

## Otherside Renting Platform Launch Date - Oct '23 Till Present

0 - 1 Product Journey

### **Results-**

We've reached a milestone with over 100 Kodas made available for renting on our platform!

And about 85% of them are currently under rental.

We've just casually surpassed 60,000 hours in rentals

A wallet performed 23 rentals over the weekend! That's a lot of 5x points

~1k wallets conversion rate

Benefiting the users- "I just rent out my not used Koda for 1 APE\$ per hour...Which is 218\$ per week free money This is web3, I can not understand it and I love it!!!

More importantly, we reached ~2000 unique users



## **Process**

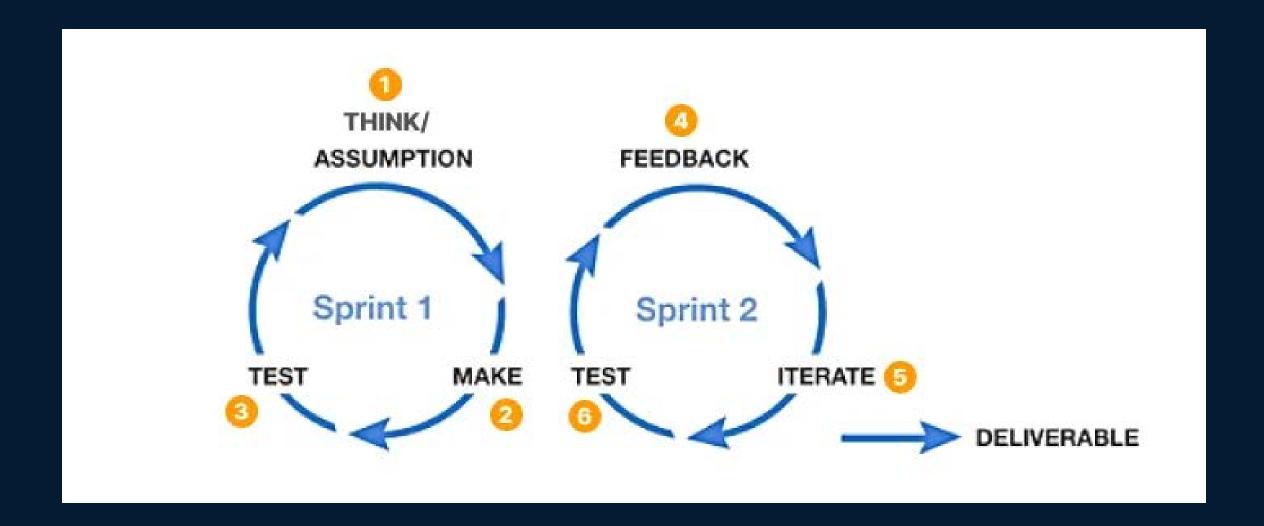
Design-driven innovation is our UX process of using design to drive innovation and create a user-centric product...Why?

Web3 NFT is fast-paced, dynamic, and evolving rapidly. To be competitive and gain users' attention. We wanted to involve incorporating the needs and preferences of the user into the design process to create a product that meets their needs and exceeds their expectations.

At Zharta, we wanted a leaner collaborative method to help engineers, developers, product owners, and marketers find a better solution, reducing the layers of approvals. Early testing saves time and is economical.

To eliminate waste and maximize value by generating immediate feedback to make small and continuous changes to the product.

#### Think > Make > Text



Otherside Renting web platform does not only looks good but also delivers a seamless user experience that keeps users coming back.

Our effective UI and UX design has increased regular usage, and, ultimately, improved revenue and profitability.



## Approach

## We take the six-stage product development cycle

Step 1: Conducting research about our industry, competitors, and users

Step 2: Creating User Journey Map & Functional flows

Step 3: Defining feature requirements prioritization framework.

Step 4: Low-Mid-High wireframe based on research, user journey map, and feature prioritization framework. Stakeholders review concepts and approved ones move to the visual UI design phase

Step 5: Utilize psychology, DS components, and create attractive, complementary user interfaces that improve the user experience.

Step 6: Release and gain user feedback Users to assess product usability and identify issues.. This is essential for product improvement and customer satisfaction.

### UX resources include:

- Checklists
- Best methods
- Confluence Change Logs
- Recommendations
- Online tools (e.g., Figma, Miro)



# Welcome to Another side of the Otherside Renting

It is with excitement that today I will present you my journey as Product Designer at Zharta. I've immersed myself in presenting the most I could about the world of web3 gaming, specifically focusing on "Legends of the Mara" within the Otherside universe and how Zharta positions itself as a player in this context.

This case study involves understanding the game's dynamics, identifying the typical web3 gamer personas, diagnosing and exploring user trends with necessary platform's features.

I'll be unveiling the current state of design and the UX/UI features of Zharta's Otherside Renting platform.

Shall we dive into this adventure together!



#### Answering your questions:



# What is Legends of the Mara? What does our product offer?

## Ok, feeewww! Here we go...

"Legends of the Mara" (LOTM) is a captivating 2D strategy game that's part of the Otherside universe. It smartly blends the elements of card games with the laid-back feel of an idle tap game. Players start their journey with a Vessel and engage in intriguing adventures, where they encounter unique characters like Kodas, Maras and the more powerful, Kodamara. They also end up engaging in battles against adversaries, known as the Shattered, to earn loot chests containing items and NFTs.

Their NFT coin base is APECoin which is the way players are able to profit from the game which is designed to offer a strategic gameplay experience, leveraging blockchain technology for a distinctive digital collectible aspect and gaming experience.

## Well, and how about what we... Ehrmmm! Excuse me! Zharta, what does Zharta offer in this context?!

Zharta's Otherside Renting service fits seamlessly into the LOTM context by allowing players to rent essential in-game assets, which in general are known as Odas (those Kodas, Maras, Kodamaras, Otherseeds and so on).

This service enhances the gaming experience by providing players with temporary access to Odas at a lower cost than buying. It offers flexibility for different gaming strategies in LOTM and additionally, Oda owners benefit by earning returns from renting out their idle assets. This creates a dynamic ingame economy, aligning with the unique aspects of the LOTM gaming experience.

If I were a marketing expert: Zharta's Otherside Renting can be considered as the cool new cheat for "Legends of the Mara" No need to buy those pricey Odas anymore! You can just rent them for your epic battles, like having a secret weapon in your back pocket, without having to rob a bank for it! And if you've got Odas just sitting around, how about making them work for you? – Rent them out and watch the coins roll in! It's all about playing smart, saving big, and winning cool. Game on!



# Who is taking part in web3 games? Defining web3 personas

## The Consumer

The Consumer is typically an individual player who engages with games like "Legends of The Mara" for personal enjoyment and interest in blockchain and NFTs. This profile is not necessarily professional or competitive but is driven by a love for gaming and a curiosity about new technologies.

**Goals:** Their primary goal is to enjoy a fulfilling gaming experience, collect digital assets, and possibly gain some knowledge about blockchain and NFTs.

## The Clan of Pros

This profile represents a group of players who engage in gaming at a professional or semi-professional level. They are highly skilled, strategic, and often view gaming as more than just a hobby. This clan includes individuals like the Competitive Strategy Enthusiast and Avid NFT Collector and Gamer.

**Goals:** Their goals are twofold: to achieve high levels of success and recognition in the gaming world, and to capitalize on the financial aspects of blockchain gaming, such as trading NFTs.

## The Influencer

The Influencer is a high-profile gamer and content creator who leverages platforms like Twitch and YouTube to share their gaming experiences. They have a substantial following and are considered trendsetters in the gaming community.

**Goals:** Their primary goals are to grow and maintain their audience, create engaging content, and influence gaming trends. They are also interested in monetizing their influence through brand partnerships and sponsorships.

## The Consumer



#### **Alex Turner**

### The Strategic Blockchain Gamer

Age: 32

Profession: Software Developer

Location: San Francisco, USA

**Demographics:** Tech industry professional, cryptocurrency enthusiast.

**Psychographics:** Highly tech-savvy, enjoys exploring new tech trends, values innovation in gaming.

**Behaviors:** Regularly participates in blockchain-based games, collects NFTs, spends considerable time strategizing in-game moves.

**Motivations:** Attracted to the strategic and resource management aspects of LoTM, as well as the NFT collection and digital ownership experience.

**Challenges:** Balancing time between in-depth gameplay and professional commitments.

- 1. Tech-Savvy and Blockchain Enthusiast: Demonstrates a deep interest and understanding of blockchain technology and cryptocurrency, actively seeking games that incorporate these elements.
- 2. Strategic and Analytical Mindset: Prefers games that require thoughtful strategy and planning, applying analytical skills to optimize gameplay and decision-making.
- **3. NFT Collector and Trader:** Passionately engaged in collecting and trading Non-Fungible Tokens (NFTs), viewing them as a blend of hobby and investment within the gaming world.
- **4. Active in Blockchain Gaming Communities:** Regularly participates in online discussions and forums related to blockchain gaming, sharing strategies, experiences, and staying informed about the latest trends and developments.



## The Consumer



#### Sarah Nguyen

#### The Casual, Community-Oriented Player

- Age: 28
- Profession: Digital Marketing Specialist
- Location: Berlin, Germany

**Demographics:** Diverse professional backgrounds, enjoys casual gaming as a hobby.

**Psychographics:** Values social interactions and community building, curious about blockchain technology.

**Behaviors:** Engages in casual gameplay, participates in community forums, prefers collaborative over competitive aspects.

**Motivations:** Drawn to LoTM for its community aspects, enjoys the casual nature of the idle tap game, and is interested in learning more about NFTs.

**Challenges:** Needs more guidance on the complexities of blockchain and NFTs.

- **1. Community-Focused:** Highly values social interactions and community building within the gaming environment.
- 2. Casual Gameplay Style: Prefers games that are relaxing and not overly competitive, enjoys the idle tap aspects of gameplay.
- **3. Curiosity in Blockchain and NFTs:** Shows an interest in learning about blockchain and NFTs, but prefers a more guided and simplified experience.
- **4. Engaged in Social Media and Forums:** Active in online gaming communities and social platforms, seeking connections and shared experiences with other players.



## The Consumer



#### **Jordan Lee**

#### The Avid NFT Collector and Gamer

• Age: 35

• Profession: Financial Analyst

Location: Singapore

**Demographics:** diverse range of professions, often with a significant disposable income for investments.

**Psychographics:** Passionate about digital collectibles, sees gaming as both a hobby and an investment opportunity, values uniqueness and rarity in NFTs.

**Behaviors:** Actively trades and collects NFTs, deeply involved in the BAYC and Otherside communities, frequently engages in both casual and strategic gameplay.

**Motivations:** Attracted to LoTM for its unique NFT elements and integration with the Otherside universe, seeks both entertainment and potential financial gains through gaming.

**Challenges:** Navigating the fluctuating market of NFTs and balancing gaming with investment strategies.

- **1. Passionate about Digital Collectibles:** Highly engaged in collecting unique and rare NFTs, often integrating this with their gaming habits.
- 2. Investment-Oriented Gaming: Sees gaming not just as a form of entertainment but also as an opportunity for potential financial gain.
- **3. Active in BAYC and Otherside Communities:** Deeply involved in specific gaming communities, especially those connected with the Bored Ape Yacht Club ecosystem.
- **4. Regular Engagement in Competitive Gameplay:** Enjoys participating in gaming challenges and tournaments, showcasing skills and collecting rewards.



## The Clan of Pros



#### **Emily Rivera**

#### The Competitive Strategy Enthusiast

Age: 31

Profession: Data Scientist

Location: London, UK

**Demographics:** Often with a background in fields requiring analytical skills like engineering or finance.

**Psychographics:** Enjoys complex problem-solving, competitive by nature, often seeks a deep understanding of game mechanics.

**Behaviors:** Spends considerable time mastering game strategies, participates in competitive gameplay, often leads or is an active member of gaming alliances.

**Motivations:** Drawn to LoTM for its strategic depth and competitive gameplay, enjoys the challenge of battling adversaries and evolving creatures.

**Challenges:** Finding equally challenging opponents and staying ahead in the constantly evolving game meta.

- 1. Strategic Gameplay Lover: Fascinated by games that require deep strategic thinking and complex decision-making.
- 2. Competitive Spirit: Thrives in competitive gaming environments, often participating in tournaments and ranked gameplay.
- **3. Analytical and Tactical:** Approaches gaming with a focus on analysis and tactics, often exploring and mastering intricate game mechanics.
- **4. Community Leader and Influencer:** Takes on leadership roles in gaming communities, influencing strategies and gameplay styles among peers.



## The Influencer



### **Carlos Rodriguez**

#### The Renowned Gamer

- Age: 29
- Profession: Professional Gamer and Content Creator
- Location: Seoul, South Korea

**Demographics:** Professional full-time gamer and content creator, possibly with a background in media or communications.

**Psychographics:** Highly charismatic, tech-savvy, creative, and business-minded. Stays up-to-date with gaming trends and technology advancements.

**Behaviors:** Regularly streams gaming sessions on Twitch and posts content on YouTube. Engages actively with the audience through social media platforms. Participates in gaming tournaments and collaborates with gaming brands for sponsorships.

**Motivations:** Passionate about gaming and content creation. Driven by a desire to entertain and inform a large audience, while also capitalizing on the popularity of gaming trends like blockchain games and NFTs.

**Challenges:** Balancing the demands of a professional gaming career with content creation and community management. Keeping content fresh and engaging in a highly competitive space.

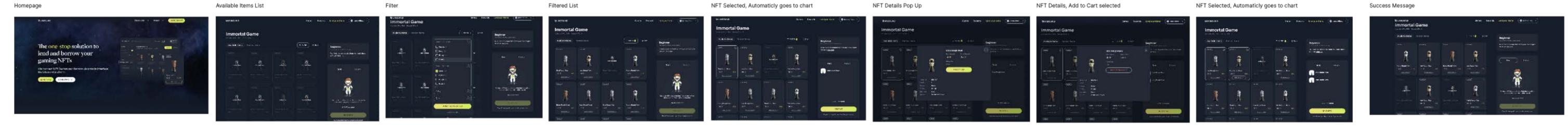
- **Influence and Reach:** Has a massive following on Twitch and YouTube, with fans that closely follow their game choices and recommendations.
- Engagement with Blockchain Gaming: Interested in exploring and streaming blockchain games like LoTM due to their novelty and appeal to tech-savvy audiences.
- **Brand Collaborations:** Frequently collaborates with gaming companies and tech brands, influencing trends in the gaming community.
- **Community Leader:** Often seen as a trendsetter in the gaming community, with the ability to influence perceptions and popularity of games like LoTM.



