

CEN5728 – USER EXPERIENCE DESIGN

Project 2: Client Showcase

GameOn Technologies

Group Name: GameOn Squad

Group Members: Ishan Kunkolikar, Purva Puranik, Simran Kukreja, Vaibhavi Deshpande

Table of Contents

Sr. No.	Topic	Page Number
1.	Recruitment Plan	2
2.	Interview Script	3
3.	Interview Consent Form	6
4.	Affinity Diagram	7
5.	User Personas	8
6.	User Scenarios	11
7.	Storyboards	12
8.	Interview Notes	15
9.	User Taskflows	25
10.	Wireflows	28
11.	Dynamic Prototype 1	38
12.	Updates to be made based on User feedback	42
13.	Dynamic Prototype 2	43
14	Citations	50

Recruitment Plan

The plan is to recruit users who are at the very least conversant with digital currencies, if not experts. The target user group hence includes users that are casual, intermediate or experts in the domain. Casual users would be users that are interested but have very less experience in digital currency trading. Intermediate users would be users that are familiar with the crypto domain and have some experience in trading. Expert users are users that are well acquainted with digital currencies and are frequent traders in our use case domain. As discussed with our industry client Kalin, we would try to focus on the casual and intermediate set of users for this project.

As discussed with our industry client, we would be recruiting our peers at the University of Florida, other connections that we have, or any other people we can feasibly interview who are relevant to our use case. For the initial cycle, we will interview users, for 20 minutes each, to gather some high-level information about the design and features and build the initial design draft. In the following cycles, the plan would be to interview a set of users, present them with the design built so far, and get their viewpoints on the designs' ease of use, feature understandability, and clarity. This feedback would give us an idea about the changes to be incorporated in the next iterations of the design. Following that, we would show the designs to Kalin, our industry client, in every cycle to ensure we are all aligned and on track with the user requirement while considering user feedback.

Interview Script

Focus Statement	This user interview aims to get high-level information for improving the overall user experience and design of the conversational AI chatbot in the personal finance digital currencies domain. We are working on this use case for our industry client i.e. GameOn Technologies. In this user interview, we will try to obtain the necessary information about the challenges faced by users in using a conversational AI chatbot and in the digital currencies trading domain. These insights will enable us to determine how user-friendly and intuitive the application is, which features are crucial and in line with the user requirements, and what areas still need work.
Discussion Guide	
Introduction,	<p>First of all, I would like to thank you for taking the time to talk to us today. My name is Simran Kukreja and my teammates are Ishan, Vaibhavi, and Purva. We are conducting this interview as a part of the User Experience and Design class.</p> <p>We will be taking notes during this interview to refer to them later to help with the project. The discussion will be no more than 20 minutes long.</p> <p>Do you have any questions before we can start?</p>
Key demographic questions	<p>First, I'd like you to tell me a little bit more about yourself.</p> <p>If so,</p> <ol style="list-style-type: none">1. Where are you from?2. What is your occupation?3. How old are you?4. What languages do you speak?5. Where do you currently reside?
Warm-up questions	<ol style="list-style-type: none">1. Have you invested in anything?2. What has been your investment strategy, for example, budgeting, insurance, investments, and estates?3. What are your personal finance goals?

	<p>4. What steps have you taken to be educated more about personal finance?</p>
Main questions	<p>1. Have you used a conversational AI chatbot before?</p> <ul style="list-style-type: none"> a. What challenges have you faced while using an AI chatbot? b. What features did you find useful? <p>2. Are you familiar with digital currencies?</p> <ul style="list-style-type: none"> a. Which currencies are you familiar with/ have invested in? b. How frequently do you trade? <p>3. If the user has not traded before –</p> <ul style="list-style-type: none"> a. What has been the hold-up since you have had an interest in the domain? <p>4. What medium would you prefer if you were to use a chatbot? Slack, web, mobile, SMS, WhatsApp, discord, email (pick top 3 in order)</p> <p>5. When did you first hear about crypto?</p> <p>6. What channel/medium do you use to stay updated about crypto? (Are there any specific people/websites/blogs/newsletters you follow/lookup on google)</p> <ul style="list-style-type: none"> a. Have you heard about Crypto Wallet/Coinbase/Robinhood? <p>7. What information in the crypto domain would you want to be readily available for you?</p> <p>8. What challenges did you face while looking for information in the crypto space?</p> <p>9. Would you want personalized updates from the chatbot?</p> <p>10. How often would you use an AI chatbot to get crypto information?</p> <p>11. What platform are you currently using for personal finance?</p> <p>12. Is it possible to replace the information you have gathered data to be gathered through a chatbot?</p>

Design Probes (Reminders & Prompts)	<p>If the user stops talking for more than 10 seconds, prompt them: "Please remember to think aloud."</p> <p>If a user can't figure out what to say for more than 30 seconds, prompt them: "Can you tell me more about what you are thinking?"</p> <p>If the user can't figure out what to say and seems unable to make progress for more than 90 seconds, end the task and move on to the next one: "Ok, thanks for giving this a try. Let's move on to the next question."</p> <p>If the user does not respond to the question in detail, prompt them: "Could you tell me more about that?" or "Can you expand on that?"</p>
--	--

Interview Consent Form

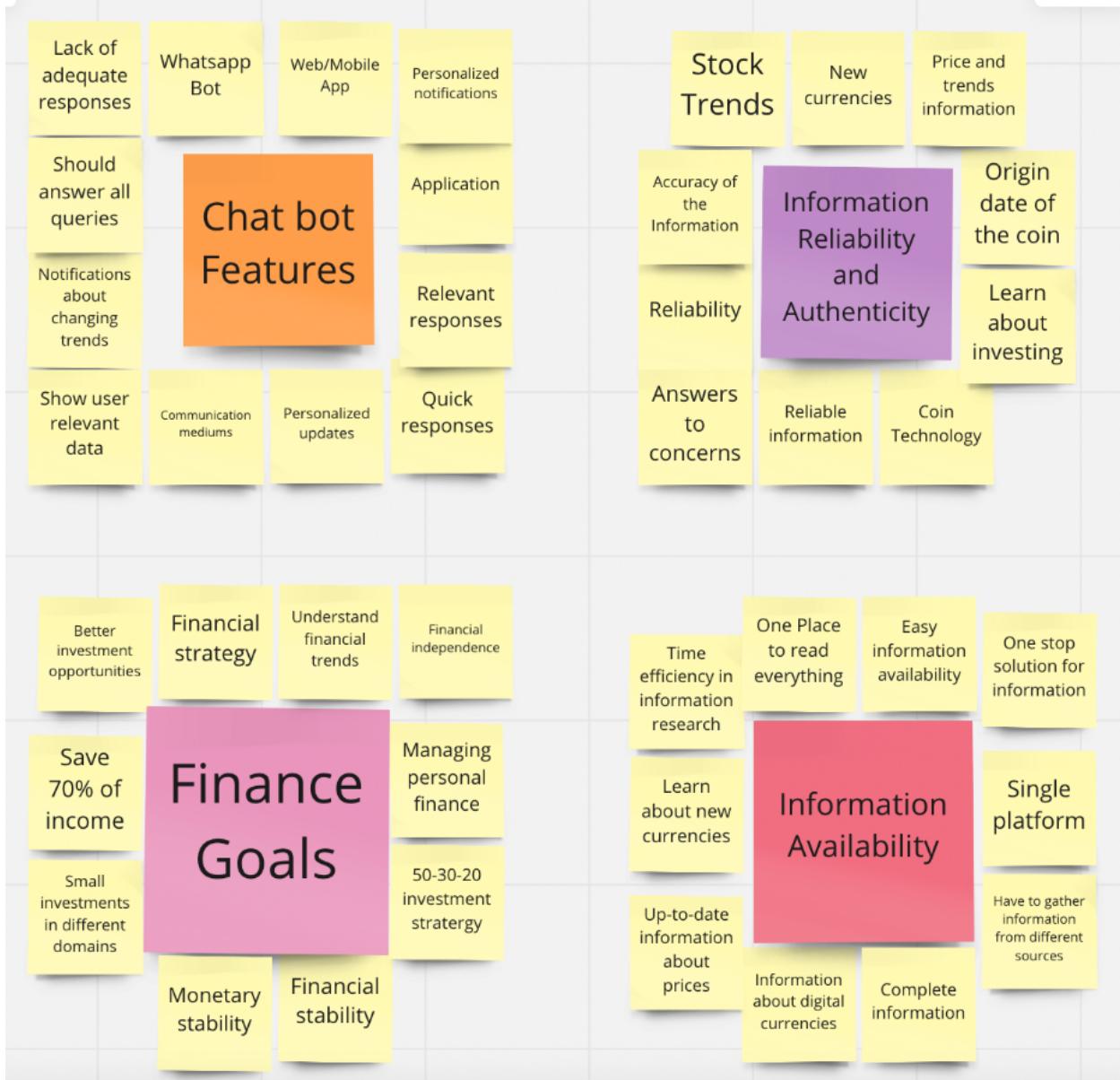
CEN 4722 / CEN 5728 User Experience Design Participant Acknowledgment Form

Participants: By signing this form, you acknowledge that you have participated in a focus group or user test for the above group related to the above course on the date indicated below. In addition, you acknowledge that you are aware that you are bound by UF's honor policy in signing this form to indicate that you have actually participated in a focus group or user test for the class as required.

Printed Name of Participant	Signature of Participant	Date of Participation
Bhakti Kantariya		10/25/2022
Atharva Kulkarni		09/26/2022
Aashish Dhalla		09/26/2022

<i>Group Members: please initial below to indicate that your group members acknowledge that you are aware that you are bound by UF's honor policy in students signing this form only if they have participated in a focus group or user test for the class as required.</i>				
(group members' initials)	Ishan Konkunlikar	Purva Puranik	Simran Kukreja	Vaibhavi Deshpande

Affinity Diagram



Miro Board Link:

https://miro.com/app/board/uXjVPJbsMMI=/?share_link_id=451359957470

User Personas

User Persona 1



Bhakti

General Information

Age	24
Location	Gainesville, Florida
Race	Asian
Language	English, Hindi, Gujarati
Occupation	Graduate student pursuing MS in Computer Science

Background

- Not a frequent trader, but has some experience in the domain
- Has previously invested in Bitcoin, Ethereum and Dogecoin
- Has a Coinbase account

User Needs Statement

Bhakti, a first-year graduate student at the University of Florida, needs to better manage her personal finance and get more reliable information about digital currencies so that she can invest in them in the future.

Goals and Motivation

- Interested in trading in digital currencies
- Wants to learn about long-term and short-term crypto currencies to trade in
- Looking for a single reliable platform to get all the information
- Wants to better manage her personal finance

Frustrations

- Chatbots are not helpful with all types of queries
- Relies on multiple platforms to gain substantial information about digital currencies
- Feels that the information available on different platforms is not very reliable
- Needs to do a lot of research by herself to stay updated

User Persona 2



Atharva

General Information

Age	25
Location	Rayleigh, North Carolina
Race	Asian
Language	English, German, Hindi, Marathi
Occupation	Data Analyst at Mastercard

Background

- Avid investor in stocks
- Was a frequent crypto trader
- Invests 70% of his salary

User Needs Statement

Atharva, a Data Analyst at Mastercard, needs to diversify his money in better investment opportunities, to eventually attain financial independence for himself and his family.

Goals and Motivation

- Wants to learn about new investment opportunities
- Get a better investment strategy
- Save more money and have monetary stability for his family

Frustrations

- Has his inhibitions about investing in crypto
- Believes that AI would not be able to get the right context
- Prefers to have an in-person conversation.

User Persona 3



Ashish

General Information

Age	27
Location	Austin, Texas
Race	Asian
Language	English, Hindi, Punjabi
Occupation	Software Engineering Intern

Background

- Has previously invested in bitcoins and stocks
- Not an active trader currently, due to time constraint
- First interested in crypto when heard about it on social media, got to learn more about it while attending class in UF

User Needs Statement

Aashish, a software engineering intern moderately involved in investing in stocks and bitcoins, needs to have a better way to receive updates about trends in investing and latest knowledge about it, so that it helps him in investing more actively within limited time

Goals and Motivation

- Need quick response to his queries
- Prefers conversation medium similar to chat application like whatsapp which feel natural
- Wants to have an ability to be notified about price and trends in crypto space.
- Wants to pay off loans quicker

Frustrations

- AI chatbots give limited response
- Finds the finance information overwhelming with so many new coins and currencies in market
- Doesn't get a lot of time for research and investing.

User Scenarios

Scenario 1

Bhakti views a post on social media about a new digital currency. She wants to learn more about this digital currency, to improve her finance management. However, she does not have the time to look up the information and verify its authenticity. She mentions the issue to her friend after class. Her friend points her to this conversational AI app, Crypton, where she can get all the information in one place. Eager to learn more, she starts using the application and is glad to have her queries answered.

