

# stART(Create your NFTs)

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Hiral Jani

# Project overview



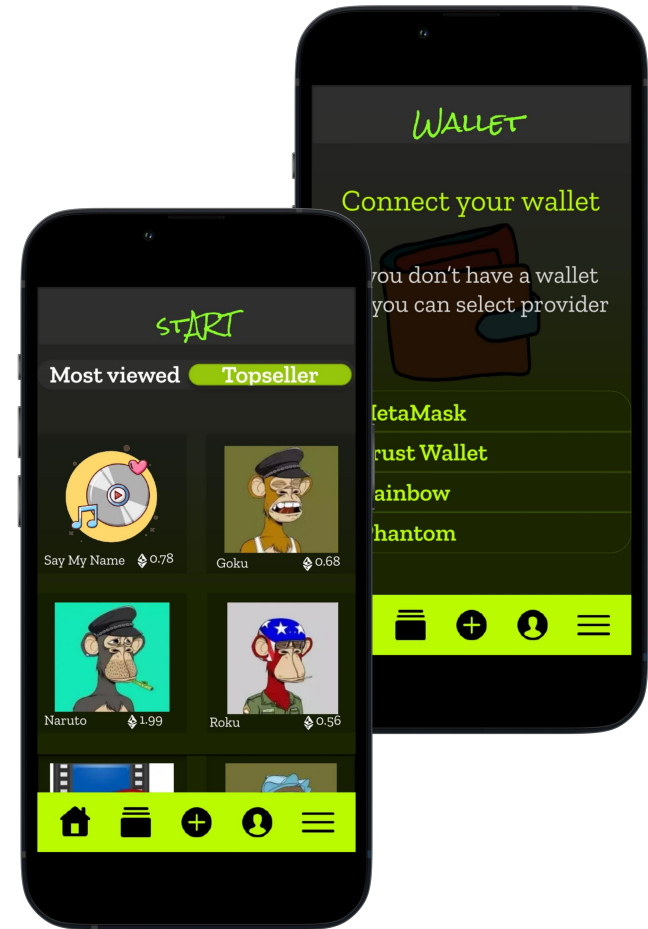
## The product:

My NFT app is a platform for users to create, store, and trade Non-Fungible Tokens (NFTs). Additionally, the app provides a marketplace where users can search for and purchase NFTs. The app also supports various forms of payment, including cryptocurrency, fiat currency, and stablecoins.



## Project duration:

April 2022 - Dec 2022



# Project overview



## The problem:

Users have difficulty finding right platform for creating NFTs also they are not paid well for their extra ordinary work(ART).



## The goal:

Using NFT app user can can convert their own art to NFT and can set there own value.  
User can even buy unique art or music to work on.

# Project overview



## My role:

UX designer, designing an app for START  
(Create Your Own NFT).



## Responsibilities:

Conducting interviews, creating paper and digital wireframes, Creating low and high fidelity prototypes, conduct usability studies, designing.



# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't know how to utilize their talent.

This user group confirmed initial assumptions about Start(Create your own NFT) , but research also revealed that not only awareness but lack of knowledge about NFTs and platform affected.

# User research: pain points



1

## Lack of trust

Many users are hesitant to invest in NFTs due to the lack of trust in the asset. There is a need for more transparency and trust in the NFT industry.



2

## High transaction fees

Transaction fees for NFTs can be high, which may discourage some users from investing..



3

## Limited markets

The NFT industry is still in its early stages, so there are limited markets for users to explore and purchase assets.

# Persona: Ariel

## Problem statement:

Ariel is an architect who needs to collect art for enhancing her work and she needs good platform to achieve her goal



**Ariel**

**Age:** 45

**Education:** Architect art

**Hometown:** Ontario, Canada

**Family:** Two kids and lives with husband.

**Occupation:** Collecting art for home decors.

*"I am an art collector, nowadays pure art is hard to find."*

## Goals

- As i am working as an architect my major goal is to collect a good art for my work.
- Also i want to be unique in collecting art

## Frustrations

- Lack of options hinders me alot in my work and also i need to roam alot of places to find best match which takes alot of time of me.

Ariel is an architecture her job asks her to be updated with new options and new art, her main concern is options she get is less also she has to spare a lot of time to find good art which makes her work less efficient. Also she is having family and because her work she cannot give time to them.



# User journey map

Mapping Ariel's user journey revealed how helpful it would be for users to have access to Start (Create your own NFT) app.

