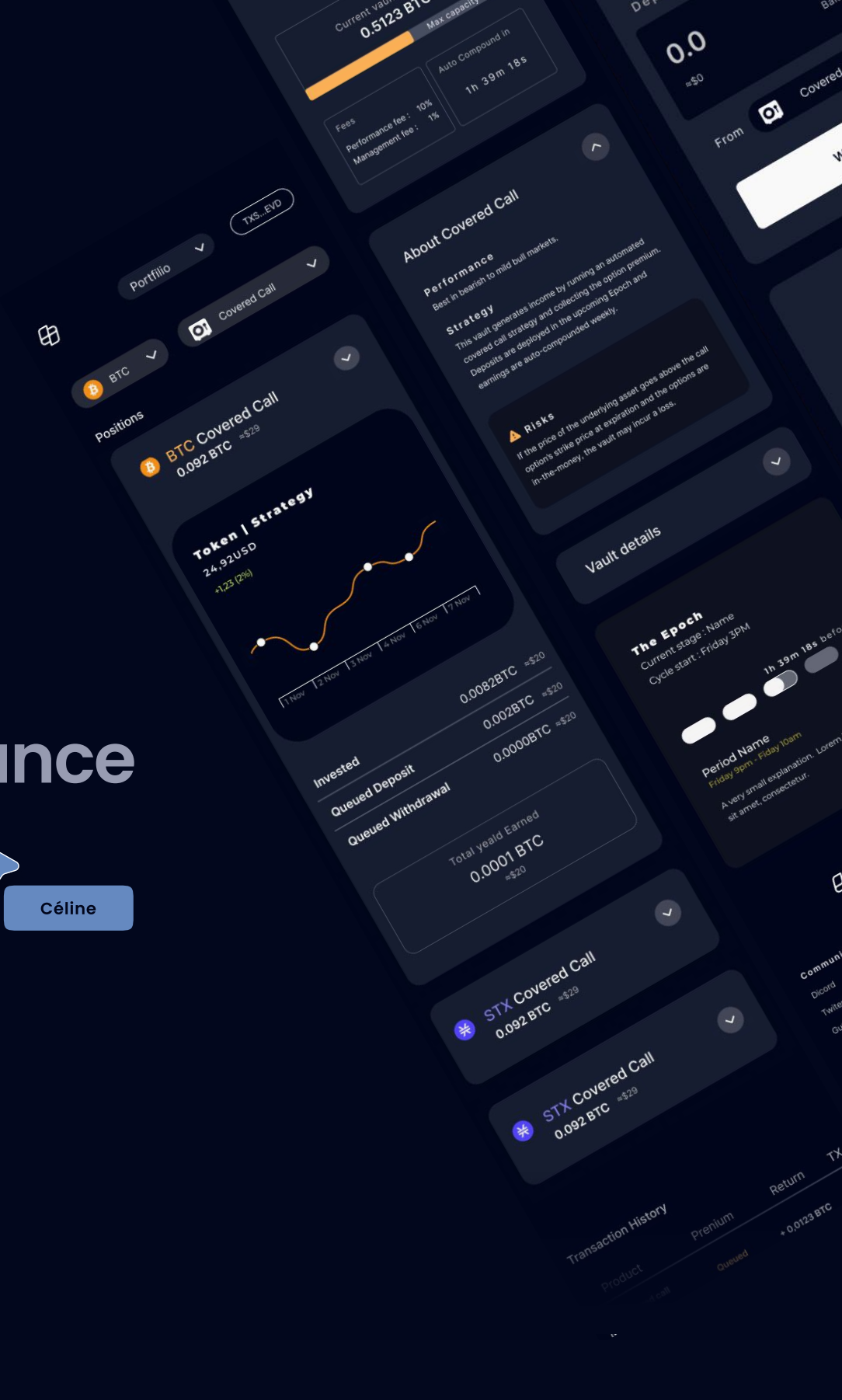
Hermetica


Portfolio
BTC
Covered Call
Positions
BTC Covered Call
0.092 BTC
Token | Strategy
24,92USD
Invested
Queued Deposit
Queued Withdrawal
Total yeald Earned
0.0001 BTC
STX Covered Call
0.092 BTC
STX Covered Call
0.092 BTC
Transaction History
About Covered Call
Performance
Strategy
Risks
Vault details
The Epoch
Current stage : Name
Period Name
0.5123 BTC
0.0

UX Case Study

Hermetica
A web 3.0 finance application

Céline

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.

