

Some Background Context:

A few months ago, we launched the beta version of Rare Bits - a marketplace for crypto assets/digital collectibles. At the time, our approach/goal for the homepage design was that it should showcase a variety of popular crypto assets that users would find interesting and to highlight all the growing activity in the space.

Screenshot of our homepage today, which is the design we launched with in early Feb (though we've certainly added many more crypto assets along the way)

The screenshot shows the Rare Bits homepage. At the top, there's a dark blue header with the text "Buy, sell, and discover unique crypto assets" and "Over 500,000 assets. Zero fees." Below this is a "LEARN MORE" button. The main content area features a "Live in Auction" section with seven items: Duru (Myetherium), CryptoBots #2222 (CryptoBots), CryptoKitties #503538 (CryptoKitties), CryptoFighters #2169 (CryptoFighters), CryptoFighters #2168 (CryptoFighters), Kendrick Lamar (Celebrities), and CryptoKitties #238266 (CryptoKitties). Below this is a "Collections" section with six items: ChainMonsters (252 items), CryptoAllstars (142 items), CryptoMasterpieces (126 items), CryptoSaga (1,158 items), CryptoCities (107 items), and CryptoJingles (31 items). There are also "CHAT" and "JMUSE25 £9.549" buttons in the top right corner.

Some Post-Launch Learnings:

After launch, we received a lot of positive feedback from early users of Rare Bits and the broader community. Our homepage was a great "front door" experience into the crypto assets/digital collectibles landscape as there was always new and exciting content on display.

However, while there was a lot of user traffic to our site, auction activity (actual buying and selling of crypto assets) took a bit longer to ramp up. Our diagnosis was two-fold:

We needed better on-boarding and user education on the homepage. While there's a ton of interesting content, it might not be so clear what you can do on our platform and how to get started.

We needed better curation of content on the homepage. Users ultimately care about buying and selling crypto assets for games/applications they are actively engaged in, so we need an experience that matches their true intent.

The Design Exercise/Deliverables:

We would love for you to take a stab at redesigning our homepage, given some of the goals and learnings stated above. You can change up the visual patterns, the UI layout, the overall UX - whatever you think represents your perspective on an improved design.

You don't need to deliver something that is super high-fidelity or production ready. We're more interested in your approach to solving problems, your design process, and your visual style.

*pretty basic.  
anything else  
I should know?*

**Buy, sell, and discover unique crypto assets** → does everyone know what this means? (items, characters, etc.)

Over 500,000 assets. Zero fees.

LEARN MORE → what's this gonna say?

**Live in Auction** → what about 'Ending Soon'?

**Collections & Games**

Duru Mytherium \$0.0492 3d left

CryptoBots #2222 CryptoBots \$22.00 2d left

CryptoKitties #503538 CryptoKitties \$0.0082 2d left

CryptoFighters #2169 CryptoFighters \$0.0148 2d left

CryptoFighters #2168 CryptoFighters \$0.0100 2d left

Kendrick Lamar Celebrities \$76.917 3d left

CryptoKitties #238266 CryptoKitties \$0.0907 9d left

VIEW MORE >

ChainMonsters 252 items

CryptoAllStars 142 items

CryptoMasterpieces 126 items

CryptoSaga 1,158 items

CryptoCities 107 items

CryptoJingles 31 items

Mytherium 1,783 items

VIEW MORE >

Continue:

- maintain user traffic
- showing new and exciting content

Start Doing:

- increase auction activity (metric)
- better user onboarding + education
  - what does Rare Bits do?
  - why should I care?
  - how do I get started?
- better content curation/presentation
- appealing to all personas

## Personas

\* Since we're focused on increasing new user buying / selling, we'll only look at new user personas, even though there's room to improve for existing, active users.

① I'm already playing a cryptogame and I just want to use Rare Bits to shop for assets for that one game.

② I don't play a cryptogame yet, but I understand the concept and want a low risk way to try it

③ I don't know anything about crypto, but I'm a gamer and interested in new gaming tech.

## Information Architecture

### Continue:

- easily browse items on home page
- search near top for people who know what they want

### Start Doing:

- equally weight onboarding and marketplace items
- Ethereum acct → sign up flow
- Simple explanations + onboard w/ details on demand

## Brand Design

### Continue:

- Purple sometimes associated w/ royalty, which fits the gemstone logo well
- Gems, diamonds, sparkles are associated w/ valuables and currency in many games

### Start Doing:

- Gemstone logo on loading screen is very nice. Should incorporate it more. ♦ \* \* sparkles, bits, new, exciting
- Maybe more informal, colloquial gamer language? While still being professional + trustworthy

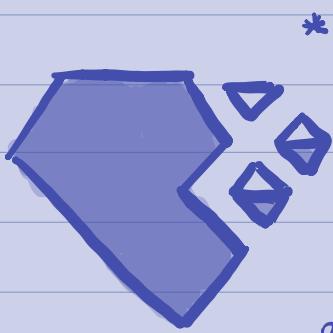
## Visual Design

### Continue:

- Cards are nice functionally as well as relation to TCGs 
- Side scroll is nice for mobile
- Material design makes sense

### Start Doing:

- add hierarchy to different sections by importance
- incorporate gems and bits into VizD components animate?
- currently a bit stale. be bolder
- remove all caps. acronyms and proper nouns hard to identify in all caps.



## Rare Bits

Buy, sell, and discover  
unique crypto items.

Be a part of something  
special.

What are crypto items?    What does Rare Bits do?    How do I start?

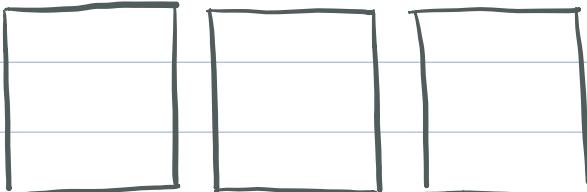
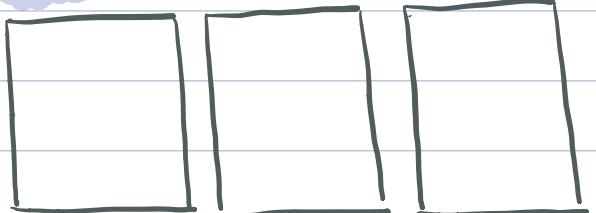
BROWSE

LEARN MORE

SIGN UP

## Games & Collections

ALL GAMES IRL



What are crypto items?

A crypto item is a non-fungible token, something with unique characteristics that can't be replaced. Unlike a dollar bill that can be exchanged for a different dollar for the same value, a crypto item has a unique value.

## Bonus Feedback

- About Us page should be about Rare Bits' story, mission, values that are human-centrc and from the motivations of the co-founders
- Responsive breakpoints are strange, could be improved
- Should encourage popular or new games to discover?
- For those unfamiliar w/ crypto, should there be an estimated dollar conversion? Or a toggle view for it? , people buy into this
- Would be cool to see very personalized game pages. story-telling
- New user sign-up flow seems confusing, especially for someone w/o any cryptocurrency. Metamask confusing?
- Does it make sense to have Rare Bits and FanBits be separate? Why not Rarebits/creators?