

Maple Finance DeepWork round one user testing interview script

October 2020

- Thanks for your time
- I'm Georgia a user researcher, working with DeepWork and the folks at Maple Finance to help them develop their products and services
- I'm going to ask you a few questions about yourself so that I can get to know you a bit and then I'm going to send you a link and ask you to share your screen with me, and we'll discuss the website together.
- There are no right or wrong answers here, so please be totally honest. You can't offend us.
- Any questions before we begin?

To begin, tell me a bit about yourself

- Where you live
- What you do for your work/tell me about your company
- What's your level of crypto experience
- In your company, have you ever taken a loan of a digital asset, depositing collateral for it? (Genesis, BlockFi, Babel, Celsius, SALT)
 - What providers do you use/why?
 - What was the process of taking out a loan?
- Tell me what you know about Maple Finance, if anything. (it's fine if you don't know anything).

I'm going to send you a link now

<https://www.figma.com/proto/zec6WINGdDEIxEj2LVzw7z/Maple-%E2%80%93-Ant-Design-System-Prototype?node-id=272%3A23592&scaling=contain>

- Feel free to close any windows or notifications you don't want to share

This is a prototype, not everything will work as expected. I'm looking for your honest feedback on this.

So first of all, you're looking at a tweet. Imagine you click on the link in the tweet and get to this homepage.

Spend a minute or so scanning the page, so you can get to know what this is about. It's fine to scroll but don't click anywhere. It's not a test of you, this is a test of the website.

- What is this about?
- Is there something missing that you would want to see here?

- What would you expect if you were to click Explore Markets?

Okay go ahead and do that. Review the information here speaking aloud your thoughts. Say what makes sense to you, what is missing or confusing.

- What makes sense to you here?
- If you were looking to take out a loan for your company, what would you click on here and why?

Click Borrow.

Okay explore this page, tell me what's going on here.

- If you wanted to understand the Ts&Cs for this loan, where would you go?
- Is this fine print in the right place for you?

Click Continue

- What's your current way of connecting or logging in with other lending providers?
 - Do you have a preferred method?
- Read the steps. Something confusing?

Click connect Wallet

Market expansion loan

What company details would you be happy to upload?

What does Create a Contract mean here?

What would you expect to happen?

Then Create a Contract where you would deposit collateral.

- How does this compare to your own previous experience of taking out a loan for the company, through a traditional or centralized lender?
- What would make you more likely to use this in real life?

What would make you more likely to trust Maple Finance?

- Any other questions or comments?

Any parties you would not want to do a deal with as a pool delegate, say for competitive reasons? e/g other funds.

financial documents: