



Designing for Web 3

Donna Spencer, YOW! Perth, Sep 2022

About me

Principal Product Designer at MakerX

20+ years of design experience

Author of 5 UX books

@maadonna

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At MakerX we design and build products for ventures and startups.



How we'll do this

About
web 3

Designing in
transition

UX
fundamentals

Web 3 now

Web 3 design

About web 3

About web 3

A cluster of technologies and ideas

Decentralisation (and individual ownership)

Blockchain

Crypto currencies

Decentralised finance (DeFi)

Assets as tokens, including non fungible tokens (NFTs)

Metaverse

Decentralised autonomous organisations (DAOs)

Designing in transition



Mainframe

Menus and
forms

Keyboard

Software

GUI

Point and click

Usability

Mainframe

Menus and
forms

Keyboard

Web 1

Static web pages

Centralised content

Navigation

IA

Accessibility

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Web 2

Templated
layouts

Rich internet
apps

User-generated
content

UX

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Card-based layouts

Gestures

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Point and click

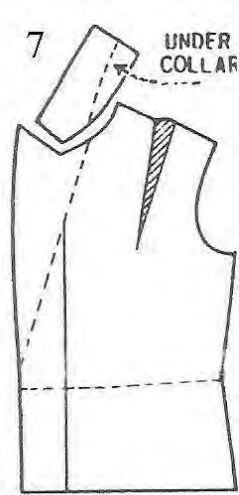
Usability

Mainframe

Menus and
forms

Keyboard

Patterns form over time



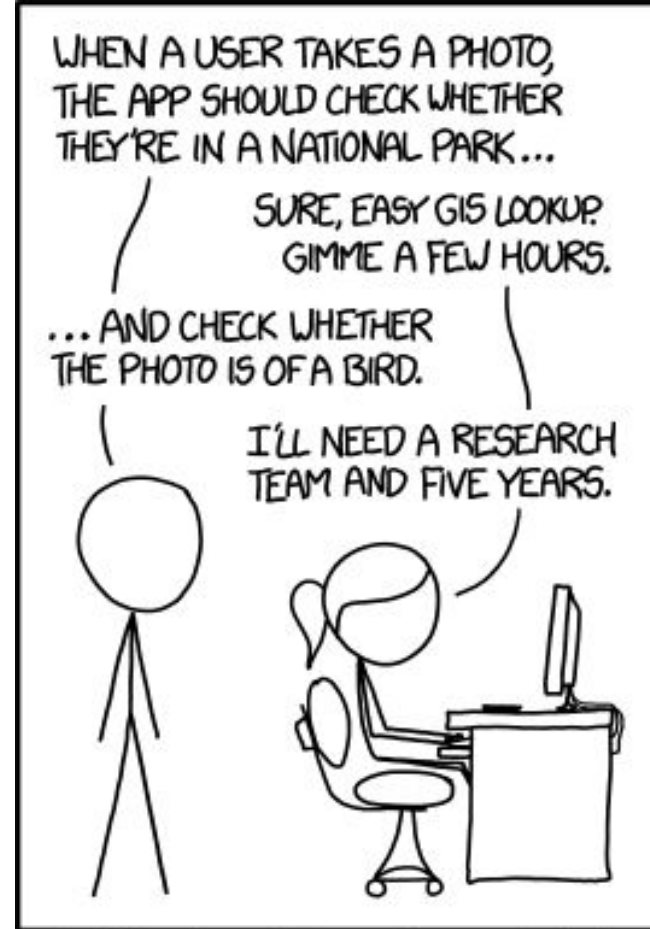
Working from first principles



Understand the tech

New technologies bring new opportunities and constraints

And new mental models



IN CS, IT CAN BE HARD TO EXPLAIN THE DIFFERENCE BETWEEN THE EASY AND THE VIRTUALLY IMPOSSIBLE.