## Persona: Ariel

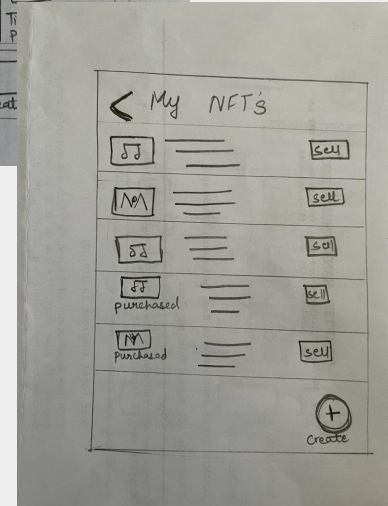
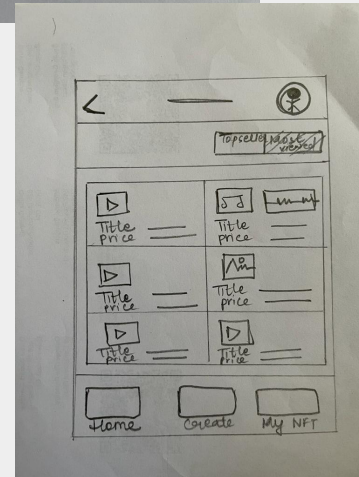
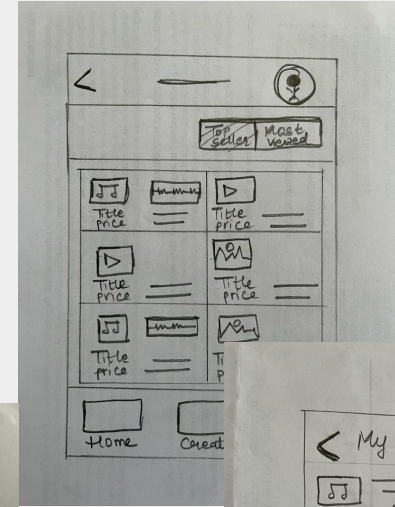
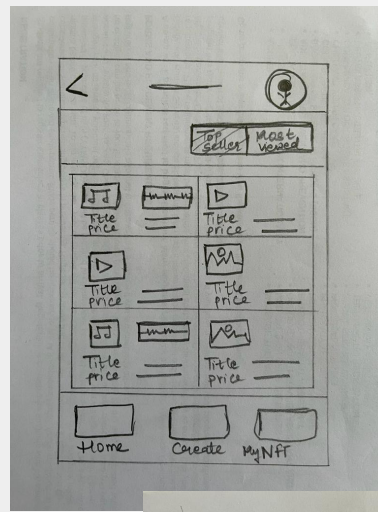
Goal: Ariel wants to collect best art for her work, but also she wants to save her time from visiting many places for finding art.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. To know art requirements.	Tasks A. To find a good platform where she can find art of her choice	Tasks A. To bargain for her budget	Tasks A. To see whether the art is unique or not.	Tasks A. Continue to manage time.
FEELING ADJECTIVE	Nervous	Curious	Conscious.	Pressure	Tensed
IMPROVEMENT OPPORTUNITIES	She can go through more and more art and artist.	She can indulged with some agencies	She can decide her budget and then go for collecting art.	She should be updated with latest art.	She can bound her working hours.



# Paper wireframes

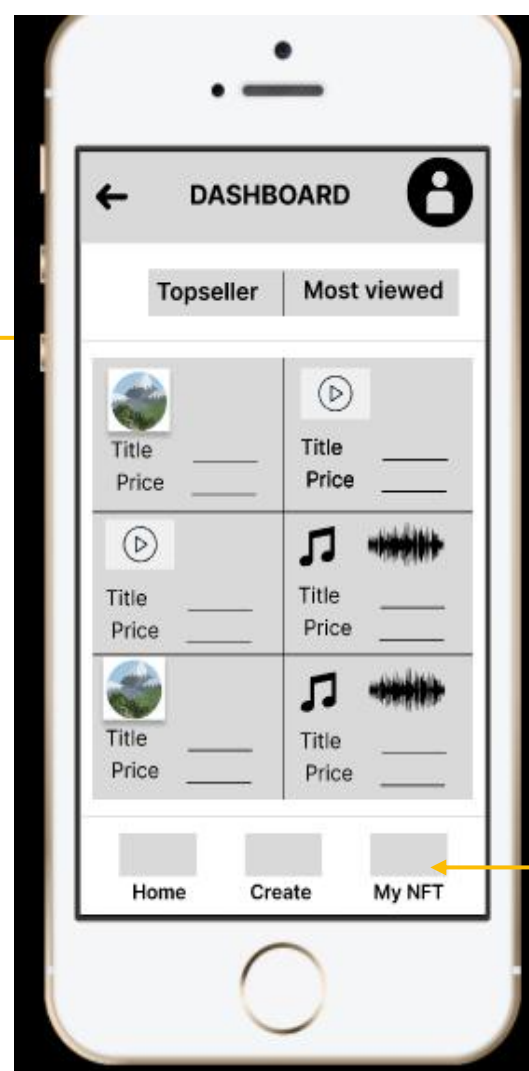
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy Status bar also added segment control for easy navigation.



# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Segment control for easy navigation of screens

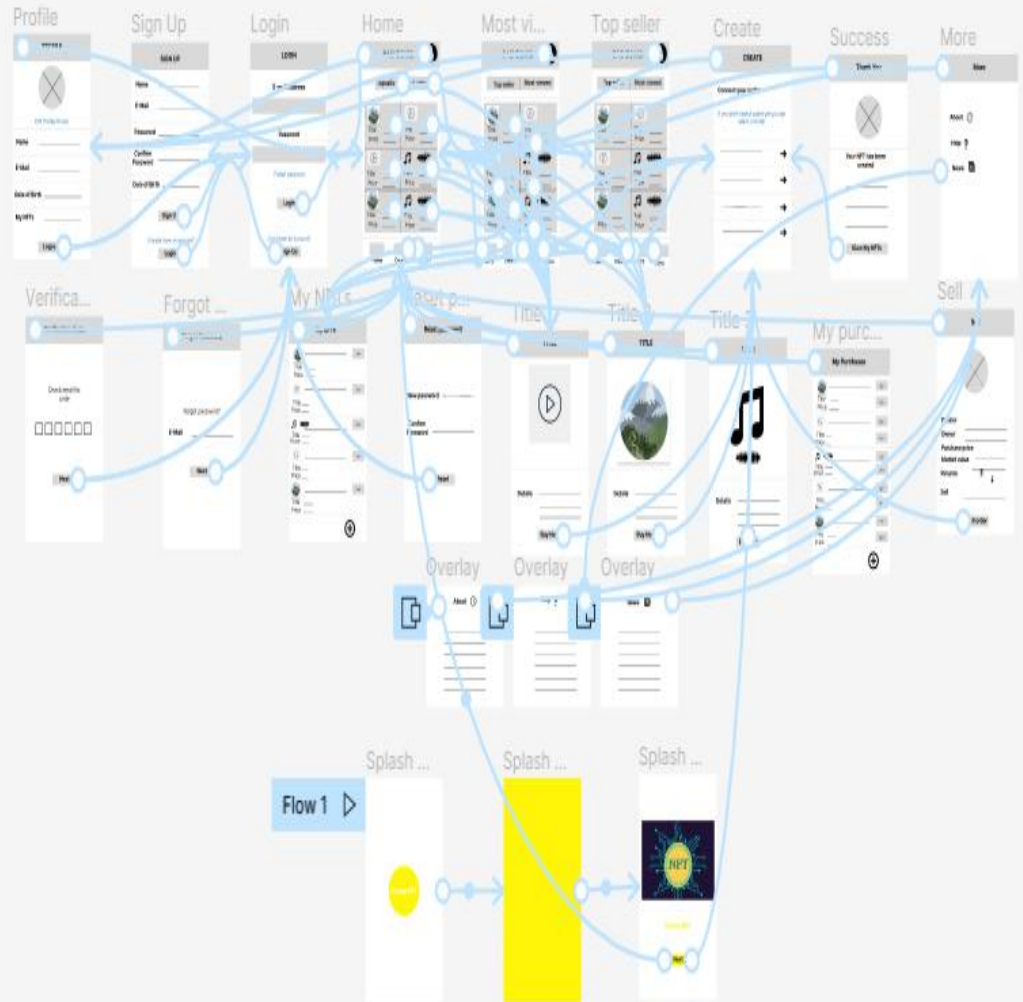


Created a status bar for easy navigation

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was navigating from dashboard to other screens, so the prototype could be used in a usability study.

