XD Report – Bouchard, Julian
Elusiv Privacy

Executive Summary:

The study performed on 5 interviewees and 9 surveyed identifies a need to rename two drop down menus as well as restructure the home page to give visitors quicker access to the relevant information. It also acknowledges that the current website state does provide the user with sufficient general information to elicit interest and understanding for the core product.

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Business Case:

The product under study comes from a very small and young start-up. Their website is in its first iteration. This study will serve to identify initial points of contention and establish a baseline for future website changes.

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Study Objectives:

Objective 1: Identify whether the target audience understands the product and its benefits.

Objective 2: Identify whether the target audience can find and understand all relevant information to start using the product in their applications.

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Product under Study:

Elusiv is a Munich based crypto start-up who focus on providing privacy on the Solana (a cryptographic platform) blockchain. Their products consist of a web-based application that allows users to send Solana tokens anonymously as well as a Software Development Kit (SDK) that allows developers to include private transactions in their applications and protocols. Their website is the study focus.

Homepage
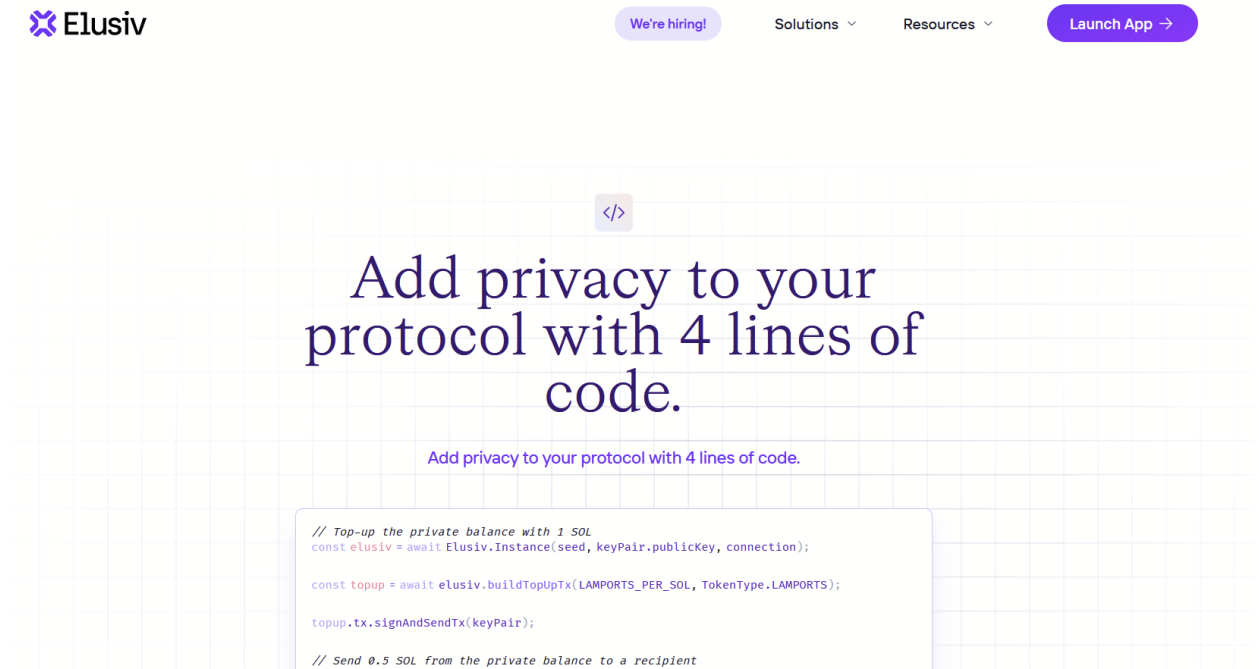
Page for Developers
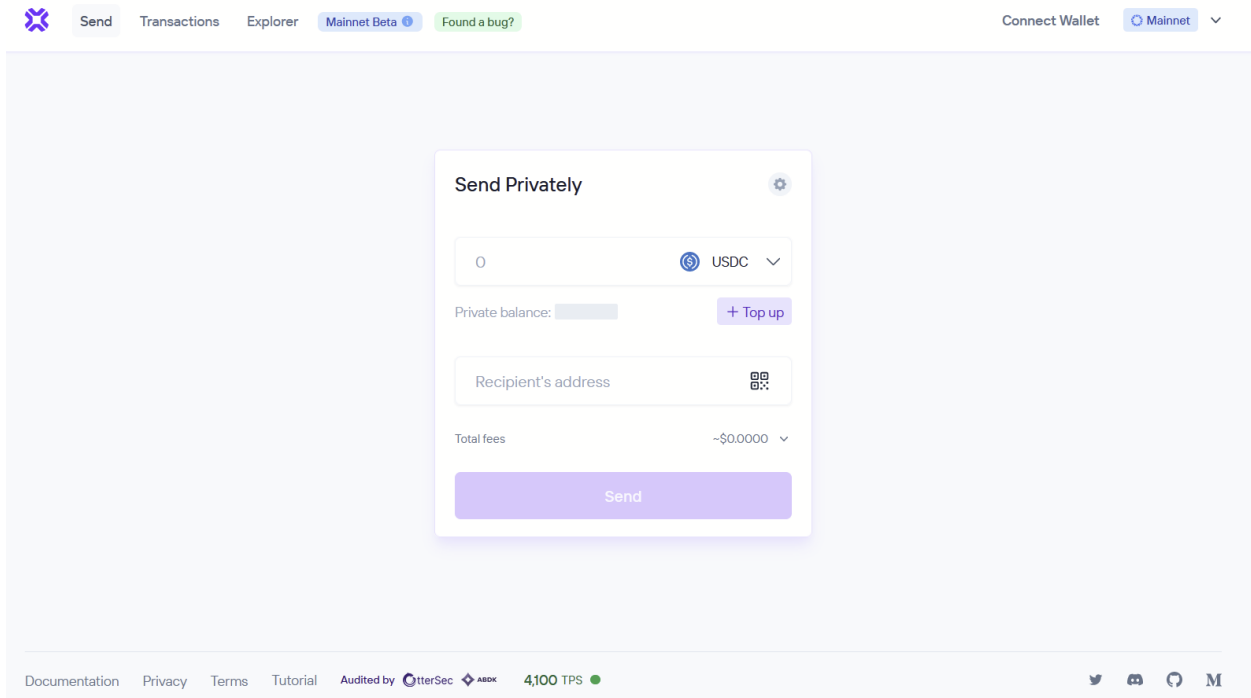
Web-based Application

