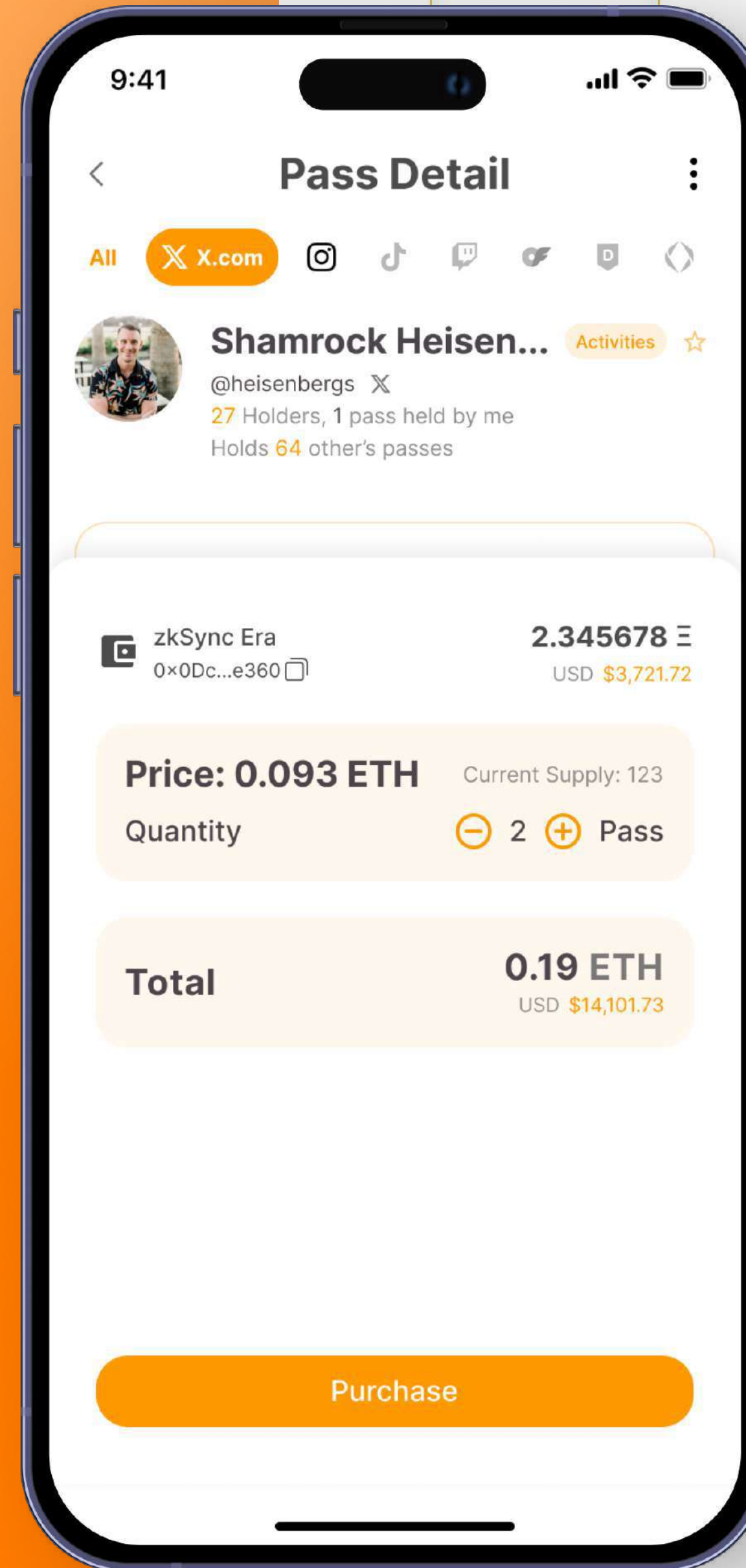


PassX

PROJECT 1 - Web3.0 SocialFi Dapp

# Your All-Access Pass to Fandom Fun across Web2 and Web3

An online hub enabling fans to acquire passes for popular web2 social platforms within the web3 realm. Connect with your favorite influencers, chat with them, or trade passes to earn cryptocurrencies.



PassX

Signup / Login

## Fan-ify Your Life

The Passport to Fan-tastic Adventures across Web2 and Web3

Start Your Pass Journey

I have know idea what to say.



**Rebecca Chambers**  
Rebeccachambers  
Price: 2.11 ETH



**Marvin Branagh**  
marvinbranagh  
Price: 2.11 ETH



**Ashley Graham**  
ashleygraham  
Price: 2.11 ETH



**Mia Winters**  
miawinters  
Price: 2.11 ETH

I have know idea what to say. Keep the content clean and simple.

TikTok Twitch Onlyfans DAO ENS

Search pass

Price	Holders	Market Cap	Volume 24h	Change 24h	Trade	Star
0.1294 ETH	369	\$4216	\$185	-0.23%	Trade	Star
0.1294 ETH	369	\$4216	\$185	+0.02%	Trade	Star
0.1294 ETH	369	\$4216	\$185	-0.23%	Trade	Star



**Jill Valentine**  
@JillValentine

0.1294 ETH 369 \$4216 \$185 -0.23% Trade Star

# I'm a Web3 Rookie

This is my first decentralized web app project. Lots of questions come to my mind.  
What's inside web 3.0? What do we need as a UI/UX Interaction Designer?



## CONTEXT

# Current Constraints & Challenges

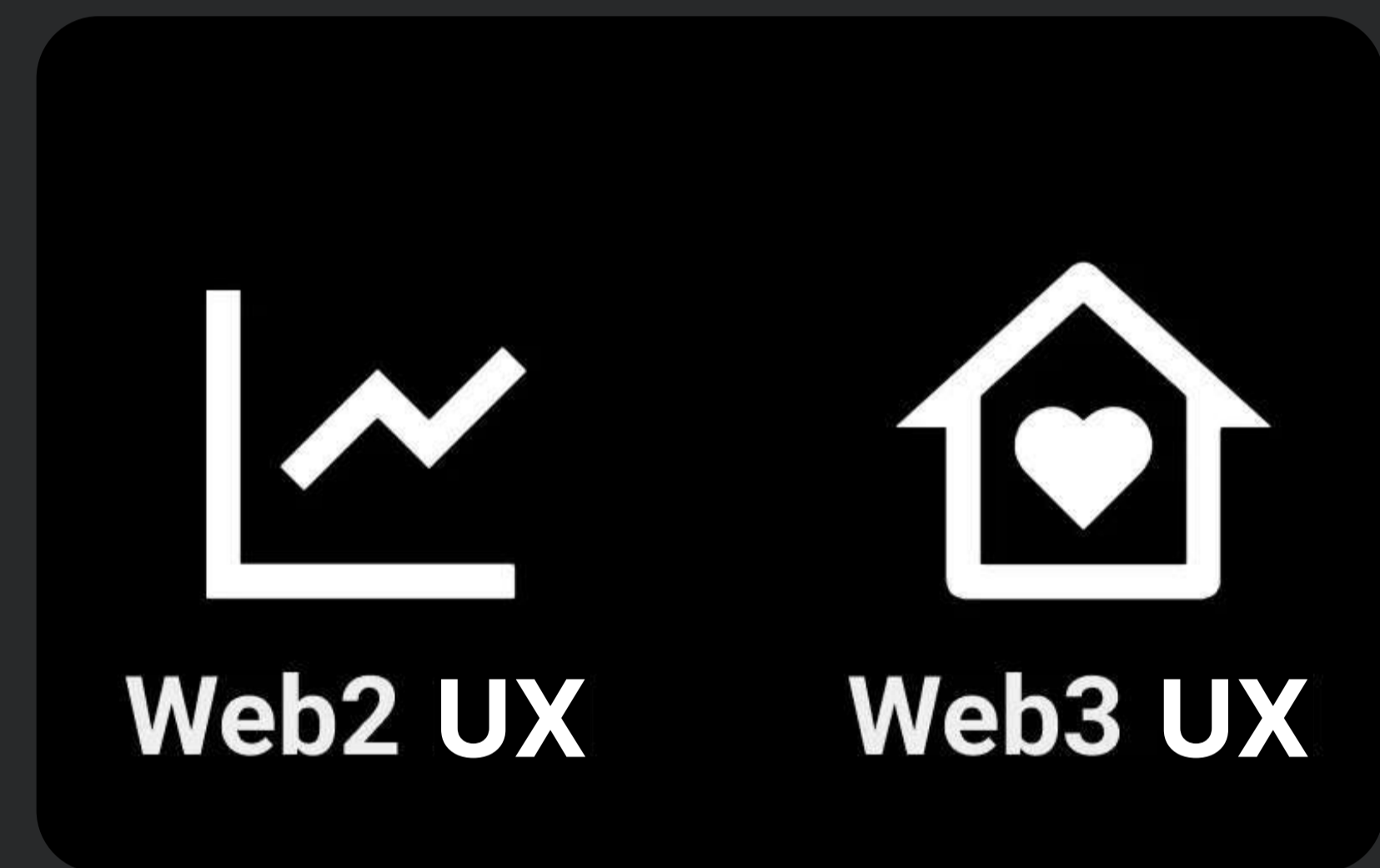
## Data Driven vs Engineering Driven

- **Start again:** Think you know all the UI/UX design Process and frameworks? Web3 is so different, you must unlearn what you worked so hard to develop.
- **24/7:** Web3 is nonstop. Builders are in every country, and what was new is now old. This can be exhausting.
- **Immutability and low data:** Experimentation and data are a UX people's best friend; not so much in web3.

## The technical limitations of Web 3.0.

Many newly joined UI/UX designers in the world of Web 3.0 share a common vision: to pioneer change in this innovative landscape. However, within our enthusiasm, we often overlook the technology's limitations (especially web 3.0 have been developed so many years).

For instance, utilizing a Dapp requires users to hold specific cryptocurrencies on the network where the Dapp operates. This necessitates multiple transfers across various platforms and software, diminishing user experience and increasing costs significantly.



*Web2 UX meets Web3*



*Daily life of Blockchain users*

# PassX

Web 3.0 has been around for years, but it's often quite confusing. Many products online don't make much sense. In the past, social networks were a big deal in Web 2.0. Now, it seems like Social-Fi might be the next big thing in Web 3.0.

## Cross Function Team

Product Manager  
Marketing Designer  
Operation Designer  
Engineering

## My Role :

Solo Designer

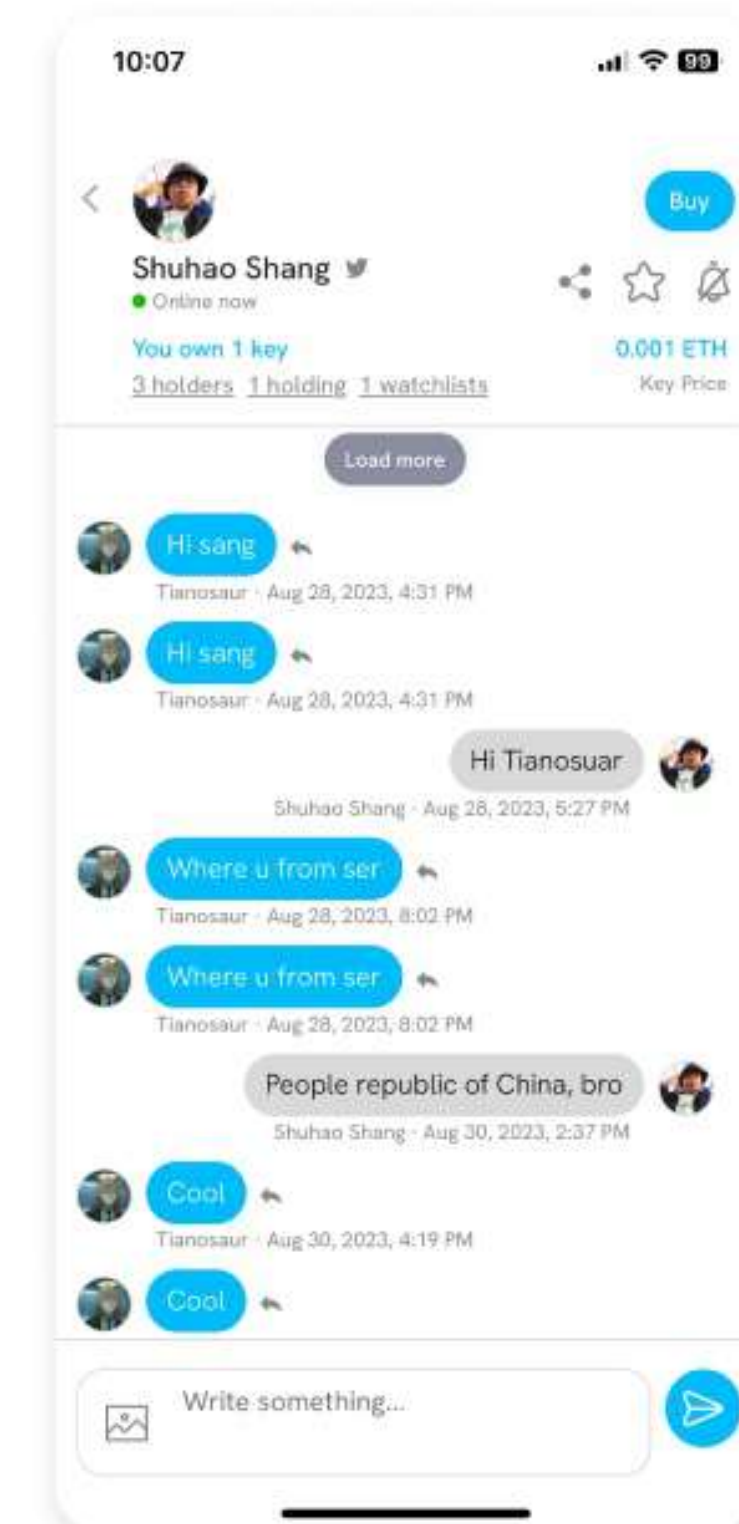
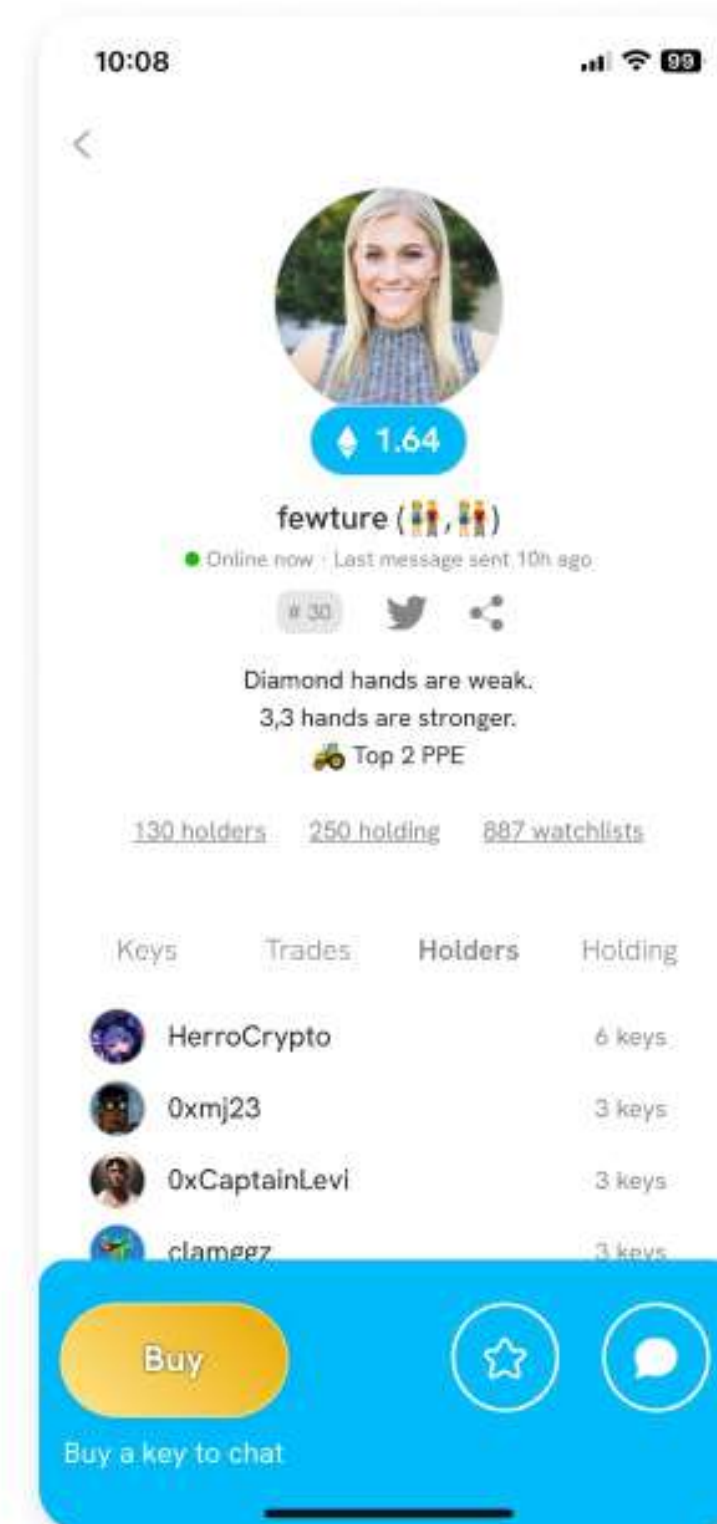
## 2023 Work Sample

Figma, Adobe

Inspiration Project

## Friend.Tech

Friend.tech, a flagship SocialFi application, enables users to buy access keys for private chat rooms connected to specific X profiles' personalities. These keys increase exponentially in price as more are purchased based on a bonding curve. When a key is resold via the secondary market, Friend.tech and the tokenized profile's owner each receive a 5% residual.