Fundamental UX concepts

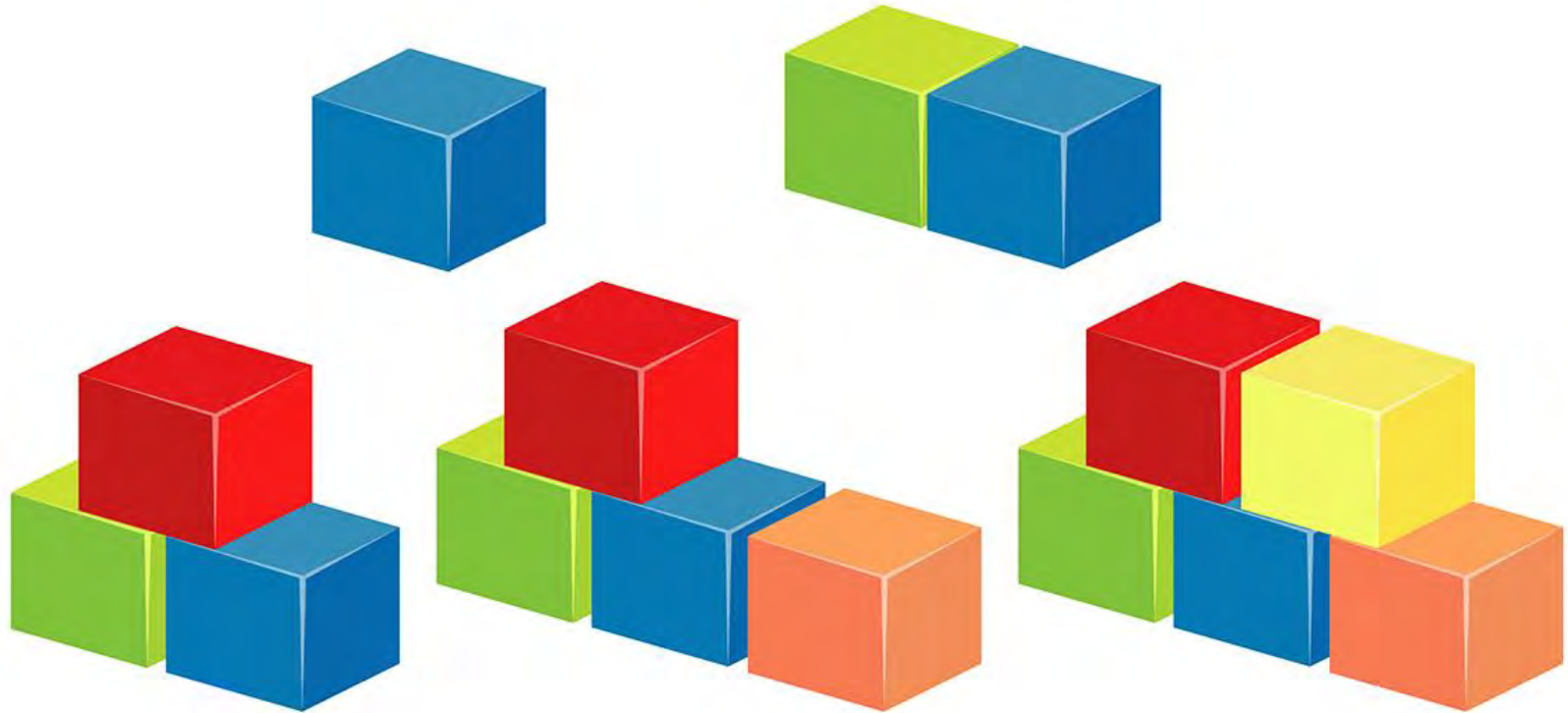
Understand your users

Your *actual* individual users, not groups of types of people

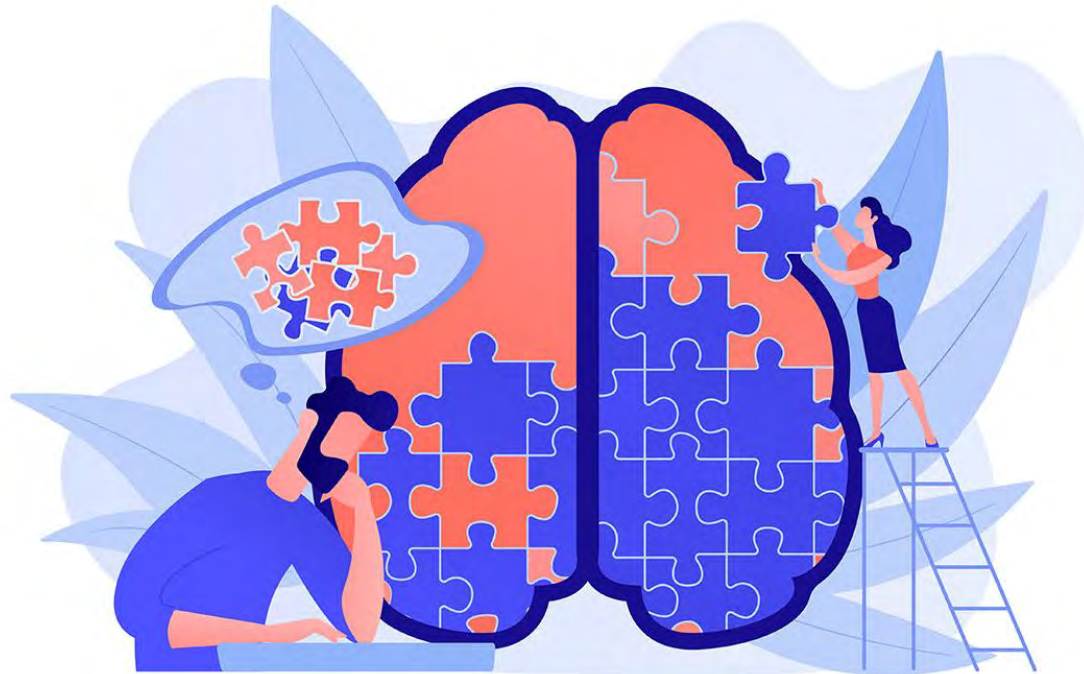
Can't transfer previous research

I can't give detailed design advice, as I don't know your users

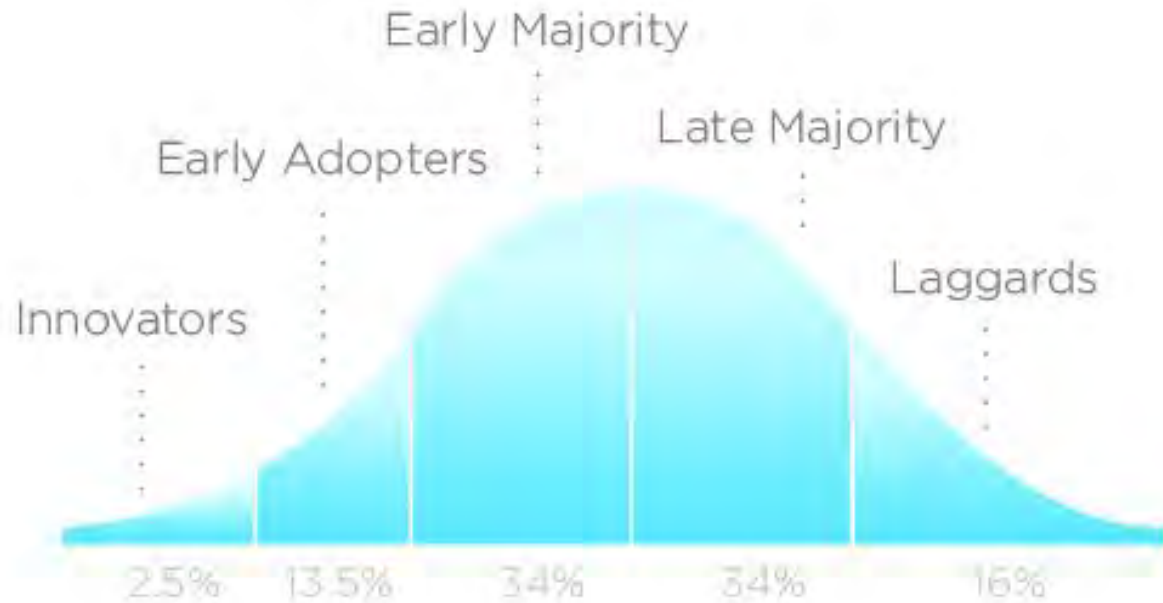
How people learn



Understand mental models



Innovators, early adopters, later adopters



Web 3 now

It is hard to understand

The concepts are quite different (I think so at least)

Everyone talks jargon

Hard to figure out what the use cases are

Lots of hype

Talked about as if it's one thing

My favourite series - search “freakonomics podcast crypto”

User research

Users for research may be hard to find (which is a warning bell for a product)

Go to where the users are

Web3 is going just great

...and is definitely not an enormous gift that's pouring lighter fluid on our already smoldering planet.

Follow updates on Twitter, Mastodon, or with RSS
Created by Molly White (🐦, 🐘) Support my work

- What is web3?
- Glossary
- About this project
- Contribute
- License and attribution



September 14, 2022

"No politics at work" Coinbase rolls out a feature to promote crypto-friendly politicians

When the...
unrest in...
the polic...
pressure...
statement...
Matter, C...
announced...
discussio...
who didn't...
Now, he's...
will be...
efforts r...
rating of...
positive...
that they...
candidate...
crypto ce...
get their...
events. ...
for you t...
to urge t...
policies...
demonstra...

September 14, 2022

"Double your money" scammers capitalize on Ethereum merge

If it seems like you've been seeing a lot...
of Etheru...
Vitalik Bu...
may be due...
verified T...
retrofitted...
They've be...
scam links...
for the arr...
the Terra e...
people. Acc...
allegations...
capital mar...
Kwon and th...
are current...
giving awa...
people to...
receive tw...

September 14, 2022

South Korea issues arrest warrant for Terra founder Do Kwon

A South Korean court has issued a warrant...
for the arr...
the Terra e...
people. Acc...
allegations...
capital mar...
Kwon and th...
are current...
giving awa...
people to...
receive tw...