Scenario 2

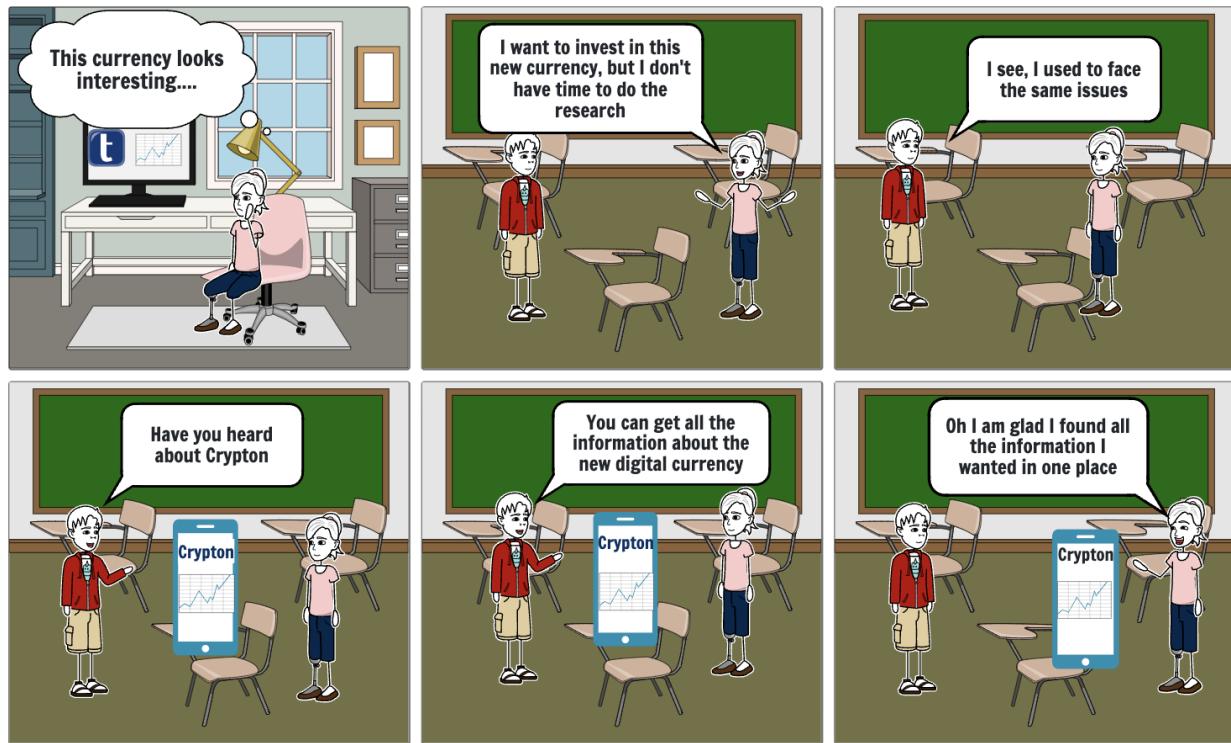
Atharva, currently an avid investor in stocks, wants to expand his investment portfolio. His colleague mentions how easily he finds out and invests in digital currencies as he gets updates on the Crypton application. Atharva mentions he had been relying on people and in-person conversations to get to know about digital currencies and hence has been losing out on deals owing to the delay in finding out. His colleague explains to him how the app feels like it is an in-person conversation and gives accurate information. Atharva tries out the application and realizes the conversation feels like one with an expert. He is glad to use the application for making future investments.

Scenario 3

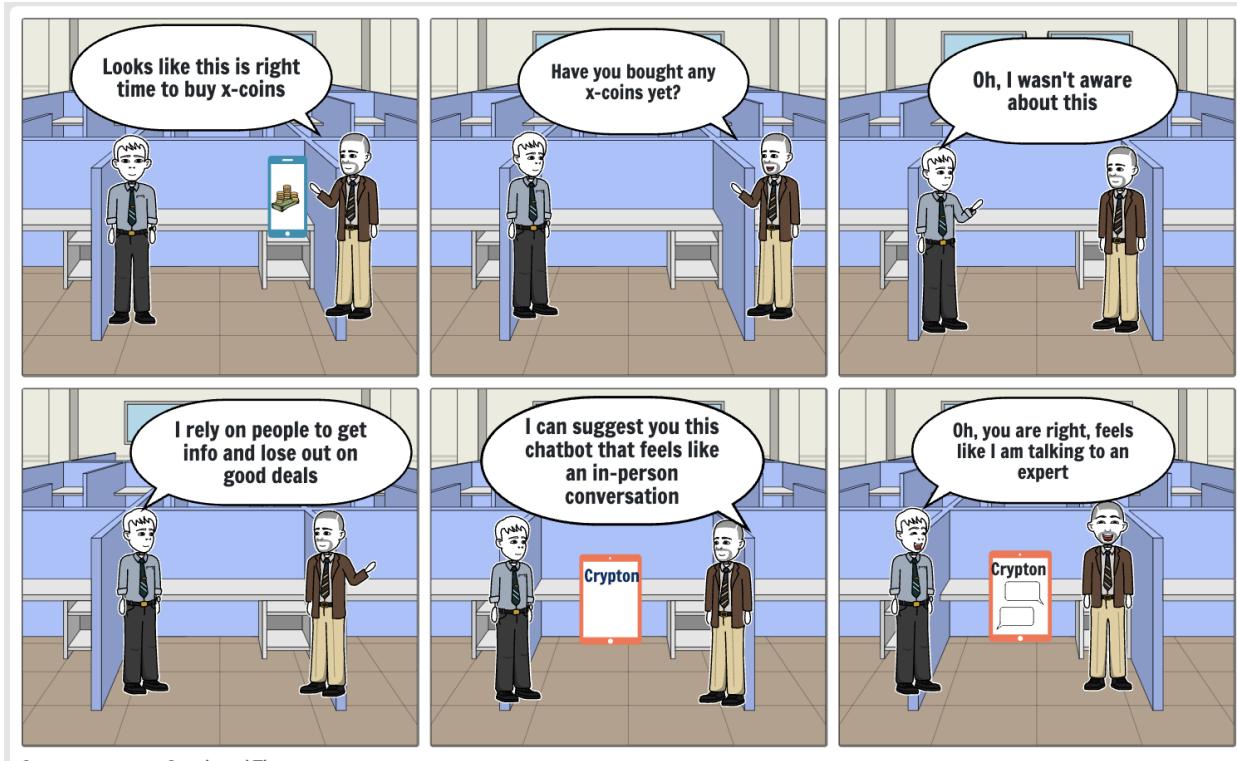
Aashish, owing to his hectic schedule and demanding job finds it difficult to keep up with all the news and latest trends in the industry of finance. This forbids him from investing as frequently as he would want to. Being tech-savvy, upon browsing, he comes across an AI-powered chatbot that can be customized to provide notifications, news, and questions about his area of interest. He explores this customizable AI conversational chatbot and finds it simple to use as it has a natural conversational interface.

Storyboards

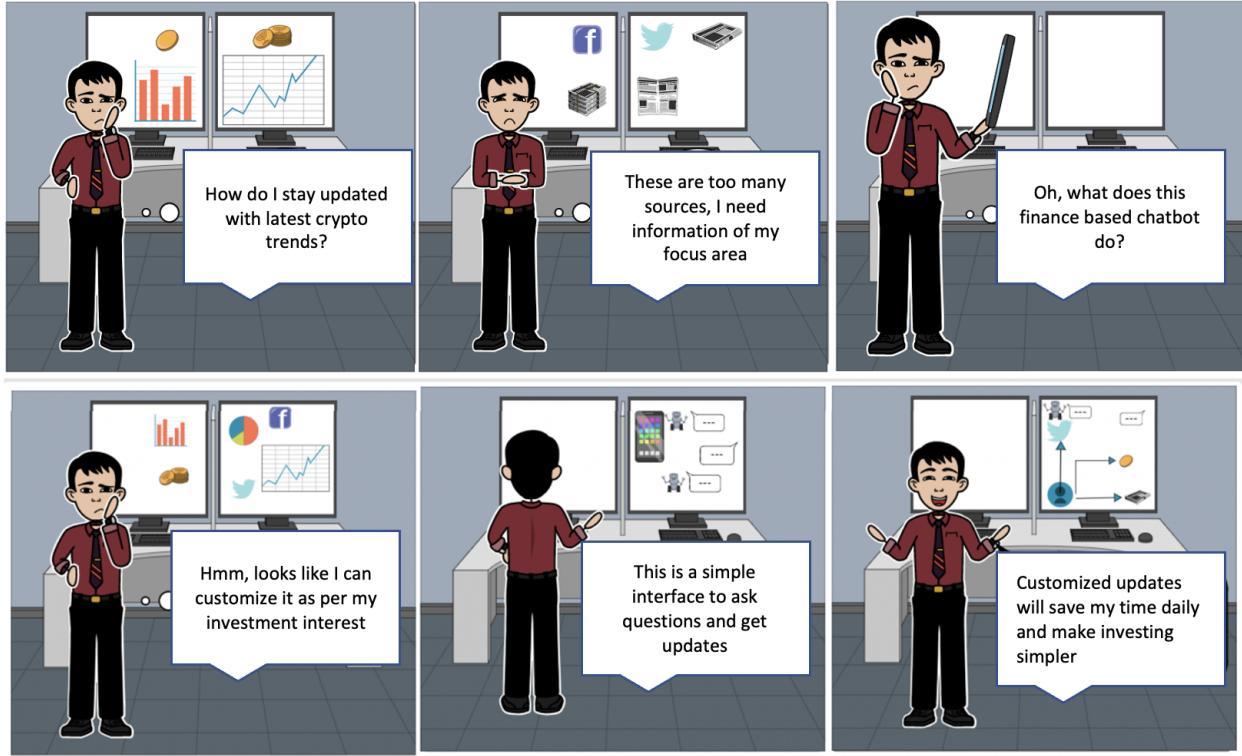
Storyboard 1



Storyboard 2



Storyboard 3



Interview Notes

Interview 1:

Demographic questions:

1. What is your name?
- Bhakti Kantariya
2. Where are you from?
- Mumbai, India
3. What is your occupation?
- First-year graduate student at UF
4. Where do you live?
- Gainesville, FL
5. What languages do you speak?
- English, Hindi, Gujarati
6. How old are you?
- 24 years

Warm-up questions:

1. Have you invested in anything?
- I have been earning for the past three years
- Maintained 50/30/20 ratio
- 50% of my salary used for needs - 30% for wants, and 20% for saving out of which 15% I would invest in the stock market and mutual funds and 5% in crypto
- Check the market and then invest in crypto
2. What has been your investment strategy, for example, budgeting, insurance, investments, and estates?
- Stocks and Crypto
3. What are your personal finance goals?
- I invest in mutual funds for long-term investments and the amount is compounded every year
- Have been investing in mutual funds for three years
- The goal is to get 20% returns on what I have invested in

4. What steps have you taken to be educated more about personal finance?
 - Have gone through a lot of videos on Youtube
 - Talked to my chartered accountants
 - Gathered knowledge from parents and friends

5. Would a chatbot help you in gathering this information?
 - Yes, I believe it would be convenient to get all this information on a single platform
 - A chatbot would be a great feature for this

Main questions:

1. Have you used a conversational AI chatbot before?
 - Used conversational chatbots many times
 - a. What challenges have you faced while using an AI chatbot?
 - Not helpful with all the queries
 - Used chatbots for websites like Walmart where the chatbots are not able to answer specific queries like when the order gets delayed, and we are redirected to the customer service representatives

 - b. What features did you find useful?
 - Taking the example of Walmart chatbots, they provide the option of selecting the order to raise a query
 - Found this to be very useful as we don't have to remember the order number and select the order from the chatbot and raise my query

2. Are you familiar with digital currencies?
 - I am familiar with digital currencies.
 - a. Which currencies are you familiar with/ have invested in?
 - I have invested in a few digital currencies
 - Namely Bitcoins, Ethereum, and dogecoin which was a boom last year
 - b. How frequently do you trade?
 - Not a very frequent trader
 - Traded one-time last year when dogecoin was booming
 - Bought and sold about 100 dogecoins in a week and earned profit out of it

3. It has not been traded before -
 - What has been the hold-up since you have had an interest in the domain?
N/A

4. If you were to use a chatbot, what medium would you prefer? Slack, web, mobile, SMS, WhatsApp, discord, email (pick top 3 in order)

- Firstly web
- Mobile applications
- Slack

5. When did you first hear about crypto?

- In my undergrad, I had taken up a blockchain course, where I was introduced to cryptocurrencies like bitcoin, and Ethereum
- When I started earning, I thought of investing in cryptocurrencies

6. What channel/medium do you use to stay updated about crypto? (Are there any specific people/websites/blogs/newsletters you follow/ lookup on google)

- I follow a youtube channel called dap university
- Which explains about building blockchains and conducts live sessions for updates on the crypto market
- I also follow Reddit platforms to stay updated on the currencies and their price fluctuations
- I also, follow some telegram groups.

. Have you heard about crypto wallet/coinbase/Robinhood?

- Yes, I have
- I have a coinbase account and have invested using that platform
- Has a wallet where we have to get money into the wallet and buy the coins

7. What information in the crypto domain would you want to be readily available for you?

- As the crypto market is very anonymous, there is no central party that handles the market
- The information is not very stable
- It is based on the sentiments of people
- Last year Elon Musk tweeted that dogecoin is a boom and it is the future
- Everyone started buying dogecoins and the prices rocketed up
- And people faced losses when the prices came down
- The market is not predictable
- I would also like to have information about which currencies are good for long-term or short-term cryptocurrencies, similar to the platforms we have for the stock market

8. What challenges did you face while looking for information in the crypto space?

Would you want personalized updates from the chatbot?

- The applications like coinbase do provide such information and notifications about the currencies that I have invested in.
- I would prefer to do my research about bitcoins rather than depend on some application

- Every currency has a project based on blockchain associated with it, and these projects use these currencies
 - We can find what projects are going on using that currency and based on that we can analyze the prices if they go up or down
9. How often would you use an AI chatbot for getting information about crypto?
- I don't think a chatbot would be reliable to get complete information
 - I would prefer to do my own research
10. What platform are you currently using for personal finance?
- I do not use any application for managing my finance
 - Making hand-written notes for now for managing expenses
- Would be interested in using any such applications which would manage your personal finance and based on that data provide suggestions for investment
- Yes, I would use that
 - It would be convenient as all my expenses would be on one platform
11. Is it possible to replace the information you have gathered till now to be gathered through a chatbot?
- No I don't think so

Interview 2:

Demographic:

1. What is your name?
- Atharva
2. Where are you from?
- Pune, India
3. What is your occupation?
- Data Analyst
4. Where do you live?
- Rayleigh, North Carolina
5. What languages do you speak?
- English, Hindi, Marathi, German
6. How old are you?
- 25 years

Warm-Up:

1. Have you invested in anything?
- Almost everything
- Crypto, Stocks, Mutual Funds
2. What has been your investment strategy, for example, budgeting, insurance, investments, and estates?
- Market Trends
- Learning important low amount
- No research
3. What are your personal finance goals?
- 70 % of my income is currently invested in stocks.
- Later I would like
4. What steps have you taken to be educated more about personal finance?
- Minimal amounts invested in diff options to learn about things.

Main questions:

1. Have you used a conversational AI chatbot before?
- Yes and I have also developed one.
 - a. What challenges have you faced while using an AI chatbot?

