

Bitcoin Design Guide Interviews - Jobs to be done

Project Overview

The Bitcoin Design Guide was established 4 years ago with the goal of helping builders build more intuitive accessible products. It is a valuable resource packed with:

- Reference designs (Daily spending wallet, Savings Wallet, Inheritance wallet)
- Designing Bitcoin products
- How the technology works
- Case studies
- Glossary of terminology

While it has been around for 4 years now little is known as to how and why it is used. This research study aims to use a research method called Jobs to be Done to help to understand how the guide is being used by Bitcoin builders.

Key Objectives

- Understand how the Bitcoin Design Guide is being used by builders
- Understand what users typically love about the Bitcoin Design Guide + Community resources
- Understand what friction points exist when using the guide
- Collect a list of key takeaways as to how the Bitcoin Design Guide is useful as a resource to builders as well as how it can be improved

Resources

- [Script](#)
- [Github](#)
- [UX Research toolkit - Jobs to be Done Framework](#)
- [Previous research done](#)

Research Strategy

Jobs to be Done Framework

The overall theory is that people start to use an application, business, organization to get a “job” done. The job can be loosely defined as the task that the person expects the app/website to do. That task can be one singular main task or it could be a series of tasks.

We'll focus on understanding the “jobs” builders are hiring the Bitcoin Design Guide to do by looking at:

- Background & Context
- Discovery & First Use
- Current Usage
- Value & Impact
- Pain Points & Improvements

Research Methodology

Interview Structure

30-minute semi-structured interviews

Participant criteria

- Active Bitcoin product builders
- Mix of wallet developers, UX designers, and product managers
- Various experience levels with the guide
- Various project types (custodial, non-custodial, lightning, etc.)

How are the interviews being done?

1. Time/date is establish with builder
2. Interview is conducted using JTBD script
3. Interviews are transcribed

Task list

- ☐ Begin participant recruitment

- ☐ Finalize interview script
- ☐ Save all recordings + transcripts
- ☐ Schedule interviews with 10+ builders
- ☐ Sort through data
- ☐ Present data

Interviews done using Jobs to be done framework

- ☐ 19 November 2024 - Wallet builder
- ☐

Key Takeaways

- To add here