

Devcon5 Retrospective Report

Key Insights Summary

1. UX Audits create the most immediate impact for both designers and projects/developers
2. The UX Awards is a great showcase for design in the space, but it needs another iteration and increase in marketing efforts for a fair competition

UX Awards

Working Group: Amy Jung, Aqeel Mohammad, EF(Althea, Paul, Jamie)

Video

[Devcon IV Prague](#)

[Devcon V Osaka](#)

Vision

Showcase projects from developers and designers with best UX designs in the Ethereum community and become a benchmark for industry UX standards.

Objectives

1. Orientation: Where are we? Seeing and developing UX standards
2. Collaboration Fuel: Where can projects collaborate and on what aspect? Inspire projects to seek collaborations

Year 1 Process

- In-depth conversations with Design track around principles and criteria
- Found great panel of judges
- Presentation on Mainstage + Awards Ceremony

Year 2 Process

- Feedback from Design track for any updates
- Seeking judges
- Call outs to Twittersphere around signups
- Website/Page on the Devcon website (Build took about 1 month)
- Panel with Judges + Awards Ceremony

Metrics

Quantitative

	2019 Total	2018 Total	Delta
Number of Applications	50	81	-38%
Visibility / Marketing			
Clicks on UX Awards Website		Null / (347)*	
Clicks on Application	183	362	- 49%

**We didn't have a website last year, but we had a public UX Awards Guideline Document*

Qualitative

Winners: Did the winners represent the current ecosystem?

Devcon V Winners: Ramp Network, 3Box, Zerion

Devcon IV Winners: Argent, Bounties Network, BlueShyft

Participant Feedback

- "I'm just hearing about this"

My 2 cents, having held/judged many ux design contests before. Projects should have to present live to the judges.

Oct 11, 2019, 3:26 AM

-

Things that went well

- The ceremony itself was very smooth
- Deliberation with judging is always a great process

Things that could have gone better

- Website to launch earlier (exposure)
- More applications
- Notifying winners earlier so they could prep to speak
- Finding judges that were available and able to come to Devcon Osaka was fairly limiting, especially because we didn't have funds to support

Notes for next year:

1. The element we want to add is for applications to be open at least two months in advance.

- a. Website to be up and running much earlier (2-3 months before)
 - b. Confirming judges earlier
2. Improve information distribution
 - a. Dedicated marketing strategy and execution
3. Earlier confirmation around schedule (at minimum: day and mainstage)
4. Potentially looking into a better application system

UX Audits

Working Group: Amy Jung, EF(Althea)

Vision

Offer a space for designers and projects to gain insights and increase collaboration between design and development.

Objectives

1. Education: What can we learn from each other? Demystify Design process & development process
2. Collaboration: How can we increase the interaction between designers and developers/key stakeholders?
3. Design Value: How can we teach and/or spread the design process in a consumable way?

Year 1 Process

- Very limited focus on pre-event sign ups
- Dedicated room for all days

Year 2 Process

- Limited time scope: 2 hours for first 3 days
- Pushed for earlier sign up

Metrics

Quantitative

	2019	2018	Delta
Number of Audits Conducted	~33	~41	-19%
Number of Designers Involved	20	28	-28%

Average Number of Audits from Designers	1	2.5	
Visibility / Marketing			
Clicks on UX Signup Form	145	null	

Overall, how did you like the UX Audit sessions? (1-5, 5 being great)

Year 2 (16 Responses)

1 (0)	2 (0)	3 (1 vote)	4 (3 votes)	5 (12 votes)
----------	----------	---------------	----------------	-----------------

Year 1 (7 Responses)

1 (0)	2 (0)	3 (0)	4 (2 votes)	5 (5 votes)
----------	----------	----------	----------------	----------------

Would you do it again?

Year 2: 100% said Yes (16 responses)

Qualitative

Collaboration:

What did you think of the designer interaction?

8 responses

Yes, it was very good. It's good to speak with somebody outside of our echo chamber.:)

Christian and I were the designers providing feedback in this case, hope it was helpful for the Gnosis team.

They shared with us what they are working on and current challenges, and we did an expert review type walkthrough (testing plus how could we improve it), sketching to brainstorm some alternative designs and also provided them with tips to research tools for refining their value prop, navigation redesign, and user testing.

They took the sheets of paper where we brainstormed and sketched on, hope that's a good sign :)

Great. Objective feedback from experienced designers is a major value add.

great, thoughtful

Alex Komarov was incredible! 🙌

Interesting interaction, some useful basic UX concepts were introduced.

awesome

Super collaborative, lots of feedback.

