# UX Portfolio

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# Content Accessibility Project

The [QuickSwad DEX website](#) is somewhat inaccessible for new users getting into DeFi. Anyone visiting QuickSwap can be forgiven for being somewhat bewildered by the terms and how the website functions. Unlike a centralized exchange, decentralized exchanges do not require KYC/AML registration for use. Thus, any new user will be immediately perplexed as to where the login button might be. In general, the website assumes that users will understand the terms by looking them up elsewhere.  This lack of definitions can be very frustrating.
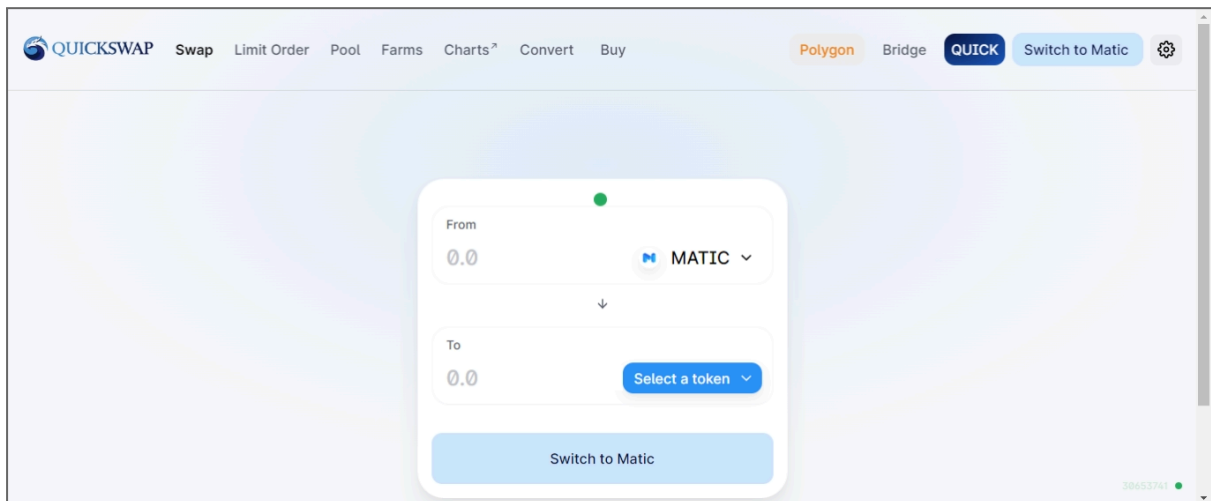


## Complete Lack of Information

As noted above, there is a complete lack of information about what many terms mean. Nonetheless, there are no pages within the website that explain the differences between LIP mining, Dragon Mining, or Dragon's Syrup.  The pool data displayed under each pool is even more frustrating, since many would-be liquidity providers do not understand how to effectively compare liquidity pools.  The home page (shown above) reveals extensive room for improvement.

## No Login / Registration

While many DeFi users realize that decentralized exchanges do not register users, not everyone does. It would be helpful if there was a label in the top upper right-hand corner simply stating "No Registration Required." Strangely enough, I believe some crypto users may actually welcome registration since it begets the need for a password - which seemingly provides a sense of security for many crypto users.

## Technical Jargon

Aside from unknown page labels like Dragon's Lair,  the site uses some technical jargon as well. For instance, the setting icon in the top right hand corner displays a drop-down javascript-enabled tab that lets the user select slippage tolerance (the pricing difference between the price at the confirmation time and the actual price of the transaction users are willing to accept when swapping). Most users- even expert users - would be hard-pressed to explain this term.



It would be nice if a mouse-over enabled pop-up simply gave a one-sentence explanation of the phrase.  A similar issue related to the term "Bridge" on the navigation bar (needed when completing a transaction requires a bridge between two different blockchains).
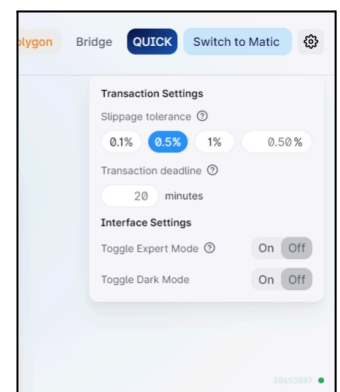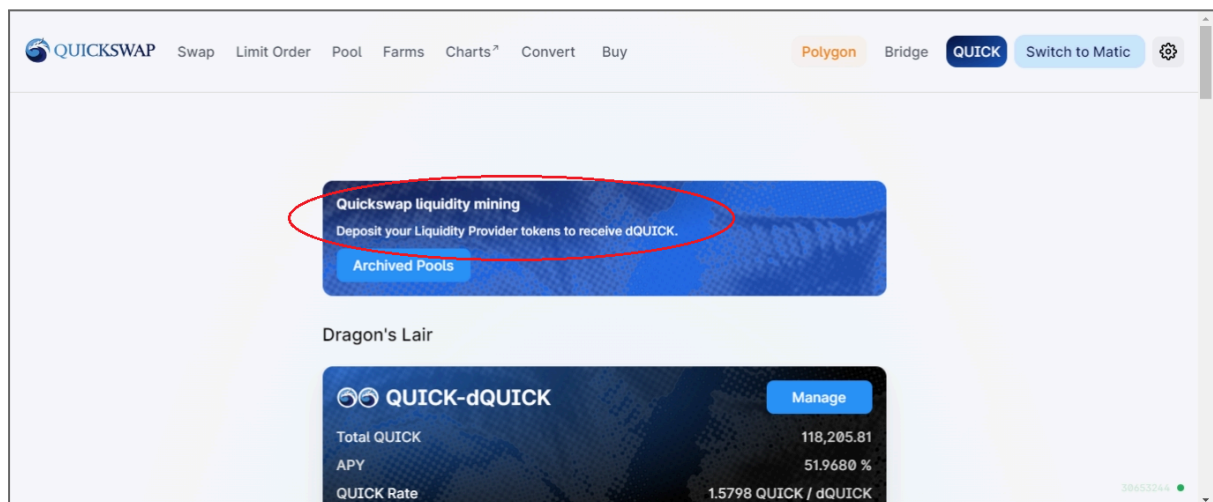
## Secondary Site / Extension Required

