Iterative User Research

Coverage Pool Usability Testing 2
September 2021



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Observer: Liz Shinn + guest appearances from Doug, Rafal and Michal

Agenda

- Methodology
- Usability Tests Methodology
- Deep Learnings
- Findings Page by Page
- Appendix
 - Interview Script
 - Raw Data
 - Recordings

Methodology

Design Research helps teams build the right thing, the right way.

Explorative Design

helps building the right thing.

Iterative Design

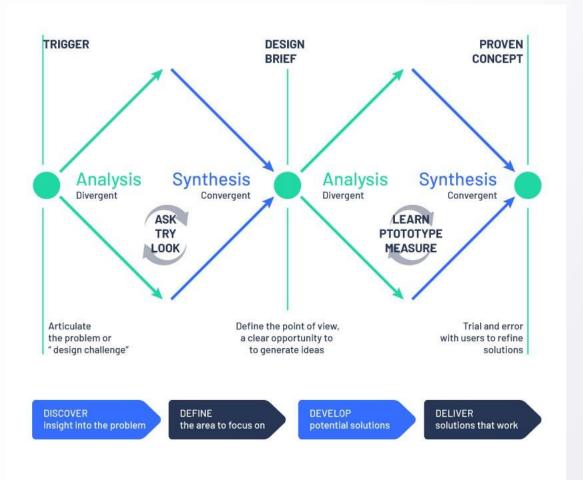
helps building the thing right.

Methodology

DOUBLE DIAMOND

In our Design Process, Coverage Pool is in the **Synthesis Step**. We have prototyped and tested our solutions to the users. We have gathered feedback and found what we need to change and what we need to add.

Next step - Go back to the drawing board, find solutions based on the findings and test again.



WHAT WE DID

- We interviewed 8 users out of 10 scheduled
- Qualified users were Active DeFi users
 - Keep and non Keep users. We wanted non-Keep users as well because we wanted to have also non-primed opinions.
- We have asked in advance the users to give their ETH addresses they intended to use for the testing purposes, and asked them to add in advance the token address for the Ropsten KEEP.

- Because we tested on Ropsten Network and the users had to add the token address in their wallets, we've created a <u>tutorial</u> to make the process easier on the user's end.
 - Sent 22,000 Ropsten KEEP
 - 0.2 Ropsten ETH
- 45 minutes video calls
- Detailed raw notes can be found in here

TOPICS COVERED IN THE INTERVIEW

Demographics

- We mainly wanted to know their experience with the Ethereum ecospace and also their self assessed blockchain experience

DeFi Protocols - Decision-making Process

- Wanted to discover their decision making process when choosing a DeFi protocol and the most important factors that generate their conversion

Information Page

- We wanted to determine whether or not our Information does a good job and helps the users understand what coverage pools, what is their role and how they could be interesting to them

Deposit Flow - Task 1

- This exercise involved thinking out loud technique in which users had to go through the deposit flow and describe what they see. We used a an actual built deployed on Ropsten.

TOPICS COVERED IN THE INTERVIEW

Task 1 - SEQ

- We asked each user to rate the test on 1-7 scale, where 1 stood for "very hard" and 7 stood for "very easy"

Learnability - Task 2

- The second task designed to test the learnability of the protocol and the efficiency of the protocol timeline. Each user was asked to recall the steps in the protocol timeline.

Task 2 - Success metric

- We've measured answers where the uses listed all the steps as S - Success, when users remembers some steps P - partial success, and when users did not recall anything F - failure.

Withdraw Flow - Task 3

- This exercise involved thinking out loud technique in which users had to go through the deposit flow and describe what they see. We used a an actual built deployed on Ropsten.

TOPICS COVERED IN THE INTERVIEW

Task 3 - SEQ

- We asked each user to rate the test on 1-7 scale, where 1 stood for "very hard" and 7 stood for "very easy"

Misc

- While interviewing we discovered some points of interest which we wanted to check like:
 - The impossibility of having Max Approval in the Withdraw flow
 - Partial withdrawal flow

Data Capture and Analysis

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Deep Learnings



Deep Learnings

USER PROFILE

All the participants have deep knowledge of the blockchain space and a big part of them are actually working in the blockchain space in different orgs like Barnbridge, FiatDAO, Consensys Diligence, Thesis, Deep Work and some of them are actually co-founders or core members of orgs like - FiatDAO, ReFlexer Finance.