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Study Methods:
- One on one interviews with the talk aloud protocol
- 8 question survey
- Site analytics

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Study Participants:
Study participants are English or German speaking developers in the Solana ecosystem. There is a pool of such developers on Elusive's official Discord server. I managed to get 5 participants who are generally interested in the Solana blockchain and develop applications on it. Furthermore, I had another 9 separate individuals to complete the survey.

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Test Tasks:

Survey:
Participants in the survey were asked to explore Elusiv's homepage for at most 30 seconds and then answer 8 questions. Some of these questions were designed like a quiz to test how well a participant understood the relevant information within the 30 second scan time. The following prompt was provided and questions were asked (the survey can be found here):

Please take at most 30 seconds to familiarize yourself with the landing page of Elusiv.io. Then answer the following X multiple choice questions. Please refrain from going back to look at the website when answering these questions.

1. In what Industry does Elusiv operate?
2. How important is it to you to know who is backing Elusiv?
3. Can you name at least one company that backs Elusiv?
4. What does Elusiv promise to do?
5. Without clicking on it, was it clear what "Launch App" would do?
6. Did you find the blog posts interesting and click-worthy?
7. As a developer, did you feel like you understood the product enough to want to include it in your applications?
8. Was 30 seconds enough time to answer the above questions?

Interviews:
In the interview, I asked the participants to navigate to certain parts of the website. The participants relayed their thoughts out loud and I observed their facial expressions and mouse movement. I had specifically asked these participants to not fill out the survey or look at the website beforehand. This was because I wanted to observe their intuition when looking for the objective. The following prompts were given:

Assume you are a developer that already has an app in the cryptocurrency space that uses Solana for its transaction. You heard that Elusiv is a brand new protocol in the Solana space that allows people to make private transactions. You wish to implement their protocol to give your user base the privacy they want.