Although the homepage seems somewhat intuitive, new users may not understand that they need to connect to an online wallet first if they seek to swap tokens or become a token liquidity provider.   Without understanding this step first, the entire website can appear somewhat baffling to the new user. Fortunately, some (but not all) pages note the need to do so halfway down the page..
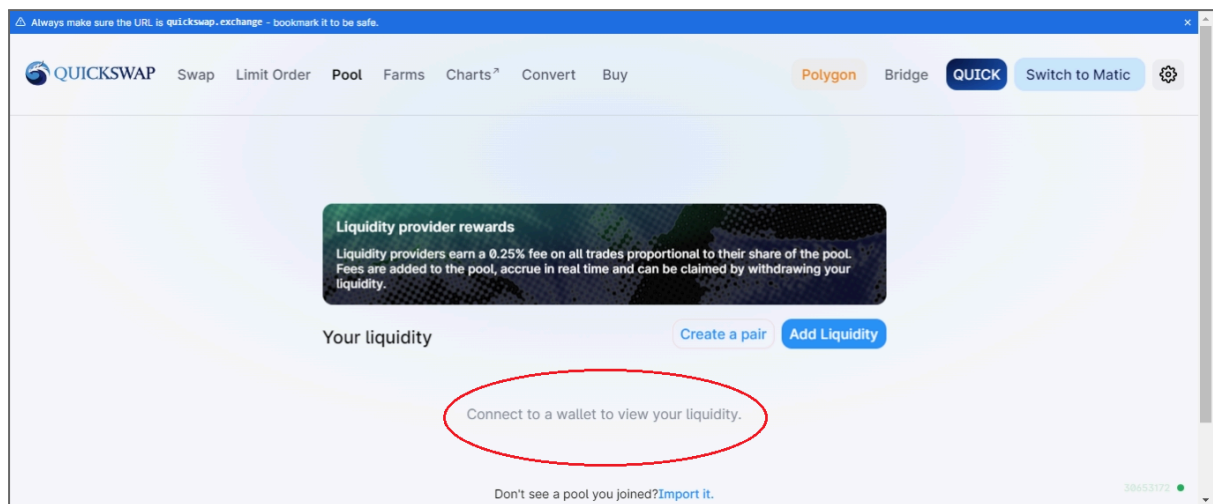


## Missing Incentives

If even new users look up the terms, they're still bereft of a reason to participate. They may understand that providing token liquidity in the form of staking will provide them rewards. But there is no explanation of how to use this reward (dQUICK) and what value it has (although the Dragon's Lair page references it). Without such an understanding, potential users will remain mystified as to why they should become a liquidity provider.  In the end, a simple FAQ page could go a long way in fixing many of the problems listed here.

# Voice and Tone

| Characteristics | How it applies to us | Do | Don't |
|---|---|---|---|
| **Innovative & Cutting Edge** | We want to showcase that we're excited about new technologies. | Provide a sense of excitement and awe with regard to new capabilities.. | Use technical jargon. Limit references to technology that users cannot access (or is not being used). |
| **Expert & Informative** | We want users to view us as a high-value resource for crypto users | Focus on providing in-depth explanations on desired topics. | Go overboard with too much detail or technical jargon.. |
| **Empathetic & Friendly** | We want users to view us as approachable and willing to help. | Use drill-down question techniques to fully understand user issues | Come across as inauthentic or overly solicitous. |
| **Humorous** | We seek to sound more empathetic (not sympathetic). As a service app, humor can set us apart this way. | Use humor for effect after technical explanations - for reader relief. | Use humor at someone else's expense. Be wary of using dry humor. |

# Voice and Tone Examples

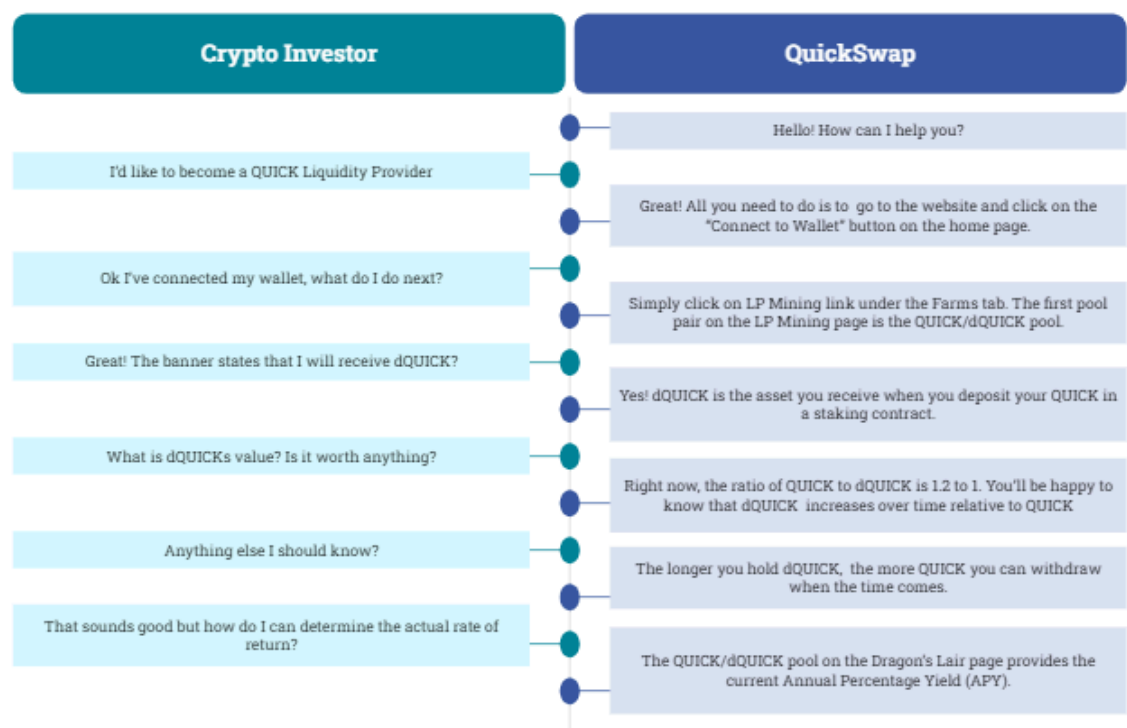| Do | Don't |
|---|---|
| We've implemented the latest multi-sig password security protocol to ensure your password remains safe for the foreseeable future. | Our cutting edge security team plans to implement quantum secure protocols to ensure password security in the next five years. |
| QuickSwap not only allows for the liquid staking of tokens, it also reveals the many different ways in which users can employ liquid staking to increase their ROI. | QuickSwap not only allows for the liquid staking of tokens, it also allows node validators to employ zero-knowledge proofs for security purposes |
| Since many crypto users are new to liquid staking, we're here to help you every step of the way. Ask us ANY questions you might have in the chat box below | Since many crypto users are new to liquid staking, we'll happily bend over backwards to get you on your way. After all, your needs are second to none! |
| While we can't promise you the moon, we do believe our liquid staking offerings are your best bet for getting that lambo you've always wanted. | While we can't promise you the moon, we do believe our liquid staking offerings will make you the envy of all those 20-something crypto moon-boy out there. |