- Developers, auditors, data scientists, user researchers and finance professionals
- Have been involved with blockchain at least since 2015, but the majority started around 2017
- Have an average risk profile and trade between \$2.5K to over \$50K
- Most of them are the type of people who would read the docs before going head first in the protocol. Some of them would like to be greeted by the risks in the documentation, others truly appreciate the fact that they have different scenarios in the docs.

Deep Learnings

BEHAVIOURS NOTED

Most of the users say that when it comes to choosing a DeFi protocol they are most likely going to check for facts that check the protocol's legitimacy like:

- **TVL** to see how many people are trusting their funds to the protocol not necessarily to check the returns
- **Team** they check if the teams had worked on other protocols that are still lasting and they did not run with the money
- Audits they are checking if the protocol was audited and also read the audit reports themselves
- **Hacks** they want to know if the protocol was hacked and if it was how was the hack handled
- **Trust avatars and social proofing** they seem to shortcut their due diligence when someone they trust is recommending them the protocol either that person is someone they know personally or they know only from twitter but they admire and respect. Basically they trade their due diligence on someone's reputation.

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Deep Learnings

BEHAVIOURS NOTED

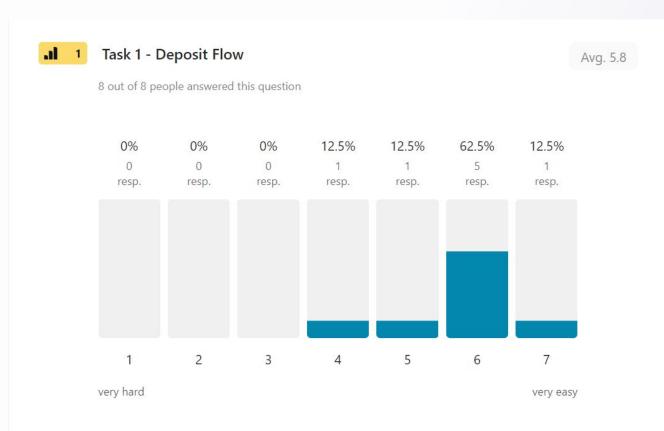
Some interesting behaviours were unearthed by this study:

- **More money more patience** The more funds the users have and invest, the more prone they are to accept longer cooldown periods and the longer they will leave the funds if the returns are fairly good.
- **Some users have two types of deposits** big deposits in well established protocols, and small deposits they use in different new protocols, some experimentation funds so to speak. These funds seem to never be higher than 500 1000 USD
- **Always be the first one** Some users deposit large amounts in protocols when the APY is extremely high to get rapid returns and then they withdraw their tokens. This process is repeated and they deposit their funds onto the next protocol.

TASK 1

Deposit Flow - Task

"Deposit an amount of tokens in the pool."



TASK 1

AVERAGE RATING 5.8

Average Rating - 5.8

Why it didn't score 7? Reasons stated by the participants:

- Not enough information about the risks
- Users did not clearly understand what the covpools do
- The documentation link was not in the modal
- The missing exchange rate of KEEP/covKEEP
- Links to github, links to source code missing, where was the contract deployed
- The modals disappear in the process

TASK 2

Learnability - Task

"Please tell me what where the steps mentioned in the overview timeline?"



TASK 2

AVERAGE RATING S

Average Rating - S - Success

We wanted to test if the users were remembering easier the protocol timeline if they were helped by a visual support we provided in the modals.

6 out of 8 users remembered all the steps including the time periods. There was also a partial success - where one users could not remember the last step and a Failure - which seems to be more like an outlier, because the participant did not pay attention to anything and did not read anything during the test.

Learnability was tested during the whole Usability Test and we can safely say that users tend to learn quite easily how the product works. This is supported by the fact that the Average ratings. Most of the users rate the tasks lower at the beginning, and in time, they get used to the process and rate higher the second task.

