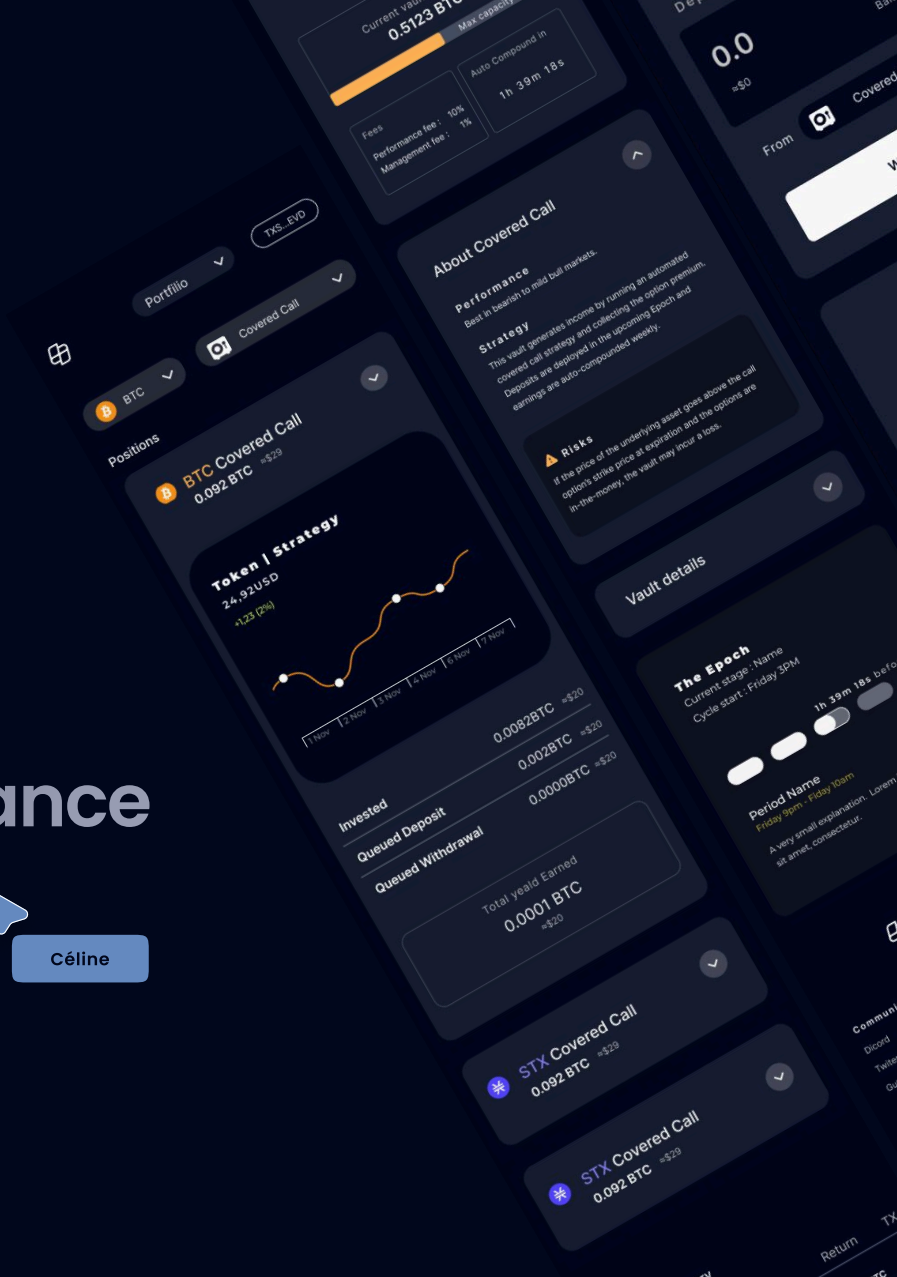
Hermetica

UX Case Study

# Hermetica
# A web 3.0 finance application



## What is Hermetica ?

Hermetica is a financial platform that allows users to deposit Crypto into secure digital vaults for a set period, with the potential to earn yield on their crypto assets.

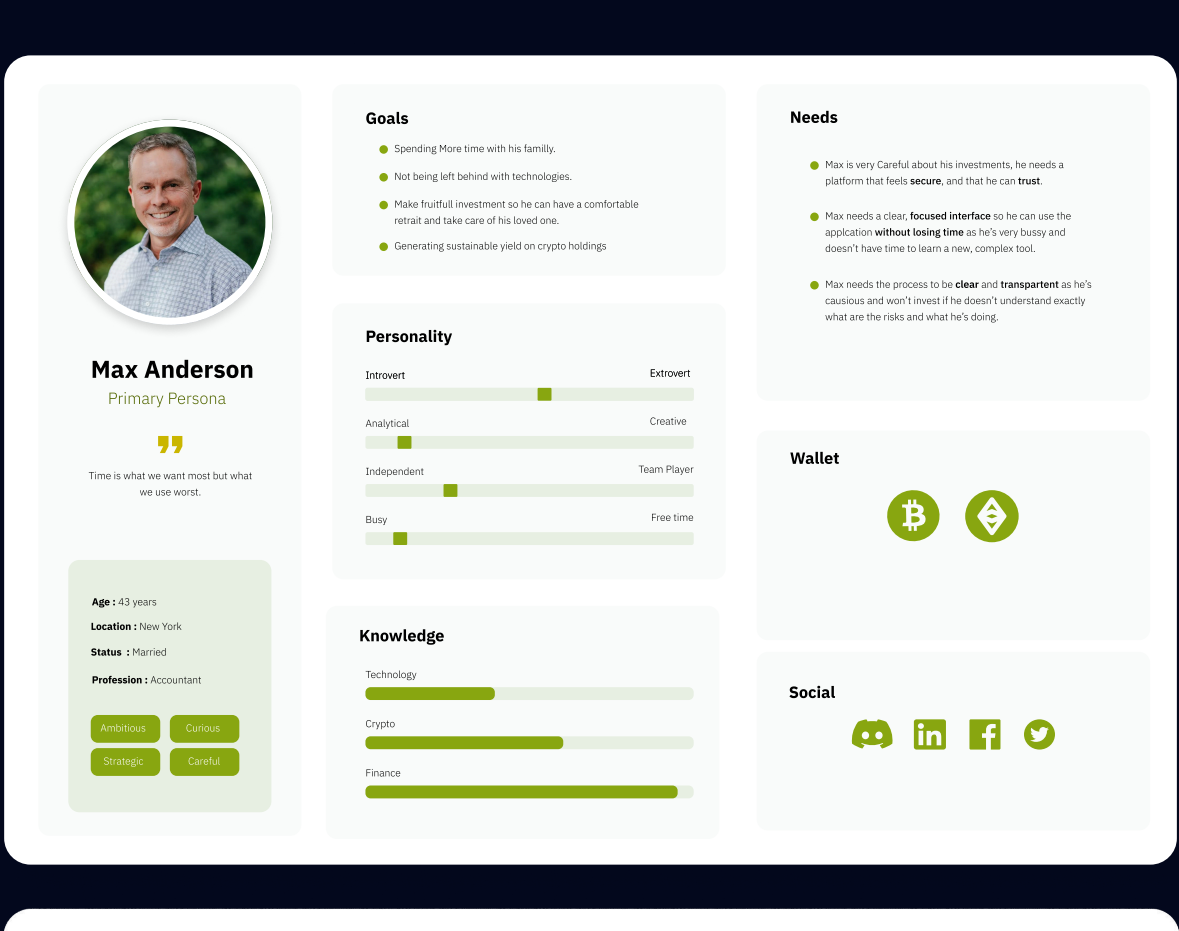
## Our Process

- Empathize
- Define
- Ideate
- Design

## Product Users

Hermetica primarily targets users with basic knowledge of finance and cryptocurrency, looking for simple and secure ways to generate yild.