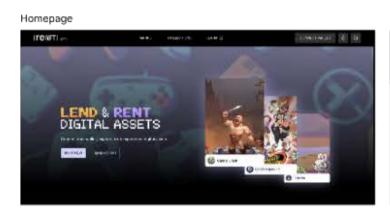
## **Benchmark**

## Rent NFT Flow



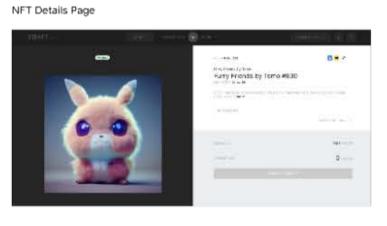


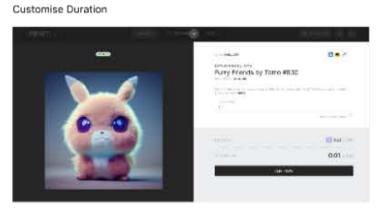


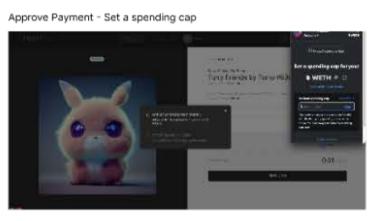


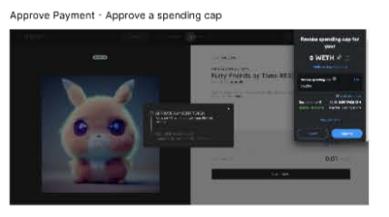


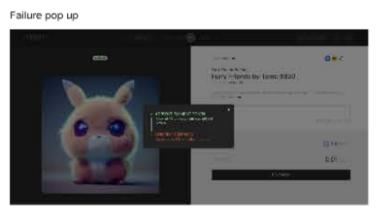


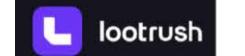


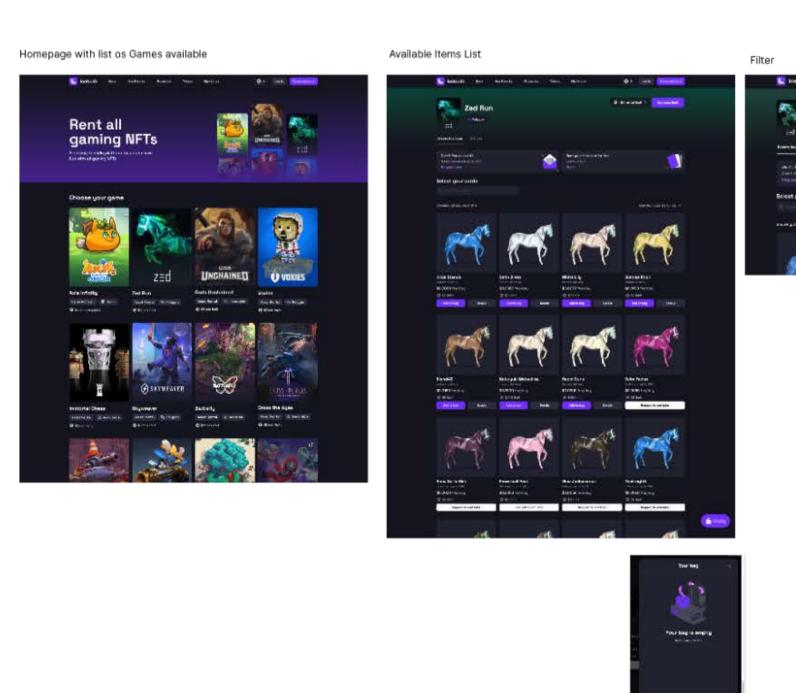


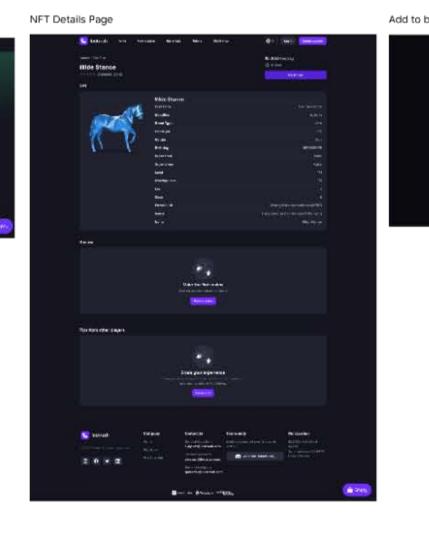


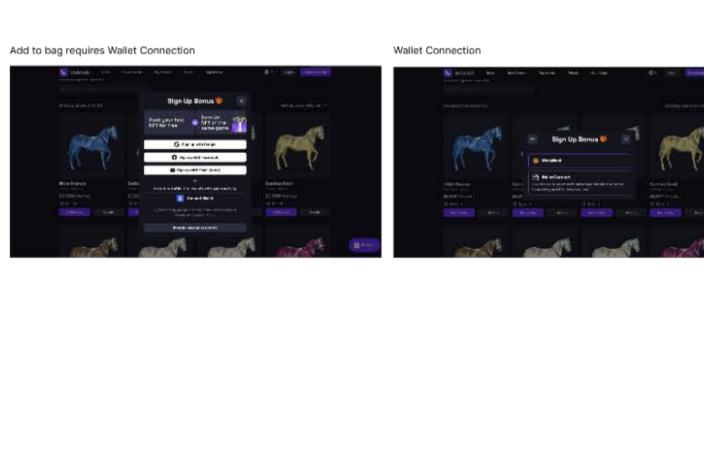


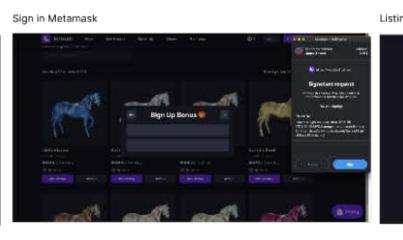


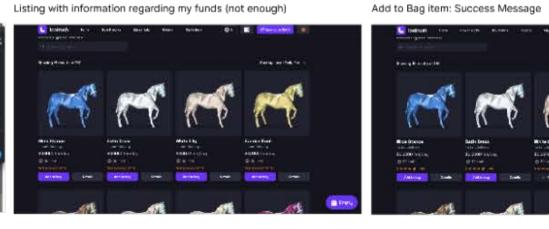


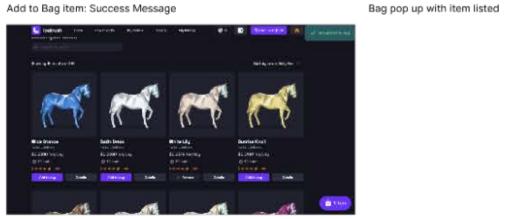


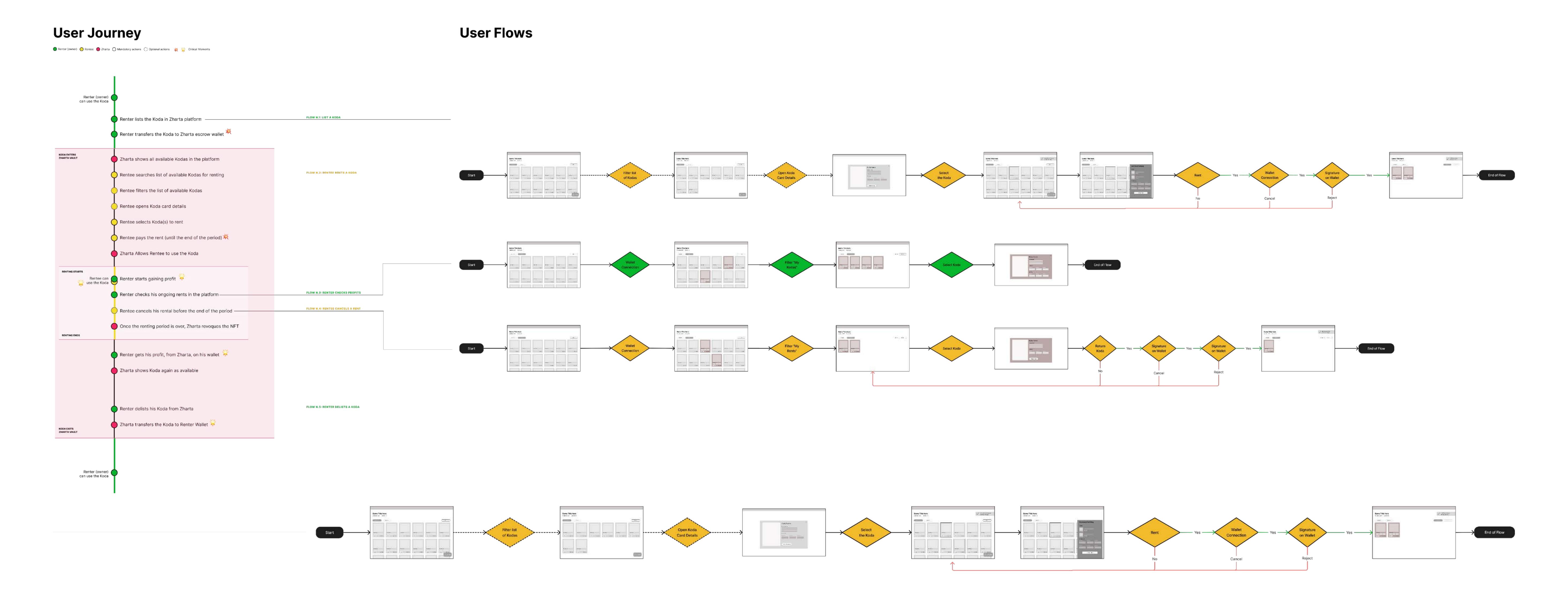




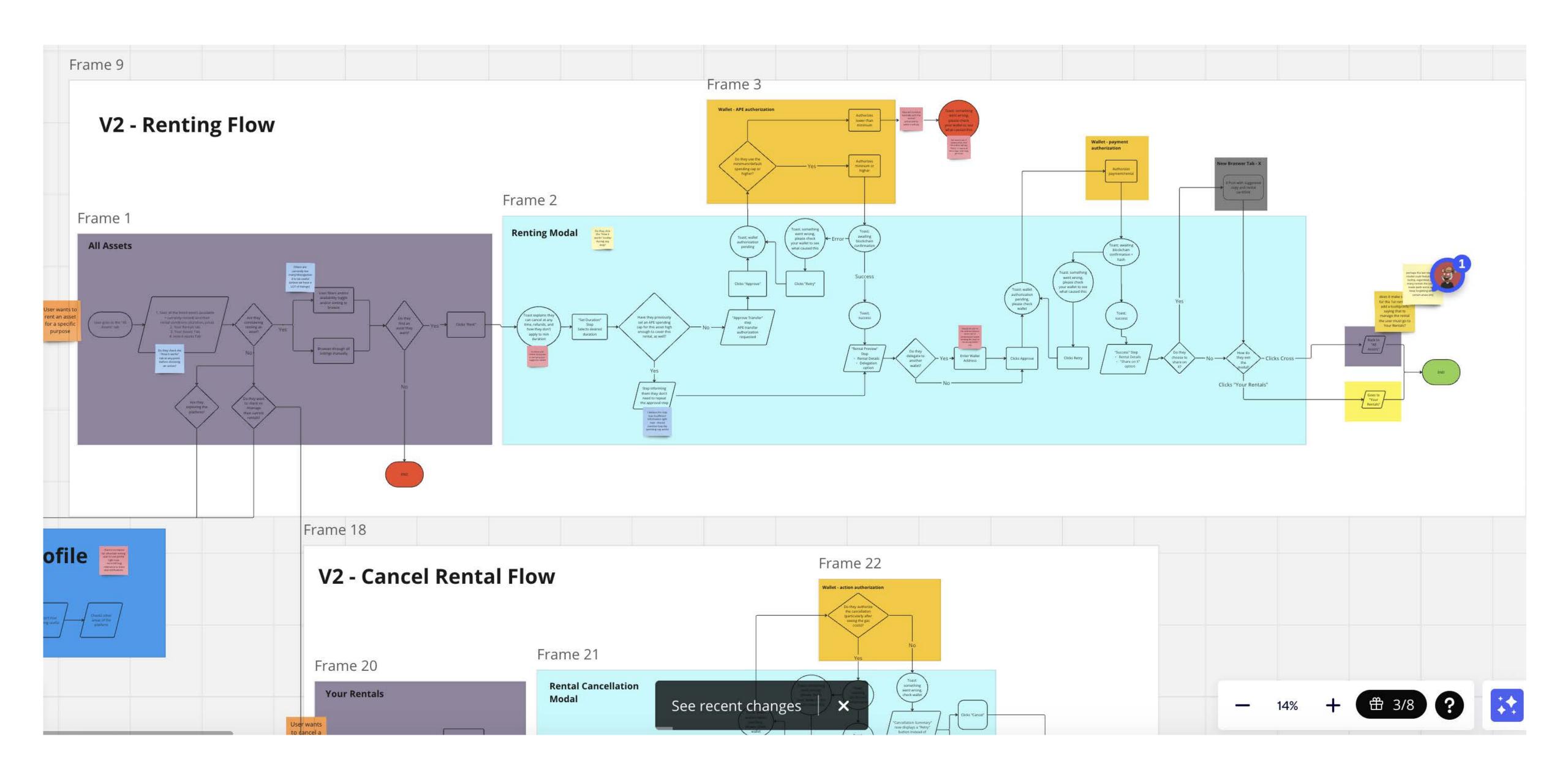


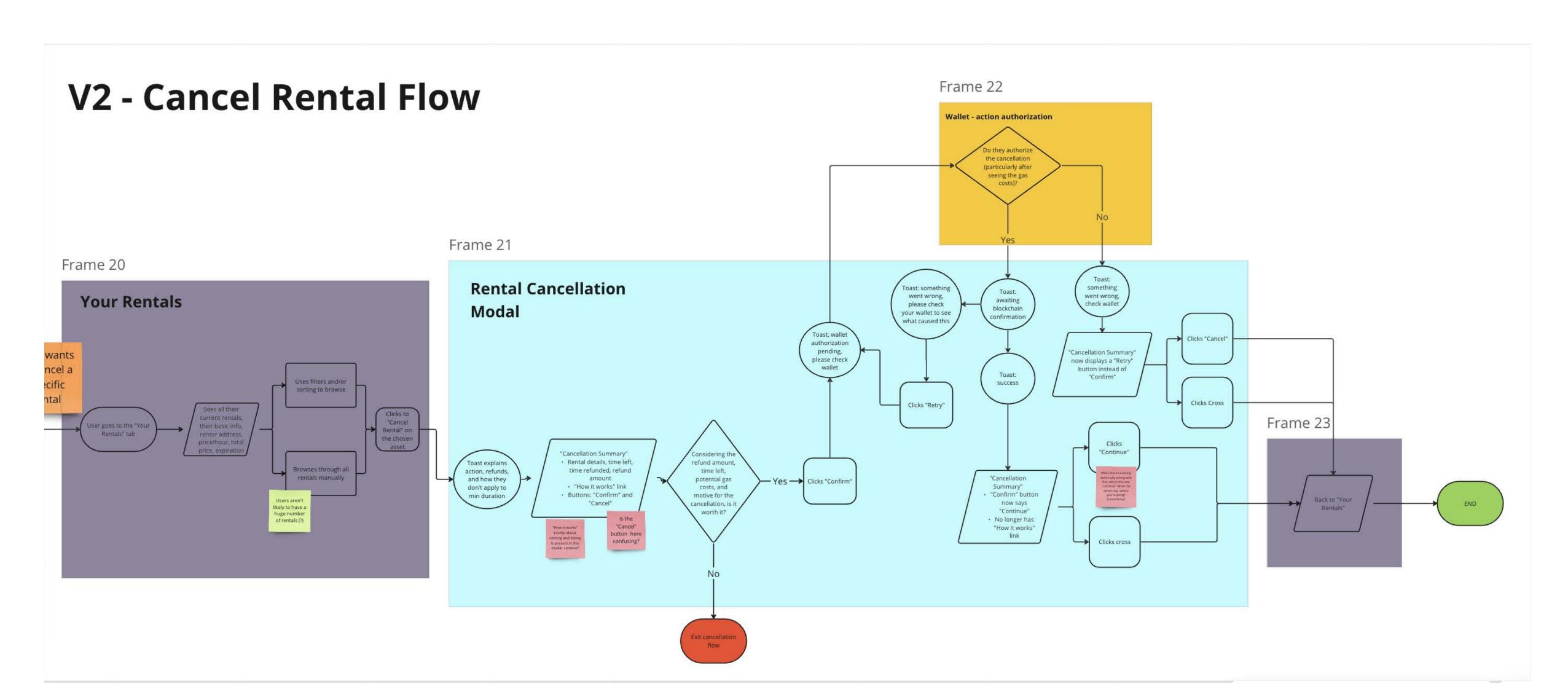






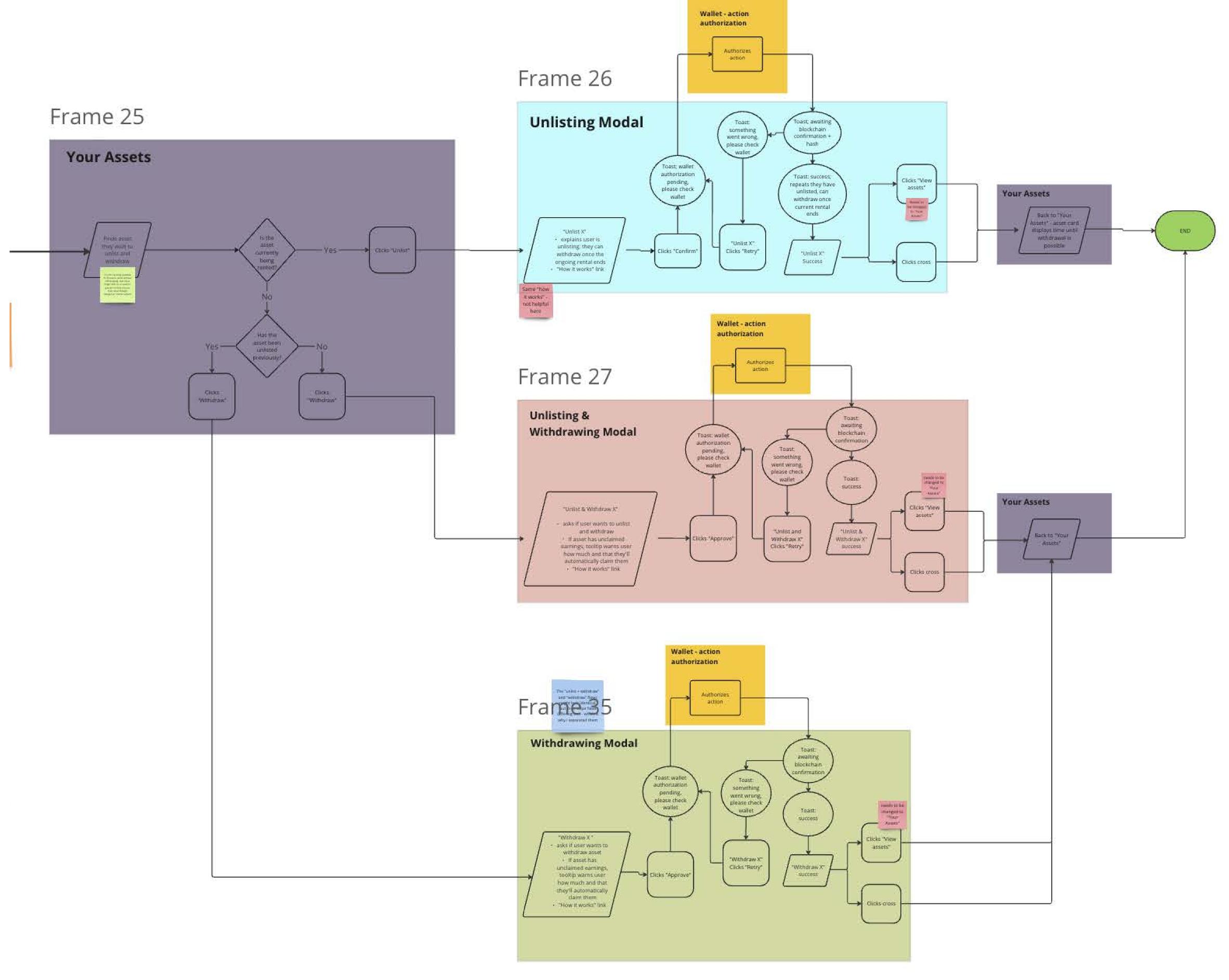






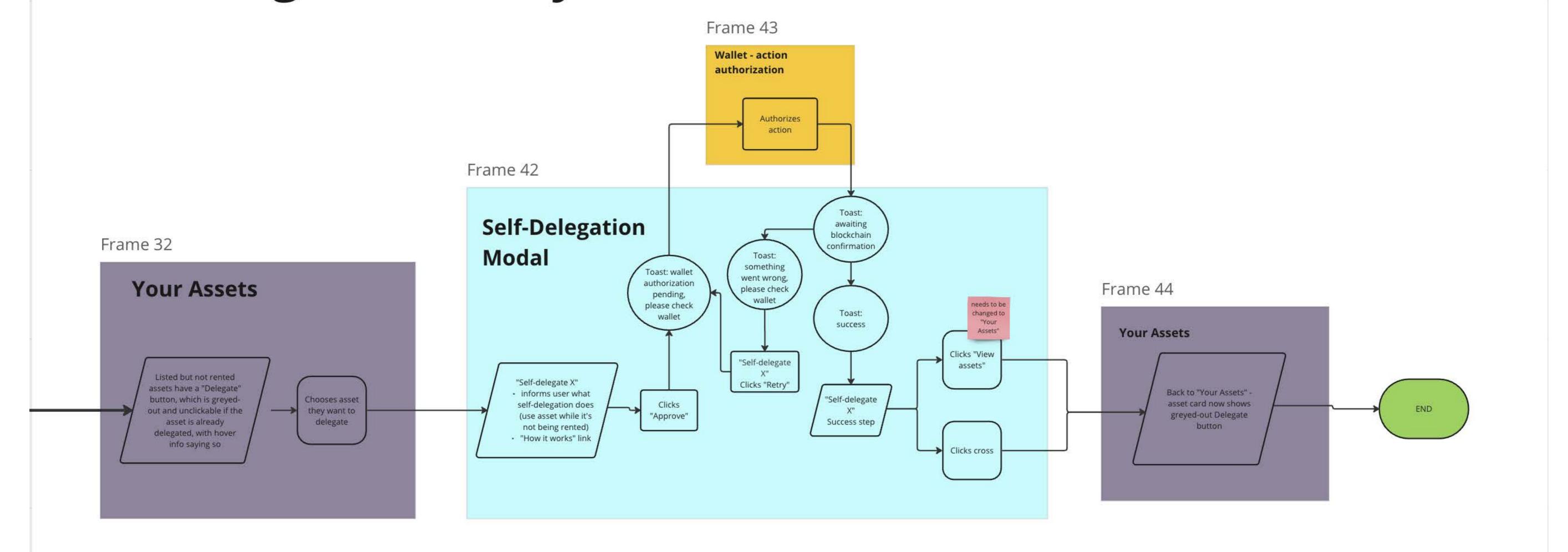


## V2 - Unlist/Withdraw Asset Flow





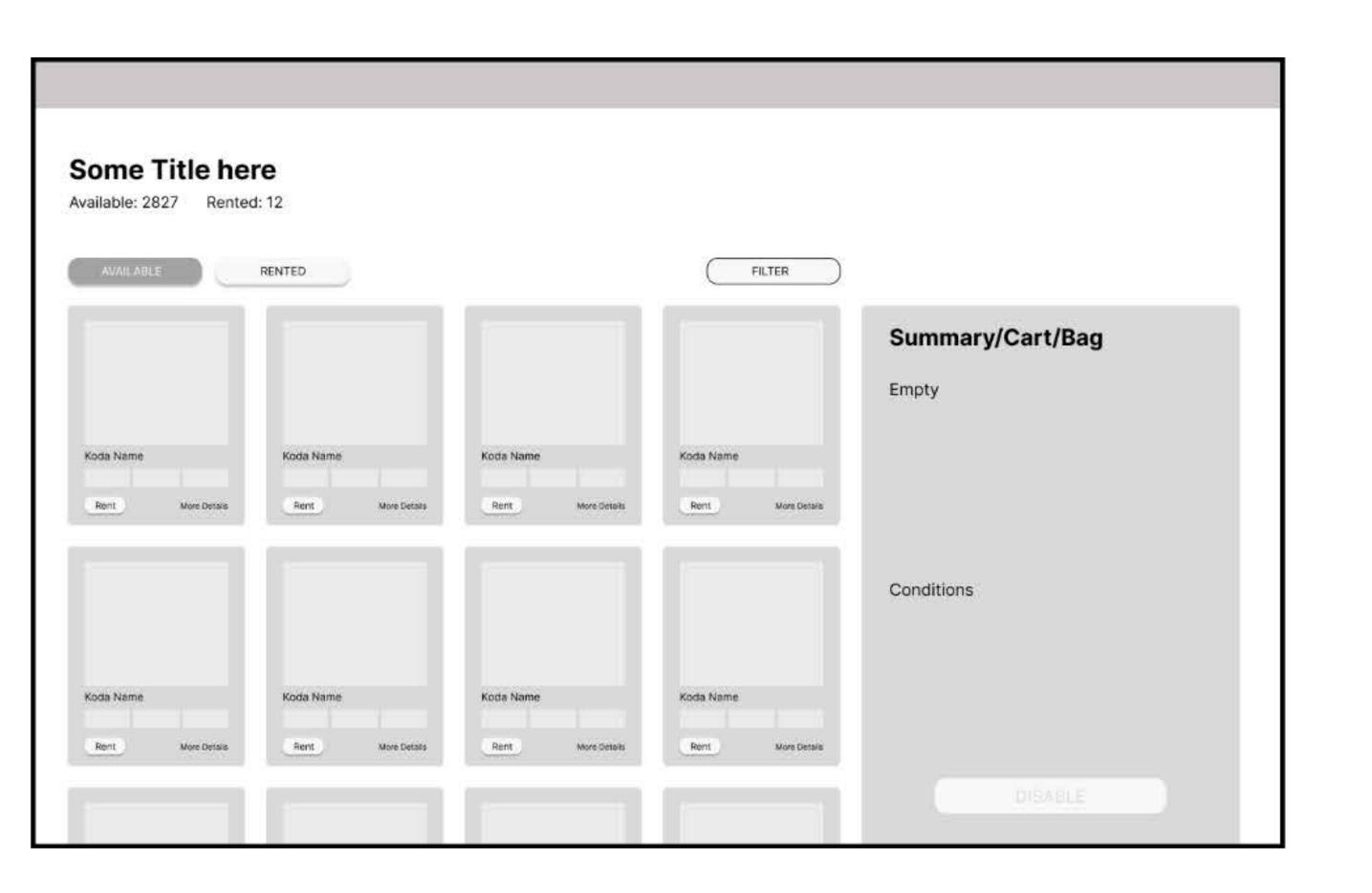
# V2 - Delegate Already-Listed Asset

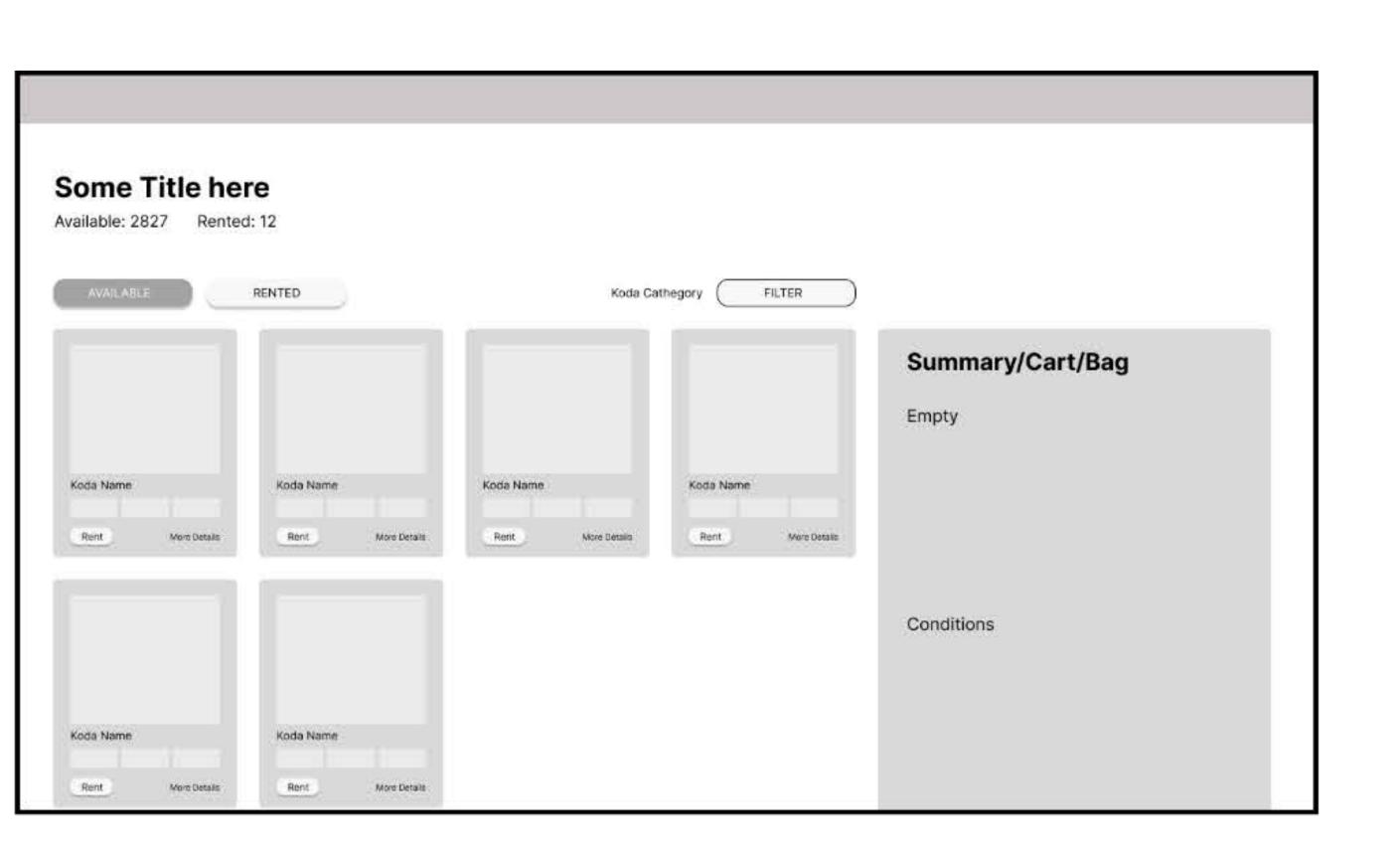


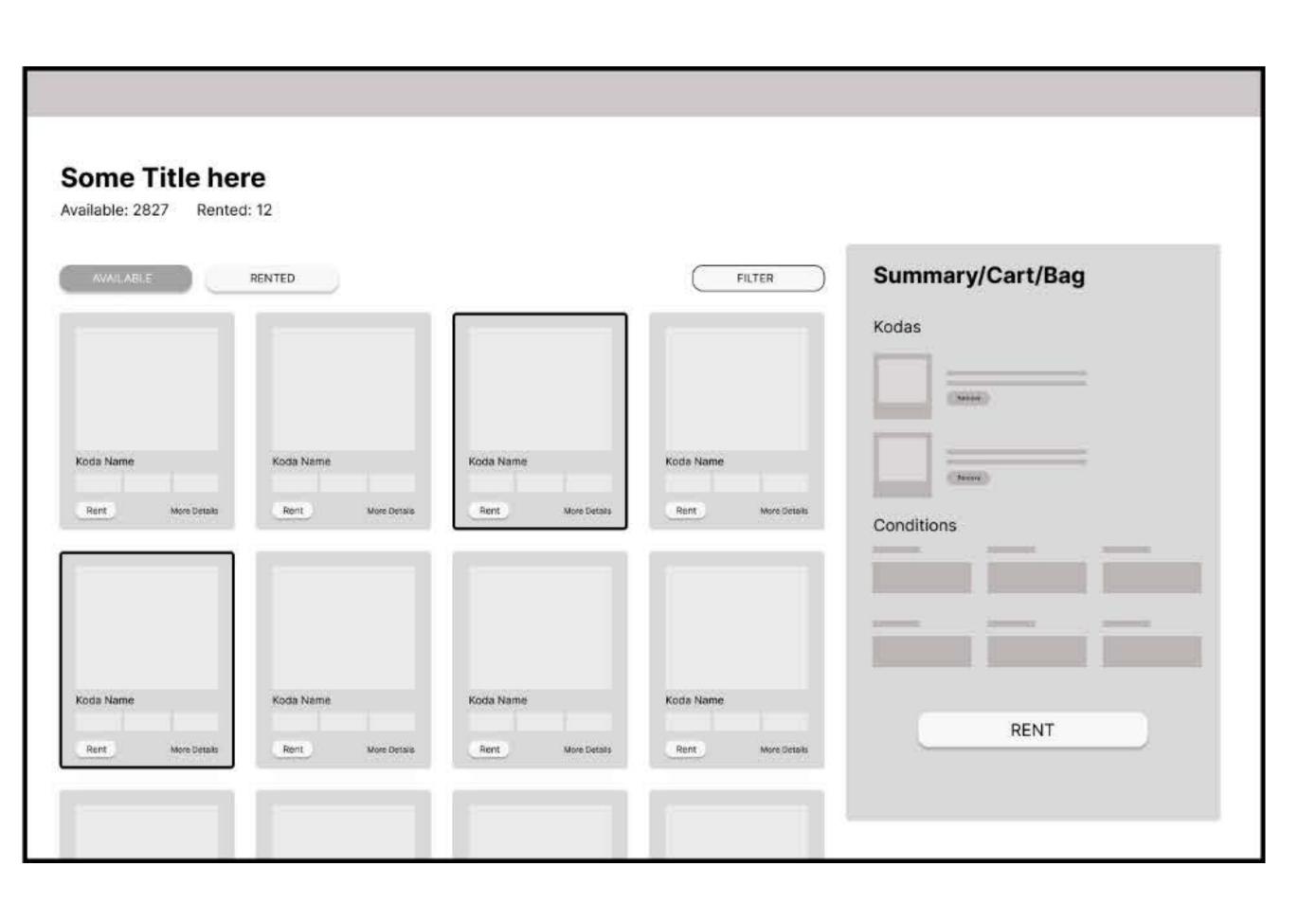


## Low Fidelity Wireframes









## ZHARTA

# Happy Flow: View Rented Kodas

WE HAVE KODAS ARE A COLLECTION
OF 10,000 FARE ALEN ORFATURES
Consideration with new to greatly account of the control of the c

A Koda Card is selectd

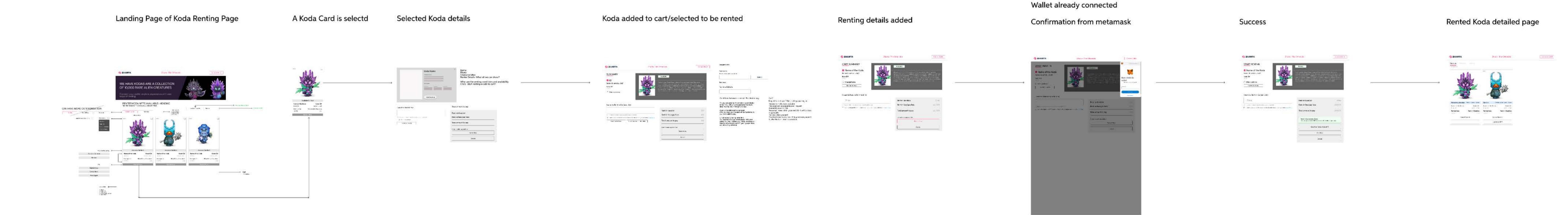
Zharta- The Otherside Connect Wallet

