SOCIAL DESIGN ACADEMY

DEMOCRATIZE & HUMANIZE WEB3 DESIGN

IN-WALLET ONBOARDING FOR ADAHOLDERS

A 6 month design design research project.

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Sr. Design Researcher & Social System Engineer.

What will the design research* deliver?

A conversational onboarding approach that enables us to scale the Cardano & Project Catalyst narrative to non-techical Family and Friends.

* Design research investigates new ways of doing things.
  In this case Digital Conversations in Cardano Wallets.

THE PROBLEM STATEMENT

Current wallet software separates utility and education, creating a barrier for people to enter and to trust the crypto space and Cardano.

+ You don't learn about Cardano/Catalyst in your wallets.

CATALYST ONBOARDING PAIN

- Information overload /

  30+ entry point

- Non validated / outdated content

- People have no clue where to start

- No safety net

THE SOLUTION STATEMENT

By using chat-based onboarding in wallets we combine utility and information to create a user friendly and trustworthy experience.

CATALYST ONBOARDING GAIN

+ Wallets act as a secure access point

+ Combine Utility & Education

  using Digital Conversations.

+ Community validated content

+ A trust worhty environment

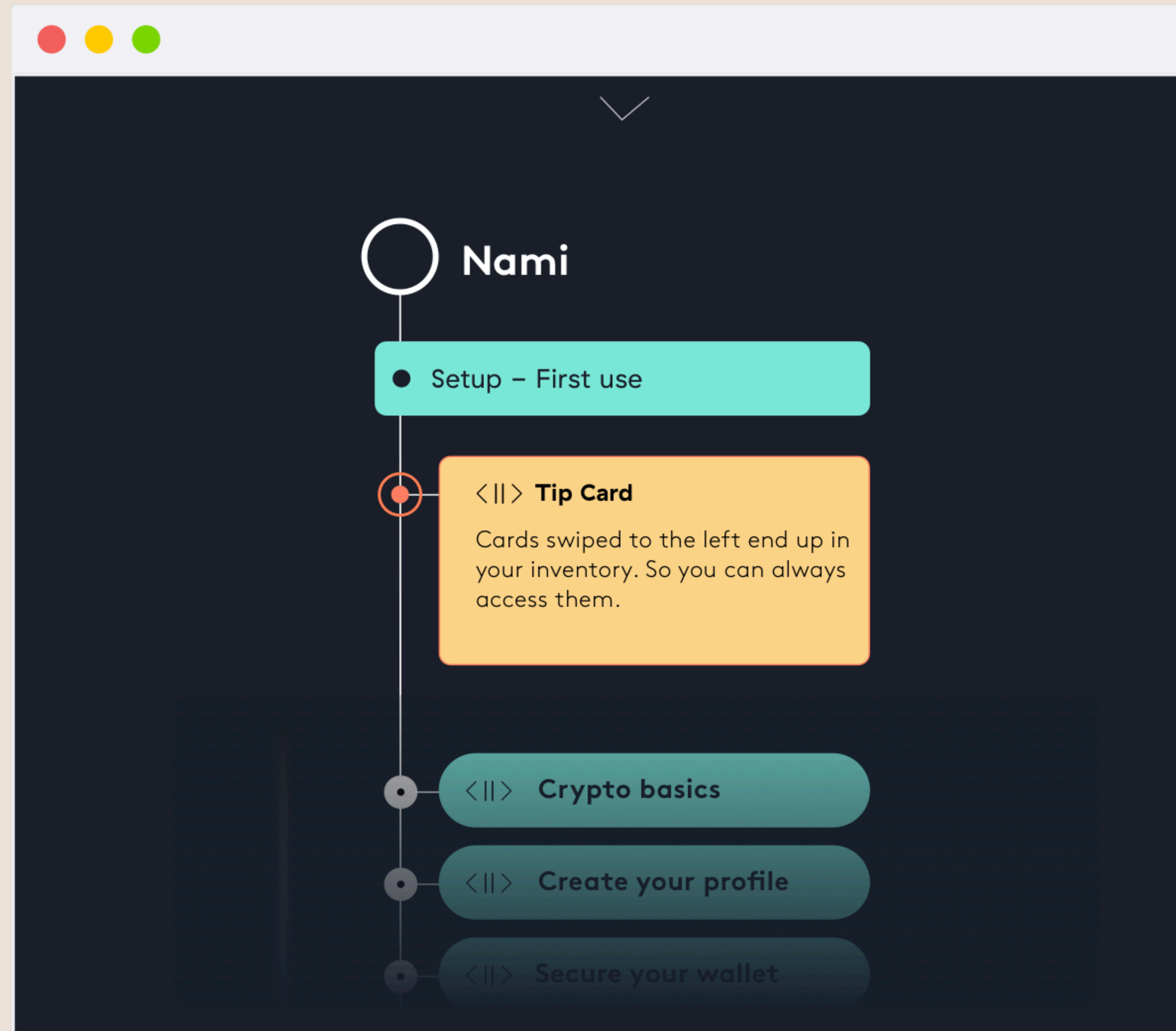+ Onboarded by a real friend

+ links can be trusted.

The product

NAMI WALLET DESIGN MOCKUPS

CONVERSATIONAL INTERACTION DESIGN IS SCREEN AGNOSTIC.

MOBILE

Nami

Setup – First use

⟨||⟩ **Tip Card**
Cards swiped to the left end up in your inventory. So you can always access them.

⟨||⟩ **Crypto basics**

⟨||⟩ **Create your profile**

⟨||⟩ **Secure your wallet**