September 12, 2022

Starbucks wants you to have an "immersive coffee experience" with their web3 rewards program

When Starbuck...
announced at...
April that th...
into NFTs, I...
for a headlin...
union busting...
all, they alr...
that by all a...
successful.

September 10, 2022

Ubisoft now claims its forceful introduction of NFTs was only "research"

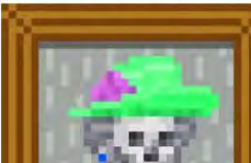
Remember when...
Tom Clancy's...
disappointmen...
that gamers j...
to them"? Rem...
plan that the...
before giving...
Well, despite...
web3, even Ub...
few months af...
NFTs for the...
different spi...

September 8, 2022

Crypto reacts to Queen Elizabeth's death

The news of Queen Elizabeth II's death resulted in the creation of at least 40 memecoins, multiple Queen Elizabeth-themed NFT collections, and special edition NFTs in various existing NFT projects.

Is there a way to include in one's will that you don't wish to be turned into an NFT or commemorated with a "Queen Inu"?



Other entries re... Other entries rela...
Hm
Hack or scam
Low

People have lost a lot of money

<https://www.theguardian.com/technology/may/ukr...>

Ukrainian man loses life savings in 'stablecoin' crypto slump

22 May 2022 — A **Ukrainian man** who converted almost all his family's money into the crypto "stablecoin" terra in April in an effort to protect against the ...

<https://www.news.com.au/world-markets/news-story>

Cryptocurrency crash sees man loses \$650k life savings

16 May 2022 — One crypto enthusiast has lost a whopping **\$650,000** while another is seriously in debt after taking out a \$430,000 loan to buy the coin.

<https://www.thenationalnews.com/money/2022/06/15>

The Debt Panel: 'I lost my life savings after investing in ...

14 June 2022 — I have yet to sell my **cryptocurrencies**. All my **life savings** have vanished and I am ashamed to tell my family of my debt problem.

<https://therealnews.com/lost-all-my-life-savings-cryp...>

'I lost all my life savings': Crypto's hype and promises come ...

19 May 2022 — **Bitcoin** and Ethereum, the two largest cryptocurrencies, hit respective peaks of around \$69,000 and \$4,900 that month, but had lost half their ...

<https://medium.datadriveninvestor.com/the-woman-w...>

The Woman Who Lost \$288,000 of Her Life Savings To a ...

The fraudster advised her to buy **Bitcoin** from **Crypto.com** a legitimate **crypto** currency trading website, and when her investment came to about \$288,000, she was ...

<https://www.ladbible.com/news/latest-crypto-investo...>

Crypto Investor Loses Their 'Life Savings' After Digital Coin ...

12 May 2022 — The price of cryptocurrency Terra (LUNA) has dropped by **more than 99 percent** and many investors have lost a whole lot of money.

<https://www.thesun.co.uk/money/terra-luna-crash-inve...>

I'm a Terra Luna investor – I've lost my entire ... - The Sun

12 May 2022 — I'm a Terra Luna investor – I've lost my entire **£400,000 life savings** after cryptocurrency crashed 98% overnight ... **INVESTORS** in a crashed ...

<https://www.nytimes.com/2022/08/18/technology/cr...>

They Lost Crypto in the Crash. They're Trying to Get It Back.

25 Aug 2022 — Celsius customers **alone lost \$5 billion**, and the firm's collapse sent tremors across the digital currencies market, tanking the price of Bitcoin ...

<https://www.getrichslowly.org/.../Investing>

I lost money in crypto so that you don't have to! - Get Rich Slowly

17 May 2022 — **Crypto** prices remained mostly flat, but with a general downward trend. I was worried that a big crash would come and wipe out all of my **money**.

<https://www.ft.com/content>

'I lost all my money': Lessons from the crypto crash

23 May 2022 — This month's **crash** in the value of cryptocurrencies has wiped out investments for people all over the world. In Bangalore, 29-year-old ...

<https://www.marketplace.org/Latest-Stories>

When terra crypto went bust, regular people went broke

9 June 2022 — Insall was losing his savings because of the crash of **terraUSD**, an algorithmic "stablecoin" that shed \$60 billion in value in a matter of days.

<https://fortune.com/crypto-investors-see-gains-ahead>

These Gen Z crypto investors lost as much as 6 figures in the ...

14 Aug 2022 — Throughout college, he used his funds from his job at school to invest in cryptocurrency. When it crashed, he said he lost **an estimated \$15,000**.

<https://www.theguardian.com/lifeandstyle/jun/life-...>

'I put my life savings in crypto': how a generation of amateurs ...

19 June 2021 — Flushed with success, she pulled her money out of **bitcoin**, ... February Noor got into the GameStop mania too late, and lost even more money.

<https://www.newsweek.com/.../Finance/Celebrities>

If You'd Listened to Matt Damon on Crypto, You'd Have Lost ...

14 June 2022 — On Monday, **dropped below the \$23,000 mark** for the first time in years. Bitcoin's decline has had an impact on other cryptocurrencies with the ...

Current user experience is awful

Poor usability

Complex processes

Confusing processes

...and nowhere to turn when things go wrong

Poor usability - can I have a filter please

The screenshot shows the 'exchange.art' website. The main heading is 'Explore incredible art'. Below it, there are navigation options: '1/1 art', 'Editions', 'Series', and 'Artists'. A search bar contains 'Search Exchange' and 'Ctrl K'. A 'Create' button and a 'Wallet' dropdown (0.0520 SOL) are in the top right. A sidebar on the right contains a 'Filters' button and a 'Sort' button. The filter sidebar has sections for 'Status' (Buy now, Live auction, Upcoming auction, Has offers, Unlisted no offers) and 'Market' (Primary, Secondary). A 'Clear all' button is at the bottom of the sidebar. The main content area shows two art pieces: 'Coma state' by Void State (@VoidState) priced at 7.5, and 'Reinventing Hell' by Void State (@VoidState) priced at 7.5. A third piece, 'orolaco pause' by Void State (@VoidState), is partially visible.

The screenshot shows the 'Rarible' website. The main heading is 'Explore Polygon Blockchain'. Below it, there are navigation options: 'Filters', 'Search by NFTs', and 'Sort'. A sidebar on the left contains a 'Filters' button and a 'Sort' button. The filter sidebar has sections for 'Status' (All, Buy now, Open for offers) and 'Price' (Min, to, Max, MATIC). The 'Type' section has 'All' selected and 'Multiple editions' as an option. The 'Options' section is collapsed. The 'Collections' section has a search bar and a list of collections: 'OpenSea Collections ERC-1155' (3.5K MATIC, 24h), 'The Red Village Genesis ERC-721' (980 MATIC, 24h), 'Unstoppable Domains Floor: 0.00 MATIC' (461 MATIC, 24h), and 'RiverMenGift ERC-721' (460 MATIC, 24h). The main content area shows a grid of art pieces: 'Tenjin Avatars (Drop)' (0.5 MATIC), 'yoncrypt' (0.009 ETH), 'Asuka Langley Soryu' (0.009 ETH), 'Apes Of Stone (Free Airdrop)' (0.95 MATIC), 'Cthulhu Invoker' (0.066 MATIC), and 'Meta Legends (META)' (0.95 MATIC).

