

Crypto Pulse Usability Study

7/2/2021

UX Learner

Tung Nguyen Minh

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Study Details

Project Background

The crypto wallet project aims to provide a secure and user-friendly platform for individuals to store, manage, and transact with various cryptocurrencies. With the growing popularity and adoption of digital currencies, the project recognizes the need for a reliable and efficient solution to address the challenges associated with storing and accessing cryptocurrencies.

The wallet project prioritizes security by implementing robust encryption protocols and multi-factor authentication methods to safeguard users' digital assets. It offers a seamless and intuitive user interface, making it easy for both beginners and experienced users to navigate and manage their crypto holdings.

Study Details

Research Questions

- 1.What are the key factors influencing the adoption of crypto wallets among individuals and businesses?
- 2.How do different crypto wallet security measures impact users' trust and adoption of the technology?
- 3.What are the current challenges and opportunities for integrating decentralized finance (DeFi) features into crypto wallets?
- 4.How can user experience (UX) design be optimized to improve the usability and accessibility of crypto wallets for non-technical users?
- 5.What are the potential risks and vulnerabilities associated with storing and managing multiple cryptocurrencies within a single wallet, and how can they be mitigated?

Participants

7 participants

Participants between the ages of 18-62 who reside in metropolitan and suburb areas.
Participants order out at least once a week.

Methodology

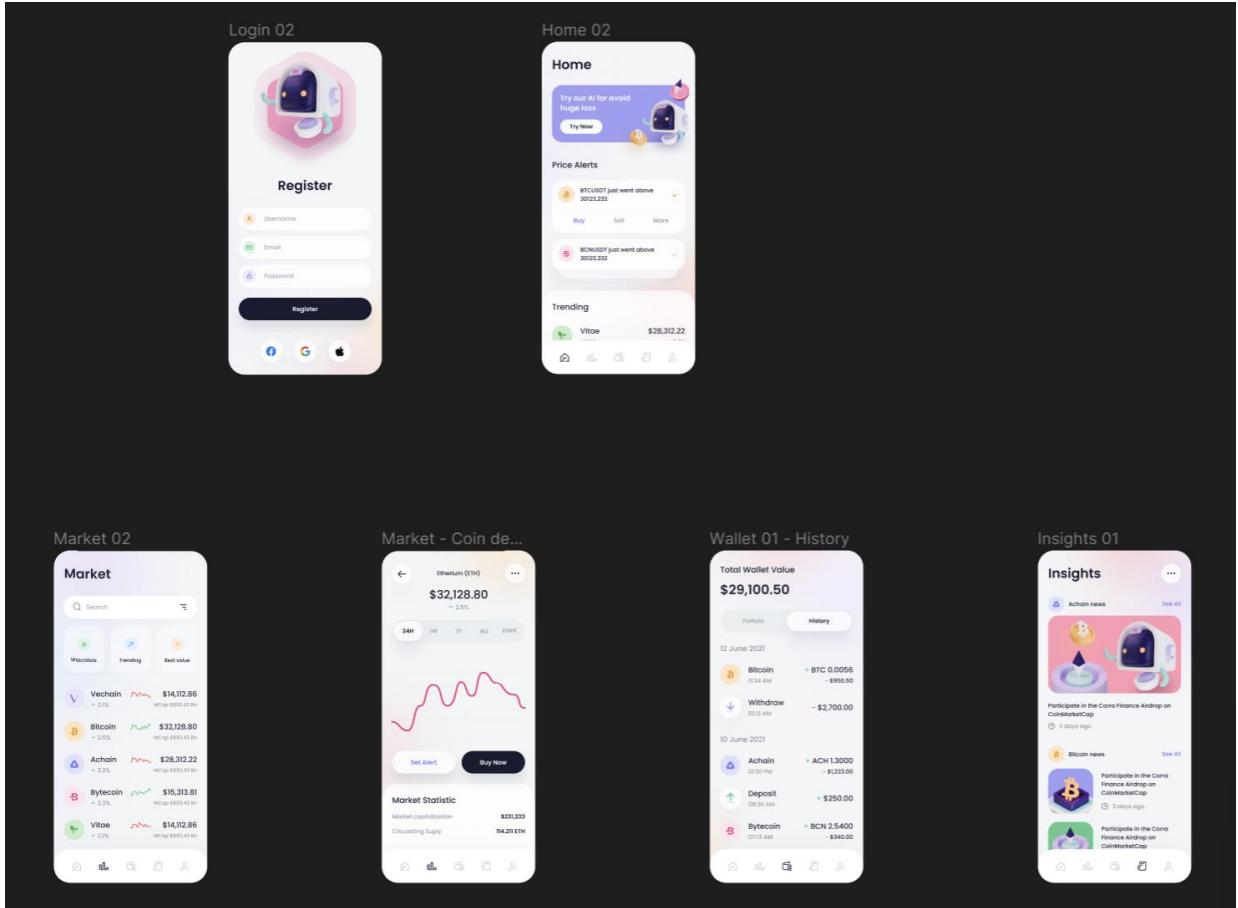
25-30 minutes

United States, remote

Unmoderated usability study)

