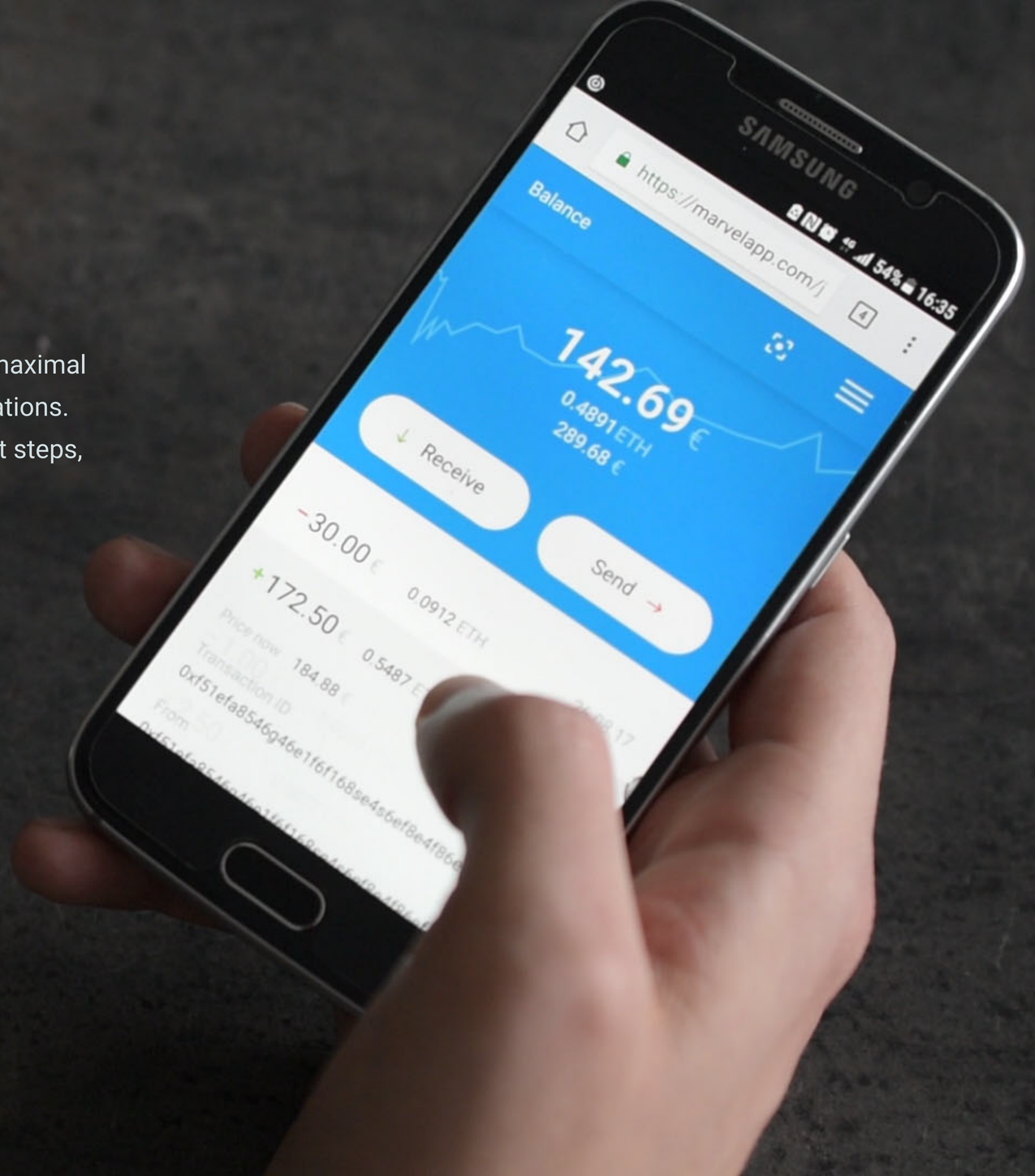
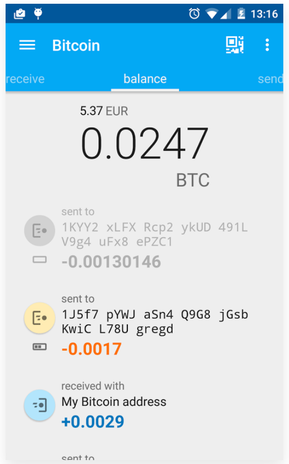
The best Ethereum wallet

Intro

My main goal with the Pillar wallet design was to ensure maximal possible security for the users, without unnecessary limitations. Furthermore, I have focused on the reduction of redundant steps, legibility and last but not least, ergonomy of
control with one hand.