1. Starting on the home page, find the code required to implement Elusiv's solution.

2. Starting again on the home page, find the SDK (Software Development Kit) documentation.

The following metric were recorded for both tasks:
- Task Completion Time (in seconds)
- Task Success (On a scale from FC- full completion, CD – completed with difficulty, PC – partial completion, FC – false completion, UE – use error, SE – system error)
- Number of hovers (over buttons and drop down menus)
- Number of clicks (on buttons)
- Number of unique issues

For each task I set the time limit to 60 seconds. After each task I asked a Single-Easy Question with a scale from 1 to 7. Additionally, I wrote down my general observation and tallied how many participants had the same issues.

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Key Findings:

Survey:

1. Pretty much everyone understood what industry Elusiv is in. This is a good sign that the visual design and language is clearly marketed towards the right kind of user.
2. People do care that the start-up is backed by important companies. However, most did not pay enough detailed attention to care about the specific companies that backed them.
3. All participants managed to identify Elusiv's main use case and most identified at least one correct secondary use case.
4. Most users were unclear about what exactly the "Launch App" button, that is in the middle of the screen, would do.
5. Blog posts at the bottom might interest some but would rarely get clicked.
6. Only one participant did not understand the product enough to want to implement it. The rest understood just enough to want more details before implementing.
7. The overwhelming majority reported needing more time with the website to properly answer the questions

All graphs of the survey results are included in the appendix.

Interviews:

1. All participants understood the task, made an earnest attempt and made logical sense.
2. All participants managed to complete both tasks. Only one participant completed Task 1 with difficulty.
   a. Task 1
      i.   Average completion time: 17 seconds
      ii.   Average number of hovers: 4.6
      iii. Average number of clicks: 2
      iv.   Average SEQ score: 4.9
   b. Task 2
      i.   Average completion time: 6 seconds
      ii.   Average number of hovers: 4.2
      iii. Average number of clicks: 1
      iv.   Average SEQ score: 5.6
3. Participants often struggled to find the correct drop down menu on the first try.
4. Two out of the 5 participants clicked the "Explore Elusiv" button and had to click an additional time to return to the home screen after releasing that this was the wrong path.
5. Participants often completed Task 2 quicker than Task 1 after learning from it.

All recorded data is included in the appendix.

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UX Recommendations:

My biggest recommendation would be to adjust the names or content of the two drop down menus as this is where most participants struggled the most when using the site for the first time. Additionally, I would suggest moving the "backed by" section further down and product explanation higher. The blog section should definitely remain at the bottom of the page. Lastly, the user should know exactly what they are launching when they click "Launch App".

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Next Steps:

The next steps would include more survey questions, using the analytical data and doing more interviews with both developers and non-developers on the different sub-pages.

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Appendix
Study Participants:

Screening criteria:
- 18-30 years old
- Developers in the crypto space
- Familiar with or interested in Solana (a blockchain platform)
- Access to the internet
- English or German speaking
- Location and nationality play no role
- Income plays no role

Recruitment:
I made two posts on Elusiv's official Discord server. The first was asking people to fill out my survey. The second, called for interview candidates with a participation award of $5 in Amazon credit.

Equipment:

Discord:
For recruitment of and communication with participants

GazePointer | Ogama | PyGaze:
I attempted to use the above open-source eye-tracking software. Unfortunately, I did not get enough time to set them up and test them. I, therefore, removed eye tracking from this study.

Survey Monkey:
For making the small 8 question survey.

Moderator and participants also require a computer with a webcam and internet access.

