

Criptoflow – Case study

Manuel La Porta

Cryptoflow.

Sharpen prompt



Google UX Design Certificate
Project 2

i To produce a prompt, click on the "New Challenge" button below. You can click the button to refresh the prompt as many times as you want, until you find a prompt that speaks to your interests or experiences. Take a screenshot or write down the prompt that you want to use.

 New Challenge

 **Create a balance transfer flow
for a cryptocurrency exchange**

Project overview



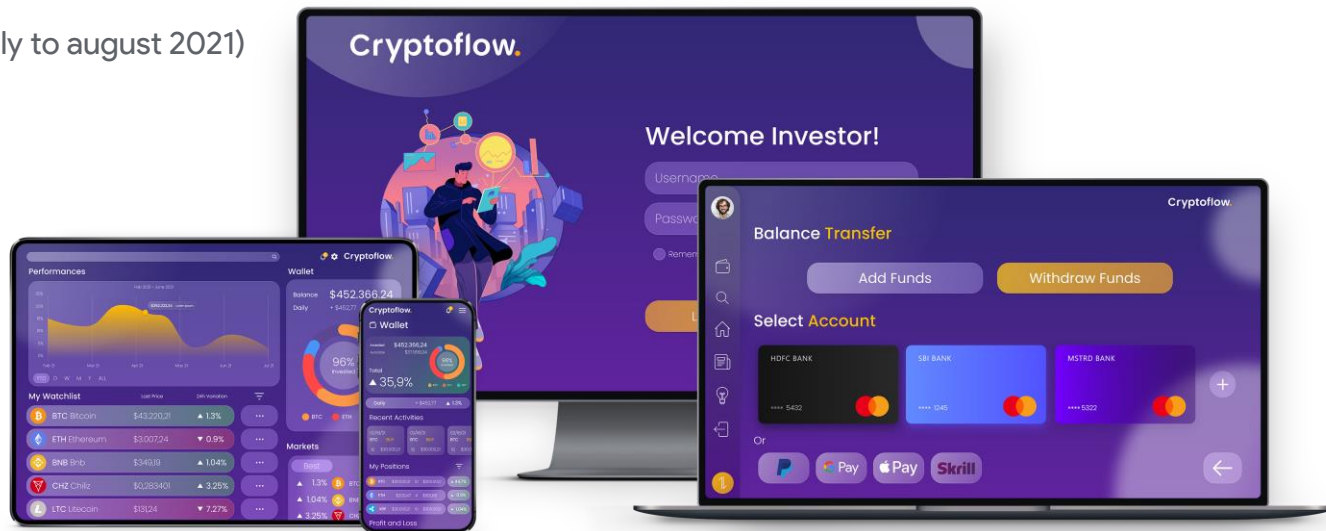
The product:

A Useful Crypto Exchange which allow to easily trade cryptocurrencies, stay updated and learn about financials topics.



Project duration:

Summer project. (from July to august 2021)



Project overview



The problem:

More and more people are trying to collect knowledge about Finance, specifically around the unravelled world of cryptos. However, this is not always a pleasant activities.



The goal:

A an exchange that aims to simplify any main actions and operations and hopefully with which users might explore and increase confidentiality with finance topics.

Project overview



My role:

Lead UX Designer



Responsibilities:

- Brand identity definition
- User Research
- Wireframing
- UI Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted research with the specific aim to define at least 2 different groups of people with different age spans who are interested to approach the world of cryptocurrency and more in general, finance. The groups helped me to define a specific empathy map and better understand users' needs overall.

The results were significantly aligned with the first assumptions I made upfront about the struggle users feel whenever they have to face new products and topics, especially when they are not completely confident with them.

User research: pain points

1

Knowledge

Often the insight needed when a novice approach a new exchange or financial platform is overwhelming and highly specific.

2

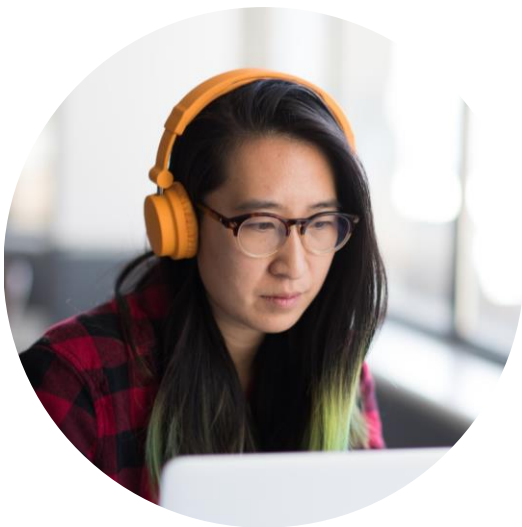
Confusion

Because of the load of materials online, users struggle to ponder them and find the right source to match their needs of collecting information.

3

Time management

When it comes to financial platforms the time needed to fulfil a task might be endlessly.
This may provoke the user to lose focus or not notice critical information.



Sheila Lin

Age: 27

Education: College Degree

Hometown: Seattle Washinton DC

Family: Lives with her parents

Occupation: University student

“I strongly believe that the future lies in currency independence and blockchain system.”

Goals

- Manage her finances easily.
- Make blockchain and everithing that revolves around it easier to understand.

Frustrations

- So many complex way to get close to new blockchain topics.
- Not user friendly interfaces when it comes to manage cryptocurrencies.

Sheila is an engineer who lately has dicovered the fintech world. She found herself quite passionate about the field and after his college degree she would like to pursue her career studying finance, merging both world and creating something new and helpful for ebverybody. She thinks that the blockchain technology might contribute to her cause and she want to understand it as deeply as possible.



Carlos Impelo

Age: 18

Education: High school diploma

Hometown: Albuquerque, New Mexico

Family: Single, lives alone

Occupation: Freelance designer

“When it comes to finance, every UI should be as understandable and easy as possible otherwise, people will get confused”

Goals

- Find a way to manage it's finance and make a profit
- Being financially independent as soon as possible

Frustrations

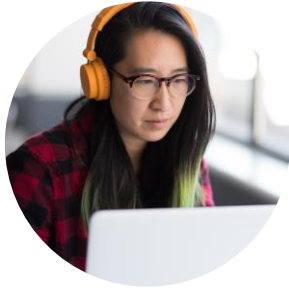
- Finding a job is hard especially if you are young and inexperienced.
- He wish to understand crypto and finance in general just to find another passive income to make his life easier.

Carlos is a Young and Bright student who recently has attained his high school diploma and now he has decided not to pursue an academic path, but instead he has take into consideration the idea of Investing in new trends.

He is determined to study every assets and opportunity he come across with, but mostly he is interested in fintech services, more specifically cryptocurrencies.

However, he find Crypto broker and Crypto portfolio holder websites pointlessly complex and sometimes misleading.

