Alpha Testing Report

By AdaLink

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Overview

This report discusses the alpha testing phase of the created MVP. It consists of three main parts. The testing environment, which is an MVP version built upon the Preview testnet. Feedback collection, where all the feedback and reviews from the testing users are presented. Lastly, Implementations and fixes, this chapter discusses the fixes of reported bugs along with any improvements or added features to the MVP.

Testing Environment

Introduction

The AdaLink Affiliate Network MVP was tested on the Preview testnet. The environment was designed to be openly accessible, allowing any interested participant, including Stake Pool Operators (SPOs) and affiliates, to sign up, create accounts, and explore the platform's features.

Testing Group

Over 15 SPOs and several content creators were personally invited to join the testing phase.

A broader public call for participation was issued via social media on X (formerly Twitter), which received 41 likes and 20 shares. The invitation encouraged participation by offering a 250 $ADA giveaway as an incentive for providing feedback.
Link to post: https://x.com/AdaLink_io/status/1818695431431377346

A total of six users submitted feedback through a Google Form: 3 as SPOs and 3 as affiliates.

Google Form Summary

The testing took place from June 22, 2024, to September 7, 2024. User feedback was collected through Google Forms submissions, which included specific questions about their experience using the MVP. The feedback highlighted various aspects of the platform, such as ease of navigation, speed, responsiveness, and clarity of provided information.

This is the link to the form:
https://docs.google.com/forms/d/e/1FAIpQLSe4JnBIoERdf3eBtVc9tUpVADzbqlPrIJDBj8uSmAUixEBbCw/viewform

AdaLink Affiliate Network Testing

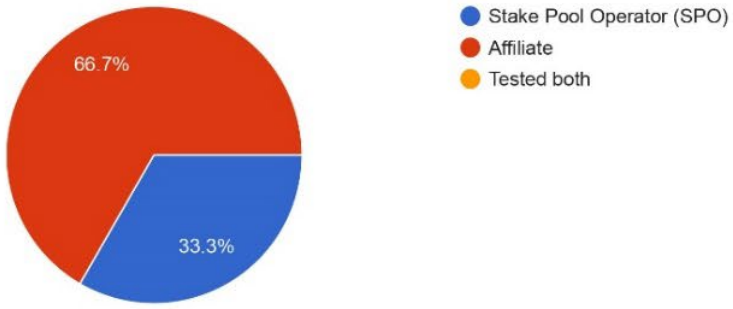
6 responses

Publish analytics

What type of user are you?

Copy

6 responses



What is your SPO ticker?

4 responses

n/a

ADV

PREVP

CHIL

Want to participate in the 250 $ADA giveaway? Please share your twitter handle.

6 responses

@EmanatePresence

@Lourde_P

@pornairobi

@unnimagnum

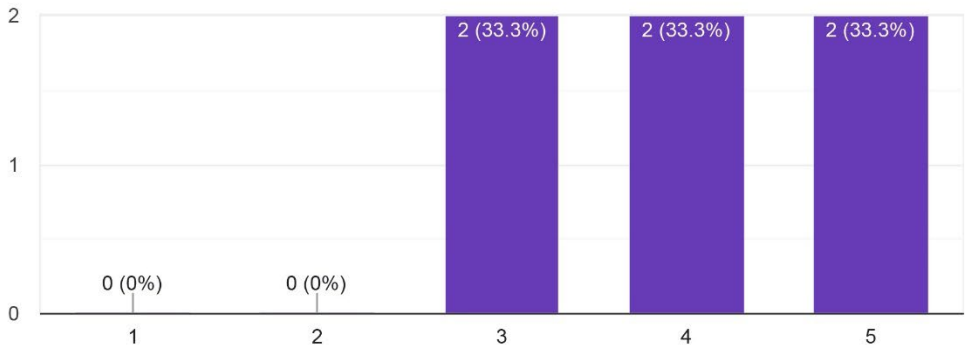
No

https://x.com/ChileStakepo

How would you rate how intuitive the navigation of the dApp is?

