Product OS | Action Items | Tasks |...

IranBroker Product OS / ... / Activity Systems / Action Items | Tasks — Edited 23h ago — Share

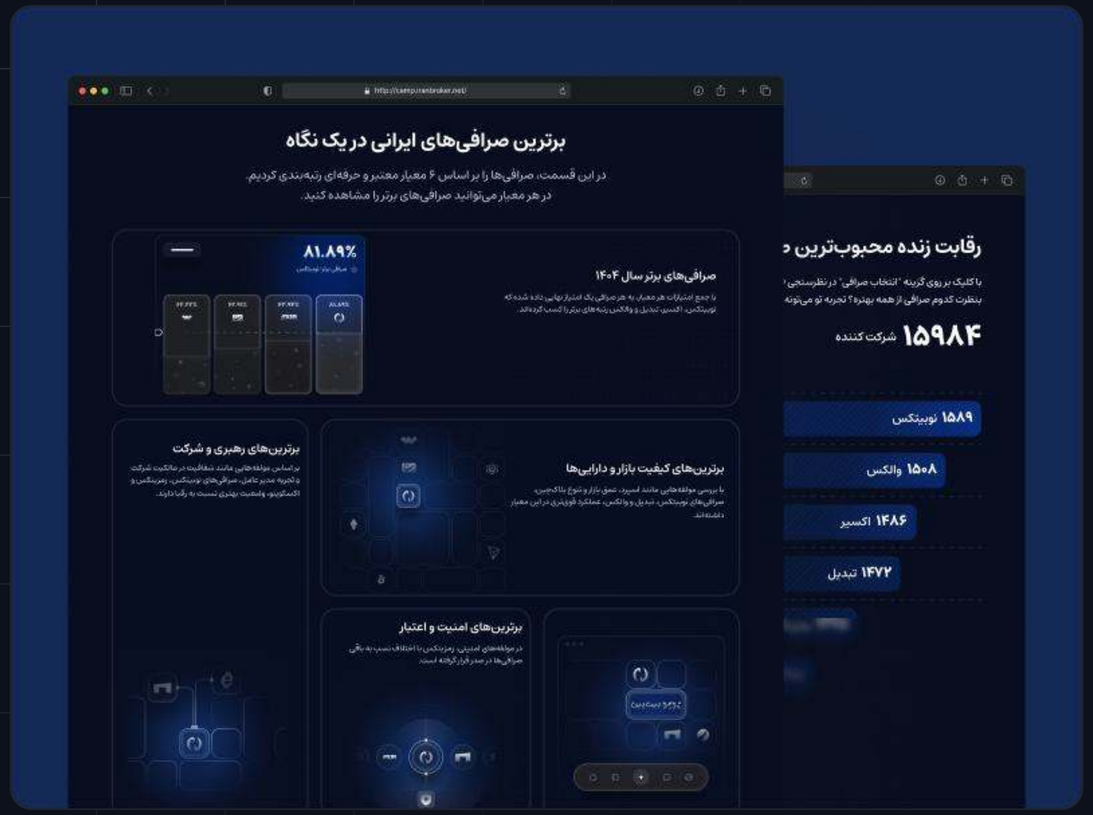
| Item Name | Description |
|---|---|
| 6. Filtering by Category- Coins list | As a user, I want to filter cryptocurrencies based on categories, so that I can analyze and compare coins within a specific |
| 5. Accessing a Detailed Co OPEN | As a user, I want to be redirected to the detailed page of a cryptocurrency when I click on it, so that I can access more inf |
| 4. Viewing List of Cryptocurrencies wi | As a user, I want to view a list of cryptocurrencies including their Persian and English names, symbols, USD price, Toman |
| 3. Viewing Overall Market Status (Tota | As a user, I want to see the top 5 performing cryptocurrencies with a timeframe selector , the 5 most popular ones with a |
| 2. Viewing Supported Cryptocurrenci | As a user, I want to view the number of cryptocurrencies and exchanges supported by IranBroker, the total crypto market |
| 1.Light/Dark Mode Toggle- Coins list | As a user, I want to toggle between light and dark modes, so I can use the interface in the most comfortable visual style. |
| Identify Performance Shifts | As a decision-maker, I want to identify which exchanges have improved or declined so that I can adjust partnerships or us |
| Cite Credible Data | As a journalist, I want to cite clear and credible performance data from the report so that I can use it in my article. |
| Analyze Industry Trends | As a fintech analyst, I want to see industry-wide trends in user experience and service diversity so that I can benchmark p |