Poor usability - what happens next?

exchange art Search Exchange Ctrl K Explore Create Wallet 1.4399 SOL

Cubist Cat #8

Secondary

Creator: @The .Jpegs Guy Series: Cubist Cats

Make an offer

Last sold
0.1 (\$3.36)

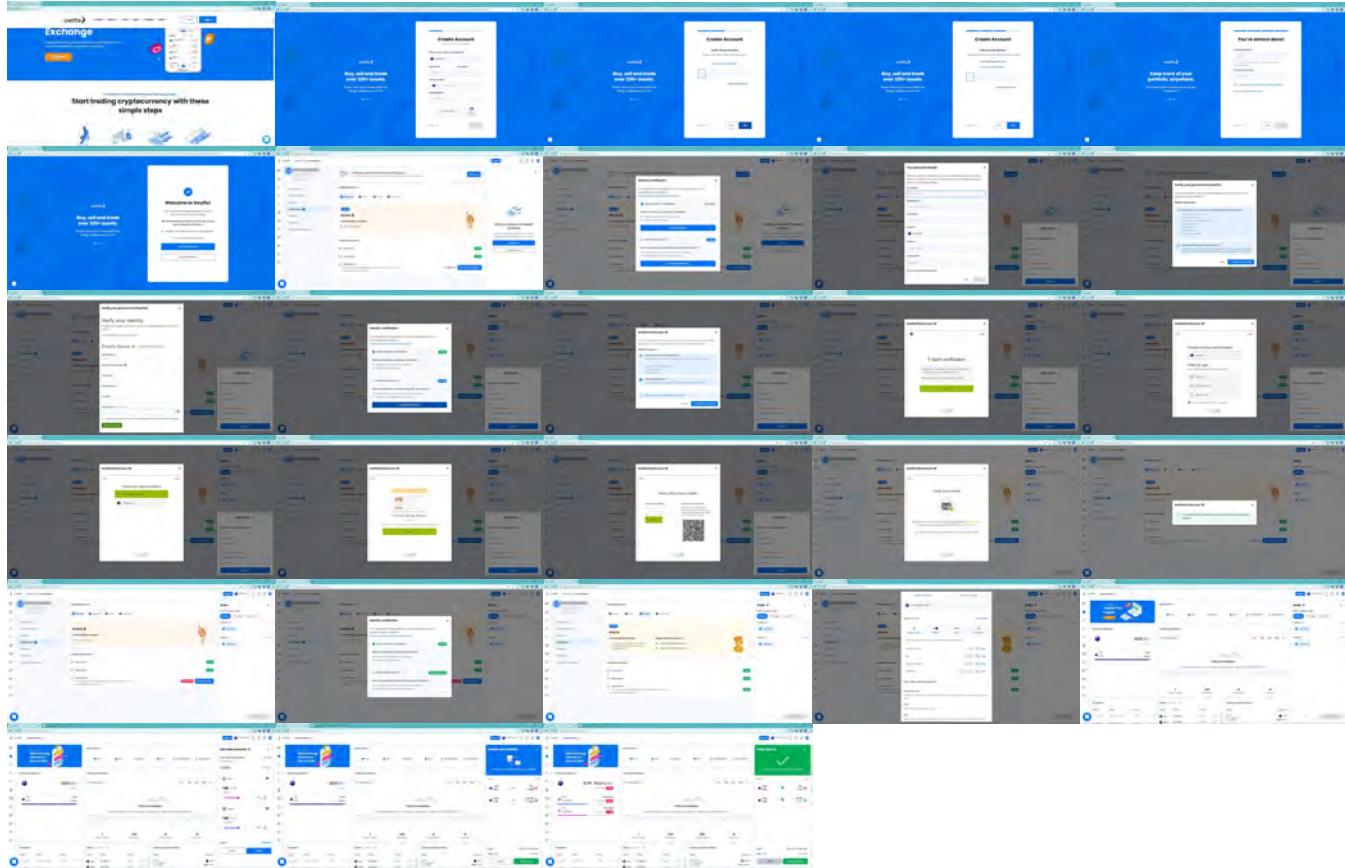
Categories: Illustration, Painting, AI Art

Description

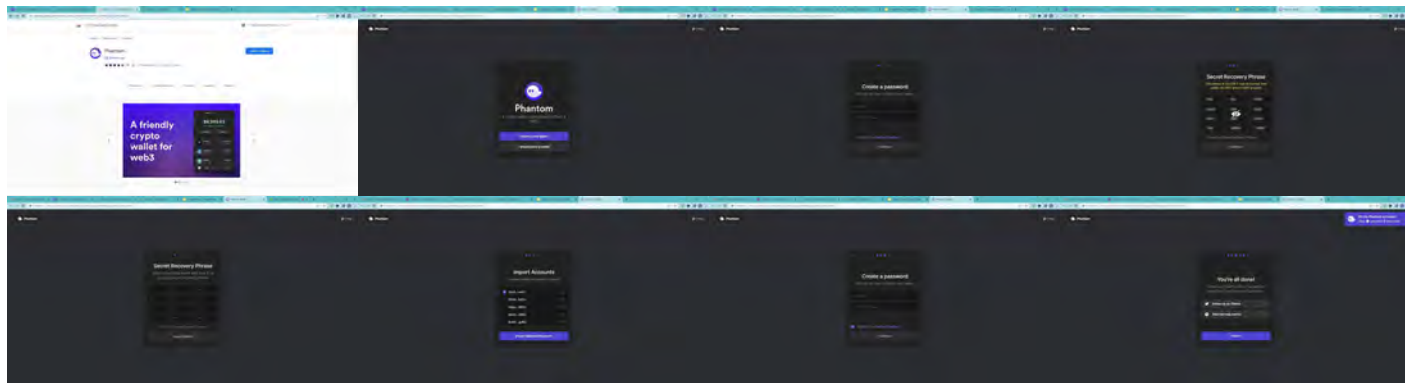
Cubist Cats is an experiment. It's about shapeshifting, escaping the mundane, and seeing behind the usual perspective. Aesthetically and texturally powerful, each cat is a reminder that we can truly dream with our eyes open. Welcome to the cubist invasion!

Offer successful
You've successfully made an offer of 0.6 SOL for Cubist Cat #8.

