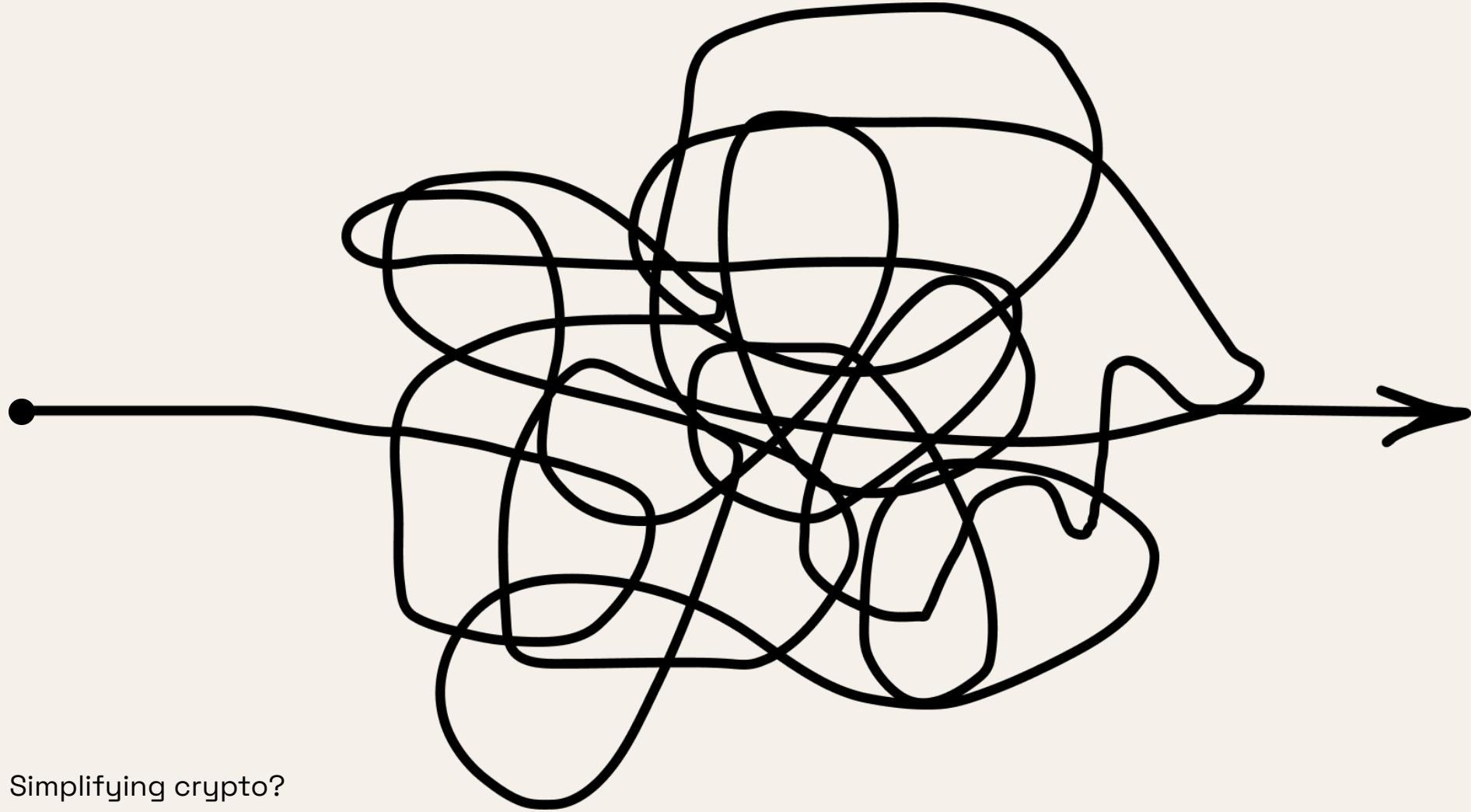


®

REBECCA KACHERGINSKY

# Bootstrap Your dApp UX



Simplifying crypto?



Stretched thin?

## GOAL

Drive Web3 adoption for the next billion people.

# I got married on the blockchain

It went viral.

## REBECCA KACHERGINSKY

The image is a collage of various news articles and social media posts from different sources, all centered around the story of Rebecca Rose and Peter Kacherginsky's blockchain wedding. The sources include VnExpress, Sanook, Metropoles, CNEWS, The Indian Express, Yahoo Finance, Insider, and The Verge. The posts feature images of the couple, news headlines like 'Two Coinbase employees wed by exchanging NFTs. They got married on the blockchain', and social media comments from users like 'Rebecca Rose' (@rgoldie) and 'Peter Kacherginsky' (@pcgk). The overall theme is the intersection of traditional marriage and modern blockchain technology.

**VNEXPRESS**  
Mới nhất Xem nhiều International  
Thời sự Góc nhìn Thế giới Video Kinh doanh  
Số hóa > Công nghệ > Đời sống số  
**Làm đám cưới trên blockchain**  
Thứ tư, 7/4/2021 | 08:09 (GMT +7)  
MV - Một cặp vợ chồng ở California đã trao cho nhau "nhẫn cưới ảo" dựa trên NFT, được mã hóa blockchain trong lễ cưới của mình.  
Rebecca Rose và Peter Kacherginsky, hai nhân viên của sàn giao dịch tiền điện tử Coinbase, đã tổ chức một lễ cưới không giống ai tại California hôm 14/3. Thủ tục trao nhẫn được cả hai thực hiện dưới dạng **blockchain**.  
  
Rebecca Rose (trái) và Peter Kacherginsky (phải) trao "nhẫn" cho nhau qua smartphone. Lễ cưới được diễn ra tại nhà riêng của họ ở bang California.  
**THE VERGE**  
TECH SCIENCE MORE  
**Cointelegraph**  
BTC \$47,914 ETH \$1,688 XRP \$0.7834 BCH \$524 XMR \$21.1  
**TL;DR**  
Two Coinbase employees exchanged NFT rings with their wedding vows  
Okay, fine, this use of NFTs is actually pretty heartwarming  
By Mitch Clark | April 2, 2021, 5:40pm EDT  
f t SHARE  
  
**yahoo/finance**  
**BENZINGA**  
**Coinbase Employees Exchange NFT Wedding Rings On Ethereum Blockchain During Ceremony**  
Samyuktha Siram  
**US MARKETS OPEN IN: 7H 59M 21S** In the news  
▼ Dow Jones ▼ Nasdaq ▼ S&P 500 ▲ TSLA  
+0.87% +0.36% +0.2% -0.92%  
**Premium HOME > TECH**  
**Two Coinbase employees wed by exchanging NFTs. They got married on the blockchain**  
**INDEPENDENT**  
Contribute Subscribe  
**'WHAT COULD BE MORE ROMANTIC?': SAN FRANCISCO COUPLE EXCHANGE DIGITAL NFTS AS WEDDING RINGS**  
Rebecca Rose and Peter Kacherginsky, both employees of Coinbase, decided to solemnise their ceremony with some advanced tech elements.  
**TheIndianEXPRESS**  
Home / Trending / Wedding Globally / US couple exchange digital tokens as they take their wedding vows  
**US couple exchange digital tokens as rings as they take their wedding vows**  
Rebecca Rose and Peter Kacherginsky, both employees of Coinbase, decided to solemnise their ceremony with some advanced tech elements.  
**CRYPTOMONNAIE**  
**ILS SE MARENT SUR LA BLOCKCHAIN AVEC DES ALLIANCES EN NFT**  
Par Maths Meiller Mis à jour le 7 Avril 2021 à 15:27  
Publié le 7 Avril 2021 à 15:23  
f t  
  
Les deux mariés ont échangé leurs alliances NFT via smartphone. (Twitter/Rebecca Rose)  
**La frénésie autour des NFT et des cryptomonnaies semble ne pas avoir de limites. Deux employés du site d'échange de cryptomonnaies Coinbase se sont mariés sur la blockchain, avec des alliances en NFT.**  
Rebecca Rose et Peter Kacherginsky se sont dits «oui» le 14 mars dernier à Palm AVE, Encinitas de Inc.  
НОВОСТИ Биржи  
Сотрудники Coinbase поженились, обменявшись NFT обручальными кольцами  
t f w x F  
Сотрудники Coinbase Ребекка Роуз и Питер Качергинский устроили, на первый взгляд, традиционную свадебную церемонию. Но они вместо того чтобы обмениваться обычными обручальными кольцами, создали и обменялись NFT кольцами, пишет Business Insider. Общие затраты на выпуск цифровых обручальных колец составили \$587.  
**«Большинство людей женятся в храмах, на пляже или в горах. Мы с Питером не боимся людей, — написала Ребекка Роуз в**

