

Unmoderated Usability Testing

Mezo Information Architecture and
Navigation Testing

February 2025

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Study Goals

Reinforce our confidence & identify gaps in day 1 Mezo App nav paradigm (Bank-Govern-Explore)

- Closed Card Sorting [\[link\]](#)
- Tree Testing with the use of Prototype [\[link\]](#)
- Preference Testing Navigation testing [\[link\]](#)
- A/B Testing Govern [\[link\]](#)

Research Methods and Users

WHAT WE DID

- We tested with **6 users**
- Cohorts:
- Super Normie / every person
- Degen user / Ethereum-Solana fan people
- Liquidity provider / yield chaser / Curve userDegen user / Ethereum-Solana fan people
- **Unmoderated** usability testing

Findings & Insights



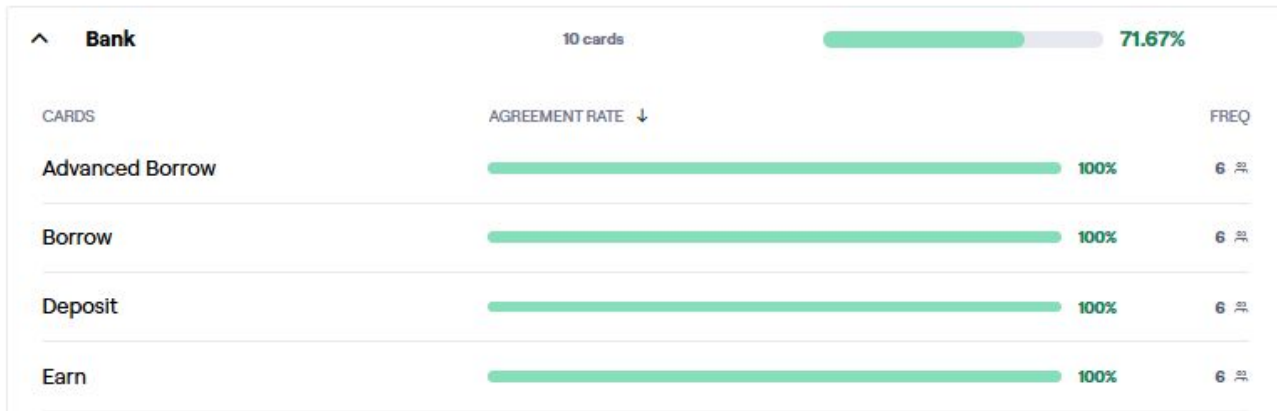
Findings and Insights

Card Sorting Results - User Categorization of Features

What was tested: Users were asked to categorize product features into logical groups (Bank/Governance/Explore)

Findings:

High Agreement (100%): Features like "Borrow," "Earn," "Deposit," "Advanced Borrow," were consistently placed in the same category - BANK



Findings and Insights

High Agreement (100%):

👉 Features like "**Borrow**," "**Earn**," "**Deposit**," "**Advanced Borrow**," were consistently placed in the same category - **BANK**

👉 Features like "**Featured**," "**Social**" "**Gaming**," "**Shopping**," "**NFTs**," were consistently placed in the same category - **EXPLORE**

👉 Features like "**Pool Voting**," was consistently placed in the same category - **GOVERN**

	Explore	Govern	Bank
Featured	100%		
Social	100%		
Gaming	100%		
Shopping	100%		
NFTs	100%		
Pool Voting		100%	
Stake/Delegate		83.3%	16.7%
Earn			100%
Deposit			100%
Advanced Borrow			100%
Borrow			100%
Send	16.7%		83.3%
Swap	16.7%		83.3%
DeFi	50%		50%
Liquidity Pools	33.3%	16.7%	50%
Incentivize Pools	33.3%	33.3%	33.3%

Findings and Insights

Moderate Agreement (83.3 - 50%):

