

DApp 에
Universal Login 을 블여
손쉽게 신규 사용자를
모집하자

김종광

dsrv labs, CTO & Co-Founder



발표자 - 김종광



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▶ PDF

- Download : <https://www.dsrlabs.com/blog/>
 - 추후 자료가 Update 되면 다시 올리겠습니다

SERENITY IS COMING

‣ Serenity

- Ethereum 2.0
- 누구나 일상생활에서 사용하는 Ethereum

SERENITY

▶ Serenity

- Ethereum 2.0
- 누구나 일상생활에서 사용하는 Ethereum

누구나



SERENITY

▶ Serenity

- Ethereum 2.0
- 누구나 일상생활에서 사용하는 Ethereum

누구나
누구나 ≠ 개발자



SERENITY

▶ Serenity

- Ethereum 2.0
- 누구나 일상생활에서 사용하는 Ethereum

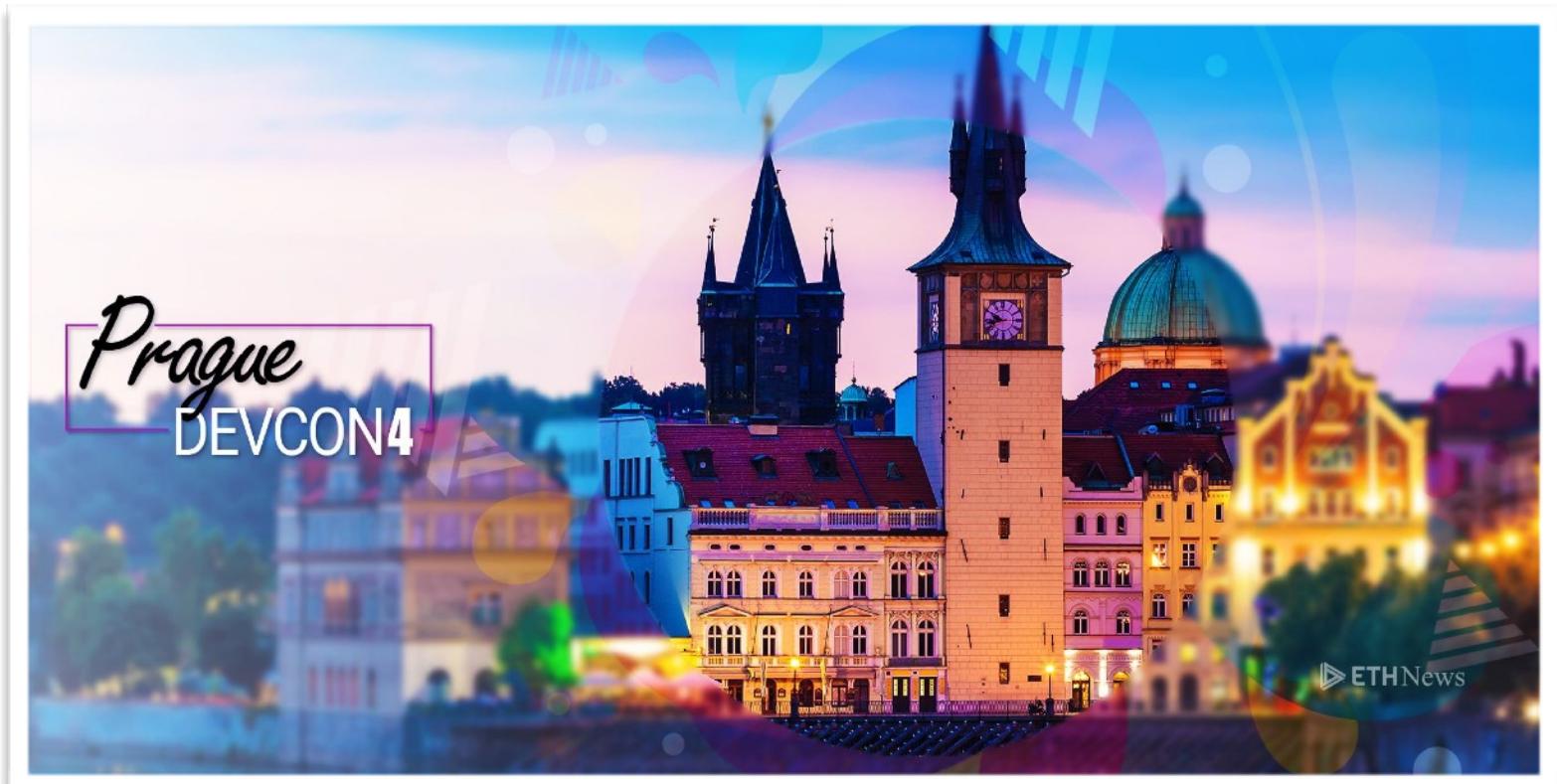
누구나
누구나 ≠ 개발자
UX



UX

▶ Devcon 4

- Oct 30 ~ Nov 2, 2018
- UX 세션에 많은 세션 할당



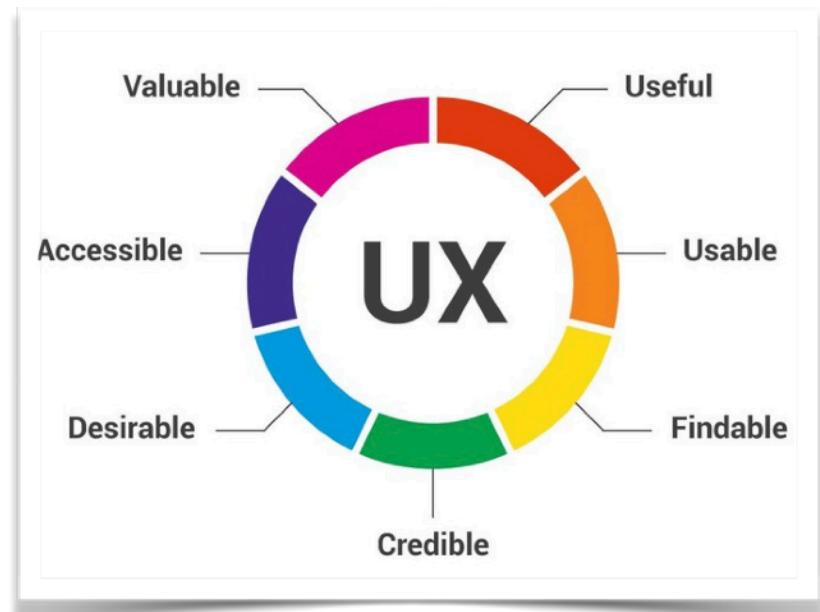
UX

▶ Devcon 4

- Oct 30 ~ Nov 2, 2018
- UX 세션에 많은 세션 할당

A video thumbnail showing a man speaking at a podium. The slide behind him is titled "What's in Ethereum 2.0?" and lists the following improvements:

- Proof of stake (Casper)
- Scalability (sharding)
- VM improvements (EWASM)
- Improvements to cross-contract logic abstraction)
- Improvements to protocol economics



UX

▶ Devcon 4

- Oct 30 ~ Nov 2, 2018
- UX 세션에 많은 세션 할당

Schedule

수요일, 10월 31st 2018

ux

12:00 PM

UX Audit
12:00 PM - 2:00 PM

1:00 PM

Mechanism Design meets UX
1:00 PM - 3:00 PM

2:00 PM

UX Audit
2:00 PM - 4:00 PM

3:30 PM

Building gasless onboarding UX powered by meta transactions with Clevis & Dapparatus
3:30 PM - 5:30 PM

Schedule

목요일, 11월 1st 2018

ux

10:00 AM

UX Breakout: Gas Abstraction Round Table
10:00 AM - 11:00 AM

12:00 PM

UX Audit
10:00 AM - 12:00 PM

1:00 PM

ERC1066: Better UX & DX in Just One Byte
12:00 PM - 12:25 PM

2:00 PM

UX Audit
12:00 PM - 2:00 PM

3:00 PM

Web3 Design Systems - components and design standards for better dApp UX
3:00 PM - 3:30 PM

Designing for Humans

A UX Primer & Workshop

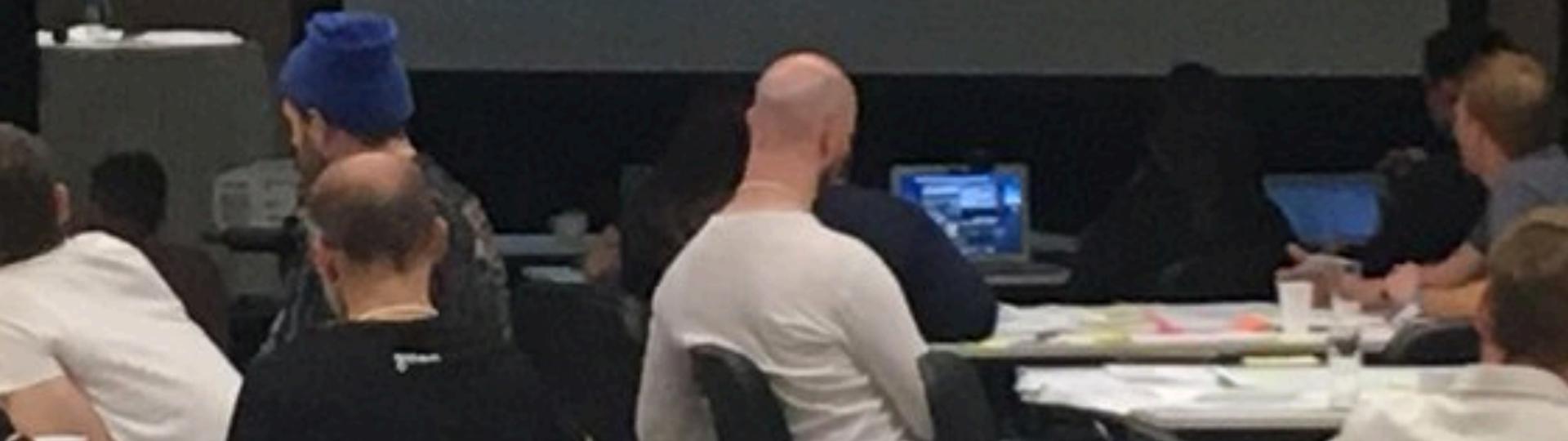
Cecile Yang @conniecurious @coinbase

Tara Tan @taratan @decooclab



Can your
grandma use
bitcoin?

Can your
grandma use
bitcoin?



Universal Login

► UX

The screenshot shows the homepage of the CryptoKitties website (<https://www.cryptokitties.co>). At the top, there's a navigation bar with a logo, a wallet status indicator ("Locked wallet: MetaMask"), and links for Catalogue, Search, Guides, More, and Start. A banner at the top announces the arrival of "Dapper" and encourages breeding for tournaments. The main title "CryptoKitties" is prominently displayed with the subtitle "Collect and breed furrever friends!". Below the title is a group of five colorful, anthropomorphic CryptoKitties. A call-to-action button labeled "Get your own Kitty" is visible. To the right, there are six icons with corresponding descriptions: "Buy & sell cats with our community", "Create collections & earn rewards", "Breed adorable cats & unlock rare traits", "Crack puzzles alongside other players", "Chase limited edition Fancy cats", and "Play games in the KittyVerse". The bottom of the page features a decorative footer with a repeating pattern of cat paw prints and diamonds.

CryptoKitties | Collect and breed furrever friends!

Locked wallet: MetaMask

Catalogue ▾ Search ▾ Guides ▾ More ▾ Start

Dapper is here! Breed the new Fancy, Curdin, and other Kitties with Dapper and win Exclusive Cats in Leaderboard Tournaments.

