ALEX VAN DE SANDE

HOW TO ~~GIRLS~~ USERS

TALK TO ~~AT PARTIES.~~ YOUR APP

Why User Research matters for any app

PROJECT CEMETERY

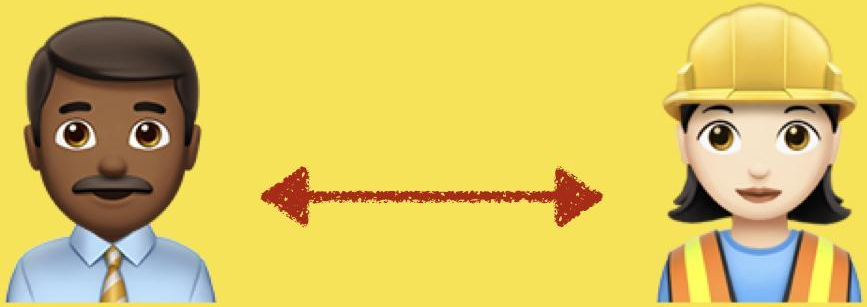
RIP:

ETHEREUM WALLET (2014-2017)
ETHEREUM.ORG (2016-2019)
THE DAO (2016-2016)
MIST (2015-2018)
UNILOGIN (2018-2020)

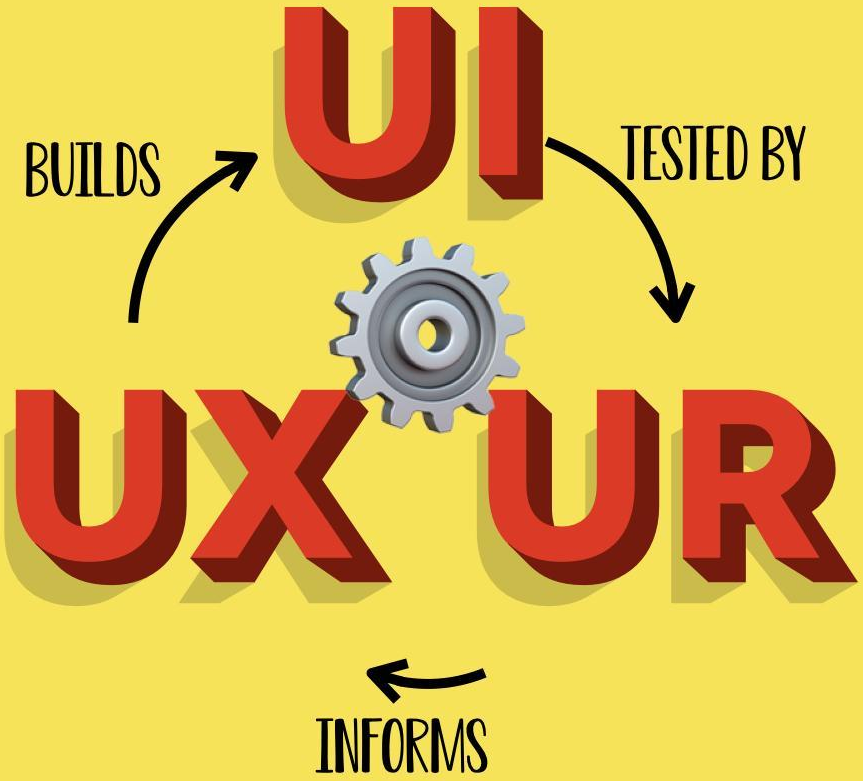
OVERGROWN BRICKS

RIPPED:

ERC20 TOKENS
HASHCHECKSUM
BLOCKIES
ENS
META-TRANSACTIONS

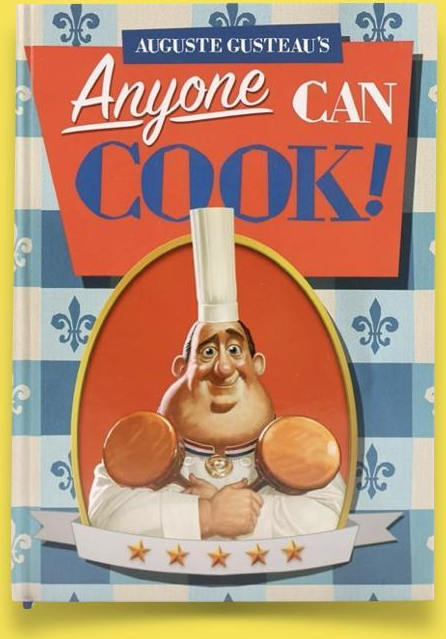


DESIGNERS ARE TRANSLATORS


BUILDS
UI
TESTED BY
UX
UR
INFORMS

DESIGN GEAR

DEV GEAR



ANYONE CAN DO IT

EVEN YOU!

UR ≠ TUTORIAL

LET YOUR USERS SPEAK!

DON'T EXPLAIN YOUR APP!

THEY'RE NOT BEING TESTED!

