

School of Informatics, Computing,
and Cyber Systems

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Cryptonate

<https://github.com/cryptonate-site>

D. 1 Inception

CS 386 Spring 2019

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1. Introduction: Our software is “Cryptonate” a cryptocurrency donation platform for streamers on YouTube, Twitch, Facebook, and other streaming platforms. This software allows the streamer to receive donations in the form of cryptocurrency from their fans and in return, the donations will pop up on the live stream featuring the donation and a short message from the fan.

2. Initial value proposition and consumer segments: This is a low-risk high reward system. It runs on the freemium model where it's free for users to use and the developers get a cut of the incoming transactions. Cryptocurrency is an anonymous way for people to transfer funds to each other and can be used for eCommerce and other key daily activities, such as purchasing a game on steam or ordering a pizza online all the way up to real life transactions. Our unique platform will allow users to use this currency as a donation to their favorite online streamers.

We have a few user segments. One is the “donators”, who are normal users that just want to donate to their favorite streamers. Another is the “crypto users”, who would donate but would rather not use traceable currency. Another is the “viewer”, people who wouldn't normally donate but do consume the content. Finally, we have “content creators” who just want to receive donations in the maximum quantity possible.

3. Interviews summary: continued below.

Ian's Interview Summaries:

1)

- **Who was interviewed and who participated in the interview:** James Robinson - Friend from ERAU
- **When:** February 8th, 2019
- **Consumer segment:** Viewer
- **Key insights:** Liked the product, but said having an easy way to get crypto would be nice
- **Representative quotes:**
 - “I don't really donate on Twitch, but having the anonymity would be nice”
 - “I'd have to have access to crypto, which I'm not sure where to get”
- **Hypotheses validated:** Yes
- **Assessment:** Must have / Nice to have / Don't care: **Nice to Have**

2)

- **Who was interviewed and who participated in the interview:** Kurt Williams - Roommate
- **When:** February 11th, 2019
- **Consumer segment:** Crypto User
- **Key insights:** Really liked the idea of using his crypto to donate, rather than having to convert every time he wanted to donate.
- **Representative quotes:**
“I use a lot of Litecoin, but also a bunch of smaller crypto’s, so being able to use any would be a nice addition.”
“An interface where it was easy to send from an app would be helpful to simplify the donation process.”
- **Hypotheses validated:** Yes
- **Assessment:** Must have / Nice to have / Don’t care: Must Have

Gennaro’s Interview Summaries:

- **Who was interviewed and who participated in the interview:** Muaaz Shakeel - YouTube Content Creator
 - **When:** February 10th, 2019
 - **Consumer segment:** Content Creator
 - **Key insights:** Is worried about the future of Crypto since the bubble has popped at the end of 2017.
 - **Representative quotes:** In Interview details below.
 - **Hypotheses validated:** Yes
 - **Assessment:** Must have / Nice to have / Don’t care: Nice to Have
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- **Who was interviewed and who participated in the interview:** Daniel Kross - YouTube Content Creator
 - **When:** February 15th, 2019
 - **Consumer segment:** Content Creator.
 - **Key insights:** Is a heavy investor of crypto, is definitely a target creator of who would use the product.
 - **Representative quotes:** In interview Details Below.
 - **Hypotheses validated:** Yes
 - **Assessment:** Must have / Nice to have / Don’t care: Nice to Have

Nathan's Interview Summaries:

1)

- **Who was interviewed and who participated in the interview:** /u/gab12309, a user on the cryptocurrency subreddit
- **When:** February 11, 2019
- **Consumer segment:** Twitch user, cryptocurrency user
- **Key insights:** Seemed likely to want to use any type of Twitch cryptocurrency platform; not really picky on the details

- **Representative quotes:**

“Crypto is something I believe in, so I try to use it whenever I can, kind of out of principal”

- **Hypotheses validated:** Yes

- **Assessment:** Must have / Nice to have / Don’t care: **Nice to Have**

2)

- **Who was interviewed and who participated in the interview:** a user of the cryptocurrency subreddit who preferred their username not be shared

- **When:** February 13, 2019

- **Consumer segment:** Twitch user, cryptocurrency user

- **Key insights:** Seemed lukewarm on the concept of donating in general; if they were to use it, it would have to be easy to use

- **Representative quotes:**

“[I would donate to a streamer] if it was a really small streamer that I wanted to support, maybe”

- **Hypotheses validated:** No

- **Assessment:** Must have / Nice to have / Don’t care: **Don’t care**

Chloe’s Interview Summaries:

1)

- **Who was interviewed and who participated in the interview:** Jacob Oldenburg - Computer Science major at Arizona State University

- **When:** February 14th, 2019

- **Consumer segment:** Twitch User

- **Key insights:** Oldenburg noted that he doesn’t have the desire to donate to a Twitch streamer because there is no incentive. He also remarked that some sort of contact would be a possible reason to donate.