# Content Heuristics Map

| Affordable Limo |
|:---:|
| http://affordablelimogr.com/ |

| Buyer's goals | To determine whether to reserve a vehicle with Affordable Limo |
|:---:|:---|
| **Organization's goals** | To increase request a quote queries (and ultimately bookings)<br>To hire qualified drivers<br>For content scorecard: Determine obstacles hindering bookings |

| USABILITY | | | |
|:---:|:---|:---|:---:|
| **Content Heuristic** | | **Comments** | **Score (0-10)** |
| **Accessible** | Easy to understand language | Hiring note at top reference CDL, a technical term within the transportation industry | 8 |
| | Available in the languages the people using it are proficient in | Local area company | 10 |
| | Every element has text for screen readers to speak | no alt text for images either | 0 |
| **Purposeful** | What the person should or can do to meet their goals is clear | Potential confusion between "Rates" and "Request a Quote" (the latter seems to allow for negotiation) | 9 |
| | The organization's goals are met | Landing page could have a CTA stating "Apply Today" for hiring section (instead of "More Information and application") | 9 |
| **Concise** | Buttons have three or fewer words; text is <50 characters wide, <4 lines long | Problems at top with hiring note, as it displays excessive text | 6 |
| | Information presented is relevant at this moment in the experience | Hiring note in header not relevant to potential customers. Also, "West Michigan Transportation | 7 |

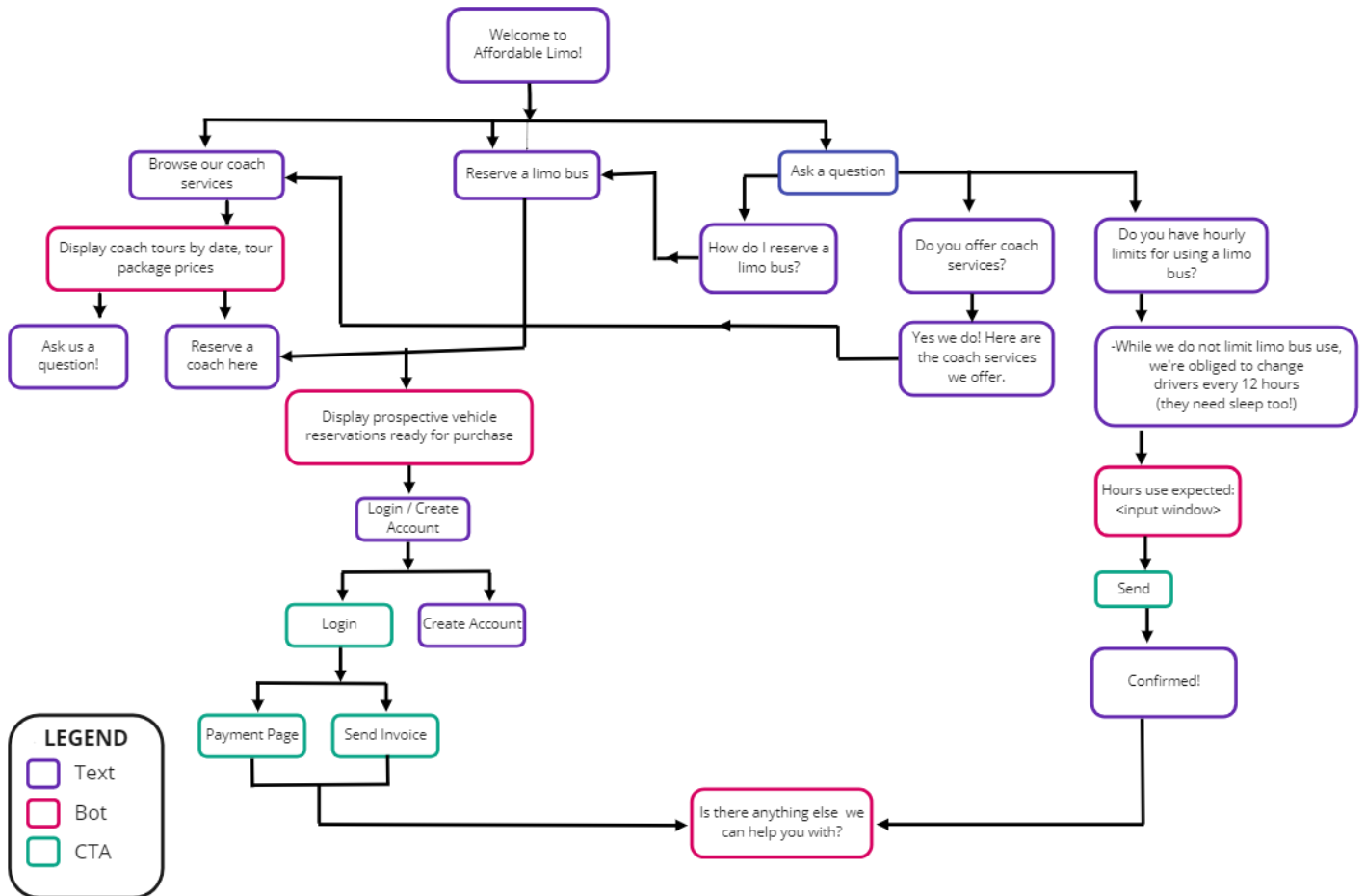| | | | |
|---|---|---|---|
| | | Services" is superfluous. | |
| **Conversational** | The words, phrases, and ideas are familiar to the people using it | Except for hiring note | 8 |
| | Directions are presented in useful steps, in a logical order | | 10 |
| **Clear** | Actions have unambiguous results | Footer has Follow-up drop-down menu- uncertain whether this would fully clear to potential customers | 9 |
| | How-to and policy info is easy to find | FAQ tab included on menu - as opposed to a policy page | 10 |
| | Error messages help the person move forward or make it clear they can't | When search bar comes up with no results, there is no accompanying message | 2 |
| | The same term means the same concept, every time it's used | | 10 |