INTUIT

FACEBOOK

*PayPal*

coinbase

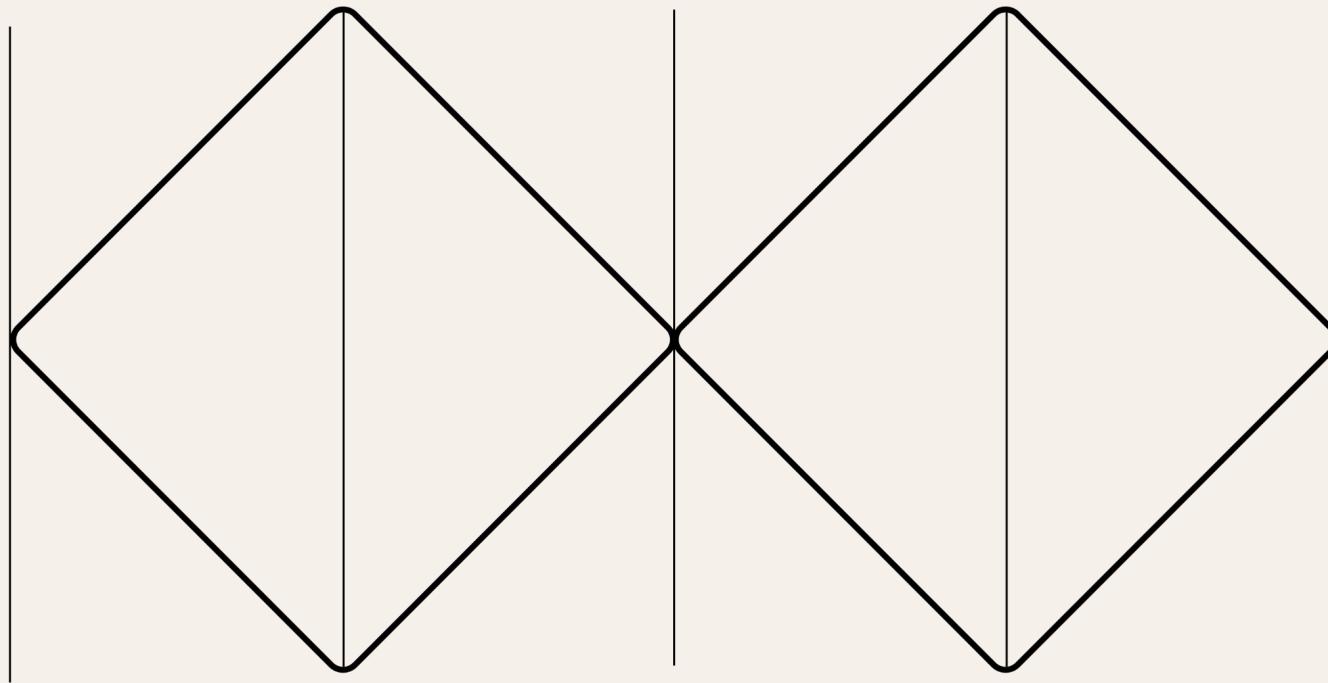


DISCOVER

DEFINE

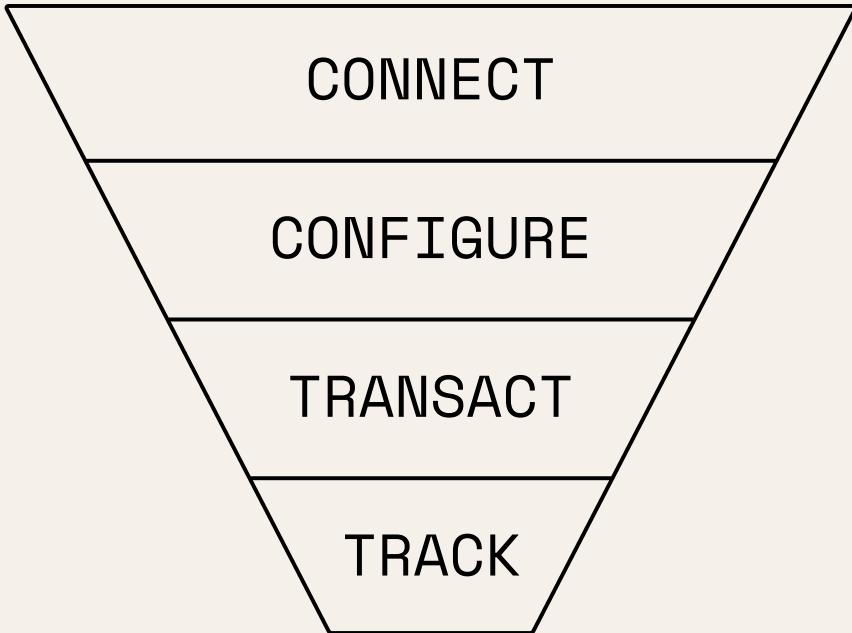
DEVELOP

DELIVER



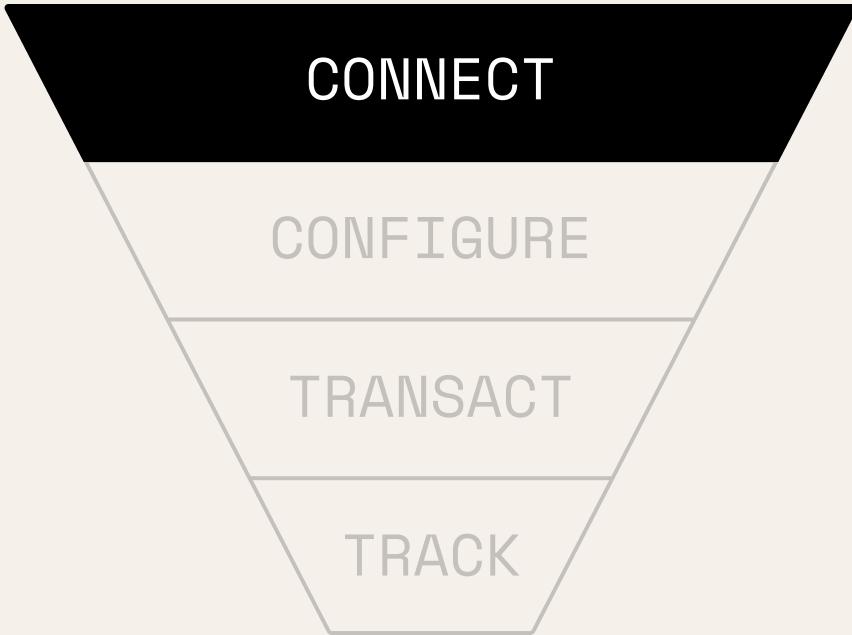
# dApp Funnel

The stages people go through—  
from their first interaction to  
completing transactions  
and beyond.



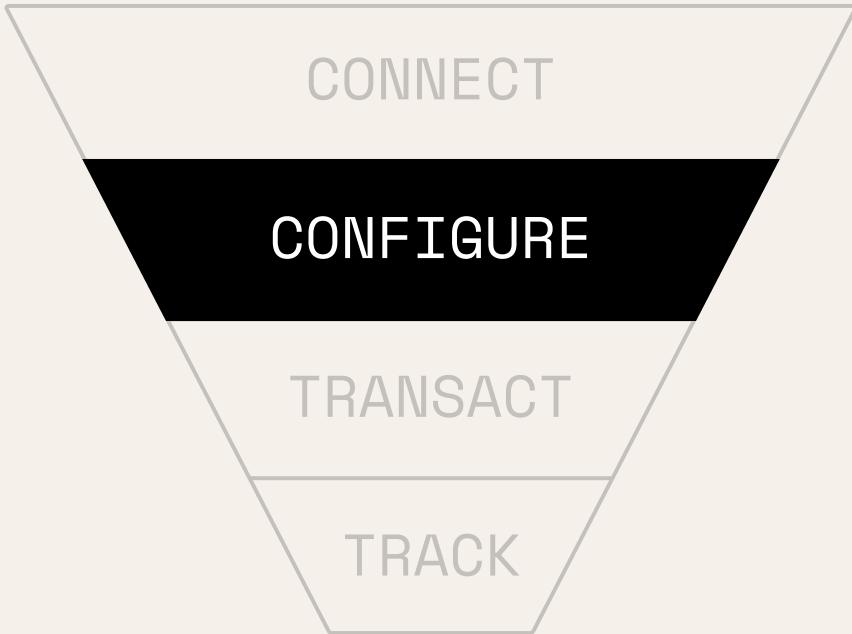
# dApp Funnel

The stages people go through—  
from their first interaction to  
completing transactions  
and beyond.



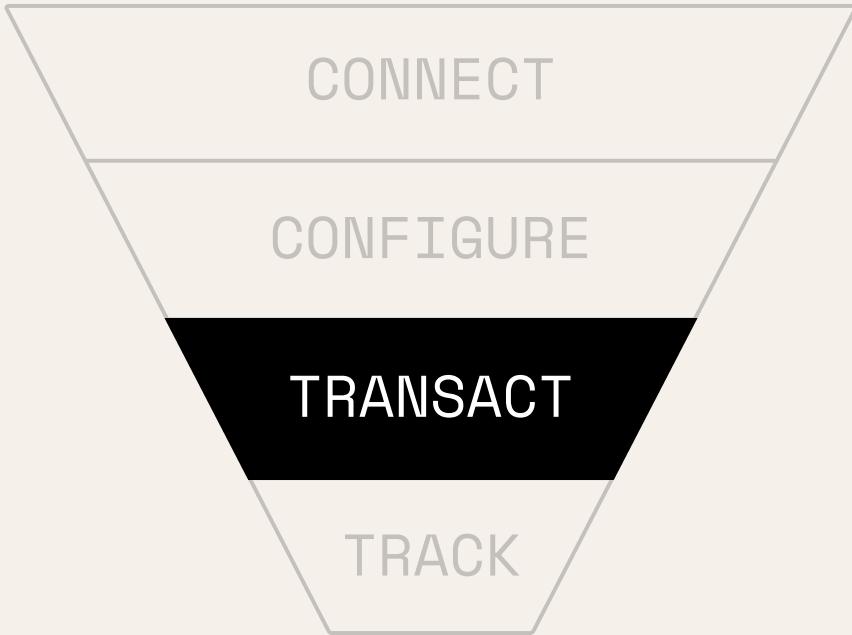
# dApp Funnel

The stages people go through—  
from their first interaction to  
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and beyond.



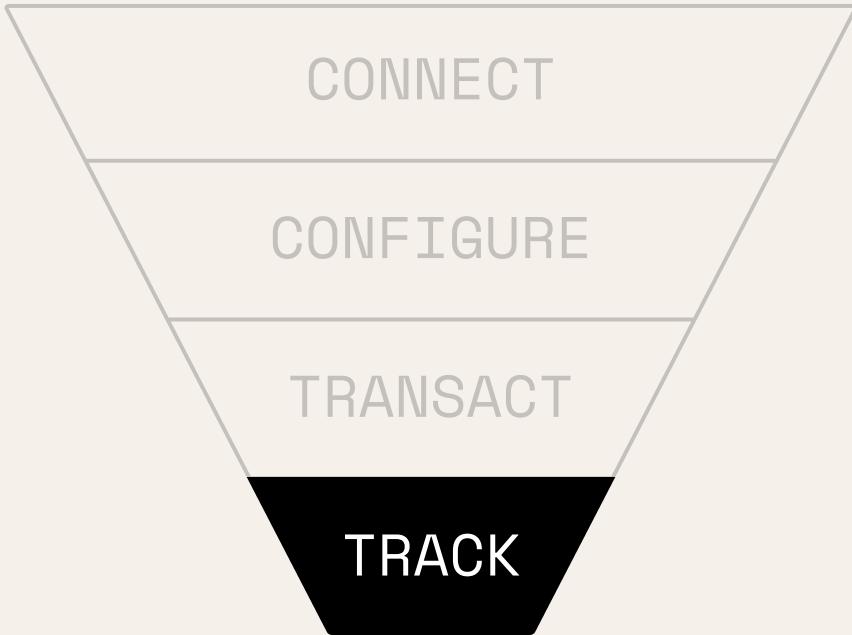
# dApp Funnel

The stages people go through—  
from their first interaction to  
completing transactions  
and beyond.



