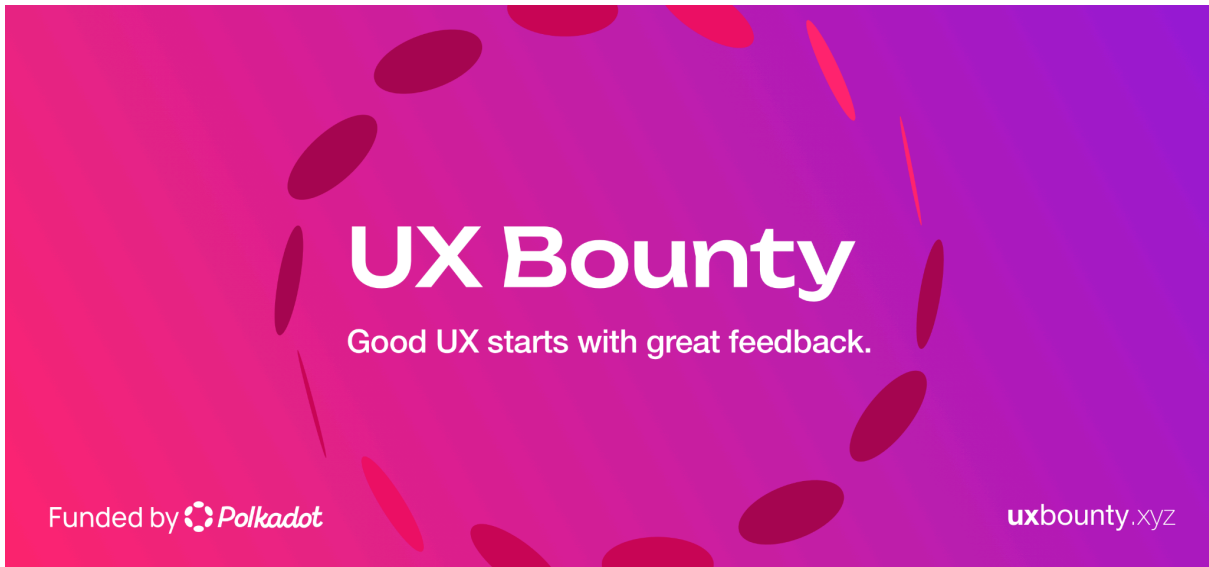


0 Cover



UX Bounty Q3 2025 Refill Proposal

Project Category	Bounty, UX, DevEx
Proponent	UX Bounty - Bounty #52
Beneficiary Address	13UVJyLnbVp9RBZYFwHYxaDmjCYTJ75Hwh88wau1r8jfJ9HZ
Date	Jul 8, 2025
Requested Amount	67,085 DOT (~\$228,000 USD based on EMA7 rate by Subscan on Jul 8, 2025)

Why now?

- Transitioning into a structured and transparent quarterly planning cycle.
- Scaling our operations in DevEx.
- Leveraging our learnings from the UX Audits Program.
- Critical timing to be ready for HUB and the growing community demand for improved user experiences.