+50xp 🔒 Buy Cardano

+120xp 🔒 Access the Social Appstore

⋮ Setup - First use ⌃

DESKTOP

Nami

Setup – First use

⟨||⟩ **Tip Card**
Cards swiped to the left end up in your inventory. So you can always access them.

⟨||⟩ **Crypto basics**

⟨||⟩ **Create your profile**

⟨||⟩ **Secure your wallet**

LEARN WHAT DIGITAL CONVERSATIONS ARE.

As you can see Digital Conversations
are like your favorite chat app.

But the content you see there is not passive
but actionable and guides you
through a task-completion.

+ You can invite a friend using digital conversation links.

YOUR WALLET SOCIAL APPSTORE ⌄

| PERSONAL USECASE/ BASIC PROFILE 1/3 | SECURE YOUR WALLET 20 XP | INVITE FRIEND TO CARDANO/ CATALYST 50 XP | **LEVEL 1** (50/120 POINTS) |
| LEARN ABOUT CARDANO 100 XP | BUYING CARDANO 200 XP | SEND/ RECEIVE ADA 200 XP | LEVEL 2 (0/220 POINTS) |

PLEASE FINISH LEVEL 1 AND 2 TO CONTINUE

| EARN STAKING REWARDS 600 XP | VOTE ON CATALYST PROJECTS 800 XP | INVITE FRIEND TO CARDANO/ CATALYST 900 XP | LEVEL 3 (0/600 POINTS) |

YOU NEED 70 EXPERIENCE POINTS TO ADVANCE TO LEVEL 2.

WALLET NAME
CARDANO CONVERSATIONAL NETWORK.

The Deliverables

THE PRODUCT / DELIVERABLES

① **Design Research for Digital Conversations**

② **Social UX Process**

③ **Lego toolkit of Conversational Modules (Gitbook)**

④ **Proof of concept (self-funded)**

Full Experience Journey

Personal Use Cases → About Cardano/Catalyst → Setting up the basics → Buying

Cardano → Transactions → Staking → Voting → Refering to Catalyst

21K - 6 Months.

LEGO TOOLKIT FOR DIGITAL CONVERSATION

CONVERSATIONAL MODULE EXAMPLES

Speech-bubble modules

👋 Hi, and welcome. I am Daedalus.

