

December, 2022

How Coinbase Wallet Minted 1.25M NFTs With Good UX

Engineers at Polygon and Cope.Studio created a friction-free user experience for Coinbase's NFT campaign

THE PROBLEM:

- Intimidating UI as a barrier to entry
- Poor UX leads to user drop-off
- High transaction fees

THE SOLUTION:

- Cope.Studio-designed microsite
- UI/UX flow for the NFT minting
- Polygon's low fees

RESULTS:

- 3 easy steps to mint an NFT
- 1.25M Kathakali Dancers NFTs minted

Scope

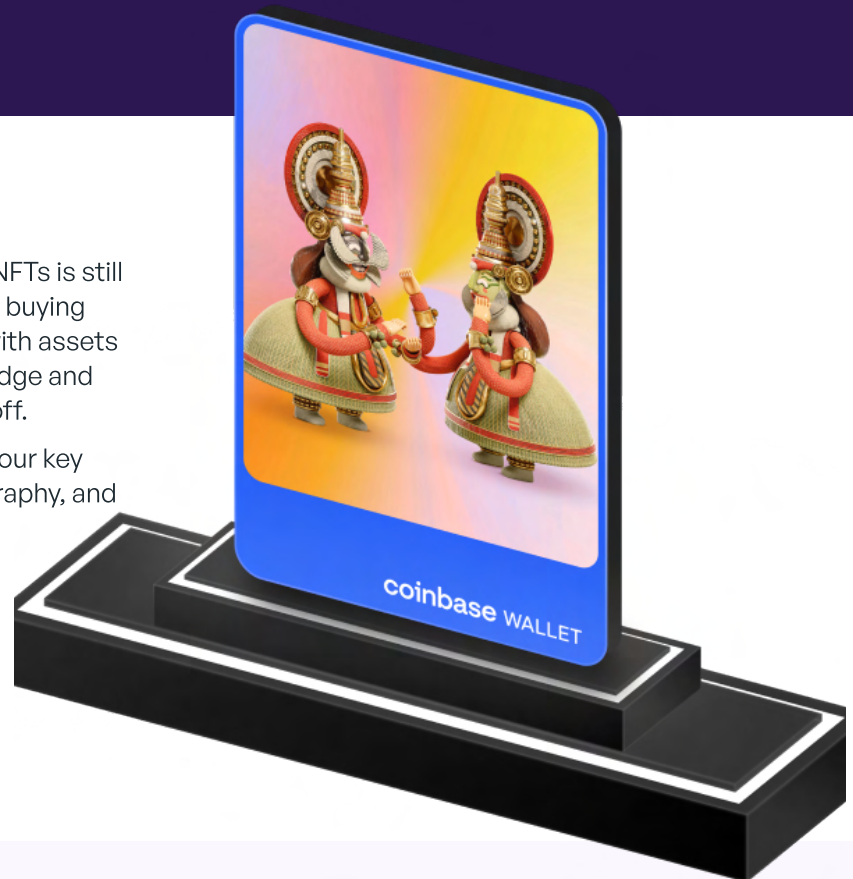
Coinbase, one of the biggest cryptocurrency exchanges in the world, has set out to onboard the next wave of users to its Coinbase Wallet. In June 2022, the company collaborated with developers of Polygon on a campaign that allowed users to mint free non-fungible tokens (NFTs) accessible through the Coinbase Wallet mobile app and browser extension. Cope.Studio, a Polygon-affiliated company, stepped in to design the microsite and UI/UX flow for the NFT minting.

Approach

Despite their cultural prominence, mass adoption of NFTs is still hampered by poor user experience. Creating a wallet, buying tokens, connecting to the correct chain, interacting with assets – these complicated steps demand technical knowledge and are a time sink. The friction results in high user drop-off.

Cope.Studio approached the design challenge from four key directions: UI/UX focused on user goals; style, typography, and branding; auto-saving; and loading animation.

