WELCOME TO THE PRESENTATION

TO GET THE BEST EXPERIENCE,
PLEASE SWITCH TO PRESENTATION MODE.
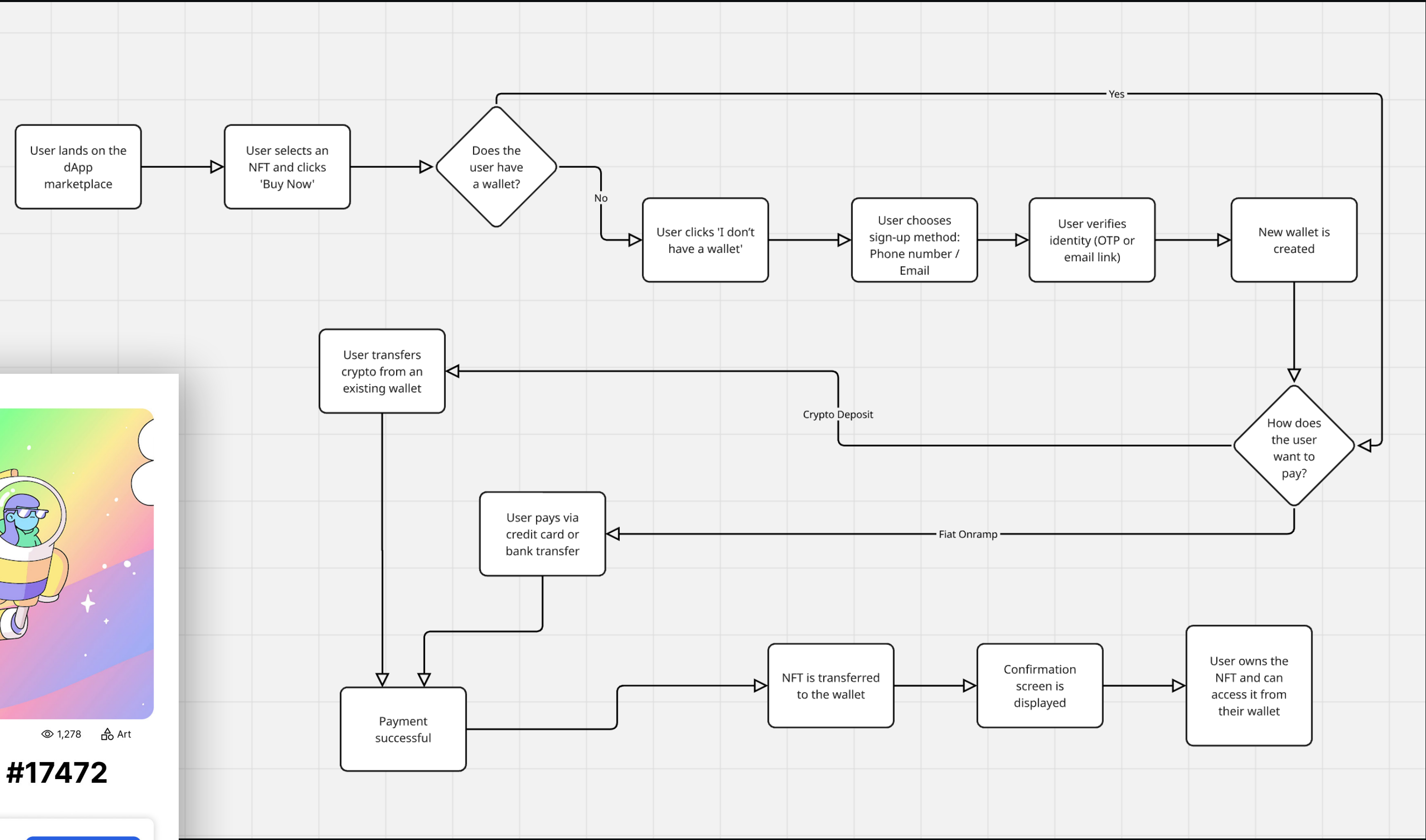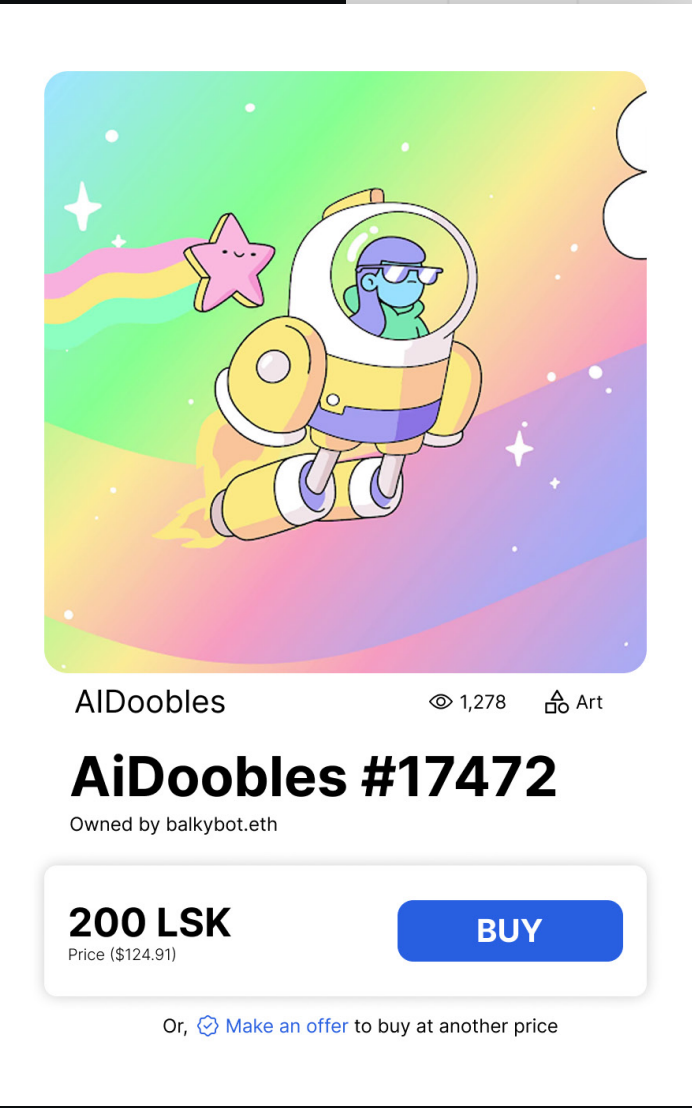
WINDOWS

