

# Exploring Crypto



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Team 7:  
Blockchain Baddies

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# Web Development



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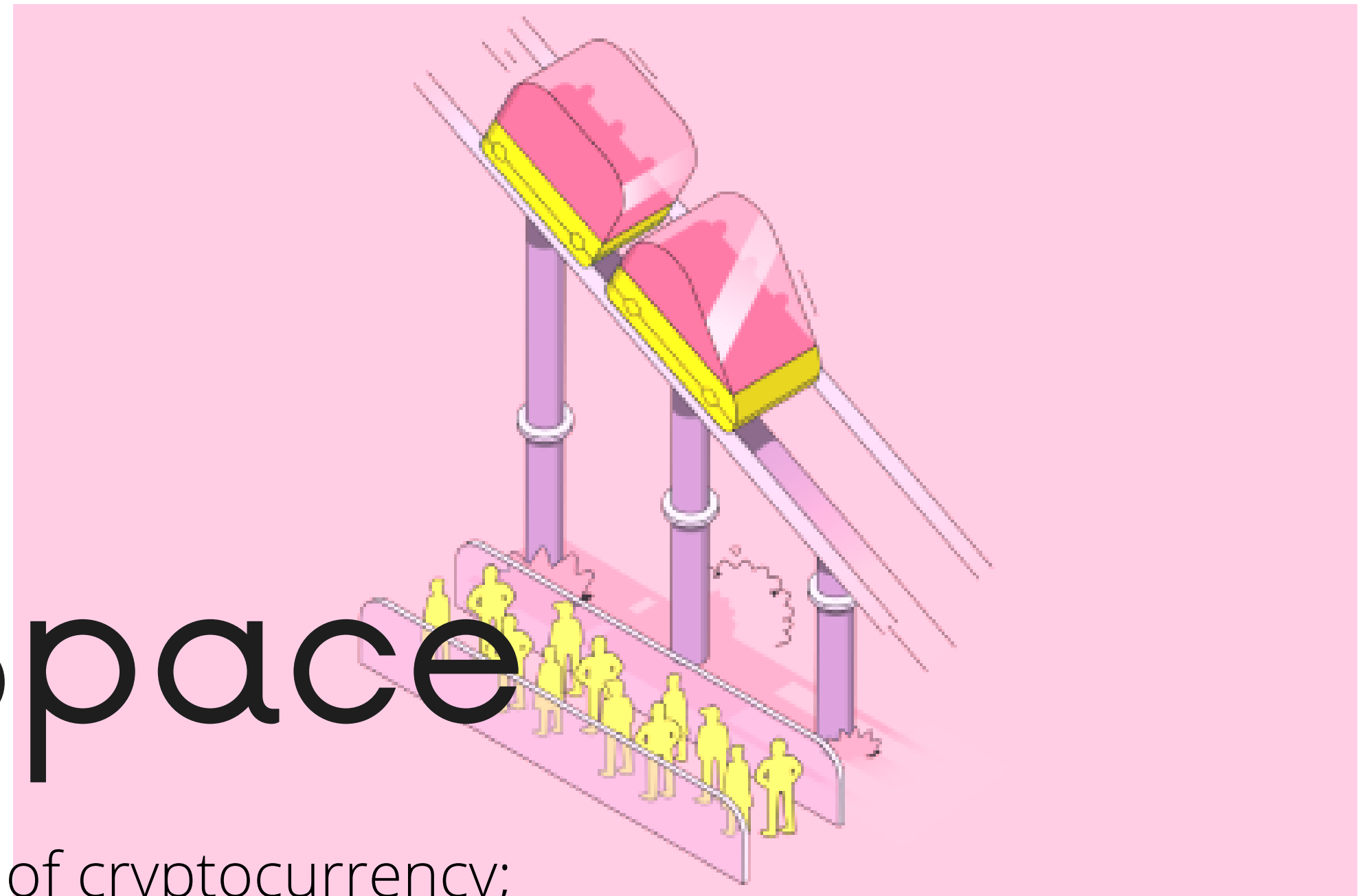
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Garinger

DESIGNER  
ASSEST COLLECTION

Defining

# Problem Space

Users feel unsure about the world of cryptocurrency;  
due to either lack of knowledge, or lack of trust.