TASK 3

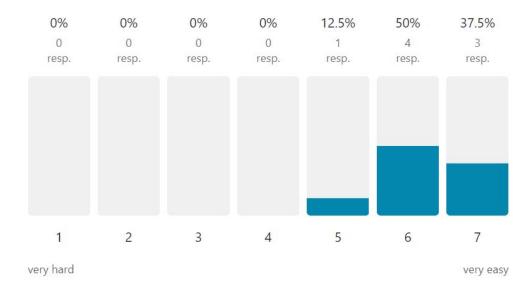
Withdraw - Task

"Withdraw an amount of tokens"

Task 2 - Withdraw Flow

Avg. 6.2

8 out of 8 people answered this question



TASK 3

AVERAGE RATING 6.2

Average Rating - 6.2

Why it didn't score 7? Reasons stated by the participants:

- We are not telling the users upfront that the process involves two transactions and we are not giving them any gas estimates
- We do not provide our users with some alerting/reminder system to help them remember when the cooldown period is over 8/8 ask for this
- The KEEP/covKEEP Exchange Rate doesn't have decimals and it's just an estimate
- The percentage of the pool doesn't have decimals
- Dumbed down risk listing
- Most of the users complaining that our dApp is breaking the pattern in which the user grants max spanding to the contract and this way they are saved gas.
- Modals are closing when the Metamask is triggered and users get lost in the process

Screen by Screen Walkthrough

How it Works

FINDING

We discovered that most of the participants do not fully understand how the coverage pools work. Question like "what are these triggers?", "who is the underwriter?" "how many pools are?" Gave them away, even though most of them claim they fully understood.

RECOMMENDATION

The fact that the Protocol Overview had scored very well in helping the users understand which are the three periods of the protocol, we advise that we try to translate what a coverage pool is and how it behave with the use of graphic visualisations. This manner may be applied to the rewards pool as well.



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How it Works Deposit

Delegation

Token Gran

© UPGRADE tBTC 12.0

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Coverage Pool (NEW

Liquidity

Earnings Rewards

% WORK

Applications Operations

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FAQ

Resources

Total Value Locked 3

R 100K KEEP

\$60K USD

140 % ANNUAL REWARDS RATE LIFETIME REWARDS LIFETIME COVERED



What's a coverage pool?

A coverage pool functions as a form of insurance. It helps secure the network and is an opportunity to earn rewards.

GET STARTED

READ THE DOCS

Overview

Deposit your tokens

There is no minimum KEEP amount for your deposit and no minimum time lock.

Withdraw deposit

Withdrawing is a two step action. First, you initiate your withdrawal. After that there is a 21 day cooldown period. During cooldown, your tokens are still accumulating rewards but are also subject to risk to cover for a hit. After 21 days, you can claim your tokens.

21 DAY COOLDOWN

Claim tokens

You have a 2 day claim window to claim your tokens and rewards. Your deposit and rewards will be sent in one transaction. If you do not claim your tokens within 2 days, your tokens will return to the pool and you will have to re-withdraw them.

COVKEEP

ABOL

- Coverage tokens (or covTOKENs) are ERC20 which reflect your share in the coverage pool. For each KEEP token deposited, you will get an amount of covKEEP that represents your share in the pool.
- To withdraw deposited tokens, you must have your covKFFP in the connected wallet.

Rewards pool

HOW IT WORKS

The rewards are in KEEP which are allocated weekly.

They will be calculated based on a variable APY. You can withdraw you rewards alongside with your deposit in a single transaction. You can withdraw partial amounts of the deoosit and rewards.

As long as you keep your tokens in the pool your **rewards** will be autocompounded and earn rewards as well.

Covering a hit

TRIGGERS

- When ETH-BTC price drops and undercollateralized deposit enters the liquidation state and no buyer will take the signer bonds auction.
- When no valid redemption signature is provided in the required time frame and the deposit enters the liquidation state and no buyer will take the signer bonds auction.

WHAT TO EXPECT AS AN UNDERWRITER

- You will deposit funds in the coverage pool which will secure the network and be used as coverage. Coverage is akin to filing a claim in traditional insurance and processing your own claim. The triggers of coverage are listed above.
- By providing coverage funds you will get to earn rewards which are allocated weekly and calculated based on your share in the pool.

How it Works

FINDING

"Cover for a hit" seems to be hard for participants to grasp in an instant. Some of them understand easily after they read the "Covering a hit" section, some don't.

