

Web3 User Research 101

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Agenda

1. **Intro:** It's already happening!
2. **UXR Crash Course:** What UX Research is, and how to do it.
3. **Group Exercise:** Let's apply the learnings.
4. **Q&A:** Anything you want us to clarify.





About Us

Mindy (left) has been working in UX since 2017 and web3 since 2021. Based in Istanbul, she is the senior UX contributor to CoW DAO. (If you have a layover in Istanbul on the way home, check out the Youth Lounge near the A gates. That was Mindy's idea.)

Kristina (right) has been working in web3 since 2018, most of that time as a UX Researcher for Gnosis and then Safe. Their background is in social and cultural analysis. They are based in Berlin but can't help you get into Berghain.

**We want to get to know you
too! Raise your hand if...**

Section 1

UX Research Crash Course

**UX Research is all about
understanding your
(potential) users in order to
make better product
decisions**

Two Main Types of UX Research

Quantitative

- **Many users** needed (~40)
- **Questions it answers:**
 - How many?
 - How much?
- **Common methods:**
 - Surveys
 - Card Sorting
 - Tree Testing
 - Benchmarking

Qualitative

- **Few users** needed (~5)
- **Questions it answers:**
 - Why?
 - How do we fix this?
- **Common methods:**
 - User Interviews
 - Usability Testing
 - Diary Studies
 - Field Studies



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User Interviews

The art of caring intensely
about how a total stranger
thinks and feels

User interviews allow you to uncover your users' needs and pain points so that you can optimize your product to fit them.

User Interviews

What You Need

- A list of interview questions
- A participant (ideally a user or potential user of your product)
- A way to take notes or record the conversation



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User Interviews

What You Can Learn

- What people's needs and pain points are
- What's important to people when using a product
- What people aren't getting from existing solutions (i.e. possible competitive advantages for you)
- How people make decisions about which products to use & when

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User Interviews

How to Write Questions

- Ask specific questions, not general ones:
 - “**Do you use exchanges a lot?**”
 - “**What did you use exchanges for in the past month?**”
- Ask open-ended questions, not yes-or-no:
 - “**Did you have any problems last time you used an exchange?**”
 - “**What problems did you have the last time you used an exchange?**”
- Don’t ask leading questions:
 - “**Crypto is pretty complicated, huh?**”
 - “**How would you rate the complexity of crypto?**”



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User Interviews

How to Write Questions

- Ask about past experiences, not future predictions:
 - “**Do you think you would use this product?**”
 - “**Have you ever been interested in a product like this?**”
- Ask lots of follow-up questions!
 - “**How did that experience make you feel?**”
 - “**How did that experience compare with your expectations?**”
 - “**Why did you do it that way?**”
 - “**What would you do differently now?**”

Usability Testing

The art of watching someone
struggle intensely and
pretending not to care

Usability testing uncovers problems with your designs so that you can improve clarity, flow and ease of use.

Usability Testing

What You Need

- A live product or a working prototype
- A list of test scenarios
- A participant (ideally a user or potential user of your product)
- A way to take notes or (ideally) record the screen as the participant uses the product

Usability testing uncovers problems with your designs so that you can improve clarity, flow and ease of use.

Usability Testing

What You Can Learn

- Where people struggle, get confused, or make mistakes when using a product
- What people like most about the product
- What features people wish the product had



Usability testing uncovers problems with your designs so that you can improve clarity, flow and ease of use.

Usability Testing

How to Do It

1. Have participant navigate to the UI (if online, have them share their screen)
2. Ask the participant to try to accomplish a task on the UI
3. Do not nudge them in the right direction. Do not guide them
4. Observe where the user clicks, how they try to solve any problems that arise, etc

Usability testing uncovers problems with your designs so that you can improve clarity, flow and ease of use.

