

# Improve Users' Perception of Psychological Ownership of NFT through Web plugin Design

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## Abstract

This study aims to explore the impact of novice NFT users on the psychological ownership of NFT products in different states (improvement of NFT's internal cognition and webpage plug-in assistance). The NFT plugin "NFT master" designed in this project can improve the inner knowledge, perceived control, self-investment degree and has a positive impact on the user's perception of NFT psychological ownership.

## Introduction & Background

NFT redefines digital asset ownership and creates a new trading market. However, it also brings many complicated terms and unique usage experiences. At the level of design and marketing, the concept of psychological ownership has been widely concerned by researchers. The promotion of psychological ownership has been proven to promote people's emotional experience and willingness to purchase products.

## Experiment Results Persona & User journey

- The PO level of users who have been improved by NFT knowledge is lower than that of ordinary users.
- NFT users' insufficient understanding of technology and regulations may affect their NFT PO.

**Sofia**

- Age: 25
- Gender: Female
- Occupation: MBA master student
- Location: London

**Interests**

- Unique taste
- Artistic art creator

In her free time, Sofia watches TV series and Japanese anime and plays Zelda video games. She likes to draw cartoon-style character illustrations and is considering making a comic book of her own in the future.

Her favorite music styles are alternative rock and post-punk, and her favorite art style is post-modern art works with colorful, bold, collage and deconstruction techniques.

**Goals**

- Collection of NFTs of her favorite games/digital artworks
- Release NFT to record her artistic creation
- Have a better understanding of NFT related knowledge

