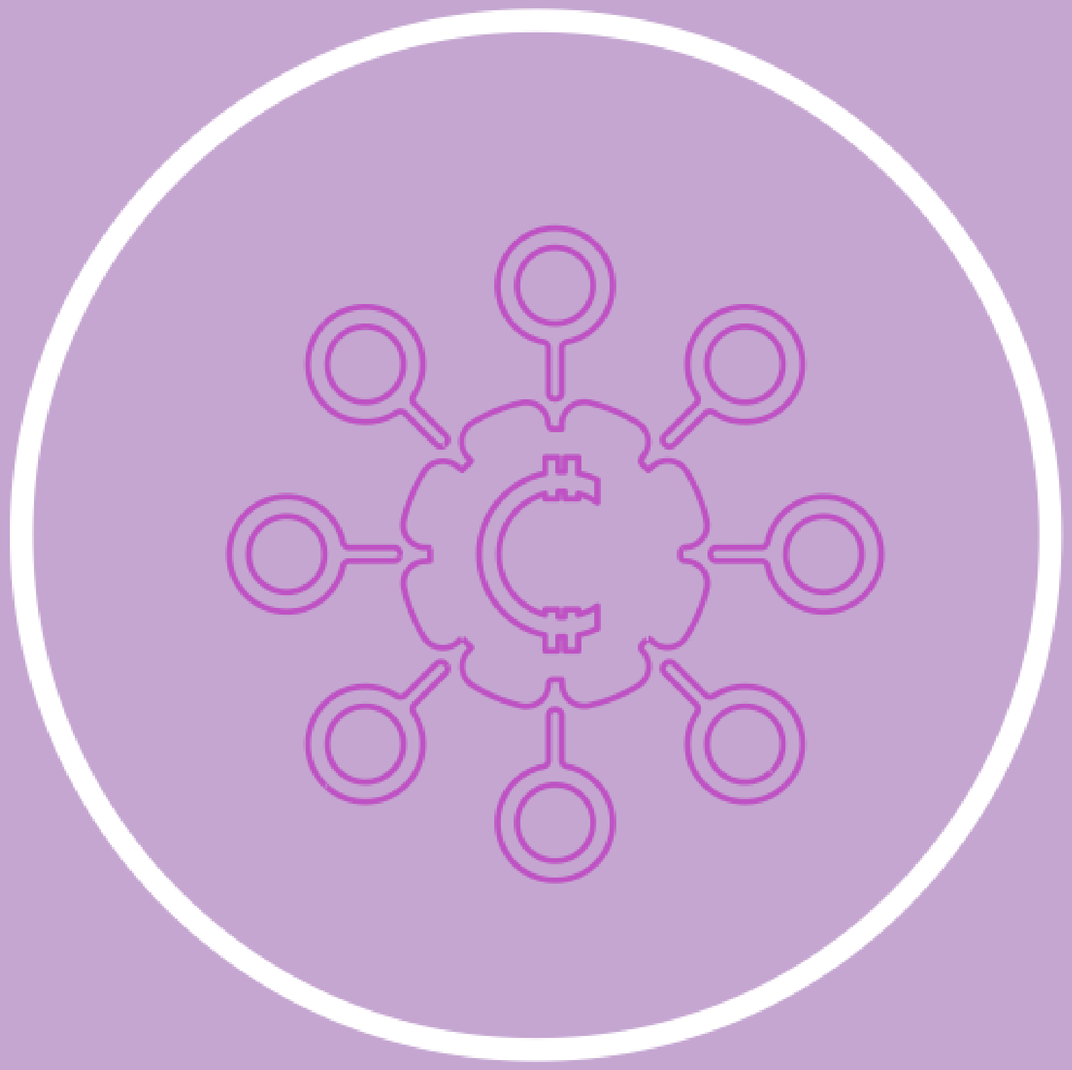


CRYPNOTIC

Overview

Crypnotic is an all-in-one NFT application that allows individuals to take courses, sell in the marketplace, and more. NFTs, or non-fungible tokens, are digital assets that represent ownership of unique items such as art, music, and videos. Crypnotic aims to simplify the process of creating, selling, and trading NFTs, as well as providing a platform for learning and community building within the NFT space. The application offers a range of features such as customizable storefronts, built-in course creation tools, and a social network for NFT enthusiasts to connect and collaborate. With Crypnotic, users can turn their creative ideas into valuable digital assets and participate in the growing world of NFTs.