When i want list a koda he can add duration- min and max duration he can add price - renter can decide the price/rate editing all these details. List it / unlist it withdrawal of profits - how renter will get his money back.

cancel renting- alert in needed.

Selected Koda details

# Happy Flow: Renting A Koda

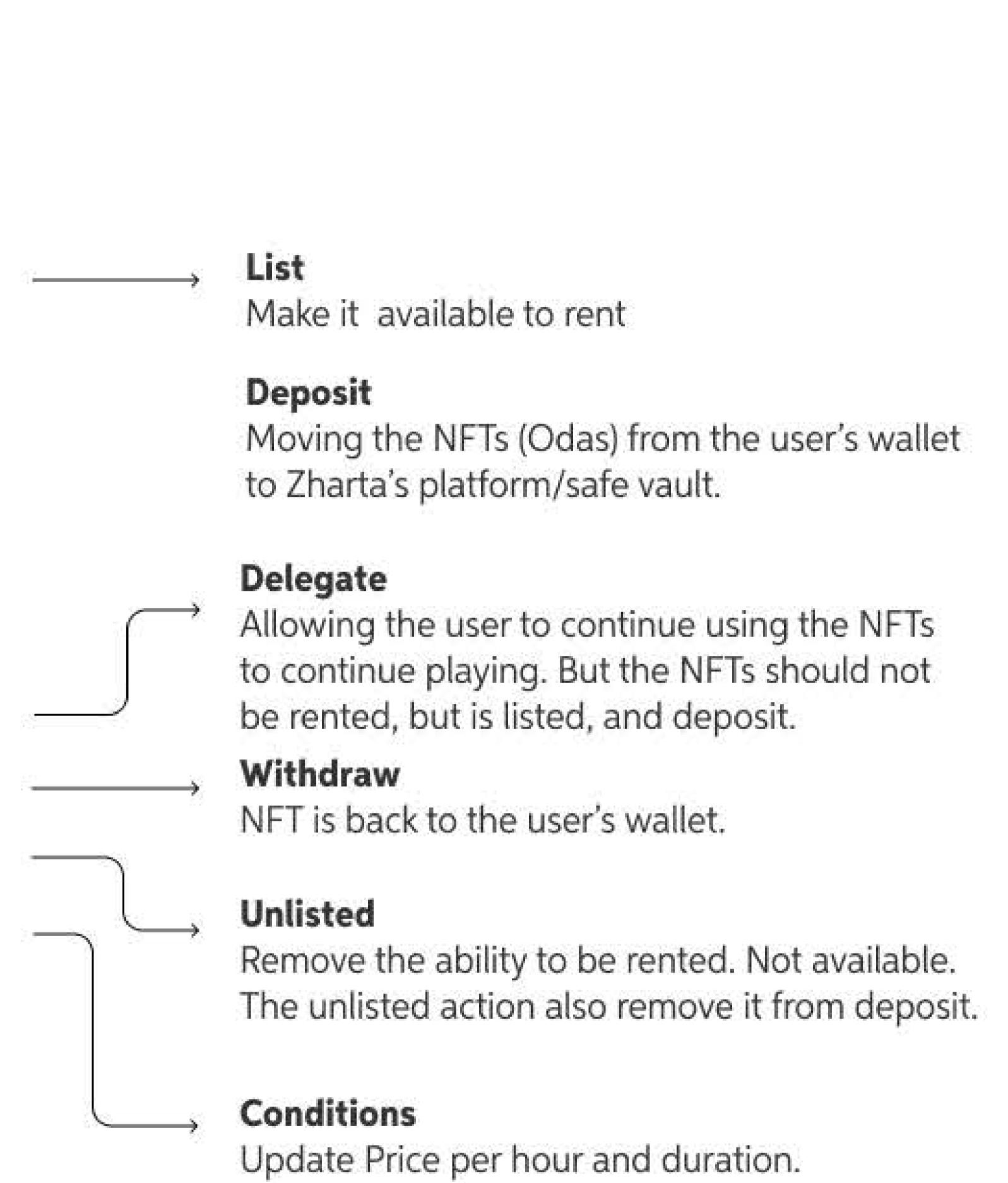




# Assets' Status

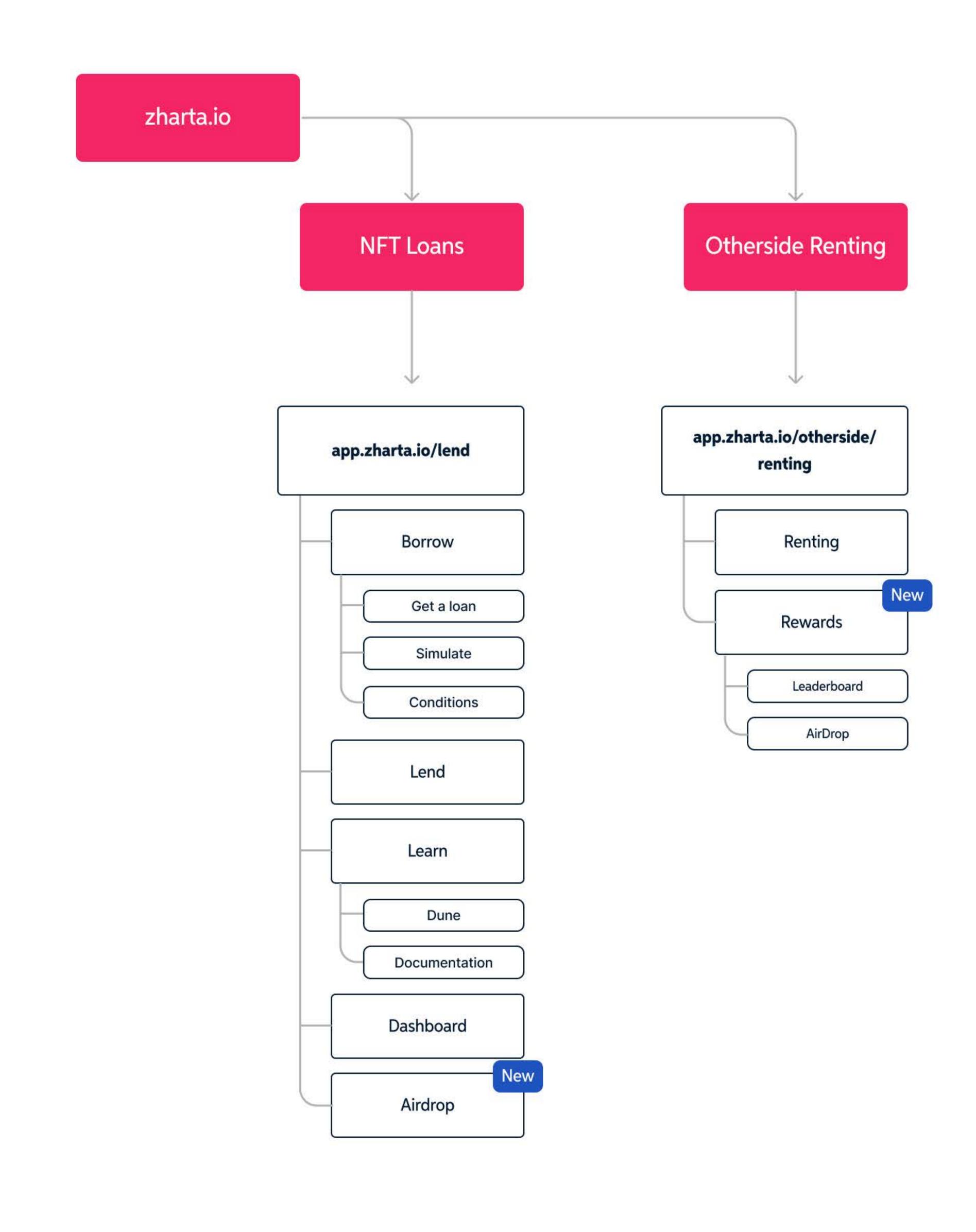
# Odas Cards as a owner (NFT Assets)

Assets status	Meaning	Manageable actions		Buttons	Flows
OWNER					
Not Deposited	Can't be rented. NFT is <b>NOT</b> deposited in Zharta platform	Today  Deposit&List	Future <b>List</b>	List	
Not listed	Can't be rented. NFT <b>IS</b> deposited in Zharta platform			Delegate Withdraw	
Listed	Can be rented	Today  Delegate  Unlist & Withdraw  Update conditions	Future Delegate Withdraw Update conditions Unlist	Delegate  Withdraw  Unlist  Update conditions	
Rented	Is rented.	Today Update conditions Unlist	Future Update conditions Unlist	Update conditions Unlist	
RENTER					
Available	Can be rented			Rent	BR01
Rented	Can't be rented.	Today  Cancel rental	Future Extend rental Cancel rental re-Delegate	Cancel rental	BR02



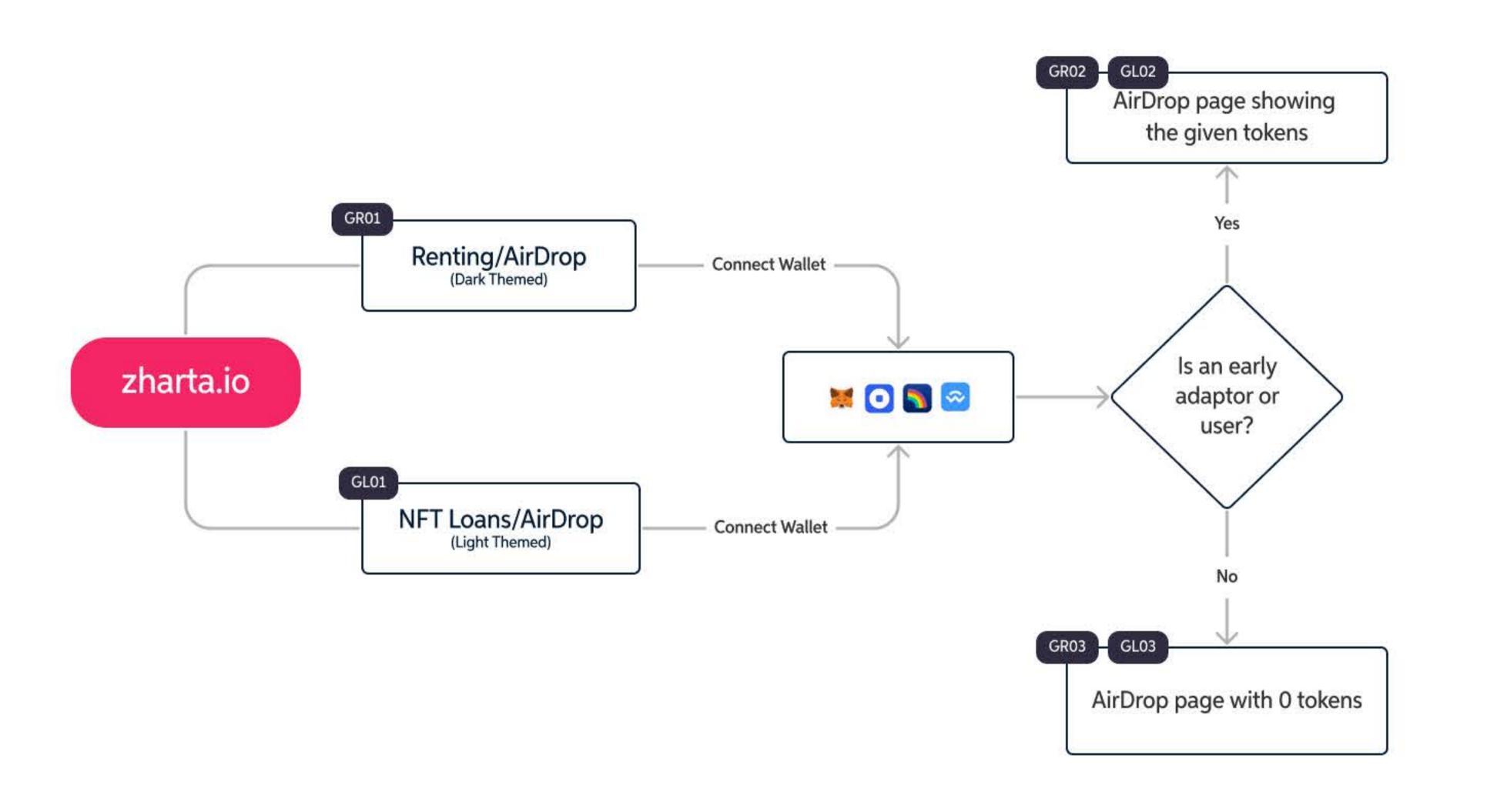
# Site map

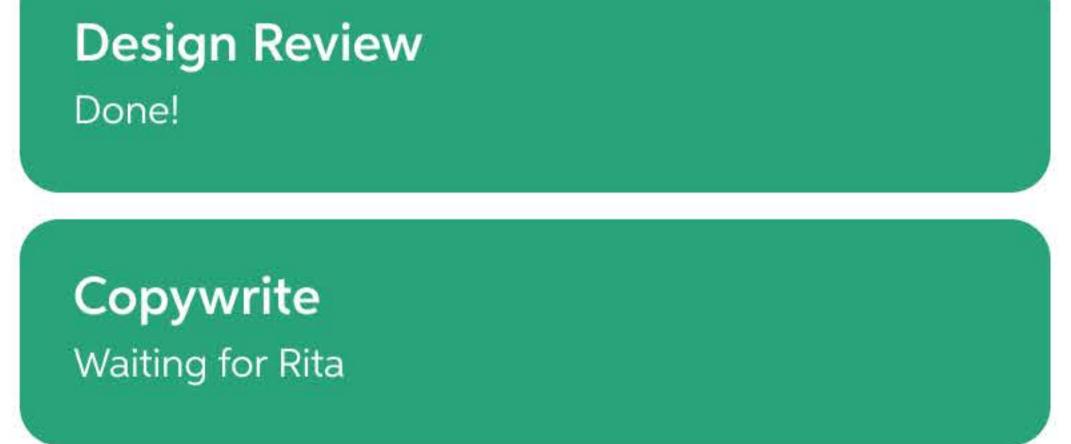
How the users will access the Genesis information



