

CryptoNexux – A signup process for a crypto exchange

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Project overview



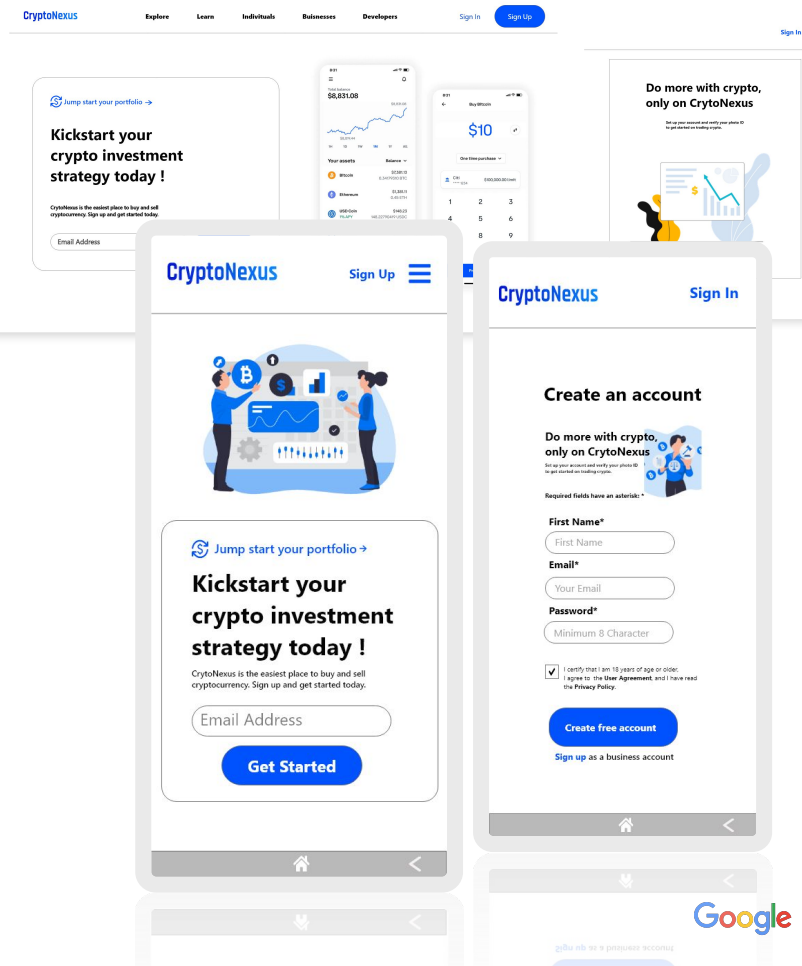
The product:

Cryptonexus is a crypto exchange platform that aims to make buying and selling cryptocurrencies more accessible and user-friendly. The platform targets individuals new to the crypto market and wants a simple and easy-to-use platform to buy and sell digital assets. Cryptonexus will provide a user-friendly sign-up process, clear and transparent fees, and a wide range of supported cryptocurrencies. Additionally, the platform will prioritize security and user education to ensure that users are well-informed and protected while using the platform.



Project duration:

Dec 2022 to Jan 2023



Project overview



The problem:

CryptoNexus aims to solve problems related to confusing and difficult signup processes, lack of security and user-friendliness, limited currency options and information, and difficulties with account management and verification



The goal:

The main goal of this platform is to make it easy for users to sign up, verify their identity, and begin trading cryptocurrencies securely and efficiently. This can be achieved by providing a streamlined and user-friendly signup process, robust security measures, and clear and transparent verification procedures.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I conducted market research on the current state of the crypto exchange industry and identified common pain points and challenges users face when signing up for a new exchange. The data revealed that a significant concern among users was the complexity and need for more transparency in the sign-up process and the need for more straightforward instructions and guidance. This feedback highlighted the need for a user-friendly and straightforward sign-up process for Cryptonex, with clear instructions and advice to help users navigate the process quickly.

Persona 1: Sarah

Problem statement:

Sarah is a crypto enthusiast who wants a user-friendly and easy-to-use crypto exchange platform that can guide him through the process of signing up, buying, and managing his crypto assets.