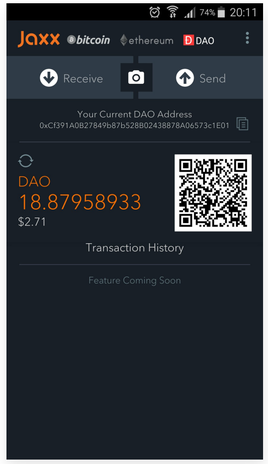
Competition (mobile only)



Coinomi

+ Easy to setup
+ Fast loading time
+ Many coins, but most of them are not very used

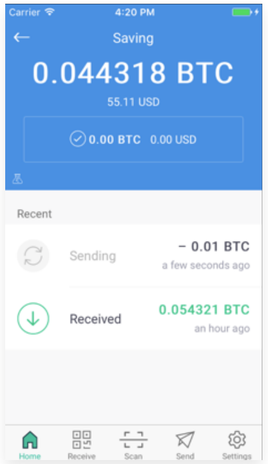
- Not very well handled trans. history
- Bad use of space
- Small active areas of buttons



Jaxx

+ Fast access to my address
+ Simple switching between coins
+ Multi-platform

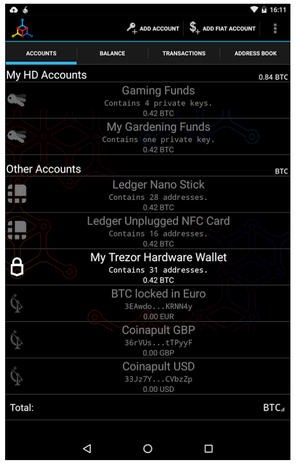
- Terribly long loading time
- Cluttered UI
- Can't see my overall balance
- Small menu button
- Loading time between switching coins
- Only dark theme



Copay

+ Nice onboarding process
+ Well handled multiple wallets
+ Address book
+ Simple UI with line icons
+ I can generate new address for each transaction

- Bottom navbar might not be everyones preference
- Receive icon is hard to understand
- Doesn't show values in fiat
- Only BTC



Mycelium

+ Easy way to generate new accounts
+ Address book
+ Translations

- Cluttered UI
- All elements look the same, but they don't have the same functions
- Not intuitive (camera icon)
- Only dark theme

User personas

Peter Green

23 yo male, student

In crypto space - 0.5 months

His needs

Peter owns a small amount of bitcoin, but he doesn't know much about technicalities or security. He uses the exchanges and wallets his friends or first google result suggested him.

He needs to understand how this whole system works. He is not very concerned about his security. He was never hacked or robbed. He thinks his password is strong, but its very likely compromised. He doesn't use many apps. Just the usual social networks and chat.

He wants a sense of stability and control. Wants to use the wallet just as easily as his other apps.

His pain points

Doesn't know how transactions work and what is the wallet. He thinks its just another app connecting to his account. He is scared that he might do something that makes him lose his funds.

He doesnt like to see strange technical terms he doesn't understand.

He is nervous when he sends the money but it doesn't show on the other side for more than a few minutes.

Very complicated registration feds him up. He is used to just register with social acc or just the email.

He might want to spend his crypto for something online in the future.

Solutions

Easy registration and wallet setup. Simple UI.

Onboarding - explanation of basic functionality. Explanation of basic terms he might not understand.

Show him expected / average confirmation time based on his fees.

Add animations / illustrations to indicate whats happening inside the system.

Tutorial on security.

User personas

Andy Smith

27 yo male, joung professional / small trader
In crypto space - 5 months

His needs

Andy was small-to-mid sized portfolio (5-15). He has it all over the place. On the exchange, on mobile wallet, on PC wallet and maybe even a HW wallet. He knows about the importance of the security and he is scared to lose his money because he takes it seriously.

He doesn’t mind the more strict security measures.

He needs multicurrency wallet with best possible security for a mobile wallet. He mostly transfers in and out of the exchanges because he doesn’t trust them.

He understands how transactions and transaction fees work and he mostly wants to pay the minimum fees.

He wants to check his funds often.

He transacts often, but mostly with with 2-3 addresses. Just the exchanges and his PC / HW wallets.

His pain points

He has no patience for long loading or constant need to sign in.

He is terrified of opening the app and seeing 0 balance. He knows it cant be reversed. It might have happened to him before.

He doesn’t want to fill in to many boxes to make a transaction.

Mandatory high fees.

If he sees the news his wallet has security weakness, he switches to another immediately.

It’s hard to find good wallet wit so many supported coins.

Solutions

Easy to switch between currencies.

Best possible security (fingerprint, 2FA, pin / pass)

Showing the available balances right after opening of the wallet

Ability to change the network fees

As many currencies as possible

User personas

Joe Freeman

28 yo male, developer / freelancer. He invests into crypto time to time
In crypto space - 1.5 years

His needs

Anonymity. He doesn't want the government to spy on him.

He just wants to invest into a few coins. Just the top 3-4. He opens his wallet few times a week to check how prices look.

He likes to see the analytics of his portfolio. How it changes over time.

He needs simple UI and wants to see all his funds at the same time.

Security is a concern for Joe, but he doesn't want to spend time to investigate how exactly is his wallet dealing with it. He decided based on the online review of crypto wallets.

He doesn't follow the news from crypto space too much, just time to time.

His pain points

Similar to Andy's, but not so severe.

He doesn't like his investments to go under 0 profits.

He doesn't want to pay taxes on his profits.

Complicated interface

Solutions

Graphs and analytics for his funds

Details in transaction history

Home screen with all the details he needs.

User personas

Marian Berryjoy

32 yo female, artist, gets payed in crypto for her art
In crypto space - 10 months

Her needs

She needs the wallet to be working on her 3 years old smartphone.

Wants to be able to change the UI appearance for her liking. She likes the options.

She wants to have her family in contacts to send them money time to time.

She doesn't understand the underlying technology to depth and has no intention of learning it. She just wants it to work.

