Project Catalyst

Campaign: F6: Catalyst value onboarding
Idea No. 8363
Submitted by: Niels Kijf (nielskijf)
Date of Submission: 20/Aug/21

Idea: In-Wallet Onboarding for ADAholders

Idea Details:

Notes:

In-Wallet Onboarding for ADAholders

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

Custom Fields:

Requested funds in USD

21000

Detailed plan - Fill in here any additional details

The Current situation

In our current wallet software utility and education are separated, creating a barrier for people to enter and to trust the crypto space and Cardano.

The Frustration

Do you recognize this? "Hey, friend. How do I buy ADA? How much does it cost? Where can I buy ADA?" YES, we all do and it feels good to help friends and family enter the crypto space, because we all believe that ADA will change the world. But it's not our job to be a crypto wizard and what if our information is not up to date or even incorrect?

The Future Desire

By using digital conversation through a virtual assistant in a Cardano Wallet we can combine utility and information to create a more user friendly and trustworthy experience through interactive content, because ADA holders will be able to retrieve relevant information directly through a trusted wallet. In this proposal we will use Daedalus/Yoroi/Nami wallet features as examples to

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rebuild digital conversations.

Exponential Growth needs a scalable, safer, and natural interface solution.

Cardano´s market cap nearly doubled in February and August of 2021 (statistica.com). A lot of people entering the crypto market are new users and it will be pivotal for the success of Cardano. Digital Conversations support new ADA holders as well as current ADA holders in their abilities to perform the necessary actions to navigate the crypto market as well as to support proof of stake and voting through providing relevant information.

Currently, (new) users have to look up information through a variety of sources and some of them might not be providing accurate information. By distributing information directly into Cardano Wallets, we´ll be able to cut out unreliable sources and enhance trust and knowledge with every person holding ADA.

Rebuild Wallets as Virtual Assistants

What if we reinvented Cardano wallet so that it facilitates utility, user friendliness and education as a virtual assistant. If we want to see the Cardano Network grow, to be a highly technical but at the same time a user friendly environment, we should utilize the diversity of Catalyst in the process. We´re looking to get together digital product designers, educators, developers, front end designers and the whole range of our diverse community in a series of UX/UI workshops to create the best user experience possible.

Virtual assistants or conversational agents are software applications enabling users to interact with a smart device through natural language, often with the goal of helping a user to provide information and complete tasks. If applied to

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the DAEDALUS wallet, a virtual assistant would respond to questions of any user with different experience levels at any given time in any language in a chat-like format.

Who Is This Proposal For?

The Social UX Workshops are for the Project Catalyst community to help:

ADA-holders/Voters who want to use a trustworthy method to onboard their family and friends into the cardano ecosystem.

Proposers that conceptualize and build Virtual Assistants/Digital Conversations for their Cardano Projects.

Proposal implementers; build and train Cardano digital product designers in using the lego toolkit for Cardano Digital Conversations.

Cardano Wallet builders; build and train Cardano wallet teams in building digital conversations and conversational interfaces.

Refers; Create a trustworthy entry point for a family-member or friend who would benefit from joining the Cardano ecosystem.

What does success look like within 3-6 months?

We Convinced two Cardano wallet teams that digital conversations delivered through trusted wallets are the key to scaling Cardano onboarding for non-tech family and friends.

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We co-created the Onboarding Storyboards for Family & Friends with the Cardano Community (Design with, not for ...)

We onboarded 20 Digital product designers from outside Catalyst.

We doubled the Social Design Academy Discord from 50 to 100 members; Passionate digital product designers that want to co-design and build natural conversational interfaces for cardano/catalyst projects.

We built the SocialDesignAcademy.io website and launched our first Social UX course.

This Proposal will improve the following challenge metrics:

Increased meaningful participation; By introducing a new social design system we enabled the Cardano/Catalyst community to build quicker, safer and more natural designs at scale. We are building a conversational participation network instead of silo-ed apps.

Engagement & Retention; We have proven that digital conversations intrigue people, and are an effective method to scale the Cardano narrative in a safe environment.

Iterative & Trustworthy interactive content; In contrast to page-based software design, digital conversations can be easily iterated, are flexible and can be linked to conditions, we track the efficacy of conversational scripts with UX KPI's.

Proof of Inclusion and diversity; We successfully showed that we are able to

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co-design open-source conversational modules with the Cardano Community and interactive content translations can be a community effort.

Conversation Design & Cardano Command line interface; We have proven that digital conversations are a better match for the (changing) Cardano CLI than page-based design.

Impact - Benefits of Conversational Onboarding are:

Applications are repetitive, harsh and telling people what to do. Assistants ask, and deliver chat-based conversations that transform static software into a proactive and hospitable ecosystem.

Link conversational scripts to notifications to motivate people into action.

