■ Web3 News Updates Report

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Ethereum Blog

Protocol Update 003 — Improve UX

Published: August 29, 2025

Link: https://blog.ethereum.org/en/2025/08/29/protocol-update-003

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- Research Outputs

User Research Proposal: Understanding User Experience Barriers in Ethereum's Ecosystem

Executive Summary

This proposal outlines a comprehensive user research initiative to investigate the current user experience challenges within the Ethereum ecosystem and identify opportunities for improvement aligned with Protocol's "Improve UX" strategic initiative. The research will focus on understanding how users currently interact with Ethereum-based applications, identifying pain points in the journey toward "seamless, secure and permissionless experience," and providing actionable insights to guide UX improvements.

Research Objectives

This proposal outlines a comprehensive user research initiative to investigate the current user experience challenges within the Ethereum ecosystem and identify opportunities for improvement aligned with Protocol's "Improve UX" strategic initiative. The research will focus on understanding how users currently interact with Ethereum-based applications, identifying pain points in the journey toward "seamless, secure and permissionless experience," and providing actionable insights to guide UX improvements.

Primary Objectives

1. **Map the current user journey** across Ethereum applications and identify friction points
2. **Understand user mental models** of blockchain interactions, security, and permissionless systems
3. **Identify barriers to adoption** that prevent mainstream users from engaging with Ethereum
4. **Evaluate current solutions** and their effectiveness in addressing UX challenges

Secondary Objectives

1. Benchmark user expectations against current Ethereum UX capabilities
2. Understand how users perceive and manage security vs. usability trade-offs
3. Identify opportunities for seamless cross-application experiences
4. Generate user personas and journey maps specific to Ethereum ecosystem

Research Questions

Core Questions

- What does "seamless" mean to users in the context of blockchain interactions?
- How do users currently understand and manage security in decentralized applications?
- What are the primary barriers preventing users from adopting Ethereum-based solutions?
- How do users expect permissionless systems to work, and where do current implementations fall short?

Detailed Questions

- What are users' biggest frustrations with current wallet experiences?
- How do users perceive transaction fees, speeds, and confirmation processes?
- What level of technical understanding do users expect to need vs. what they actually need?
- How do users discover, evaluate, and trust new dApps?

Proposed Research Methodology

Phase 1: Foundational Research (4 weeks)

User Interviews (n=20)

- Semi-structured interviews with current Ethereum users across experience levels
- Focus on journey mapping and pain point identification
- Segments: New users (0-6 months), Intermediate users (6-24 months), Advanced users (2+ years)

Expert Interviews (n=8)

- UX designers, developers, and product managers in the Ethereum ecosystem
- Understanding of technical constraints and current solution approaches

Phase 2: Behavioral Analysis (3 weeks)

User Interviews (n=20)

Expert Interviews (n=8)

Usability Testing (n=15)

- Task-based testing of common Ethereum interactions (wallet setup, dApp usage, transactions)
- Think-aloud protocols to understand mental models
- Testing across different user interfaces and wallet solutions

Diary Studies (n=12)

- 1-week longitudinal study of actual Ethereum usage
- Understanding context of use and real-world friction points

Phase 3: Broader Validation (2 weeks)

Usability Testing (n=15)

Diary Studies (n=12)

Survey Research (n=300)

- Quantitative validation of qualitative findings
- Broader sample including non-users to understand adoption barriers
- Statistical analysis of UX priorities and preferences

Target Participants

Survey Research (n=300)

Primary Segments

1. **Current Ethereum Users**

- New users (0-6 months experience)
- Intermediate users (6-24 months experience)
- Advanced users (2+ years experience)

2. **Potential Users**

- Crypto-curious individuals who haven't used Ethereum
- Traditional fintech users
- Web3-adjacent users (NFT buyers, etc.)

3. **Professional Stakeholders**

- dApp developers and designers
- Wallet providers
- Infrastructure teams

Recruitment Criteria

- Geographic diversity (North America, Europe, Asia)
- Demographic diversity (age, technical background, use cases)
- Range of technical sophistication levels
- Various interaction frequencies and use cases

Key Deliverables

Research Outputs

1. **Comprehensive Research Report** (40-50 pages)

- Executive summary with key findings
- Detailed analysis of user pain points and opportunities
- Comparative analysis of current solutions

2. **User Persona Suite** (5-7 personas)

- Detailed personas representing key user segments
- Goals, frustrations, and behavioral patterns
- UX priorities and technical comfort levels

