

## CEX.IO To Update IOS App

Monday 22 October, 2018

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London, England, October 22, 2018 — Since its launch in December 2015, almost 350 000 users have installed CEX.IO iOS App.

CEX.IO mobile app has turned into a handy trading tool for different user categories. It has nearly the same features as the web platform offering intuitive navigation, user-friendly interface, and laconic style.

“Our iOS app - one of the oldest on the market. We always strive to meet customer needs by improving our product and adding new features. This made the app a bit more complex. Considering that, we have been anxious about keeping a smart combination of the original simplicity and convenience at users' fingertips.” — Elaine Neal, CEX.IO Chief Product Officer.

It has been an exhilarating journey full of creative ideas and expressive discussions with our UI/UX designers. Now we are excited to present the result: a new design with improved navigation so that now the app looks eye-catching and stylish, yet simple and smart.

Improved navigation.

In the updated app, before getting started, the user can see a brief overview of the app to get an idea of what's inside and how to work with it. We removed the hidden left-side menu and placed major features at the bottom of the screen to make them easy to find. The menu now consists of just five tabs: Buy, Trade, Balance, Market, Profile. Among those, the Profile tab is a new one. It allows users to customize the app, set their preferences on notifications and manage app login credentials. We've also moved Card manager and Support sections to this tab to make them easier to handle from the personal page.

Added textual hints.

We believe it's always better to know what you are going to get after hitting the "Proceed" or "Confirm" button. So, we've improved user experience all the way through the app by adding clear explanations on what is required at certain stages and what is going to happen next.

Considering all the risks associated with trading, we've added a number of alerts to draw attention to your actions. This should help to prevent any mishap or loss. We've also made the notifications more informative.

Adjusted interface.

Updated navigation required a properly adjusted interface. This was quite daunting as we didn't want to go too far and lose the brand recognition following the fundamental visual changes. So, we created the new design using font, spaces, colors, lines, icons, and components like alerts, avatars, and buttons.

“The new design has become an important milestone in improving customer experience. It's not just about how the "Next" button looks, but about where it takes to and how it stands there: Confident, Secure, Smart.” — Elaine Neal, CEX.IO Chief Product Officer.

About CEX.IO

A UK-based multi-functional cryptocurrency exchange established in 2013, CEX.IO provides a rich variety of trading tools for Bitcoin, Bitcoin Cash, Bitcoin Gold, Ethereum, Zcash, Dash, Ripple, Stellar, and Litecoin. These cryptocurrencies can be traded for USD, EUR, GBP, and RUB.

CEX.IO provides a variety of payment options including credit and debit cards as well as reliable and timely wire transfers. The company strives to offer the best cryptocurrency trading experience and the most convenient service to its customers. Since April 2016, CEX.IO clients have processed over 1 billion US dollars via Visa and Mastercard cards.

The CEX.IO exchange repeatedly passes PCI DSS certificate renewal to validate compliance, allowing it to process, transmit, and store credit card data.

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CEX.IO is among the founders of CryptoUK, an association started by major cryptocurrency players to represent the interests of exchanges, trading platforms, intermediaries, and asset managers, among other stakeholders. CryptoUK is aimed at building cooperation with authorities in the UK, such as the FCA, to develop an appropriate operating framework for crypto businesses.

With more than 2.5 million users across the globe, CEX.IO provides stable services backed by cold cryptocurrency storage, financial viability, high security, and KYC and AML best practices. Since 2015, CEX.IO has held MSB (Money Services Business) status with [FinCEN](#), a bureau of the US Department of the Treasury. As a registered MSB, CEX.IO has proved that the company complies with Bank Secrecy Act requirements applicable to financial institutions as well as to each of the specific requirements applicable to MSBs.

## Media Contact

Peter Ivanov, Communications Officer

[peter.i@cex.io](mailto:peter.i@cex.io)

London office contact details:

0203 909 6911, 0203 909 6910

## Company Contact:

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**[CEX.IO LTD](#)**

E. [mary@cex.io](mailto:mary@cex.io)

W. <https://cex.io/>

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