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

Our Process

Discover

Define

Ideate

Design

Business Challenges

→ The cryptocurrency market is highly unpredictable

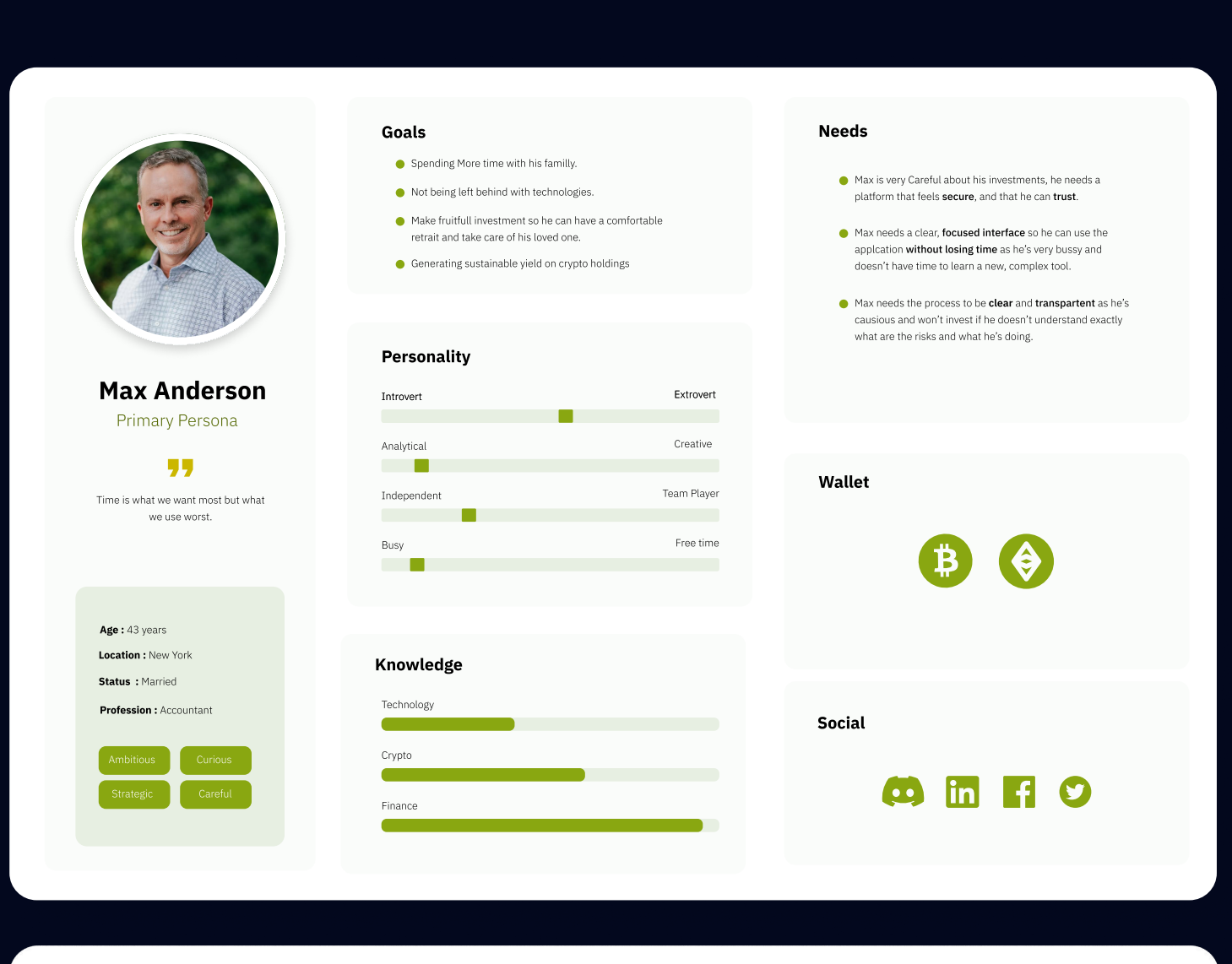
→ Building and maintaining trust

→ Convincing users to try out a new, untested financial platforme

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 familly.
- Not being left behind with technologies.
- Make fruitfull investment so he can have a comfortable retrait and take care of his loved one.
- Generating sustainable yield on crypto holdings

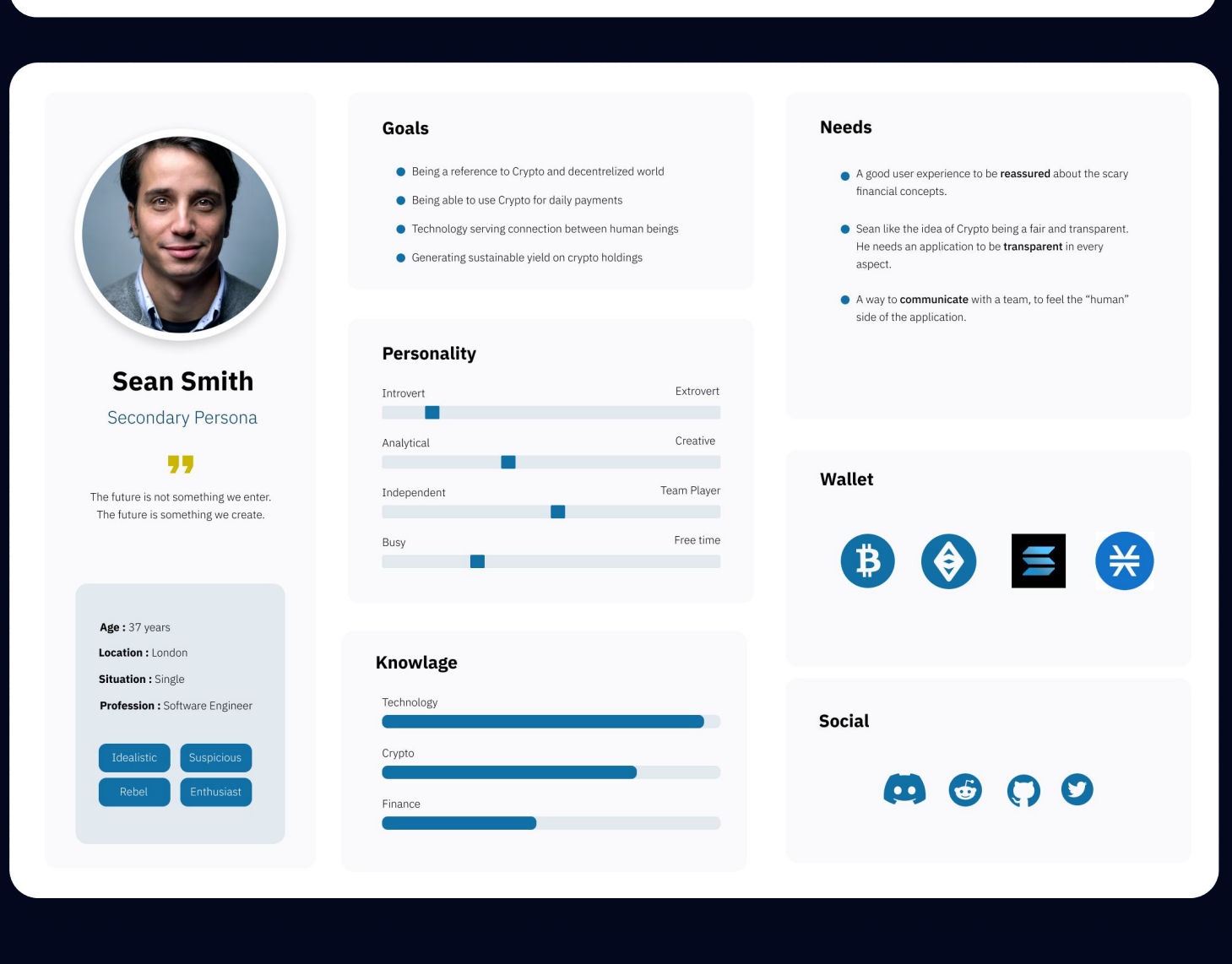
Personality
Introvert
Extrovert
Analytical
Creative
Independent
Team Player
Busy
Free time

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 causious 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 decentrelized 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.