"I need a reliable guide to handle emergency situations and ensure the safety of my family."

Goals

- To be prepared for any emergency situations that may arise in her household.
- To improve her knowledge of first aid
- To have a user-friendly and easy-to-use app that can guide her through emergency situations
- To ensure the safety of her family

Frustrations

- Limited knowledge of first aid
- Overwhelming amount of information available online
- Difficulty in finding a reliable and user-friendly first aid app
- Difficulty in finding time to attend first aid training
- Difficulty in understanding technical, medical terms
- Difficulty in finding relevant information quickly during emergency situations.

Name

Age: Sarah

Education: College Degree

Hometown: Seattle, Washington

Family: Married with 2 young children

Occupation: Stay-at-home mother

Sarah is a stay-at-home mother of two young children. She is concerned about her family's safety and wants to be prepared for any emergency situations that may arise. She needs to gain more knowledge of first aid and feels overwhelmed by the amount of information available online. She wants a user-friendly and easy-to-use app to guide her through emergencies.

Persona 2: Tom

Problem statement:

John wants a user-friendly and easy-to-use crypto exchange platform that allows him to easily buy and sell various cryptocurrencies, track his portfolio and transactions, and provide him with market insights and analysis to make informed investment decisions



Name

Age: Tom

Education: BBA

Hometown: Chicago, Illinois

Family: Divorced with no children

Occupation: Small business owner

"I need a reliable guide to handle emergency situations at work and ensure the safety of my employees."

Goals

- To be prepared for any emergency situations that may arise in the workplace
- To improve his knowledge of first aid
- To have a user-friendly and easy-to-use app that can guide him through emergency situations
- To ensure the safety of his employees
- To have access to training resources for his employees

Frustrations

- Limited knowledge of first aid
- Overwhelming amount of information available online
- Difficulty in finding a reliable and user-friendly first aid app
- Difficulty in finding time to attend first aid training
- Difficulty in understanding technical medical terms
- Difficulty in finding the relevant information quickly during emergency situations
- Difficulty in providing first aid training to his employees
- Difficulty in ensuring his employees are prepared for emergency situations.

Tom is a small business owner who is always busy with work. He is concerned about the safety of his employees and wants to be prepared for any emergency situations that may arise in the workplace. He has limited knowledge of first aid and does not have the time to attend first aid training. He wants a user-friendly and easy-to-use app that can guide him through emergency situations.

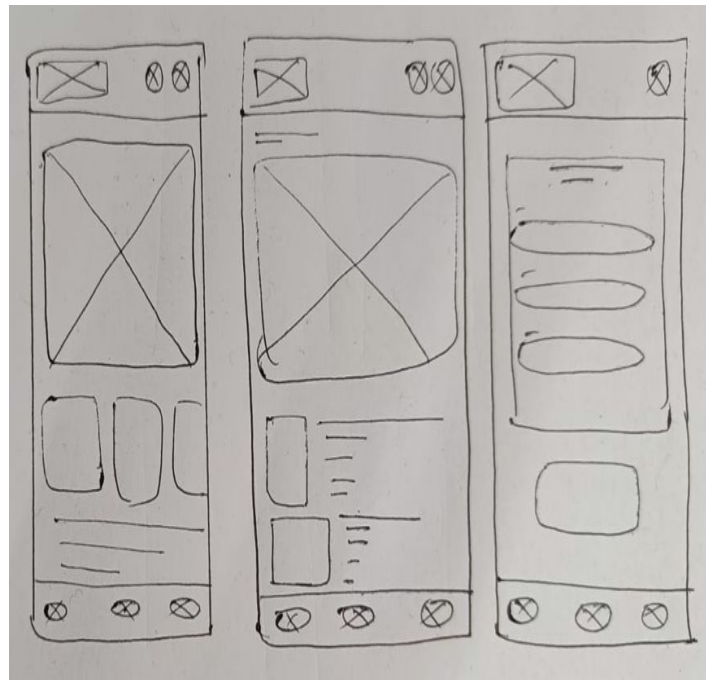
Competitive audit

An audit of a few competitors' products provided direction on gaps and opportunities to address with the CryptoNexux app.

