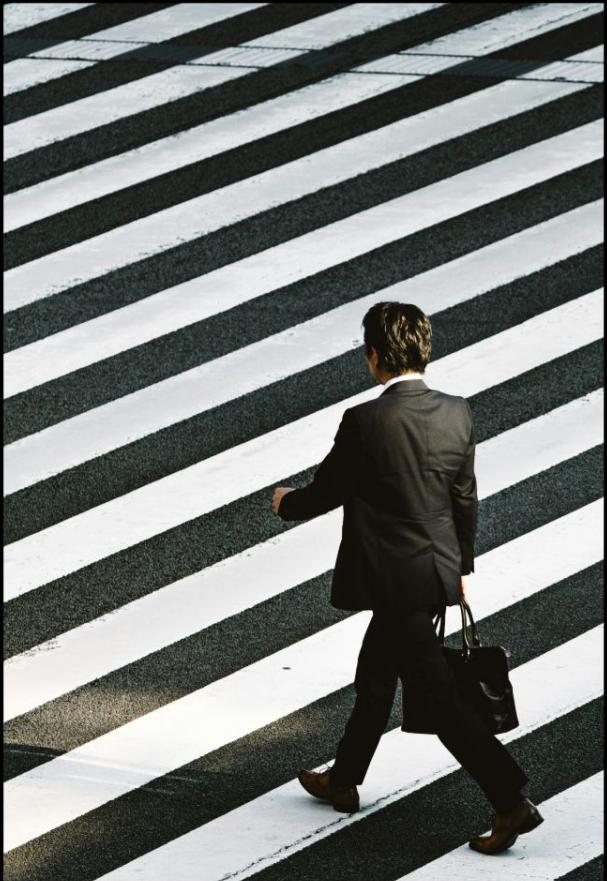


# Improving *the* User Experience *by* User Research

*Workshop*





# User Experience

Agenda

---

ABOUT

TYPES OF RESEARCH

BEST PRACTICES



ABOUT



Key Components

# Customer Journey Map (*CJM*)

Agenda

---



Deep interview



CJM

# Practical Session

Agenda

---



# What you'll learn

Agenda

---



How to conduct user interview



Create CJM



# Andrii Bondar

Product Designer *from* Matter Labs 



2014 - Product Designer

2017 - Blockchain User Experience Design

2022 - Matter Labs

# Andrii Bondar



Knowledge Card Opened!



- 1. Good design is innovative
- 2. Good design makes a product useful
- 3. Good design is aesthetic
- 4. Good design makes a product understandable
- 5. Good design is unobtrusive
- 6. Good design is honest
- 7. Good design is long-lasting
- 8. Good design is thorough down to the last detail
- 9. Good design is environmentally-friendly
- 10. Good design is as little design as possible