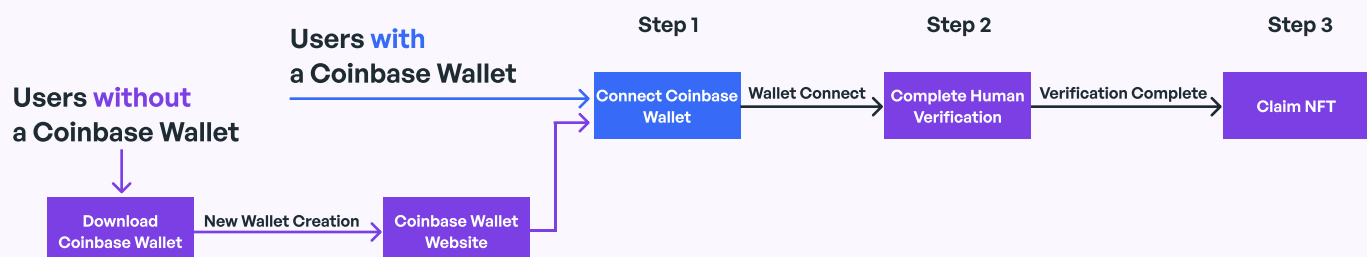
Kathakali Dancers, celebrating the Indian identity and the symbiosis between the old and the new, were designed by