## User Persona



**Max Anderson**
Primary Persona

"Time is what we want most but what we use worst."

Age : 43 years
Location : New York
Status : Married
Profession : Accountant

Ambitious · Curious · Strategic · Careful

**Goals**
- Spending More time with his family.
- Not being left behind with technologies.
- Make fruitful investment so he can have a comfortable retrait and take care of his loved one.
- Generating sustainable yield on crypto holdings

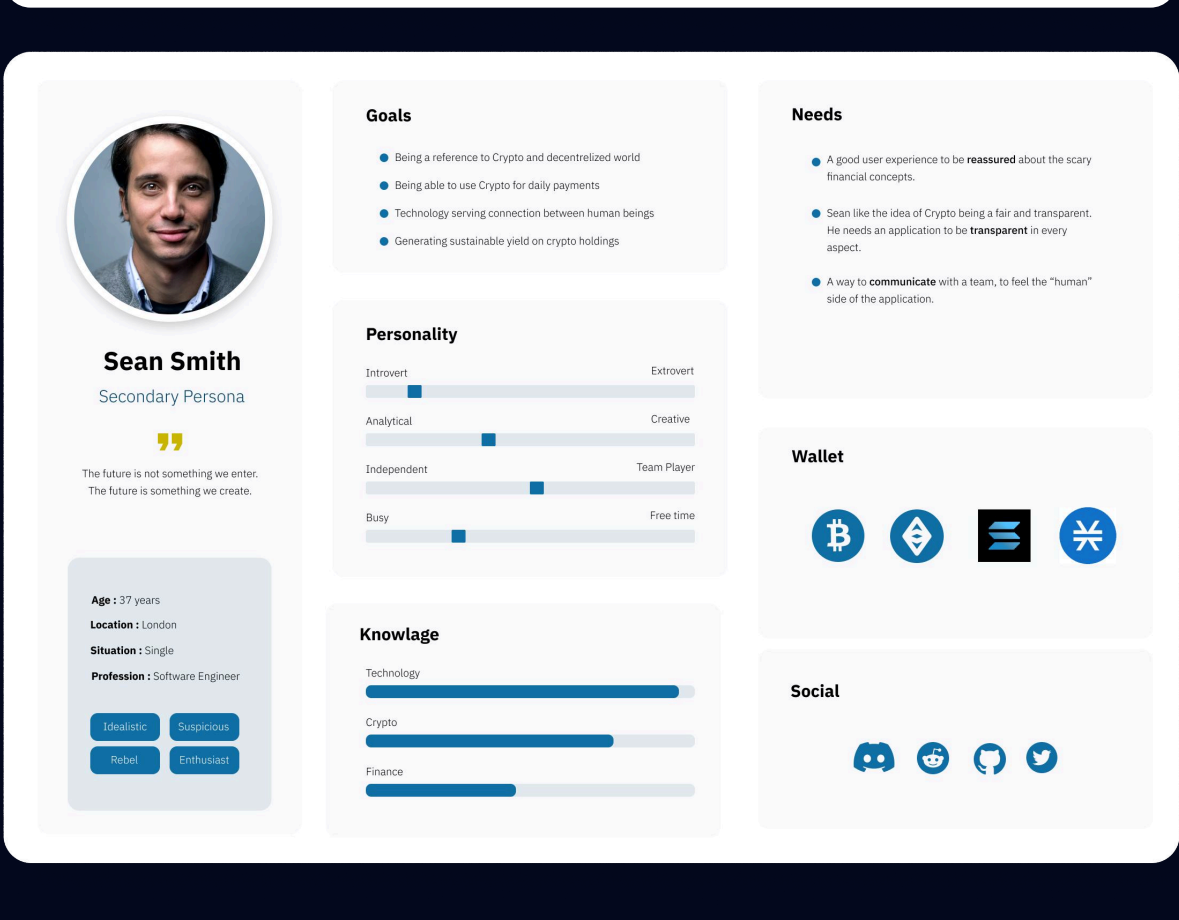
**Personality**
Introvert – Extrovert
Analytical – Creative
Independent – Team Player
Busy – Free time

**Knowledge**
Technology
Crypto
Finance

**Needs**
- Max is very Careful about his investments, he needs a platform that feels **secure**, and that he can **trust**.
- Max needs a clear, **focused interface** so he can use the application **without losing time** as he's very bussy and doesn't have time to learn a new, complex tool.
- Max needs the process to be **clear** and **transparent** as he's cautious and won't invest if he doesn't understand exactly what are the risks and what he's doing.

**Wallet**

**Social**



**Sean Smith**
Secondary Persona

"The future is not something we enter. The future is something we create."

Age : 37 years
Location : London
Situation : Single
Profession : Software Engineer

Idealistic · Suspicious · Rebel · Enthusiast

**Goals**
- Being a reference to Crypto and decentralized world
- Being able to use Crypto for daily payments
- Technology serving connection between human beings
- Generating sustainable yield on crypto holdings

**Personality**
Introvert – Extrovert
Analytical – Creative
Independent – Team Player
Busy – Free time

**Knowlage**
Technology
Crypto
Finance

**Needs**
- A good user experience to be **reassured** about the scary financial concepts.
- Sean like the idea of Crypto being a fair and transparent. He needs an application to be **transparent** in every aspect.
- A way to **communicate** with a team, to feel the "human" side of the application.

**Wallet**

**Social**

## Main User Needs

→ A platform that feels secure, and that the user can trust.

→ A focused interface so the user can use the applcation without losing time

→ A good user experience to be reassured about the "scary" financial concepts.

## Define

We uncovered key frictions: lack of trust in yield protocols, fear of scams, and confusion around DeFi mechanics.

