Data + Empathy

How to Approach UX Decisions in Web3

Drew Tozer

Lead Designer, Shipyard Software (Clipper)

UX Methodologies

Quantitative

Quantitative: Benefits

We can determine patterns to investigate further.

The data doesn't tell you *why* something is happening.	People are conscious of their privacy.	Data collection and analysis is expensive and time consuming.
Data collection can be unethical.	Data can be biased.	

Quantitative: Drawbacks

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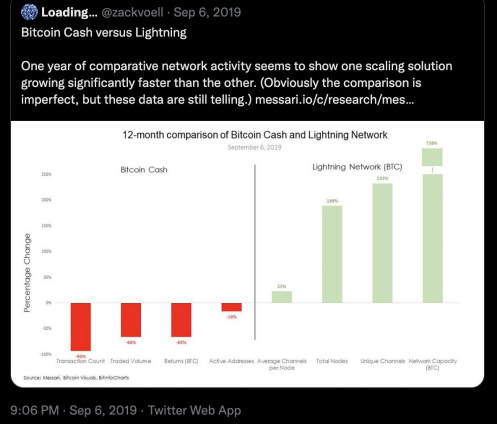| The data doesn't tell you *why something is happening.*	People are conscious of their privacy.	Data collection and analysis is expensive and time consuming.
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Quantitative: Drawbacks

Data can be biased.

Confirmation Bias

a.   Occurs when someone is interpreting the dataset based on their own ideas or interests.
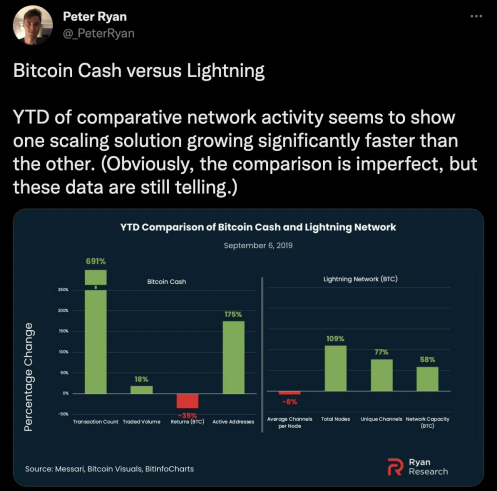
UX Methodologies

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Qualitative: Benefits

Participatory design can validate hypotheses about your data.

You're compensating people for their time and gaining their consent to participate in your study.

Participatory design encourages community development and responds to an eagerness to contribute in Web3.

You build empathy with your community.

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Tiered reward systems for participatory decision making

Offer several paths to participate in testing a product or feature with tiered rewards that incentivize the type of test you most want to receive.

⚡🤖 CALLOUT FOR UX TESTING 🤖⚡

✍️ Text Survey

Take a survey on Google Forms and let us know your thoughts on the program's design and implementation. There are optional questions if you'd like to test the Sponsor deposit feature.

Time: 5 mins

Reward: Earn the **@Clipper Helper Doctor** role on Discord, which gives you access to an exclusive channel where you can be the first to see callouts for UX testers.

Tests available: Unlimited

Start here: Google Form

Testing period: Sept. 23–30

📼 Loom Test

Record a short Loom of yourself answering questions about the Sponsorship program while you browse the site and make a deposit in the Sponsorship contract. We ask that you share your screen, but sharing your video is optional. There is no minimum required deposit size, you can add as much or as little as you'd like, and you may withdraw it whenever you'd like.

Time: 5–10 mins

Reward: 10 MATIC + Earn the **@Clipper Helper Doctor** role on Discord, which gives you access to an exclusive channel where you can be the first to see callouts for UX testers.

Tests available: 50

Start here: Instruction document

Testing period: Sept. 23–30

Language: English

I advocate for a participatory design focused approach, with data to guide you towards areas of improvement.

Thank you!

Drew Tozer

Lead Designer, Shipyard Software (Clipper)

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"The world is built on the idea that numbers can't be wrong; that data is objective and only works if it's good enough to be there. Furthermore, systems do not have their own virtuous minds. Instead, they invent an explanation depending on the information provided to them. Instead, they make up a reason based on the data that they are given. We tend to forget that these codes are based on one's own biases, experiences, and attitudes."

– Paula Stenholm, *"AI is getting better and better — at being biased",* UX MAGAZINE. 2022