- AI not able to get context
 - No Connect as real person
 - b. What features did you find useful?
 - No wait times
2. Are you familiar with digital currencies?
- a. Which currencies are you familiar with/ have invested in?
 - Bitcoin, Ethereum, Dogecoin, and many more
 - b. How frequently do you trade?
 - Not Trading currently
 - Regularly before
 - Checking out other investment options
 - Market Down
3. If the user has not traded before -
- a. What has been the hold-up since you have had an interest in the domain? N/A
4. If you were to use a chatbot, what medium would you prefer? Slack, web, mobile, SMS, WhatsApp, discord, email (pick top 3 in order)
- Mobile application
 - Whatsapp
5. When did you first hear about crypto?
- Bitcoin gains 2015/16
 - Everyone was saying that it was a bubble initially but it just kept growing.
6. What channel/medium do you use to stay updated about crypto? (Are there any specific people/websites/blogs/newsletters you follow/ lookup on google)
- I Google the topics that I want to search for and pick from one of the suggestions.
 - a. Have you heard about crypto wallet/coinbase/Robinhood?
 - Yes, but not used before
 - I have used similar apps in India like WazirX, and CoinDCX
7. What information in the crypto domain would you want to be readily available for you?
- Origin date, Architecture, Technology, Price
8. What challenges did you face while looking for information in the crypto space?
Would you want personalized updates from the chatbot?
- No Issues
 - Yes would like personalized
9. How often would you use an AI chatbot for getting information about crypto?
- If it is accurate then frequently
10. What platform are you currently using for personal finance?

- My main bank app.
11. Is it possible to replace the information you have gathered data to be gathered through a chatbot?
- Not really as a lot of the information is in my Bank app

Interview 3:

Demographic:

1. What is your name?
- Aashish Dhalla
2. Where are you from?
Delhi, India
3. What is your occupation?
Software Engineer
4. Where do you live?
Austin, Texas
5. What languages do you speak?
English, Hindi, Punjabi
6. How old are you?
27

Warm-Up

1. Have you invested in anything?
- Yes. Stocks and bitcoin.
2. What has been your investment strategy, for example, budgeting, insurance, investments, and estates?
- No strategy.
- I used to get the most information while talking to friends and family.
3. What are your personal finance goals?
- To learn investing and pay off loans
4. What steps have you taken to be educated more about personal finance?
Watching CNBC and reading articles
There is no one place where I read articles, I google my concerns and read from popular results.

Main Questions:

1. Have you used a conversational AI chatbot before?
- Yes. Telegram and Walmart.
- Also some websites.

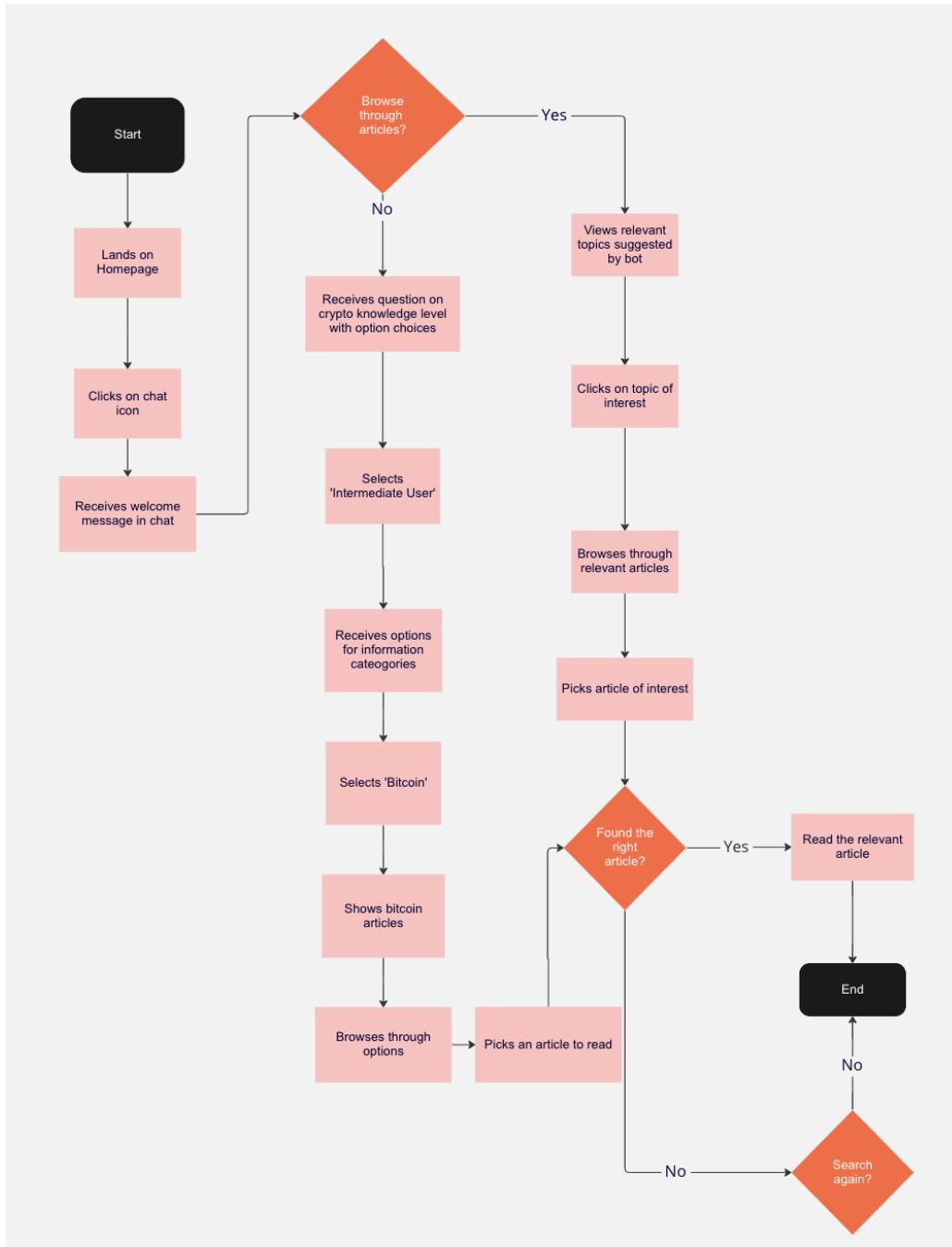
- a. What challenges have you faced while using an AI chatbot?
 - There are limited responses.
 - The answers are not always relevant to my needs.
 - b. What features did you find useful?
 - The responses are very quick.
2. When did you first hear about crypto?
 - Social media, attended blockchain class at UF.
 3. Are you familiar with digital currencies?
 - a. Which currencies are you familiar with/ have invested in?
 - Yes. I have invested some money in Bitcoin.
 - I also know about popular currencies like Ethereum.
 - b. How frequently do you trade?
 - Currently stopped because I do not have spare time to trade.
 - If the user has not traded before -
 - c. What has been the hold-up since you have had an interest in the domain?
 4. What medium would you prefer if you were to use a chatbot? Slack, web, mobile, SMS, WhatsApp, discord, email (pick top 3 in order)
 - I would prefer a mobile application
 - A WhatsApp message bot would also be ok.
 5. What channel/medium do you use to stay updated about crypto? (Are there any specific people/websites/blogs/newsletters you follow/ lookup on google)
Articles google.
 - a. Have you heard about crypto wallet/coinbase/Robinhood?
 - I have heard about all of these.
 - I have traded bitcoin using Robin Hood.
 6. What information in the crypto domain would you want to be readily available for you?
 - Price and trends. I also keep notifications on in case Elon musk tweets.
 7. What challenges did you face while looking for information in the crypto space?
Would you want personalized updates from the chatbot?
 - Yes I would prefer that.
 - I have certain areas of interest and would like to get updates on the same.
 8. How often would you use an AI chatbot to get crypto information?
 - If good then daily.
 9. What platform are you currently using for personal finance?
 - Robinhood for trading.

- Excel for checking personal finances.
10. Is it possible to replace the information you have gathered till now to be gathered through a chatbot?
- Probably but most likely not.

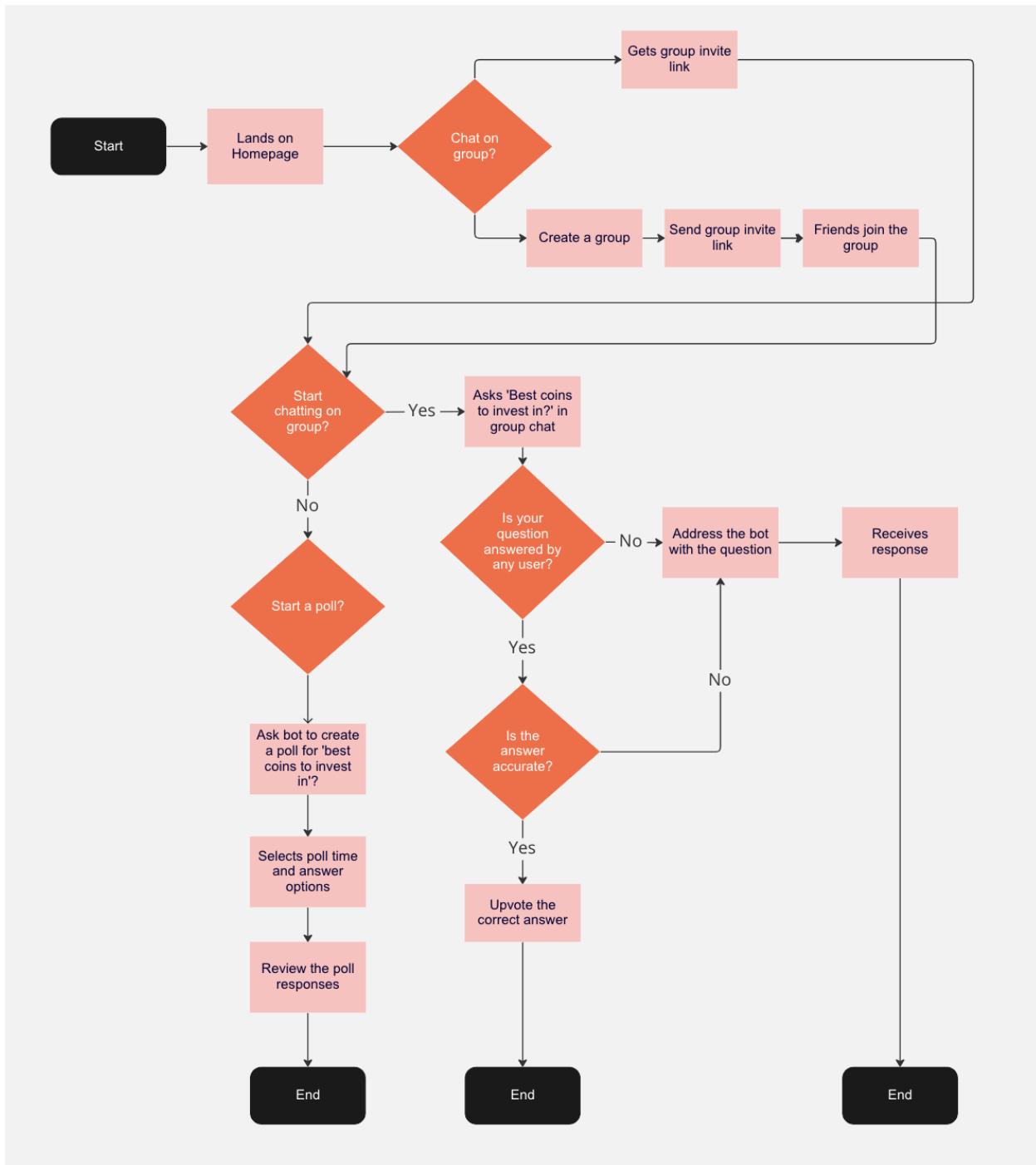
User Taskflows

We have divided our user task flow into 3 parts, to clearly show the entire functionality.

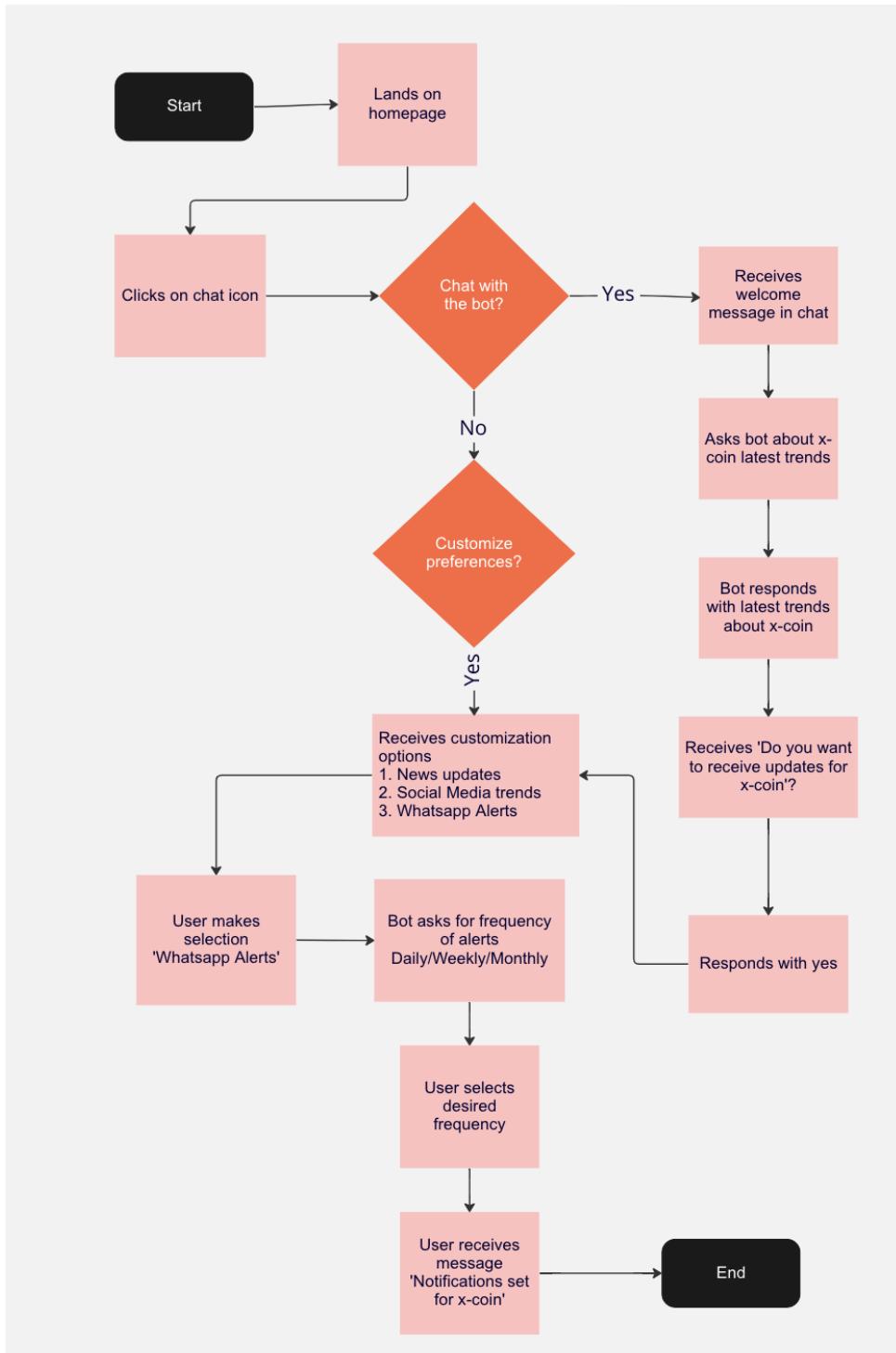
The following task flow part enables users to get relevant information for their queries in one place. This design provides the users with the flexibility to browse through trending topic articles suggested by the bot or to ask queries about specific topics and get relevant information and articles on the queried topics.