- **Representative quotes:** “[I would donate to a streamer] if there was more incentive to donate, such as a way to interact with the streamer.”

- **Hypotheses validated:** Yes

- **Assessment:** Nice to have (with incentive)

2)

- **Who was interviewed and who participated in the interview:** Jacob Licko - Microbiology Tech 1 at Abbott Nutrition

- **When:** February 10th, 2019

- **Consumer segment:** Viewer

- **Key insights:** Licko shared that he would not trust an application that needs to be downloaded.

- **Representative quotes:** “[To donate], I would need to feel a personal connection with them, I would need to feel like they are streaming for me. Obviously they are streaming for an audience but if I felt singled out I would feel like I should send some money their way. Something like a notice that they are doing great and should keep it up.”

- **Hypotheses validated:** Yes

- **Assessment:** Nice to have

4. Final value proposition and consumer segments: From our interviews feedback, we discovered that viewers, content creators, and crypto users are more in favor of the donation platform. They especially seemed open to the ideas that users and streamers could make a connection, having easy access to crypto. Many think that the product could be useful if it is easily accessible and convenient to use.

5. Participation:

- Nathan Applegate -Conducted 2 interviews
- Chloe Bates - Conducted 2 interviews, uploaded content to GitHub, wrote section 4
- Zach Lanouette -
- Gennaro Napolitano - Conducted 2 interviews, wrote section 1, wrote section 2
- Ian Otto - Conducted 2 interviews, wrote section 2

Interviews:

Gennaro's Interviews:

Muaaz Shakeel (YouTube.com/Muaaz)

• **Are you a twitch user?:** Yes, I've been using Twitch for multiple years since I've been in high school all the way out of college so far.

• **Have you ever donated to a twitch streamer before?:** Yes I donate to my favorite content creators regularly.

• **Tell me about a good experience you have had while donating?:** Donating gets your direct message to someone who is being bombarded with messages and 9 times out of 10, they'll read it out loud and then respond to you directly. It's an easy way to get a question answered by your favorite streamer (whether it be career related, looking for guidance, etc.)

• **What would cause you to donate to a streamer?:** I would donate if I was interested in hearing what they have to say about a specific topic or if I genuinely think they're hard working individuals who deserve more recognition.

• **What features would you like to see in a donation page?:** A feature I would like to see in a donation page is paying extra to have your message stay up on the screen longer (kind of like YouTube Super Chats stay up longer the higher the dollar amount is)

• **Why cryptocurrency over cash?:** I don't know if I would put crypto over cash completely, the market changes every day similar to stocks.

• **Why would you donate in cryptocurrency over cash?:** I would donate in crypto over cash if it was easier for me to donate using spare crypto I was holding

- **Which cryptocurrency would you prefer to use?:** LTC seems like one of the fastest mainstream currencies when talking about transaction speeds
- **Have you ever used cryptocurrency before?:** Yeah I have used crypto before. As an early adopter of some of the platforms I've invested heavily into some of the different coins out there.

Daniel Kross (YouTube.com/Kross)

- **Are you a twitch user?:** I use twitch to watch other streamers, but currently personally stream on facebook's gaming platform.
- **Have you ever donated to a twitch streamer before?:** Yes I've donated to multiple streamers in the past.
- **Tell me about a good experience you have had while donating?:** I donate to my friends who are also streamers and other content creators that I don't speak with on the regular. I donate to support my friends in the industry.
- **What would cause you to donate to a streamer?:** If I enjoyed their content or if I just support them as a friend.
- **What features would you like to see in a donation page?:** Similar to what streamlabs (the current leader in twitch donations) user page customization and custom messages from your viewers is always nice.
- **Why cryptocurrency over cash?:** I'm not sure I'd use cryptocurrency over cash as it's currently not as adopted, but it's definitely something I've used in the past for purchases.
- **Why would you donate in cryptocurrency over cash?:** It's something different and unique that can also support the streamer, they can choose to cash it out to fiat currency or leave it in similar to a stock market.
- **Which cryptocurrency would you prefer to use?:** Bitcoin, Ethereum, Litecoin, and Monero are the main ones I use and what other people are seeming to use the most.
- **Have you ever used cryptocurrency before?:** Yep, I've invested a sizeable sum of money into the market personally, and have used it in the past for smaller purchases and other miscellaneous transactions.

