



Design Audit

SCORUM

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01 competitor analysis

02 design audit

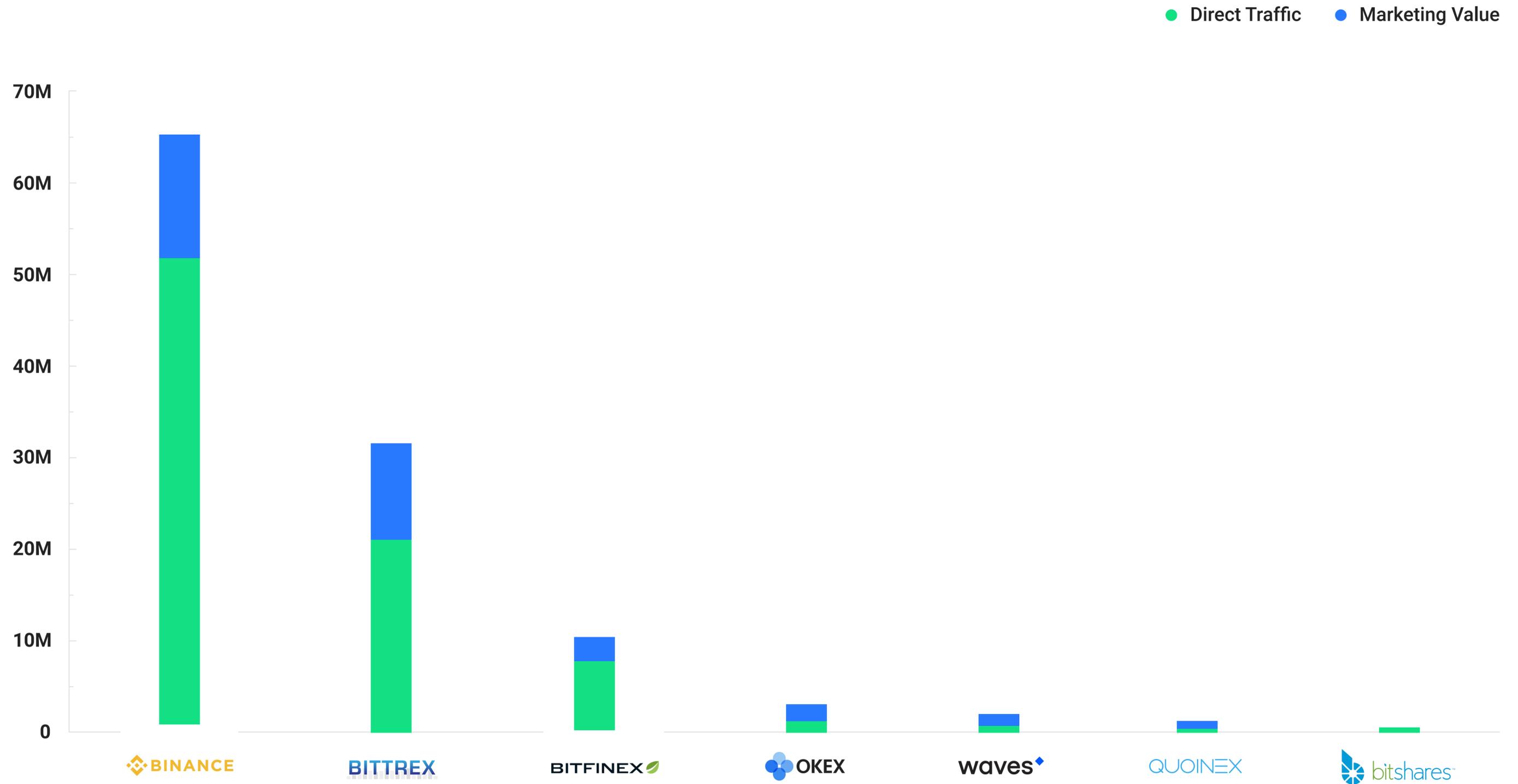
A person in a dark suit and glasses is shown in profile, looking towards the right. In the background, a computer monitor displays several data charts and graphs. The entire image is overlaid with a semi-transparent teal color. The text 'Competitor analysis' is centered in white, bold font.