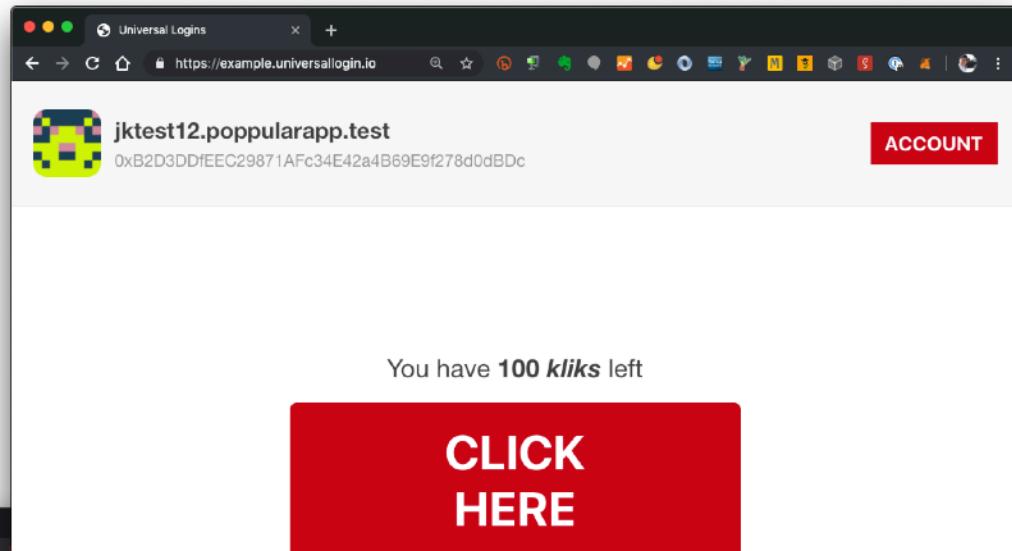
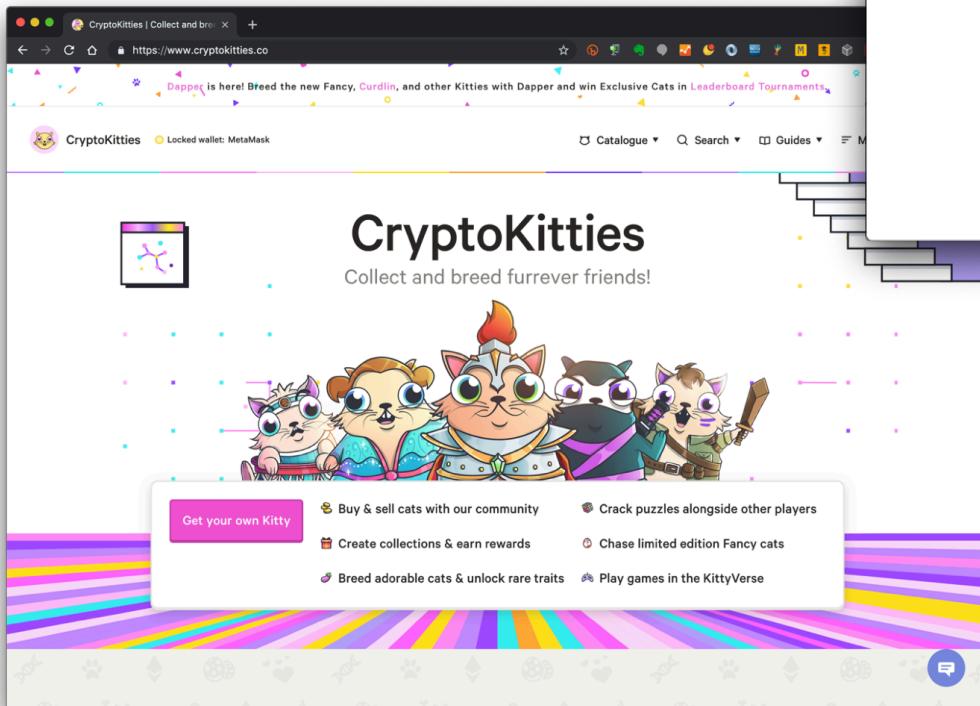
CryptoKitties

Get your own Kitty

- Buy & sell cats with our community
- Create collections & earn rewards
- Breed adorable cats & unlock rare traits
- Crack puzzles alongside other players
- Chase limited edition Fancy cats
- Play games in the KittyVerse

Universal Login

▶ CryptoKitties vs. Universal Login



Universal Login

- CryptoKitties
 - Demo

Universal Login



Universal Login



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MetaMask
실행

20

영어 약관



Help Us Improve MetaMask

MetaMask would like to gather usage data to better understand how our users interact with the extension. This data will be used to continually improve the usability and user experience of our product and the Ethereum ecosystem.

MetaMask will..

- ✓ Always allow you to opt-out via Settings
 - ✓ Send anonymized click & pageview events
 - ✓ Maintain a public aggregate dashboard to educate the community
-
- ✗ **Never** collect keys, addresses, transactions, balances, hashes, or any personal information
 - ✗ **Never** collect your full IP address
 - ✗ **Never** sell data for profit. Ever!

No Thanks

I agree

This data is aggregated and is therefore anonymous for the purposes of General Data Protection Regulation (EU) 2016/679. For more information in relation to our privacy practices, please see our [Privacy Policy here](#).

Universal Login



Universal Login

The screenshot shows a web browser window for the CryptoKitties website (<https://www.cryptokitties.co>). The page features a prominent header with the CryptoKitties logo and navigation links for Catalogue, Search, Guides, and More. A banner at the top announces the arrival of Dapper and encourages breeding for exclusive cats. The main content area displays the title "CryptoKitties" and the tagline "Collect and breed furrever friends!". Below this is a colorful illustration of several stylized CryptoKitties. A call-to-action button labeled "Get your own Kitty" is visible. To the right, a white callout box lists six features: "Buy & sell cats with our community", "Create collections & earn rewards", "Breed adorable cats & unlock rare traits", "Crack puzzles alongside other players", "Chase limited edition Fancy cats", and "Play games in the KittyVerse". The footer contains decorative icons related to the game.

CryptoKitties | Collect and breed

https://www.cryptokitties.co

Dapper is here! Breed the new Fancy, Curdlin, and other Kitties with Dapper and win Exclusive Cats in Leaderboard Tournaments.

CryptoKitties Locked wallet: MetaMask

Catalogue Search Guides More Start

CryptoKitties

Collect and breed furrever friends!

Get your own Kitty

- Buy & sell cats with our community
- Create collections & earn rewards
- Breed adorable cats & unlock rare traits
- Crack puzzles alongside other players
- Chase limited edition Fancy cats
- Play games in the KittyVerse

Universal Login

The screenshot shows the CryptoKitties homepage (<https://www.cryptokitties.co>) with a MetaMask notification overlay. The notification is titled "MetaMask Notification" and says "이더리움 메인넷" (Ethereum Mainnet). It displays a "연결 요청" (Connection Request) from "CryptoKitties" (www.cryptokitties.co) to "Account 1". The notification includes a yellow cat icon for CryptoKitties and a pie chart icon for Account 1. A green checkmark indicates the connection is successful. Below the notification, there's a message in Korean: "CryptoKitties이 당신의 계정에 연결하길 원합니다." (CryptoKitties wants to connect to your account). There's also a link to "더 알아보기.." (Learn more..).

CryptoKitties | Collect and breed furries

Dapper is here! Breed the new Fancy, Curdlin, and other Kitties with Dapper.