3. **User Journey Maps**

- End-to-end journey maps for key user scenarios
- Identification

Protocol Update 002 - Scale Blobs

Published: August 22, 2025

Link: https://blog.ethereum.org/en/2025/08/22/protocol-update-002

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- Secondary Objectives

• Research Questions

• Proposed Research Methods

- Phase 1: Stakeholder Discovery (3 weeks)
- Phase 2: User Experience Research (4 weeks)
- Phase 3: Technical Mental Models (3 weeks)

• Key Research Areas

- Technical Comprehension
- User Experience Impact
- Ecosystem Adoption

• Expected Deliverables

• Timeline & Resources

• Success Metrics

• Budget Considerations

User Research Proposal: Understanding Developer and User Perceptions of Blob Scaling Implementation

Executive Summary

This research proposal aims to investigate how blockchain developers, L2 solution providers, and end-users understand, perceive, and interact with blob scaling technology as it relates to Ethereum's data availability solutions.

Research Objectives

This research proposal aims to investigate how blockchain developers, L2 solution providers, and end-users understand, perceive, and interact with blob scaling technology as it relates to Ethereum's data availability solutions.

Primary Objectives

- Understand developer mental models of blob scaling architecture and data availability
- Identify pain points in current L2 scaling solutions that blob scaling addresses
- Assess user awareness and understanding of how blob scaling impacts their transaction experience
- Evaluate the perceived trade-offs between security, cost, and performance

Secondary Objectives

- Map the decision-making process for L2 solution adoption
- Identify communication gaps between technical implementation and user benefits
- Understand developer concerns about L1/L2 data availability guarantees

Research Questions

1. **Developer Understanding**: How do blockchain developers conceptualize the relationship between L1 data availability and L2 scaling solutions?
2. **User Impact Awareness**: To what extent do end-users understand how blob scaling affects their transaction costs and confirmation times?
3. **Adoption Barriers**: What technical, economic, or conceptual barriers exist for teams considering blob-based scaling solutions?
4. **Trust & Security Perceptions**: How do different stakeholders evaluate the security trade-offs of L2 solutions with L1 data availability?

Proposed Research Methods

Phase 1: Stakeholder Discovery (3 weeks)

In-depth interviews with:

- L2 protocol developers (8-10 participants)
- DApp developers using L2 solutions (10-12 participants)
- Infrastructure providers/node operators (6-8 participants)

Phase 2: User Experience Research (4 weeks)

In-depth interviews with:

Mixed methods approach:

- **User journey mapping** sessions with active DeFi/Web3 users (12-15 participants)
- **Concept testing** of blob scaling explanations and visualizations
- **Diary studies** tracking user experiences across different L2 solutions (8-10 participants over 2 weeks)

Phase 3: Technical Mental Models (3 weeks)

Mixed methods approach:

Specialized research activities:

- **Card sorting exercises** to understand how developers categorize scaling solutions
- **Technical walkthrough sessions** where developers explain blob scaling implementation
- **Comparative analysis workshops** evaluating different data availability approaches

Key Research Areas

Specialized research activities:

Technical Comprehension

- Mental models of blob storage and retrieval
- Understanding of data availability sampling
- Perception of L1/L2 security inheritance

User Experience Impact

- Transaction cost sensitivity and awareness
- Performance expectation vs. reality
- Cross-L2 experience fragmentation

Ecosystem Adoption

- Integration complexity assessment
- Economic incentive alignment
- Network effect considerations

Expected Deliverables

1. **Stakeholder Journey Maps** showing how different user types interact with blob scaling
2. **Mental Model Diagrams** illustrating how technical and non-technical users understand the technology
3. **Pain Point & Opportunity Analysis** with prioritized recommendations
4. **Communication Framework** for explaining blob scaling benefits to different audiences
5. **Implementation Readiness Assessment** based on developer feedback

Timeline & Resources

Total Duration: 12 weeks

- Research execution: 10 weeks
- Analysis and reporting: 2 weeks

Team Requirements:

- 1 Senior UX Researcher (technical background preferred)
- 1 User Research Coordinator
- 1 Data Analyst
- Access to developer and user communities

Success Metrics

Total Duration: 12 weeks

Team Requirements:

- Participant recruitment targets met across all stakeholder groups
- Clear identification of top 5 user experience improvements
- Validated understanding of adoption barriers and solutions
- Actionable recommendations for technical communication strategy

Budget Considerations

[Budget would be customized based on geographic scope, incentive requirements, and specific client needs]

Next Steps: We recommend scheduling a kickoff meeting to refine research scope, confirm participant access, and finalize timeline based on your Protocol Update rollout schedule.