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Logistics:

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<u>Location</u>:
Online

<u>Dates</u>:
14/02 - 18/02 — Integrating HotJar || Set up survey || Recruitment
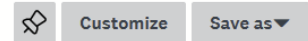18/02 - 25/02 — Setting up eye-tracking || Write script || Recruitment
25/02 - 04/03 — Test
04/03 - 11/03 — Analysis
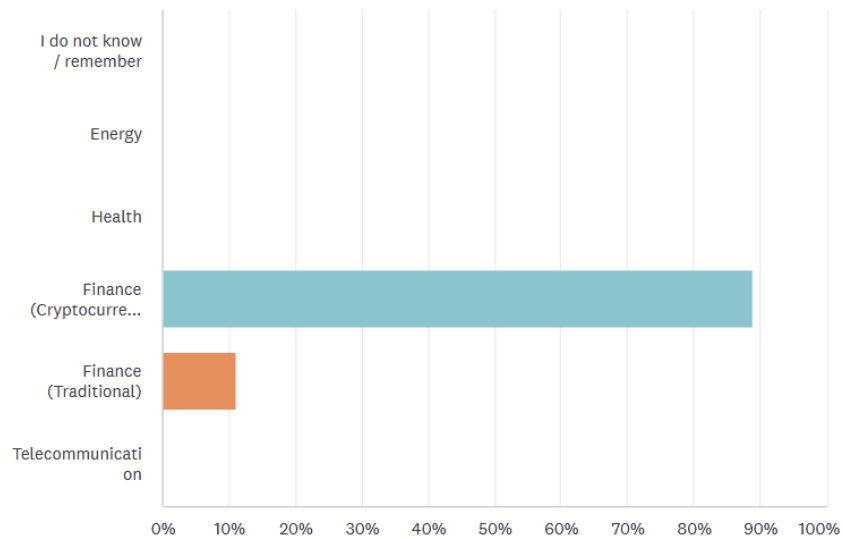11/03 - 18/03 — Report

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Survey Results:

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Q1   📌 | Customize | Save as ▼

In what Industry does Elusiv operate?

Answered: 9   Skipped: 0

Q2

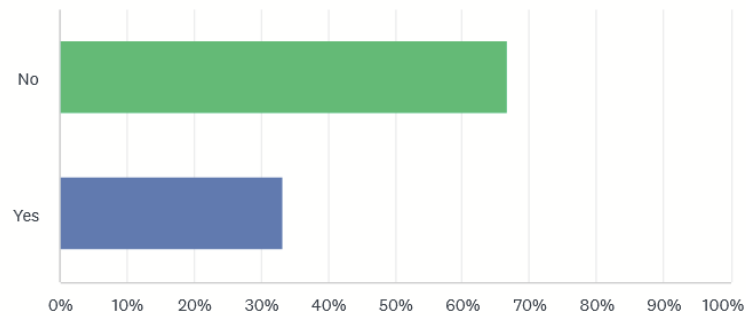# How important is it to you to know who is backing Elusiv?

Answered: 9   Skipped: 0

Q3
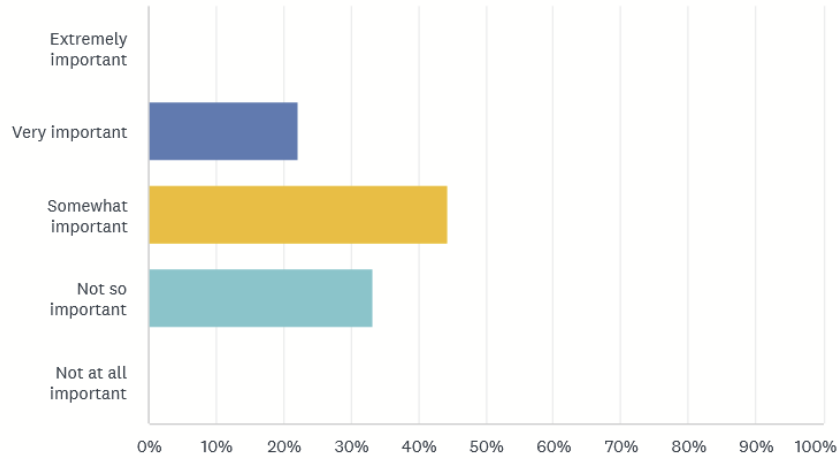
Can you name at least one company that backs Elusiv?

Answered: 9   Skipped: 0

What does Elusiv promise to do?