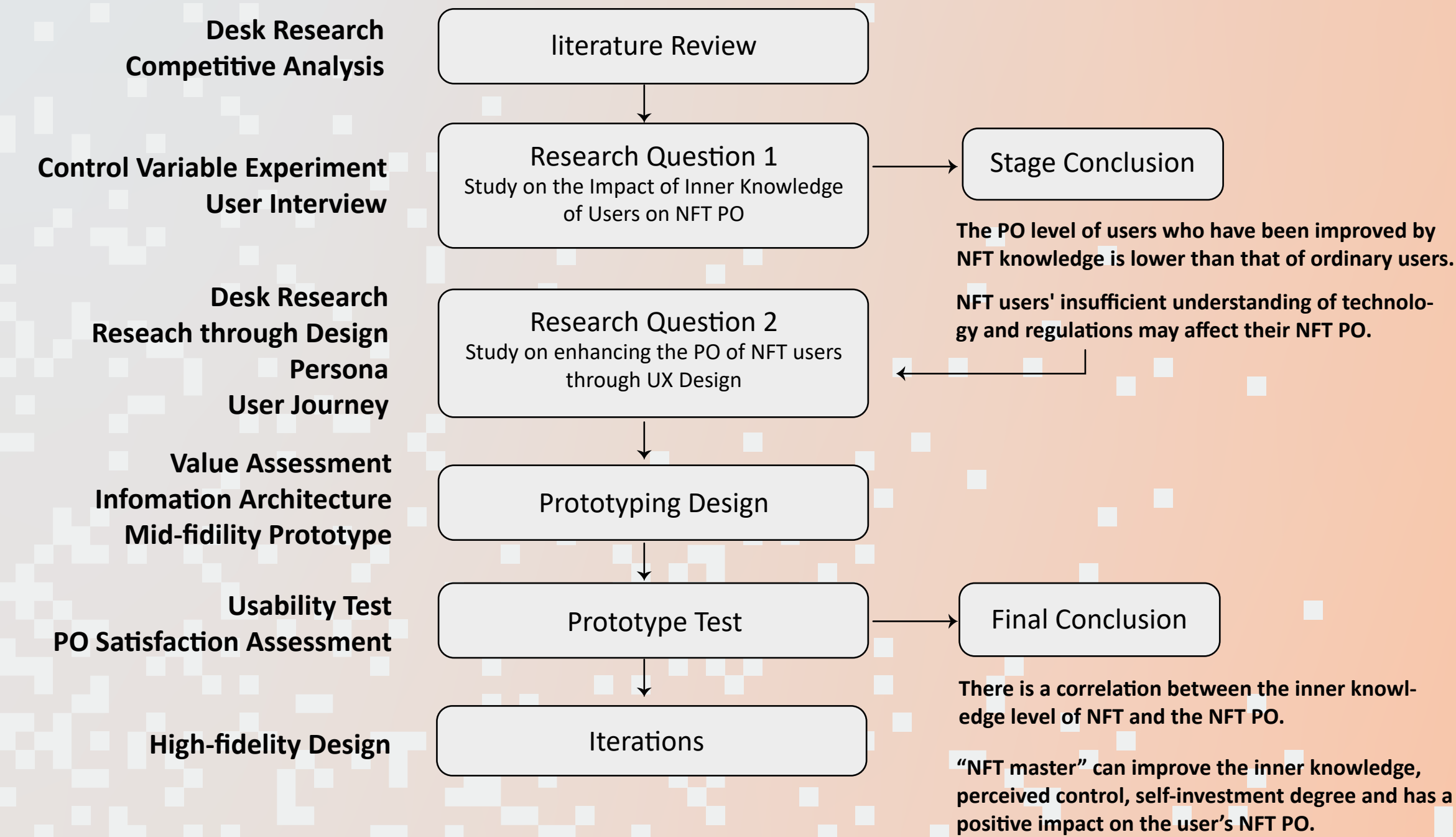
**Pain points and frustrations**

- She doesn't know how to ensure security after purchasing NFT
- She does not understand the definition of copyright issues
- She can't find the one she really "loves" the NFT after buying it
- She has insufficient sense of security for the NFT she purchased, and she is afraid of being scammed by the game.