# **User Journey**

What will happen during their usage



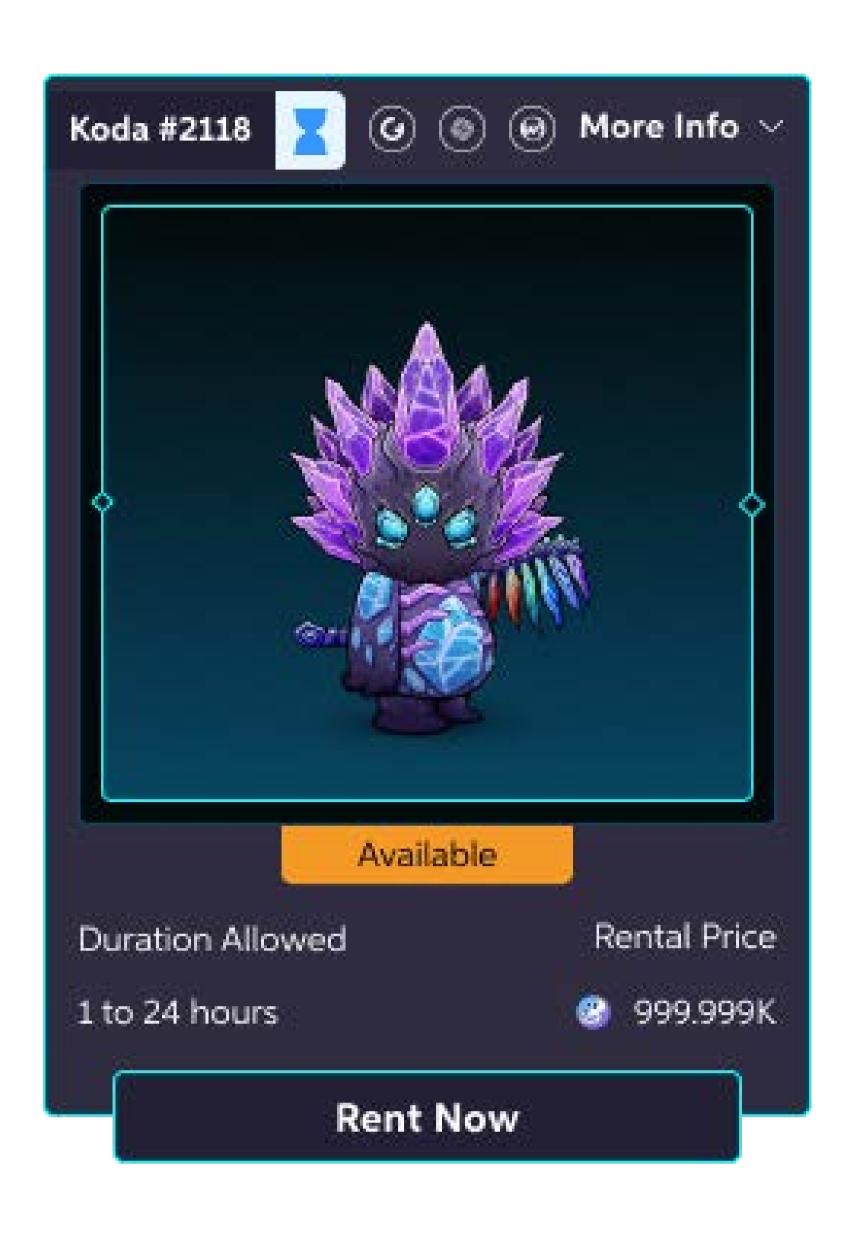


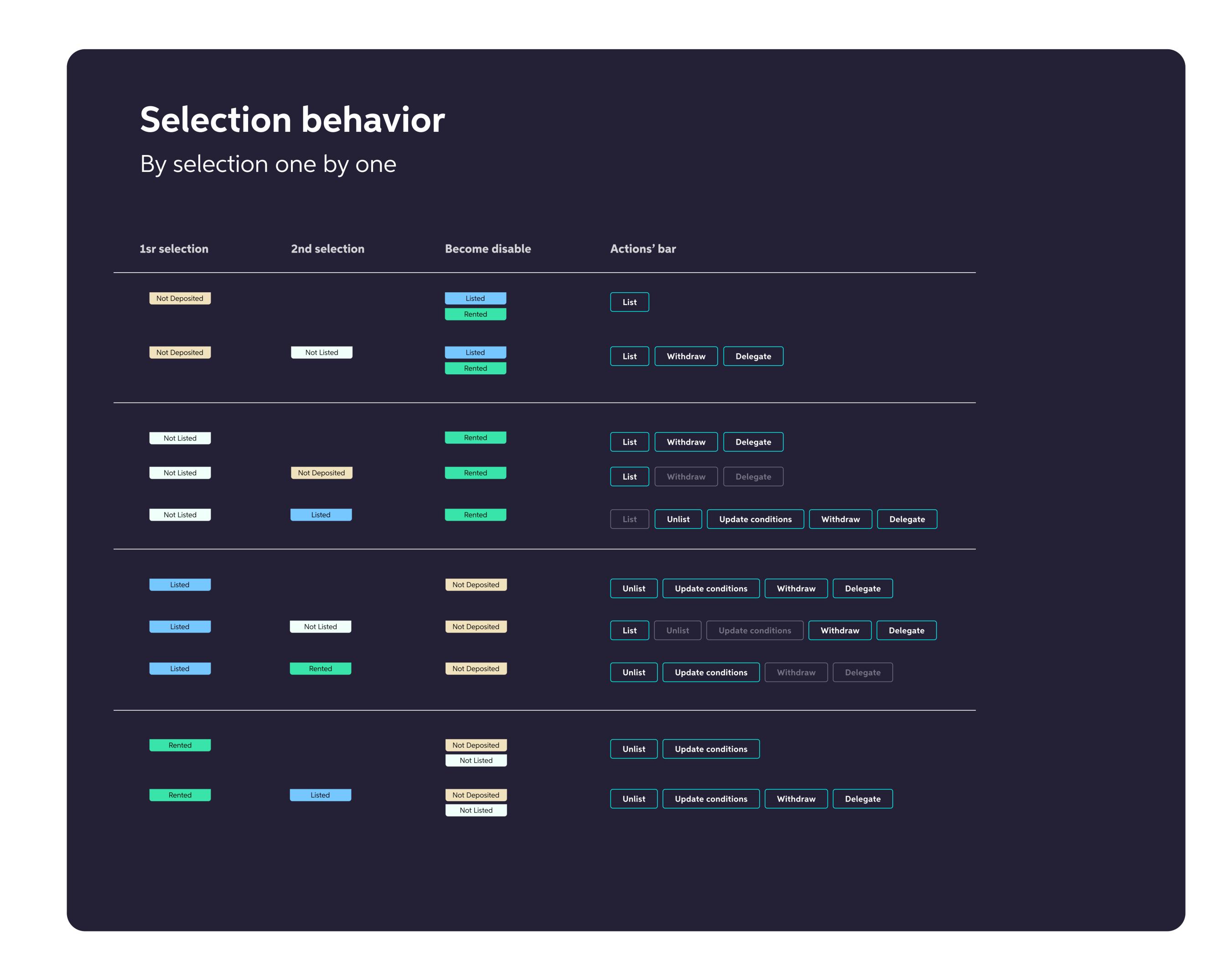
Product

Waiting by Ross and Pedro

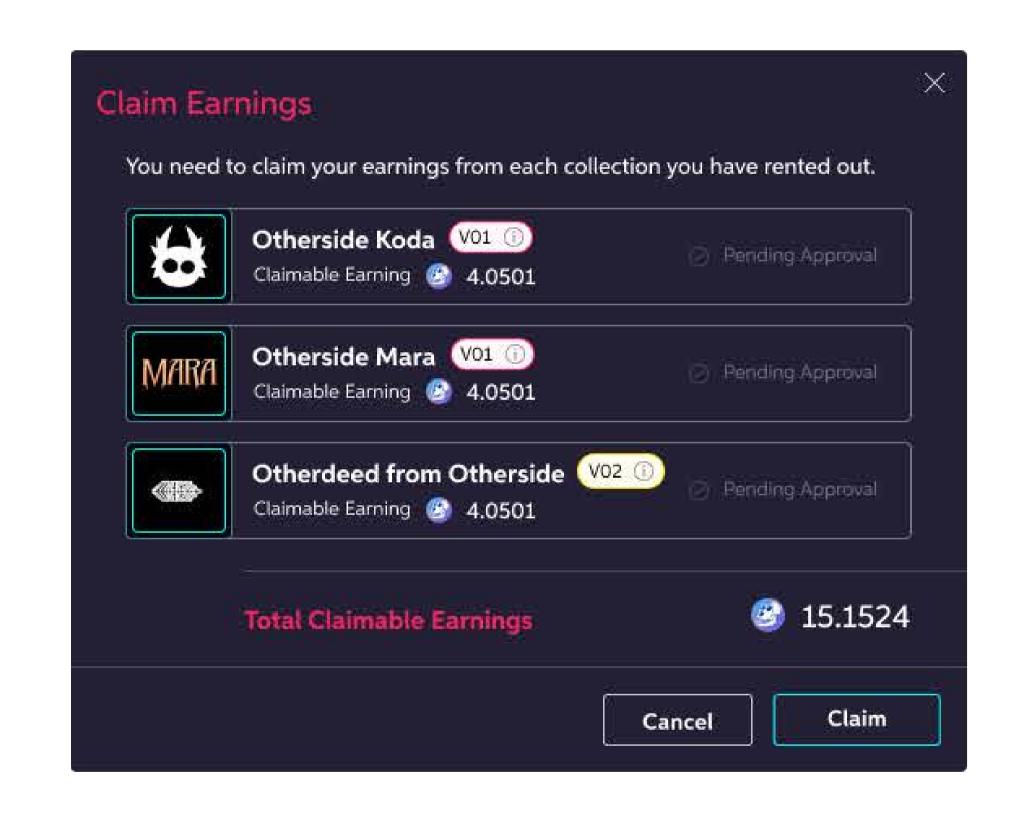
## High Fidelity UI Designs

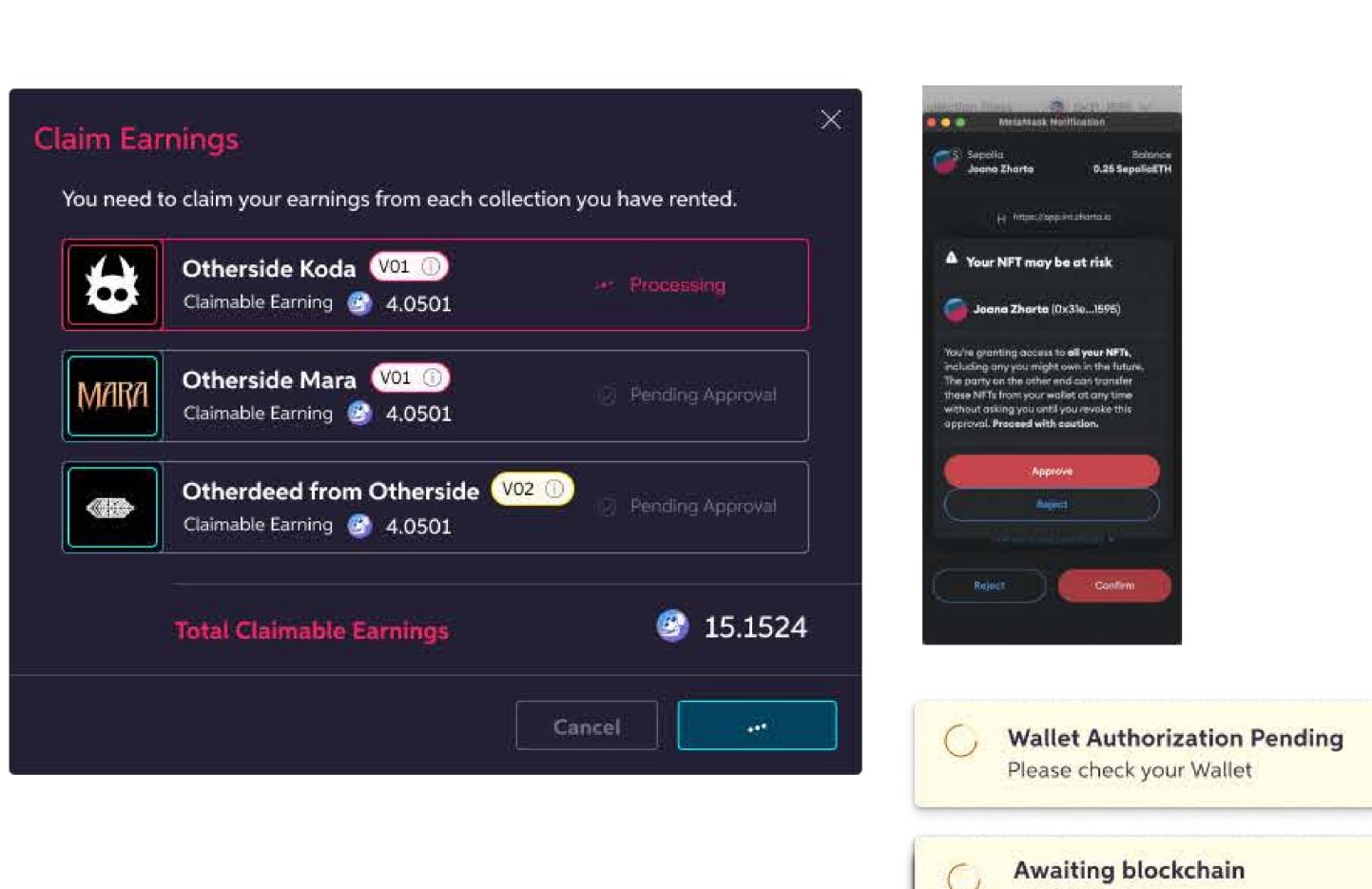
## **NFT CARDS**

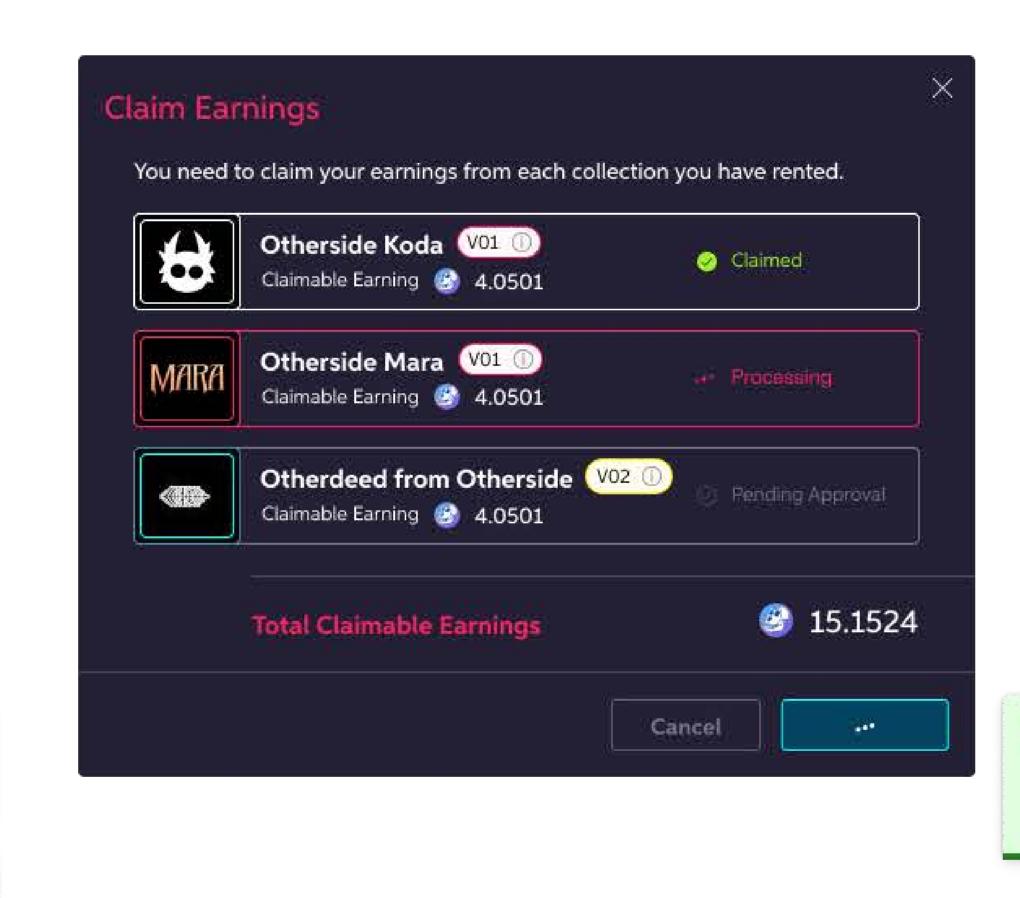


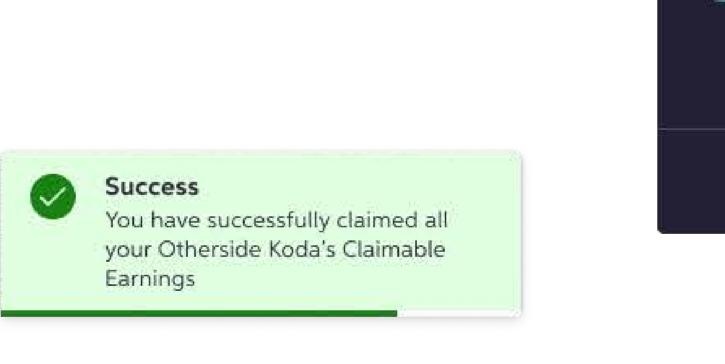


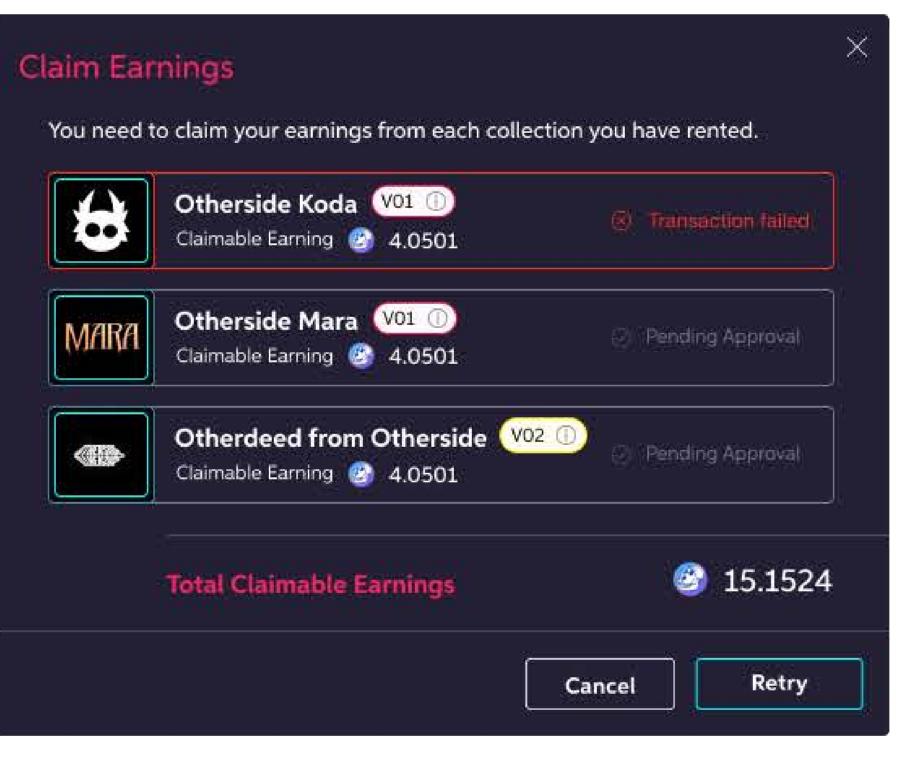
## Pop-ip Modals



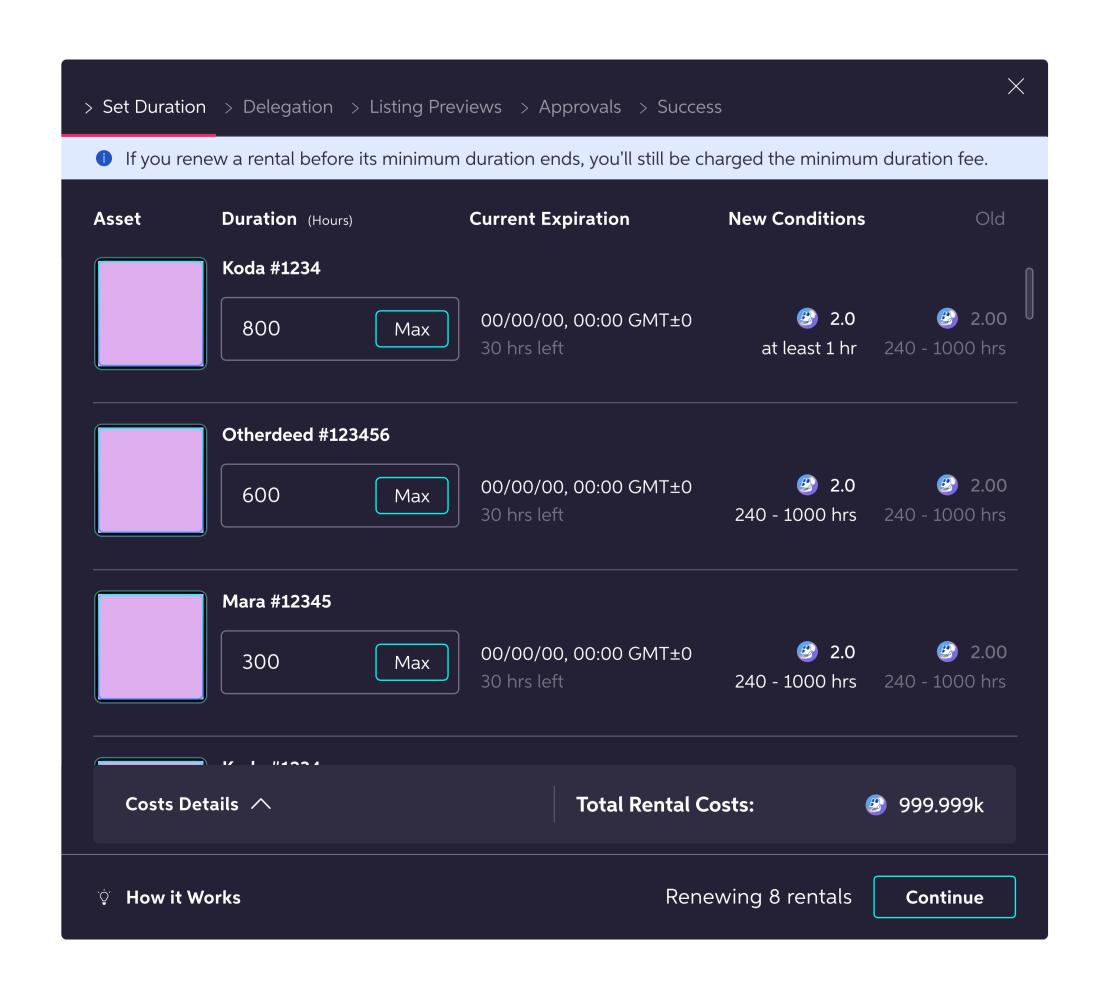


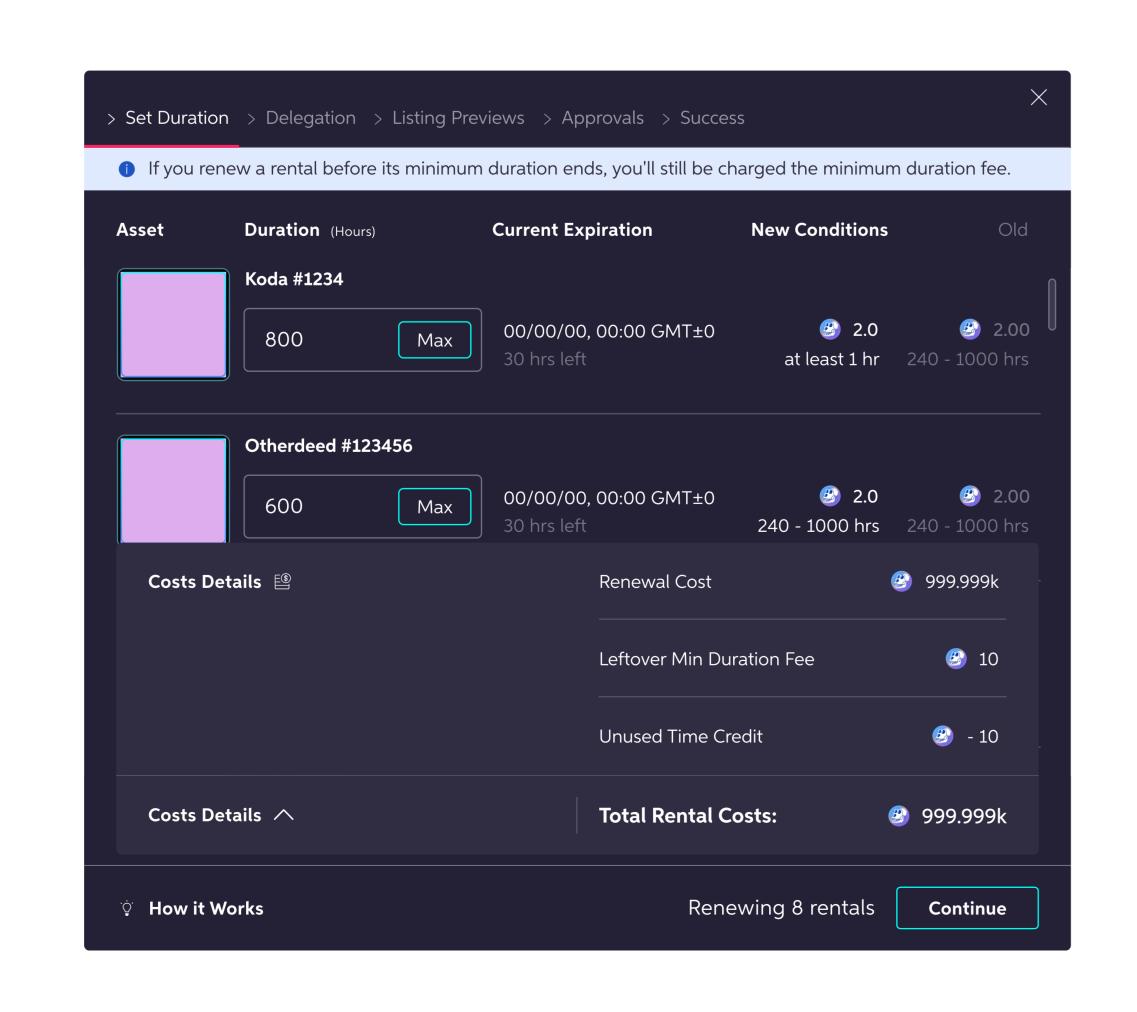






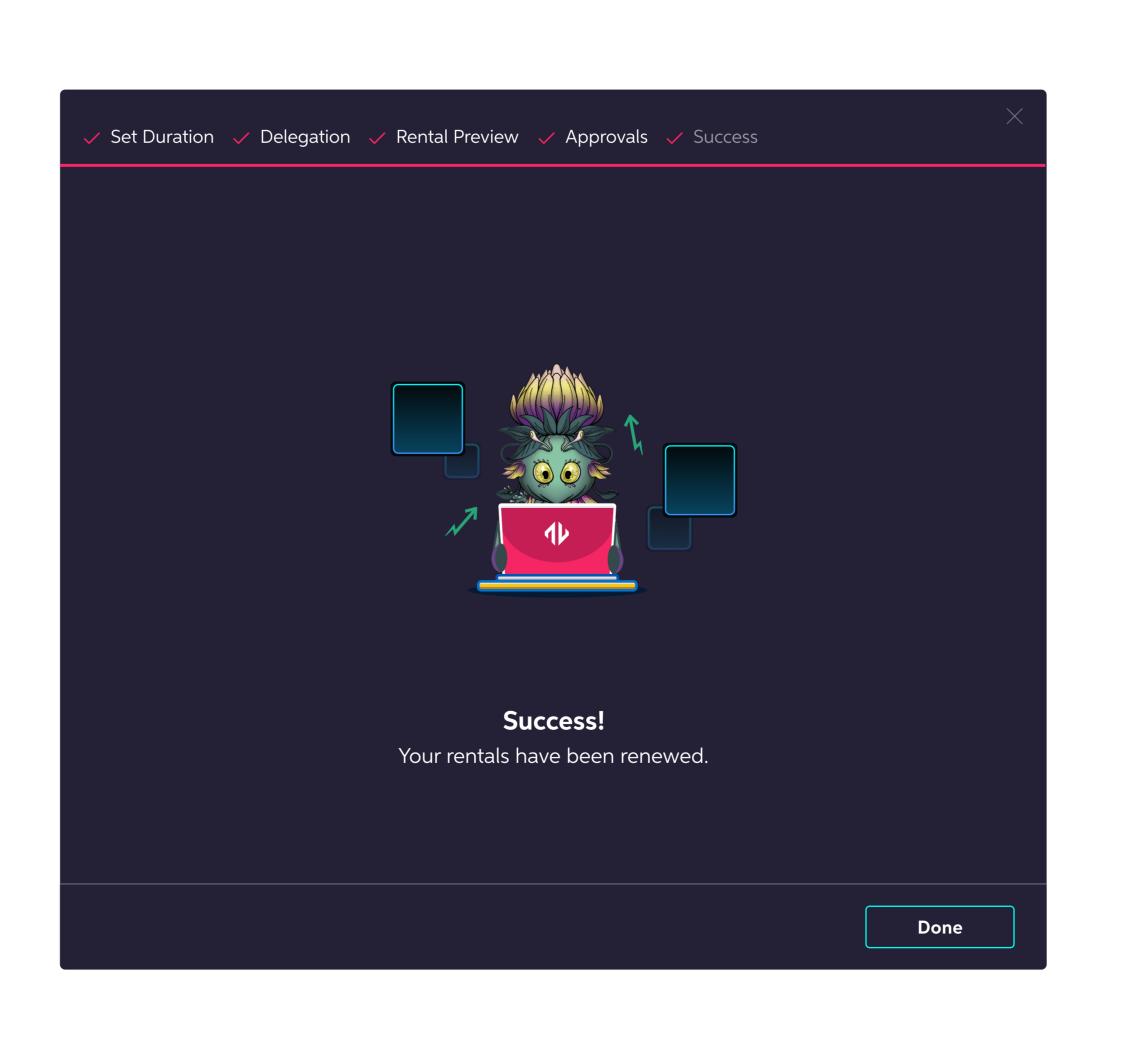


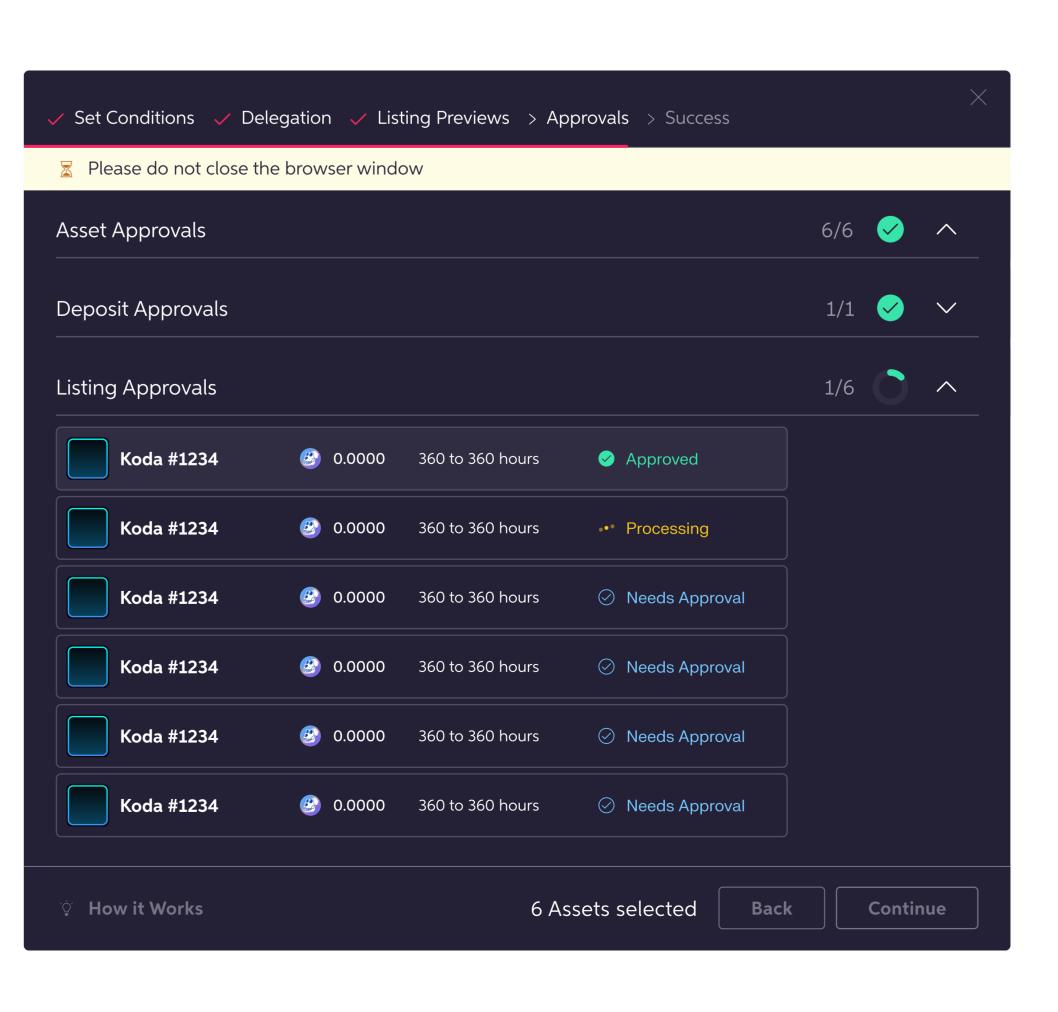