Users Story

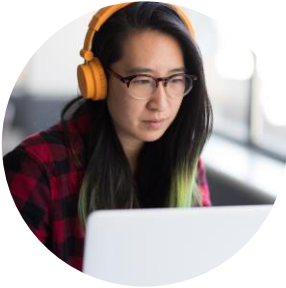


“As an aspirant engineer, I want to make finance services better to understand and easy to use, so that people won’t be frightened from a new era for finance.”



“As a young student I want to be fully aware of my money balance, so that I can prevent mistakes or incomprehension in my everiday finance activities”

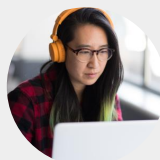
Users Story



Persona: Sheila

Goal: Transfer the exchange balance in her personal bank account.

User journey map



Persona: Sheila

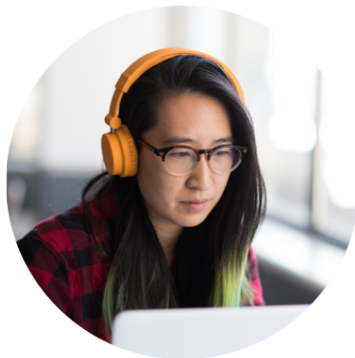
Goal: Transfer the exchange balance in her personal bank account.

ACTION	Get in the website	Check her wallet for any balance to transfer	Find the transfer section	Select the recipient account	Confirm the operation
TASK LIST	<p>Tasks</p> <ul style="list-style-type: none"> A. Get to know about it B. Browse it C. Sign in 	<p>Tasks</p> <ul style="list-style-type: none"> A. Check the wallet section B. Find Any positive balance 	<p>Tasks</p> <ul style="list-style-type: none"> A. Find the transfer balance section 	<p>Tasks</p> <ul style="list-style-type: none"> A. Pick the right account/add new ones B. Check the summary 	<p>Tasks</p> <ul style="list-style-type: none"> A. Wait for the break confirmation B. Check everything is correct C. Confirm the operation
FEELING ADJECTIVE	<p>User emotions</p> <ul style="list-style-type: none"> • Lost • Curious • intrigued 	<p>User emotions</p> <ul style="list-style-type: none"> • Disappointed • Happy 	<p>User emotions</p> <ul style="list-style-type: none"> • Fulfilled • Indecisive • Firm 	<p>User emotions</p> <ul style="list-style-type: none"> • Fulfilled • Engaged • Disappointed 	<p>User emotions</p> <ul style="list-style-type: none"> • Surprised • Dazzled • Happy
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> • Ads, and other way to make people aware of the website. 	<p>Area to improve</p> <ul style="list-style-type: none"> • Make the flow as easy as possible • Let the user know it right in the homepage section 	<p>Area to improve</p> <ul style="list-style-type: none"> • Make the UX as fast and easy as possible • Highlight the section with some buttons or colors. 	<p>Area to improve</p> <ul style="list-style-type: none"> • Being sure to enable every popular payment services • Summarize every information in a comprehensible way. 	<p>Area to improve</p> <ul style="list-style-type: none"> • Make sure the user may print or download the summary of the operation

Problem statements

Problem statement:

Sheila is an engineer who needs to know how to better manage her cryptocurrencies portfolio because she can't fully understand blockchain yet.



Sheila Lin

Age: 27

Education: College Degree

Hometown: Seattle Washington DC

Family: Lives with her parents

Occupation: University student

"I strongly believe that the future lies in currency independence and blockchain system."

Goals

- Manage her finances easily.
- Make blockchain and everything that revolves around it easier to understand.

Frustrations

- So many complex ways to get close to new blockchain topics.
- Not user-friendly interfaces when it comes to managing cryptocurrencies.

Sheila is an engineer who lately has discovered the fintech world. She found herself quite passionate about the field and after her college degree she would like to pursue her career studying finance, merging both worlds and creating something new and helpful for everybody. She thinks that blockchain technology might contribute to her cause and she wants to understand it as deeply as possible.

Problem statements

Problem statement:

Carlos is a student who needs to become confident with cryptocurrencies interfaces because he would like to invest in the Fintech field.



Carlos Impelo

Age: 18

Education: High school diploma

Hometown: Albuquerque, New Mexico

Family: Single, lives alone

Occupation: Freelance designer

“When it comes to finance, every UI should be as understandable and easy as possible otherwise, people will get confused”

Goals

- Being able of buying food during the second half of the movie.
- Find the tranquillity and the calm that he does not have outside the theatre.

Frustrations

- Being always behind of time doesn't ever allow him to stop by snack stores.
- The urge of going to the toilet prevent him to have time to buy food.

Carlos is a Young and Bright student who recently has attained his high school diploma and now he has decided not to pursue an academic path, but instead he has take into consideration the idea of Investing in new trends.

He is determined to study every assets and opportunity he come across with, but mostly he is interested in fintech services, more specifically cryptocurrencies. However, he find Crypto broker and Crypto portfolio holder websites pointlessly complex and sometimes misleading.

Competitive Audit

- Goals & Methods
- Case study Navigation

Goals & Methods

Objective

The main goal of Cryptoflow is to help users explore crypto and more in general finance world.

We audited other industry competitors to understand how the CF exchange compares.

Research Questions

Are they attracting the audience that they say they are speaking to?

How does their app look and feel?

Does the design complement the service?

Will the user get confused as they navigate through the website?

Procedure

We reviewed these aspects of the competitors and their app design:

- Audience
- First thoughts
- User Interaction
- Visual Design
- Contents

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Navigation

Analysis of some of the main potential competitors of Cryptoflow both direct and indirect.