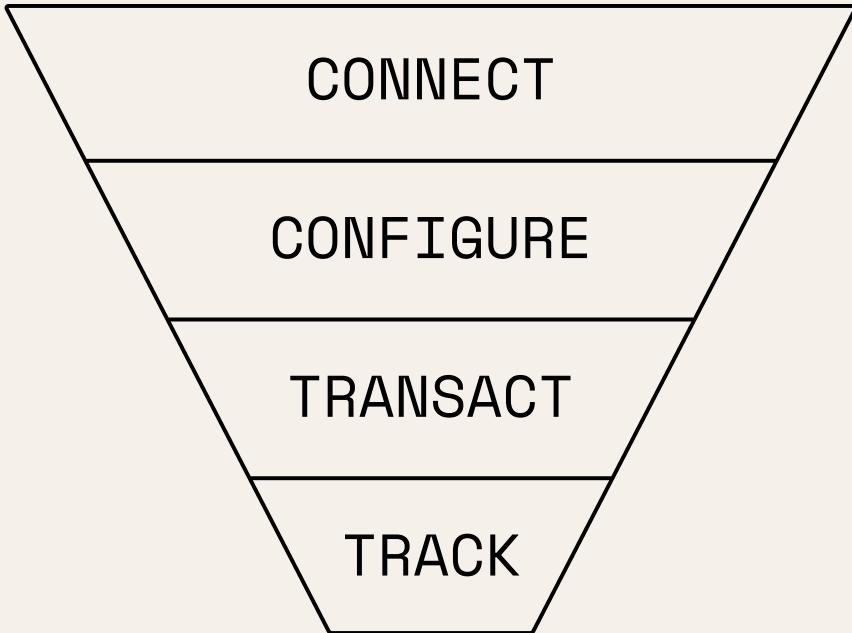
# dApp Funnel

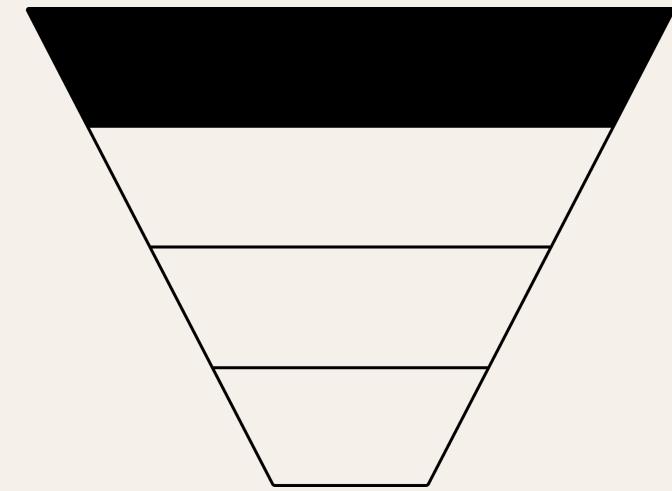
The stages people go through—  
from their first interaction to  
completing transactions  
and beyond.



# dApp Funnel

The stages people go through—  
from their first interaction to  
completing transactions  
and beyond.





## STAGE 1

# Connect

Sign in with wallet.



# THEMES

# Connect

Where to start is unclear

BEST PRACTICE

Make Connect obvious



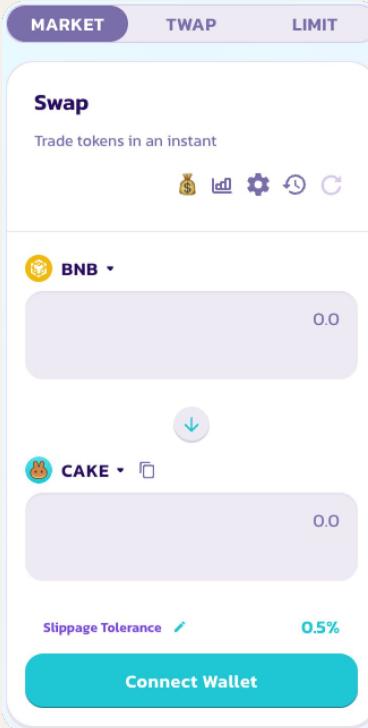
# Don't mislead with interactive zero states

The image shows the Beefy interface. At the top, it displays "YOUR DEPOSIT 0" and "LAST HARVEST 8 minutes ago". Below this, there's a chart titled "Historical rate" showing APY over time, with a moving average line. The chart includes a legend for "AVERAGE" and "MOVING AVERAGE". At the bottom left is an "LP Breakdown" section. On the right side, there's a "Deposit" and "Withdraw" tab, currently showing the "Deposit" tab. It has a "Select amount" field set to 0 USDC, with a slider from 0% to 100%. Below this is a "You Deposit" section showing 0 sAMM-DOLA/USDC. At the bottom of the deposit section is a large, disabled "Deposit" button with a cursor icon pointing at it. Below the button, text explains that the displayed APY accounts for performance fees deducted from generated yield.

Beefy has an interactive form with disabled “Deposit” button.



# Don't mislead with interactive zero states



Pancake Swap has “Connect Wallet” button for Swap action.



# Nudge to Connect

The image shows a screenshot of the Zora website. On the left, a modal window titled "Log in or sign up" is displayed, listing various wallet connection options: Coinbase Wallet, Uniswap Wallet, MetaMask, Other wallets, and Continue with email. Below the modal, there is a note about agreeing to Terms & Privacy Policy and a "Protected by Privy" badge. On the right, the main Zora interface features a search bar, a "Community Spotlight" section, and a prominent blue button with a double circle icon. Below the button, the text "It's time to log into Zora" is displayed, followed by the instruction "To continue, please log into your Zora account." A large black "Login" button is centered at the bottom of this section.

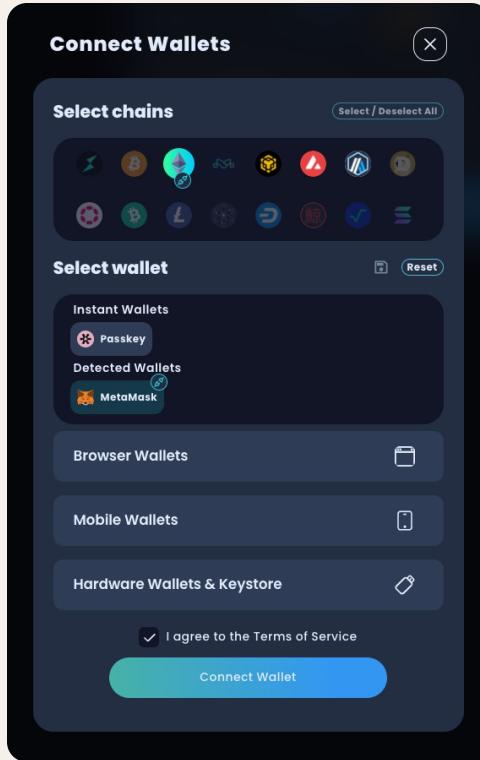
Zora greets with a dismissible connect modal, but ultimately prompts login for features.

BEST PRACTICE

# Streamline options



# Don't give too many options



Thorswap includes network selection in addition to wallets.



# Use ready-made wallet plugins

The screenshot shows the Arbitrum website's navigation bar on the left, featuring links for Home, Projects, Orbit, Bridge (which is highlighted), Learn, Tools, and Community. Below this is a section titled "The Most Decentralized L2 Technology". At the bottom, there are links for ToS, Privacy Policy, and Media Kit, along with a note that it's built with love by Offchain Labs.

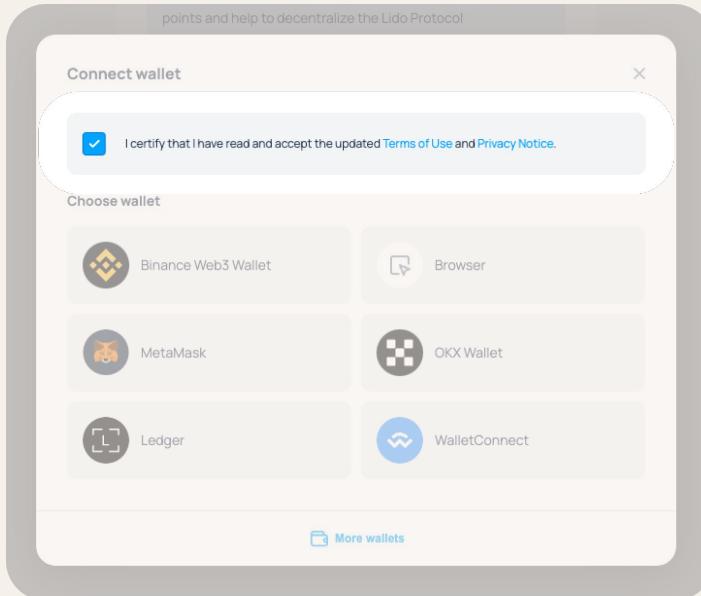
A central modal window titled "Connect a Wallet" is displayed. It lists "Popular" wallets: Rainbow, Coinbase Wallet, MetaMask, and WalletConnect. Below this is a "More" section with Trust Wallet and OKX Wallet. To the right of the modal, there are two informational boxes: "What is a Wallet?" (describing it as a home for digital assets) and "A New Way to Log In" (describing the use of a wallet to connect to websites instead of creating new accounts). At the bottom of the modal is a "Get a Wallet" button and a "Learn More" link.

At the top right of the main page area, there is a green button labeled "Connect Wallet" with a plus sign icon.

Familiar plugins like Reown, RainbowKit, Privy, Thirdweb, ConnectKit, Blocknative save time.



# Combine disclosures with Connect screen



Lido's blocking connect modal includes Terms of Use and Privacy Notice certification.