Logo

PassX



Font Family

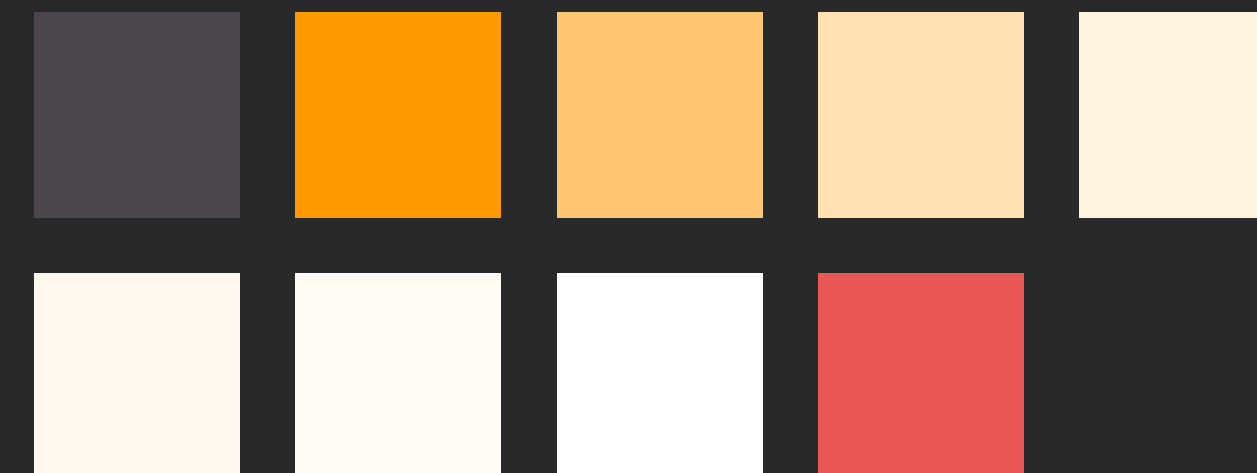
QuickSand

ABCDEFGHIJKLMNOPQRSTUVWXYZ

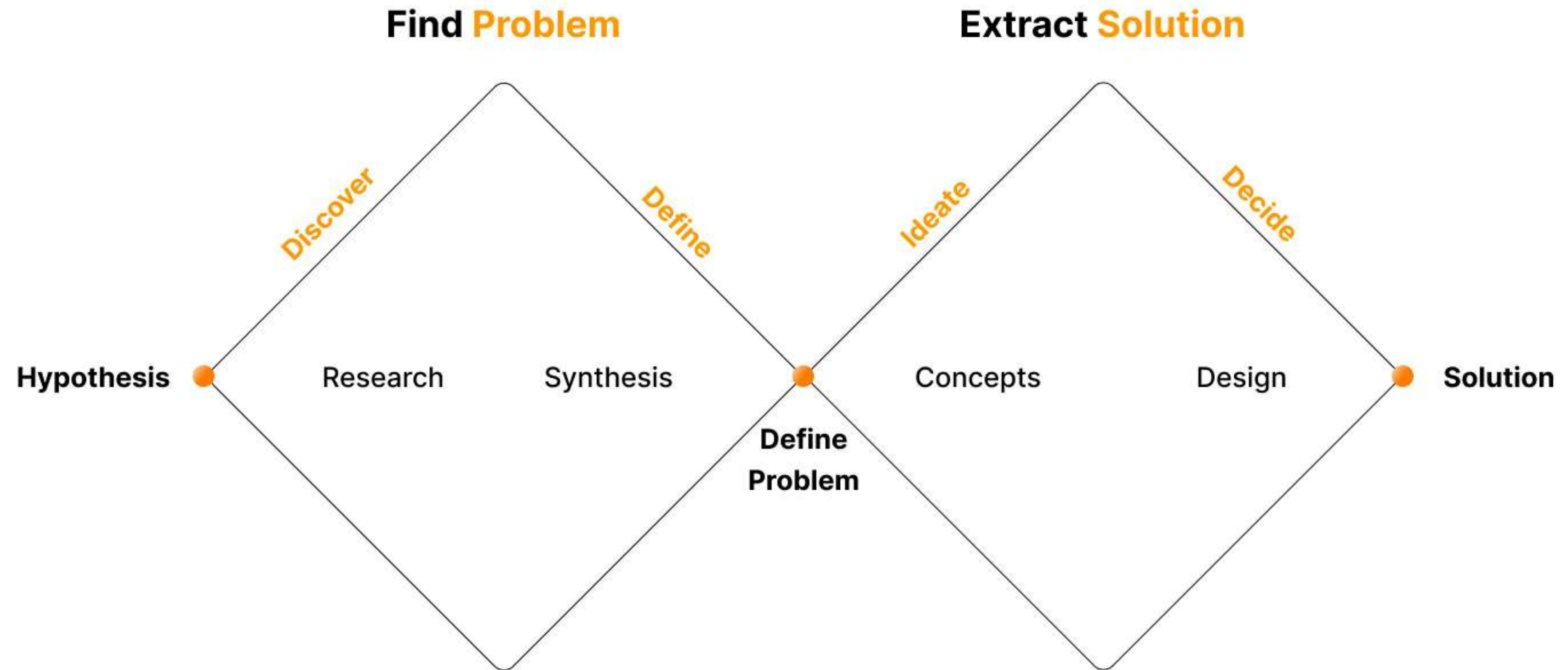
abcdefghijklmnopqrstuvwxyz

1234567890,!"?{}[]()@#\$%&

Color Pattern



## Double Diamond



## COMPETITOR ANALYSIS

# Evolving From Copies to Unique Projects



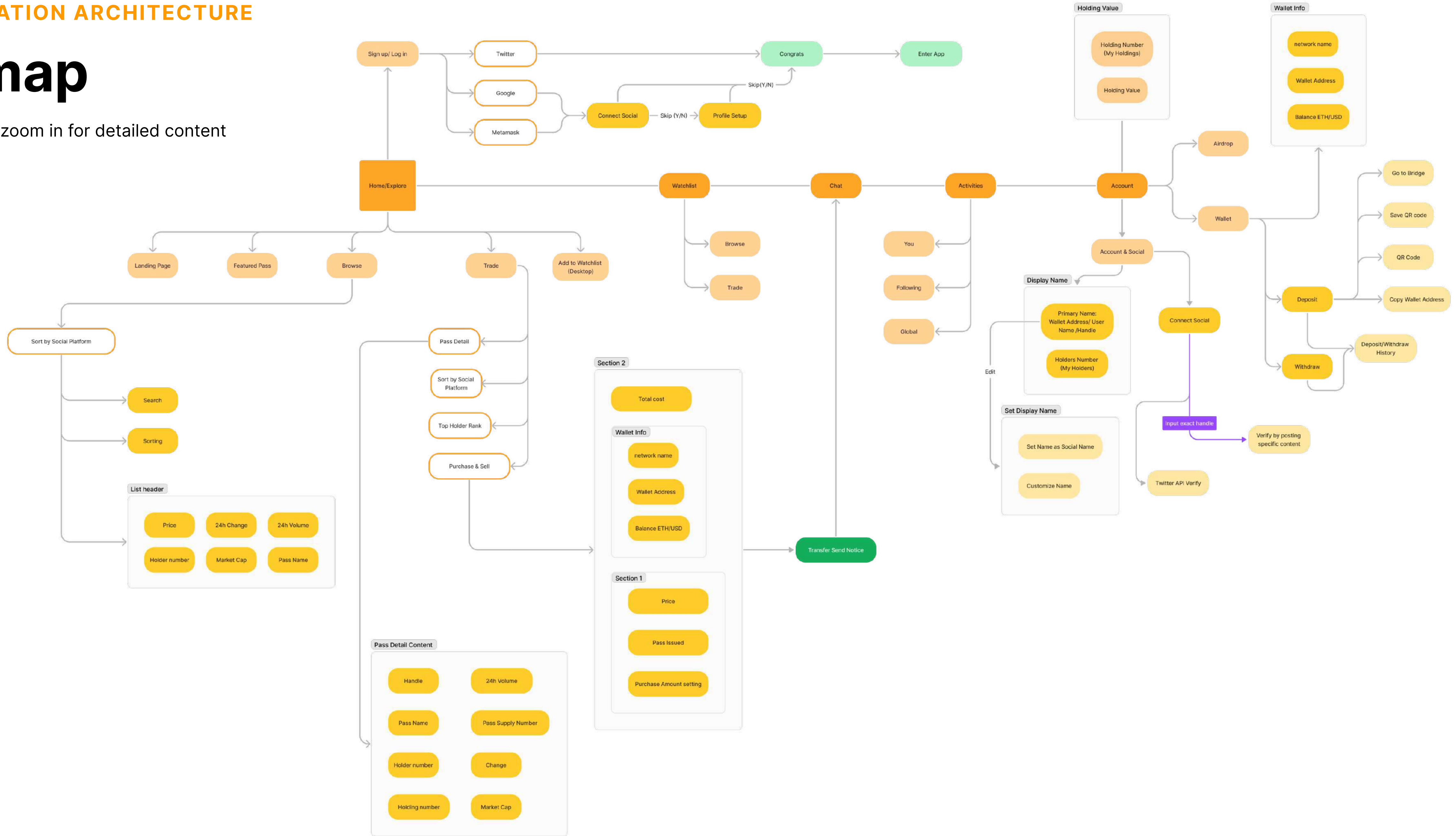
While some DeFi forks originally started off as pure copy-and-paste clones, we are growing ever more sophisticated.

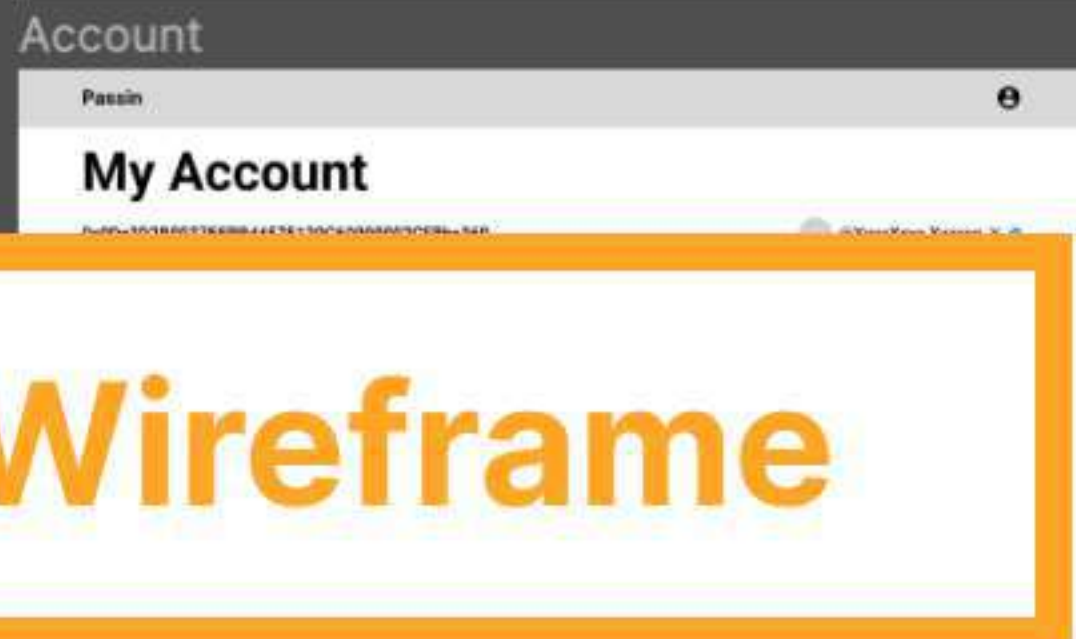
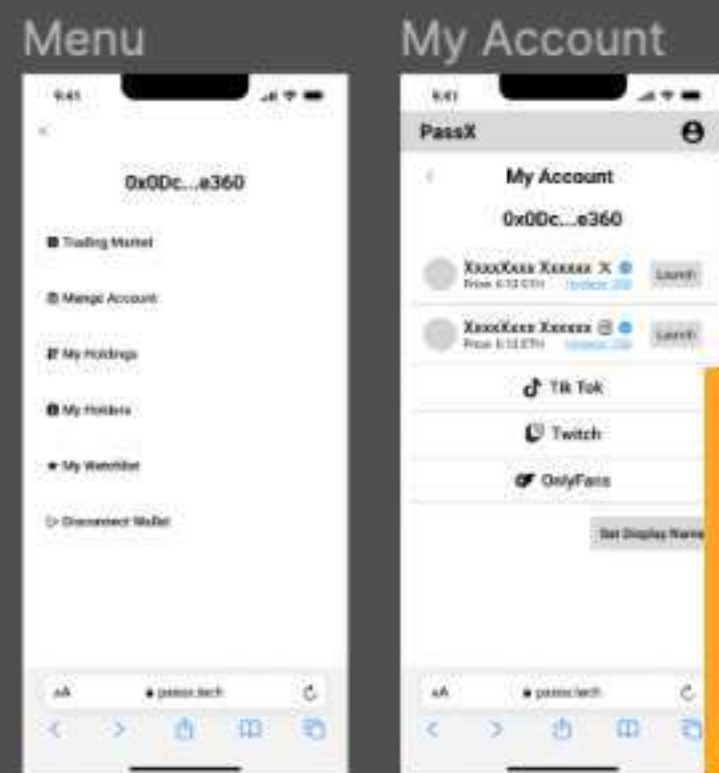
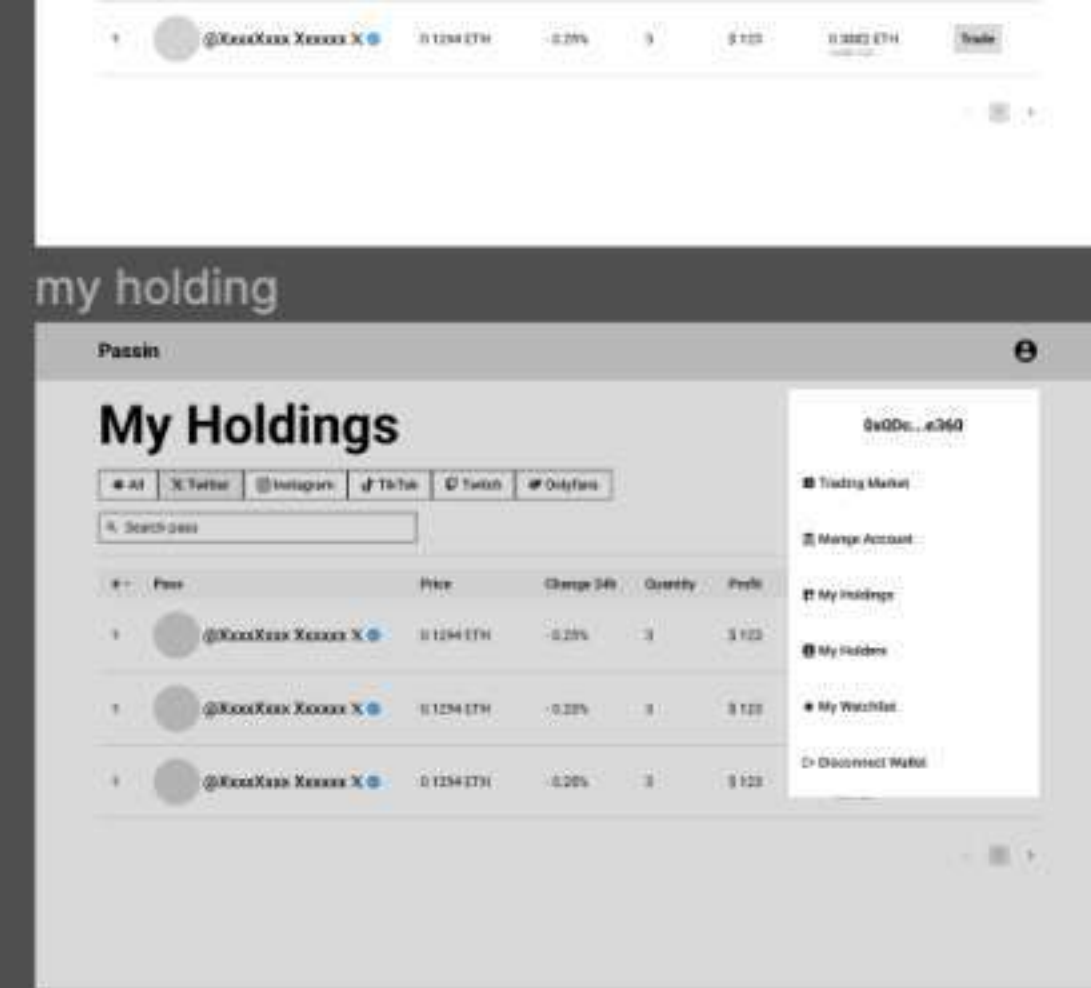
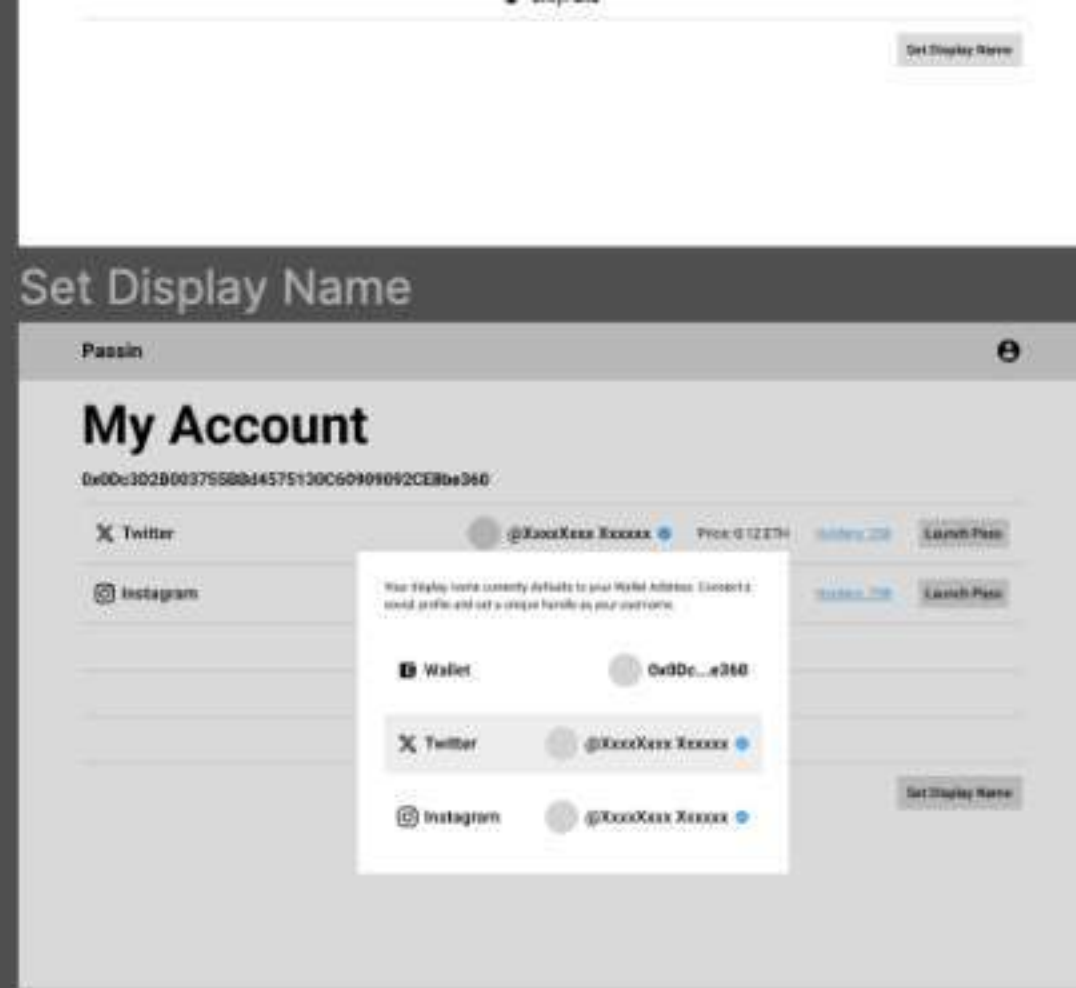
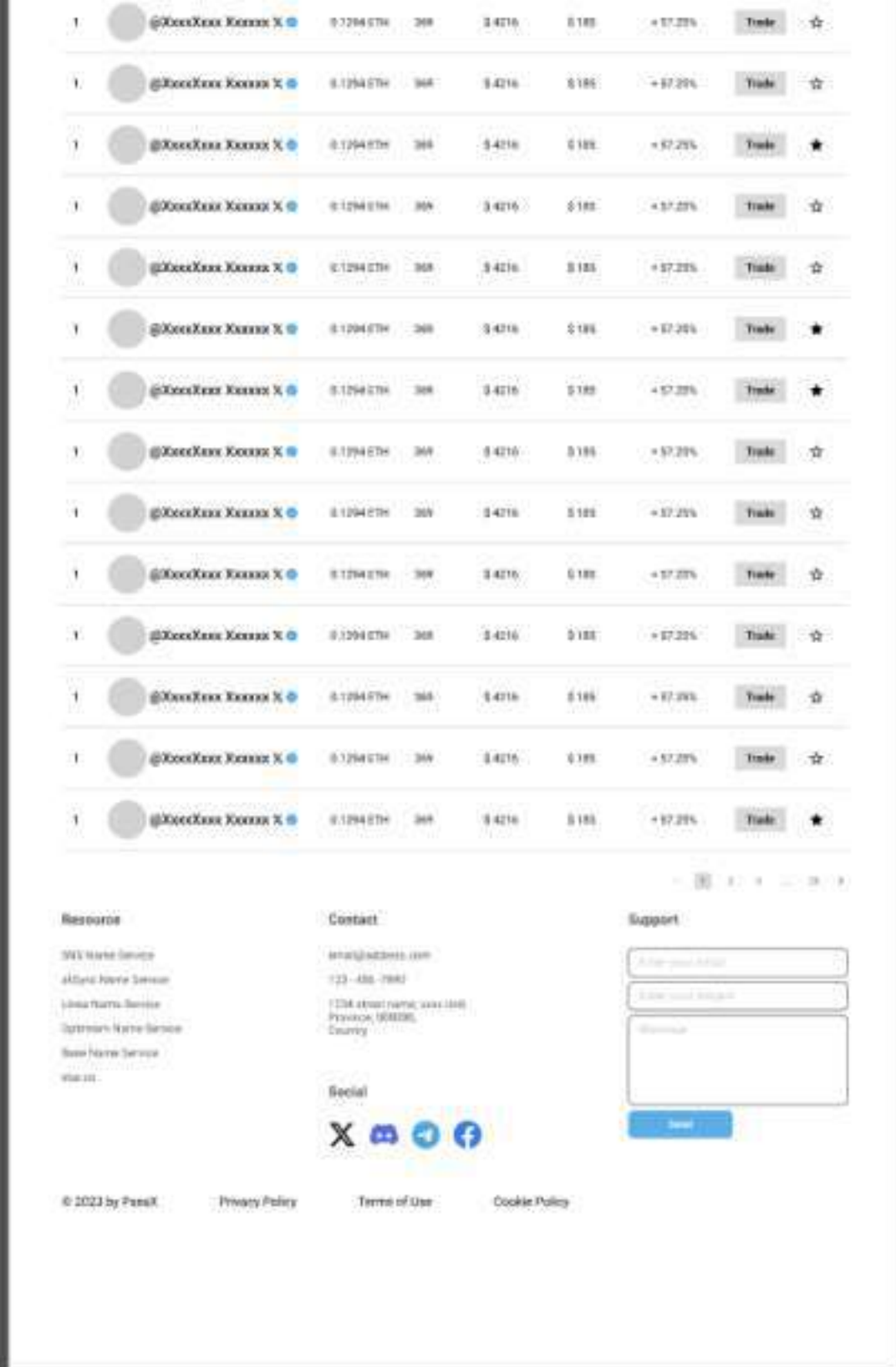
	Friend...	Tomo	PassX
Listing & Trading	✓	✓	✓
Deposit & Withdraw	✓	✓	✓
Group Chat Room	✓	✓	✓
Multi social Platform	✗	✗	✓
Send (3,3)	✗	✗	✓
Desktop web app	✗	✗	✓

