

Coinbase Study

Swati Nikumb, October 2020

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Swati is a UX Researcher with 5 years of experience practicing empathy, interviewing users to understand needs/pain points and providing actionable insights to diverse industries and populations including healthcare, education, IT & LGBTQ+. Currently at UserZoom.

Objectives

Main Objectives



Validate Coinbase's homepage, Earn Crypto page and FAQ page to ensure that the design is clear.

Key Questions



1. What are users' expectations of what they would be able to find or do on each page?
2. What are users' impressions for each page?

Other Questions



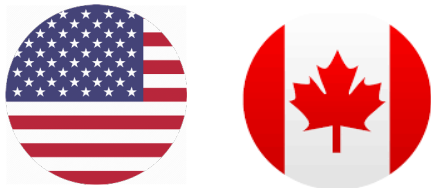
Are users able to accomplish tasks across pages?

Study Details

Study Method

Study Dates	Sept- Oct 2020
Study Method	Remote unmoderated Think Out Loud
Device	Desktop

Location



Participants

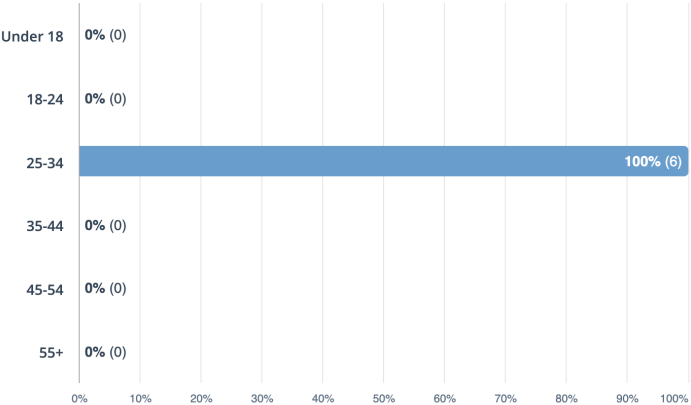


Key Criteria:

- Have never used cryptocurrency
- No familiarity with cryptocurrency
- No familiarity with blockchain technology

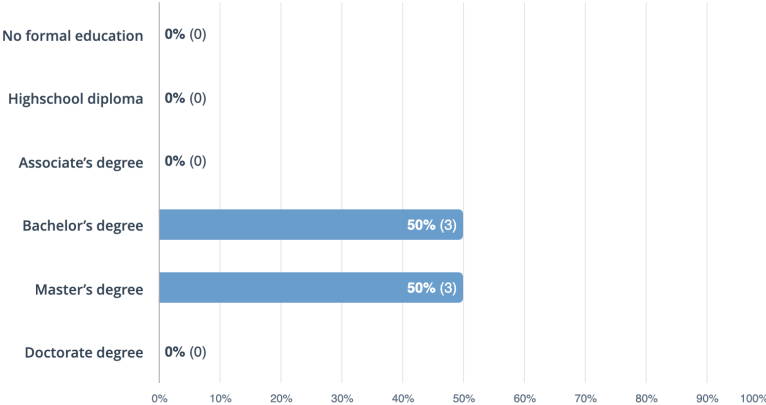
1. What is your age?

6 responses



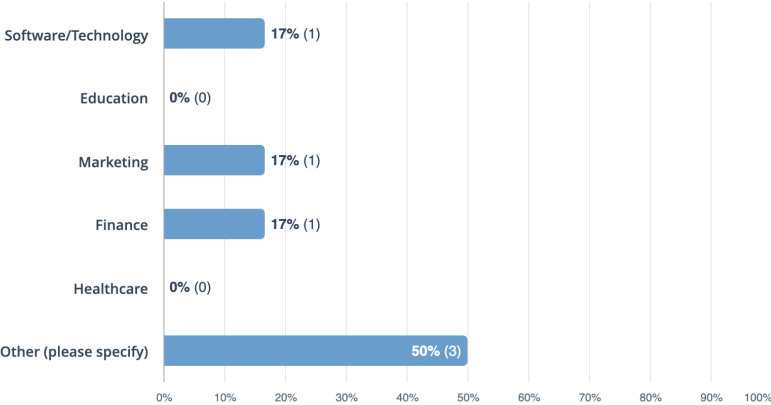
2. What is your highest level of education?

