

CSCI 4661

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Initial Stakeholder Interview

1. A user which is interested in cryptocurrency.

Main questions:

***Question 1:** What do you do as a beginner to explore the field of cryptocurrencies and what concerns do you have about some apps you used before?*

I am interested in learning how cryptocurrencies work and how their prices change from time to time. I usually try to follow the news every day on the Internet. I am thinking about going fully into this area so that there is an additional way of income. But this requires a resource from which I could constantly monitor the price market and learn the latest news. Most of the applications are very complex, have a lot of unneeded features, and I would like to have one that would present information in a simpler way.

***Question 2:** What is the best way to present the necessary information in a mobile application for you? Which is better: text articles or videos?*

I would like the application to be easy to navigate and intuitive so that I can find the right place with all the necessary information about the cryptocurrency. A list of regular or breaking news on one screen would look good, especially with headlines so I can figure out if I should click on it or not. As for the format, I'd rather text format than a video. I can skim the text quickly and understand what important information I need to understand for that topic.

Question 3: *You mentioned that you are interested in tracking the prices of cryptocurrencies, namely how the market price changes. How would you like this data to be displayed?*

As for today, I use a good application called Investing.com, and I like the way they implement data. The list of cryptocurrencies on the screen and more detailed statistics when you click on one of them is very convenient for me as a user. You may be able to implement it somehow better, but I advise you to analyze deeper this application.

Feedback based on what I have already created: The list of cryptocurrencies that the user was able to scroll through worked great, and the user liked it because it worked smoothly and looked great. The user saw a diagram that links to the selected crypto and displays statistics. The only thing is that the user asked to add more timeline options so that statistics are displayed there not only for 7 days but also for 1 month and 24 hours.

2. A user who is a professional in this field and knows how to track, manipulate, and mine crypto.

Main questions:

Question 1: *Since you already have experience and have worked with more than one cryptocurrency application, what features do you find useful and what would you like to add to them?*

I have used many applications related to cryptocurrencies, and I want to note that each of them has a good base for providing information about them, as well as doing the necessary calculations, such as converting to currency and vice versa. Showing diagrams in different formats allows me to better adapt to the market as a professional and it is very important to have

this feature in any cryptocurrency-related application. I also would like the developers to include features like a mining calculator because every day I keep the calculations of that process.

Question 2: *Would you like to have a feature where you can contact other users in this application using chat? What do you think about this idea?*

Yes, that would be a very good idea, especially if I could create a user group there. It would be interesting to cooperate with people to discuss profitable purchases worth making and share interesting news. Building a unified app where you can do many things would be a great goal for you. I have not seen anything similar in the app store.

Question 3: *From your point of view, what kind of design do you prefer for this type of application? What great design features can you recommend to me that you've come across?*

Most cryptocurrency apps have a light theme with bright colors, but to be honest, I don't like the design of your app. As I said, I am currently using the Binance app, and it has a dark theme with a yellow color. Don't add too many different colors to it because it's not very attractive in my opinion. I used to work in the evening or at night, and the dark color theme saves my eyes. Also, don't put too much information in the application. People will be confused until they get used to this. If you need to show statistics, don't show everything on one screen, separate the information on different screens. Make it nice and simple!

I also ran into one problem: I couldn't rotate the screen to get a closer view of the diagram and implementing this feature would be useful for users like me that have phones with small screens.

Interviews report

To complete this milestone, I was able to find only two people associated with cryptocurrencies. Even though I did not manage to communicate with many people, nevertheless, I collected enough information from them that I needed and highlighted the main aspects of it. I specifically selected people based on their experience in the field of cryptocurrency. It was necessary to find a person, a beginner, who was just interested in cryptocurrencies and could start a career. It let me understand what that type of user is looking for first. And the professional who already has an experience with different apps was also needed, so I can get a better understanding of what features to add or remove and discuss a little bit of design.

From the first person, I learned that the interest in the field of cryptocurrencies among many people is really very high and therefore the demand for using the news section is also high. Knowing what is going on with the cryptocurrency market is very valuable and therefore requires that this part of the application is constantly updated. Based on the opinion, the user preferred to have news in a text format instead of a video format. I think that I can try to combine both, but it all depends on whether this or that news will provide a video. But nevertheless, it was very important to hear that opinion.

Also, the user was talking about the market page, where all the cryptos are located. Everything that the user was describing was matching what I created already, and that is great. The smooth appearance of the bottom sheet modal and the diagram on it impressed the user. I will add timeline options for the diagram that was mentioned, and I agree that adding such feature will allow users to explore data deeper.

From the second person, I became sure that there are indeed many good applications, but still there are some of them that are very different from the vast majority.

I made sure that the mining calculator is necessary because most crypto miners use rigs with GPUs to mine cryptocurrency. I will have to figure out how to do this, because it all depends on what kind of graphics card the user has and there are a lot of them.

Regarding the chat feature, I heard a positive response and I agree that it will be convenient to implement everything in one application, creating a group of users will allow the exchange of news, data, and anything, so I will continue to work in this direction.

The only thing that the user did not like was the design, as it had a lot of different bright colors, and it seems to me that you need to come up with 2-3 colors for the application. Black, red, and green charts for a dark theme will look good. I still must think about whether to introduce a light and dark theme together or just leave the dark one. In general, the user liked the design of the buttons, the animation of how the diagram appears from the bottom when you click on bitcoin for example, and the addition of crypto to the list favorites, so the user can track the cryptos that were liked.

I also received additional advice on displaying the diagram to the user, I will try to implement it so that it will be possible to turn the phone around and examine in detail the diagram on which you can swipe your finger more conveniently.

In conclusion, the interviewees provided me with enough information based on what ideas and implementation I have right now. I had very helpful discussions with them, and I will keep in touch with my stakeholders during the development of this application, to get valuable feedback.