confirmation...

Transaction Hash Oxe9b7...7881

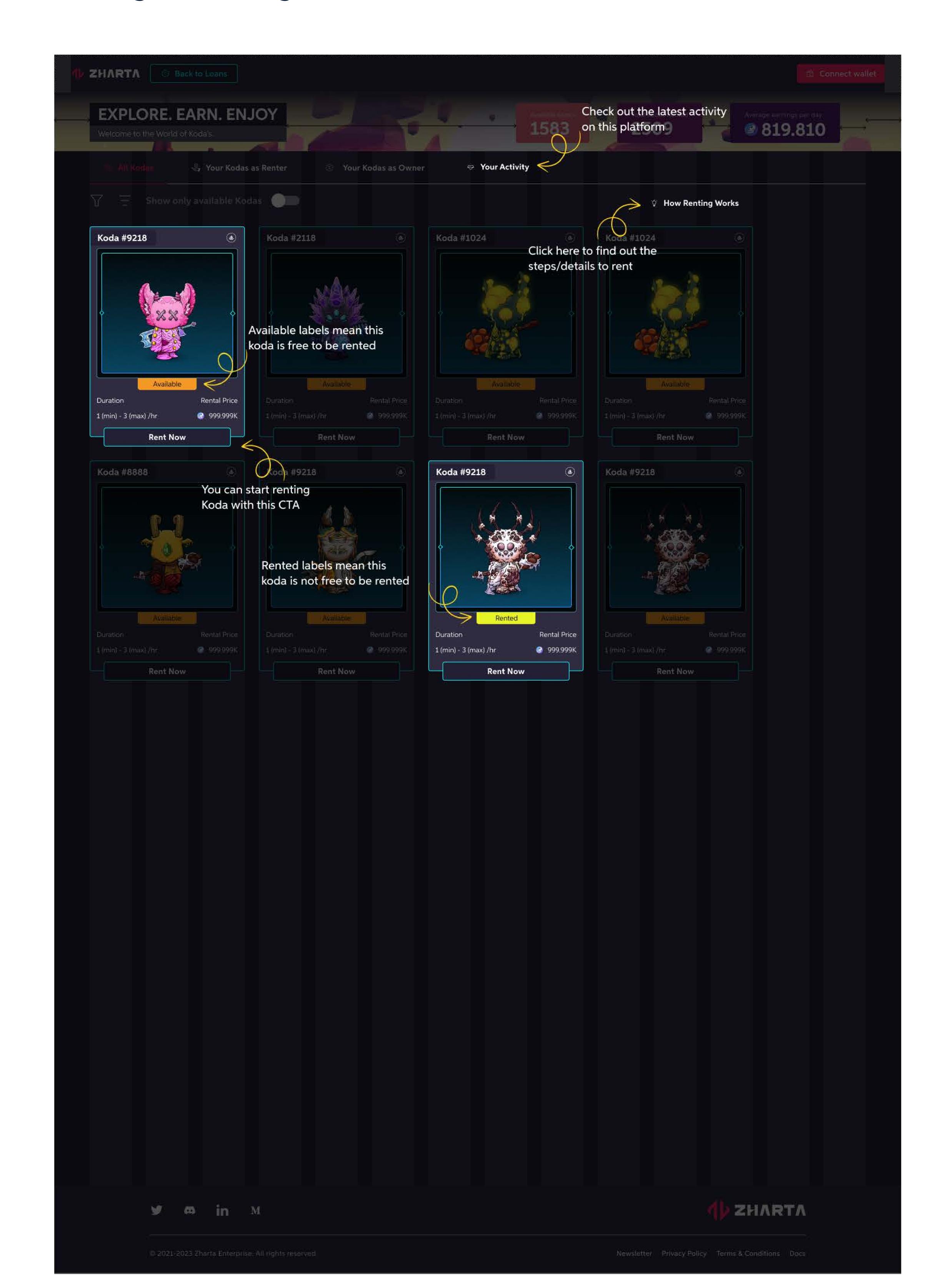




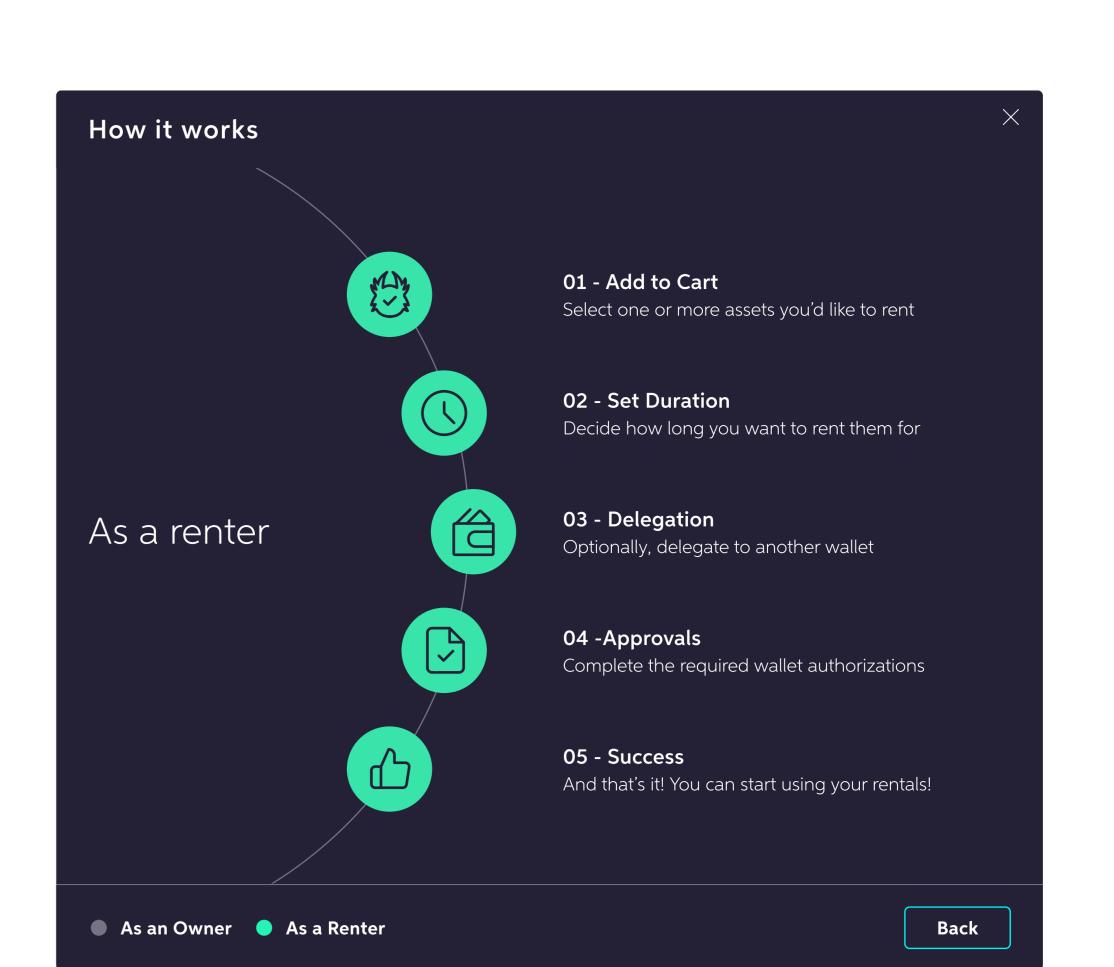
# High Fidelity Designs- V.01

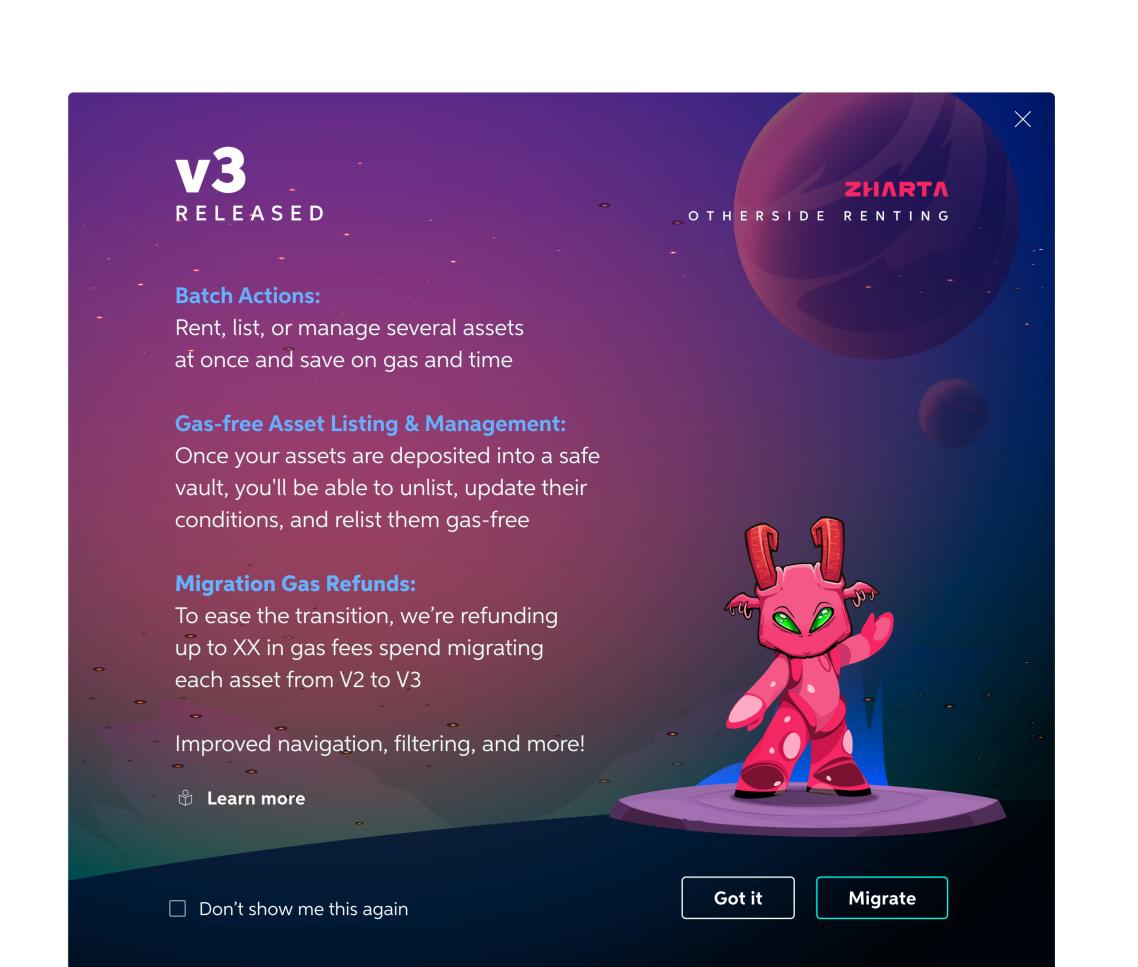
# ③ Back to Loans EXPLORE. EARN. ENJOY How Renting Works Your Kodas as a Lender Show only rented Koda's Koda #7716 Available Available Available 1 (min) - 4 (max) /days 3.8071/day 1 (min) - 7 (max) /days 3.8071/day 1 (min) - 10 (max) /days 3.7069/day Rent Now Rent Now Koda #5061 Koda #466 Available Available Available Rent Now Rent Now Rent Now Koda #5061 Koda #9920 Available Rent Now Rent Now Koda #5061 Rented Rented Rent Now Rent Now