| VOICE | | | |
|---|---|---|---|
| **Criteria** | | **Comments** | **Score (0-10)** |
| **Concepts** | Are concepts consistent? | The hiring paragraph in header works against the rest of the landing page | 7 |
| **Vocabulary** | Is vocabulary inaccessible? | no, except possibly in hiring paragraph | 9 |
| **Verbosity** | Is Landing page too verbose? | The hiring note in the header is too verbose. Bottom of page has too many bullet points | 7 |
| **Syntax** | Is syntax correct? | Sidebar should read "bachelor or bachelorette party" which means eliminating "and/or" | 9 |
| **Punctuation** | Is punctuation problematic | no | 10 |
| **Capitalization** | Is capitalization consistent or confusing? | no | 10 |

# Conversation Flow

**Context:** QuickSwap is an Automated Market Maker (AMM) that enables crypto investors to receive token rewards for providing liquidity to other investors. The conversation below illustrates how a QuickSwap customer service conversation might sound if one actually existed.

| Crypto Investor | QuickSwap |
| --- | --- |
| | Hello! How can I help you? |
| I'd like to become a QUICK Liquidity Provider | |
| | Great! All you need to do is to go to the website and click on the "Connect to Wallet" button on the home page. |
| Ok I've connected my wallet, what do I do next? | |
| | Simply click on LP Mining link under the Farms tab. The first pool pair on the LP Mining page is the QUICK/dQUICK pool. |
| Great! The banner states that I will receive dQUICK? | |
| | Yes! dQUICK is the asset you receive when you deposit your QUICK in a staking contract. |
| What is dQUICKs value? Is it worth anything? | |
| | Right now, the ratio of QUICK to dQUICK is 1.2 to 1. You'll be happy to know that dQUICK increases over time relative to QUICK |
| Anything else I should know? | |
| | The longer you hold dQUICK, the more QUICK you can withdraw when the time comes. |
| That sounds good but how do I can determine the actual rate of return? | |
| | The QUICK/dQUICK pool on the Dragon's Lair page provides the current Annual Percentage Yield (APY). |

# Chatbot User Journey Flow



Welcome to Affordable Limo!

Browse our coach services

Reserve a limo bus

Ask a question

Display coach tours by date, tour package prices

How do I reserve a limo bus?

Do you offer coach services?

Do you have hourly limits for using a limo bus?

Ask us a question!

Reserve a coach here

Yes we do! Here are the coach services we offer.

-While we do not limit limo bus use, we're obliged to change drivers every 12 hours (they need sleep too!)

Display prospective vehicle reservations ready for purchase

Hours use expected: <input window>

Login / Create Account

Send

Login

Create Account

Confirmed!

Payment Page

Send Invoice

Is there anything else we can help you with?

**LEGEND**
- Text
- Bot
- CTA

# Microscopy Challenges

**Challenge 1: Liquidity Provider Risk Warning**

**Scenario**:    The marketing team for an automated market maker (AMM) app is noticing an upsurge in complaints about monetary losses on the AMM. They seek to warn traders about impermanent loss and why it  occurs. .

**Challenge**:    Write a message for an automated market maker app warning traders about impermanent loss.

**Headline**:    40 Characters max:  Warning: Traders Are Subject to Impermanent Loss

**Body**:    100 Characters max:  Liquidity providers are subject to token price declines from the
actions of    arbitrage traders.

**Button**:    15 characters max:    More Details
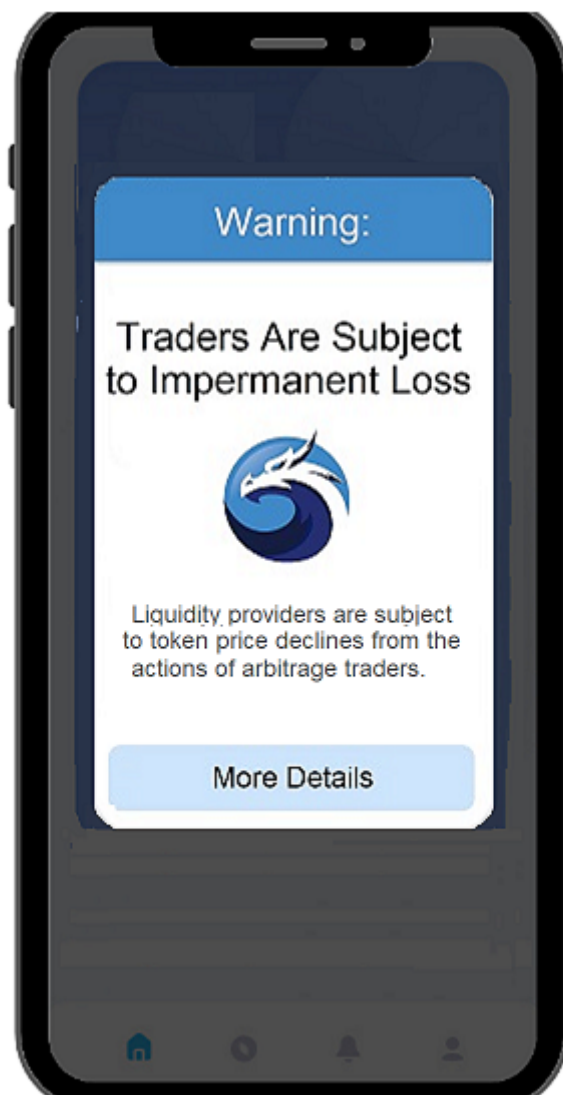
**Challenge 2:** Withdrawal Function Temporarily Suspended

**Scenario**:      A centralized exchange app is temporarily suspending the withdrawal function for a particular token because of liquidity issues.

**Challenge**:      Write a message for a centralized exchange app notifying users that their withdrawal function has been temporarily suspended..

**Headline**:      40 Characters max: Withdrawal Function Temporarily Suspended

**Body**:      100 Characters max:  We have temporarily suspended token withdrawals to ensure adequate  liquidity is maintained.