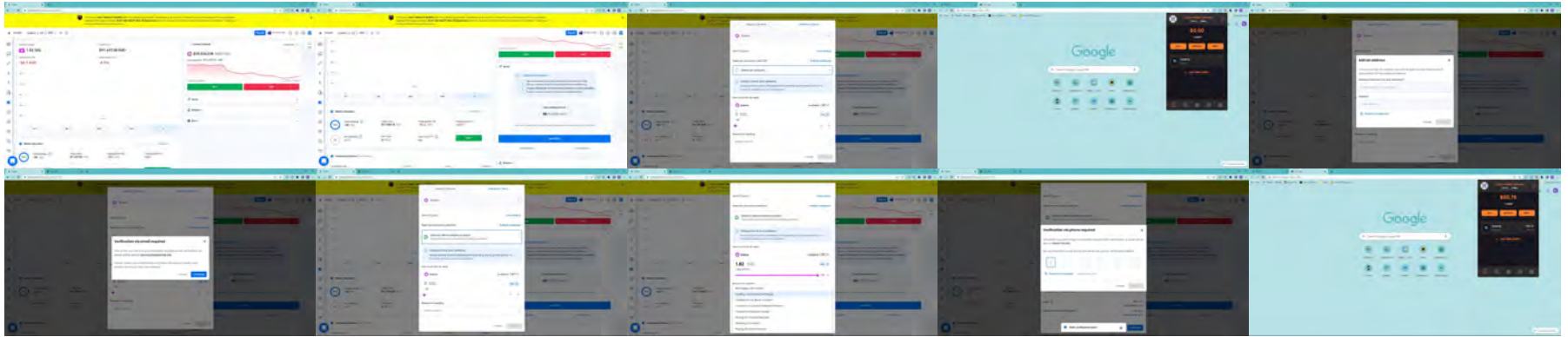
Complex processes: 28 steps to get an account to buy crypto



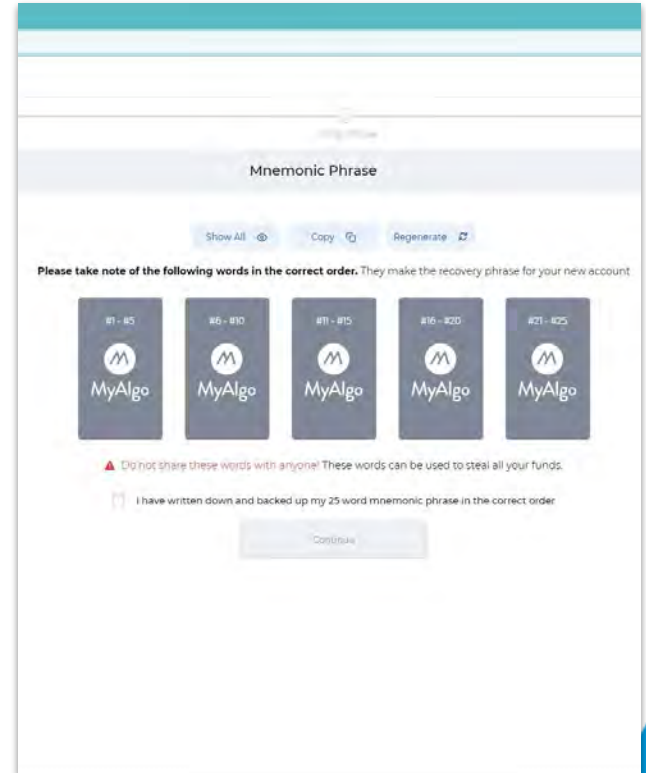
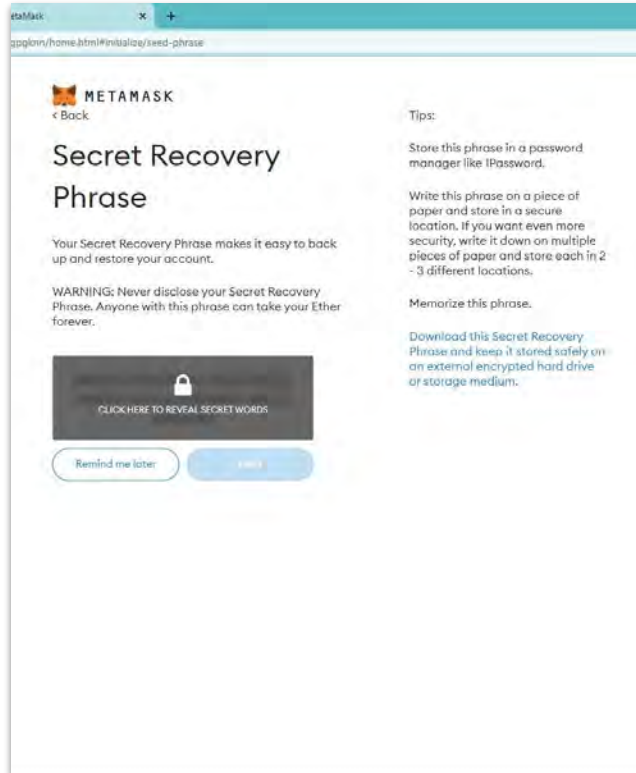
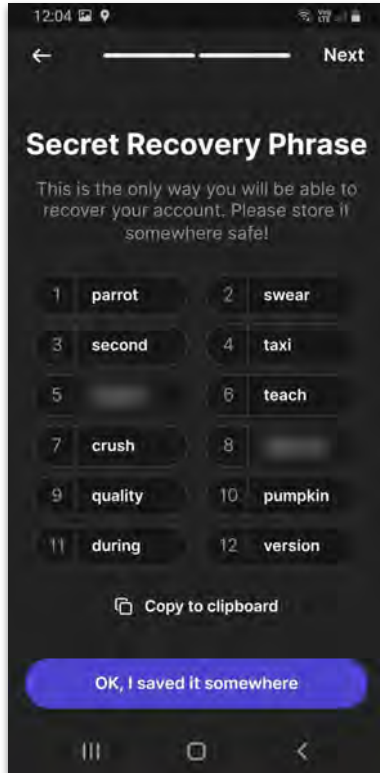
5 steps to set up a wallet, 8 to add it to the browser



And another 10 to move coin to my wallet



Not to mention writing down the 12-25 word recovery phrase



Checking out and paying...

The screenshot shows a Solana NFT marketplace interface. The main content displays the NFT 'Sakura Flowers #30' with a price of 0.065 SOL. Below the price are 'Buy now' and 'Make an offer' buttons. A price history section shows 'No data to display'. The right sidebar contains an 'Approve Transaction' overlay from 'magic eden.io' with the following details:

- Estimated Changes:
 - Send 0.06703 SOL
 - Receive Sakura Flowers #30
- Network Fee: < 0.00001 SOL

At the bottom of the sidebar, there are 'Cancel' and 'Approve' buttons. A note at the very bottom states: 'After wallet approval, your transaction will be finished in a few seconds.'

Checking out and paying...

Checkout

You are about to purchase a **Figurative Modern Art 37/50** from **KevinRB**

0xC57BE...a452 Connected
Polygon

Balance	73.32 MATIC
Service fee 1%	0.29 MATIC
You will pay	29.29 MATIC

Proceed to payment

Follow steps

- Approve asset**
This transaction is conducted only once per asset type
- Purchase**
Send transaction to purchase asset

Cancel

MetaMask Notification

Account 1 → 0x12b...066e

New address detected! Click here to add to your address book.