Competitor analysis

Competitors list



Total visits



Interface comparison

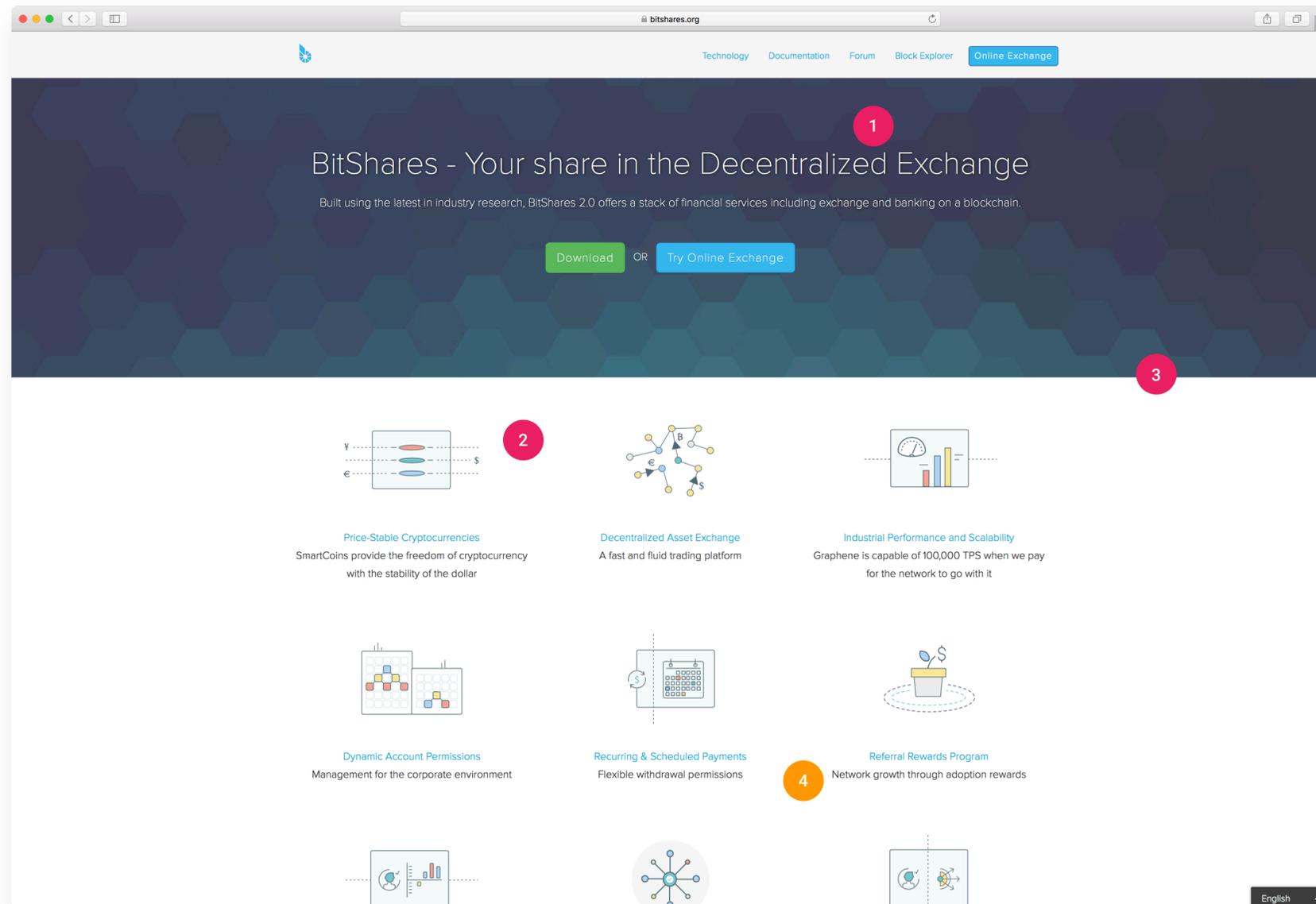
							
Top changing markets on the Landing page	–	✓	–	✓	✓	–	–
All markets on the Start page	–	✓	✓	✓	✓	✓	–
Favorite markets on the Start page	–	✓	✓	–	–	✓	–
Tutorial/Guides	✓	–	✓	–	–	–	–
Chats for popular markets	✓	–	–	–	✓	–	–
Trade Page w/o registration	✓	✓	✓	✓	–	✓	–
Basic/Advance view for trading	✓	✓	–	–	–	–	–
List with all main indicators	✓	✓	✓	✓	✓	–	✓
Main tools for drawing on chart	✓	✓	✓	✓	✓	–	✓
Chart view setting (colors, sizes)	✓	✓	✓	✓	✓	–	✓
"Lend money" functionality	✓	–	–	–	✓	✓	–
Deps market view options	✓	✓	✓	–	–	–	–
Market Analysis/News feed	–	–	–	–	–	–	–
Deposit status progress	–	✓	✓	✓	–	–	–
Customizable trading page	✓	–	–	–	–	–	–
Few charts(pairs) on one page	✓	–	–	–	–	–	–

A hand in a white shirt sleeve points to a document on a table covered with various design materials. The scene is overlaid with a semi-transparent blue and purple gradient. The documents include a circular diagram with numbered sections (01, 02, 03), a laptop keyboard, a white mug, and several sheets of paper with text and images.

Design audit

Landing page

doesn't engage and motivate enough new users



high

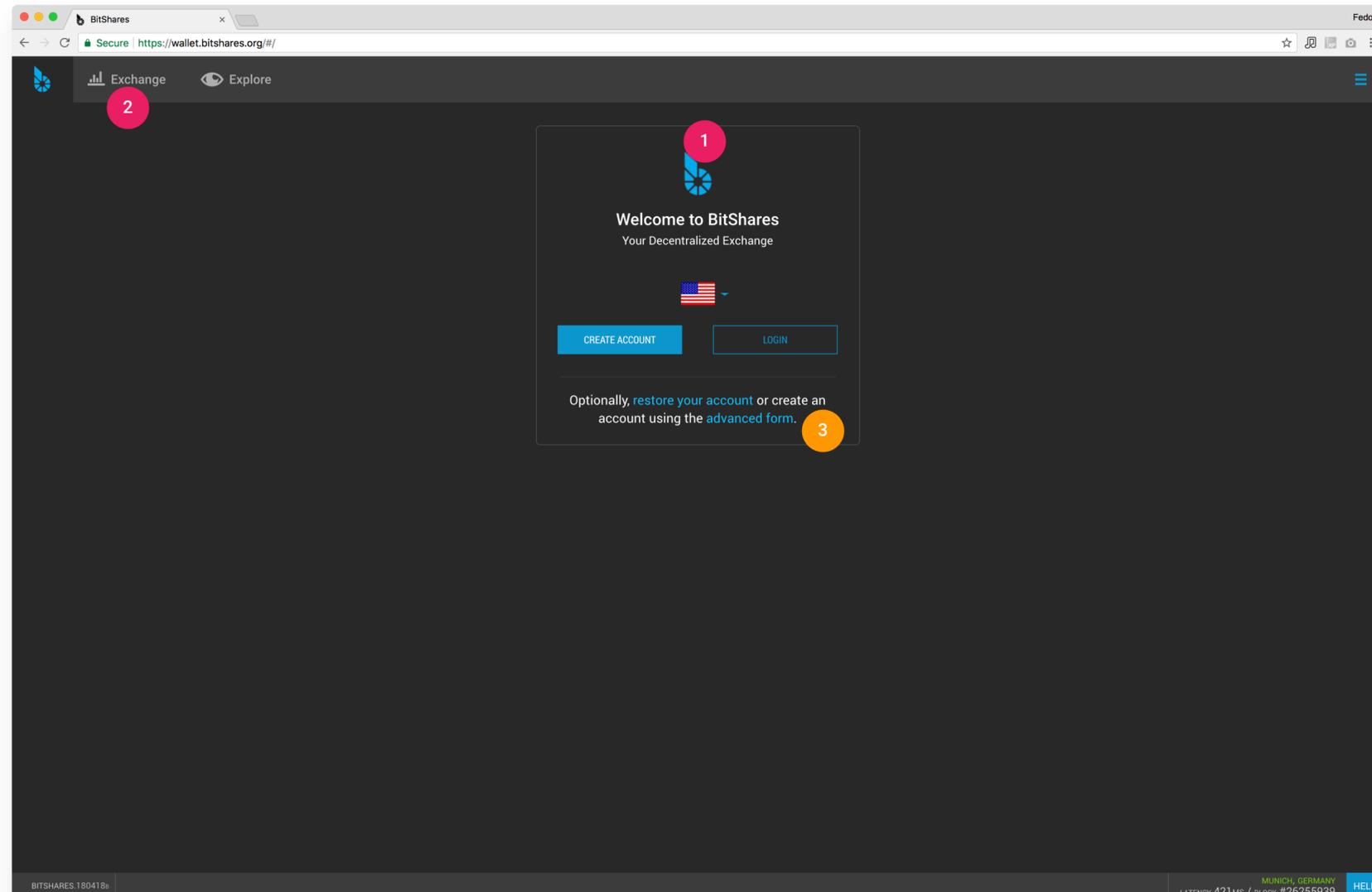
- 1 The home page does not sell the idea of decentralization and its advantages.
- 2 There is no list of all markets – the page fails to offer useful data or an easy way to dive into the exchange.
- 3 Looks outdated in terms of visual design.