**Button**:      15 characters max:    Back to Home
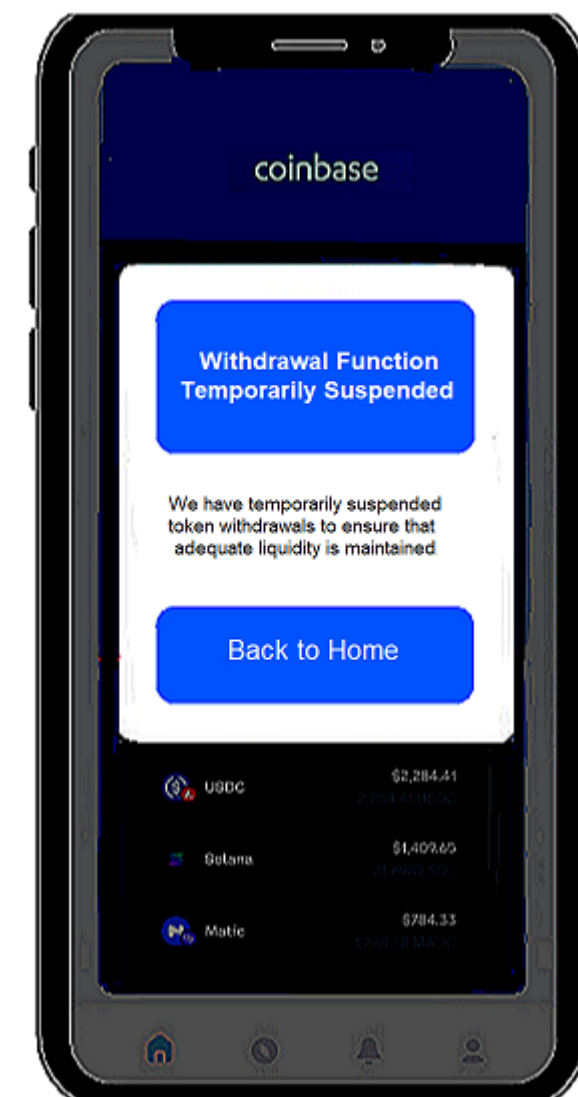
**Challenge 3: Wallet Token Swap Failure**

**Scenario**:    A crypto trader seeking to swap their ETH for USDT within a MetaMask wallet is unable to do so because they lack the requisite Ethereum gas.

**Challenge**:   Write a message for an online wallet app that a token swap transaction has failed.

**Headline**:    40 Characters max:  Token Swap Failure

**Body**:    100 Characters max:  Please ensure that you have enough gas to complete the transaction.

**Button**:    15 characters max:    Buy Gas
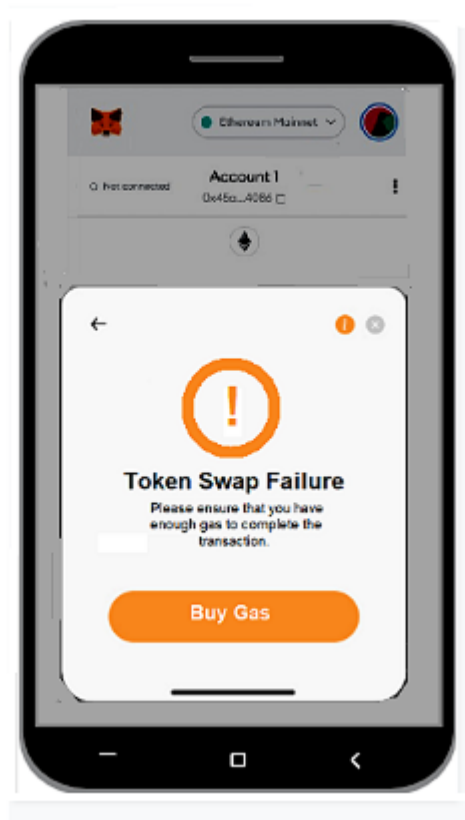
**Challenge 4: Centralized Exchange Leverage Warning**

**Scenario**: Crypto traders who leverage their tokens on a centralized exchange can either generate extensive losses or extensive rewards.

**Challenge**: Write a message for a centralized exchange app warning traders that leveraging tokens for the sake of a trade is a high-risk endeavor.

**Headline**: 40 Characters max:  Warning: Leveraging Tokens Is a High Risk Endeavor

**Body**: 100 Characters max:  Traders that leverage tokens to generative extensive gains may also generate  extensive losses..

**Button**: 15 characters max:    Back to Home
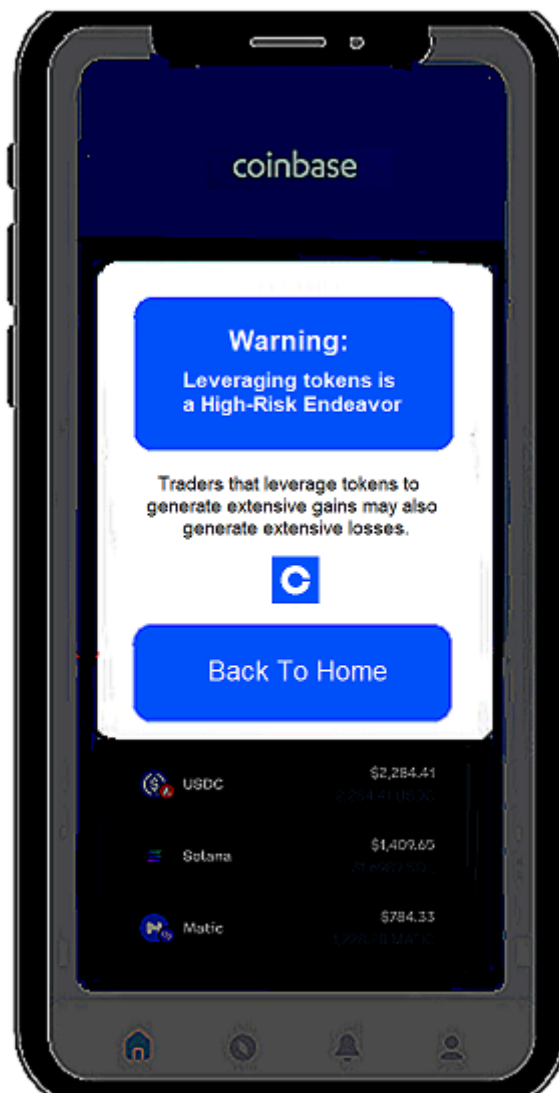
**Challenge 5: Token Transaction Delay**

**Scenario**: Crypto traders on a particular exchange are noticing that their transactions are experiencing an inordinate delay.