	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
FirstAidPro	Direct	San Francisco, United States	A comprehensive first aid app with detailed instructions on how to handle different emergency situations, including CPR, choking, and serious injuries. The app also includes a feature for creating personalized emergency plans and a directory of nearby hospitals and emergency services.	\$	www.firstaidpro.co	Medium	Target audience includes individuals of all ages and backgrounds who want to be prepared for emergency situations and have access to detailed first aid instructions.	"Be prepared for any emergency, anytime, anywhere."	Good Strong, consistent branding for FirstAidPro Intuitive navigation for LifeSaver Complicated features for SurvivalAid	Outstanding Easy to navigate Strong, consistent branding and visual design All features are useful and intuitive, including personalized emergency plans and directory of nearby hospitals and emergency services
LifeSaver	Direct	Sydney, Australia	A first aid app that uses augmented reality technology to provide step-by-step instructions on how to handle different emergency situations. The app also includes a feature for connecting users with nearby first responders and a directory of nearby hospitals and emergency services.	\$	www.lifesaver.com	Small	Target audience includes individuals of all ages and backgrounds who want to be prepared for emergency situations and have access to detailed first aid instructions using augmented reality technology.	"Quick and easy access to critical first aid information, right at your fingertips."	Needs work User-friendly interface for FirstAidPro Limited features for LifeSaver Overly complex User-friendly interface for FirstAidPro Limited features for LifeSaver Overly complex design for SurvivalAid	Good Vigorous use of augmented reality technology for step-by-step instructions Connects users with nearby first responders and hospitals Could have more detailed instructions for some emergency situations
SurvivalAid	Indirect	Toronto, Canada	A first aid and emergency preparedness app that provides detailed instructions on how to handle different emergency situations, including natural disasters and wilderness survival. It also includes a feature for creating personalized emergency plans and a directory of nearby hospitals and emergency services.	\$\$\$	www.survivalaid.co	Large	Target audience includes individuals and families who want to be prepared for natural disasters and wilderness survival situations.	"Stay safe and informed with real-time alerts and emergency preparedness information."	Outstanding Personalized emergency plans feature for FirstAidPro Augmented reality technology for LifeSaver Detailed instructions for wilderness survival for SurvivalAid	Okay Detailed instructions for emergency situations and natural disasters Personalized emergency plans and detailed instructions for emergency situations and natural disasters Personalized emergency plans and directory of nearby hospitals and emergency services Could have a more user-friendly interface for navigation
UX (rated: needs work, okay, good, or outstanding)										
Interaction			Visual design			Content				
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness				
Okay Personalized emergency plan feature Lack of detailed instructions for emergency situations	Good The app has a clear layout and uses visuals effectively, but it is not fully accessible for screen readers.	Good + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	Outstanding + Straightforward navigation - Clear indication of clickable elements	Outstanding + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Witty, conversational tone that aligns well with branding.	Outstanding + Conveys information clearly + Descriptions are succinct and to-the-point				
Outstanding Augmented reality instructions feature Connect with first responders feature Nearby hospital directory feature	Outstanding The app has a visually pleasing design and is fully accessible for both screen readers and users with different visual needs.	Good + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	Needs work - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	Okay + Brand identity reflected throughout design + Good use of high-quality images - Simple visual design - Inconsistent font usage	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	Okay + Descriptions are succinct and to-the-point - Information is not always easy to understand				
Good Simplified interface for quick emergency access Emergency contact list feature Limited information on emergency preparedness	Needs work The app has some accessibility issues, such as a lack of compatibility with screen readers and inconsistent use of visuals.	Outstanding + Primary checkout user flow is clear + Quick and easy to use ordering process	Good + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	Good + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Formal but friendly. Doesn't feel "stiff". Works with brand identity.	Good + Conveys information clearly - Overly descriptive at times				

Ideation

I conducted a competitive analysis to identify gaps in the current offerings of cryptocurrency exchanges. I focused on security, ease of use, and customer support and identified opportunities for improvement in these areas. I then used this information to inform my ideation process and develop ideas for addressing these gaps and creating a unique value proposition for CryptoNexus



Digital wireframes

After conducting a competitive analysis and gathering user insights, I developed a concept for the CryptoNexus exchange platform. The platform is designed to make the sign-up process for crypto trading more user-friendly and efficient. The initial designs focus on streamlining the registration process and providing personalized guidance to users to help them navigate the platform easily.