The following task flow part addresses the user's need to know about investment opportunities, discuss them with other users, and start polls to gauge different views and experiences. It describes the user's interaction in a group setting with the chatbot and other users. This design enables the user to discuss with other people in the group and upvote the most helpful answers, giving them more credence. Moreover, the user can also address the chatbot for any queries in the group chat.



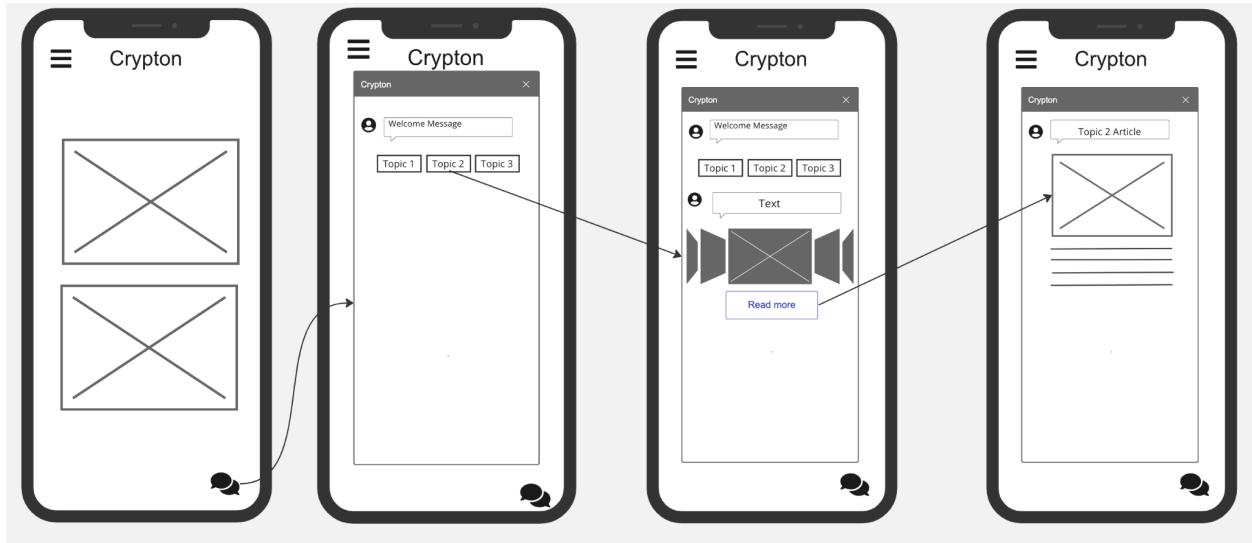
The following task flow part depicts the tasks for enabling personalization for users by letting them save the topics they are interested in. The design further lets the user configure the frequency for receiving the alerts or updates being set and informs them that the settings have been updated.



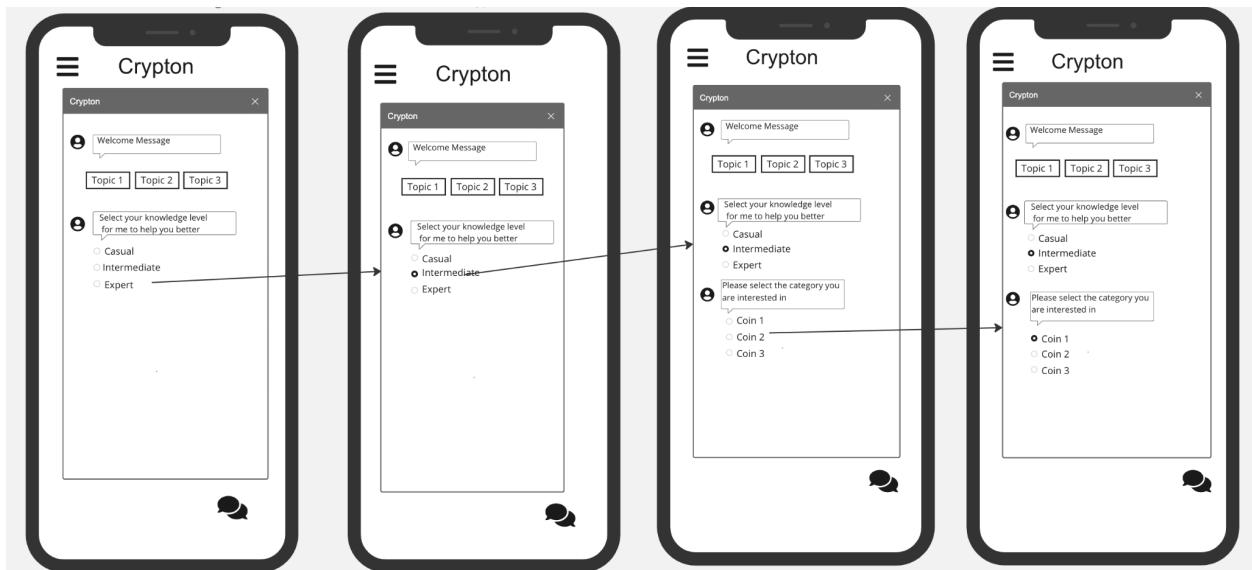
Wireflows

Wireflow 1

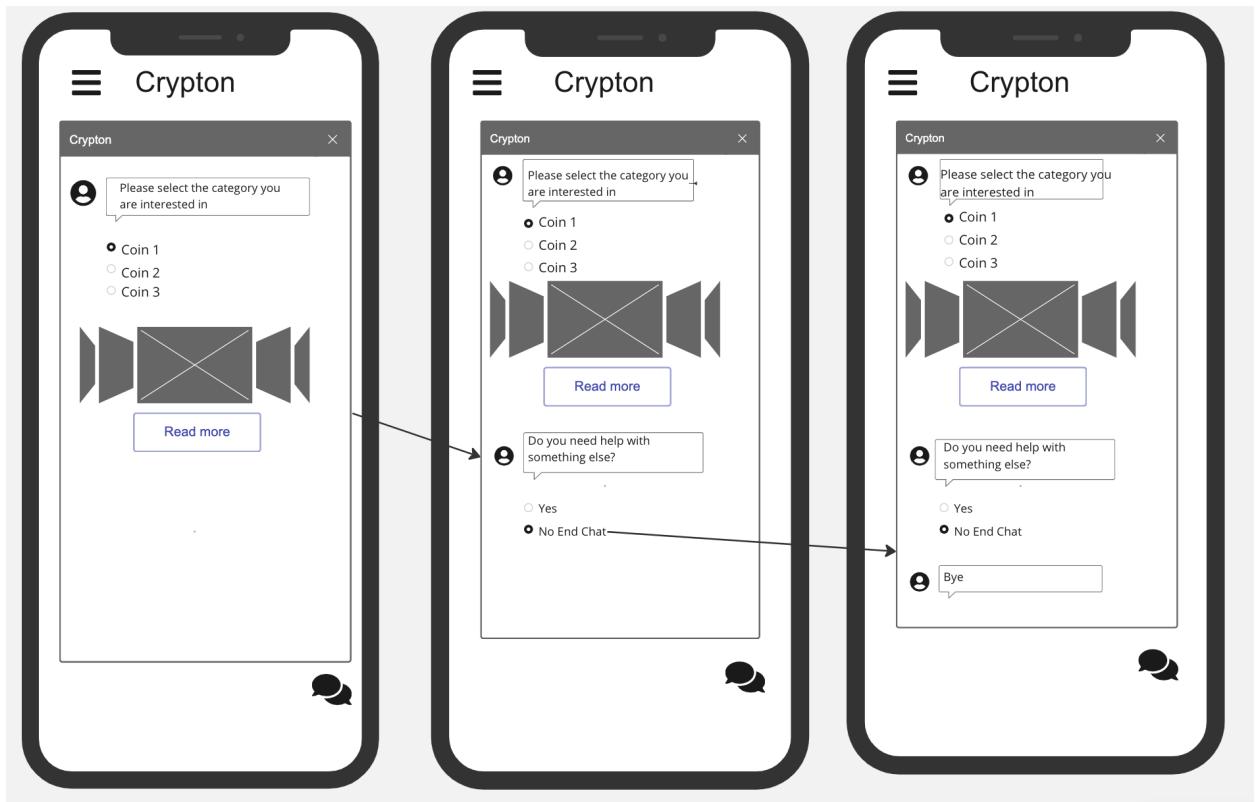
This wire flow displays the design for the user to browse through and select from different topics and their relevant articles suggested by the bot.



The user can further ask specific queries and obtain relevant responses to them, catered specifically by comprehending the user knowledge level and the categories of their interest.

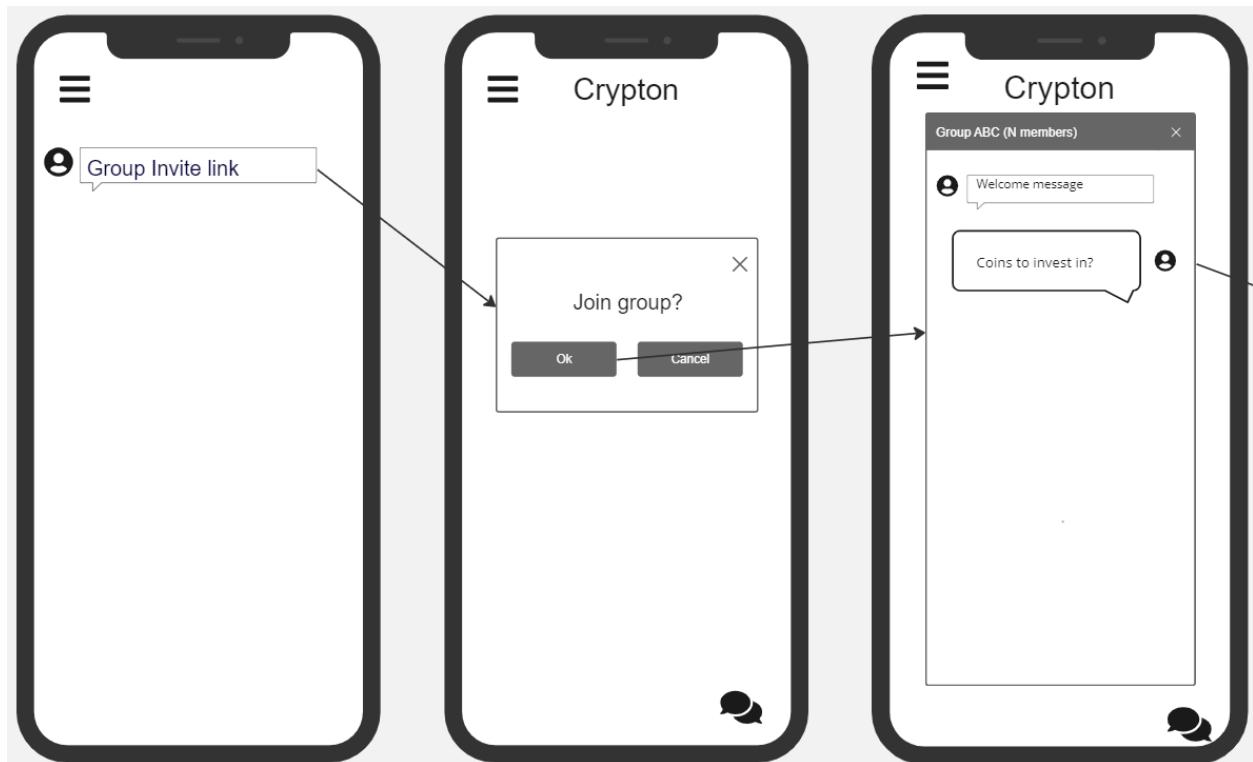


The user gets a carousel design to quickly browse through the different topics in his category of interest and he can then choose to read more about them.

