

UX of Decentralized Blockchain Applications



Andrei Mironov &
Hester Bruikman-Pagán
ProfsoUX 2018
April 14th, St. Petersburg

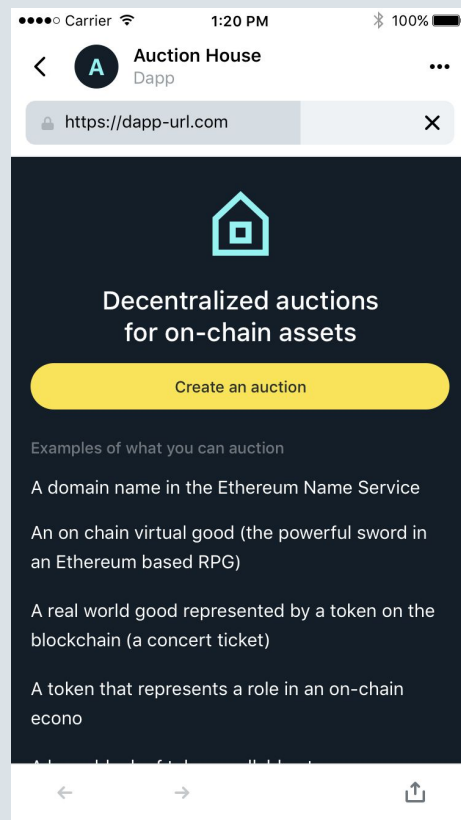
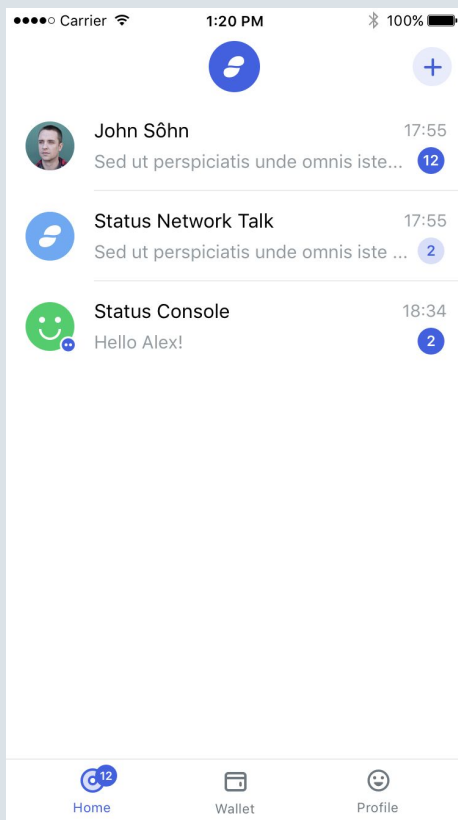
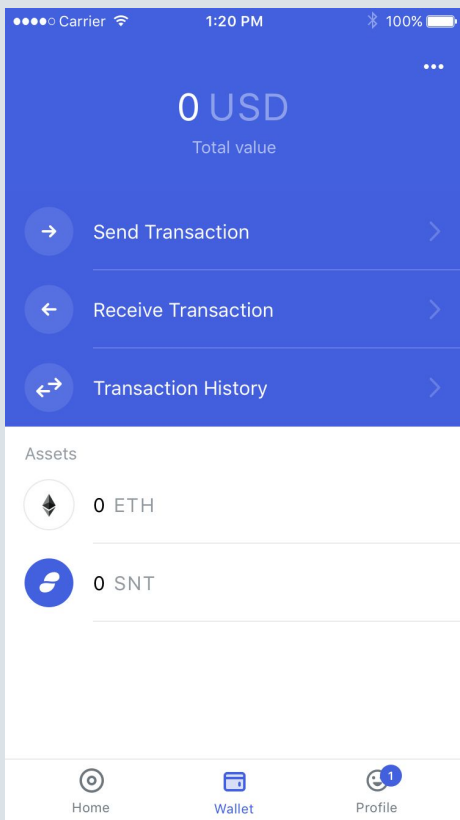
System for value exchange

Word, Rights, Information, Assets



Building a socio-economic network

Through mass-adoption of Ethereum.