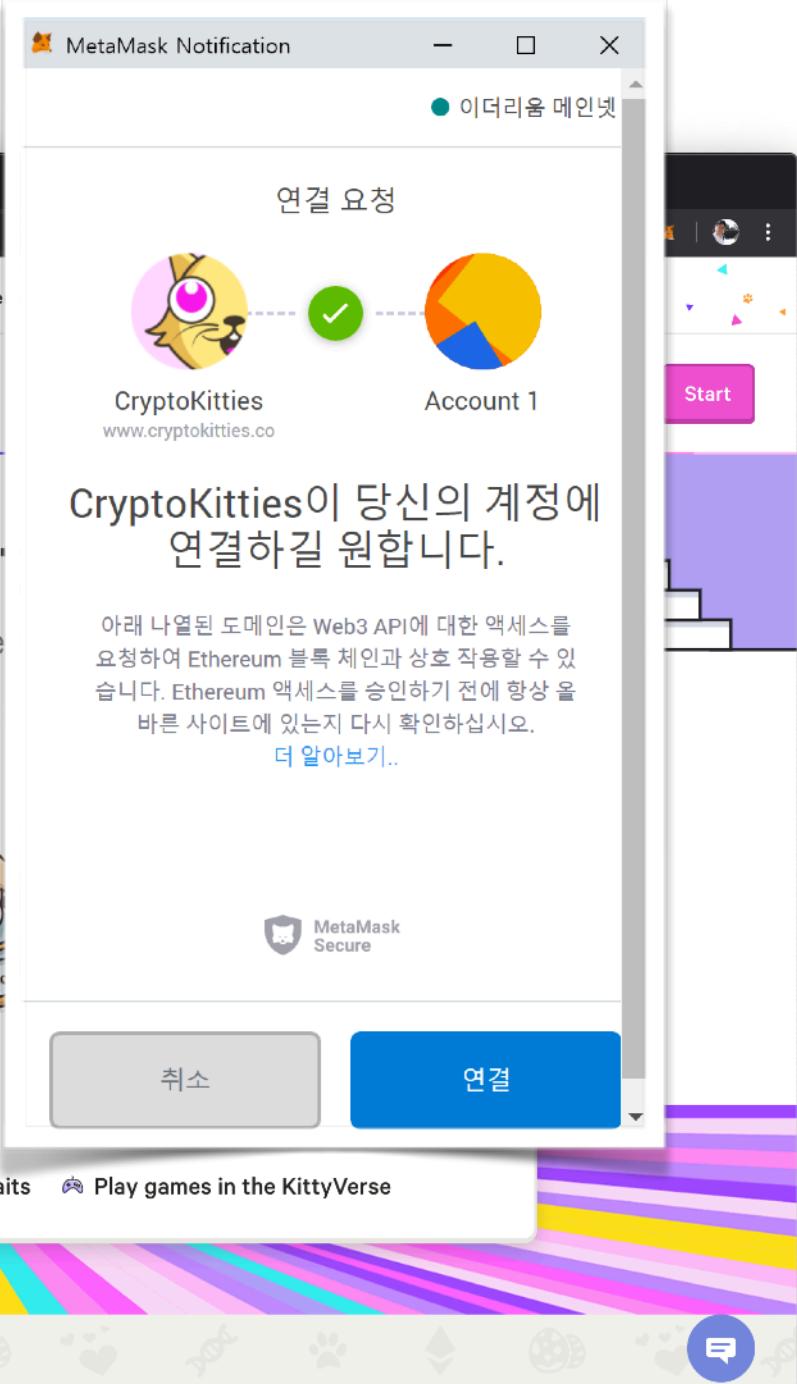
CryptoKitties Locked wallet: MetaMask

CryptoKitties

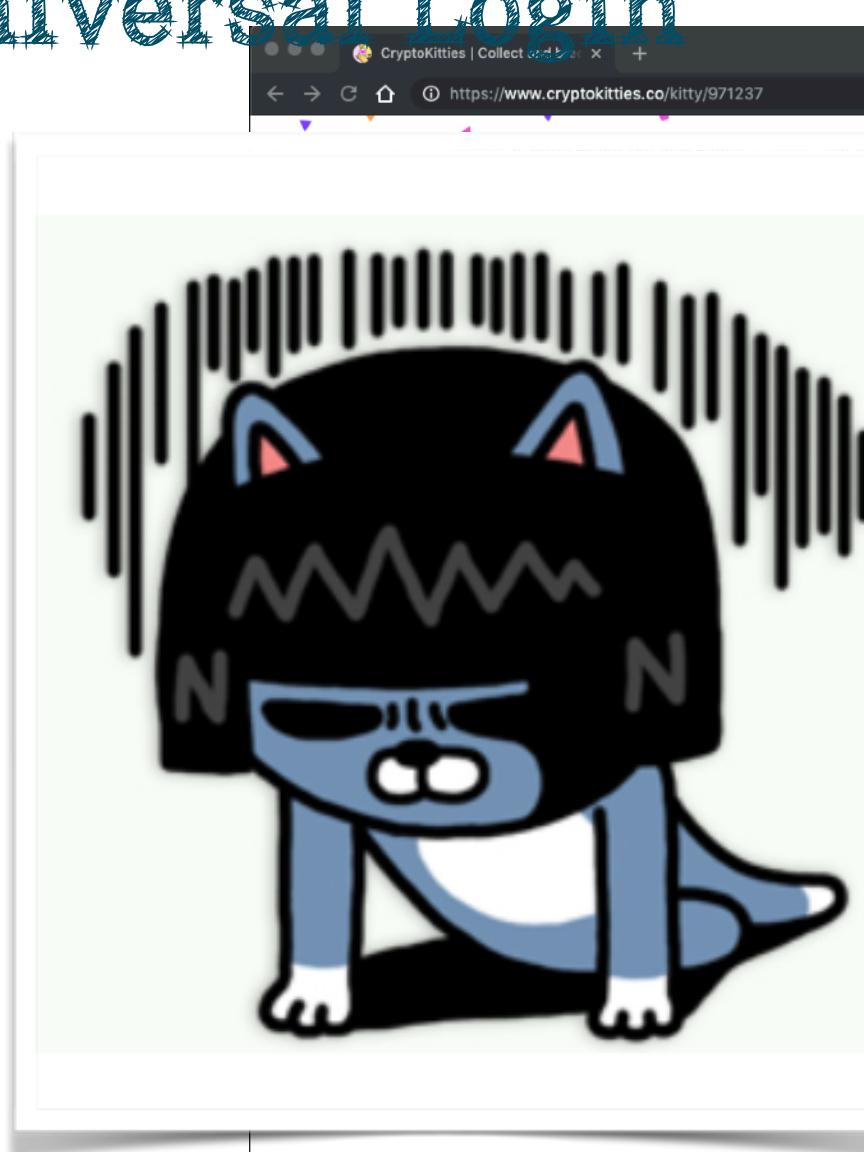
Collect and breed furries

Get your own Kitty

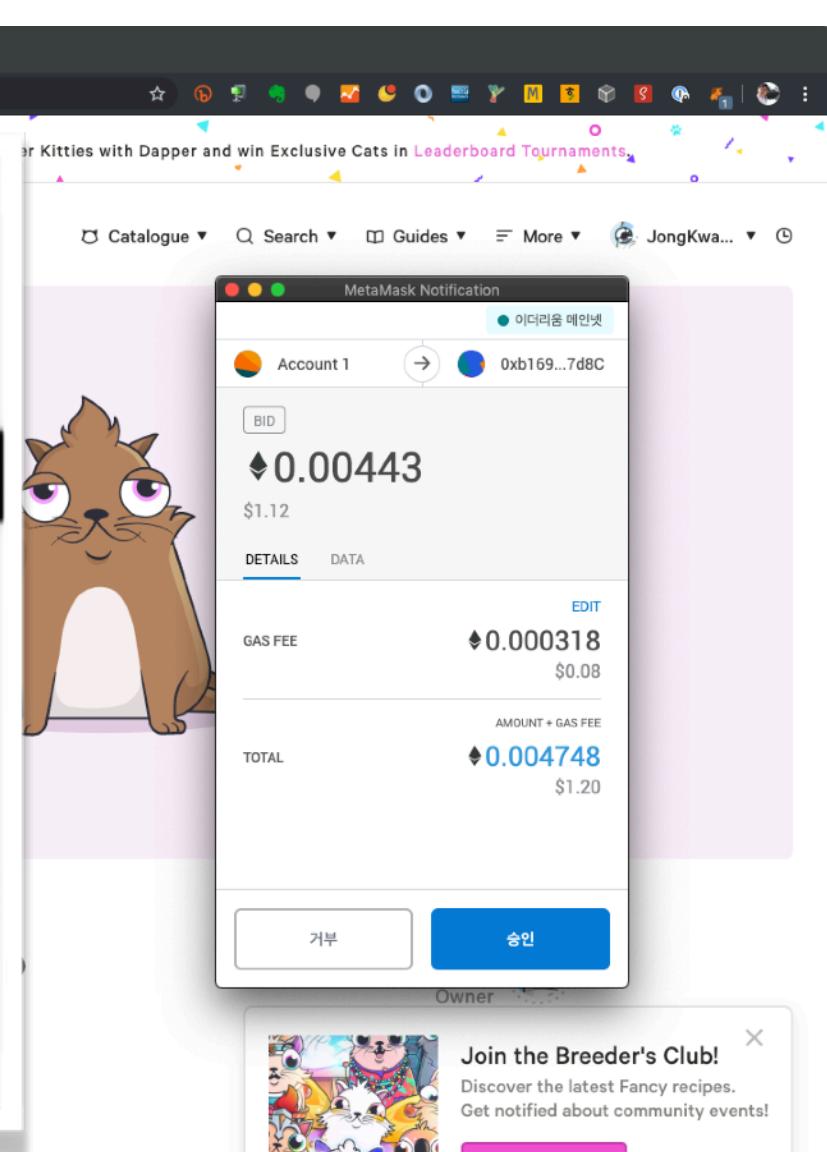
- Buy & sell cats with our community
- Create collections & earn rewards
- Breed adorable cats & unlock rare traits
- Play games in the KittyVerse



Universal Login



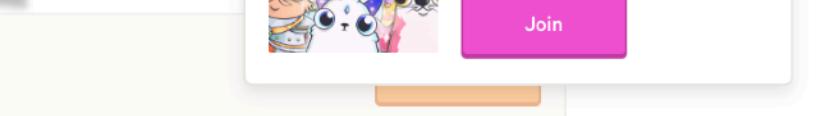
The screenshot shows a black and blue cat with a zigzag pattern on its chest, standing in front of a background of vertical bars. The URL in the browser bar is <https://www.cryptokitties.co/kitty/971237>. At the bottom left, it says "Buy now price" 0.0044 and "Time left" 11 days.



A MetaMask notification window is open, showing a bid of 0.00443. The details are as follows:

BID	0.00443
\$1.12	
GAS FEE	0.000318
\$0.08	
AMOUNT + GAS FEE	0.004748
\$1.20	

At the bottom right of the window are buttons for "거부" (Decline) and "승인" (Accept).



A sidebar on the right side of the page features a small image of several cats and the text "Join the Breeder's Club! Discover the latest Fancy recipes. Get notified about community events!" Below this is a pink "Join" button.

Universal Login

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거래소 가



24

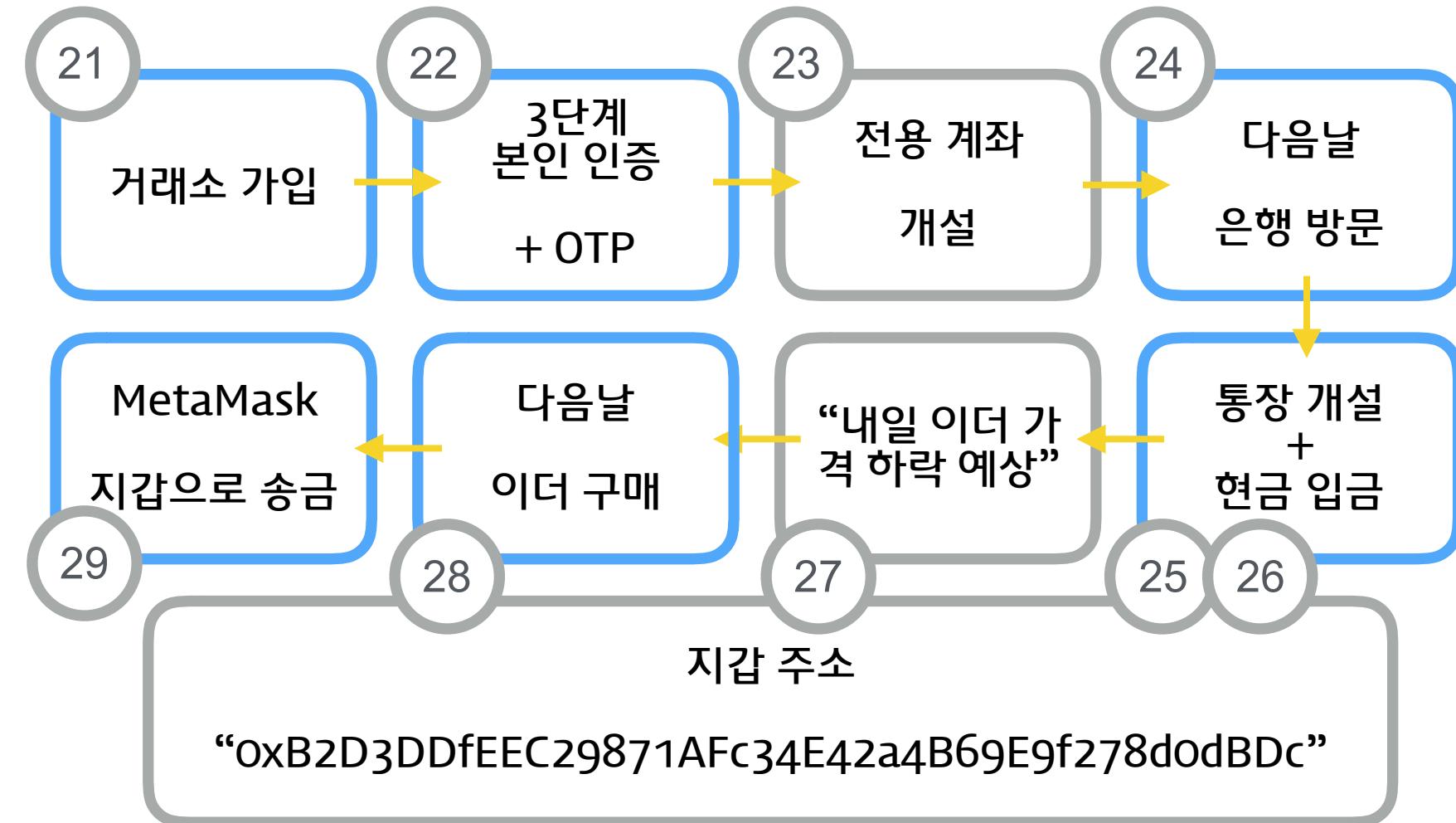
개설

다음날
은행 방문

25

최근 3개월내
통장 개설 이력
(불가)

Universal Login



Universal Login

Cryptokitties | Connect and breed

https://www.cryptokitties.co/kitty/971237

Dapper is here! Breed the new Fancy, Curdin, and other Kitties with Dapper and win Exclusive Cats in Leaderboard Tournaments.

CryptoKitties Connected wallet: MetaMask

Catalogue Search Guides More JongKwa... ⌂

Buy 0.0044 ETH



Gen 1 H1 Gene Swap
971237 Gen 1 Fast Cooldown

Like 0

Buy now price Time left
0.0044 11 days

MetaMask Notification

Account 1 0xb169...7d8C

BID
◆ 0.00443
\$1.12

DETAILS DATA

GAS FEE
◆ 0.000318
\$0.08

TOTAL
◆ 0.004748
\$1.20

거부 승인

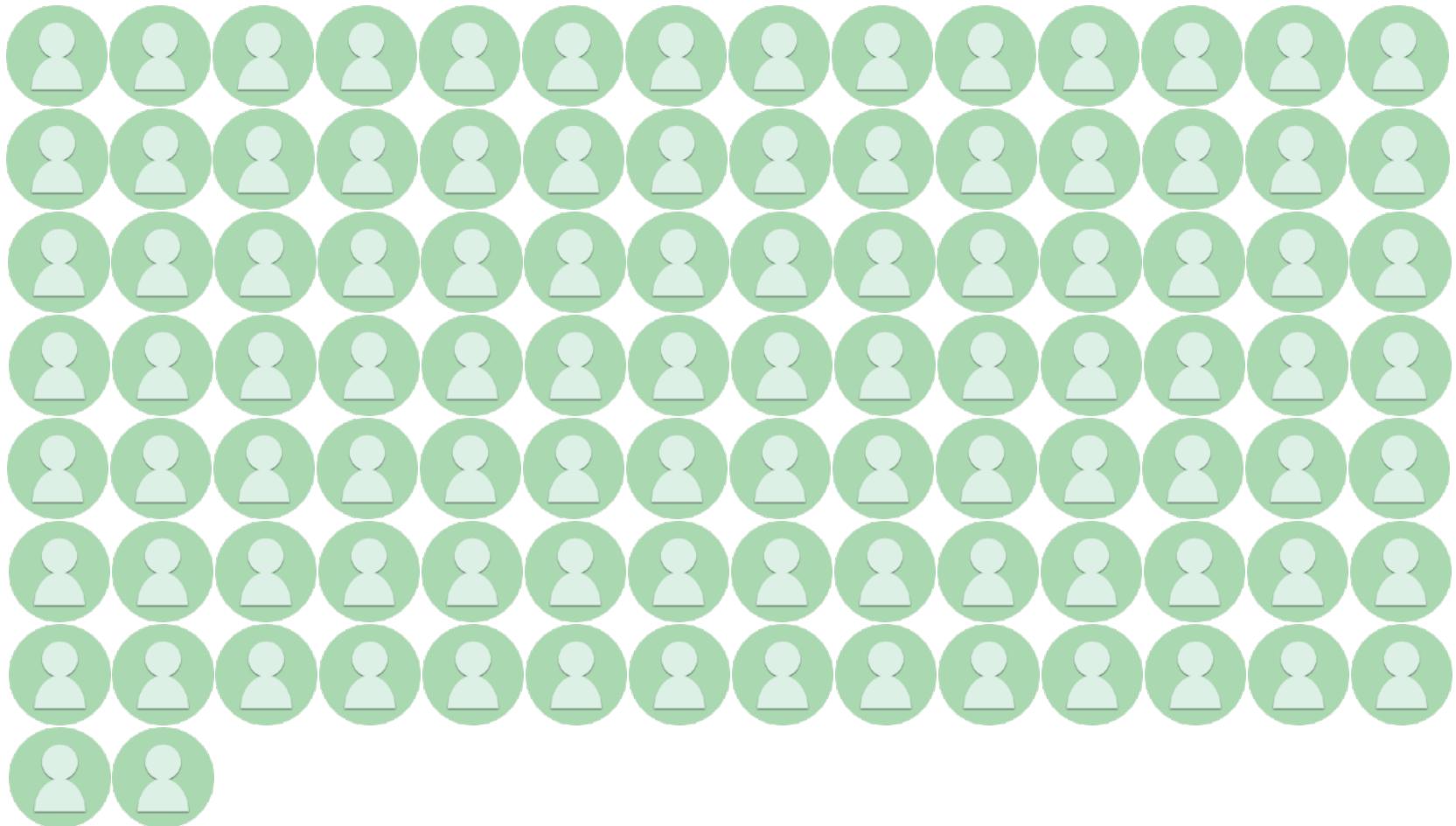
Owner

Join the Breeder's Club!
Discover the latest Fancy recipes.
Get notified about community events!

Join

Universal Login

- ▶ 100명이 소문 듣고 찾아 와서
 - 이 관문을 통과한 사람은



Universal Login

- ▶ 100명이 소문 듣고 찾아 오
- 이 관문을 통과한 사람은



Universal Login

- ▶ Universal Login

- demo

Universal Login

› Universal Login

- Universal Login is a design pattern for storing funds and connecting to Ethereum applications, aiming to simplify new users on-boarding.