Features & Functionalities

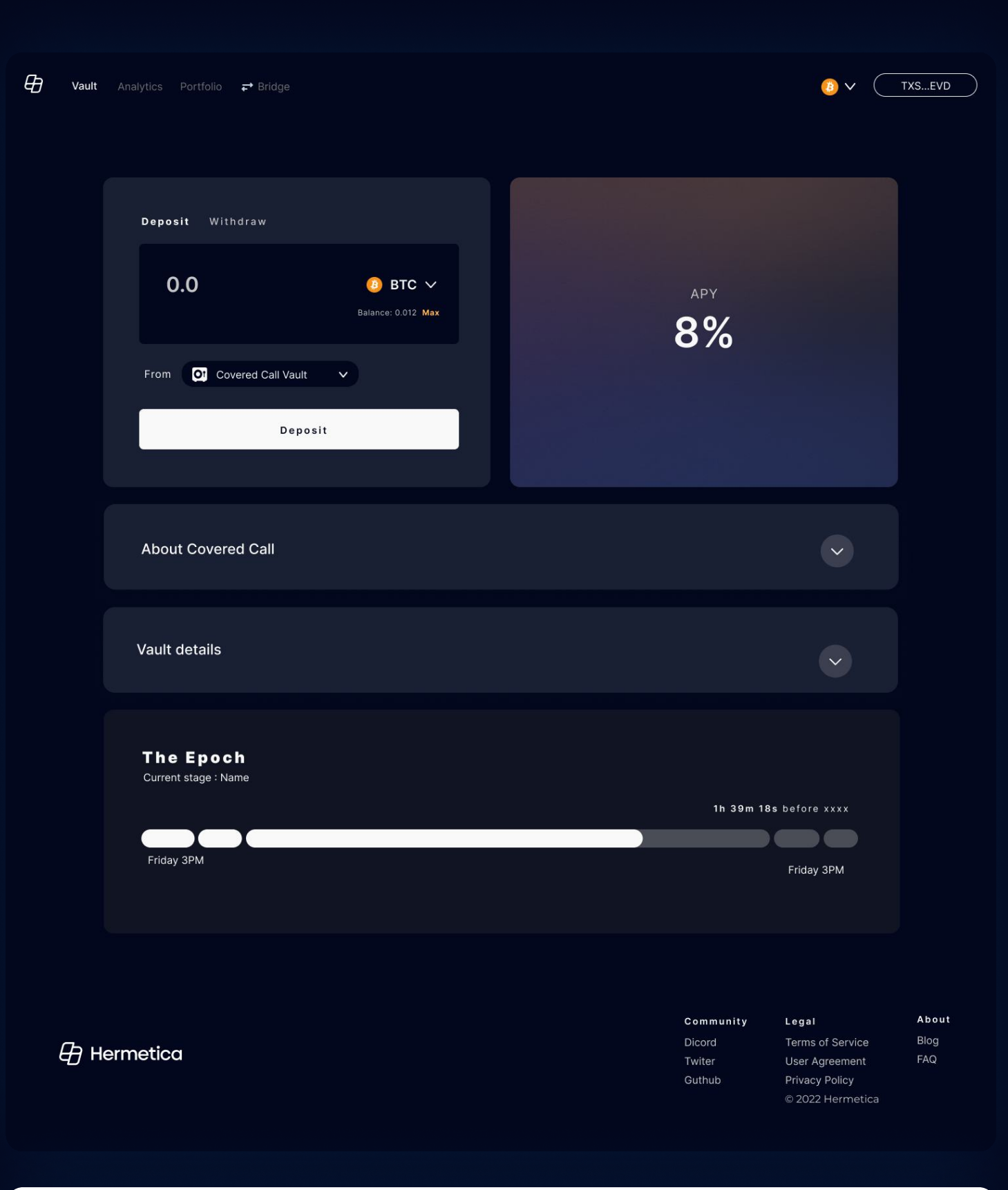
To resolve user needs

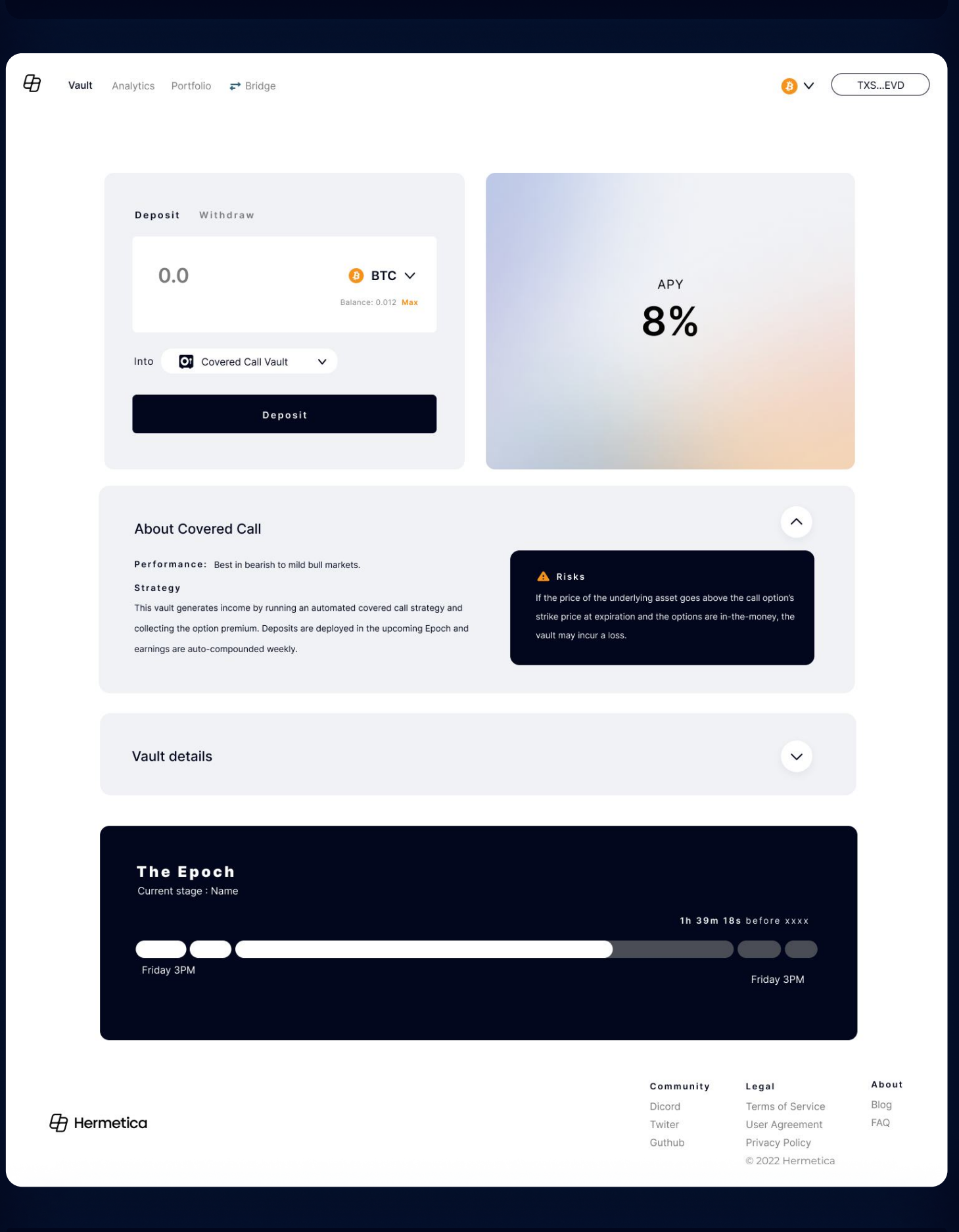
Focus on secirity

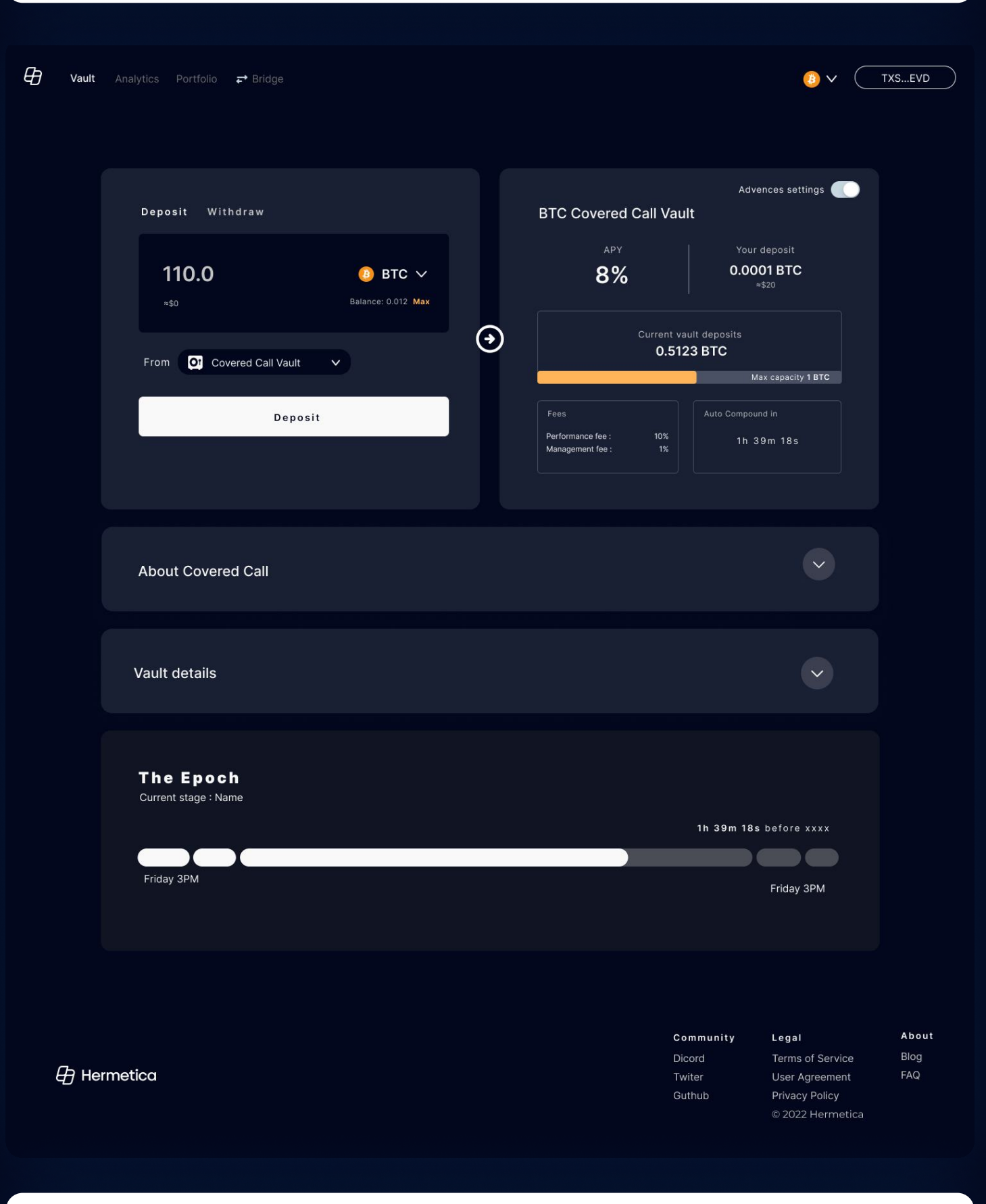
Direct access to the functionalities

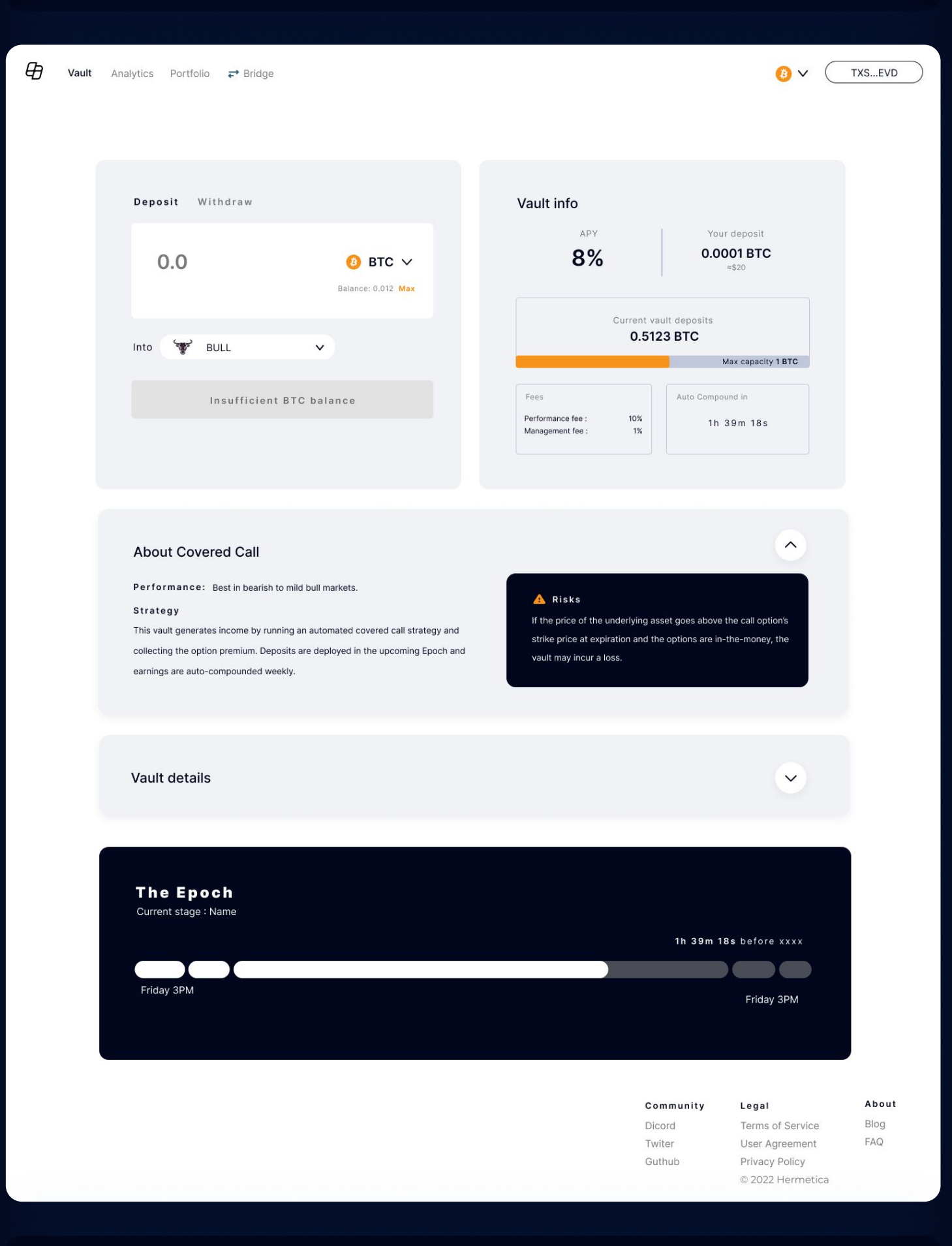
Clear communication

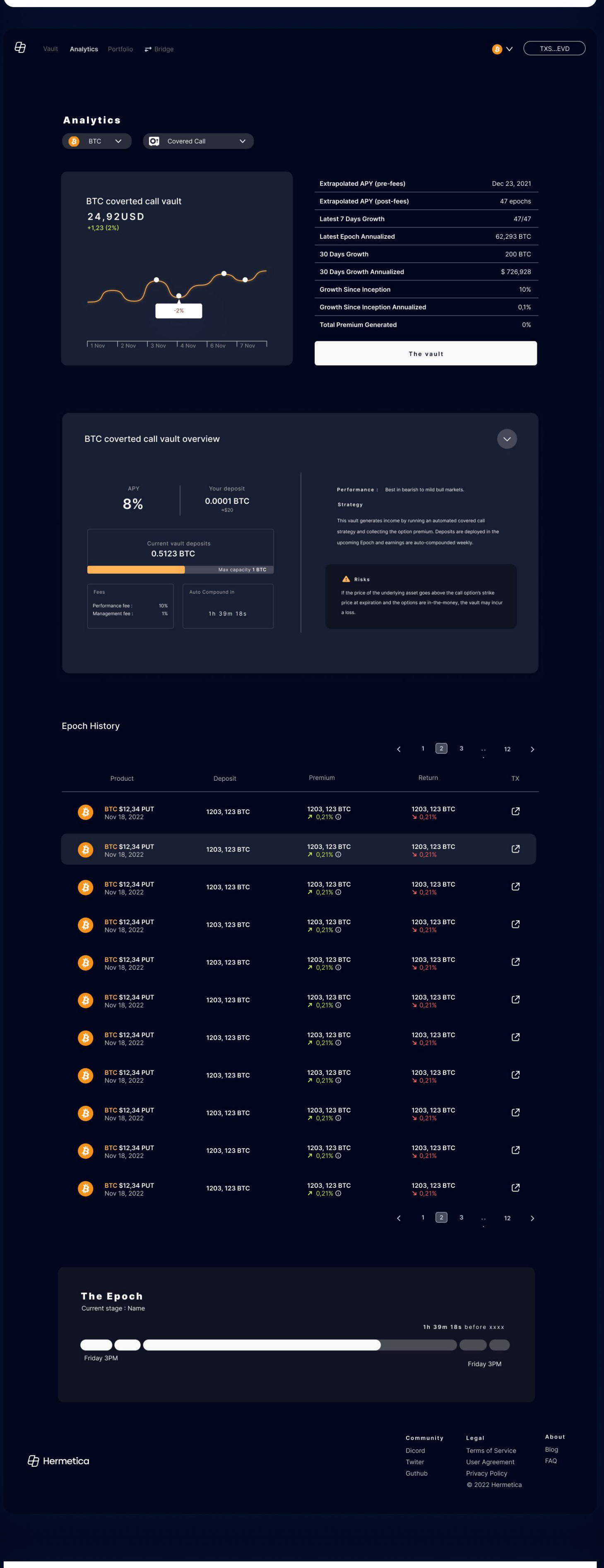
Screens

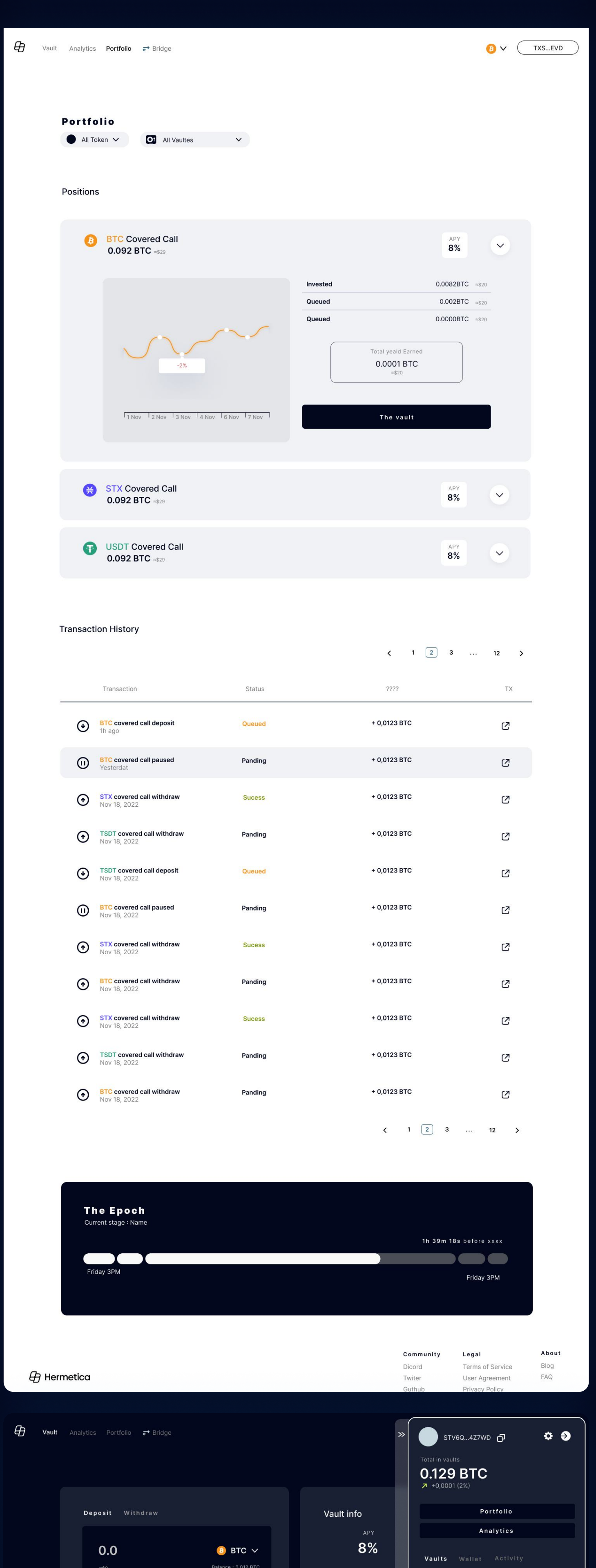

Vault
Analytics
Portfolio
Bridge
TXS...EVD
Deposit
Withdraw
0.0
BTC
From
Covered Call Vault
Deposit
APY
8%
About Covered Call
Vault details
The Epoch
Current stage : Name
Friday 3PM
Hermetica
Community
Discord
Twitter
Github
Legal
Terms of Service
User Agreement
Privacy Policy
© 2022 Hermetica
About
Blog
FAQ


Deposit
Withdraw
0.0
BTC
Covered Call Vault
Deposit
APY
8%
About Covered Call
Performance
Strategy
Risks
Vault details
The Epoch
Current stage : Name
Hermetica


Deposit
Withdraw
110.0
BTC
Covered Call Vault
Deposit
BTC Covered Call Vault
Advances settings
APY
8%
Your deposit
0.0001 BTC
Current vault deposits
0.5123 BTC
About Covered Call
Vault details
The Epoch
Current stage : Name
Hermetica


Deposit
Withdraw
0.0
BTC
Insufficient BTC balance
Vault info
APY
8%
Your deposit
0.0001 BTC
Current vault deposits
0.5123 BTC
About Covered Call
Performance
Strategy
Risks
Vault details
The Epoch
Current stage : Name