Copy

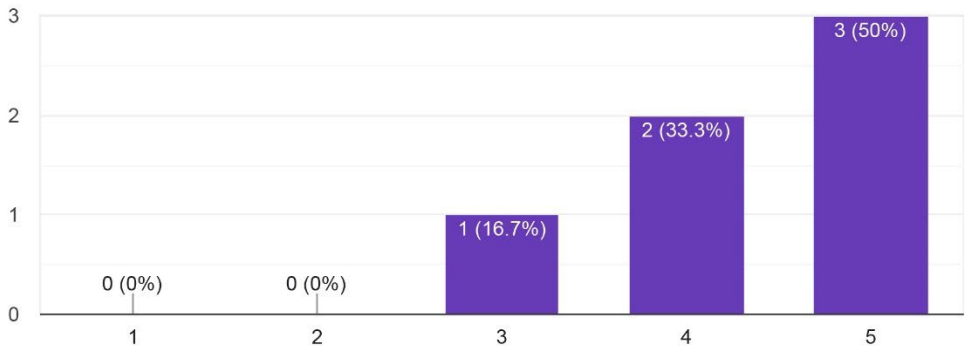
6 responses



How would you rate the speed and responsiveness of the dApp?

Copy

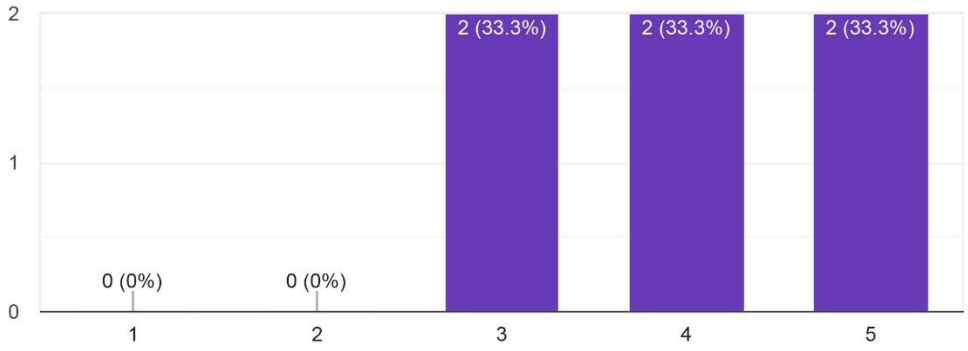
6 responses



How satisfied are you with the overall experience of using the dApp?

Copy

6 responses



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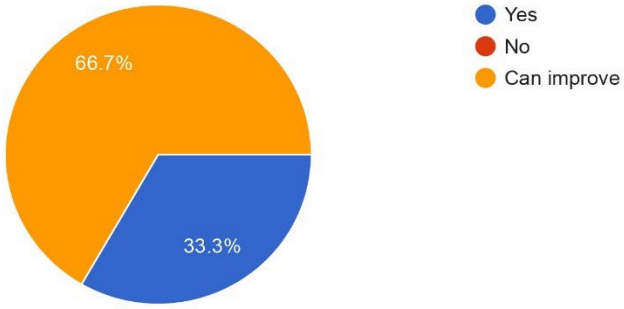
Was the information provided within the dApp clear and helpful?

6 responses



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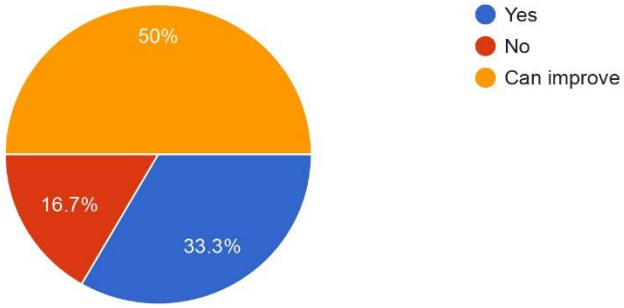
Is the process for joining and managing affiliate programs straightforward?

6 responses



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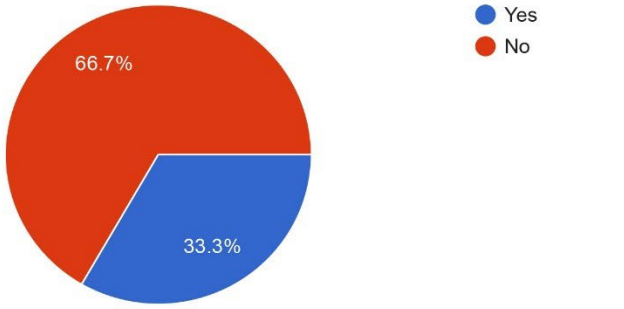
Were there any bugs or issues you encountered?