Answered: 9   Skipped: 0
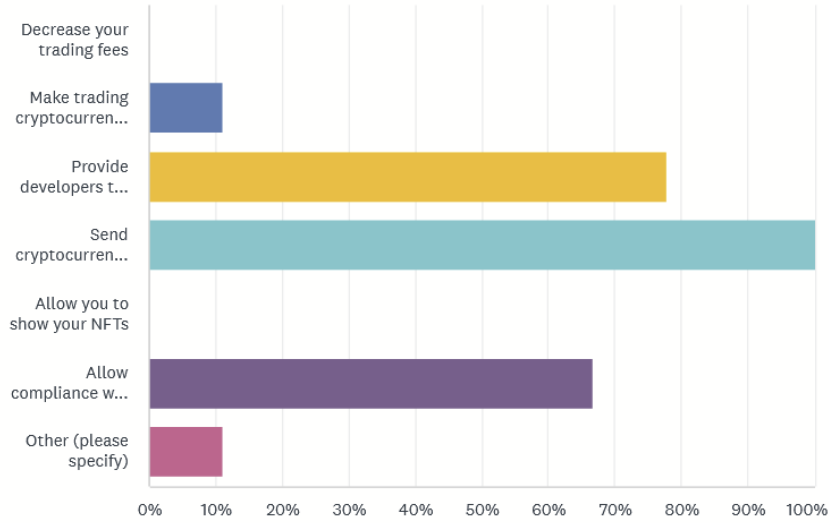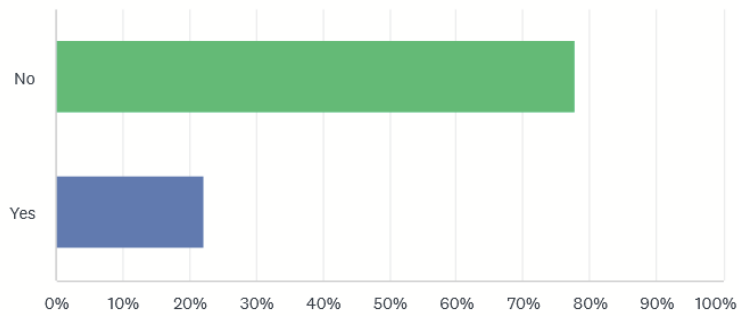
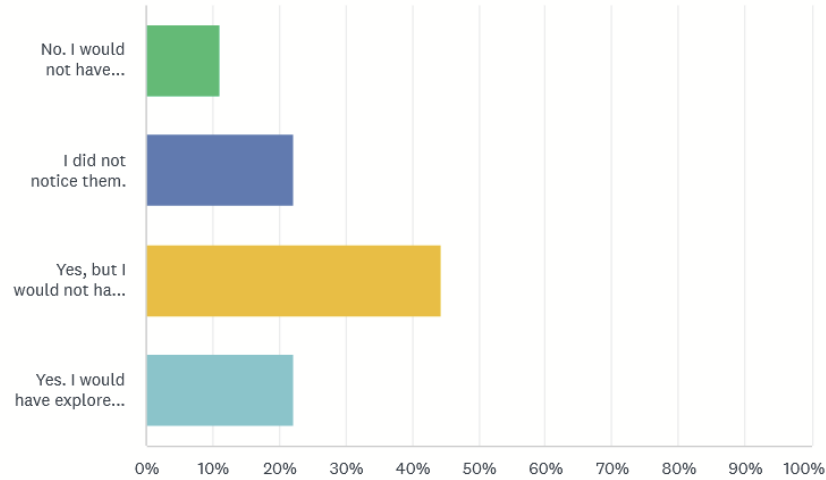## Without clicking on it, was it clear what "Launch App" would do?

Answered: 9   Skipped: 0

Did you find the blog posts interesting and click-worthy?