Ctrl + L

MAC

Cmd + L

EASY LOGIN & PURCHASE

Ander Magri

SCENARIO

As a freelance Product Designer for Lisk, my role was to develop a seamless and fast login system that bridges the decentralized nature of Web3 with the simplicity and control of Web2.

This solution has the potential to be implemented across any Lisk platform, but for this presentation, I will illustrate it within the context of an NFT marketplace.

In this scenario, the user does not have a wallet. The goal is to enable them to complete a purchase in just a few clicks through a quick sign-up process using their phone number or email address.

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AIDoobles   1,278   Art

AiDoobles #17472
Owned by balkybot.eth

200 LSK
Price ($124.91)

[BUY]

Or, ✓ Make an offer to buy at another price

Here is my rationale based on the scenario and the proposed interactions.

Adam, 27 – A developer living in
Rome. He is an avid crypto investor
but hesitant to fully embrace
Web3 because he dislikes using
MetaMask. He supports the idea of
decentralization, **but the lack of a
common ground between Web2
and Web3 makes him anxious.**

References 1,2 and 3

Our human-centered approach wants
to help Adam and others. The idea is
simple:

"Imagine onboarding millions into
Web3 as easily as logging into
Netflix."

References 1,2 and 3

Ander Magri

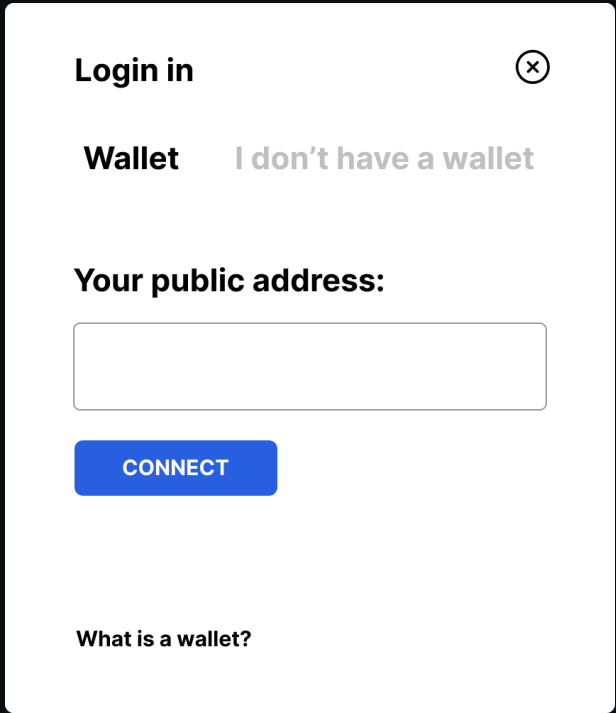## UX FLOW - NO WALLET

A
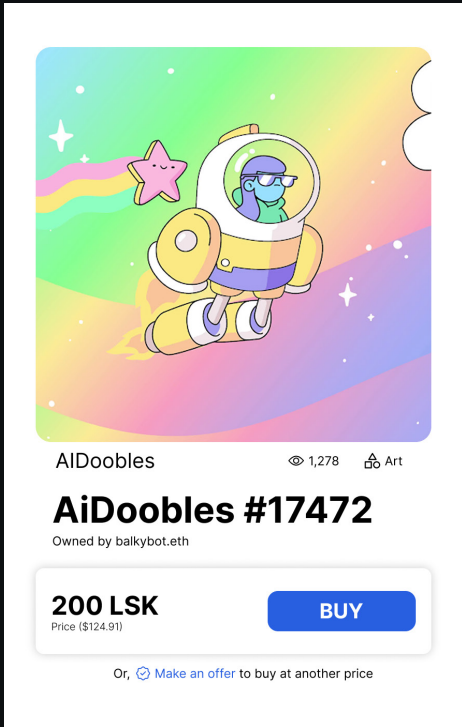
(Starting point: Buy BTN)

Our solution includes a modal to keep the user focused on the task.