The top half of the home screen acts like a coach by providing personalized recommendations for users.



Easy access to app features from global navigation

Usability study: parameters



Study type:

Unmoderated usability study



Location:

BD, remote



Participants:

5 participants



Length:

25-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Ease of use

Participants found the sign-up process on the platform to be straightforward and easy to complete. Many noted that the clear instructions and intuitive design made the process quick and straightforward.

2

Customization

Participants appreciated the ability to customize their account settings, including the option to set up two-factor authentication and customize their notification preferences.

3

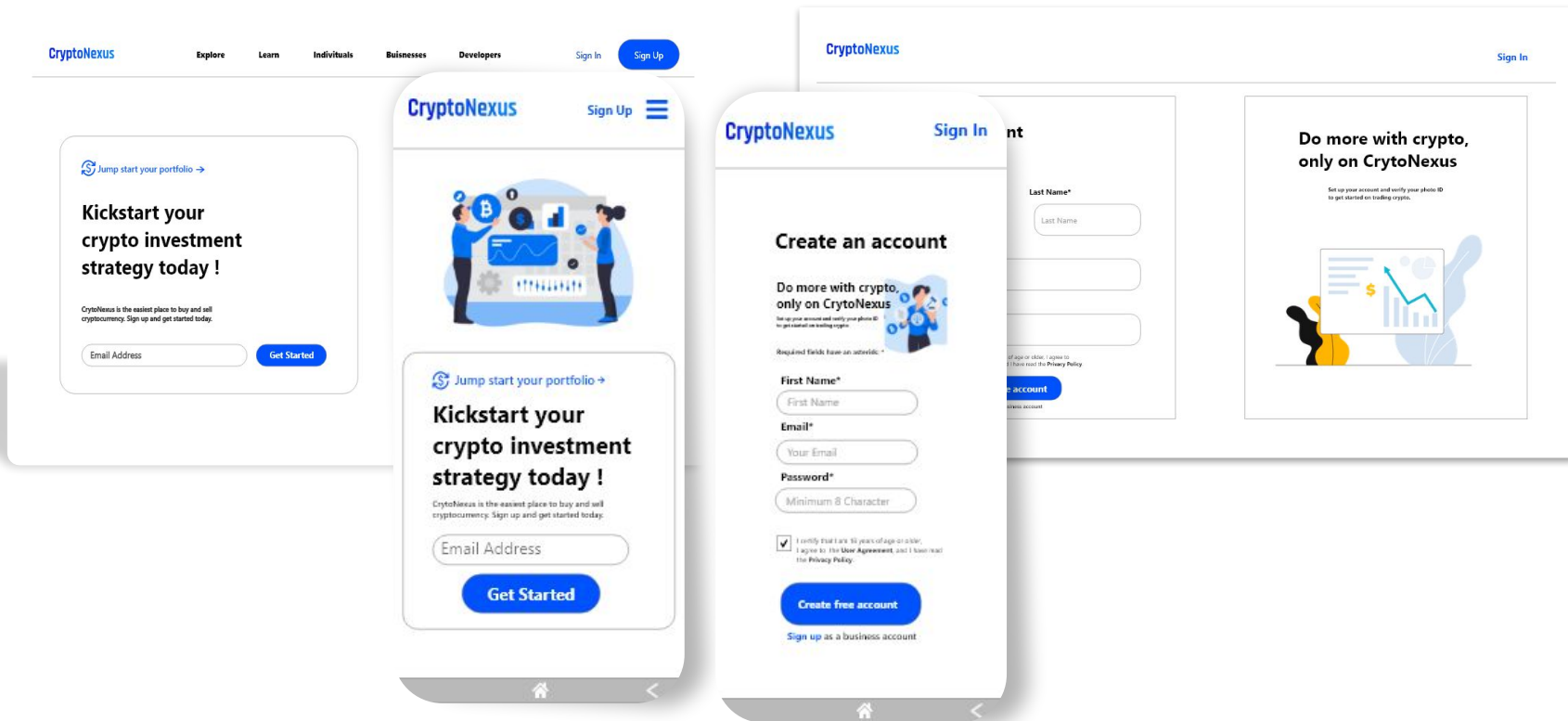
Security

Participants felt that the platform's emphasis on security and encryption made them feel more comfortable and confident using it for their crypto trading needs.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