She buys goods online for crypto sometimes.

Her pain points

Ultra modern UI is strange to her.

Sudden price drops

She doesn't understand the subtle differences between different coins. She mostly uses bitcoin, and litecoin. Doesn't know why she should use the others. It's all the same for her.

People told her mobile wallets are not safe.

She often loses her phone and has to reinstall all of her apps. She hates that.

Solutions

Multiple color themes to choose from

Possibility to learn about different coins (in the details)

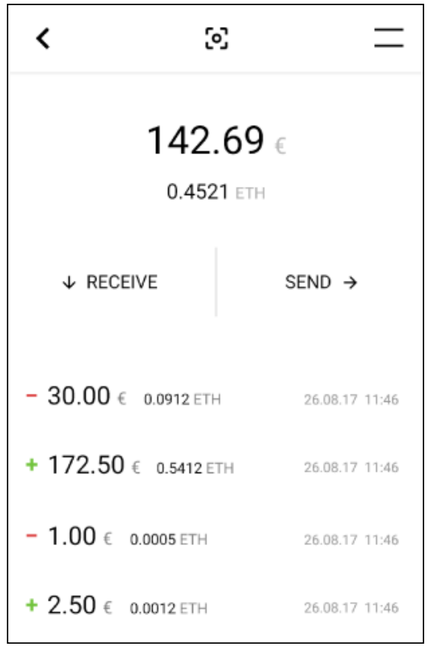
Saved names to often used addresses. Address book.

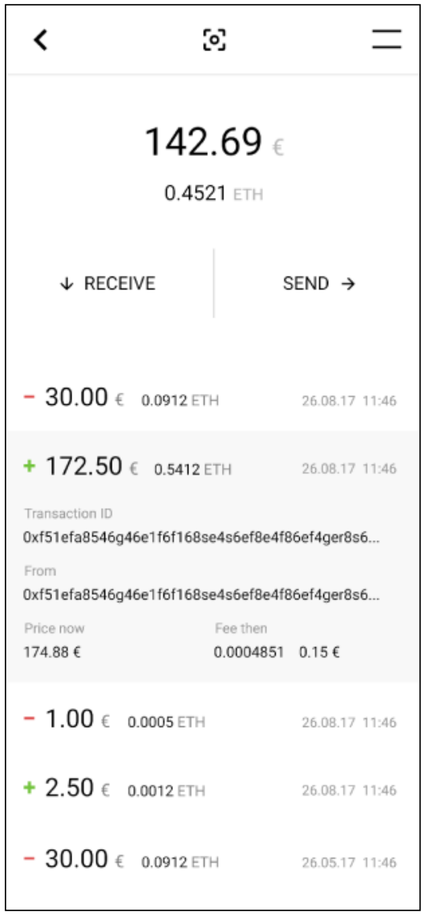
Very easy and straightforward restoration process.

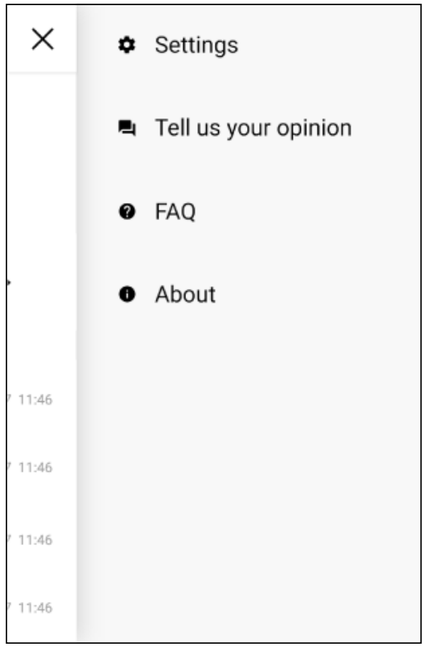
User flow

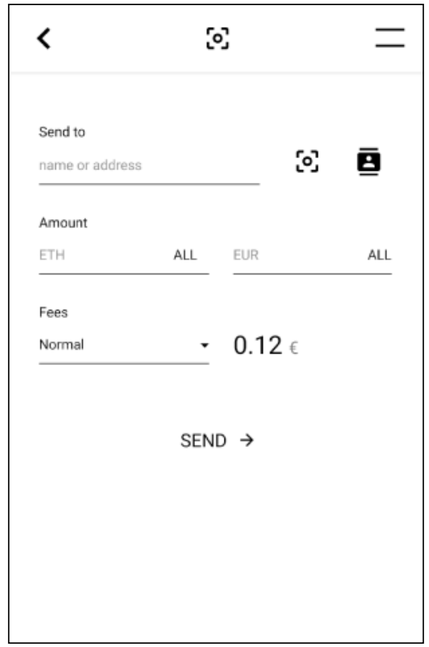
Onboarding
Registration
Restoration
Email verification
Email verification
Pass phrase
Fingerprint scanner
Backup phrase
Home screen
Graph / analytics
Receive funds
Send funds
My adresses
Settings
Sign transaction
Transaction info

