



# Visualization of Bitcoin's concept and data to increase novice users' understanding and use of Bitcoin

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This project solves the UX problems that arise when Bitcoin beginners don't understand the concept of Bitcoin and are unfamiliar with financial products when using a custodial wallet for the first time by adding an onboarding session.



## Background

Bitcoin, due to its inherent complexity, makes it difficult for people without a technical background to enter the field, but custodial wallets lower the barrier for people because of the secret key holding service they provide. However, according to the literature, most of the custodial wallets are aimed at users who have some knowledge of Bitcoin. And they do not provide enough support and guidance for Bitcoin novice users. Another thesis points out that for complex cryptocurrency applications, the addition of onboarding can improve the usability of the product.



## Implementation & testing

Invite users (n=6) who have not owned Bitcoin to complete the task of registering and purchasing Bitcoin using prototype. Prototype is derived in advance from the screenshots of existing wallets, and thus may lack the actual user decision making process



## Evaluation

- Users are not aware of the product's features
- Concerns about privacy Information
- The technical concept of Bitcoin is a barrier for novices to use the product (Each Bitcoin can be split, transaction fees and waiting time)



## Iteration

Having newly recruited subjects (n=2) perform the same task on the prototype with onboarding section, the pain points were reduced, but they encountered some new problems. These problems included that there was too much textual content and too many steps.

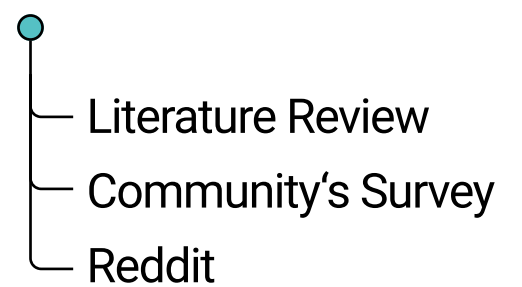


## Conclusion

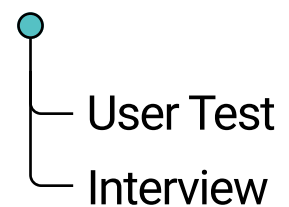
Giving new Bitcoin users the right guidance and help at the right time can help them quickly experience the features of the product. Future work on Bitcoin should also include important Bitcoin usage scenarios such as transaction, shopping and selling.

## Process

### Secondary Research



### Primary research



### Deliver



## Slideshow at the beginning

## Differentiate user

## Animation explanation