medium

- 4 Platform strengths are presented with a large grid of icons that fails to appeal to the user (infographics and/or numbers tend to hold attention better)

Starting page

login form as the start page looks repulsive for new users



high

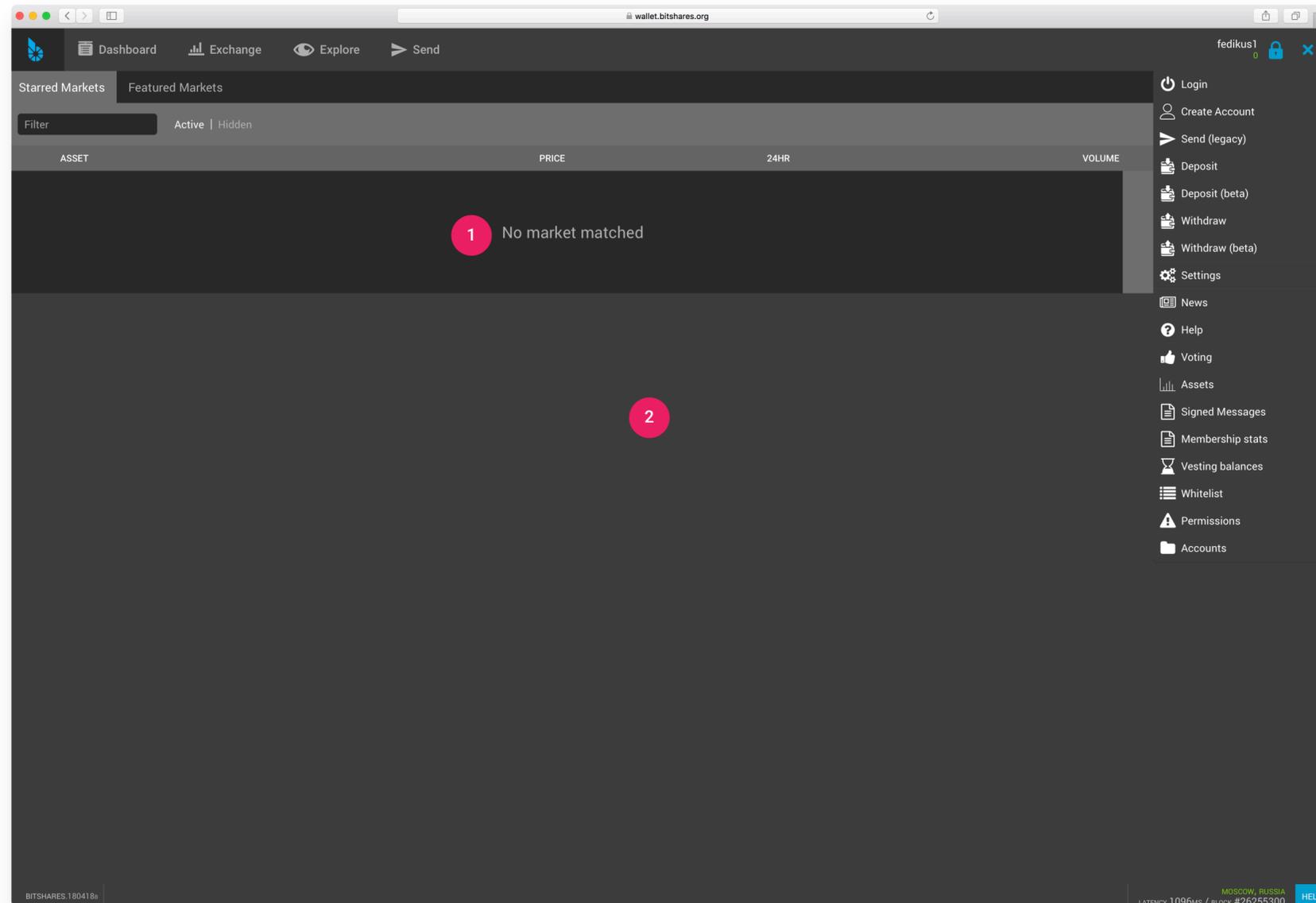
- 1 The login page as the start page doesn't engage new users. The platform should hold their interest and then they will decide to create an account and login.
- 2 Transition to the Exchange through the top navigation bar is not intuitive for new users. As a result they can't see the opportunity to discover the platform and all its functions.

medium

- 3 Additional links overload the login form, confuse new users and create an unclear and unexpected experience.

