ALEX VAN DE SANDE

HOW TO TALK TO GIRLS IN 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
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
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?

I HELPED USER TEST
AND ALL I GOT WAS
THIS NFT!
WARNING:

USERS MIGHT (RIGHTFULLY) NOT TRUST YOU!

SCAMMER

UX RESEARCHER
SCAMMER  UX RESEARCHER
Promises easy money

- Scammer
- UX Researcher
Promises easy money

Asks for you to click on shady links
<table>
<thead>
<tr>
<th>Promises easy money</th>
<th>SCAMMER</th>
<th>UX RESEARCHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asks for you to click on shady links</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>“Can you download and install this app?”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Statement</td>
<td>SCAMMER</td>
<td>UX RESEARCHER</td>
</tr>
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<td>---------------------------------------------------------</td>
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</tr>
<tr>
<td>“Can I watch you as you use your wallet?”</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Wants to see your password/secret phrase</td>
<td>✅</td>
<td>✗</td>
</tr>
</tbody>
</table>
CASE REPORT: POOL ICONS

Select the pool that contains DAI

CONGRATS!
OPTIONS ARE NEVER EQUAL
DON’T REFLECT THE SYSTEM,
REFLECT THE USER’S NEEDS
Scenario: User wants to do X. In the system there are two modes:

- Tweedledee
- Tweedledum

UI should NOT reflect your internal schematics.
BAD: REPLICATE THE UNDERLYING LOGIC
BAD: REPLICATE THE UNDERLYING LOGIC

Select Mode

Tweedledum

Tweedledee
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 🔄
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

<table>
<thead>
<tr>
<th>Coin</th>
<th>Invested</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAL</td>
<td>0.5</td>
<td>$27.73</td>
</tr>
<tr>
<td>WBTC</td>
<td>0.0002766</td>
<td>$16.64</td>
</tr>
<tr>
<td>DAI</td>
<td>11.0789210</td>
<td>$11.09</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Action</th>
<th>Details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest</td>
<td>7.4818</td>
<td>$26.98k</td>
</tr>
<tr>
<td>Invest</td>
<td>338</td>
<td>$1.22m</td>
</tr>
<tr>
<td>Withdraw</td>
<td>50.0481</td>
<td>$180.46k</td>
</tr>
<tr>
<td>Withdraw</td>
<td>338.5913</td>
<td>$1.22m</td>
</tr>
<tr>
<td>Withdraw</td>
<td>0.5406</td>
<td>$3.52k</td>
</tr>
<tr>
<td></td>
<td>0.4231</td>
<td></td>
</tr>
</tbody>
</table>

**Recent Pool Activity**

1 hour ago
- anna.eth swapped 1 WETH for 0.998 wstETH

1 day ago
- Whale#F676 added $1200.45 in liquidity
- 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
"IMPERMANENCE LOSS"

HOW MUCH YOU’D HAVE IF YOU...

...HELD THE TOKENS AS IS

...INVESTED THEM IN A LIQUIDITY POOL

TOKEN A + TOKEN B
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TOKEN A + TOKEN B
HOW MUCH YOU'D HAVE IF YOU...

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...WITH ADDED FEES

...PLUS LIQUIDITY INCENTIVES

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
...invested them in a liquidity pool
...with added fees
...plus liquidity incentives
...plus lending, staking, etc etc..
THE “RAINBOW” VISUALIZATION

Pool returns:
- Total: 0.63% (APR: 7.65%)
- Assets: -5.4%
- Swap Fees: 0.2%
- Staking Rewards: 2.1%
- BAL Su: 0.76%

Swap Fees:
- last 30 days: $7.48k (APR: 2.4%)
- Pool trading fee: 0.04%
- Volume: $18.7k
- Total invested in Pool: $383M
THE “RAINBOW” VISUALIZATION

“IMPERMANENT” LOSS

Pool returns
What people who put money in this pool get
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What traders pay to pool investors
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EVERYTHING WE DO FOR YOU!

MORE INFO ON THE ABOVE!
INSIGHTS

0  UNKNOWN ≠ ZERO (NUMBERS ARE UI)

✓ DON’T TELL, SHOW!

Ņ 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