RECOMMENDATION

We may want to think of a different way to word "covering a hit".

FINDING

"Triggers" are explained in a too technical way and users have difficulty in understanding them.

RECOMMENDATION

A scheme and a more "human" way of wording may be a better way to explain what actually happens.



How it Works Deposit

Token Grants

tBTC v2.0

Threshold

III FARN

Coverage Pool NEW

Liquidity Earnings

Rewards

HELP. FAQ

Resources

Total Value Locked 3

(R) 100K KEEP

\$60K USD

140%

E 100K REWARDS

E 100 LIFETIME COVERED



What's a coverage pool?

A coverage pool functions as a form of insurance. It helps secure the network and is an opportunity to earn rewards.

GET STARTED

READ THE DOCS

Overview

Deposit your tokens

There is no minimum KEEP amount for your deposit and no minimum time lock.

Withdraw deposit

Withdrawing is a two step action. First, you initiate your withdrawal. After that there is a 21 day cooldown period. During cooldown, your toons are still accumulating rewards but are isk to cover for a hit. After 21 days, you can claim your tokens.

Claim tokens

You have a 2 de sam window to claim your toker and rewards. Your deposit and rewards ill be sent in one transaction. If you do not claim your tokens within 2 days, your tokens will return to the pool and you will have to re-withdraw them.

COVKEEP

- Coverage tokens (or covTOKENs) are ERC20 which reflect your share in the coverage pool. For each KEEP token deposited, you will get an amount of covKEEP that represents your share in the pool.
- · To withdraw deposited tokens, you must have your covKEEP in the connected wallet.

Rewards pool

HOW IT WORKS

The rewards are in KEEP which are allocated weekly.

They will be calculated based on a variable APY. You can withdraw you rewards alongside with your deposit in a single transaction. You can withdraw partial amounts of the deposit and rewards.

As long as you keep your tokens in the pool your rewards will be autocompounded and earn rewards as well.

Covering a hit

- . When ETH-BTC price drops and undercollateralized deposit enters the liquidation state and no buyer will take the signer bonds auction.
- · When no valid redemption signature is provided in the required time frame and the deposit enters the liquidation state and no buyer will take the signer bonds auction.

WHAT TO EXPECT AS AN UNDERWRITER

- · You will deposit funds in the coverage pool which will secure the network and be used as coverage. Coverage is akin to filing a claim in traditional insurance and processing your own claim. The triggers of coverage are listed above.
- . By providing coverage funds you will get to earn rewards which are allocated weekly and calculated based on your share in the pool.

How it Works

FINDING

The Protocol Overview timeline is scoring very well. Users have no issues with understanding

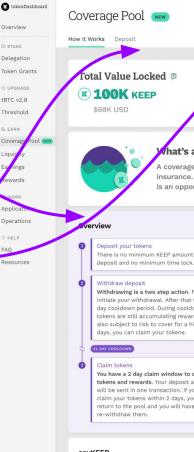
FINDING

"Deposit" tab is too dim and users cannot see it. Same thing happens with the "Connect wallet" button. Users seem not to notice the connect wallet. button.

RECOMMENDATION

We need to change the color of "Deposit" into a darker grey.

We may need to increase the size of the "Connect wallet" button.



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Coverage

Operations

Liquig

Coverage Pool NEW Total Value Locked 🗵 140% **E** 100K E 100 R 100K KEEP LIFETIME REWARDS RATE REWARDS COVERED



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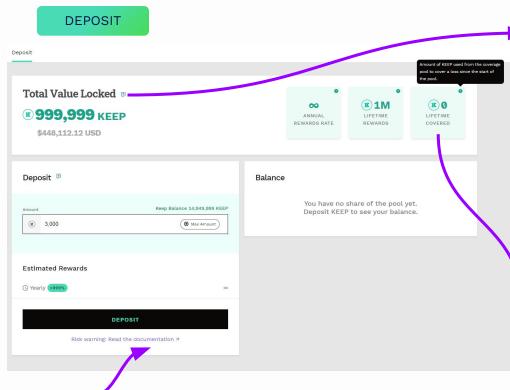
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FINDING

Users notice the Risk warning but they say they would like to have a list of risks somewhere handy.

