

Cryptocurrency exchange app

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Project overview



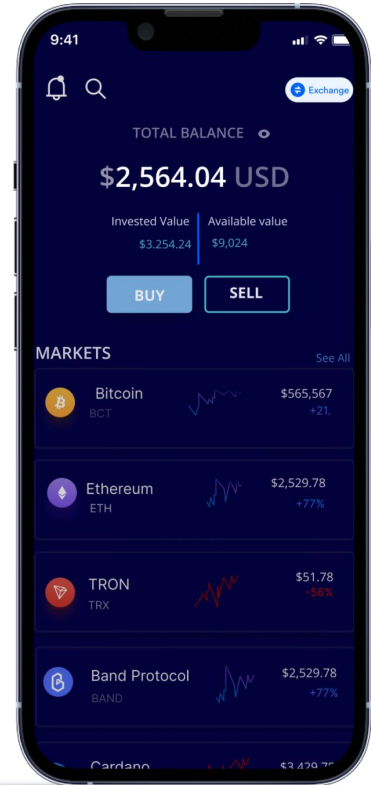
The product:

I created an app for people who want to invest in cryptocurrencies and need a single platform that allows them to manage and store their coins locally. This app will also allow cryptocurrency portfolios and sharing with other users.



Project duration:

1st November 2022 till 1st December 2022



Project overview



The problem:

Users want a user-friendly platform that gives a user-friendly platform that gives them a sense of trust and security and allows them to buy and sell coins directly with other users.



The goal:

I want to develop an application so that our users can manage their cryptocurrencies, trade and exchange.

Project overview



My role:

UX designer leading the Cryptocurrency exchange app.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs.

Understanding the user

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

User research: summary



I conducted user interviews, which I then converted into empathy maps to better understand the target user and their needs. From this short survey, we can conclude that people want to have access to tracking portfolio analysis and trading history in their app. Many users indicated that they like to check crypto charts.

User research: pain points

1

Pain point

Most of the people who responded to this survey have never bought cryptocurrencies.

2

Pan point

Some of the people interviewed do not know how to buy or where to buy crypto and they feel insecurity.

3

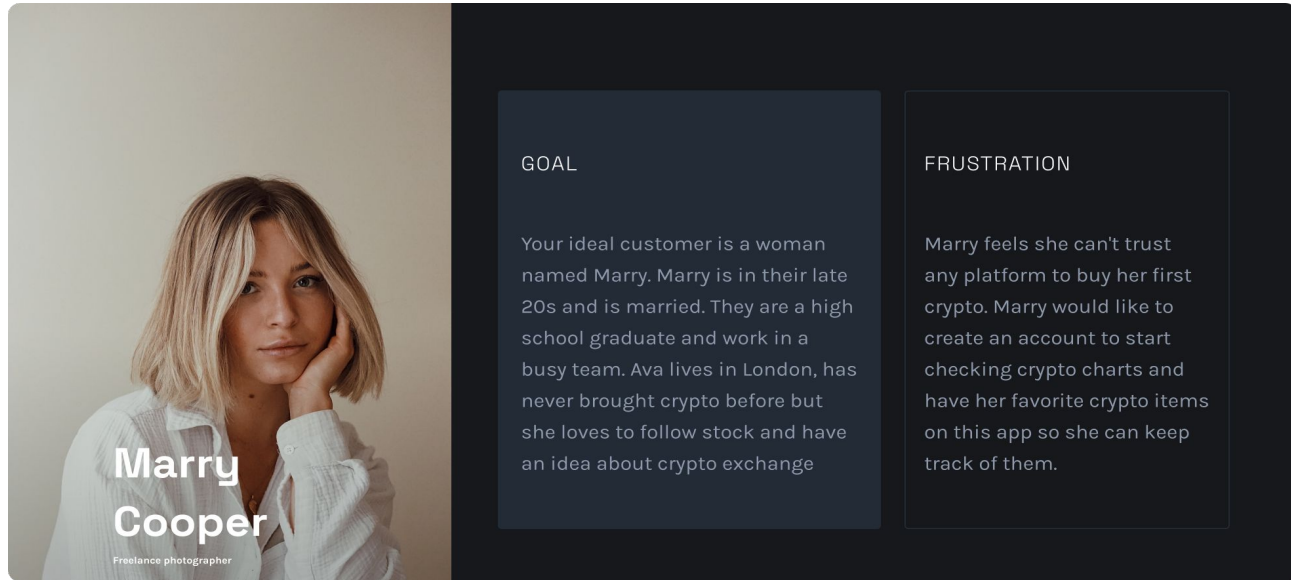
Pan point

Some of the people got tired of managing their cryptocurrencies due to lack of results or fun.

