Share back session : Usability testing

Wallet creation and back up wallet flow

Test date : 18 September 2024
Version of the product : Beta

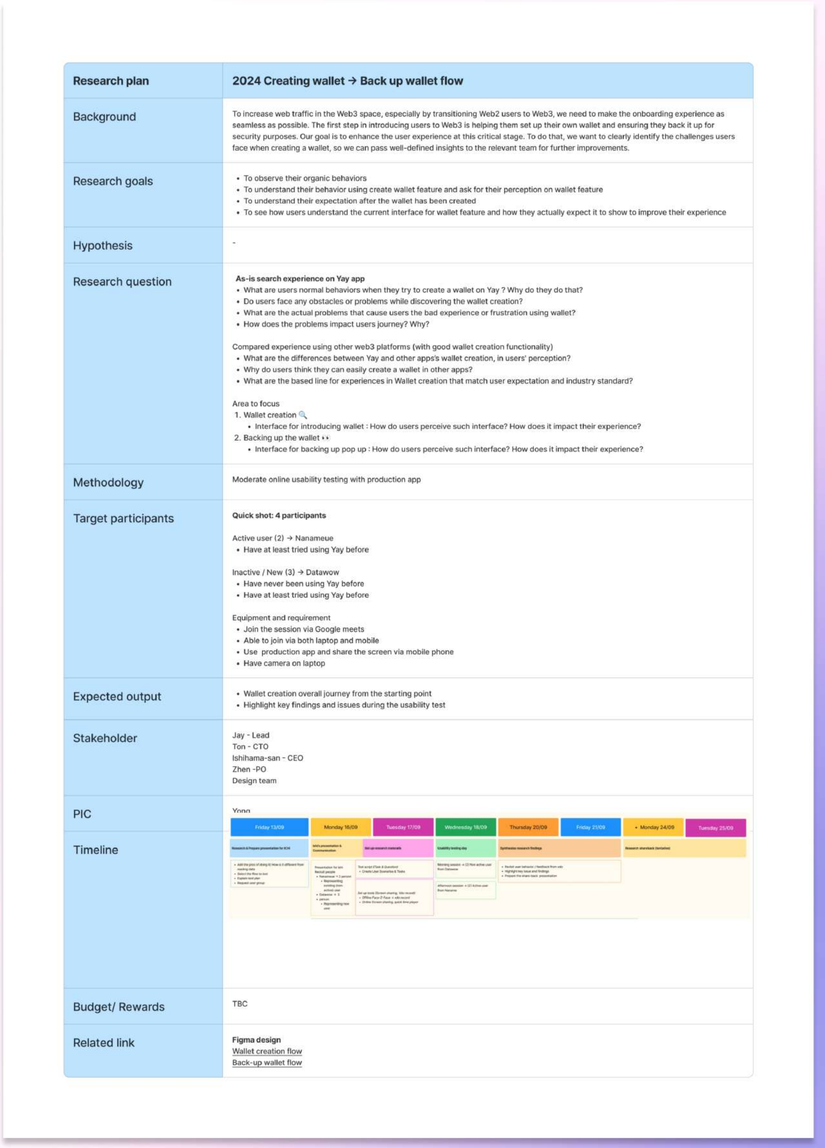
Objectives

Goal

- Observe user's organic behavior.
- Understand their usage and perception of the wallet creation feature.
- Identify their expectations after creating the wallet.
- Evaluate how users interpret the current wallet interface and their expectations to improve their experience.

Research question

- What are users' typical behaviors when creating a wallet on Yay, and why?
- Do users encounter obstacles during wallet creation and backing up wallet?
- What specific issues lead to negative experiences or frustration with the wallet?
- How do these problems impact the user journey?