6 responses



3. Which industry do you work in?

6 responses

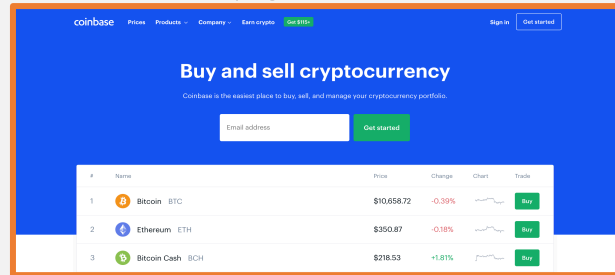


Study Design

N=6, Think aloud

Task 1:
Overview of Coinbase
homepage

Coinbase homepage



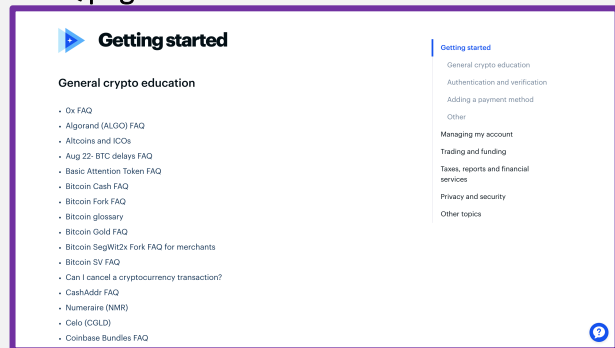
Task 2:
Exploring tabs on the
homepage

Earn Crypto page



Task 3:
Overview of the Earn
Crypto page

FAQ page



Task 4:
FAQ page- section
navigation

Each participant first went through a screener & initial questionnaire.

Think-out-loud. For each task, participants were asked to describe their impressions & feedback on the content or features in that section. They were then given a series of follow up questions after completing all that tasks.

Example:

Scenario: Imagine that your friend recommends to you a website called www.coinbase.com. You don't know anything about this website or what exactly they do but you decide to go ahead and visit the website anyways.

Task: What do you think this website can help you do?

Results Summary

What are users' expectations of what they would be able to find or do on each page?

On the Coinbase homepage, users expected to be able to buy/sell crypto, create an account and see content related to learning about cryptocurrency & the company.

Buy/ Sell Cryptocurrencies

“Buy bitcoin and other cryptocurrencies and trade/sell them as needed” –ID: 43

Create an account

“Start an account and buy/manage your cryptocurrencies in one secure place” –ID:35

Learn about
cryptocurrencies

“...I would expect to be able to learn a bit of background on crypto and why it matters.”
–ID: 44

Learn about the company

“A definition of cryptocurrency. I have limited understanding so a very basic statement outlining what crypto is, and how this website facilitates its trading/purchase would help guide the user at the start.” –ID: 43

Task 1: On the next page you will be asked to spend **1-2 mins** to review the www.coinbase.com homepage. DO NOT click on any tabs or buttons. SCROLLING up and down the page is okay and encouraged. Think aloud as you answer the following questions: What are your first impressions? What do you think this website can help you do? What do you expect to see or do on the homepage. When you are finished click OK.

On the Coinbase homepage, users expected the “Get started”, “Earn crypto” & “Get \$115+” buttons to lead to unique outcomes.

Get started

“I would expect that it takes me to a [signup page](#).– ID: 35

- 4 of 6 users expected to be able to sign up or create an account
- 1 user also expected to be able **to link a bank account** to get started with trading
- 1 user was confused if this was a sign up or a login page

Earn crypto

“Likely a [referral source](#) to get other friends to trade via the website”– ID: 36

- There was **little consensus** of what the “Earn crypto” button did:
 - 1 user expected to make an account
 - 2 users expected to learn about crypto
 - 1 user thought it was a referral link

Get \$115 +

“I was expecting to [go somewhere different](#) than the earn crypto tab- again, an offer of some sort.” –ID 40

“Likely a [referral source](#) to get other friends to trade via the website - I guess this may be confusing because both "Earn crypto" and "Get \$115" sound like the [same kind of deal](#) i.e. refer friends to trade and get a little commission when someone else joins– ID: 36

- There was **little consensus** of what the “Get \$115+” button did:
 - 3 user expected to be go somewhere other than the “Earn crypto” page
 - 1 user thought it was a referral link

On the Earn crypto page, users expected to be able to earn cryptocurrency if they watched videos and took quizzes.

Earn cryptocurrency by watching videos and completing quizzes

“You can take courses aka **watch videos about different cryptocurrencies** and you can **earn a certain amount** for each video you watch and **complete a quiz** for” –ID: 35

“That by **learning about different cryptocurrencies and completing quizzes** at the end, I’d potentially be able to earn some crypto” – ID:36

“The fact that there are many different kinds of cryptocurrency - Celo, Kyber, and a bunch of others - and that I can **start earning them by watching the lesson videos and then creating an account**” –ID: 44

- **1 user thought users have access to the learning videos/quizzes through a fee upon registration**

“The earn crypto page contains access to information that provides an understanding of how certain currencies work; **for a fee through registration**” – ID: 41