> <https://universalloginsdk.readthedocs.io/en/latest/index.html>

- Universal Login 은
- 새로운 사용자의 진입(on-boarding)을 단순화 하기 위해
- 이더 보관(Storing funds)과 이더리움 어플리케이션 연결하는
- 디자인 패턴이다

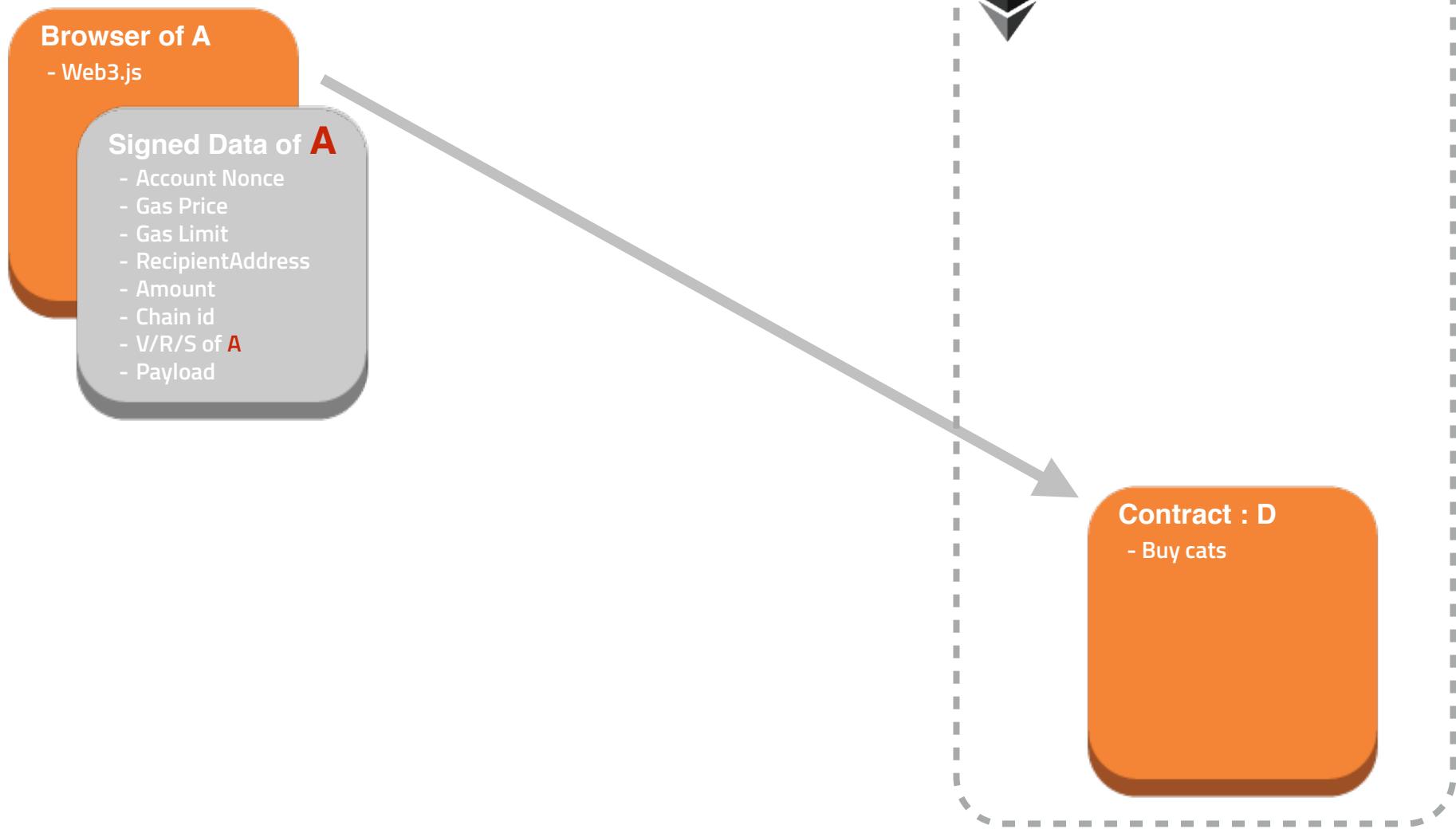
Universal Login

▶ Universal Login - 주요 기술

- ENS names
 - ENS : alice.mywallet.eth
Wallet : 0x9c157ee56a4be99boodcd6f5604ee288012649bf
- Meta transactions
 - = Gasless transactions
 - 가스비 없이 Public/Private keys pair 만 가지고(Only) 트랜잭션을 발생 시킨다