As soon as the user clicks "BUY," the modal displays Screen "A." Since a wallet is essential—and not all users are new to Web3—we begin by asking for it first.

Login in ⊗

Wallet   I don't have a wallet

Your public address:

CONNECT

What is a wallet?

B

Login in ⊗

Wallet   **I don't have a wallet**

You email or phone

SEND CODE

We'll create a secure wallet for you automatically.

What is a wallet?

Since we are using a modal, we have flexibility in sizing. On Screens "E" and "F," users can choose between Credit Card and Bank Transfer as payment options. Each screen allows users to seamlessly switch between all available payment methods without leaving the checkout flow.

E

Check out ⊗

0×4230...Ba9fA4   Learn about your wallet

AMERICAN EXPRESS   PayPal   VISA   Alipay   mastercard

Name on card

Card number   CSC (?)

Expiry date   Zip/Postal code (?)

AiDoobles #17472   200 LSK
                         ≈$115.60USD
                         + 0.01 Network fee (?)

PAY WITH CREDIT CARD

Wallet   Bank Transfer

F

Check out ⊗

0×4230...Ba9fA4   Learn about your wallet

Country   Bank name

Account holder's name

Branch code   Account number

By adding this bank account, I agree to **LISK LLC** regarding topping up from bank account.

AiDoobles #17472   200 LSK
                         ≈$115.60USD
                         + 0.01 Network fee (?)

PAY WITH BANK TRANSFER

Wallet   Credit Card

C

Login in ⊗

Type code   Change method

CONFIRM   Resend Code in 05:23

D

Check out ⊗

0×4230...Ba9fA4   Learn about your wallet

Balance
⬦ 0   0 USD
              Add funds

AiDoobles #17472   **200 LSK**
                         ≈$115.60USD
                         + 0.01 Network fee (?)

PAY WITH LSK

Credit Card   Bank Transfer

G

Check out ⊗

0×4230...Ba9fA4   Learn about your wallet

✓ **Transaction completed**

AiDoobles #17472   **200 LSK**
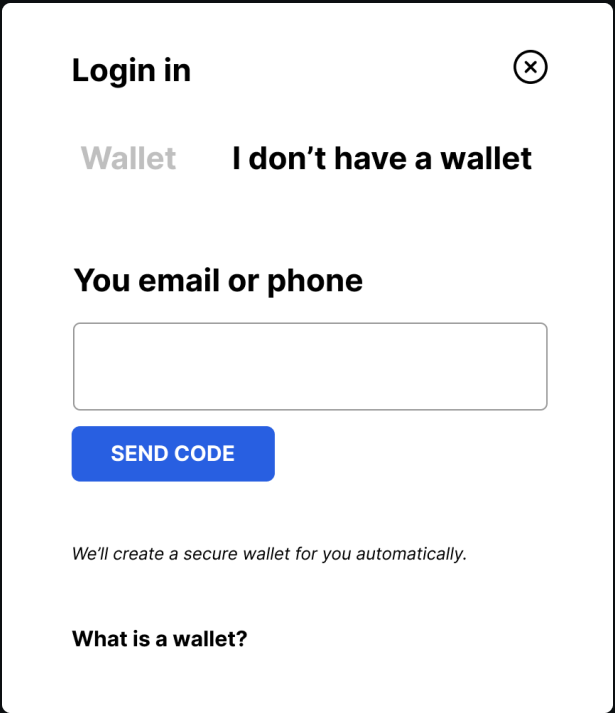Mar 27 9:06PM | 15 / 15 Trx (?) $115.60USD