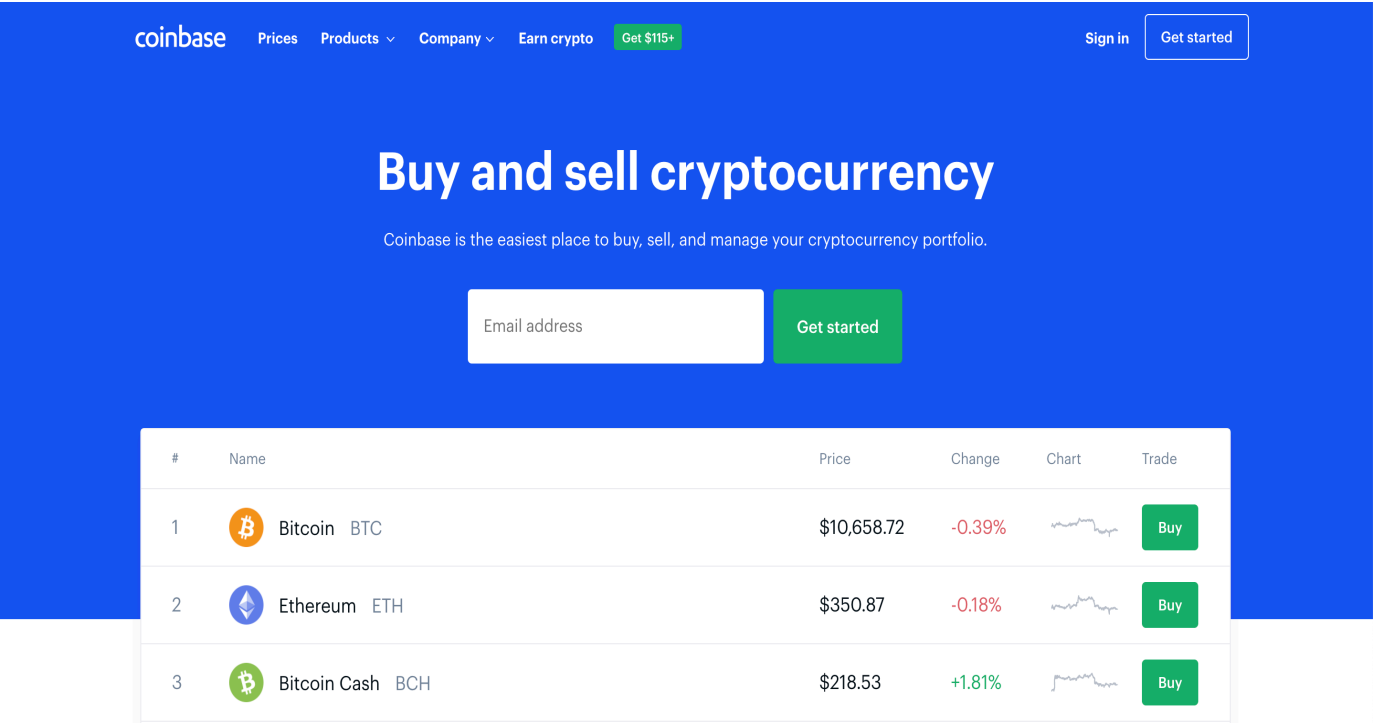
Task 3: Take 2-3 mins to SCROLL through the page and CLICK ON any of the buttons or panels that you see. When you are done exploring, click OK and answer the questions on the following page.

Question: What were you able to learn/understand from the previous page?

What are users' impressions for each page?

Coinbase homepage

Overall, most users had a positive impression of the aesthetics of the Coinbase homepage.



Quotes:

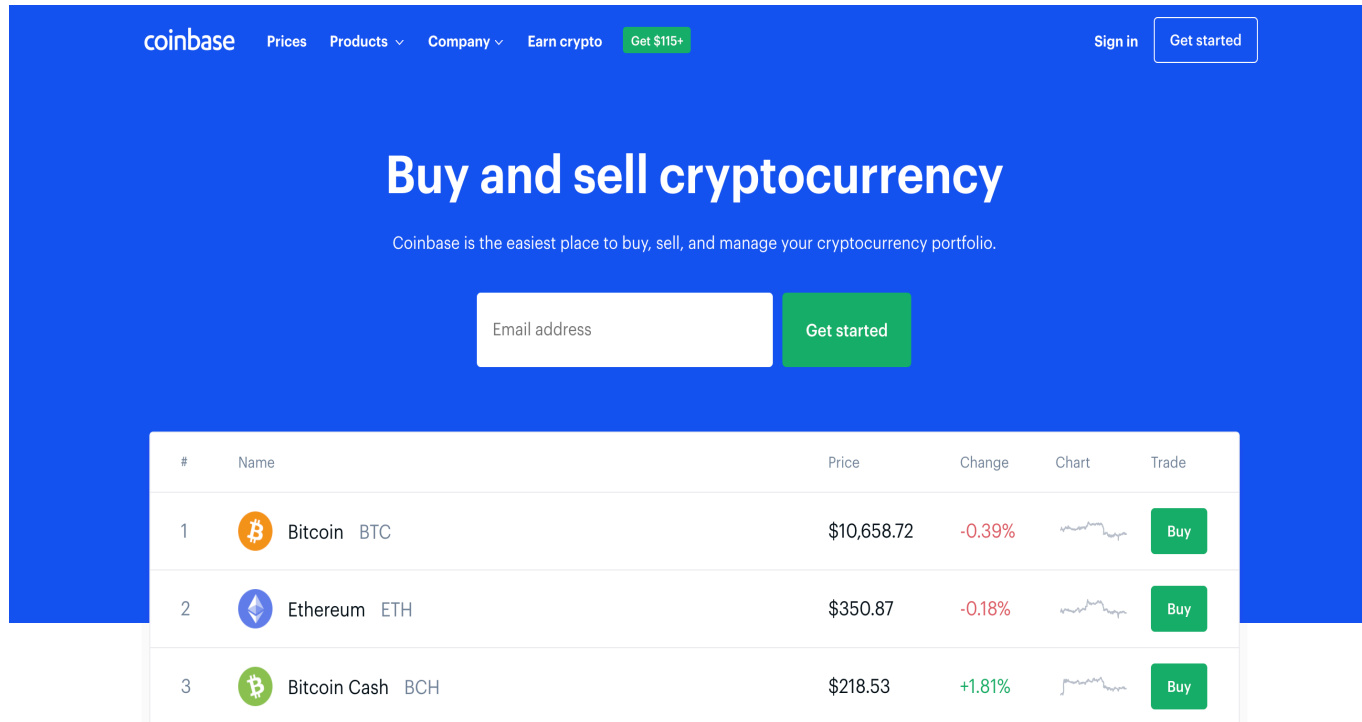
“So I like the **color scheme**. I like that the information is clearly laid out. I like the prices that are displayed. The sign in seems pretty easy.” –ID: 40

