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.
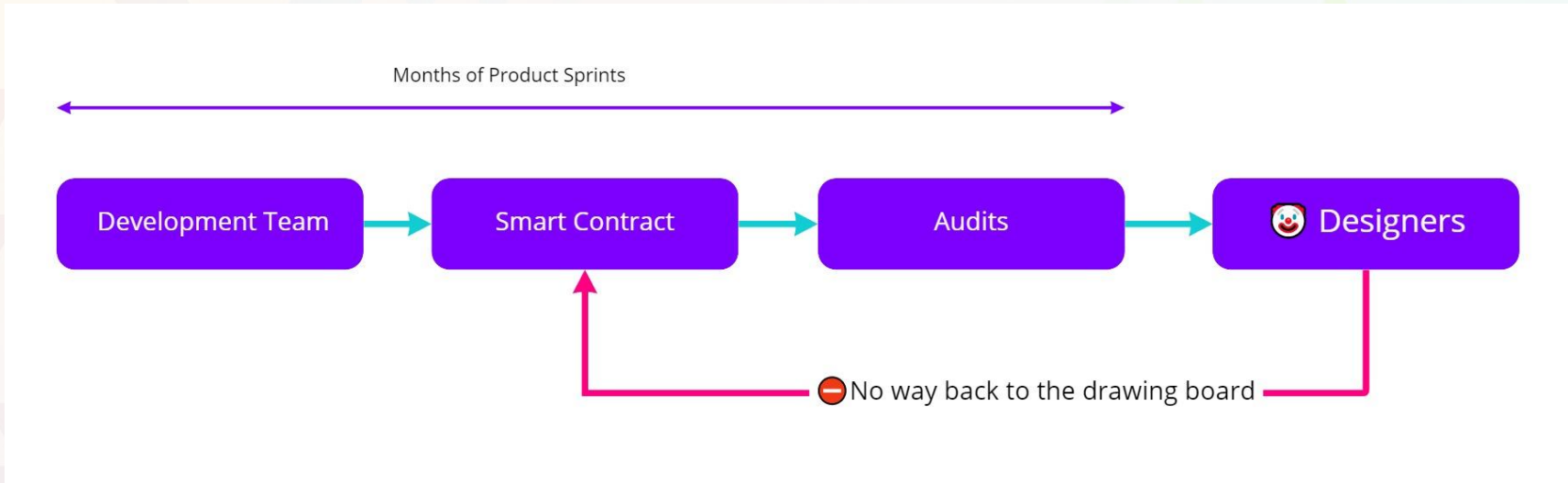
The user's experience in web3 is made of:

- the entire user flow and user journey

- number of transactions until the goal is reached

- gas spent by the user

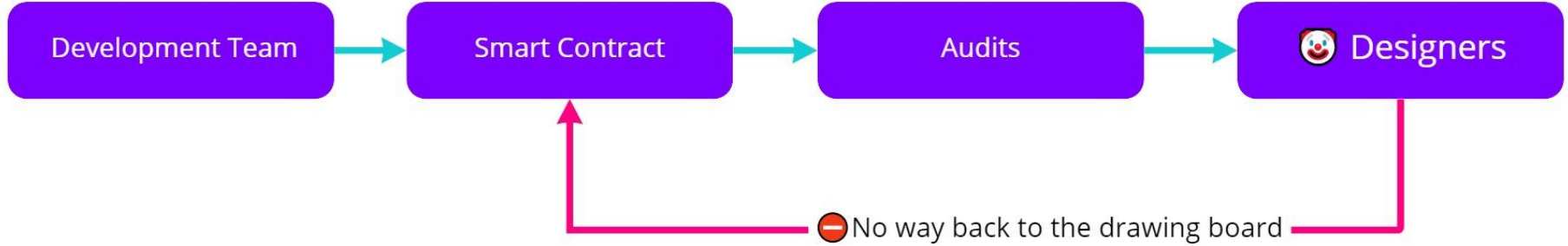- displayed information

What is the current UX situation in web3?

Technology leads the product which means the **product is not user-centered.**

Months of Product Sprints

| Development Team | → | Smart Contract | → | Audits | → | 🤡 Designers |

⛔No way back to the drawing board

Cries in UX

Development Team → Smart Contract → Audits → 🤡 Designers

No way back to the drawing board

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.

```solidity
/// @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
    );
}
```

THRESHOLD

- Overview
- Upgrade
- Portfolio
- Staking
- TBTC
- Feedback

GitHub
Discord

Threshold ©2021

ttbc.threshold.netwrok

tBTC

Ethereum   0x0b23...1234

Bridge   How it Works

TBTC BALANCE
0.00 tBTC
$0 USD

HISTORY

TBTC	ACTION
0.4	PENDING
1.2	UNMINTED
15	ERROR
13.54	MINTED
23.45	MINTED
11.20	MINTED

Expand view

Mint   Unmint

TBTC - MINTING PROCESS

Step 1 - Provide data

Based on these two addresses, the system will generate for you an unique BTC deposit address. There is no minting limit

ETH Address ⓘ

0xbB0c99230ab66E93F439b24c6C9AFf9B92...