eDAO artist Sajid Wajid Shaikh and rendered by 3D artist Kashish Arora.

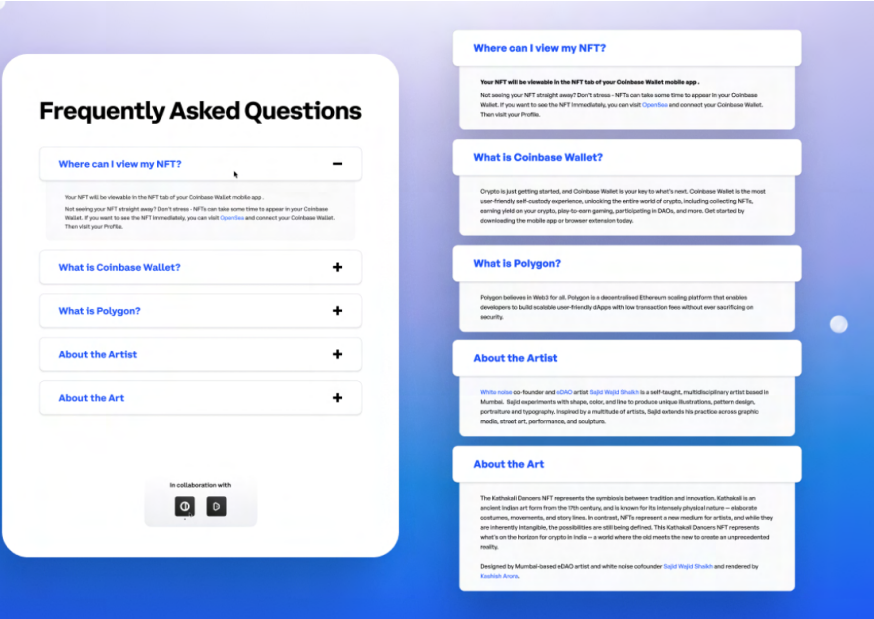
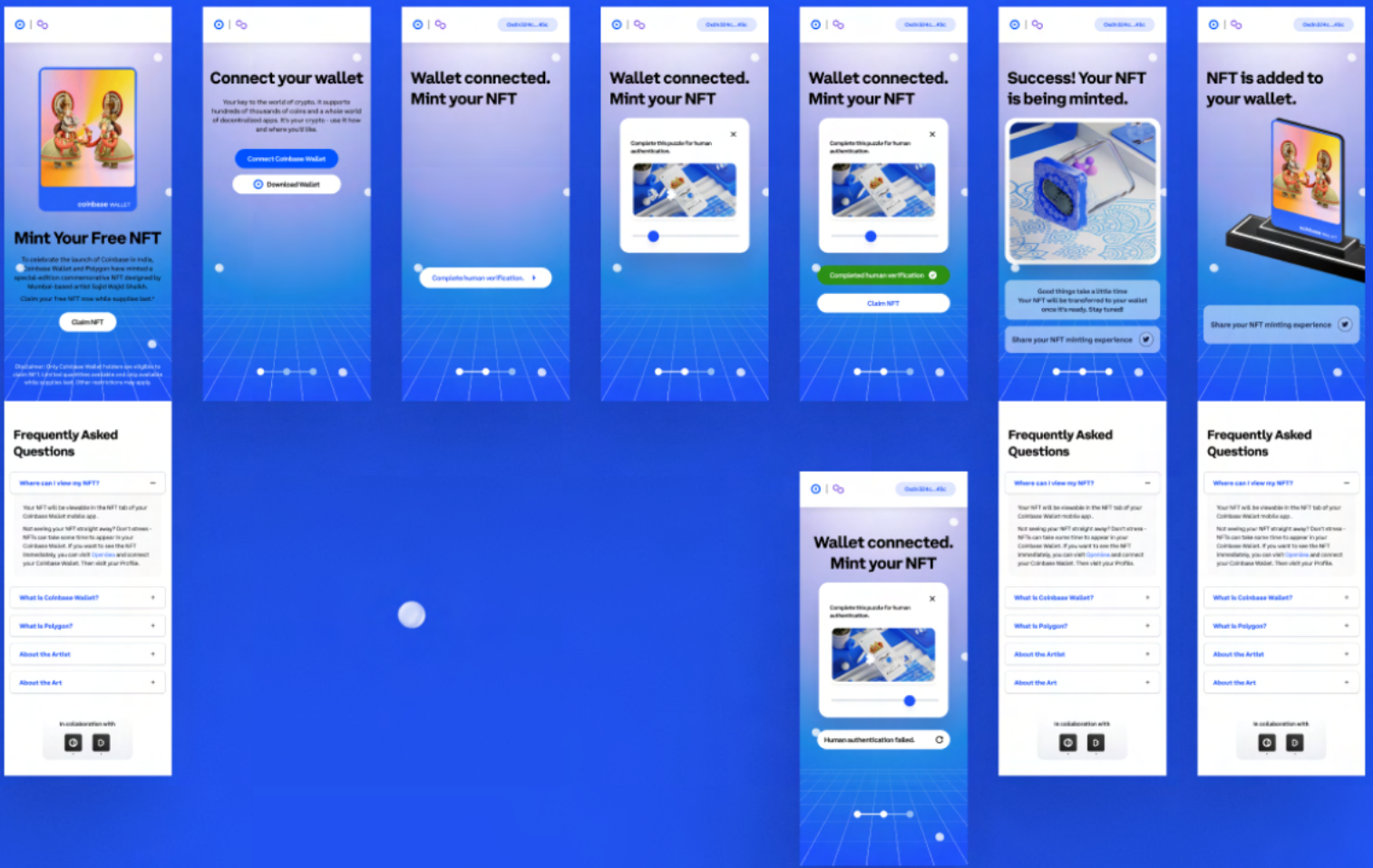