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Arbitrum Medium

Most profitable SushiSwap liquidity pool ArbiFLUX-ETH — 162.44% APY

Published: December 15, 2021

Link: https://arbitrum.medium.com/most-profitable-sushiswap-liquidity-pool-arbiflux-eth-162-44-apy-8b717e5e7b2d?source=rss-8cf0900f966a------2

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User Research Proposal: Understanding Liquidity Provider Behavior and Decision-Making in High-APY DeFi Pools

Research Overview

This proposal aims to investigate user motivations, behaviors, and decision-making processes of liquidity providers in high-yield DeFi pools, using the ArbiFLUX-ETH pool success story as a foundational case study.

Research Objectives

This proposal aims to investigate user motivations, behaviors, and decision-making processes of liquidity providers in high-yield DeFi pools, using the ArbiFLUX-ETH pool success story as a foundational case study.

Primary Objectives:

- Understand what drives users to provide liquidity in high-APY pools (162.44% in this case)
- Identify key factors influencing LP decision-making beyond APY rates
- Explore user perceptions of risk vs. reward in emerging DeFi protocols
- Map the user journey from discovery to active participation

Secondary Objectives:

- Analyze user understanding of complex DeFi mechanisms (monetary velocity, token burning, etc.)
- Assess trust factors in new protocols and Layer 2 solutions
- Examine community-driven behaviors (60% token burn participation)

Research Questions

1. **Discovery & Awareness**: How do users discover high-APY opportunities like ArbiFLUX-ETH?
2. **Risk Assessment**: What risk evaluation processes do users employ when considering 162%+ APY pools?
3. **Decision Drivers**: Beyond high returns, what factors influence LP participation?
4. **Protocol Understanding**: How well do users understand mechanisms like "transaction-incentivized liquidity pools" and "monetary velocity"?
5. **Community Influence**: What role does community participation (like token burning) play in user decisions?
6. **Layer 2 Adoption**: How does Arbitrum's Layer 2 positioning affect user behavior?

Proposed Methodology

Phase 1: Quantitative Research (2-3 weeks)

- **Online survey** (n=300-500 DeFi users)
- **Target segments**:
- Current ArbiFLUX-ETH LPs
- General SushiSwap LPs
- High-APY seekers across platforms
- DeFi newcomers

Phase 2: Qualitative Research (3-4 weeks)

- **In-depth interviews** (20-25 participants)
- **User journey mapping sessions** (8-10 participants)
- **Focus groups** on risk perception (3 groups, 6-8 participants each)

Phase 3: Behavioral Analysis (2 weeks)

- **Transaction pattern analysis** (with user consent)
- **Platform usage analytics** review
- **Community engagement analysis** (Discord, social media)

Key Research Areas

User Personas & Segmentation

- Risk tolerance profiles
- DeFi experience levels
- Investment strategy types
- Community engagement preferences

Decision-Making Framework

- Information sources and validation methods
- Risk assessment criteria
- Timing and entry strategies
- Exit strategy planning

Protocol-Specific Insights

- Understanding of ArbiFLUX tokenomics
- Perception of "v2 currency" concept
- Community burning mechanism appeal
- Layer 2 benefits recognition

Deliverables

1. **Comprehensive Research Report** (40-50 pages)

- Executive summary with key insights
- Detailed findings by research question
- User persona profiles
- Behavioral pattern analysis

2. **Strategic Recommendations Document**

- User acquisition strategies
- Communication optimization
- Product development insights
- Risk mitigation approaches

3. **Interactive Dashboard**

- Key metrics visualization
- User journey maps
- Segmentation analysis

• Trend identification

Timeline & Budget

Timeline: 8-10 weeks total

• Planning & recruitment: 1-2 weeks
• Data collection: 5-6 weeks
• Analysis & reporting: 2 weeks

Estimated Budget: $45,000 - $65,000

• Participant incentives: $8,000 - $12,000
• Research tools & platforms: $5,000 - $8,000
• Analysis software: $2,000 - $3,000
• Research team: $30,000 - $42,000

Expected Outcomes

Timeline: 8-10 weeks total

Estimated Budget: $45,000 - $65,000

This research will provide actionable insights for:

• **Protocol developers**: Understanding user needs and pain points
• **Marketing teams**: Crafting targeted messaging for different user segments
• **Product teams**: Identifying feature priorities and UX improvements

This research will provide actionable insights for:

Binance, Arbitrum One Integration, Datamine Network

Published: November 20, 2021

Link: https://arbitrum.medium.com/binance-arbitrum-one-integration-datamine-network-a2998644367c?source=rss-8cf0900f966a------2

