

NSW

Nimble Smart Wallet UX Research Report

JULY 23, 2018



NIMBLE

BRIEF

Nimble Smart Wallet (NSW) is a product that is truly universal and open to all.

It is a cryptocurrency wallet mobile app that supports multiple cryptocurrencies, as well as serving as a “super hub” with access to partners and direct integration to Nimble’s other apps and services.

Users will be able to manage and exchange their currencies, utilise partnerships and a built-in news feed, as well as gain NMBL tokens by completing classes in our in-app Nimble University.



1. Manage currencies
2. Utilise partnerships
3. Built-in news feed
4. In-app university



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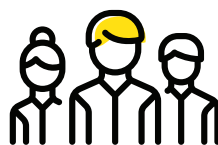
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GOALS + PAINS



BUSINESS



CUSTOMER



GOALS

- Become #1 choice for wallet app
- User engagement
- Customer uses NMBL tokens
- Connection to other merchants & partners

- Currency storage/ manage \$
- Manage money
- Money is safe and secure
- Easy to use



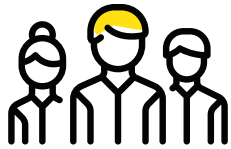
PAINS

- Gain user trust
- Security
- Doesn't stand out from other apps
- Developers having technical issues

- Security
- Learning curve for new users or new enthusiasts



BUSINESS STRATEGY



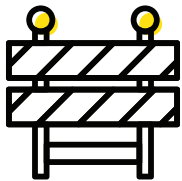
Customer Who is our audience?

- New enthusiasts globally (active with crypto < 1 year)
- Partners, other miners
- Current wallet users (other wallets)



Objectives What does the business want to achieve?

- Become a trusted source/app
- Awareness & marketing of NMBL
- Ability to assist with economic benefits
- Unite cryptocurrency as a whole



Obstacles What would prevent the objectives?

- Not standing out from competition
- Users not trusting our app
- Developer issues; not meeting iOS standards
- Inability to work with code such as Monero



Solutions How do we solve the obstacles?

- Be unique - offer in-app classes for learning & incentives
- Increased security measures, bug tracking
- Skilled dev team that understands complex code
- Integrate Monero (XMR), one of first non-ETH currencies

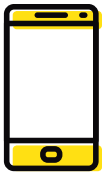


Measures of Success Did we succeed?

- Number of users; increase number of NMBL users
- Individuals using and completing in-app classes



CREATIVE STRATEGY



Product What are we building?

- Mobile application (iOS & Android)
- Cryptocurrency wallet
- Possible - accompanying website for marketing app



Target Audience Who are we designing for?

- People looking to get into cryptocurrencies
- Consumers looking for new wallet
- Age range 13-50 - anyone capable of completing classes



Features What does the product offer?

- Multiple currency wallet using Monero
- Direct integration to other Nimble products & our partners
- In-app “university” with classes to learn, can earn NMBL
- Built-in news feed and browser



Benefits What's in it for me?

- Incentive - gain NMBL for interactive actions
- Convenience - all your tokens/currencies in one app
- Highest level of security



Values Why should I care?

- Your assets are safe
- The process is simplified for you, with access to learning
- All your currencies are in one location, not several



HOW MIGHT WE

Briefly define the persona, its needs and its reasons behind these needs versus what we as designers needs to help this persona achieve.



Scenario 1

A businessman **needs** top-notch security in his wallets **because** he invests part of his money monthly in cryptocurrencies.

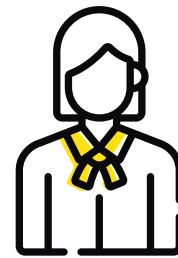
HMW provide a safe service for active people who constantly invest in cryptocurrencies.



Scenario 2

A recent investor **needs** a place to see how the market is doing in order to not stop trading, **because** he wants to keep making profits.

HMW be a resource that divulges true information about the market and prices in any country to attract new investors.



Scenario 3

A traveling girl **needs** to receive her monthly payment in a safe place where she can change her money in one part of the world **because** her current currency loses value.