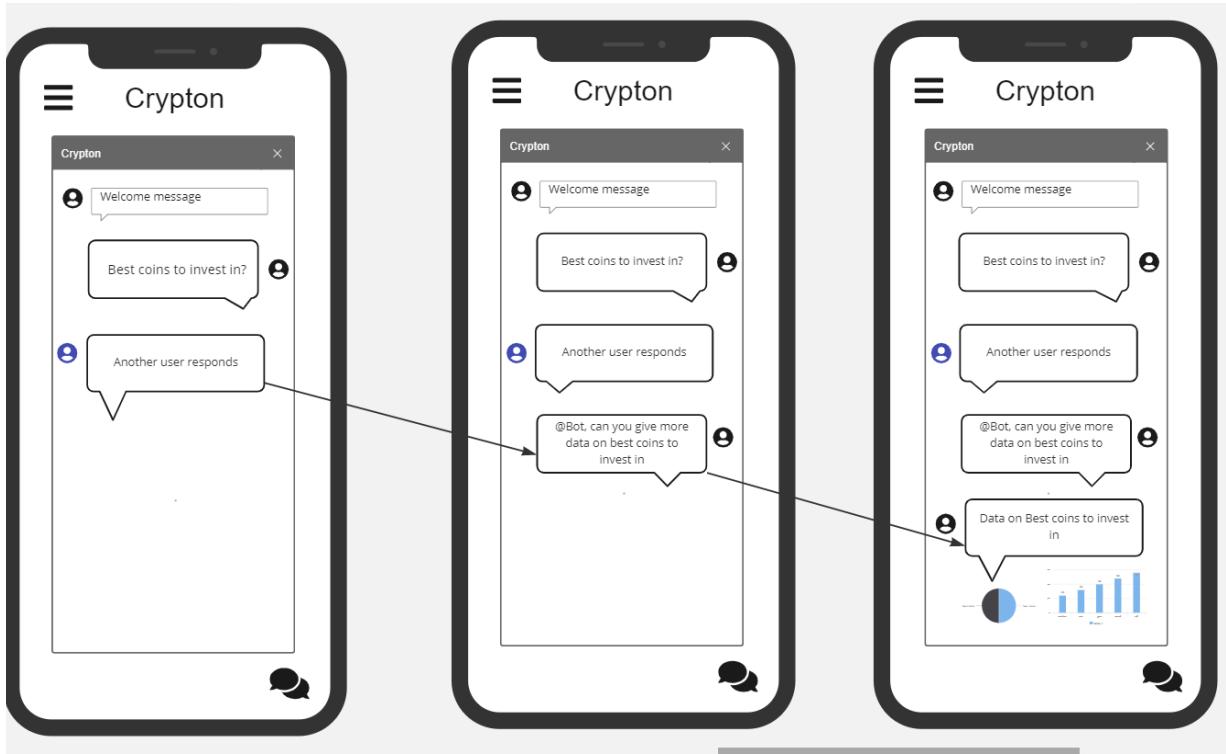


Wireflow 2

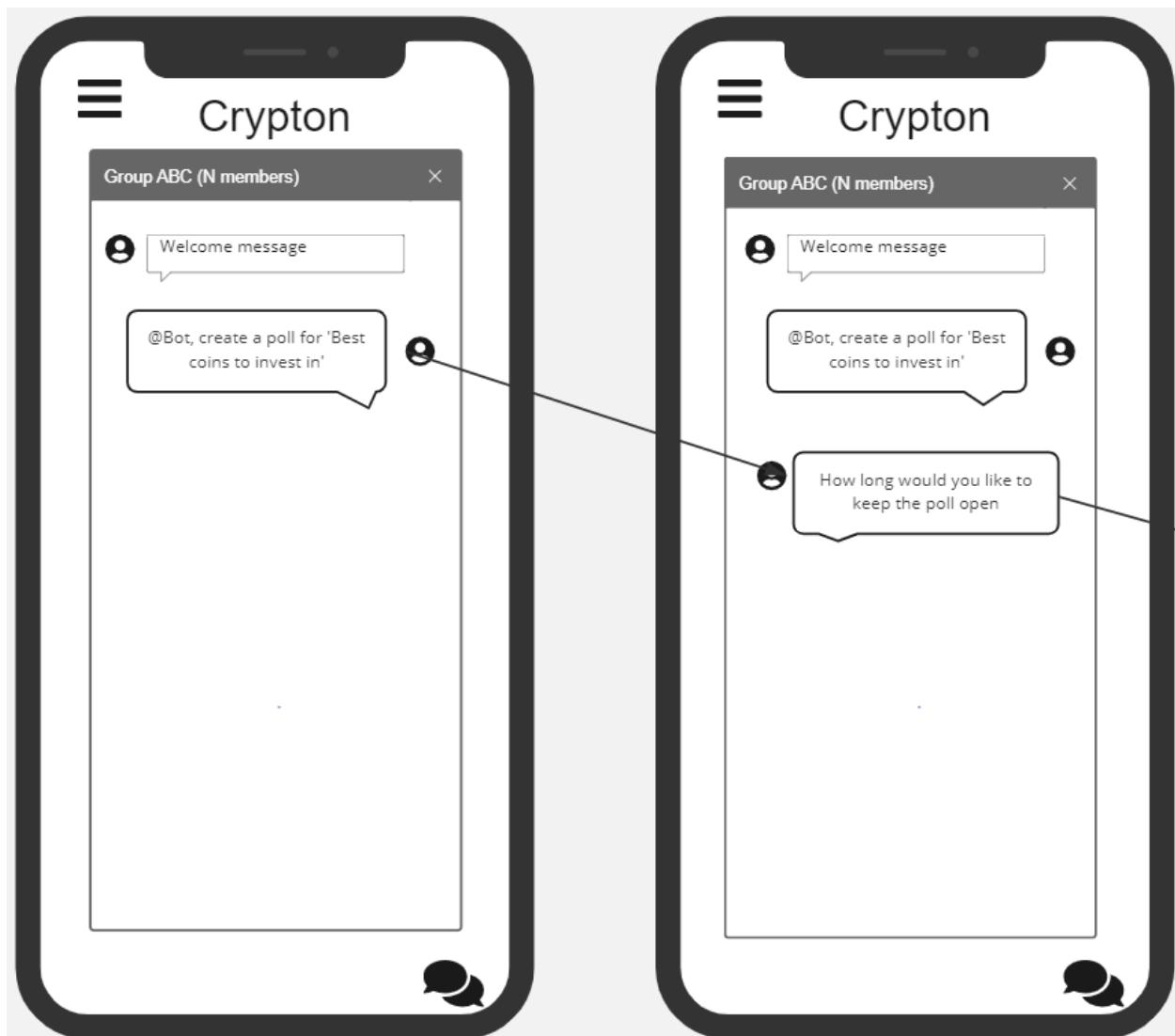
The initial frames of the wire flow describe the user's navigation process from a group invite link to the group chat page. On clicking the link, the user is then prompted to join the group and start chatting in the group.



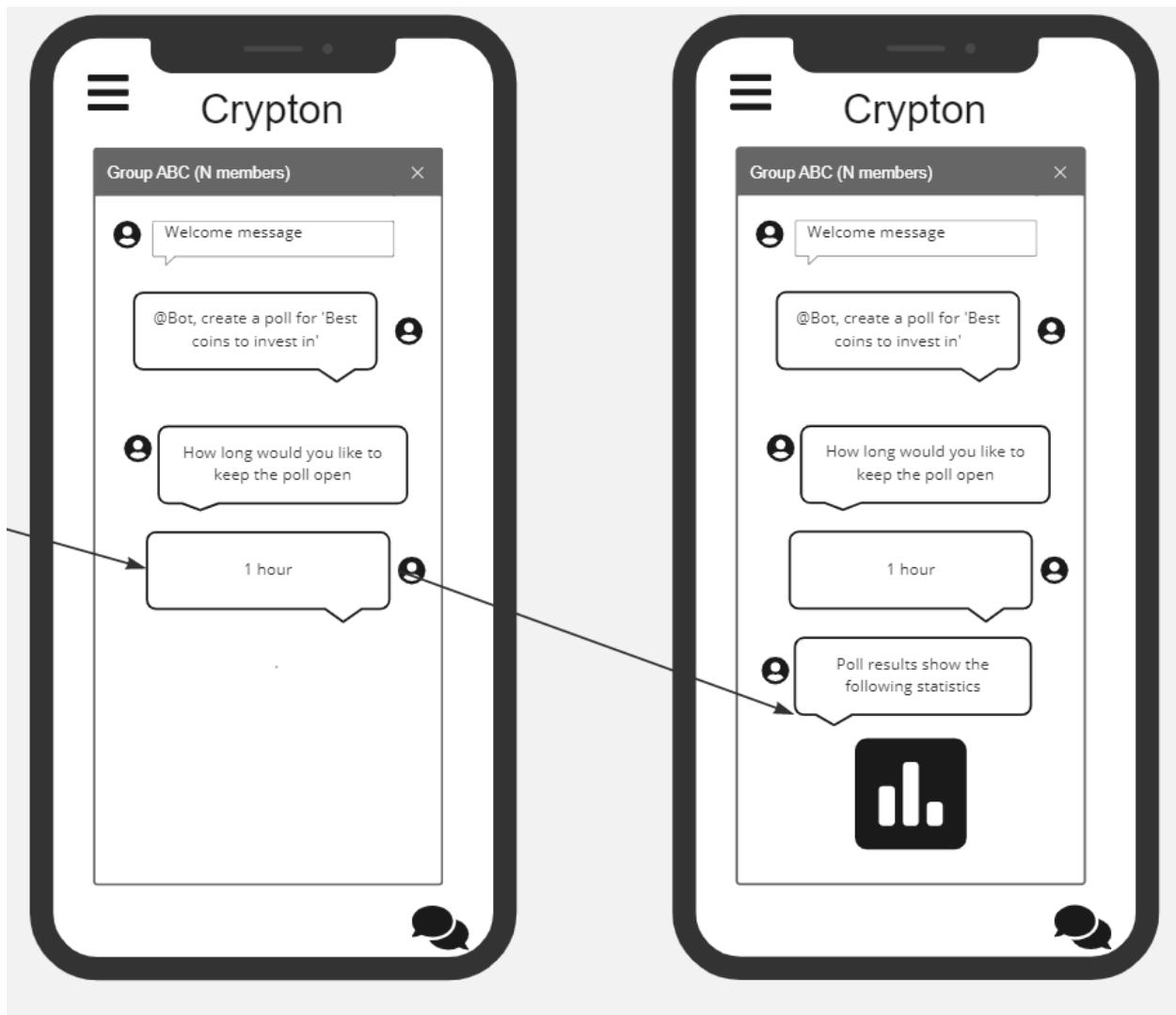
These wireframes show how two users can interact in this design. A user is also able to address the bot for queries. The bot is a part of the chat and can help with additional information.



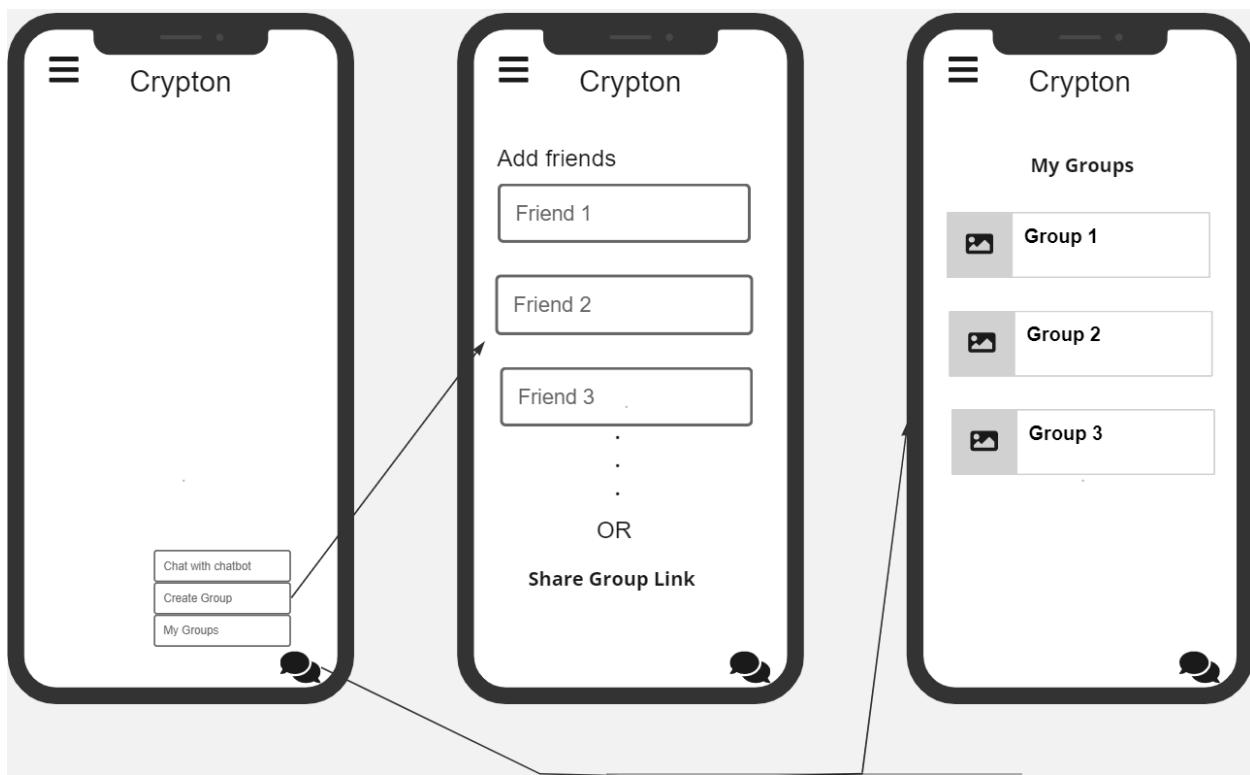
This design allows the users to create polls in the group. Initially, the user can address the bot with a request to create a poll. The bot may ask for additional details required to make that poll.



After the user provides all the information that the bot needs then the bot can proceed with the creation of the poll. After the completion of the poll, the user is provided the results and any additional analysis by the bot.

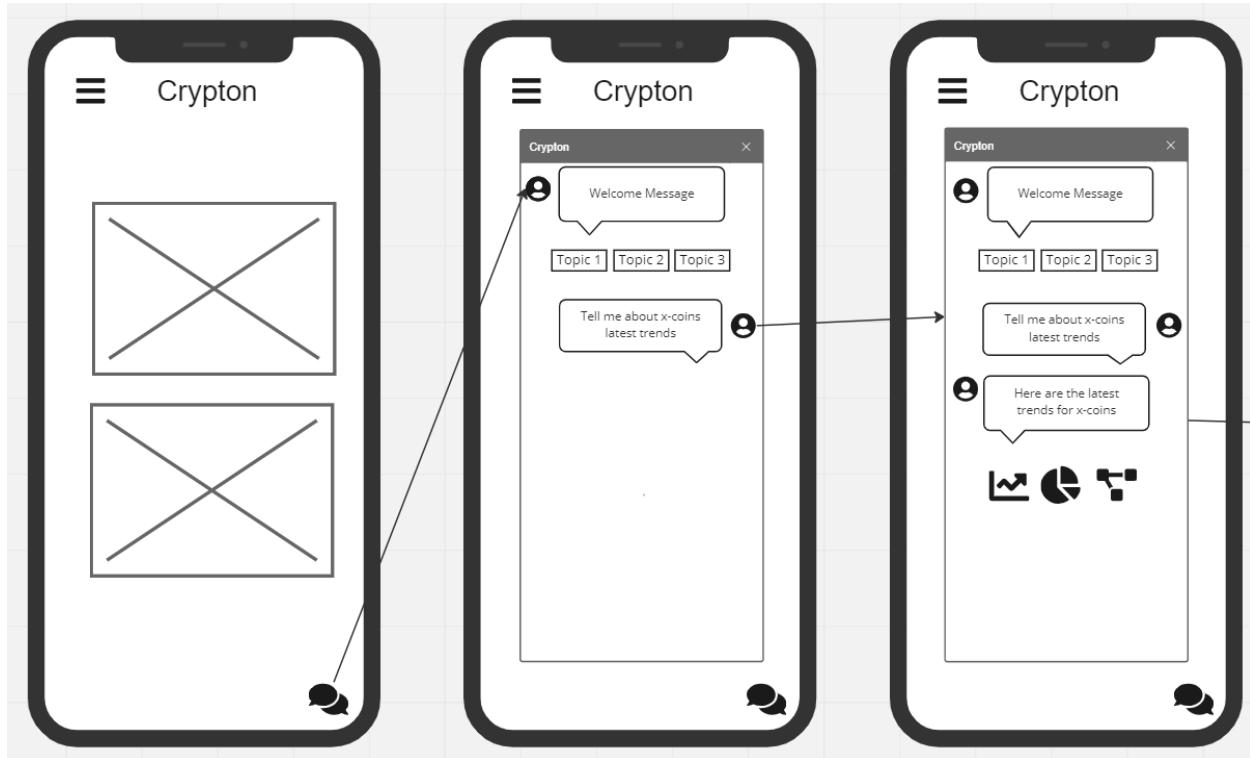


The wireframes in this design describe how the user can create a group chat, share it with people, and view his group chats. This allows the user to additionally add people to the group chat and start discussing digital currencies with them.