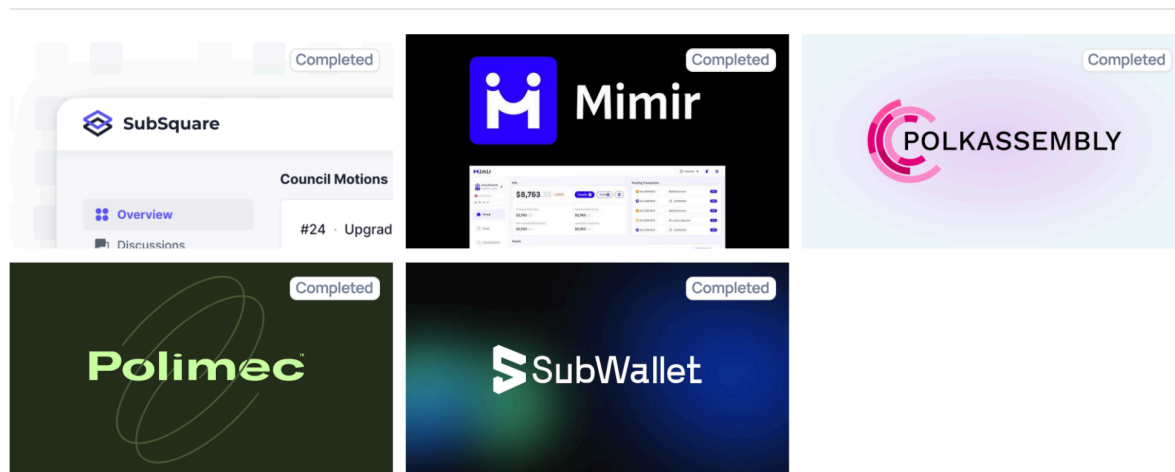
1 Executive Summary

Executive Summary

Since its inception in August last year, UX Bounty has transformed from a siloed initiative into a flexible, KPI-driven, and ecosystem-aligned department — [as per our new directions for 2025](#).

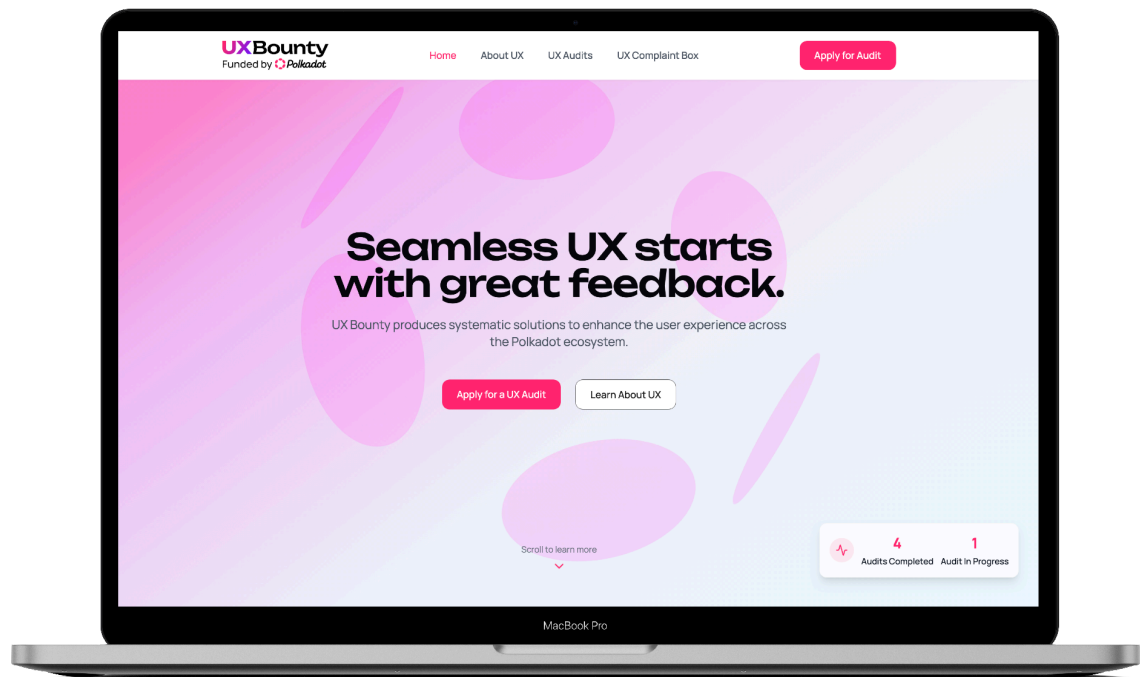
In Q2, we expanded our scope to [include DevEx](#) — welcoming [niftesty](#) as a curator, launching the [Unified UI Library \(UXB-7\)](#). We also piloted our [UX Audits Program](#), delivering 5 audits with 176 actionable recommendations (134 of which were high impact), achieving 95% satisfaction from participating teams. Building on this success, we'll scale to support 8 teams in Q3.

UX Audits



To date, we've initiated 10 initiatives, including ongoing high-impact projects such as the [Unified Address Format \(UXB-1\)](#). Full project updates can be read [here](#).

This quarter, we've also significantly improved our communications: launching a new [website](#) and an official [X account](#), while maintaining our monthly community calls and the [UX Guild](#) Telegram channel. Additionally, we've begun engaging OpenGov stakeholders to familiarize and educate them about the UX standards we're building.