Starred markets

doesn't work as a first screen after login as provides no content

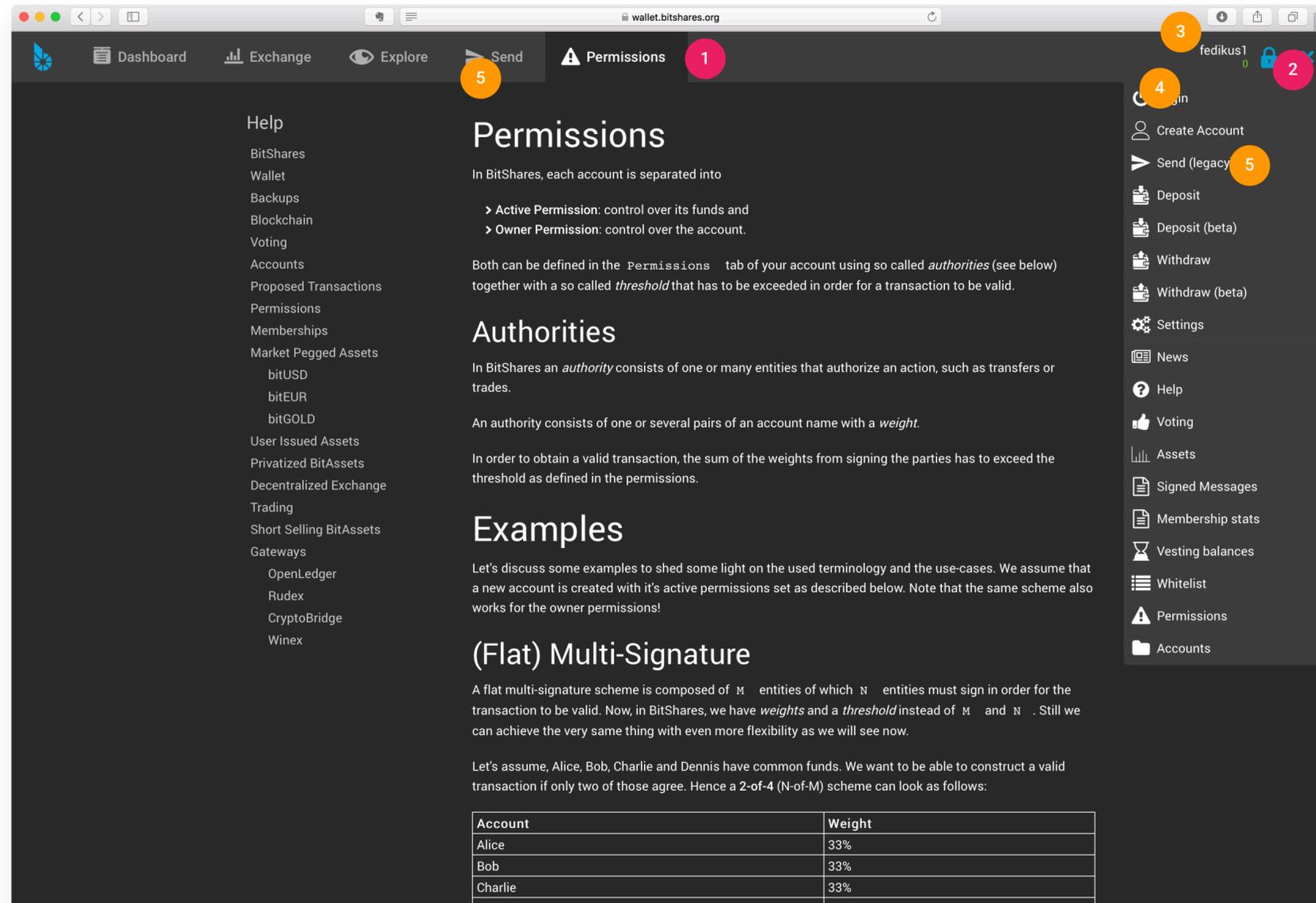


high

- 1 An empty page provides no content or motivation for new users to start using the exchange.
- 2 The lack of a clear Call to Action leaves new users confused as to what to do next.

Navigation

inconsistency in navigation behavior



high

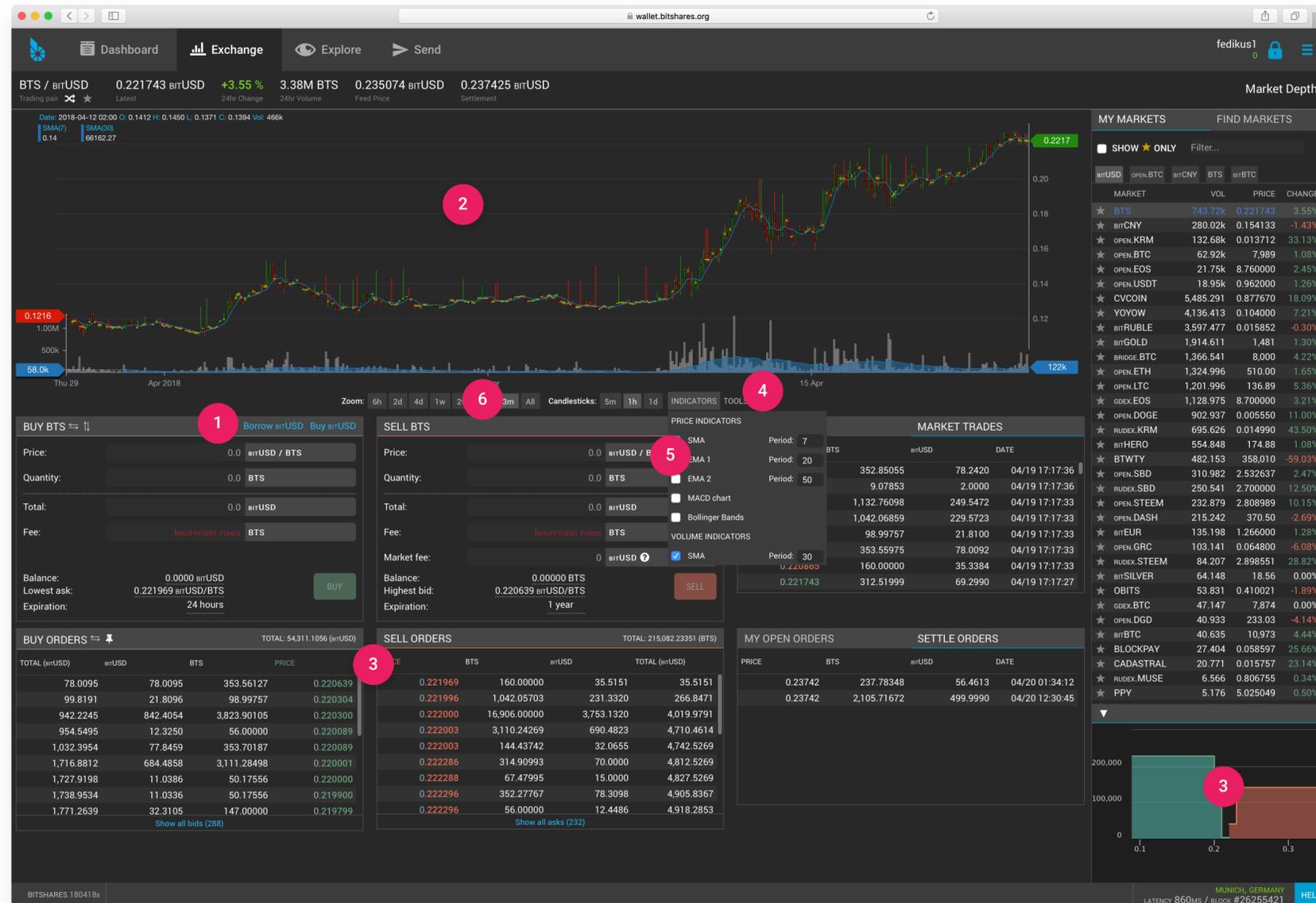
- 1 The duplicate selected menu item from hamburger into main navigation looks incorrect. According to Nilson's heuristics, users should always see one permanent navigation flow.
- 2 Login functionality in hamburger menu is unexpected.

medium

- 3 It's not obvious that "Login" functionality doesn't apply to Profile.
- 4 "Login" and "Create Account" items confuse users who are already logged in.
- 5 Items with the same names provide different behaviors as seen with the "Send" item.