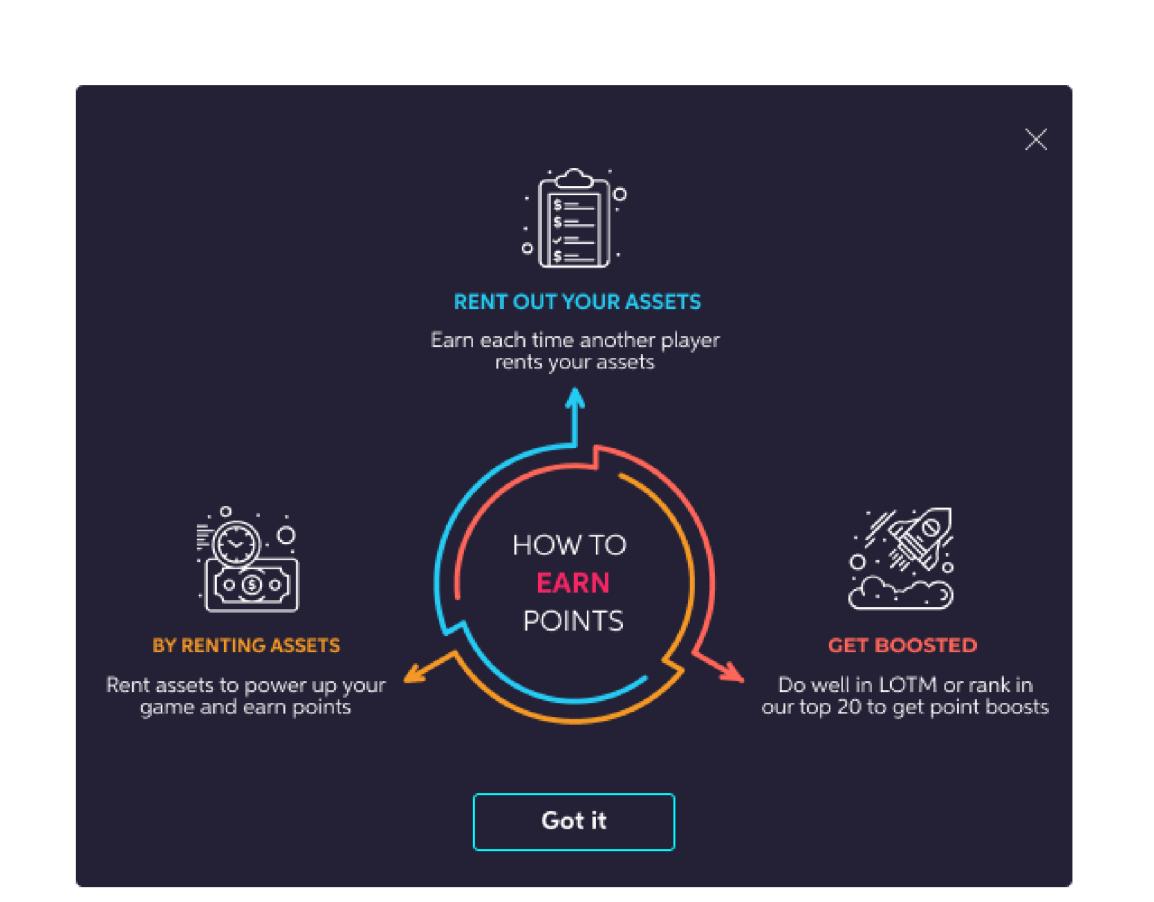
# Landing Onboarding Tutorial



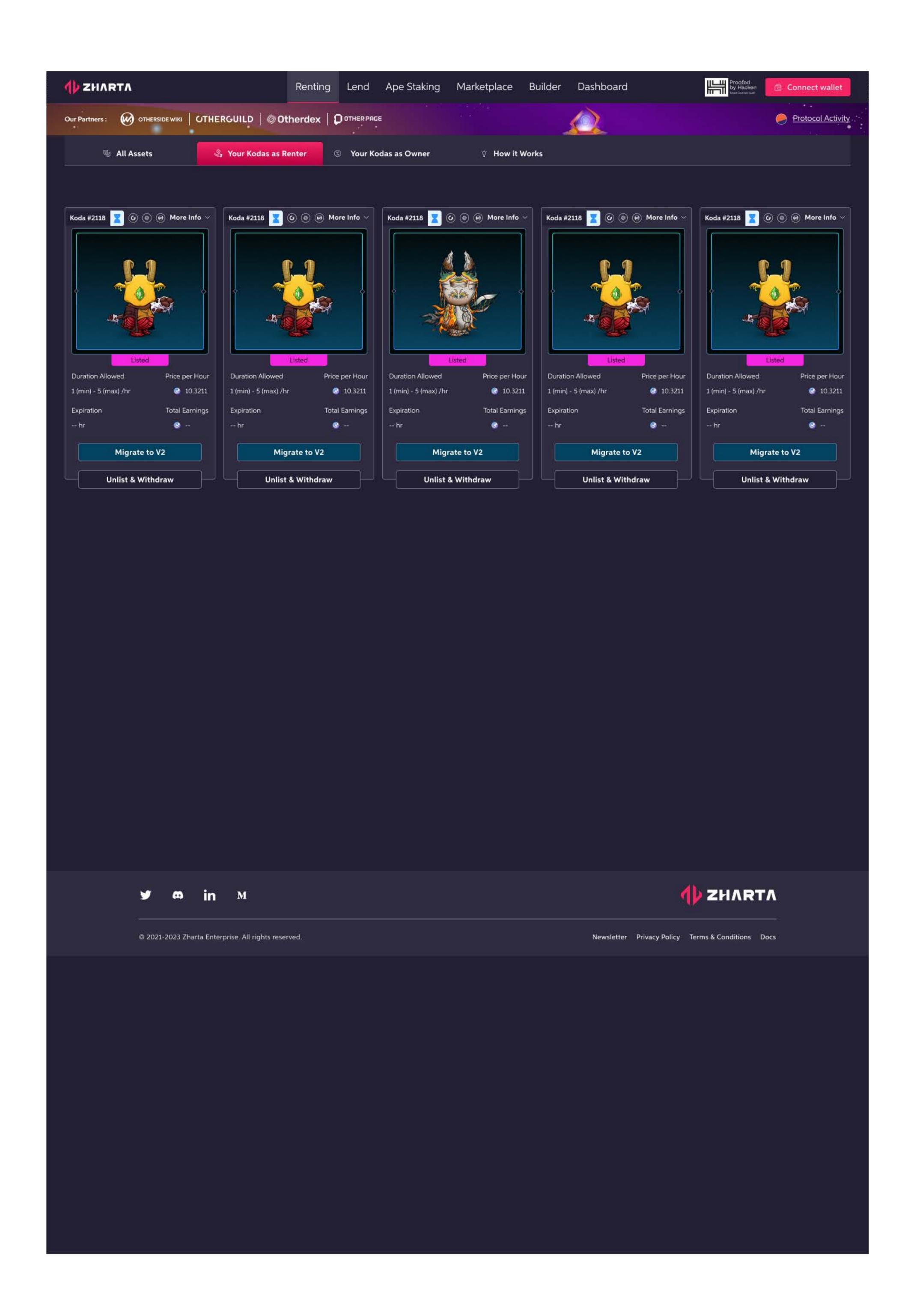
# **How it Works**

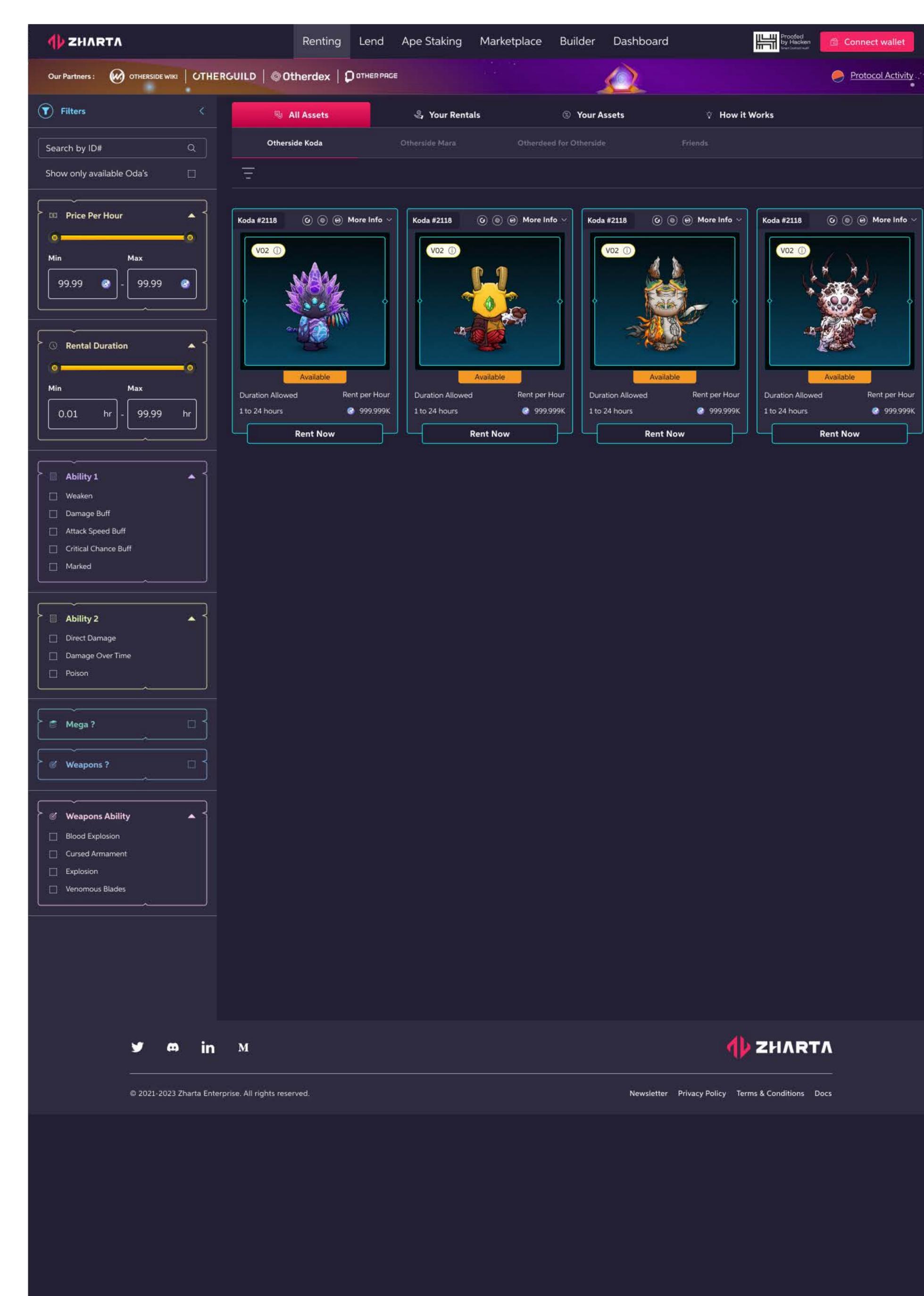


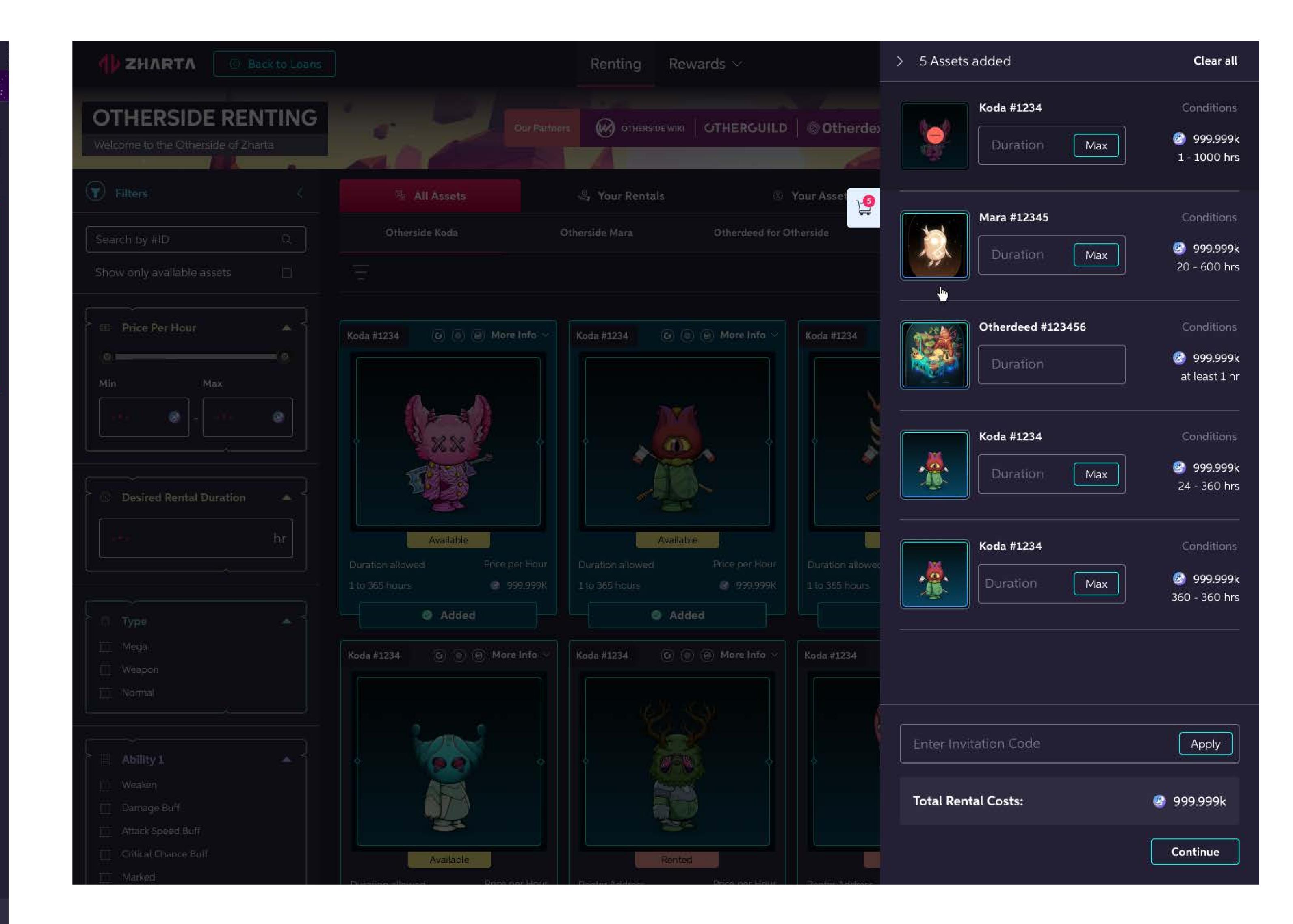




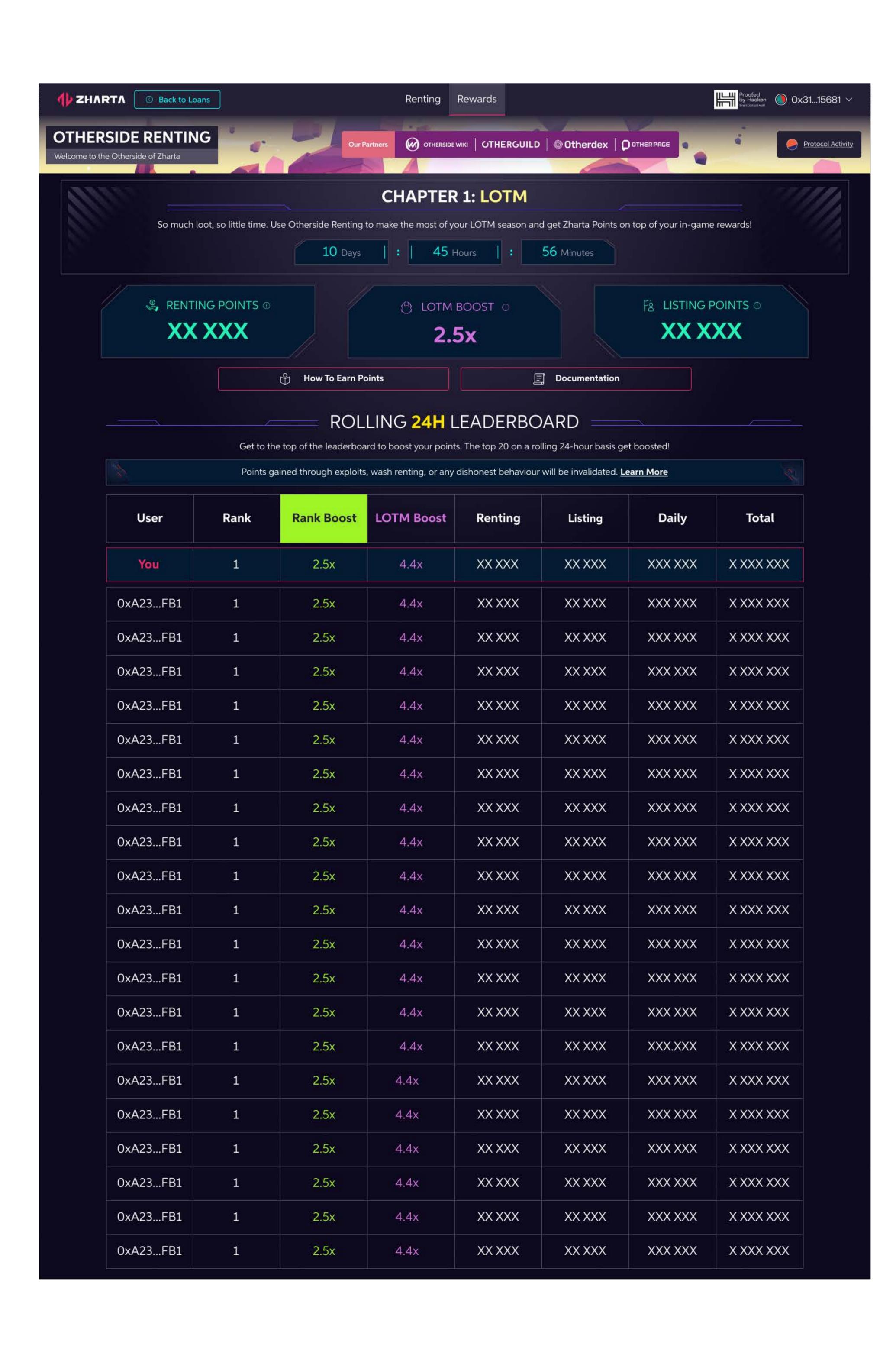
V.02/V.03 - Introducing new features- Top Navigation, Secondary navigation, Filter, Batch Renting/Listing with Add to Cart