## Objectives & Goals

- Build trust by emphasizing the security of the vault feature
- Ensure the interface is easy to navigate for novice and experienced crypto users

## Business Challenges

→ The cryptocurrency market is highly unpredictable
→ Building and maintaining trust
→ Convincing users to try out a new, untested financial platforme

## Features & Functionalities

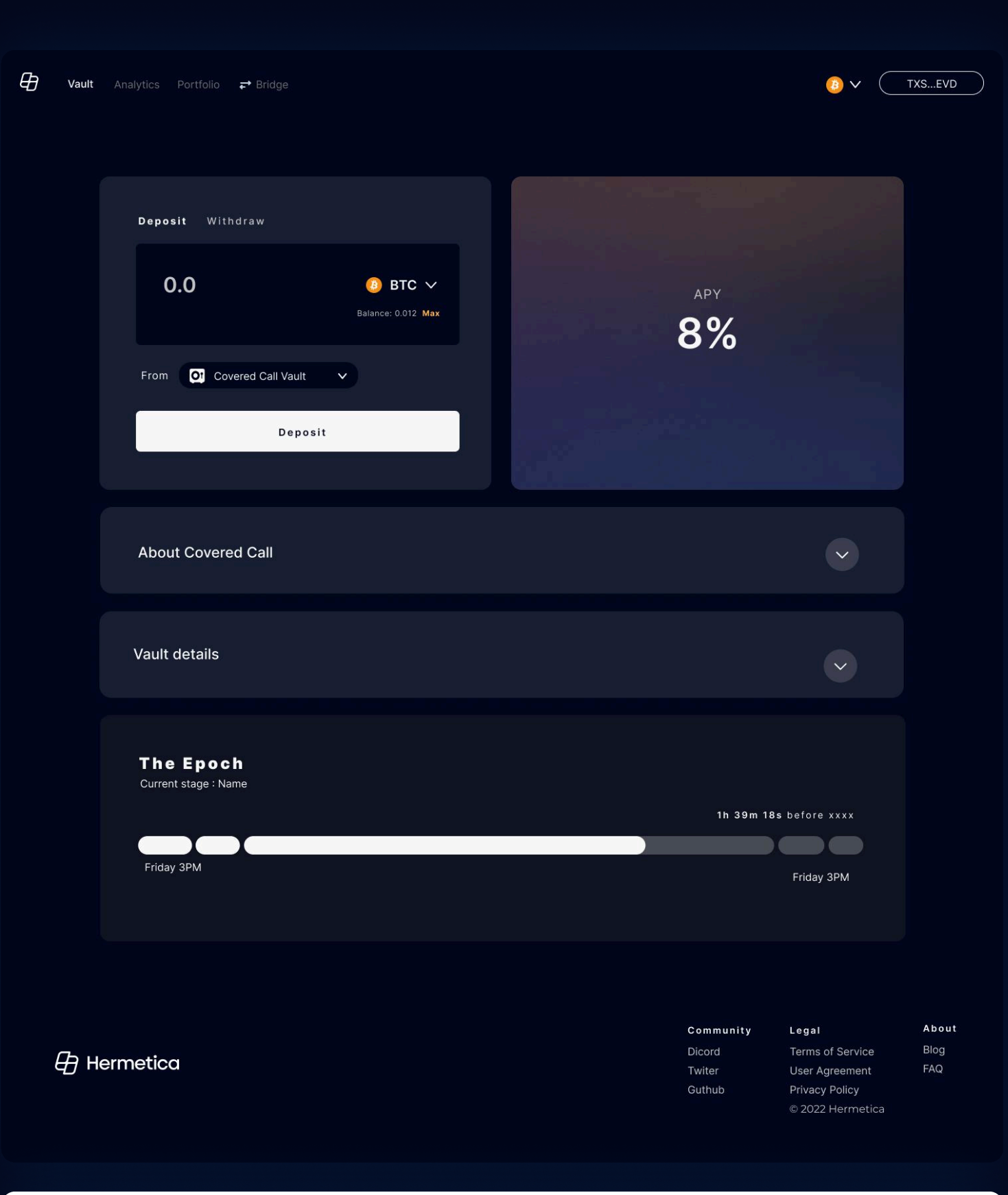
To resolve user needs

- Focus on secirity
- Direct access to the functionalities
- Clear communication

## Design

We designed a clean, trustworthy interface backed by a strong visual system, making Web3 features feel accessible and intuitive.

## Screens



Deposit Withdraw
0.0 BTC
Balance: 0.012 Max
From Covered Call Vault
Deposit

APY
8%

About Covered Call

Vault details

The Epoch
Current stage : Name
1h 39m 18s before xxxx
Friday 3PM
Friday 3PM

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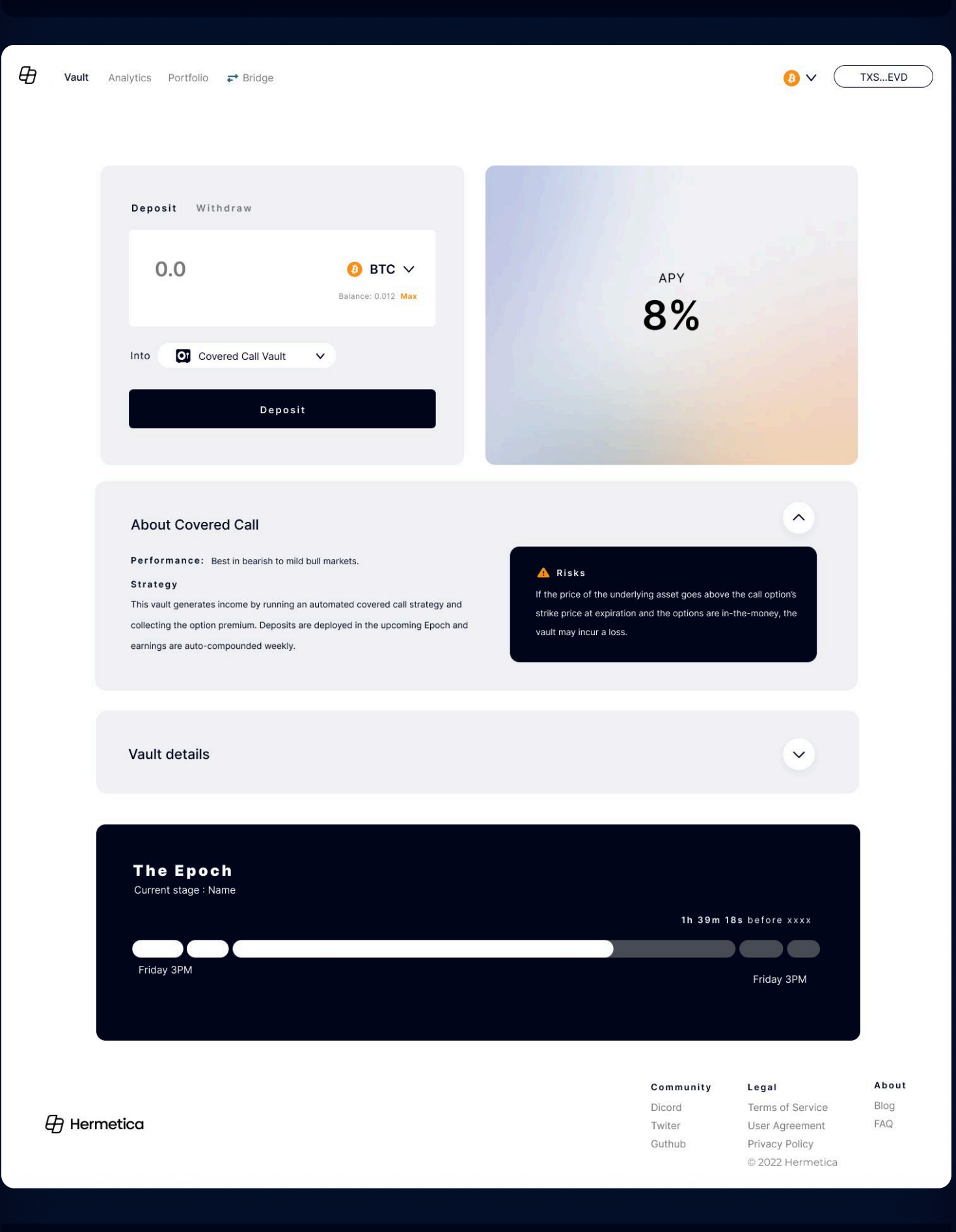

Deposit Withdraw
0.0 BTC
Balance: 0.012 Max
Into Covered Call Vault
Deposit

APY
8%

About Covered Call
Performance: Best in bearish to mild bull markets.
Strategy
This vault generates income by running an automated covered call strategy and collecting the option premium. Deposits are deployed in the upcoming Epoch and earnings are auto-compounded weekly.