Binance

Ads and promotions

1 Always displayed Nav Bar

Order section

3

Interactive watchlist

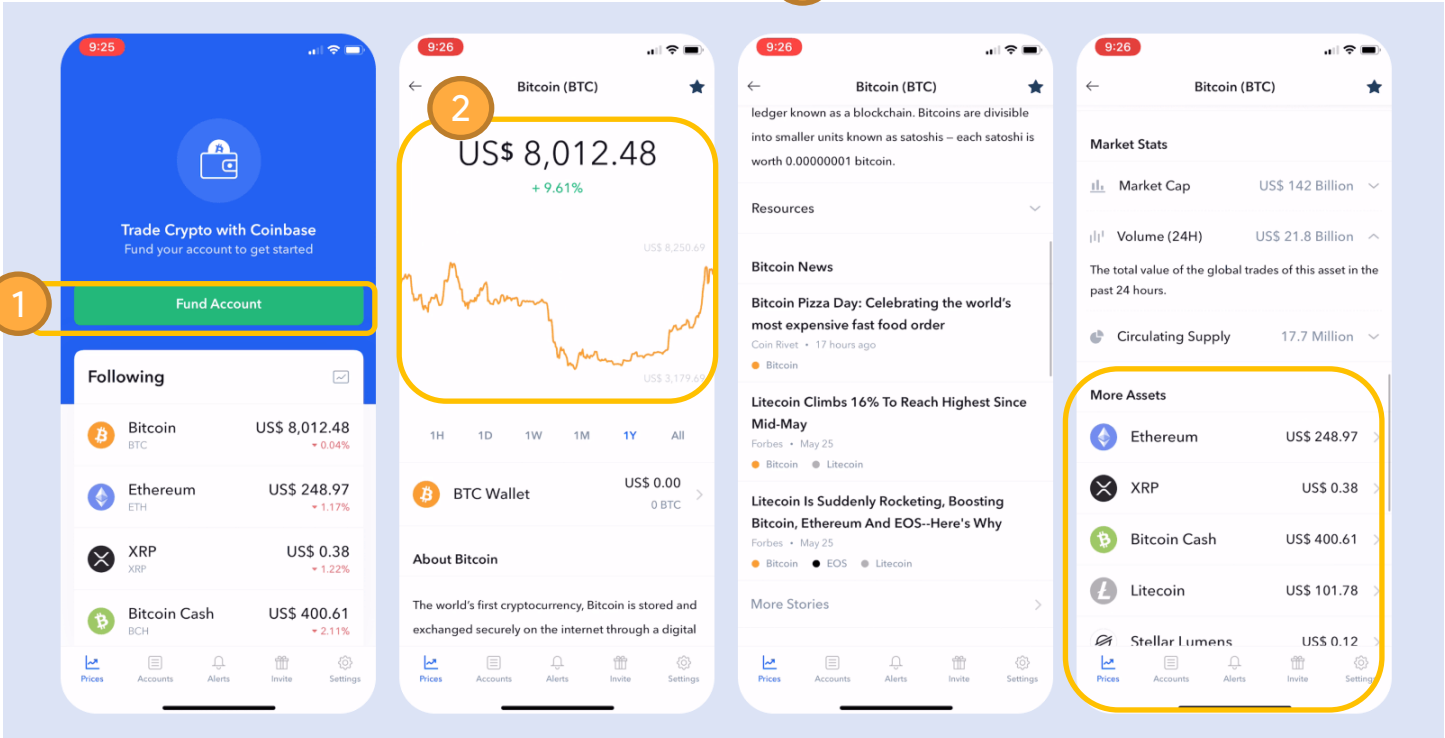
4

Coinbase

Chart and info about crypto

3 News section

Balance Transfer Flow




Etoro

Side menu

1

etoro

 **chloehauyin**
BRONZE

TRADE VIRTUAL

- Watchlist
- Portfolio
- News Feed

DISCOVER

- Trade Markets
- Copy People
- Invest in CopyPortfolios

Deposit Funds

3 Search bar













Markets / People search

MY WATCHLIST

MARKETS

CHANGE 1D

INVEST

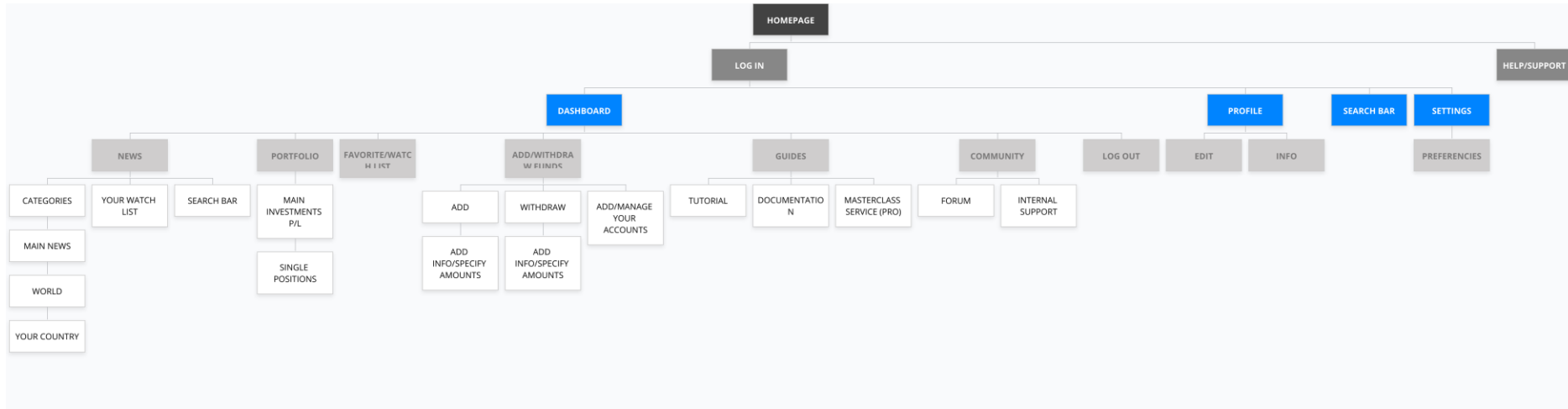
MARKETS	CHANGE 1D	INVEST
 BABA Alibaba	188.12 ▼ -6.55 (-3.36%)	 BUY
 AMZN Amazon	1900.10 ▼ -55.39 (-2.83%)	 BUY
 AAPL Apple	247.74 ▼ -10.70 (-4.14%)	 BUY
 FB Facebook	156.79 ▼ -6.55 (-4.01%)	 BUY
 TWTR Twitter	25.29 ▼ -1.12 (-4.24%)	 BUY
 NFLX Netflix, Inc.	357.12 ▼ -5.87 (-1.62%)	 BUY

2 User Balance

$\$98,669.84$ AVAILABLE + $\$1,330.23$ TOTAL ALLOCATED = $-\$63.57$ PROFIT = $\$99,936.50$ VIRTUAL EQUITY



Sitemap



Having considered all the users' painpoints, my main goal was to organize the website in a way which might be practical and easy to understand even for newcomers. Eventually I found an hierarchical structure the best way to show the design and match my needs linked to the user ones.