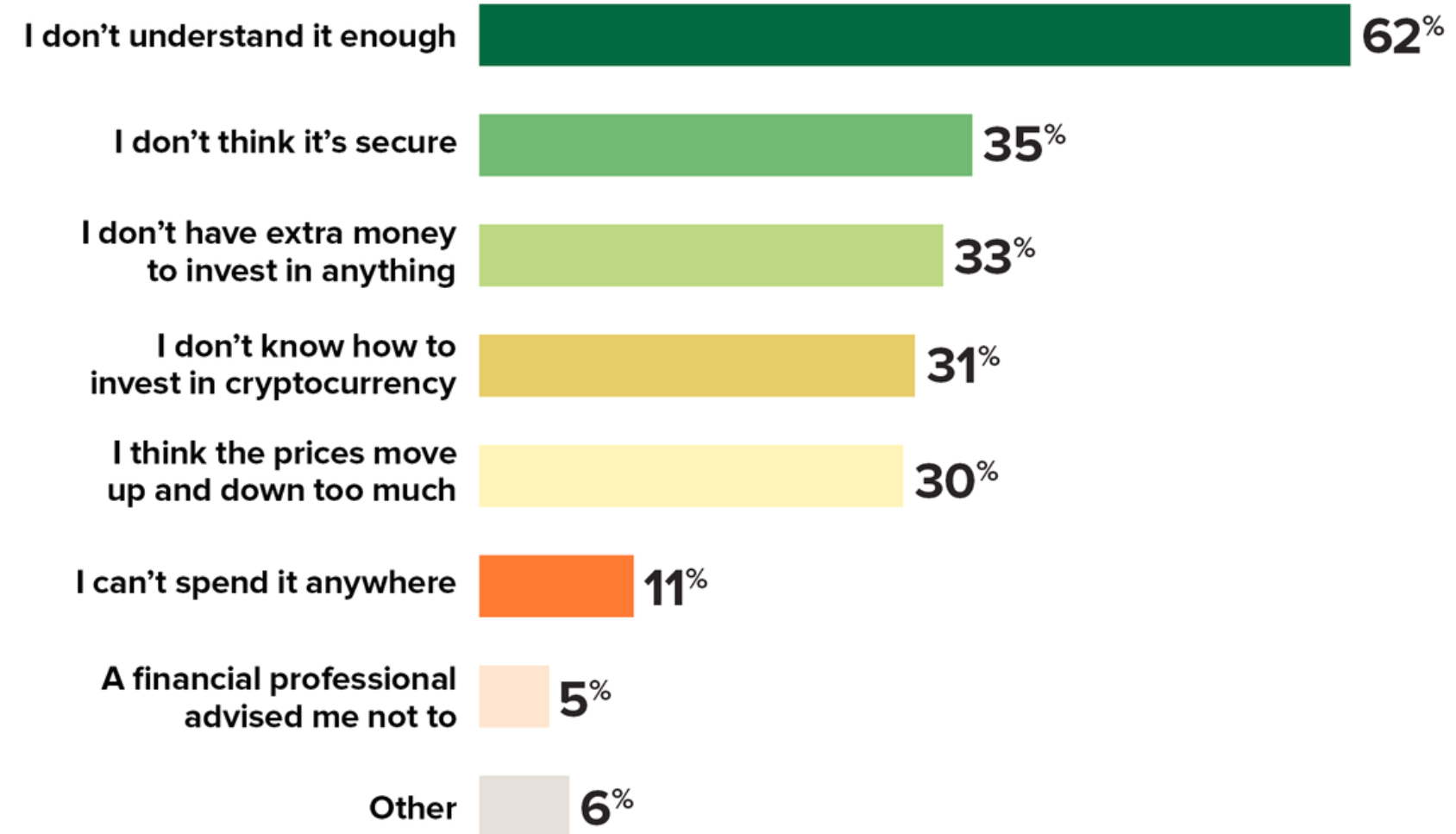
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## SPOTLIGHT ON PERSONAL FINANCE

NORC at the University of Chicago's **Spotlight on Personal Finance** is a series of quick-hitting national surveys on issues vital to finance and investing, conducted using AmeriSpeak's probability-based panel.



### Why Aren't People Investing in Cryptocurrency?



**Survey Question:** Which of the following are reasons you have not invested in cryptocurrencies? Select all that apply.

**Source:** NORC's AmeriSpeak Omnibus Survey, conducted June 24-28, 2021 with 1004 adults nationwide. N = 500 adults who are familiar with cryptocurrency, but have not invested.



Get more crypto for your cash

Other crypto exchanges charge up to 4% just to buy and sell crypto. We charge 0%.

Start Trading

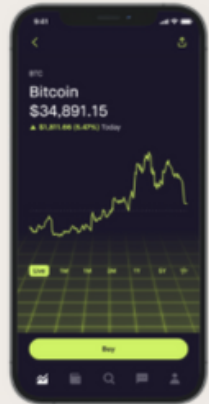


Crypto Disclosure

If you buy \$100 of crypto... you should get \$100 of crypto.

That's not the case on other exchanges.

Robinhood Crypto	Coinbase	Gemini	Venmo
\$100.00	\$97.01	\$97.01	\$97.70
\$0 fee	\$2.99 fee	\$2.99 fee	\$2.30 fee



**Sign up fast**  
Like faster than ordering takeout fast

**Start small**  
There's no need to buy a whole coin—start with as little as \$1

**Find your favorites**  
Trade bitcoin, ethereum, dogecoin, litecoin, ethereum classic, bitcoin cash, and bitcoin SV

Protection for your coins, peace of mind for you

- Industry-leading security
- Ownership over your coins
- Cold storage for vast majority of our customers' coins
- Crime insurance against theft and cybersecurity breaches