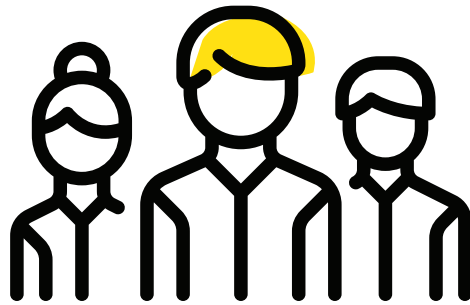
HMW make it easy for her to receive payments from different parts of the world.



VALUE PROPOSITION CANVAS

Customer Segment

What the user wants



Customer Job(s)

- Browse coins
- Send/receive money
- Compare wallets
- Buy unknown coins
- Sell coins

Gains

- Guarantee privacy
- Visual chart to see what crypto is to be supported next
- Send & receive payment is easy and fast
- Find reliable wallets
- All in your hand
- Secure process to inform a scam

Pains

- Not have control of money
- Fear of scam
- Store large amounts of coins that could be hacked and stolen
- Unreliable info about prices/currencies
- Learning curve



VALUE PROPOSITION CANVAS

Value Proposition

What the product provides



Gain Creators



- Better progression
- Transaction reports
- Truly universal
- Direct integration with our other apps
- Dual Addresses

Products + Services



- NSW mobile app

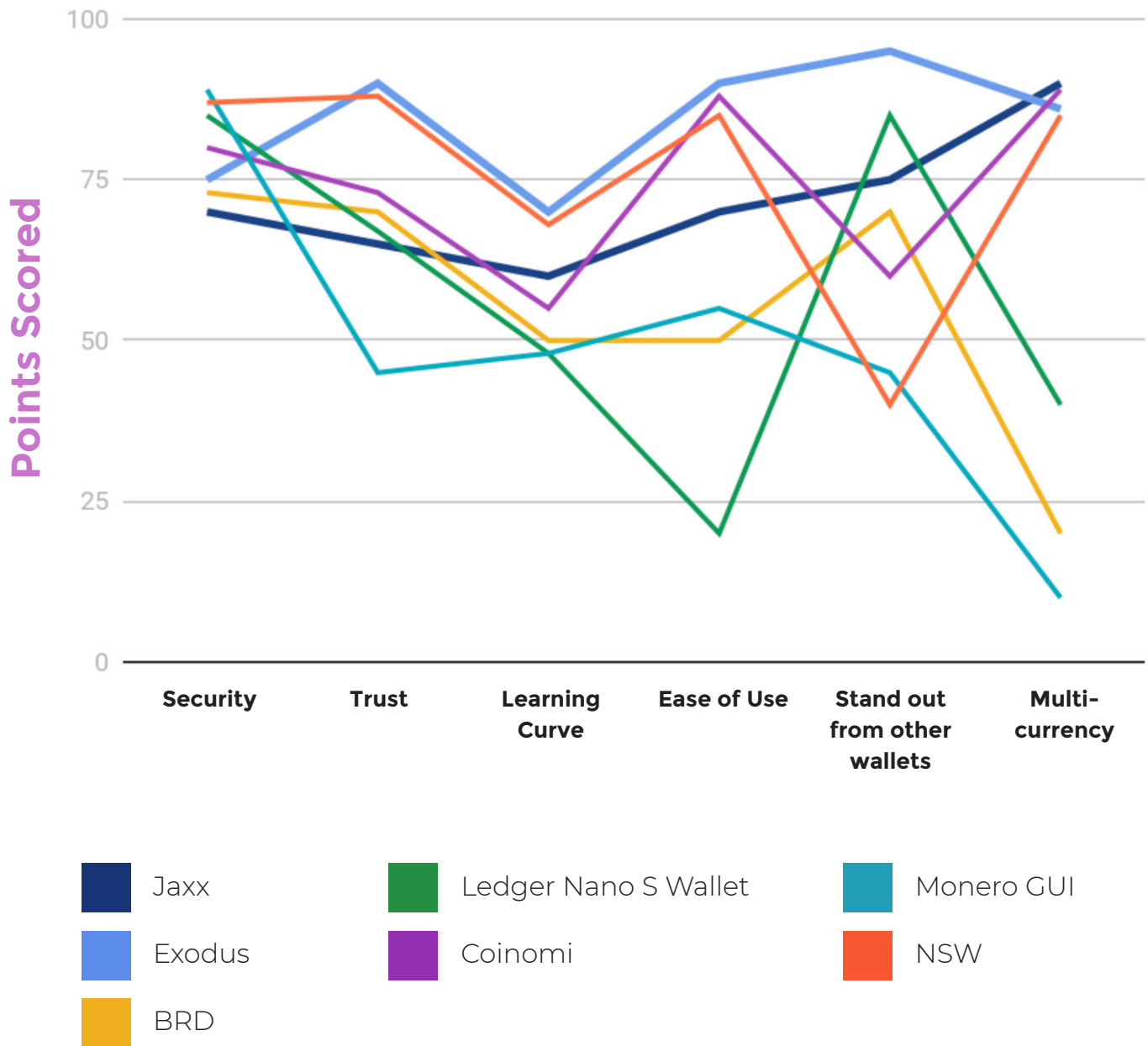
Pain Relievers



- Highest level of security
- Divulge economic benefits in any country globally
- Can be used as a payment tool
- Change of your local currency
- Ideally for new enthusiasts



STRATEGY CANVAS



USER INTERVIEWS

Stakeholders - 3 interviews conducted

Goals/Purposes

1. From your perspective, what is the main goal of the app?
2. What do you view as some pain points, from a business perspective?
 - a. What are some potential challenges?
 - b. Do you have any solutions to these challenges?
3. How are we different/unique from other apps?

Audience

1. As the consumer is a “new enthusiast” - does this mean they are new to the cryptocurrency world, novice/experienced, ...?
 - a. Is this for those that already have experience with wallets too?
 - b. This will affect the onboarding, language, features and design of the app.
 - c. We can hit multiple audiences but who is our one MAIN audience?
2. What do you see as the desired audience age range?

Milestones

1. What defines “success” with this app? (milestones)

Partners Access + News Feed

1. Can you expand on what “partner access” means?
2. Can you go more into detail about the built-in news feed and how important of a feature this is/will be emphasized?
3. By “services” do you mean for example, if a partner is a university, it would list their website and information?



USER INTERVIEWS