FINDING

Most of the users are hovering over the tooltips whenever these are offered.

We have two different types of tooltip signifiers and some of the users get a bit confused on which to hover or not.

RECOMMENDATION

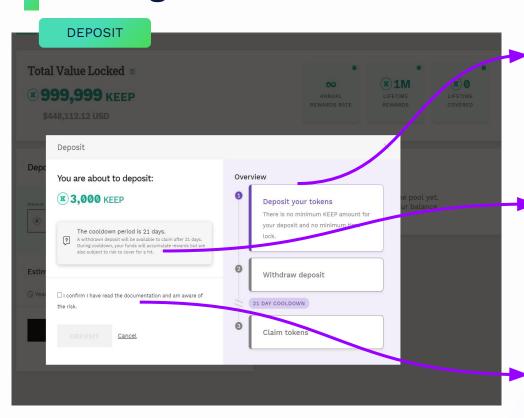
For consistency and ease of "recognition rather than recall" we should stick to one type of signifier.

FINDING

Not all users understand completely what "lifetime covered" is.

RECOMMENDATION

We need to reward this. Instead a loss we may call it "event".



FINDING

7 out of 8 users are reading the steps of the overview on the right. 6 out of 8 successfully recall the steps.

RECOMMENDATION

Combine the two boxes and place the box on top of the content.

FINDING

Font height is too small and it makes it difficult to be read. Also the contrast is not strong enough.

RECOMMENDATION

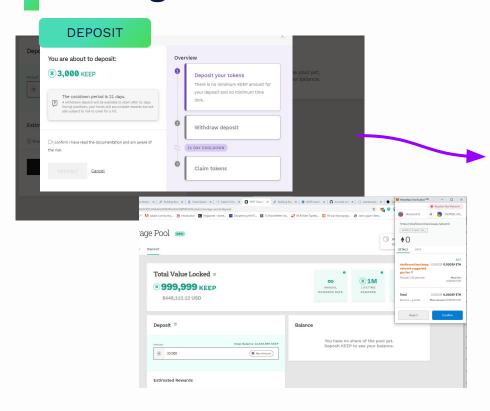
Increase font height and contrast.

FINDING

We are constraining the users to check the checkbox for the documentation, but we do not provide them with a documentation link in the modal.

RECOMMENDATION

Add link to documentation.



FINDING

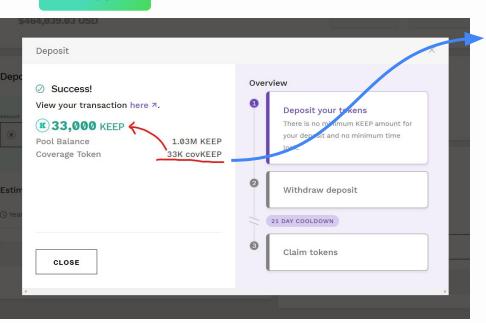
Users forget what actions they were doing due to the long waiting time for transactions to get mined. Sometimes this may take 10-20 minutes, maybe longer, but the users do not have any feedback from the dApp any longer.

RECOMMENDATION

We need to keep the modals on even if the metamask wallet was triggered. Whenever the wallet pop-ups up we can turn our modal into a pending state.

The should contain what was the previous action triggered and a pending state of the button, or a pending animation that tell the user that something is being the done and the process is not yet finished.

DEPOSIT



FINDING

Some of the users do not link the KEEP deposit to the covKEEP tokens received.

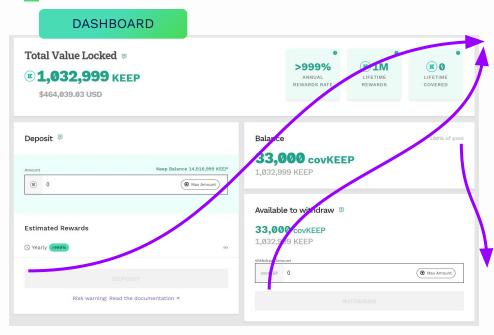
RECOMMENDATION

We need to be more intentional when it comes to the parity of the KEEP covKEEP.

We need to display the covKEEP token right next to the KEEP deposit so users can link this information.