# INFORMATION ARCHITECTURE

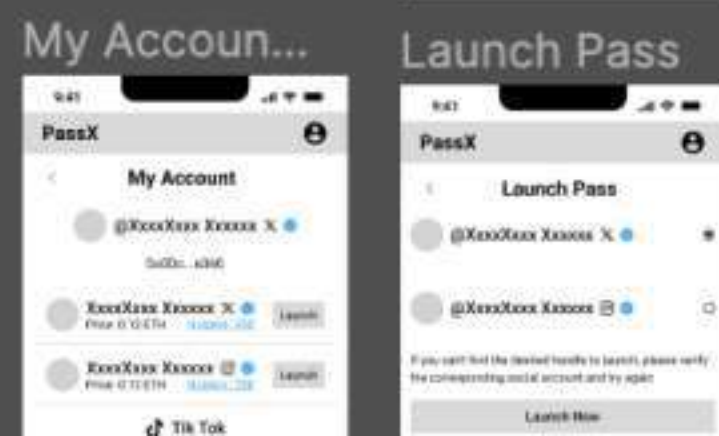
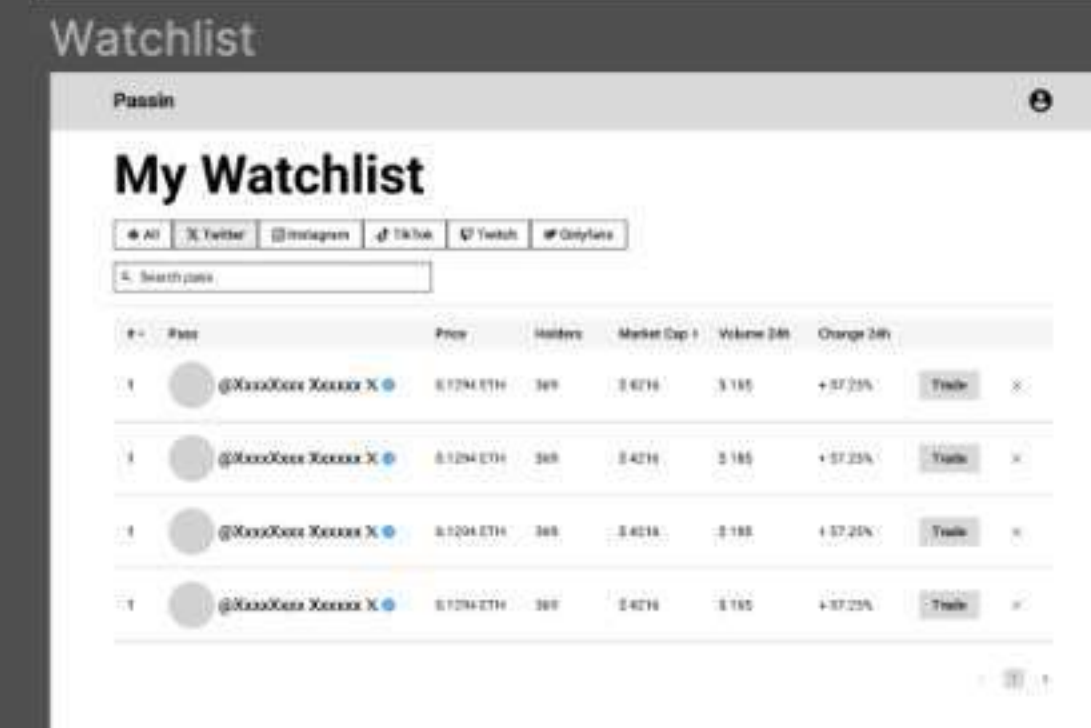
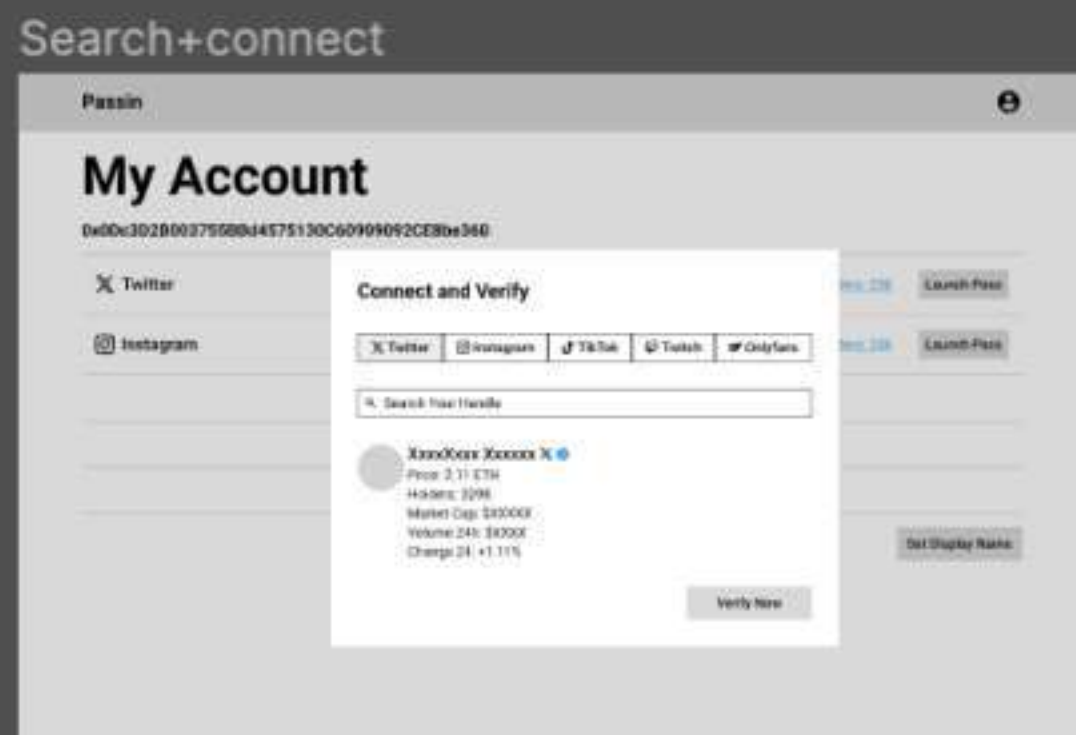
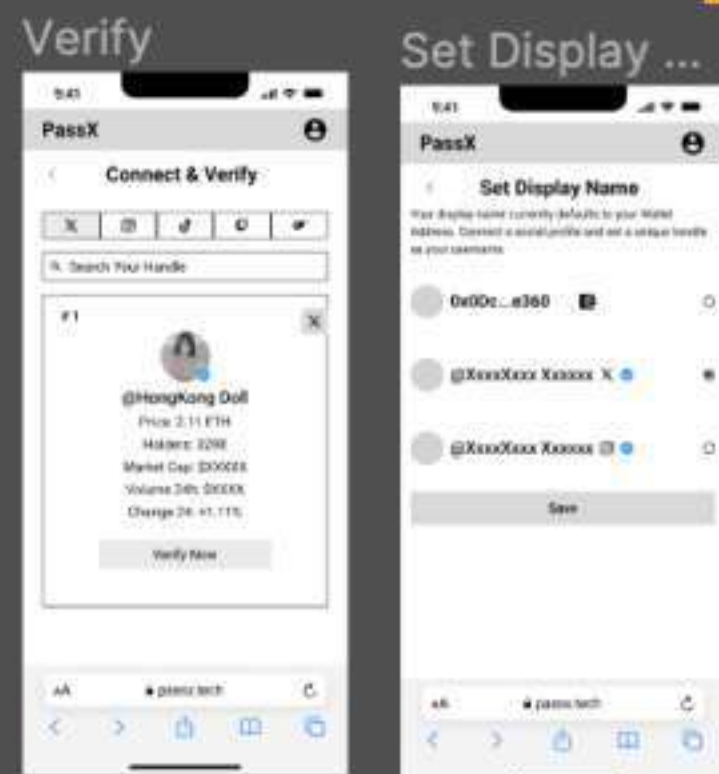
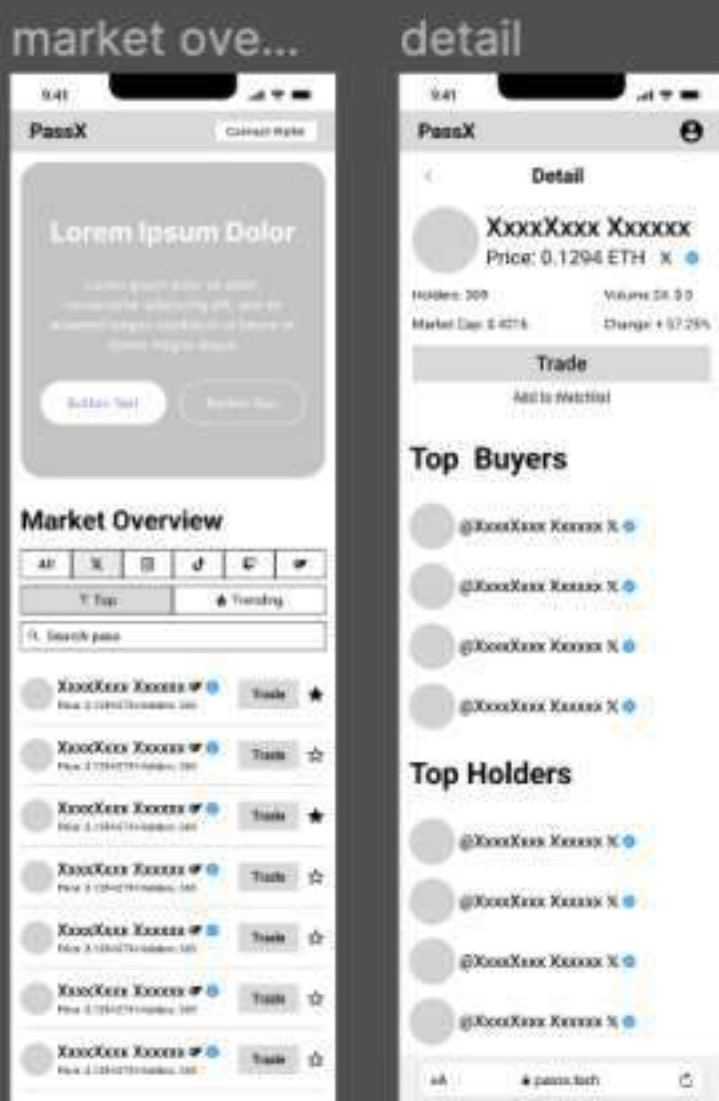
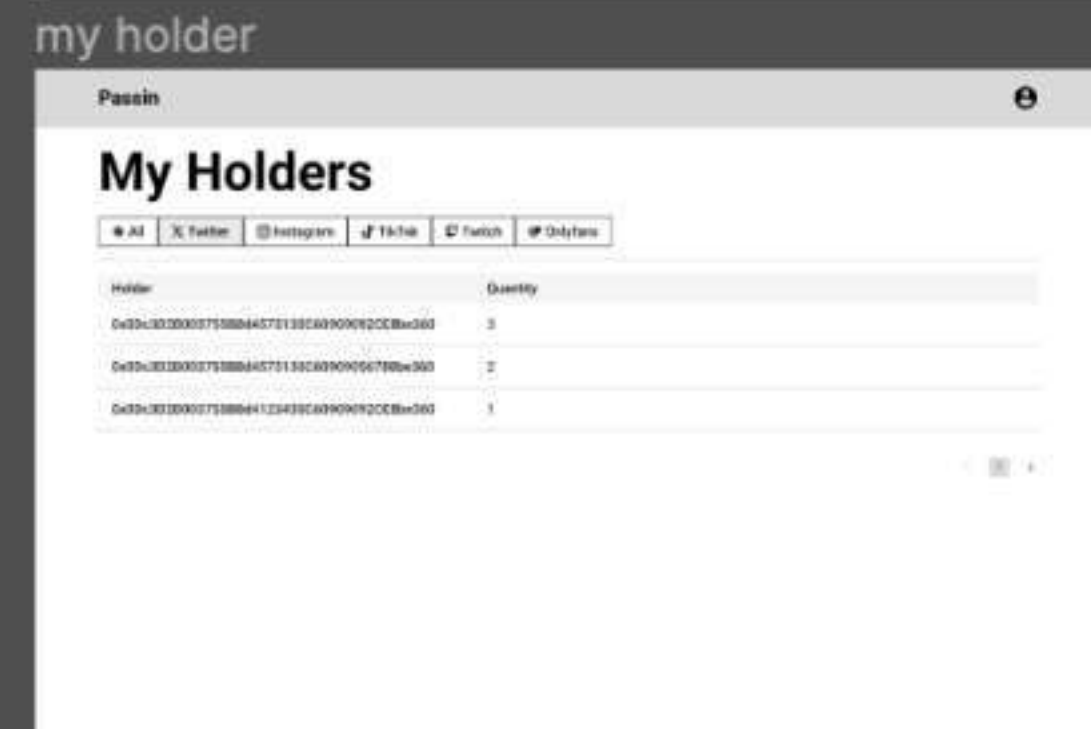
# IA map