CLASSIC UR

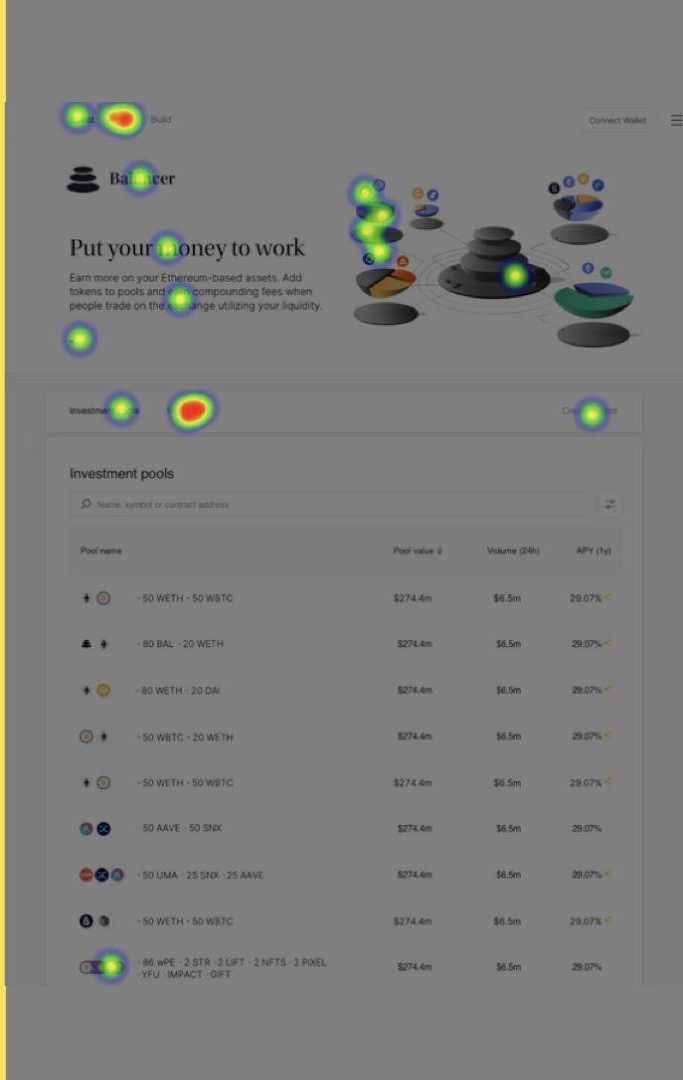
- 🪞 ONE WAY MIRRORS
- ✂️ PAPER PROTOTYPES
- 🏢 RANDOM PEOPLE ON THE OFFICE

5 SECOND TEST

USABILITY HUB.COM

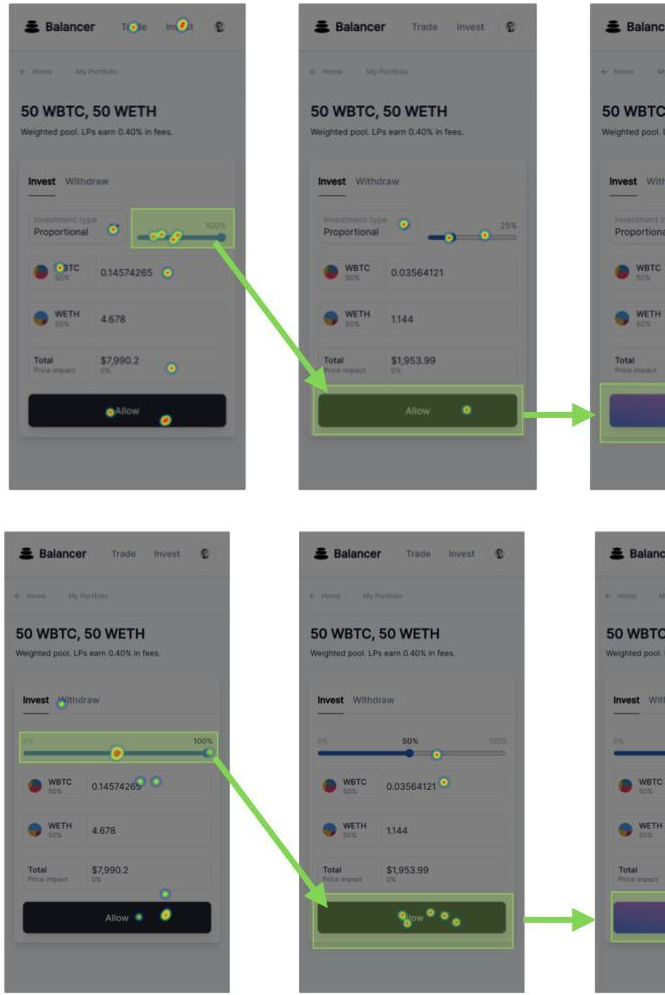
FIRST CLICK

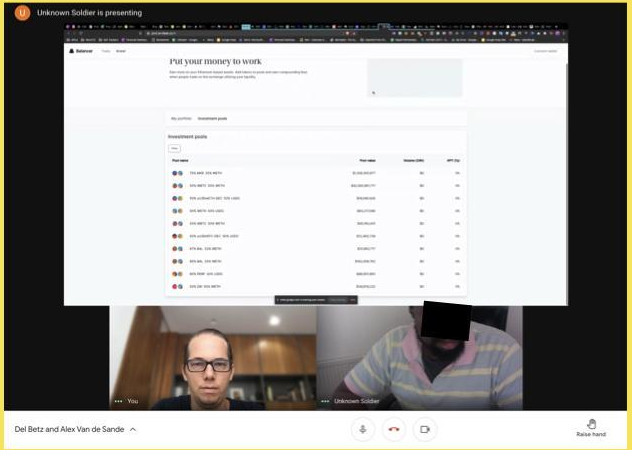
USABILITY HUB.COM

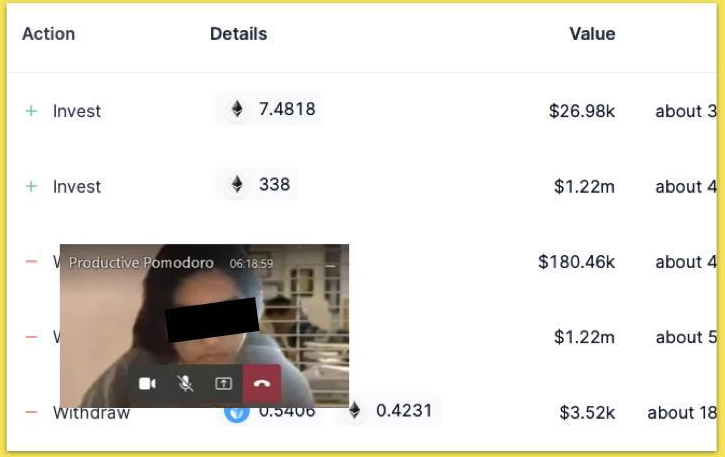


NAVIGATION TEST

USABILITY HUB.COM





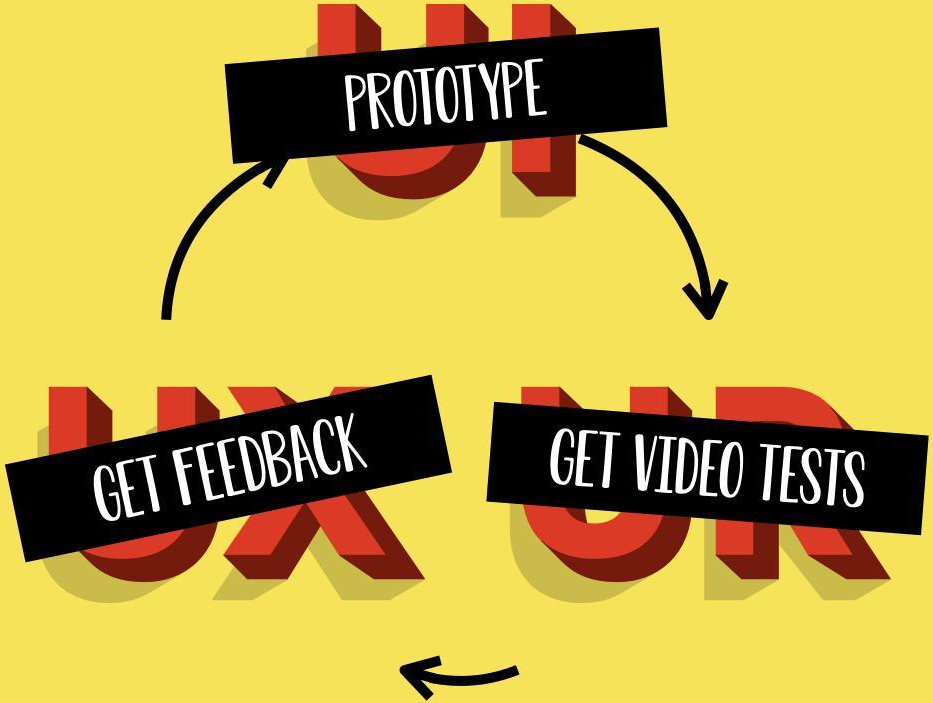


ONLINE MEETINGS

ONLINE PROTOTYPES

SCHEDULE MEETING WITH CALENDLY

GET RECORDED MEETING WITH USER BRAIN



RAPID FEEDBACK DESIGN!

CASE STUDY: INCENTIVIZATION

DID YOU MISS ON THIS AWESOME DROP?

WARNING:

USERS MIGHT (RIGHTFULLY) NOT TRUST YOU!

SCAMMER

UX RESEARCHER

SCAMMER

UX RESEARCHER

	SCAMMER	UX RESEARCHER
Promises easy money	✓	✓

	SCAMMER	UX RESEARCHER
Promises easy money	✓	✓
Asks for you to click on shady links	✓	✓

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Promises easy money	✓	✓
Asks for you to click on shady links	✓	✓
“Can you download and install this app?”	✓	✓