Download Receipt ↓

IMPORTANT:
A) These screens are wireframes, representing the structure and flow of the design. Visual details such as icons, font sizes, and colors are not indicative of the final design.
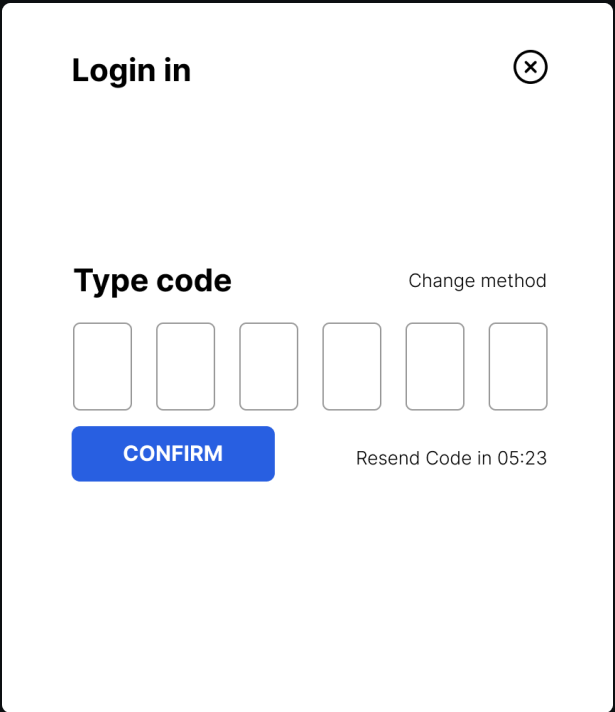