

Kickback UX Suggestions

On-Boarding

The biggest hurdle while on-boarding a new user with a Dapp right now is how do you set up wallet and get some ETH in it to spend on the Dapp. This is a huge learning curve for specifically those who don't understand how ethereum or MetaMask work (and there are still billions of users out there who don't understand the basic concepts behind a cryptocurrency)

To use Kickback a user specifically needs to:

- 1 - Have a browser-based wallet
- 2 - Have some ETH in it to RSVP to an event

Current ecosystem is in a place right now that I call "flux-state" - there are some solutions that are going around some problems but in the process they are creating other problems - for example, [formatic relying on AWS infrastructure](#), [Torus relying on it's own side-chain](#), and [Squarelink is storing MasterKey on their own servers](#).

I read and compared Torus, SquareLink and Formatic and I am also a user of Gitcoin and InstaDapp, one of the most used Dapps in Ethereum ecosystem right now. While the latter two have their own set of UX issues, one thing that they do better is they have come up with their own set of user-onboarding features that I like and I am basing my UX suggestions on that experience:

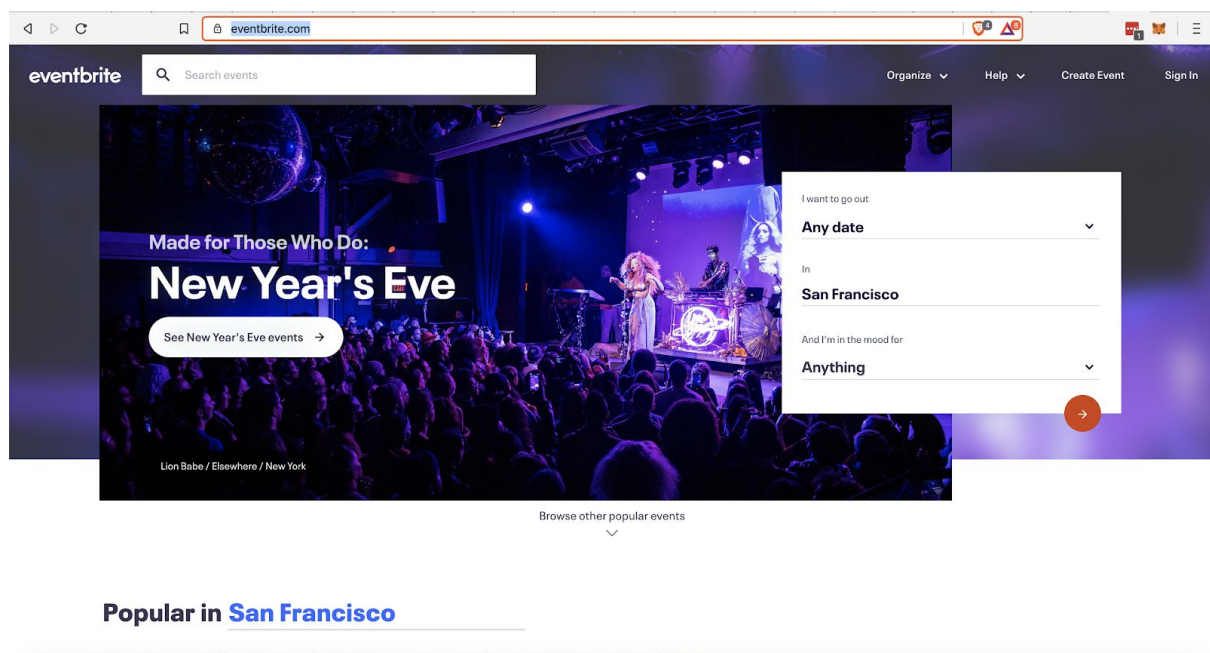
1. For wallet management, torus is in a bit better shape than the other two due to the use of their side-chain for distributed key management (I think they are using side-chain, not sure about it). Users can sign up using their email address and password.
2. For RSVP, you can maybe explore starting RSVP amount from very basic, like \$1 for an event and then allow people to send you a message to ask for a grant to cover that amount, just like gitcoin does for the first time users. That will enable people to cross the chasm. However, this solution will need to be combined with large-scale marketing and will be an exercise to on-board as many users as possible so the next time they see Kickback logo, they recognize it.
3. Allow third-party tools like WalletConnect to interact with Kickback.