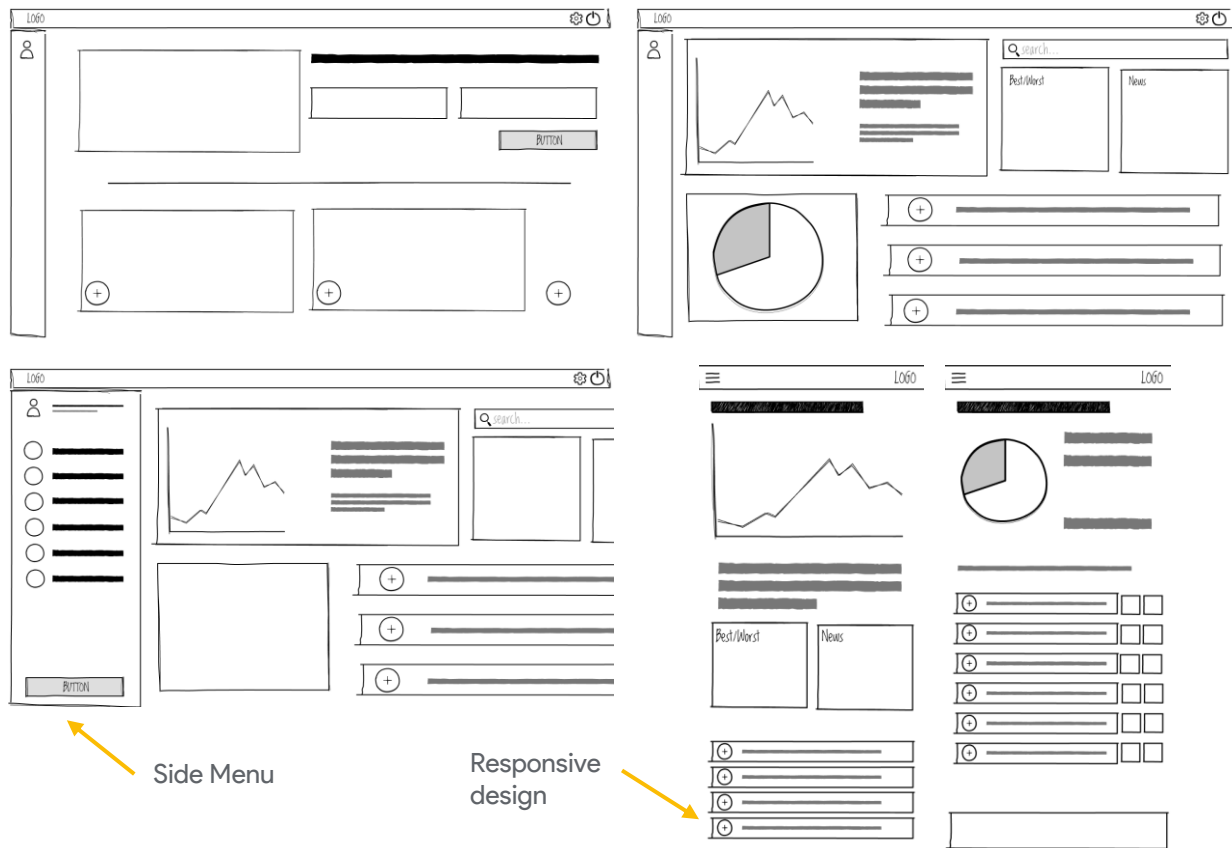
Throughout the design development something as changed as minor improvements in the overall project. But the original hierarchical structure lays the foundations for anything furtherly adjusted.

Paper wireframes

Already on Paper wireframes the idea of a main Dashboard was taken into consideration.

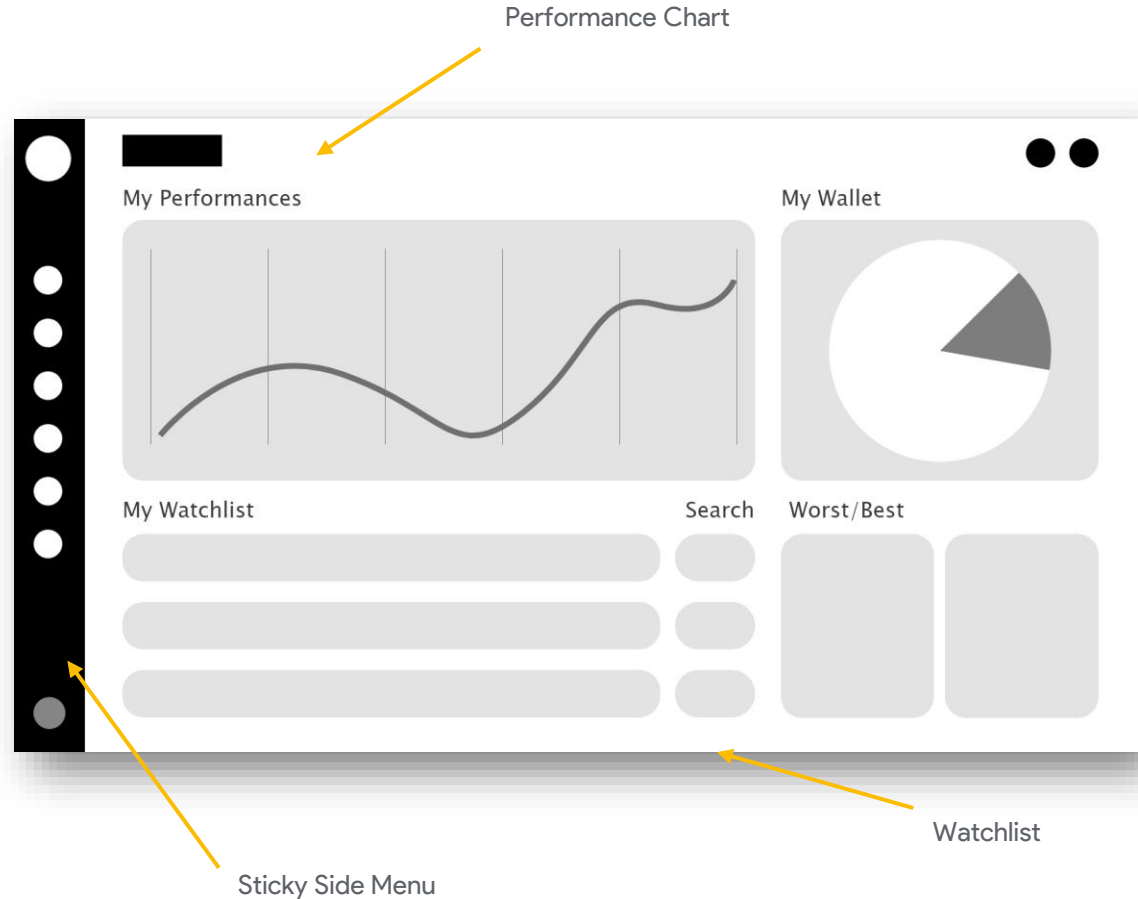
An interactive way to display all the significant information was the best process to follow in order to keep things easy.

A side menu was another strict feature throughout the whole process.



