Introduction

This case study analyzes the first-time user experience across three Bitcoin wallets: Strike (Category 1), Blue Wallet (Category 2), and Blink (Category 3). The focus is on onboarding flow, security features, Bitcoin education, key takeaways, and recommendations.

Figjam Link - [Summer Of Bitcoin Onboarding Flows]

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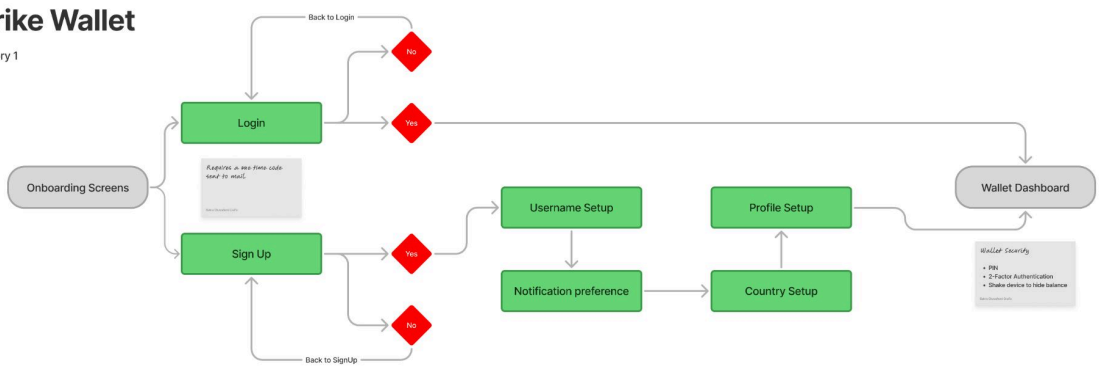
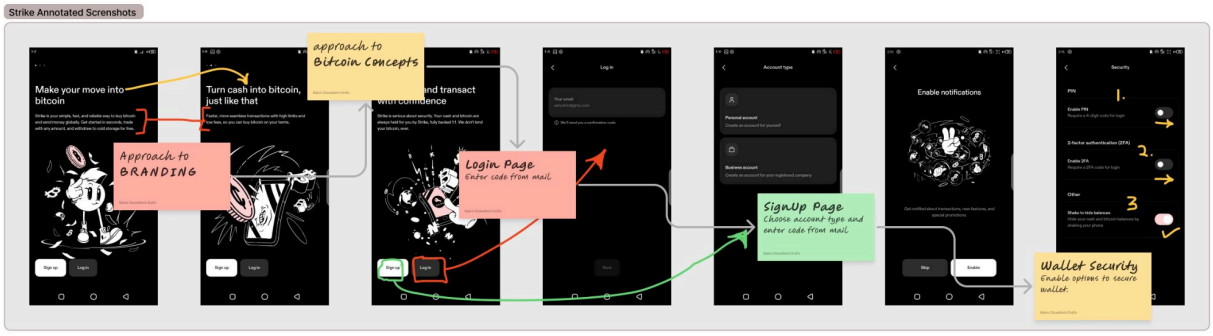
1. Strike Wallet (Category 1)





Onboarding & UX Flow

- First screen: Onboarding screen with login/signup option.
- Login/Signup requires a one-time code sent to email (no password setup).

- Username setup and notification preferences.
- Users select their country and set up their profile.
- Wallet dashboard is displayed after setup.
- Security features: PIN, 2FA, and a feature to shake the device to hide balance.

Security & Backup

- No seed phrase or self-custody backup option.
- Offers PIN protection and 2FA for login and transactions.
- User-friendly but does not prioritize decentralization.

Bitcoin Education & Concept Explanation

- Does not introduce Bitcoin self-custody.
- Feels like a traditional fintech app rather than a Bitcoin wallet.
- No guidance on fees, transactions, or Lightning Network.