Exchange

difficult for new users and not functional enough for experienced traders

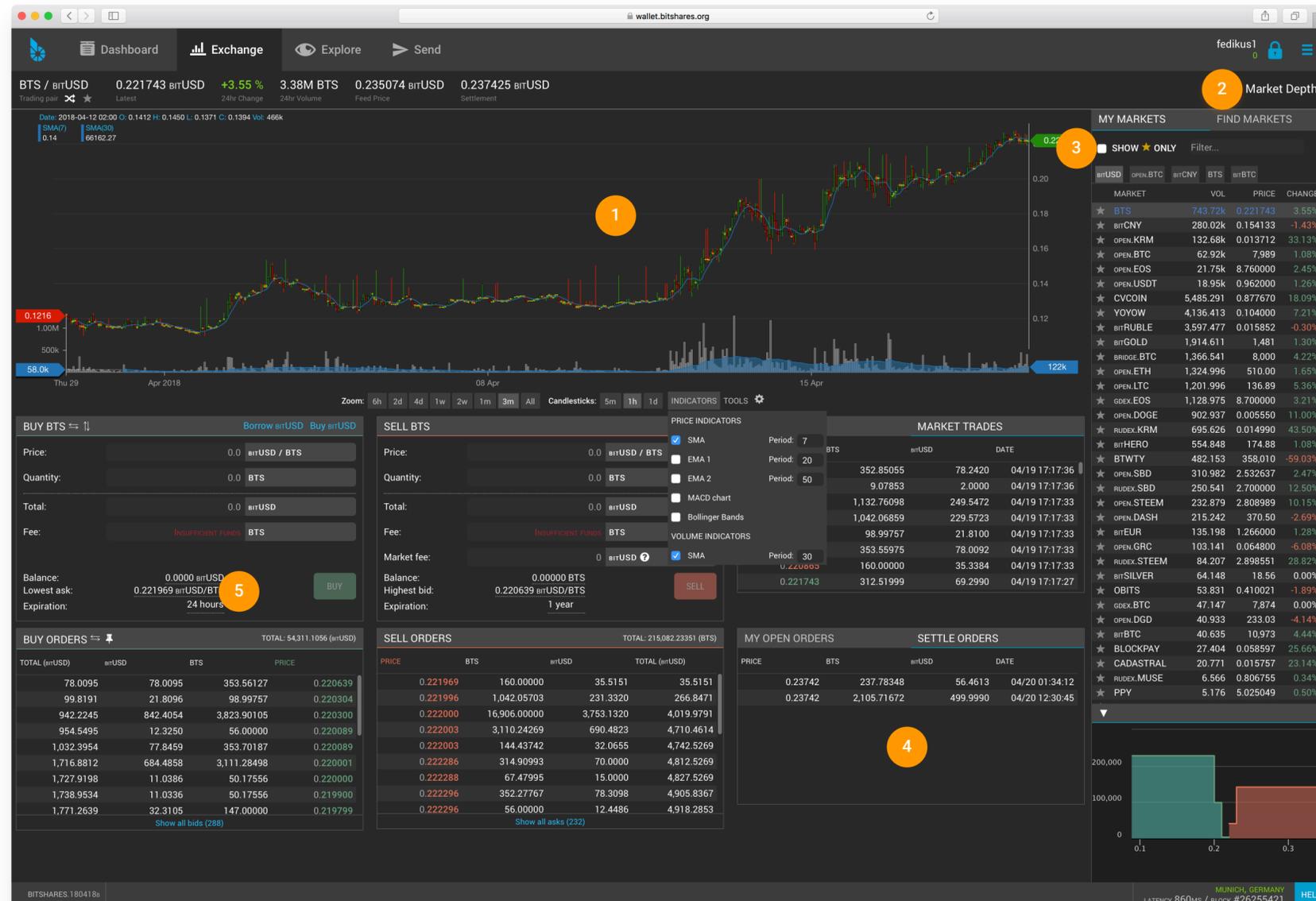


high

- 1 The main platform feature "Borrow USD" is hidden from users and not promoted.
- 2 The trading layout is hard to customize and fails to take into account traders' personal preferences.
- 3 "Orders list" and "Market depth" are not connected to each other as a result do not provide traders with the ability to make decisions quickly.
- 4 The variety of drawing tools on the chart is insufficient for advanced users and on the whole not visible enough.
- 5 The number of indicators is too limited for experienced users.
- 6 Chart settings are not clearly visible or easy to find.