Sign up and buy crypto in 5 minutes with zero commission fees

Start Trading



# Current State

## Robinhood and Crypto

- A user can trade crypto for 0% commission
- Crypto onboarding is accessible

## New Frontiers

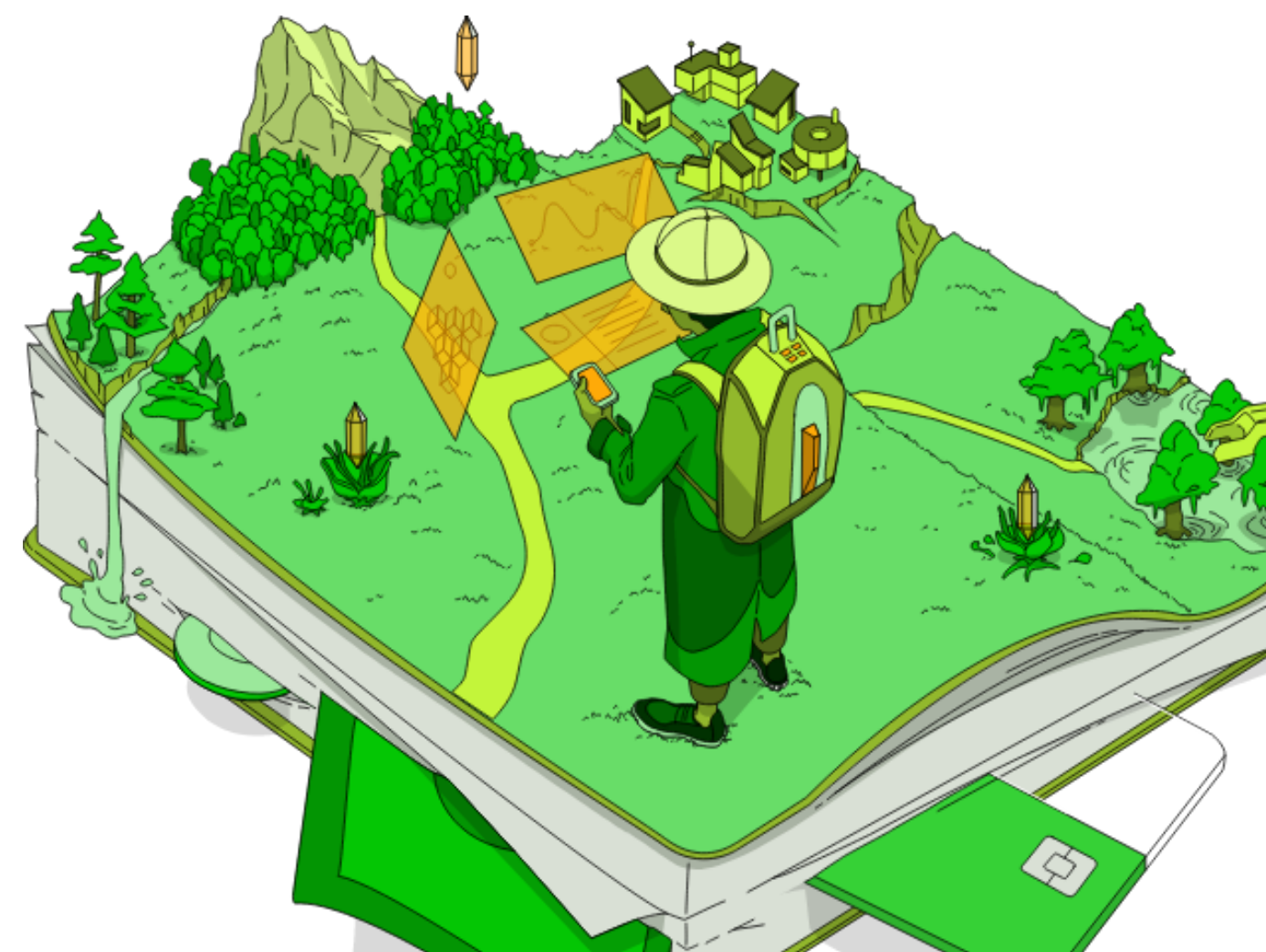
62% of people indicated they would invest if they understood more  
35% said they do not think crypto is secure

## Closing the Gap

- Educational Resources
- Incentive

# How Might We...

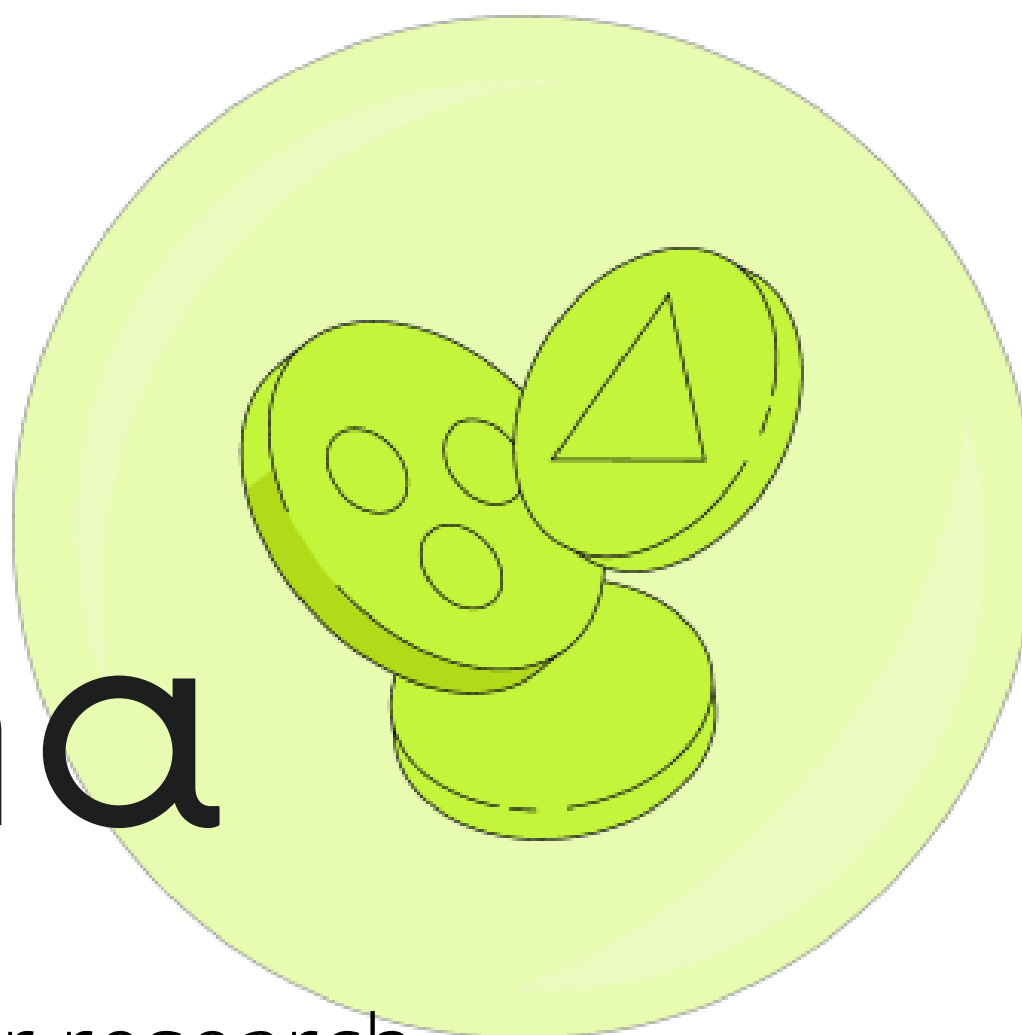
... Help users gain experience with crypto trading in order to build confidence and trust?