“I like the colors. I like how everything’s sort of easily identifiable. **Nice font, clean background, nice interface.**” –ID: 41

“The **graphics are quite nice**. It's, uh, you know, it's an **appealing web page** and I could see that the, uh, the descriptors and sort of the value statements are all pretty clearly identified.” –ID: 43

Task 1: On the next page you will be asked to spend **1-2 mins** to review the www.coinbase.com homepage. DO NOT click on any tabs or buttons. SCROLLING up and down the page is okay and encouraged. Think aloud as you answer the following questions: What are your first impressions? What do you think this website can help you do? What do you expect to see or do on the homepage. When you are finished click OK.

Users felt intimidated or overwhelmed by the lack of relevant information about what cryptocurrency is or what Coinbase does, on the homepage.



Quotes:

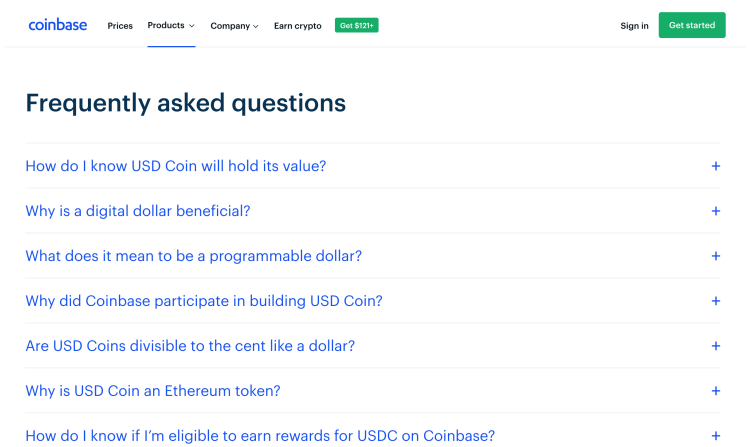
“There was no introductory or background info, which made the experience a little bit **intimidating** for me as a new user.” –ID: 44

“**A definition of cryptocurrency.** I have limited understanding so a very basic statement outlining **what crypto is**, and **how this website facilitates** its trading/purchase would help guide the user **at the start.**” –ID: 43

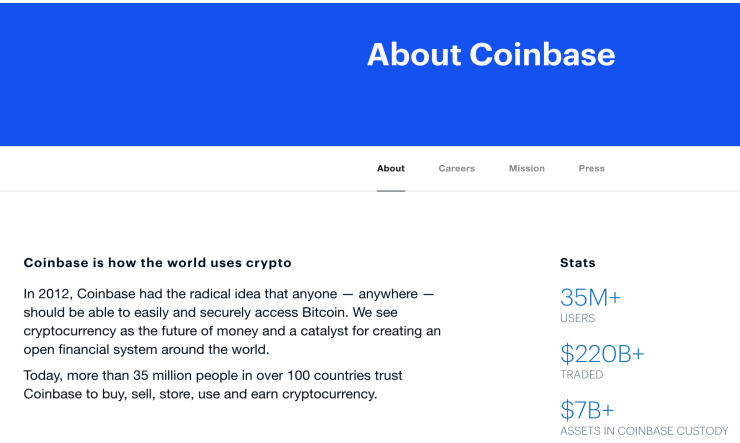
“I will say that it’s **very busy** - there is a ton of different info as the user scrolls down which makes the experience as a whole **pretty overwhelming.**” - ID: 44

Task 1: On the next page you will be asked to spend **1-2 mins** to review the www.coinbase.com homepage. DO NOT click on any tabs or buttons. SCROLLING up and down the page is okay and encouraged. Think aloud as you answer the following questions: What are your first impressions? What do you think this website can help you do? What do you expect to see or do on the homepage. When you are finished click OK.

