Enhancing the L-Earning Bazaar Platform and Onboarding New Personas

Project ID	1200107
Link	Open full project
Challenge	F12: Cardano Use Cases: Product
Budget	ADA 243,571.00
Funds distributed	ADA 118,237.00
Start date	Aug 12, 2024

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Milestone 1   **Milestone 2**   Milestone 3   Milestone 4   Final Milestone

Milestone 2

Latest submission of the Milestone 2.

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Milestone submitted at	July 25, 2024 at 7:07 AM	
Milestone Title	**[UI/UX Update]**	
Milestone Outputs	Milestone 2 will include the following key activities • Idearate generation for UI/UX update • User interviews • Finalisation of UI/UX design • Updating the UI/UX • Creating a walkthrough video of the completed UI/UX	**2** approvals **0** refusals Open *Milestone Outputs* reviews
Acceptance criteria	• Community members have access to the updated UI/UX walkthrough YouTube video. • Community members have access to the user interview results and the updated features via google document or Notion This UI/UX design includes basically the following features. • At the end of class, teachers can mint NFT badges for students who have completed the class as proof of completion. • Classes can be bought with ADA	**2** approvals **0** refusals Open *Acceptance criteria* reviews

Discussion ▲

- Even students who buy with a credit card can check their completion certificate NFT after the course.

User Interview

   Goal: Ensure that people who have never touched Web3 can use this educational platform smoothly.

- Number of interviewee；over 20people (Including 10 teachers and 10 students)
- Record the interviews and summarise and document their content. Include information on the interviewee's occupation, initials and age (We'll select interviewee from non web3 people.)
- Interviews will cover the contents below.
- And the list of the needs from the users will be made to update the UI/UX

1.Is the registration process appropriate and smooth?

2.If not, why not?

3.Was the booking of classes done properly?

4.If not, what were the reasons?

5.Was the testing process carried out appropriately?

6.If not, what were the reasons?

7.Did you receive your NFT badge?

8.If not, what were the reasons?

9.Was it easy to make the payment?

10.If not, why not?

11.If there're any thoughts about this platform, feel free to let us know

Evidence of milestone completion	- Community members have access to the updated UI/UX walkthrough YouTube video. - Community members have access to the user interview results and the updated features via google document or Notion These evidence includes Acceptance Criteria	**2** approvals	**0** refusals
		Open *Evidence of milestone completion* reviews	
Delivery Month	**2 - Oct 2024**		
Milestone Cost	**13.59%** **ADA 33,095.00**		
Project Completion	**28%**		
Signoff	Approved by Catalyst Team sign off user on: August 9, 2024 at		

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Proof of Achievement

Content:

Enhancing the L-Earning Bazaar Platform and Onboarding New Personas- Milestone 2 POA

Design Walkthrough Video and Figma

YouTube public video walk-through: https://youtu.be/QhIwXgwWuO4

Figma link: https://www.figma.com/design/bLsx1aTHpt87HQIzeYqvL1/Enhancing-the-L-Earning-Bazaar-Platform-and-Onboarding-New-Personas---Milestone-2?node-id=0-1&t=gZSXTbBE1dJytZlU-1

NMKR Credit card payment demo and explanation: https://docs.nmkr.io/nmkr-studio/set-up-sales/nmkr-pay/fiat-eth-and-sol-payment

User Interviews Result

Interview overview

L-Earning Bazaar: Interview Report on Payment & Wallet Connection

— Incorporating Additional User Feedback —

1. Background (Purpose & Environment of the Interviews)

Interview Participants

•Existing beta users (those who have experienced the ADA-based point prepayment method and mandatory wallet connection)

•New users (including blockchain beginners, university students, instructors, English speakers, parent-child users, etc.)

Objectives of the Interviews

1. Identify specific areas for improvement in the existing flow (prepaid points + mandatory wallet connection).

2. Gather expectations and concerns regarding new policies such as credit card payments and optional wallet connection.

3. Understand additional feature requests (organizing course categories, more granular review functions, DAO tool integrations, etc.) to explore the platform's extensibility.

Discussion ▲

[Website Deployment (Staging & Beta testing)](#) (Cardano preprod testnet)

•Demonstration of the existing UI and mock-ups of upcoming credit card payment UI

Interview Method

Conducted via online video calls / in-person sessions

Users were shown the UI screens and walkthrough videos, then asked for their feedback

Interview Results

The full interview results were recorded in [this google sheet](#) (note that there are two tabs). The names of the participants were shortened to initials for anonimity.

2. Newly Added User Feedback

1."Right now, we can only leave comments and reviews on a per-class basis, so it would be really helpful if we could receive reviews for each individual lesson."