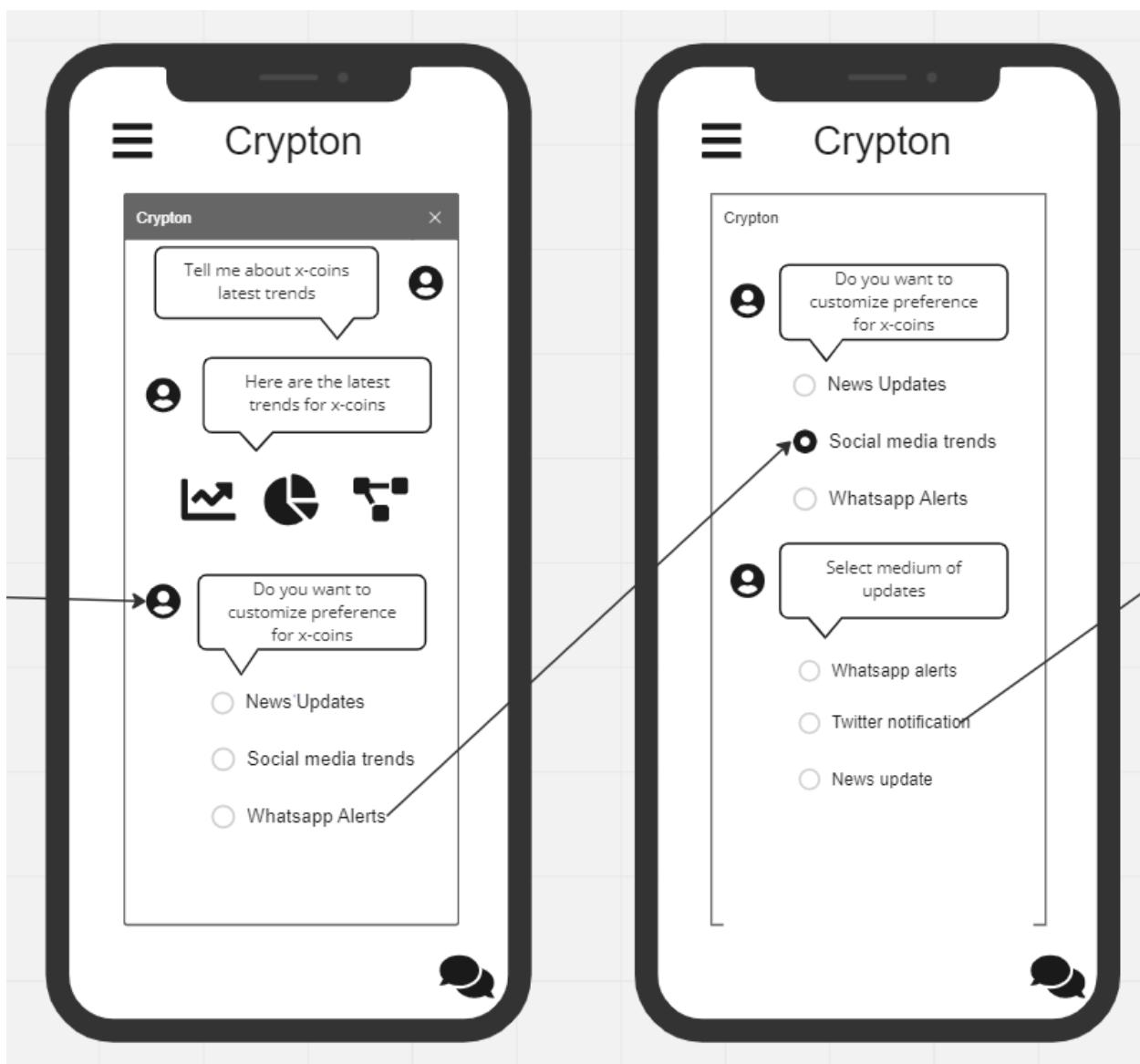


Wireflow 3

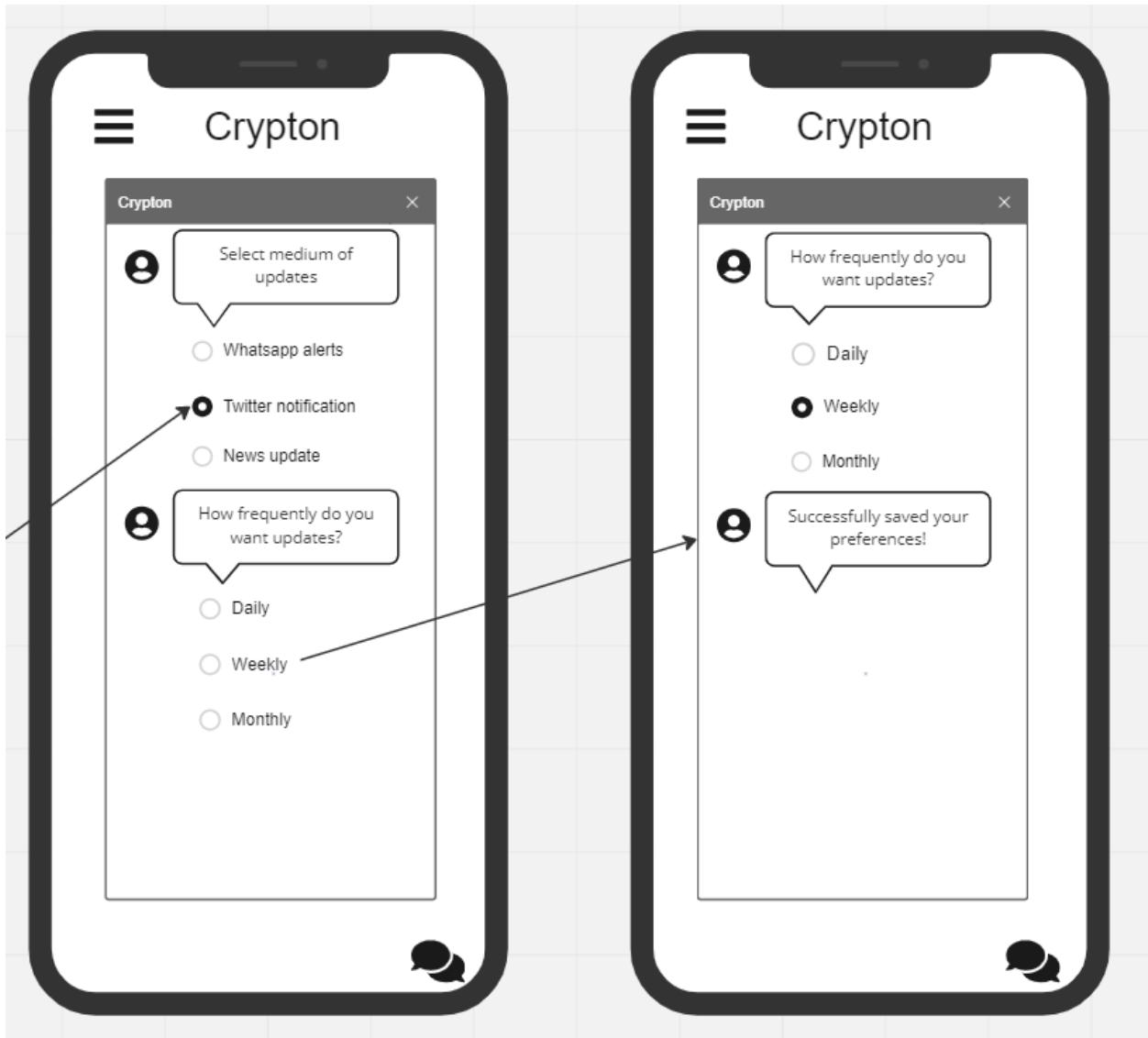
The following wire flow describes the personalization flow of the user's interaction with the bot. The bot offers suggestions about topics the user may want to know more about. Further, upon receiving the topic request from the user, either from the suggested topics or on a different requested topic, the bot offers more information on the same.



The next set of wireframes displays the option to customize preferences for a topic that the user has asked a query on. The user can set his preferences to get News updates, Social Media trends, WhatsApp alerts, or other channel updates.



Based on the preference selected by the user, the bot offers further customization options to gauge how often the user wants to receive updates and provides the user with confirmation that the settings have been saved.



Dynamic Prototype 1

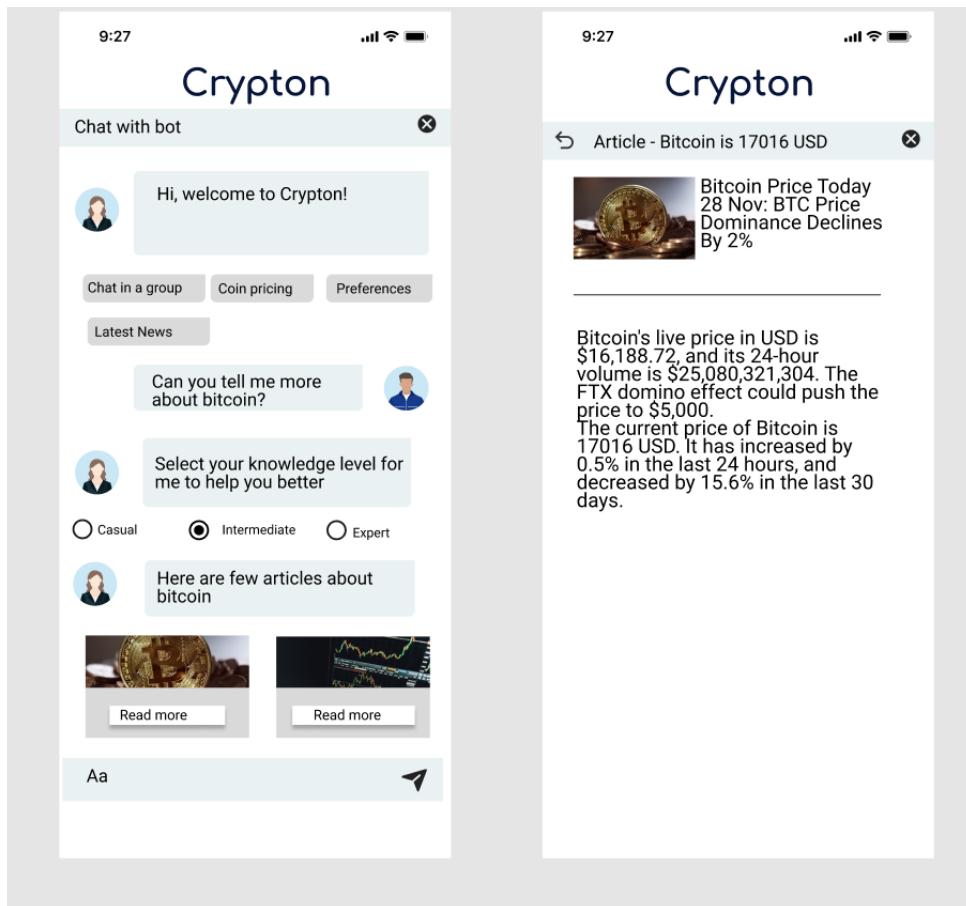
Dynamic Prototype Link: [Figma Link](#)

Dynamic Prototype Board Link: [Figma Board Link](#)

Youtube Video Link: <https://youtu.be/kJbS7gII7gk>

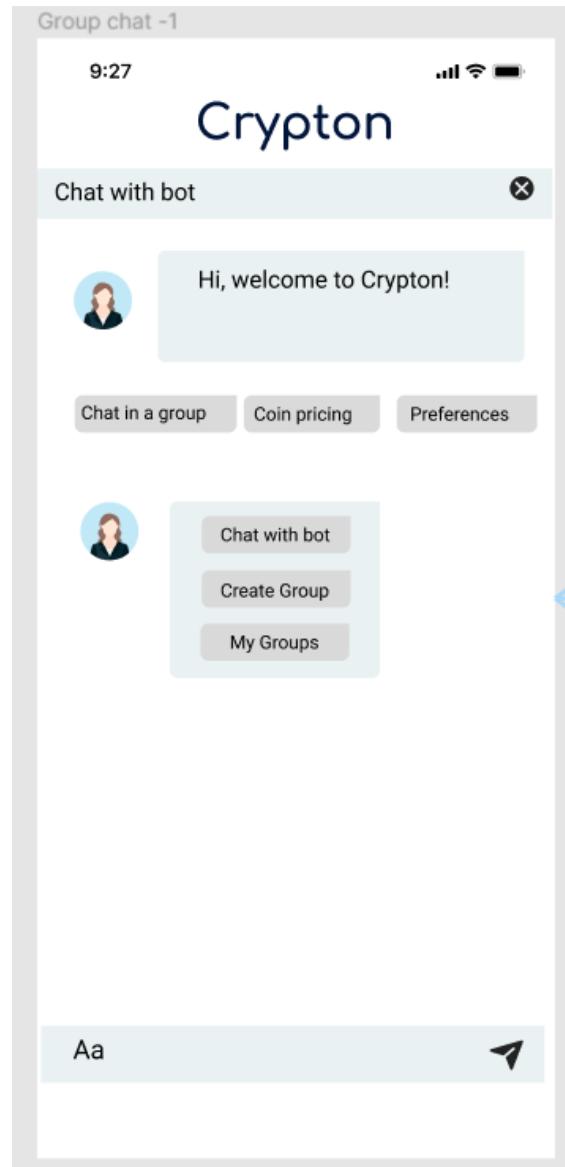
Following is an overview of the dynamic prototype design:

The user can either browse through the latest articles or ask the bot specific-questions that they have. The chatbot then tries to gauge the user's knowledge level and provides specific information pertaining to the user query. The design implemented aims to provide an easy interaction option to the user in addition to normal chat. This has been achieved by using selection options like radio buttons for single option selection, tiles for displaying multiple latest trends articles, and carousels for easy browsing through the articles.