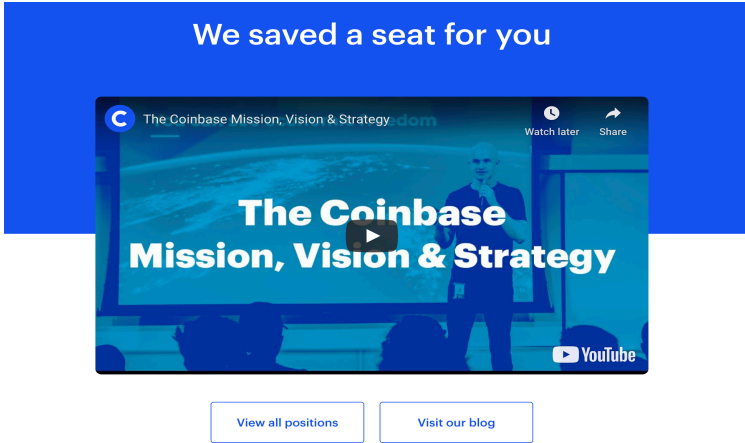
One user found content on different sections of the website, which she thought should be featured on the homepage.



From the USD Coin FAQ section:
“I feel like some of this information would be useful for their homepage in terms of why use Coinbase and Cryptocurrencies.” –ID: 35



From the Company About Us section:
“So again, I feel like this is something that should be on the front page.” –ID: 35



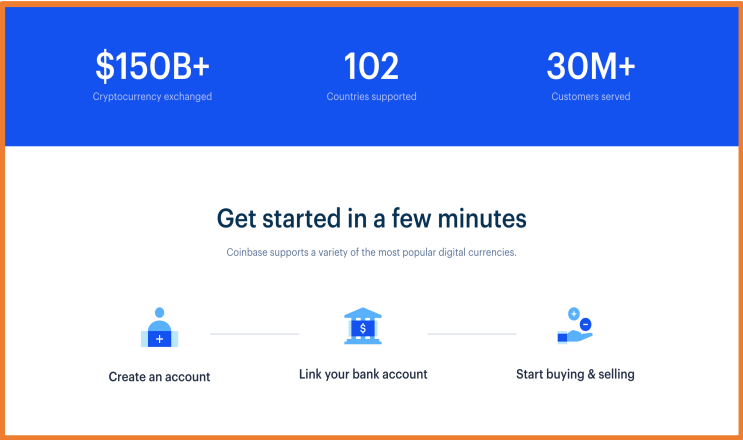
From the Company Careers section:
“So they have a video about their mission vision and strategy. Yeah, again, I feel like it seems like a homepage sort of thing.” –ID: 35

Task 2: Explore the dropdown tabs and buttons at the top of the screen. As you explore each tab, think aloud & answer: What do you think the tab or button is for? What do you expect to do or learn in each of the tabs or buttons?

Some users wanted the simpler, easy-to-follow information about cryptocurrency at the top of the homepage rather than the bottom.



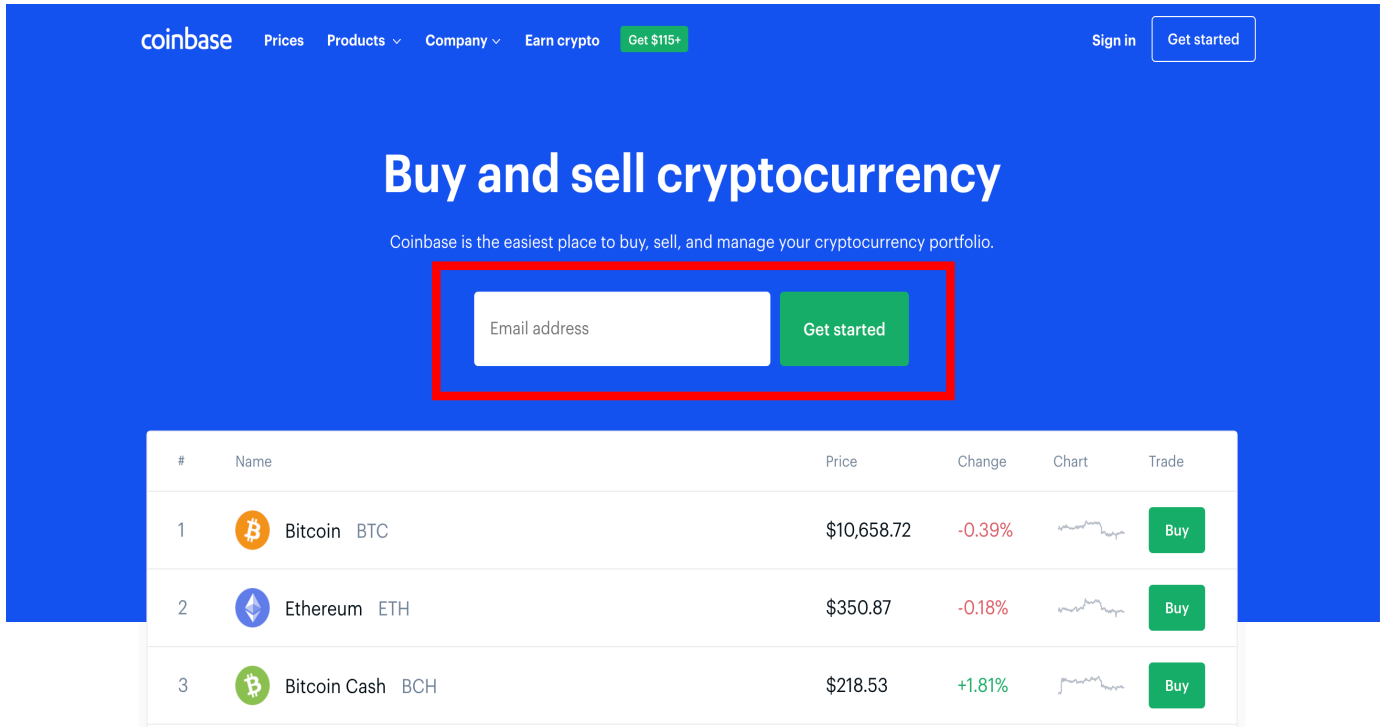
“Then here it starts getting a little **bit more manageable**. But the problem is that these things are **towards the bottom of the page** and not featured at the top. I feel **like it would really help me** if I was able to see something like this **towards the top**.” –ID: 44



