API3 DAO UX/UI Team Proposal

Period: 1 Sep 2023 - 31 Nov 2023 (3 months)

Amount: 71,724.40 USDC

Destination: Gnosis Safe (Multi-sig wallet)

Address: 0xB5acD4bAf54142ADDfC944bf4F35F54B259bDe90

Signers: ⅔ Multi-sig

Tamara: 0x8282D2E4e853b178fAFd13F7FcA997EaaA7030B9

Entrecasa: 0xD48740ebF2f490536426bbcc0e8B7180E17CF531

Harsha: 0x418A68aB1e7D4D251F7Ecdf40FD71Fb1ca2A52e9

Scope

The focus of this team will be various elements that contribute to strong user experience and product design. Although now in a separate proposal, each member of this team has previously contributed in this capacity under the core technical team. A separate proposal allows us to lighten the core technical team while scaling our own efforts to strengthen the current UX, UI, and supporting resources. We'll focus on 3 main aspects:

1. Research & Testing

   Research and testing are the foundation of successful products. In the past, we conducted user interviews to create a few user personas around groups in the Web3 space but feel those efforts need to be scaled and more in-depth research needs to be completed more often to give us a better understanding of the people we're aiming to help with our ecosystem. Aside from interviews for user personas, we will be able to complete any research requests received from other teams and continue to carry out the necessary usability testing for the various API3 sites and products.

   Another aspect of research is sourcing quality responses from people that match our criteria. In the past this has proven difficult, so we would like to work on creating our own panel that will allow us to have a faster turnaround time for the research.

   Last but not least, we've found it difficult to collect feedback from the communities and will work towards supporting more ways to collect feedback while also creating a system to track queries from our community that will provide us with insight on areas for improvement.

2. Analytics

The data we currently have is not easily accessible by all of the teams, nor do they have time to consistently organize and create reports. We aim to organize the platforms we already use, create consistent reports for teams that would benefit, and further integrate google analytics with our products' user flows. In addition to this, we will start working towards improved SEO. Our goal is to share valuable insights from our metrics.

3. UX/UI

Since API3 started, we have been responsible for working with product owners to visualize many projects (including the API3 Market, DAO UI, and ChainAPI) within API3 from lo-fi wireframes to polished, professional designs handed off to the developers. We don't expect anything to change on this front and will continue to work closely with the technical teams.

In the spirit of a DAO, we'd also like to create a public design system that will be used to keep our UX, UI, and branding consistent throughout the ecosystem. This system will include rules around how to use icons, typography, graphics, and other elements while staying within brand guidelines. It will also house all necessary documentation, such as brand guidelines, and should serve as the source of truth for the acceptable ways to use different elements. In addition, it will need a section dedicated to different templates needed by other teams for their online and physical presence. Currently, we don't have any easy way to collaborate on our design rules and standards. Creating the design system described will allow us to work more collaboratively with other contractors and give other teams more confidence to use the components correctly. The system will be moderated and maintained by this team.

Deliverables

Most of the deliverables in the past are confidential, as they are research reports used to educate product decisions and designs of features not yet released to the public. However, the design system mentioned in this proposal will be published and maintained publicly, and any research and analytics that are not deemed confidential will also be shared at the end of the cycle.

Budget

	Amount (USDC)
Grants	31,704.00
Contractors	27,000.00
Research	4,000.00

Compensation	
Subscriptions	2,500.00
Headroom	6,520.40
Total	71,724.40

Grants

Name	Role	Time	Amount (USDC)
Tamara	UX Designer	Full time	7,168/mo*
Harsha	UX Researcher	Part time	3,400/mo

*U.S. contributors have 12% extra liabilities

Contractors

Visual design will continue to be completed by Entrecasa with an allocated 7,000 USDC/month and 6,000 USDC for external firms as needed.

Research Compensation

Research expenses include paying recruitment firms to recruit research participants as well as compensation for the research participants.

Subscriptions

2,500 USDC is allocated to cover all software and subscriptions the team needs.

Headroom

An extra 10% headroom is being requested, with any unspent amount being carried over to the next cycle.