6 responses



If you encountered a bug or issue, please describe it in this section. (Please include what browser and wallet you used).

5 responses

In what way do you want me to test? Just sign up and submit this form?

n/a

no bugs, super smooth for me

- Image spans too far on card

Browser: Google Chrome
Wallet: Nami

Pool ID:
pool13la5erny3srx9u4fz9tujtl2490350f89r4w4qjhk0vdjmuv78v

During my experience with the integration, I faced challenges when attempting to log in using the pool ID on the pre-production network. The system did not initially recognize the pool ID, which resulted in some frustration and required extra time and assistance to find a compatible ID that the site would accept.

Suggestions for Improvement:

Enhanced Campaign Creation Guidance: The process of creating a campaign could benefit from clearer instructions. For instance, adding an information button ('i') with a brief description or tooltip could help users better understand the steps involved.

Preview Visualization for Affiliates: A feature that shows a visual representation of potential outcomes for campaigns, such as a preview for x1, x10, or x100 users using an affiliate link, would provide users with a clearer understanding of how the affiliate system works.

Positive Feedback:

Beyond these suggestions, I found the user experience (UX) to be well-designed—clean, precise, and aesthetically pleasing. The interface is intuitive and user-friendly, making navigation straightforward and enjoyable.

Any other comments or suggestions?

5 responses

Even after browsing website, it is unclear to me what it means to be an Affiliate, but I'm in!

Information radio buttons to explain what each part of the page represents and a how-to and explanation of the incentive programs.

Could use a set of instructions/help section

none at this time

- More detailed messaging on the network that site is trying to connect on. i.e if on wrong network give more explicit information to switch
- More clarity on how maximum rewards effects other fields
- What does the saturation target provide
- Getting inputs exhausted when creating incentive program
- I think this was b/c I didn't have enough ADA in wallet at time
- Can the SPOs get access to created affiliate links to help spread affiliates if they want

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Google Forms

Environment Description

A quick overview of the platform's MVP is presented below. For a more in depth description please refer to the previously published "Platform's Architecture" and "Wireframes & Mockups" reports.

Main Page

This page contains all incentive programs, both currently active and the ones who ended as well.

The active campaigns are eligible for creating a partnership between the creator SPO and any registered affiliate.

Subscribing to an incentive program by an affiliate user creates a new affiliated link that can be used by anyone to delegate to the specific SPO. This affiliated link created a special affiliated delegation transaction, check “Platform’s Architecture” report for more details.