Introducing

# Persona

Our user, based on our research







# Meet Kai

**Age:** 26

**Occupation:** Nurse

**Personality:** Introverted, Self-teaching, busy schedule

**Needs:**

- Feeling financially secure
- Learning quickly and concisely

**Goals:**

- Save for retirement
- Learning from a legitimate source

**Pain Points:**

- Information overload
- Fears around losing money

“

**Crypto is here to stay,  
I just don't know  
where to start.**

”

# Concept Development



## Hypothesis .....

- Lack of education leads to hesitation

## Idea Iteration .....

- Gamifying: separate app
  - Quiz game with real incentives
  - Practice-to-profit
  - Time Constraint Issue

## Final Concept .....

### RobinhoodU

- Cryptocurrency courses and lessons
- Incentivizing crypto learning
- User can complete lessons, take quizzes, and receive small Robinhood bonuses

# Task Flow: A to B

**Goal:** Finish a lesson and quiz about Cryptocurrency; feel more empowered and knowledgeable about the future of digital trading

A

Enters lessons

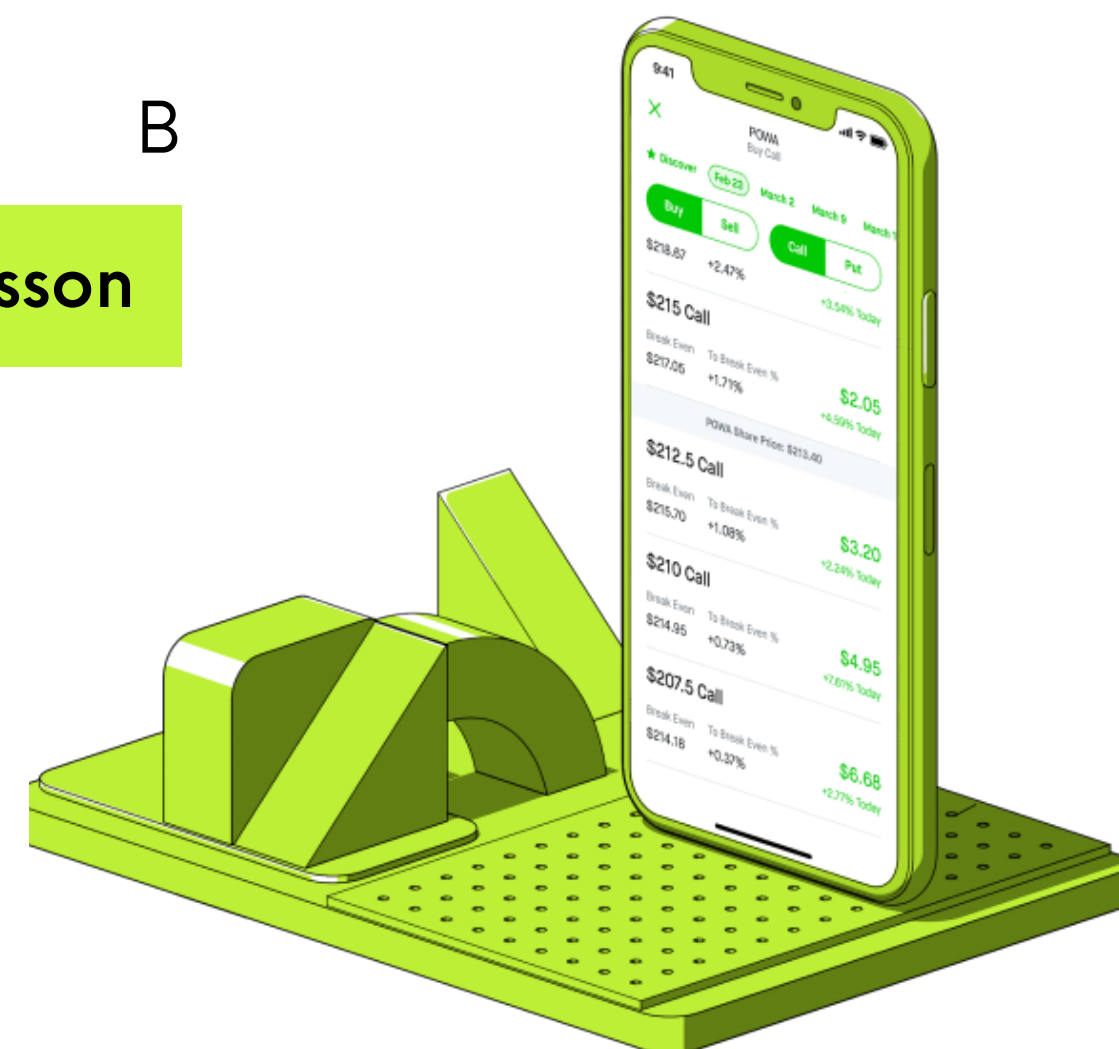


Takes Quiz



Completes Lesson

B



# Sketches & Lo-fi

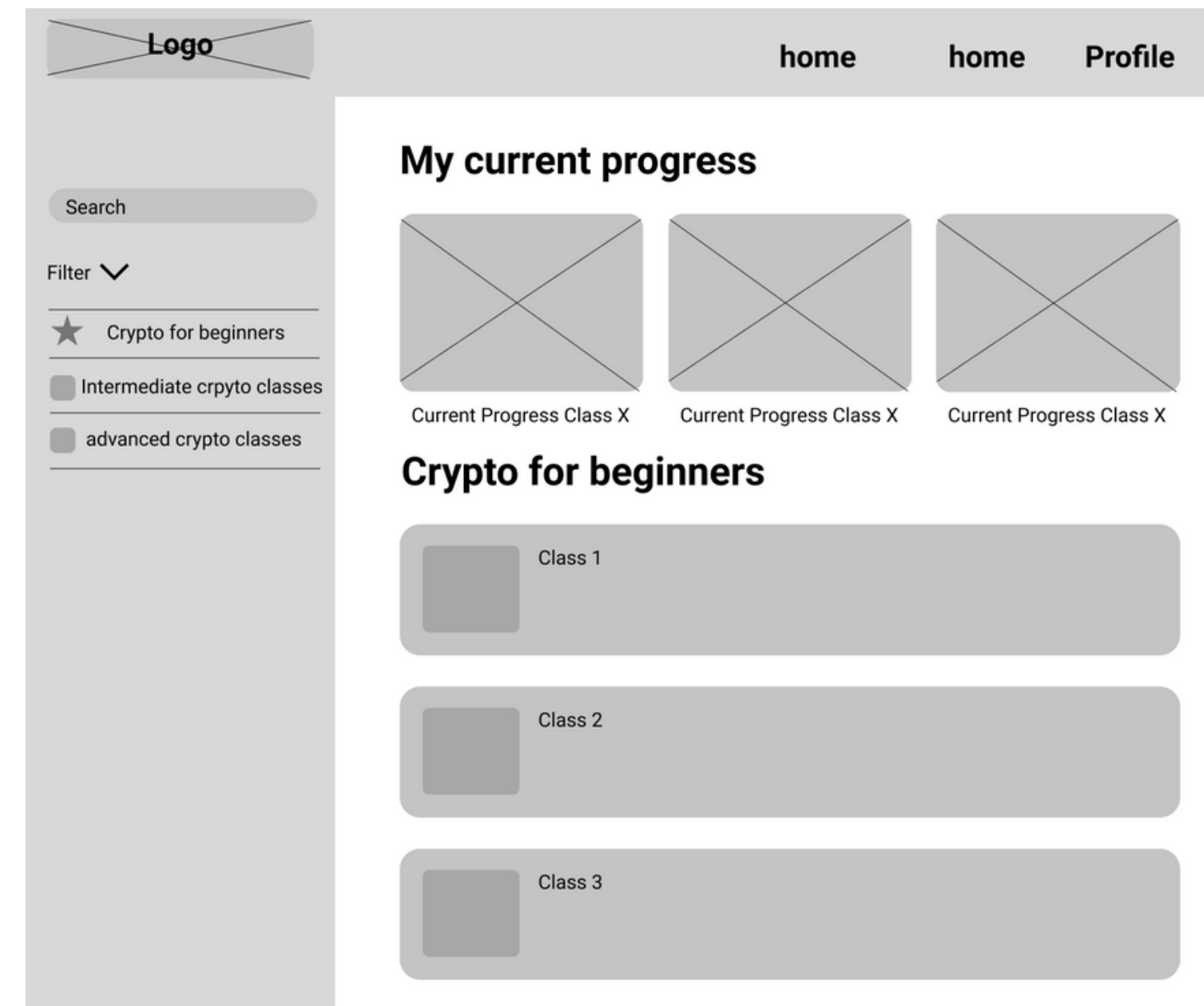
## Key Features:

- Course library
- "My Courses"
- Side menu with filters
- Accessibility options for search

Sketches




Lo-fi Mock Up







# Hi-fidelity Prototype

Robinhood  Products ▾ Support ▾ Account ▾ Log Out

## What's interesting with Crypto this week?

See the latest news and articles about the world of cryptocurrency to help you gain knowledge about trading on our platform and online.