Digital wireframes

Through the LOFI Ideation, I concretize the idea of an Intuitive Dashboard, where, with cards of different dimension there would be displayed important information about the user's balance and updated performance of their positions/watchlist

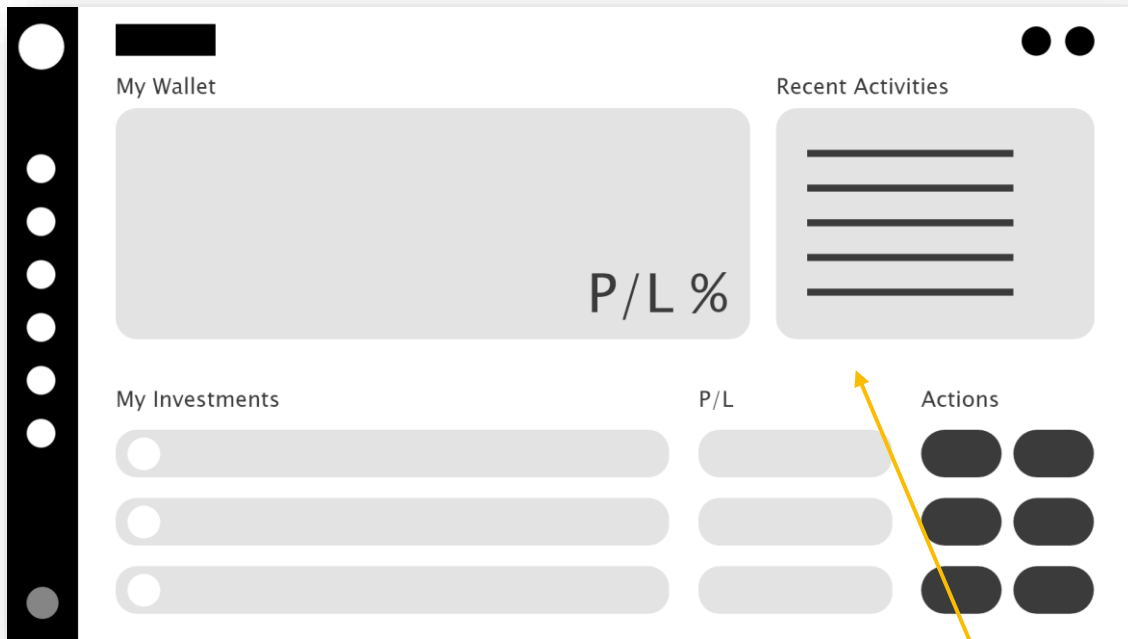


Digital wireframes

As we move into the “wallet” section, I performed a similar design in terms of aesthetics. However, since this section is something more personal related to the user, the information displayed are more specific and pragmatic.

Other than an inevitable “My Investments” section, there are other charts and cards that are strongly related to the user’s activity.

Shop products
divided into
sections



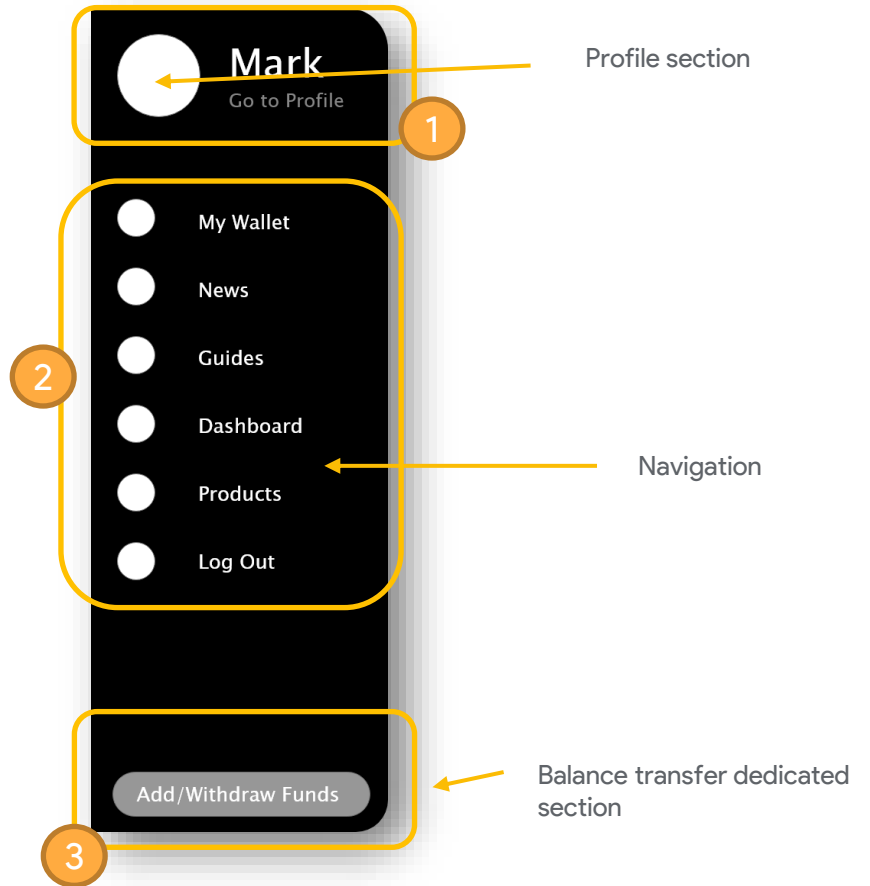
Recent operations and the overall profit/loss of the wallet, dominate the whole page.

Digital wireframes

The side menu is crucial throughout the whole user flow.

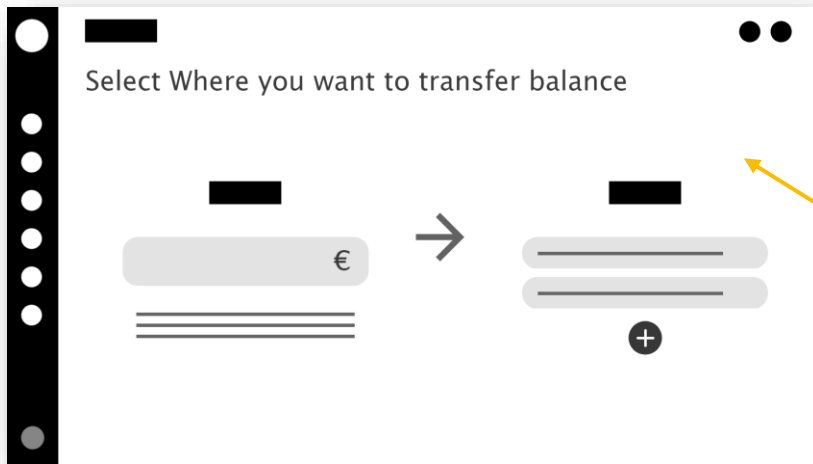
It consist of three different section:

- The first one is related to the user's profile and the setting.
- The second one is about the main navigation across the website.
- And the last one is dedicated to the balance transfer page, something I highlighted in order to smooth the overall user flow.