Potential Users - 7 interviews conducted

1. Have you used a cryptocurrency wallet before?

2. If yes:

- What motivated you to get one?
- What are some of the features that you liked?
- What is the most important function of the app?
- Which app did you get, and why did you pick that one?

3. If no:

- What are you expecting?
- What features do you want to see?
- Will you use onboarding/explanations?
- Is a web browser useful when using an app?

4. What are some of your favorite apps?

5. How important do you think onboarding is for a mobile app?
(Do you use it or skip?)



CARD SORTING

*This is a method used to determine the user's needs by asking them to sort the feature cards according to their priority. The items below are calculated from the average of **five interviewed users**, in order from top (most important) to bottom (least important).*

1. Send/receive
2. Guarantee privacy
3. Secure process to inform a scam
4. Anonymity
5. Exchange currencies
6. Payment tool
7. Multi-currency
8. Onboarding & how-to / FAQs
9. Manage currencies
10. Visual chart to track upcoming crypto added to app
11. In-app "university" with classes

A 12th option "Partner Access" was also listed but due to confusion with users, was removed from the final average.



USER PERSONAS



John Levi
Businessman

Behaviors + Actions

- Proactive
- Dynamic
- Diligent
- Dedicated
- Efficient
- Up to date

Demographic + Psychographic

- Studied business administration
- Lives in Ontario, Canada
- 45 years old



Needs

- Security
- Trust



Pains

- Lose \$\$
- Getting hacked



USER PERSONAS



Jessica White
HR Analyst & Talent
Management

Behaviors + Actions

- Extrovert
- Friendly
- Freelancer
- Traveler

Demographic + Psychographic

- Studied Human Resources
- Lives near Tijuana, Mexico
- 29 years old

Needs

- Exchange \$ while traveling
- Exchange to local currency

Pains

- Not being able to change home currency to other currencies
- Lose profit due to devaluation



USER PERSONAS



Jacob Mayer
Software Developer

Behaviors + Actions

- Reserved
- Introvert
- Technical
- Cautious

Demographic + Psychographic

- Software engineering student
- Lives in Croydon, England
- 26 years old

Needs

- Invest in something
- Generate money while studying

Pains

- Make the wrong investments
- Lose the little money he invests
- Not make any return