Wireframes



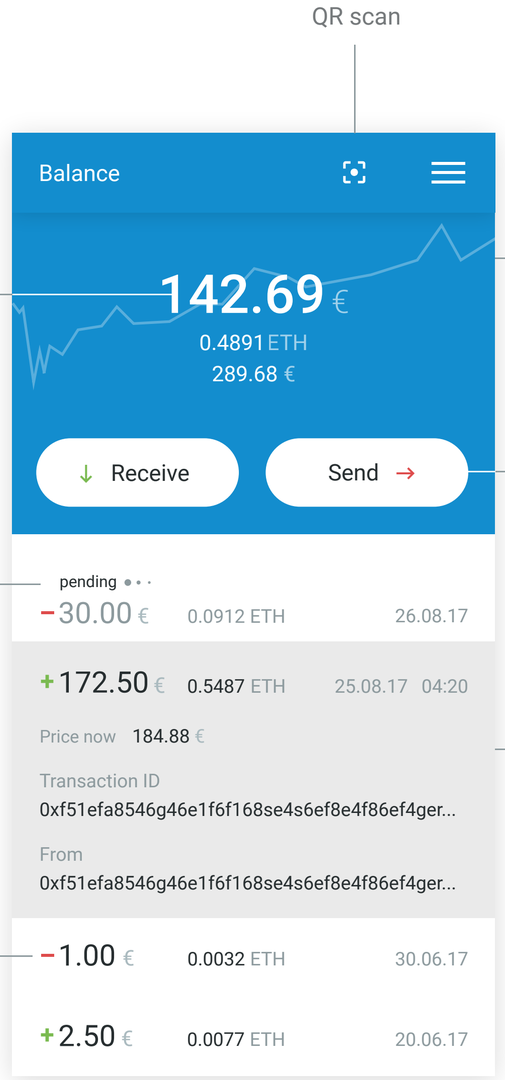






My process started with exploring UI options of the wallet.
I was trying to get the best possible combination of compact size and legible texts. I have spend the most time on transaction history.

Home screen



Current balance in fiat, ETH and price of 1 ETH

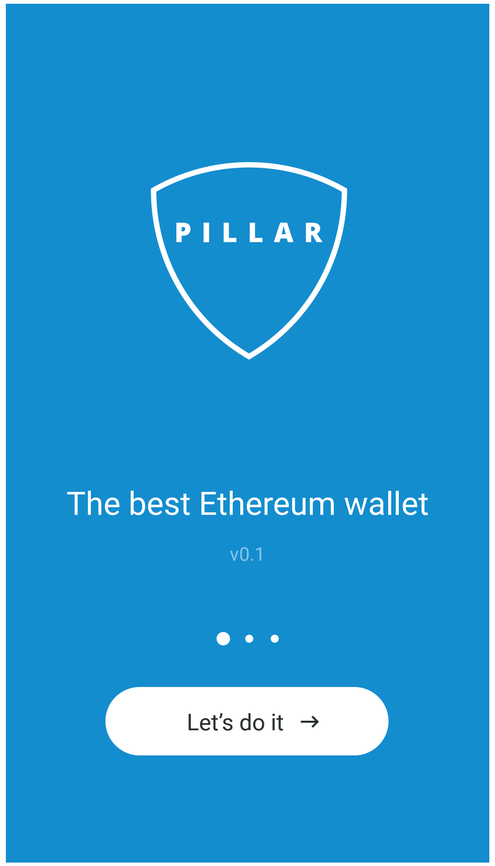
Last 7 days of price action in live graph

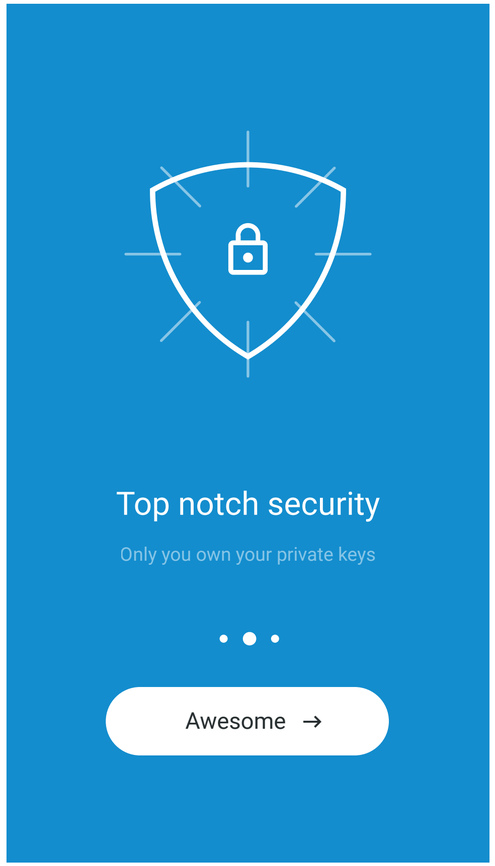
Main buttons placed within the thumb reach.