New gas experience
We've updated how gas fee estimation and customization works.
[Turn on Enhanced Gas Fee UI in Settings](#)

https://rarible.com

0x12b...066e : MATCH ORDERS

29.29 MATIC

DETAILS DATA HEX

EDIT

Estimated gas fee 0.099302 MATIC

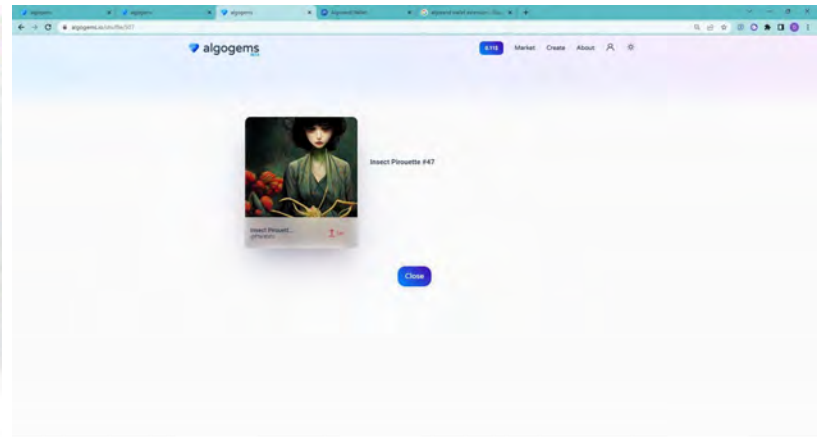
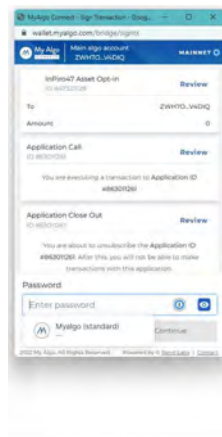
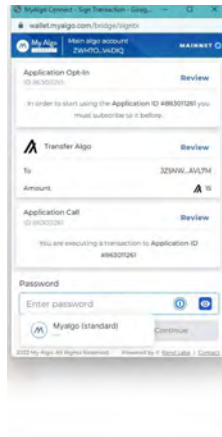
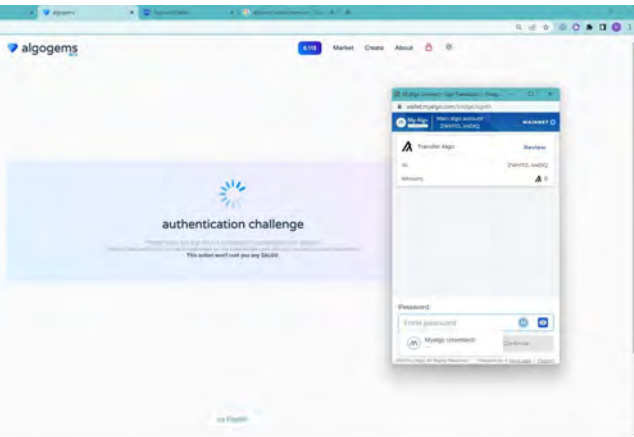
Site suggested **May fee in 30 seconds** Max fee: 0.099302 MATIC

Total 29.29930204
29.29930204 MATIC

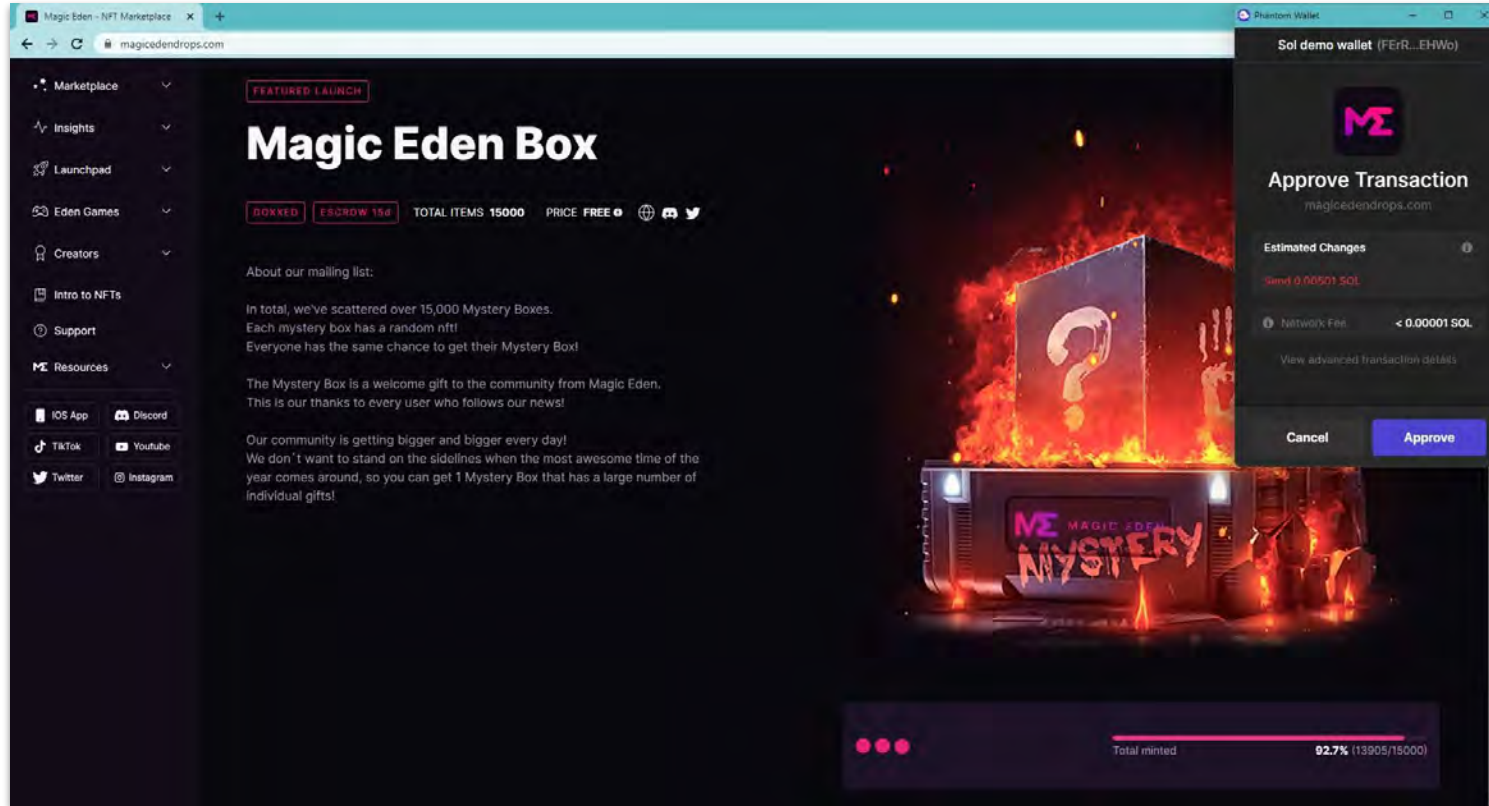
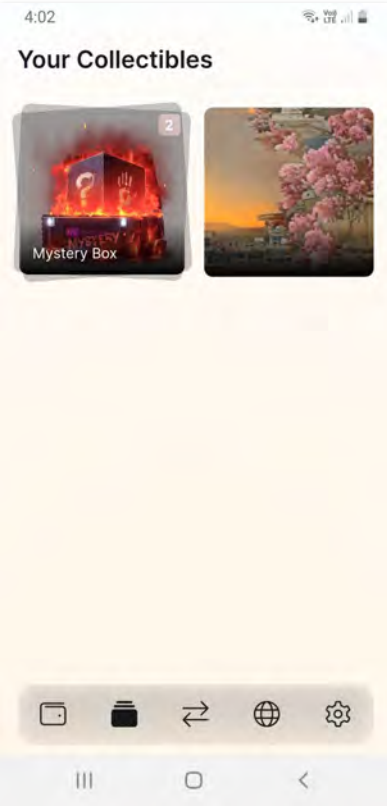
Amount + gas fee: 29.29930204 MATIC