Answered: 9   Skipped: 0
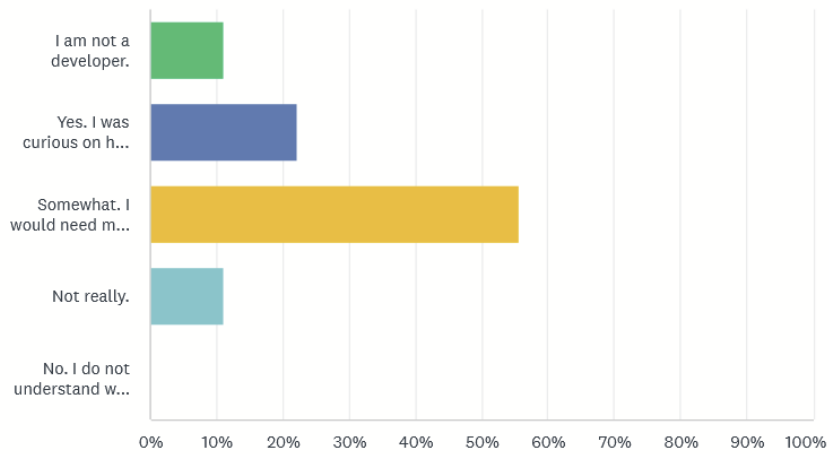
As a developer, did you feel like you understood the product enough to want to include it in your applications?

Answered: 9   Skipped: 0

Was 30 seconds enough time to answer the above questions?

Answered: 9   Skipped: 0
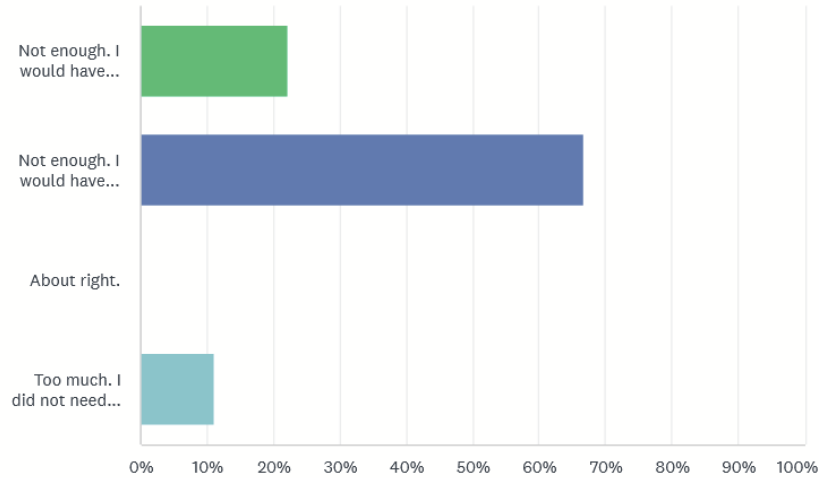
Interview Results:

Task 1							
Participant # \\ Metric	Task Completion Time (s)	Task Success	# Hovers	# Clicks	# Unique Issues	Single-Easy Question (1-7)	Observations
1	17.62	Full Completion	7	1	1	4	Look at resources first, hovered over every option.
2	7.58	Full Completion	4	1	1	6.5	Also hovers resources first.
3	39.09	Completed with Difficulty	4	4	2	3	Started scrolling, clicks two "wrong" buttons before finding the correct navigation.
4	10.65	Full Completion	3	1	0	6	Hovered the correct drop down straight away. Short hesitation between "Developers" and "Apps and Integrations".
5	11.49	Full Completion	5	3	1	5	Also hovers resources first. Clicks "Explore Elusiv" before finding the correct drop down.
Total / Average	17.286		4.6	2	1	4.9	

# of participants with specific issue	
Hovered wrong drop down first	4
Clicked "Explore Elusiv"	2
Started scrolling	1
Clicked "Integrate Now"	1

Task 2

Participant # \\ Metric	Task Completion Time (s)	Task Success	# Hovers	# Clicks	# Unique Issues	Single-Easy Question (1-7)	Observations
1	5.28	Full Completion	2	1	0	6	Went straight to the correct drop down based on the exploration done in task 1.
2	4.12	Full Completion	3	1	0	6	Goes straight to the correct drop down.
3	8.51	Full Completion	5	1	0	5	Learned from previous exploration. Knew generally where to look instead of scrolling.
4	7.74	Full Completion	8	1	1	5	Participant did not explore the other drop down in task 1. Therefore, they did not know the general location of the link beforehand. They first hovered the "solutions" drop down.
5	6.31	Full Completion	3	1	1	6	Very breifly hovered over the wrong drop down first before quickly finding the correct one.
Total / Average	6.392		4.2	1	0.4	5.6	
# of participants with specific issue							
Hovered wrong drop down first	2						