

I'm an old UXer - old enough to have worked in product design during the dawn of personal desktop computing - even before internet mass adoption.

I'm much more interested in emotions, users' motivating a blocking issues, than I am in pixels and workflows. The key is to discover what a user wants and how to deliver on that. To do that it's important to identify target groups since "users" aren't a single mass with the same wants, hopes, fears, etc.

This thread is about gathering basic research & sharing info to help crypto mass adoption.