2017 - Stockholm User Experience Design

10 principles of good design. Dieter Rams



2014 - Product Designer



# Andrii Bondar

Product Designer *from* Matter Labs 



2022 - Matter Labs



2017 - Blockchain User Experience Design



2014 - Product Designer





address book allowlisting

flexible security rules

pay gas for someone else

increase security

set transaction limits

# Native Account Abstraction

account freezing

batch transactions

automatic payments

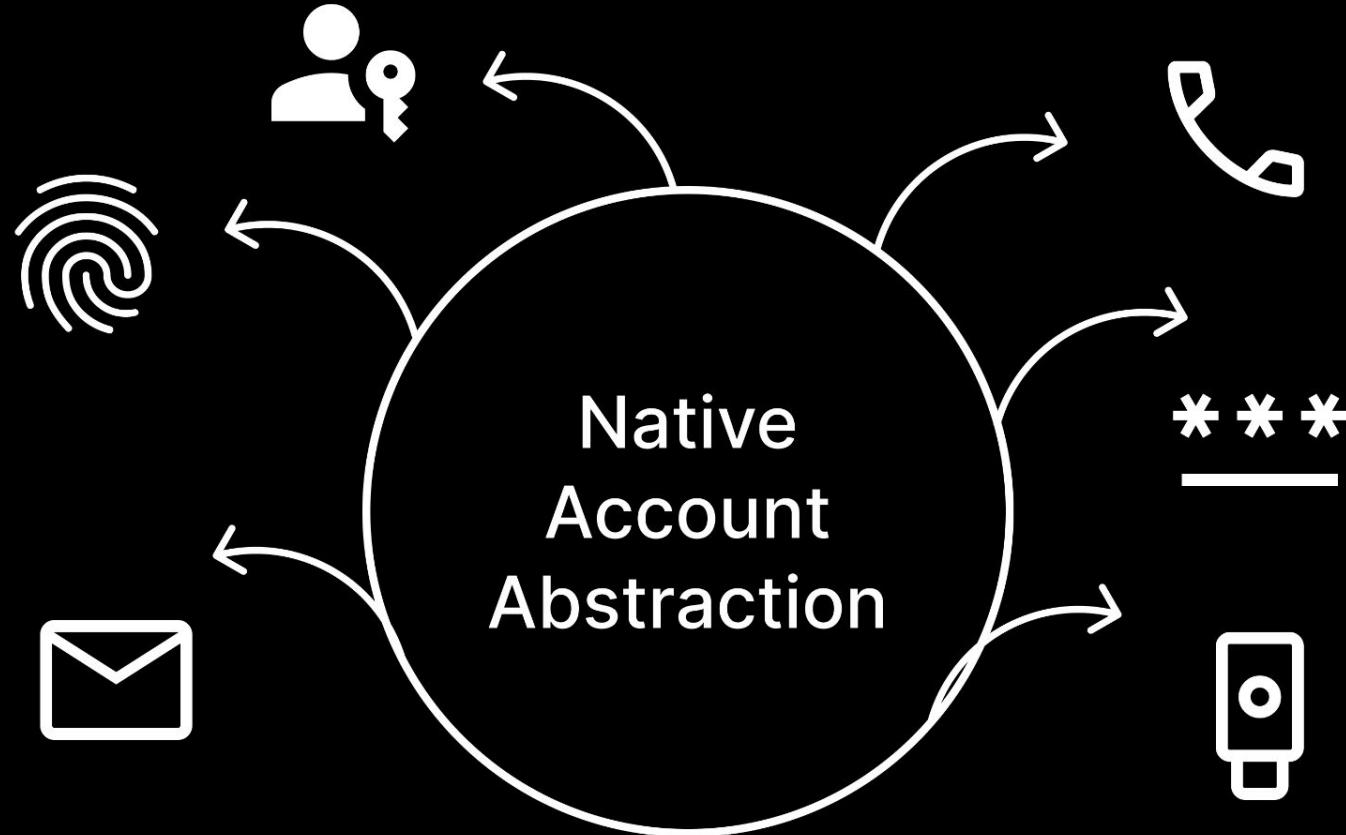
recovery options

share account security

pay fees in any token

contract allowlisting

multisig authorization





# Who often orders something from different online stores?





## Familiar Complexity



✓ Open website

✓ Email + Password

✓ Mail verifying

✓ Shopping

✓ Personal data

✓ Delivery address

✓ Delivery type

✓ Credit card data

✓ Purchase

## Unfamiliar Simplicity



✗ Open website only on specific device

✗ Unusual authorisation

✗ Shopping using AI only

✗ Add personal data in "magic" unfamiliar way

✓ Purchase



# Make things familiar to your users





# You have to learn your users



# You have to learn your users

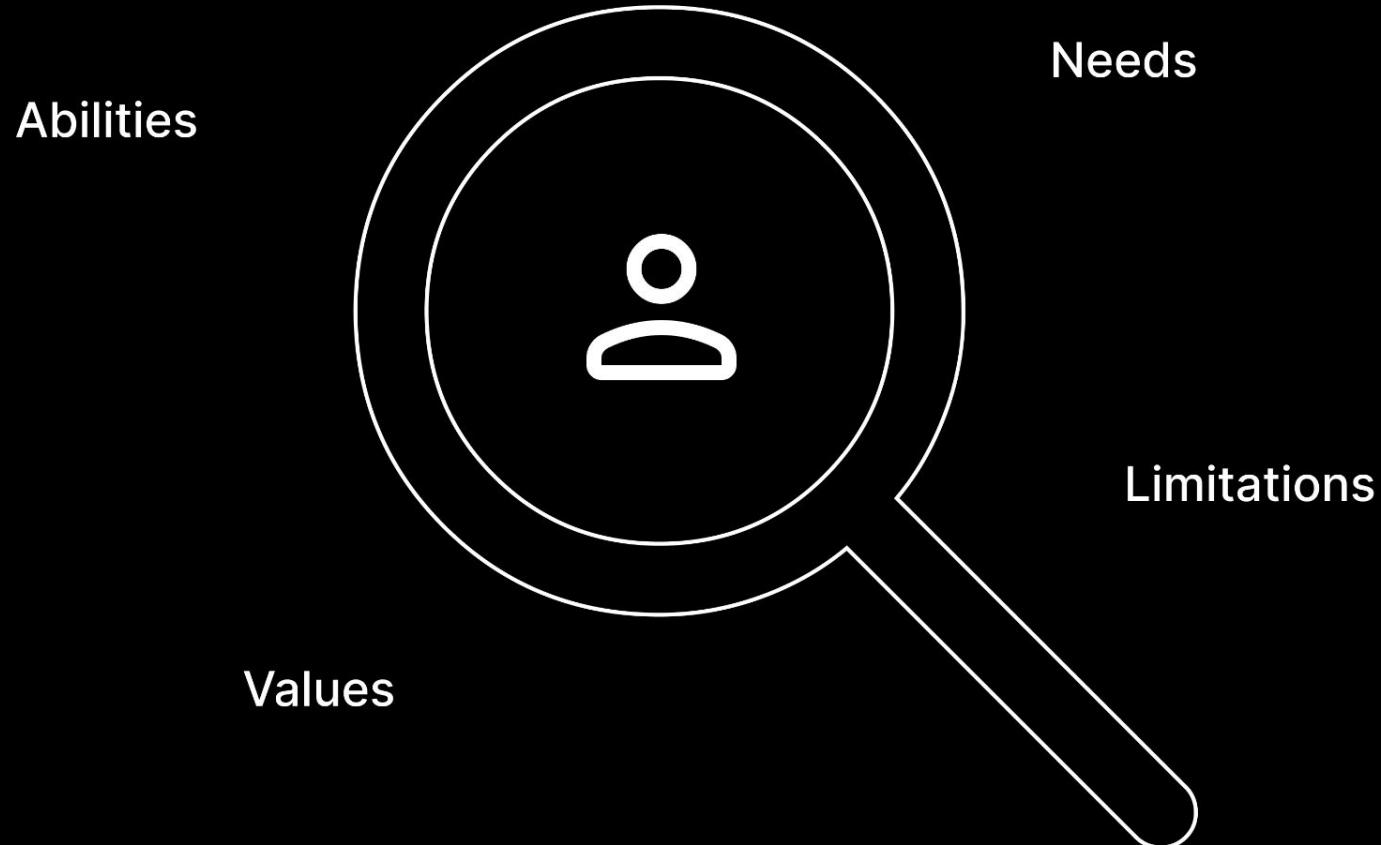
Knowledge Card Opened!



User Experience includes all the aspects of the interaction between the end-user with the company, its services, and its products.

What is User Experience. Nielsen Norman Group







# User Research



---

Direct insights into user needs, pain points, and behavior



---

Helps validate decisions and improve product development.

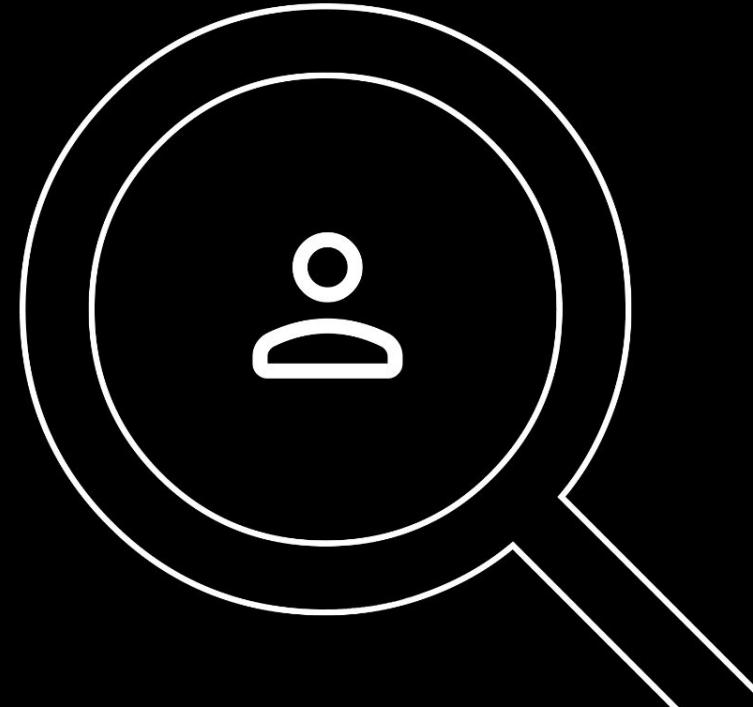


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Reduces risks and increases user satisfaction.



# What are the ways to research users?





# Types of User Research



Qualitative



Quantitative



# Quantitative User Research Method



Gathers numerical data that can be analyzed statistically



Helps make data-driven decisions, which is critical for optimizing and scaling designs.



Helps measure user behavior and identify patterns at scale.



# Quantitative. Why do we need it?

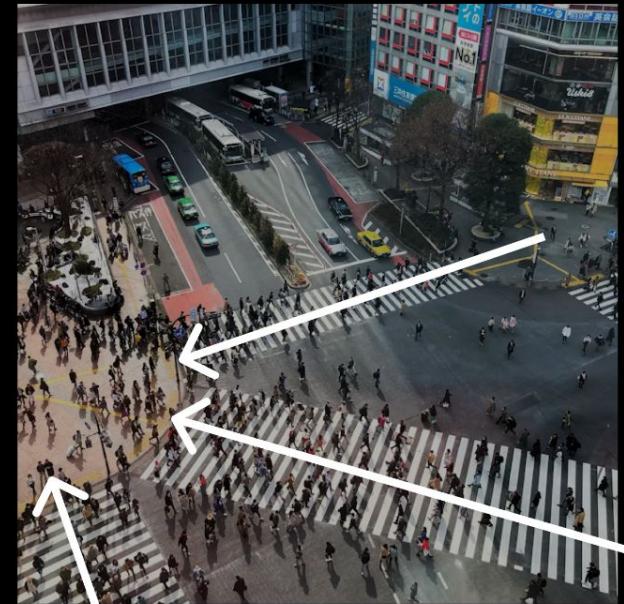




In what cases we need Quantitative User Research?