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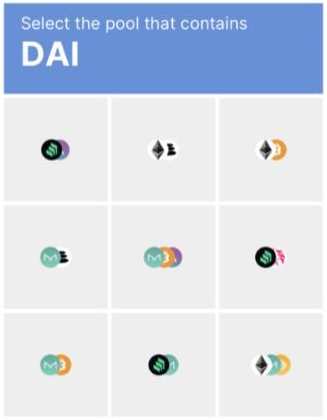
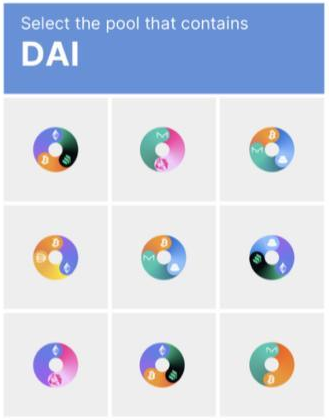
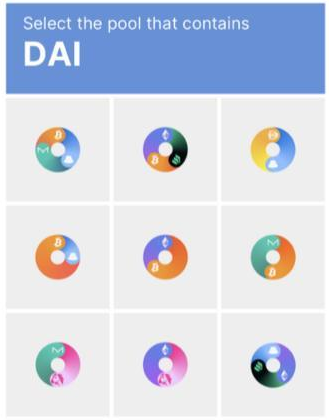
“Can you download and install this app?”	✓	✓
“Can I watch you as you use your wallet?”	✓	✓

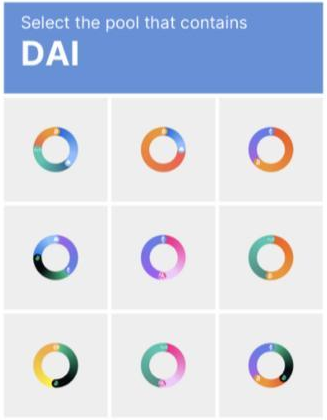
	SCAMMER	UX RESEARCHER
Promises easy money	✓	✓
Asks for you to click on shady links	✓	✓
“Can you download and install this app?”	✓	✓
“Can I watch you as you use your wallet?”	✓	✓
Wants to see your password/secret phrase	✓	✗

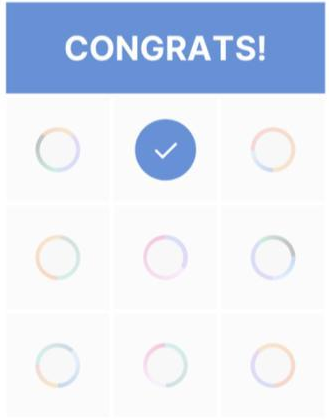
CASE REPORT: POOL ICONS

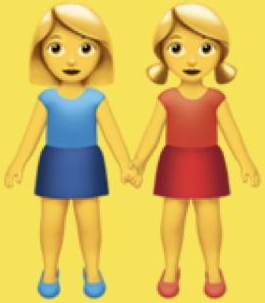






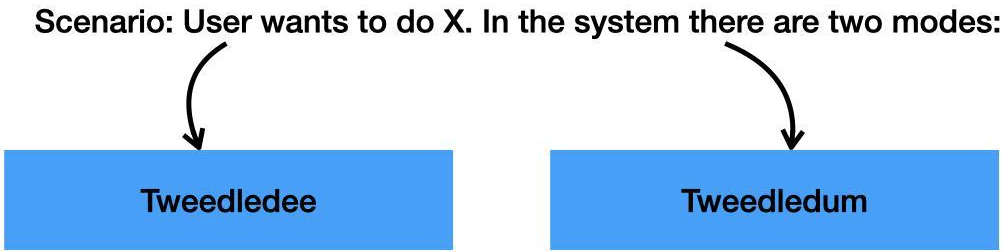






OPTIONS ARE NEVER EQUAL

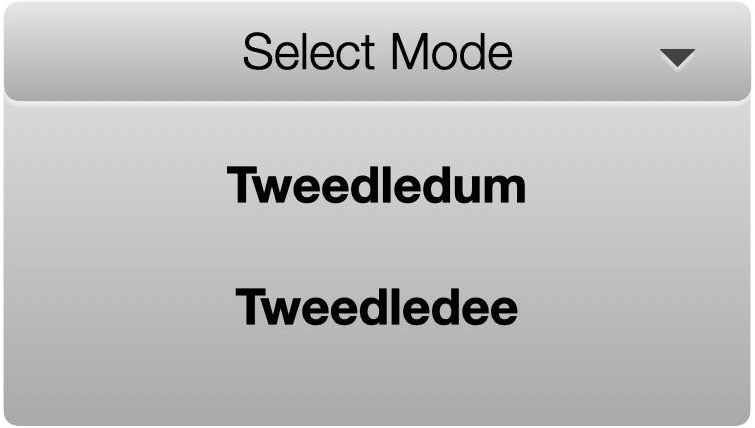
DON'T REFLECT THE SYSTEM,
REFLECT THE USER'S NEEDS



UI SHOULD NOT REFLECT YOUR INTERNAL SCHEMATICS

BAD: REPLICATE THE UNDERLYING LOGIC

BAD: REPLICATE THE UNDERLYING LOGIC



STILL BAD: BUT AT LEAST YOU PICKED A DEFAULT

Choose a mode

Tweedledum

Tweedledee

PROBABLY ONE OF THE OPTIONS IS WHAT MOST USERS WILL USE

Use Tweedledum mode

PROBABLY ONE OF THE OPTIONS IS WHAT MOST USERS WILL USE

Tweedledum mode uses a parametrized option choice that will reduce the impermanent loss at the cost of lower transaction variability and higher chance of revert errors.