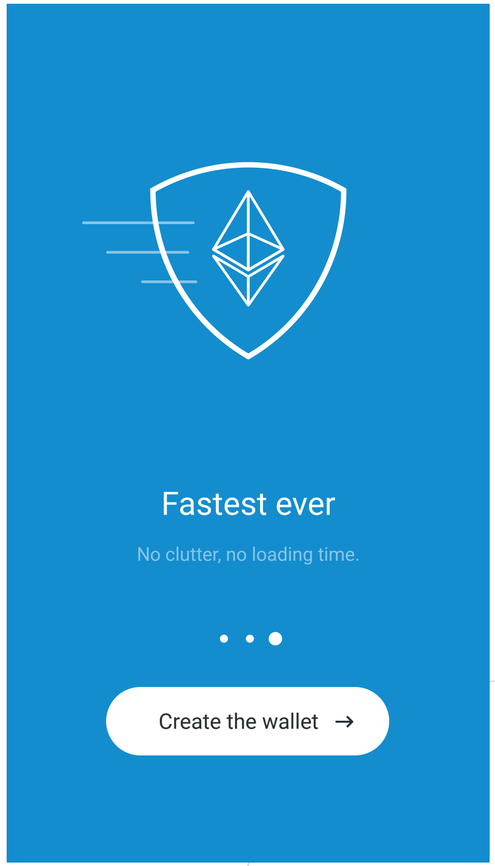
Pending transaction indicated by color and animation

Transaction details expand on tap

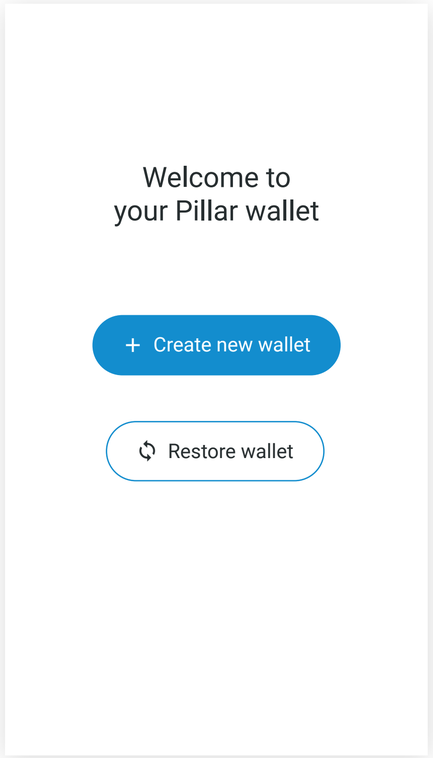
Fiat value is more important, because most people still think in these units