JOURNEY MAPPING



John's Journey map

Activities

1. He has crypto in a wallet
2. He reads an article on the internet about several hacks in the wallet app he uses
3. He is very worried about the security of his cryptocurrencies
4. He asks some friends, who know about cryptocurrencies, what wallet they use
5. They recommend NSW
6. He Investigates our Wallet App, he likes the features and then downloads the NSW App
7. He makes the transfer of his coins without any problem
8. He is happy with the result



Pain Points



- He is confused
- He think he may lose his currencies
- He is desperate and he needs a confident recommendation
- Encouraged but needs clarity, comfort and reassurance
- He hopes not to make a mistake again
- He feels optimistic
- He feels safe

Opportunity



- Strengthen our security to avoid defamation
- Keep users confident about having a high level of user identification in NSW
- If our users are satisfied with our services, they recommend us
- Benefits to users who recommend NSW to their friends
- Have a good branding for new users, know how to show our services
- Be compatible with other wallets for migrations



JOURNEY MAPPING



Jacob's Journey map

Activities



1. He has saved money and wants to invest in something that will increase his gains

2. He researches online and reads about the idea of investing his money in different types of cryptocurrencies

3. After many days of research and reading, he invests in some of the top 10 safest currencies and place his coins in NSW

4. After some time without trading his coins he sees certain profit.

5. He is happy with the results

6. He wants to have more profits and constantly sees how the market is doing to not to stop trading and keep making profits

Pain Points



He feels a little nervous and insecure, and hopefully his search brings him positive results

He is afraid to lose his money by a wrong decision

He is convinced of his decision and he is excited to see the results

He is very excited

He expects the result to always be positive

Opportunity

Know how to call the attention of new enthusiasts who want to invest

In addition to being a reliable wallet, it can also provide information and instruction about how and when invest

Be a wallet for multiple types of currencies

Automatic Trading



Be a place that divulge truly information about the market and prices



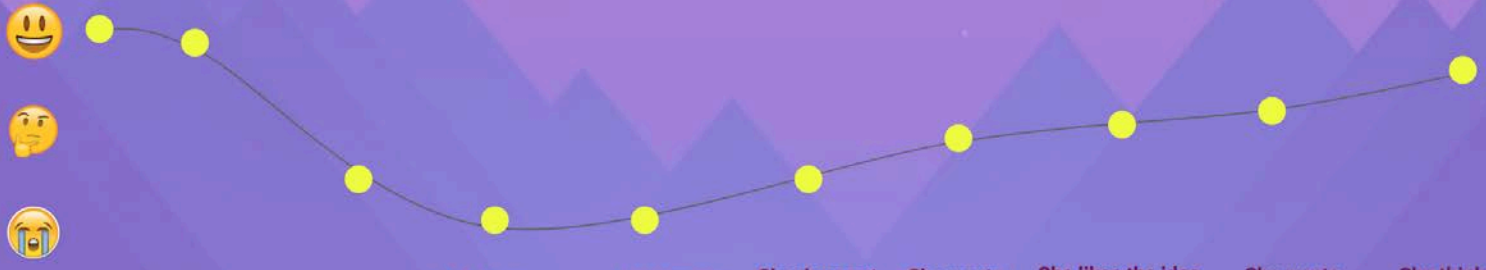
JOURNEY MAPPING



Jessica's Journey map

Activities

1. She is going on a trip to Israel, her plan is to travel while working freelance.
2. She takes Mexican pesos to Israel so she can change them to the local currency.
3. She sees that the Mexican peso has little value and does not receive a good exchange for the mexican currency
4. The currency of her country is devalued annually by 10%
5. She doesn't want lose the value of her monthly income by having a safe currency
6. She goes to a restaurant in Israel and sees that she can pay with cryptos
7. She does not know what it is, and asks the workers of the place
8. They explain quickly that cryptocurrencies and new payment methods are treated with these NSW
9. She returns to the hotel where she is staying, research more about the subject and find NSW
10. She is totally convinced that she needs to invest in this so as not to lose the total value of her monthly payment by devaluation.