Looking ahead, we're adopting quarterly planning and budgeting to remain agile and responsive to evolving ecosystem needs. From now on, **all initiatives will have clearly defined, measurable success metrics**. We're requesting \$228,000 for Q3 2025, focused on:

- **Scaling the UX Audits Program** and launching new programs: *Data Analytics, UX Consultancy*.
- **Expanding DevEx initiatives** to support developer onboarding, tools, libraries, and MVP-driven projects.
- **Advancing UX standards**, continuing implementation on UXB-1, 2, 6, and executing UXB-7, 8, 9 and 10.
- **Improving impact tracking and our comms** with clearer reporting and success metrics.

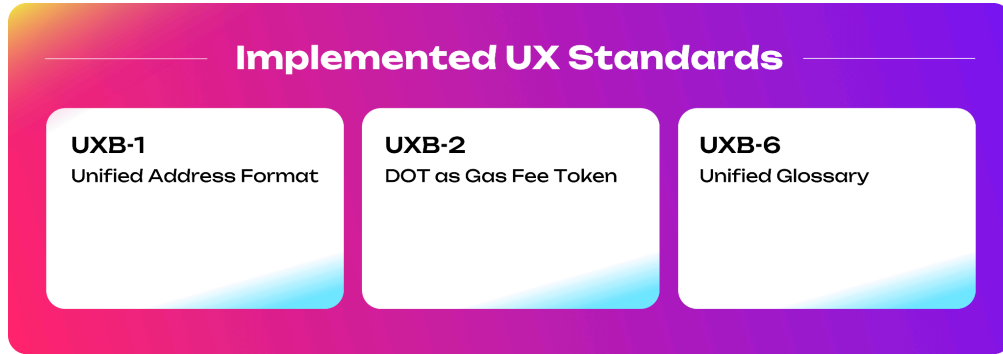
As always, we welcome your feedback — feel free to reach out!

UX Bounty team

2 Q2 Report

Q2 Report

While Q2 was not governed by the formal budget and target framework established for Q3, the quarter was marked by significant progress.



Here's a quick snapshot of our achievements and highlights for the quarter:

Project	Results	Cost
UAP - UX Audits Program	✔ 5 audits completed, 170+ recommendations, 95% satisfaction	\$46,685.70
Bounty Ops	✔ DevEx scope expansion ✔ Improved alignment with Parity, W3F, Papermoon, OpenSource Grants, Velocity Labs, OpenGuild, JUST, PBA ✔ Launched X and website, monthly community calls, ongoing UX Bounty Tour ✔ Established structured quarterly planning, initiated KPI & success tracking	\$28,977.93
UXB-7 - Unified UI Library	✔ Research phase completed. Phase 2 in progress	\$6,082.00
UXB-8 - Bridge UX	✔ Scope and brief done. MVP stage and research underway	\$1,242.00
UXB-9 - OpenGov Voting System	✔ Scoping and community feedback initiated	\$567.00
UXB-1 - Unified Address Format	✔ 5 rollups upgraded or confirmed for launch (Bifrost, Hyperbridge, Hydration, Kylix, Mosaic), 2 with Q3 ETA (Acala, Crust)	\$500.00
UXB-6 - Unified Glossary	✔ 2 teams integrated recommendations (Bifrost, Turtle); active lobbying ongoing	\$492.00
UXB-2 - DOT as Gas Fee Token	✔ 5 rollups integrated (Bifrost, Hydration, Ajuna, Polimec, Kylix); active coordination ongoing	\$367.00
UBX-3 - Protective Measures for CEXs	✔ Talisman and SubWallet integrated the recommendations; Nova ETA pending	\$150.00
Misc	✔ X premium account	\$101.00

Project	Results	Cost
UXB-10	✓ Scoping of the project	\$50.00
Total Spent		\$85,214.63

💡 Interested in more details? [Read the full Q2 report!](#)

3 Q3 Projects & Budget

Q3 Projects & Budget

In Progress

UXB-7
Unified UI Library UX

UXB-8
Bridge UX

UXB-9
OpenGov Voting System

Grant Program
Turtle Swaps

Eco Coordination
HUB & AHM Support

UX Bounty
Good UX starts with great feedback.