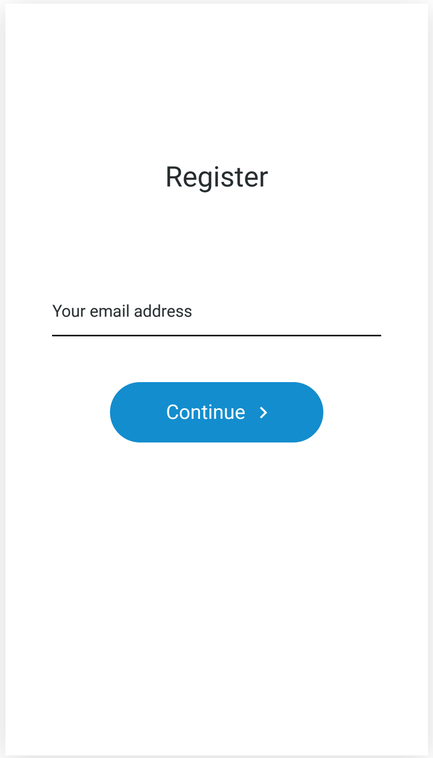


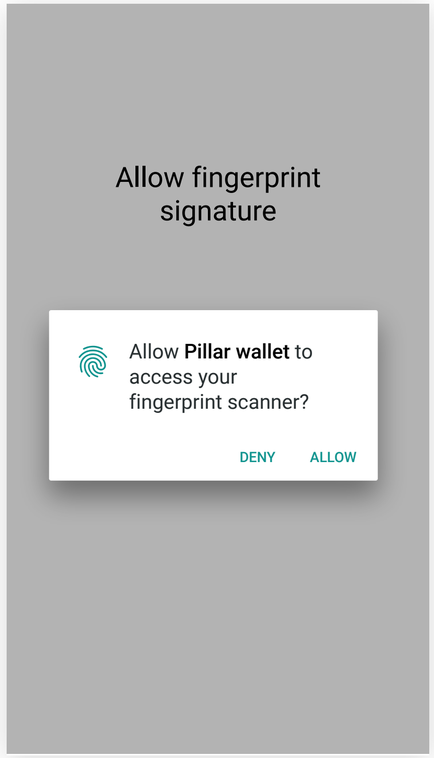


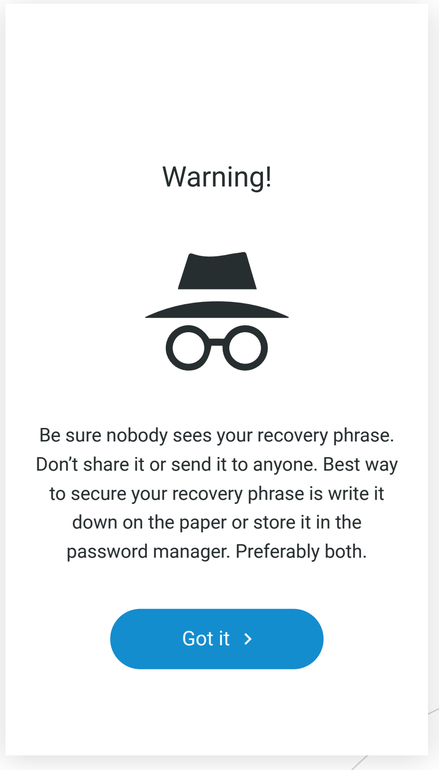


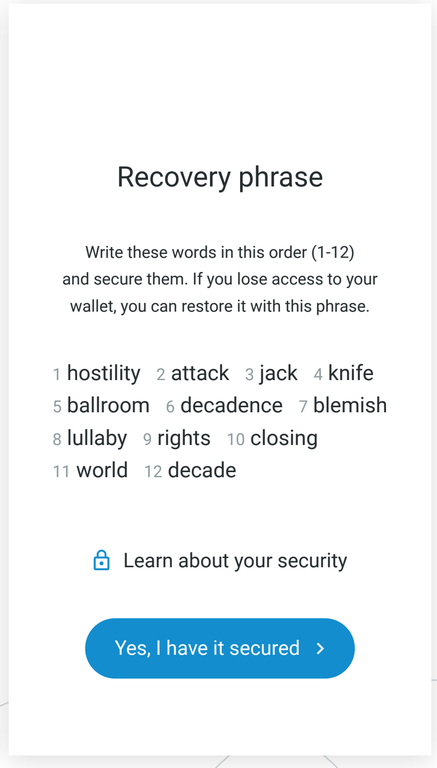
Guides and educates new user on core features and principles of crypto wallet.
This part will need much more attention once we focus on broader audience.





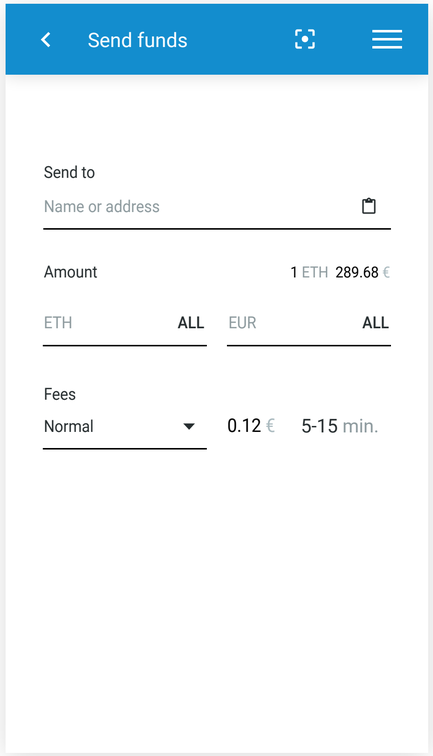


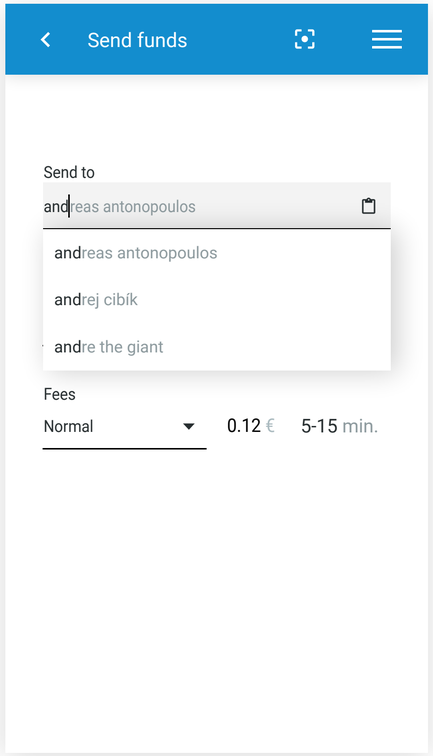


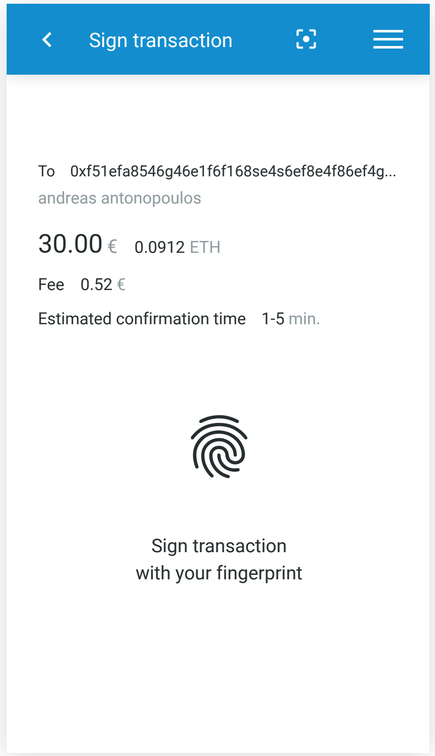


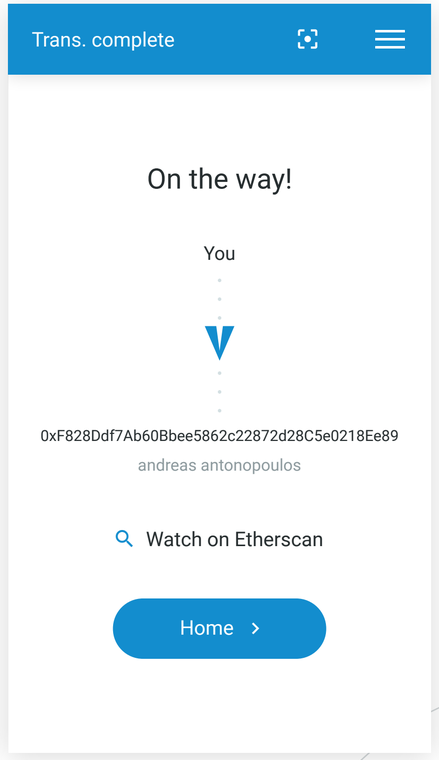
The registration process should ensure maximum possible security measures. I propose, users should use fingerprint scanner if it is available. If not, we should guide the users to create a strong, multi-word, pass phrase. Before showing user the recovery phrase, he should be educated on how to secure and store his recovery phrase.