**Challenge**: Write a message from the centralized exchange app warning users that token transactions may be delayed.

**Headline**: 40 Characters max:  Token Transaction Delay

**Body**: 100 Characters max:  Please note that your transaction has been delayed because of network congestion.

**Button**: 15 characters max:    More Details

**Challenge 6: Confirm Your Exchange Account**

**Scenario**: A crypto trader has successfully registered to use a centralized exchange. Before they can use the account however, they must confirm their contact information.

**Challenge**: Write a message from a centralized exchange app asking users to confirm their account.

**Headline**: 40 Characters max: Please Confirm Your Account

**Body**: 100 Characters max: An email has been sent with a PIN to confirm your account. Please submit it below.

**Button**: 15 characters max: Submit PIN
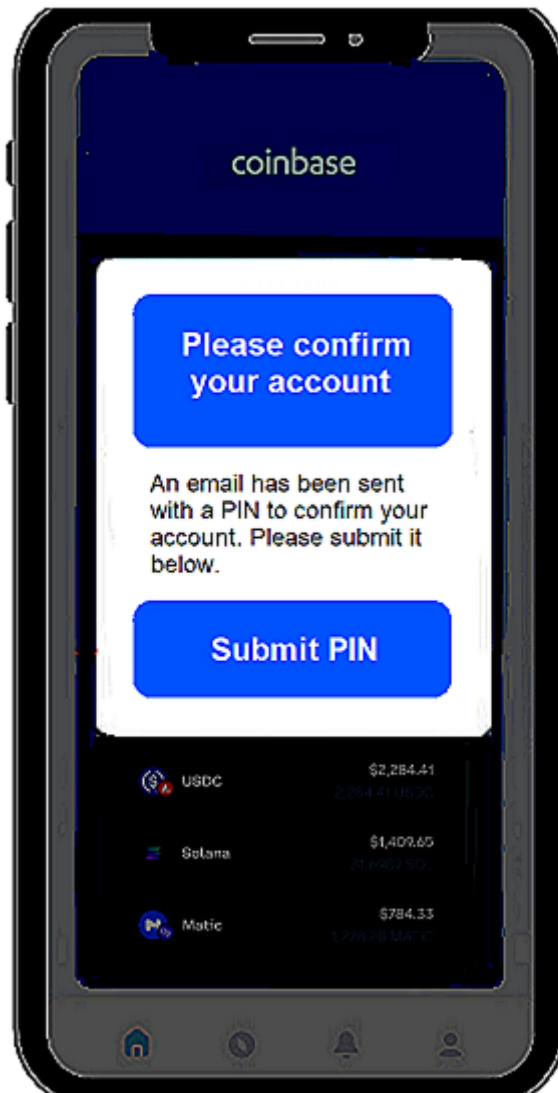
**Challenge 7: Exchange Registration Failure**

**Scenario**:     A crypto trader wishing to register on a centralized exchange has not provided adequate identification to satisfy KYC/AML requirements.

**Challenge**:    Write a message for a centralized exchange app that notifies users that their exchange registration has failed because of identification requirements.

**Headline**:    40 Characters max:  Your Registration Has Failed

**Body**:          100 Characters max:  Please resubmit personal ID documents in accord with our exchange  requirements.

**Button**:        15 characters max:    Register Again
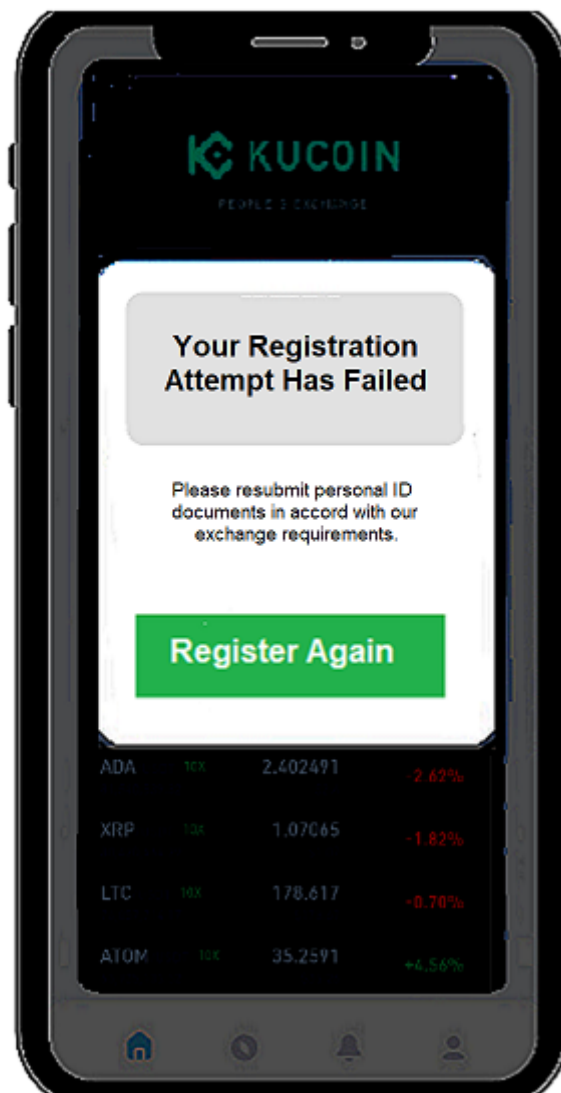
**Challenge 8: Centralized Exchange Country Restriction Warning**

**Scenario**:     A crypto trader wishing to use a foreign crypto exchange is restricted from doing so because of SEC regulations.

**Challenge**:    Write a message for a centralized exchange app warning users that their home country has restricted  use of the exchange.