Reject **Confirm**

Checking out and paying...



Loads of scams



Loads of scams

home • artnews • news

Comedian Seth Green Loses Bored Ape NFTs in Hack: “Well frens it happened to me.”

BY SHANTI ESCALANTE-DE MATTEI May 18, 2022 11:40am



Bored Ape #0398
OPENSEA

Comedian and actor **Seth Green**, known for his roles in movies such as *Austin Powers* (1997) and *Scooby-Doo 2* (2004), announced on Twitter yesterday that he lost four **Bored Apes** in a phishing attack.

“Well frens it happened to me. Got phished and had 4NFT stolen,” Green **tweeted**. He implored the NFT community and his 1.4 million twitter followers to refrain from interacting with the stolen



Most-Read Stories



Discovery of Ancient Maya City with More Than 300 Buildings...

Can an NFT Be Stolen?

Technically, the most common way that NFTs are stolen is due to user error. An NFT can't be stolen unless the hacker can gain access to your wallet or you willingly send your NFT to a hacker.



I know what you're thinking, why would someone ever willingly send an NFT to a hacker? Well, hackers are smart, and they know how to persuade others in order to get what they want.

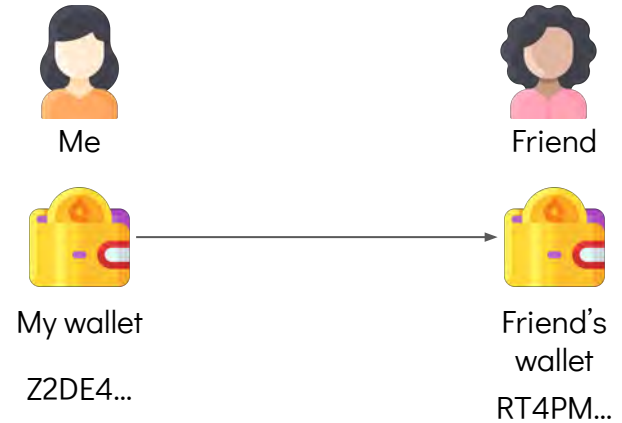
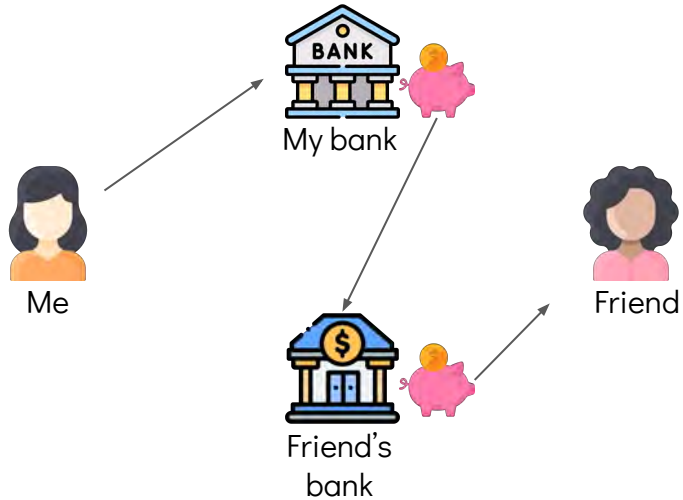
Decentralised means there is no help

Where do you go when something happens?

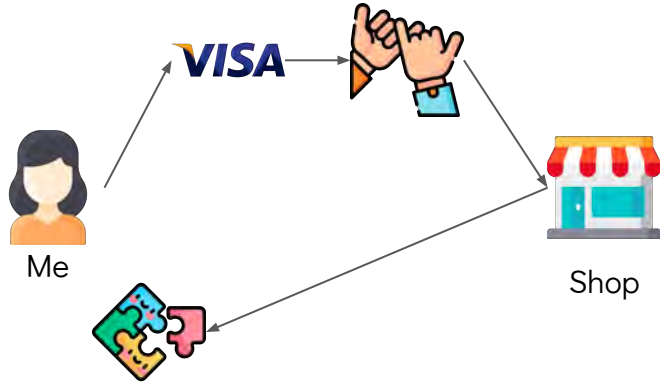
Nowhere...

Web 3 design

Mental model: Transferring funds



Mental model: Buying a digital product



Mental model: Banks

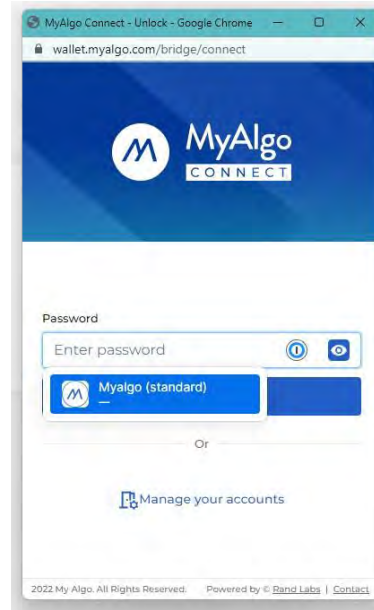


Mental model: Proving ID digitally



Mental model: Signing in

A wireframe diagram of a login/sign-up form. At the top right is a close button (X). Below it are two tabs: "Log in" and "Sign up", both with small yellow annotations. The form contains an "email" input field, a "Password" input field, a "[Forgot password?](#)" link, and a blue "Log in" button with a yellow annotation.



-- Select Collection --

Data History Museum [Star](#) [Hide](#)



DHMa: M4.9 Quake u...

M4C4

074170420

List Now

More



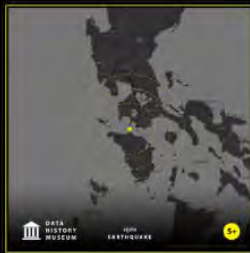
DHMa: M6.1 Quake us...

M4C4

147019777

List Now

More



DHMa: M5+ Quake us7...

M4C4

01284600

List Now

More

Akita Kennel Club [Star](#) [Hide](#)



Akita 0828

AKC028

11940000

List Now

More

Galactic Astron [Star](#) [Hide](#)



Match the mental model or the system model?