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- **Research Questions**
- **Proposed Methodology**
  - Phase 1: Quantitative Analysis (4 weeks)
  - Phase 2: Qualitative Research (6 weeks)
    - User Interviews (20 participants)
    - Focus Groups (3 sessions, 6-8 participants each)
  - Phase 3: Usability Testing (3 weeks)
- **Success Metrics & Deliverables**
  - Key Metrics:
  - Deliverables:
- **Timeline & Budget**

User Research Proposal: Understanding DeFi User Behavior in Layer 2 Migration and Yield Farming

Executive Summary

This research proposal aims to investigate user behavior, motivations, and pain points related to DeFi protocol migration from Ethereum Layer 1 to Layer 2 solutions, using the recent Binance-Arbitrum integration and datamine.network's multi-layer ecosystem as a case study.

Research Objectives

This research proposal aims to investigate user behavior, motivations, and pain points related to DeFi protocol migration from Ethereum Layer 1 to Layer 2 solutions, using the recent Binance-Arbitrum integration and datamine.network's multi-layer ecosystem as a case study.

Primary Objectives:

1. **Migration Behavior Analysis**: Understand how users decide between L1 and L2 protocols when both options are available
2. **Yield Chasing Patterns**: Investigate user response to high APY opportunities (700% L2 vs 30% L1) and associated risk tolerance
3. **Platform Integration Impact**: Assess how major exchange integrations (Binance-Arbitrum) influence user adoption and behavior

Secondary Objectives:

- Identify barriers to L2 adoption among traditional DeFi users
- Understand user mental models around cross-layer token ecosystems
- Evaluate user education needs for complex multi-token protocols

Research Questions

1. **Decision-Making Process**: How do users evaluate the trade-offs between L1 security/stability and L2 benefits (lower fees, faster transactions, higher yields)?
2. **Risk Perception**: How do users perceive and evaluate the risks associated with extremely high APY rates (700%) versus more traditional yields (30%)?
3. **Liquidity Concerns**: How does low liquidity and high volatility (ArbiFLUX $50-$160) impact user participation and investment strategies?
4. **Integration Influence**: To what extent do major platform integrations serve as trust signals for users considering new protocols or Layer 2 solutions?

Proposed Methodology

Phase 1: Quantitative Analysis (4 weeks)

- **User Behavior Analytics**: Track wallet interactions across L1/L2 for datamine.network users
- **Transaction Pattern Analysis**: Analyze migration patterns, investment amounts, and holding periods
- **Market Response Study**: Correlate price movements with user adoption metrics

Phase 2: Qualitative Research (6 weeks)

User Interviews (20 participants)

Segment 1: Active L1 and L2 users (8 participants)

- Users currently participating in both layers
- Focus on decision-making processes and portfolio allocation strategies

Segment 2: L1-only users (6 participants)

- Users who haven't migrated to L2 despite higher yields
- Understand barriers and concerns

Segment 3: New L2 adopters (6 participants)

- Users who joined post-Binance integration
- Explore influence of platform credibility and onboarding experience

Focus Groups (3 sessions, 6-8 participants each)

Segment 1: Active L1 and L2 users (8 participants)

Segment 2: L1-only users (6 participants)

Segment 3: New L2 adopters (6 participants)

- **Session 1**: Risk assessment and yield evaluation processes
- **Session 2**: Platform trust and integration influence
- **Session 3**: User education needs and protocol complexity

Phase 3: Usability Testing (3 weeks)

- **Task-based testing**: Cross-layer token management and yield farming setup
- **Information architecture evaluation**: How users navigate multi-token ecosystems
- **Onboarding flow assessment**: New user experience for L2 protocols

Success Metrics & Deliverables

Key Metrics:

- User sentiment scores regarding L1 vs L2 trade-offs
- Conversion rates from awareness to adoption
- Risk tolerance thresholds for high-yield opportunities
- Task completion rates for cross-layer operations

Deliverables:

1. **Comprehensive Research Report** (80-100 pages)

- Executive summary with key findings
- User personas and journey maps
- Behavioral insights and patterns
- Risk assessment frameworks used by different user segments

2. **Strategic Recommendations Deck**

- Protocol design implications
- User education priorities
- Risk communication strategies

- Platform integration best practices

3. **User Experience Guidelines**

- Cross-layer interaction design principles
- Information hierarchy recommendations
- Trust signal optimization

Timeline & Budget

Total Duration: 13 weeks **Estimated Budget**: $85,000 - $120,000

- Research design and setup: 2 weeks
- Quantitative analysis: 4 weeks (parallel with qual prep)
- Qualitative research: 6 weeks

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Total Duration: 13 weeks **Estimated Budget**: $85,000 - $120,000

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