Key Takeaways & Recommendations

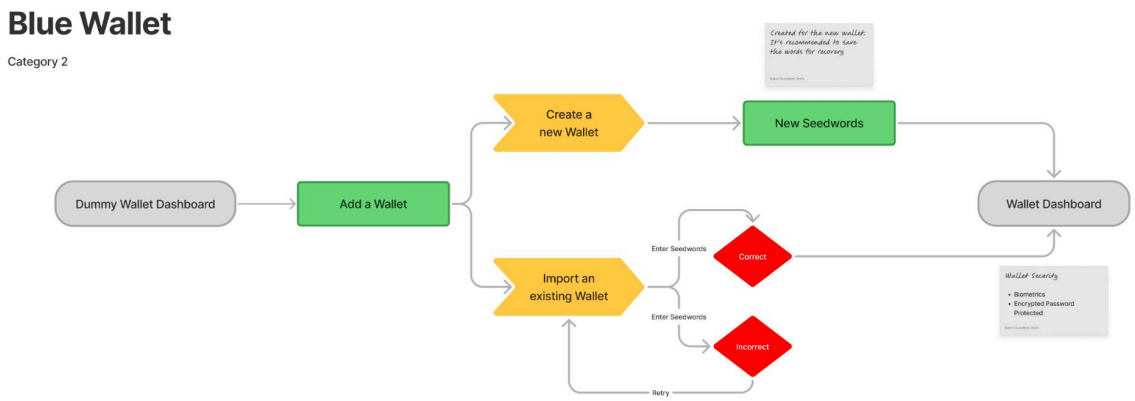
Takeaways:

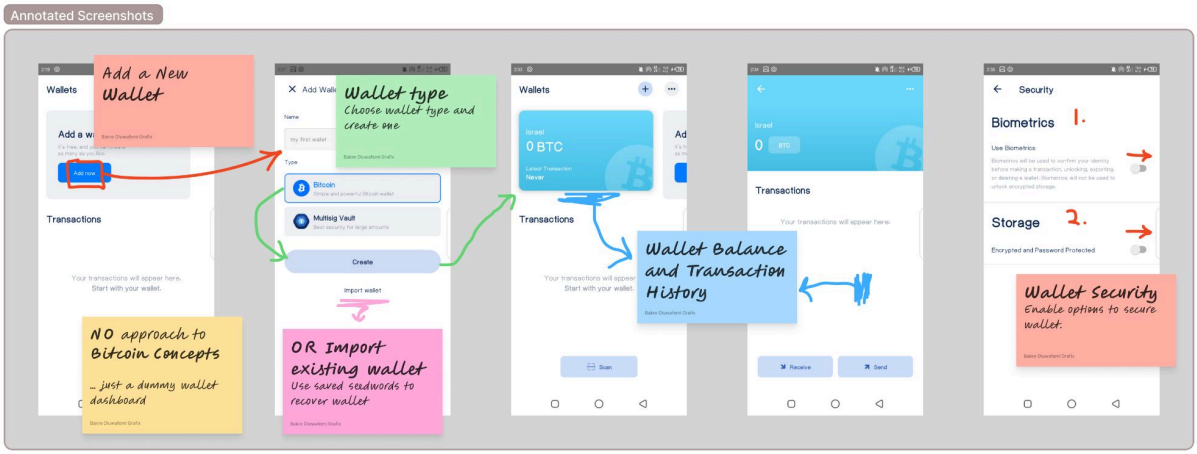
- Strike is beginner-friendly and feels like a payment app rather than a true Bitcoin wallet.
- No seed phrase means users do not control their Bitcoin.

Recommendations:

- Introduce an optional self-custody mode for advanced users.
- Add educational tooltips explaining Bitcoin ownership and transaction fees.
- Enhance onboarding messaging to clarify that users do not own private keys.

2. Blue Wallet (Category 2)





Onboarding & UX Flow

- First screen: A dummy wallet dashboard (user must create or import a wallet).
- No direct onboarding guide.
- Users can either create a new wallet or import an existing one via seed phrase.
- New wallets generate a 12-word seed phrase for recovery.
- Wallet dashboard appears after wallet creation.
- Security options include biometric authentication and encrypted password protection.

Security & Backup

- Seed phrases are mandatory for creating a wallet.
- Encrypted passwords and biometric authentication add extra security.
- Strong self-custody approach but assumes user knowledge of Bitcoin.

Bitcoin Education & Concept Explanation

- Assumes prior knowledge of Bitcoin and self-custody.
- No onboarding guide or embedded educational materials.
- Lacks clear explanations for fees or Bitcoin transactions.