Hester

UX Researcher



Andrei

Design Lead

Key challenges

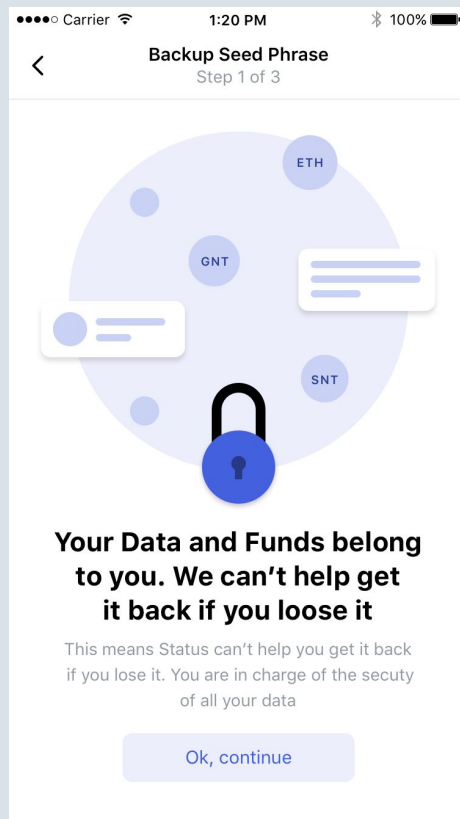
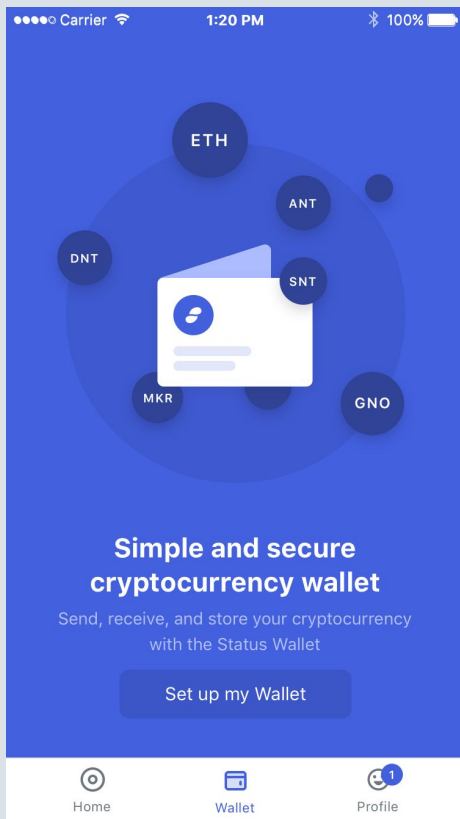
And thoughts

2.0 → 3.0

We're in the middle of the shift

Not just app onboarding

Onboarding to Web 3.0



**So what's different
in web 3.0**



+7 (812) 123-45-67



0x045faa4b93ed1002a3470afc3c5b1caea
c7e9e696e1dcab3a1a9e0423936083a36c
b38614866f11b43c0c5f634223386e6a3a
43cb7010fba613ba46b767c47864f