# Don't immediately log out after clicking address



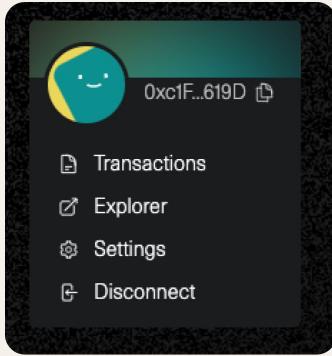
The screenshot shows the Curve Lend interface with several markets listed:

- CRV**: Collateral CRV, Borrow crvUSD, Leverage up to x4.9, Borrow APY 11.75%, Available 523,754, Borrowed 638,753, Supplied 1.16M, Utilization 54.95%, Collateral value \$1.29M.
- ETHFI**: Collateral ETHFI, Borrow crvUSD, Leverage up to x4.9, Borrow APY 1.57%, Available 89,500, Borrowed 10,909, Supplied 100,409, Utilization 10.86%, Collateral value \$19,708.
- pufETH**: Collateral pufETH (2X), Borrow crvUSD, Leverage up to x6.5, Borrow APY 12.07%, Available 782,752, Borrowed 991,570, Supplied 1.77M, Utilization 55.88%, Collateral value \$3.91M.
- sDOLA**: Collateral sDOLA, Borrow crvUSD, Leverage up to x50, Borrow APY 0.50%, Available 100,700, Borrowed 0, Supplied 100,700, Utilization 0%, Collateral value \$0.
- sFRAX**: Collateral sFRAX, Borrow crvUSD, Leverage up to x50, Borrow APY 0.50%, Available 100,700, Borrowed 0, Supplied 100,700, Utilization 0%, Collateral value \$0.

Curve instantly signs out of connected wallet when button is pressed.



# Use an interstitial/menu to disconnect



Clicking on connected address should open a menu, as in Arbitrum Bridge.



# Consider using Passkey

The screenshot shows the Infinex login interface. At the top left is the Infinex logo. At the top right are 'LOG IN' and 'SIGN UP' buttons. In the center is a large orange 'LOG IN' button with a keyhole icon and the text 'LOG IN WITH A PASSKEY'. Below it is a link 'Having trouble logging in? See our Passkey FAQs'. At the bottom left are links for 'GOVERNANCE' and 'LEGALS'. At the bottom right are social media icons for LinkedIn and X.

LOG IN

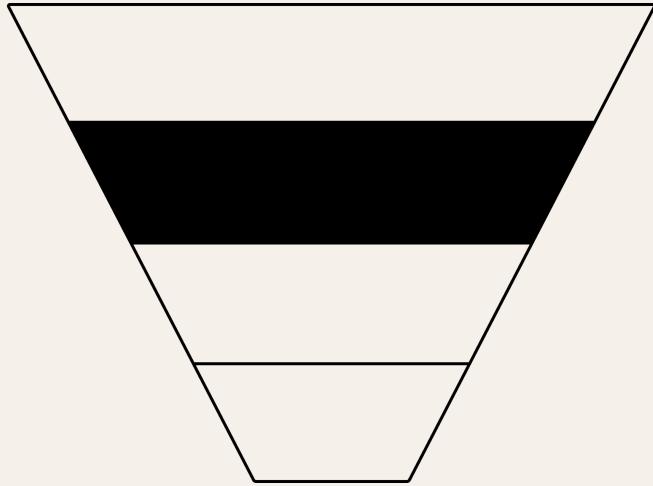
LOG IN WITH A PASSKEY

Having trouble logging in? See our Passkey FAQs ↗

OR CREATE ACCOUNT >

GOVERNANCE ↗ LEGALS ↗

Infinex's simple passkey log in will likely become more common.



## STAGE 2

# Configure

Set up transaction, including selecting asset/network and amount and sometimes advanced options.



# THEMES Configure

REBECCA KACHERGINSKY

Too many choices overwhelm

Jargon intimidates

BEST PRACTICE

# Personalize



# Don't neglect defaults

Asset

ETH

Chain

From Blast

To Ethereum

NEXT

LOGGED OUT

Asset

ETH

Chain

From Blast

To Ethereum

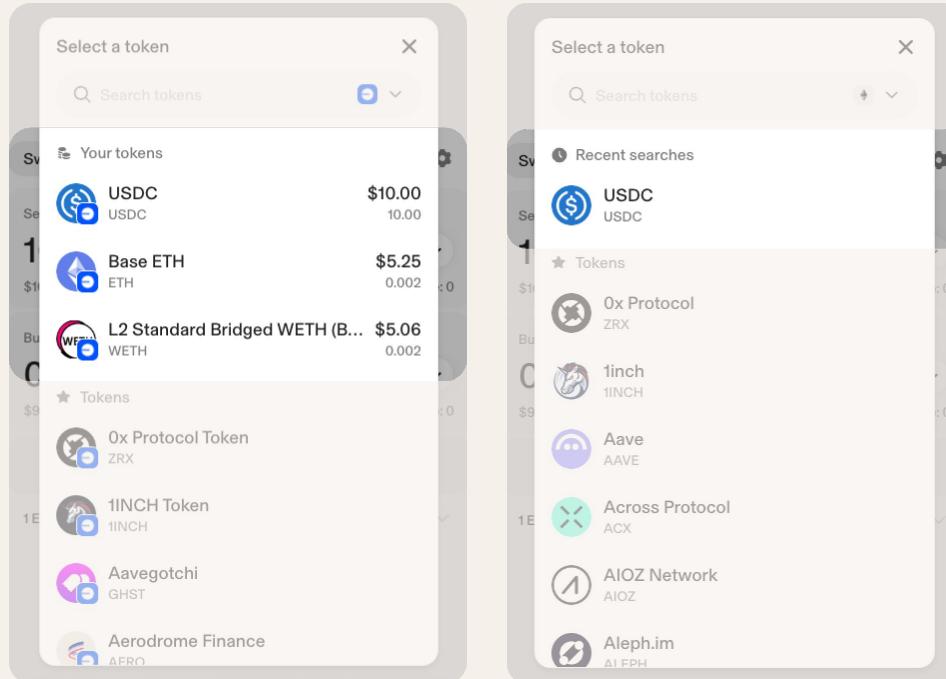
NEXT

LOGGED IN

BoringDAO's defaults, despite not being on the Blast network and not having any ETH on Blast in my connected wallet.



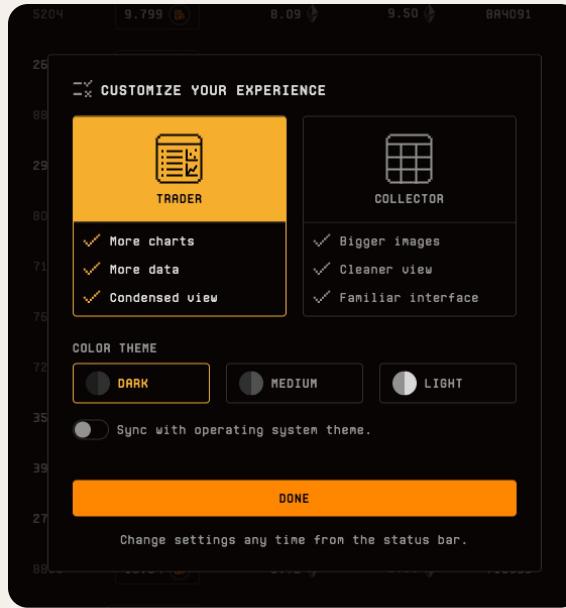
# Personalize defaults



Uniswap personalizes: Your tokens, previous searches and connected wallets, etc.



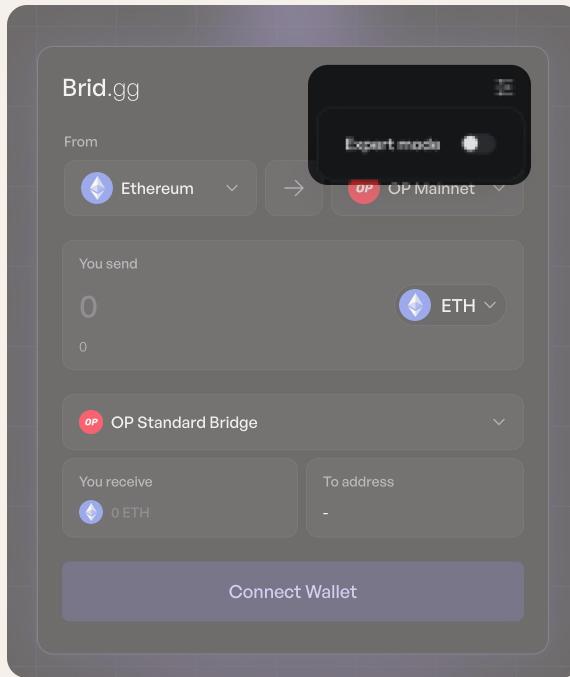
# Personalize by persona



Blur has Trader and Collector modes.



# Personalize by persona



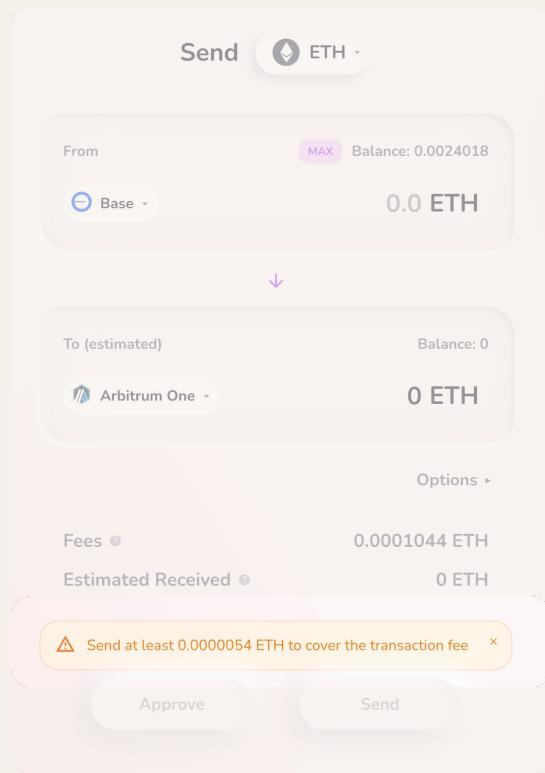
Brid.gg has an Expert mode setting.