Coming in Q3

UX Audits

- program expansion
- adding 8 new slots

UX Consultancy **NEW**

- 3 month pilot with 6 teams
- consulting time à la carte, based on teams need

Community Feedback **NEW**

- 3 month pilot
- feedback loop system PoC for the Polkadot ecosystem

Data Analytics **NEW**

- 3 month pilot with 6 teams
- integration of the basics of product analytics: tracking, dashboard, testing cycles

Unified User Support **NEW**

- Discord PoC
- 6 teams participating in the PoC

UX Bounty
Good UX starts with great feedback.

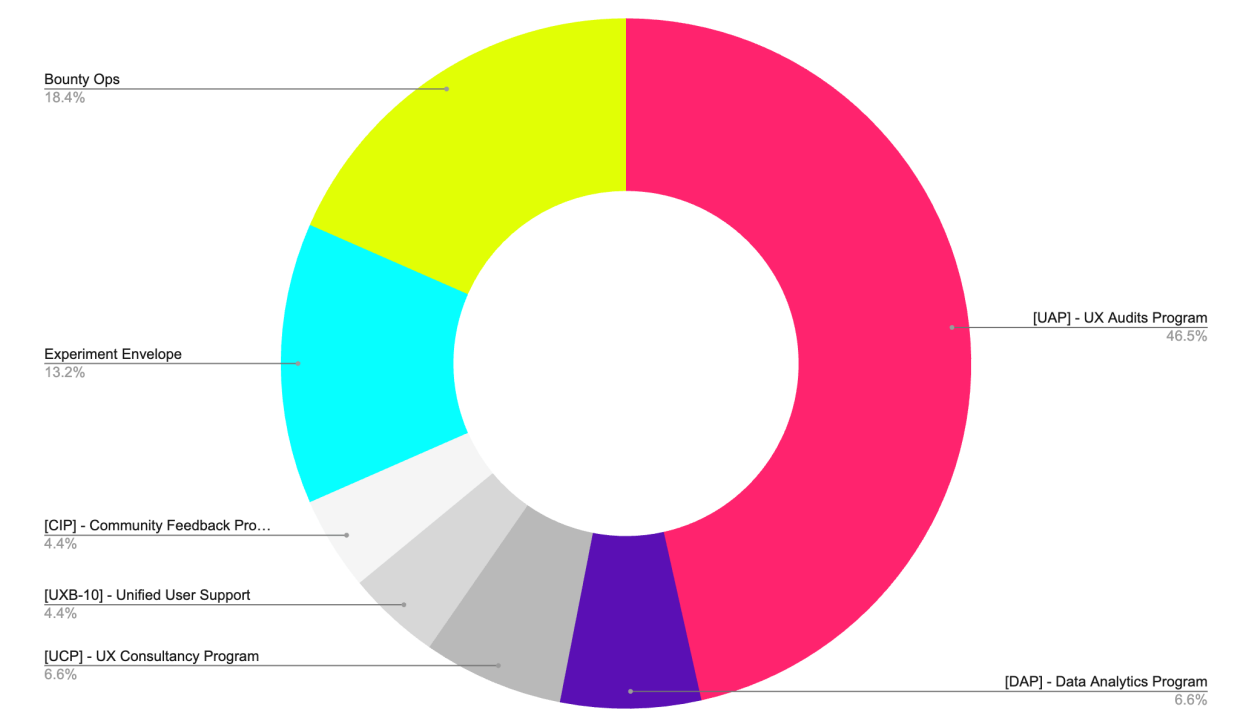
Q3 Budget Breakdown

⚡ Reading Notes:

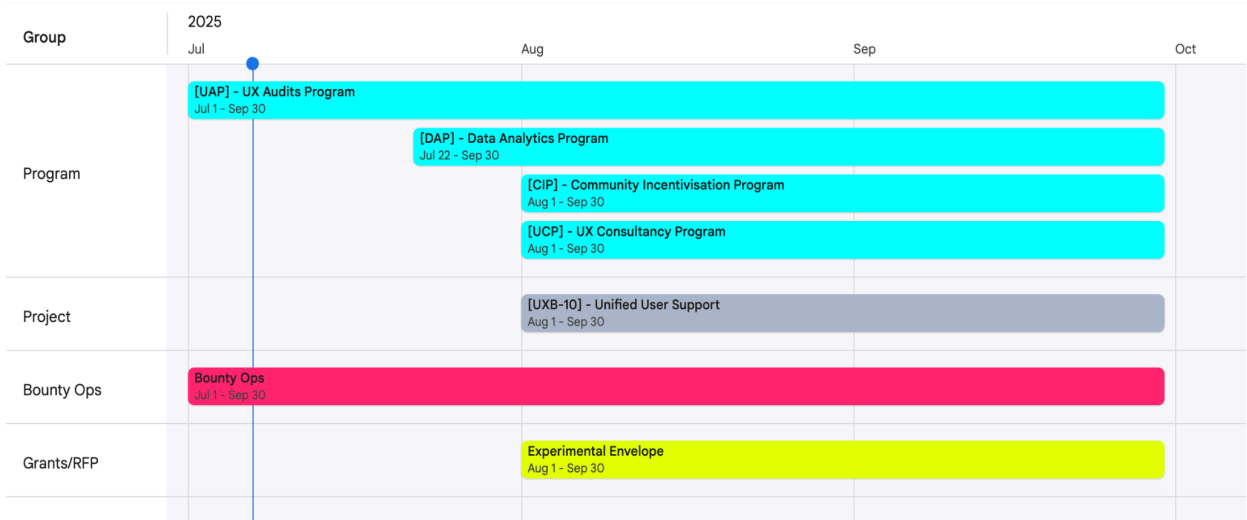
- Column “*Curator Share*” reflects curator efforts directly tied to specific projects (e.g., curation, coordination, support, execution).
- Row “*Bounty Ops*” covers the rest of curator responsibilities beyond individual projects, including admin, comms, coordination, research, and reporting (see breakdown in [Appendix](#)).

Project	Details	Total Budget (incl. curation)	Project Budget	Curator Share	KPIs
[UAP] - UX Audits Program	Sponsors 8 UX audits for teams to improve their UX. See list in appendix .	\$106,000	\$100,000	\$6,000	- ≥ 60% recommendations integrated - ≥ 90% team satisfaction
[DAP] - Data Analytics Program	Helps teams integrate analytics, set up dashboards, and establish a testing process (A/B, goal tracking, etc.).	\$15,000	\$12,000	\$3,000	- 6 team integrated product analytics - 6 dashboards created - 12 experiments executed - ≥ 90% team satisfaction
[UCP] - UX Consultancy Program	Sponsors consulting time for teams with needs in design, development or project management for scoped UX improvement missions.	\$15,000	\$12,000	\$3,000	- ≥ 90% team satisfaction - ≥ 80% delivery quality rating
[UXB-10] - Unified User Support	PoC to unify user support via one Discord entry point. Covers infra tooling and MVP rollout with 3 rollups and 3 wallets.	\$10,000	\$8,500	\$1,500	- Response speed: 1–3 hrs - Ticket closure: ≤ 2 days - NPS rating: ≥ 80%
[CIP] - Community Feedback Program	Inbound method to get the community to report UX issues, improve terminology consistency, and contribute to DevEx and tooling improvements.	\$10,000	\$8,500	\$1,500	- 75 to 100 actionable UX improvements implemented - ≥ 25 unique community reporters
Experiment Envelope	Buffer fund to support unplanned projects across AX, AI, MCP, and DevEx.	\$30,000	\$27,000	\$3,000	- TBD (project-dependent)
Bounty Ops	Covers all UXB operational work: coordination, ecosystem support, admin, reporting, comms, and research for future initiatives.	\$42,000	\$0	\$0	- ≥ 75% of projects achieve KPIs
Total Planned for Q3		\$228,000	\$168,000	\$18,000	

Q3 Projects Breakdown Spend



Timeline



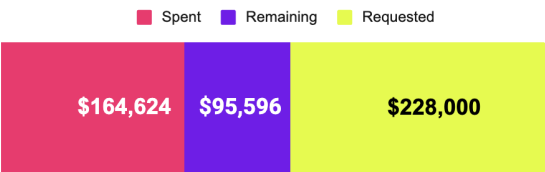
4 Remaining Budget

Use of Remaining Budget

Most of our remaining funds are already allocated to support:

- Ongoing coordination and reporting for UXB-1 and UXB-2 until the end of the year.
- Completion of Q2-initiated projects.