Persona 1: Maria

Problem statement:

Mary is a freelance photographer and she would like to create an account to start checking crypto charts and have her favorite crypto items on this app so she can keep track of them.



Marry Cooper
Freelance photographer

GOAL

Your ideal customer is a woman named Marry. Marry is in their late 20s and is married. They are a high school graduate and work in a busy team. Ava lives in London, has never brought crypto before but she loves to follow stock and have an idea about crypto exchange

FRUSTRATION

Marry feels she can't trust any platform to buy her first crypto. Marry would like to create an account to start checking crypto charts and have her favorite crypto items on this app so she can keep track of them.

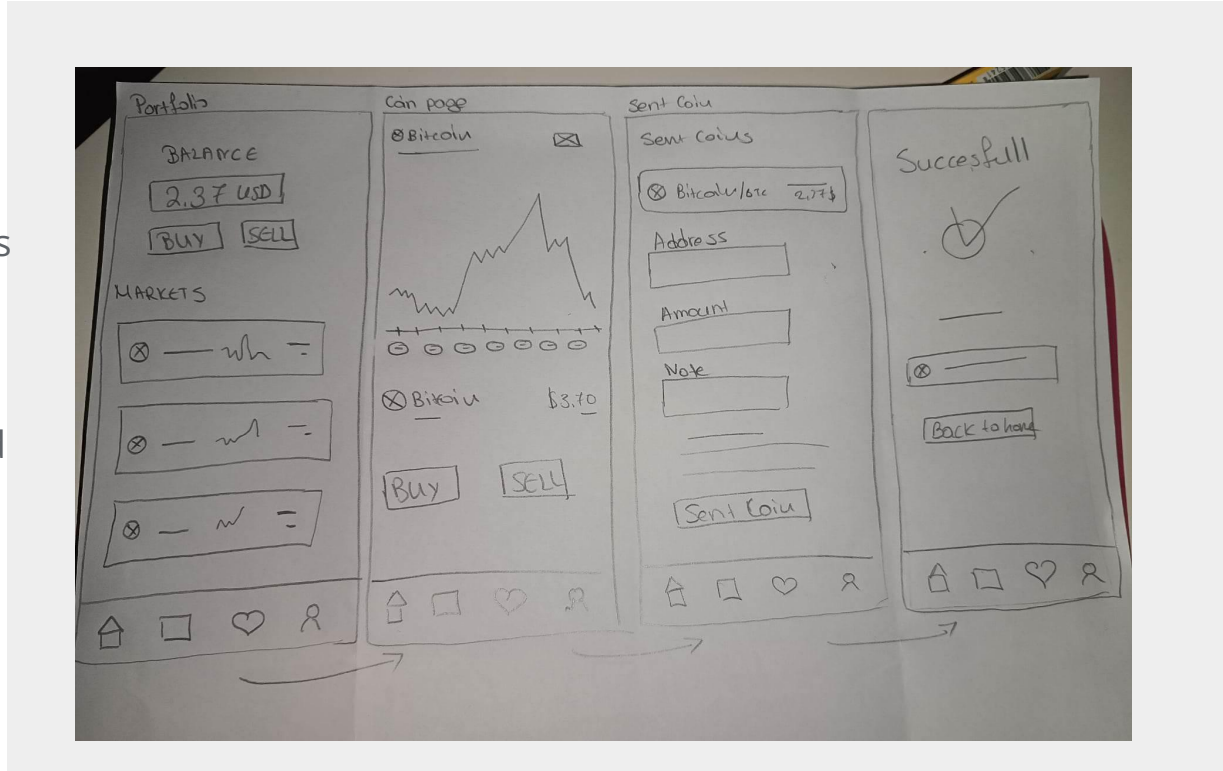
User journey map

I created a user journey map of Marrys's experience using the website to help identify potential pain points and improvement opportunities.