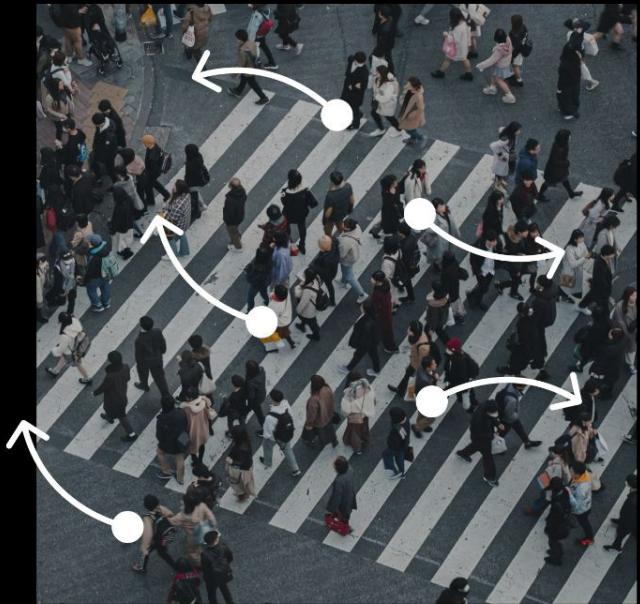
# Measuring User Behaviour at Scale





In what cases we need Quantitative User Research?

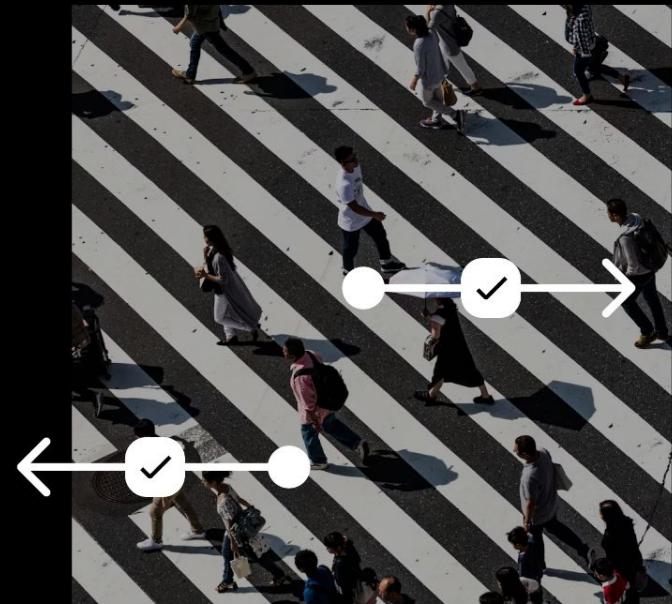
# Validating Hypotheses





In what cases we need Quantitative User Research?

# Making Data-Driven Design Decisions





In what cases we need Quantitative User Research?

---

Identifying Patterns  
and Trends





In what cases we need Quantitative User Research?

# Evaluating the Performance of a Feature or Design

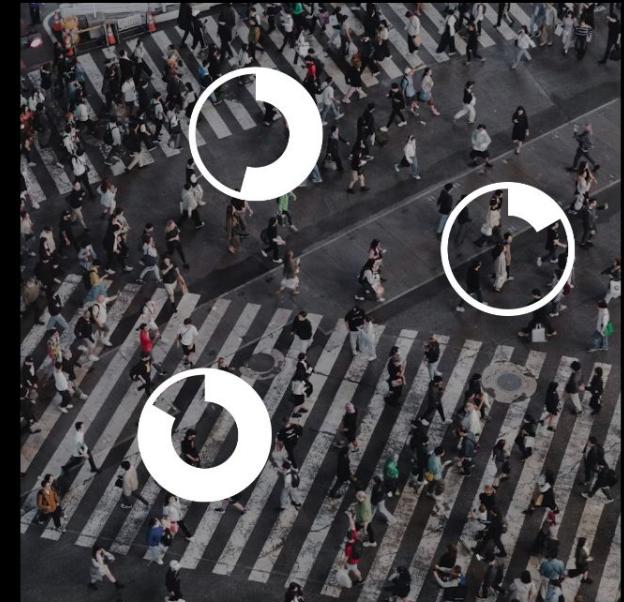




In what cases we need Quantitative User Research?

---

# Benchmarking and Tracking Progress

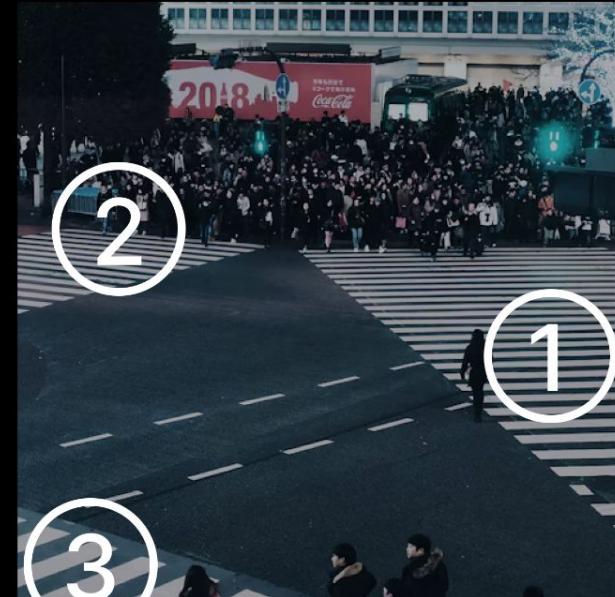




In what cases we need Quantitative User Research?

---

# Prioritizing Design Improvements





In what cases we need Quantitative User Research?

---

# Supporting Business Goals





In what cases we need Quantitative User Research?

---

# Establishing Statistical Confidence

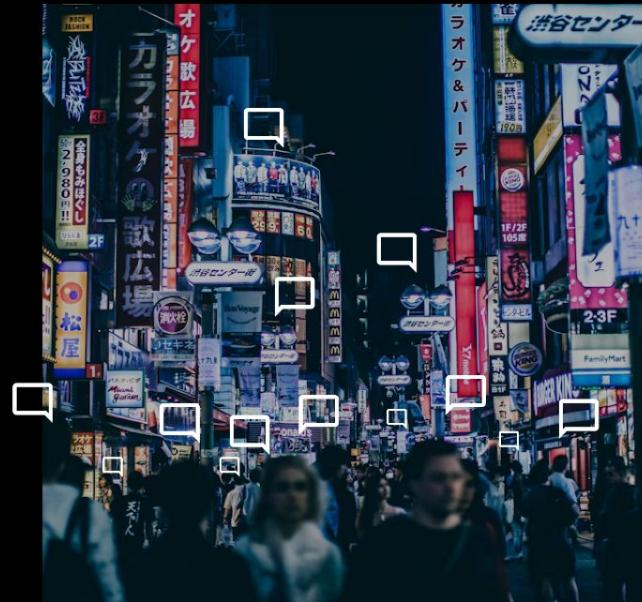




In what cases we need Quantitative User Research?