👉 Features like "Send" "Swap," "DeFi," "Liquidity Pools," were placed in the same category - **BANK**

👉 Features like "Stake/Delegate" were placed in the same category - **Govern**

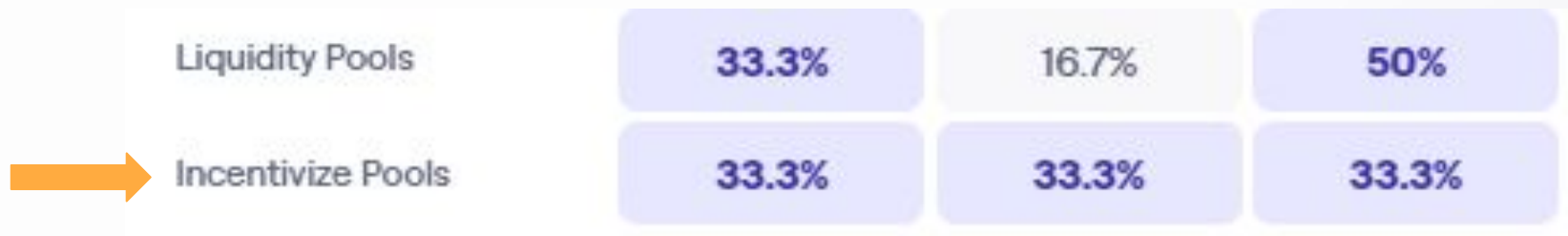
Lower Agreement (50% - 33.3%):

👉 Features like "DeFi," "Liquidity Pools," "Incentivize Pools," were consistently placed in the same category - **EXPLORE**

	Explore	Govern	Bank
Featured	100%		
Social	100%		
Gaming	100%		
Shopping	100%		
NFTs	100%		
Pool Voting		100%	
Stake/Delegate		83.3%	16.7%
Earn			100%
Deposit			100%
Advanced Borrow			100%
Borrow			100%
Send	16.7%		83.3%
Swap	16.7%		83.3%
DeFi	50%		50%
Liquidity Pools	33.3%	16.7%	50%
Incentivize Pools	33.3%	33.3%	33.3%

Findings and Insights

Card Sorting Results - User Categorization of Features - OUTLIERS



Feature	Placed in Multiple Categories	Agreement Rate
Liquidity Pools	3 categories	33.33%
Incentivize Pools	3 categories	33.33%
Swap	2 categories	50%
Send	2 categories	50%
Stake/Delegate	2 categories	50%

Findings and Insights

Card Sorting Results - User Categorization of Features - OUTLIERS

👉 Liquidity Pools & Incentivize Pools (33.33% agreement)

🔍 Why It's an Outlier

- These features were placed across three different categories, meaning there was no clear consensus on where they belong.
- Liquidity pools can be seen as both a banking action (financial management) and a DeFi action (yield farming, governance participation).
- Incentivize Pools adds another layer of complexity because it ties into rewards, governance, and liquidity management.

🎯 Possible Solutions

- Rename or clarify Liquidity Pools and Incentivize Pools in navigation menus.
- Consider adding tooltips or contextual descriptions explaining where these actions fit.

Findings and Insights

Card Sorting Results - User Categorization of Features - OUTLIERS

👉 Swap (50% agreement)

🔍 Why It's an Outlier

- Users placed "Swap" in two different categories, indicating uncertainty.
- "Swap" could be interpreted as either a financial transaction (Bank) or a trading action (Explore).
- Some platforms treat swapping as a basic function, while others integrate it into broader DeFi mechanisms like yield farming.

🎯 Possible Solutions

- Consider a dual-placement strategy (e.g., a shortcut in "Explore" but fully detailed under "Bank").