View the Start(Create your own NFT)  
[Low-Fidelity Prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Users are not able to access certain features of the app
- 2 Poor navigation can make it difficult for users to find what they are looking for and make the app confusing to use

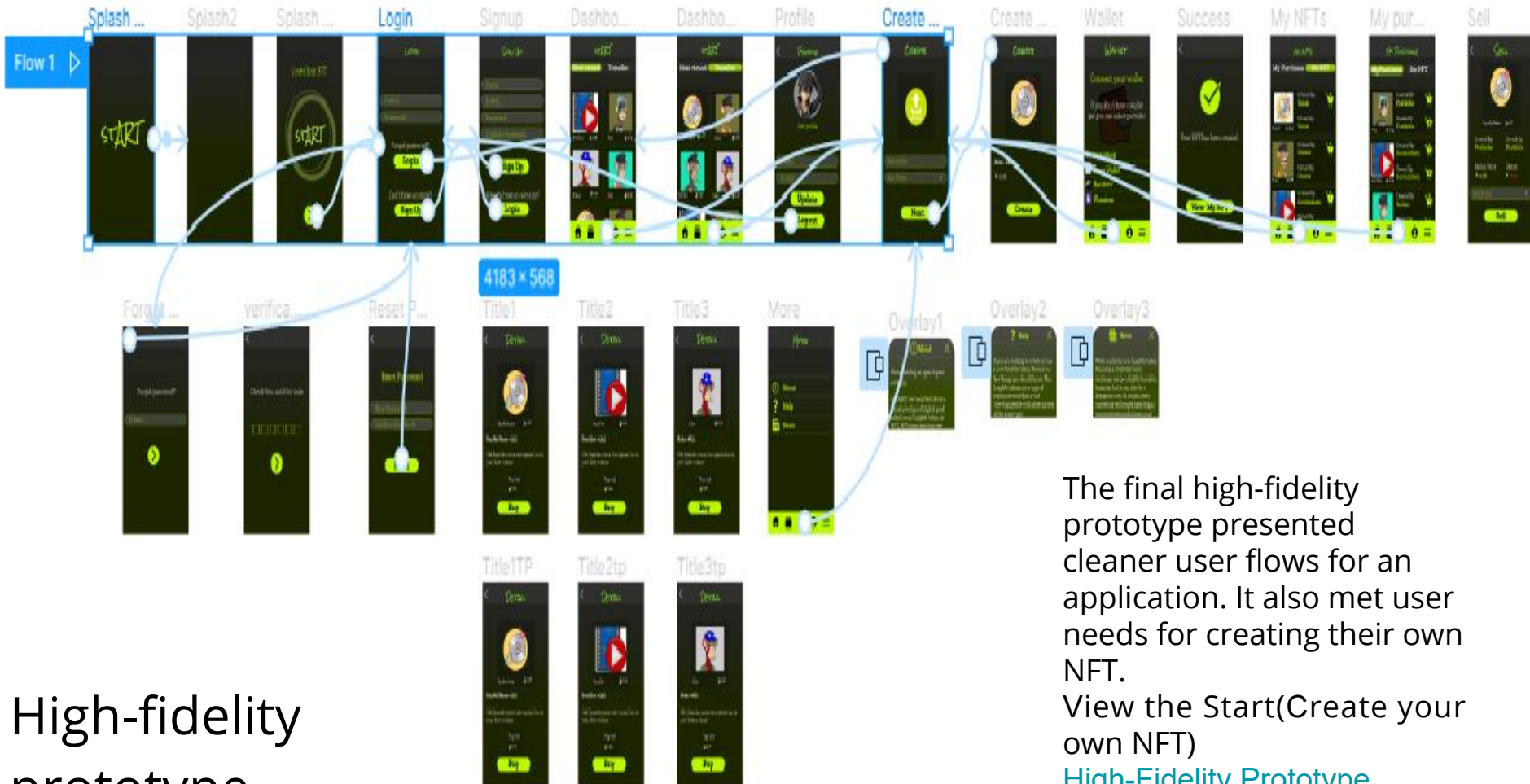
## Round 2 findings

- 1 As NFT is new concept users find difficulty in technical terms like choosing provider for wallet app
- 2 User find difficulty in transition between screens

# Mockups







High-fidelity  
prototype

The final high-fidelity prototype presented cleaner user flows for an application. It also met user needs for creating their own NFT.  
View the Start(Create your own NFT)  
[High-Fidelity Prototype](#)



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used segment control, status bar and navigation bar for easy navigations.



# Takeaways



## **Impact:**

APP Improved accessibility and make digital assets more accessible to a wider range of people. This is because it's easier to create, store and manage digital assets on the blockchain than it is for physical assets.



## **What I learned:**

There is never ending learning process while creating or designing any application and also after feedbacks you will also get opportunity to improve yourself.

# Next steps

1

Improve design, flow and add features according to user demand

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Conduct more user research to determine any new areas of need.

# Let's connect!



Thank you for your time reviewing my work.

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Thank you!