Risks
If the price of the underlying asset goes above the call option's strike price at expiration and the options are in-the-money, the vault may incur a loss.

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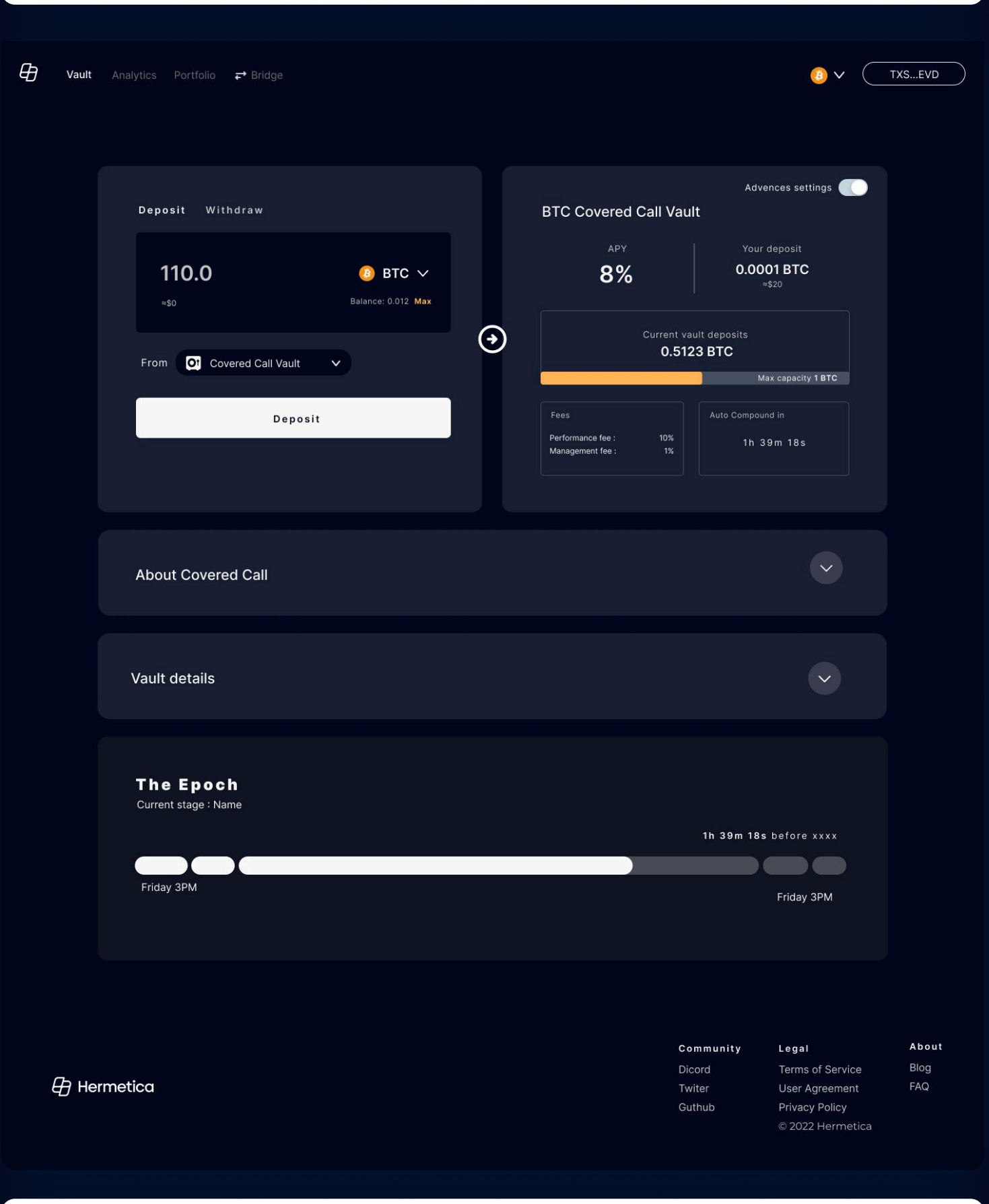

Deposit Withdraw
110.0 BTC
≈$0
Balance: 0.012 Max
From Covered Call Vault
Deposit

Advences settings
BTC Covered Call Vault
APY 8%
Your deposit 0.0001 BTC ≈$20
Current vault deposits 0.5123 BTC
Max capacity 1 BTC
Fees
Performance fee : 10%
Management fee : 1%
Auto Compound in 1h 39m 18s