Research plan	2024 Creating wallet → Back up wallet flow
Background	To increase web traffic in the Web3 space, especially by transitioning Web2 users to Web3, we need to make the onboarding experience as seamless as possible. The first step in introducing users to Web3 is helping them set up their own wallet and ensuring they back it up for security purposes. Our goal is to enhance the user experience at this critical stage. To do that, we want to clearly identify the challenges users face when creating a wallet, so we can pass well-defined insights to the relevant team for further improvements.
Research goals	• To observe their organic behaviors • To understand their behavior using create wallet feature and ask for their perception on wallet feature • To understand their expectation after the wallet has been created • To see how users understand the current interface for wallet feature and how they actually expect it to show to improve their experience
Hypothesis	-
Research question	**As-is search experience on Yay app** • What are users normal behaviors when they try to create a wallet on Yay ? Why do they do that? • Do users face any obstacles or problems while discovering the wallet creation? • What are the actual problems that cause users the bad experience or frustration using wallet? • How does the problems impact users journey? Why? Compared experience using other web3 platforms (with good wallet creation functionality) • What are the differences between Yay and other apps's wallet creation, in users' perception? • Why do users think they can easily create a wallet in other apps? • What are the based line for experiences in Wallet creation that match user expectation and industry standard? Area to focus 1. Wallet creation 🔍 • Interface for introducing wallet : How do users perceive such interface? How does it impact their experience? 2. Backing up the wallet ↑↑ • Interface for backing up pop up : How do users perceive such interface? How does it impact their experience?
Methodology	Moderate online usability testing with production app
Target participants	**Quick shot: 4 participants** Active user (2) → Nanameue • Have at least tried using Yay before Inactive / New (3) → Datawow • Have never been using Yay before • Have at least tried using Yay before Equipment and requirement • Join the session via Google meets • Able to join via both laptop and mobile • Use production app and share the screen via mobile phone • Have camera on laptop
Expected output	• Wallet creation overall journey from the starting point • Highlight key findings and issues during the usability test
Stakeholder	Jay - Lead Ton - CTO Ishihama-san - CEO Zhen -PO Design team
PIC	Yong
Timeline	Friday 13/09 · Monday 16/09 · Tuesday 17/09 · Wednesday 18/09 · Thursday 20/09 · Friday 27/09 · + Monday 24/09 · Tuesday 25/09
Budget/ Rewards	TBC
Related link	**Figma design** Wallet creation flow Back-up wallet flow

Target Audiences

Existing user

- **Inactive user**

→ Previously engaged with Yay but discontinued use for various reasons.

- **Active user**

→ Currently utilizing Yay, but limited to the WEB 2.0 features.

→ Engaged with Yay in the WEB 2.0 area and possess familiarity with WEB 3.0 concepts.