What did you think of the participating individuals/teams?

7 responses

First team was skeptical but I converted them to believers in the design process :)

the team I worked with was great. Way more polished and pulled together than the audits i conducted last year

Very open to feedback and led to good discussions.

Everything was great! I had an amazing conversations where it wasn't just one way feedback - with both participants I exchanged a lot of useful tips

Everyone was great, I was really happy helping out and seeing what else was going on.

Very engaged and receptive. It helped that the PM I was talking to had a clear objective of what she wanted to get out of the audit.

I have worked with AAVE and we had instant chemistry. They received all feedback very well and very happy to hear my opinion.

Things that could have gone better

- No description was supplied on the Agenda, so many were unsure about the context of the workshop.

Space:

- The space was double booked on two days so the room logistics management was difficult. We lost about 3-5 teams on Thursday.
- 9: Yes (First day was good)
- "I joined at the time we didn't have a room. The corridor worked, but it was noisy. Not great for an audit the requires high focus in a short time."
- "We didn't need much space, as it was just a 1-on-1, but it was in the 6th floor in a pretty lame space... That said, it didn't have an impact on the audit, which I found very useful!"
- "Having a predictable place to sit with moderate noise but not too much and a table would have been nice. 😊"
- "Space could be better as we were in the cafeteria."

Feedback

[Devcon V Osaka: Feedback from DESIGNERS](#)

[Devcon V Osaka: Feedback from TEAMS](#) (Note- this link got mixed up and some designers answered this)

[Devcon IV Prague: Feedback from DESIGNERS](#)

Participant Feedback

- One of the Most Clicked on Evan Van Ness' Week In Ethereum
- Some projects came back 2 times

From Projects



"Just dropping a quick mail to thank for the UX review! Was great to get such feedback and helped us see some things we weren't noticing it anymore because we look at it whole time.:)"
- Gregor Zavcer/Datafund

"Thanks for following up. Really appreciate the time you spent with us at devcon, very useful."
- Web3Labs

"We are updating our homepage for the product based on the feedback session, as the new perspective gave me some inspiration to make it more user friendly"

"Thanks for the feedback, passed it on to our designer who found it useful and introduced him to a couple of concepts that he's not seen before."

"btw, after my session with Ola, I decided to raise our Design and UI level. if you know good UI/UX (freelance or full-time) , any recommendations/ intro would be most appreciated 😊"

From Designers

- "While received a 1:1 lesson on mixers I could share my experience in setting up UX research. Win-Win."
- "We were discussing how to improve the onboarding flow for people who don't have wallet yet. And inevitably, MetaMask onboarding challenges came up. They ended up challenging us for some of our choices thus far at MetaMask, and that that made for a nice moment of reflection. We then shared design intent and upcoming improvements, and how we came to those improvements. I feel that section was especially interesting for their team to dig into how we use data and research for design decisions and making tradeoffs for our product. It helped us too to understand deeper their needs as builders integrating MetaMask. We might use co-designing as a way to discover more challenges now."
- "My opinion was mentioned in their newsletter so i guess they were quite happy about it :) I was super happy, too."



vanessa slavich ✨
@vslavich

UX Audits were a highlight of [#devcon5](#). feedback + mentorship with a bit of DApp user research mixed in. i've learned a lot and met some great projects.

personally excited to build more design education for crypto eng teams.

thanks for organizing [@itsamyjung](#)



Sasha Tanase/UXtip ♦♦
@sasha_tanase

I had the pleasure to do a UX Audit on the product developed by [@AaveAave](#) and i must admit I was impressed. Can't wait to be one of the first people to try it live! In the meantime no spoilers! [#DevconV](#)

4:43 AM · Oct 10, 2019 from [Osaka City Nishi Ward, Osaka](#) · [Twitter for iPhone](#)

9 Retweets 24 Likes



Sean O'Connor
@aseoconnor

Had a ton of fun doing UX Audits yesterday for [#dapp](#) devs at [#devcon](#). It's crazy - but the level of design across the ecosystem has taken a huge step forward since last Devcon.

Dapps are (almost) human usable!

2:54 AM · Oct 9, 2019 · [Twitter for Android](#)

11 Likes





Notes for next year

1. Decentralized Growth: Increase main facilitators
2. Prepare Participants: Run a Designers volunteers call
3. Capture Engagement: Better in person signups, Tipping designers or QR codes
4. Wifi is a **must** for people to share their flow
5. Central Space: Something like a Dedicated area or Design lounge to connect with other designers and for people to come for design help
6. Looking into design sponsors