---

# Gaining Insights from a Large User Base



# Practical Tips. Quantitative User Research

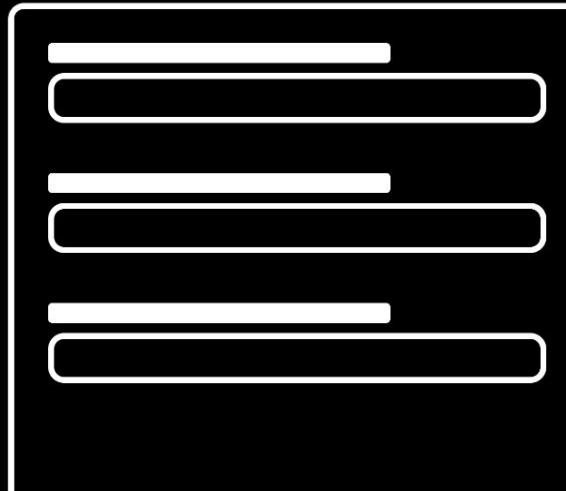




## Practical Tips for Quantitative User Research Method

---

# Surveys / Questionnaires



Tools

Google

[forms.google.com](https://forms.google.com)

SurveyMonkey

[surveymonkey.com](https://surveymonkey.com)

Typeform

[typeform.com](https://typeform.com)



# Practical Tips for Quantitative User Research Method

---

## A/B Testing (Split Testing)

Option 1



Option 2



Tools

Google

[optimize.google.com](https://optimize.google.com)

Optimizely

[optimizely.com](https://optimizely.com)

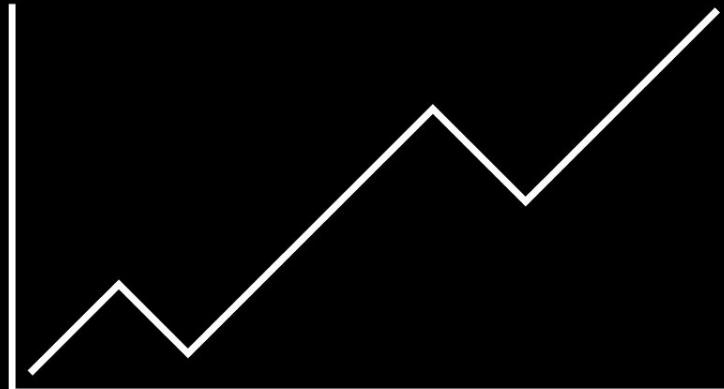
VWO

[vwo.com](https://vwo.com)



## Practical Tips for Quantitative User Research Method

# Analytics & Log Data



Tools

Google

[analytics.google.com](https://analytics.google.com)

mixpanel

[mixpanel.com](https://mixpanel.com)

Amplitude

[amplitude.com](https://amplitude.com)



## Practical Tips for Quantitative User Research Method

---

# Heatmaps & Click Tracking



Tools



crazyegg™

[crazyegg.com](http://crazyegg.com)



hotjar

[hotjar.com](http://hotjar.com)



mouseflow

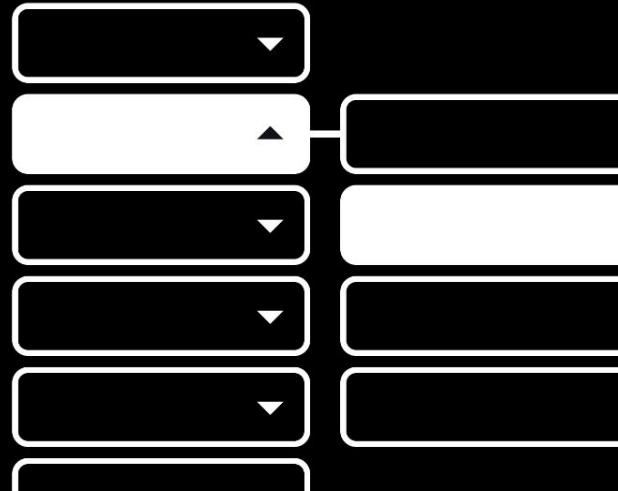
[mouseflow.com](http://mouseflow.com)



# Practical Tips for Quantitative User Research Method

---

## Tree Testing



Tools



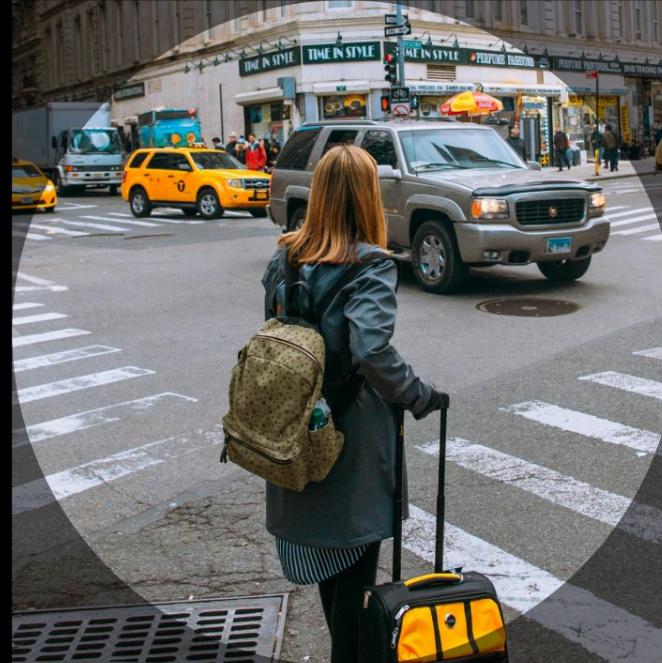
Optimal  
Workshop

[optimalworkshop.com](http://optimalworkshop.com)

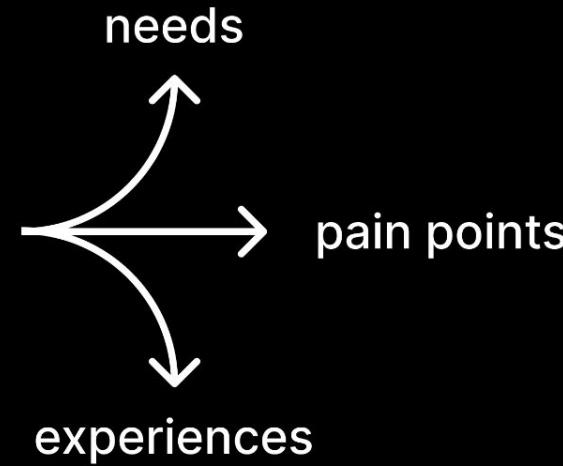


# Qualitative User Research Method





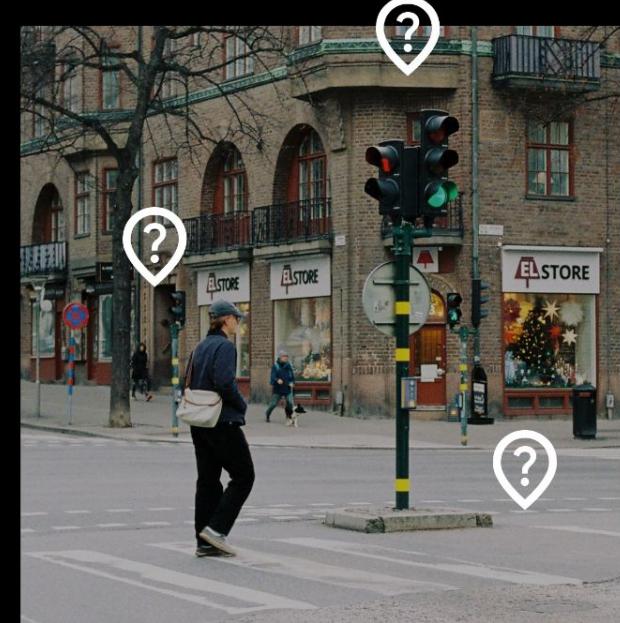
# Qualitative User Research Method





In what cases we need Qualitative User Research?