Feel free to zoom in for detailed content





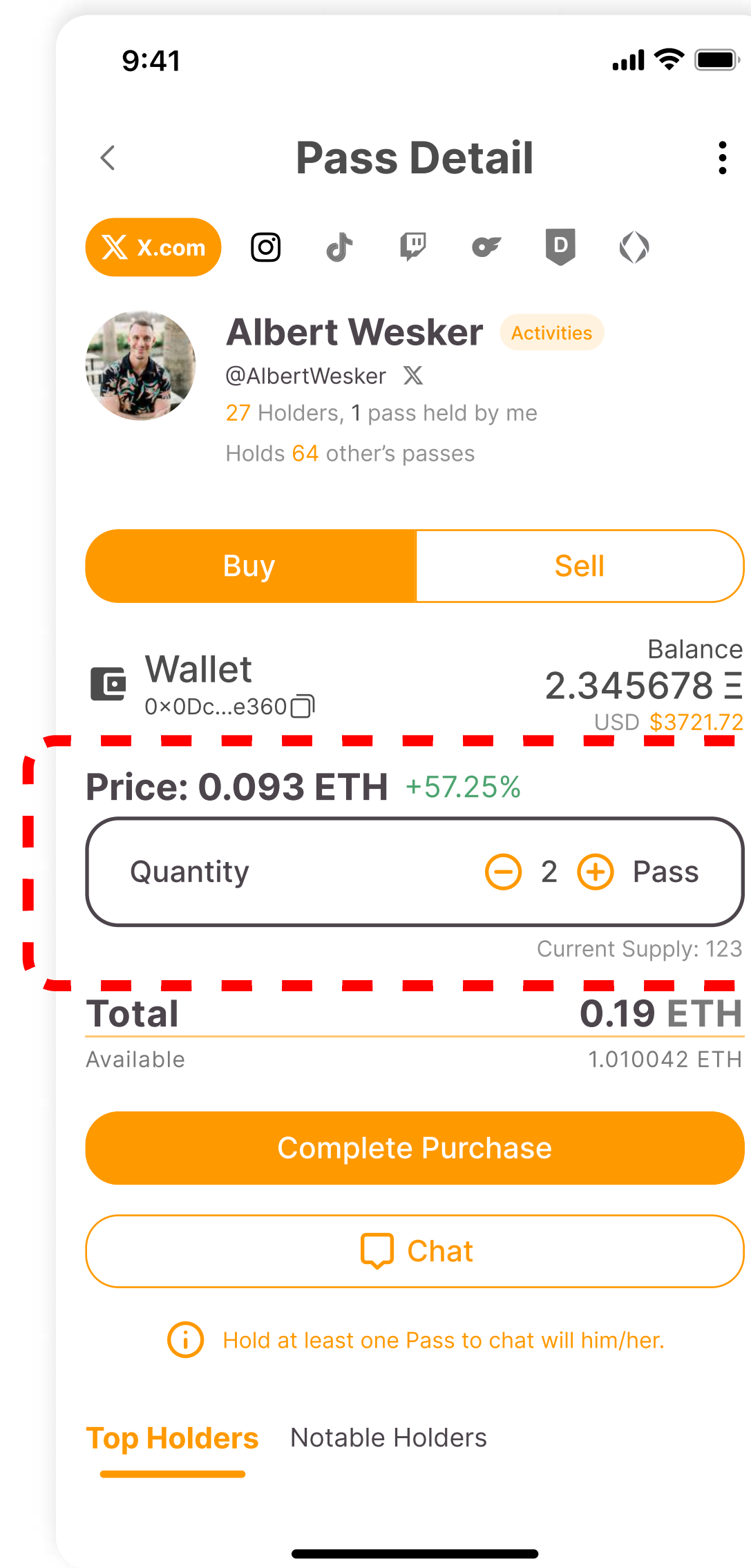
Wireframe



## PROBLEM SOLVING

# Purchase & Sell

This area is meant for users to buy or sell passes. But at first look, it's too cluttered and has confused users in our usability tests.



Unbalanced Visual

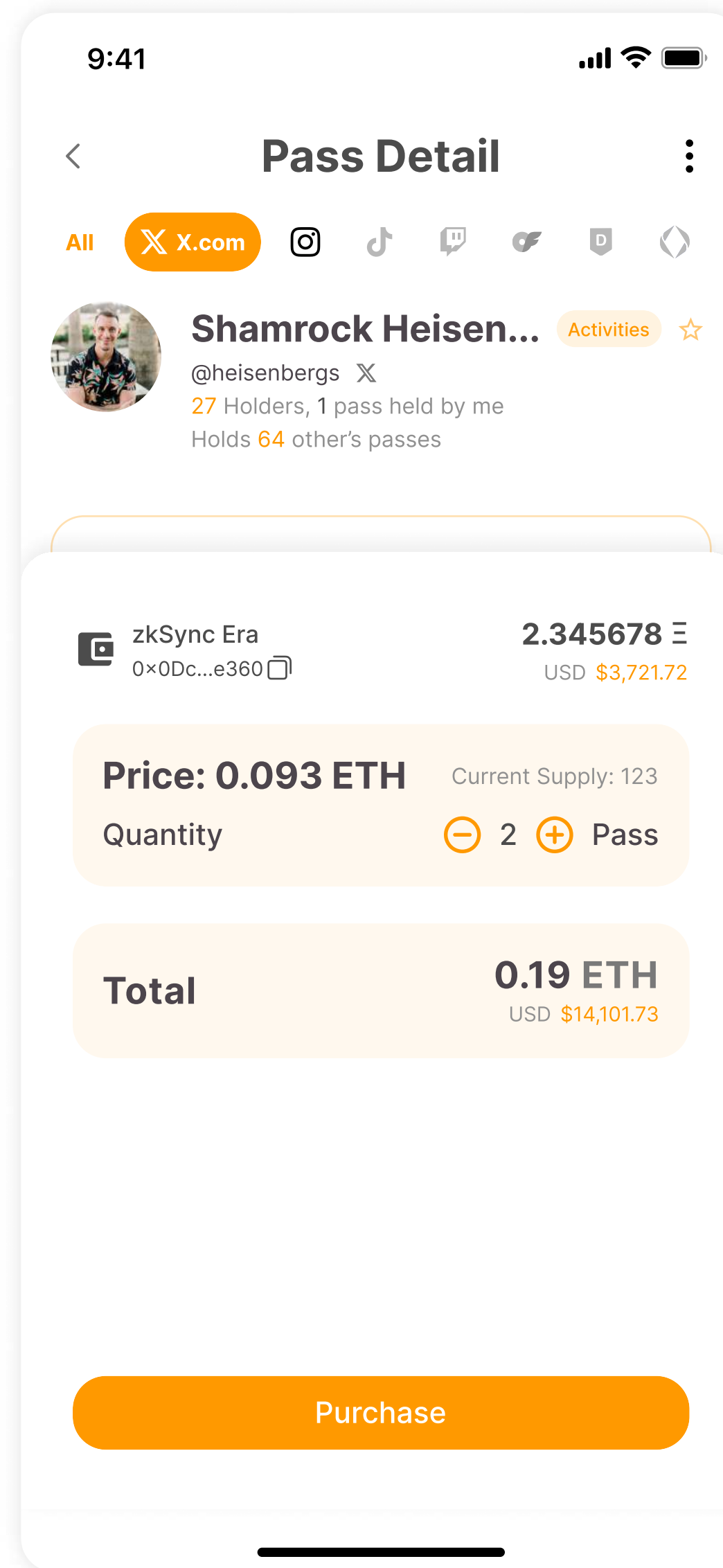
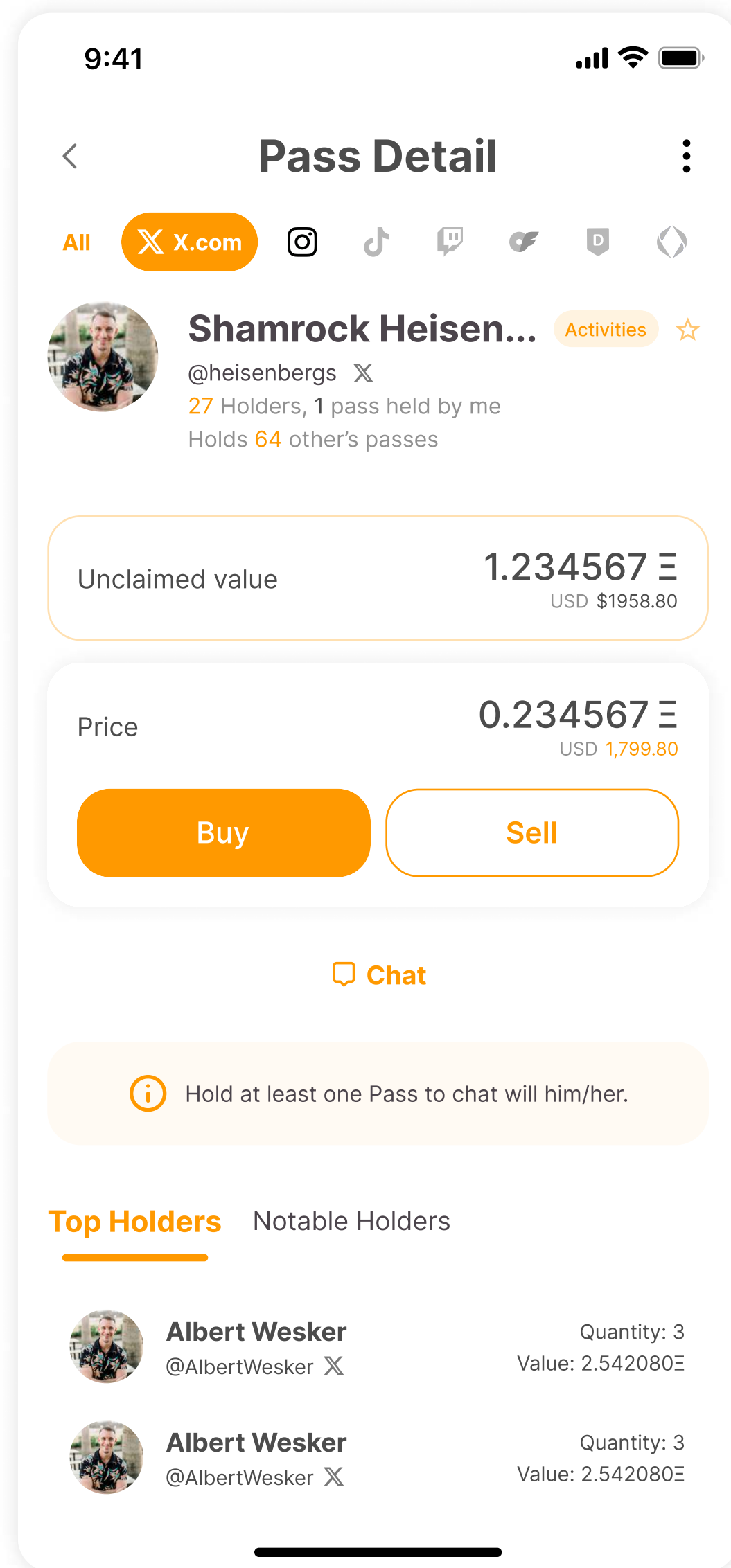
SOLUTION

## Separate content

First, split the trading process into two steps: one for choosing "buy&sell" and another for "Tweaking Quantity." This approach simplifies the information on each screen, reducing the risk of confusion for users.

## Grouping & Modular

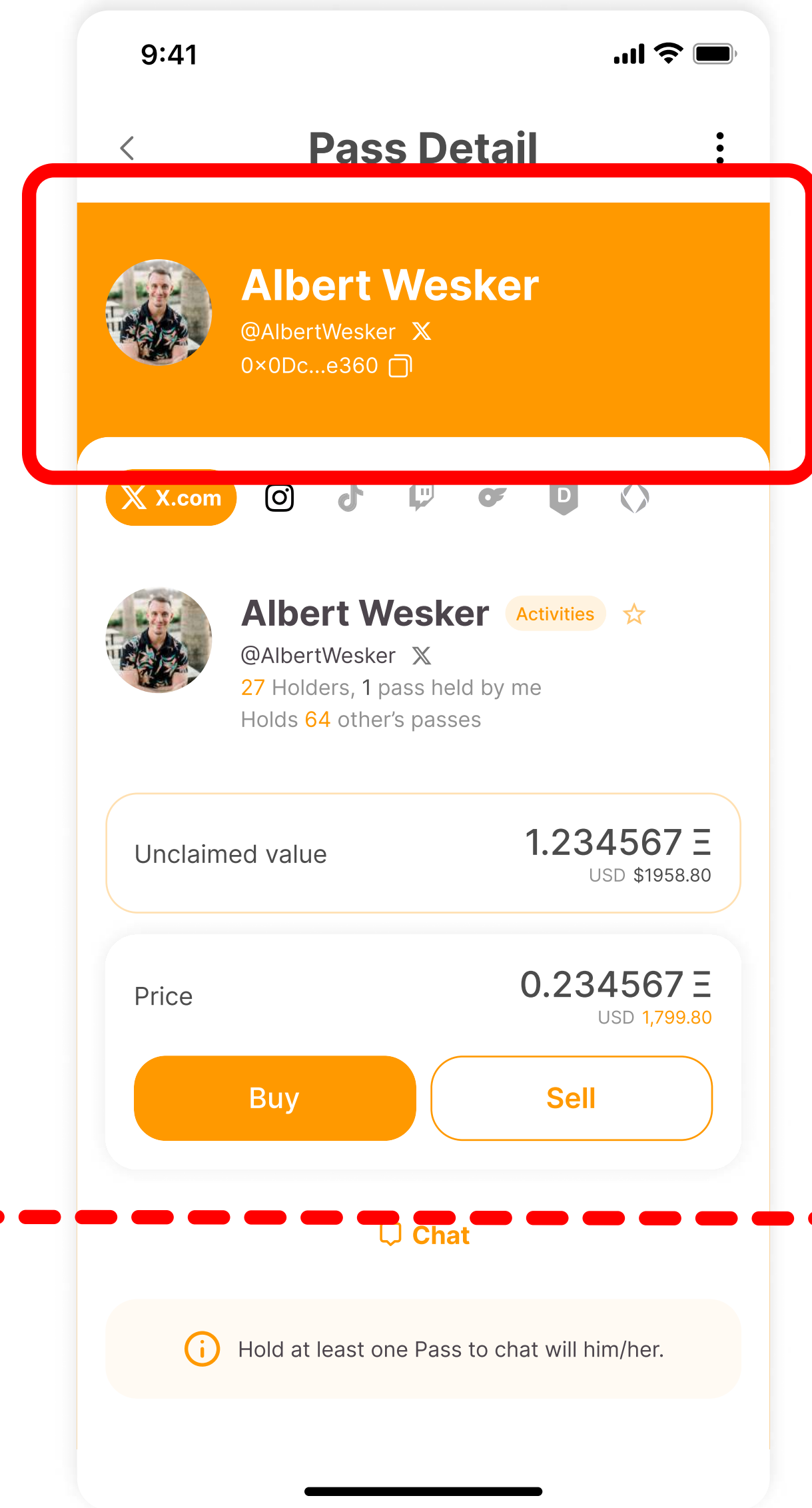
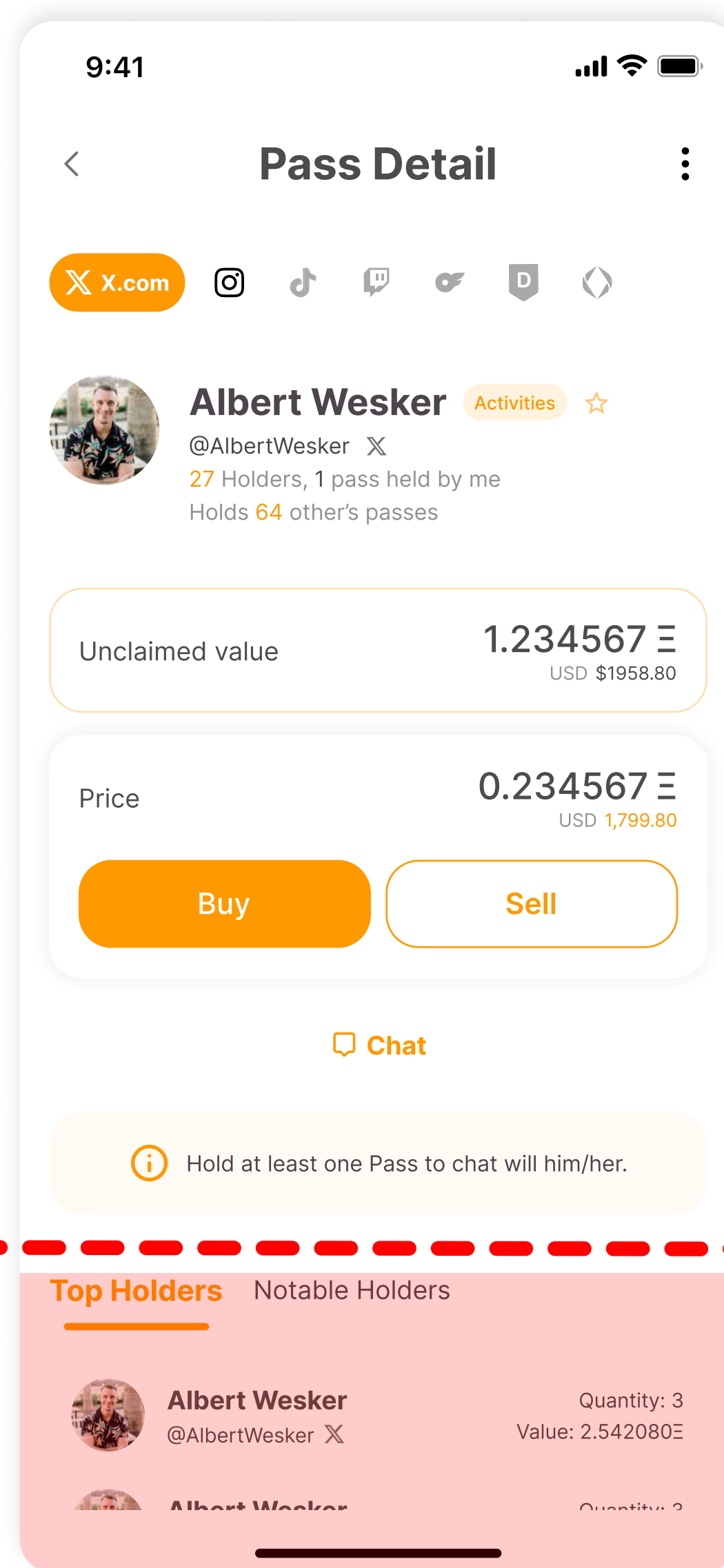
Combine the unit Price and Quantity into one object to make it easier for users. Remove the "wallet" and "balance" text, and add "zkSync Era" to instantly convey that it's wallet information. This simplifies the design and reduces user pressure of distinguishing.

