

A Crypto Startup

SOCIAL APPLICATION

UX CASE STUDY

One year & three months

10 people involved



Introduction

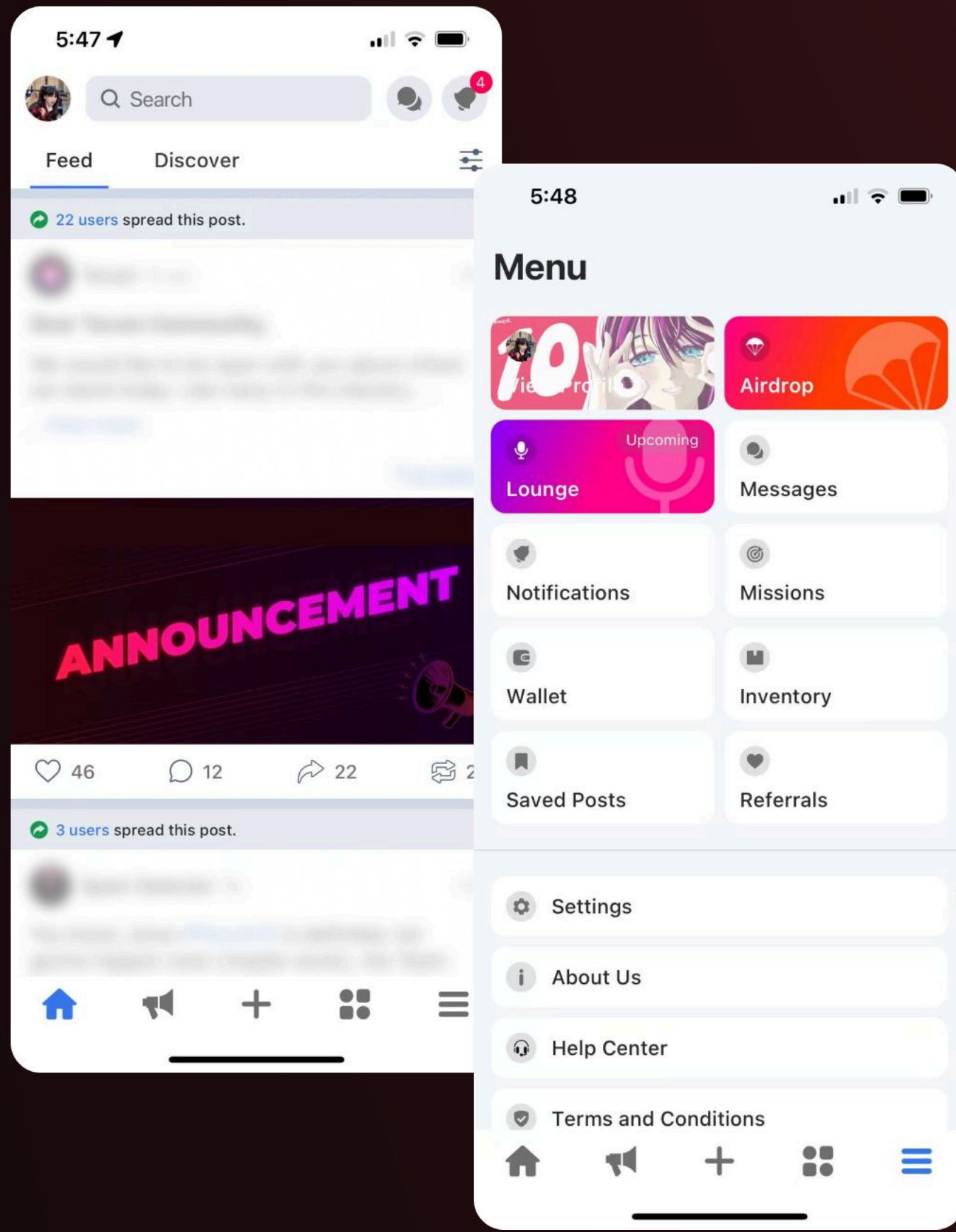
Before joining the team, the company had been operating a social platform for a couple of years. While the product had been launched successfully, the mobile version was still under development. When the mobile version was released, user engagement began to decline, and the team couldn't immediately identify the cause.

The product initially gained traction during favorable market conditions but struggled to retain users over time due to a variety of challenges. This included issues stemming from a diverse user base with differing expectations and needs.

To address these challenges, the team dedicated significant time to analyzing and understanding the underlying issues.

Challenges, Pain Points & Limitations

- The product did not address a core user problem, making it difficult to retain users.
- Development efforts were spread across numerous sub-features, reducing the impact of the overall platform.
- The absence of a clear and defined vision hindered strategic decision-making and growth.
- Promised features were delayed due to the ambitious development roadmap and insufficient manpower.
- Some buttons, user flows, and overall usability lacked smoothness and required improvement.



The product is a text-based social platform designed to serve a community with shared interests, offering features inspired by popular social media platforms.

Research

Our target audience was initially a broad community, but it became apparent that the community was too diverse and decentralized. Based on our research, we identified an opportunity to focus on a more specific and niche group.

1 Digital image assets often lack practical use cases, leaving owners with little to do beyond holding them as digital collectibles.

2 The market for digital image assets has lost relevance as interest has waned, and plummeting prices have made selling them unfeasible or unprofitable.

3 Certain communities leverage digital image assets as their online personas, enabling them to preserve their anonymity.

Guided by insights from books like The Cold Start Problem, we decided to target a niche audience with underutilized assets or utilities. Leveraging our platform, we are developing technology that enables users to record or take photos of themselves while preserving their anonymity.