→  
**Understanding user  
needs and  
motivations**

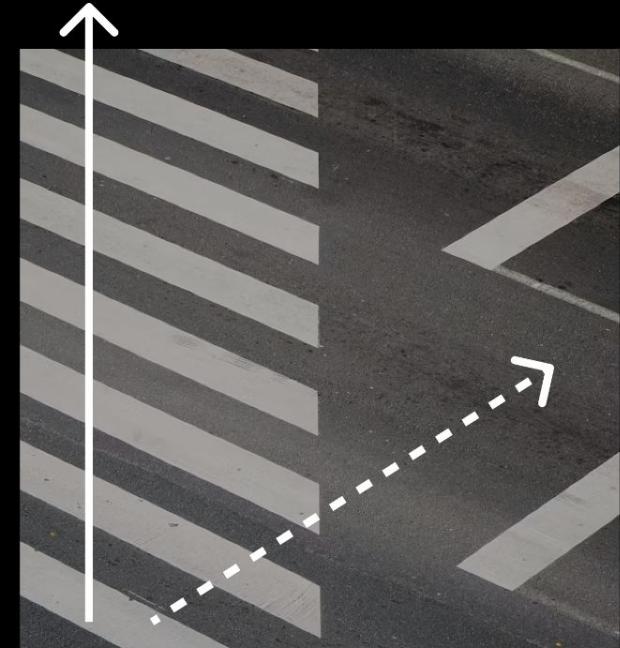




In what cases we need Qualitative User Research?



Exploring new ideas  
or concepts





In what cases we need Qualitative User Research?

---

Explaining  
anomalies in  
quantitative data





In what cases we need Qualitative User Research?

---

Observing  
real-world  
context

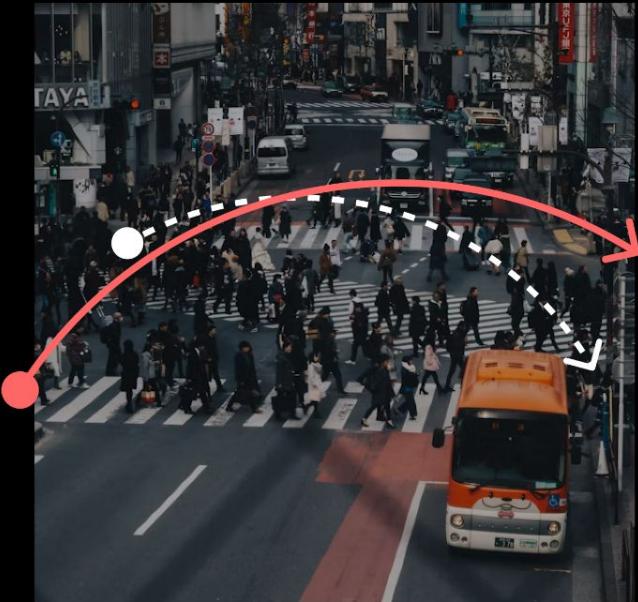




In what cases we need Qualitative User Research?

---

Improving usability





In what cases we need Qualitative User Research?

---

Understanding user emotions and satisfaction

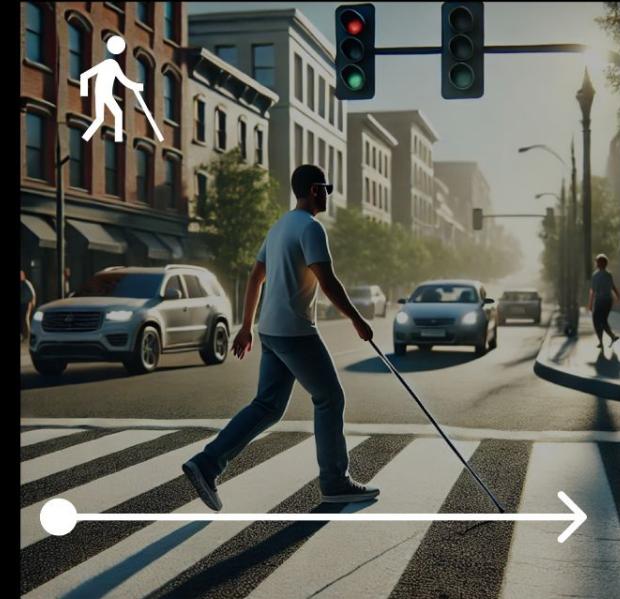




In what cases we need Qualitative User Research?

---

Designing for niche  
or specialized user  
groups





In what cases we need Qualitative User Research?

## Iterating on designs

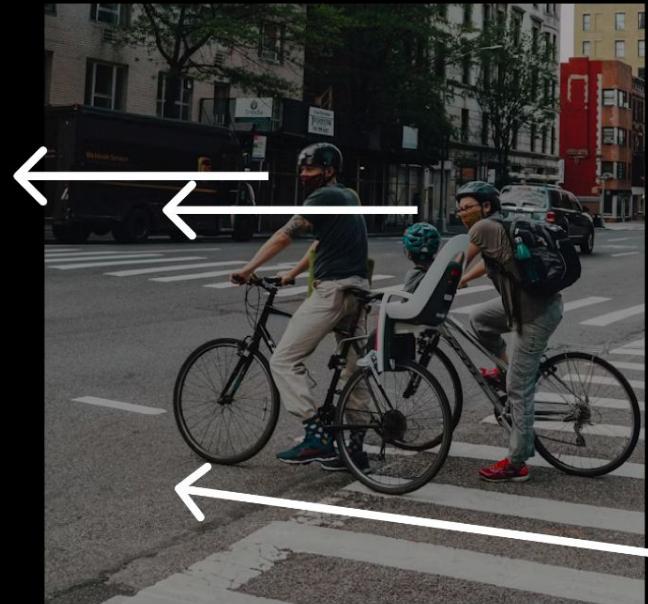




In what cases we need Qualitative User Research?

---

Understanding  
long-term user  
behavior

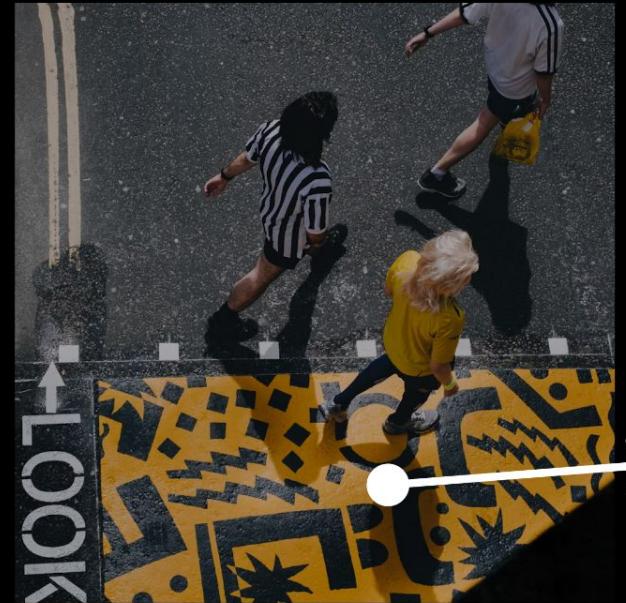




In what cases we need Qualitative User Research?

