

Research Template - DapDapMeUp

- DapDapMeUp is a DeFi protocol that provides a user-friendly interface when accessing decentralized applications on Scroll Network
- The solution this protocol provides is to ensure convenient interactions with dApps
 - especially for non-technical users so they don't have to deal with complexities of Ethereum's blockchain
- DapDap is still in its beta development phase and is currently a part of Linea family as an alternative to Uniswap's V3 front-end interface with 0 fees
- DapDap is a BOS (Blockchain Operating System, by NEAR) product made for L2s to make on-chain onboarding as easy as it gets
- DapDap's greatest highlighted feature is that users will be able to access various dApps through DapDap whether it's bridging, swapping or lending without users having to jump from one protocol to another
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Target Market

- What kind of person is going to get the most out of this product?
 - Newbies who are onboarding to on-chain activities
 - Also those who have interacted with protocols before but find it very inconvenient and confusing
- Who are the best current customers, with the highest LTV?
 - There are no current customers since most of its features are still under development
 - Users of the Uniswap v3 interface are mostly traders,
 - *If you're an experienced DeFi practitioner who wants to **save time** while interacting with protocols.*

Or a total beginner (who heard about Web 3 from the news when BTC's ETF got approved) who wants to interact with on-chain activities but finds them complicated and confusing.

With DapDap you'll be able to simply interact with multiple on-chain applications within the same interface.

Just type what you're looking for as if you were talking to a friend with no fancy vocabulary needed.

No matter if it's swapping some coins, bridging from one blockchain to the other or staking your tokens.

- What attributes do they have in common?

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person. Men or Women?
- **Occupation, income level and geographical location.**
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Current State

- What is painful or frustrating in the current life of my avatar?
 - I need been following crypto the last year or so but still so very very noob.
- What are they angry about? Who are they angry at?

- Not understanding all these various terms, protocols, dApps, interconnections between blockchains, the sole use of blockchain, how it works, why should they use it...
- What are their top daily frustrations?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves?
 - Not very confident
- What do other people in their world think about them as a result of these problems?
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- What annoys them?
 - Testnet-like experience
 - *Forget about testnet-like experiences when you just want to bridge over some money.*

The money you don't receive for dozens of minutes as if you sent them from the coin faucet.

Where your bridging isn't complete for more than 12 hours.

You will not only experience the smoothness of the UX as smooth as piercing a hot knife through the butter.

But also a custom UI where you will be able to interact with various protocols in one place.

Regardless of whether you want to swap, bridge or lend.

Start saving your time now - DapDap yourself up.

[Dapdap.net](https://dapdap.net) #DapDapMeUp (👉.👉)

- What do they fear?
- What do they lie awake at night worrying about?
- What lack of status do they feel?

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Their life would look exactly as it is now - the way they surf through the Web 2, they want to surf through the Web 3 with all the benefits it provides and no compromises
- Who do they want to impress?
- What enjoyable new experiences would they have?
 - They wouldn't have to search each dApp individually to perform a particular action rather have everything in one convenient place
- What do they secretly desire most?
- How would they feel about themselves if they were living in their dream state?
- How would others perceive them in a positive light?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Roadblocks

- What is keeping them from living their dream state today?
 - Sounds like my cold Ledger wallet will be able to connect to a GameStop hot wallet, but the steps to do so are unclear
 - not sure how transferring between wallets works as I've only set up my ledger. Would it be something like a simple L2 transaction with a low gas fee to transfer between my wallets?

- What mistakes are they making that are keeping them from getting what they want in life?
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- What part of the obstacle does the avatar not understand or know about?
 - How does "pressing a button" on the cold wallet work if it isn't connected to the internet? And what does the cold wallet actually look like? Bit confused about this
 - How do play-2-earn games work?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Values and beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed?
- Why do they think they failed in the past?
- How do they evaluate and decide if a solution will work or not?
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of?
- What do they think about these trends?

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

Places to look answers for

- ☐ 1. Your client's existing customers and testimonials
- ☐ 2. Your client's competitors customers and testimonials
- ☐ 3. Talking with anyone you personally know who matches the target market
- ☐ 4. People oversharing their thoughts and feelings online
- ☐ Youtube

- Look for people that are talking about their transformational journey
 - Comments
 - “My journey” type videos
- ☐ Twitter
- ☐ Facebook
- ☐ Reddit
 - Go for the TOP subreddits
 - ALL-TIME filter
- ☐ Other Forums
- ☐ Amazon.com Reviews
 - Go for 5-star reviews
 - Go for 1-star reviews
- ☐ Yelp and Google Business/Maps Reviews