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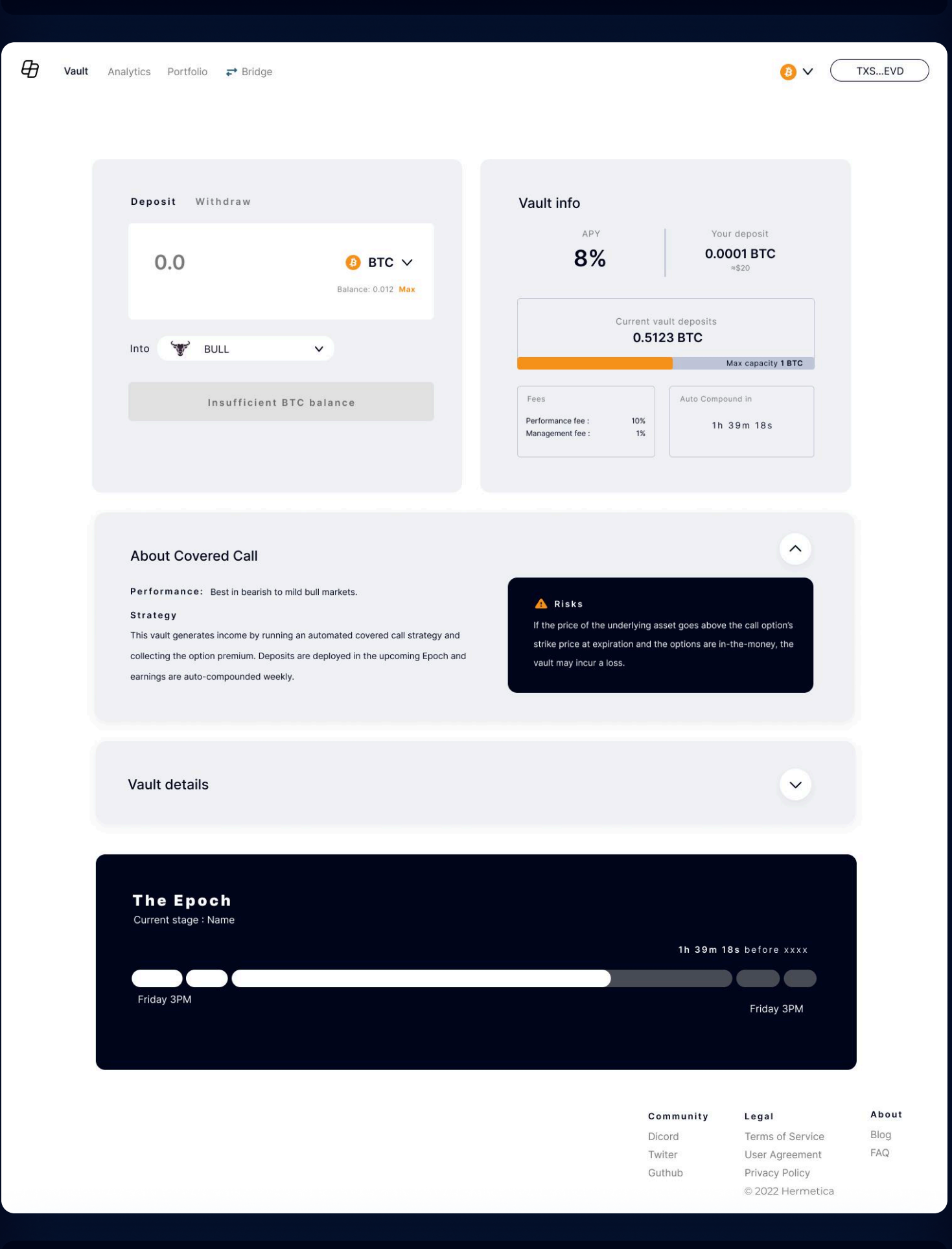

Deposit Withdraw
0.0 BTC
Balance: 0.012 Max
Into BULL
Insufficient BTC balance

Vault info
APY 8%
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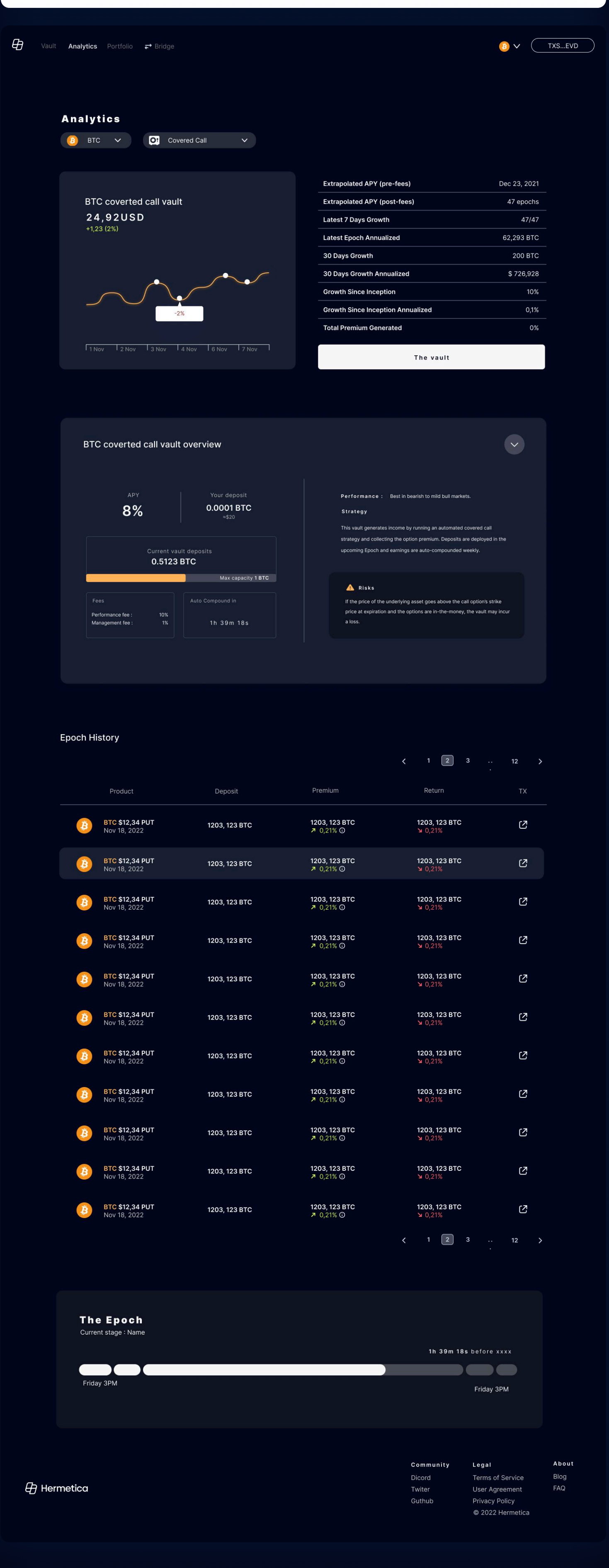

Analytics
BTC
Covered Call

BTC coverted call vault
24,92USD
+1,23 (2%)

| | |
|---|---|
| Extrapolated APY (pre-fees) | Dec 23, 2021 |
| Extrapolated APY (post-fees) | 47 epochs |
| Latest 7 Days Growth | 47/47 |
| Latest Epoch Annualized | 62,293 BTC |
| 30 Days Growth | 200 BTC |
| 30 Days Growth Annualized | $ 726,928 |
| Growth Since Inception | 10% |
| Growth Since Inception Annualized | 0,1% |
| Total Premium Generated | 0% |

The vault

BTC coverted call vault overview
APY 8%
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Current vault deposits 0.5123 BTC
Max capacity 1 BTC
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Epoch History

‹ 1 2 3 .. 12 ›

| Product | Deposit | Premium | Return | TX |
|---|---|---|---|---|
| BTC $12,34 PUT<br>Nov 18, 2022 | 1203, 123 BTC | 1203, 123 BTC<br>↗ 0,21% | 1203, 123 BTC<br>↘ 0,21% | ↗ |
| BTC $12,34 PUT<br>Nov 18, 2022 | 1203, 123 BTC | 1203, 123 BTC<br>↗ 0,21% | 1203, 123 BTC<br>↘ 0,21% | ↗ |
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| BTC $12,34 PUT<br>Nov 18, 2022 | 1203, 123 BTC | 1203, 123 BTC<br>↗ 0,21% | 1203, 123 BTC<br>↘ 0,21% | ↗ |
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‹ 1 2 3 .. 12 ›