---

Addressing cultural  
and social factors





# Practical Tips. Qualitative User Research





## Practical Tips for Qualitative User Research?

---

Define Clear  
Objectives





## Practical Tips for Qualitative User Research?

---

# Choose the Right Participants





## Practical Tips for Qualitative User Research?

→  
Use Open-Ended  
Questions





## Practical Tips for Qualitative User Research?

---

Create a  
Comfortable  
Environment





## Practical Tips for Qualitative User Research?

---

Observe,  
Don't Lead





## Practical Tips for Qualitative User Research?

---

Record and  
Take Notes

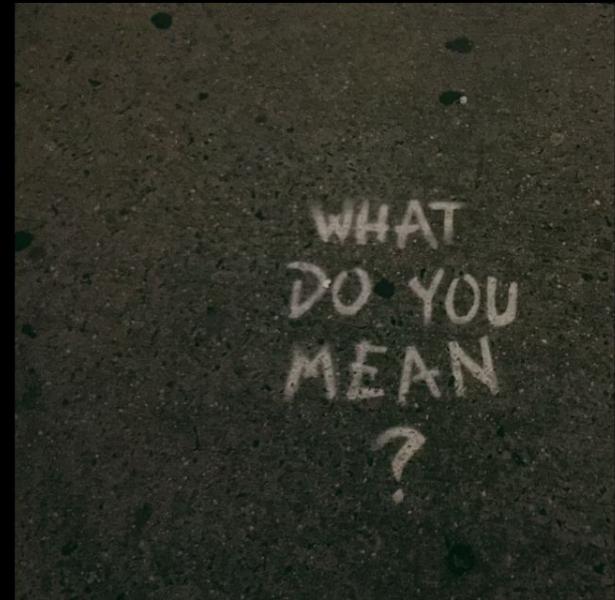




## Practical Tips for Qualitative User Research?

---

### Follow Up with Probing Questions





## Practical Tips for Qualitative User Research?

---

Synthesize and  
Look for Patterns





## Practical Tips for Qualitative User Research?

---

Use Visual and Behavioral Cues

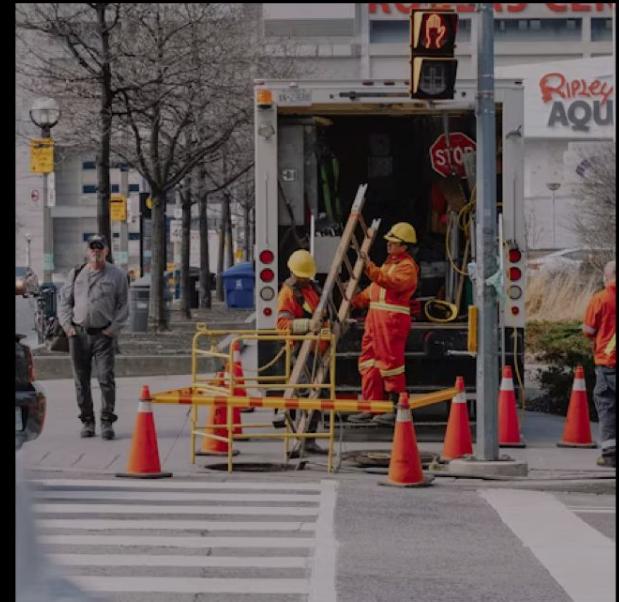




## Practical Tips for Qualitative User Research?

---

Iterate Based on  
Feedback





# Final Checklist Before Starting a Deep Interview





## Final Checklist Before Starting a Deep Interview

---

**Tailor specific interview  
to person's background**



## Final Checklist Before Starting a Deep Interview

---

Prepare a Semi-Structured  
Interview Guide



## Final Checklist Before Starting a Deep Interview

---

Build Connection and Set the Tone



## Final Checklist Before Starting a Deep Interview

---

### Timing



## Final Checklist Before Starting a Deep Interview

---

**Stay Flexible and Open**

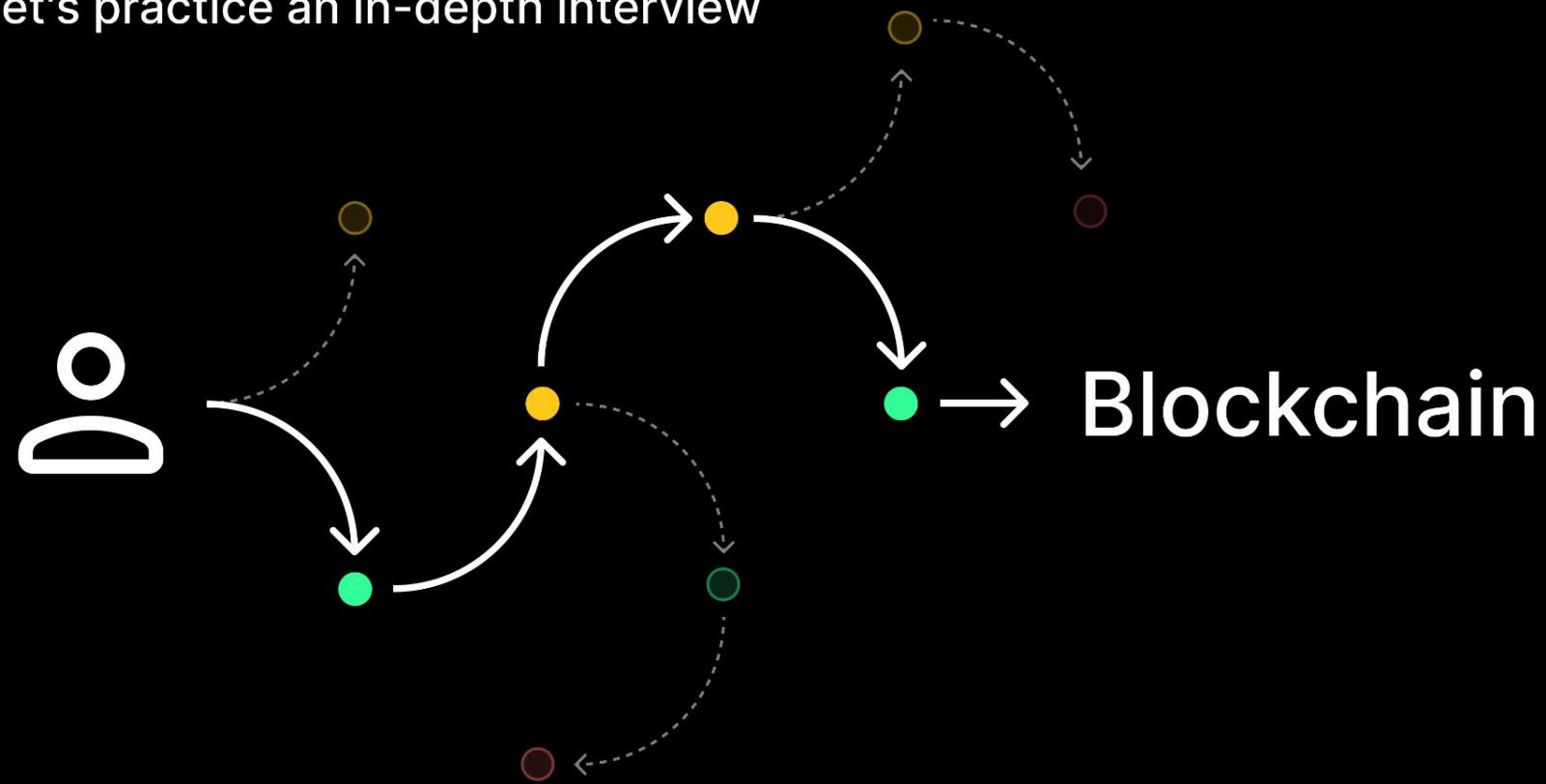


Let's practice an in-depth interview

# Personal journey in the blockchain world

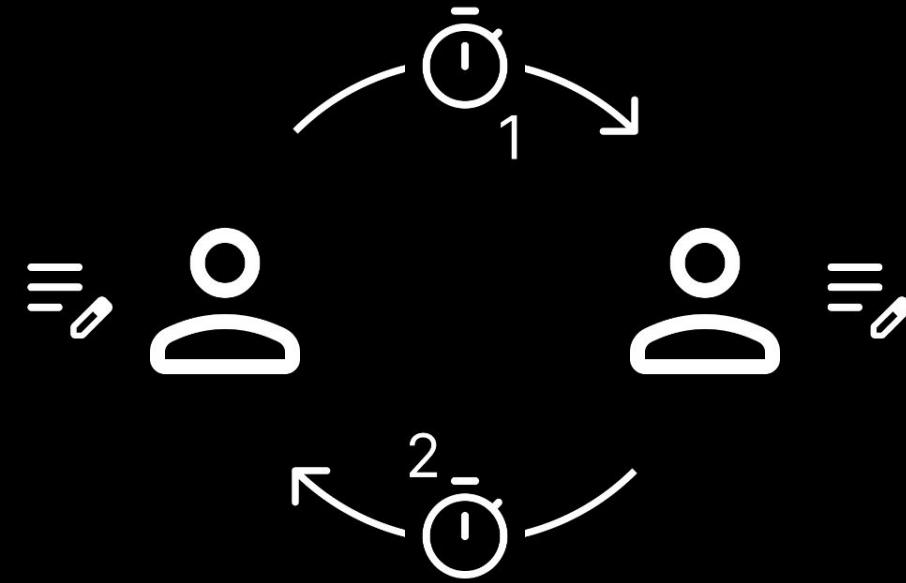


Let's practice an in-depth interview



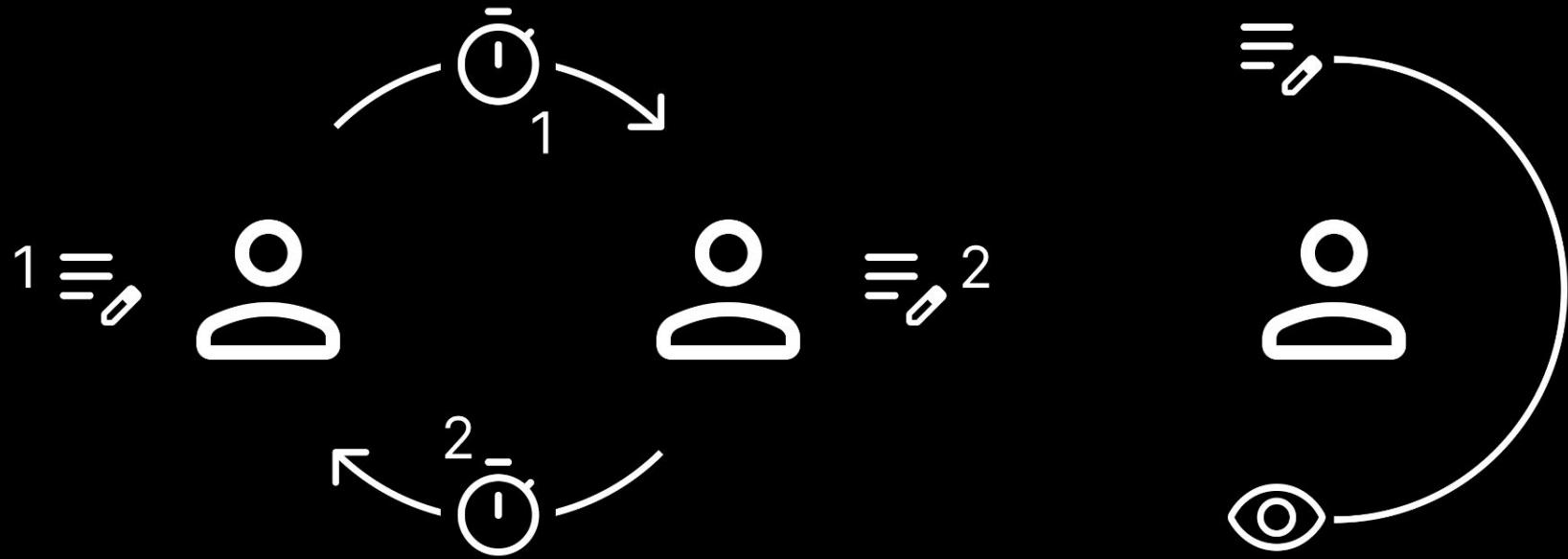


Two persons. Two interviews.





Two persons. Two interviews.



Observer (Optional)



# Working Document

Enter Your Name

Text here the answer or insight

[link.excalidraw.com/l/  