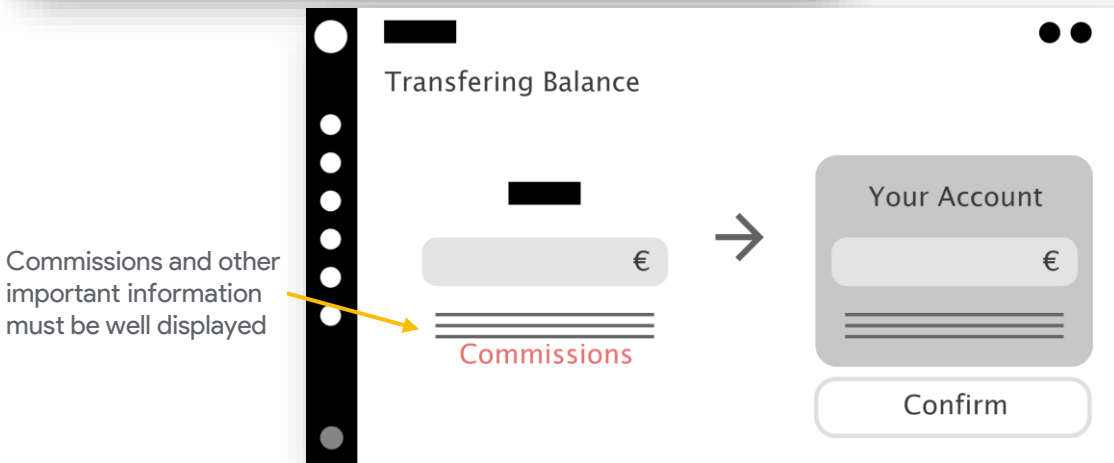


Digital wireframes

An easy and intuitive transfer flow was my main objective during the whole design ideation. I constantly keep everything as simple as possible, but I didn't forget to display some crucial information throughout the whole procedure, as a confirmation panel with a summary of the operation and of course, commission and processing times.



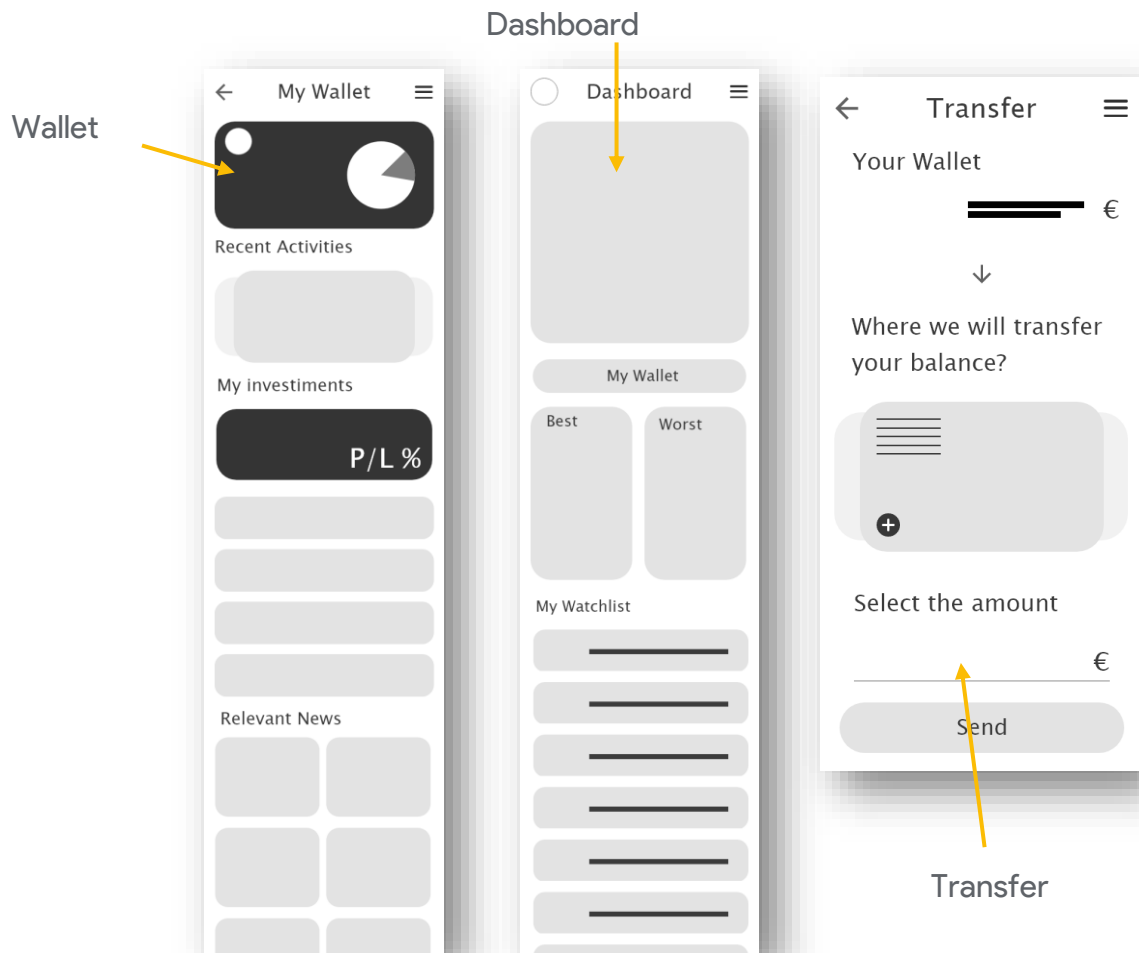
Transfer section with a lot of different services with which transfer balance



Commissions and other important information must be well displayed

Digital wireframes

As a responsive design I proceed to shape an UI which should resemble the desktop version even in smaller screens.



Low-fidelity prototype

In the Low Fidelity we can clearly see how the whole design process was devised.