Chats surprise people, build relationships and guide people to new possibilities.

Assistants make it easy to summarize what happened since the last time you visited.

Building Assistants simplifies the technology stack, can control the cli for advanced cardano features, chat-like interactions are flexible, makes a/b testing a breeze, is fun and enables teams to design with emotional intelligence.

An open-source Conversational Lego Toolkit is the start for the no-code conversational solution, is responsive by default, and is the start of chat-based governance.

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A new Social Appstore in which people can download new conversational scripts into their Cardano Wallet gives Cardano an immense competitive advantage.

Align intent, purpose and meaning and create mission driven design challenges.

The logical step towards Voltaire Assistant (Assist proposers, support reviewers, start using ADA in the ecosystem, stop Catalyst treasury from leaking into dollars, etc.)

Digital conversations scale the Cardano ecosystem and create a trustworthy and hospitable environment.

Feasibility - How do we make sure we deliver on intent?

By keeping this a design education project we will create a visual showcase and interactive design, validating the chat-like onboarding with the Cardano/Catalyst community.

We'll use Social UX Toolkit exercises to systematize our approach toward chat-based interactions in our Cardano Wallets.

Niels is a design and workshop facilitator, and has 15+ experience in digital design, he is on a mission to introduce chat based governance to the Catalyst Ecosystem.

We'll use motion graphics design software (After Effects) to fine tune timings of

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functional animations (Motion must feel snappy, concise, and secure.)

Social design exercises enable others in the cardano ecosystem to apply the same conversation design methods to their projects.

We'll invite existing cardano projects into social design workshops.

We'll validate and ask feedback from the Catalyst community.

We'll index experience gaps with Social UX exercises.

We'll overcome risk by pre-prototyping experience maps. Join our Discord to learn more.

We'll humanize our Wallet software by combining utility, education and usability.

By growing our Social Design Academy in discord we build a conversation design movement that mitigates risk by diversifying perspectives. (https://discord.gg/BFsrbRgMMF)

We'll review and present progress/design sprints regularly to the community.

We'll do UX research with family and friends with a proof of concept.

Project Deliverables & Budget

Four First Principles Workshops teaching people how to use digital conversations in their Wallets/Cardano projects - 3K

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A pixel perfect UI design combining Core Wallet components with Onboarding for family and friends - 13K

UX Design Process + Gitbook documentation showing and describing used chat-based scripts & conversational modules. - 5K

Proof of Concept Cardano Digital Conversations sponsored by Adagov.org (Self-funded)

Deliverables Details

1. Four Social UX Design Workshops

To facilitate development of the Social UX/UI design processes this proposal focuses on a series of workshops targeted to educate digital product designers in the Cardano/Catalyst ecosystem. We will use the Social UX Toolkit to rebuild technical blockchain wallet patterns into natural digital conversations for non-tech family and friends.

Are you interested in Systemising Social Innovation, want to learn how to use Conversational Interaction Design in your Cardano project, jump in our Discord server and reach out: https://discord.gg/bu74NSXKcf

2. Cardano Onboarding as Pixel Perfect Designs made in Sketch (Using Daedalus, Yoroi, Nami, Voting App for design research)

- Personal Use Cases
- About Cardano/Catalyst

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*-*Setting up the basics

- Buying Cardano

- Transactions

- Staking

- Voting

- Refering

3. A Social UX/UI design processes / Gitbook Documentation

During the course of the project, we will develop an interactive design for a
Virtual Assistant in Cardano Wallets as well as a step by step approach that
can be adapted to UX/UI projects on the Cardano Network. The first iteration of
the design process can be found in this Gitbook:
https://app.gitbook.com/@stellar-design-systems/s/social-ux-ui-materials/build-
cryptocurrency-wallets-as-virtual-assistant

The scripts and conversational modules will be described and visualized using
visual design in Gitbook.

4. Proof of Concept (Funded by Adagov.org)

Together with Adagov.org we will start building the open source 'Lego toolkit
for Cardano In-Wallet Digital Conversations' on Github.

Limitations

The scope for this project is combining Cardano Core Wallet product segments
with Cardano/Catalyst Onboarding. We limit ourselves by investigating
Daedalus, Nami and Yoroi blockchain patterns and the Voting app. We will

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humanize these blockchain patterns with the Social UX Toolkit, making them easy to understand and set up by family and friends.

Collaboration with the Digital Product Design Community and Catalyst Community in this project is key.

Auditability - How can the community check on progress?

Fund 6 Scope: We will comprehensively examine, select and investigate existing page-based wallet blockchain patterns, and transform these into digital conversations. We will explain new terminology in the workshops. We gave successful workshops and validated interactive content to be the front-end technology we need for the mass-adoption of non-technical family and friends.

[In progress] Follow our Gitbook for Social UX/UI Materials / Principles / Exercises.