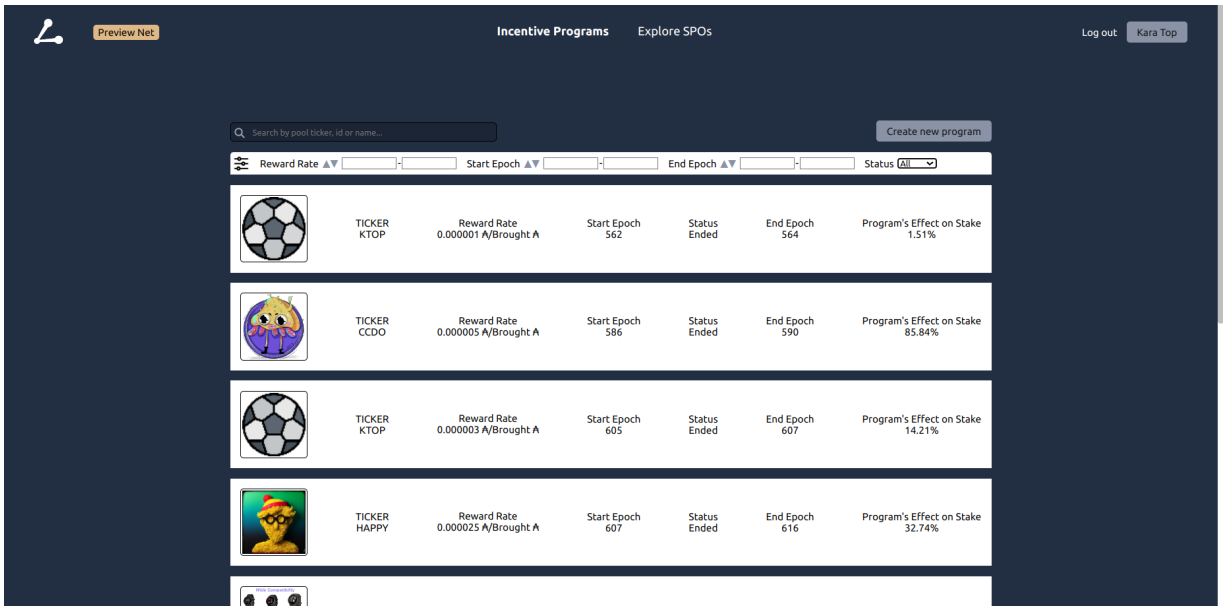

Figure 1-1: Main page showing incentive programs for registered SPOs.

New Incentive Program Creation

This portion is responsible for launching a new incentive program. It is only available for SPO users.

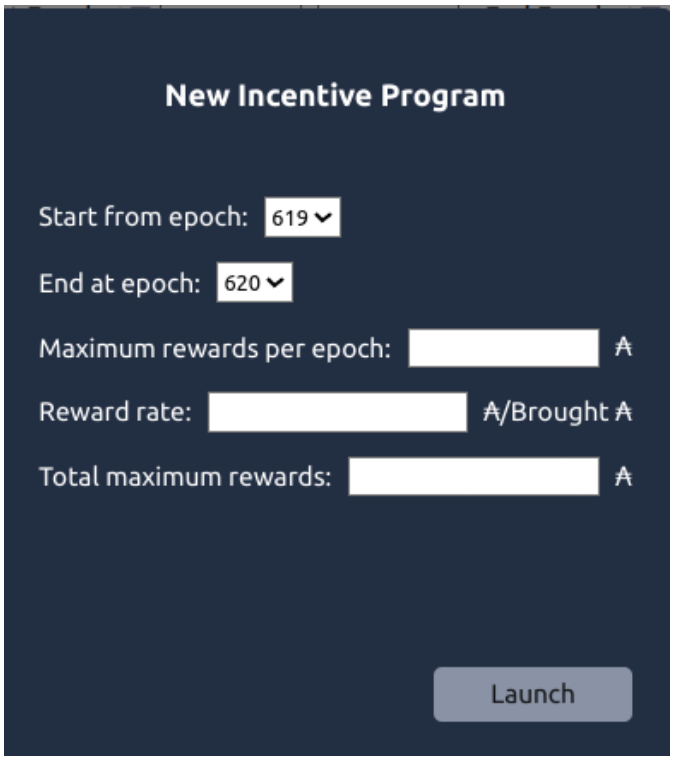

Figure 1-2: Incentive program creation window.

Explore SPOs

This page is for affiliates and the public as well to explore all registered stake pools to the platform. Designed to maximize a positive user experience, the filtering system can be used to order the pools as desired by the user.