BTC Recovery Address ⓘ
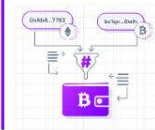
BTC address

Generate Deposit Address

Bridge Contract

MINTING TIMELINE

STEP 1   OFF-CHAIN
PROVIDE DATA
Provide an ETH address and a BTC Recovery address to generate an unique BTC deposit address. Read more

0xAbB...7763   bc1qc...0xffc

STEP 2
MAKE A BTC DEPOSIT

STEP 3
INITIATE MINTING

NEXT BRIDGE CROSSING ⓘ
02 : 42 : 01

A different way of working 🤯

Explorative - Divergent Phase

Iterative - Convergent Phase

DIVERGE
What is the nature of the problem

CONVERGE
Which problem can we impact the most

DIVERGE
To consider many options

CONVERGE
To select & make concrete from abstract

DISCOVER
What is?

DEFINE
What if?

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**.

Explorative - Divergent Phase

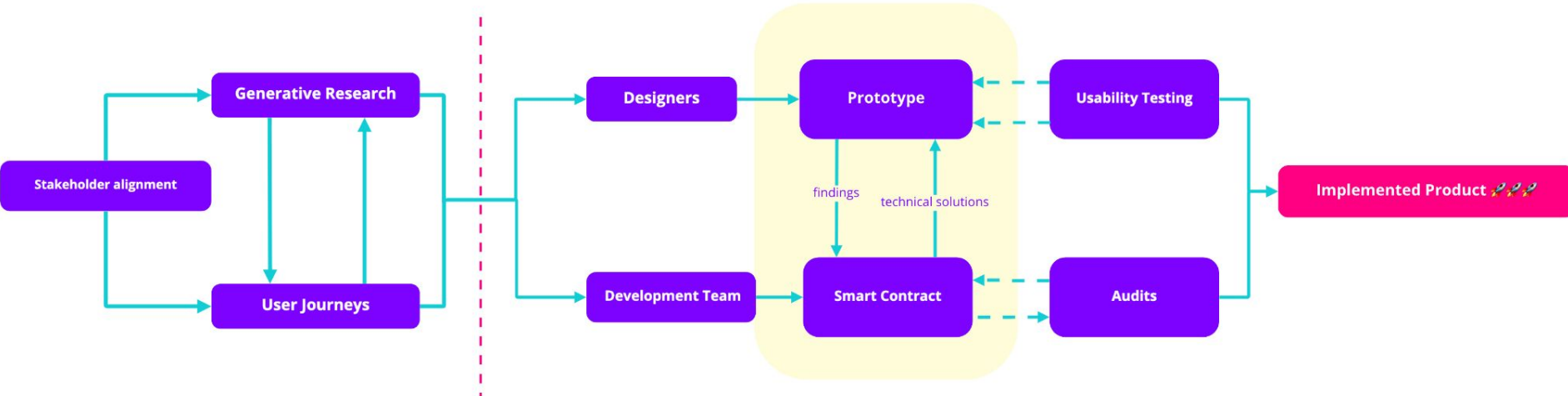Stakeholder alignment → Generative Research ⇄ User Journeys
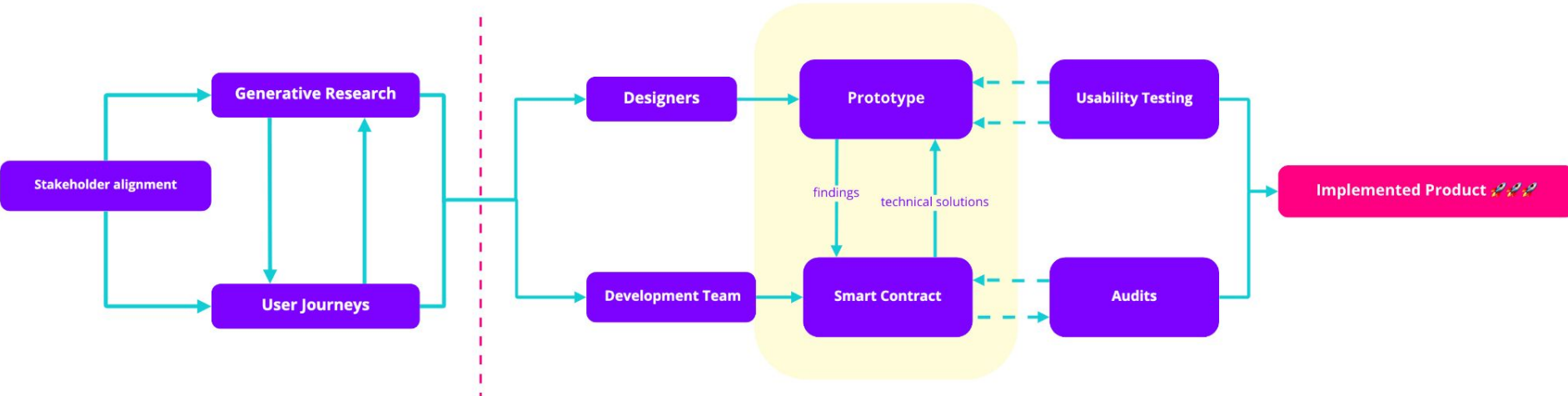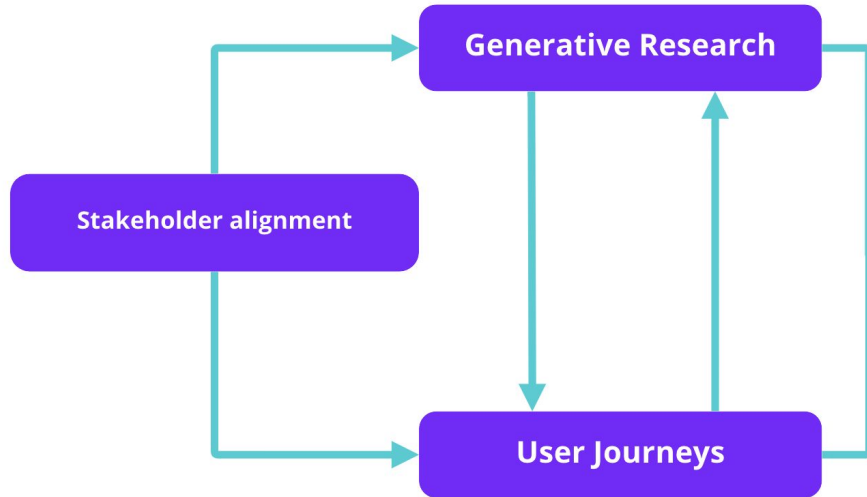
- Each team gets to voice its requirements
- Transparency and collaboration