Findings and Insights

Card Sorting Results - User Categorization of Features - OUTLIERS

👉 Send (50% agreement)

🔍 Why It's an Outlier

- Users were divided between two categories:
 - **Bank** (treating it as a core money transfer function).
 - **Govern** or **Explore** (seeing it as a part of interacting with the broader ecosystem).
- This suggests confusion about whether "Send" is a core action (like withdrawing/depositing) or if it's something more advanced (like interacting with governance or liquidity strategies)

🎯 Possible Solutions

- Clarify the "Send"—is it strictly transferring assets.

Findings and Insights

Card Sorting Results - User Categorization of Features - OUTLIERS

👉 Stake/Delegate (50% agreement)

🔍 Why It's an Outlier

- Users were split between:
 - **Bank** (managing funds)
 - **Govern** (voting & staking participation)
- Staking is both a financial and governance action, so users' hesitation makes sense.

🎯 Possible Solutions

- Place basic staking under "**Bank**" (since it's often tied to yield-earning strategies).
- Keep "Delegate" under "**Govern**", since it directly relates to governance participation.
- Consider renaming "Stake/Delegate" to two distinct options:
 - "**Stake**" (for yield)
 - "**Delegate**" (for voting)

Bank (Core financial actions)

- Borrow
 - Advanced Borrow (*clarify with tooltip: "Customize risk parameters"*)
 - Earn
 - Deposit
 - Withdraw (*added based on user feedback*)
 - Send
 - Swap
-
- Liquidity Pools (*moved from Govern to Bank for clarity*)

Explore (DeFi & Yield)

- Incentivize Pools (*moved from Govern to Explore for clarity*)
- Staking (*separated from Delegation for clarity*)
- Yield Opportunities (*new label to replace unclear DeFi earning actions*)
- Featured
- NFTs
- Gaming
- Social
- Shopping

Govern (Voting & Delegation)

- Delegate Voting Power (*renamed from Stake/Delegate for clarity*)
- Pool Voting
- Proposals & Governance

Findings and Insights

Changes:

- ✓ Withdraw added (Users felt it was missing).
- ✓ Liquidity & Incentivize Pools moved to Explore (Users weren't sure they belonged in Govern).
- ✓ Staking & Delegate Voting split (One for yield, one for governance).
- ✓ "Yield Opportunities" added (Better framing for DeFi yield).
- ✓ Govern section simplified & clarified.

Findings and Insights

Prototype Navigation Testing Tree Testing - Task Completion

What was tested: Users were given tasks (e.g., "Where do you go to get a stablecoin loan using BTC as collateral?") and had to navigate the interface to find the answer.

Findings:

100% Task Success Rate across all tested actions (depositing BTC, swapping tokens, sending funds, earning yield, staking, voting, etc.).

Some Misclicks (~14-22%): Certain tasks, such as sending funds and voting on governance proposals, had noticeable misclick rates.



Explanation & Implications:

The 100% success rate is a strong indicator that navigation works well. Users could consistently find the right locations for these tasks.

Misclicks suggest moments of hesitation—users may not be sure at first where to go, leading to accidental clicks. This might be resolved with better menu hierarchy, clearer button text, or tooltip

Findings and Insights

Prototype Navigation Testing - Task Completion

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Findings and Insights

Missing Features & Unclear Terminology

What was tested: Users were asked whether any important features were missing and if any terms were confusing.

Findings:

- **Missing Feature Identified:** 1 participant mentioned "Withdraw" was missing.
- **Confusing Terms:** "Advanced Borrow," "Govern," and "DeFi" were unclear to multiple users.

Explanation & Implications:

- The mention of "**Withdraw**" suggests that users may not have found an explicit withdrawal option.
- Confusing terms like "**Advanced Borrow**" suggest a need for better explanations. Users assumed it meant more customization, leverage, or risk-adjusted borrowing, but specifics were unclear.
- "**Govern**" and "**DeFi**" confusion means governance-related actions may need clearer descriptions or tooltips to guide users.

Findings and Insights

👉 **Withdraw**

Mentioned only once but extremely important nonetheless.