USER JOURNEY MAP					
ACTIONS	CHOOSE CRYPTO WEBSITE	BROWSE CRYPTO	CHOOSE A CRYPTO	ADD TO YOUR PORTFOLIO	CHECK OUT
TASK LIST	A: SEARCH FOR CRYPTO WEB B: CHOOSE A WEB THAT YOU WISH TO EXCHANGE CRYPTO	BROWSE THE WEB TO FIND MARKETS	SELECT A MARKET AND CLICK ON TRADE	ADD ITEM TO HIS PORTFOLIO	REVIEWING AND COMPLETE PAYMENT
FEELING AND ADJECTIVES	EXCITED TO VIEW AND INTERACT	HAPPY TO VIEW MARKETS AND TRADE THEM	OVERWHELMED ABOUT THE NEXT THOUGHT HE HAS TO MAKE	EASY TO NAVIGATE	EASY TO CHECK OUT
IMPROVEMENT OPPORTUNITIES	CREATE A PORTFOLIO THAT YOU CAN BUY AND SELL CRYPTO	TRADE AND SELL MARKETS	HAPPY TO SEE THAT EVERYTHING WORKS FINE	EASY TO FIND THE BUTTON TO PROCEED	ORDER SUBMITTED MADE THE USER HAPPY SEEING THAT IT WAS SUCCESSFUL

Paper wireframes

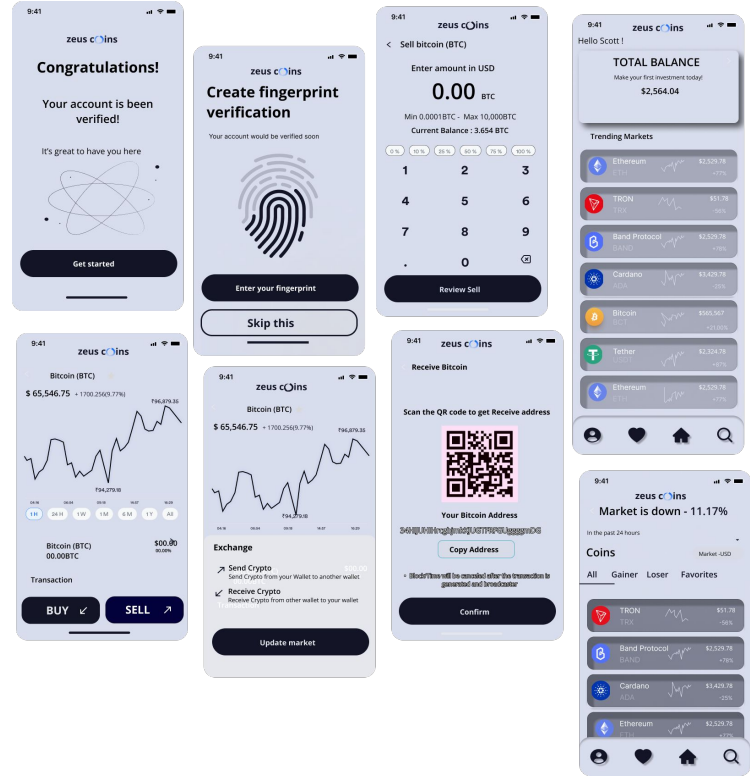
I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

For this reason I made changes in the digital wireframes so they seem easier for the user.



Low-fidelity prototype

To create a low-fidelity prototype and I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Greece, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

Finding

Once on the home page, the user said that he liked the fact that he could immediately see the markets.

2

Finding

User said that he would like have a verification page before he sign up, so no one can enter his account.

3

Finding

The user stated that he would always like to have a verification page that the payment was completed.

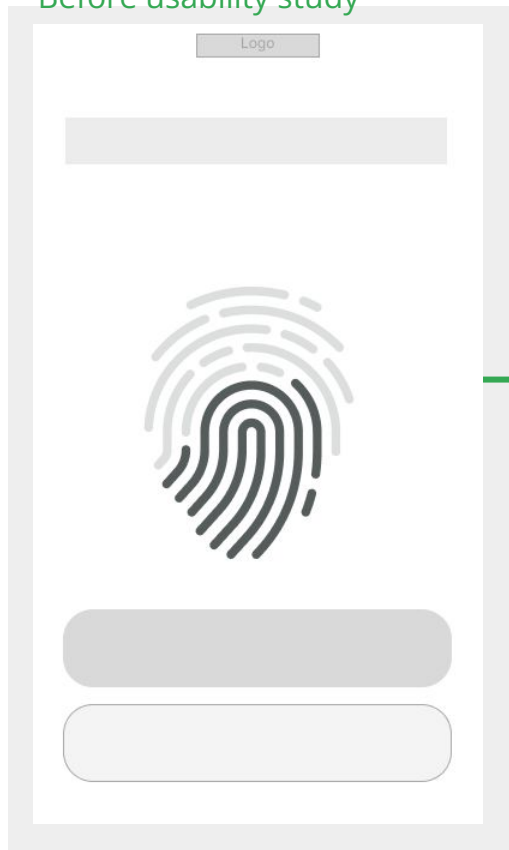
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