- Assumptions, ideas and protocol designs can be tested and researched in an early stage
- The ideas can be probed against the market needs
- Saves a lot of time and money
- The generated User Journeys will become the backbone of the following phase
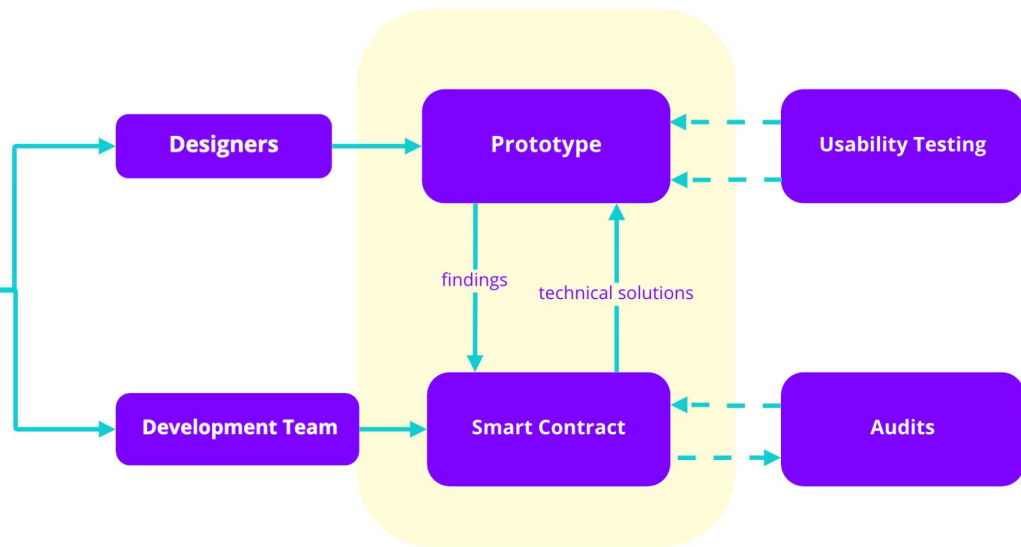
Explorative - Divergent Phase

Iterative - Convergent Phase

Stakeholder alignment

Generative Research

User Journeys

Designers

Development Team

Prototype

Smart Contract

findings

technical solutions

Usability Testing

Audits

Implemented Product 🚀🚀🚀

Iterative - Convergent Phase

Designers → Prototype

Usability Testing ⇢ Prototype

Prototype → findings → Smart Contract

Smart Contract → technical solutions → Prototype

Development Team → Smart Contract

Audits ⇢ Smart Contract

- 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
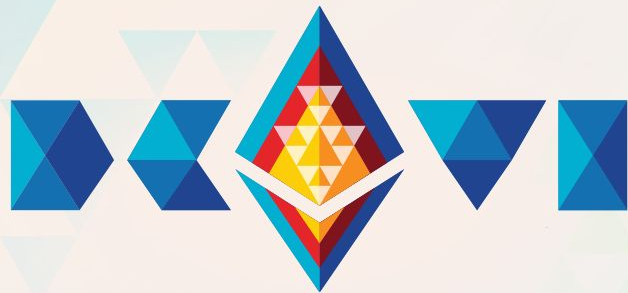**tBTC|Threshold Network & Keep Network**

🚀 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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