New user

- **Unfamiliar with Yay**
- **Unfamiliar with WEB 3.0**

Methodology

Research method

Usability testing

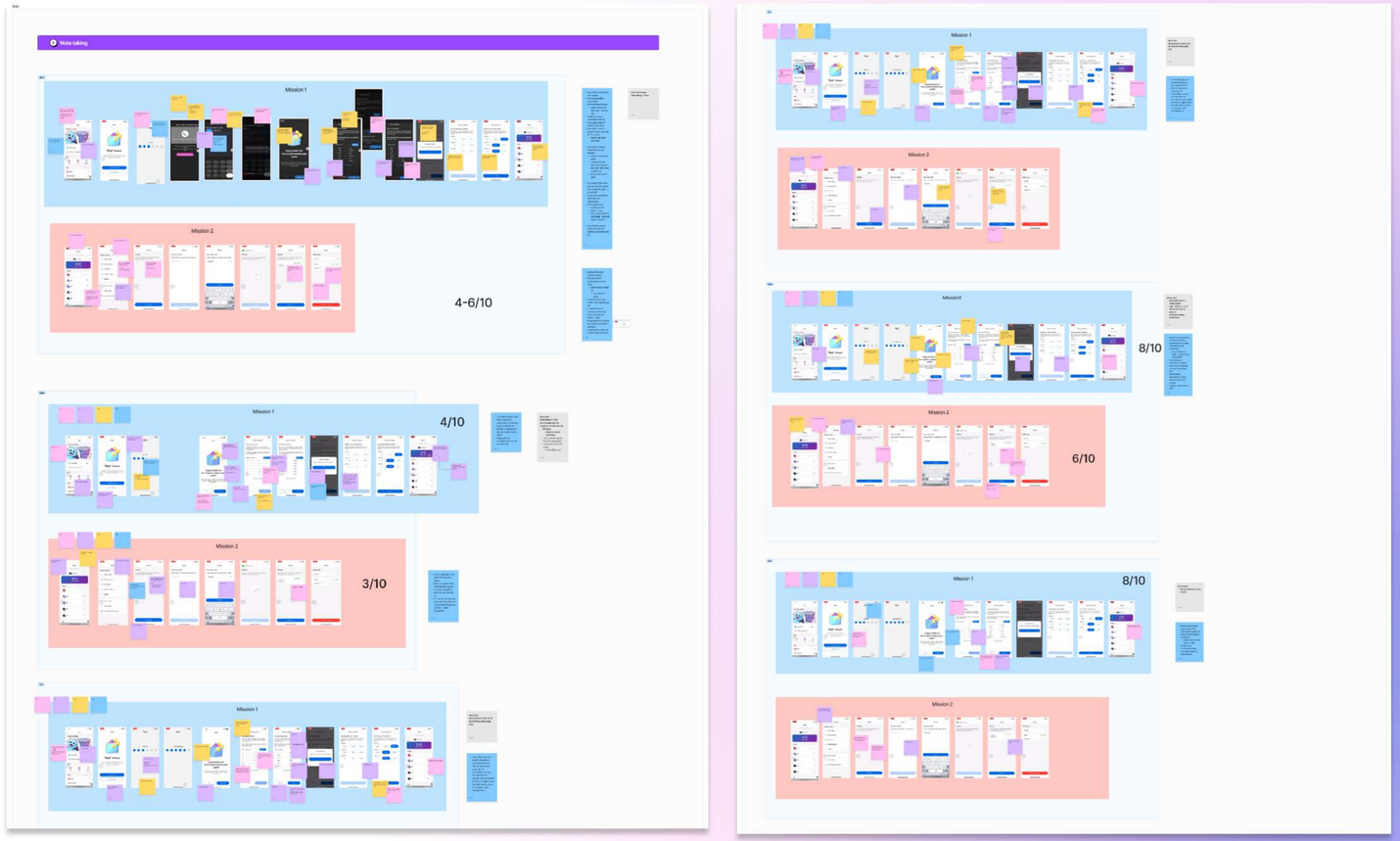
Participants

5 Participants → Remote 1 , In-person 4

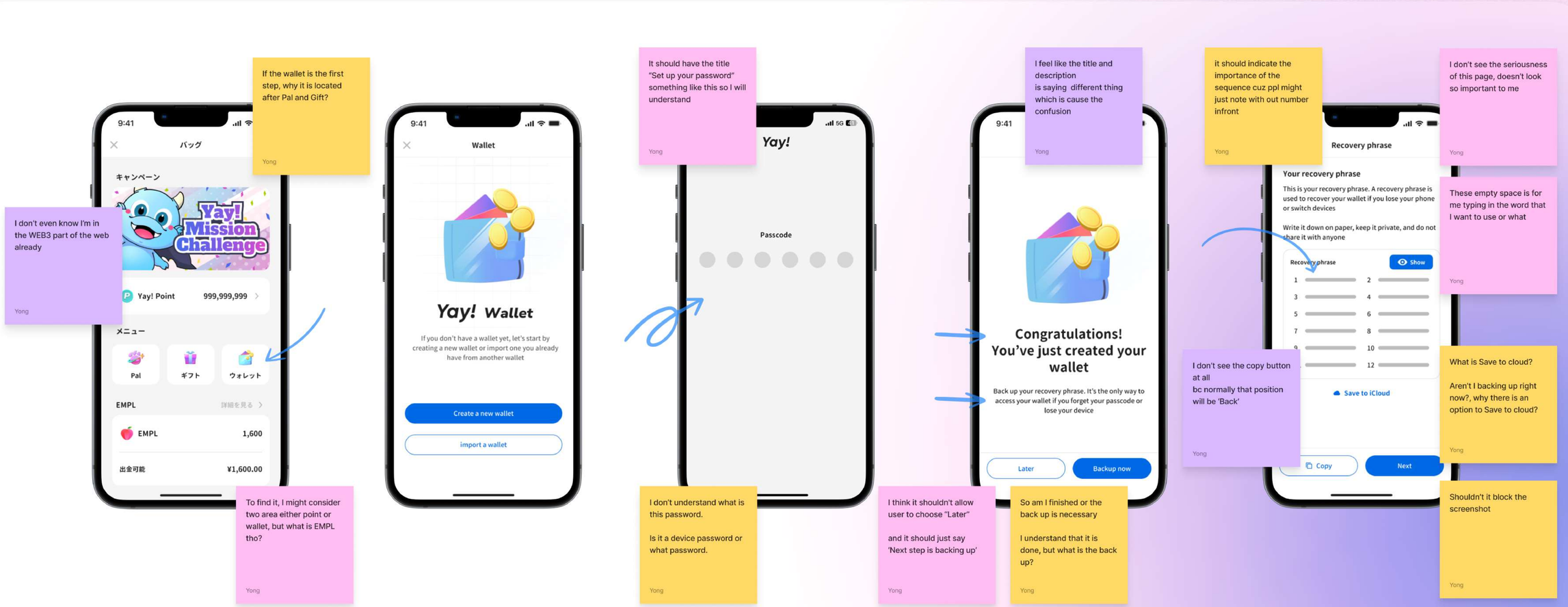
- Sam from HR department
- Yui from HR department
- Dam from R&D
- Gear from Data Science
- Aek from Data Science