Competitors Research

There are one or two companies offering the feature we plan to develop, but they focus solely on that feature. We saw an opportunity to go further by not only developing the feature but also providing a comprehensive platform for users.

Ideation

We decided to shift from a text-based project to a video-focused platform, enabling users to swipe up or down to explore content seamlessly.

1 Visibility

- Simplify the platform's structure.

2 Trustability

- A voting system was implemented to allow users to actively participate in deciding the platform's future developments.
- User feedback is being closely reviewed and taken into serious consideration.

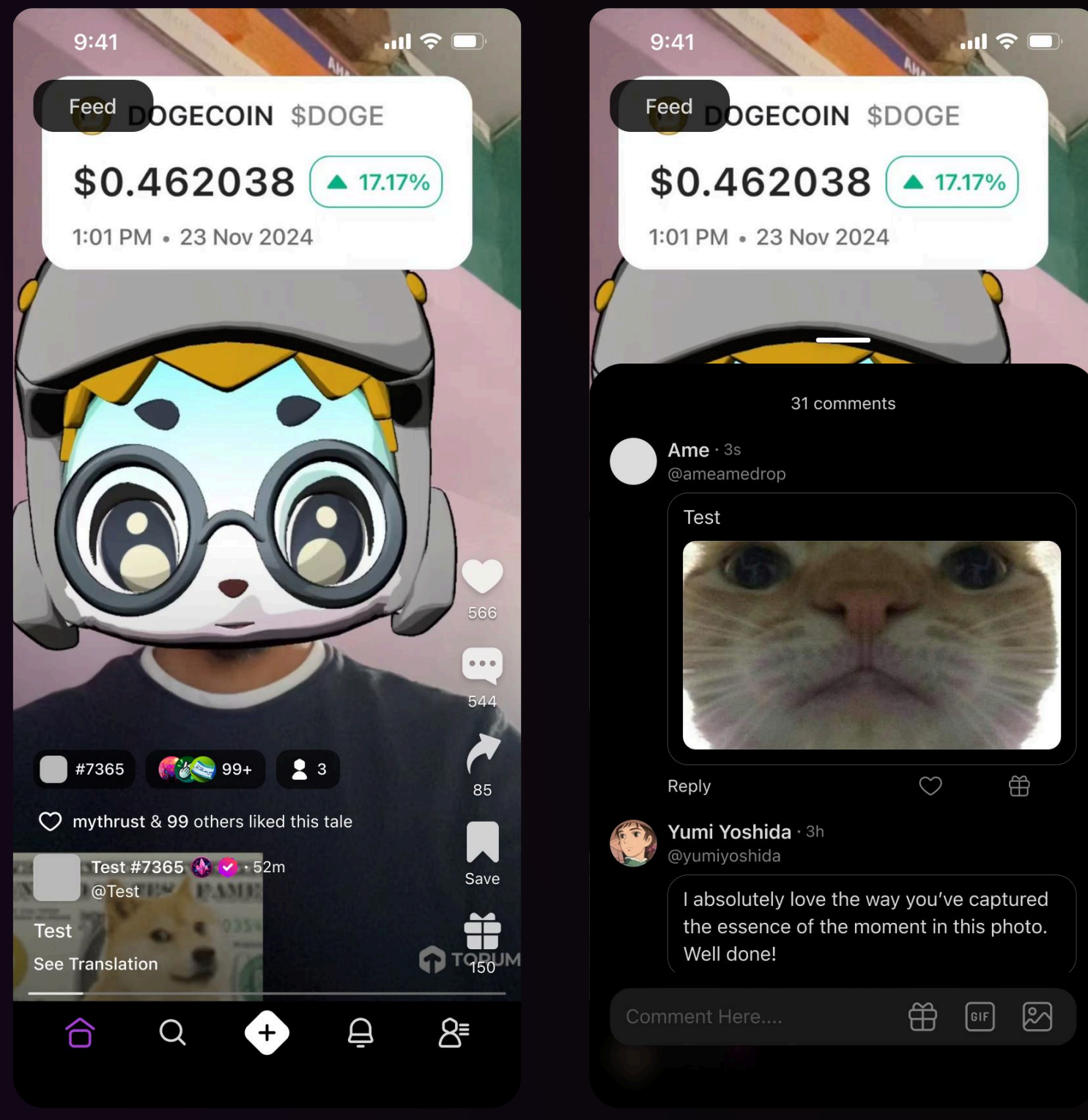
2 Strengthen

- Buttons, flows & usability are getting improves by smoothness.

Application Feature & Design

Our team is creating an AR filter that lets users utilize their own assets to record and share content anonymously, without the need for external tools for free.

- Users can share their content directly on the platform or download it for sharing on other platforms.
- User interactions are simple and easy to engage with.
- Logging in or registering on the platform is simple and streamlined, allowing users to join with ease.
- Providing users with the ability to stay engaged and connected within their communities.



Feedbacks & Conclusions

After launching the test product, we received positive feedback from test users, who expressed a willingness to use it daily. They appreciated the unique opportunity to utilize their underlying assets to create meaningful content, as no other alternatives currently offer this functionality.

Unfortunately, despite our efforts, we encountered challenges that made it impossible to continue running the product. As a result, the product is currently on pause, but we hope to resume its development in the near future.

Regarding the lack of artworks

To respect the company's privacy, I am unable to display all the screens involved in the project.