

TL;DR

We propose an in-depth user research project for Lido, targeting token holders with 100k-1M LDO who are not active in governance. The project aims to find a way to activate new voters and discover missed channels for communication with them. Involves outreach, interviews, creation of behavioral personas, and an activation plan. Total cost: \$24,000. However, if we are unable to locate this user cohort, the project will be terminated, reducing the total cost to \$10,950.

Overview

The core team at Lido are working to design an on-chain delegation solution (and other improvements) to encourage governance participation. [OpenUX](#) wishes to support the team in this effort, by conducting robust user research with a group of users traditionally difficult to get feedback from; those token holders who own 100k-1million LDO but who do not currently participate in governance.

OpenUX will conduct end-to-end user research with profiled participants, in order to address the core research questions and assumptions that the Lido team has, and support the team with confident decision-making around the design of the Lido governance experience, and leading to an activated and informed pool of governance participants.

- We'll publish the findings and work with the Lido core team and the wider community to generate novel solutions and ideas that not only improve engagement, but set the benchmark for protocol governance.

High level research questions OpenUX will answer

These are example questions only, and will be refined during the scoping phase of the user research engagement.

- What can we learn about 100k-1M LDO holders who don't take part in governance, that will help us activate this audience in governance?
- What types of behaviours do they exhibit outside of Lido?
- What work do they do, where do they hang out online, what other types of crypto activities do they participate in?
- Which channels can be used to find them?
- How can we activate them?
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- Which channels can be used to find them?
- How can we activate them?
- What are the current blockers to them participating in Lido governance?
- In what ways are these users different (or not) from the profile of top LDO holders (1M+)?
- What is their purpose for holding LDO if not to participate in governance?
- What other protocol governance do they take part in, if any, and why?
- What do they need from Lido in order to participate?
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Additionally, through this user research, we will discover new channels for the Lido team to be able to connect with these users, and provide direct introductions (where participants opt in).

Risks

There are only ~200 token holders who fit the profile of the user that the team is looking to learn from. OpenUX is experienced with user research recruitment and will utilise all means at our disposal to successfully recruit the desired number of participants, however success is not certain. Below are some failsafes that optimise our potential for success whilst protecting Lido funds:

1. For our recruit to be successful, we depend on the collaboration of the Lido marketing team to help publicise our 'call to research' across official channels. This will increase the likely success of finding the participants we want to speak with.
2. We will aim for 10 interviews with participants who own 100k-1M LDO and do not currently take part in governance. If we are unable to achieve this number, we will aim for a minimum of 6, with the additional 4 consisting of 1M+ token holders who do not take part in governance.
3. NB: We will only interview users who have NOT already been activated in some way by Lido (e.g. Token Rewards Share Program contributors)
4. The project is split into milestones, so if we are unable to achieve our target number of completed interviews, the project can be paused or sunset.

Our proposed research project timeline, milestone costs, activities and deliverables

Milestone 1: Study design, weeks 1-3

OpenUX will lead a workshop with core Lido members to refine the exact research questions to answer through the research study, gather assumptions, and accurately define the user profile for recruitment. We will design a participant recruitment strategy that is able to identify and screen for the exact user profile. This will go live across multiple channels.

We will design a study guide and interview protocol that addresses the main research questions and assumptions.

Deliverables

- Workshop materials defining research questions, assumptions, and user profile for recruitment.
- Recruitment screener and comms.
- Interview guide.
- Preliminary desk research on the profile of user, including review of existing insights relating to LDO holders who do take part in governance.

Milestone cost: \$8,250

Milestone 2: Minimum data gathering, weeks 4-5

We will conduct a minimum of 6 (goal = 10) in-depth user interviews with 100k-1M LDO holders who do not take part in governance.

Deliverables

- Anonymised transcripts (available only to core team)|

Milestone cost: \$2,700 (includes 6 participant incentives)|

Milestone 3: Additional data gathering

We will meet the goal of 10 in-depth interviews total, ideally with 4 additional target users, or supplemented with 1M+ LDO holders who do not take part in governance.

Deliverables

- Anonymised transcripts (available only to core team)

Milestone cost: \$1,800 (includes 4 participant incentives)

Milestone 4: Analysis and reporting

Top down and bottom up analysis of all transcripts and recordings, mapping the insights to the original research questions and assumptions. Creation of data driven behavioural persona(s) based on the insights. Final report completed, to including action plan to Lido. AMA/workshops with internal team at Lido, as well as external community members.

Deliverables

- Data driven behavioural persona(s)
- Published report of all findings
- Workshop assets containing insights to action
- Action plan

Milestone cost: \$11,250

Total costs

Consultancy hours: \$22,000

User research participant incentives (10 @ \$200): \$2000

Total: \$24,000 USDC/DAI

Payment schedule

Advance payment: \$10,950

Post-payment: \$13,050

Outcomes

- Deep understanding of the needs, pains and behaviours of the specific user profile, to inform all areas of the organization (product, marketing, community etc).
- Channels for acquisition identified.
- Detailed activation plan drafted (see below 'Actioning the findings').