I am something between a chatbot 🤖 and a voice-interface 🗣️, but you will learn about me as we go.

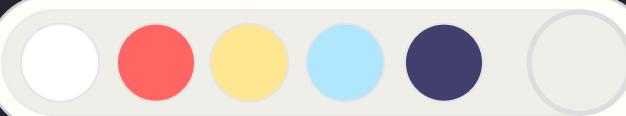**In-line menu modules**
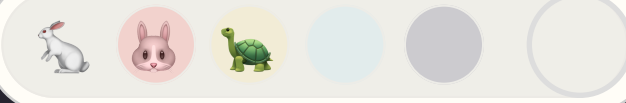
I am a professional. →

I am a newbie. →

↓

✅ I am a newbie. ←

Collapse on selection.

Personalisation modules

Choose a color

Choose an icon

🐰 🐰 🐢

Ask me later

Question modules

Yes please →

Ask me later →

Input modules

Give your wallet a name

Wallet name ↑

+ Conversational Onboarding   **+ Conversational Governance**

IMPACT

+ Make chat actionable is natural,
People already know chat
and use is daily.

+ Screenwriting gives us a wealth
of proven knowledge.

+ Digital Conversations make
people curious for more.

+ Digital Conversations are playful and fun.

FEASABILITY

+ Design innovation is our work.

+ We have 30yr+ of Digital Product

Design experience.

+ Social Design Academy will

democratize and humanize

software design. (Design with, not for)

+ Adagov focuses on conversational

governance tools and modules

for Voltaire.

AUDITABILITY

+ Social Design Academy Discord

+ Clear deliverable lists

+ Workshops, Activity Pair Packs, Experience Maps, Use Cases presentations in Townhalls, UI Design, Conversational modules.

+ A gitbook in which we document how conversational modules are configured and used.

PLEASE VOTE FOR US IN FUND6

In-wallet onboarding for ADAholders
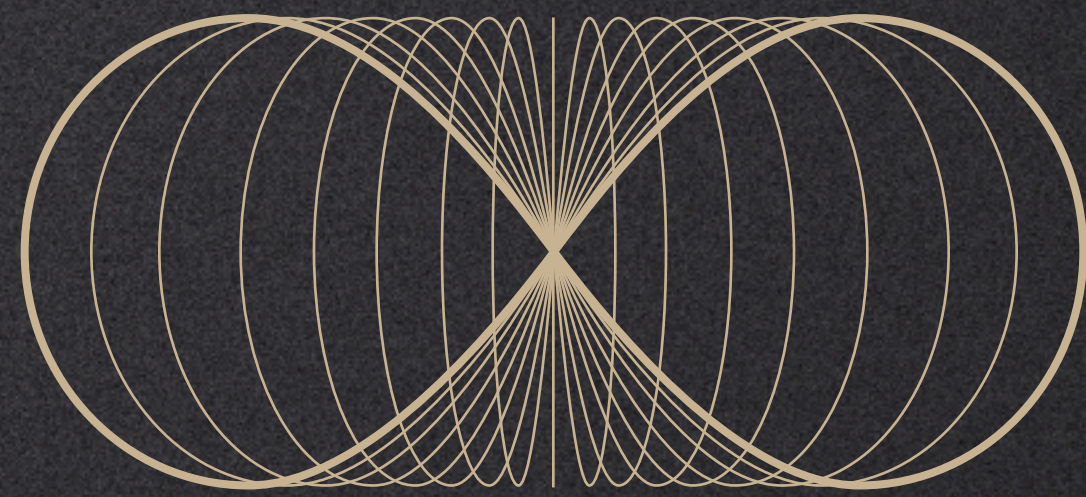
Let's make Cardano ready for our family and friends!

A Social Design Academy & Adagov project.

THE END.

Any questions?

Mail us at missiondrivendesign@socialdesignacademy.io

or visit our website.

THE END