**Headline**:     40 Characters max:   Our Exchange is Restricted in Your Jurisdiction

**Body**:         100 Characters max:  We're sorry to inform you that trading on our app is restricted in your country.

**Button**:       15 characters max:    Back to Home
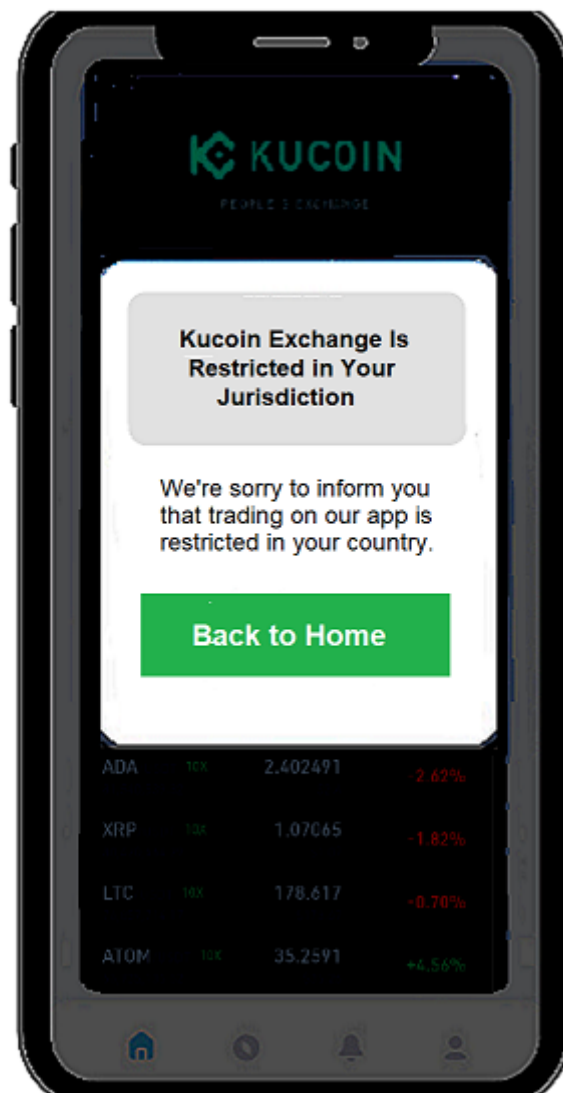
**Challenge 9: Wallet DAT File Upload Failed**

**Scenario**:    A crypto trader is having trouble using their wallet's backup DAT file because it is no longer  compatible with the wallet's updated directory files.

**Challenge**:    Write a message for a desktop wallet app that the wallet's DAT file is no longer compatible with the wallet's newly updated directory files.

**Headline**:    40 Characters max:  DAT File  Incompatible With Wallet

**Body**:    100 Characters max:  Create a new DAT file by restarting your wallet

**Button**:    15 characters max:    Restart Wallet
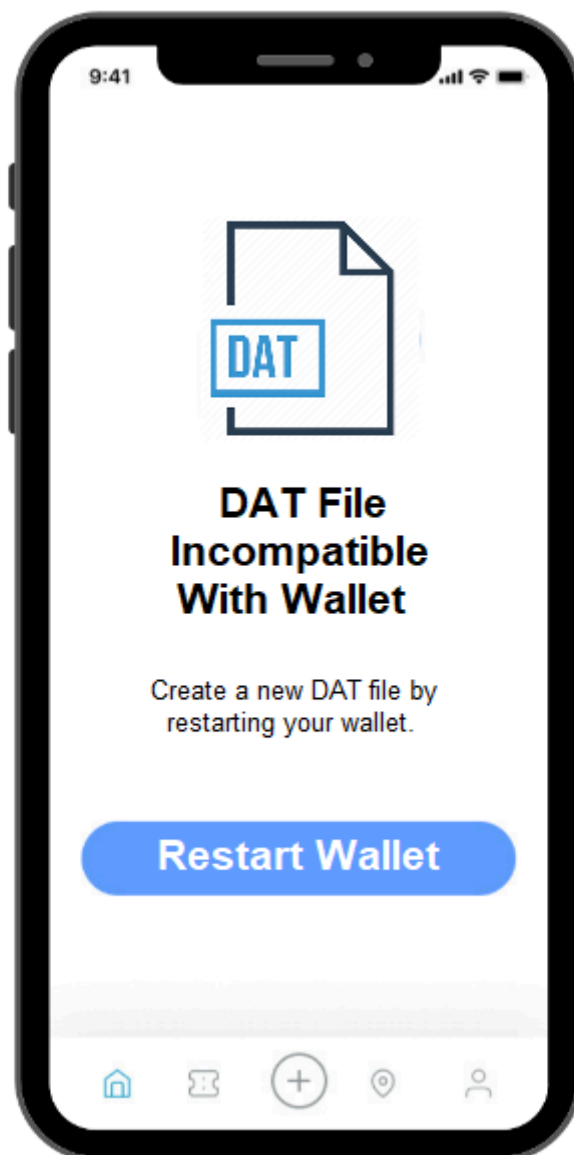
**Challenge 10: Transaction Canceled by Exchange**

**Scenario**:    A crypto trader's attempt to withdraw  tokens from a centralized exchange has been stymied by a network error, instigating the exchange to cancel the transaction..

**Challenge**:    Write a message for a centralized exchange revealing that a user's attempted transaction has been canceled..

**Headline**:    40 Characters max:  We Have Canceled Your Transaction

**Body**:    100 Characters max:  A network error necessitates we cancel your transaction.  Please resubmit your  request.

**Button**:    15 characters max:    More Details
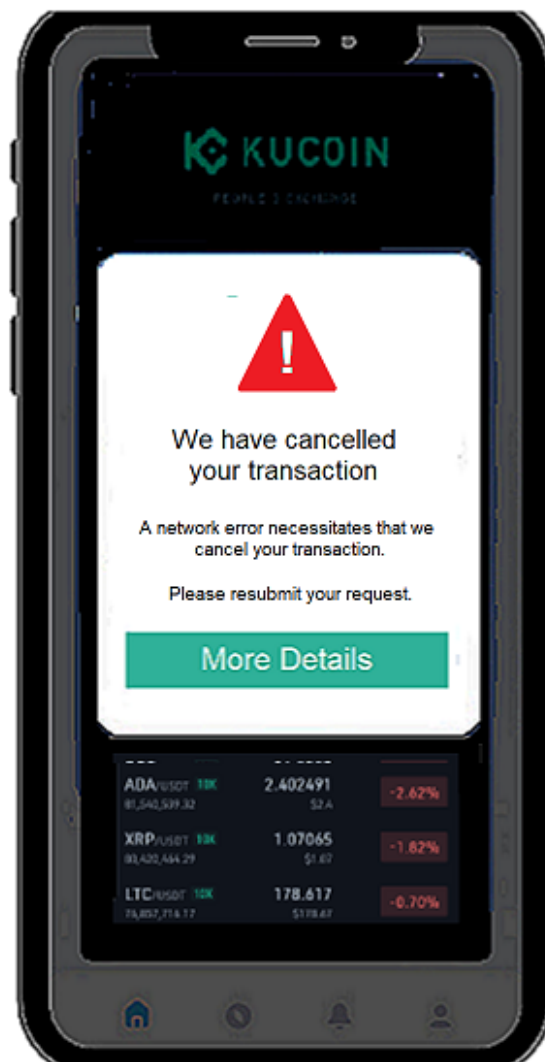
**Challenge 11: Transaction Warning to Select Correct Network**

**Scenario**: A crypto trader is in the midst of filling in transaction details for an upcoming token withdrawal. Its imperative they select the correct network responsible for transferring the tokens, lest they lose all the tokens in the process.