Decide whether to expose or hide what's under the covers

Understand appetite for risk

Innovators	Early adopters	Later adopters (early - late majority)
Risk-takers (and comfortable)	Will tolerate risk	Reasonably risk averse
May have access to finance	Usually have access to finance	Carefully assess the value
	High social status / thought leadership	
Often connected to the tech	Need some information	Need more information and to see others adopting
Like being part of a new thing	Evangelise the idea	Just use the product

Help people learn

Understand where people are

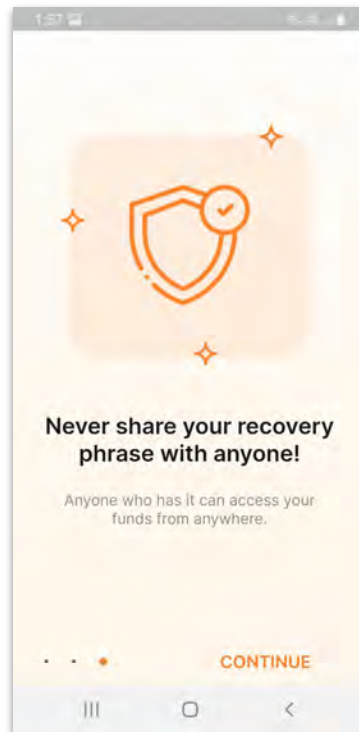
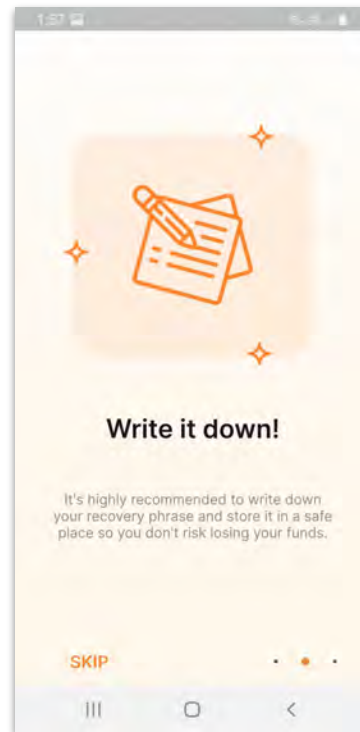
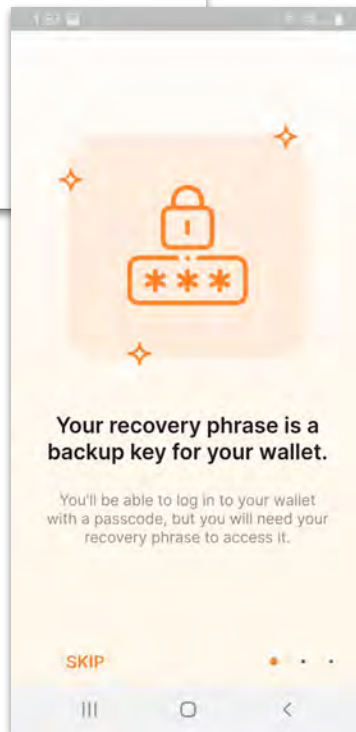
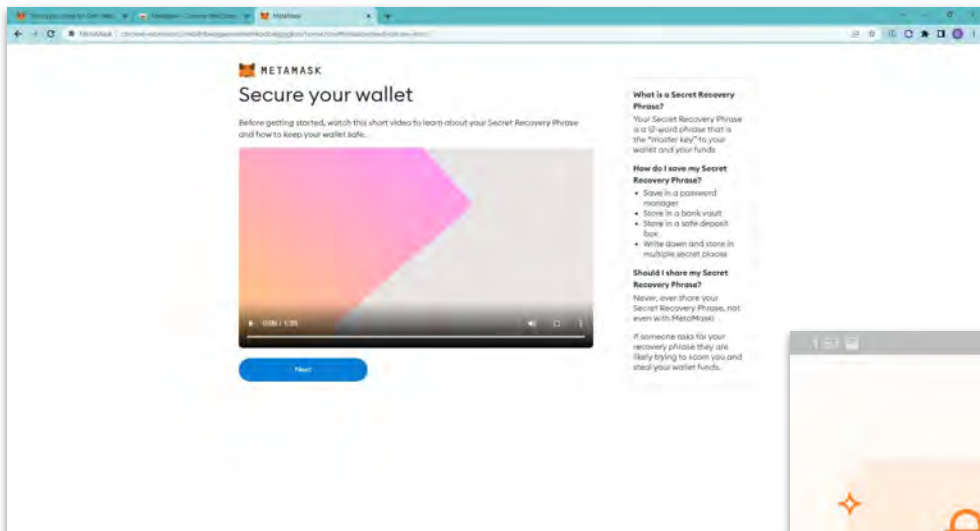
Understand where we need them to be

Make the steps as small as possible (even if it means more steps)

Help them understand what is similar and different

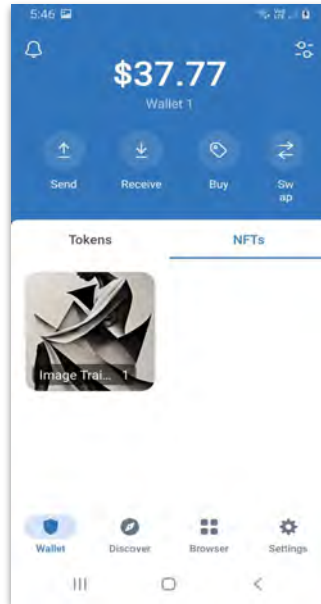
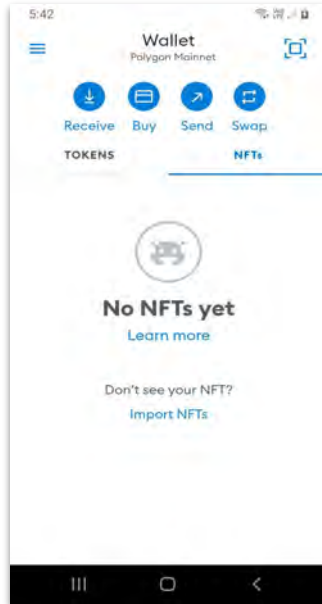
Expose more and hide less than we might in a mature system, so they can learn and develop new mental models

Provide more feedback and support when an action takes place



Choose partners carefully

When choosing wallets and services, assess the UX for their service and use that in your choice



Design onboarding



Design for trust

What are people worried about

What makes you credible

How are you keeping users data safe

How are you managing their data or assets

How are you different from other similar projects

Summary

Summary

Web 3 isn't one thing - you'll be designing for specific parts of it

There are not yet patterns of good practice

The current user experience is terrible

Understand your users' mental models and design to connect them and the system model

Design for learning, onboarding and trust

Q&A

You can find me here:

- @maadonna
- LinkedIn: Donna Spencer (mention you saw me at YOW!)
- Insta: maadonna_m (which is just renovations, sewing and cats)