“Um, and I like that they're able **to tell you their target market** and **what they've done already** at a very quick glance. It would just be nice to see some of this information **up front rather than having to scroll down** because this is, you know, **closer to the bottom half of the page**.” – ID:43

Task 1: On the next page you will be asked to spend **1-2 mins** to review the [www.coinbase.com](#) homepage. DO NOT click on any tabs or buttons. SCROLLING up and down the page is okay and encouraged. Think aloud as you answer the following questions: What are your first impressions? What do you think this website can help you do? What do you expect to see or do on the homepage. When you are finished click OK.

Some users felt confused & nervous that the site was pushing them to sign up without providing context.



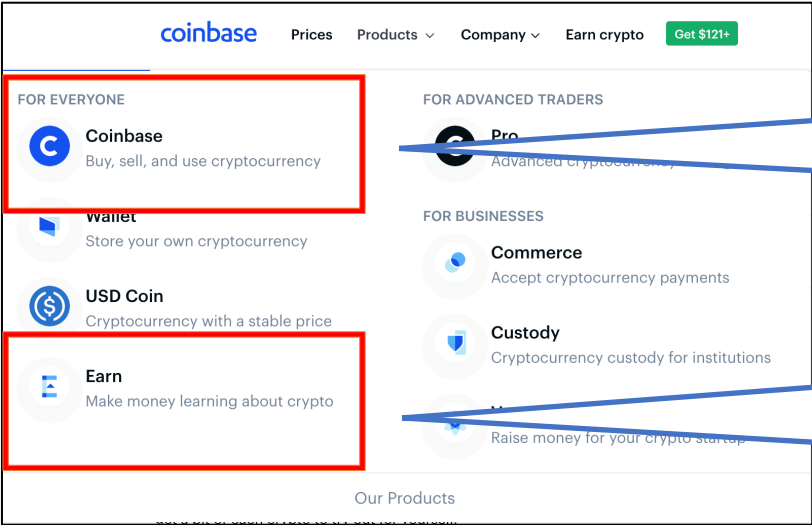
Quotes:

“I just feel like **this forces me to dive right in** without giving me a ton of context, which, as a new user makes me **very, very nervous.**” –ID: 44

“And then it just says gets started and **asks for your email which I think is a bit confusing.**” –ID: 44

Task 1: On the next page you will be asked to spend **1-2 mins** to review the www.coinbase.com homepage. DO NOT click on any tabs or buttons. SCROLLING up and down the page is okay and encouraged. Think aloud as you answer the following questions: What are your first impressions? What do you think this website can help you do? What do you expect to see or do on the homepage. When you are finished click OK.

Some users were confused about the options listed within the drop-down tabs and the buttons at the top of the homepage.

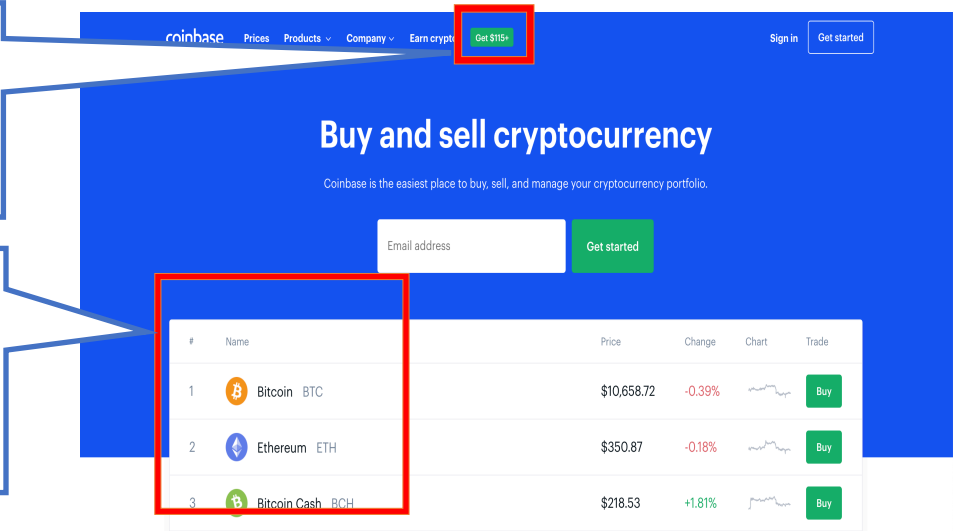


“The Coinbase confuses me because it's confusing to have Coinbase as the **header name** for the site and then Coinbase as the name for **a product within the site**.” –ID: 44