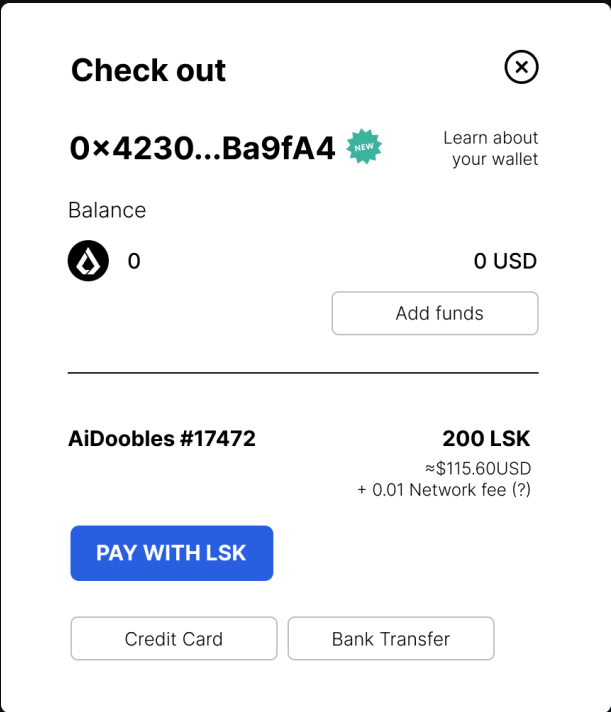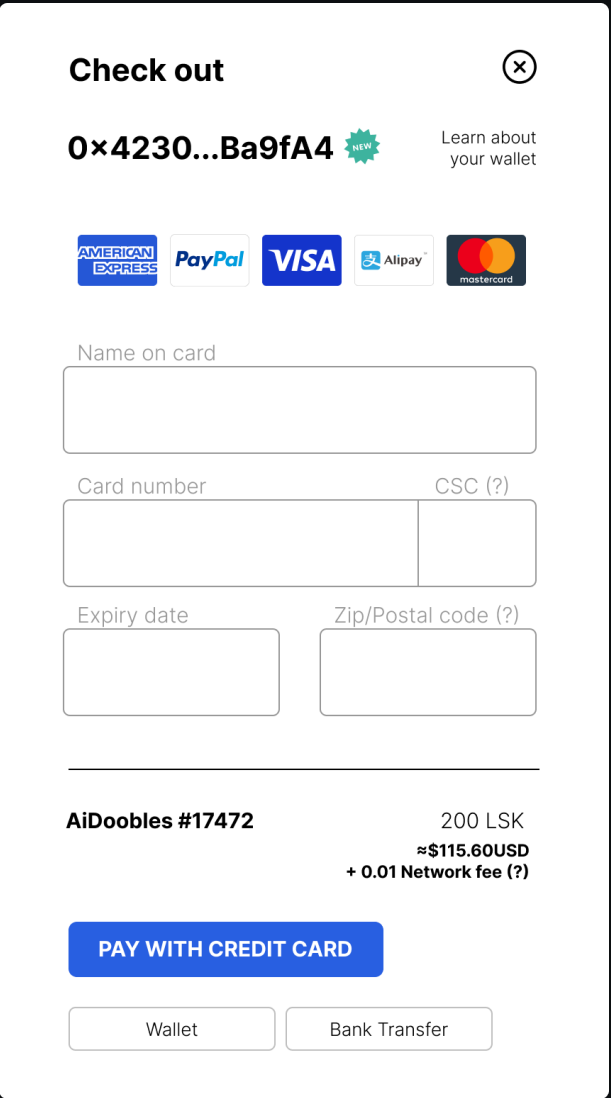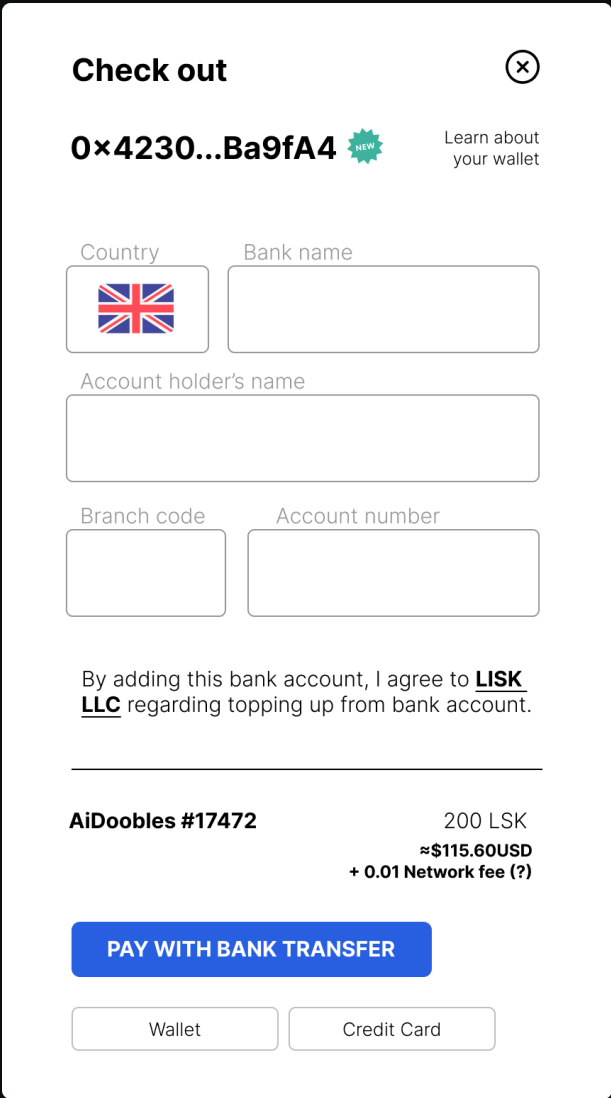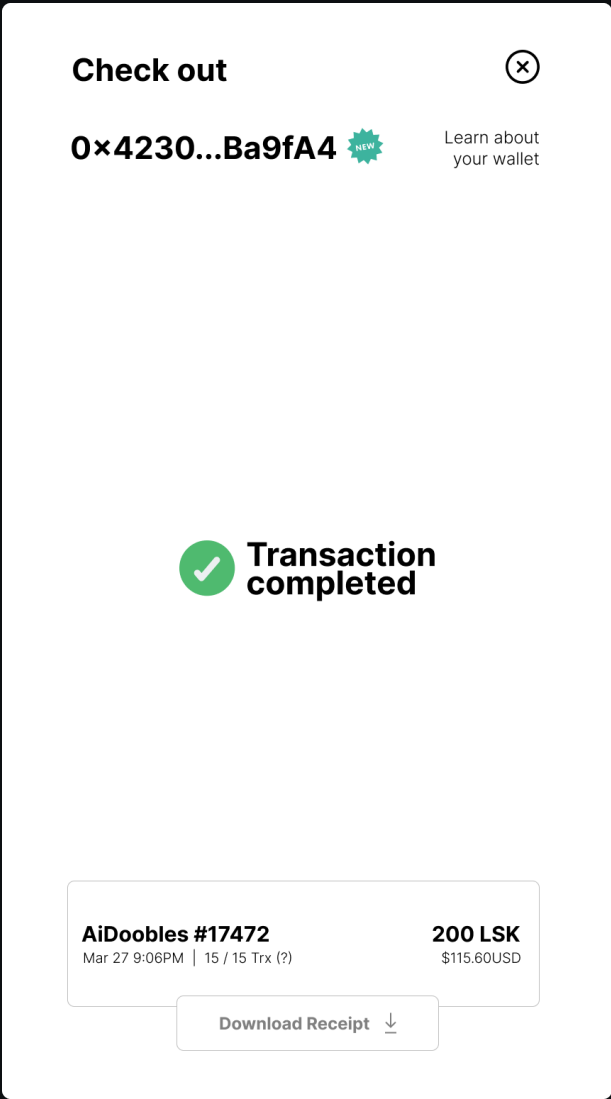B) Error screens have been omitted from this presentation to maintain focus on the flow.
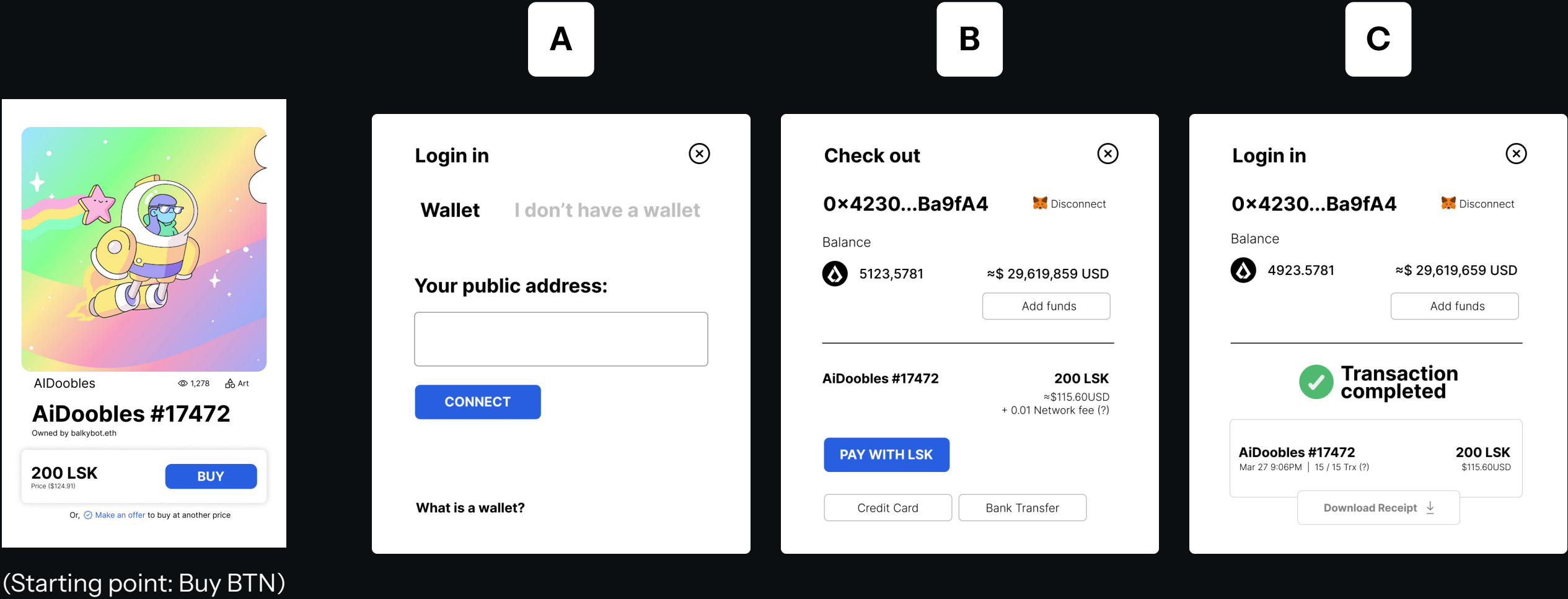
Screen "B" is where our dedicated "no wallet journey" begins. With an OTP system in place, we request a simple verification (Screen "C"). A successful verification automatically creates a wallet linked to the user's email or phone number (Screen "D").