Usability Testing

How to Prepare Participants

- Ask them to “think out loud” and share their thoughts, good or bad
- Tell them to pretend you aren’t in the room
- Tell them the UI is being tested, not them; the more mistakes the better!
- Assure them you didn’t design the UI (i.e. lie) so they feel comfortable sharing criticisms
- If testing a prototype, warn them that some features might not work as expected



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Usability Testing

How to Write Test Tasks Scenarios

- Choose the flow(s) and feature(s) to test.
Good examples are:
 - The most important flows (e.g. for a wallet: sending money, checking balances, connecting to a dApp)
 - Flows that are especially tricky or carry the most risk (e.g. approving a token)
 - Flows & features that are new
 - Changes to existing flows that users are comfortable with

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Usability Testing

How to Write Test Tasks Scenarios

- “Click on the “Sign Up” button and fill out the fields with your information.”
- *For an exchange:* “Imagine your favorite token just dropped by 20%, and you want to take advantage of this opportunity to buy more. How would you go about that?”
- *For a wallet:* “You made a new friend at Devcon and stayed out all night talking about zero-knowledge proofs. Now you need to pay him back for dinner. How would you do that?”



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Usability Testing

How to Handle Struggles

- If the participant asks you a question:
 - **"I'll answer all your questions at the end of the test, but first I want to understand what you think!"**
- If the participant seems confused:
 - **"What do you think is happening here?"**
 - **"How would you solve this problem if I weren't here?"**
- If the participant is really, really struggling (or about to lose all their ETH), step in:
 - **"Okay, I think I've gotten all the information I need. Would you like some help now?"**
 - **"Let's pause for a minute and go back."**

UX Principles to Keep in Mind

- Studies show that for usability testing, just **5 participants** are enough to uncover 85% of the issues, as long as those participants go through the same flows.
- That being said, you need to make sure that you're **testing with the right people**. If your product is geared towards protocol developers and you test it with 5 casual Coinbase users, your insights will not be relevant or helpful.
- UX research can help you answer questions about **user needs, habits, motivations and pain points**. However, it cannot tell you for sure whether your product will be successful or whether a particular feature will be actively used.



Research Ethics

People in web3 are very private and suspicious of everything. Therefore:

- Inform testers up front about what will be required.
- Get consent for recording and for storing research notes on whichever platforms you use.
- Supply assets for gas if necessary.
- Guide users so that they only share one tab/window.
- Explicitly give the option to refuse to answer a question.

Compensate your testers!

In summary: Give the user as much control over the process and their data as possible.



It's up to you what tools to use. Here are some recommendations.

For Recruiting Users

Plenty of options:

- Your project's Discord
- A pop-up on your dApp
- Dedicated recruitment platform (e.g. Despark)
- Devcon!



For Getting Consent

Any survey tool will do: Google Forms, Typeform, Survey Monkey...

For Conducting Interviews or Tests

Zoom is great because you can easily record your call and most people are familiar with it.

It's up to you what tools to use. Here are some recommendations.

For Scheduling Sessions

Calendly is nice! Zoom's internal scheduler and Google Calendar work as well.

For Keeping Track of Your Tests

Trust us, you want to keep track of it from the very beginning. Note who you talked to, when, about what, their contact info and whether you've paid them. A spreadsheet tool like Google Sheets, Notion or Airtable should do for this.

For Analyzing Your Notes and Recordings

This is the first area where you might want to get a specialist tool. Dovetail is fairly easy to learn and the free version has plenty of features if you're just starting.

Section 2

Group Exercise

Plan Your Own Research Study

Step 1 **Choose a product to conduct research on**

Pick your own project // Use our example project

Step 2 **Choose a research method**

User interviews // Usability testing

Step 3 **Make your research plan!**



Goals

- What do you aim to learn from this study?

Recruitment

- What are the criteria for a user to participate in this study?
- How will you recruit them?
- What will users have to consent to?
- How will you get their consent?
- How will you compensate participants?

Research Content

- How long will each research session take?
- What questions / scenarios will you ask?

Anatomy of a Research Plan

It's dangerous to go alone! Take this!

Here's everything we have told you so far in the format of a Medium article. Feel free to refer back to it as you're working in groups.

We will also be happy to answer any questions! Just raise your hand and one of us will come help you.





Section 3

Q&A

Thank you!

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