“I think it's a little **confusing because I don't think earn is a product**. Unless it's the name of the product they have. I feel like that's a **very bad name for a product** because it just sounds like they're telling you, you can earn crypto...” –ID:35

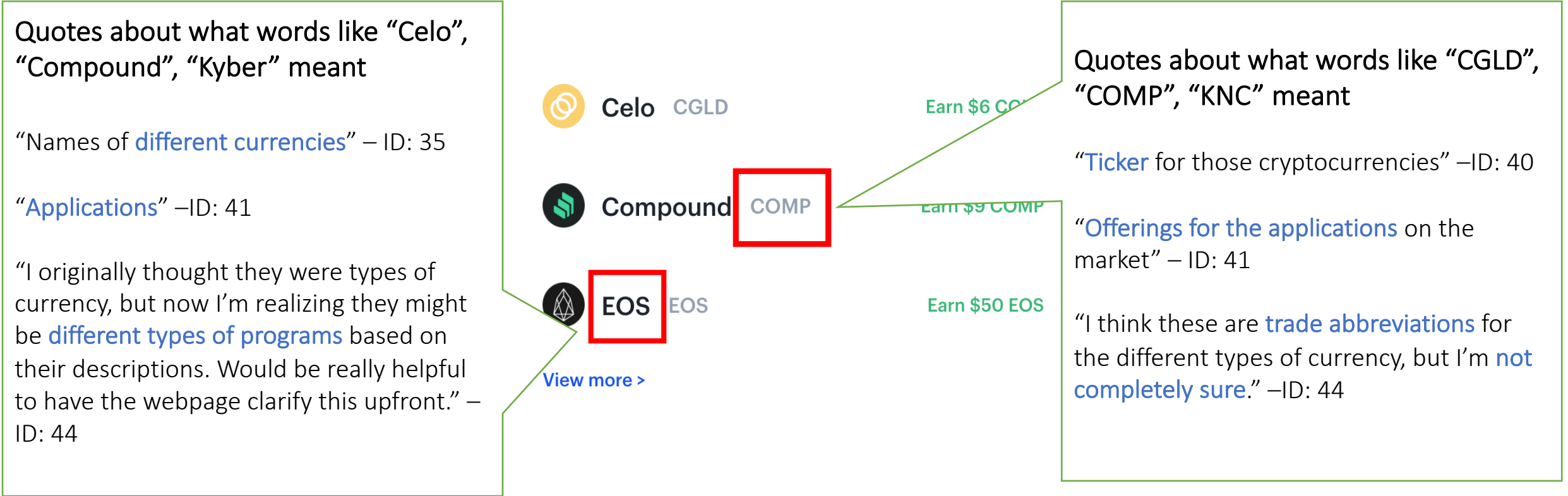
“The earn \$115 worth of crypto surprised me- it felt a little **gimmicky**” –ID: 40
“This looks kind of **shady** because it's not explaining how I'm going to get those 115 bucks” – ID: 44

“I like that they list the more popular crypto currencies here. At least that's what I'm assuming this is. This list is a little **unclear as to what the category rankings are**, assuming this is, um, sort of categorizations of what the most popular ones are.”– ID: 43



Task 2: Explore the dropdown tabs and buttons at the top of the screen. As you explore each tab, think aloud & answer: What do you think the tab or button is for? What do you expect to do or learn in each of the tabs or buttons?

Some users were confused about what certain vocabulary or abbreviations meant.



Task 3: Take 2-3 mins to SCROLL through the page and CLICK ON any of the buttons or panels that you see. When you are done exploring, click OK and answer the questions on the following page.

Question: What were you able to learn/understand from the previous page?

What are users' impressions for each page?

Earn crypto page

Overall, most users had a positive impression of the Earn crypto page.



- **78%** of words used to describe the page were **positive**. Some of the words included:
 - **Exciting, rewarding, informative, visually appealing, illustrative**
- **82%** of words used to describe how users felt about the page were **positive**. Some of these words included:
 - **Curious, impressed, intrigued, confident, secure, comfortable**

Task 3: Take 2-3 mins to SCROLL through the page and CLICK ON any of the buttons or panels that you see. When you are done exploring, click OK and answer the questions on the following page.

Question: What are three words that you would use to describe this page? What are three words that you would use to describe how you feel about this page?

Users correctly understood what the Earn crypto page was for and liked that they could get started with crypto by taking courses and completing quizzes.