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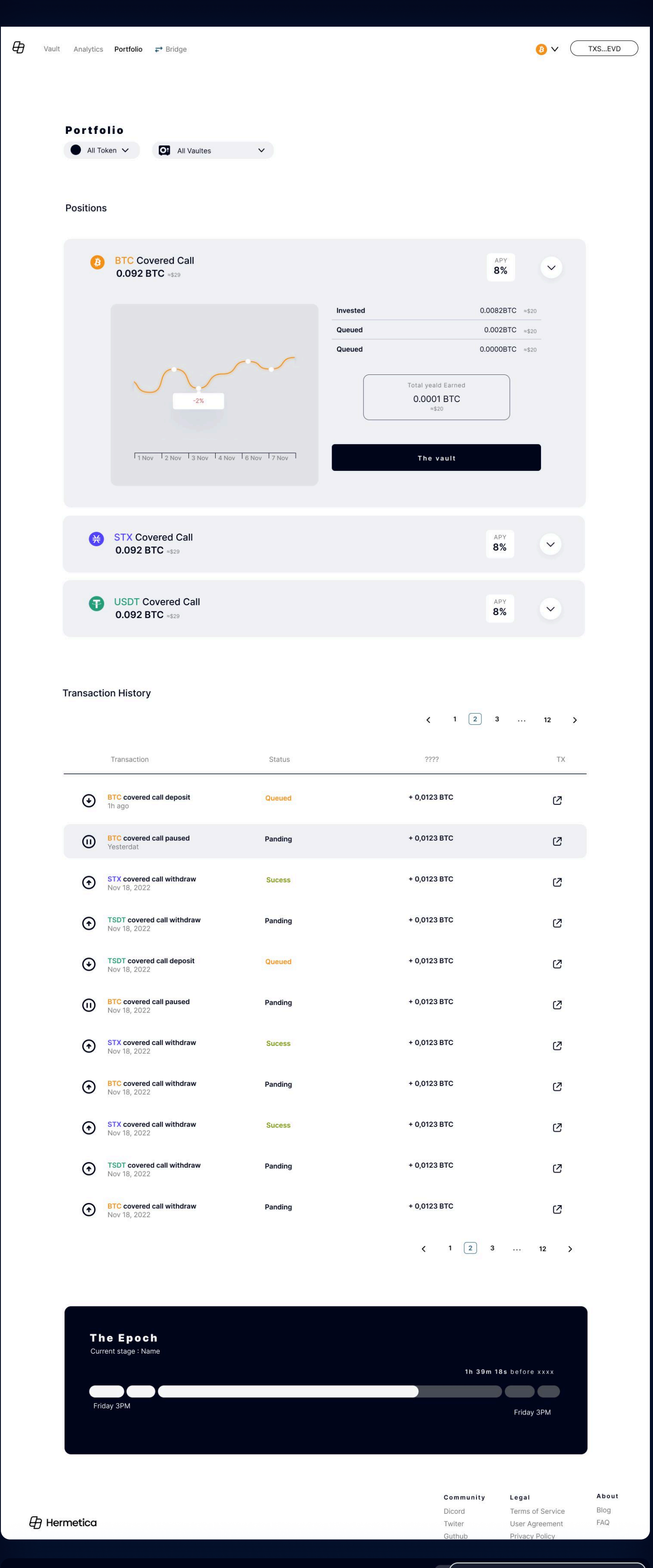

Portfolio
All Token
All Vaultes

Positions

BTC Covered Call
0.092 BTC ≈$29
APY 8%

| | | |
|---|---|---|
| Invested | 0.0082BTC | ≈$20 |
| Queued | 0.002BTC | ≈$20 |
| Queued | 0.0000BTC | ≈$20 |

Total yeald Earned
0.0001 BTC
≈$20

The vault

STX Covered Call
0.092 BTC ≈$29
APY 8%

USDT Covered Call
0.092 BTC ≈$29
APY 8%

Transaction History

‹ 1 2 3 … 12 ›

| Transaction | Status | ???? | TX |
|---|---|---|---|
| BTC covered call deposit<br>1h ago | Queued | + 0,0123 BTC | ↗ |
| BTC covered call paused<br>Yesterdat | Panding | + 0,0123 BTC | ↗ |
| STX covered call withdraw<br>Nov 18, 2022 | Sucess | + 0,0123 BTC | ↗ |
| TSDT covered call withdraw<br>Nov 18, 2022 | Panding | + 0,0123 BTC | ↗ |
| TSDT covered call deposit<br>Nov 18, 2022 | Queued | + 0,0123 BTC | ↗ |
| BTC covered call paused<br>Nov 18, 2022 | Panding | + 0,0123 BTC | ↗ |
| STX covered call withdraw<br>Nov 18, 2022 | Sucess | + 0,0123 BTC | ↗ |
| BTC covered call withdraw<br>Nov 18, 2022 | Panding | + 0,0123 BTC | ↗ |
| STX covered call withdraw<br>Nov 18, 2022 | Sucess | + 0,0123 BTC | ↗ |
| TSDT covered call withdraw<br>Nov 18, 2022 | Panding | + 0,0123 BTC | ↗ |
| BTC covered call withdraw<br>Nov 18, 2022 | Panding | + 0,0123 BTC | ↗ |

‹ 1 2 3 … 12 ›

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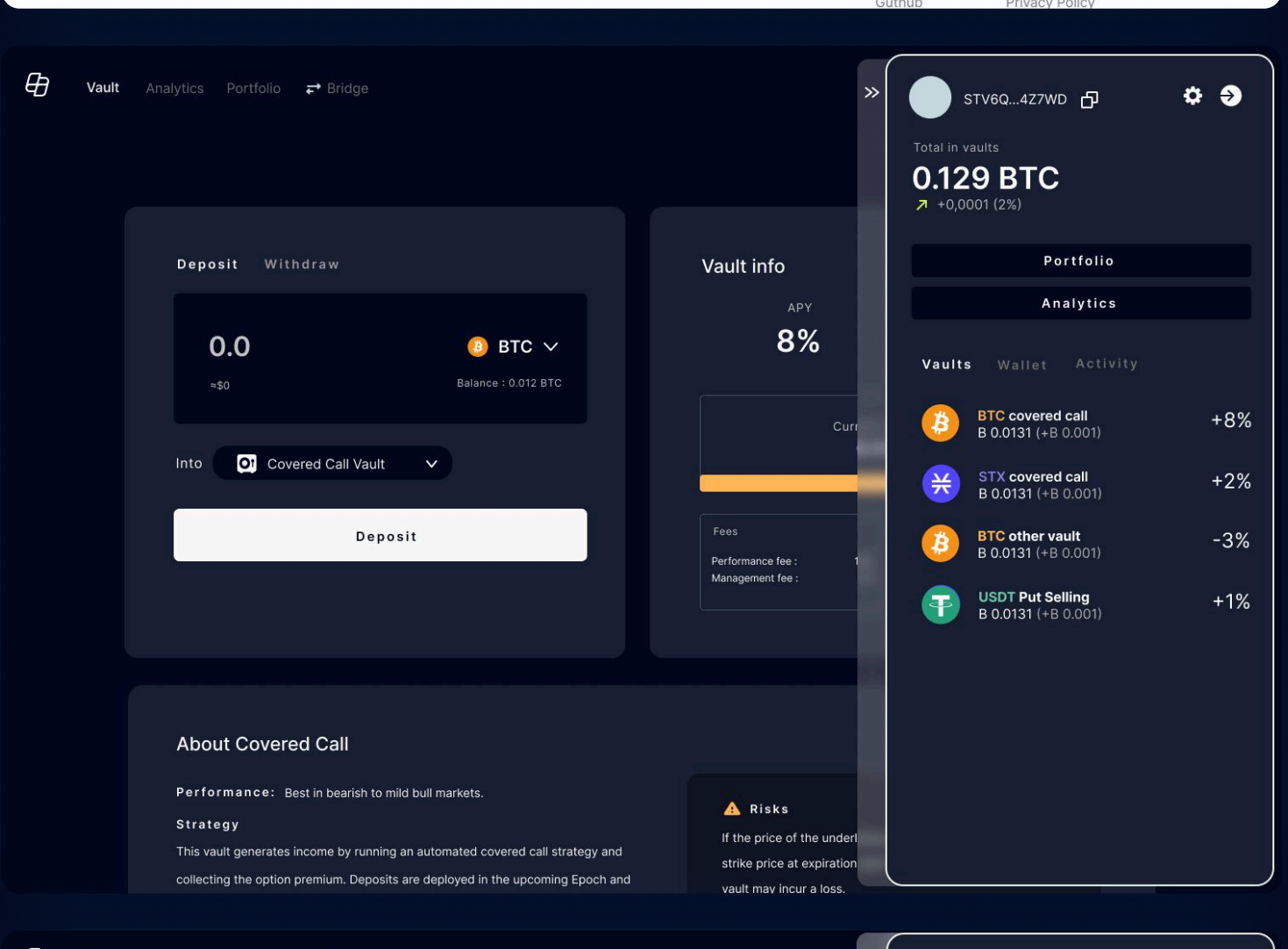

