

Introduction	<ul style="list-style-type: none">● Title: Usability study of Data Aggregation trading tool app● Author: Ava Bagyi, UX Designer● Date: 07/03/2021● Project background: We're creating a new app to help people find and monitor assets available to them through popular exchanges like uniswap. We need to find out if the main user experience, finding and adding new assets to a watchlist is easy for users to complete. We'd also like to understand the specific challenges that users might face during the technical analysis processes.● Research goals: Determine if users can complete core tasks within the Data Aggregation trading tool app. Determine if the Data Aggregation trading tool app is difficult to use.
Research questions	<ul style="list-style-type: none">● How long does it take a user to find and add an asset to their watchlist? Are there any parts where the user gets stuck?● What can we learn from the user flow, or the steps that users take, to add an asset to their watchlist?● Are there parts of the user flow where users get stuck?● Are there more features that users would like to see included in the app?● Do users think the app is easy or difficult to use?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task.● Drop Off Rates● Conversion Rates
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: United States, remote (each participant will complete the study in their own home)● Date: Sessions will take place on 07/26 (normal business hours) and 07/27 (after hours)● Length: Each session will last 5 to 10 minutes, based on a list of prompts● Compensation: ETH for participating in the study

Participants

- Participants are Intermediate Level Traders
- Two males, two females, and one nonbinary individual, between the ages of 20 and 75.

Script

During the unmoderated usability study

A list of prompts appears on the device screen

- **Prompt 1:** search for an asset using the top movers page
 - **Prompt 1 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of searching through assets available?
- **Prompt 2:** Create a watchlist.
- **Prompt 3:** Add an asset from the top movers all changes table to a watchlist you created.
 - **Prompt 3 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the home page, figure out where you would go to edit your Watchlist.
- **Prompt 5:** How did you feel about this Data Aggregation trading tool app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will complete the System Usability Scale

- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
 - I think that I would use this app frequently.
 - I find the app unnecessarily complex.
 - I think the app is easy to use.
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - There is inconsistency within the app.
 - I imagine that most people would learn to use this app quickly.
 - I feel confident using the app.
 - I need to learn a lot of things before I can start using this app.
 - The main user flow is clear.

Schedule

- Recruitment starts: July 5
- Study dates: September 26-27
- Results available: TBD

Starting question:

How would you rank your understanding of Cryptocurrency (Scale of 1 to 5 with 1 being the lowest)

Beginner level Questions:

1. Do you have identifiable needs that are currently unmet by the crypto platform space? (is there anything you wish you had or could change?)
2. If you are uncertain in your understanding of crypto, what has been your experience researching or interacting with crypto?
3. Can you identify where the crypto space has lost your interest/understanding? Would you like to learn more about crypto?
4. Are you familiar with trading/ investing in other markets? Have you found success in your understanding of those markets?
5. What platforms and resources have you found most effective for your personal crypto trading needs?

Intermediate/Advanced level Questions:

1. If you have proficient knowledge of crypto currency- when did you start exploring crypto?
2. How often do you invest in Cryptocurrency (Daily, Weekly, Monthly, Quarterly, Semi-Annually, Annually)
3. What platforms are you currently using to find cryptocurrencies?
4. What platforms are you currently using to make trades for cryptocurrency?
 - i. 3 things you like about these platforms
 - ii. 3 things you don't like about these platforms?
5. What do you look for before investing in a cryptocurrency? (Indicators? Graphs? News?)