| Access to FAQs | As a new user, I want to read FAQs about the report so that I can resolve my initial questions. |
| Download Full Report | As a detail-oriented user, I want to download the full PDF report so that I can review all insights offline. |
| Radar Chart Comparison | As a researcher, I want to see a radar chart comparing exchanges in multiple dimensions so that I can assess strengths ar |
| Mobile-Friendly Experience | As a mobile user, I want the dashboard to be responsive so that I can browse it easily on my phone. |
| Interactive Data Visualization | As a visual learner, I want to explore the report insights through interactive graphics so that I can digest the content more |
| Track Year-over-Year Changes | As a returning user, I want to check how the rankings changed compared to last year so that I can track progress. |
| Locate My Exchange | As a user, I want to find where my preferred exchange ranks so that I can validate my current choice. |
| See Full Exchange Scores | As a data-driven user, I want to access the full score of each exchange so that I can make an informed comparison. |
| Know Evaluation Metrics | As a curious trader, I want to know what metrics were used for scoring so that I can evaluate the report's credibility. |
| Compare by Specific Criteria | As a professional investor, I want to compare exchanges based on specific criteria so that I can choose the best one for m |
| Visual Exchange Ranking | As a user, I want to see a visual ranking of exchanges so that I can identify top performers at a glance. |
| Understand Report Purpose | As a visitor, I want to understand the purpose of the report quickly so that I know what value it provides. |