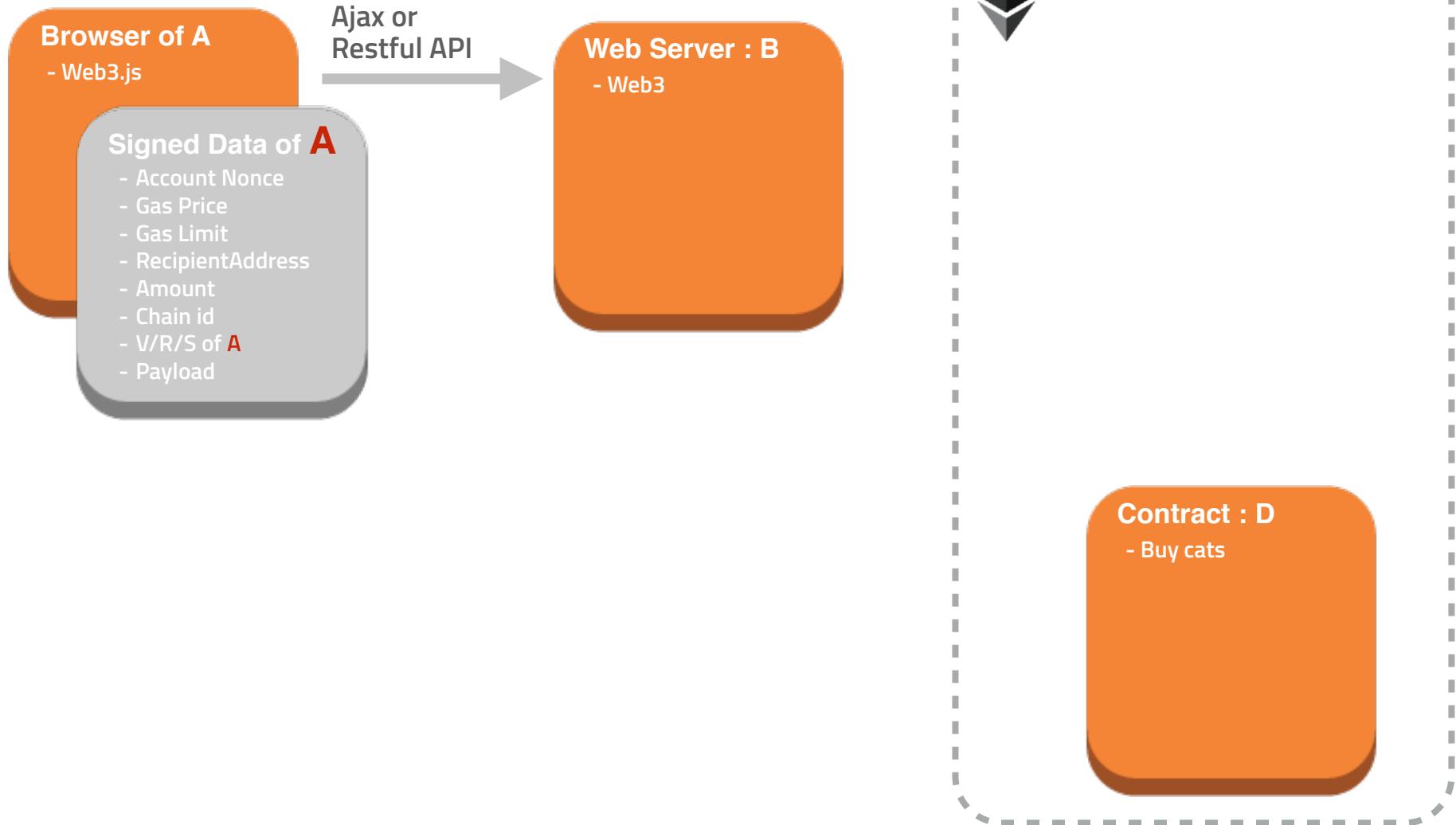
Meta transaction

▶ Meta transactions



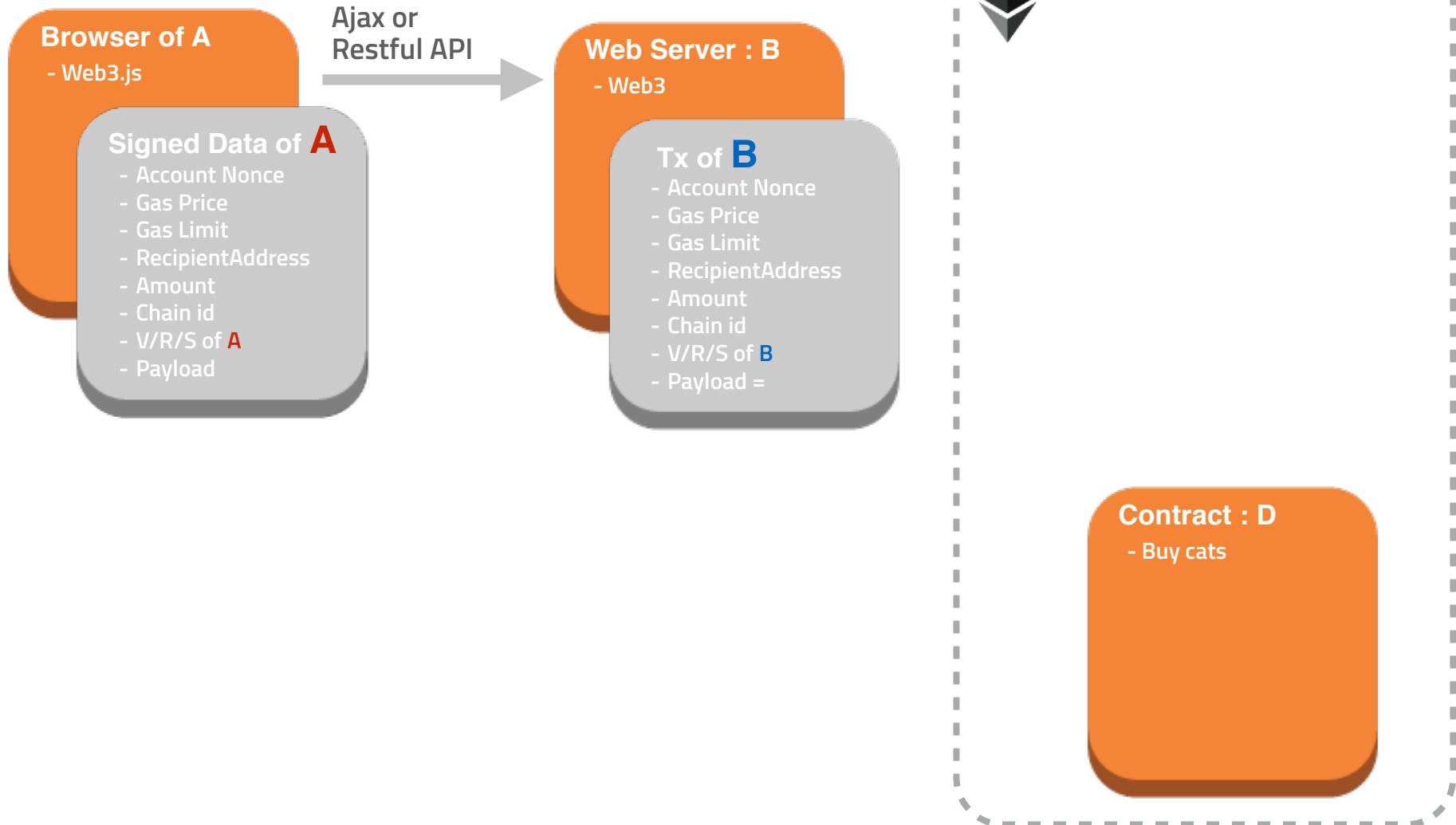
Meta transaction

▶ Meta transactions



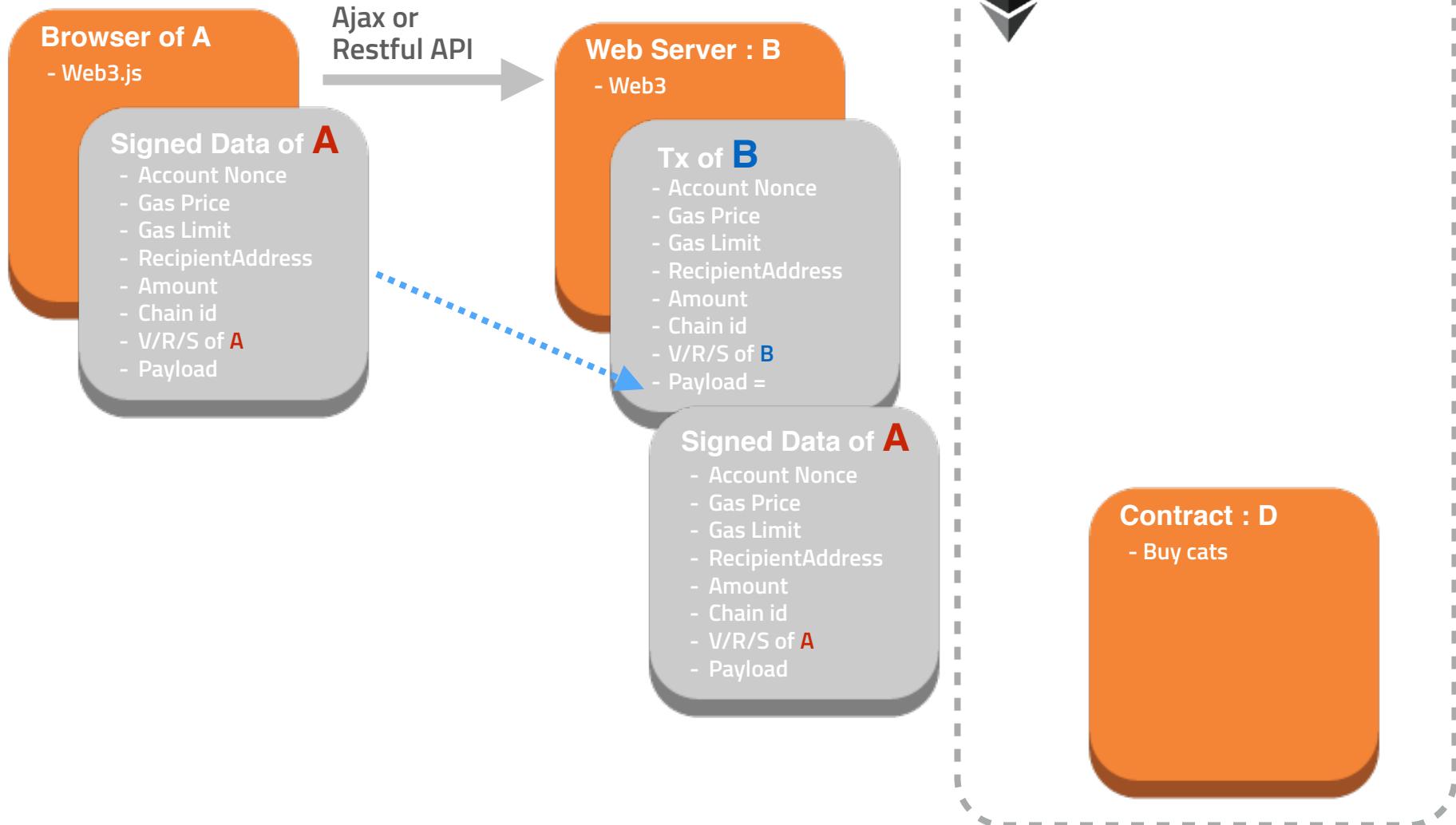
Meta transaction

▶ Meta transactions



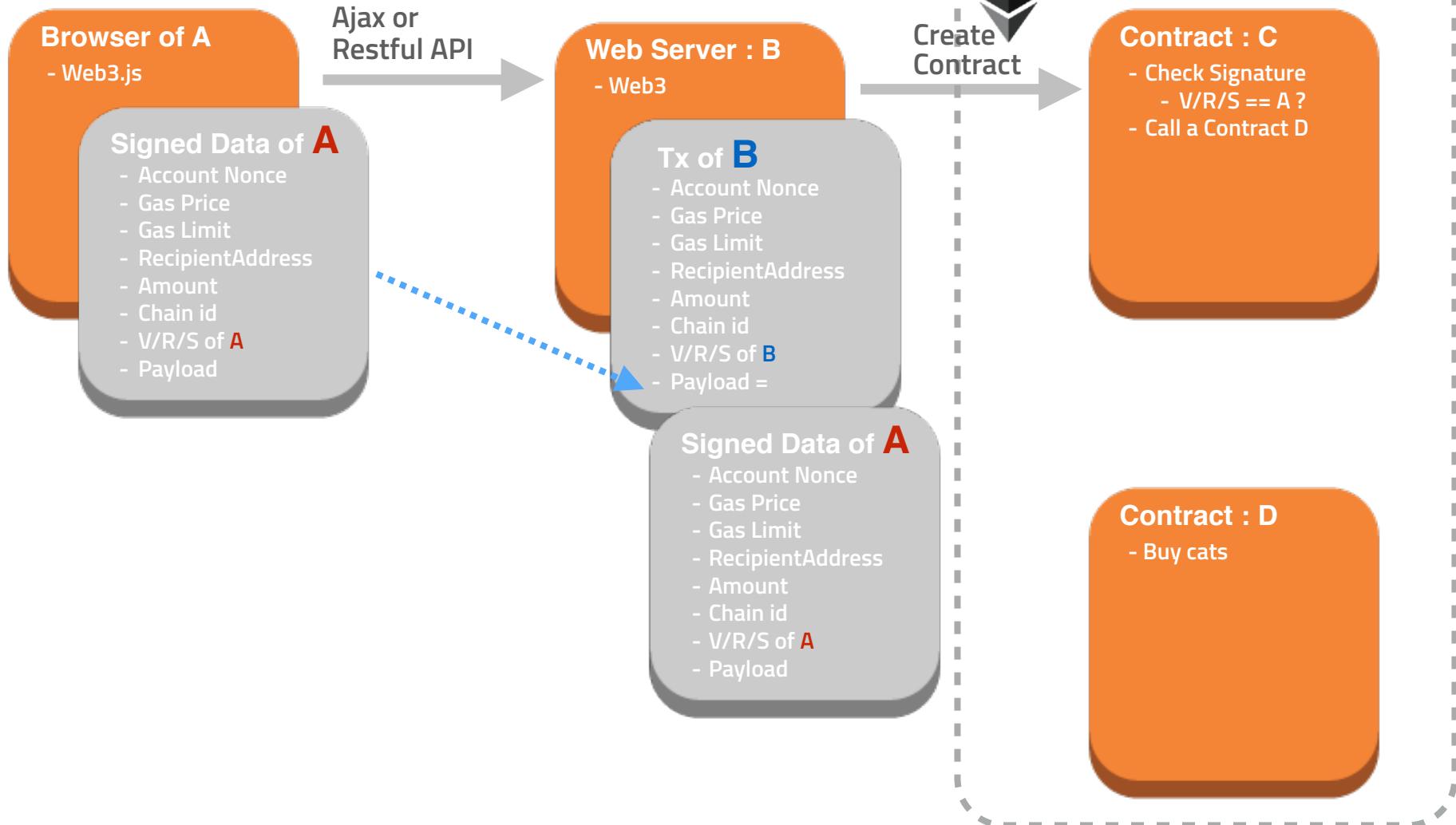
Meta transaction

▶ Meta transactions



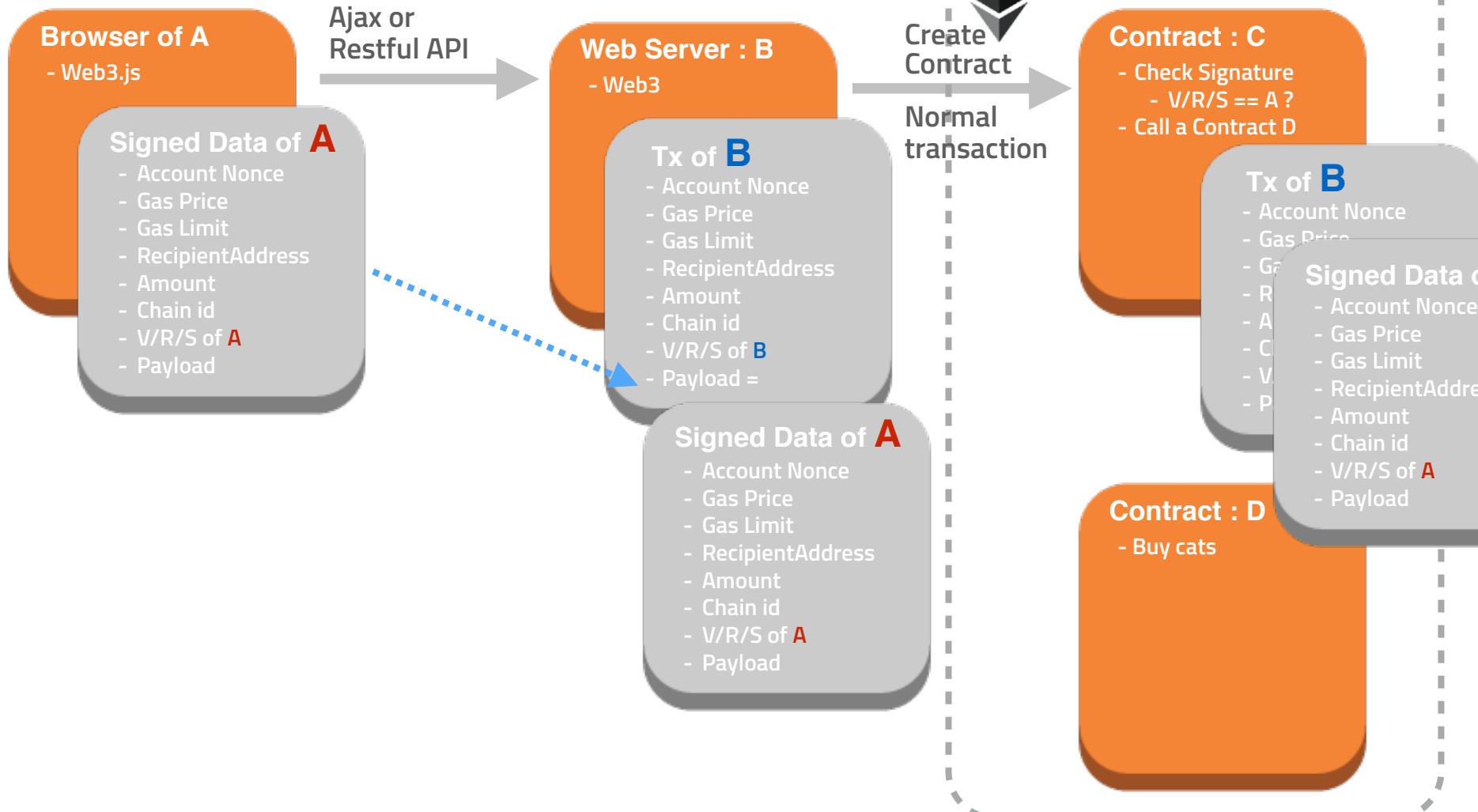