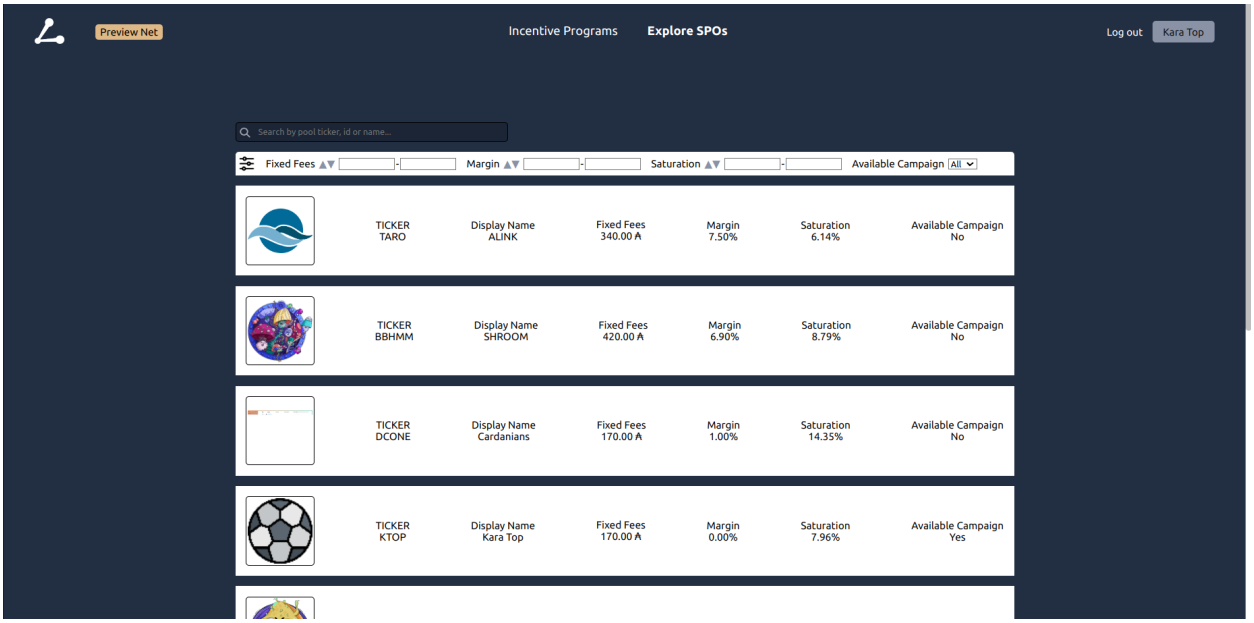

Figure 1-3: Explore SPOs page showing all registered SPOs in the platform.

Signing Up

This part is responsible for registering new users to the platform. Both SPOs and affiliates start here to unlock full access to all the provided features of the platform.

Figure 1-4: Sign up window for new users registration.

Profile Pages

Once registered, a user can always visit their profile by clicking on the upper right corner button showing their name. Users can edit, view and study all data related to their profile since the account's creation up till the current moment.

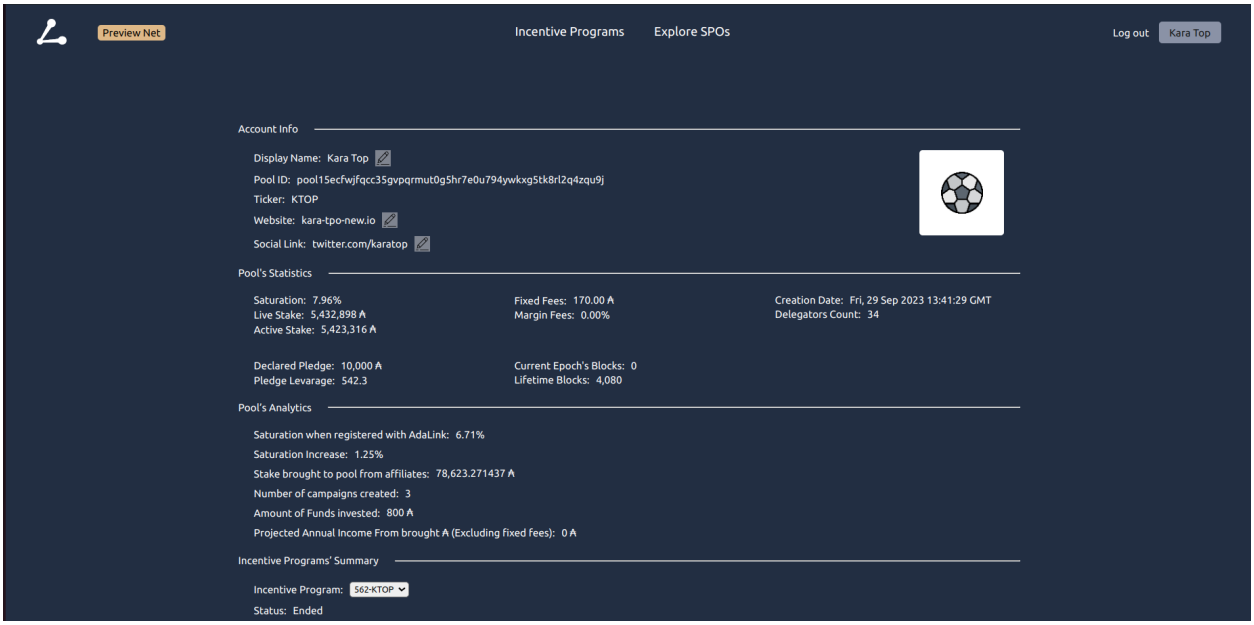

Figure 1-5: Profile page where each user can edit and view their stats.