Role

UI/UX Designer, in collaboration with a team of 5 designers

Tools

Figma
Miro

The Process

Empathize
Define
Design & Test
Reflection

The Challenge

The challenge for Crypnotic is to create an all-in-one NFT application that provides users with a platform to take courses, sell their NFTs in the marketplace, and access various tools and resources for managing their NFT portfolio. This requires developing a user-friendly interface that simplifies the process of creating and selling NFTs, providing a secure and reliable marketplace for transactions, and integrating educational resources to educate users about NFTs and their potential use cases. Additionally, the platform must differentiate itself from existing NFT marketplaces by offering unique features that appeal to a wide range of users.

The Solution

The solution for Crypnotic is an all-in-one NFT application that addresses the challenges faced by individuals looking to learn about NFTs and participate in the NFT marketplace. It provides a comprehensive platform that offers NFT courses, a marketplace for buying and selling NFTs, and a portfolio tracker for managing NFT investments. This solution aims to make NFTs accessible and understandable to a wider audience, while also providing a seamless user experience for buying, selling, and managing NFTs.

CRYPNOTIC
Cancel
This just in, we have a new NFT
Confirmation
Thank You!
Order has been placed. Email will be received shortly.
Cryp# 123445657u8
.005 ETH
Order Details
2.000 ETH
Subtotal:
2.005 ETH
Have a CRYPNOTIC Day!
Create a Post
What do you want to talk about?
eceived
ETH recived
ay ago
Just followed you!
Upload success
ready to sell
1 day ago
Checked out your profile!
Just followed you!
View all

Empathize

Research Plan

The research plan for Crypnotic, an all-in-one NFT application, aims to understand the needs and pain points of potential users in the NFT space. The research will include a competitive analysis of existing NFT platforms, user persona development, empathy mapping, user flow analysis, and user testing. The primary goal is to identify key features and functionalities that users would find valuable in the application, as well as areas of improvement for existing NFT platforms. The research findings will inform the development of a user-centered design for Crypnotic, with the ultimate objective of creating an NFT platform that meets the needs of a diverse range of users.

Goals

The goals of the research plan for Crypnotic are to identify the target audience for the application and understand their motivations and behaviors when it comes to buying, selling, and trading NFTs. The research also aims to uncover pain points and challenges that users face when using NFT marketplaces and educational resources. Additionally, the research will gather feedback on Crypnotic's features and user interface to inform design decisions and improve the overall user experience. Finally, the research will evaluate the competition to identify opportunities for differentiation and improvement. Overall, the goal is to ensure that Crypnotic is user-centered and meets the needs of its target audience.

Prototype

User Research

Pain Points

- Lack of knowledge on NFTs and their potential value
- Difficulty in finding a reputable marketplace to buy or sell NFTs
- Limited access to NFT courses and educational resources
- High transaction fees on existing NFT marketplaces
- Lack of transparency and trustworthiness in NFT transactions
- Limited ability to showcase and promote one's own NFT creations
- Difficulty in finding the right audience for one's NFT creations
- Complexity in managing and tracking NFT ownership and transactions.

Competitive Analysis

OpenSea

Strengths

Large user base, established brand, wide range of NFTs available

Weaknesses

Limited educational resources, crowded marketplace with heavy competition, high transaction fees

SuperRare

Strengths

Curated selection of high-quality NFTs, strong focus on art and creative industries, built-in social features for networking

Weaknesses

Limited user base, high fees for buyers and sellers, limited educational resources

Rarible

Strengths

User-friendly platform, low transaction fees, focus on community building and engagement

Weaknesses

Crowded marketplace with heavy competition, limited selection of high-quality NFTs, limited educational resources

Define

User Persona

Name Lisa

Age: 35

Occupation: Small business owner

Bio

Lisa runs a small boutique selling vintage clothing and accessories. She has been following the NFT trend and is interested in using it to authenticate and sell unique pieces from her collection.

Goals

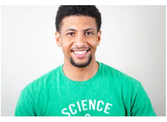
Lisa wants to expand her business by selling unique and authenticated items through NFTs. She is looking for a platform that is secure and offers a streamlined way to create and manage NFTs.

Technology usage

- Multiple Apple Devices
- Seldom social media user

Pain points

Lisa is concerned about the technical aspects of NFTs, as she has limited experience with blockchain technology. She is also worried about the potential for fraud and the need for reliable authentication processes.



Name Jacob

Age: 27

Occupation: Freelance Graphic Designer

Bio

Jacob is a creative professional who has recently become interested in NFTs as a way to monetize their art. They are looking for a platform that allows them to create and sell NFTs easily and without having to learn complex technical skills.