Tasks tested

1. Wallet creation flow
2. Back up wallet flow



Key Findings Overview : Wallet Creation



Detailed Findings

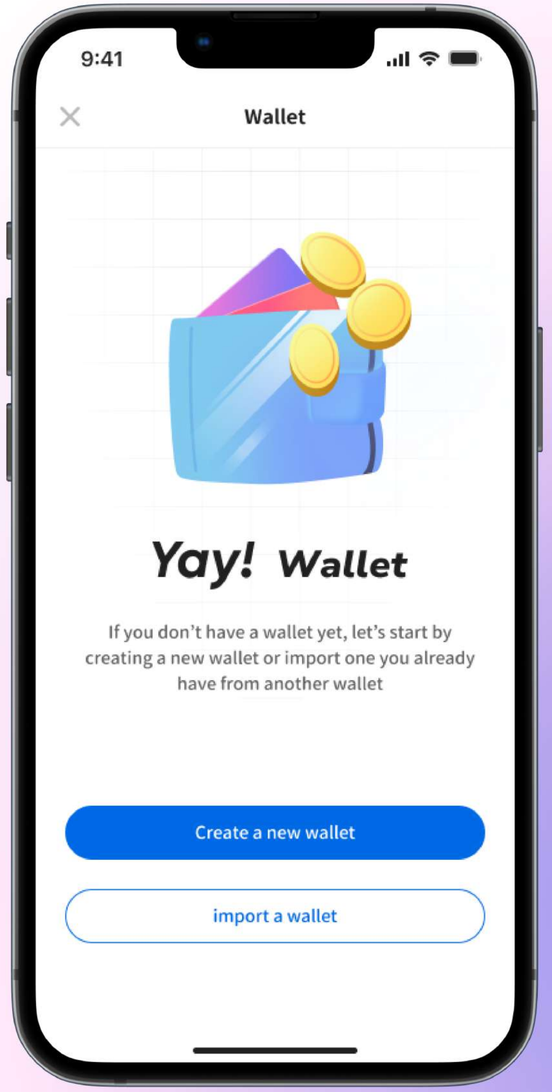
Insight 1: Users Don’t Understand the Purpose of Creating a Wallet

2 out of 5 users were unsure why they needed to create a wallet.

Impact : Even though users completed the wallet creation process, they did not engage with wallet-related features, leading to missed opportunities for revenue growth.

Recommendation: Introduce an onboarding page that clearly explains the benefits of the wallet, outlines its uses, and guides users through the creation process step by step.

“WHY WOULD I NEED A WALLET TO USE THIS PART OF THE APP”



Detailed Findings

Insight 2: Users Confused About the Password

All 5 users were unsure what password was being requested.

Impact : This confusion led to users questioning whether it was their device password or another type? leaving them uncertain about how to proceed.