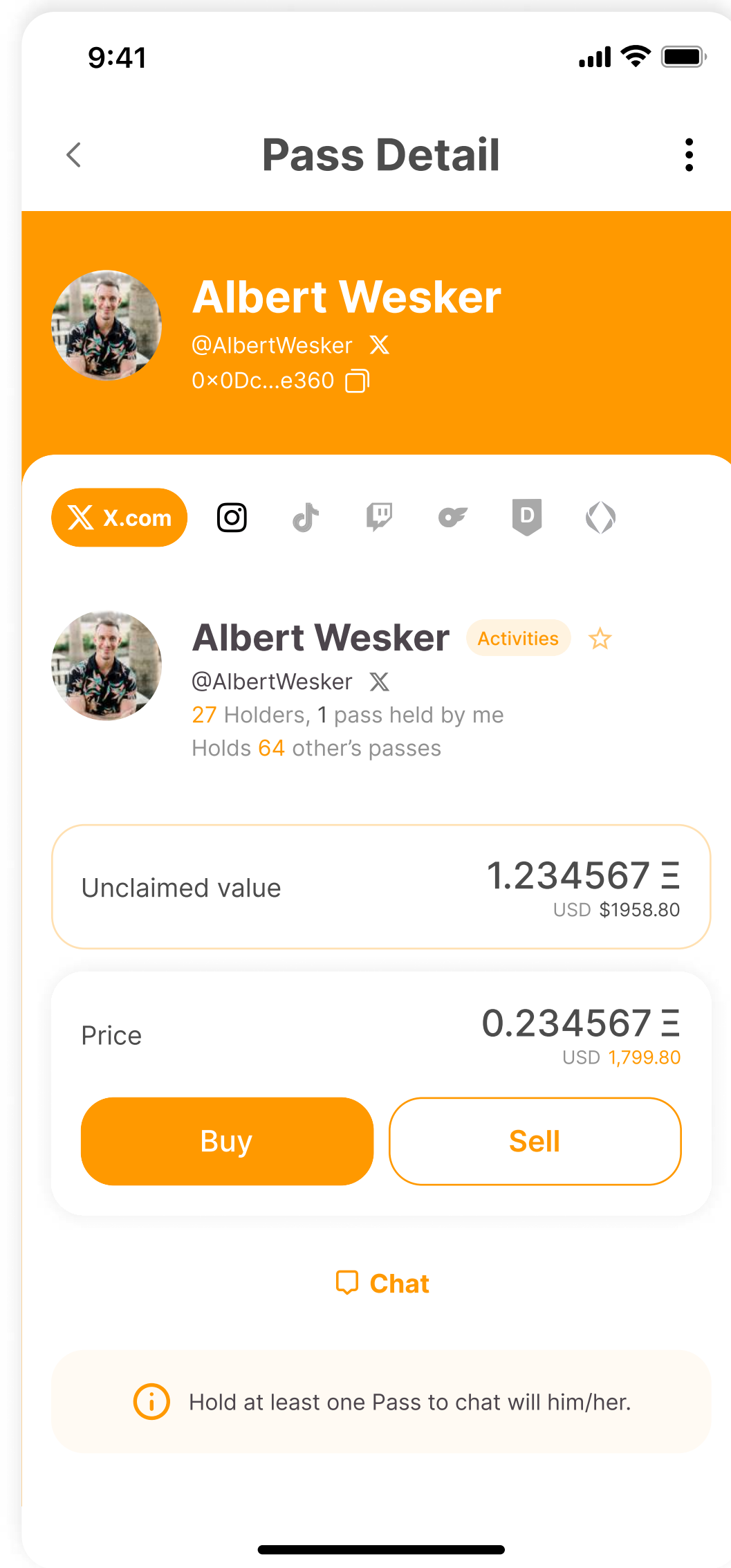


## PROBLEM SOLVING

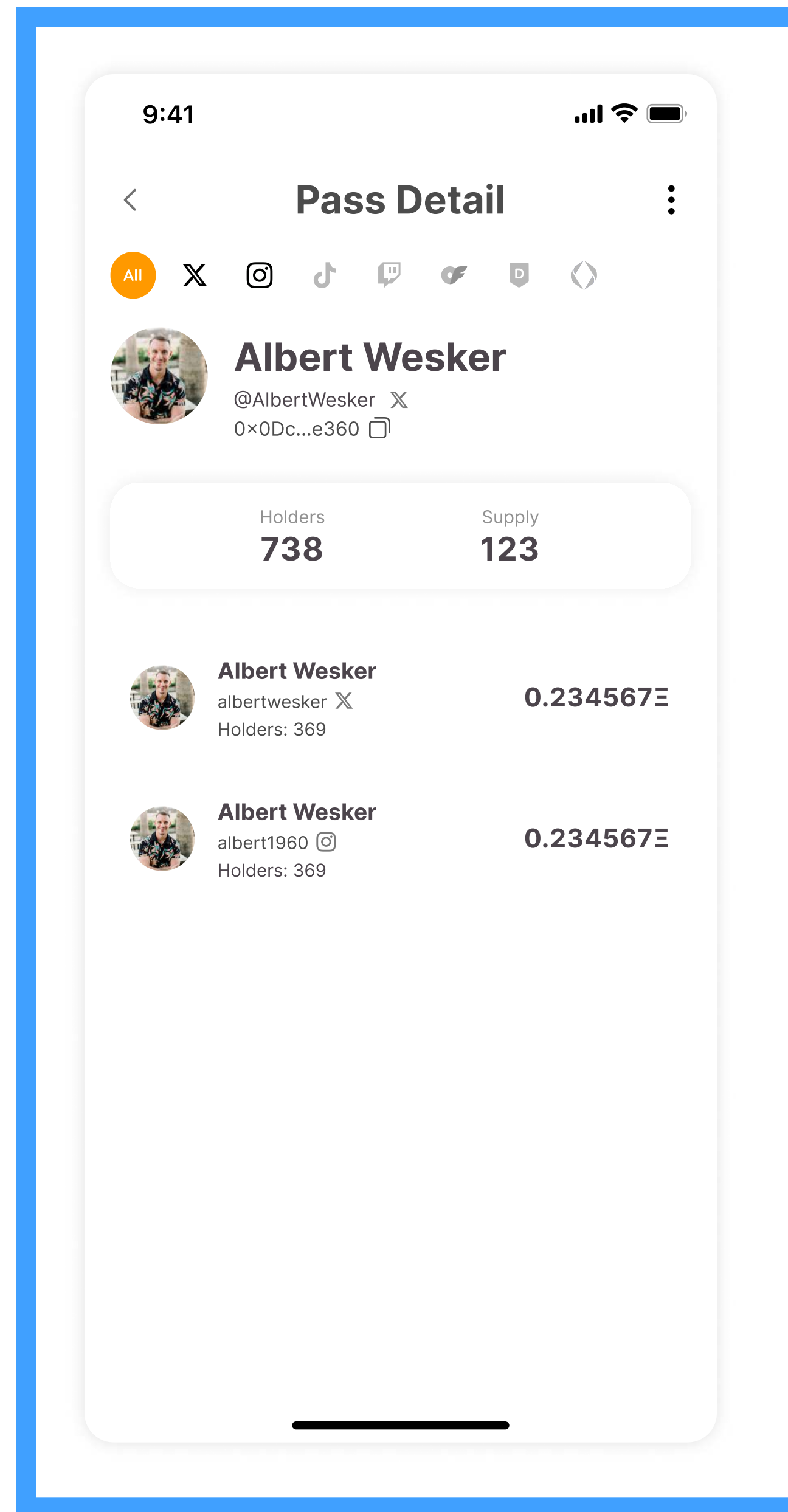
# Display Primary Account

In the trading pass screen, we want a space to display main account. However, the regular method will push the content down, which isn't what we want. We want users to see the rest of the content so they understand what's going on here.





**Option 1**



**Option 2**

**SOLUTION**

**Option 1**

Pros:

- 1. User can easily understand this one is the main account by visual hierarchy.

Cons:

- 1. the original design already have too much content, this method will make this problem even worse.

**Option 2**

Pros:

- 1. This method won't make this page longer
- 2. Even have more space to display extra content

Cons:

- 1. This way, users might think the "All" tab is like the social platform, so they might expect it to work the same way as a pass.

[All](#)
[X.com](#)
[Instagram](#)
[TikTok](#)
[Twitch](#)
[Onlyfans](#)

**Albert Wesker**  
 @AlbertWesker X  
27 Holders, 1 pass held by me  
 Holds 64 other's passes

Market Cap: \$4216  
 Pass Issued: 10000

Volume 24h: \$100  
 Change: +57.25%

**Top Holders**    Notable Holders

<b>Albert Wesker</b> @AlbertWesker X	Quantity: 3 Value: 2.542080E
<b>Octavia Anastasia Clarissa Winthrop</b> @octaviaanastasi X	Quantity: 3 Value: 2.542080E
<b>Lavinia Rosalind Penelope Cavendish-Smith</b> @laviniarosalind X	Quantity: 3 Value: 2.542080E
<b>Sebastian Cornelius Montgomery-Jones</b> @sebastiancornel X	Quantity: 3 Value: 2.542080E
<b>Theodore</b> @theodore X	Quantity: 3 Value: 2.542080E

PassX 0x0Dc...e360

[PassX](#)
[X.com](#)
[Instagram](#)
[TikTok](#)
[Twitch](#)
[Onlyfans](#)
[DAO](#)
[ENS](#)

**Albert Wesker**  
@AlbertWesker X

**27 Holders**    Holdings    Activities

<b>Albert Wesker</b> @AlbertWesker X	Quantity: 3	Value: 2.542080E
<b>Octavia Anastasia Clarissa Winthrop</b> @octaviaanastasi X	Quantity: 3	Value: 2.542080E
<b>Lavinia Rosalind Penelope Cavendish-Smith</b> @laviniarosalind X	Quantity: 3	Value: 2.542080E
<b>Sebastian Cornelius Montgomery-Jones</b> @sebastiancornel X	Quantity: 3	Value: 2.542080E
<b>Theodore</b> @theodore X	Quantity: 3	Value: 2.542080E


© 2023 by PassX    Privacy Policy    Terms of Use    X.com

**PROBLEM SOLVING**

# Pass Holder & Holding






On the Pass Detail page, users can check who else owns the pass and which passes are held by the pass owner by simply click on the numbers. But the original design pops up a list which is a repetitive content with the Top Holders list before the pop-up

☰ All X.com Instagram

 **Albert Wesker**  
@AlbertWesker X  
27 Holders, 1 pass held by me  
Holds 64 other's passes

Holdings Activities


Top Holders Notable Holders

-  **Albert Wesker**  
@AlbertWesker X
-  **Octavia Anastasia Clarissa Winthrop**  
@octaviaanastasi X
-  **Lavinia Rosalind Penelope Cavendish**  
@laviniarosalind X
-  **Sebastian Cornelius Montgomery-Jones**  
@sebastiancornel X
-  **Theodore**  
@theodore X

9:41

Pass Detail

All X.com Instagram TikTok Discord

 **Albert Wesker** Send(3,3) ☆  
@AlbertWesker X  
27 Holders, 1 pass held by me  
Holds 64 other's passes

Unclaimed value **1.234567**Ξ  
USD \$1958.80

Price **0.234567**Ξ  
USD 1,799.80



Buy Sell

Chat

Hold at least one Pass to chat with him/her.

Holdings Activities










Top Holders Notable Holders

-  **Albert Wesker** @AlbertWesker X Quantity: 3 Value: 2.542080Ξ
-  **Albert Wesker** Quantity: 3

9:41

Holdings Activities

Top Holders Notable Holders

-  **Albert Wesker**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ
-  **Octavia Anastasia Clarissa Winthrop**  
@octaviaanastasi X  
Quantity: 3 Value: 2.542080Ξ
-  **Lavinia Rosalind Penelope**  
@laviniarosalind X  
Quantity: 3 Value: 2.542080Ξ
-  **Cavendish Smith**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ
-  **Cornelius Montgomery-Jones**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ
-  **Theodore**  
@theodore X  
Quantity: 3 Value: 2.542080Ξ
-  **Alexander Kensington**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ
-  **Penelope Montgomery**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ
-  **Arabella Seraphina Rosalind Fitzwilliam**  
@AlbertWesker X  
Quantity: 3 Value: 2.542080Ξ

SOLUTION

## Design Sprint

To solve this problem, I instantly conduct a one-day design sprint workshop, since this problem doesn't need a 5-day Sprint. Here is the result. (Contact me for One-Day Design Sprint)

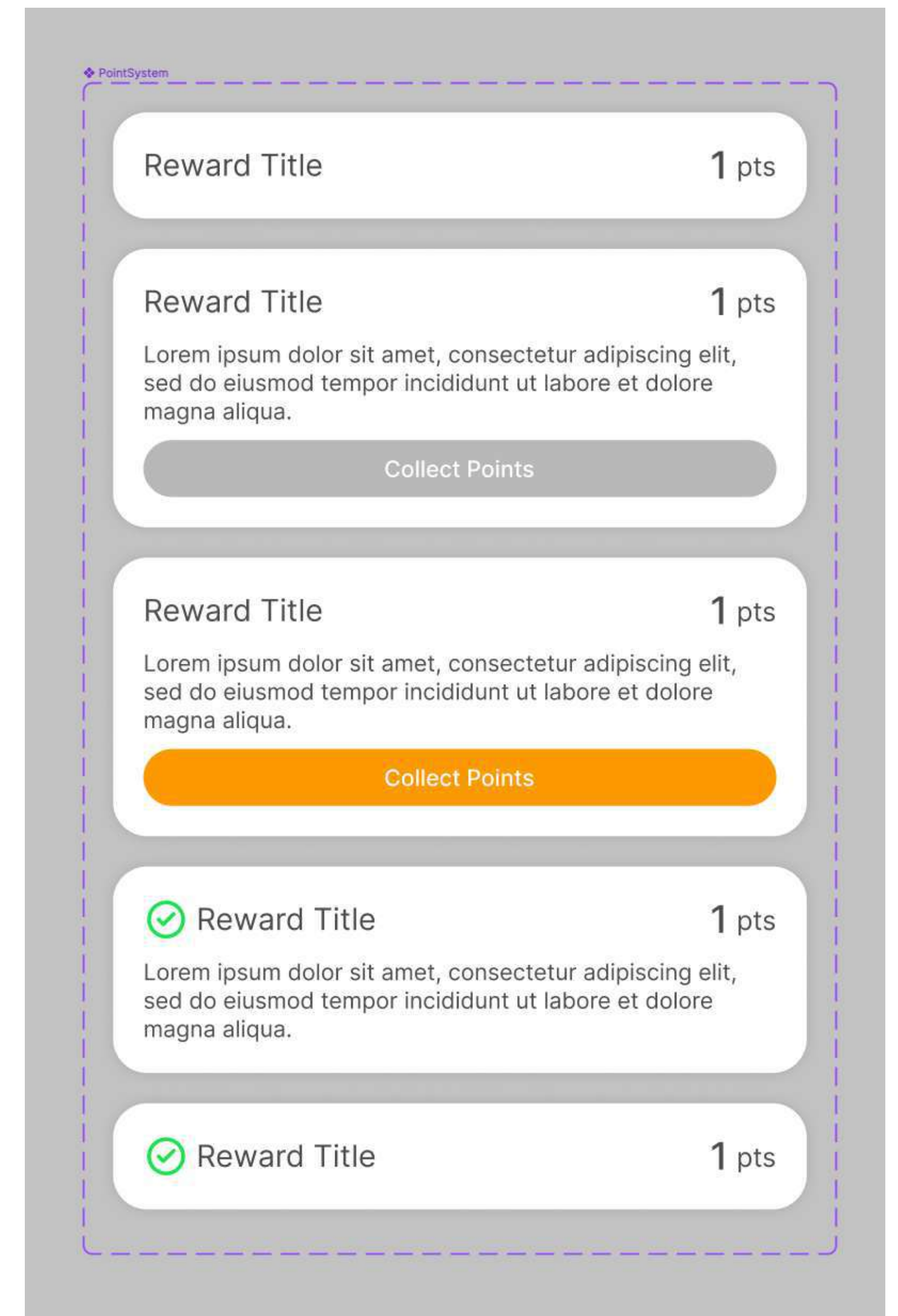
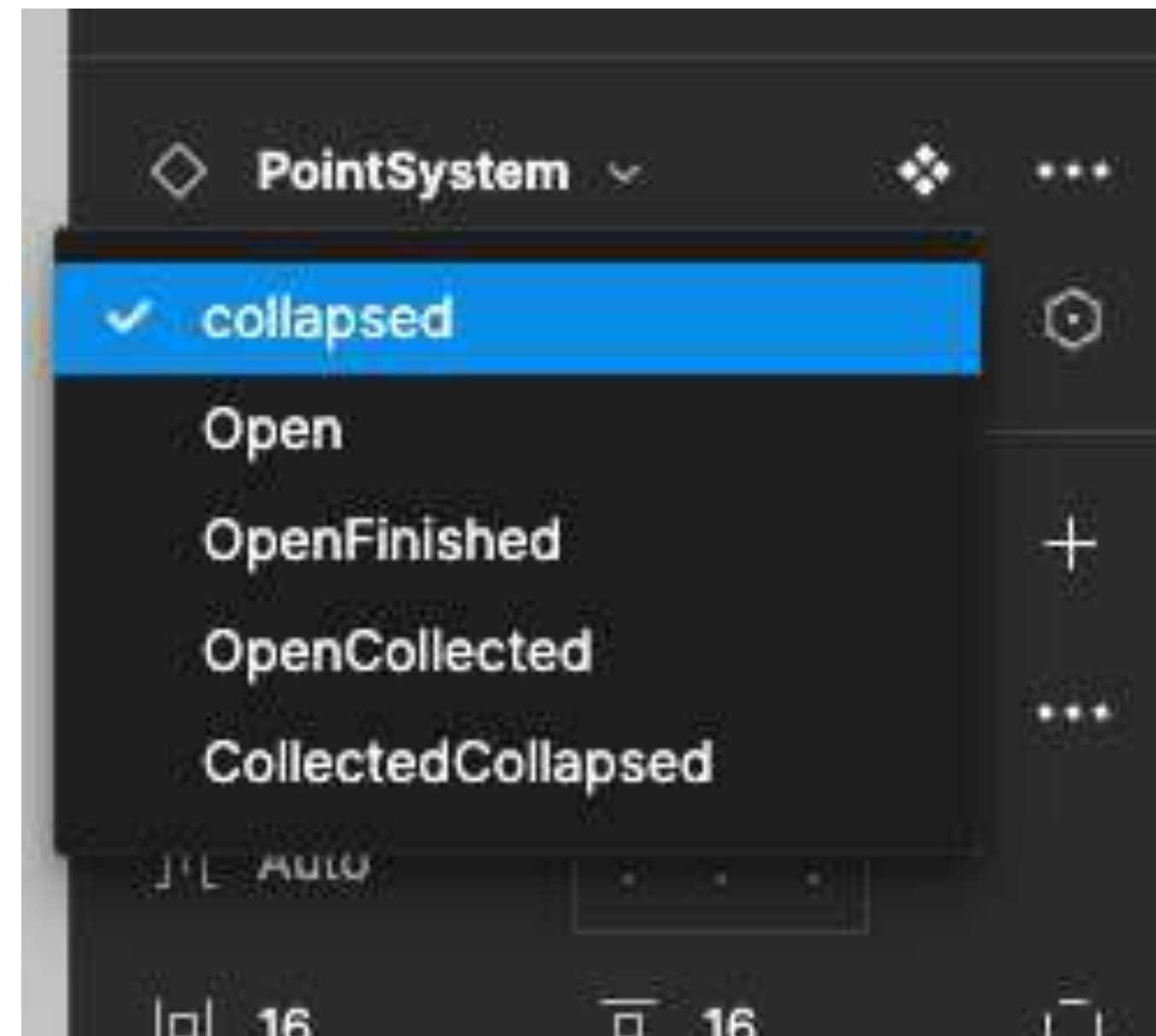
## Merging

1. Combine "Top Holders" and "Notable Holders" into a single category inside "Holders" and create sub-tabs under the "Holders" for them.
2. Avoid using pop-up methods for Holders Holdings and Activities. Instead, display them directly on the Detail page.