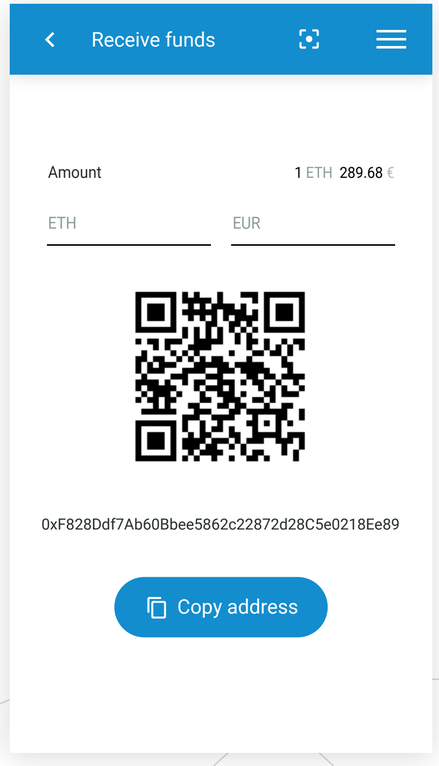
Receive and send





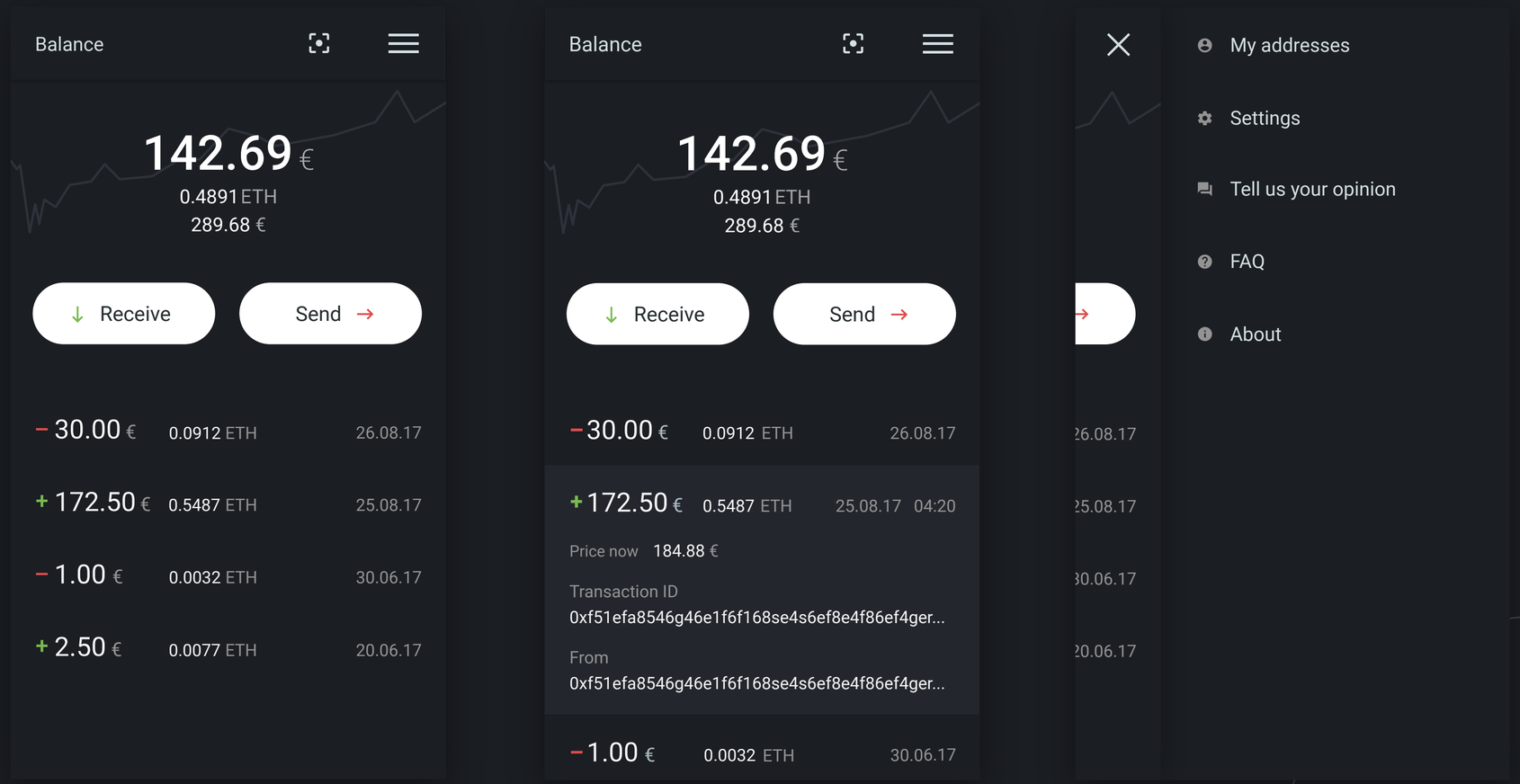






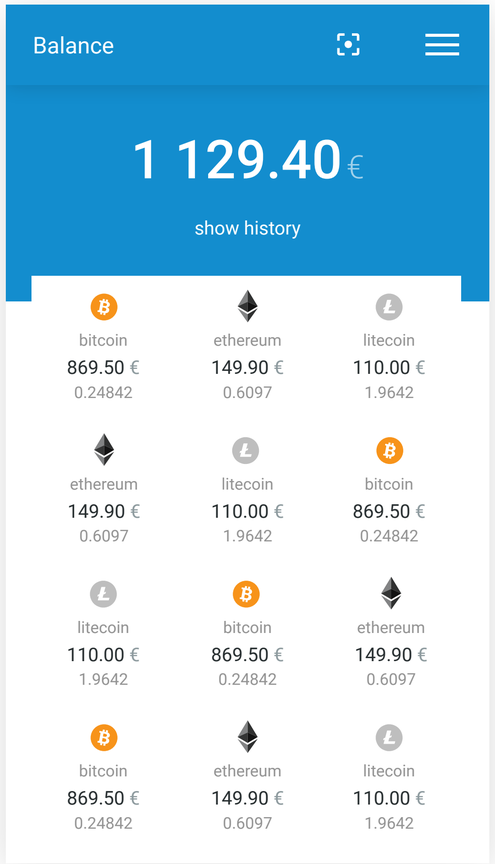
I think giving the users an option to change their fees should be implemented together with an estimation of confirmation time. The speed is not always the priority for everyone. Sometimes you want the lowest possible fees.

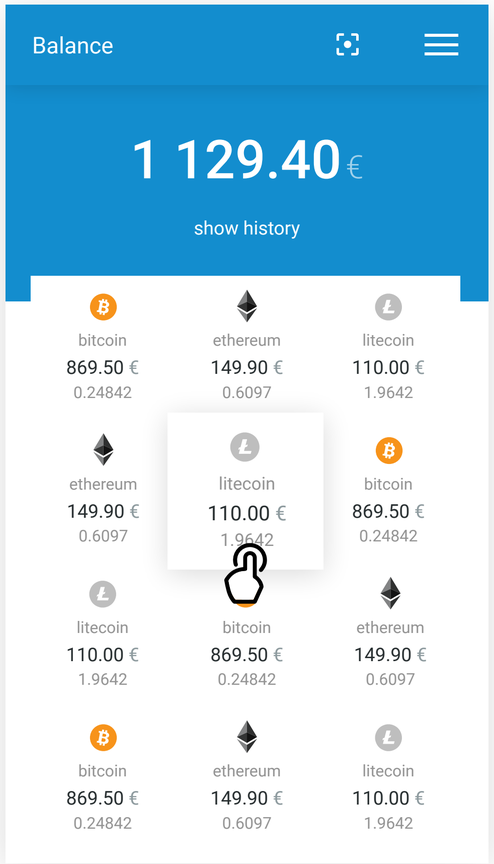
Dark theme

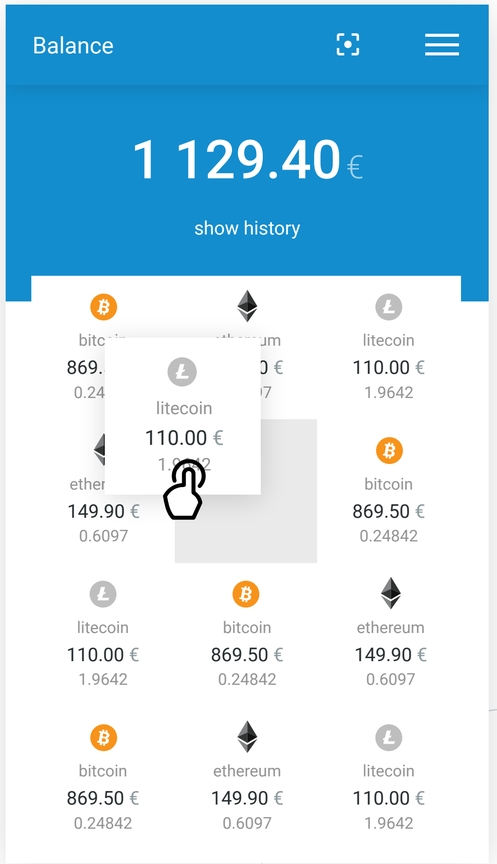


I propose a minimum of 2 themes for people to choose from.
Ideally, Pillar can have more contests for designers to create many interesting styles and themes.
People on Twitter seemed to like the dark theme more. Many expressed their desire
to be able to switch themes.

Multi-currency home screen







Survey showed, having many different coins / tokens, is something users desire.
I was exploring the ways, how to show as many different currencies as possible, while maintaining a simple layout. Users should have the ability to customize their UI and dragging their most used coins to the top.
By default, coins can be sorted by their fiat value.

Thank you for
your consideration.

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