How to improve user experience of low value Bitcoin transactions

Abstract

The company told me to buy products with Bitcoins to find ideas when I talked about what topic should I do with the Bitcoin firm. During the process, I found there are some aspects to be improved, so I start to focus on this topic.

Introduction and Background

Bitcoin is a popular cryptocurrency. Some countries consider Bitcoins as their currencies. Also, people start paying Bitcoins on buying products. There are relatively few investigation about user experience of buying products via using Bitcoins and small number of stores accept bitcoin payment. Because these fields may have a lot of space to be improved, I start to investigate this topic by questionnaires and interviews.

Testing and Evaluation

I use questionnaires and interviews to investigate the user experience of buying products via using Bitcoins. Based on the replies of the questionnaires, over fifty percent of people do not have experiences of buying goods using Bitcoins. Also, some people have obstacles to know the value of products when buying goods with Bitcion. Thus, I make four layouts that provide experiences of buying products with Bitcoins to interviewees to complete the tasks.
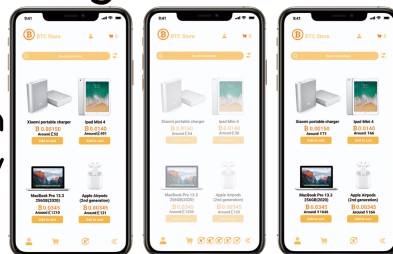
Specific and Implementation

During the interveiws, interviewees need to use four layouts to complete the tasks. The first layout only displays the values of products with Bitcoins. The second one only shows the value with SATS. The third one shows the values with SATS and currency. The last one displays the value with Bitcoin and currency. The result shows that users complete the tasks in relatively short time when using the layout that displays the value of the goods with Bitcoins and currency. Also, over eighty percent of interviewees prefer to use this layout since it is convenient.

Diagram and Design

Conclusion and Future work

Interviewees use the layout effectively that shows products' value with Bitcoin and currency and they suggest it may be helpful that provide various currency to convert. In the future, I will investigate the user experience of convert function.

People can know the Bitoin and currency value and they can convert the currency they use.

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