Existing Budget Snapshot



Detailed Budget Allocation

⚡ Reading Notes:

- From the total of \$95,596 (as of Jul 7, 2025), \$64,600 is reserved for the above efforts.
- The remaining ~\$30,996 will serve as a DOT volatility buffer and can be reallocated as necessary.

Project	Details	Total Budget (incl. curation)	Project Budget	Curator Share	KPIs
UXB-1 for 6 months	Monthly rollup coordination & support.	\$6,000	\$4,200	\$1,800	- All 24 targeted rollups have upgraded before end of 2025
UXB-2 for 6 months	Monthly rollup coordination & support.	\$3,600	\$1,800	\$1,800	- 30% of 36 targeted rollups have integrated the feature.
UXB-7 - Unified UI Library	PoC of a unified UI library for builders.	\$10,000	\$8,900	\$1,100	- 3 teams provide feedback on demo component - 10+ positive signals (stars/upvotes/comments) on CLI tool (GitHub or forum)

Project	Details	Total Budget (incl. curation)	Project Budget	Curator Share	KPIs
UXB-8 - Bridge UX	Discovery improvements for bridging solutions (new Polkadot.com page + research).	\$5,000	\$2,200	\$2,800	- #1 on SERP for "Polkadot Bridge" (within 3 months) - 15% CTR on primary bridge links - Backlinks from all Polkadot-owned sites (6 total) + 2 external sites
UXB-9 - OpenGov Voting System	Improves voting experience for OpenGov (granular vote and feedback, decentralized storage).	\$10,000	\$8,500	\$1,500	6 month after launch: - ≥ 50% proposals are using Markdown - Integrated on SubSquare and Polkasassembly - ≥ 15% of unique voters engage with section reactions - ≥ 10% proposal pass rate on proposals using that system
Grant - Turtle v3 Swaps	A grant for Turtle's swap widget, designed for all rollups to easily integrate cross-chain swap functionality.	\$30,000	\$30,000	\$0	- 3-5 Rollups have adopted the Turtle Widget by end of Q3 '25
Total Planned		\$64,600	\$55,600	\$9,000	
Bounty Remaining Budget		\$95,596			
Remaining budget after spending		\$30,996			

5 Success Monitoring

Success Monitoring

This is our first progress update with success metrics after tracking and monitoring all our projects.

This is an MVP of a dashboard that will be our single source of truth for reporting back to the community every quarter:

[illegible]

For Q3, we are following the same format:

[illegible]

Project	KPI	Current	Target	%	Completion Bar
UCP	≥ 90% team satisfaction	0%	90%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UCP	≥ 80% delivery quality rating	0%	80%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
CIP	75 to 100 actionable UX improvements implemented	0	100	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
CIP	≥ 25 unique community reporters	0	25	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-7	3 teams provide feedback on demo component	0	3	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-7	10+ positive signals (stars/upvotes/replies) on CLI tool (GitHub/forum)	0	10	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-8	#1 on SERP for "Polkadot Bridge" (within 3 months)	0	#1	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-8	15% CTR on primary bridge links	0	15%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-8	Backlinks from all Polkadot-owned sites (6 total) + 2 external sites	0	8	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-9	≥ 50% proposals are using Markdown (within 6 month)	0%	50%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-9	Integrated on SubSquare and Polkasassembly (within 6 month)	0	2	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-9	≥ 15% of unique voters engage with section reactions (within 6 months)	0%	15%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXB-9	≥ 10% proposal pass rate on refs using that system (within 6 months)	0%	10%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
UXG-1	3-5 rollups have adopted the Turtle Widget by end of Q3 '25	0	5	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Bounty Ops	≥ 75% of projects achieve KPIs	0%	80%	0.00%	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

6 UX FAQ

How is UX different from UI?