Quotes:

“You can take courses aka **watch videos about different cryptocurrencies** and you can **earn a certain amount** for each video you watch and **complete a quiz** for” –ID: 35

- 1 user thought it would be better to rename the “Earn crypto” button after understanding what its purpose was:
 - “The fact that the "X" is educational is actually kind of interesting. Maybe call it **‘Learn and Earn’?**” –ID: 40

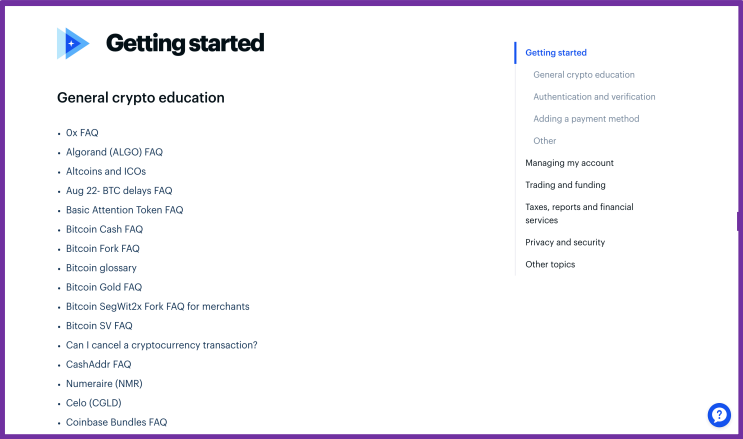
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Question: What are three words that you would use to describe this page? What are three words that you would use to describe how you feel about this page?

Are users able to complete key tasks?

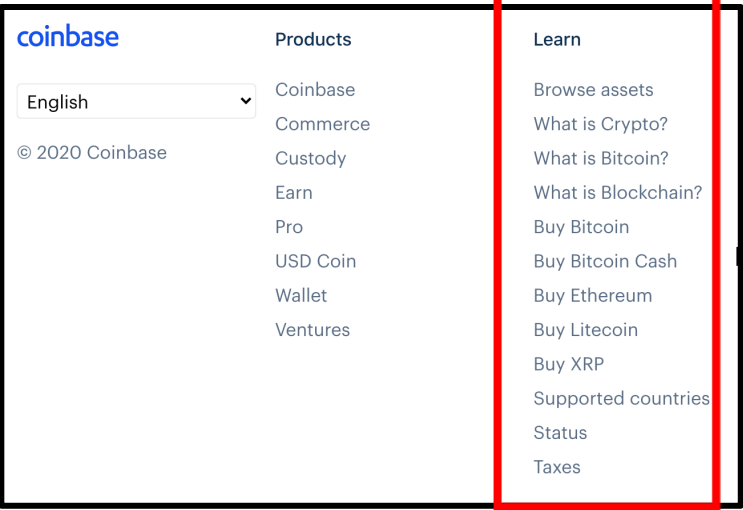
FAQ page

Most users were not able to easily navigate to the comprehensive FAQ page to learn about crypto, but all users thought they completed the task successfully.

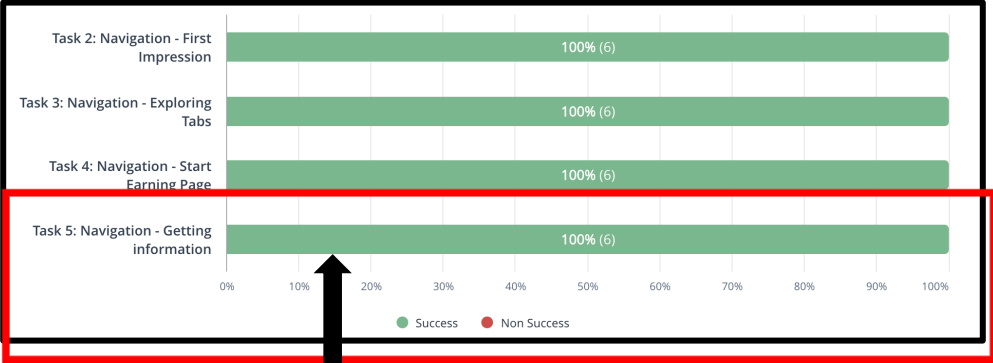


83% (5 of 6) users were unable to find the comprehensive FAQ page.

- The 1 user that did find the page said the page was:
“pretty confusing, a lot to scroll through to get to the basics. Looks like a lot of more technical things were listed on top, would suggest having the basics of crypto/bitcoin near the top.” – ID: 35



50% (3 of 6) users thought this was the comprehensive FAQ page (at the bottom of the homepage)



100% of users believed they reached the FAQ page successfully.

Task 4: You now want to get more general information on cryptocurrency. Where would you go to find more information on cryptocurrency? Think aloud as you complete this task. When you think you have reached the right place, click **SUCCESS**. If you don't know or are not sure you reached the correct place, click **ABANDON**.

Conclusions & Recommendations

Conclusions and Recommendations

Coinbase Homepage

- 💡 Provide clear and concise information about the company, cryptocurrency & the value of using cryptocurrencies, front and center, on the homepage.
- 💡 Revisit the intent and design of the “Get \$115+” button to encourage credibility of the company.
- 💡 Revisit the information architecture, to distinguish between the company, the products offered and ways to earn cryptocurrency.

FAQ page

- 💡 Provide one comprehensive place for users to access general cryptocurrency education

Thank you

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