Affiliated Delegation Transaction Page

This page is the result of visiting an affiliated link. It is responsible to construct a delegation transaction that can be tracked on-chain later on by the backend to keep up with the performance of the platform and to properly distribute affiliated rewards. For more details about the actual delegation transaction please refer to “Platform’s Architecture” report.

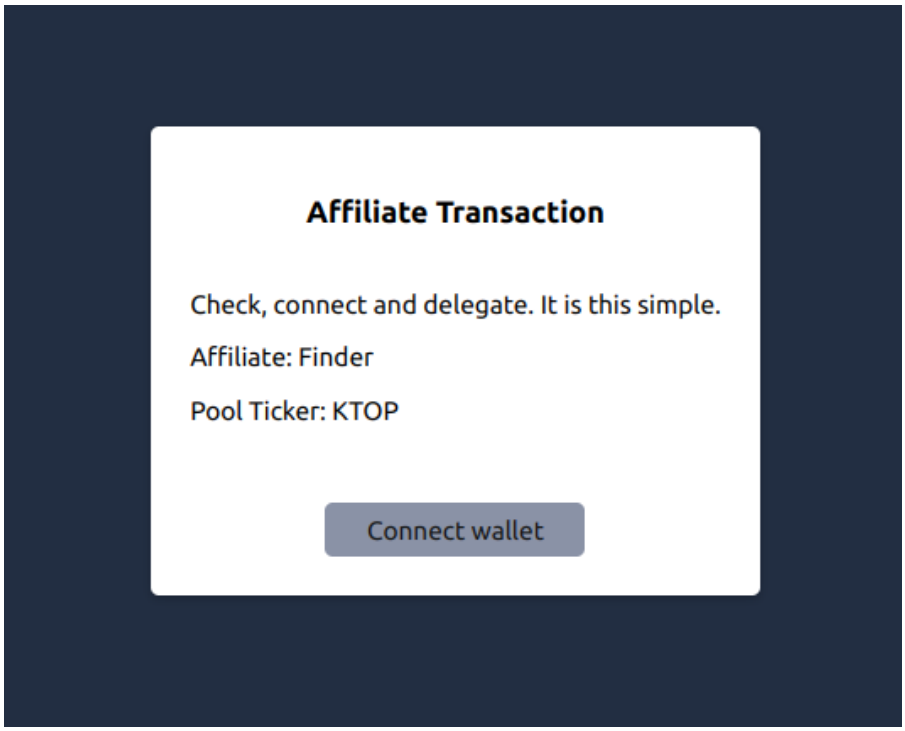

Figure 1-6: Affiliate link page, it automatically creates a trackable delegation transaction.

Feedback Collection

Introduction

This chapter goes over alpha testers feedback and reviews about the initial MVP settings. It consists of two main parts. First part is the comments and reviews related to any bugs both apparent on the UI and undesired actions that are caused from an issue in the backend. Second part consists of general recommendations given by the testers to better the UX of the MVP.

Collected Feedback

Reported Bugs

- The expanded incentive program in the Home page automatically collapses every 10 seconds when the list is refreshed by the dApp.
- The expanded stake pool in the Explore SPOs page automatically collapses every 10 minutes when the list is refreshed by the dApp.
- After registering as a new user (especially as an affiliate) the dApp freezes and cannot correctly redirect to the Profile page as intended.
- "Not enough ADA" when creating a campaign isn't handled properly.
- It takes a long time (10-20 seconds) to show newly created incentive programs on the Home page.
- “Total rewards received from campaigns” and “Total brought ~~₳~~ to stake pools” parameters in the Affiliate’s Analytics section inside the profile page are not showing correct values.
- “Stake brought to pool from affiliates” parameter in the Pool’s Analytics section inside the profile page is not showing the correct value.
- Logging out freezes the dApp and shows a white screen.
- Search results both in the Home and Explore SPOs pages are reset when the page is refreshed to resync the dApp.
- When there are no affiliated delegations for a specific campaign the locked ADA does not get refunded to the SPO as designed.
- Amount of remaining epochs shown in active campaigns are always higher by one epoch.