We need to display the KEEP/covKEEP Exchange Rate.

We need to display their own Balance in the pool, but change the label to "Your Pool Balance".



FINDING

We need to change the button behaviour in the cards. Most of the users get confused at first glance thinking that the buttons are diasbled.

RECOMMENDATION

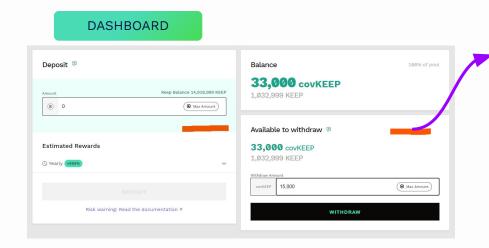
Change the button state. Make them enabled without the input fields being active.

FINDING

The percentage of the pool is too faint and users do not see it from the start. Some of them hardly notice it at all.

RECOMMENDATION

We need to add emphasis to the percentage of the pool. Also we need to make sure that we are showing 3 decimals. If the users is depositing a small amount, the dashboard will display that he has 0%, which brings negative emotions and we want to avoid that.

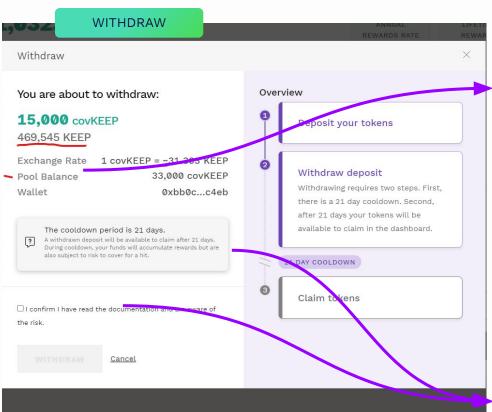


FINDING

As soon as users realize they are given covKEEP in exchange of the KEEP deposit most of them look for an Exchange rate.

RECOMMENDATION

Provide an Exchange rate at least in the withdraw card or in the Balance card.



FINDING

We need to get read of the tilda in the Exchange Rate.

FINDING

We are sending mixed messages in the Deposit modals we are displaying the Balance of the Coverage Pools, and in the Withdraw modal we are returning the balance of the user.

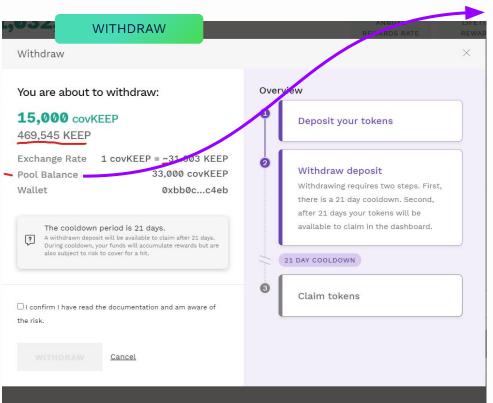
Most of the users are confused and do not really understand what balance is this.

RECOMMENDATION

We need to display solely the balance of the user and label it as "Your Balance"

RECOMMENDATION

Same changes recommended for the Deposit modals.



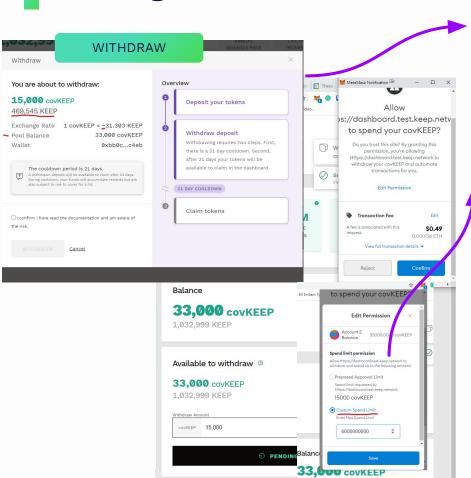
FINDING

Most users are taken by surprise by the two transactions needed for the withdrawal of the tokens

RECOMMENDATION

Inform the user upfront that the withdraw action will need two transactions.

Also we need to provide a gas estimate for the two transactions.