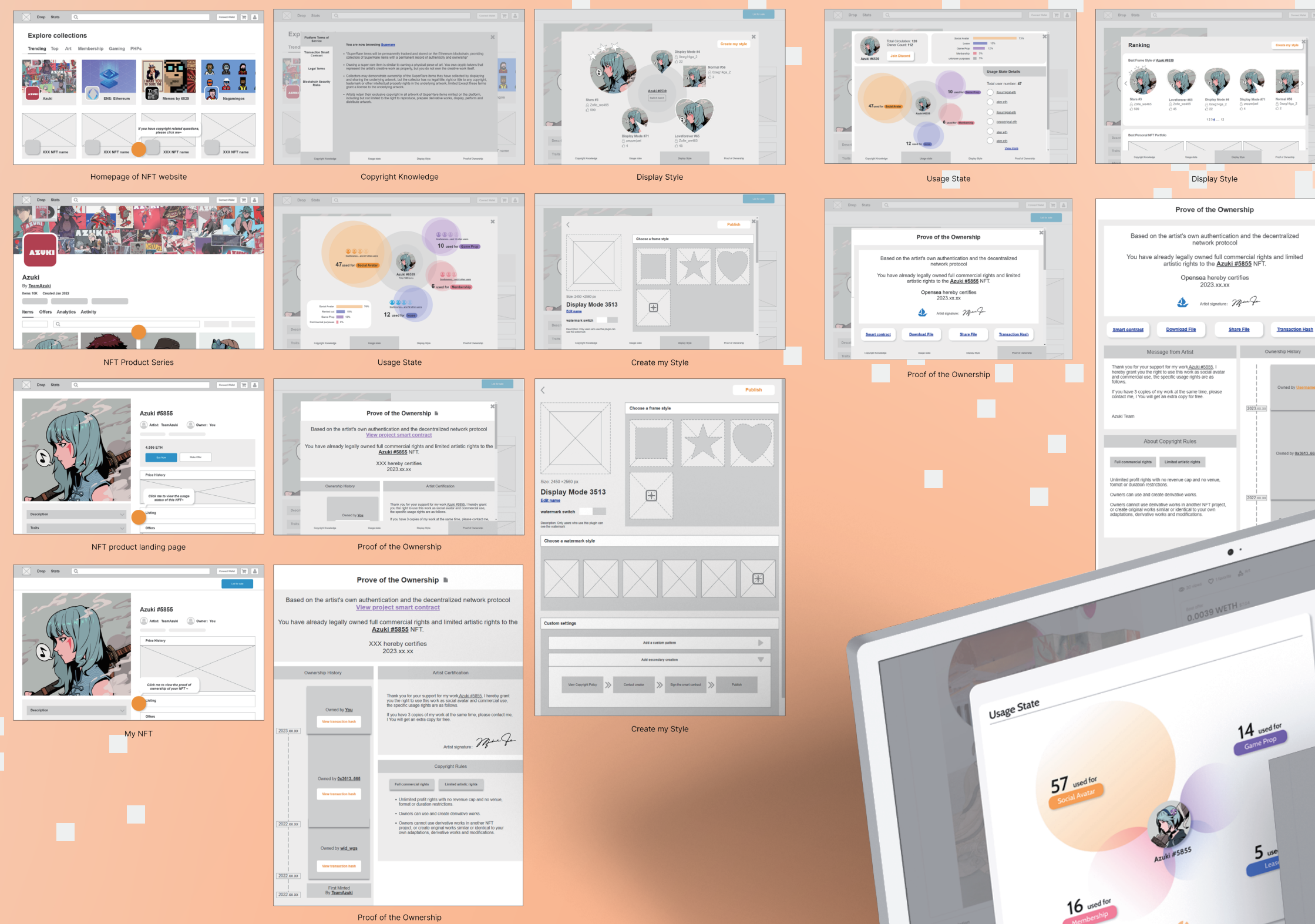
**Journey steps**

	Browse the NFT website	Browse the NFT detail page	Purchase the NFT	View your own NFT	View/Use NFT multiple times
<b>User actions</b>	<ul style="list-style-type: none"> <li>Click the NFT website</li> <li>Click the NFT navigation page for advertisement</li> <li>Browse the NFT recommendation page of the homepage to find a target</li> </ul>	<ul style="list-style-type: none"> <li>Click the NFT information page to see the details of the NFT</li> <li>Click the NFT information page to see the details of the NFT</li> <li>Click the NFT information page to see the details of the NFT</li> </ul>	<ul style="list-style-type: none"> <li>Click the NFT information page to see the details of the NFT</li> <li>Click the NFT information page to see the details of the NFT</li> <li>Click the NFT information page to see the details of the NFT</li> </ul>	<ul style="list-style-type: none"> <li>Click on the profile to view the purchased NFT</li> <li>View the details of NFT</li> </ul>	<ul style="list-style-type: none"> <li>Click on the profile to view the purchased NFT</li> <li>Browse other users who own the NFT</li> </ul>
<b>Goals &amp; experiences</b>	<ul style="list-style-type: none"> <li>Learn about copyright</li> <li>Understand the definition of copyright</li> <li>Understand the difference between copyright and trademark</li> <li>Check for experienced transaction partners</li> </ul>	<ul style="list-style-type: none"> <li>Know how to see the NFT's security</li> <li>Understand the number of NFT's ownership</li> <li>Understand the difference between copyright and trademark</li> <li>Check for experienced transaction partners</li> </ul>	<ul style="list-style-type: none"> <li>Understand the meaning of the NFT's security</li> <li>Understand the number of NFT's ownership</li> <li>Understand the difference between copyright and trademark</li> <li>Check for experienced transaction partners</li> </ul>	<ul style="list-style-type: none"> <li>Understand the meaning of the NFT's security</li> <li>Understand the number of NFT's ownership</li> <li>Understand the difference between copyright and trademark</li> <li>Check for experienced transaction partners</li> </ul>	<ul style="list-style-type: none"> <li>Understand the meaning of the NFT's security</li> <li>Understand the number of NFT's ownership</li> <li>Understand the difference between copyright and trademark</li> <li>Check for experienced transaction partners</li> </ul>
<b>Feelings and thoughts</b>	<ul style="list-style-type: none"> <li>Happy: There are some cool pictures</li> <li>Surprised: The website mode is different from the one of the traditional website</li> </ul>	<ul style="list-style-type: none"> <li>Happy: There are some cool pictures</li> <li>Surprised: The website mode is different from the one of the traditional website</li> </ul>	<ul style="list-style-type: none"> <li>Happy: There are some cool pictures</li> <li>Surprised: The website mode is different from the one of the traditional website</li> </ul>	<ul style="list-style-type: none"> <li>Happy: There are some cool pictures</li> <li>Surprised: The website mode is different from the one of the traditional website</li> </ul>	<ul style="list-style-type: none"> <li>Happy: There are some cool pictures</li> <li>Surprised: The website mode is different from the one of the traditional website</li> </ul>
<b>Pain points</b>	<ul style="list-style-type: none"> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> </ul>	<ul style="list-style-type: none"> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> </ul>	<ul style="list-style-type: none"> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> </ul>	<ul style="list-style-type: none"> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> </ul>	<ul style="list-style-type: none"> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> <li>Don't know how to check the copyright</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> </ul>	<ul style="list-style-type: none"> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> </ul>	<ul style="list-style-type: none"> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> </ul>	<ul style="list-style-type: none"> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> </ul>	<ul style="list-style-type: none"> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> <li>Provide the function of viewing</li> </ul>

