



The Web3 UX Growth Blueprint

By David Ugarkovic

Blockchain UX Mistakes That You're Most Probably Making

&

Fixes That Instantly Boost Trust and Conversion

To you, with ♥ by David Ugarkovic, UI/UX Design Specialist

The Web3 UX Growth Blueprint

Dear Innovator. Dear Visionary. Dear Brave One.

The decision to get a copy of this eBook is a proof that you're part of a generation that's reinventing the internet: creating products that give people real ownership, freedom, and new ways to connect. That's powerful. But I also know how exhausting it can feel when your product works flawlessly on the backend... yet users still don't get it.

This guide was written for you. The Product Visionary, The Founder, The One who knows their project deserves more love from its users.

My goal is simple: to help you turn complexity into clarity. Because when people understand your product, they start to trust it. And when they trust it, **they stay**.

If you feel like your Web3 product works like a charm in the back, but nobody uses it and you're constantly losing your audience, you most probably fell into the silent tragedy in Web3 today. The market is flooded, competition is more insane than ever. But, there are the good news: you can stand out just by improving your User Experience. Of course there is more to that, but UX is often the number one reason that users drop off. For example. WinSavvy reports that 60% of users abandon products due to poor onboarding, and ABBYY says that 9 out of 10 companies see abandonment during onboarding. That means you can lose between 60 and 90% of the users already in the beginning, if your onboarding is terrible. You heard it right: **60-90%**. You can build amazing smart contracts, incentives, token mechanics, but build terrible human experience and watch your hard earned investments turn into dust.

In the next couple of pages, I'm giving you a completely free list of the **Blockchain UX Mistakes That You're Most Probably Making And Fixes That Instantly Boost Trust and Conversion**. There can be more, but these are the ones that I see happen very often in projects. Identify them in your product, set metrics, fix issues, and watch your revenue grow together with your product usability.

Print this ebook to keep it close at all times. This is me, giving back to you, for giving me the trust and allowing me to take 10 minutes of your time. Enjoy.



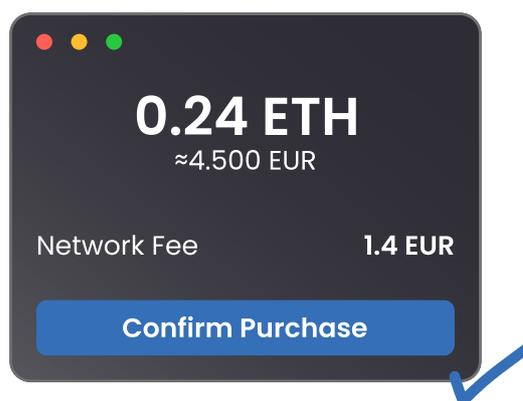
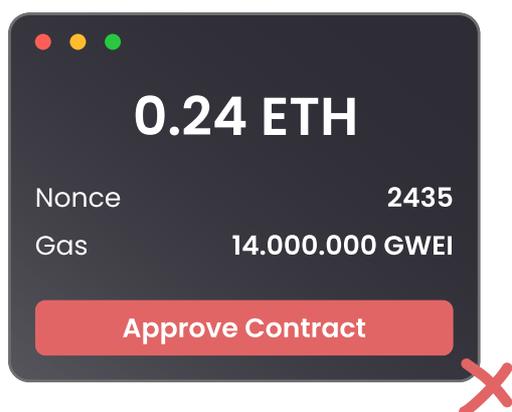
Mistake #1

You're using too much technical jargon.

This one is by far the one that I see the most among Web3 products.

I know, your clients are tech-savvy and they should know what you're saying. That is just partially true. In fact, be sure that all your users are humans, and they commonly speak human language. Even if your product is tailored to face only the technical people, that doesn't mean that they wouldn't understand if you simplified your language to address less technical users as well.

Most blockchain products forget that clarity isn't a sign of "dumbing down". It's a sign of respect for the user's attention. When you speak human, you build trust. When you use jargon, you build walls.



What to do instead?

Try rewriting your UI text as if you were explaining it to a friend, not a machine. When you think you're done, talk to your neighbors. Can they understand what you meant? If they say "Yes", you're very close. There's always room to narrow down your thoughts further.