Ready, Set, Mint!

Users came to the site with one motivation alone – to mint an NFT. Cope.Studio created a platform where users could do nothing else. The UI/UX that is perfectly aligned with user goals ensured minimal drop-off.

The team first identified interactions that are absolutely necessary. For users with a Coinbase wallet, that added up to just **three steps** – connecting the wallet, completing a human authentication and minting the NFT. Those without one had to complete two more steps before they could begin.

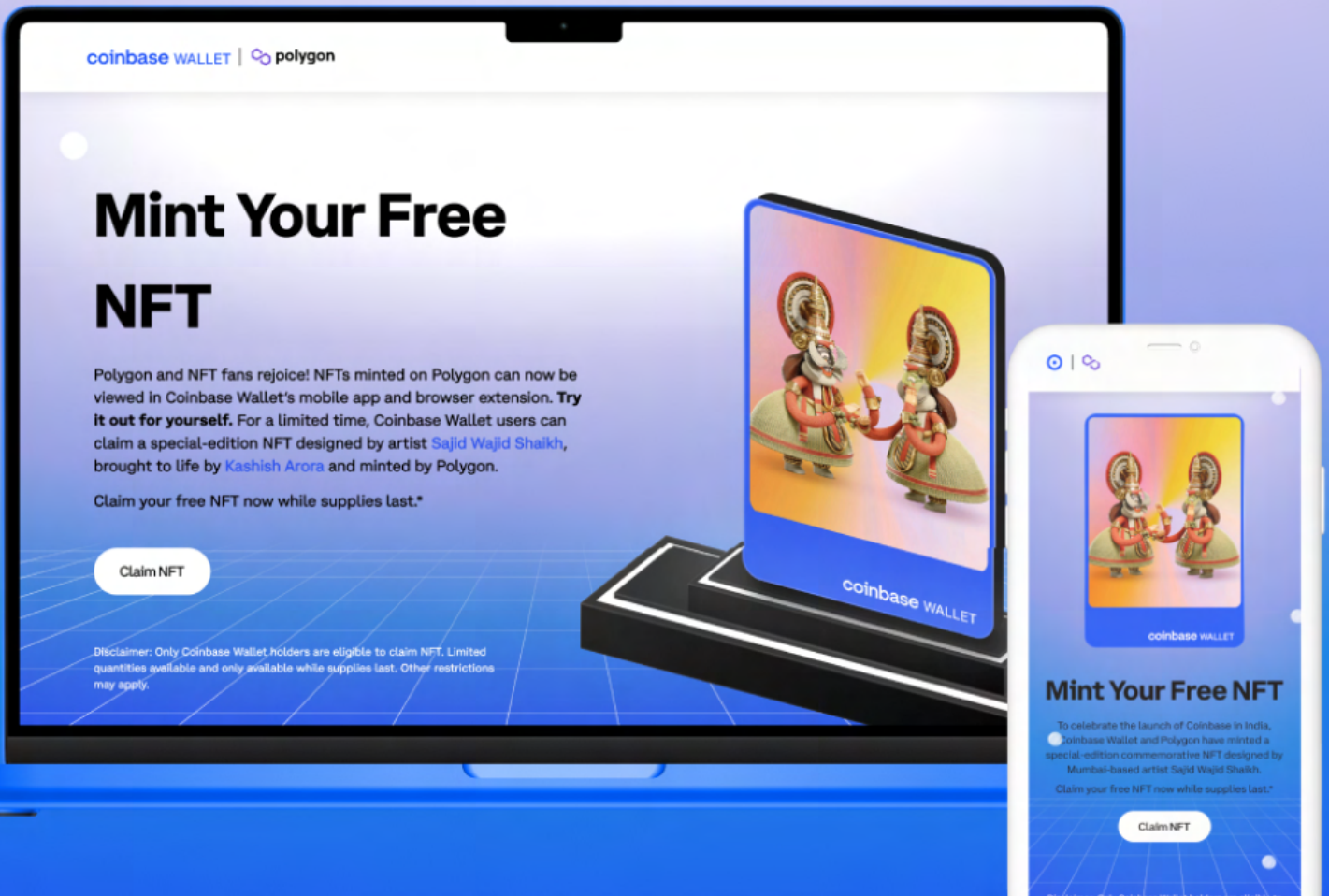




UI/UX Focused on User Goals

UI was kept **extremely simple**, without the usual sub-tasks, unnecessary details, or micro-interactions, to minimize distractions and keep users focused on the goal. **Prominent call-to-actions** guided them along, presenting information in a clear visual hierarchy so that they could focus on what's most relevant. A sticky FAQ section that included the essential details of the project was present across all screens to address any information needs.

A sticky FAQ section that included the essential details of the project was present across all screens to address any information needs.



Abc

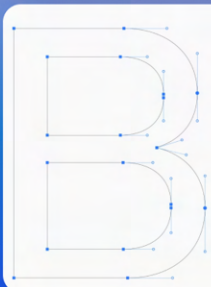
Coinbase
Sans

Text Extra
Text Light
Text Regular
Text Medium
Text Bold

Sans Extra Light
Sans Light
Sans Regular
Sans Medium
Sans Bold

Display Extra Light
Display Light
Display Regular
Display Medium
Display Bold

Mono Extra Light
Mono Light
Mono Regular
Mono Medium
Mono Bold



A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z				

a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t
u	v	w	x	y	z				

0	1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

Style, Typography & Branding

The site was designed with a fresh, modern and more formal aesthetic that is familiar to the majority of users:

- A **gradient** combining individual colors of the participating brands
- A **color palette** influenced by the aesthetic of the artwork itself
- Lots of **white space** to keep the site clean, create striking contrast and draw attention to key information and conversion points
- **Clear bold typography** to draw user attention and guide them forward



Auto-Saving Progress

One key mechanic for completion was making sure users do not lose their progress and have to retrace their steps. **Auto-saving** comes handy when the minting takes more time than expected or the user encountered any flow-breaking errors, such as during human verification. Refreshing the page just takes users to the last saved state where they left off.

Loading Animation

The only stage where the user was liable to experience friction was while waiting for the minting to happen. The team created an **animation** along with clear messaging to denote that the process is ongoing. The goal was to strike a balance between energy and subtlety without detracting from the larger user experience. Traditional Indian patterns were added to reinforce the Indian aesthetic.

Gas Free & Green on Polygon

The seamless NFT minting experience designed by Cope.Studio was powered by low fees and fast transaction speeds offered by the Polygon network. Thanks to Polygon's commitment to making its chain carbon negative, the CO2 footprint of every transaction is offset, to let users enjoy their NFTs with a clear conscience. A total of 1,253,470 Kathakali Dancers NFTs have been minted as of the end of the campaign in September.

“Partnerships like ours are what define and distinguish the Web3 community and we are thrilled to continue partnering across our organization - from retail, to wallet, ventures, and beyond.”

JIM MIGDAL, HEAD OF BUSINESS DEVELOPMENT, COINBASE



Supercharge your projects with Cope.Studio
And let's bring the world to Ethereum!