UX (User Experience) is a structured discipline that combines research, engineering, and design to create products that truly serve users' needs.

It goes beyond aesthetics. While UI (User Interface) focuses on how something looks, UX focuses on how it works – its functionality, accessibility, and the emotional response users have when interacting with it.

Because UX can be measured through user testing, feedback collection, and continuous iteration, we can objectively quantify its impact. UX is not guesswork or opinion – it is a process grounded in evidence.

Why is UX so important in Web3?

Web3 sits on top of blockchain technology, enabling permissionless and immutable actions. When financial transactions become immutable, any error can carry real and irreversible consequences – lost funds, inaccessible data, or unintended actions.

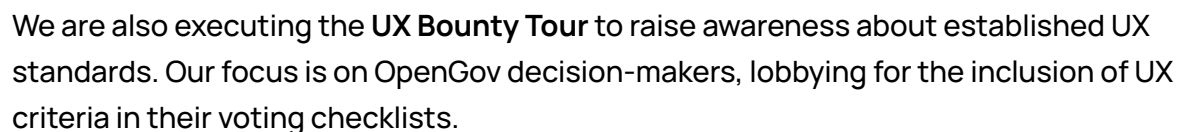
Humans make mistakes. It's a fact. Pairing human error with immutable technology introduces risk. UX exists to minimise this risk through rigorous testing and design decisions that guide users safely through complex systems.

Another critical reason for strong UX is that Web3 dapps compete with the ease of use of Web2 apps. Web2 onboarding flows are smooth, fast, and intuitive. In contrast, wallet creation, transactions, and cross-chain interactions in Web3 remain cumbersome for the average user. Without good UX, there is no broad adoption. This is an undeniable truth proven again and again.

How is UX Bounty addressing these issues?

While working on multiple verticals, we will deep dive into two main ones.

With [UXB-1](#), UX Bounty identified this specific issue, defined a standardised solution, and successfully lobbied projects across Polkadot to adopt it – directly removing friction and confusion. This is just one example. UX Bounty continuously introduces such improvements through a **top-down** approach, ensuring consistency across the ecosystem.



UX Bounty provides free UX audits to established Polkadot projects. Each audit focuses on a specific user flow, deeply analyses it, and executes real user testing interviews to uncover where users struggle, get confused, or fail to complete their goals.

We compile these findings into professional reports, often 100 pages long, outlining clear, tangible improvements that projects can implement immediately to strengthen their UX.

What more can we do to make Polkadot great?

This proposal outlines our vision to take UX on Polkadot further. We want to expand UX initiatives to the broader Polkadot community, **enabling us to capture even more issues and address them faster**. We aim to set new standards, bring them into production, execute more free UX audits for projects, and continuously iterate on emerging features.

Technology like Polkadot deserves a world-class user experience. Currently, UX Bounty is the only body dedicated exclusively to this mission.

We appreciate your support. Your vote for this proposal is a vote for better UX – and better UX is what drives Polkadot forward.

7 Appendix (Links & all details)

Appendix

New UX Audit Slots Confirmed for Q3

In Q3, we plan to support the UX improvement of PDP, Polkadot.com, Nova, Polkadot Vault, Acurast, Subscan, Turtle, and Kylix teams.



