Niftex user testing script (round one)

Dec 2020

https://miro.com/app/board/o9J_lczhWtk=/

Goals

Incentivize trading (as opposed to rarible)

Can we educate users throughout the flow to maintain growth and increase the user base?

- *NFT owners and potential Shard owners*

Can we optimize the visual representation and aesthetic attractiveness to increase attention, volume and liquidity?

- *Shard owners and traders*

Can we make people understand how they can benefit from fractionalising their NFTs?

- *NFT owners*

Test script

- Thanks for your time
- I'm Georgia a user researcher, working with DeepWork and the folks at Niftex 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 experience with NFTs?
- Tell me what you know about Niftex, if anything. (it's fine if you don't know anything).
    - What's good about it?
    - What could be improved?

I'm going to send you a link now
https://www.figma.com/proto/92PkAkp2mfef24CRh1k33f/NIFTEX---Deep-Work-Prototype?node-id=5%3A0&viewport=-28%2C522%2C0.105874203145504&scaling=scale-down-width

- 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.

We're going to start our user test with a tweet. So you can imagine that you might discover this website from twitter. Take a look at the tweet and then click when you're ready.
[if not used website, ask what they expect to see]

I'd like you to review the whole page here, speaking aloud your thoughts as you do so. Say what makes sense, what's confusing, if there;s something missing. You can scroll anywhere you like but don't click anywhere just yet.

- What information on this screen is useful to you?
- What's missing or confusing?
- What does Buyout mean to you? [you can buyout the entire thing, not just individual shares] (it's a pro feature)
- What do you think about the description?
- Tell me about the chart; what's going on here? What does it mean to you?
- Tell me about the governance proposals
    - Have you ever taken part in online governance before?
- Tell me about Launch details

- What info is most useful/least useful on the page
- What's missing from here that would make you more likely to buy?

Okay, now I'd like you to show me where you'd go to see other NFTs to buy.

Browse
Spend a bit of time on this page and review what's here, speaking aloud your thoughts.

Let's imagine you want to submit your own NFT to this platform. What do you expect the steps to be?

Okay now click and let's go through that process, again speaking aloud your thoughts as you do, and I'll ask you some questions along the way.

DIY
What is the desired amount of fractions?
What is more relevant from the settings?
Lockups ts and cs
How important is list of contributors?

People who buy NFT earn fees from transactions.