## BEST PRACTICE

Prevent and resolve errors  
gracefully

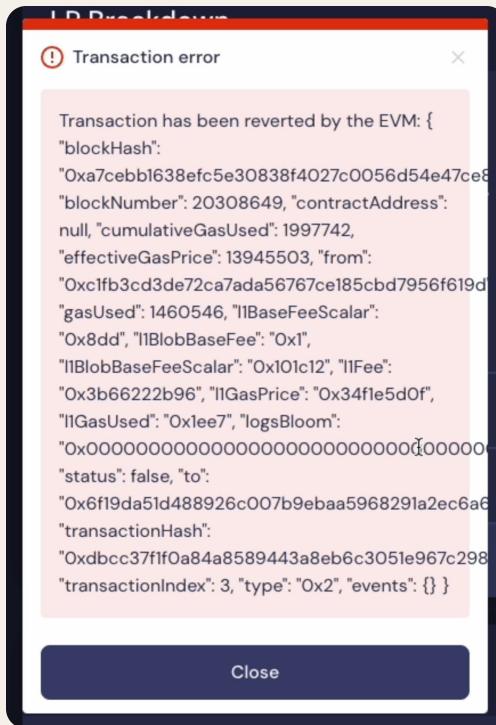


# Prevent errors



Hop advises on minimum amount to cover transaction fee.

Don't spew out non-human readable messages



Beefy forgot to translate this error to something understandable!



# Don't dead-end

You're currently on Base.  
Explore Lido Multichain or switch to Ethereum to stake.

Lido Multichain

ETH amount MAX

Unsupported chain

LIDO

Staking Integrations Node Operators Lido DAO Developers Learn Stake ETH

# Lido Multichain

Use wstETH across multiple chains for lower fees, faster speeds, and new DeFi opportunities

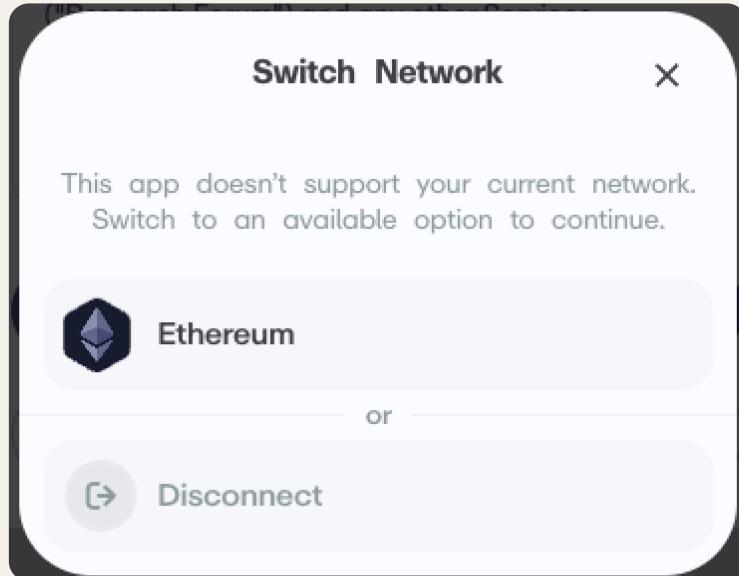
Bridge Explore DeFi

Don't have wstETH? Get →

Lido's unsupported network banner doesn't guide effectively.



# Help resolve errors

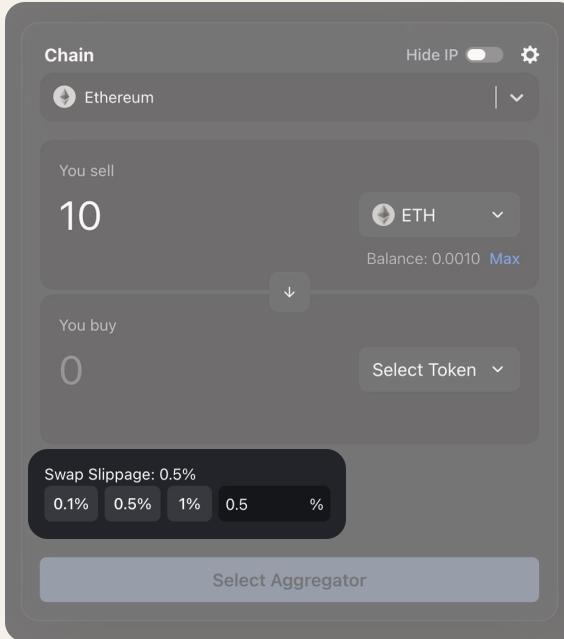


Eigen Layer's blocking network-switcher is helpful.

BEST PRACTICE

Progressively disclose

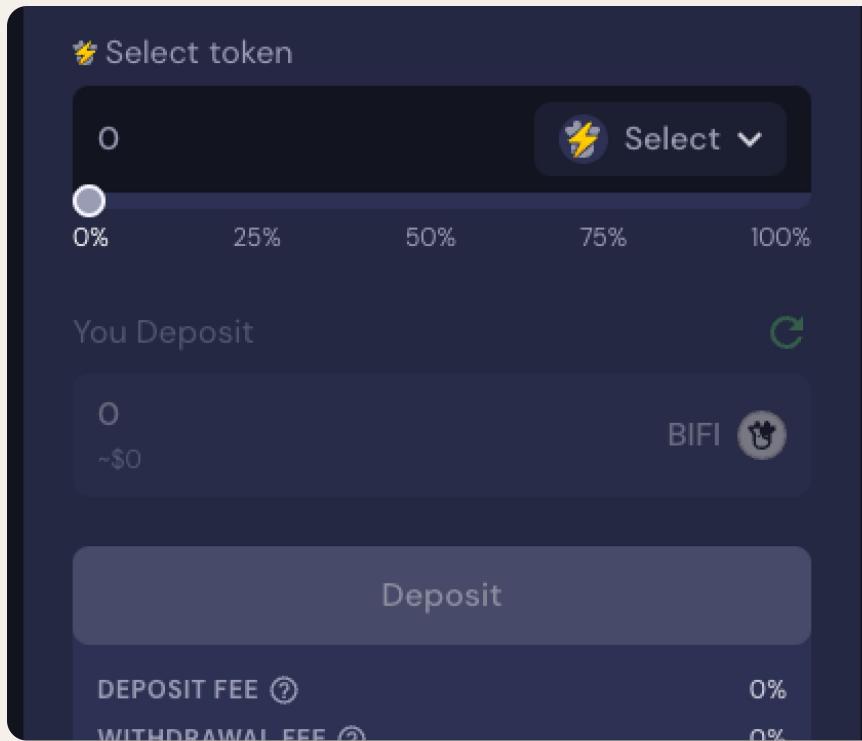
# Don't bombard people with too many options



Llama Swap's slippage options are always exposed.



# Don't bombard people with too many options



Beefy amount options are fairly prominent for lesser usage actions.



# Use progressive disclosure

Deposit      Withdraw

0

ETH NATIVE

Balance: 0.000704247 Max

Fee 0 ETH

Time to break even 0 DAYS

Deposit

Deposit      Withdraw

0

ETH NATIVE

Balance: 0.000704247 Max

25% 50% 75% 100%

Fee 0 ETH

Time to break even 0 DAYS

Deposit

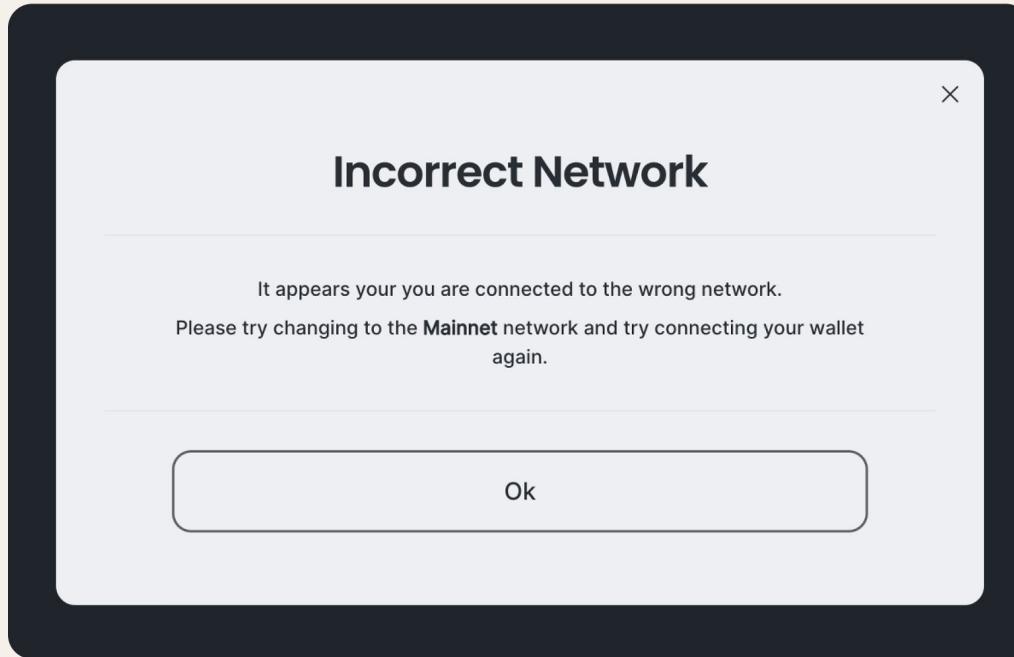
Thorswap amount options are revealed under Max.

BEST PRACTICE

# Education



# Don't use technical jargon



Rocket Pool uses “Mainnet” instead of more widely recognized “Ethereum.”

# Explain with tooltips and tutorials



The screenshot shows a mobile application interface for Uniswap. At the top, there is a navigation bar with icons for a profile, 'Trade', 'Explore', and 'Pool'. A search bar is centered above the main content area, which displays a 'Review swap' modal. The modal shows a trade from 'Sell 1.00 USDC' to 'Buy 0.00038 ETH'. Below this, a note states '1 ETH = 2,646.28 USDC (\$2,640.69)'. The modal includes a 'Get help' link and a close button ('X'). At the bottom, a large pink button labeled 'Approve and swap' is highlighted with a white border. Below this button, a section titled 'Base token bridge' provides instructions: 'Deposit tokens to the Base network.' A tooltip arrow points to the 'Show more' button, which is located between the sell and buy sections.

Review swap

Sell

1.00 USDC

\$1.00

Buy

0.00038 ETH

\$1.00

Show more

Rate

Fee (0.25%)

Network cost

1 ETH = 2,646.28 USDC (\$2,640.69)

<\$0.01

<\$0.01

Approve and swap

Base token bridge

Deposit tokens to the Base network.