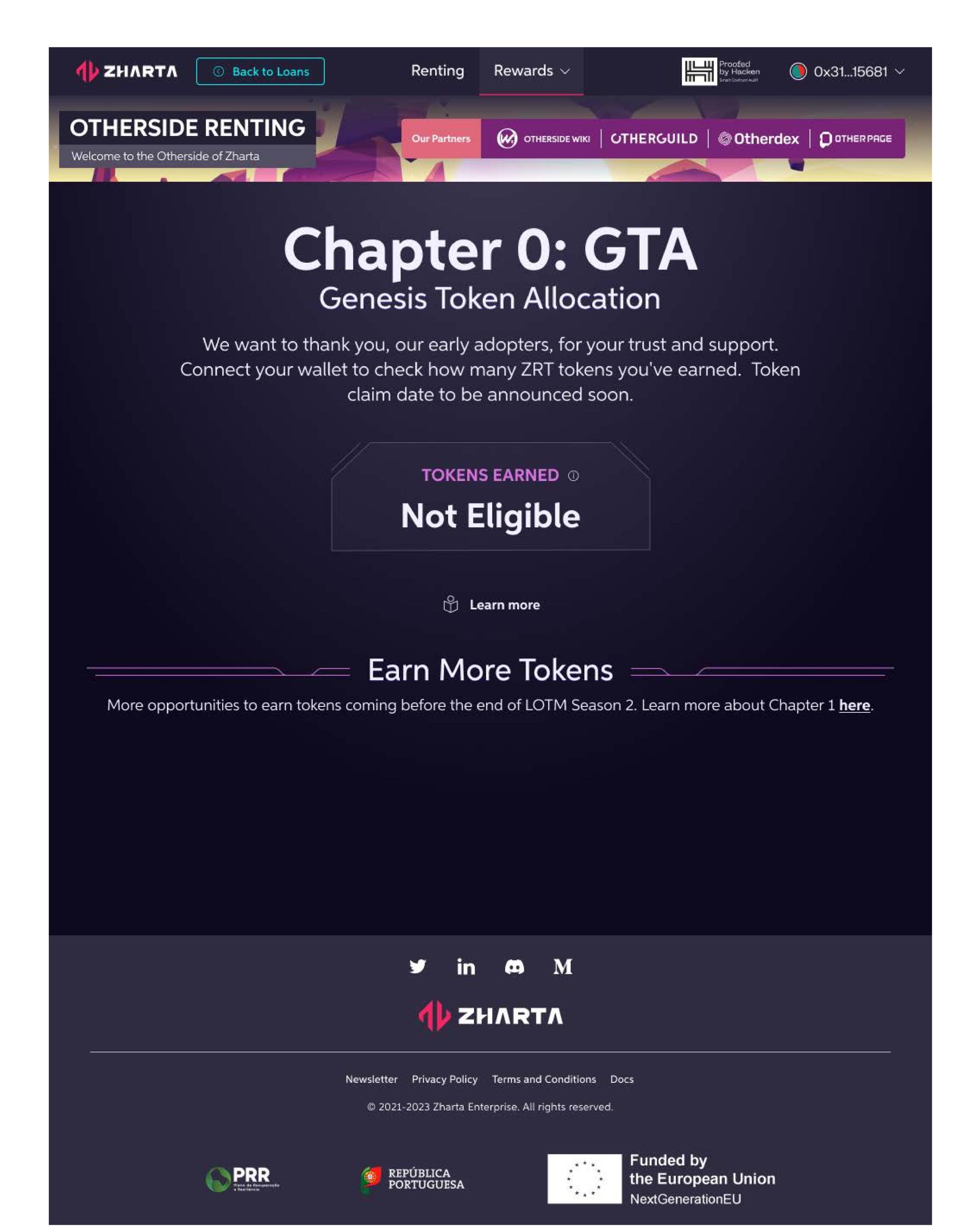




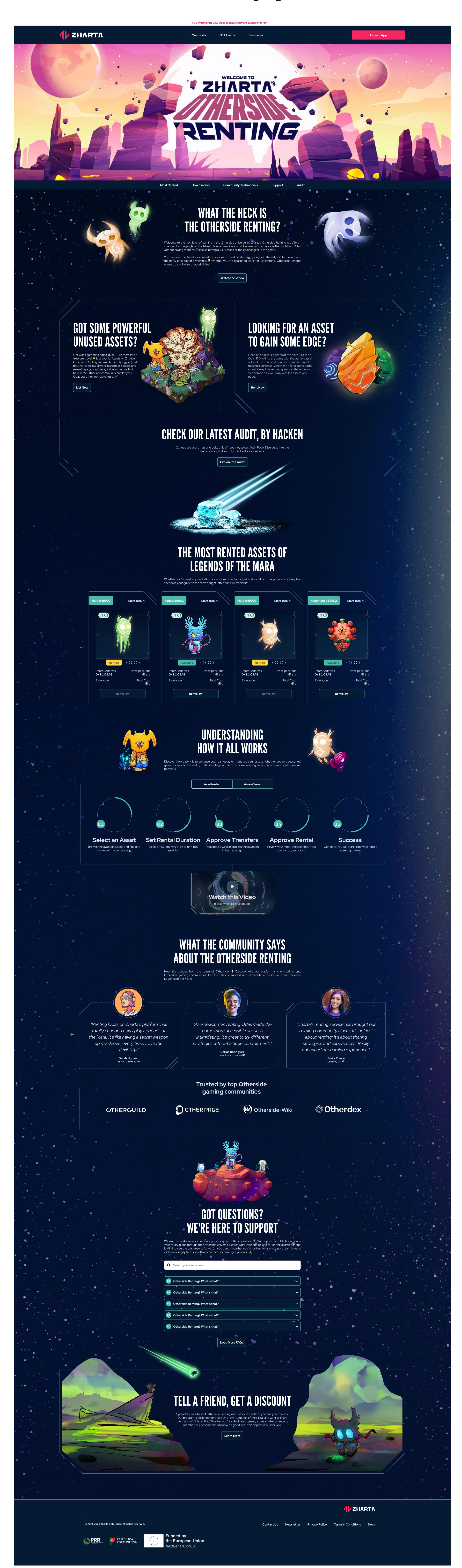


# Rewards, Genesis Airdrop

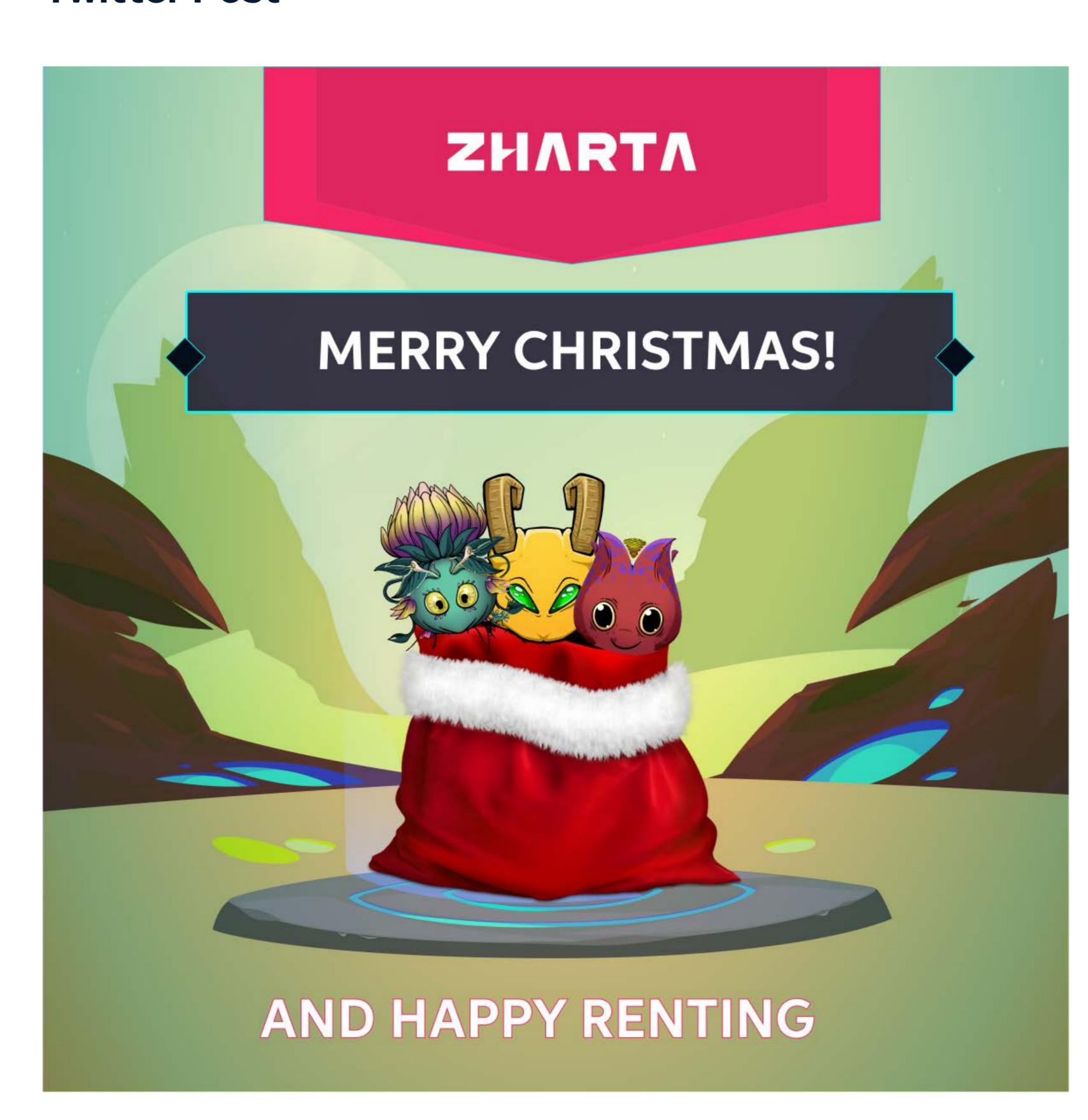




Website Landing Page

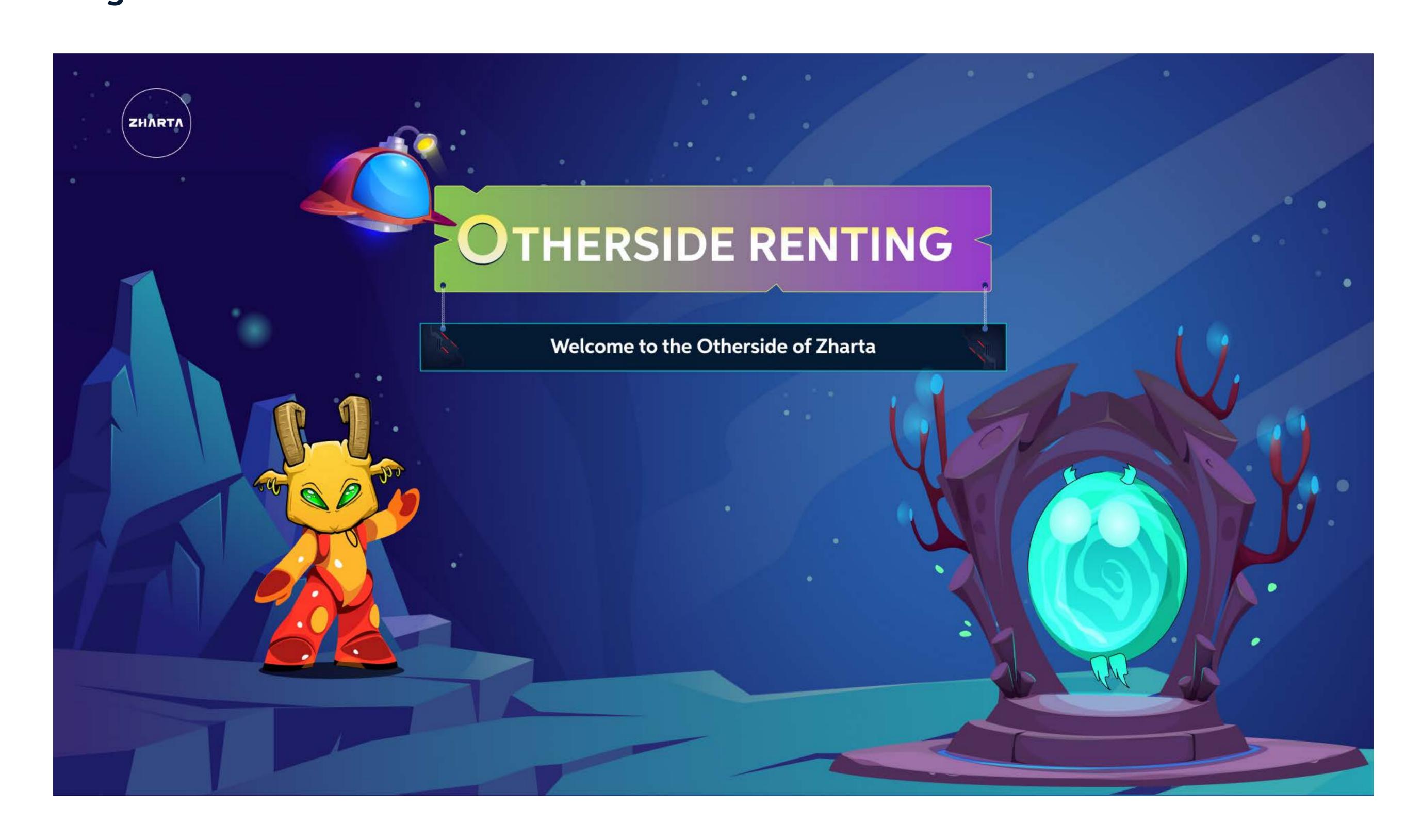


**Twitter Post** 



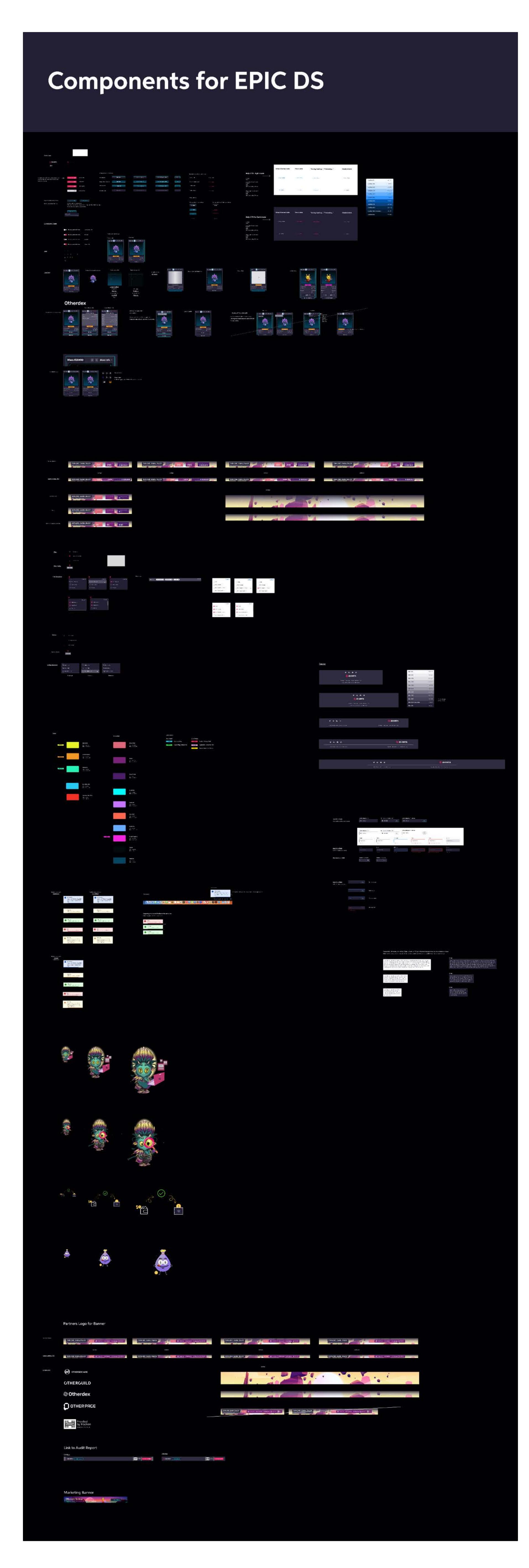


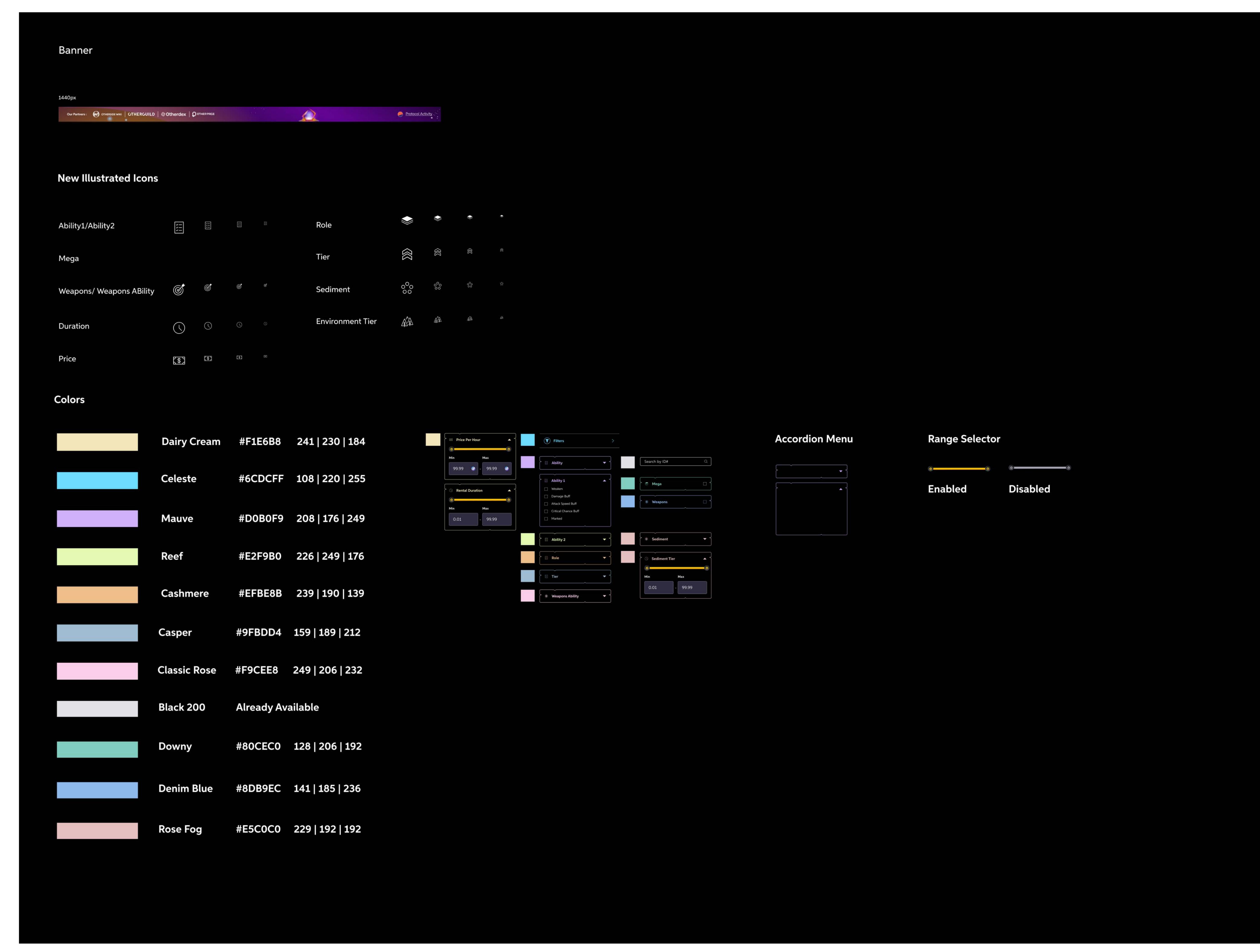
# **Blog Post**





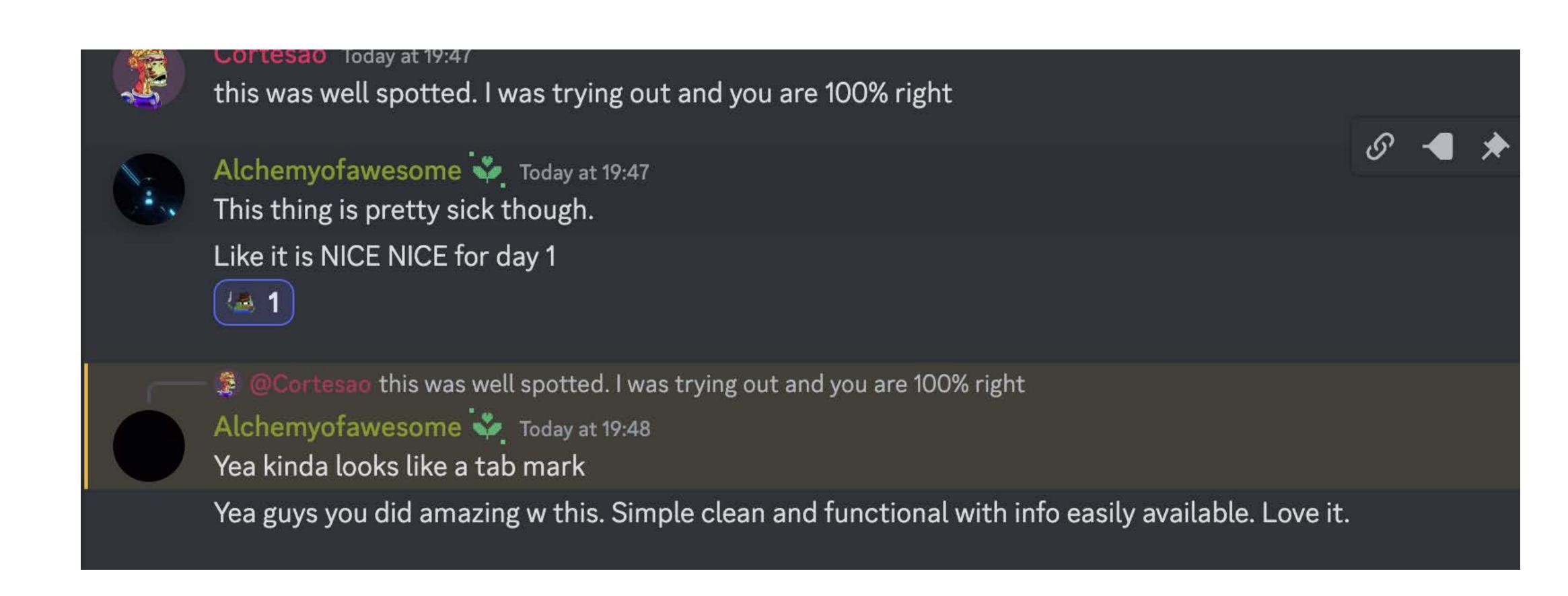
# Design System Components

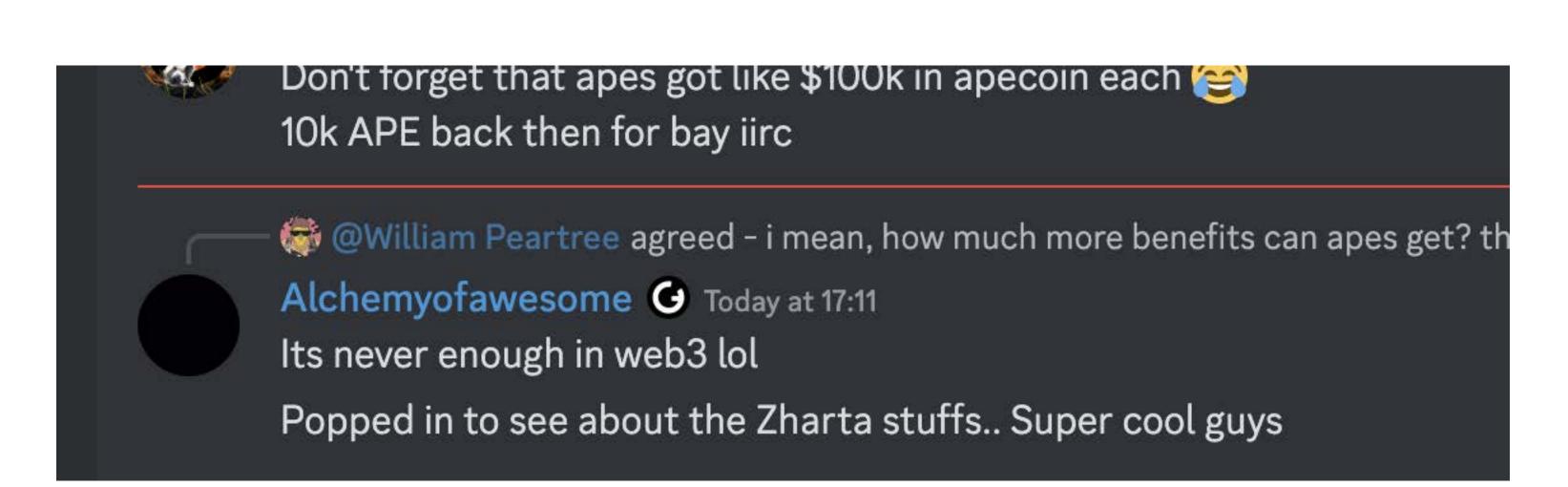


