Bitcoin Design Guide Survey

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Goal

The bitcoin design guide was established 2 years ago with the goal of helping builders build more intuitive accessible products. We would like to understand if we are achieving this goal as well as what we can do make the guide more valuable. We would like to create more user driven content and value. To do this we must get closer to users as we continue to develop the guide and establish where to go next or what to improve.

What is the purpose?

- There is adoption of the bitcoin design guide
- How we can increase adoption
- How can we increase implementation of the design guide
- Are builders finding the guide useful?
- What can we do to make it more valuable?
- Pain paints of using the design guide

Where will we get participants?

- Bitcoin community Slack
- Twitter
- Reddit
- Product channels
- Telegram
- Discord channels
- LDK and LND Slack channels

Tool we will be using for the survey

- Notion
- Typeform (has an indicator)

The tool should in some way indicate to the person taking the survey how far along in the questionnaire they are

Duration/Process

1. Sharing the link to the survey on all the channels (24 hours)
2. One week for participants to fill in the survey (1 week), mention the survey with the community call.
3. Looking at the responses and grouping them
4. Creating a short presentation showing the data (Figma)
5. Do follow up interviews with a few participants thereafter (more active users, which we will figure out from the survey)

Template message:

> We would be incredibly thankful if you could take 5 minutes to let us know how we can make the bitcoin design guide better.
>
> - The data/information provided in this survey will be used to improve the user experience of the design guide
> - Do not share any information tat you are not comfortable with
> - The only time we ask for personal data is if you are open to a 1-on-1 discuss
>
> Ps. This survey will only be active until the 12th of July, so get clicking :slightly_smiling_face:

Methodology

A combination of both qualitative as well as quantitative research techniques can be used to collect an in depth overview. Below is a rough collection of both types of questions which can be used to collect data to drive future decisions.

SURVEY QUESTIONS

1. What do you do?
    - Product Designer
    - Product Manager

- Developer
- Hobbyist
- Other (type in reply here)

2. Do you use the Bitcoin design guide?
    - Yes/No

**** If no: Is there any reason why you don't use it? (type in reply here) (end the survey)

3. How often do you use the design guide (likert scale)
    - All the time
    - Sometimes
    - Not that often

4. What do you use the design guide for? (allow to select more than one option)
    - Building a commercial product
    - Building a non-commercial product
    - Building an open source product
    - To learn about bitcoin design
    - Other (can type in response)

**** Choose yes to last 2 options here, can go to option 7

5. What kind of product are you building? (If yes to any of first 3 questions in question 3, if not, go to 5)
    - A bitcoin wallet
    - Desktop application
    - Other (type response)

6. Where are you in the product development process?
    - Ideation phase
    - Defining what product we are building
    - Early development stage
    - We already product

7. Which sections of the design guide do you use the most?
    - Getting started
    - Designing bitcoin products
    - Daily spending wallet
    - Savings wallet
    - Upgradeable wallet
    - Shared wallet
    - How it works
    - Resources

8. What would you like to see more of in the guide?
    - Node manager reference design
    - Savings wallet reference design
    - Lighting node manager reference design
    - Bitcoin terminals reference design
    - Merchant section
    - Community banks
    - Business models
    - Other (people can write something in here)

9. Are you able to find the information you need easily?
    - Yes / No

        9.1. No: Why do you find it difficult to find the information you need?
            - The search doesn’t give me the results I need
            - The guide doesn’t have the content I am looking for
            - The structure of the guide is hard to navigate
            - Other…

12. Have you contributed to the design guide?
    - Yes / No

13. How likely are you to recommend the guide to others? (scale)
    - Likely

- Highly likely
- Not likely

14. Anything else you'd like us to know?

15. Thank them for their time and ask if they would be open for a quick chat. It would be a 30 minute conversation with someone from the bitcoin design community. (Mo to look at what needs to be mentioned to a person before they are open to being interviewed)