Website UX

Once you log-in to a site, messaging should be clear in what you want to show to your target market.

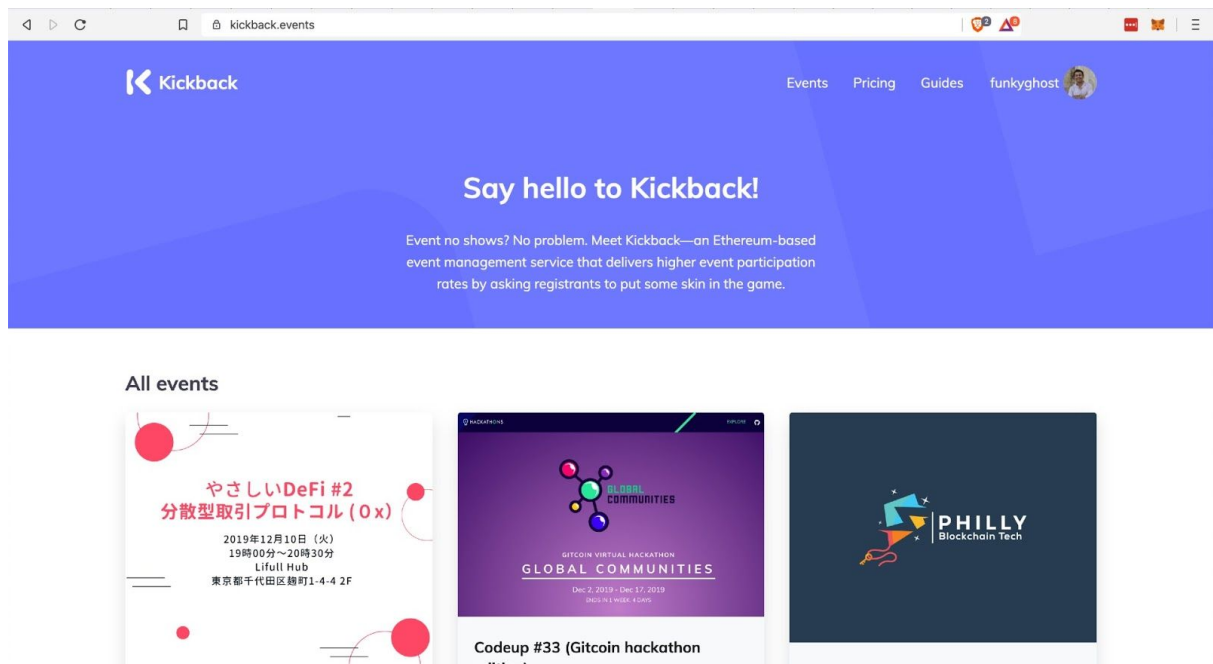
In Kickbacks case, it's a marketplace where you need both event organizers and event-goers. The later side of the equation is dominant as former is mostly done through offline channels like I am sure you already do.

Two major competitors of Kickback are Meetup.com and Eventbrite. I will just show eventbrite's landing page here:



Once you land, you are invited to choose your location and search for an event. While I understand Kickback does not have enough events everywhere to include a search widget, the events widget here: <https://kickback.events/events> can certainly be moved to the front-page and events should be shown right under the banner on the front page so a user can straight-away go to browse them. The copy for organizers can be moved to the menu as those users can go looking for those if they are interested.

This will look something like this:



This is a mistake that gitcoin does as well. One has to browse through and click on several buttons to get to bounties page.

Withdraw and RSVP Buttons

They work fine, however, they are a bit quirky due to the use of MetaMask. You can change the label of RSVP button to “Join”, that’s more main-stream.

Signout Button

Provide a sign-out button in “Profile” section of the website. If there is one anywhere else I am not able to find it.