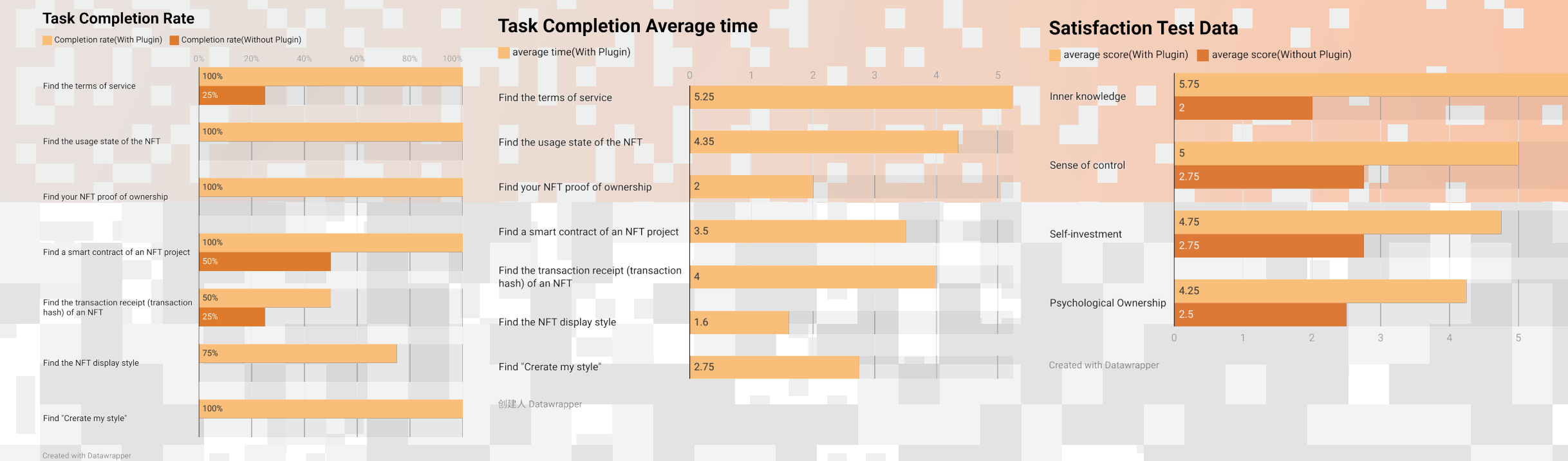
## Study Process & Methodology



## Prototype Design



## Testing & Evaluation



The usability test verified the user's task completion and efficiency when using the "NFT Master" plug-in, which proved the usability and ease of use of the plugin. At the same time, the PO satisfaction test proves that novice NFT users will provide their PO evaluation level of NFT when using the plugin.

## Conclusions

This project studies the relationship between NFT's inner knowledge level and psychological ownership (PO). It also studies the impact of UX design on NFT PO through quantitative experiments, qualitative interviews, and research through design methods. We discovered another kind of NFT Persona—NFT novice users. Then, we conducted design and prototype testing of the NFT website plugin according to their pain points and needs. After using the plugin, this user group proved to be able to complete tasks on NFT websites more conveniently and quickly. Moreover, the user group's perception of control, inner knowledge, self-investment, and NFT PO have all been improved. We can also find that there is indeed a certain correlation between the inner knowledge level of NFT and the change in NFT PO, which responds to the first research question.