Since the wallet is new and likely has no funds, we immediately provide options to add funds via credit card or bank transfer.

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Ander Magri

(Starting point: Buy BTN)

The wallet flow is straightforward and simple—but you still have the option to pay with a Credit Card or Bank Transfer if you choose to "save" your tokens.

Ander Magri

CONCLUSION

My approach balances simplicity for newcomers with no crypto experience while ensuring a seamless, fast path for experienced users ready to purchase.

Providing easy access to buy with a credit card or add funds is a feature that both newbies and veterans will readily accept—because it's 2025, and the struggle of having a wallet without funds for purchases or gas is simply unbelievable.

It's time for a smarter, easier solution.

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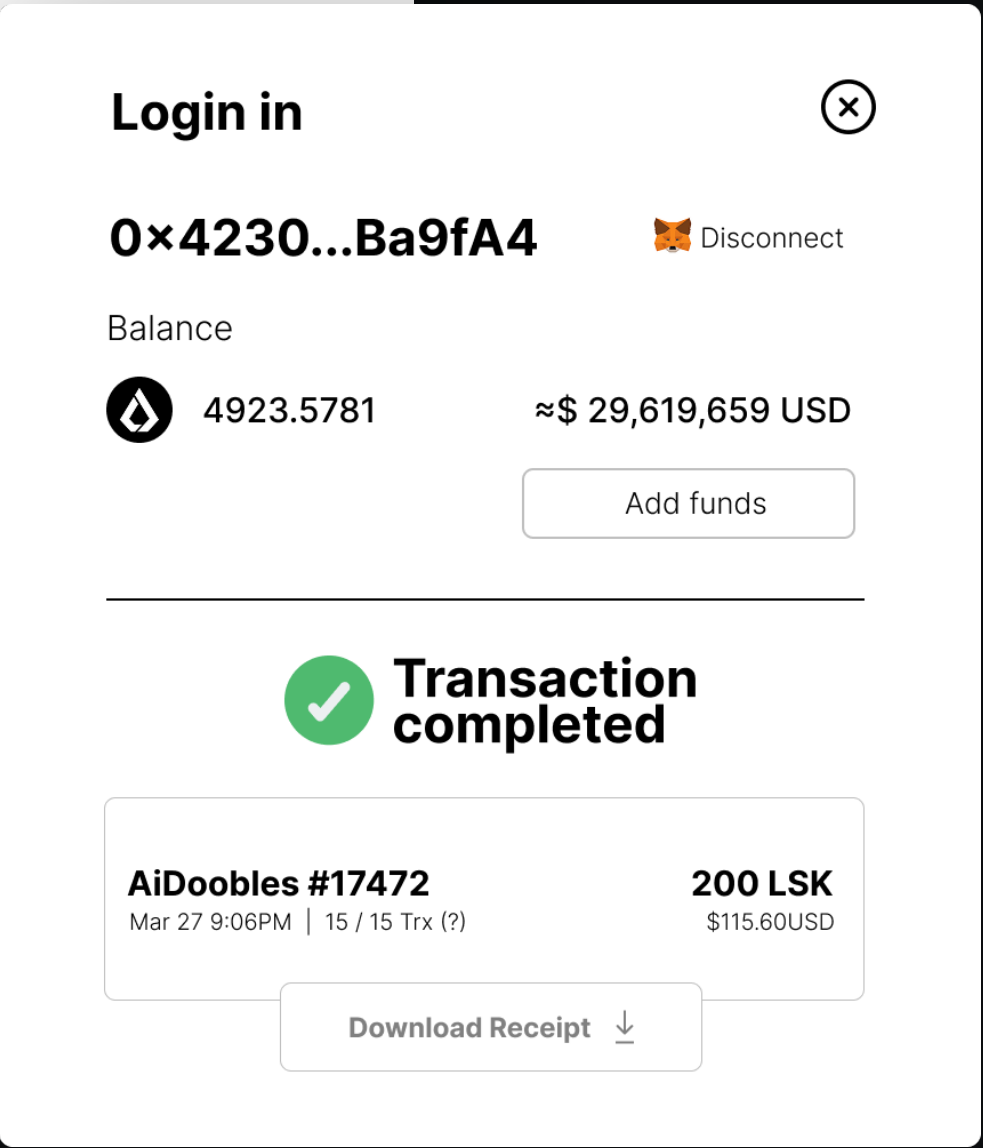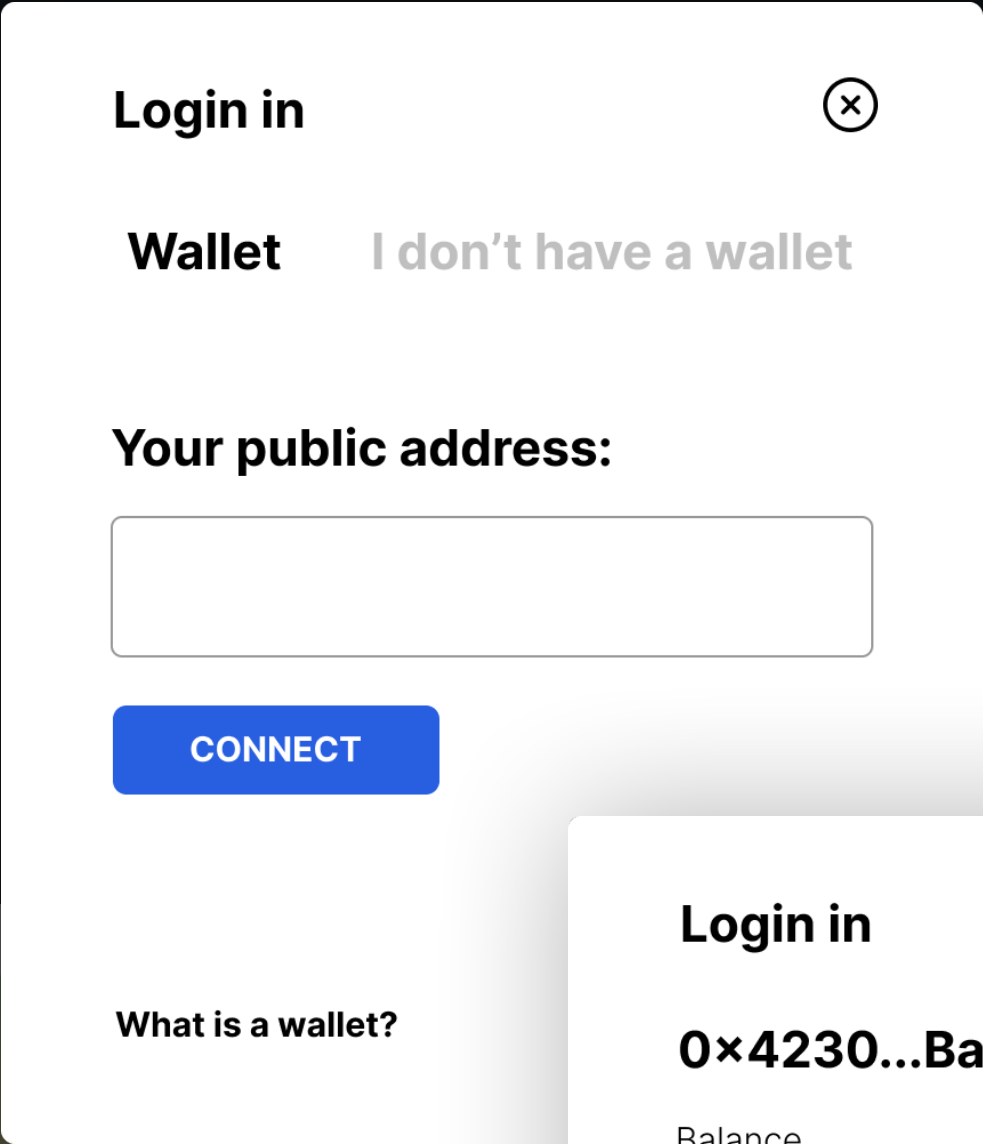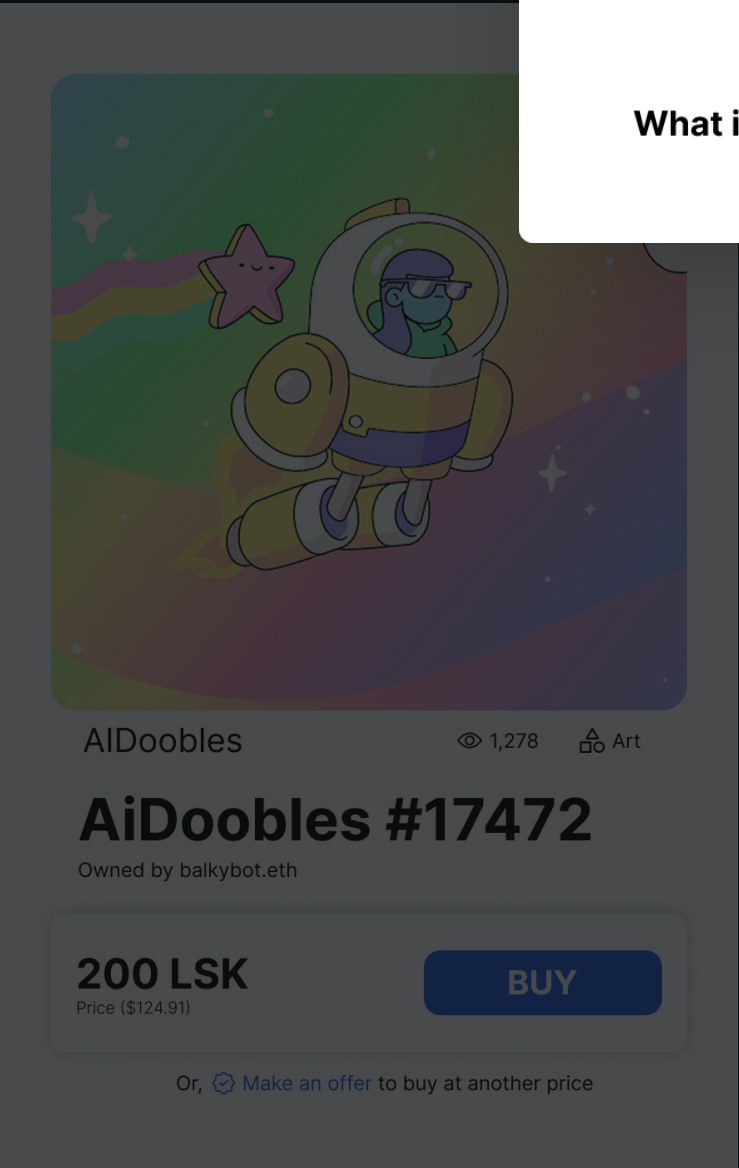
REFERENCES

REFERENCE 1

Overcoming Wallet Complexity: An article from Flow emphasizes that setting up a wallet in Web3 can be daunting for new users. They advocate for "walletless onboarding," where applications manage blockchain accounts for users initially, allowing them to experience the platform without immediate wallet setup. This approach can reduce friction and enhance user adoption.

https://flow.com/post/flow-blockchain-mainstream-adoption-easy-onboarding-wallets

REFERENCE 2

Addressing User Experience Challenges: A piece from Pixels and Sense discusses the steep learning curve associated with Web3 technologies. It points out that the technical jargon and complex interfaces deter average users. By adopting user-centric design principles and simplifying interactions, platforms can make Web3 more accessible.language for their platform.

https://www.pixelsandsense.com/guides/ux-and-web3-design-guide-the-top-challenges-of-ux-ui-design-in-blockchain-and-how-to-tackle-them

REFERENCE 3

Simplifying Wallets and Blockchain Access: An article from TheStreet highlights that for Web3 to achieve mainstream adoption, the integration into daily life must be seamless. Simplifying wallets and blockchain access is crucial to make the technology more user-friendly and approachable for the masses.

https://www.thestreet.com/crypto/innovation/why-web3-adoption-hinges-on-simplifying-wallets-and-blockchain-access