Exchange

looks outdated, poor visually and not enough user friendly

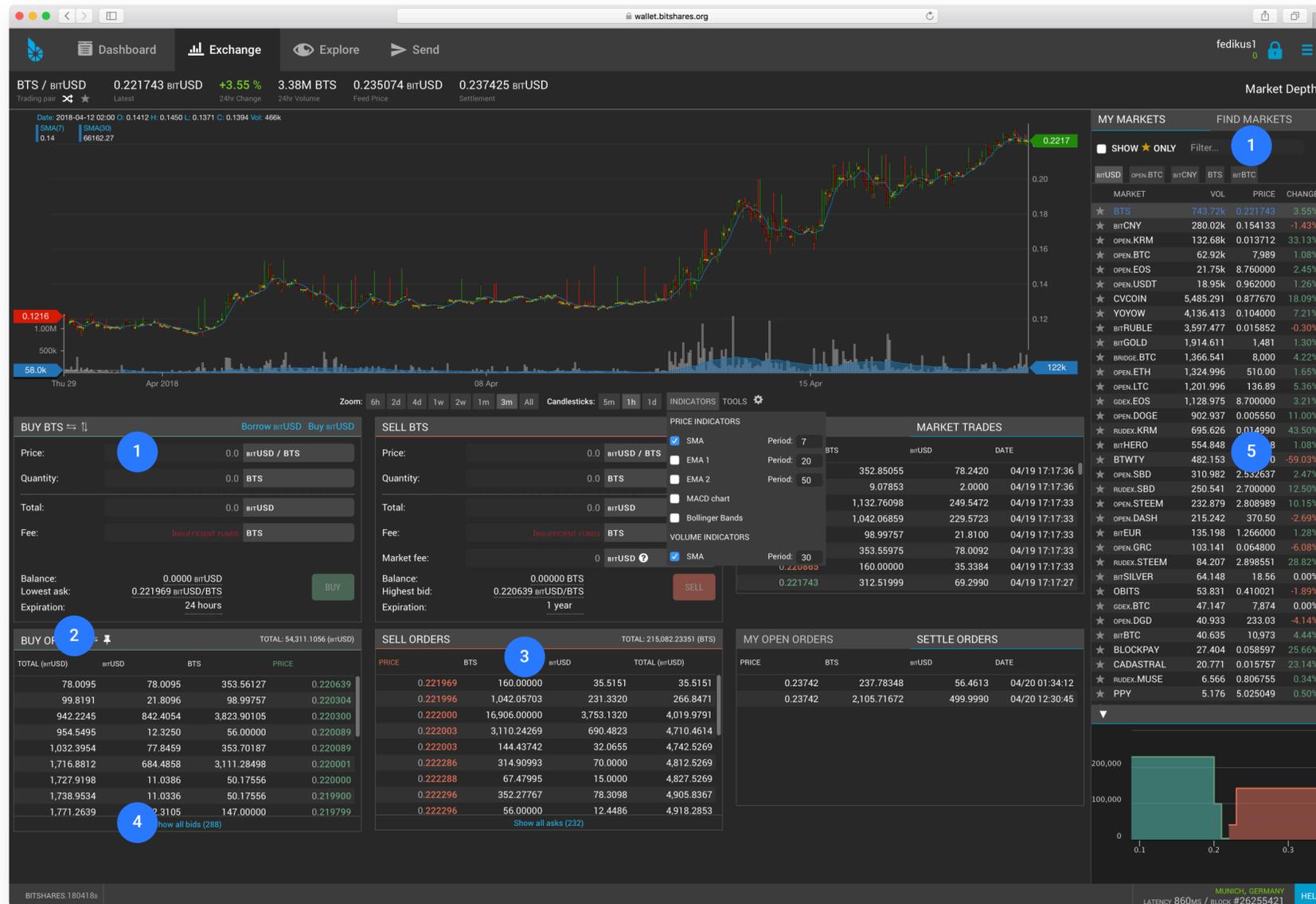


medium

- 1 The graph looks too small and narrow and the info on it is noisy and hard to read.
- 2 The switch type of the graph does not look clickable.
- 3 Favorites functionality has different and inconsistent patterns on various pages.
- 4 Blank blocks fill lots of space without purpose.
- 5 The pattern for using the quick-fill forms is not obvious.

Exchange

many page control functions are not obvious



low

- 1 Input fields looks like labels
- 2 Customization icons provide not clear and unexpected experience
- 3 The alignment of headings and columns is incorrect. It is not entirely clear what is relevant
- 4 Unexpected behavior of "show all" links
- 5 Changing of the course animation is not prominent enough.

Explore

looks outdated and messy

Dashboard Exchange Explore Send

Blockchain Assets Accounts Witnesses Committee Markets Fee Schedule

CURRENT BLOCK #26,255,431
ACTIVE WITNESSES 25
CURRENT SUPPLY 2,617,246,427 BTS

LAST BLOCK 2 SECONDS AGO
ACTIVE COMMITTEE MEMBERS 11
BLOCK TIMES

TRX/S 5.17
TRX/BLOCK 14.82
TRX/BLOCK

AVERAGE CONFIRMATION TIME 1.50s
RECENTLY MISSED BLOCKS 0
STEALTH SUPPLY 288,081 BTS

Recent activity

Recent blocks

INFO	BLOCK ID	DATE	WITNESS	TRANSACTION COUNT
PLACE ORDER hanibalx02 placed an order to sell 245.2436412 BRIDGE.BFC at 0.00001178 BRIDGE.BTC/BRIDGE.BFC	#26,255,431	5:18:24 PM	verbaltech2	22
PLACE ORDER wsz101909 placed an order to sell 2,000.0000 bttCNY at 0.69444 bttCNY	#26,255,430	5:18:21 PM	openledger-dc	29
CANCEL ORDER demo.btsbots cancelled order #64393639	#26,255,429	5:18:18 PM	witnex-witness	19
PLACE ORDER demo.btsbots placed an order to sell 5,000.0000 bttCNY at 0.69995 bttCNY	#26,255,428	5:18:15 PM	delegate-1-lafona	18
PLACE ORDER demo.btsbots placed an order to buy 7,317.68405 bttCNY at 0.2175 bttUSD/bttCNY	#26,255,427	5:18:12 PM	xman	14
PLACE ORDER stupid0 placed an order to buy 11,363.63636 gDEX.BKBT at 0.0440 bttCNY/gDEX.BKBT	#26,255,426	5:18:09 PM	roelandp	13
PLACE ORDER mm-dd-yy placed an order to buy 4,180.7969 bttCNY at 0.69604 bttCNY	#26,255,425	5:18:06 PM	mglab	8
PLACE ORDER kleinstein-1 placed an order to sell 0.77936241 BRIDGE.NORT at 0.00000575 BRIDGE.BTC/BRIDGE.NORT	#26,255,424	5:18:03 PM	delegate-zhaomu	16
CANCEL ORDER primal cancelled order #64393833	#26,255,423	5:18:00 PM	xeldai	15
CANCEL ORDER primal cancelled order #64393772	#26,255,422	5:17:57 PM	in.abit	9
CANCEL ORDER primal cancelled order #64393867	#26,255,421	5:17:54 PM	openledger-dc	18
PLACE ORDER primal placed an order to buy 1,407.0700 bttCNY at 0.69109 bttCNY	#26,255,420	5:17:51 PM	abc123	16
PLACE ORDER primal placed an order to buy 3,286.7913 bttCNY at 0.69033 bttCNY	#26,255,419	5:17:48 PM	witness.hiblockchain	13
PLACE ORDER primal placed an order to sell 3,003.5361 bttCNY at 0.69915 bttCNY	#26,255,418	5:17:45 PM	crazybit	10
PLACE ORDER mm-suzaku placed an order to sell 160.00000 bttCNY at 0.2220 bttUSD/bttCNY	#26,255,417	5:17:42 PM	blockchnd	12
CANCEL ORDER lxxxxx cancelled order #64393847	#26,255,416	5:17:39 PM	xman	10
	#26,255,415	5:17:36 PM	witness.yao	16
	#26,255,414	5:17:33 PM	verbaltech2	14
	#26,255,413	5:17:30 PM	elmato	13
	#26,255,412	5:17:27 PM	xn-delegate	13