Analytics
BTC
Covered Call
BTC covered call vault
24,92USD
Extrapolated APY (pre-fees)
Extrapolated APY (post-fees)
Latest 7 Days Growth
Latest Epoch Annualized
30 Days Growth
30 Days Growth Annualized
Growth Since Inception
Growth Since Inception Annualized
Total Premium Generated
The vault
BTC coverted call vault overview
APY
8%
Your deposit
0.0001 BTC
Current vault deposits
0.5123 BTC
Epoch History
Product
Deposit
Premium
Return
The Epoch
Current stage : Name
Hermetica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Queued
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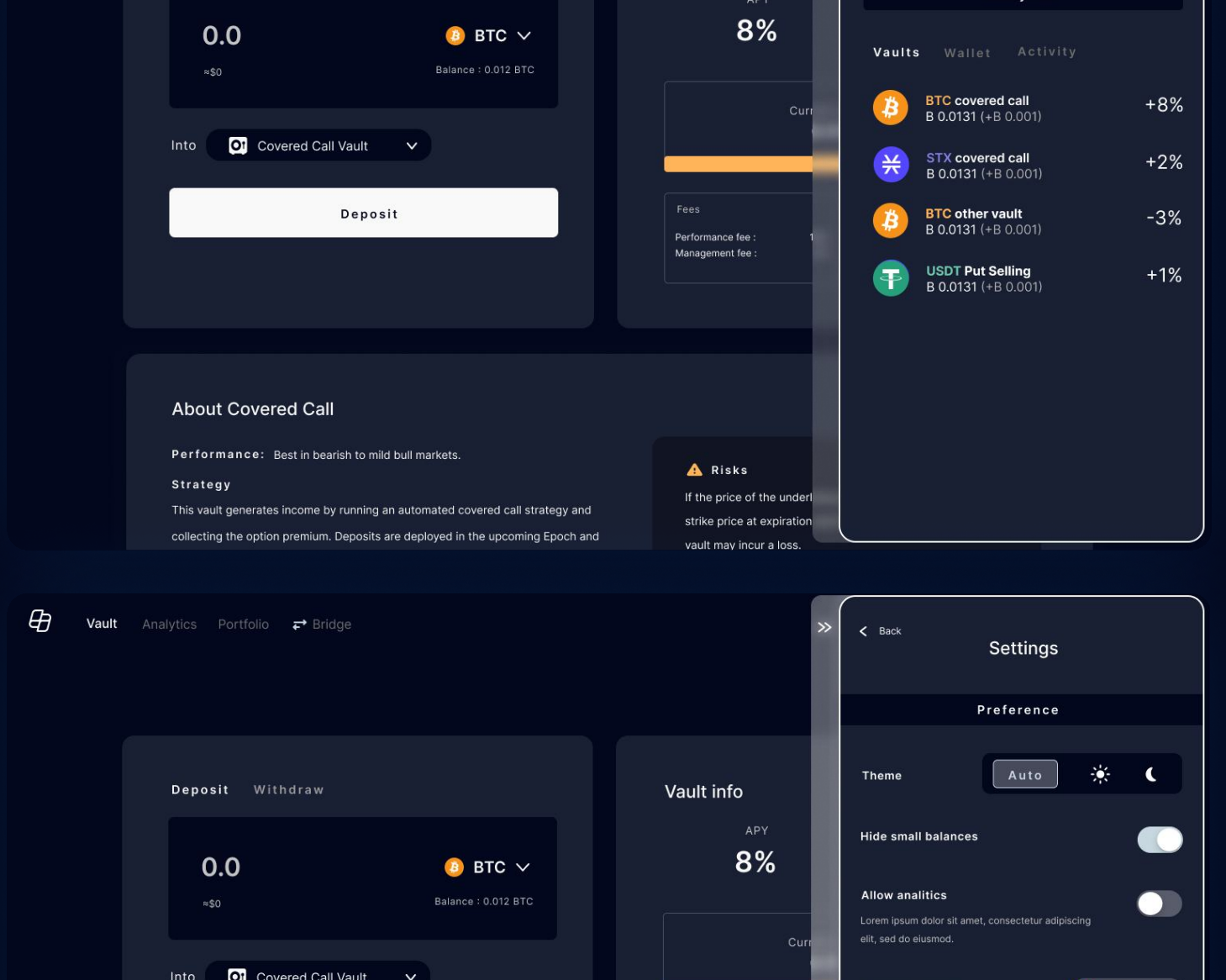
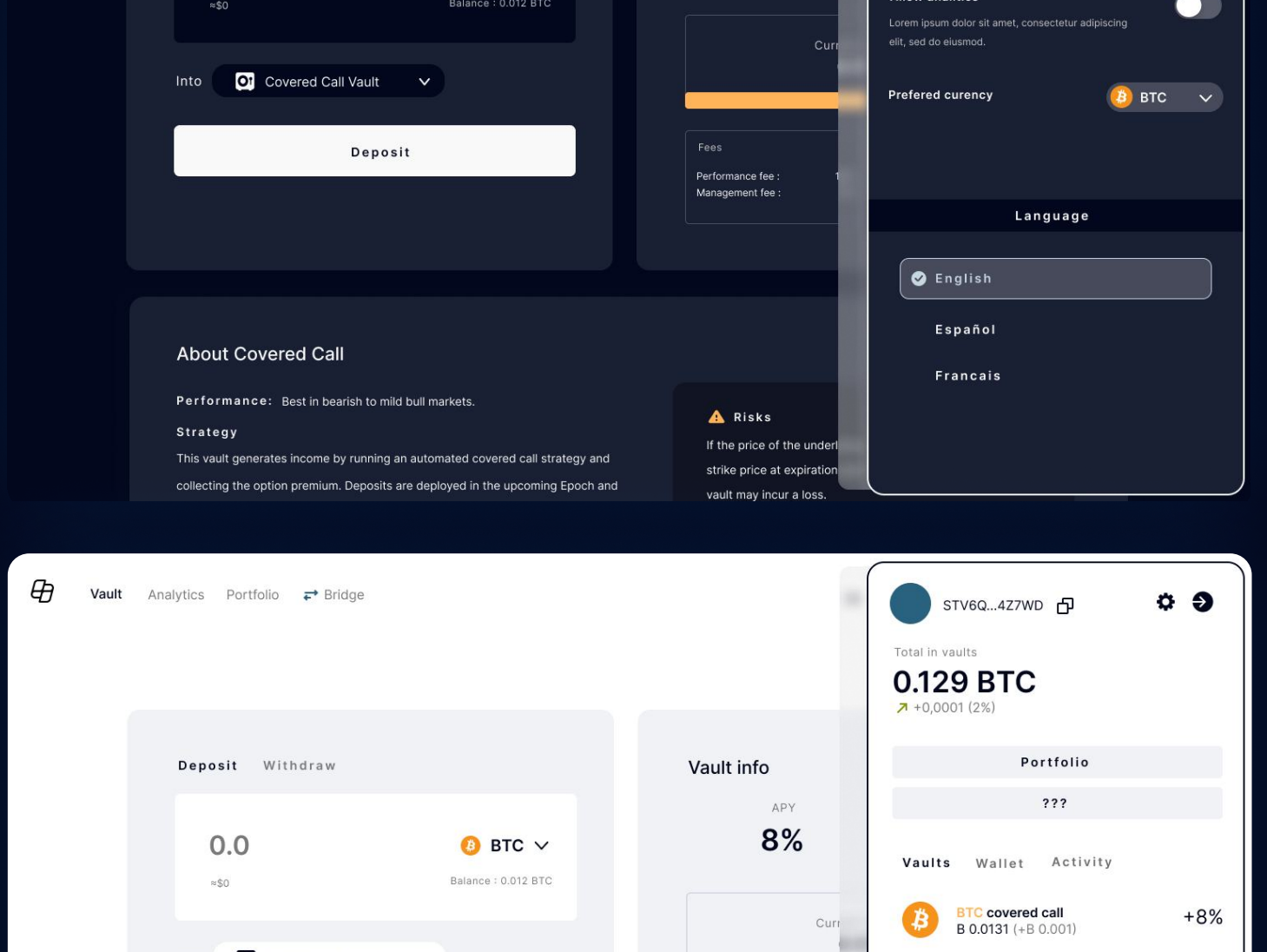
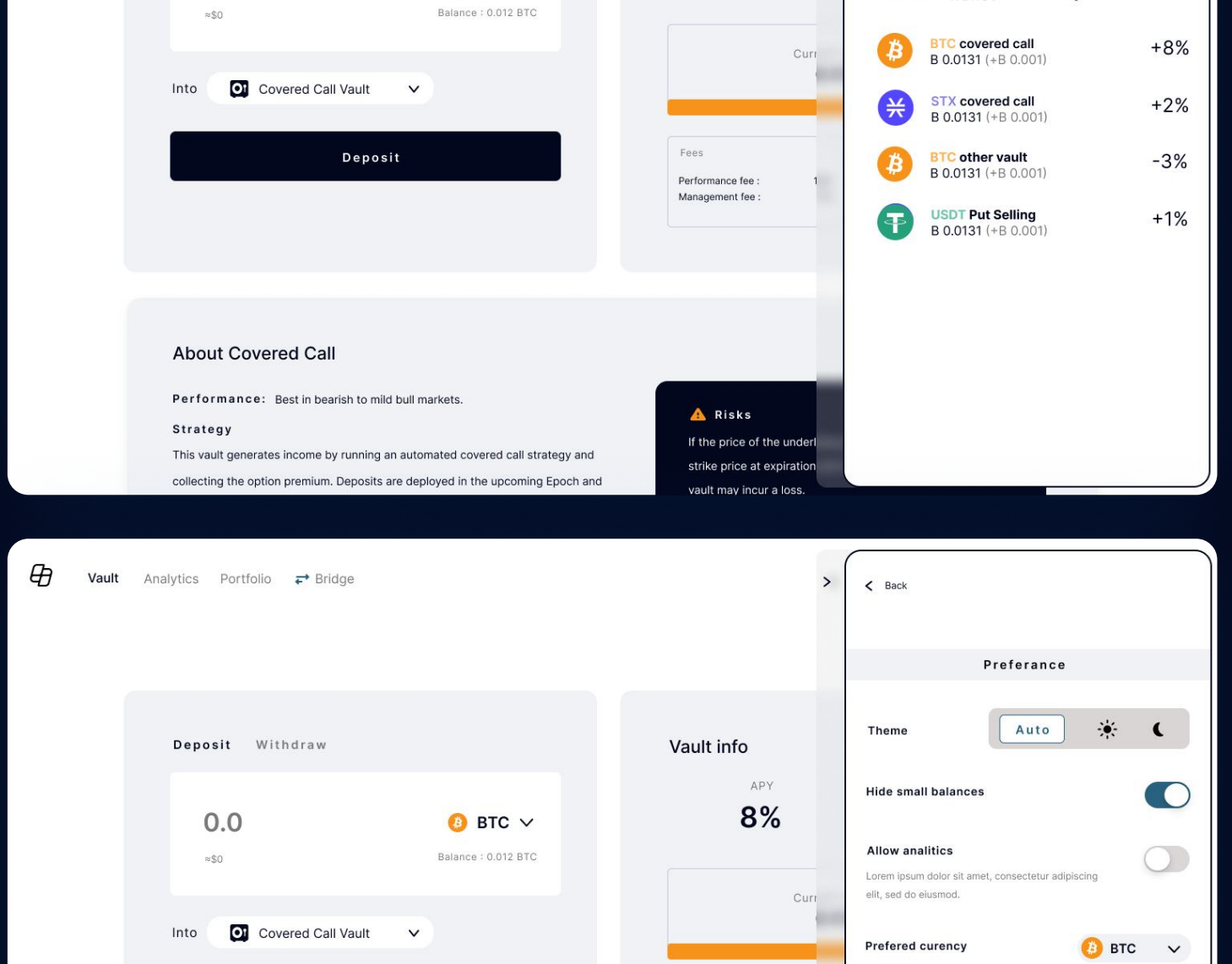
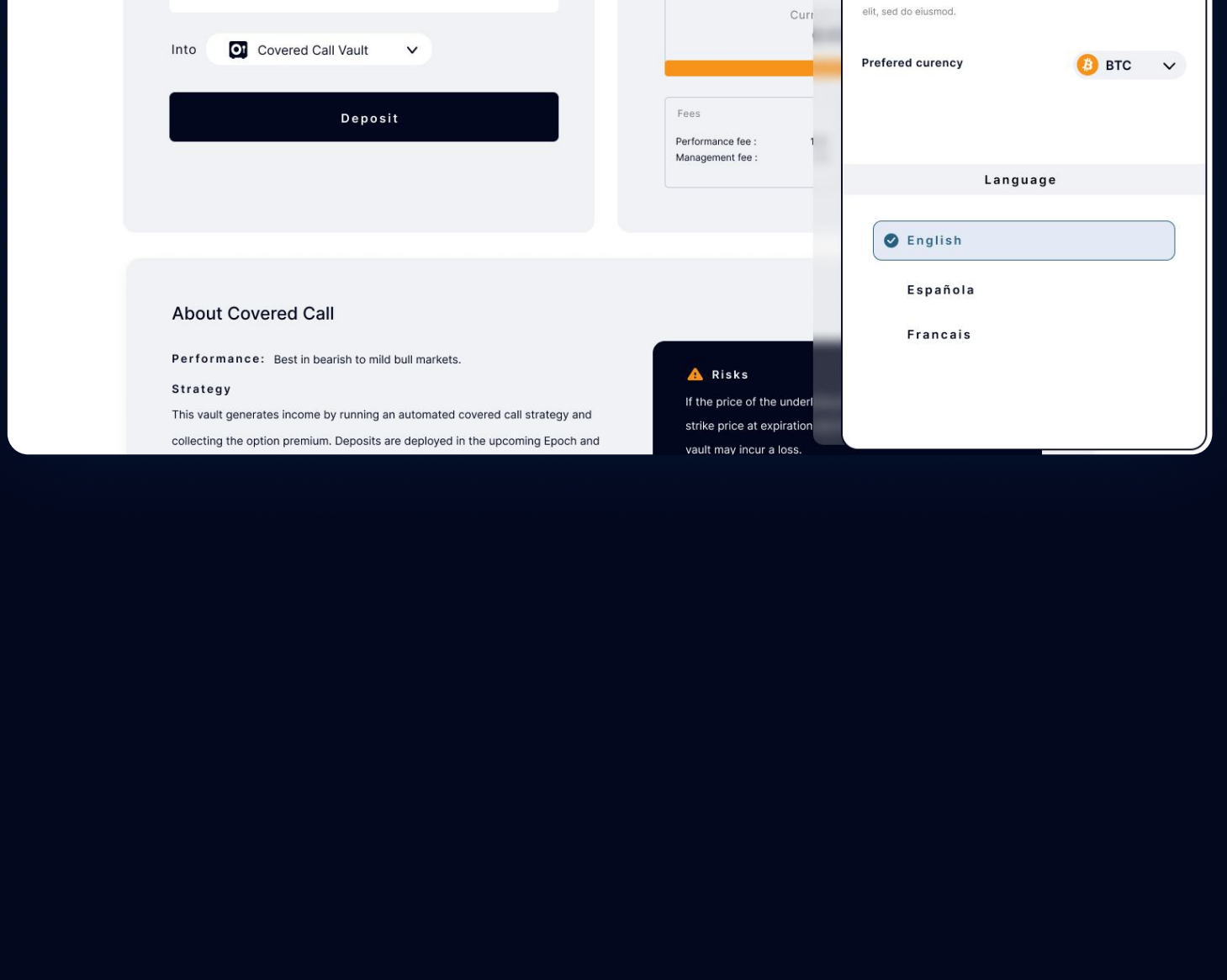
The vault
STX Covered Call
0.092 BTC
USDT Covered Call
0.092 BTC
Transaction History
Transaction
Status
Queued
Pending
Success
The Epoch
Current stage : Name
Hermetica


STVRG...AZ7WD
0.129 BTC
Portfolio
Analytics
Vaults
BTC covered call
STX covered call
BTC other vault
USDT Put Selling
+8%
+2%
-3%
+1%


Settings
Preference
Theme
Hide small balances
Show analytics
Preferred currency
BTC
Language
English
Español
Français


STVRG...AZ7WD
0.129 BTC
Portfolio
Vaults
BTC covered call
STX covered call
BTC other vault
USDT Put Selling
+8%
+2%
-3%
+1%


Settings
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BTC
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Español
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Thank You
For Watching