Actioning the findings

- Should the Lido team not have capacity to act on our findings in a timely manner, OpenUX is happy to action the findings to the best of our ability. This is dependent on the outcomes of the research (we don't know what 'activation' might entail until the analysis is completed).
- If the solution for activating this cohort consists mainly of marketing, design, and/or white glove services, this is well within our capability. However, if the solution is a technical one, this is outside of our capability.
- Additionally, the outcomes might suggest this cohort can't be activated, we won't know until the research is completed.
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- Assuming the plan for activation is within our capability, OpenUX will draft a follow-on grant proposal. This will describe the activity, and confirm the metrics we will aim to achieve (we will activate a minimum number of people in this cohort, and agree this KPI with Lido beforehand), and request any necessary funds to cover the costs of the activity.

About OpenUX

- The Lead User Researcher on this project will be Georgia Rakusen (ultimately accountable for the outcomes). Also working on this project will be OpenUX co-founders Henry Harboe and Manansh Shukla.
- OpenUX is a web3-native collective of the most experienced UX researchers working in the space today. Our and our members' previous clients include: MetaMask, ConsenSys, Protocol Labs, MakerDAO, Yearn Finance, Liquity, Yearn, dHedge, Stacks Bitcoin ecosystem, Lens Protocol, NEAR, Solana, Infura and Pocket Network. Collectively we have interviewed more than 2000 individual web3/crypto users and developers across all use cases (NFTs, DAOs, infrastructure, DeFi, staking and more).
- Not only are we highly experienced user researchers, we are ETH-natives. We understand the staking landscape and are able to bring our deep knowledge of users and the ecosystem to add meaningful context to the insights from our research studies.
- We see user research as a public good in web3, and are dedicated to publishing our findings. Previous published research by our core members:
- In-depth study on the experiences of node operators for Rocket Pool. [How node operator experience insights can help Rocket Pool continue to enhance the security of Ethereum | by OpenUX | Jan, 2024 | Medium](#)
- We were awarded a grant by NEAR Foundation to conduct an in-depth study of the experiences of web3 users who are new to NEAR attempting to learn and onboard themselves into the ecosystem: [Dissecting the onboarding journey for new users to NEAR Protocol — OpenUX](#)
- A longitudinal study on the unique needs of Filecoin DeFi users for the protocol Glif. [Uncovering the unique needs of Filecoin DeFi users | by OpenUX | Medium](#)
- Metaverse user research study for Protocol Labs. <https://www.politico.com/f/?id=00000187-7685-d820-a7e7-7e85d1420000>
- DeFi user research report for ConsenSys. <https://cdn2.hubspot.net/hubfs/4795067/ConsenSys%20Codefi-Defi%20User%20ResearchReport.pdf>
- Ethereum 2.0 Staking ecosystem report for ConsenSys. <https://cdn2.hubspot.net/hubfs/4795067/Codefi/Ethereum%202.0%20Staking%20Ecosystem%20Report.pdf>
- In-depth study on the experiences of node operators for Rocket Pool. [How node operator experience insights can help Rocket Pool continue to enhance the security of Ethereum | by OpenUX | Jan, 2024 | Medium](#)
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- Metaverse user research study for Protocol Labs. <https://www.politico.com/f/?id=00000187-7685-d820-a7e7-7e85d1420000>
- DeFi user research report for ConsenSys. <https://cdn2.hubspot.net/hubfs/4795067/ConsenSys%20Codefi-Defi%20User%20ResearchReport.pdf>
- Ethereum 2.0 Staking ecosystem report for ConsenSys. <https://cdn2.hubspot.net/hubfs/4795067/Codefi/Ethereum%202.0%20Staking%20Ecosystem%20Report.pdf>

A note on protecting the identities of participants who take part in research with us.

We are aware that there may be resistance from some LDO holders about sharing their experiences with an outside organization (or even with Lido). Participant privacy is our number one consideration, and success of the research outcomes depends on people being able to trust our research processes. Screener responses will be anonymous. Those who are happy to participate in interviews can opt-in to do so, and their anonymity is respected too - we have plenty of experience researching with participants using pseudonyms and/or no camera.

We will never collect and store Personally Identifiable Information (PII), except for an email address that participants can volunteer - and that is only used for inviting them to an interview with us. Email addresses will be stripped from the raw data to conduct analysis. Video recordings of interviews are only used for the purpose of transcription and analysis, are stored in a GDPR compliant manner, and will be deleted roughly 6 weeks after completion of the study. No one except the research team will have access to videos or PII.

We use a range of techniques which ensure we get the right level of participation. Firstly, we make it clear who is conducting the research study; the fact that a third party is conducting the work can even support uptake (participants have a different perspective of outside organizations than they do for the org we're conducting the research on behalf of). We are doxxed

individuals, happy to be contacted at any time about the research, and will be available on community calls/AMAs.

We reward people with financial incentives for taking part in the study (silent voices are incentivised to speak up when there is a reward for doing so), and this is user research best practice. Usually for interviews, we pay people \$1 per minute of their time, so for hour-long interviews we pay people about ~\$60 for their time, but if it is an especially tricky recruit like this one we will pay people ~\$200.

We choose the right places to find participants. We advertise the 'call to research' well outside of the discord, as well as inside. And we use a range of different recruitment tools/methods, including web3 recruitment platforms such as Web3UX, as well as social media.

OpenUX Multisig Address for payment: eth:0xcD1bEdD9714b9c4Cad53222d10f5eB2BBd481E9c