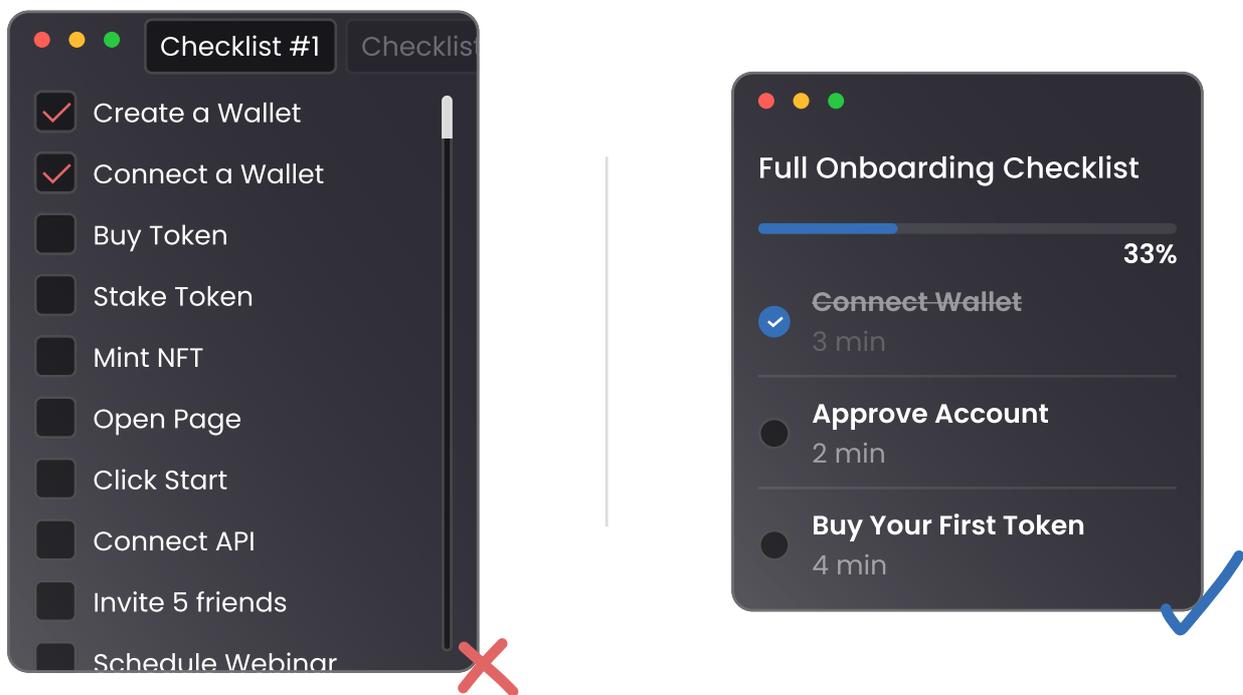
Mistake #2

You're throwing too much at once.

When people first land on your product, they need clarity, not complexity. Many blockchain projects throw everything at users immediately: connect wallet, choose network, buy tokens, stake, mint, sign, approve, confirm.

It's too much.

Even experienced crypto users hesitate when faced with a dozen choices before they understand what's happening. The truth is: **every extra decision equals another chance to lose them.**



What to do instead?

Guide them one step at a time. Show progress. Use what you learned from Mistake #1 and use plain, human language for each step.

If a feature isn't essential to the first task, hide it until later. Simple beats powerful. Every time.



Mistake #3

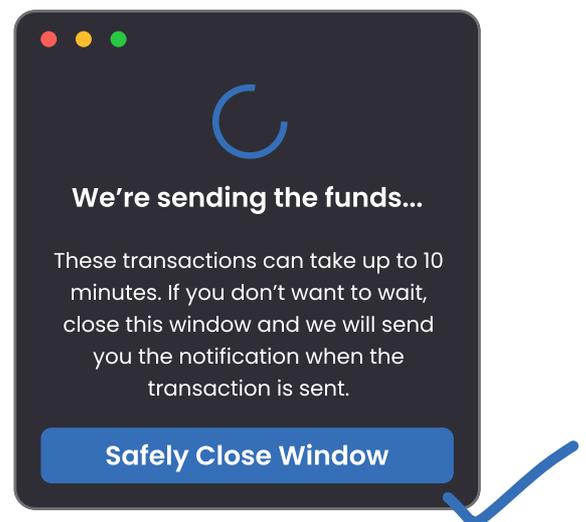
You're making users feel unsafe.