4MrASgUBCC6/2aPsFoYr0W9](https://link.excalidraw.com/l/4MrASgUBCC6/2aPsFoYr0W9)





## Questions examples

## Getting Started

- 
- What was your first exposure to blockchain technology?
  - What motivated you to explore blockchain

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4MrASgUBCC6/2aPsFoYr0W9](https://link.excalidraw.com/l/4MrASgUBCC6/2aPsFoYr0W9)





## Questions examples

## Early Experience and Obstacles

---

- Can you describe your first experience with a blockchain product?
- What challenges did you face when you first tried using blockchain tools or products?

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## Questions examples

## Learning Process

- 
- How did you learn more about blockchain after your first exposure?
  - Did you find the learning resources accessible or difficult to understand?

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## Questions examples

## Current Engagement

- 
- How confident do you feel now in using blockchain products or applications?
  - Is there anything that still confuses or frustrates you about blockchain?

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## Questions examples

## Feedback and Improvements

---

- What could be improved to make the onboarding process easier for beginners in the blockchain space?
- Is there anything that almost made you give up on blockchain early on?

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## Questions examples

## Closing Insight

---

- What advice would you give to someone just starting their journey in blockchain?

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# Let's interviewing (5+5 mins)

Enter Your Name

Text here the answer or insight

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# Analysis and systematization of results





# Sorting and classification of insights



Pain points



Security fears



Technical issues



Interface complexity



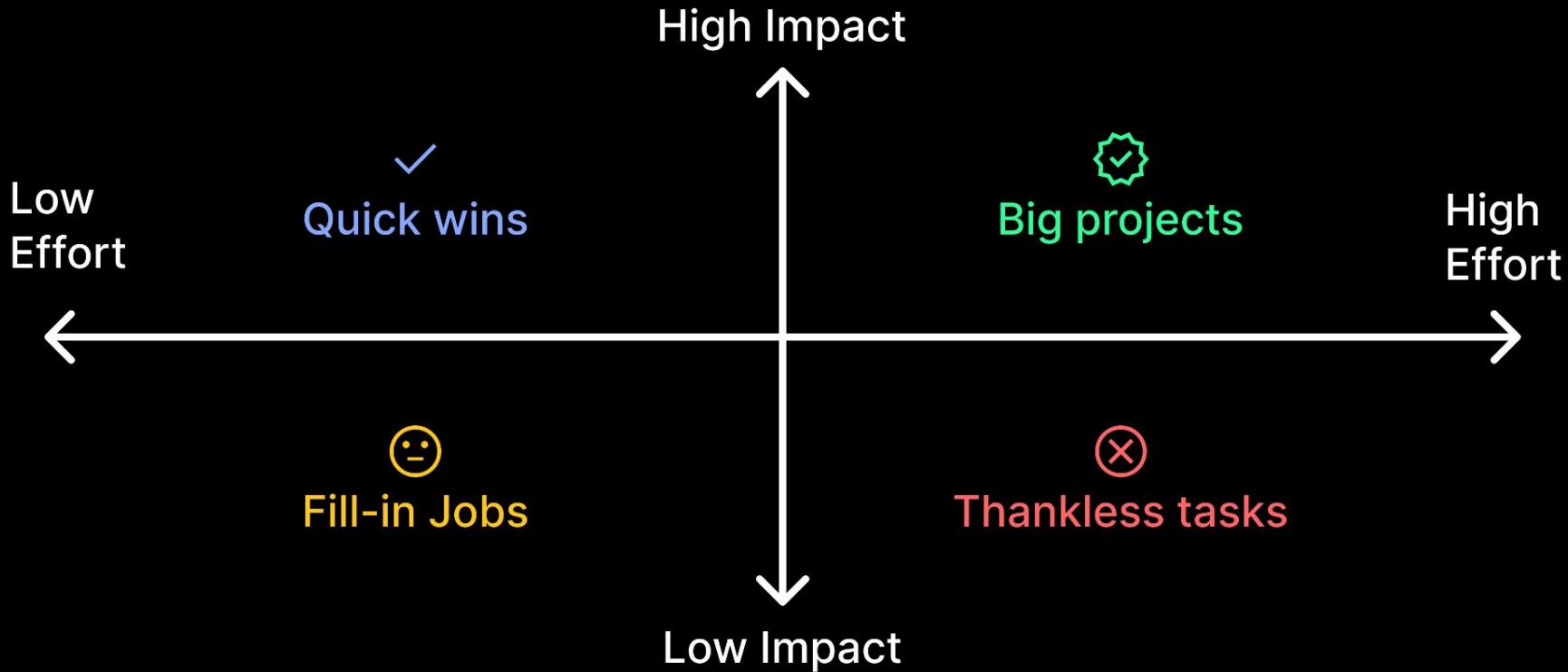
# Sorting and classification of insights (5 mins)