**Challenge**: Write a message for a centralized exchange app warning users to carefully select the correct network before proceeding with a transaction.

**Headline**: 40 Characters max:  Please Select the Correct Network

**Body**: 100 Characters max:  Failure to select the correct network will result in a loss of tokens during withdrawal.

**Button**: 15 characters max:    More Details
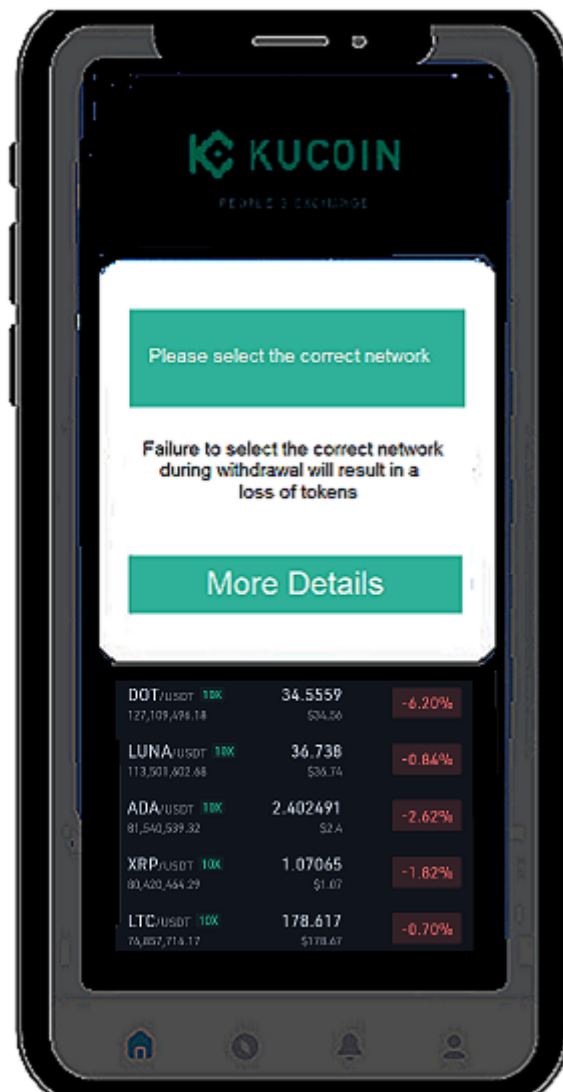
**Challenge 12: Subscription End for Crypto Trading App**

**Scenario**:    A crypto trader is nearing the end of their trading app's annual subscription run.

**Challenge**:    Write a message for a crypto trading app warning users that their annual subscription is about to run out.

**Headline**:    40 Characters max:  Your Subscription Will End Soon

**Body**:    100 Characters max:  You can continue trading on our app after your subscription ends by renewing it  below.

**Button**:    15 characters max:    Renew Subscription
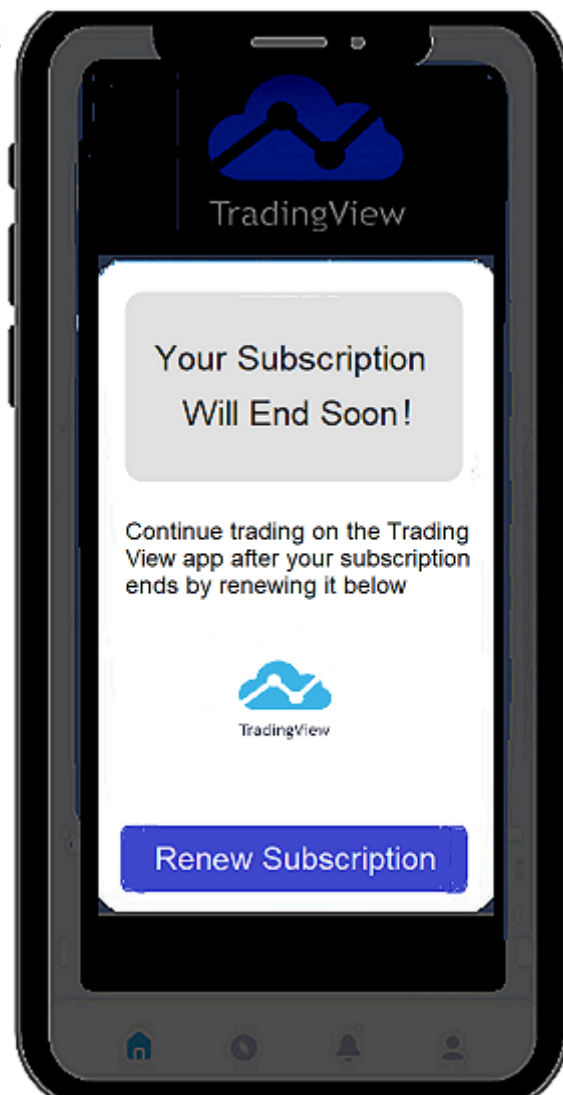
**Challenge 13: Swap Potential for Excessive Slippage**

**Scenario**:   A liquidity provider attempts to conduct trades on an automated market maker app absent a "confirm transaction prompt', thereby opening up the possibility of excessive slippage.

**Challenge**:   Write a message from an automated market maker app warning users that they may experience excessive slippage with a transaction.

**Headline**:   40 Characters max:  Token Swap Prone to Excessive Slippage

**Body**:   100 Characters max: Proceeding with this swap may result in lost funds.

**Button**:   15 characters max:   More Details