



Zcash HCI Guidelines & Design System

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| Primary Contact: | Geffenz |
| Amount requested: | \$24,000 USD (up front) |
| Why is an upfront payment required? | Upfront payment is required because of the hefty body of work and time frame. Normally this would be pitched at 8k a month, for 3 months. However, since minor grants aren't milestone related I'm submitting it this way. It could be necessary to transfer to a major grant (especially if other projects require the allocated budget) but I wanted to get this on the radar immediately. |
| Grant Description: | <p>The current landscape of Zcash doesn't have enough design support. ECC has done an admiral job of creating an SDK available to the public which adequately supports the existing partners and exchanges. However, it seems unlikely they will launch a product on their own and a large amount of the intricacies of good user experience aren't publicly defined. Pacu has stepped up to ensure the SDK is available and usable, but there are no HCI guidelines or open-source design system available. I would like to remedy this now and ensure all the UX lessons of the past are documented and shared publicly.</p> <p>Carrot examples: Consistent branding and user experience is a requirement for a world-class UX and this would help ensure that. The Zcash community developers would have a design framework to jumpstart any project and a source-of-truth for complex issues. This could also be incorporated into any read-the-docs or community documentation locations, building our community support.</p> |

Stick examples:

Pick any zip above 311 and you'll see it NEEDS user education and clear guidelines for implementation. In the past, transparent addresses were used by default and users got an unclear understanding of how the Zcash protocol works. We are treading in a minefield currently with UAs, shielding by default, detection keys, and fee mechanics. Without something like this missteps are bound to happen. Funded projects don't seem to be evolving past wireframes and this could be from lack of design support.

Deliverables:

HCI Guidelines (Documentation and examples of)

- Usability patterns, required for user interaction and user education
- Recommended best practices
- Required privacy (Zcash particular) practices
- Accessibility concerns

Complete Design System

- Common visual language
- Open-source FIGMA/PENPOT file
 - - Mobile & Desktop (yes, web3)
- User flows for (sync/balance/send/receive/request/backup)
- Open-source design assets
- Developer friendly (CSS exportable)
- Icons and Lottie Animations
 - - Transitions
 - - Success/Fail alerts

Community Support

- Zcash Community Form thread
- Active weekly twitter posts and discord channel for additional feedback

Cost and timing:

\$24,000 - 8k a month for 3 months.

Month 1 (Oct 15th -> Nov 14th) - The HCI documentation and a design framework will be released - specifically so the next two months can garner feedback and design iterations. I plan on engaging both the industry wide design community and the Zcash developer ecosystem for feedback.

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| | <p>Month 2 (Nov 15th -> Dec 14th) - Interaction design (UX interactions and transitions) will be created and made public for feedback. All user flows will be documented and added, with feedback incorporated. A click-through prototype will be available for teams to explore. This is an important month for any polarizing opinions in the HCI documentation as we need to create a united front.</p> <p>Month 3 (Dec 15th -> Jan 14th) - Animations and delight will be added, giving teams with more front-end experience ways to spread their wings. This includes more complex designs that could require custom (outside of SDK) coding. Examples would be comprehensive home screen (balance) syncing, active vs idle states, and other platform specific designs (Activity bar, action button, etc).</p> <p>Conclusion: I believe this is needed and something I am individually in the right place to produce. It has been in the back of my mind for a while as a needed resource. Thanks to some pokes and requests for help, I've decided to raise it as a possible Minor Grant. If approved, I would also strongly recommend any other teams to raise their design concerns so they can be incorporated.</p> <p>Notes: The only other design brief I see is a rather stale Elemental ZEC work (https://elementalzcash.com/react/getting-started/), so I don't believe this would be duplicate work. I would reach out to communicate regardless. https://forum.zcashcommunity.com/t/elemental-zec-ui-component-kit-and-payment-processor/40110/27 Work would need to keep the Zcash UniFFI Library in consideration as requested by Adi/Pacu. https://forum.zcashcommunity.com/t/rfp-zcash-uniffi-library/41335</p> |
| Team: | <p>Hello, I'm Geffenz! I've been working in the Zcash ecosystem for the past 5 years and have recently left ECC and hope to work more broadly with the community. I've been an integral part in designing the UX/UI of Zcash's mobile proof-of-concept, Reference Wallet, Zcon Swag App, and the ECC internal wallets (both the dog food and secant apps). My designs were released for common-use and have helped (or evolved directly into) Nighthawk, ZECWallet, and other multi-coin wallets (Unstoppable, Edge, etc). You can read more about my Zcash story here : https://www.vangeffen.org/joseph/casestudy-ecc-zcash.html (in progress)</p> |