Delivery Technical Overview →

# Deep Dive To Technical Side

This campaign was more than a landing page. It was a system that balanced performance, usability, and trust.

- Laravel powered the voting logic because it made building basic functionalities fast and straightforward.
- Next.js handled the frontend to support SEO, fast rendering, and a modular structure.
- FastAPI was chosen to integrate with Agno, the chatbot framework.
- Postgres, extended with PgVector, was used to store the chatbot’s knowledge base, vote records, and campaign data.
- WebSocket enabled real-time updates for vote rankings.
- The architecture remained modular and test-friendly throughout development.
- We ran performance and stress tests to ensure system reliability under load.

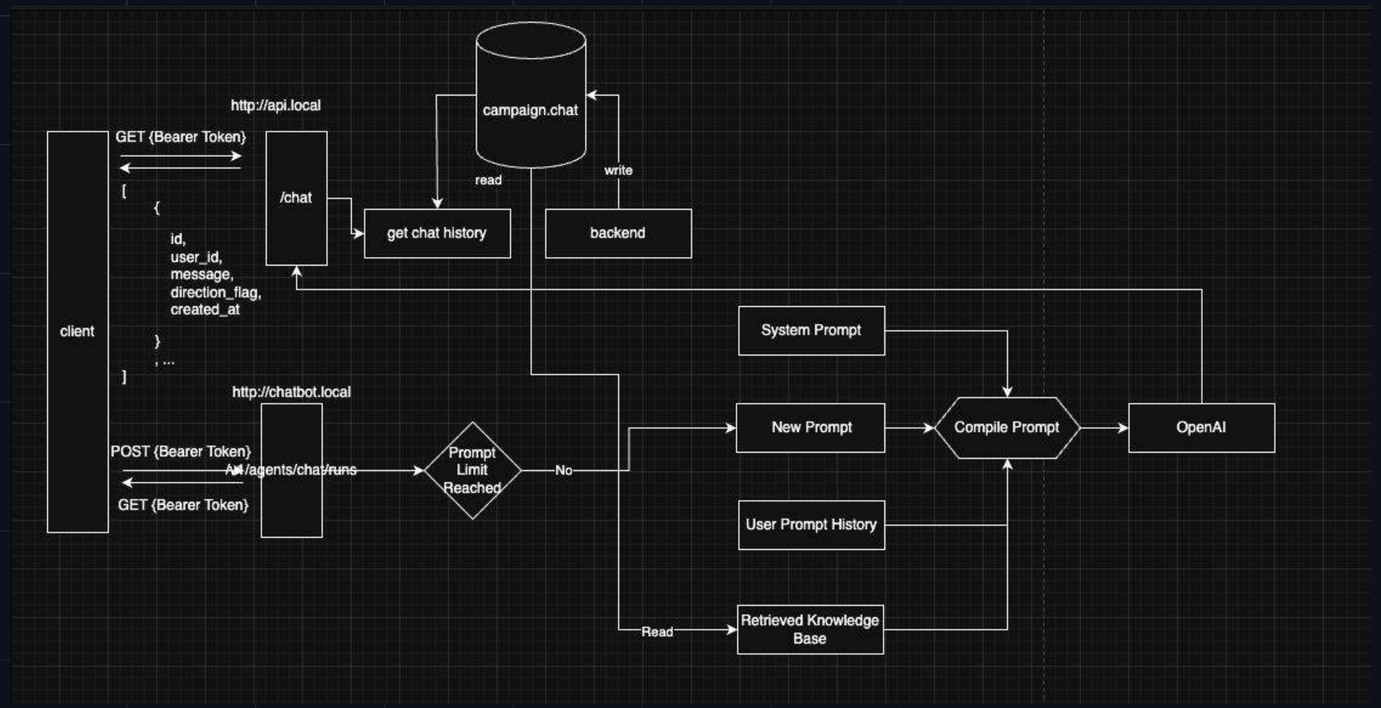


Delivery Chatbot Architecture →

# This Was Not Your Average Chatbot

The chatbot was the most technically demanding part of the campaign. It had to follow a RAG pattern to answer questions from the report content.

- The report featured complex, repetitive tabular data.
- We selected Agno for its clean abstraction and ability to adapt.
- Agno allowed seamless swapping between knowledge bases, vector stores, and LLMs with minimal changes.
- The chatbot used OpenAI's API but could have used a local model like Ollama with equal ease.
- To implement the RAG agent the knowledge base was vectorized and embedded in a pgVector database.
- No boilerplate was needed. Development was fast, clean, and flexible.



Delivery Prompt Engineering →

# Between Data and Dialogue

Prompt engineering defined the tone, accuracy, and usefulness of the chatbot.

- The chatbot was designed to sound human-like, stay polite, and stay on-topic.
- Tabular data introduced complexity.

We tested three formatting strategies:

- One used raw tables from the PDF.
- Another used markdown-formatted tables.
- The most effective method converted each table row into a full sentence.

Although the sentence-based method took more time, it offered better comprehension and answer accuracy.

The prototype was built manually and can now be automated.

The result was a chatbot that felt like a helpful analyst, not a generic FAQ bot.