Decentralised, Secure, Anonymous

Sign Transaction is not
the same as Confirm
Transaction

Seed Phrase
vs. Recovery phrase

Recover access
vs. Recover account

Contact Code
vs. Public Key

Peer-to-Peer
& Encrypted

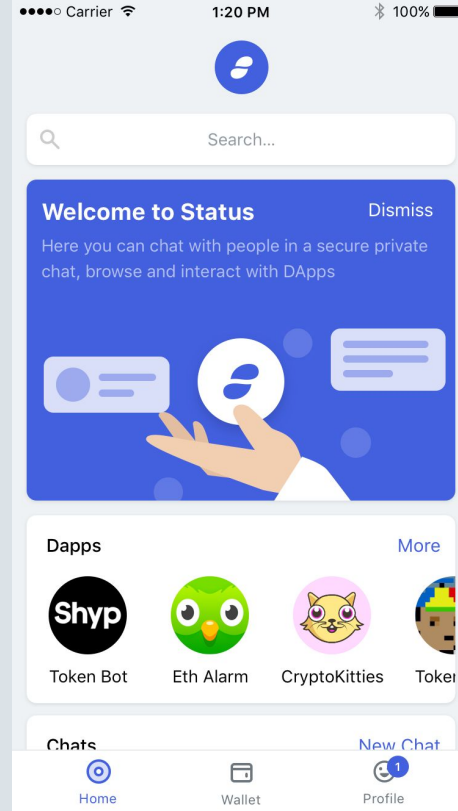
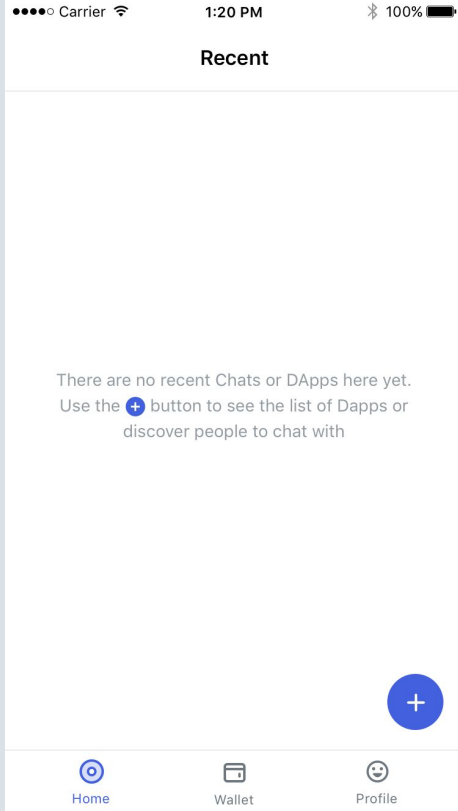
Receive a Transaction
vs. Request a Transaction

New language

6 ways to deal with these differences

1. Test everything

And don't make any assumptions



2. Study the technology

Talk to developers, they're smart

3. Identify future users

Meet them where they are

4. Competitors are allies

Together we build a language

5. Alpha, alpha, alpha

Two years of learning (2127* and 132 contributors)

6. Conscious data collection

Explicit consent, anonymous and public aggregation



Help improve Status by sharing usage data

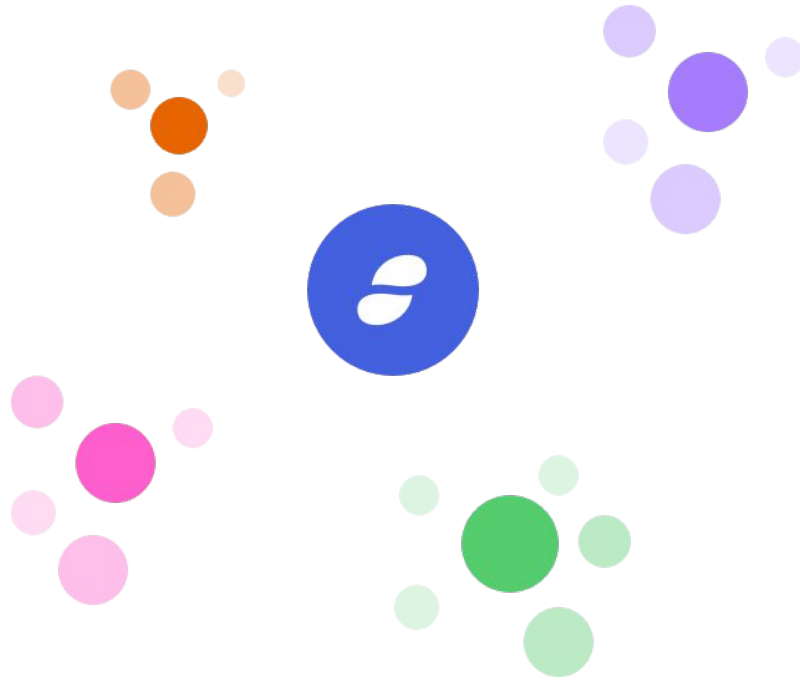
We strive to collect only what we need to understand how and where we can improve

Status [Learn more](#)

[Share usage data](#)

[No, i dont want to share](#)

How we work



Swarms

As a way of collaboration



https://github.com/status-im/ideas

status-im / ideas

Watch 47 Unstar 39 Fork 8

Code Issues 5 Pull requests 10 Projects 2 Wiki Insights

Branch: master ideas / ideas / Create new file Upload files Find file History

PombeirP Add initial version of ladder diagram for Push Notifications (#86) Latest commit 926de35 17 hours ago

..