Deposit Withdraw
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Balance : 0.012 BTC
Into Covered Call Vault
Deposit

Vault info
APY 8%
Fees
Performance fee :
Management fee :

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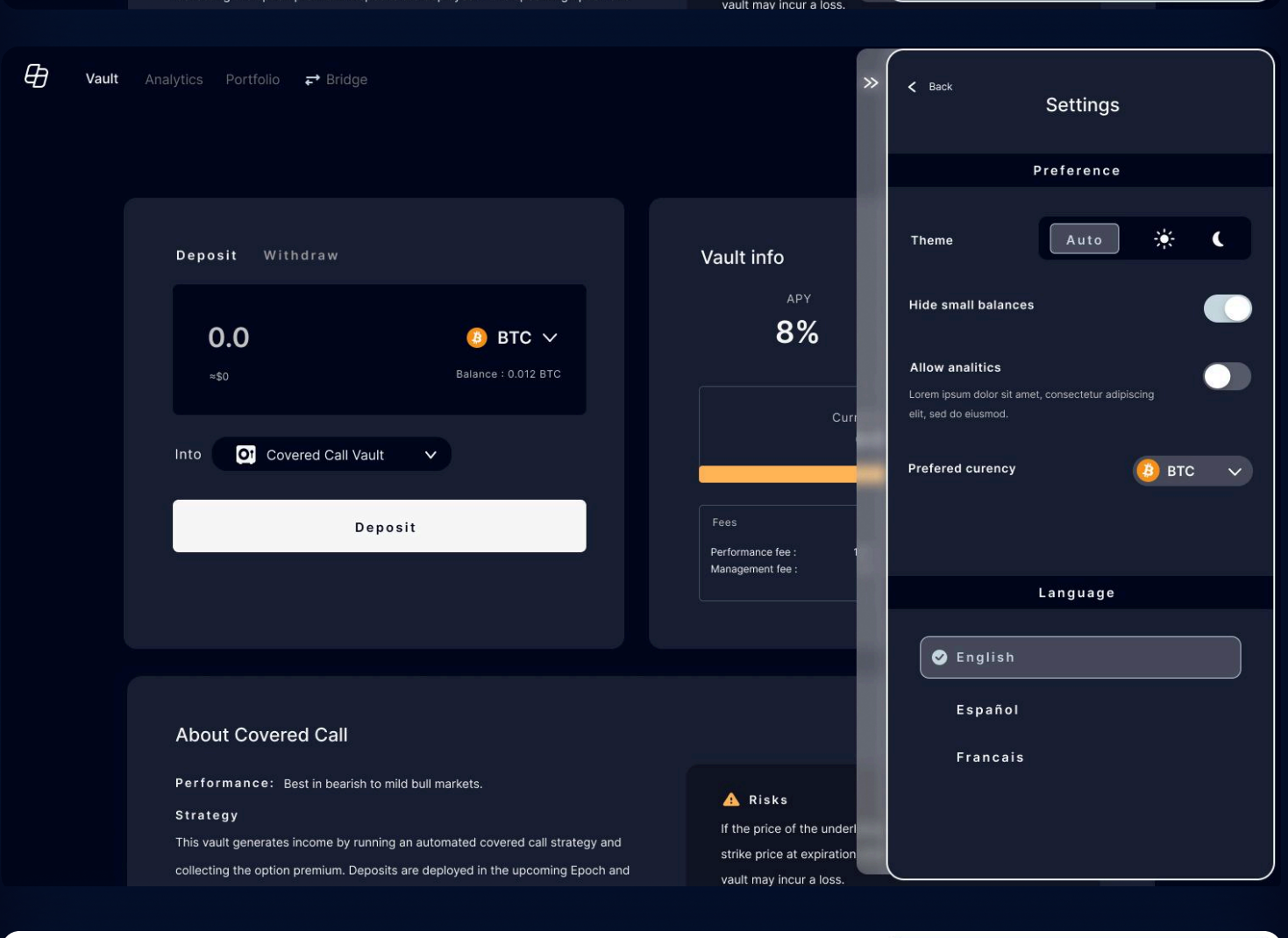
STV6Q...4Z7WD
Total in vaults
0.129 BTC
↗ +0,0001 (2%)
Portfolio
Analytics
Vaults Wallet Activity

| | |
|---|---|
| BTC covered call<br>B 0.0131 (+B 0.001) | +8% |
| STX covered call<br>B 0.0131 (+B 0.001) | +2% |
| BTC other vault<br>B 0.0131 (+B 0.001) | -3% |
| USDT Put Selling<br>B 0.0131 (+B 0.001) | +1% |