Jacob Oldenburg

- **Are you a twitch user? If so, describe some of your favorite aspects of the site:** Yes, streamers of every variety are available.
- **If you haven't donated to a twitch streamer, please describe a few reasons why you haven't or why you don't have the desire to:** There's not enough incentive, most of the time all you get is some emotes exclusive to the channel.
- **What would cause you to donate to a streamer?:** More incentive to donate, such as a way to interact with the streamer.
- **What would a good incentive for a Twitch user?:** Streamers have coins that viewers can buy, so it's effectively a donation. But you can use those coins on the stream through twitch to interact with the game that the streamer is playing. Something like that.
- **If you have, please tell me about a good experience you have had while donating to a streamer on any streaming platform?:** Donated to United way, in order to get tax returns. The process was smooth and uncomplicated.
- **What features would you like to see in a donation page?:** An amount of money you have donated previously in order to see the amount you have spent so far.
- **Why cryptocurrency over cash?:** Crypto, because it's paperless and it's anonymous.
- **Can you think of a situation where you would donate in cryptocurrency over cash?:** If the cryptocurrency is funny it would make a good gift, such as doge coins.
- **Do you have any other comments/suggestions to make this site more appealing to users? Or any general comments on the project?:** For the project, make sure the program would support more than just bitcoin. Viewers would likely also try to donate using etherium, light coin, doge coin or others.

Jacob Licko

- **Are you a twitch user? If so, describe some of your favorite aspects of the site:** Yes, it's helpful to watch people play the games I enjoy so I can pick up some tips. Or if they are funny you could watch them just for entertainment.
- **What would cause you to donate to a streamer?:** I would need to feel a personal connection with them, I would need to feel like they are streaming for me. Obviously they are streaming for an audience but if I felt singled out I would feel like I should send some money their way. Something like a notice that they are doing great and should keep it up.

- **If you have, please tell me about a good experience you have had while donating to a streamer on any streaming platform?:** I haven't ever donated to a streamer but I have to a couple gofundme funds. I feel like donating to those I am helping people that truly need the assistance. And the process is incredibly quick and easy.
- **What features would you like to see in a donation page?:** When online shopping, sometimes you enter credit card information and it opens up your bank account page while purchasing, this makes me feel like it's more secure.
- **Why cryptocurrency over cash?:** I prefer cash, crypto is not backed by anything, it's value is whatever we say it is. To me, that makes for a very poor currency.
- **Can you think of a situation where you would donate in cryptocurrency over cash?:** It might be fun to donate a little crypto to a streamer, and on the chance that it explodes in value like bitcoin did, they could make a lot of money off it. Other than that I would not donate in crypto.
- **Do you have any other comments/suggestions to make this site more appealing to users? Or any general comments on the project?:** Make sure that the program is integrated with the website or it could be an add on, most people won't download a separate app just to donate using a different type of money. Or at least I wouldn't.

Nathan's Interviews:

/u/gab12309

- **Have you ever donated to a Twitch streamer?** Yes, occasionally
- **Tell me about a good experience you have had while donating (if you have donated).** Often the streamer will say your donation and say thanks/respond to your question
- **What would cause you to donate to a streamer?** When I have something I want to ask them
- **What features would you like to see in a donation page?** It would be cool to be able to customize the way my message looks.
- **Why might you use cryptocurrency over cash in general?** Crypto is something I believe in, so I try to use it whenever I can, kind of out of principal.
- **Why might you use cryptocurrency over cash on Twitch?** Like I said before, I like using crypto in general.

Anonymous Reddit user

- **Have you ever donated to a Twitch streamer?** No, I just watch
- **What would cause you to donate to a streamer?** If it was a really small streamer that I wanted to support, maybe.
- **What features would you like to see in a donation page?** I'd just want it to be easy to use
- **Why might you use cryptocurrency over cash in general?** I like the anonymity, and I think it's going to grow
- **Why might you use cryptocurrency over cash on Twitch?** For the same reason, anonymity.