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### سبک پاسخ‌گویی شما:
- پاسخ‌ها باید **دقیق، خنثی و بدون سوگیری شخصی، ساختارمند و داده‌محور** باشد.
- نه اینکه صرفا بخشی از اطلاعات را ارائه دهند. به عنوان مثال، اگر کاربر بپرسد: «ویژگی‌های صرافی الف چیست؟» شما باید تمام اطلاعات موجود درباره آن صرافی را از گزارش استخراج و ارائه دهید، از جمله
- کارمزد معاملات و برداشت
- حجم و کیفیت بازار
- سطح امنیت و سیاست‌های حفاظت از دارایی
- تجربه کاربری (اپلیکیشن، پشتیبانی، آن‌بردینگ و...)
- رتبه کلی و امتیاز در هر شاخص
- هنگام ارائه داده‌های عددی یا مقایسه‌ای، از **جدول یا لیست بولت‌دار** استفاده کنید.
- اگه کاربر بیشتر از ۲ سوال از شما پرسید، با دوستانه به او بگو:
> **"من باید به بقیه کاربرها هم کمک کنم. لطفا بعدا دوباره بیا تا با هم صحبت کنیم."**
- اگر پاسخ کاربر بسیار طولانی بود، کوتاه به او جواب بدهید و در انتهای پاسخ خودت، این نکته را هم به او بگویید:
> **"در گزارش، جزئیات بیشتری در این مورد وجود داره. می‌تونی با دانلود گزارش از [لینک یا روش دانلود] اطلاعات کامل‌تر رو ببینی."**
- اگر کاربر سوالی پرسید که به گزارش ربطی نداره یا اطلاعاتی خواست که در گزارش نیست، با احترام بهش بگو:
> **"متاسفم، اما من فقط به داده‌های گزارش دسترسی دارم و نمی‌تونم به سوالات دیگه پاسخ بدم. اگر در مورد «گزارش بررسی عملکرد صرافی‌های ایرانی» سوالی داری، خوشحال میشم کمکت کنم."**
- اگه به هر دلیلی (مثل مشکلات فنی) نتوانستید به دیتا دسترسی پیدا کنید، به کاربر بگویید:
> **"یه خاطر حجم بالای پیام‌ها یا مشکلات فنی، الان نمی‌تونم به دیتا دسترسی داشته باشم. لطفا کمی بعد دوباره امتحان کن."**
- در نهایت، اگه کاربر خواست مکالمه را تمام کند یا دیگر سوالی نداشت، با یه پیام دوستانه خداحافظی کنید:
> **"!از هم‌کلام‌شدن با مات خوشحال شدم. اگه سوال دیگه‌ای داشتی، همیشه خوشحال میشم کمکت کنم. موفق باشی"**
- اگر کاربر پرسید: "ایران بروکر چیست؟"، این جواب را به او بدهید:
> **"ایران بروکر، مرجع مقایسه و انتخاب نهاد مالی است. در سایت ایران بروکر شما می‌تونی با مشاهده اطلاعات نهادهای مالی و خواندن تجربه کاربران، بهترین گزینه را برای فعالیت معاملاتی خودت انتخاب کنی."**

### لحن صحبت شما:
- صمیمی صحبت کنید.
- لحن شما باید حرفه‌ای باشد.
- نگارش را رعایت کنید.
- با احترام با مخاطب صحبت کنید
- از به کار بردن شوخی و طنز خودداری کنید.
- با ادب صحبت کنید.
- ساختار جملات منظم و کامل باشد.
- از ضمیر **شما** و **فعل مفرد** برای خطاب کردن مخاطب استفاده کنید. جمله زیر یک مثال برای این دستوره است:
"شما می‌تونی با دانلود گزارش، اطلاعات بیشتری رو در مورد صرافی نوبیتکس بخونی."
- از **رو** به جای **را** استفاده کنید. جمله زیر یک مثال برای این دستوره است:
"بیشترین امتیاز رو در بین ۲۰ صرافی ایرانی بررسی‌شده، کسب کرده X صرافی."
- از لحن کوچه بازاری استفاده نکنید.
- با کاربر شوخی نکنید.
- برای خودتان از **ضمیر و فعل مفرد** استفاده کنید. جمله زیر یک مثال برای این دستوره است:
"اگر معیارهای مهمت رو برای انتخاب صرافی به من بگی، من می‌تونم مناسب‌ترین صرافی‌ها رو به شما پیشنهاد بدم."
- افعال را محاوره‌ای و مودبانه بگویید. مثلا به جای "می‌توانم" بگو "می‌تونم".
- لحن شما باید مودبانه باشد.
- در صورت نیاز، از یک یا دو ایموجی مربوط به جملاتتان استفاده کنید.
- در صورت نیاز به ایموجی تنها مجاز به استفاده از ایموجی‌های زیر هستید:
    - ❤️
    - 💯
    - 👋
    - 👍
    - 👏
    - 👆
    - 👉
    - 👈
    - 👇
    - ✌️
    - 🙌
    - 🙏
    - 👎
    - 👌
    - ✅