[Sign up for email updates](#)



Search

**Crypto** Stocks  
Etf's Options

Classes ▾

**My Classes**

Crypto for Beginners

Intermediate Crypto Classes

Advanced Crypto Classes

Class Filter ▾

Ethereum Family

Bitcoin Family

All Coins

## My Classes

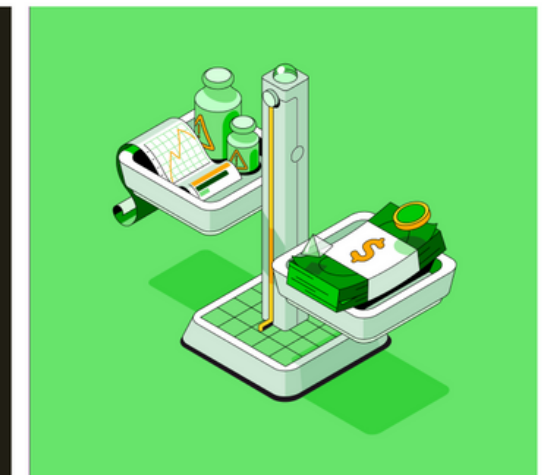


### How Does a Cryptocurrency Work?

Cryptocurrencies use decentralised technology to let users make secure payments and store money without the need to use their name or go through a bank. They run on a distributed public ledger called blockchain.

Progress: 0%

[Start](#)




### How is a Cryptocurrency Different From a Traditional Currency?


A cryptocurrency is a digital representation of value that is built on a blockchain and utilizes cryptography. Crypto can function as a medium of exchange, a unit of account, and a store of value.

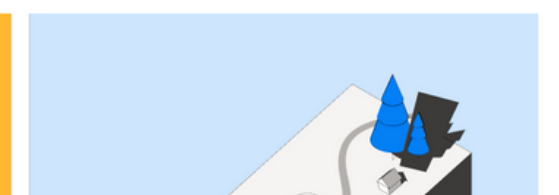
Progress: 88%

[Continue](#)

Watchlists

Bitcoin (CRYPTO.BTC)  \$24.14

Ethereum 





# Hi-fidelity Prototype (continued)

Question #1

What is a block chain?

An AI

A type of wallet

Cryptocurrencies

A digital record keeping system

Confirm

## Congratulations!

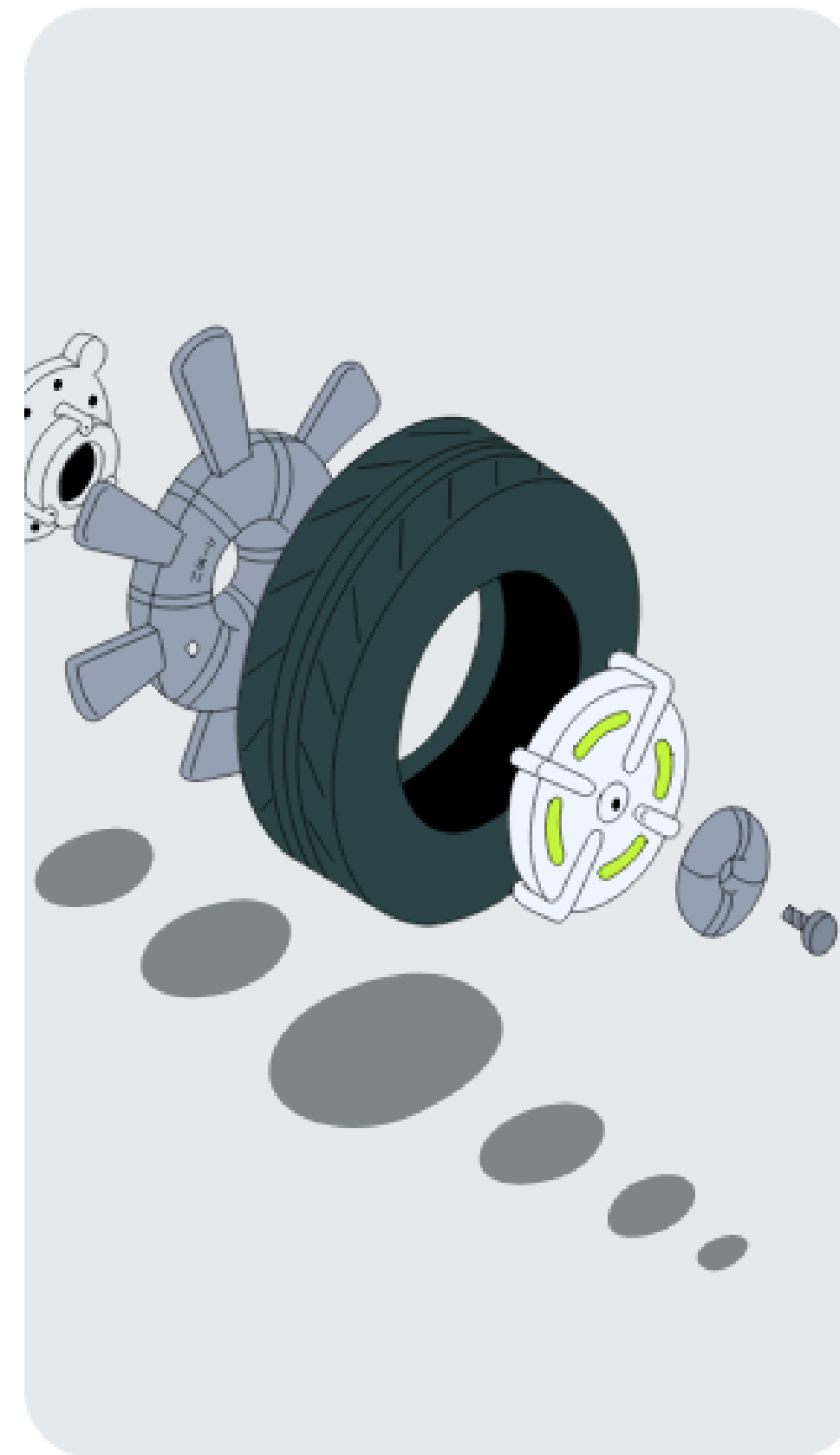
You passed! \$5 has been automatically added to your wallet .