Uniswap informs with details



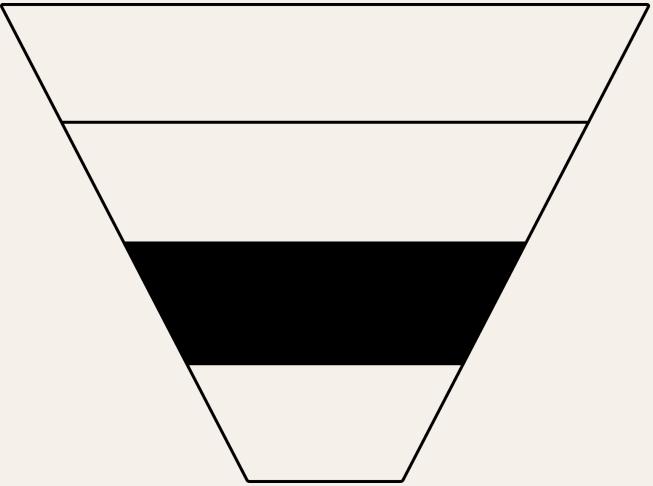
# Use a review screen to confirm

The screenshot shows a 'Review swap' dialog box over a dark background. The dialog box contains the following information:

- Sell:** 1.00 USDC (\$1.00) with a USDC icon.
- Buy:** 0.00038 ETH (\$1.00) with an ETH icon.
- Rate:** 1 ETH = 2,645.84 USDC (\$2,640.69)
- Fee (0.25%):** <\$0.01
- Network cost:** <\$0.01

A large pink button at the bottom center says "Approve and swap" with a hand cursor icon. Below this button is a blue section labeled "Base token bridge" with the sub-instruction "Deposit tokens to the Base network." A small arrow icon is next to the "Base token bridge" text.

Uniswap's review screen encourages people to verify details are correct



## STAGE 3

# Transact

Process of approving dApp's access to wallet's funds, signing, and confirming send.



## THEMES

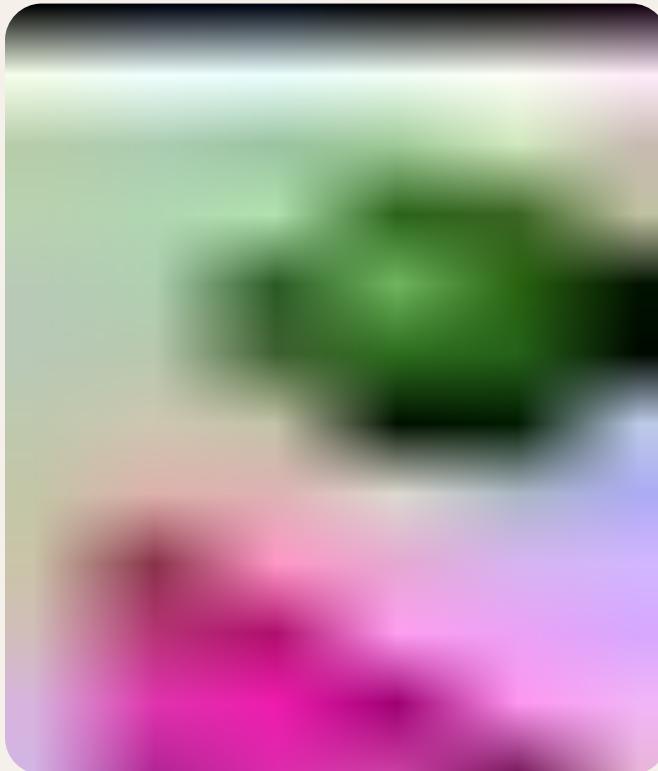
# Transact

Lengthy approvals can scare and confuse.

BEST PRACTICE

Convey progress

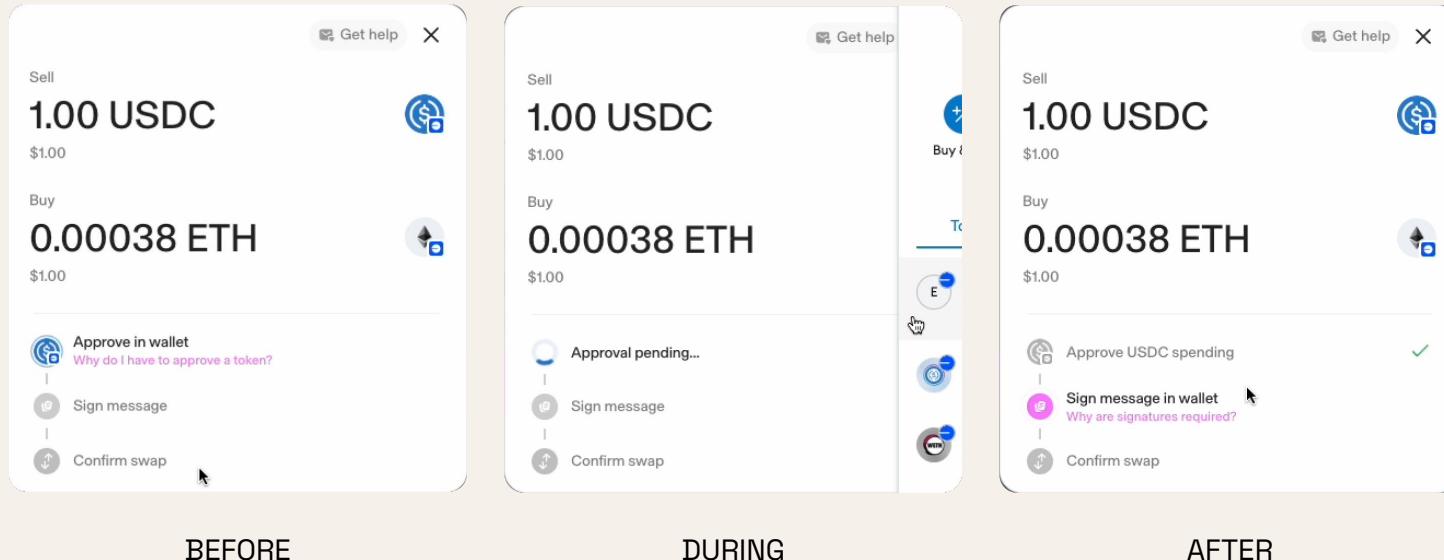
# Don't misuse common UI elements



On Aave, buttons are not buttons; they're used to do form validation and orient.  
Disappear without confirmation approval.



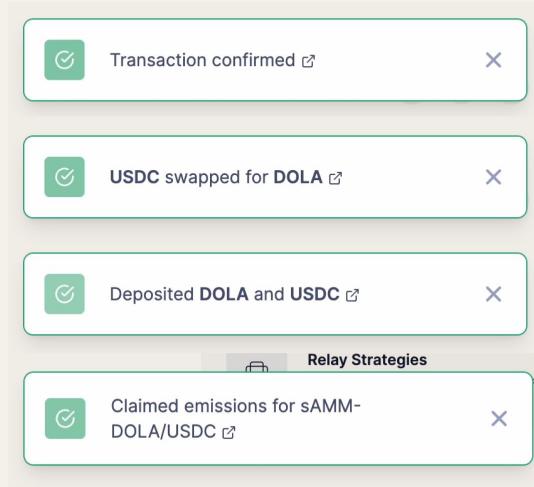
# Show steps and progress



Uniswap stepper pattern shows what to expect, provides in-context help and real-time updates



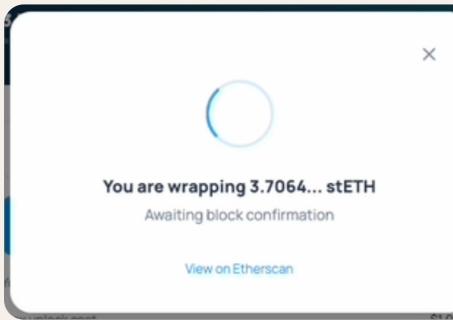
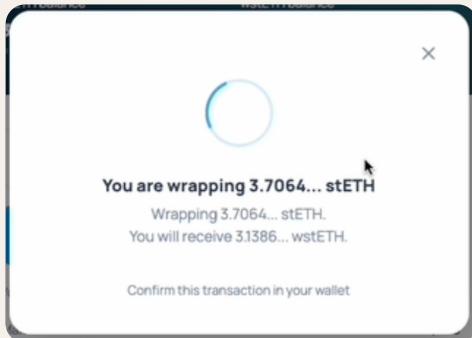
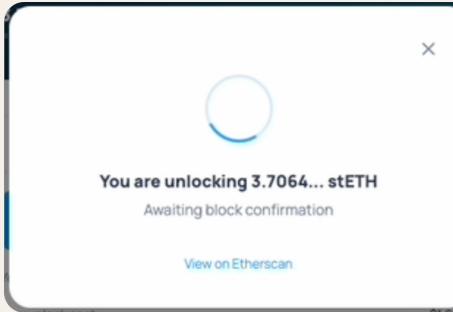
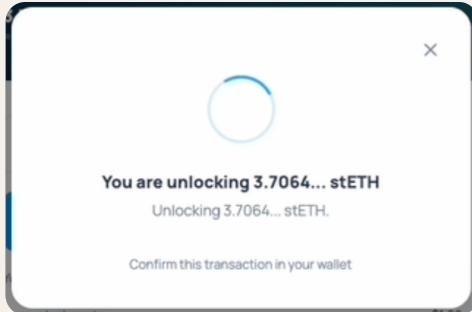
# Use toasts for confirmations and alerts



Aerodrome's toasts confirm that actions succeeded



# Don't misrepresent status



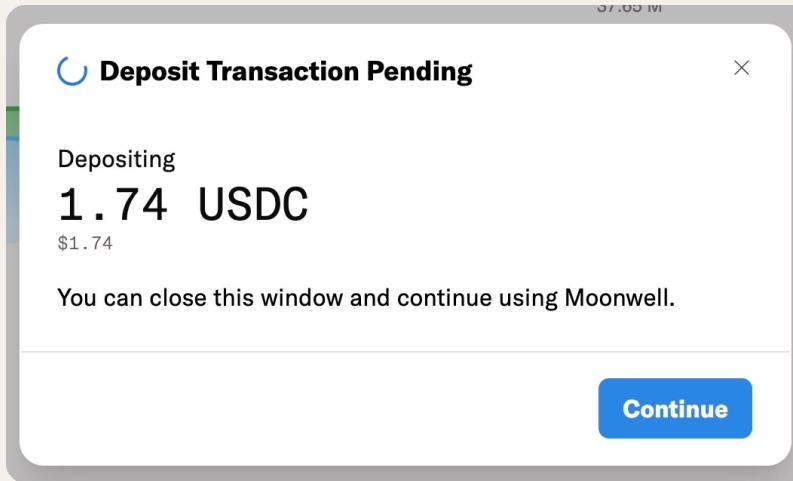
BEFORE

AFTER

Lido shows “you are unlocking/wrapping” before the approvals are confirmed.