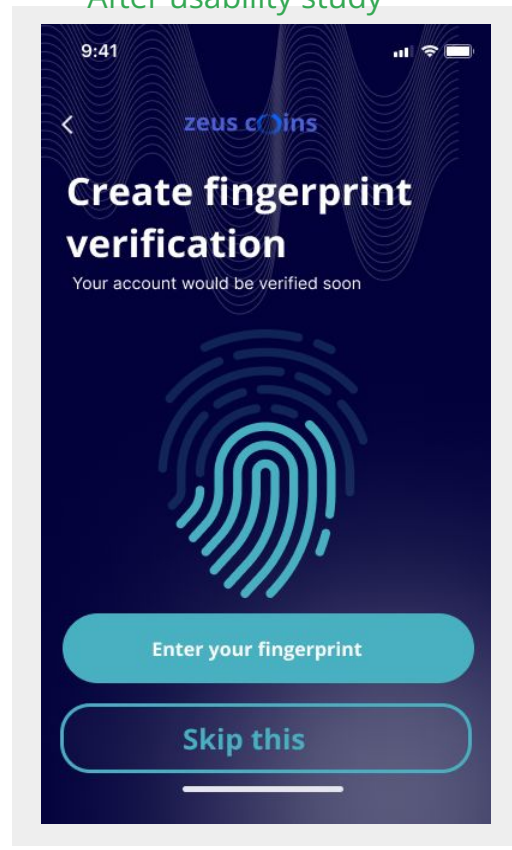
Mockups

Based on insights from usability studies, I create fingerprint verification for users who need to feel secure that no stranger will enter their profile. However, I'm adding a secondary button for users who want to skip this step.

Before usability study



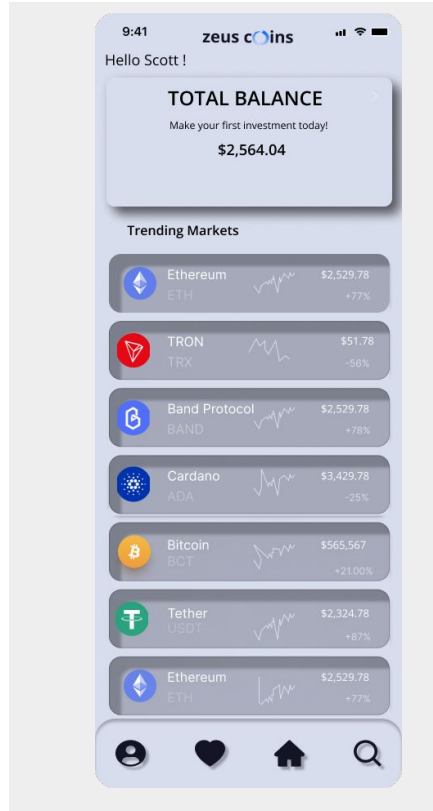
After usability study



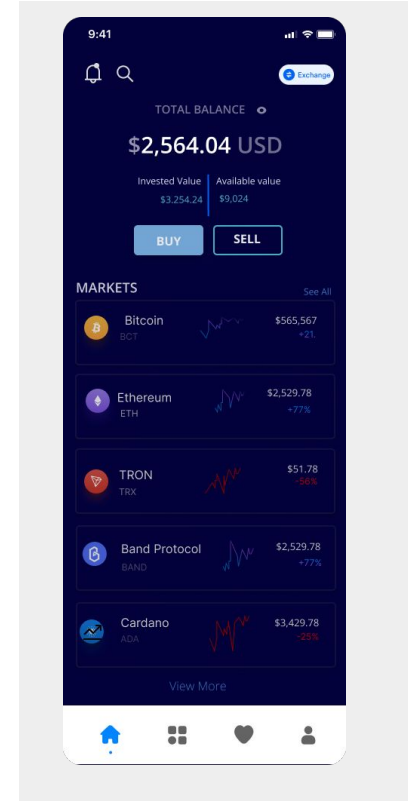
Mockups

I created the Profile page with all the necessary information about the user.