Thanks!

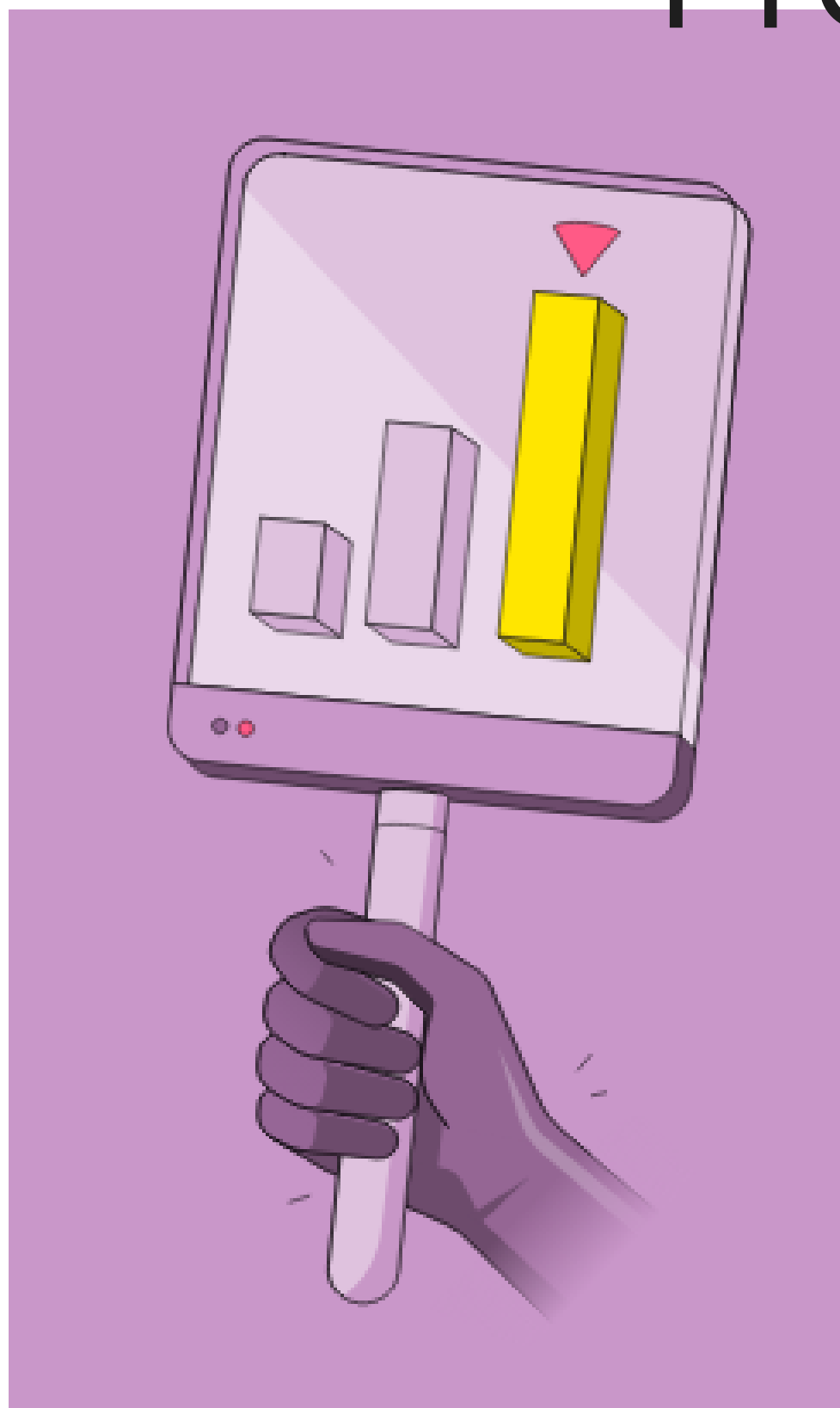


Our

# Development



# Process



## Hurdles .....

- Logic applied to some functional components on the site

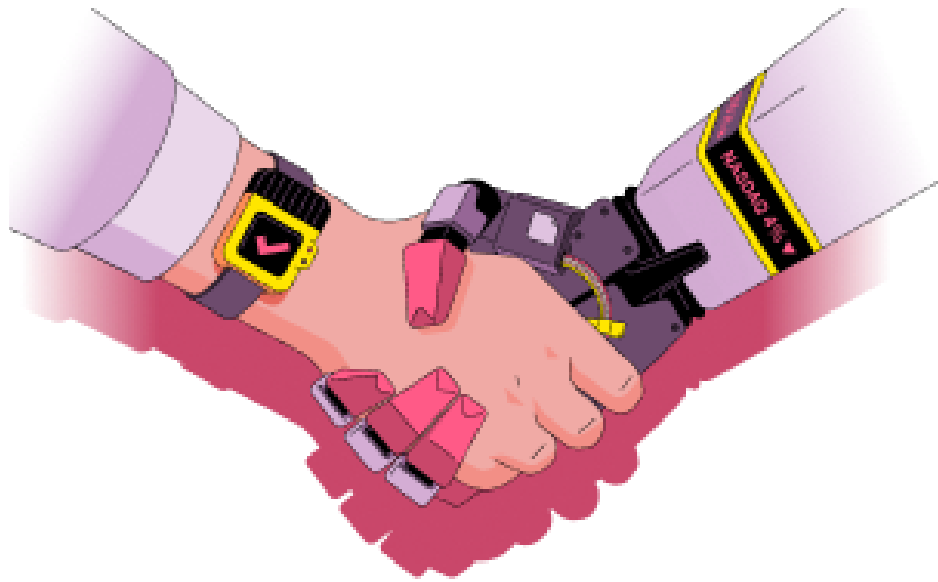
## Compromises .....

- Linkable content limited to only the “classes” section

## Wins .....

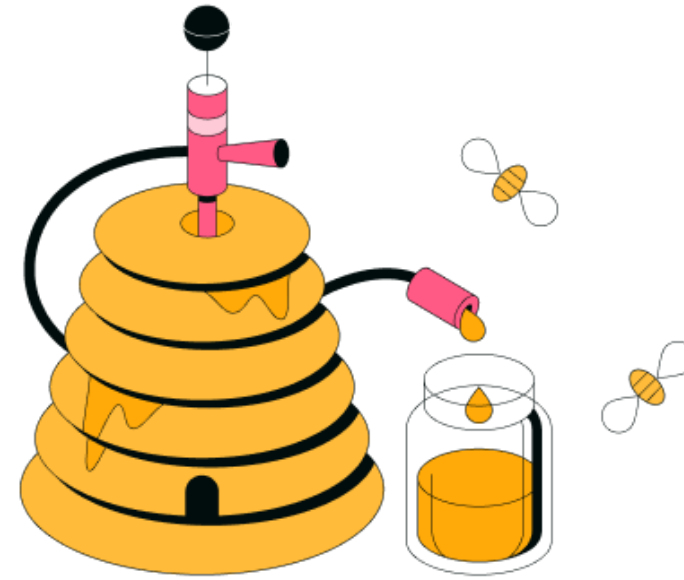
- Site closely matches the mockup provided by UX
- Got the modal that allows the user to take a quiz to display
- Great communication between all members in the team.