Goals

Jacob wants to make a living from their art and expand their audience by selling NFTs. They want a platform that is user-friendly and transparent about fees and royalties.

Technology usage

- Multiple Apple Devices
- Heavily social media user

Pain points

Jacob is worried about the technical aspects of creating and selling NFTs, as they have little experience with blockchain technology. They are also concerned about the lack of regulation and potential scams in the NFT market.

Empathy Mapping

What they say

- "I want to learn more about NFTs and how they work"
- "I want to make money selling my own NFTs"
- "I'm not sure where to start or who to trust in the NFT space"

What they think

- "I'm worried that I'll invest time and money into NFTs and it won't pay off"
- "I'm intimidated by the technical side of creating and selling NFTs"

What they do

- Spends time researching NFTs online
- Follows NFT artists and creators on social media
- Attends NFT events and webinars

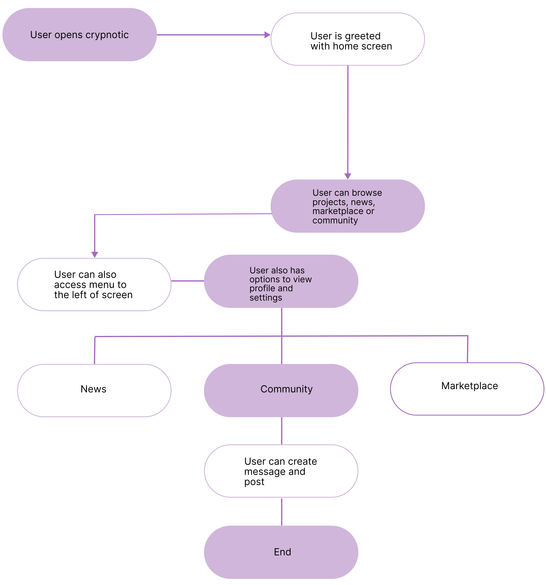
What they see

- NFT marketplaces with confusing interfaces and high fees
- NFT artists with large social media followings and impressive portfolios

What they hear

- Stories of people making thousands of dollars selling NFTs
- Discussions about the future of art and collectibles in the digital age

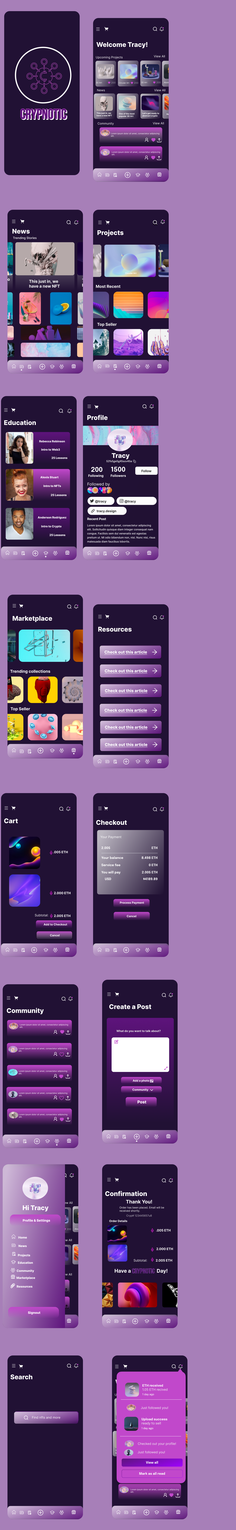
User Flow



Design

Wireframes

High Fidelity



Reflection

Throughout the development process of Crypnotic, our team learned a lot about the world of NFTs and how they can be used to enhance the learning experience. Our research revealed that there is a growing demand for educational resources in the NFT space, and Crypnotic is poised to be a valuable tool for individuals looking to enter this exciting new market.

As we worked on the app, we also realized the importance of providing a seamless user experience. Our user testing showed us that users want a simple, intuitive platform that allows them to easily navigate between taking courses and selling their own NFTs. We made several design changes to ensure that the app was easy to use and visually appealing.

One of the biggest challenges we faced was developing a robust marketplace that could handle a high volume of transactions. Our team spent a lot of time researching and implementing secure payment methods and ensuring that the platform was scalable enough to handle a large number of users.

Overall, the development of Crypnotic was a valuable learning experience for our team. We gained a deeper understanding of the NFT market and the needs of our users, and we were able to develop a product that we believe will have a positive impact on the industry.