BITSHARES: 1.80418e MUNICH, GERMANY LATENCY: 860ms / BLOCK #26255431 HELP

medium

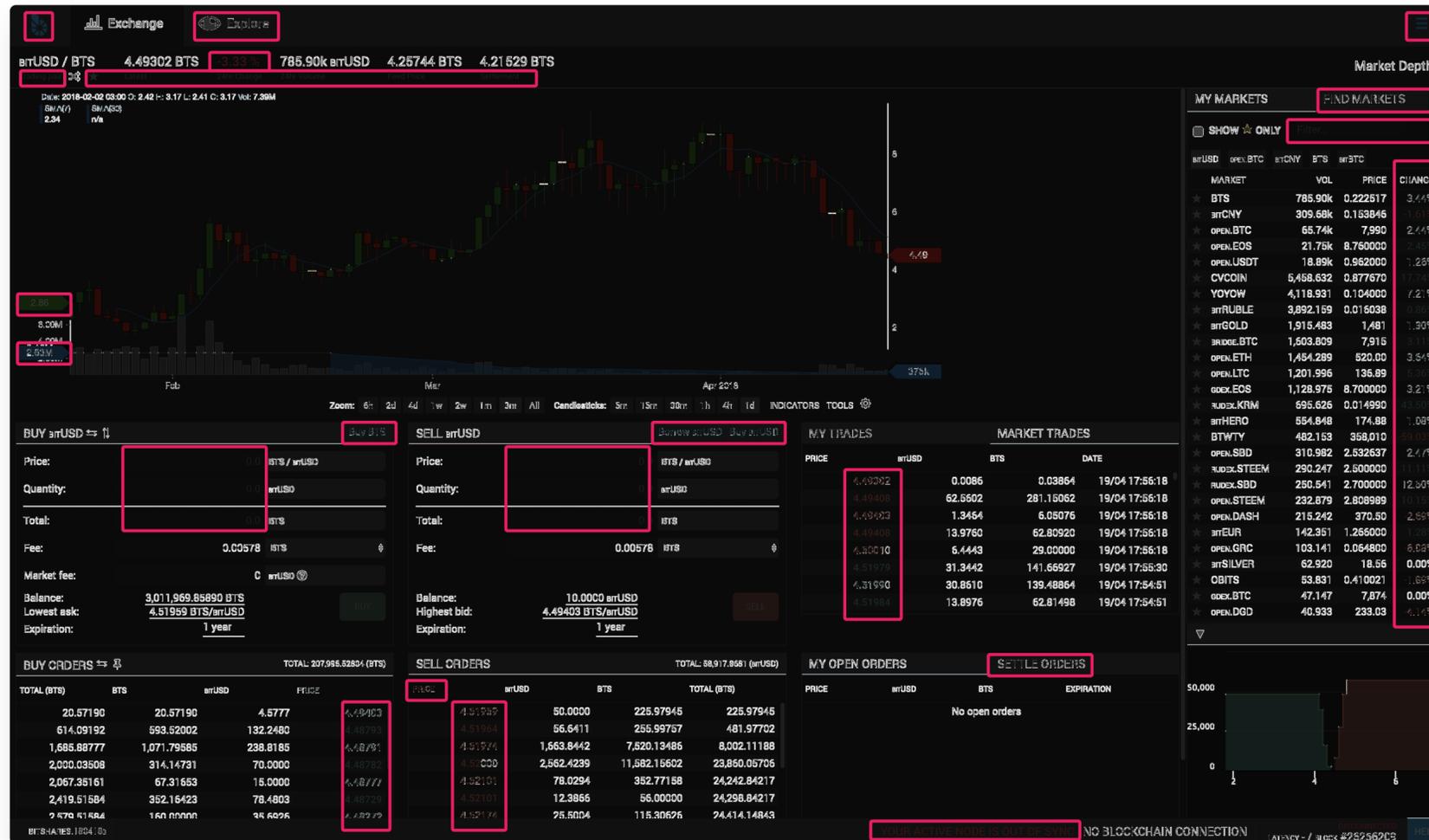
- 1 The visual hierarchy of information entities looks poor

low

- 2 A large number of lines and a background create a lot of visual noise.
- 3 Tags style provides inconsistent behavior: clickable on some pages and not on others (for example, on Fee Schedule)
- 4 Tables must have the same row height.