Pain Points

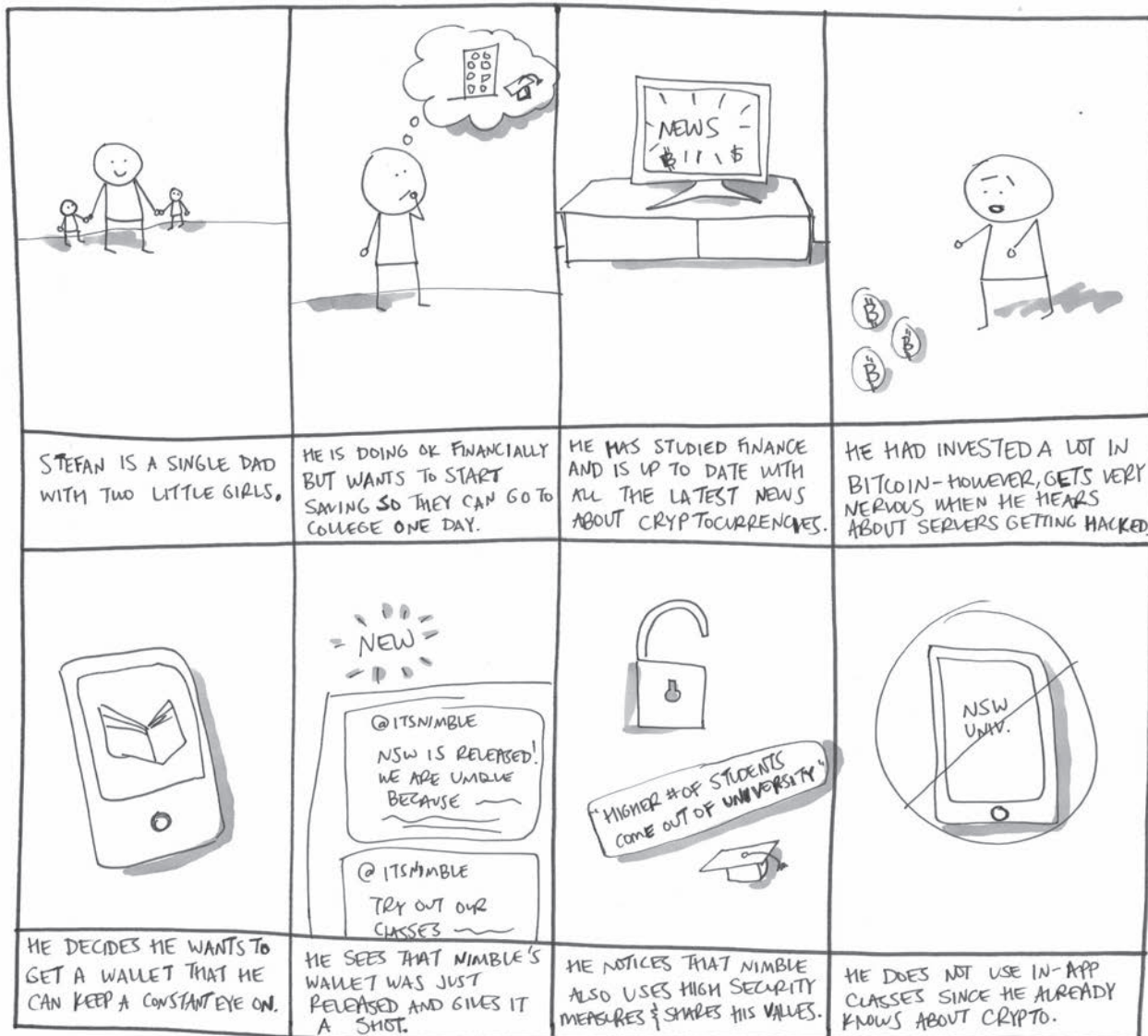
- She always exchanges her local currency for other
- She is worried about that
- She is not trusting in her currency lately because of the devaluacion
- She needs to find a viable solution
- She does not know anything about cryptos
- She wants to know more about cryptos
- She likes the idea of having cryptos and wants to know how she can get them
- She wants the best wallet to buy her first cryptos
- She thinks the solution is to buy coins instead of losing money by devaluation

