The Future of Web3 UX
a paradigm shift for a better collaboration.

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What today will cover

- The current situation of UX in web3
- The flaws
- What can we do?
- A different way of working
Why do we even talk about this? Is there an issue?
Anecdotally, **70% of the user experience** of a web3 protocol or dApp is dictated by the **Smart Contract**.

Smart Contracts usually are not upgradable so the experience should be flawless from the start.
The user’s experience in web3 is made of:

- the entire user flow and user journey
- number of transactions until the goal is reached
- gas spent by the user
- displayed information
What is the current UX situation in web3?
Technology leads the product which means the **product is not user-centered**.
Cries in UX
Downsides of the current flow

- the teams are siloed which means there is zero collaboration
- any findings from research that require redesigning the experience is impossible
- design can improve the experience only by adding explanations, UX writing gimmicks
Downsides of the current flow

- design can only cosmetize the product.
  It cannot fundamentally improve the experience
- product building time is longer because everything is cascading
- onboarding and retention of new web3 users is low due to the clunky experience and steep learning curve
How might we improve the state of web3 UX?
First of all we need to be open-minded and flexible to replace our common behaviours.

This means stepping out of our comfort zones by changing this beaten track.
The deliverable is the user-facing product, not the technical / smart contract / backend product.

Thus, having a goal, a target to get to, a desired ideal outcome is a great a place to start from.
/// @notice Wraps `Bridge.submitMovingFundsProof` call and reimburses the
caller's transaction cost.
/// @dev See `Bridge.submitMovingFundsProof` function documentation.

function submitMovingFundsProof(
    BitcoinTx.Info calldata movingFundsTx,
    BitcoinTx.Proof calldata movingFundsProof,
    BitcoinTx.UTXO calldata mainUtxo,
    bytes20 walletPubKeyHash
) external onlySpvMaintainer {
    uint256 gasStart = gasleft();

    bridge.submitMovingFundsProof(
        movingFundsTx,
        movingFundsProof,
        mainUtxo,
        walletPubKeyHash
    );

    reimbursementPool.refund(
        (gasStart - gasleft()) + submitMovingFundsProofGasOffset,
        msg.sender
    );
}
A different way of working 🤯
Explorative - Divergent Phase

**DIVERGE**
What is the nature of the problem?

**CONVERGE**
Which problem can we impact the most?

**DISCOVER**
What is?

**DEFINE**
What if?

Iterative - Convergent Phase

**DIVERGE**
To consider many options

**CONVERGE**
To select & make concrete from abstract

**DEVELOP**
What wows?

**DELIVER**
What works?

Initial Insight/Problem/Statement of work

Plan

Ship
Explorative Design helps us do the right thing.

Iterative Design helps us do the thing right.
Each team gets to voice its requirements

Transparency and collaboration

Assumptions, ideas and protocol designs can be tested and researched in an early stage

The ideas can be probed against the market needs

Saves a lot of time and money

The generated User Journeys will become the backbone of the following phase
The design team and the smart contract team can work in parallel.

There are periodical check-in between the two teams.

Constant collaboration - any change from the prototype will ripple into the contract, any change in the smart contract will ripple into the prototype.

Each of the teams will communicate findings and requirements that will alter and affect the work.
Benefits of the proposed flow:

- team is fully integrated and not siloed
- constant collaboration and back and forth between the design team and the development team
- shorter building times
- more time for research and testing
Adoptable, adaptable, and helpful process for the entire web3 space.
Some great news from the Threshold Network
Starting 2023 this new product development methodology will be adopted and implemented by the tBTC team, contributors to the Threshold Network.
“We hope to build products **usable by everyone, safe for everyone, and easy to understand.**

Having a leader who knows our values and a design process that involves stakeholders means we will consistently build useful features that are aligned with our principles from the very beginning.

There's no hoping and guessing -- only principled, aligned movement that values the user above all else.”

Doug von Kohorn
Head of Product
tBTC|Threshold Network & Keep Network
🚀 Threshold Network has open-sourced its entire UX Research and past UX Studies.

Check the UX Research Repo on github 🖐️
Love your users!

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