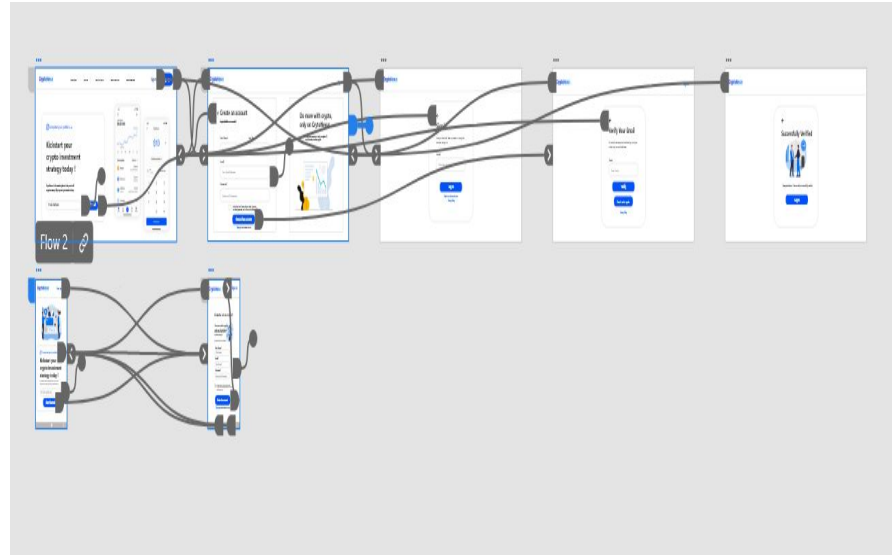
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Food Saver high-fidelity prototype



Accessibility considerations

1

Provide alternative text for all images and icons, as well as appropriate labels for buttons and other interactive elements, so that users who rely on screen readers can understand the content and functionality of the app.

2

Ensure that the app can be navigated using a keyboard so that users who can't use a touch screen or mouse can still interact with the app.

3

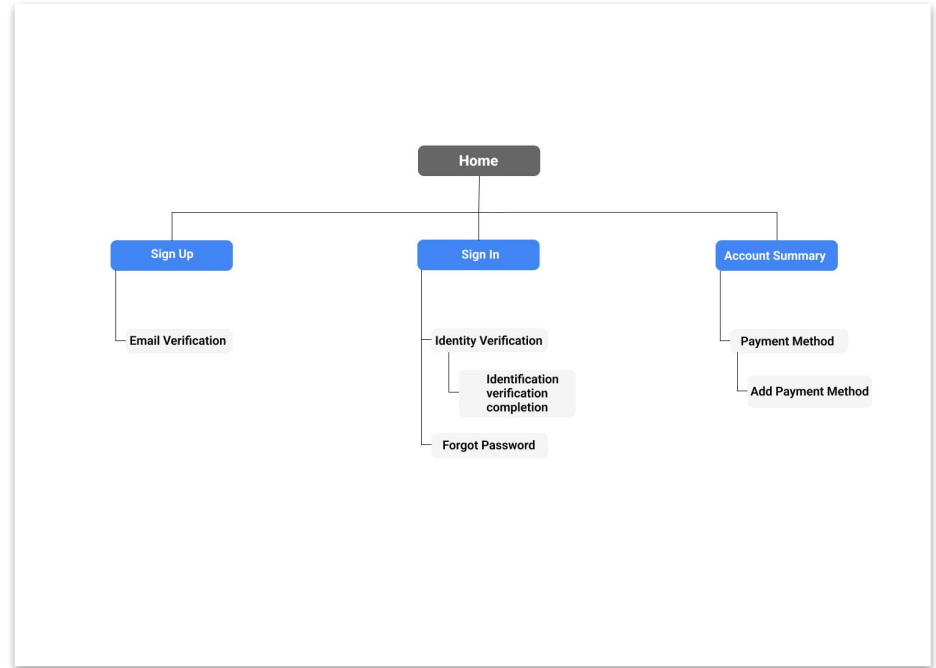
Provide options for users with visual or cognitive impairments, such as high-contrast mode or the ability to change font sizes.