Trust is everything in Web3. Read that again.

People hear “approve transaction” or “sign message” and instantly think: “Wait... am I giving access to my funds?”

When your interface doesn't explain why something is needed, users feel like they're gambling. And no one wants to gamble with their wallet.

If you're not telling them what is happening at every moment of their workflow, they might start feeling insecure and start reaching towards your competitors.



What to do instead?

Be transparent. Use plain text to explain what's happening.

“You're confirming this secure transaction so your NFT can be minted to your wallet.”

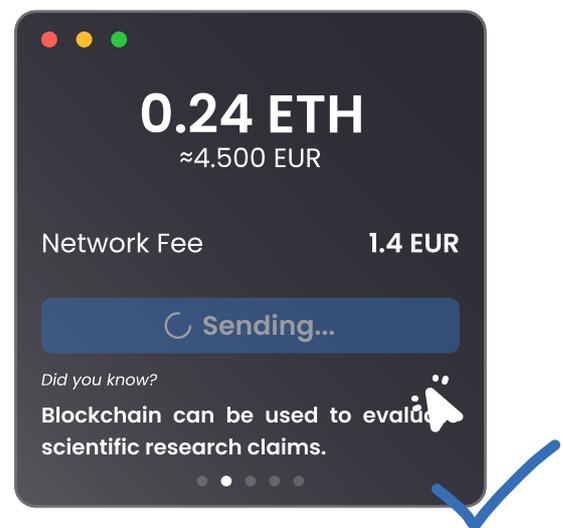
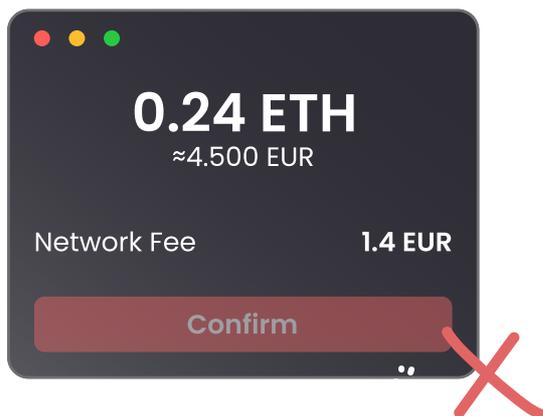
A single reassuring sentence can turn anxiety into confidence. Don't ask, Tell them they're safe.

Mistake #4

You're leaving users in the dark after click.

In traditional apps, you click a button and something happens instantly. For a dApp, it's normal to have a delay, and sometimes you can't change it. But you can use it to your advantage.

You see, you can use that time to, for example, educate the user with some of "Did you know" statements about your product. Or simply say what the system that you built is working in the back. Don't leave users waiting in silence. Users panic. They don't know if the transaction failed, succeeded, or froze. That silence breaks trust faster than any bug.



What to do instead?

Always communicate. If a transaction is pending, show a friendly loading message:

"Processing your transaction... it usually takes 10–30 seconds."

If it fails, say that there was a bear and he ate it. Or, I don't know, figure out something smarter than that. "It didn't go through this time. Here's how to fix it."