Recommendation: Clearly label the step as “Set Up Your Password” to guide users and clarify that they are creating a new password for their wallet.

“IS THE APP ASKING FOR MY DEVICE PASSWORD?”



Detailed Findings

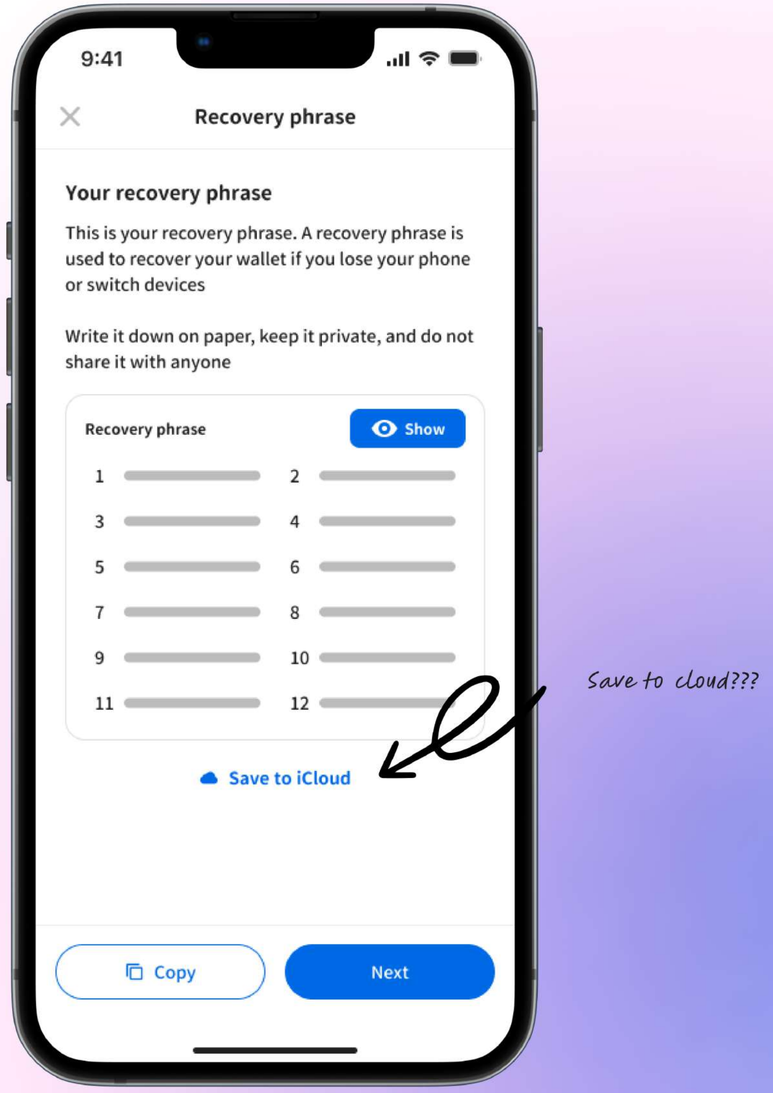
Insight 3: Confusion About the Seed Phrase and Secure Storage

3 out of 5 users did not understand how the seed phrase works or how to store it securely.