Responsive Design

- Information architecture
- Responsive design

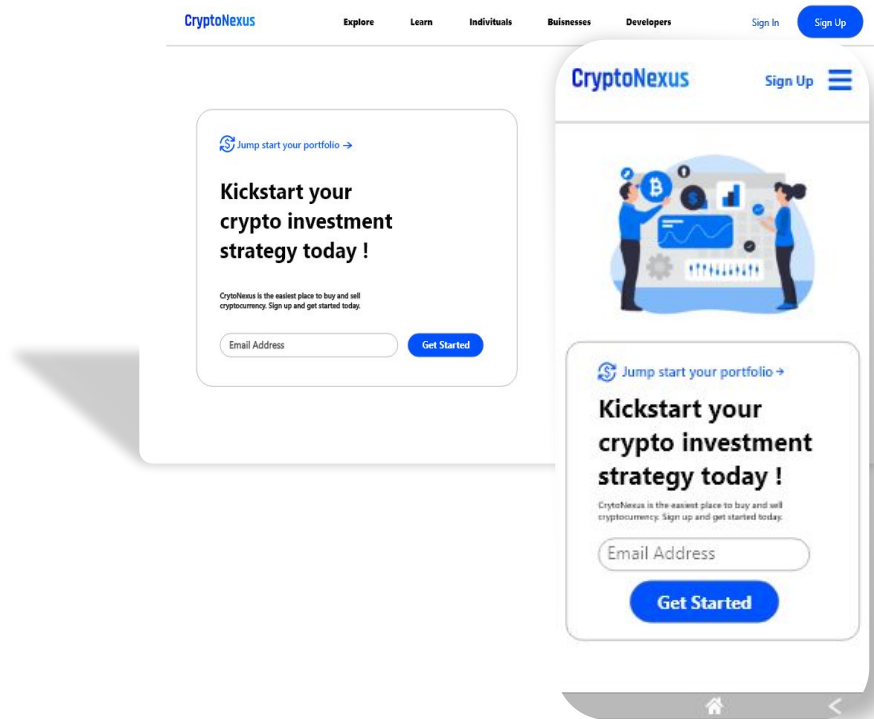
Sitemap

After completing the design of the CryptoNexus platform, I moved on to developing the responsive website. To ensure a seamless and consistent experience across all devices, I used the CryptoNexus platform's sitemap to guide the structure and strategy of each screen.



Responsive designs

The designs for the CryptoNexus exchange platform were optimized for different screen sizes, including mobile, tablet, and desktop. This was done to ensure that the user experience is consistent across other devices and that the unique needs of users on each device are considered. The layout and functionality of the platform were adapted to fit the specific requirements of each screen size and device.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made the process of signing up for a crypto exchange more manageable and user-friendly. One quote from peer feedback was that "the CryptoNexus app made signing up for a crypto exchange straightforward and easy to understand."



What I learned:

During the development of the crypto exchange platform, I realized the importance of providing a seamless and user-friendly sign-up process. I also learned the value of implementing security measures and options for users to customize their account settings to fit their needs. Additionally, I learned the importance of considering accessibility to ensure that the platform is inclusive to users with different abilities.

Next steps

1

Conduct user testing on the sign-up process to gather feedback and identify areas for improvement.

2

Implement additional security measures to ensure the protection of users' personal and financial information.

3

Develop a user onboarding process to guide new users through the platform and educate them on how to use its various features and tools.

Let's connect!



Thank you for your time reviewing my work on the CryptoNexus exchange platform. If you have any further questions or want to see more of my work, please do not hesitate to contact me using the information provided below.

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