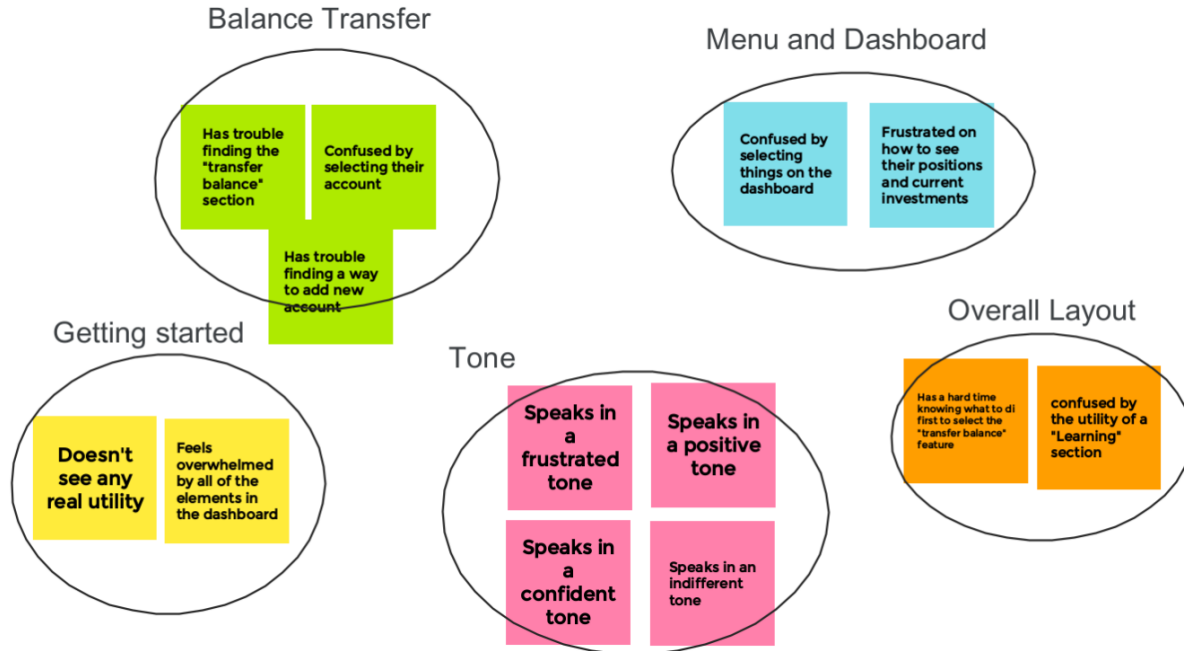
The main screen try to replicate the intended path the user should follow to order the products.

View the Cryptoflow [Low Fidelity Prototype](#)



Usability study: Affinity Diagrams

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.



Usability study: Insights

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.

Round 1 findings

- 1 making the balance transfer button more accessible and visible.
- 2 Re organize and lighten the overall dashboard.

Round 2 findings

- 1 make the homepage more appealing with bright colours and charts.
- 2 Add a “Sort” button on the watchlist and the “my investments” section.

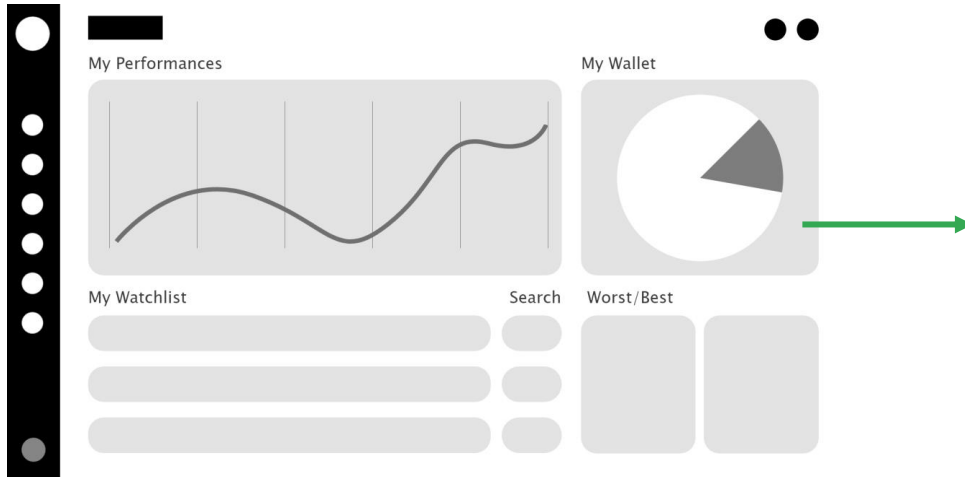
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

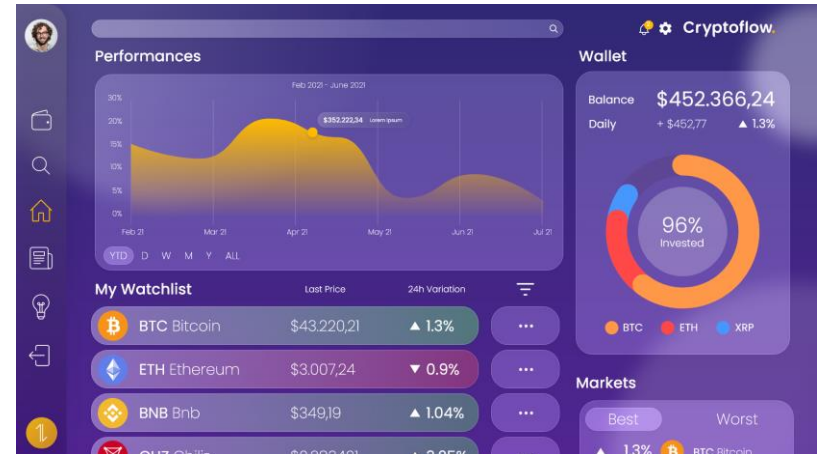
Mockups

Although the final prototype seems similar to the LOFI, there have been made some minor adjustments and improvement in the design after the first usability study. The interface is clear, lighter than the original project and easy to read. The overall charts help users to understand everything from different perspectives.

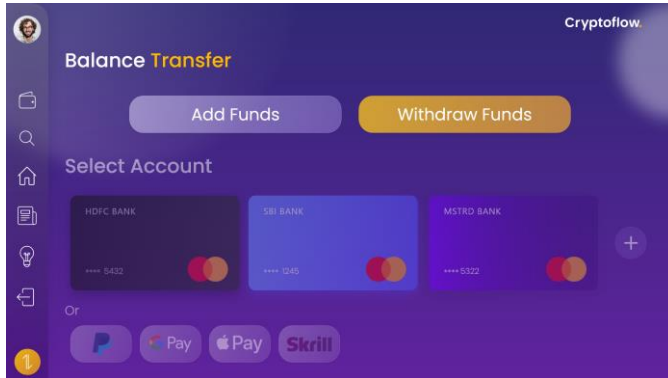
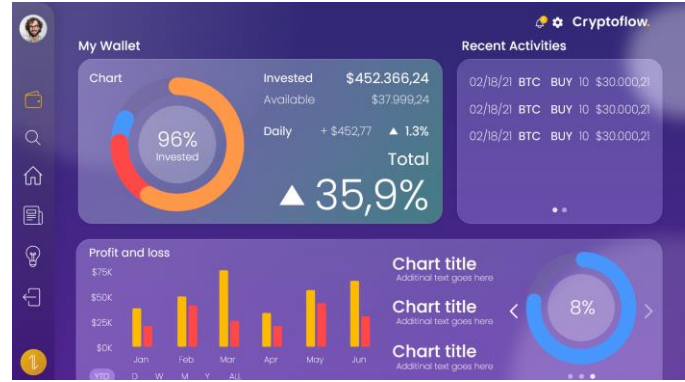
Before usability study