## Design System

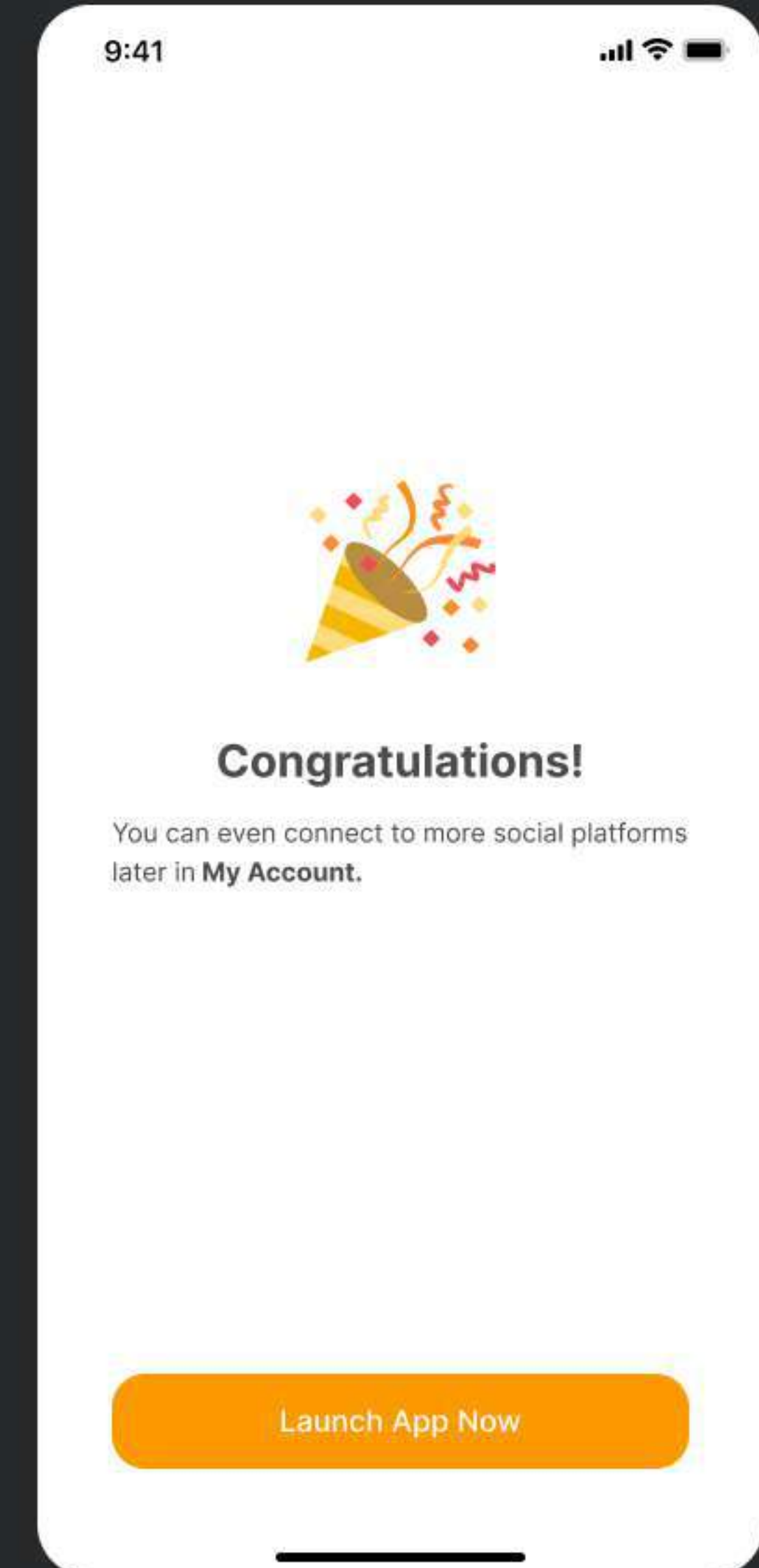
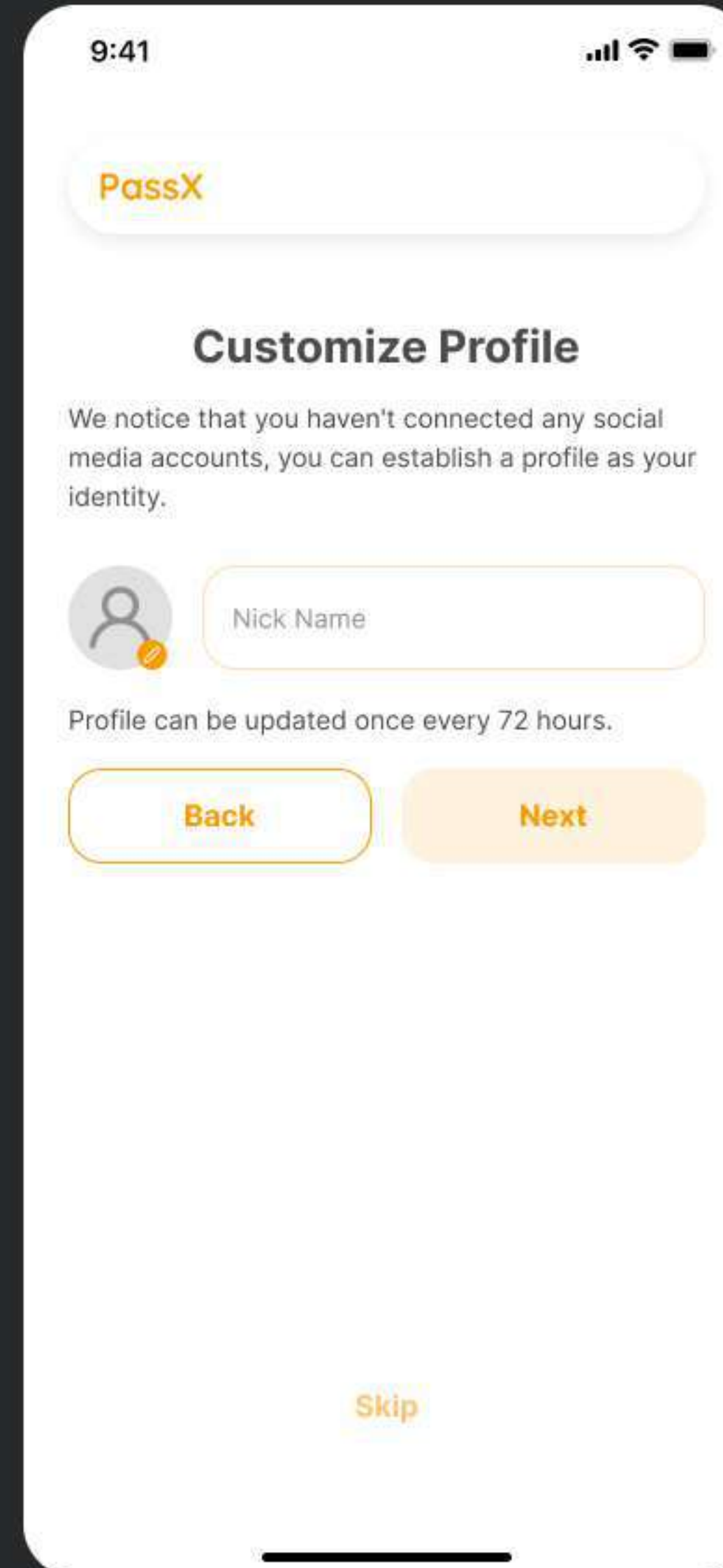
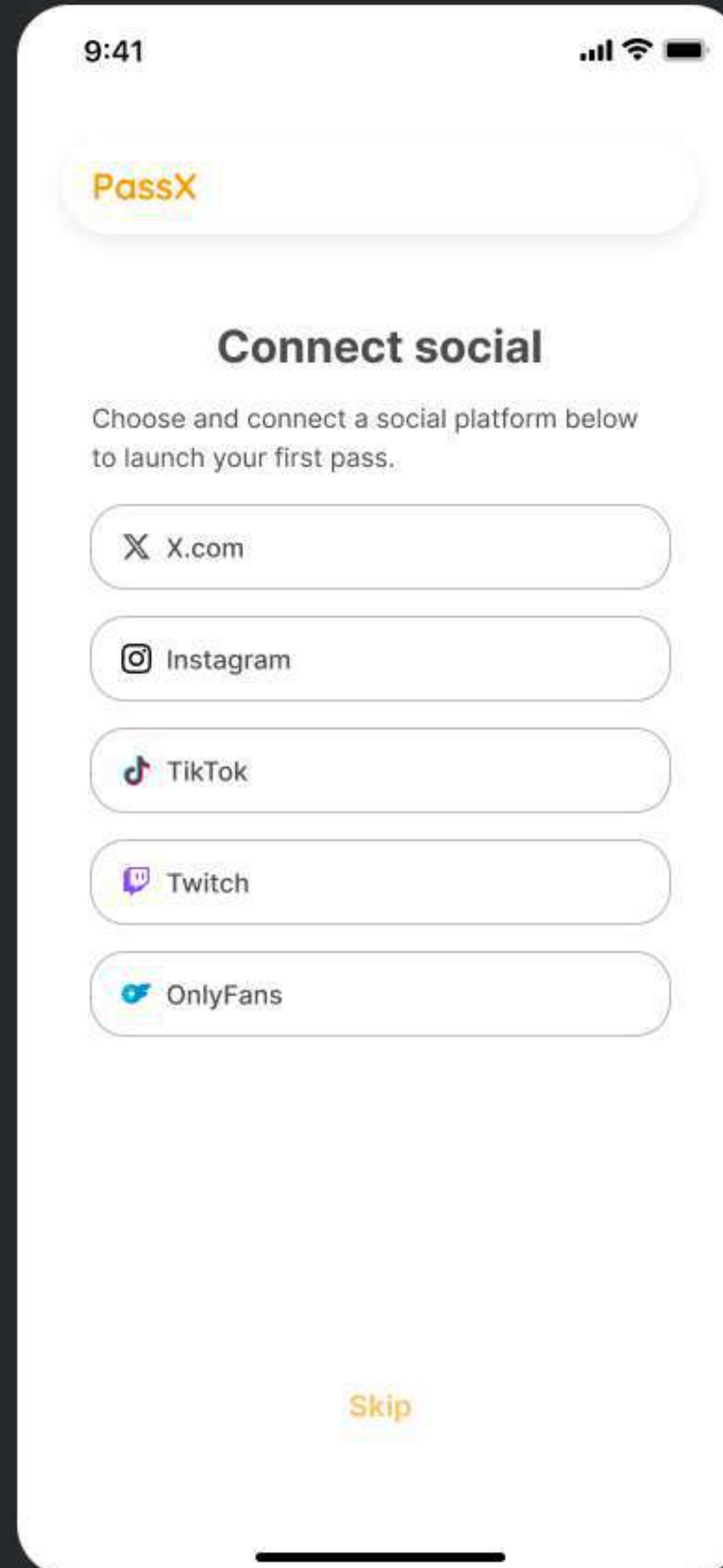
# Component With Variations

During the building of design system, I guided the team and trained everyone to use component and variation instead of manually edit every single page in each iteration.



## Onboarding Process

Guide the user through the initial steps of the product. It includes connecting social, setting profile, and congratulations.



# Trading Process

9:41

All X.com

Search pass

Trending Top

- Albert Wesker**  
@albertwesker X  
Holder: 886  
0.129412Ξ  
USD \$123
- Barry Burton**  
@barryburton X  
Holder: 777  
0.059Ξ  
USD \$111
- Jill Valentine**  
@JillValentine X  
Holder: 666  
0.02342Ξ  
USD \$109.77
- Claire Redfield**  
@claireredfield X  
Holder: 586  
0.01892Ξ  
USD \$98
- William Birkins**  
@williambirkins X  
Holder: 886  
0.00412Ξ  
USD \$123
- Ashley Graham**  
@ashleygraham X  
Holder: 886  
0.000412Ξ  
USD \$123
- Leon Scott Kennedy**  
@leonskennedy X  
Holder: 886  
0.111212Ξ  
USD \$123
- Rebecca Chambers**  
@rebeccachambers X  
0.000412Ξ

Explore Watchlist Chat Activities Account

9:41

### Pass Detail

All X.com

**Albert Wesker** Activities ☆  
@AlbertWesker X  
27 Holders, 1 pass held by me  
Holds 64 other's passes

Unclaimed value 1.234567Ξ  
USD \$1958.80

Price 0.234567Ξ  
USD 1,799.80

Buy Sell

Chat

Hold at least one Pass to chat with him/her.

**Top Holders** Notable Holders

- Albert Wesker** @AlbertWesker X  
Quantity: 3  
Value: 2.542080Ξ
- Albert Wesker** @AlbertWesker X  
Quantity: 3  
Value: 2.542080Ξ