RECOMMENDATION

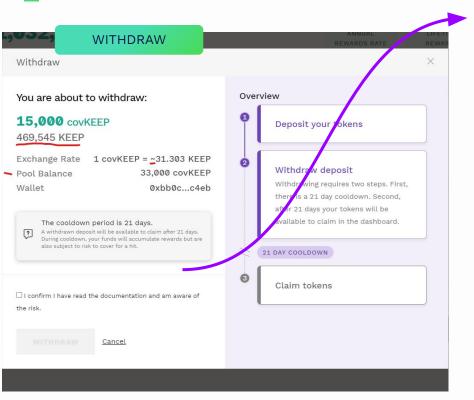
Same as the Deposit flow, we need to keep the modals up even when the metamask popup is triggered.

FINDING

Most of the users expect that the dApp would set up max approval on its own and will not ask them every time they interact with it to approve again and again. They complain that this behavior is costing them a lot of gas.

RECOMMENDATION

Even though there is a possibility that the user can set up its own the custom spend limit most of the users are not so sophisticated to know how to do this. Our dApps behaviour is challenging the status quo and already learnt patterns. I believe we should offer them the Max Approval as default.

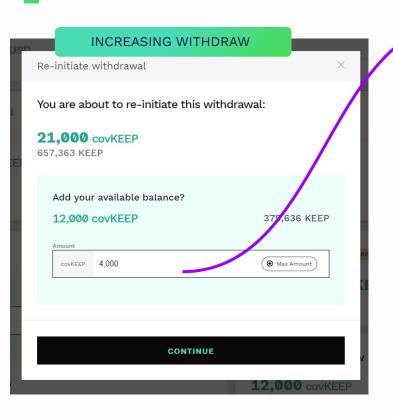


RECOMMENDATION

We need to include the "Add to calendar" feature

FINDING

Most of the users said they will totally forget to come back in 21 days to claim their tokens.

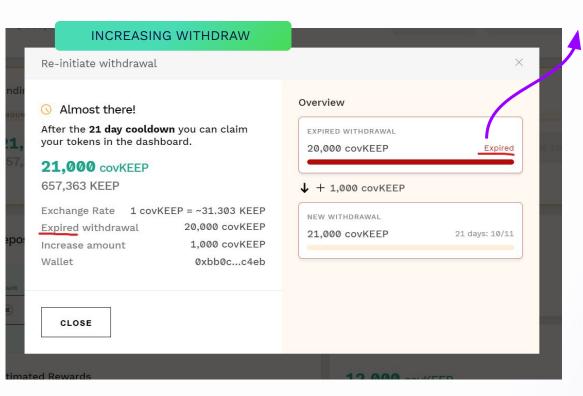


FINDING

This step in the increasing withdrawal process is more confusing rather than helpful.

RECOMMENDATION

We need to get rid of this extra step.

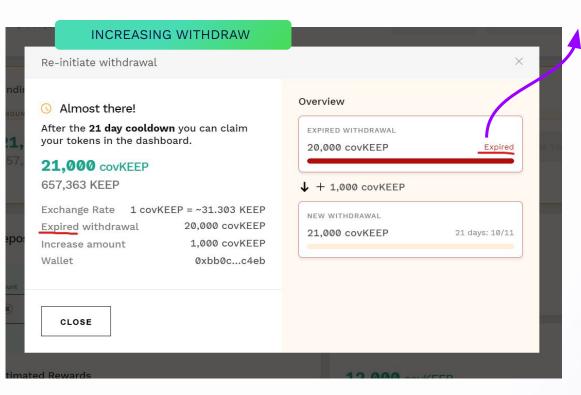


FINDING

Whenever a user is increasing the amount to withdraw, expired or not the dApp tell them that the withdrawal was expired. This thing is extremely confusing and we may lose their trust with these type of dApp behaviour.

RECOMMENDATION

Use the layouts provided by Liz in the figma files for each scenario.



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FINDING

After the increased withdraw process has been finished there is no confirmation modal.

RECOMMENDATION

Add success/confirmation modal.