Meta transaction

▶ Meta transactions



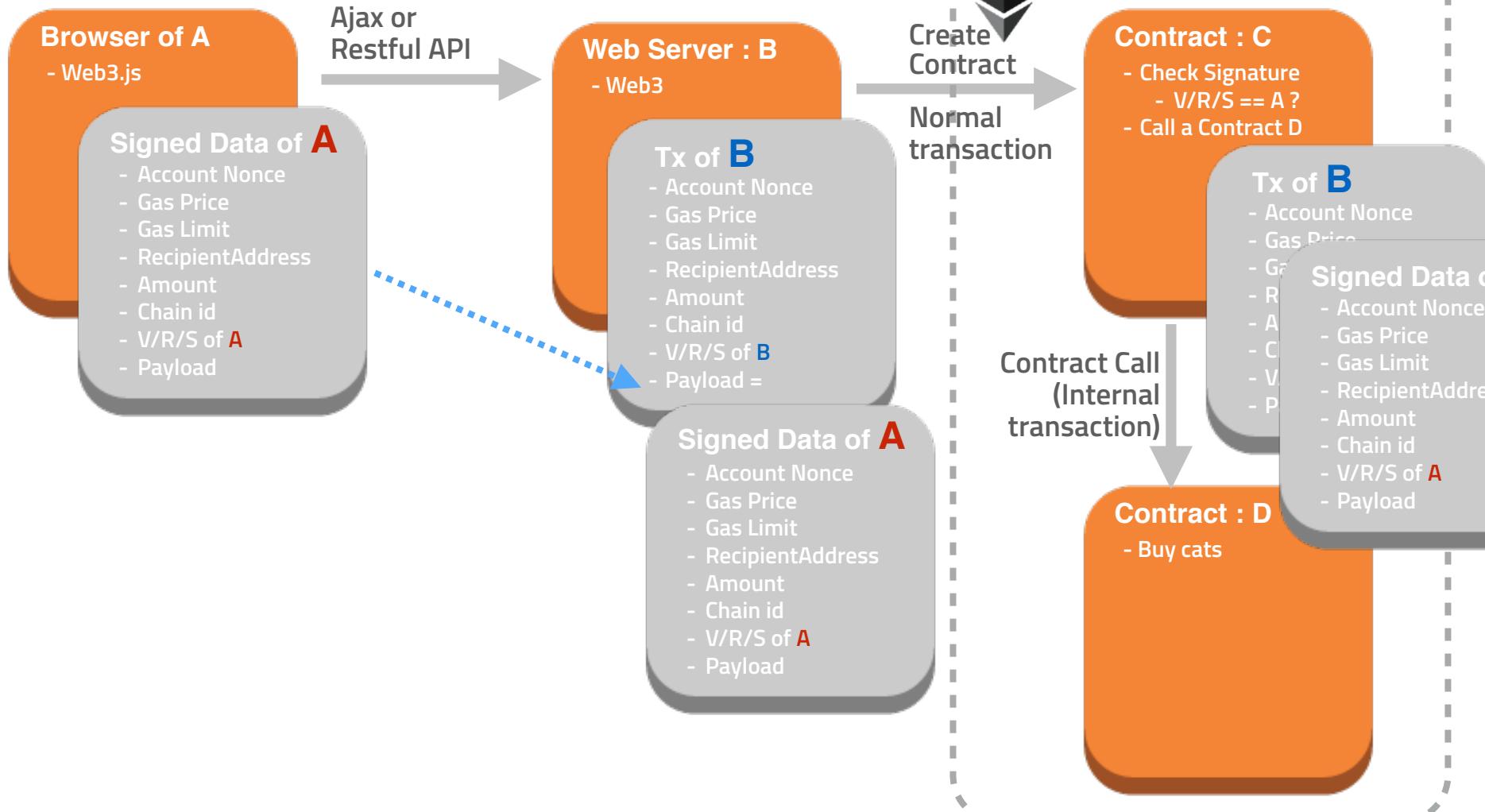
Meta transaction

▶ Meta transactions



Meta transaction

Meta transactions

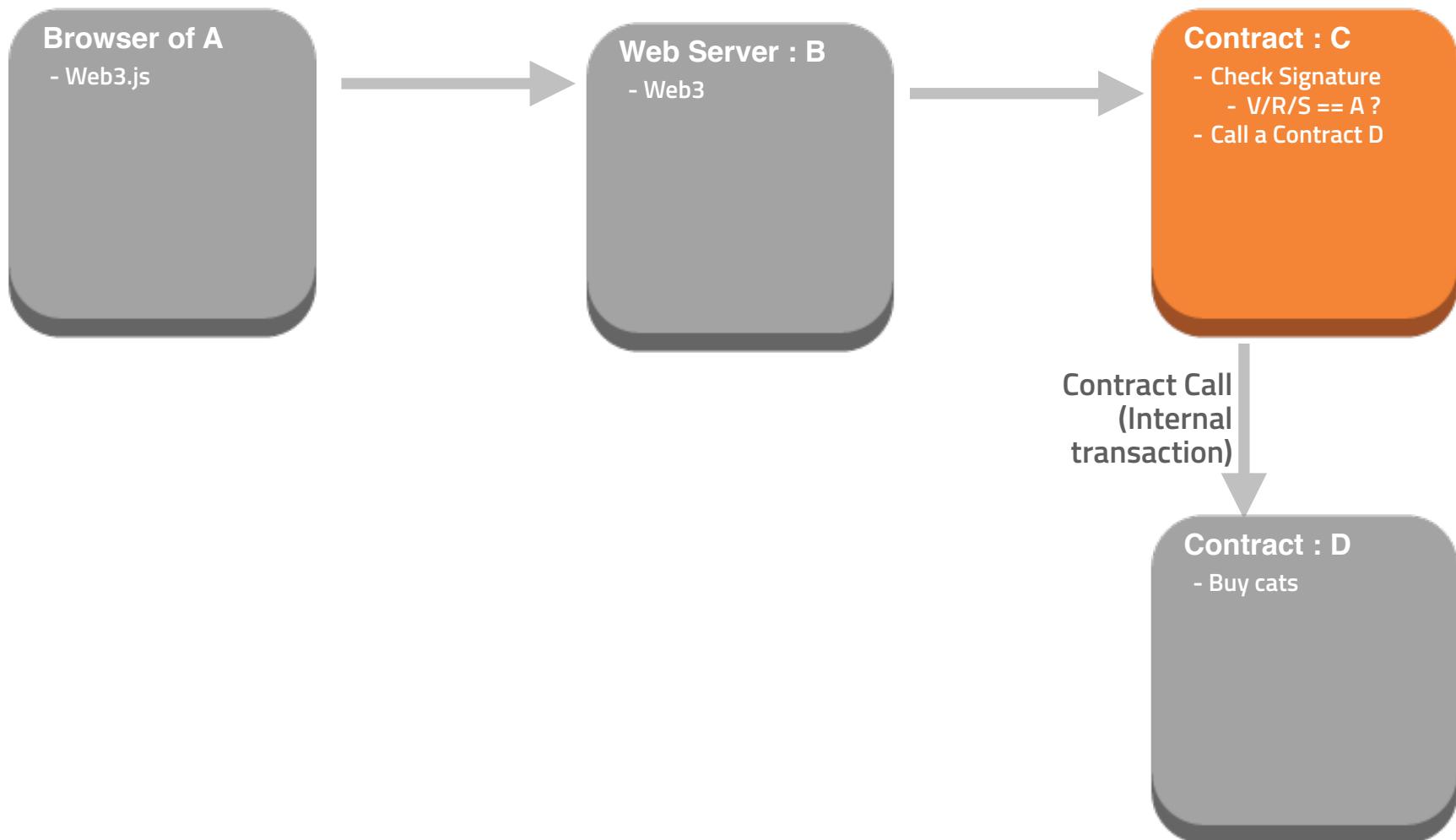


Universal Login

▶ 주의사항

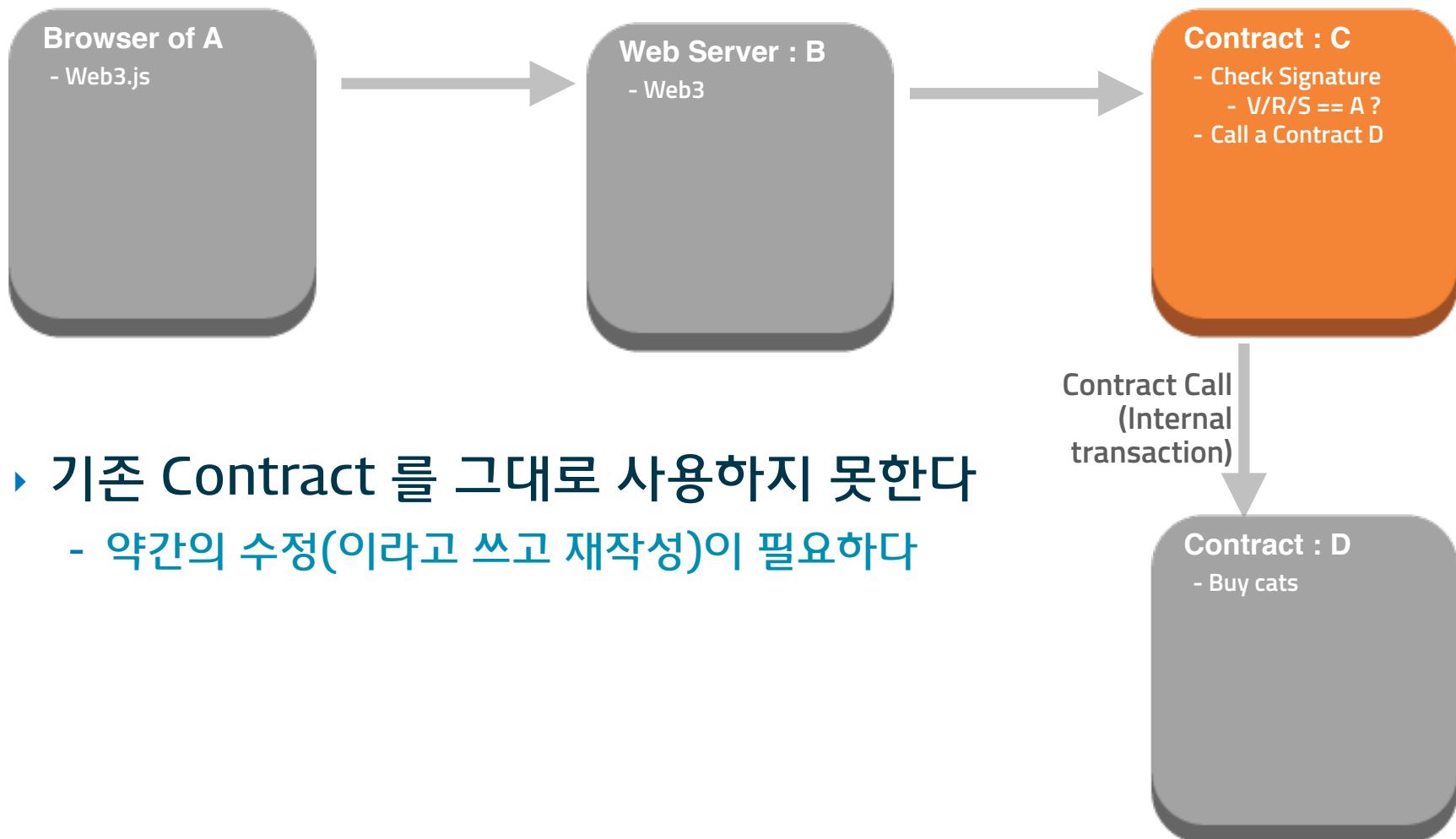
~~주의사항~~ : msg.sender() == “C”

▶ `msg.sender() == “C”`



주의사항 : msg.sender() == “C”

