Design of Nft community showcase platform in virtual reality: To enhance the social experience for nft creators and collectors

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Abstract:

In this study, I tracked the experience of NFT collectors on the showcase exchange through online questionnaires and interviews as well as offline testing to identify the sharing issues that users wanted to address in the NFT community. To validate and improve the user experience of NFT collectors and presenters throughout the communication and sharing process through VR platform testing.

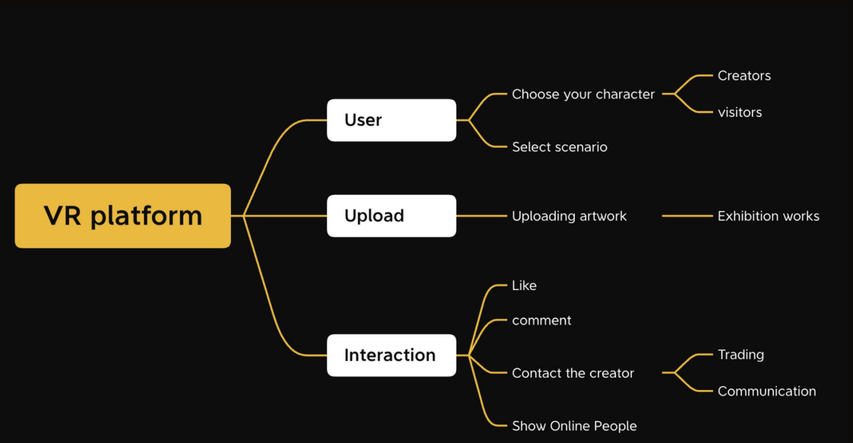
introduction:

Since NFTs became a thing, they have primarily been in the form of 2D creations. While these are great, collectors and investors cannot interact with them for maximum utility.
To create a better experience for this to happen, VR NFTs are becoming increasingly popular.
VR are Extended Reality technologies gaining ground for years. When combined with the powerful NFT technology, and used more widely in several projects, their impact on the blockchain industry and indeed Web3.0 will be tremendous.
Nft collectors generally need to demonstrate their value and gain a sense of identity, but the current mobile and vr nft exchange platforms generally lack a reasonable display of personal art collections and an immersive community function.

Study methodology:

Study1: surveys
103 questionnaires
8 interviews with nft collectors and creators

Study2: Experimental design within-group design
Built a nft display sharing community in vr using unity
Tested and compared the mobile nft display platform with the vr display platform, documenting the user experience process and the advantages and disadvantages.



Testing&evaluation:

After usability testing, a comparison between the already well-established VR nft display and exchange platform and the mobile nft exchange platform was validated. The survey analysis and experiments showed that 73% of respondents and testers felt that immersion in VR for collection display and exchange was a better experience, and three quarters of this group felt that adding communication and like-sharing features to the vr exhibition process allowed for a broader psychological recognition and a better experience for collectors.

conclusion:

Through testing and analysis, it was verified that the nft communication platform in the vr platform has a better user proposal, satisfying the pain points and needs previously encountered by users, and enhancing psychological satisfaction and value embodiment.

The next step is to improve the specific scenarios in the vr, and to make the next modifications and tests in response to the feedback received from the users to get a better user experience.