Use Tweedledum mode ℹ️

BETTER THAN A TOOLTIP: EXPLAIN IN FEW WORDS

Keep assets the same proportion

BE SMART: SHOW THE USER'S VALUE ADD

Keep assets proportional and get $23.89 better price

IF YOU HAVE MULTIPLE CHOICES, CONSIDER INTEGRATING THEM INTO THE ACTION

Choose an action mode

- (•) **Tweedledum**
- ( ) **Tweedledee**

Choose a token type

- (•) **Wrapped**
- ( ) **Non-wrapped**

DON'T

IF YOU HAVE MULTIPLE CHOICES, CONSIDER INTEGRATING THEM INTO THE ACTION

Keep assets the same proportion

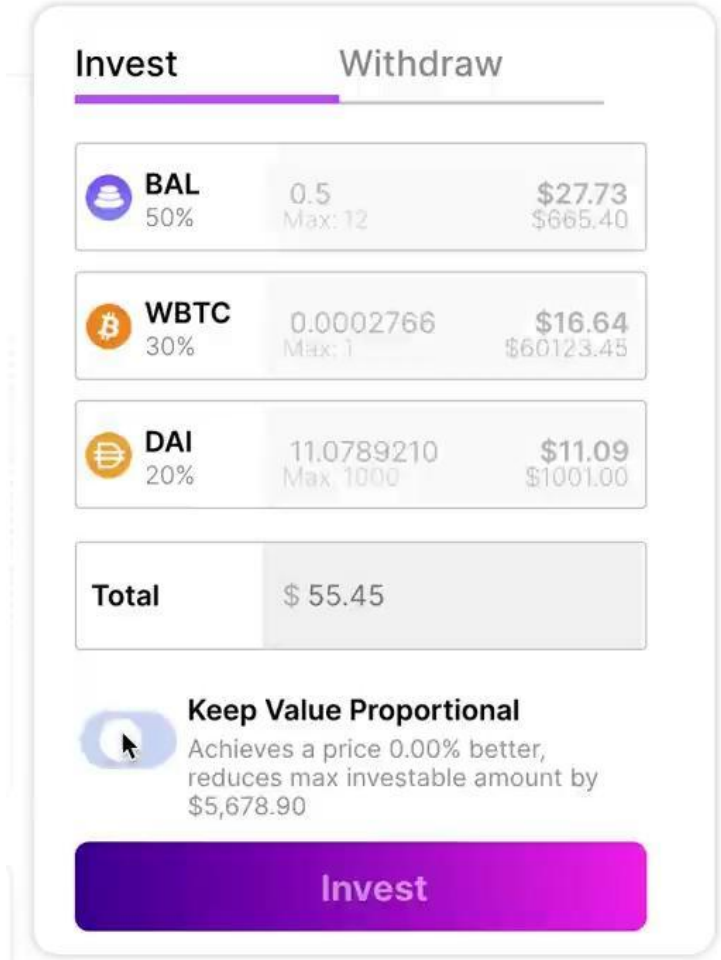
Withdraw and unwrap

Withdraw wrapped

Keeps generating yield in Aave

DESIGN WITH CODE

FRAMER.COM


Invest
Withdraw
BAL
50%
0.5
Max: 12
$27.73
$665.40
WBTC
30%
0.0002766
Max: 1
$16.64
$60123.45
DAI
20%
11.0789210
Max: 1000
$11.09
$1001.00
Total
$ 55.45
Keep Value Proportional
Achieves a price 0.00% better, reduces max investable amount by $5,678.90
Invest

CASE REPORT: POOL ACTIVITY

Action	Details	Value	
+ Invest	7.4818	$26.98k	about 3
+ Invest	338	$1.22m	about 4
− Withdraw	50.0481	$180.46k	about 4
− Withdraw	338.5913	$1.22m	about 5
− Withdraw	0.5406 0.4231	$3.52k	about 18

SOCIAL STYLE FEED

Recent Pool Activity

1 hour ago

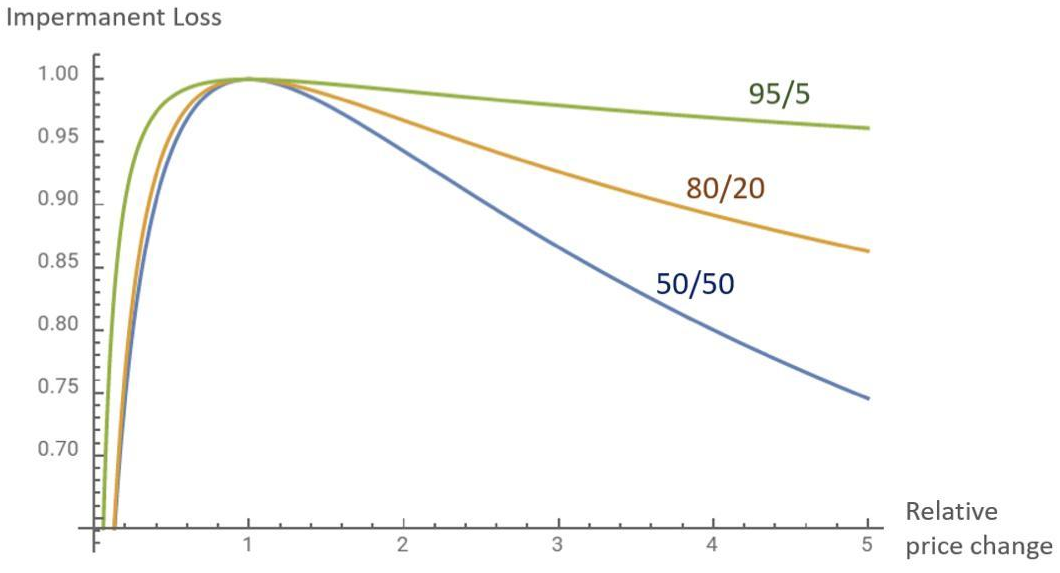
anna.eth swapped 1 WETH for 0.998 wstETH