PDP



Polkadot



NOVA



ACURAST



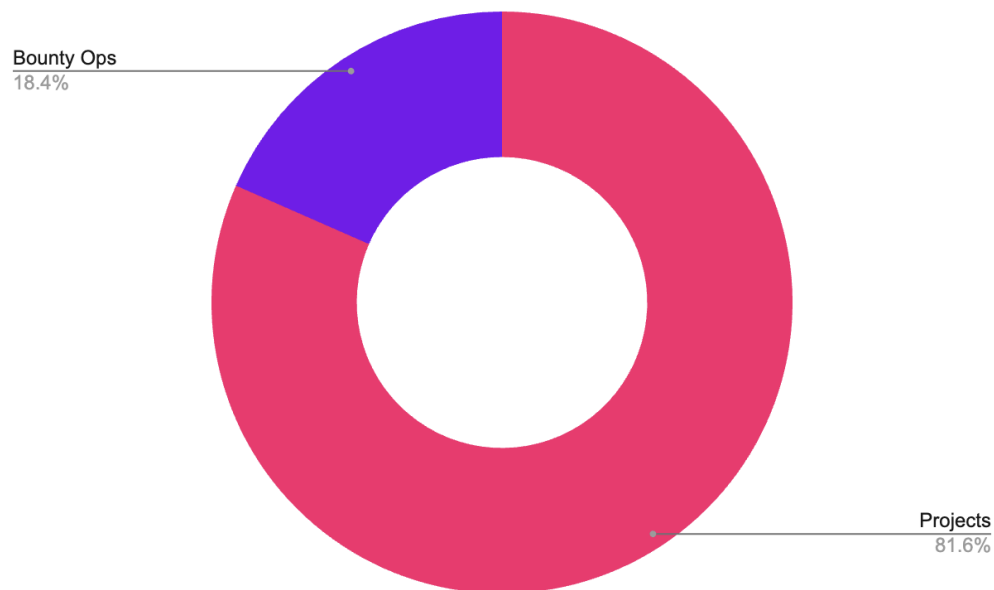
SUBSCAN



Bounty Ops Breakdown Details

Category	Details	Percent	Hours	Total
Curator Coordination	Everything UXB coordination. (e.g. Weekly sync, telegram messages, 1-1 calls, etc.)	35.00%	147.00	\$14,700
Ecosystem Support & Collaboration	Anytime spent helping the ecosystem or collaborating with key actors. (e.g. AHM, HUB, Cross Bounty Collab, PBA, Bugs/Feedback report, etc.)	24.00%	100.80	\$10,080
Admin	Finance, Payouts, Planning, Recruitment, Notion & Gdoc clean up, etc.	16.00%	67.20	\$6,720
Comms	Community call, updates on X, telegram and forum, website, etc.	15.00%	63.00	\$6,300
Research	Research and scoping on topics/projects we might start around DevEx, AX and UX.	8.00%	33.60	\$3,360
Reporting	Quarter report, Implementation Tracker update, etc.	2.00%	8.40	\$840
Bounty Ops Total		100.00%	420.00	\$42,000
Included in Project Costs	Curation, coordination, execution, brief of projects.	30.00%	180.00	\$18,000
Total Bounty Ops / Quarter	200h / month = 600h / quarter @ \$100h		600.00	\$60,000

Q3 2025 Category Spend Budget



Useful Resources

- [Notion](#)
- [Projects](#)
- [Visit our website](#)
- [Follow UX Bounty on X](#)
- [Join the UX Guild on Telegram](#)

Previous Proposal

- [See our past OpenGov referendum](#)
- [UX Bounty V01 - Proposal](#)

Forum Discussions

1. [Introducing the Polkadot UX Guild: Unifying the Experience Across the Ecosystem](#)
2. [UX Bounty Update](#)
3. [OpenUX Call #2 - 2024-06-26 - Meeting Minutes](#)
4. [OpenUX Call #3 - 2024-07-24 - Meeting Minutes](#)
5. [OpenUX Call #4 - 2024-08-28 - Meeting Minutes](#)
6. [UXB-1 - Unifying Polkadot ecosystem address format](#)
7. [OpenUX Call #5 - 2024-09-25 - Meeting Minutes](#)
8. [UXB-2 - Unlocking Liquidity | DOT as a unified gas token](#)
9. [UXB-6 - A Unified Glossary](#)
10. [OpenUX Call #6 - 2024-10-23 - Meeting minutes](#)
11. [OpenUX Call #7 - 2024-11-28 - Meeting minutes](#)
12. [Announcing new directions for the UX Bounty in 2025](#)
13. [\[UXB-3\] - Protective Measures for transfer to CEXs](#)
14. [UX Bounty - Q1 2025 Report](#)
15. [UX Bounty Update: Launch of the UX Audit Grants Program](#)
16. [UXB-9 - UX Bounty - Enhancing Referenda Feedback loop: Introducing Section-Based Voting and Feedback Mechanism](#)
17. [UXB-7 - UX Bounty - Request for Feedback: A Unified UI Component Library](#)
18. [UX Bounty - Community Call Recap and Q3 discussions](#)