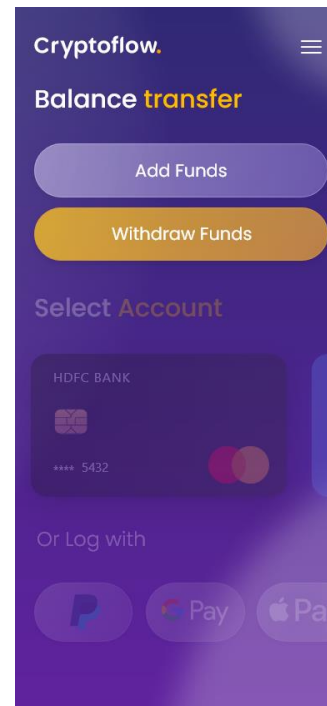
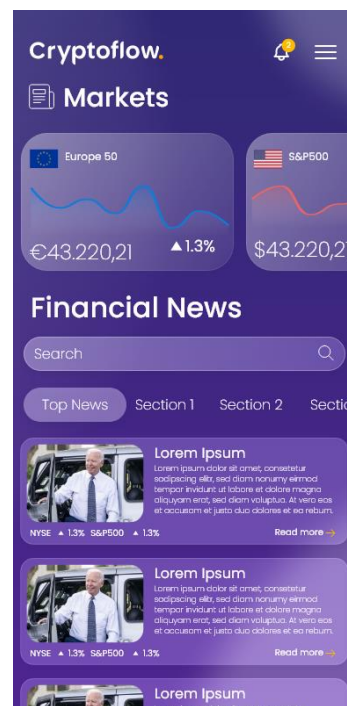
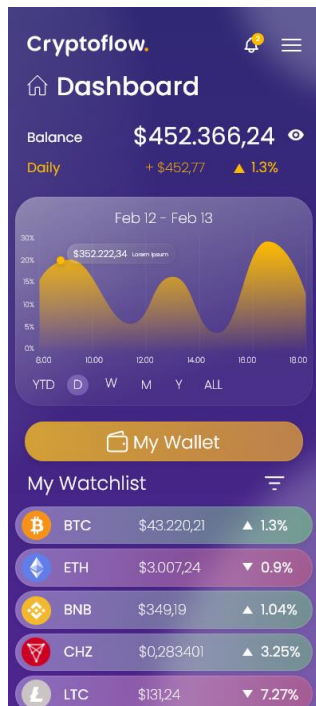
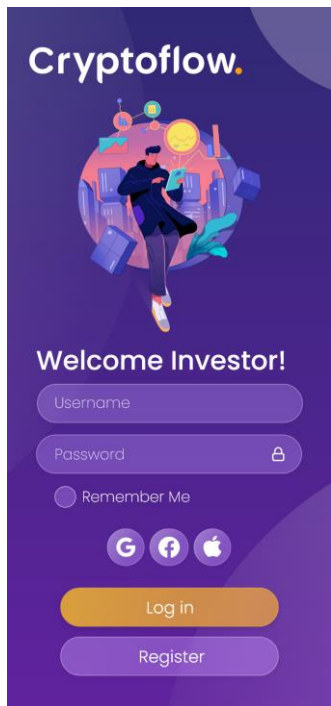
After usability study



Mockups: Original screen size

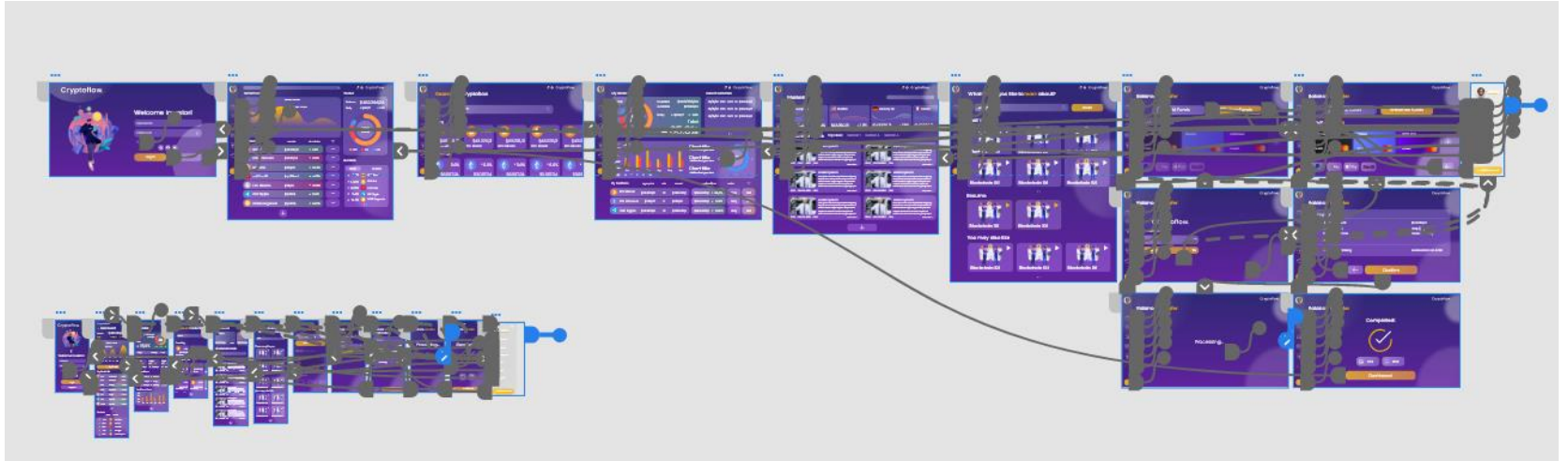


Mockups: Screen size variations



High-fidelity prototype

View the Cryptoflow [High Fidelity Prototype](#)



The final high fidelity prototype presented cleaner user-flows for homepage and checkout.

It also meet user needs for the main purpose of the app as well as more customization options before the confirmation.

Accessibility considerations

1

The contrast created by the colors chosen is aligned with the WCAG standards.

2

Although the website offers many options and sections that exceed its main purpose, the user-flow for the main activities was kept linear and straightforward.

Many icons in the side menu and charts show and help the most crucial step throughout the whole process.

3

The balance transfer page was kept simple and easy to complete, preventing any frustrations or pain points in the user flow.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

According to the prompt I was given by Sharpen.com I would say that the main goal of the website can be considered reached.

Moreover, I managed to make the best experience in terms of responsiveness out of every design, both desktop and mobile.

I've tried with all myself to better understand every user need, revising and iterating based on feedbacks received from the usability study.



What I learned:

While designing Cryptoflow website, I learned that the first ideas for every online service are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the website designs.

Moreover, I learned that UX is not only prototypes or graphs. It also requires a lot of backend studies related to the challenge you are going to face. As something related to the finance field, the preparation to ideate a competent UX was consistent and accurate.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of needs.

Let's connect!



Thank you for your time reviewing my work on the Cryptoflow!
If you'd like to
see more or get in touch, my contact information is provided below.

Email: manulaporta98@gmail.com

Thank you!