UXfyre

uxfyre.io

the world's first

decentralized platform for

user experience testing

built on EOS

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Introduction

Let's face it, if we want our dApps to reach mass adoption, the user experience has to be at least as good as, if not better than traditional applications. The importance user experience in application development has never been more prominent than today. Because the importance of UX has now been recognized and has become industry standard, the UX industry has seen year on year growth for the past 5 years. We want to pave the way in providing a decentralized platform for dApp developers to get feedback from their users and provide an incentive mechanism to the users who provide valuable feedback.

Problem Space

Thousands of teams are building out new products and services in the crypto eco-sphere all working towards that common goal of mass adoption. "Build it and ship it" is the way it usually rolls. These teams have limited access to test their products with real users and forking out large sums of cash for incumbent user testing platforms is simply a luxury that most start-ups can't afford. It's our experience that a few users will usually make the most noise and this may not reflect the opinion of a wider audience, there's no way of knowing the reputation of these users and whether they understand how to provide valuable feedback.

UXfyre Solution

We believe that the best way to validate that your user experience is up to scratch, is to validate it with **actual users**. To ensure that these users want to provide development teams with feedback there needs to be some incentive for them to participate. Enter UXfyre, the world's first decentralized user experience testing platform.

Our platform will provide applications to connect development teams with end-users and close the feedback loop. The platform will also provide an incentive mechanism to encourage participation along with a reputation system to ensure that the best users providing the most valuable feedback are rewarded appropriately.

By removing fiat from the rewards system we don't need lengthy KYC processes or users banking details and we can operate at a much lower overhead by running a crypto-native platform.

We know that crypto people "get it" and so working with development teams and users in the crypto space is a great place for us to start as we build out our minimum viable product.

Business Model

Tokenomics

The UXfyre platform is being built around the 🔥 **FYRE** token. We have minted 1,000,000,000 FYRE tokens that will be used as the currency of the platform to:

- Provide the incentive layer for development teams to obtain user feedback
- Implement a staking mechanism to claim dividends
- Distribute a revenue share to the token holders
- Participate in the governance of the platform

To raise awareness of the platform and to onboard development teams and end-users onto the platform we will airdrop a fixed amount of tokens to the most active EOS token holders in the community, those members who are contributing to the eco-system by voting for block producers or proxying their vote.

Funding Strategy

We **don't** need to raise $30m to get this project off the ground, we believe that small agile teams can put out great products and raise funding once they are proven in battle. We will begin by launching our MVP, building a community and then look to raise capital to accelerate and scale the project.

Token Distribution

Details of our token distribution will be published after we have completed our MVP and Beta program.

Operating Model

UXfyre has the goal of operating as a decentralized autonomous community. The platform should reach a state of self-funding and will generate revenue for the community in the following ways:

- Selling the FYRE token OTC (over the counter) to development teams (teams can also buy on the spot market).
- OTC FYRE tokens will available to purchase for EOS, CUSD, EUSD, EBTC and EETH, the bitpie tokens will provide a mechanism to allow for developers from other blockchain communities to easily onboard onto the platform.
- A dividend from each bounty that is placed by a development team will be paid to a dividend fund which will be periodically distributed to staked token holders.

A percentage of EOS, CUSD, EUSD, EBTC and EETH tokens collected in revenue will be allocated to the dividend fund.

MVP Product Vision

Our minimum viable product will aim to provide the initial capabilities to launch the platform. These capabilities are categorized to accommodate the two distinct platform personas:
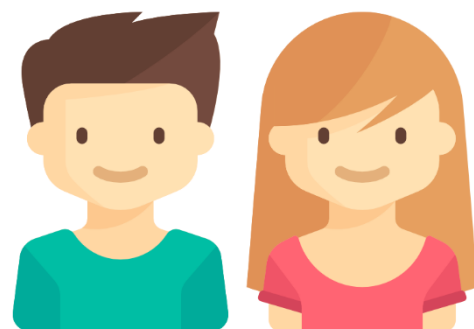
For Teams (All you ninjas out there)

- Web based application
- Ability to setup bounties for users to claim when completing your tests
- Ability to direct users to your app or site and request them to undertake specific tasks
- Ability to ask users specific questions relating to your app or site
- Video player to play back user sessions and interface to review user feedback
- Feedback mechanism to ensure good quality feedback
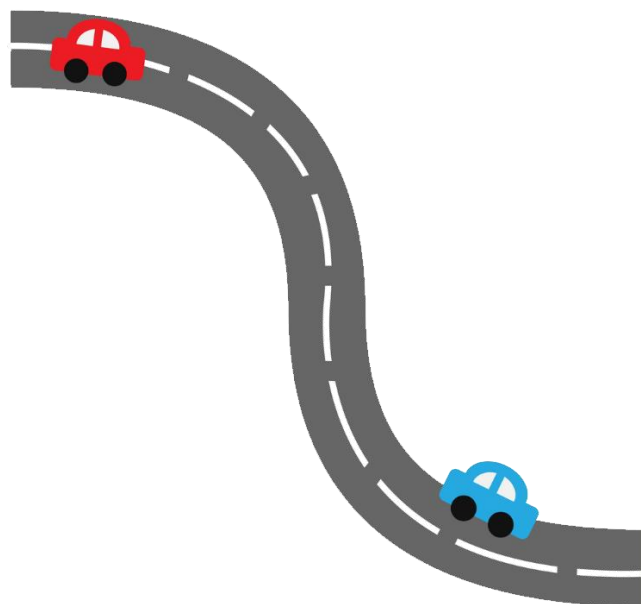
For Users & Testers (Every one of us)

- Desktop client (Windows, Mac, Linux)
- Ability to configure and manage your profile
- Ability to review bounties that match your profile
- Ability to record your screen and answer the questions related to the bounty
- Ability to claim the bounty directly to your EOS account

Product Roadmap

Following the launch of the MVP we will continue to improve and iterate on the platform, taking on board feedback from the users and community.

- Focus on increasing decentralization
- Iterate on improving test setup and options
- Introduce website widget – privacy + bounty claimer
- Building out reputation system
- Introducing arbitration services
- iOS + Android support
- Add video and audio feedback
- AI sentiment analysis
- Ability to specify specific user profiles
- Community voting
- Offer bounties with other tokens

The community will become the backbone of the project and we intend to focus on delivering value to the community and to increase adoption of the platform amongst developer teams.

Whilst decentralization is important to us, we realize that launching a fully decentralized product will be challenging and could cause delays in getting the product to market. The product will initially launch with some centralized components and we will work to further decentralize these components as we grow and as the EOS eco-system matures.

Product Overview

The following diagram explains some of the key workflows in the platform.

Set Bounty Set Tester Criteria	Configure Link for User to Test Configure Questions you want to ask testers	Stake Bounty
Review Bounties that Match Profile	Complete Bounty Tasks & Provide Feedback Record Screen	Upload Feedback
Review Feedback	Rate Feedback	Improve Your App
Receive Bounty		