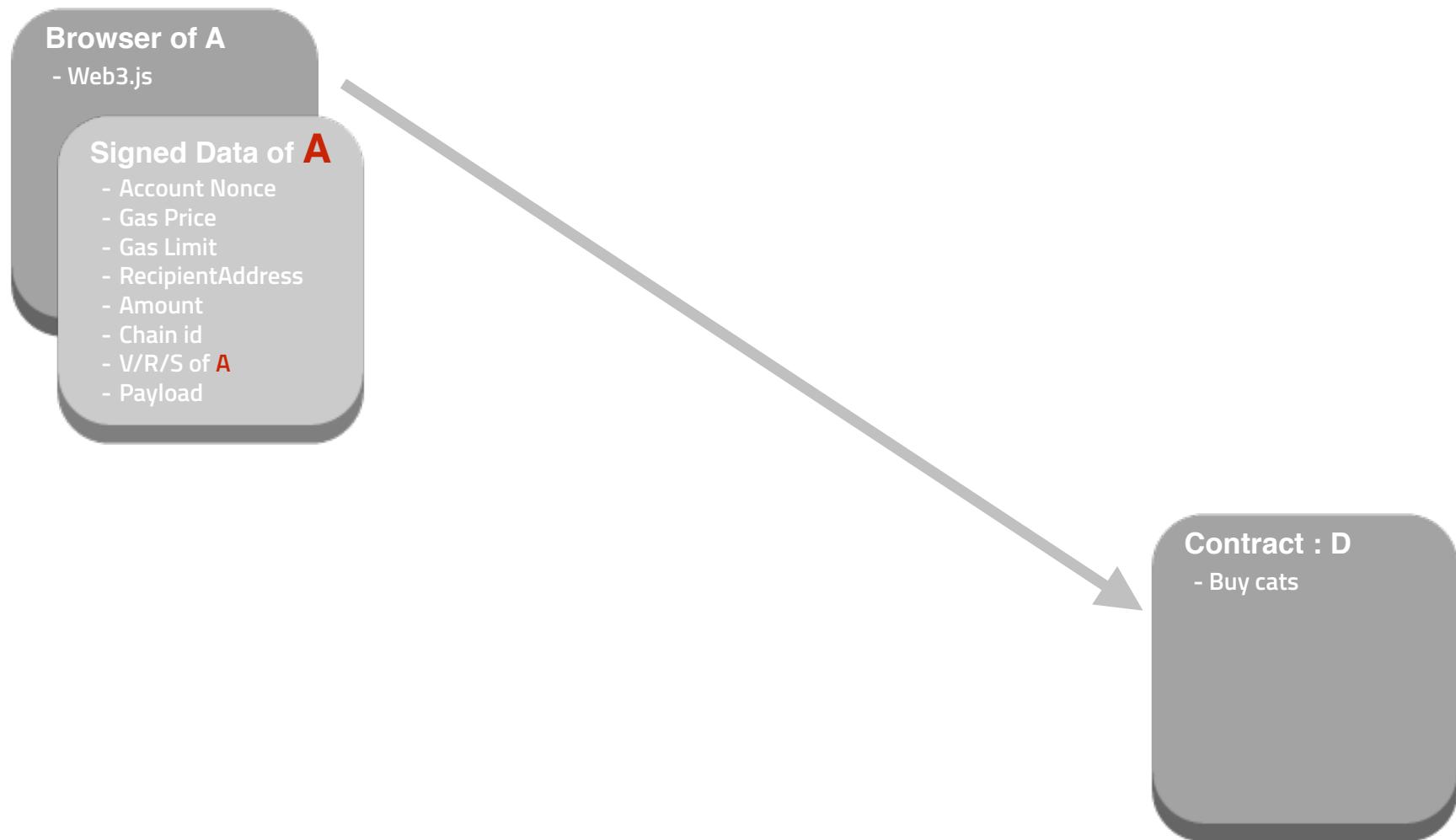
- ▶ `msg.sender() == “C”`



- ▶ 기존 Contract 를 그대로 사용하지 못한다
 - 약간의 수정(이라고 쓰고 재작성)이 필요하다

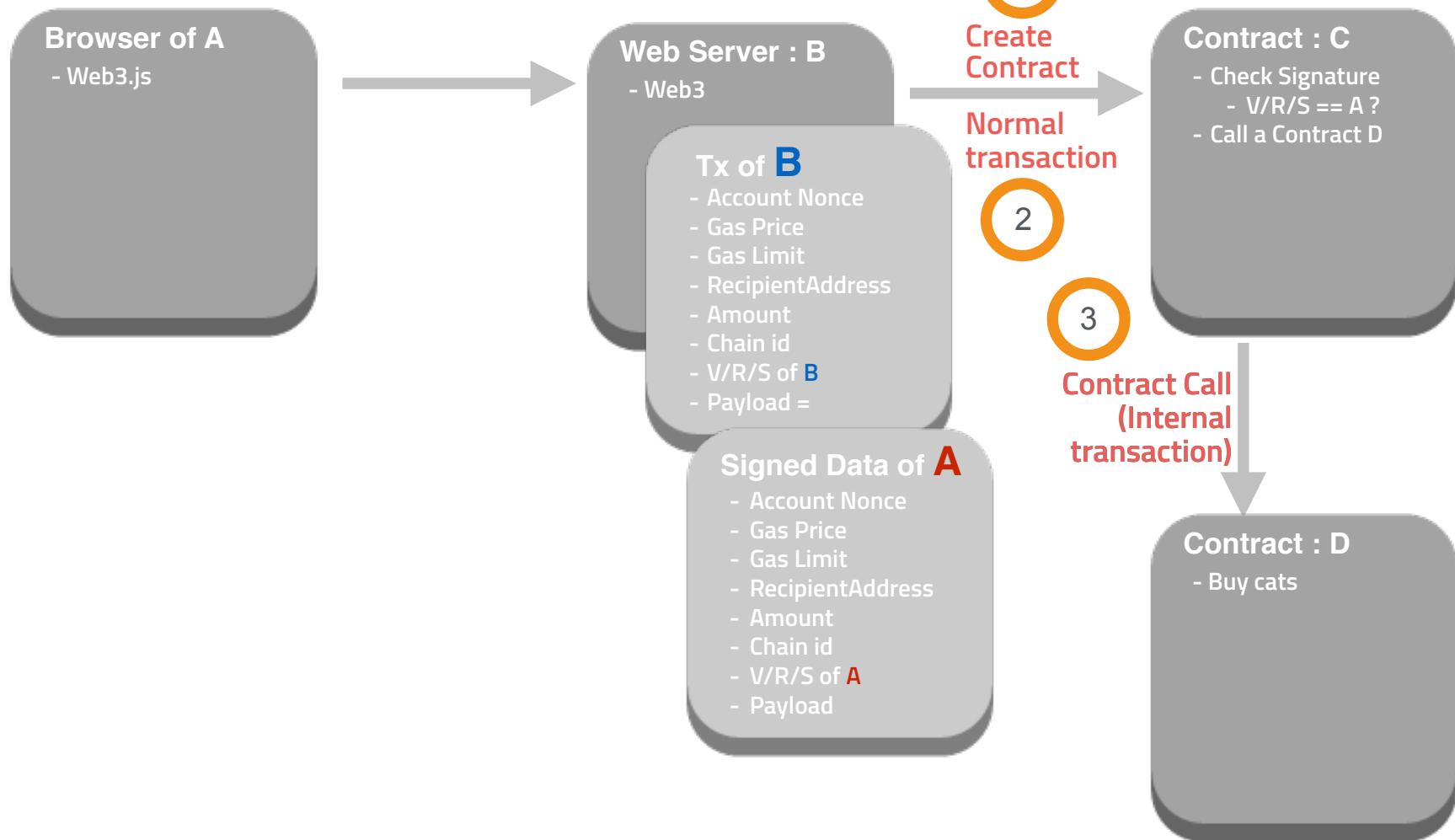
주의사항 : Gas fee

- ▶ 일반적인 Tx 보다 가스비가 많이 듈다



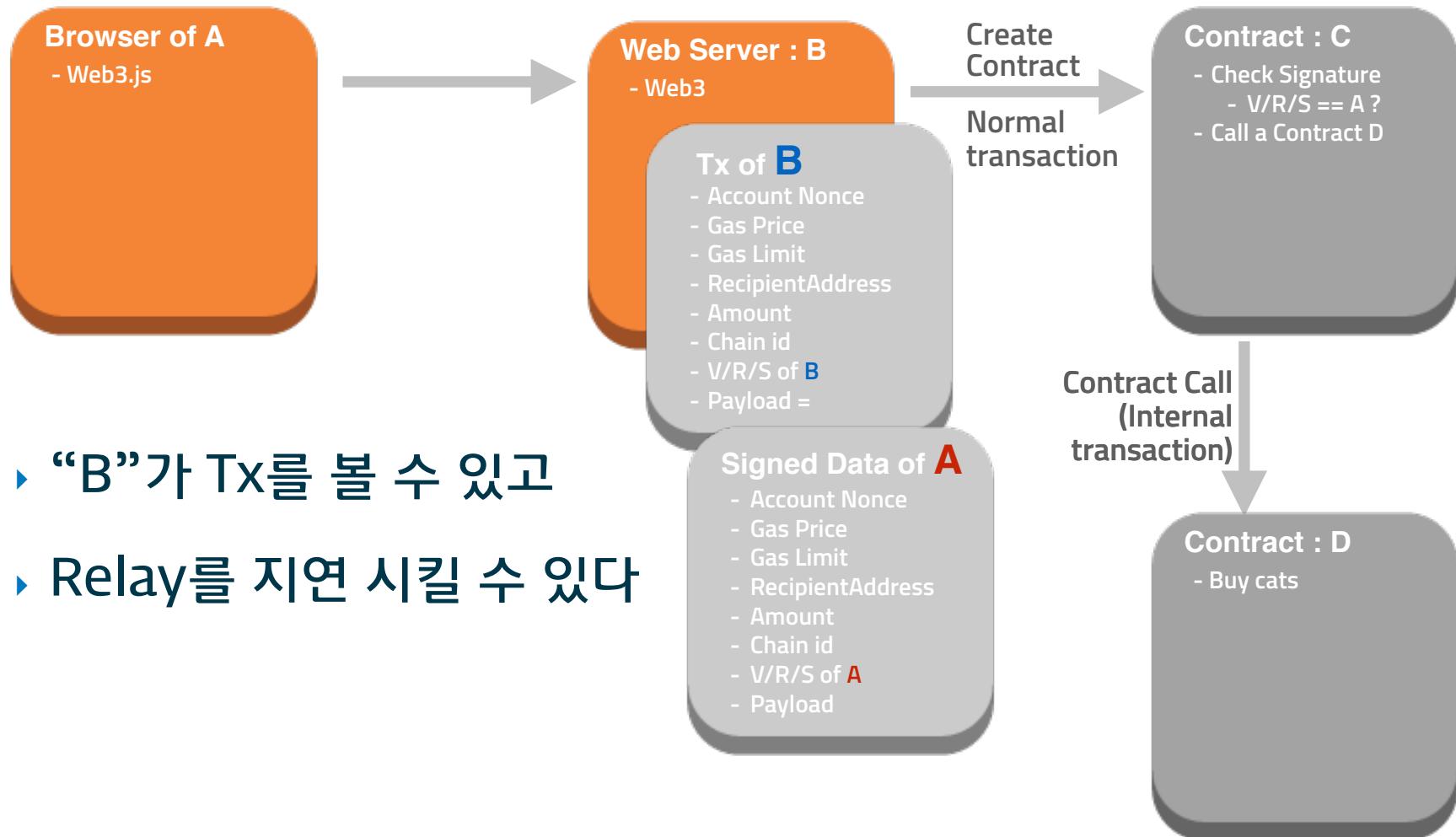
주의사항 : Gas fee

› 일반적인 Tx 보다 가스비가 많이 듈다



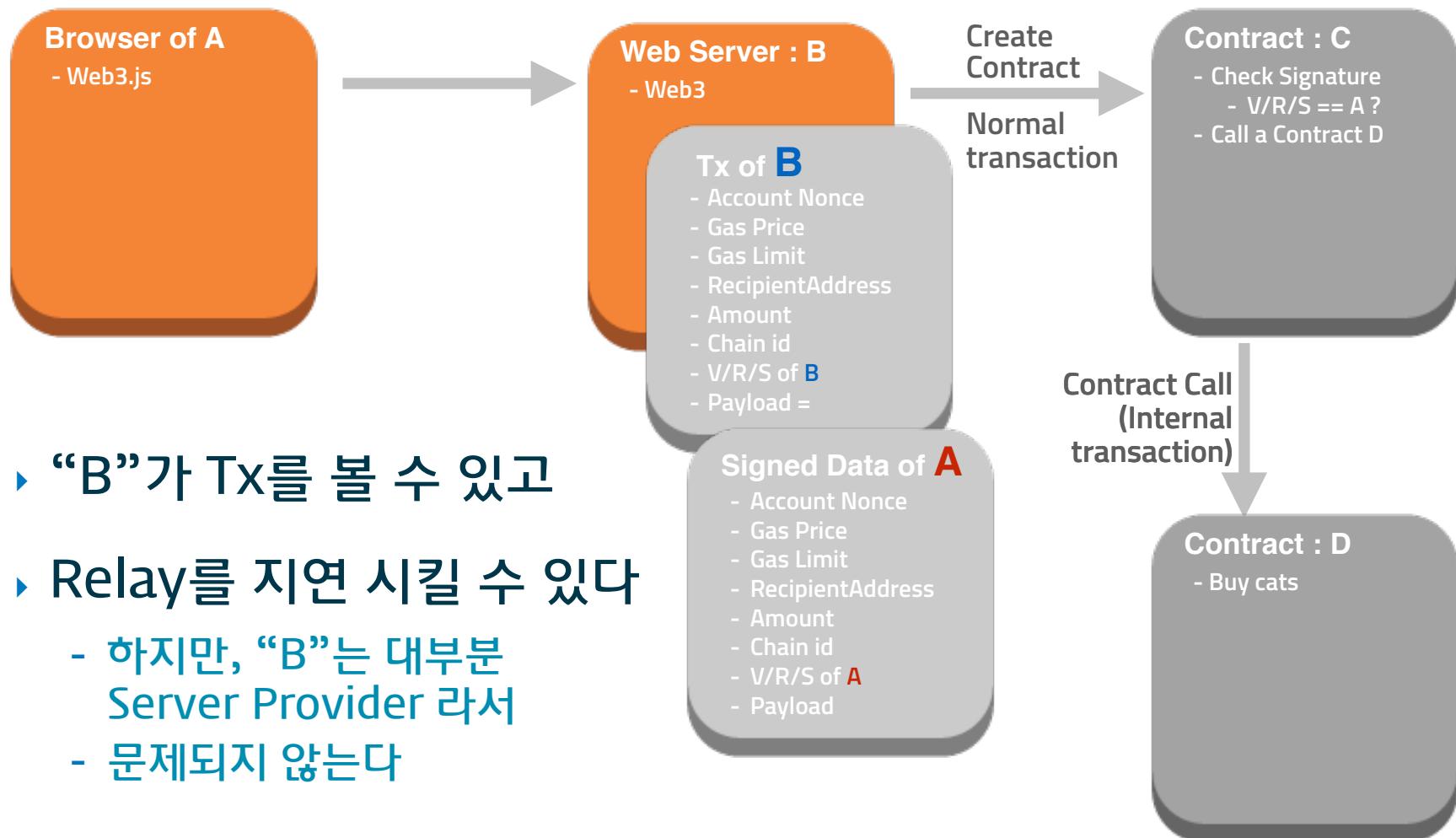
주의사항 : “B”가 속일 수 있다

- ▶ “B”가 속일 수 있다



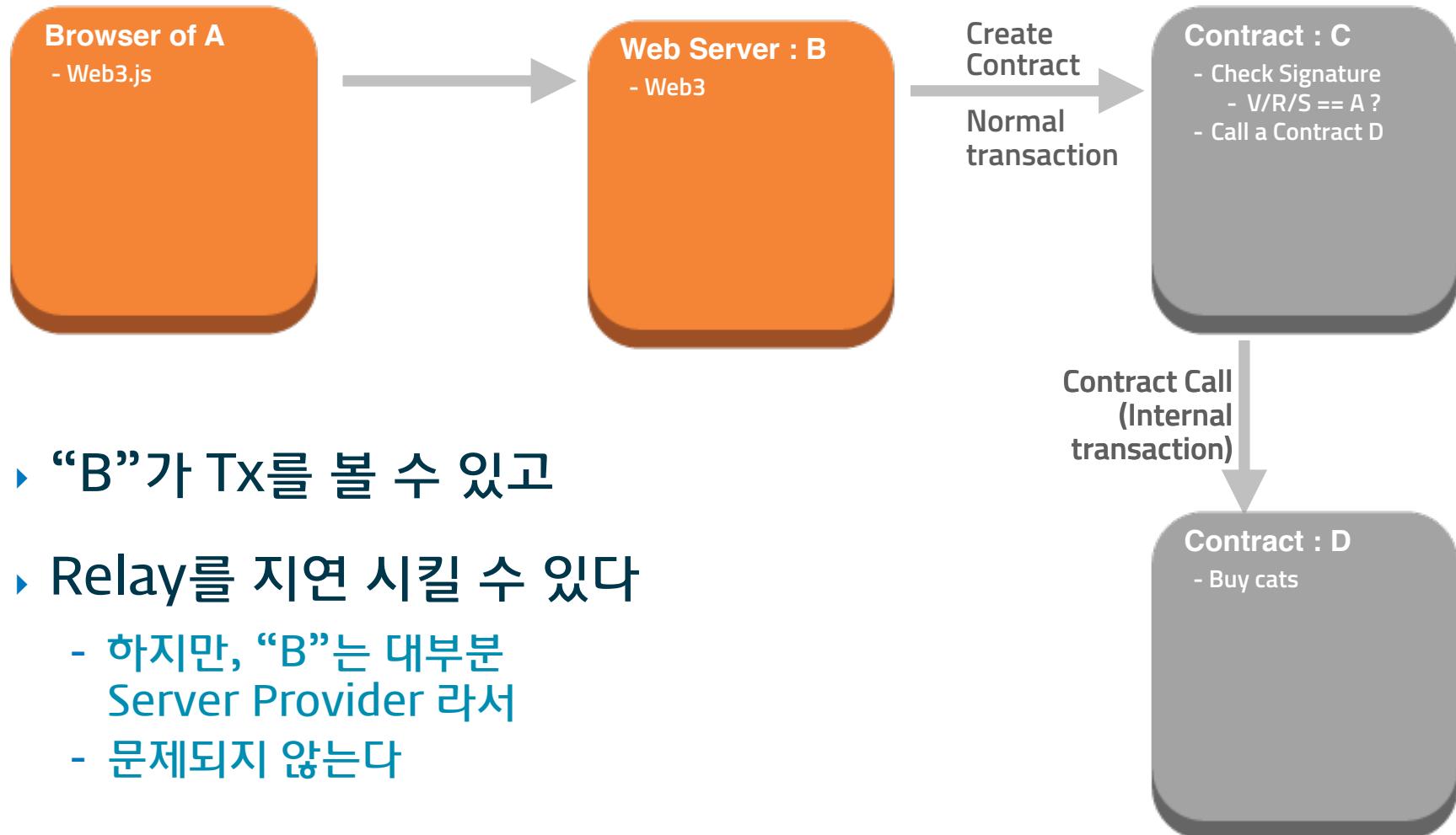
주의사항 : “B”가 속일 수 있다

- ▶ “B”가 속일 수 있다



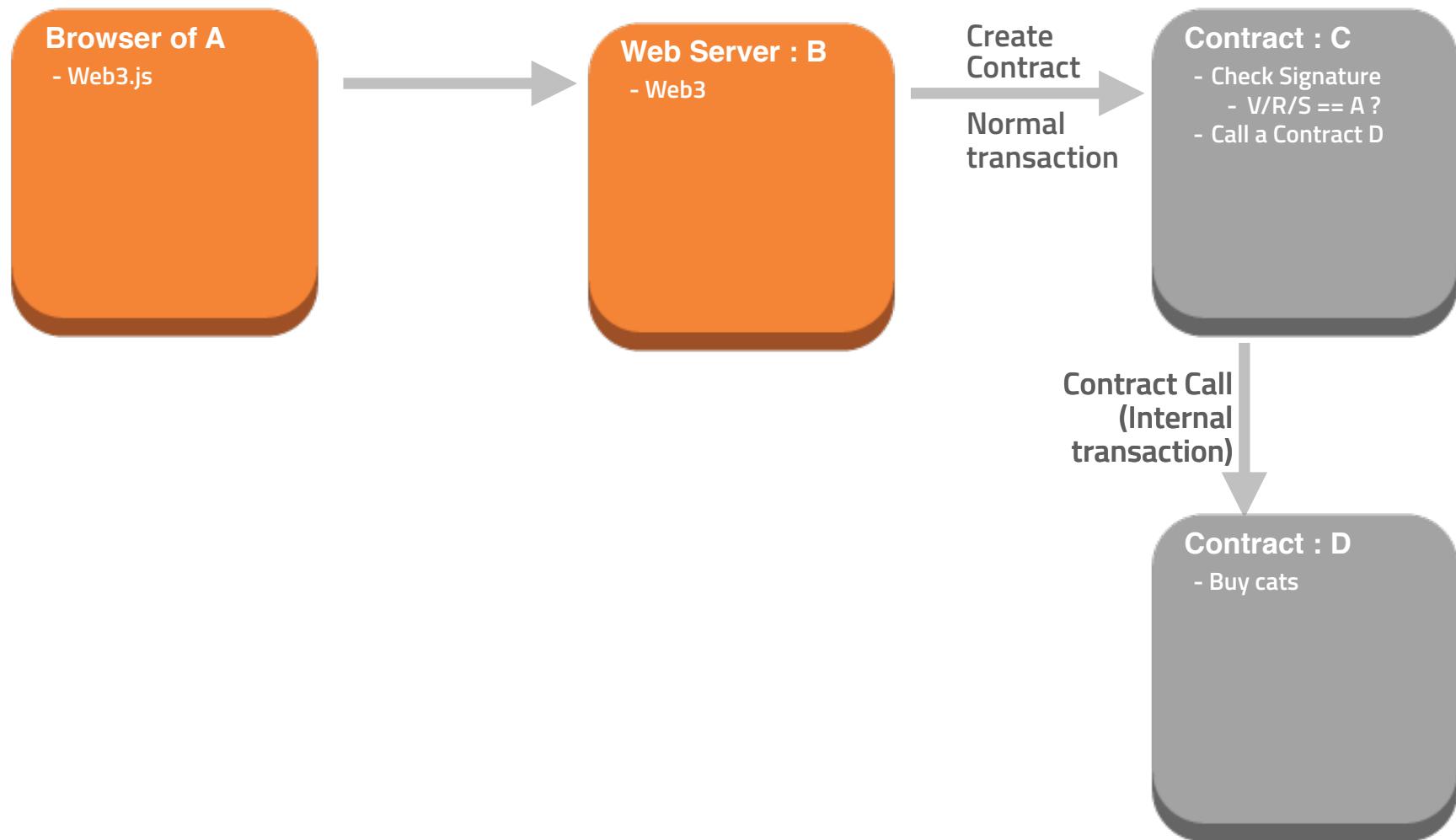
주의사항 : DDoS Attack

- ▶ DDoS 공격에 취약하다



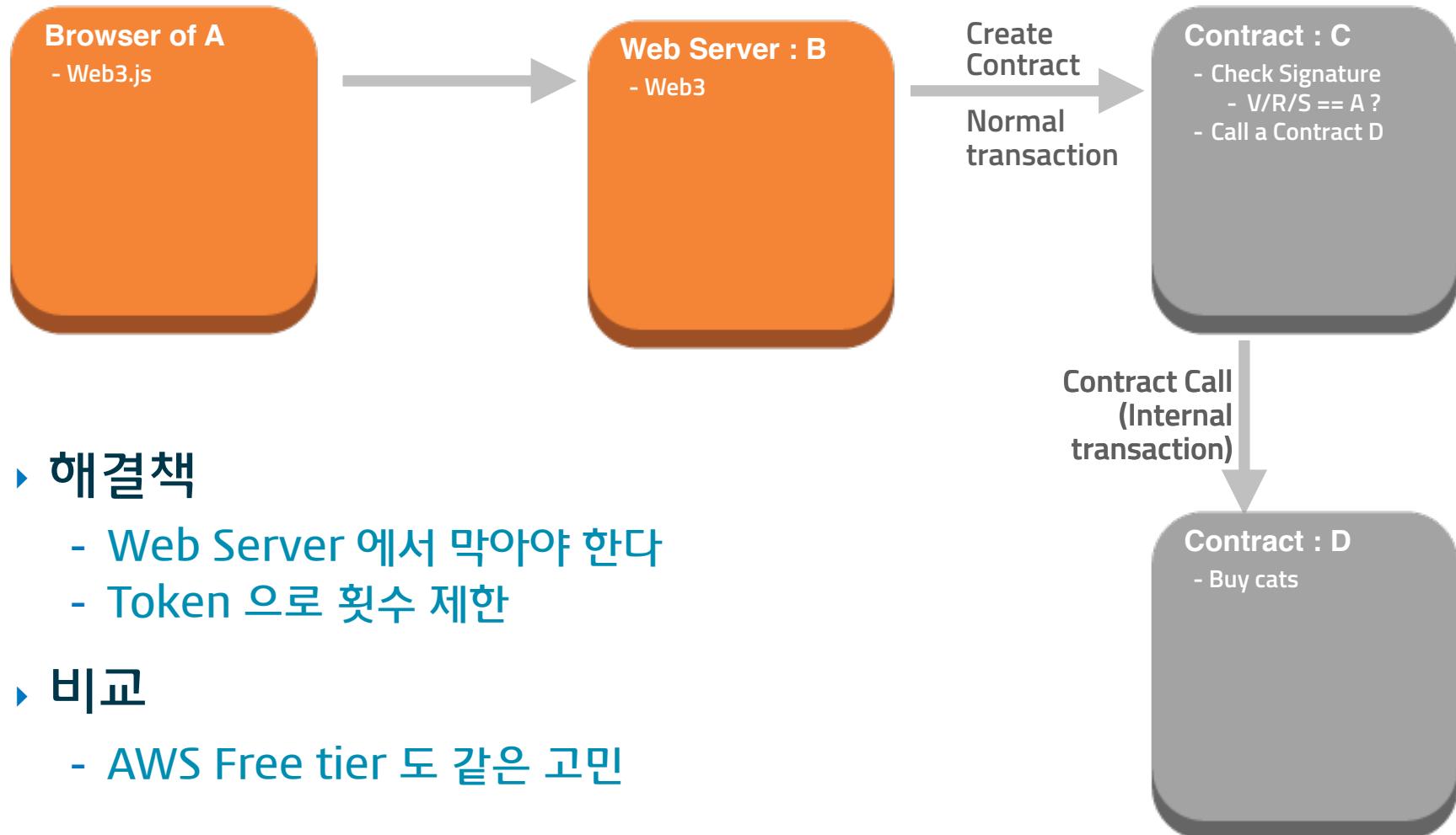
주의사항 : DDoS Attack

- DDoS 공격에 취약하다



주의사항 : DDoS Attack

▶ DDoS 공격에 취약하다



~~주의사항~~ : Gas fee

- › 가스비가 많이 든다
 - 하지만 마케팅 비용을 생각하면 Good
 - 반드시 해야 한다.
- › 마케팅 비용 : 회원 1명 가입
 - 5,000원 ~ 20,000원 (회사에 따라 다름)
 - Meta transactions fee : 15원

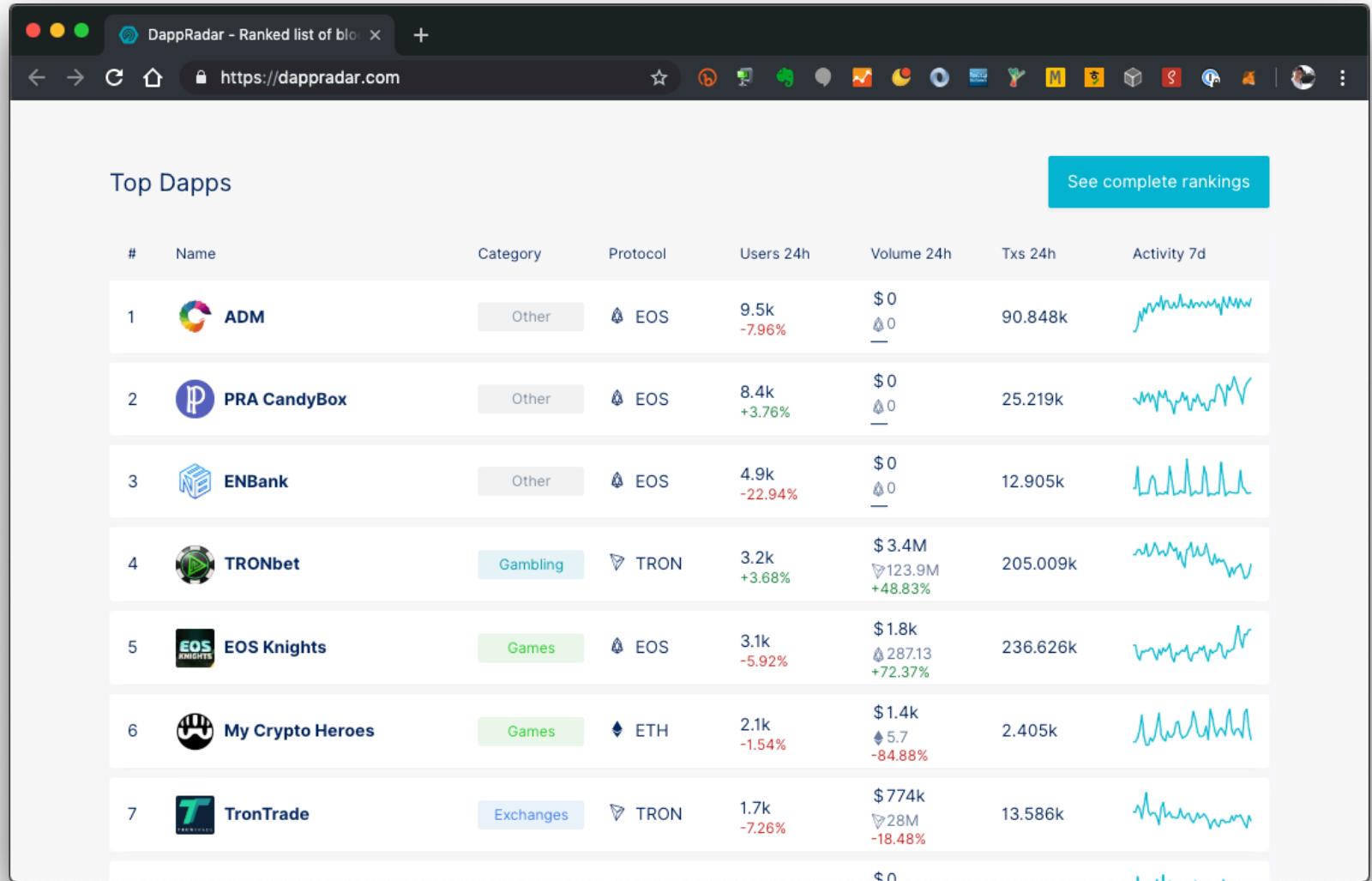
장점 : 1주일 무료 체험

- ▶ DApp 의 1주일 무료 체험 가능

- 정말 좋은 DApp 이라면, 무료 체험으로 큰 효과를 볼 수 있다