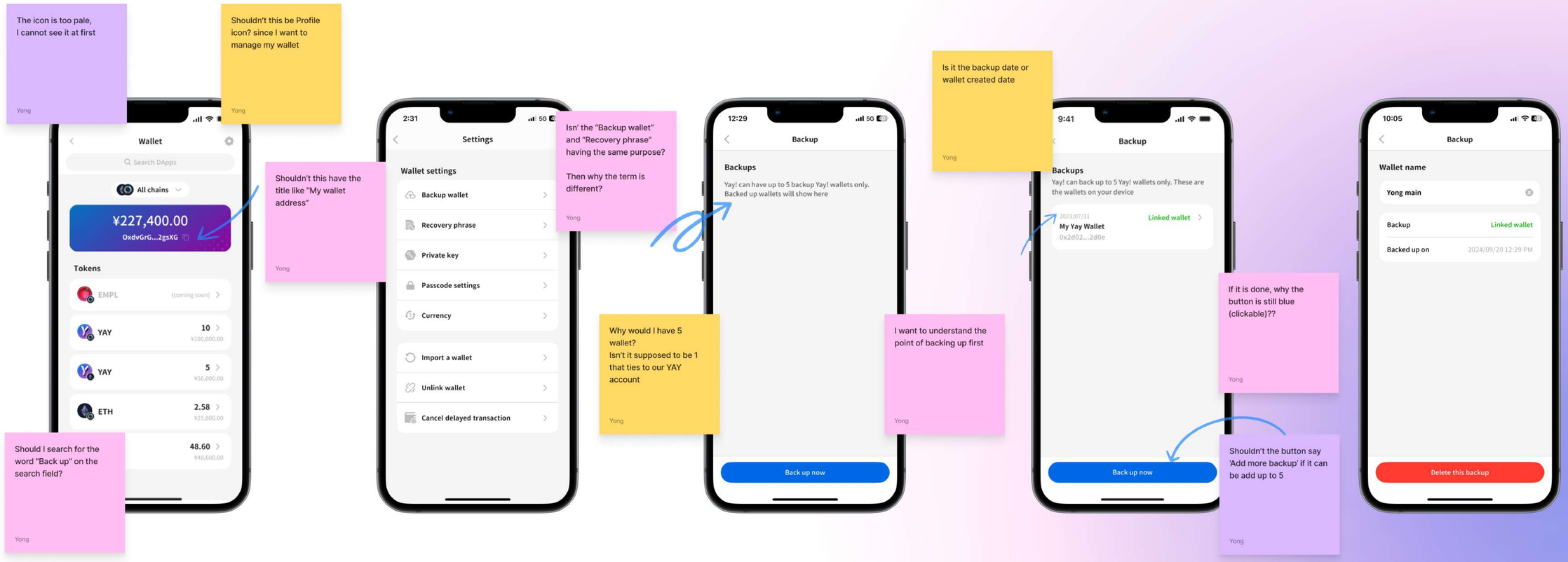
Impact : This lack of understanding could lead to users' accounts being vulnerable to theft, as they fail to securely protect their information. It also affects the backup process, which is critical during wallet creation.

Recommendation: Provide a quick tooltip explaining what the seed phrase is, how to store it safely, and its importance in securing the account, in simple terms.

"AM I SUPPOSED TO SET UP THESE 12 WORDS?"



Key Findings Overview : Back Up Wallet



Detailed Findings

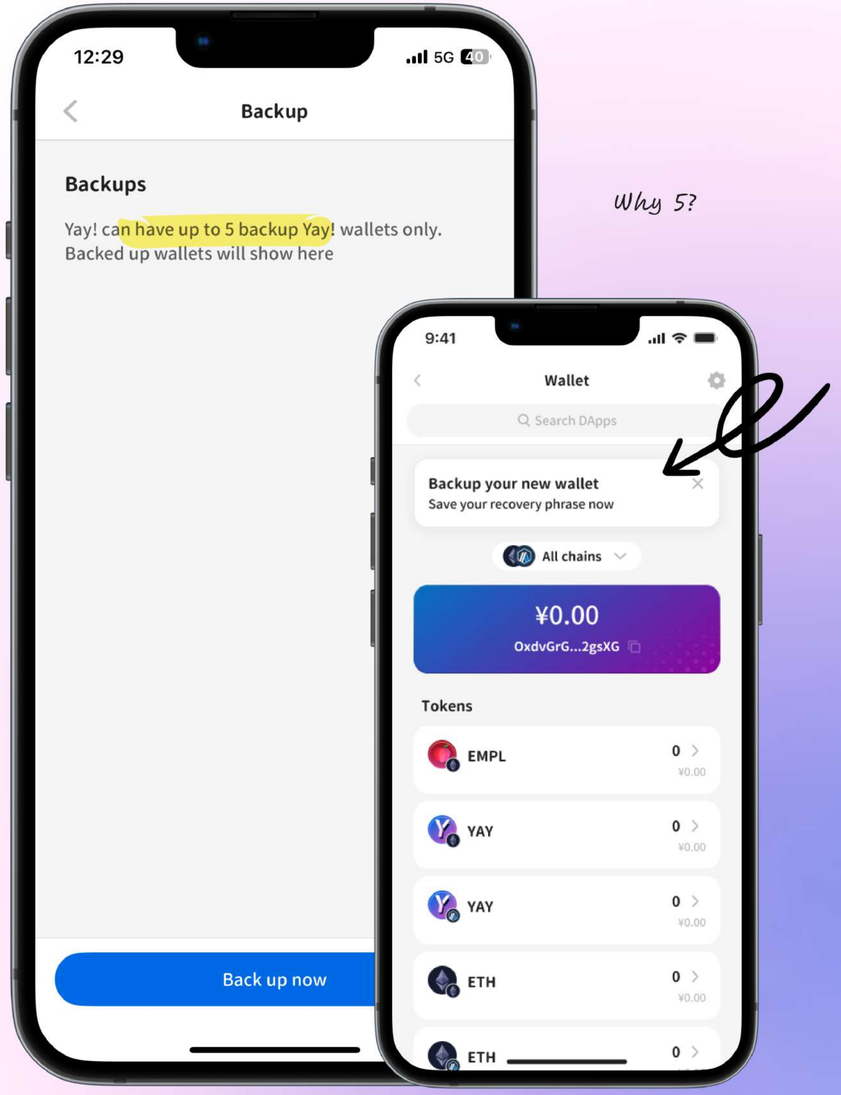
Insight 1: Unclear objective of backing up wallet