9:41

### Pass Detail

All X.com

**Shamrock Heisen...** Activities ☆  
@heisenbergs X  
27 Holders, 1 pass held by me  
Holds 64 other's passes

zkSync Era 2.345678Ξ  
0x0Dc...e360 USD \$3,721.72

Price: 0.093 ETH Current Supply: 123  
Quantity - 2 + Pass

Total 0.19 ETH  
USD \$14,101.73

Purchase

9:41

### Pass Detail

All X.com

**Shamrock Heisen...** Activities ☆  
@heisenbergs X  
27 Holders, 1 pass held by me  
Holds 64 other's passes

Unclaimed value 1.234567Ξ  
USD \$1958.80

Price 0.234567Ξ  
USD 1,799.80

Buy Sell

Chat

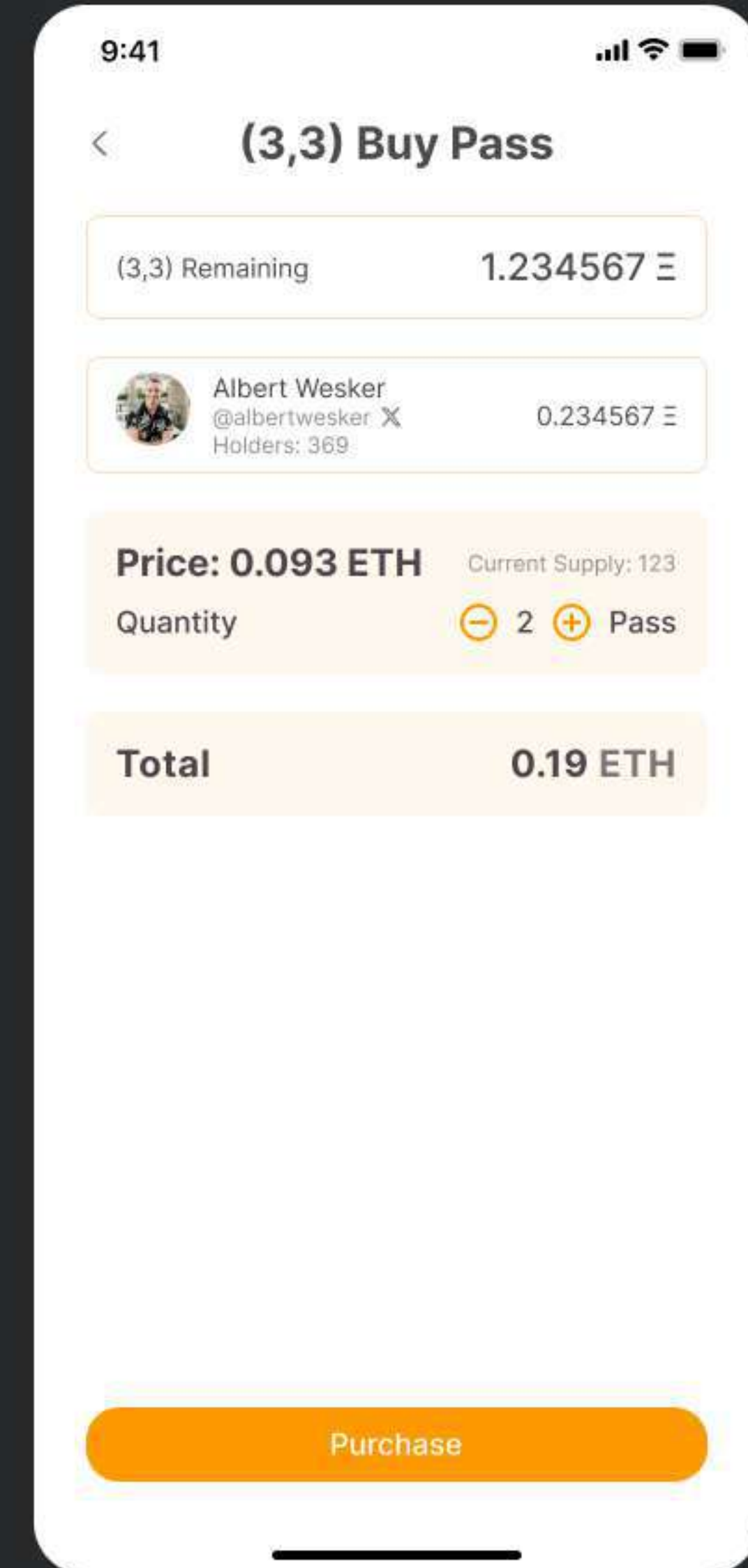
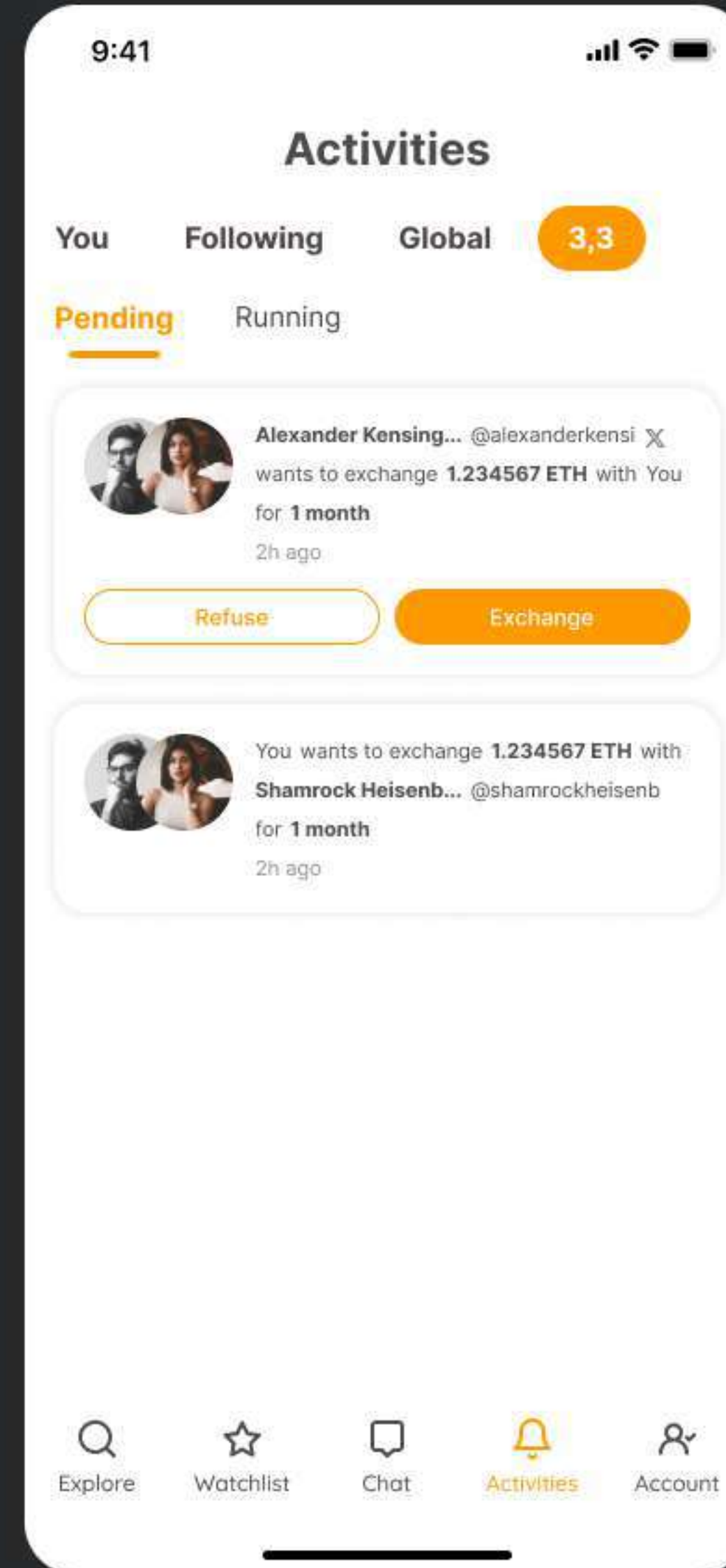
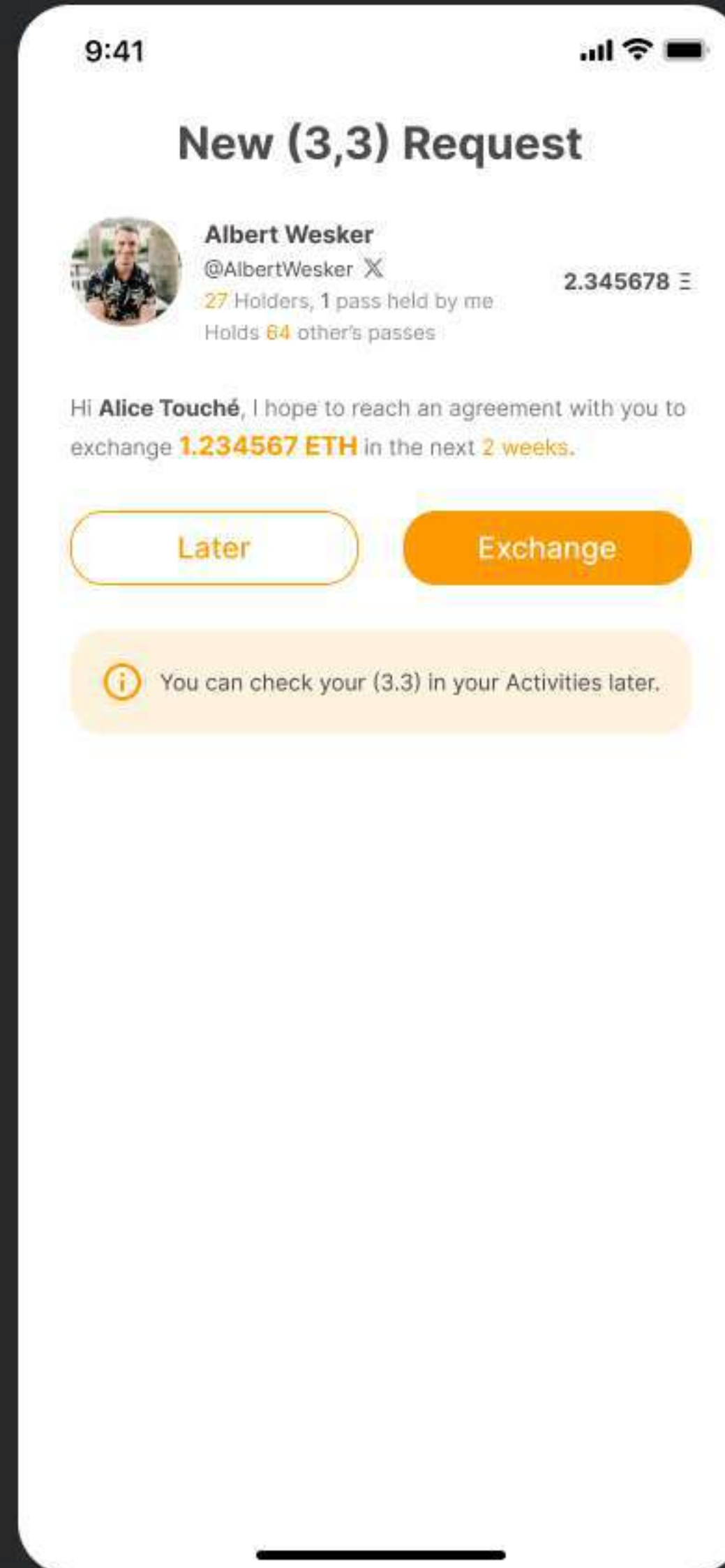
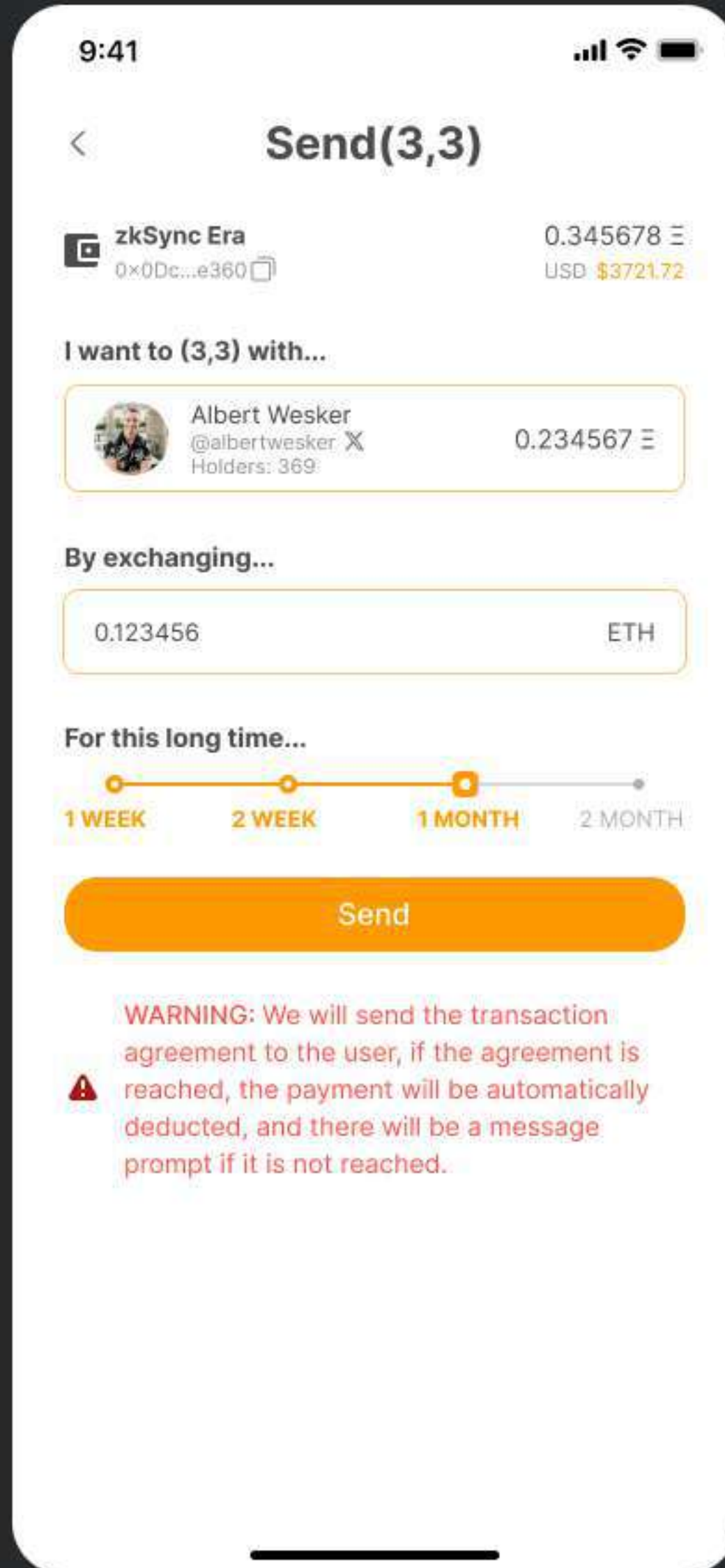
### Transaction Sent

Your transaction has been sent to the blockchain network and will be confirmed in a few seconds