 - 1주일 무료 체험 후
 - 추가 이용은 “MetaMask” 이용하세요
- Viral Marketing 가능
 - 잘되면 엄청 큰 효과
- 이제 더이상 0.01 eth 씩 보내지 않아도 됩니다

장점 : Active User Count

▶ 사용자수 / Tx 모두 늘릴 수 있다



장점 : 합리적인 Gas fee

› 합리적인 Gas fee

- EOS 도 Staking 비용이 듭니다.
 - 심지어 Staking Coin 가격이 떨어 질 수 있습니다.
 - Staking 이자 비용으로, Universal Login fee 지불 하면 됩니다
 - > 사용한 만큼만 지불

EOS
Staking

EOS
금융비용

Universal
Login
Gas Fee

Universal Login

› Universal Login

- 서비스를 준비 하신다면
- 필수 입니다



Universal Login



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MetaMask

지갑으로 송금

Universal Login



Universal Logins

https://example.universallogin.io

jktest12.popularapp.test
0xB2D3DDfEEC29871AFc34E42a4B69E9f278d0dBDb

ACCOUNT

You have **100 kliks** left

CLICK HERE

Costs 1 *klik*

Last time someone pressed this button
was **6 minutes** ago

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MetaMask

지갑으로 송금

Universal Login



29

MetaMask

지갑으로 송금