Opportunity

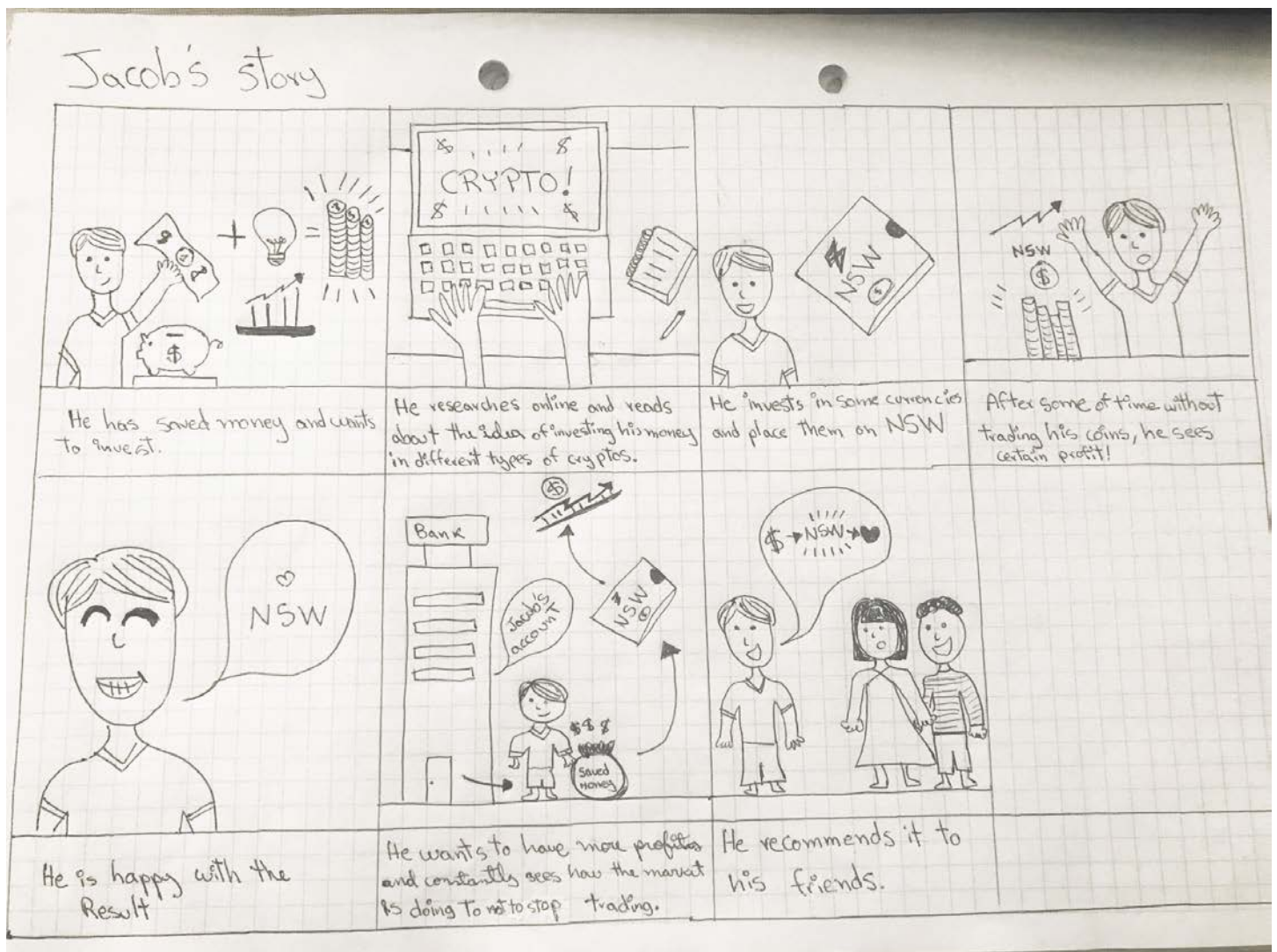
- Change cryptos in any country to the local currency
- ✗
- ✗
- promote ourselves through the idea of "increasing capital" of users
- Have the possibility to pay with cryptos through the wallet
- ✗
- The places where you can pay with crypto recommend our wallet
- Stand out from other Wallets
- Be a place to invest and receive payments from different parts of the world