034-react-native-qt	Update 034-react-native-qt 2018-04-09 Town Hall	2 days ago
086-push-notif-v2	Add initial version of ladder diagram for Push Notifications (#86)	17 hours ago
095-les-service-model	Initial micropayment doc (#169)	23 hours ago
121-swarm-compensation	121: grant & burn	4 days ago
140-sob-improve-onboarding	140: note about metrics	5 days ago
142-recovery-compatibility	update requirements	5 days ago
146-status-go-sdk	[#IDEA-146] : Added milestones definitions to the roadmap	21 hours ago
1-offline-inboxing.md	Add historical offline inboxing idea	16 days ago
101-extensions.md	Add extensions #101	4 days ago
117-message-ordering.md	Update 117	8 days ago
120-swarm-process.md	120: Add Swarm stats	4 days ago

Swarm structure

Swarm Summary

Swarm Participants

Product Overview

Success Metrics

Exit Criteria

Iterations



<https://www.youtube.com/channel/UCFzdJTUdzqyX4e9dOW7UpPQ>

The screenshot shows the YouTube channel page for 'Status'. At the top, there is a search bar and navigation icons. The channel name 'Status' is displayed with a blue profile picture and '2,763 subscribers'. A 'SUBSCRIBED 2.7K' button is visible. Below the channel name are tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The 'VIDEOS' tab is selected. Under 'Uploads', there is a 'PLAY ALL' button and a 'SORT BY' dropdown menu. The video grid contains ten video thumbnails with their titles, upload dates, and view counts.

Video Title	Upload Date	Views	Time
Status Town Hall	April 9, 2018	497 views	48:49
Smart Contract Vulnerabilities: Ethernauts	2 weeks ago	194 views	1:01:34
Status Town Hall - March 26, 2018	March 26, 2018	532 views	50:07
Status Open Bounty Tutorial	March 23, 2018	333 views	13:09
Status Bangkok Offsite Live Stream: Friday March 9	1 month ago	549 views	3:41:15
Status Bangkok Offsite Live Stream: Thursday March 8	1 month ago	729 views	2:50:00
Status Town Hall - February 5, 2018	February 5, 2018	1.1K views	34:49
Status Town Hall - January 11th, 2018	January 11, 2018	2.6K views	35:47
Status Town Hall - December 14, 2017	December 14, 2017	1.8K views	25:30
Blockchain World Conference 2017 - A Path Towards	4 months ago	1.8K views	21:44



OKRs

As a way to help prioritize

Core

Objective

Messaging is reliable

Key result

Send/delivered ratio >99%

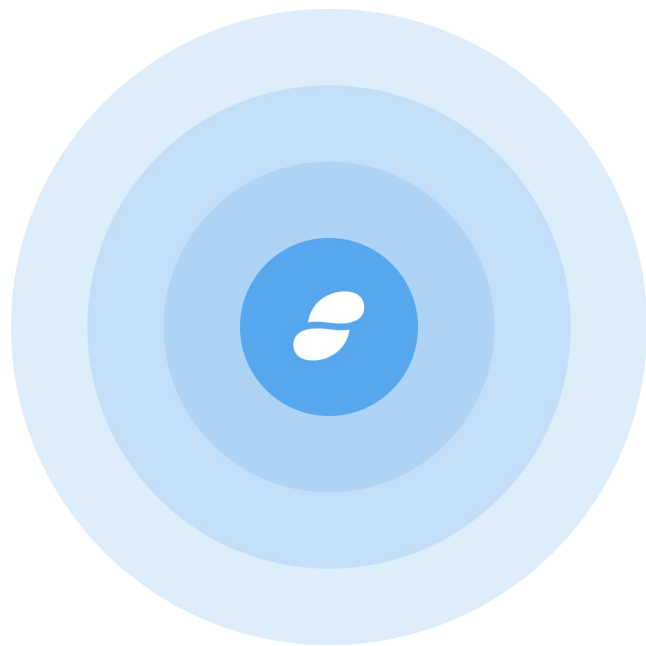
Design Team

Objective

**Good messaging
experience**

Key result

**50% of users think that the experience is
as good as in other messengers**



Status Open Bounty

A tool to bring the community in

Join the hive!



<https://openbounty.status.im/>

Thank you!



<https://openbounty.status.im/>