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# Effort-Impact Matrix

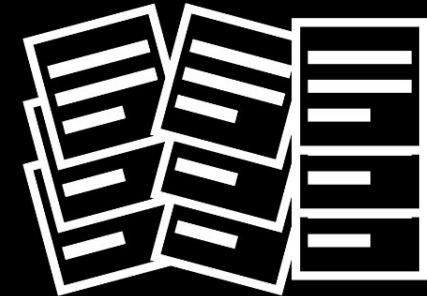




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4MrASgUBCC6/2aPsFoYr0W9](https://link.excalidraw.com/l/4MrASgUBCC6/2aPsFoYr0W9)



# Prioritisation of insights (5 mins)



# General conclusions



# User Personas

Do

Blockchain Newbie

Do

Developer who wants to  
integrate Blockchain

Do

Security Concerned User



# Customer Journey Map



Step 1



Step 2



Step 3



Step 4



# Customer Journey Map



Step 1



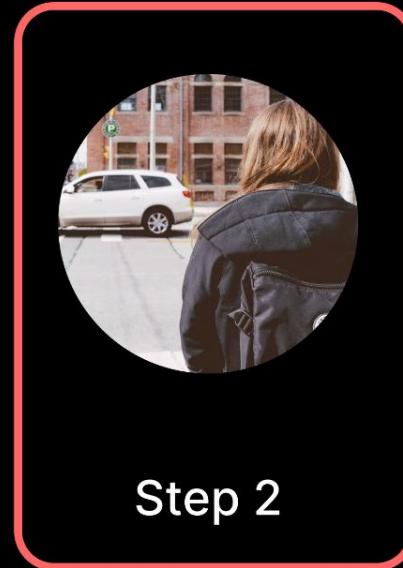
Step 3



Step 4



# Customer Journey Map



Pain point



Potential solutions





# Customer Journey Map example

Stage	Touchpoints	Customer Action	Customer Thoughts	Customer Emotions	Pain Points	Opportunities
Awareness	Ads, social media, word of mouth	Learns about blockchain and wallets	"What is blockchain and why should I use it?"	Curious, intrigued 😲	Lack of clear information, complex terms	Simplified, engaging educational content and guides. Visual explanations to demystify blockchain concepts.
Consideration	Educational articles, tutorials	Reads guides and watches tutorials on wallets	"Is this secure? Will I understand how it works?"	Interested but hesitant 🤔	Overwhelming technical jargon, confusing steps	User-friendly tutorials with simplified language and interactive content.
Preparation	Wallet download page, app stores	Downloads wallet app and sets up account	"Am I following the steps correctly? Is my data safe?"	Anxious, cautious 😰	Confusion over setup process, security fears	Clear, step-by-step onboarding with security tips and video guides. Emphasis on ease of use and reassurance.
Onboarding	Wallet setup flow, security prompts	Sets up the wallet and creates passcodes	"What's a seed phrase? How do I store it securely?"	Alert, uncertain 😵	Complexity of seed phrases, risk of losing access	Introduce user education on seed phrase importance with backup suggestions and secure storage advice.
First Token On-ramp	On-ramp interfaces, KYC forms	Completes KYC and buys first tokens	"Is my information safe? Will this purchase go smoothly?"	Nervous, hopeful 😊	Lengthy KYC process, unclear status updates	Streamlined KYC with clear progress indicators. Real-time updates and reassurance on data security.
Completion	Confirmation screen, wallet dashboard	Sees the tokens reflected in the wallet	"I did it! I have tokens now."	Relieved, accomplished 😊	Delay in balance update, unclear confirmations	Provide instant notifications and an intuitive confirmation screen for user confidence.
Reflection	User experience surveys, feedback prompts	Reviews the process and considers future use	"Was this process straightforward enough to repeat?"	Thoughtful, evaluative 😐	Frustration if any issues occurred	Gather user feedback through quick surveys and offer guides for smoother repeat experiences.



## Key Components of a Customer Journey Map

---



### Persona

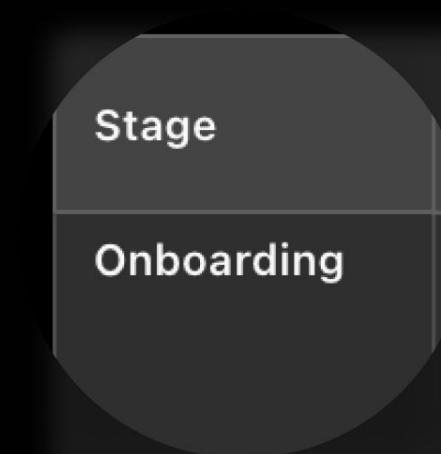




## Key Components of a Customer Journey Map



### Stages or Phases





## Key Components of a Customer Journey Map

---

### Touchpoints

Touchpoints

Wallet setup flow,  
security prompts



## Key Components of a Customer Journey Map

---



### Customer Actions

#### Customer Action

Sets up the wallet and creates passcodes



## Key Components of a Customer Journey Map

---

### Customer Thoughts

Customer Thoughts

"What's a seed phrase? How  
do I store it securely?"



## Key Components of a Customer Journey Map

---

### Emotions

Customer

Emotions

Alert,

uncertain 😔



## Key Components of a Customer Journey Map

---

### Pain Points

#### Pain Points

Complexity of seed  
phrases, risk of losing  
access



## Key Components of a Customer Journey Map

---

# Opportunities for Improvement

### Opportunities

Introduce user education on seed phrase importance with backup suggestions and secure storage advice.



# Why is a Customer Journey Map Important





# Create CJM

You can use the product you're working on or the results and insights from the interview.

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4MrASgUBCC6/2aPsFoYr0W9](https://link.excalidraw.com/l/4MrASgUBCC6/2aPsFoYr0W9)





# What's next?

# Brainstorm with the team





# Presentation of results





# Create an action plan



# UX / CJM Documentation



# Let's build the products users love ❤

Andrii Bondar

Product Designer  
*from* Matter Labs

[x.com/andriibondards](https://x.com/andriibondards)