Key Takeaways & Recommendations

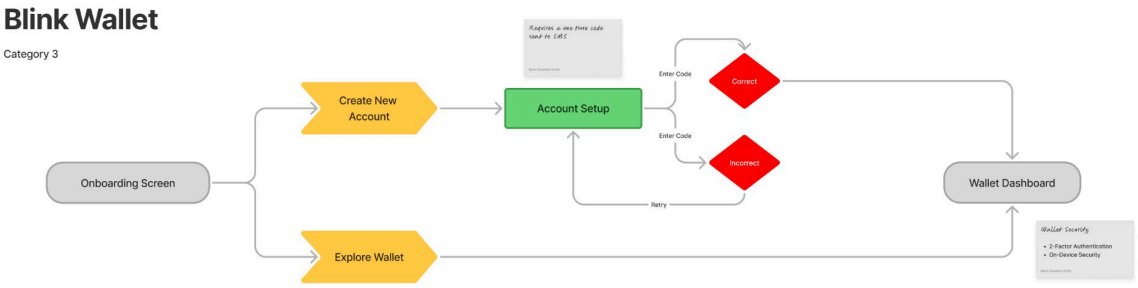
Takeaways:

- Blue Wallet is designed for experienced Bitcoin users.
- Security is strong, but onboarding is minimal and can be confusing for beginners.

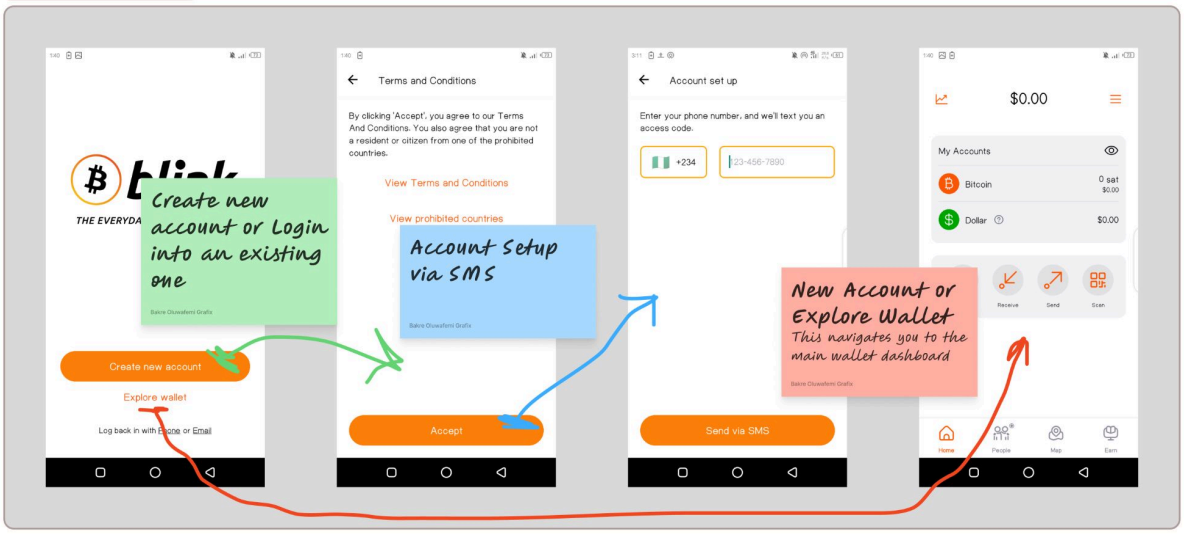
Recommendations:

- Add an onboarding guide explaining wallet types and security features.
- Provide educational tooltips to clarify self-custody, transactions, and fees.
- Include a simplified mode for beginners with guided steps.

3. Blink Wallet (Category 3)



Annotated Screenshots



Onboarding & UX Flow

- First screen: Option to create a new account or explore the wallet.
- Account setup requires SMS verification.
- Wallet dashboard appears after signup.
- Security features include 2FA and on-device security.

Security & Backup

- No enforced seed phrase backup.
- Uses on-device security and 2FA to protect accounts.
- Focuses on usability rather than strict self-custody.

Bitcoin Education & Concept Explanation

- Provides some guidance on Bitcoin use but lacks detailed explanations.
- Does not thoroughly explain fees, Lightning Network, or self-custody.

Key Takeaways & Recommendations

Takeaways:

- Blink Wallet is a balance between ease of use and security.
- The lack of a mandatory seed phrase makes it more accessible but reduces true self-custody.

Recommendations:

- Provide in-app tutorials explaining Bitcoin concepts.
- Make security features more visible during onboarding.
- Allow users to opt into self-custody options if they prefer it.

Conclusion

Each wallet has its own strengths and weaknesses:

- Strike Wallet is beginner-friendly but lacks self-custody and Bitcoin education.
- Blue Wallet is highly secure but assumes prior knowledge, making onboarding difficult for newcomers.
- Blink Wallet offers a balanced approach but needs better security explanations.

For a better user experience, wallets should improve education, balance security and convenience, and enhance onboarding flows.

THANK YOU!