[In progress] We'll define (Social) UX KPI's so chat-based onboarding can has standardized UX metrics. (3 months)

https://app.gitbook.com/@stellar-design-systems/s/social-ux-ui-materials/social-ux-toolkit#ux-kpis

[In progress] We create a Miro-board progression tracker in which we track implemented conversational cases. (3 months)

[In progress] We co-design a story map in which we index the growth of our product. (3 months)

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[In progress] We prepare the materials and exercises for live-classes (3 months)

[In progress] We index/design the conversational modules needed (3 months)

[In progress] Presentation and feedback at IdeaFest (3 months)

[In progress] We'll recruit motion ui designers in our Github for the production. (6 months)

[In progress] Onboarding and Training of Social Experience Designers and Devs (6 months)

[In progress] Successfully connected with 3 wallets teams (6 months)

[vote-pending] We'll do UX reviews of selected Wallet product segments for activation.

[vote-pending] Started the conversational governance toolkit in collaboration with adagov. (6 months)

[Vote-pending] We create the pixel perfect digital conversations for the deliverable list. (6 months)

[Vote-pending] We documented conversational modules in gitbook, size of the gitbook, amount of pages (6 months)

[Vote-pending] We gave four workshops for Cardano projects, we track sessions held, attendance and retention. (6 months)

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[Vote-pending] Wallet teams (Daedalus Lite, Nami, Yoroi) are contributing to the development of the conversational module framework on Github. (6 months)

[Vote-pending] We work with a university on a Social UX / Digital Product Design course (12+ months)

References

As Charles mentioned in his July 20th video, getting Cardano into the browser, and a lite wallet with a new ux/ui team are high priority. New focus on UX and Lite Wallet 3m24: https://www.youtube.com/watch?v=kC2JlXAMNnY&t=220

Good to know

Start date Q4 2021.

All software will be open-source, no proprietary items.

This is a collaboration with Adagov funded proposals.

Open to collaboration with all entries in this challenge.

Open invite to wallet builders to sharpen conversational governance.

Let's make Cardano ready for non-tech family and friends.

Describe your solution to the problem
By using chat-based onboarding in wallets we combine utility and information

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to create a user friendly and trustworthy experience.

Relevant experience

Sr. UX/UI Designer 10yr+. Social System Engineer. Member of Adagov. Re-inventing the UI for blockchain;conversational governance with Adagov

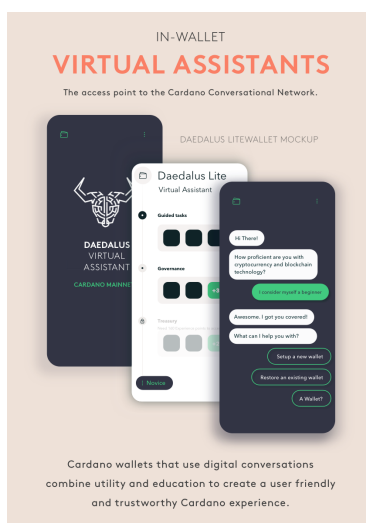### Proposer ada payment address (Must be a Shelley address, starting with "addr")

addr1q807hqnzsrpc6asemy0t9rvve3zkwmlj6k3a4s7n9lkzcpr5ql99pa3addyfr8tkwc2u49y8tm0s88ydfpxu6pv75jlsrq8vaa

Has someone referred you to become a proposer?

No

Attachments:

Notes:

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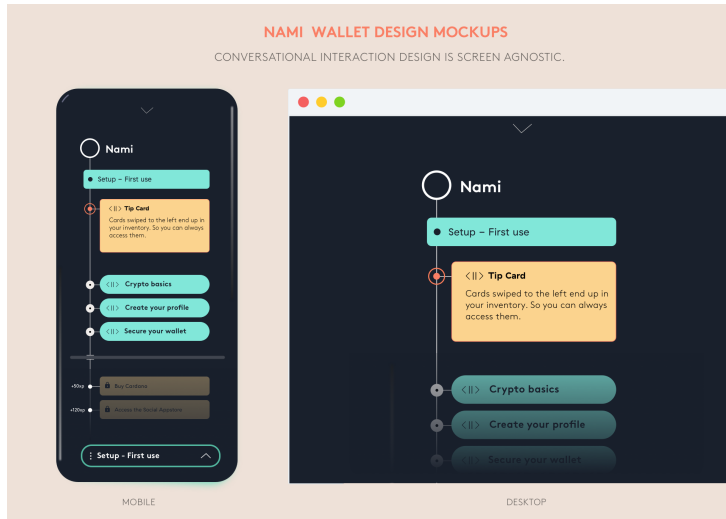**Submitted by:** Niels Kijf (nielskijf)
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Attachments:

In-wallet-Onboarding-for-ADAholders---Niels-Kijf-f13a3b.pdf

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