# Show real-time status updates



Moonwell informs that the window can be closed while the deposit is pending.



# Request minimum access

https://app.aave.com

### Spending cap request for your

**WETH**

[Verify third-party details](#)

**Custom spending cap**

1157920892373161954235709850086!

This allows the third party to spend **WETH** from your current balance.

[Learn more](#)

[View details ▾](#)

INFINITE

https://aerodrome.finance

### Spending cap request for your

**USDC**

[Verify third-party details](#)

**Custom spending cap**

4

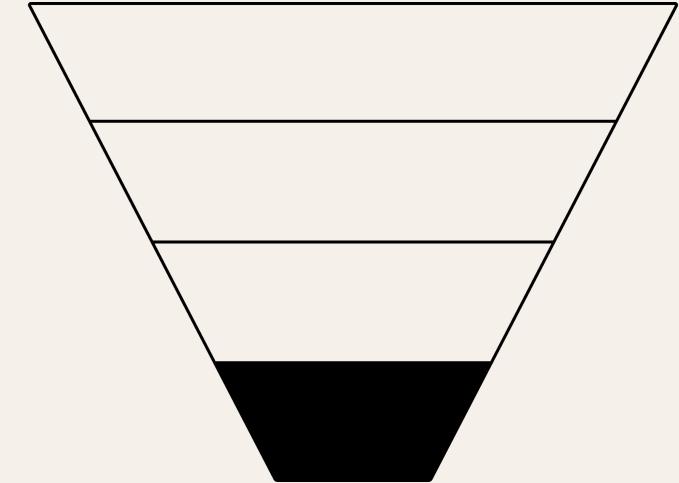
This allows the third party to spend **USDC** from your current balance.

[Learn more](#)

[View details ▾](#)

EXACT

Majority of dApps default to Infinite, but should be exact amount for security, especially on L2s



## STAGE 4

# Track

Monitor status of transaction,  
history and ongoing performance



# THEMES Track

Access to historical and  
ongoing performance is limited



# dApp Tracking Lifecycle



**REALTIME**

Transaction  
status

**Invest**



**ONGOING**

Returns  
APY

**Plan**



**HISTORICAL**

Statements  
Receipts

**Accounting**



# dApp Tracking Lifecycle



## REALTIME

Transaction  
status

**Invest**



## ONGOING

Returns  
APY

Plan



## HISTORICAL

Statements  
Receipts

Accounting



# dApp Tracking Lifecycle



## REALTIME

Transaction  
status

Invest



## ONGOING

Returns  
APY

Plan



## HISTORICAL

Statements  
Receipts

Accounting



# dApp Tracking Lifecycle



## REALTIME

Transaction  
status

Invest



## ONGOING

Returns  
APY

Plan



## HISTORICAL

Statements  
Receipts

**Accounting**



# dApp Tracking Lifecycle



## REALTIME

Transaction  
status

**Invest**



## ONGOING

Returns  
APY

**Plan**



## HISTORICAL

Statements  
Receipts

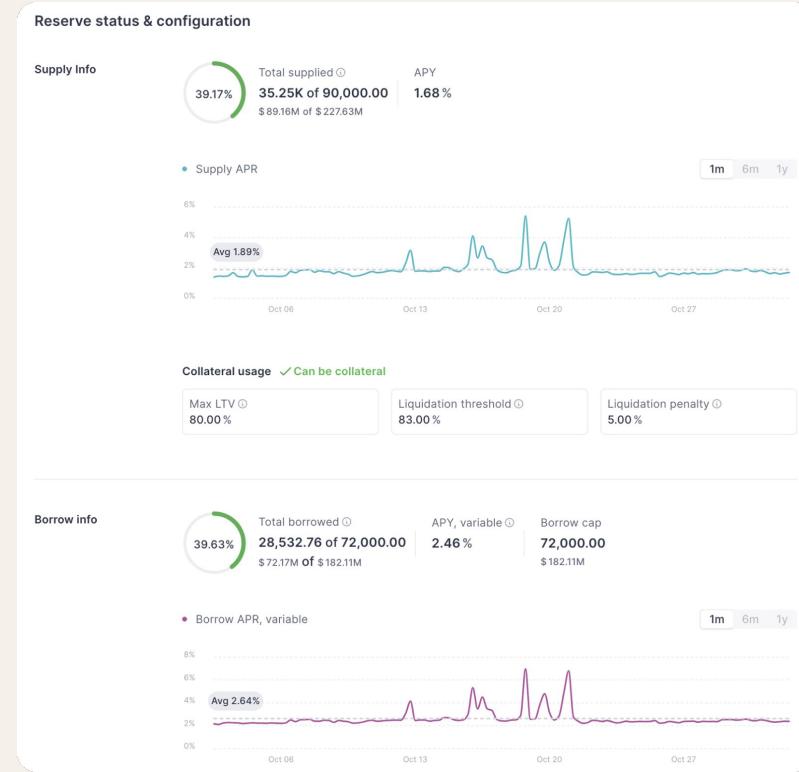
**Accounting**

BEST PRACTICE

Communicate investment performance



# Provide APY history



Aave shows historical APY on reserves



# Summarize portfolio insights

The screenshot shows the Aerodrome dashboard interface. At the top, there's a navigation bar with links for Swap, Dashboard (which is underlined), Liquidity, Vote, Lock, Incentivize, and wallet information (0.00 ETH, 0xc1FB...F619D). Below the navigation is a section titled "Deposited & Staked Liquidity". It displays a deposit entry for "Deposit #0" with 0.0 USDC and infinity liquidity. It shows a pool for "sAMM-DOLA/USDC" with a "Basic Stable" APR of 0.3%. Pool totals are listed as 48,466,073.55 DOLA and 34,724,769.56 USDC. To the right, there are two boxes: one for "In Wallet" (0.0 DOLA, 0.0 USDC) and one for "Staked" (4.00635 DOLA, 2.87045 USDC), with a "Unstake" button. Below this is a section titled "Liquidity Rewards". It shows a deposit entry for "Deposit #0" with 0.0 USDC and infinity liquidity. It displays a pool for "sAMM-DOLA/USDC" with a "Basic Stable" APR of 0.3%. Reward details include Emissions APR (9.50561%), Emissions (0.01421 AERO), and Trading Fees (0.0 DOLA, 0.0 USDC), with a "Claim" button.

Deposited & Staked Liquidity ⓘ

New Deposit ⓘ

Deposit #0 · 0.0 USDC ⓘ ⓘ

sAMM-DOLA/USDC  
 ⓘ Basic Stable · 0.3% ⓘ

Pool Total  
48,466,073.55 DOLA  
34,724,769.56 USDC

In Wallet  
0.0 DOLA  
0.0 USDC

Staked  
4.00635 DOLA  
2.87045 USDC  
[Unstake](#)

Liquidity Rewards ⓘ

Deposit #0 · 0.0 USDC ⓘ ⓘ

sAMM-DOLA/USDC  
 ⓘ Basic Stable · 0.3% ⓘ

Emissions APR  
9.50561%

Emissions  
0.01421 AERO

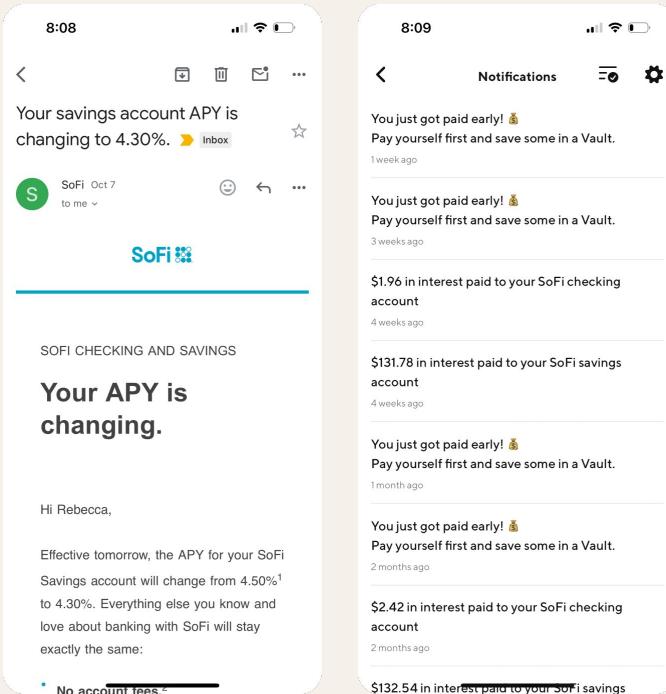
Trading Fees  
0.0 DOLA  
0.0 USDC

[Claim](#)

Aerodrome basic dashboard shows current APR and how much I earned.



# Opportunity: Wallet push notification



Most Web2 apps rely on email, push, and text notifications to re-engage. What's possible for Web3?

BEST PRACTICE

Enable accounting



# Offer transaction history

Tokens NFTs Pools **Activity**

This month

- Swapped**  
0.400 USDC for <0.001 ETH  
3d
- Approved**  
USDC  
3d
- Swapped**  
<0.001 ETH for 0.048 USDT  
3d

This year

- Swapped**  
<0.001 mooAeroDOLA-USDC for 4.49 US...  
10d
- Approved**  
mooAeroDOLA-USDC  
10d
- Swapped**  
4.50 USDC for <0.001 mooAeroDOLA-US...  
10d
- EXECUTE**  
0x6F19Da51d488926C007B9eBaa596829...