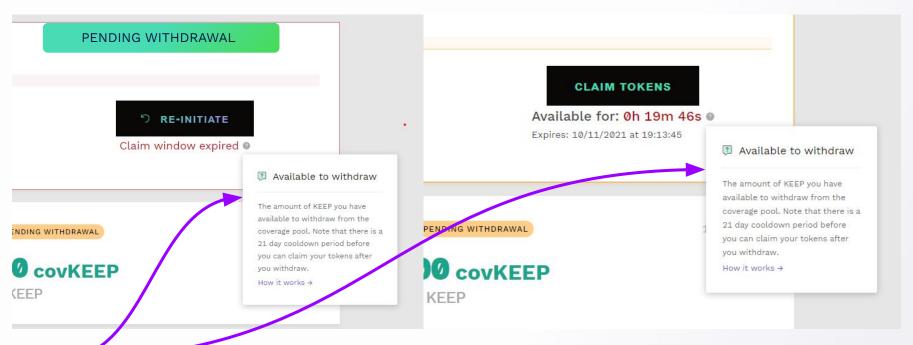


FINDING

There is no Add to calendar button, a button that would definitely help our users.

RECOMMENDATION

Add the "Add to calendar" feature.



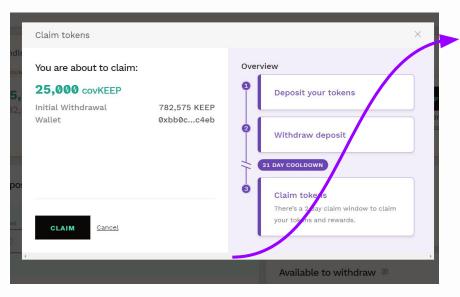
FINDING

Both tooltips are failing to communicate to users what exactly happens to their funds if they fail to claim the tokens in the claim window.

RECOMMENDATION

Tooltip body should explain that the tokens go return to the pool if they are not claimed in time.





FINDING

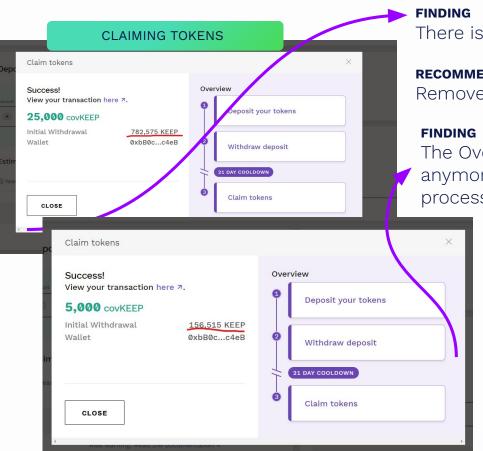
Countdown is highly appreciated.

FINDING

There is a horizontal scrollbar that has no reason to exist.

RECOMMENDATION

Remove scroll bar.



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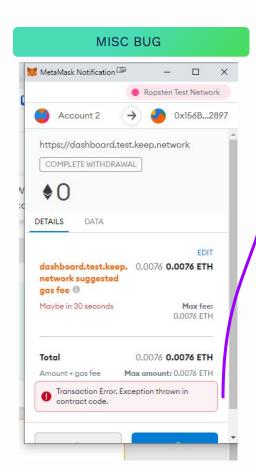
RECOMMENDATION

Remove scroll bar.

The Overview in the Success modals is not necessary anymore. This timeline is extremely helpful before the process ends.

RECOMMENDATION

Keep the Success modals simple without any Overview Timelines.



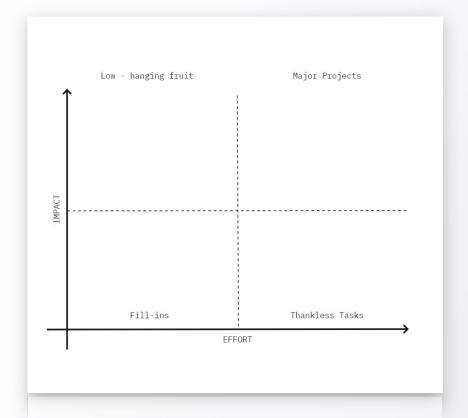
FINDING

During the claiming process, sometimes this error appears. I could not find a pattern to reproduce it all the time. It seems to appear randomly.

What's Next

WORKSHOP

We'll use a prioritization workshop to plan the new additions from the new iteration.



Thanks & UX love!!!