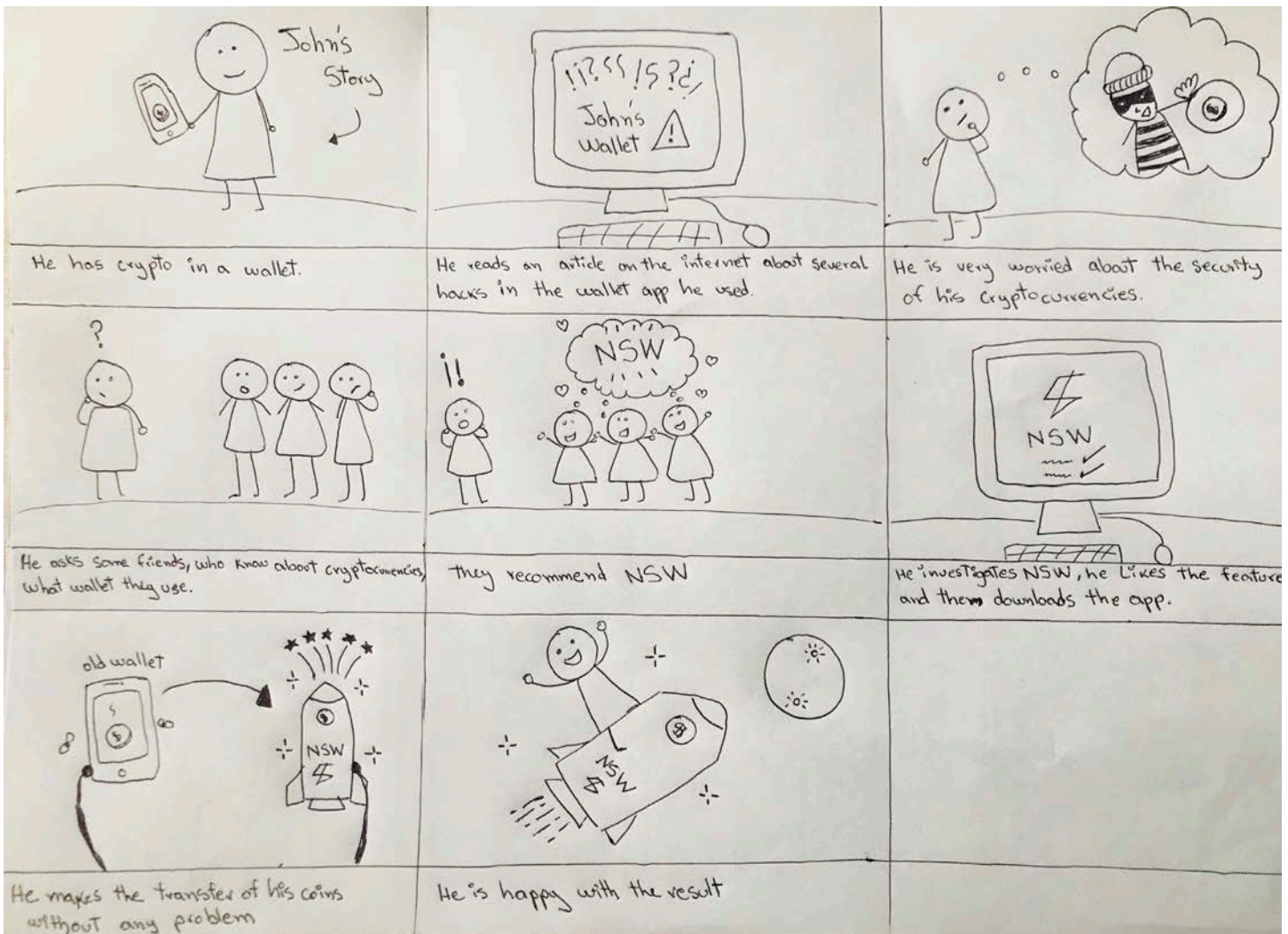
STORYBOARDS



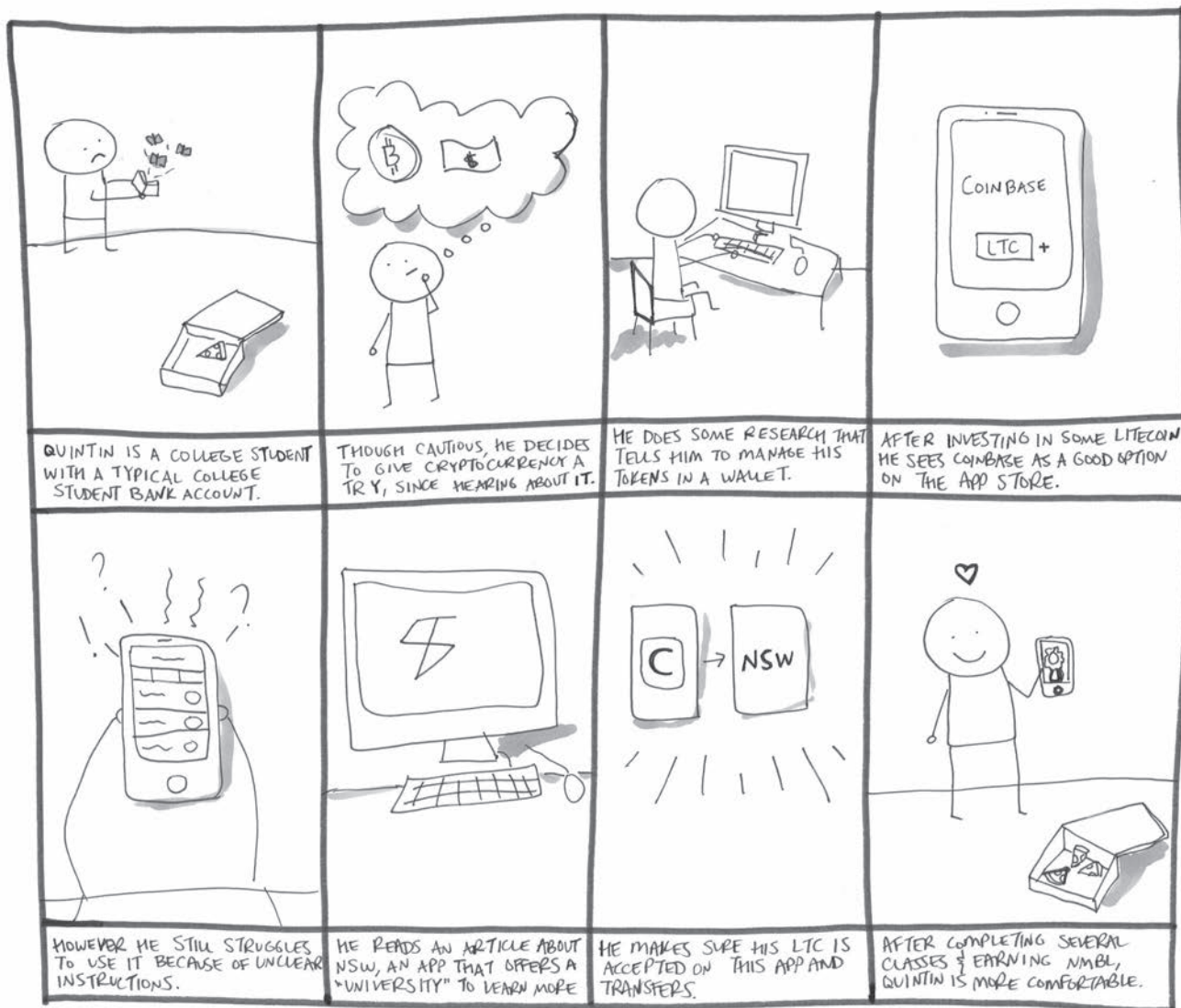
STORYBOARDS



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CONCLUSION

We are on the road to creating the most preferred cryptocurrency wallet mobile app.

At this point we believe we have a good picture painted about our target audience for this mobile app, as well as some pains, goals, priorities, and the context for usage. Below are the main focuses we see as the most important functions in designing and developing this mobile app, as listed in the beginning of this report.



1. Manage currencies
2. Utilise partnerships
3. Built-in news feed
4. In-app university



Thank you!

Abdel Osama

Paola Guerra

Lizzie McCreary



NIMBLE