Whale#F676 added $1200.45 in liquidity

1 day ago

poap.xyz swapped 1 WETH for 0.998 wstETH

Whale#F676 added $1200.45 in liquidity



CASE REPORT: "IMPERMANENCE LOSS"

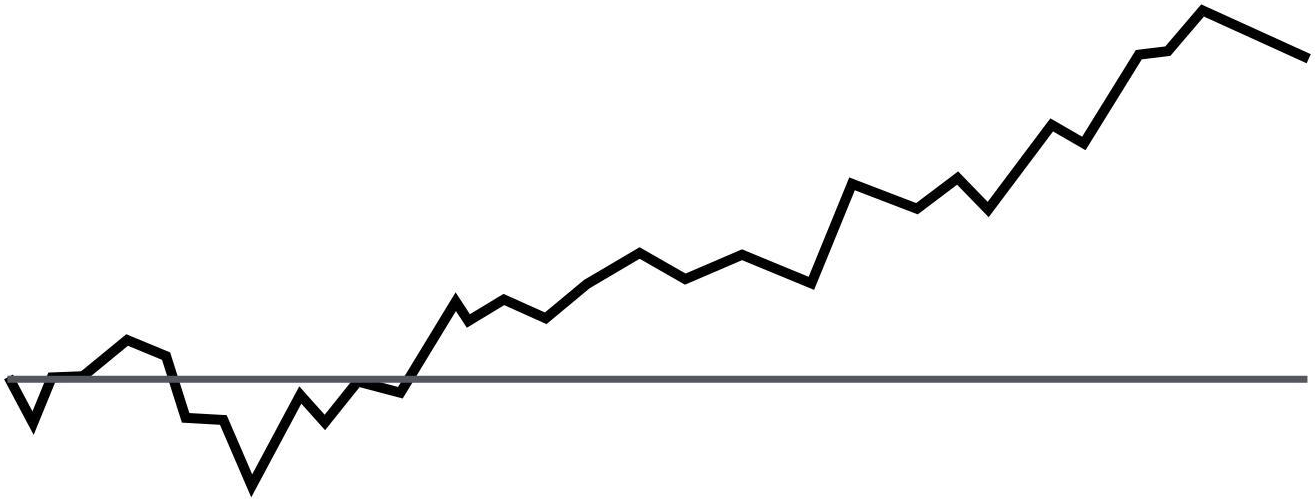
A DESIGNER'S JOB IS TO MAKE COMPLEX STUFF SIMPLE TO SEE

TOKEN A + TOKEN B

Compare with USD $ 100.00 1 day 1 week 1 month max

HOW MUCH YOU'D HAVE IF YOU...

...HELD THE TOKENS AS IS



TOKEN A + TOKEN B

Compare with USD $ 100.00 1 day 1 week 1 month max

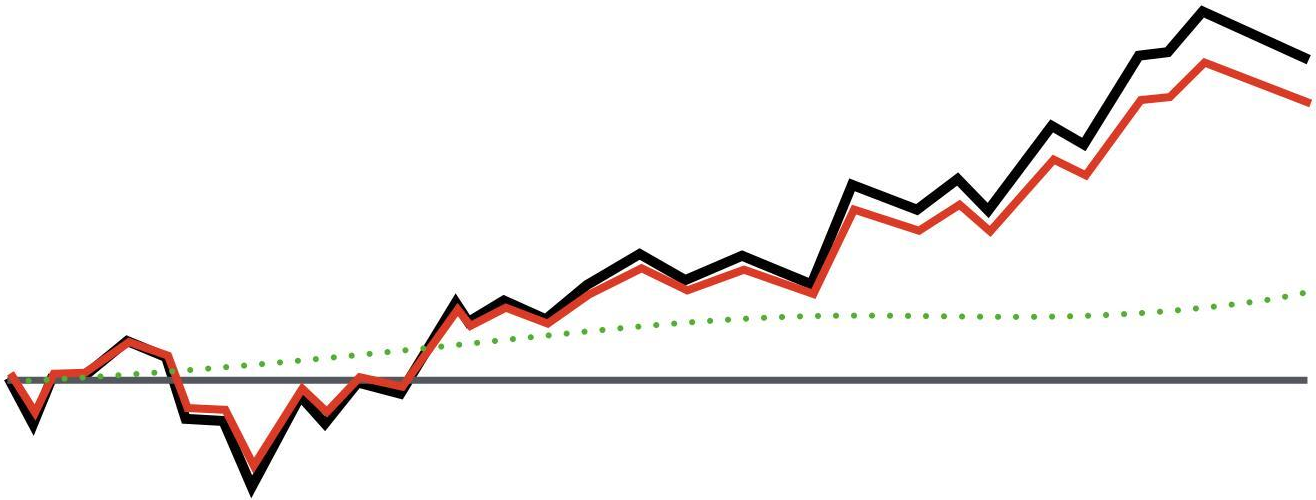
TOKEN A + TOKEN B

HOW MUCH YOU'D HAVE IF YOU...