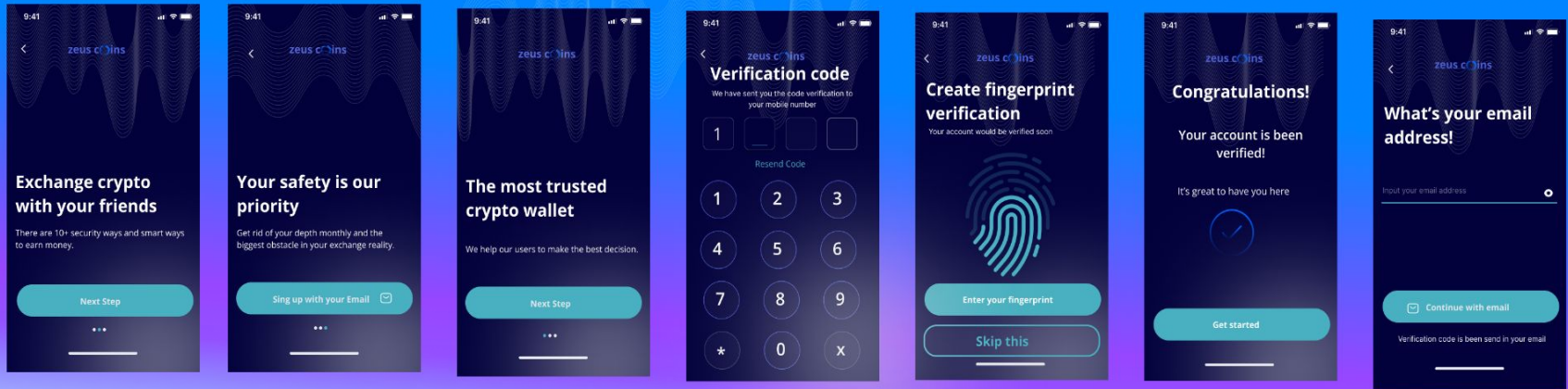
Before usability study



After usability study

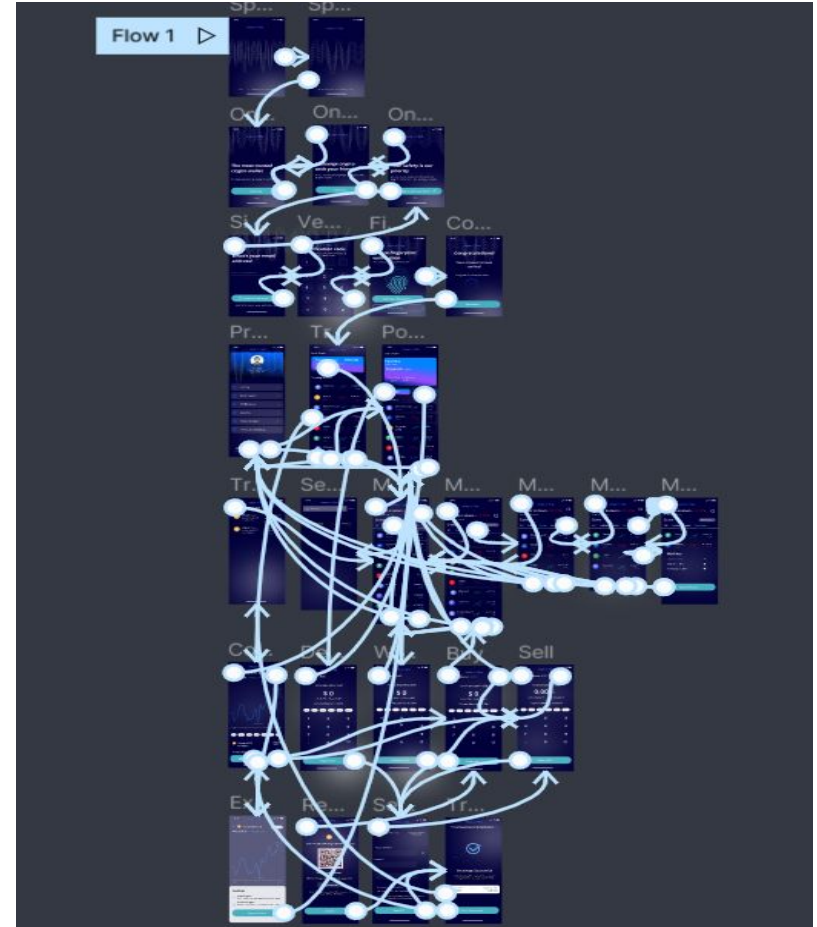


Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.



Accessibility considerations

1

I used landmarks to help users navigate the site, including users who rely on assistive technologies

2

I used headings with different sized text for clear visual hierarchy

Going forward

- Takeaways
- Next steps

Next steps

1

Conduct research on how successful the app is in sell and buy crypto

2

Add another page for rewards for users who recommend this app.

3

Identify any additional areas of need and ideate on new features

Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.