Submitted Recommendations

- It is more practical to show only the currently active campaigns as the default settings instead of showing both the active and ended ones.
- Including a target saturation percentage within the campaign can concentrate the deposited rewards for the brought ADA, which results in higher reward rate for affiliates given the same deposited ADA amount.

Feedback Review and Implementation

Introduction

This chapter discusses the fixes and improvements inspired by alpha testers' feedback and reviews proposed in the previous chapter. It consists of two main parts. First part is the bug fixes' related actions to any reported bugs, both the apparent ones on the UI and the hidden issues that cause undesired actions mainly originated from the backend part. Second part is the improvements made on the MVP inspired by the alpha testers' recommendations.

Feedback and Implementations

Bug Fixes

- The expanded incentive program is fixed to not collapse by itself when the home page is auto-synced.
- The expanded stake pool is fixed to not collapse by itself when the Explore SPOs page is auto-synced.
- The dApp no longer freezes after a successful user registration and it automatically redirects to the profile page as intended to.
- The "Not Enough ADA" or "Output Exhausted" errors thrown by wallet APIs are handled correctly and a warning message is displayed to the user.
- A clear message explicitly lets the user know that the incentive programs list is synced with the actual Preview testnet and hence an expected 10 to 20 seconds refresh rate is expected until a new campaign is shown.
- "Total rewards received from campaigns" and "Total brought ~~A~~ to stake pools" parameters in the Affiliate's Analytics section inside the profile page is fixed to show the correct values.
- "Stake brought to pool from affiliates" parameter in the Pool's Analytics section inside the profile page is fixed to show the correct value.
- Logging out no longer freezes the dApp.
- Search and filtering results in both the home and Explore SPOs pages no longer resets unintentionally when the page is re-synced with the chain and the backend.

- Bug fixed in the backend so that even if there is no affiliated delegation the SPO correctly gets auto-refunded their deposited ADA of that specific epoch.
- Amount of remaining epochs of a given incentive program is fixed and now shows the correct value.

Feature Improvements

- The default status option when viewing incentive programs is now “Active” instead of “All”. This way only the currently active campaigns are initially displayed. If the user wishes to view those programs who ended they can do so by changing the filtering option.
- A target saturation parameter is added to the “New Incentive Program” window. This slider bar lets the SPO choose the targeted saturation desired to be reached by the end of the campaign. This will result in concentrating the already deposited ADA to affiliates making it more attractive to them without the need for SPOs to deposit a larger amount of ADA.

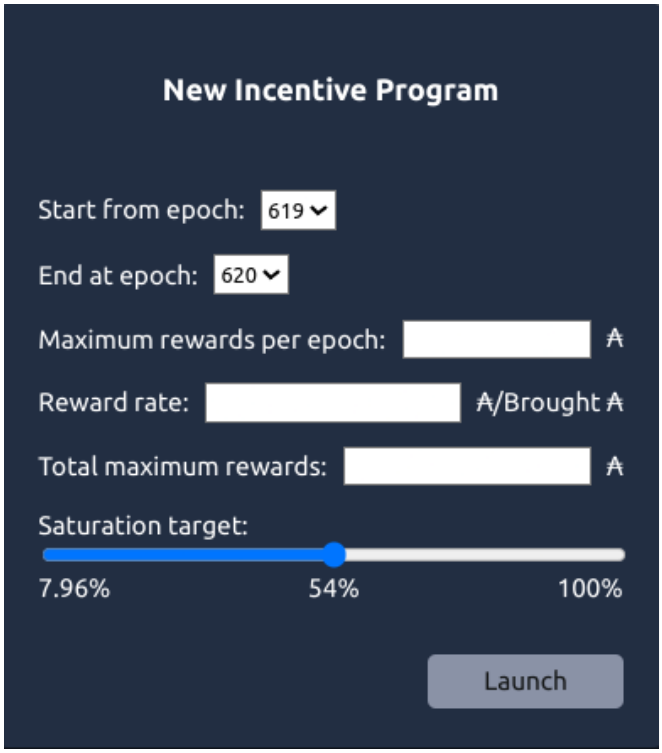

Figure 3-1: New added feature “Saturation target”.