...HELD THE TOKENS AS IS

...INVESTED THEM IN A LIQUIDITY POOL

Compare with USD $ 100.00 1 day 1 week 1 month max



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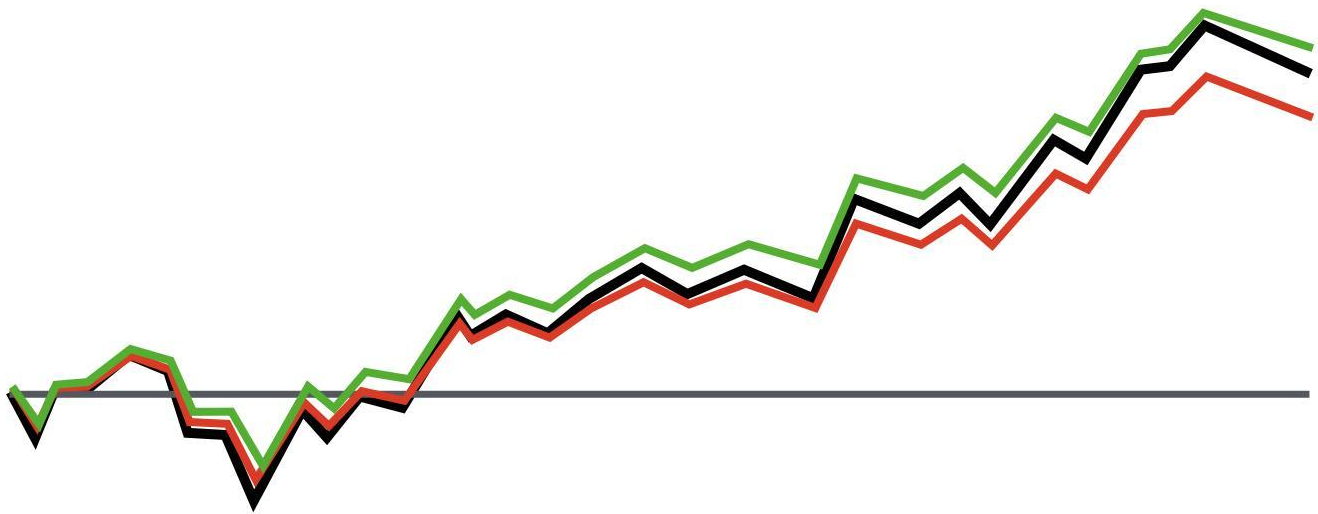


TOKEN A + TOKEN B

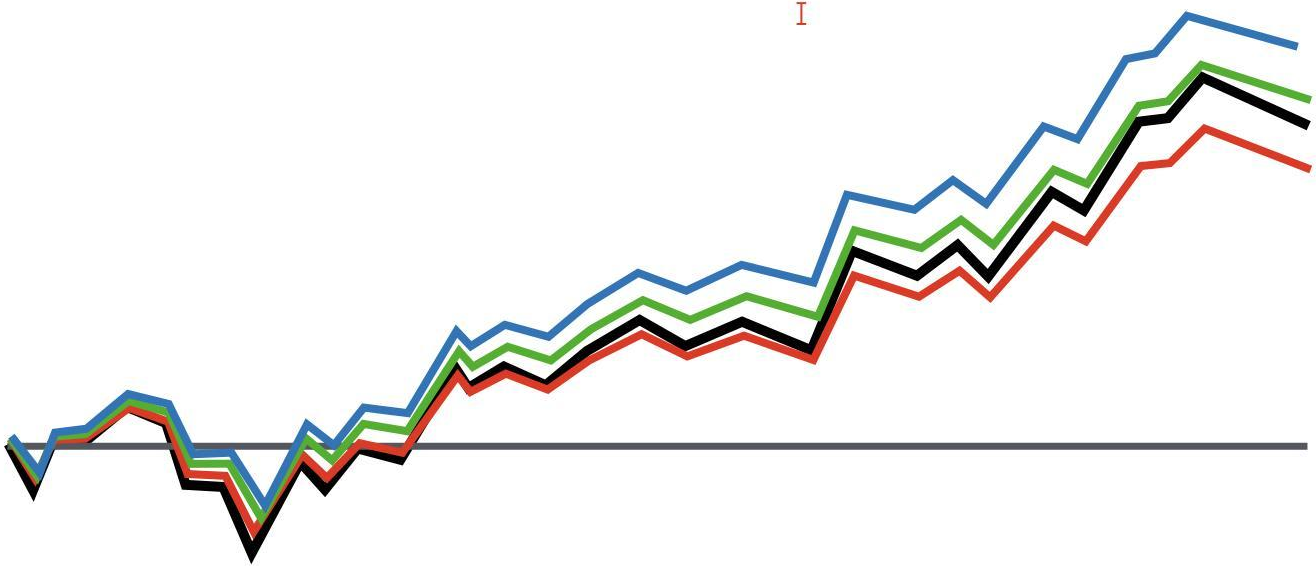
HOW MUCH YOU'D HAVE IF YOU...