👉 **Advanced Borrow**

Users expectation from “Advanced Borrow” is the following:

- default params vs toggle able advanced params (liquidation thresholds, LTV, etc)
- Basic -> default risk param, one click Advanced -> set your own param, multiple options
- Borrow would have fewer settings visible, and it would have standardized preset settings that meet an average/recommended risk profile. Advanced Borrow might have more settings that the user can adjust, or it might require larger amounts of collateral.
- Maybe it's leveraged borrow, not sure.
- More features unlocked in advanced borrow
- Hard to imagine the specifics but generally expect more customisability across more aspects of the loan when compared with normal borrow.

Version A

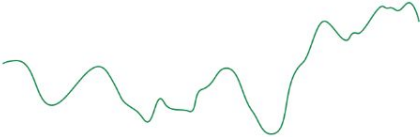
SuperApp

BankGovernExplore

username_01

Total Portfolio

\$12,000.123.723



Assets

BTC

Bitcoin

Label

Paragraph

BTC

Bitcoin

Label

Paragraph

Loans

Version B

SuperApp

BankExplore

username_01

Bank

Borrow

Earn

Deposit

Swap

Send

Stake/Delegate

Advanced Borrow

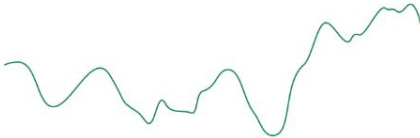
Liquidity Pools

Pools Vote

Incentivize Pools

Total Portfolio

\$12,000.123.723



1M

3M

6M

1Y

3Y

Assets

BTC

Bitcoin

Label

Paragraph

BTC

Bitcoin

Label

Paragraph

Loans

Sub heading

Need help?

Findings and Insights

User Expectation vs. Reality - Does Navigation Match Mental Models?

What was tested: Users were asked to perform the same task on two different navigation types and then asked to choose which version felt more intuitive

- Version A (Dropdown Navigation).
- Version B (Switch + Side Navigation)

Findings:

- 33% preferred Version B (Switch + Side Navigation).
- 33% preferred Version A (Dropdown Navigation).
- 33% said both were equally intuitive

Findings and Insights

User Expectation vs. Reality - Does Navigation Match Mental Models?

Explanation & Implications:

- The side navigation structure was more intuitive for most users, suggesting that this layout makes it easier to find key features.
- Since 33% still preferred dropdowns, hybrid options (such as combining a side menu with dropdown subcategories) might be worth exploring.

Findings and Insights

Explanation & Implications:

No Strong Preference – Since responses are evenly distributed, it suggests that neither navigation option is significantly more intuitive than the other. Users might be comfortable with both, or the differences may not be significant enough to impact usability.

Familiarity & User Expectations – The fact that one-third of users found both intuitive implies that they may have encountered both navigation styles frequently in other apps. Users may adapt to different layouts based on prior experience rather than one being objectively better.

Context Matters – The results indicate that both navigation structures work, but the ideal choice depends on the use case.

- Dropdown navigation (Version A) might be more suitable for simpler structures with fewer menu items.
- Side navigation (Version B) is often better for apps with more complex hierarchies and frequent navigation between sections.

Potential for a Hybrid Approach – Since there's no dominant winner, a combined approach (e.g., a top navigation for high-level categories and a side menu for detailed options) might be a solution worth testing.

Recommendations

- ✓ Conduct follow-up qualitative/quantitative testing to understand why users felt both were intuitive—was it habit, clarity, or design?
- ✓ Consider hybrid navigation, especially if the app has multiple sections that benefit from quick access via side navigation while still maintaining an overview via top navigation.
- ✓ Analyze specific pain points—if possible, track interaction heatmaps or ask users where they hesitate while navigating.

Maze Full Data Report here -

<https://app.maze.co/report/Navigation-Testing-LIVE/9ela8s7m6s549y1/intro>