Group Chat

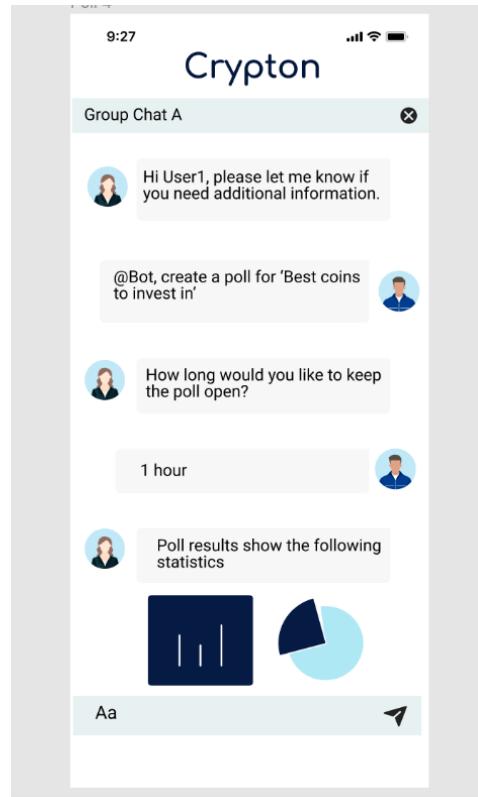
There were some concerns among the interviewees that a chatbot cannot address all queries. They needed a more human experience. We have given users options to join a group or create a group. In the create group option, the user has been given the option to either use their contacts or create a shareable link. Thus all use cases are covered for making a group. ‘My Groups’ has a list of all the current groups that a user is added to so that they can access each group as per their choice.



The poll in a group chat

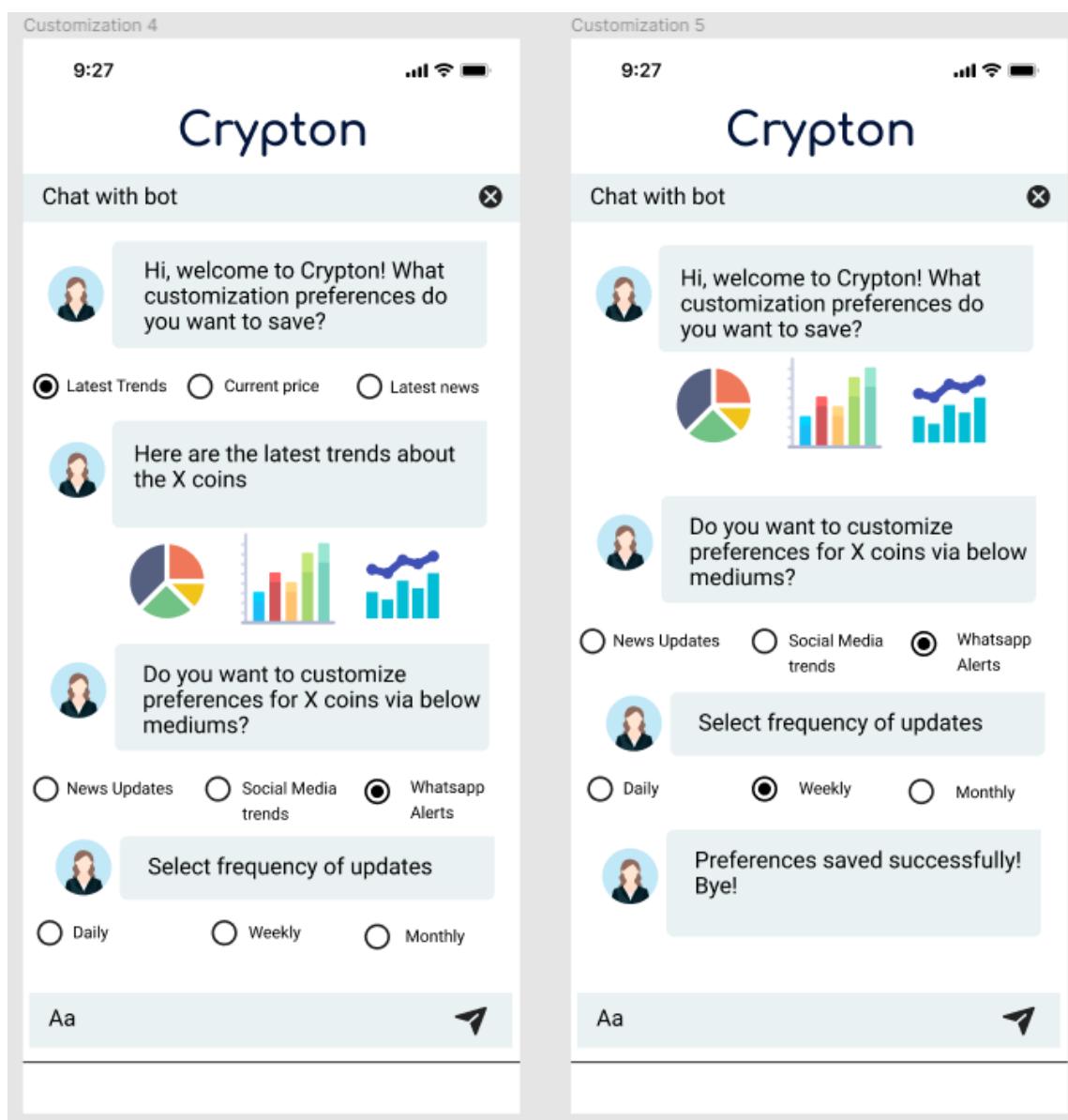
Users we interviewed felt the need to discuss with other users and get insights on pertinent cryptocurrencies before they could start investing. Hence, we decided to incorporate polls in our design to meet this essential requirement, such that users now feel more comfortable and confident about using the application. Including polls in the design enables the users to obtain statistics about the opinions of several users who are actively investing or keen on investing in the same coin.

We made an effort to keep the poll design straightforward in light of these concerns; users may @mention the bot to start a poll and communicate with it in group chats. The bot then prompts the user to specify how long they would like the poll to be open. The bot creates a poll after getting input from the user, and after the poll is finished, it shows the user the poll results. This interaction can be easily performed by chatting with the bot, and the results displayed are intuitive and easy to interpret.



Save Preferences/Customizations

An end user is usually more interested in certain topics they would like to obtain more information about. Using the chatbot, users can set preferences for topics of their choice. For instance, if the user is interested in X-coins and wants to know more about the pricing or latest news or trends news, then they can choose a medium of their liking such as Whatsapp, Discord, etc, and the frequency of receiving alerts i.e., daily, weekly, monthly, etc, via the chatbot. This has been designed to minimize user clicks and manual efforts in searching for information and receiving them in an automated manner.



Updates to be made based on User feedback

We performed user interviews and demonstrated the dynamic prototype to a group of users with various levels of cryptocurrency expertise. As a part of this process, we have identified a few areas that can be improved:

- We want to streamline the navigation process by providing the users with a chance to reverse a poor choice by including a "back" button on all feasible screens.
- Currently, once the customization preferences are set by the user, there is no option to undo them. Hence, we want to improvise on the current implementation to add the capability to modify or delete the preference settings previously set by the user.
- Users sought recommendations for articles and areas based on their usage. As a result, we intend to include article recommendations for users based on the articles they visit or read the most frequently.
- Better error handling when communicating with the chatbot is another change we inferred from the feedback. When the chatbot is unable to respond to a question, we intend to link to a FAQ to help with this.
- On the application's home page, the chatbot needs to be more prominently highlighted for the user. We intend to add a prompt in the following prototype to display the message to open the chat when the user hovers over the chat icon to resolve this issue.

Dynamic Prototype 2

Dynamic Prototype Link: [Figma Link](#)

Dynamic Prototype Board Link: [Figma Board Link](#)

Youtube Video Sketch and client feedback:

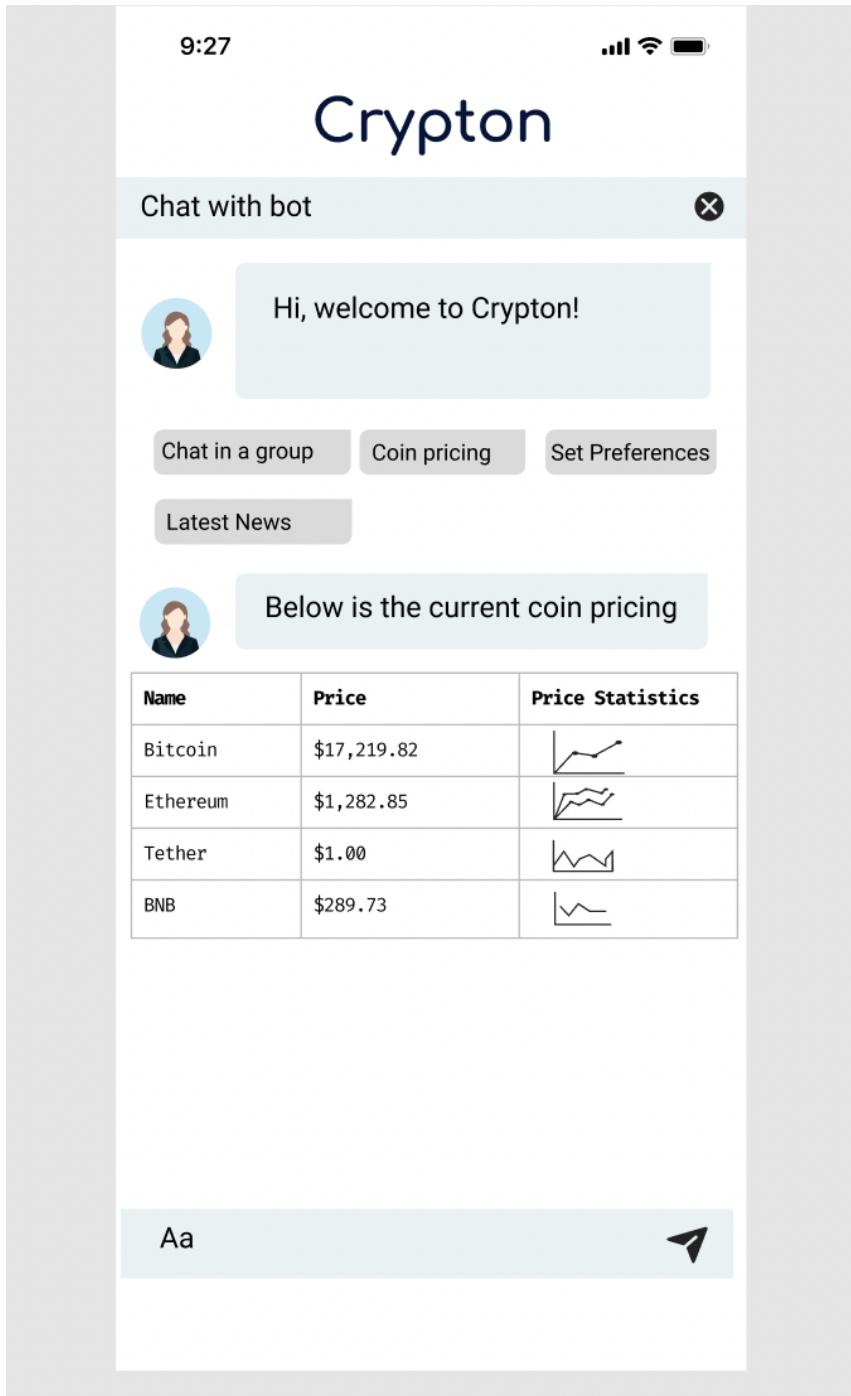
https://www.youtube.com/watch?v= mSWmOjg_oM

Following are the enhancements incorporated on top of the first dynamic prototype:
(We have added/highlighted just the additional/significantly modified screens, please refer the Figma board to view all the screens.)

We have added a prompt for the chatbot so that it is clearly highlighted for the end user and they can easily comprehend where they have to chat with the chatbot for cryptocurrency-related queries.



Upon clicking the coin pricing tile, the end user is returned with the coin pricing results for a set of different cryptocurrencies, which display the cryptocurrency name, its price, and the price fluctuation statistics over some time.



Based on the articles read by the user, the chatbot would now also provide relevant article recommendations on topics similar to the already browsed topics.

The image shows a smartphone screen displaying a news article from 'Crypton'. The top status bar indicates the time is 9:27 and shows signal, Wi-Fi, and battery icons. The main title 'Crypton' is displayed in a large, dark blue font. Below the title, there is a navigation bar with a back arrow, the text 'Article - Bitcoin is 17016 USD', and a close button (X).