Contrast review

many page elements don't meet accessibility requirements



results

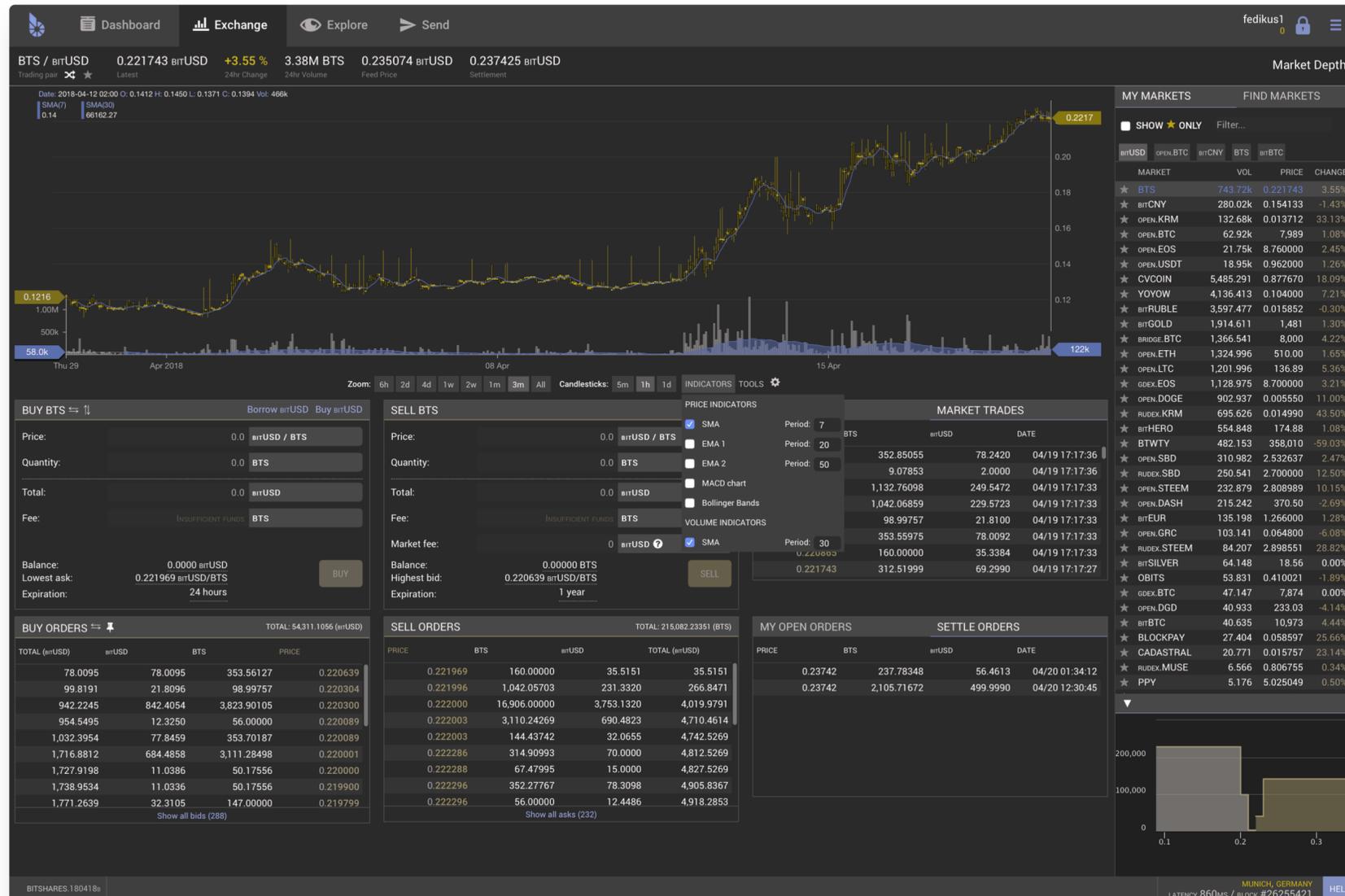
This page has been tested for matching the page's contrast to the **AA** standard (which includes most people with above average vision, medium vision, and some vision problems).

All problem areas are highlighted .

Testing showed that the page has a large number of areas and texts with obvious problems with contrast. First of all, this is due to the small font, as well as the location of the colored text on non-contrasting backgrounds.

Color blindness review

reds and greens are not differentiated enough



results

For people who have eye disease Protanopia (this is about 10% of the world's population), many problems with determining the differences in colors are obvious. In our case, it is very important to distinguish between green and red colors, as they help you navigate in the current market situation and help you make a decision about buying or selling a currency.

Heuristic analysis

- | | | |
|---|--|---|
| ✗ | visibility of system status | <ul style="list-style-type: none">• There is no way to set notifications of fluctuations in the exchange rate• There is no indication of progress during the transfer of funds to the exchange |
| ✗ | match between system and the real world | <ul style="list-style-type: none">• It's difficult for new users to understand the system• The interface is very different from the usual exchanges - difficult and for experienced users as well |
| ✗ | user control and freedom | <ul style="list-style-type: none">• Not enough of customization of trading layout |
| ✗ | consistency and standards | <ul style="list-style-type: none">• The same functionality is using different patterns in various places of the system |
| ✗ | error prevention | <ul style="list-style-type: none">• System doesn't help user to avoid mistakes in transaction processes |
| ✓ | recognition rather than recall | <ul style="list-style-type: none">• No critical issues |
| ✗ | flexibility and efficiency of use | <ul style="list-style-type: none">• Hard to use for new users and not functional enough for experienced traders |
| ✗ | aesthetics and minimalism | <ul style="list-style-type: none">• The overall design is outdated and overloaded with elements.• There is no clear emphasis on the primary action. The elements that are identical in terms of visual weight perform differently important actions. |
| ✗ | help and documentation | <ul style="list-style-type: none">• There are no tutorials and coachmarks for new users. |
| ✓ | help users recognize, diagnose, and recover from errors | <ul style="list-style-type: none">• No critical issues |

Users' feedback

Now how to send from bitshares to Scorum wallet. What will be the username and the memo?

It's too difficult

Something I can't find there replenishment of balance, my hands are curved or it's not there for some reason?

How does one withdraw from exchange ??

I really don't understand how to set the price when i sell scr on exchange

I did not found were to learn how to transfer. The procedures are VERY complicated. On the exchange I do not know if I am trading SCR, BTS, BTC or other. Please negotiate other exchanges. Not comfortable with these

In these decentralized exchanges, a complete mess))) Usability is zero. Can someone tell me how to use it?

I haven't check DEX but everyone says is super hard

How can I buy SCR have been searching all week. I did not buy on the ICO, just newbie

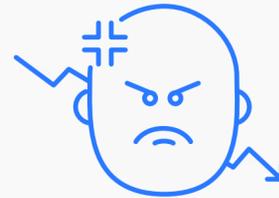
Pls how do I sell it on DEX, the sell order is not functioning, Pls help me to get it right here

Openledger and bitshares so bad and difficult to to register and access

Main problems



**difficult
for a new user**



**non functional for
experienced traders**



**Outdated
UX/UI**



**failed accessibility
tests**



**DEX idea is not
promoted**



**lack of marketing
and PR**

What should be done

ux/ui design and development

01

**reinvent the visual look
and feel of the platform**

02

**add advanced and basic
view for trading screen**

03

**add guides and tutorials
for new users**

04

**make trading experience
more functional**

05

**make customizable
trading view**

06

**revise structure and
architecture**

What should be done

marketing

01

PPC targeted crypto traffic

02

translation of the interfaces and articles into 20+ languages

SCORUM

Thank You!

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