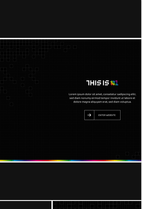
This is #1

A web3.0 art project

UX/UI Case Study

Solo

March 2021 - May 2021



Overview

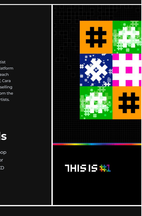
This is #1 an innovative art project conceived by the renowned artist Chemirajah. The project was centered around a temporary online platform designed to sell a limited series of six NFTs (Non-Fungible Tokens), each crafted by different prominent artists, including Chemirajah himself, Cara Delevingne, Fatboy Slim, Steve Stewart, among others. The unique selling point of the project was its charitable aspect, where all proceeds from the NFT sales were directed to charities selected by the participating artists.

Responsibility

- User Experience
- User Interface
- Graphic Design

Tools

- Photoshop
- Illustrator
- Adobe XD



Challenges

Making the process of purchasing NFTs accessible to users unfamiliar with Web 3.0 and cryptocurrency. This involved integrating a user-friendly system for buying NFTs with Bitcoin and ensuring the process was straightforward for users who had never owned Bitcoin before.

Goals

Raise Funds for Charity: Utilize the sale of unique NFTs to generate substantial funds for various charities chosen by the artists involved.

Promote Charitable Causes: Increase awareness and promote the selected charities to a broader audience through the platform and the high-profile involvement of the artists.

Design Process

User Reascerch & Analysis

1. **Interviews**

   Conducted in-depth interviews with potential users, including art enthusiasts, cryptocurrency users, and those unfamiliar with both. These interviews provided valuable insights into user expectations, concerns, and motivations.

2. **Surveys**

   Conducted a broad audience. These surveys helped identify knowledge gaps and potential barriers to entry for first-time users.

3. **Competitive Analysis**

   Analyzed popular NFT platforms (such as OpenSea) to identify best practices and areas for improvements. This helped in benchmarking features and user interface elements against industry standards.

4. **Conclusions and pain point**

   Through our comprehensive user research, which included interviews and surveys, we identified three primary categories of users who would engage with our "This is #1" website: art enthusiasts unfamiliar with NFTs, cryptocurrency users with crypto-native skills unfamiliar this world and

User Personas (summary)

Primary Persona - Potential Buyer

David Smith

Fraiers etc. San Francisco

Goals

- To invest in NFTs as a new form of digital asset.

Pain Point

- Difficulty finding reliable and user-friendly NFT platforms.
- Concerns about the legitimacy and authenticity of NFTs.

Secondary Persona - Interest Buyer

Emily Johnson

Queens st, New York.

Goals

- To **support** charitable causes through art.

Pain Point

- Limited knowledge about NFTs and how to purchase them.
- Intimidation by cryptocurrency transactions.

Secondary Persona - Can pitch and support charity

Erika Marlow

50 years old, London

Goals

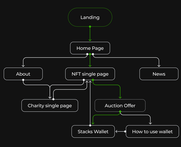
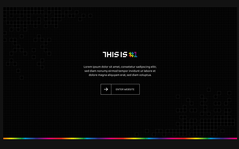
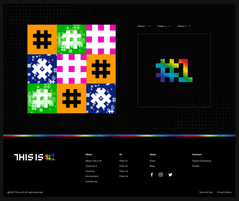
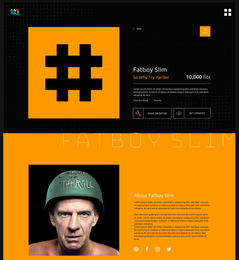
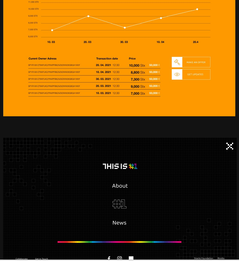
- To **support** the work of the artists they like.

Pain Point

- Limited knowledge about NFTs and how to purchase them.
- Not willing to invest

To satisfy to these distinct type of users, we implemented a comprehensive system that ensures a smooth experience. It initiates on one device. If a wallet is not detected, the platform offers a "step by step" tutorial to guide users through the process of setting up a wallet and purchasing an NFT.

User Flow



High Fidelity Screen