Uniswap includes Activity feed



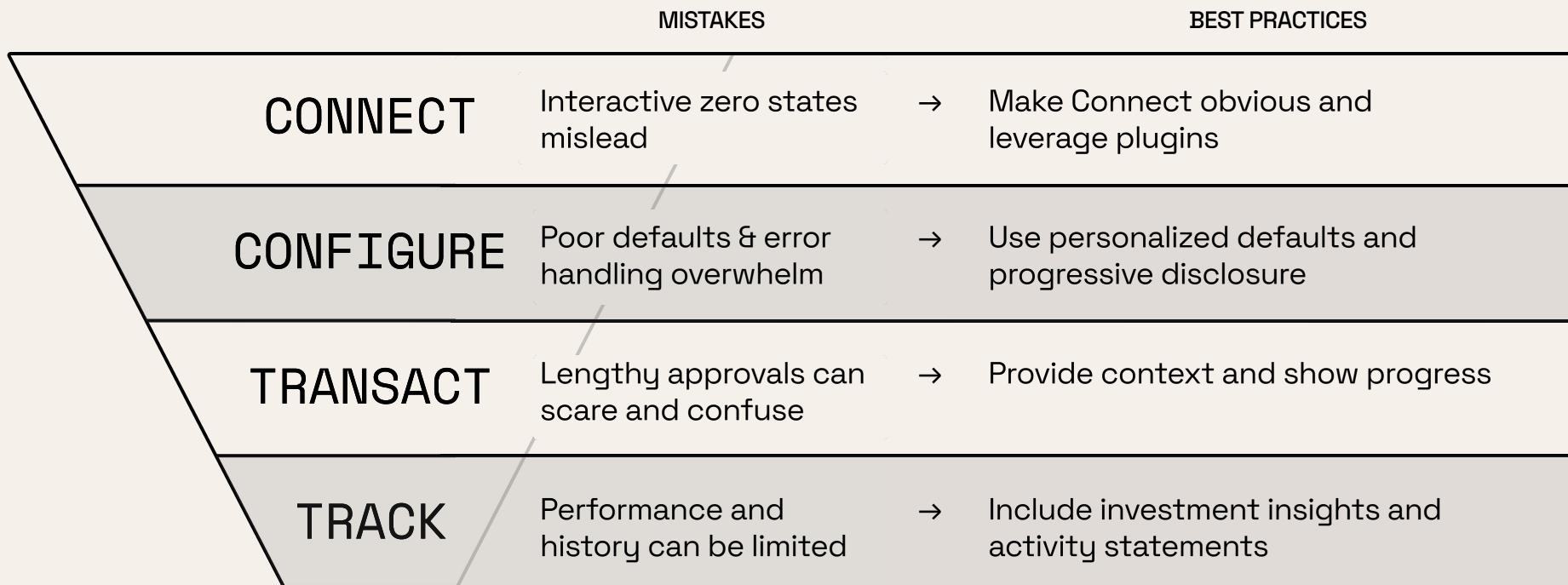
# Offer transaction history

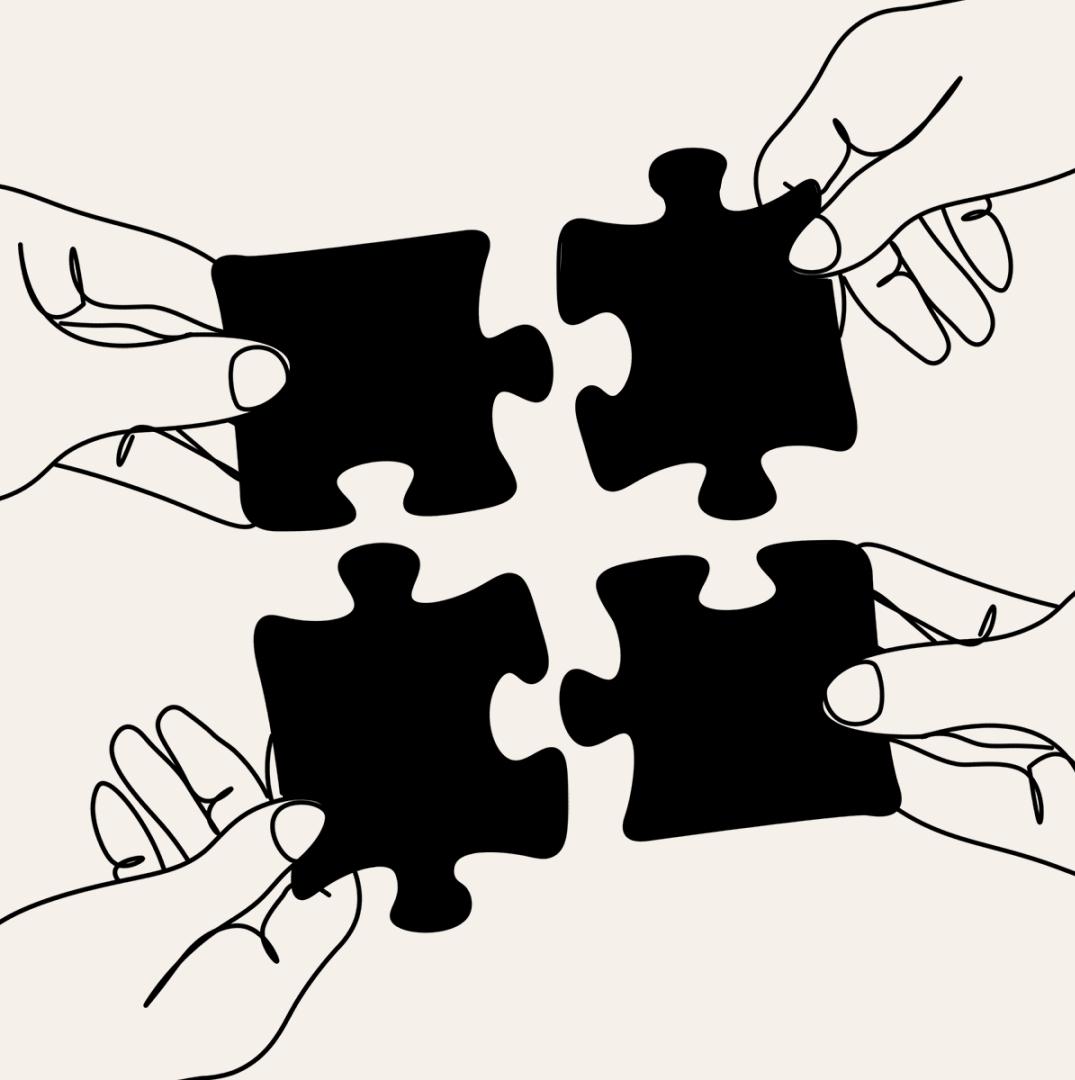
2024/10/21 11:27:11 0x5b74...4828	Approve infinite cUSDCv3 for Compound V3	Gas Fee: 0.0005ETH(\$1.38)
2024/10/04 11:23:35 0x326d...0eda	exchange 0x4f37...fc1f	-0.4 USDC (\$0.40) +0.00005467 ETH (\$0.13) Gas Fee: < 0.0001ETH(\$0.01)
2024/10/04 11:23:03 0x03a0...450b	Approve infinite USDC for 0x4f37...fc1f	Gas Fee: < 0.0001ETH(<\$0.01)
2024/10/04 11:20:23 0x0fc3...5a76	exchange Curve	-0.00002 ETH (\$0.05) +0.0482 USDT (\$0.05) Gas Fee: 0.0016ETH(\$3.92)
2024/09/26 20:50:15 0x15d3...7287	reward 0x6ca3...e59b	+1.520 USDO (www.usual.finance) (\$0.00)
2024/09/26 20:28:49 0x650...cede	executeOrder Beefy	-0.51682 mooAeroDOLA-USDC (\$4.51) +4.4933 USDC (\$4.49) +0.00001503 DOLA (<\$0.01) Gas Fee: < 0.0001ETH(\$0.02)
2024/09/26 20:28:25 0x8775...12a1	Approve infinite mooAeroDOLA-USDC for 0x3fbdb...c0f0	Gas Fee: < 0.0001ETH(<\$0.01)
2024/09/26 20:14:39 0x6673...7dfa	executeOrder Beefy	-4.5 USDC (\$4.50) +0.51682 mooAeroDOLA-USDC (\$4.51) +0.02368 WETH (<\$0.01) Gas Fee: < 0.0001ETH(\$0.05)
Failed 2024/09/26 20:13:13 0x0d21...af66	executeOrder beefy	Gas Fee: < 0.0001ETH(\$0.05)
Failed 2024/09/26 20:11:57 0x5a12...a460	executeOrder Beefy	Gas Fee: < 0.0001ETH(\$0.05)
Failed		

DeBank's Profile shows all wallet activity details

# Wrap up

# dApp Funnel





**What could  
we build  
together?**

# Web3 design standards

Imagine a future where any dApp developer can plug and play UI components that are:

- Open-source
- User-tested
- Fully accessible
- Responsive across all devices



# Why standardize?



## 01 EFFICIENT

Developers can focus on core tasks that are unique to their project rather than creating bespoke crypto UI components.

## 02 PROVEN

Learn from platforms like iOS and Android through Apple's HIG and Android's Material Design, and the most popular UI framework for Web 2.0, Bootstrap.

## 03 ECOSYSTEM-STRENGTHENING

Make Web3 conventions recognizable and user-friendly, eliminating the need to learn each dApp's individual treatment of common patterns.

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# Resources

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## Wallet integration

Reown  
Privy  
RainbowKit  
Thirdweb  
ConnectKit  
Blocknative

---

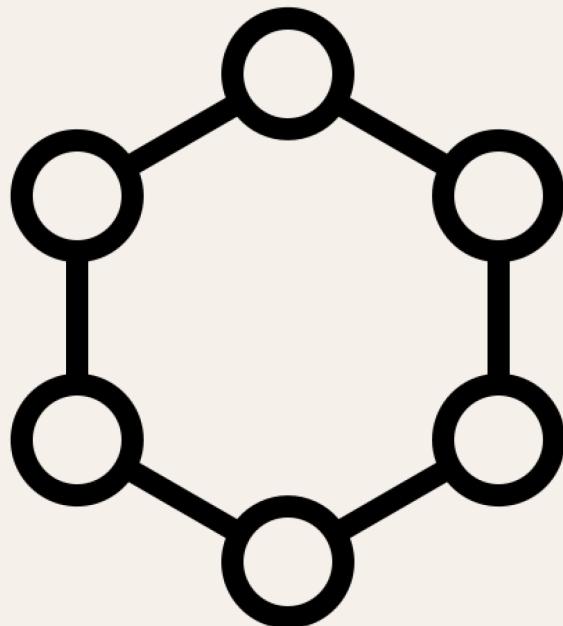
## SDK/Libraries

Reown AppKit  
OnchainKit  
Uniswap Swap Widget  
Ethers  
...and more!

# Let's build together

Looking for folks who want to have a say in the future of Web3 design:

- Front-end developers
- Designers
- User researchers



# Thank you!

# ធមបគុណគ់

REBECCA KACHERGINSKY



@rgoldilox