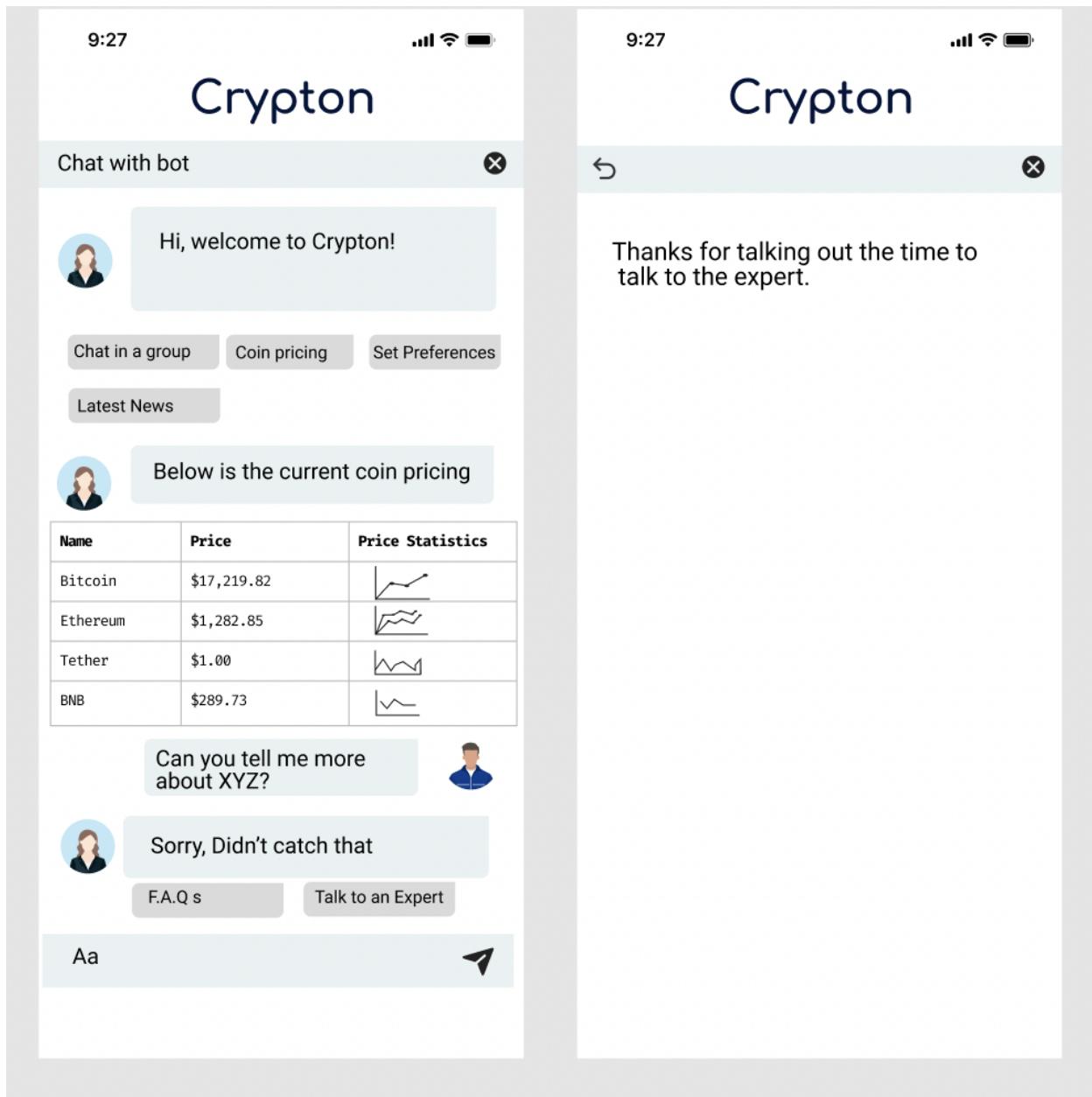
The article content starts with a thumbnail image of a gold Bitcoin coin surrounded by smaller coins. To the right of the image, the text reads: 'Bitcoin Price Today 28 Nov: BTC Price Dominance Declines By 2%'.

A horizontal line separates the headline from the main text. The main text discusses Bitcoin's live price in USD (\$16,188.72), its 24-hour volume (\$25,080,321,304), and the potential impact of the FTX domino effect on the price (\$5,000). It also notes the current price of 17016 USD, its 0.5% increase in the last 24 hours, and its 15.6% decrease in the last 30 days.

Below the main text, there is a section titled 'Here are some similar articles' followed by four thumbnail cards, each with a 'Read more' button:

- A thumbnail of a gold Bitcoin coin with the text 'Read more' below it.
- A thumbnail of a computer monitor displaying a candlestick chart with the text 'Read more' below it.
- A thumbnail of a black piggy bank with the text 'Read more' below it.
- A thumbnail of a white wire shopping basket filled with gold coins with the text 'Read more' below it.

If the chatbot is not able to provide an answer to the asked query, then the chatbot provides the user with options to either talk with an expert or browse through the FAQs.



9:27

Crypton

Chat with bot ×

Hi, welcome to Crypton!

[Chat in a group](#) [Coin pricing](#) [Set Preferences](#)

[Latest News](#)

Below is the current coin pricing

Name	Price	Price Statistics
Bitcoin	\$17,219.82	
Ethereum	\$1,282.85	
Tether	\$1.00	
BNB	\$289.73	

Can you tell me more about XYZ?

Sorry, Didn't catch that

[F.A.Q s](#) [Talk to an Expert](#)

Aa

9:27

Crypton

FAQs ×

Q : Lorem ipsum dolor sit amet ?

A :

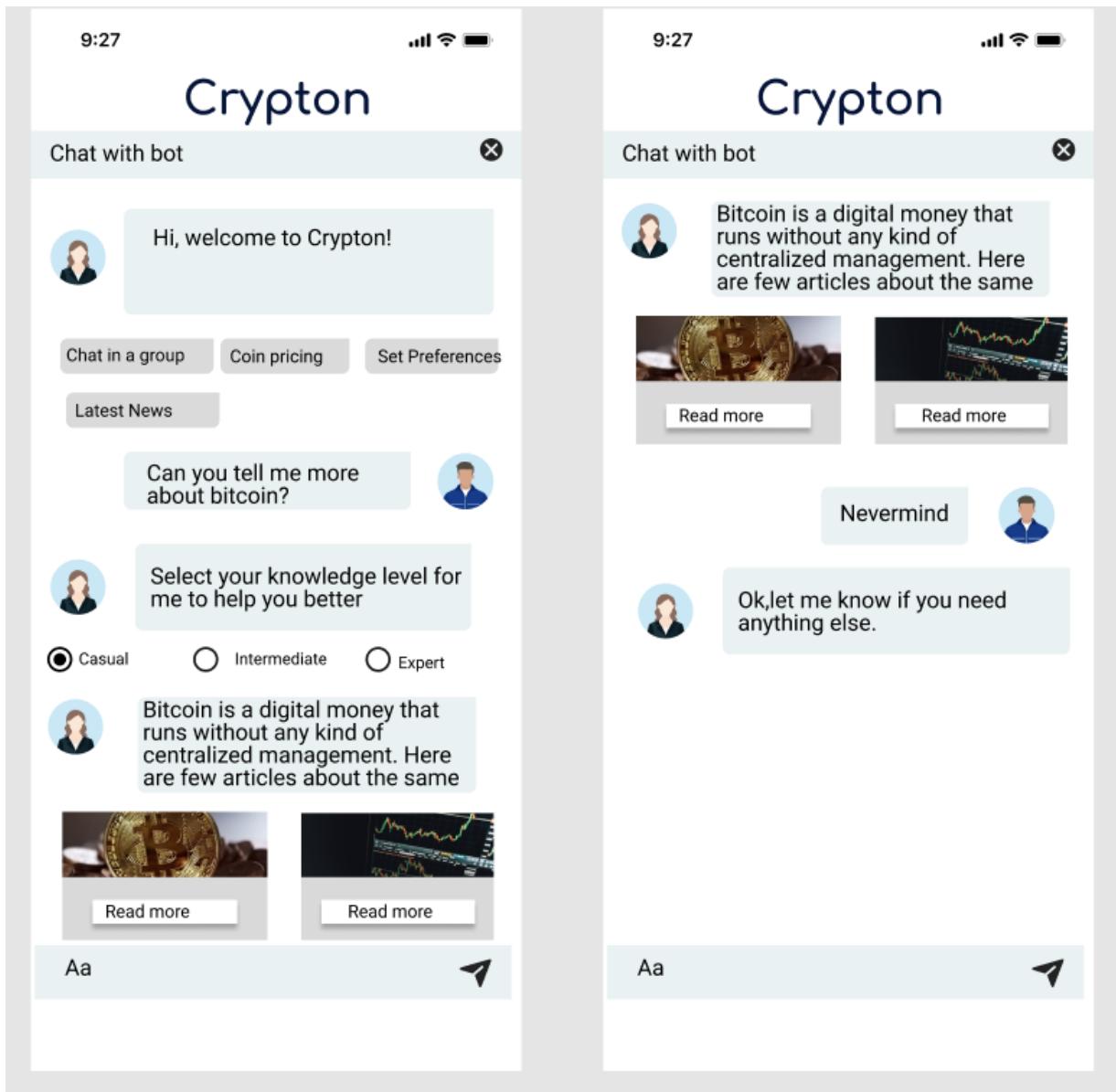
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Q : Lorem ipsum dolor sit amet ?

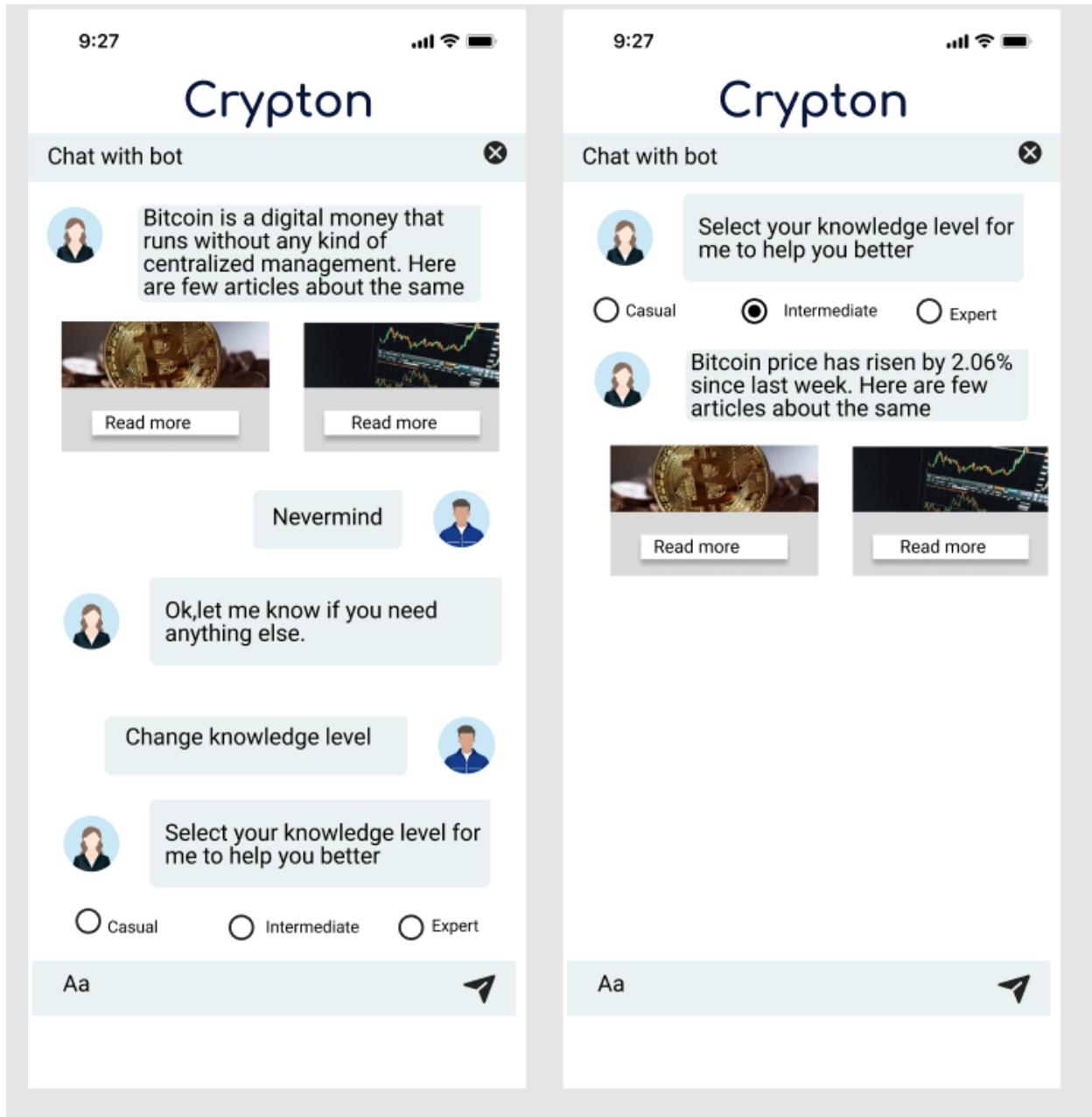
A :

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Users felt the need to have the option to modify their preferences once saved. Hence, we have updated/added the following screens to allow the user to view/update the saved preferences.



In case the user decides to stop the current flow, for instance, if the user says never mind and wants to change his knowledge level, the chatbot allows the user to re-select another option from the sub-menu.



Citations

The user task flows and wire flows are created using Miro <https://miro.com/app/dashboard/>.

1. Naim Ahmed - (2020) Retrieved from <https://unsplash.com/photos/8BcVHmAHtlw>
2. Ali Morshedlou - (2018) Retrieved from <https://unsplash.com/photos/WMD64tMfc4k>
3. ThisisEngineering RAEng - (2020) Retrieved from
<https://unsplash.com/photos/Bt9HIKC0Nus>
4. Icon Pack (chat, send, close) - Retrieved from
<https://www.figma.com/community/file/886554014393250663>
5. Person icon - Retrieved from <https://freeicons.io/avatar-8/sports-man-icon-44978>
6. Chatbot icon - Retrieved from <https://freeicons.io/avatar-8/femalemanager-icon-44955>
7. Coin image - Retrieved from
<https://www.pexels.com/photo/close-up-view-of-a-golden-coi-315788/>
8. Stock chart - Retrieved from
<https://www.pexels.com/photo/black-screen-with-graph-6781273/>
9. Article Image - Retrieved from
<https://www.pexels.com/photo/person-putting-bitcoin-in-a-piggy-bank-6780838/>
10. Article Image - Retrieved from
<https://www.pexels.com/photo/gold-bitcoin-coins-in-a-miniature-shopping-cart-5980892/>
11. NN/g Nielsen Norman Group (2016) Retrieved from
<https://www.nngroup.com/videos/prototypes-vs-wireframes-ux-projects/?lm=ux-prototype-hi-lo-fidelity&pt=article>
12. NN/g Nielsen Norman Group (2019) Retrieved from
<https://www.nngroup.com/articles/ux-prototype-hi-lo-fidelity/>