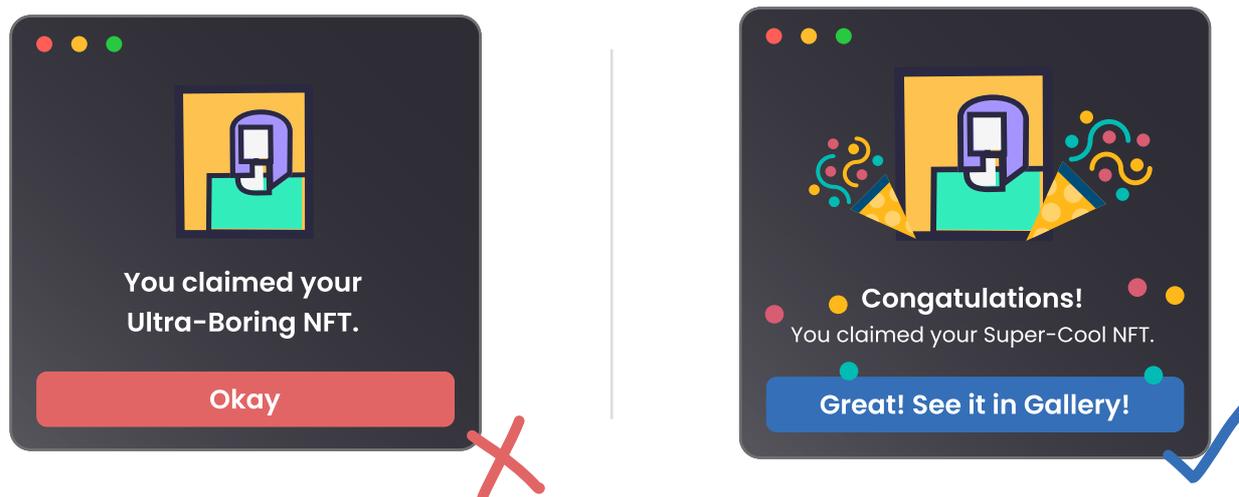
Mistake #5

You're not celebrating success.

Your users are like your children. They need reassurance when they're uncertain, and celebration when they succeed.

A finished first blockchain action, like a first mint, swap, or stake, is a big deal! Celebrate it together with the user. Let them know you care about them.

Most products just say "Transaction confirmed" and move on. Right there, that's a missed opportunity. When you celebrate a user's success, you turn a one-time visitor into a returning or even better, a lifetime user.



What to do instead?

Add fun. Add a checkmark, a confetti animation, or just a simple "Well done!" It makes users feel rewarded for learning something new and succeeding.

Remember: Small moments of joy build long-term loyalty.

Is Your Blockchain Product Ready for Real Users?

Now that you've heard the theory, let's put it into action. Use this self-evaluation system to quickly identify where your UX might be leaking trust or conversions.

Score each point from **1** (not at all) to **5** (nailed it), and then total your score. Do it twice. Now, and after you make changes to your product. Compare results.

Users instantly understands what your product does (no jargon or confusion).

Clarity

Every button and message speaks plain, human language.

Your onboarding steps make logical sense and avoid unnecessary actions.

Every blockchain action is explained ("why" and "what" the user is signing).

Trust

Error messages are helpful and self-explanatory, not scary.

You visually show security, like verified icons, success confirmations...

Users always know what's happening. (loading, pending, success, or failed)

Progress

You use progress bars or steps to guide users through complex tasks.

Your product celebrates small wins (first mint, swap, or stake).

The interface focuses on one task per screen. No clutter or overload.

Simplicity

Secondary features appear after the main action, not before.

Your visuals and copy feel consistent across every page.

Your success moments feel rewarding, not robotic.

Delight

You use micro-animations, friendly illustrations, or humor.

The user leaves smiling, or at least not confused.

Total

How you scored?

Total score

What it means?

60-75

♥ **Excellent UX:** Your blockchain product is user-ready. You've created clarity, trust, and a decent flow. Keep refining the small details.

45-59

✓ **Strong foundation:** You're close. Fix a few friction points (probably clarity or feedback points) to reach a seamless user experience.

30-44

⚠ **Big growth potential:** You've built a great product, but the experience still confuses or scares users. Simplify copy, add progress feedback.

Below 30

!! **Critical UX issues:** Don't worry, most blockchain projects start here. You'll see returns from a focused UX redesign. You can book a Free Web3 UX Mini-Audit and start from there.

Congratulations!

Now, what are your next steps?

You've just completed the Web3 UX Growth Blueprint, which already puts you ahead of most teams in the space. If your total score isn't where you want it yet, don't worry. Watch every weak point on your checklist as an opportunity. An opportunity to increase adoption, reduce confusion, and strengthen user trust. One fix at a time.

If your product feels powerful but people still hesitate to use it, it's most probably not your code that's broken. It's the communication between your product and your users.

That's where I can jump in and give you a hand.

I help blockchain founders turn complex products into smooth, human-friendly experiences that people actually enjoy using.

👉 Order a Free Web3 UX Mini-Audit

Send me your product link or prototype, and I'll record a short walkthrough showing the top 3 UX improvements you can make right now to boost trust and conversion in your product.

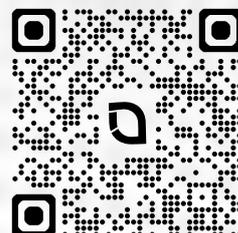
Go to david.ugarkovic.net/ux-audit or scan the QR code to book.

If this guide helped you, share it with your dev team or fellow founders.



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Keep building experiences users love.