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Deposit

Vault info
APY 8%

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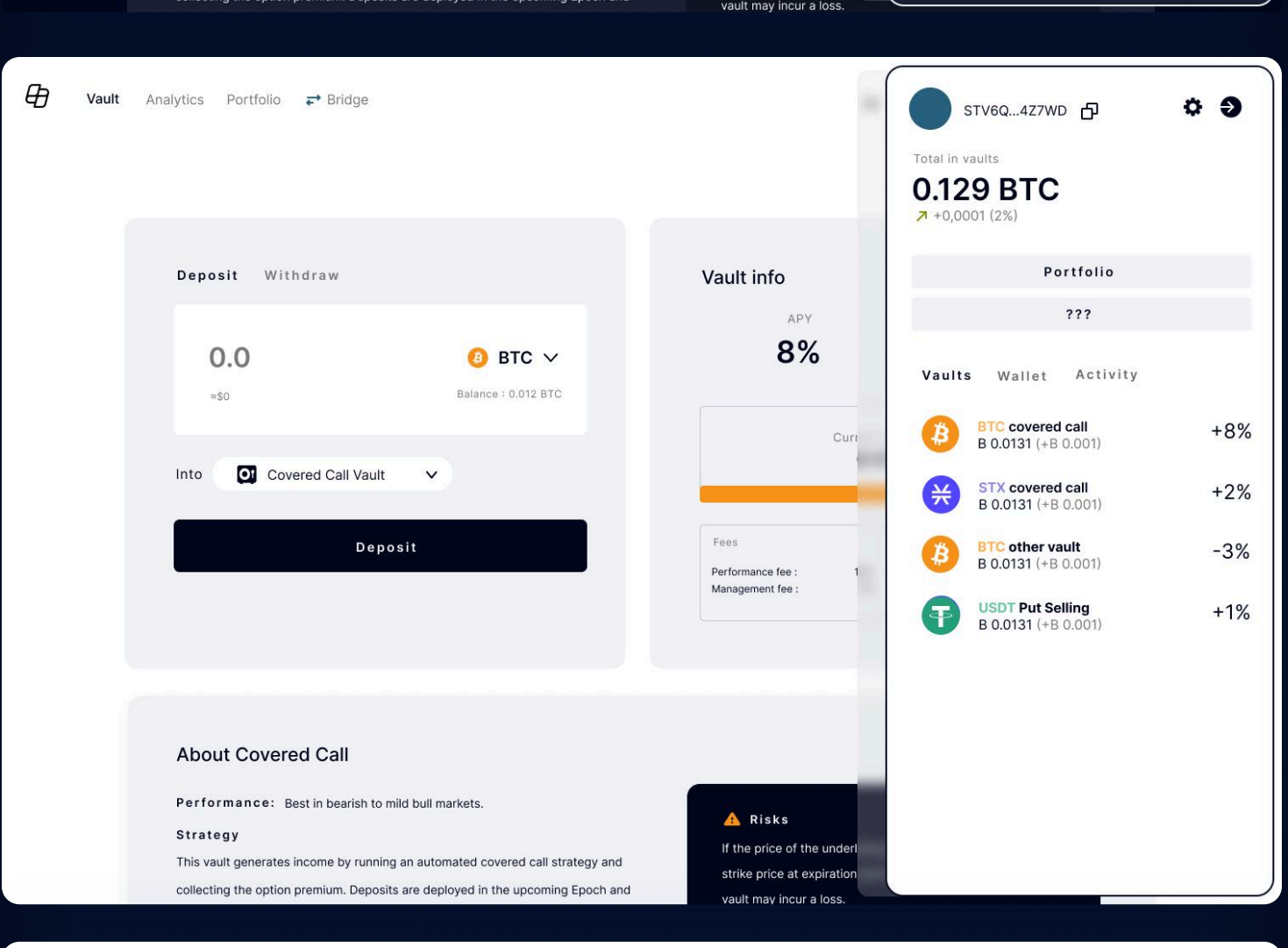
Back
Settings
Preference
Theme: Auto
Hide small balances
Allow analitics
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.
Prefered curency: BTC
Language
English
Español
Francais



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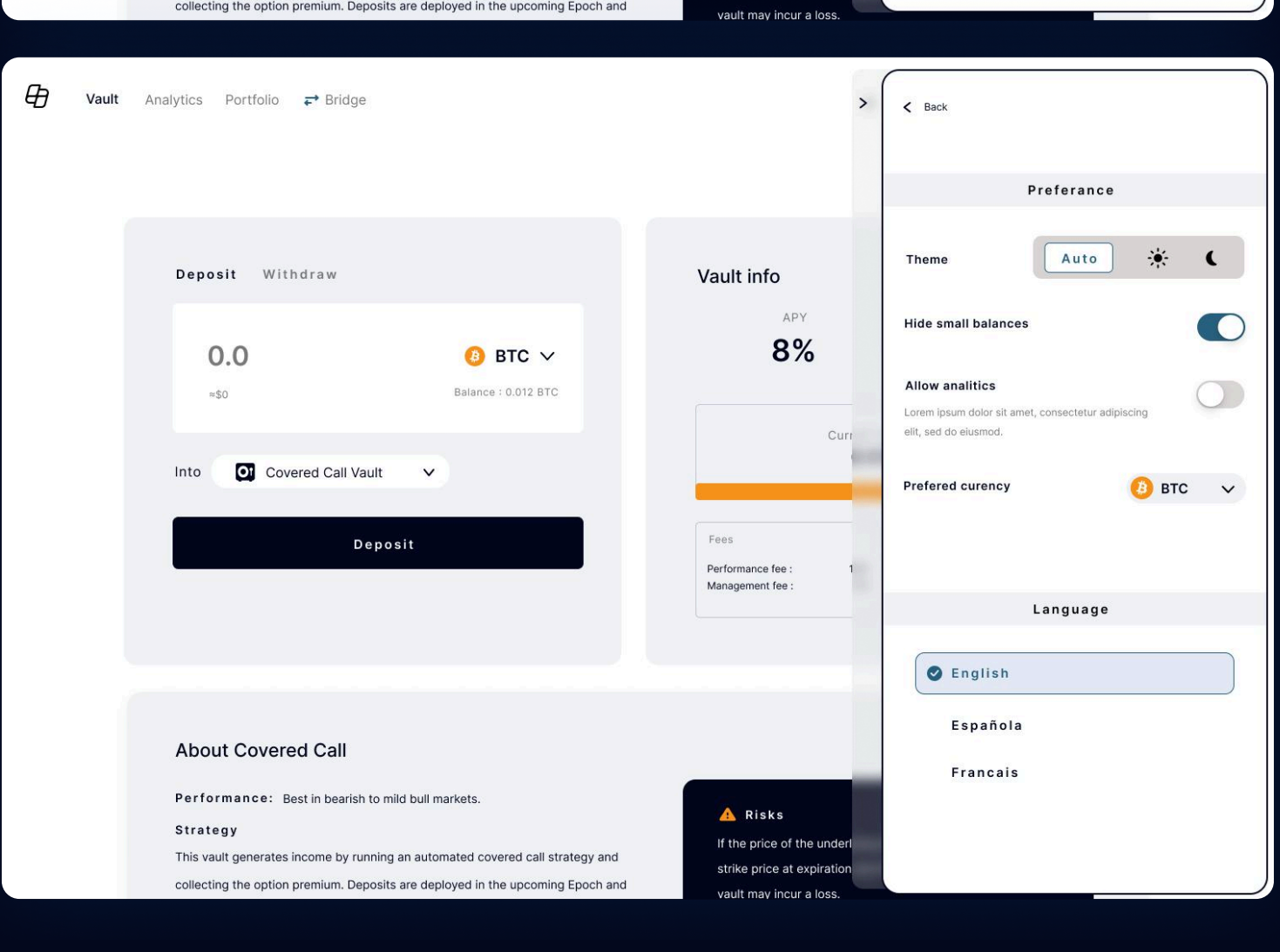

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.
Prefered curency: BTC
Language
English
Española
Francais

# Thank You
# For Watching