Users were asked to order a pizza on a low-fidelity prototype

Prototype Tested



Themes

Home

Try our AI for avoid
huge loss

Try Now



Price Alerts



BTCUSDT just went above
30123.232

Buy

Sell

More



BCNUSDT just went above
30123.232

Trending



Vitae

\$28,312.22



Efficient Transaction Processing

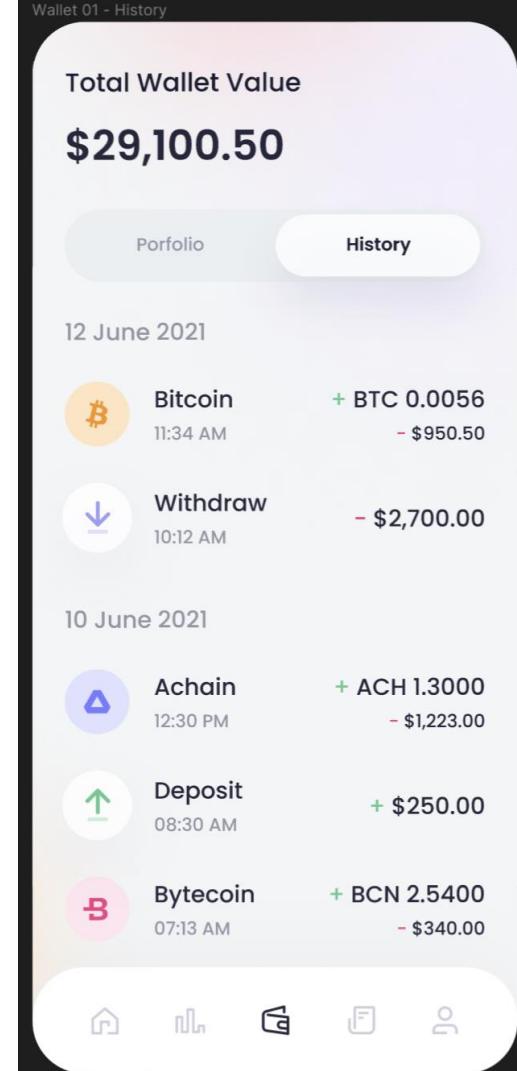
Supporting evidence from the usability study.

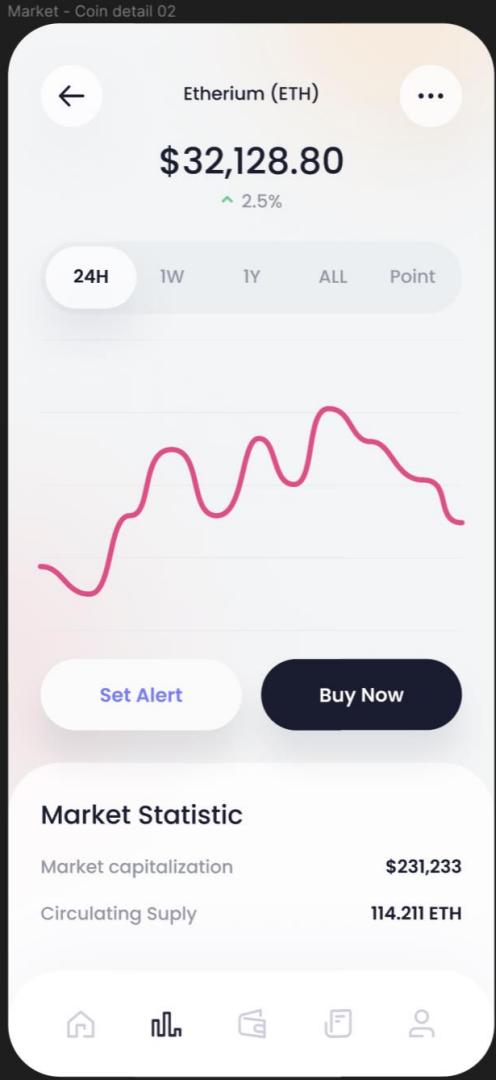
- Given that 5 out of 7 participants expressed a desire to order their pizza in under five minutes, the crypto wallet project can emphasize the importance of fast and efficient transaction processing.
- Implementing optimized transaction speeds and minimizing transactional complexities can contribute to a seamless user experience and encourage adoption.

Order Management and Convenience

Supporting evidence from the usability study.

- Considering that 4 out of 7 participants showed an interest in saving orders for easy re-ordering, the crypto wallet project can integrate a feature that allows users to conveniently save and access their transaction history.
- Providing a well-organized order management system can enhance user convenience, enabling users to track their transaction history and quickly initiate repeat orders.





Adoption and Factors Influencing Crypto Wallet Usage

Supporting evidence from the usability study.

- 6 out of 7 total participants desire for quick pizza ordering and order saving indicates the importance of user-focused design in the crypto wallet project.

"With my busy schedule it's not always easy to drive to the store and back. Sometimes I just want to kick back, relax, and get some food delivered. Easy."

— Ky Lim, pizza consumer from Highlands Ranch, Colorado

Insights & Recommendations

Research insights

User Security Practices and Vulnerabilities in Crypto Wallets

This research could focus on understanding the security practices of crypto wallet users, including password management, two-factor authentication usage, and overall security awareness.

Usability and User Experience of Crypto Wallet Interfaces

It could involve user testing, user surveys, and comparative analysis of different wallet interfaces to identify areas for improvement and suggest design guidelines for creating intuitive and user-friendly crypto wallet interfaces.

Adoption and Factors Influencing Crypto Wallet Usage

The research could provide insights into strategies to promote wider adoption and usage of crypto wallets and inform wallet providers and policymakers on how to address user concerns and increase trust in the technology.

Recommendations

- Enhance user security through education, strong authentication, and regular security audits for crypto wallet users.
- Prioritize user-centered design, intuitive interfaces, and clear onboarding processes for seamless crypto wallet experiences.
- Collaborate with regulators, integrate wallets into platforms, and conduct targeted marketing to drive wider adoption of crypto wallets.

Thank you!