...HELD THE TOKENS AS IS

...INVESTED THEM IN A LIQUIDITY POOL

... WITH ADDED FEES

Compare with USD $ 100.00 1 day 1 week 1 month max



HOW MUCH YOU'D HAVE IF YOU...

...HELD THE TOKENS AS IS

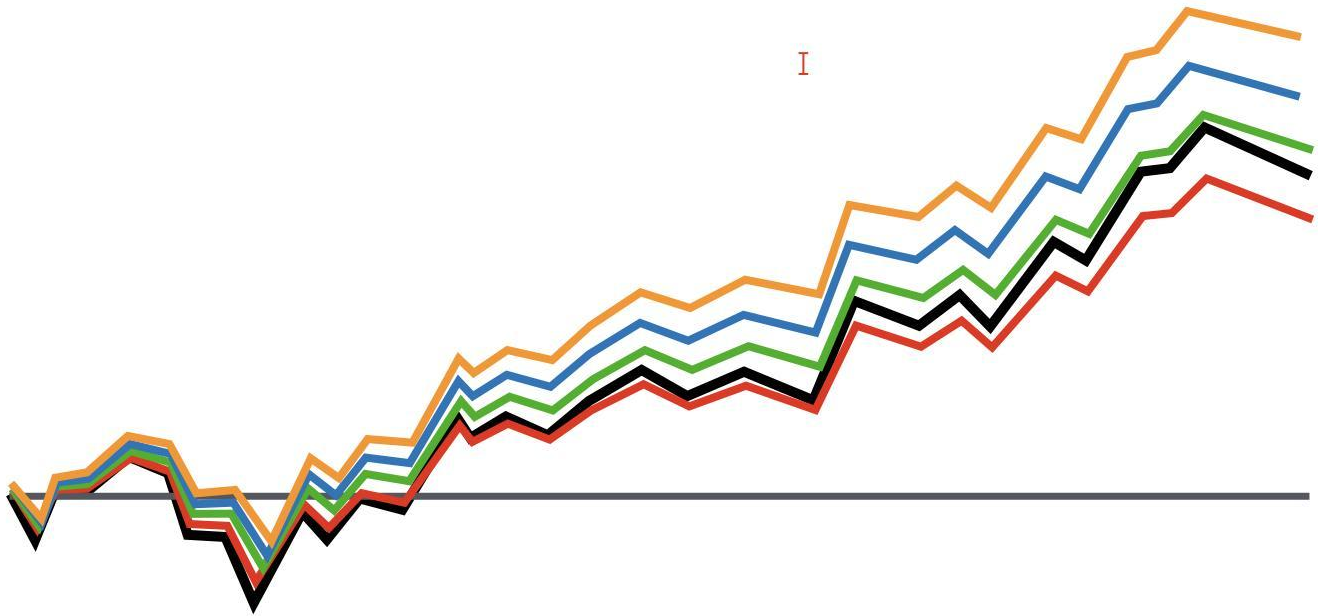
...INVESTED THEM IN A LIQUIDITY POOL

... WITH ADDED FEES

... PLUS LIQUIDITY INCENTIVES

TOKEN A + TOKEN B

Compare with USD $ 100.00 1 day 1 week 1 month max



TOKEN A + TOKEN B

HOW MUCH YOU'D HAVE IF YOU...

...HELD THE TOKENS AS IS

...INVESTED THEM IN A LIQUIDITY POOL

... WITH ADDED FEES

... PLUS LIQUIDITY INCENTIVES

... PLUS LENDING, STAKING, ETC ETC..

THE “RAINBOW” VISUALIZATION

THE "RAINBOW" VISUALIZATION

THE "RAINBOW" VISUALIZATION

"IMPERMANENT" LOSS

Pool returns

What people who put money in this pool get

Total
0.63% ▲
APR: 7.65%

Assets
-5.4%

Swap Fees
0.2%

Staking Rewards
2.1%

BAL Su
0.76%

»

EVERYTHING WE DO FOR YOU!

Swap Fees

What traders pay to pool investors

last 30 days
$7.48k
APR: 2.4%

Pool trading fee
0.04%
Fixed

Volume
$18.7k

Total invested in Pool
$383M

THE "RAINBOW" VISUALIZATION

"IMPERMANENT" LOSS

Pool returns

What people who put money in this pool get

Total
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BAL Su
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»

EVERYTHING WE DO FOR YOU!

Swap Fees

What traders pay to pool investors

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$7.48k
APR: 2.4%

Pool trading fee
0.04%
Fixed

Volume
$18.7k

Total invested in Pool
$383M

MORE INFO ON THE ABOVE!

INSIGHTS

0️⃣ UNKNOWN ≠ ZERO (NUMBERS ARE UI)

🪄 DON'T TELL, SHOW!

👯 USERS LOVE TO SEE OTHER USERS

😈 GREY PATTERN: NOT SOLVING AN ISSUE IS AN ISSUE

THANKS!

To Fernando Martinelli, Pon Katerra and the great Balancer Team. I had an awesome time.
Thanks for the ENS community and team!

FIND ME AT AVSA.ETH OR @AVSA

The information is presented here only for educational purposes based on a limited set of interviews and does not reflect the opinions of Balancer Labs