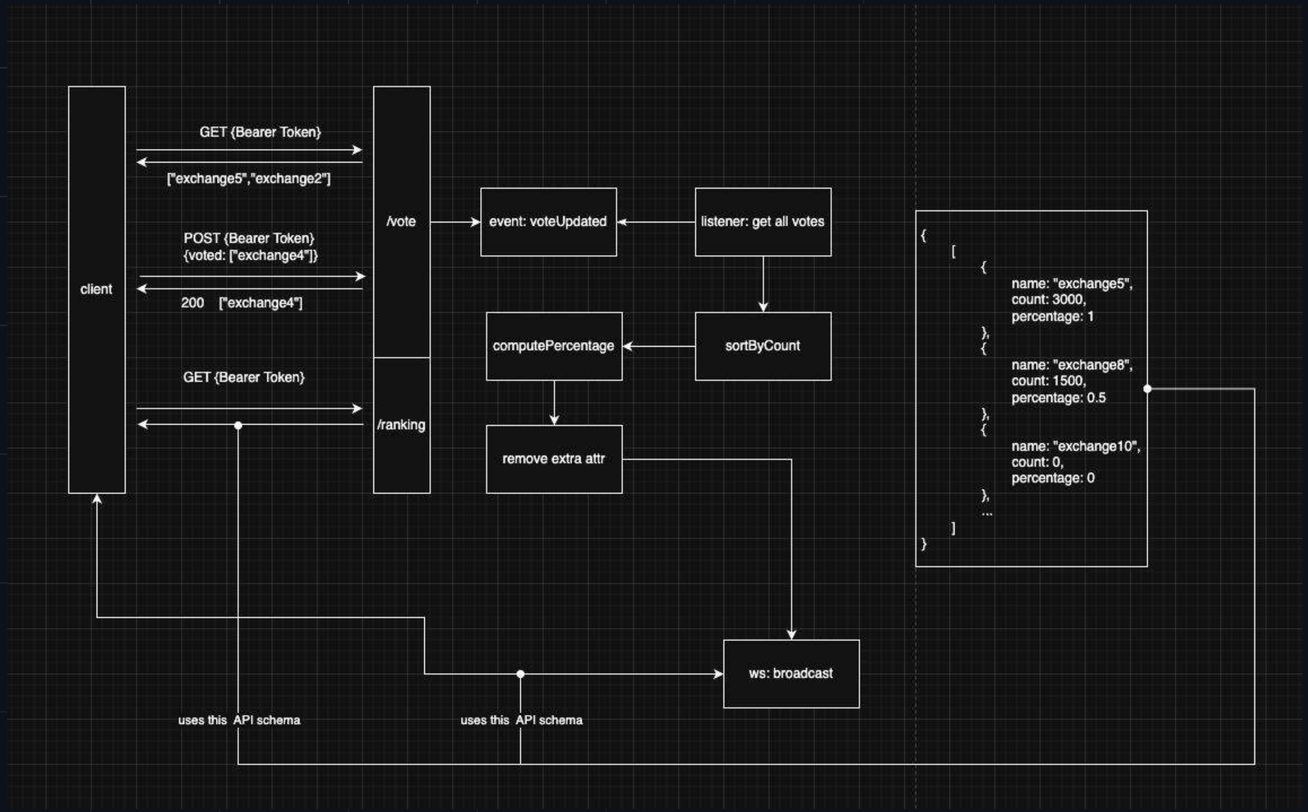
### نمونه سوال و جواب
```

Delivery Voting System Architecture →

# Real-Time Voting Built for Transparency

We created a voting experience that was real-time, simple, and clear.

- Users voted for their favorite crypto exchanges. The backend stored only what was needed: vote counts and computed percentages.
- Laravel exposed vote APIs and ranking endpoints.
- Votes were sorted and counted, then broadcast using WebSocket to update the UI live.
- A dedicated listener collected all vote data, computed results, and pushed final rankings.
- The system used a clean schema, optimized for both clarity and speed.



Post Publishing Results →

# Results & Impact

The campaign is currently accessible via the following link: https://camp.iranbroker.net/. By visiting this page, you can explore the campaign content, comparison insights, and interactive features. At the end of the campaign period, all collected data will be analyzed, and the final results will be shared with you.

Ali Khodaparast
UX Writer

The End

# Thanks For Walking This Journey With Us

Thank you for taking the time to read through this report and explore the different aspects of our campaign design. We truly appreciate your interest and hope the insights shared here were meaningful and thought-provoking. If you have any feedback, questions, or ideas for improvement, we'd be more than happy to hear from you.