2."When offering courses on AI or regional revitalization, we need to organize the categories. Since we're launching primarily in Japan, it might be better to have only Japanese-language categories."

3."I believe most young people can use it without any issue. It would be even better if we could promote this platform in conjunction with the current NEO88 project."

4."I'd like to create a class where children can learn art. Overall, I think the new design changes have made it look much better."

5."From the perspective of those who aren't strong in English, we need more Japanese content or a Japanese user guide."

6."It would be great if we could establish compatibility with other DAO tools. For instance, it would be helpful if users could take classes on Learning Bazaar using tokens from the co-creation DAO."

7."It would be better to clearly define the categories and arrange them in a logical, related order."

8."I find it easier to use than the learning platform we use at the university, and I don't think college students will have any trouble using it."

9."Since I speak English, even without understanding Web3, I was still able to easily achieve my goals."

10."I was able to register without any trouble, but when thinking about how students will use it, I'm concerned about how they'll handle the money they earn. Since they're acquiring crypto assets, there may be situations where their parents need to file a tax return."

3. Previous Method & Challenges (Recap)

Point Prepayment (ADA → Platform Points) & Mandatory Wallet Connection

Many users were resistant to buying/sending cryptocurrency.

Needing to create/connect a wallet to receive an NFT badge posed a hurdle, especially for blockchain novices.

Here, we integrate the newly added requests and improvements to further discuss

Discussion ▲

4. Directions for Improvement (Reflecting the New Feedback)

4.1 Review Function per Lesson

•**User Request**: "Allow users to leave feedback on individual lessons, not just the overall class (course)."

•**Improvement Approach**:

Implement a system to manage lesson structures, enabling comments/ratings at the lesson level.

More detailed user feedback will benefit instructors and other students.

4.2 Clearer Categories (Japanese-Focused, Logical Classification)

•**User Request**: "If we're going to offer diverse topics like AI or regional revitalization, we need well-organized categories. Since this is primarily for Japan, maybe just have categories in Japanese."

•**Improvement Approach**:

•Define broad categories (e.g., AI, Business, Art, Regional Revitalization), then subdivide them further.

•If some category names are in English, switch them to Japanese as needed for clarity.

4.3 NEO88 Collaboration & DAO Tool Integration

•**User Request**: "Promote the platform in conjunction with NEO88. It would be cool if people could take classes with Co-Creation DAO tokens."

•**Improvement Approach**:

•Explore potential API integrations/token authentication to support DAO tools.

•First, prioritize implementing credit card payments; plan DAO integrations in a later phase, ensuring an extensible design.

4.4 Child-Focused Art Classes & Japanese Guide for Beginners

•**User Request**: "I'd like to create art classes for children. Also, we need more Japanese guides for those with limited English."

•**Improvement Approach**:

•Strengthen the Japanese UI, help resources, and tutorials. Specifically add parent-child usage instructions.

•Given that more kids' classes will appear, consider adding an age-based recommended category and detailed notes for parents.

4.5 College Students & English Speakers Not Having Issues

•**User Feedback**: "College students are used to e-learning platforms, so no big challenge. And if someone speaks English, they can navigate Web3 tasks even if they don't fully understand Web3."

•**Considerations**:

•Some users are fine with an English UI, so a multi-language toggle might be beneficial.

•Plan for potential partnerships with universities, including B2B or institutional usage.

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•**User Concern**: "If students earn crypto, how do they handle it? Parents might have to file a tax return."

•**Proposed Measures**:

•Provide disclaimers on the platform

(FAQ for minors owning crypto, tax obligations, etc.).

•Clearly state in the terms and guides that families need to set their own rules.

•Define the platform's liability and keep users informed about any relevant legal aspects.

5. Roadmap for Implementation & Improvement

1. **Credit Card Payment Implementation (High Priority)**

2. **Lesson-Level Review Function (This phase)**

3. **Category Reorganization & Japanese Guide Expansion (This phase)**

4. **Optional Wallet Connection + Exploring DAO Integrations (Next Phase)**

5. **Notifying Minors About Tax Obligations(Next Phase)**

6. Conclusion

Taking these user requests into account, we aim to develop a learning platform accessible to a wide range of age groups and language backgrounds. While we will prioritize implementing credit card payments and enhancing UI multilingual support, we also plan to gradually roll out features like DAO tool integration (NEXT Phase) and more detailed review capabilities to improve overall usability.

We look forward to continuing to refine L-Earning Bazaar step by step, based on this feedback and further user insights.

Submitted at:	May 16, 2025 at 8:51 PM
Proof of Achievement reviews	**2** approvals **0** refusals Open Proof of Achievement reviews
Signoff	**Approved by Catalyst Team sign off user on: May 22, 2025 at 6:54 AM**

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