✓ All Done

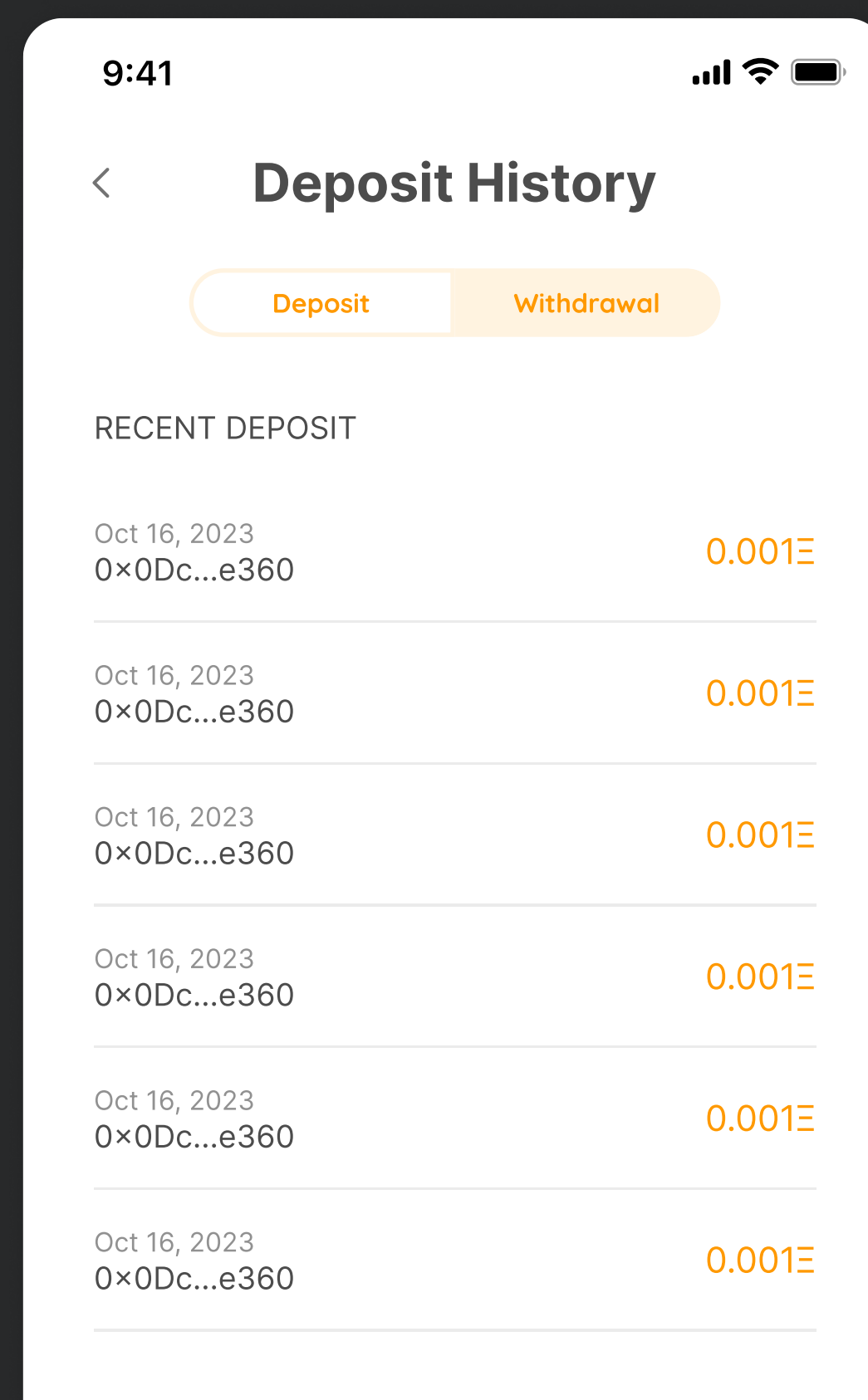
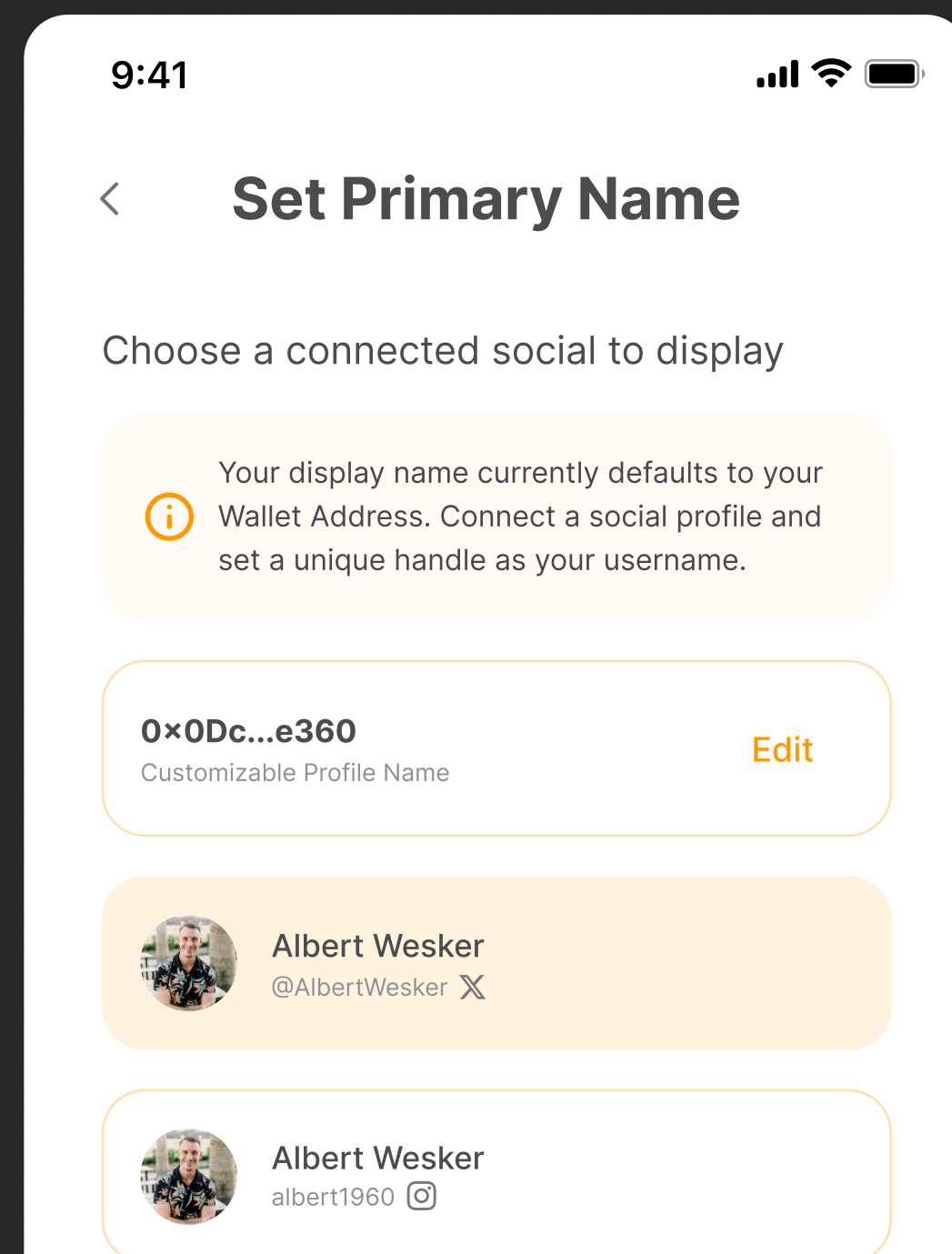
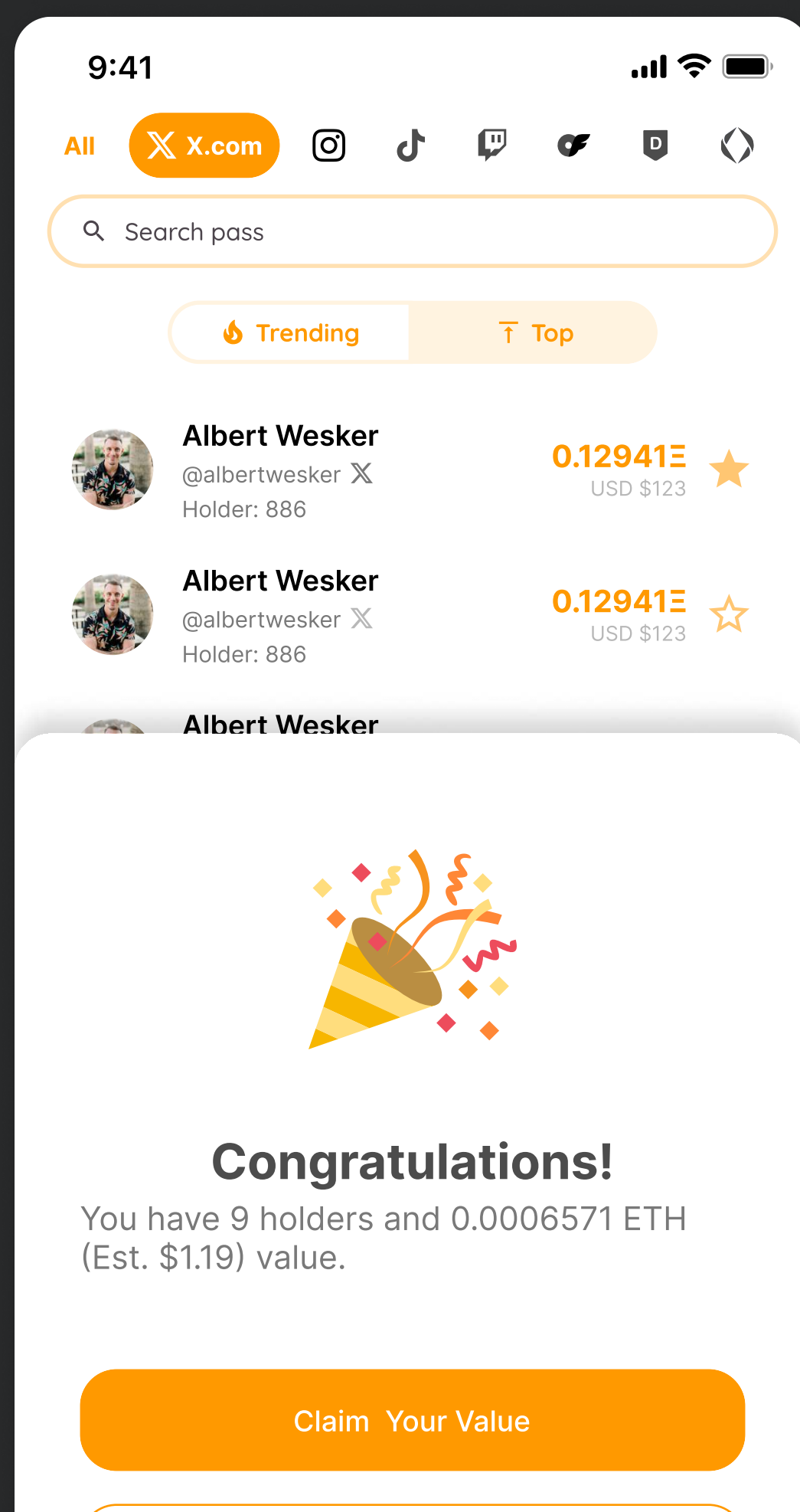
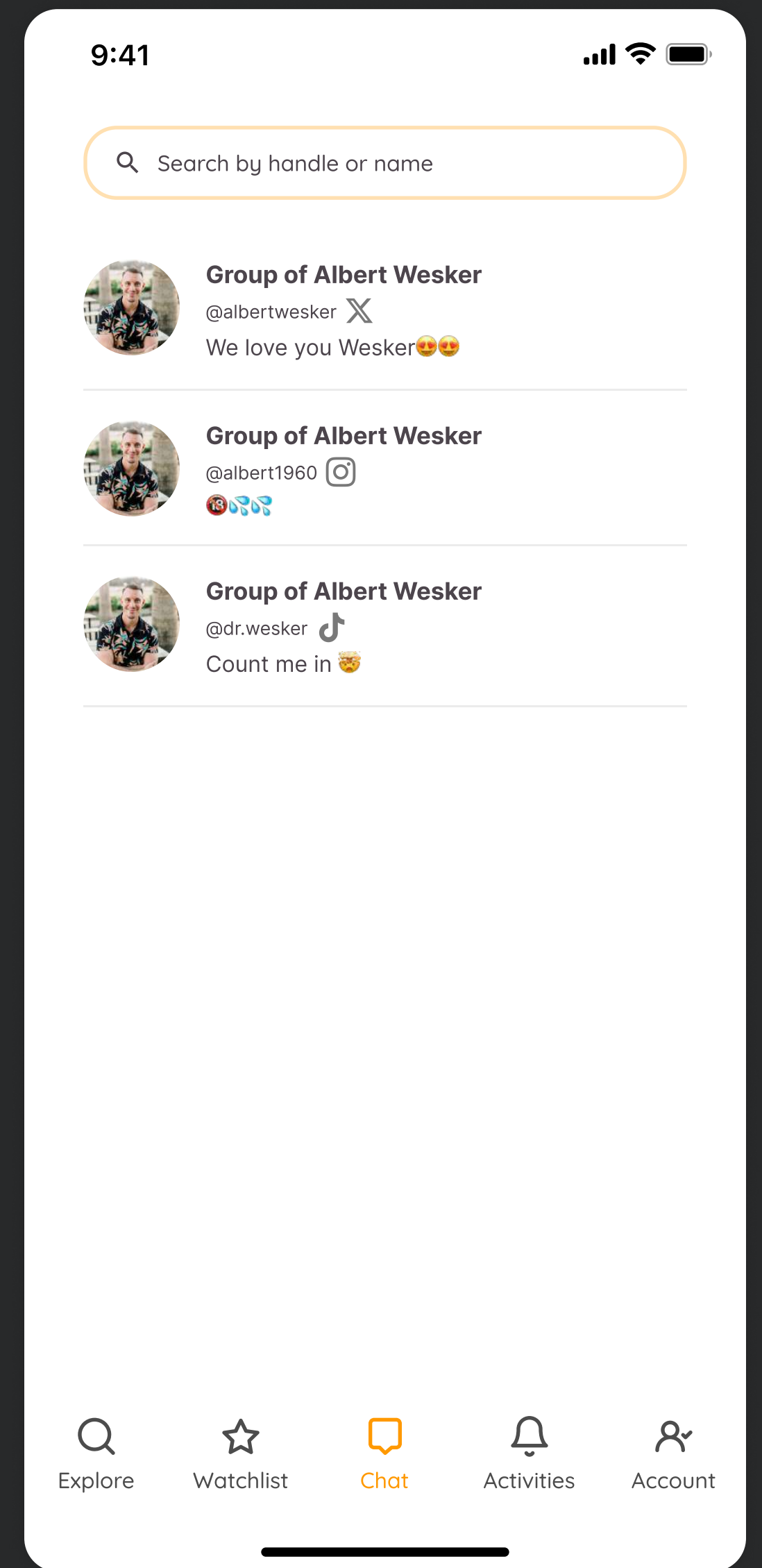
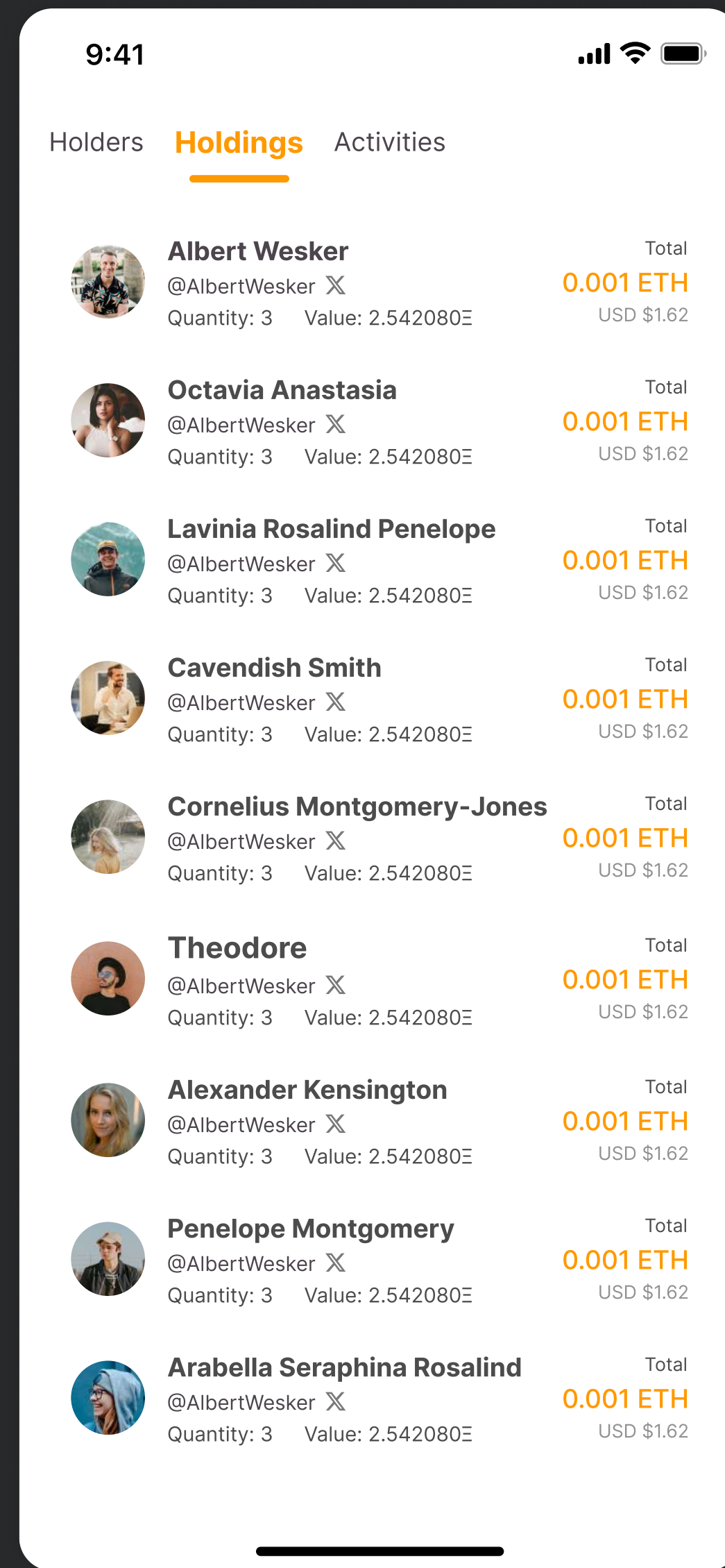
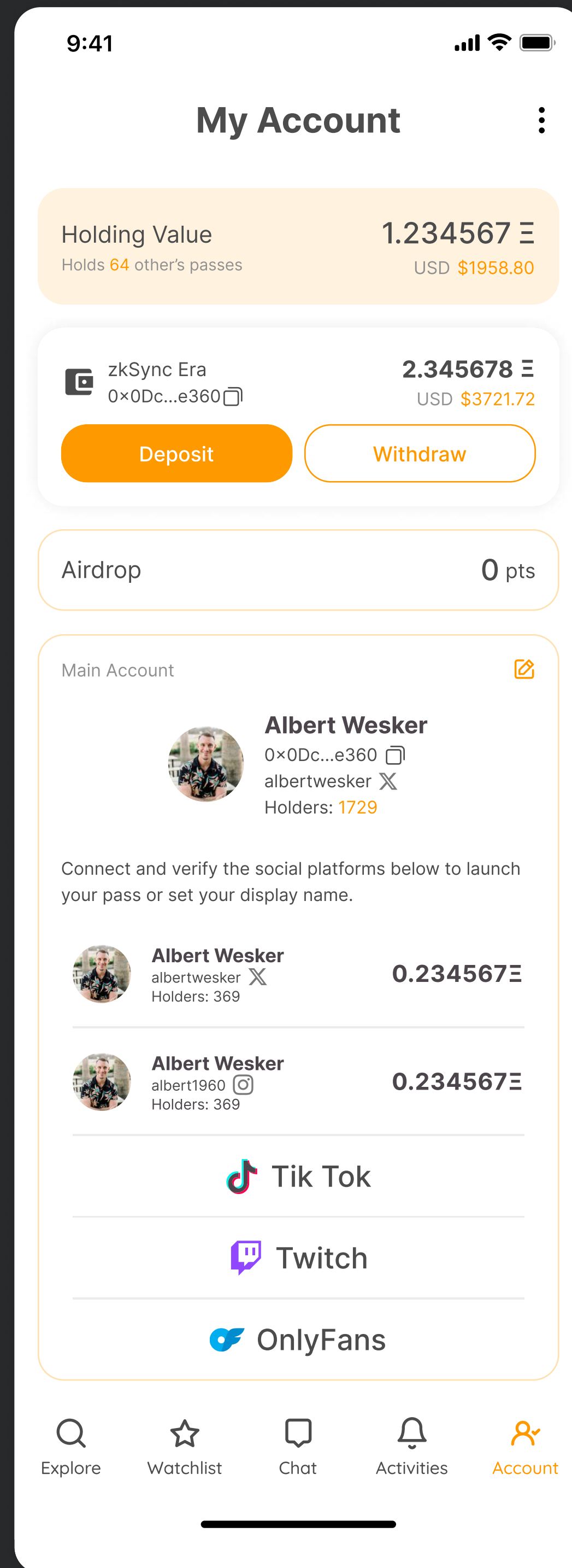
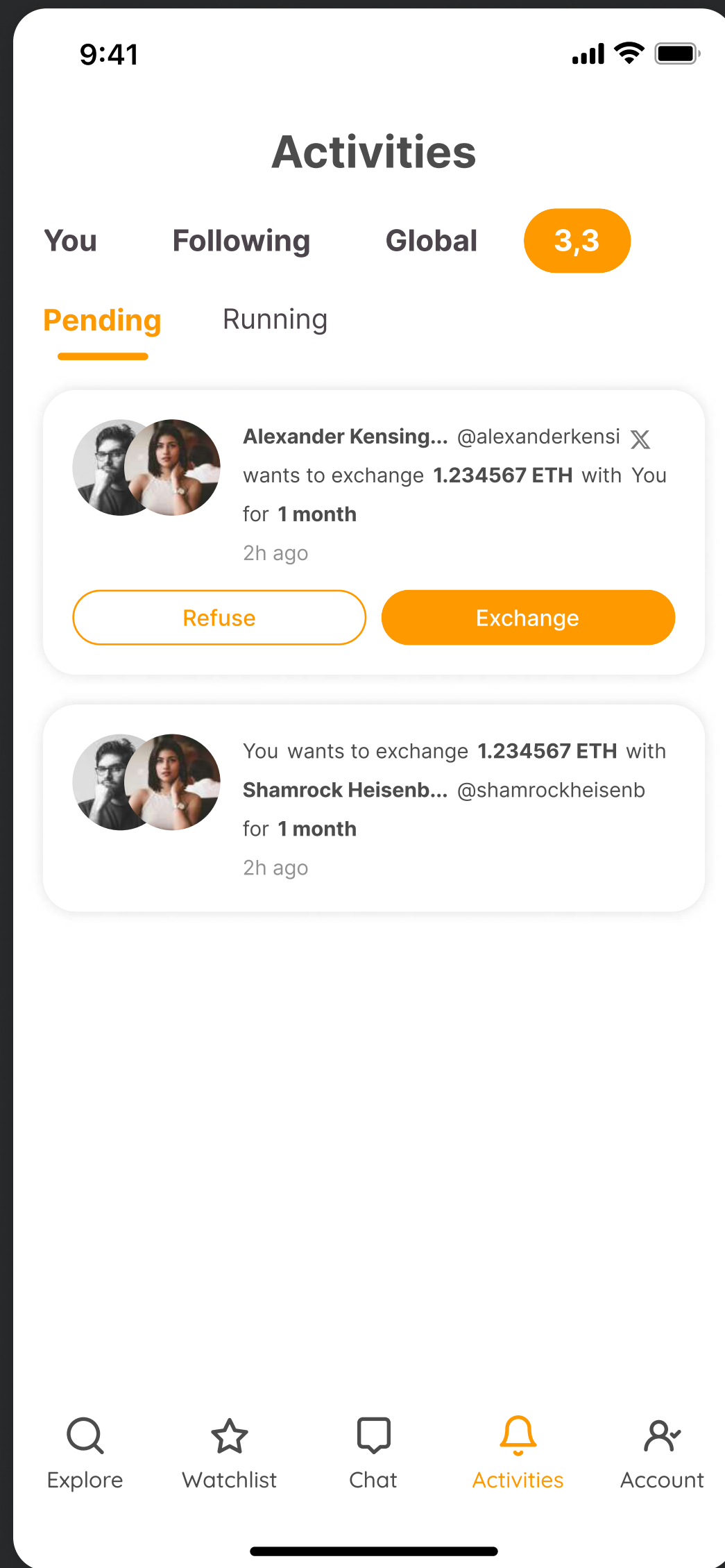
View Transaction in [Blockchain Explorer](#)

# Send (3,3) Process



High Fidelity

# More Screens and Pages



**For more multidisciplinary projects,  
Motion Graphics / Generative Coding / Projection Mapping  
please visit:**

[shuhaoshang.com](http://shuhaoshang.com)