

45B's Design Centre to support Cardano projects - MS2 Report

This document will transcribe the original Proof of Achievement and extend the Acceptance Criteria section with images for any externally hosted content like videos and images.

(using numbers instead of letters to align with the original SoM)

1. Output: Open hours about IU/UX and Design on Cardano;

Acceptance criteria: At least four Luma/GoogleMeet events and/or X spaces have been held with at least 3 participants (excluding hosts); Calls/spaces screenshots and recap video show events happened and its attendance, as well as summarize presentations' contents;

Evidence: A full detailed list can be found at <https://design.45b.io/docs/join-calls> | [Regular calls](#) | [Main events](#) | This was the [Milestone recap/closure call](#) where we made an effort to publish it to our socials, bring an external Design-related guest, and invite all participants in the previous 10 calls and spaces.

2. Output: Mature knowledge base

Acceptance criteria: This project's Design Center knowledgebase has improved from its initial form and includes or points to at least one new article with relevant UI/UX and Design resources;

Evidence: Since the previous milestone, we improved the overall look-and-feel of the portal (Adding a landing page with the project pillars explanation and links plus footer links); Added links to a Google document to gather feedback; Added a page listing all the calls and spaces in this initiative; And mainly added an Article titled [Lay of the land](#) gathering and presenting numerous relevant resources and covering an introduction to User-Centric Design.

Expanding the already existing content index/menu (which we intend to deliver), we also brainstormed with participants to focus each milestone on specific areas, deepening topics or enriching the scope. For now, this is the draft of focuses per milestone: MS3 - Login and browser<>wallet integration; Deep links.; MS4 - Gamification dynamics and Art/Merch; MS5 - UX and Smart contract readability;

3. Output: Define a list of projects to consult (batch of projects #1);

Acceptance criteria: The project page (<https://45b.io/f13-design-center/>) lists batch #1 of at least three projects to be supported by us, points to their website/socials, and includes a short rationale on why we chose it;

Evidence:

Batch of projects #1 to be supported by this project:

zkPoker <https://zkpoker.io/>

Reasoning for accepting this application:

- Long time participants/contributors to the ecosystem.
- Working prototype, not feature complete, but sufficient to get feedback from end users.
- Great use-case for implementing and showcase ZK and Hydra technology.

- Overall participating the 45B Design Center project (calls and discussion)

Intervention overview, to propose and discuss/adjust with the beneficiary client:

- Overall testing to get familiarized with the prototype;
- Running the prototype by a batch of at least 4 different users that are related to poker playing in the real world; Provide a report on feedback;
- Review and suggestions/mock/styles guide for improving/restyling the website/product/brand;
- Extra: touch base with our legal partners regarding legal orientation;
- During the project we'll have at least two calls with the project lead to align (), plus a final call to present and discuss our findings.

GenWealth <https://genwealth.app/>

Reasoning for accepting this application:

- Product with a valid team (with track record of delivering other projects), V2 prototype on Testnet, website/brand.
- Considering Open sourcing Smart Contracts.
- Single project servicing this use-case on Cardano.
- Overall participating the 45B Design Center project (calls and discussion)

Intervention overview, to propose and discuss/adjust with the beneficiary client:

- Experiment and get familiar with the product;
- Market research for similar protocols in the web3 space. Contemplate functionality and brand style;
- Customer/user personas A/B testing of different variations of the look of the product and overall branding (using mocks). Interview at least 4 distinct end-users. Focus on user onboarding and brand perception; Provide a report with feedback, plus the rated designs used in the interviews;
- During the project we'll have at least two calls with the project lead to align (understand how much of the business is product and how much is providing services, [e.g. training/consulting]), plus a final call to present and discuss our findings.

So Litty Records / ARP Radio (as complementary projects)

So Litty Records - <https://solitty.xyz/>

ARP Radio - <https://arpradio.com/>

Reasoning for accepting this application:

- Cardano-native builders and community members;
- Strong Art/Design component/theme, allowing us to explore a highly branded and expressive Web3 brand;
- Active portfolios of artists already onboarded;
- Overall participating the 45B Design Center project (calls and discussion);

Intervention overview, to propose and discuss/adjust with the beneficiary client:

- Get familiarized with products/services and business models;
- Better understand UI/UX needs (mostly UI/UX [re]design selected on the application);
- Design work on a figma (or equivalent) level;
- Contribute to somewhat integrate/contrast the brands of ARP Radio side with So Litty Records;
- During the project we'll have at least three calls with the project leads to align (mainly on requirements/progress), plus a final call to present and discuss outcomes;

For call #11, we created a [post on Cardano Forum](#) inviting community members to explore the project and clarify any questions.