# Key Takeaways



## Collaboration

- Enhanced professional skills
- Hand-off Precision



## Comprehension

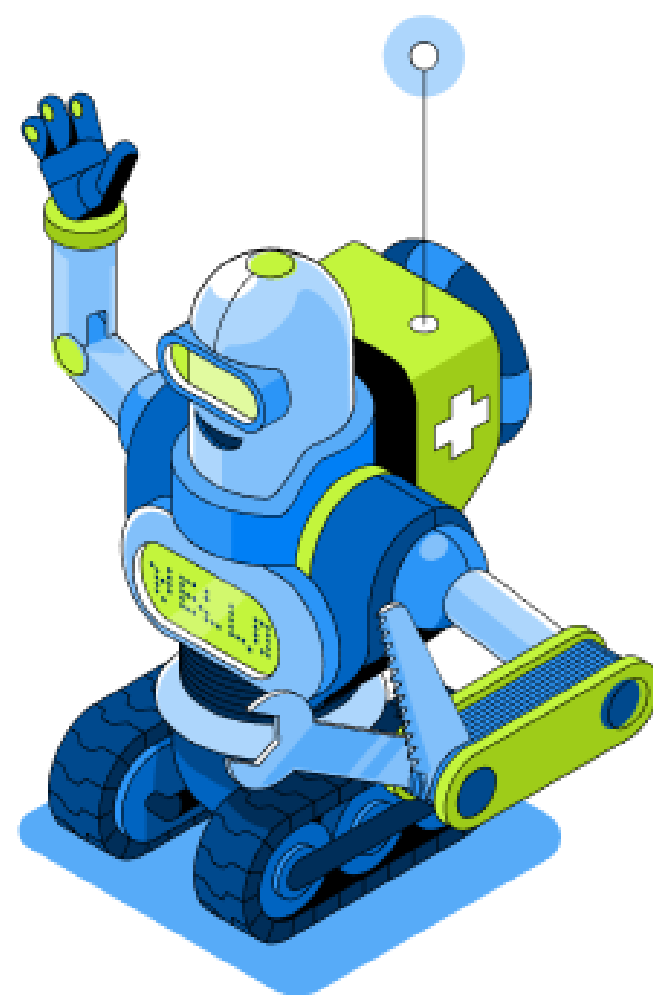
- Quick problem-solving
- Making constructive design decisions



## Time Sensitivity

- Balance between prioritizing User Experience and working with constraints
- Understand what is feasible

# Thank you!







# Appendix

[Research](#)

[Additional Research Info](#)

[Visual Identity Guidelines](#)

[Illustrations](#)

[Figma File](#)

[Prototype](#)

[Project Planning Guide](#)