All 5 users were unsure how the wallet backup process works and found the "Up to 5 wallets" message particularly confusing.

Impact : This led to misunderstanding the purpose of backing up the wallet, creating uncertainty about its importance and how to complete the process.

Recommendation: Provide a clear explanation of why backing up the wallet is crucial and how it benefits the user. Remove the "Up to 5 wallets" message to avoid confusion, and disable or hide the "Back Up Now" button once the wallet has been successfully backed up.

"DO I NEED TO BACK UP MY WALLET, AND WHY WOULD I HAVE 5 WALLET?"



Positive Feedbacks: User-Friendly Experience

Flow: The overall process was simple and easy for users to follow.

UI Design: The interface was not overwhelming, allowing users to navigate comfortably.

Content: Minimal text made it easier for users, reducing the reading required.

Seed Phrase Handling: The system retained the seed phrase selection even when users exited the app to check notes or albums, providing a seamless experience.

User Quotes

*“IF WALLET CREATION IS THE FIRST STEP TO DO,
WHY IT IS NOT BEING PLACED ON THE FIRST BUT LAST?”*

DAM - FULL STACK ENGINEER

*“BACKING UP WALLET?
IS IT THE SAME TO PRIVATE KEY?”*

SAM - HEAD OF HR

*“TBH NOT SURE IF I’M IN THE WALLET PART
OF THE APP ALREADY”*

SAM - HEAD OF HR

“IS THIS MY DEVICE PASSWORD, I’M NOT SO SURE”

AEK - DATA LINGUIST

“I DIDN’T EVEN NOTICE THE COPY BUTTON”

YUI - HR

“I WOULD WANT TO KNOW WHAT IS IT FIRST BEFORE DECIDING TO SIGN UP TO THINGS”

GEAR - DATA LINGUIST

“WHY WOULD I HAVE 5 WALLET? IS THAT NORMAL??”

SAM - HEAD OF HR

Recommendations

High priority

CONTENT UI Add an onboarding page to guide users through wallet creation.

UI Redesign the password setup page to include clearer descriptions.

CONTENT Reword/combine or clarify the terms “backup” and “private key” for clarity.

UX Reevaluate the flow as it may cause confusion for users, who experience it as: Create Wallet → Choose to backup → Recovery Phase → Save to Cloud → Back Up Wallet.

Medium priority

TECH Ensure the sequence of the seed phrase is indicated when users copy it. *(To be discuss and research further on this point)*

UX Change the wording of the "Back Up Now" button once the wallet has been added.

UX Remove the option to postpone the backup process if it is critical. *(To be discuss and research further on this point)*

Low priority

UI Reconsider the placement of the "Copy" button on the seed phrase page.

UX UI Distinction between Web2 and Web3 sections of the app.

Q&A

Thank you