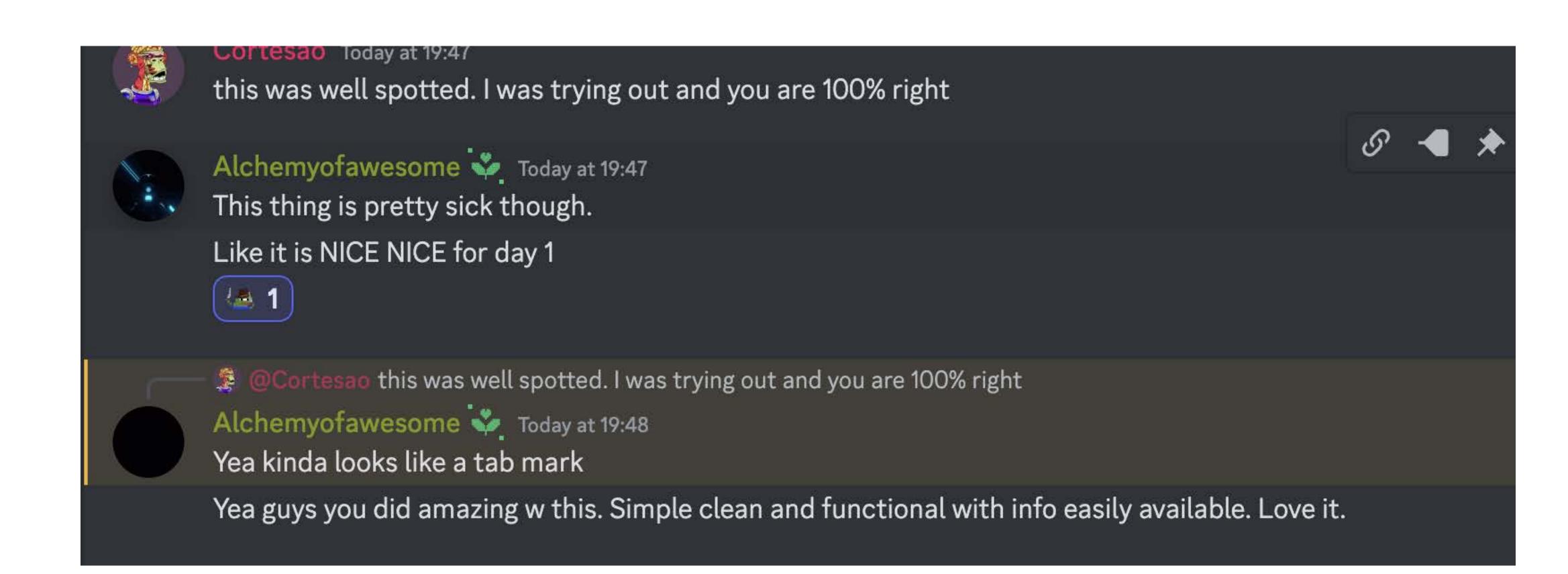


# System response vector illustrations

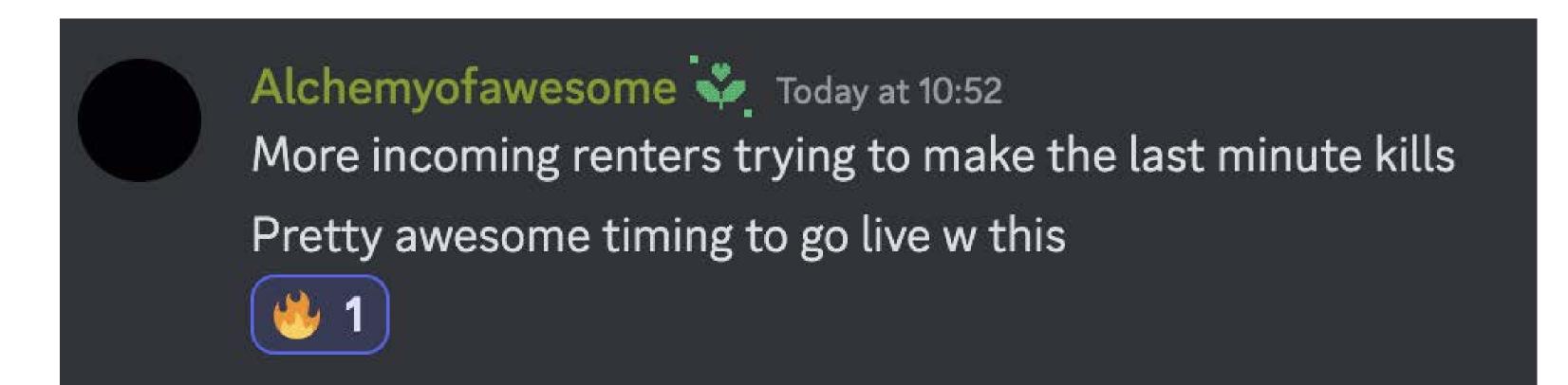




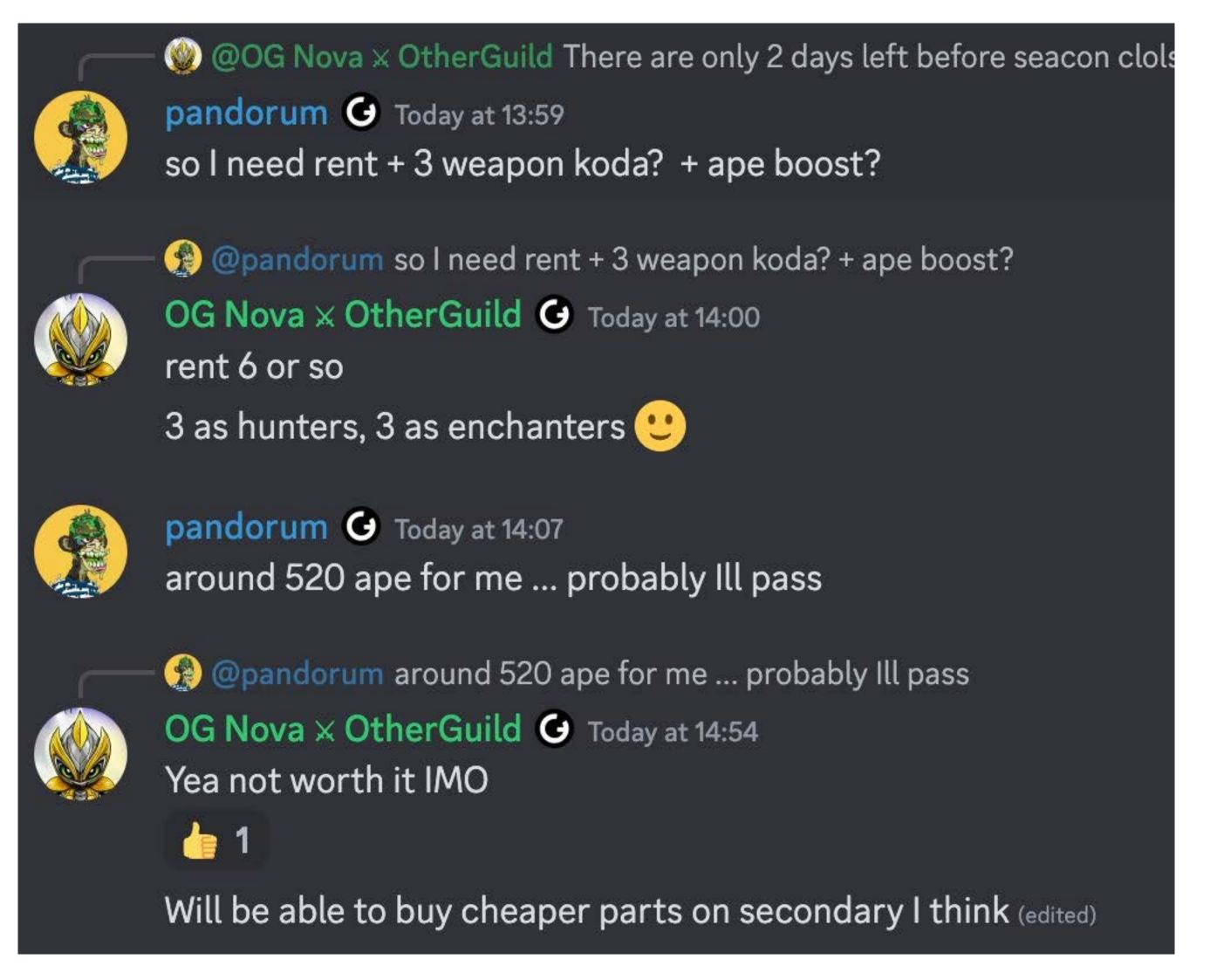


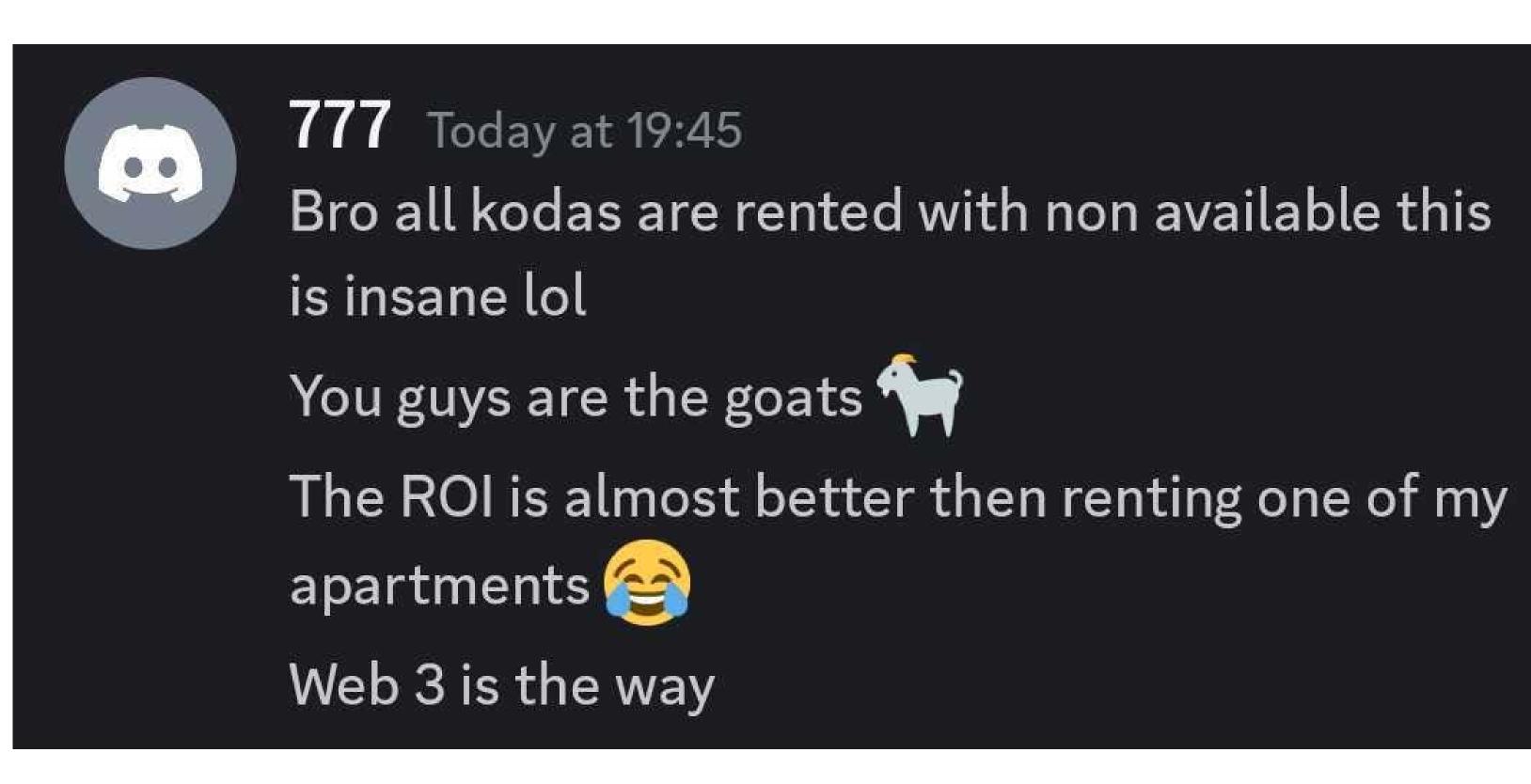


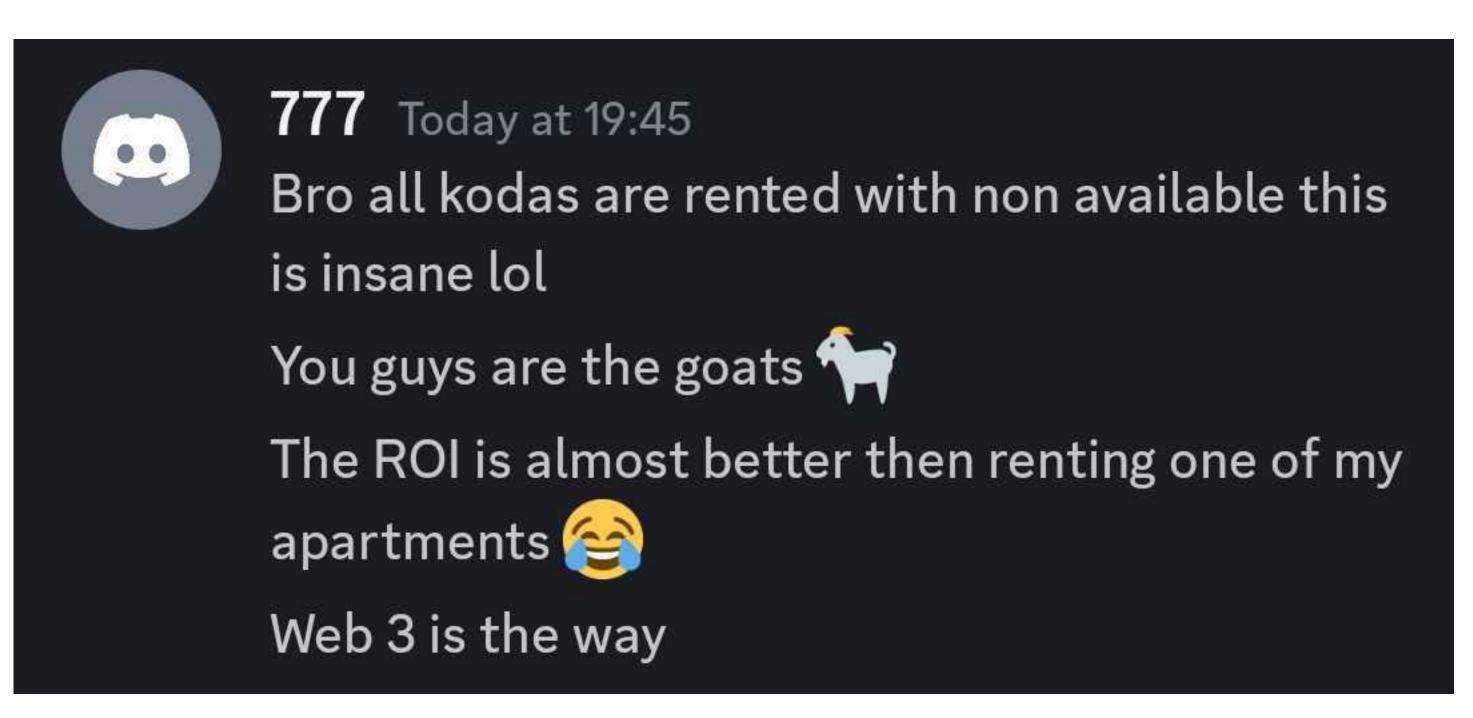
Love what youre doing:) well be using your LOTM product in season 2! Got a few kodas to rent. Keep it up ... I wish you guys the best

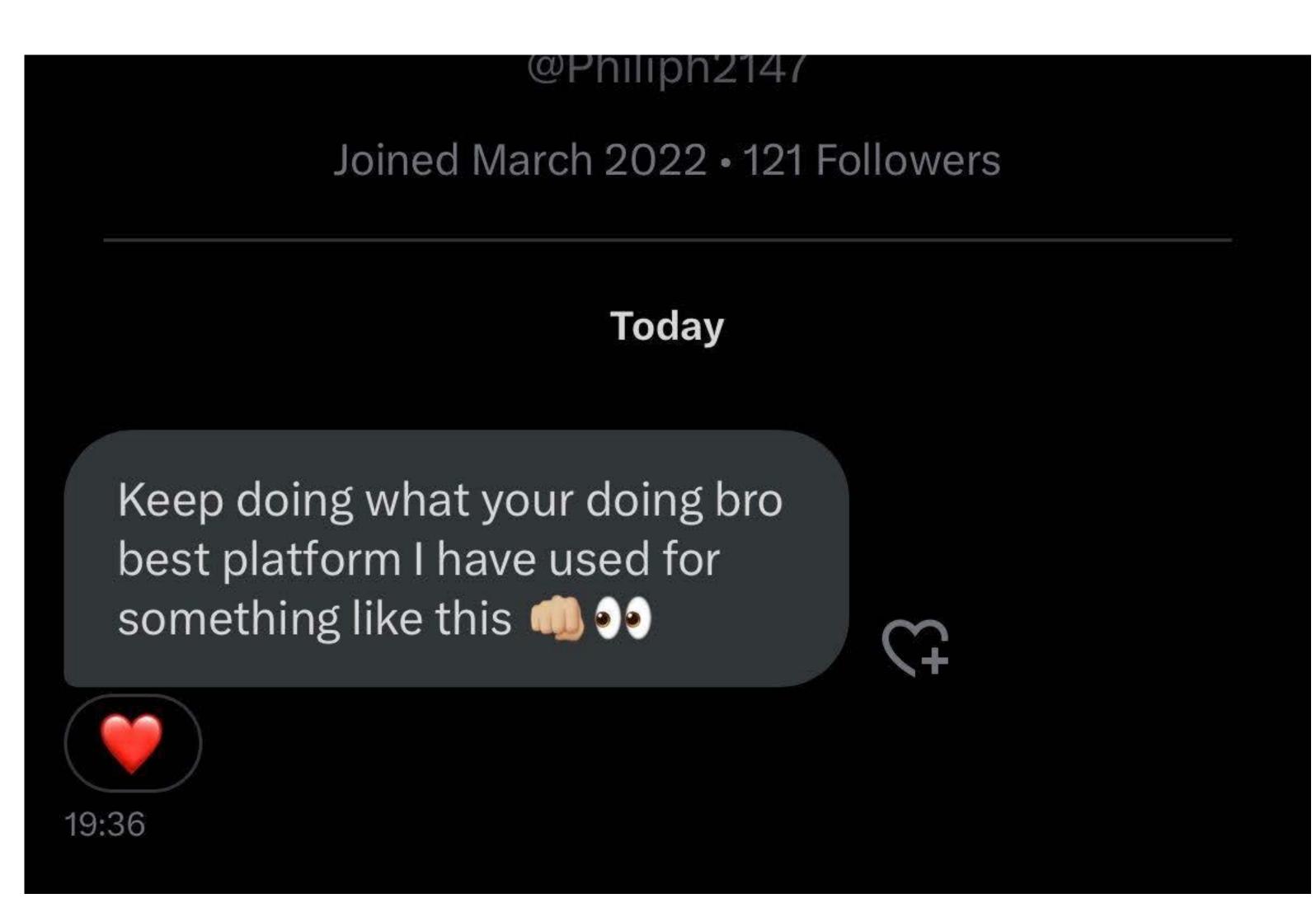




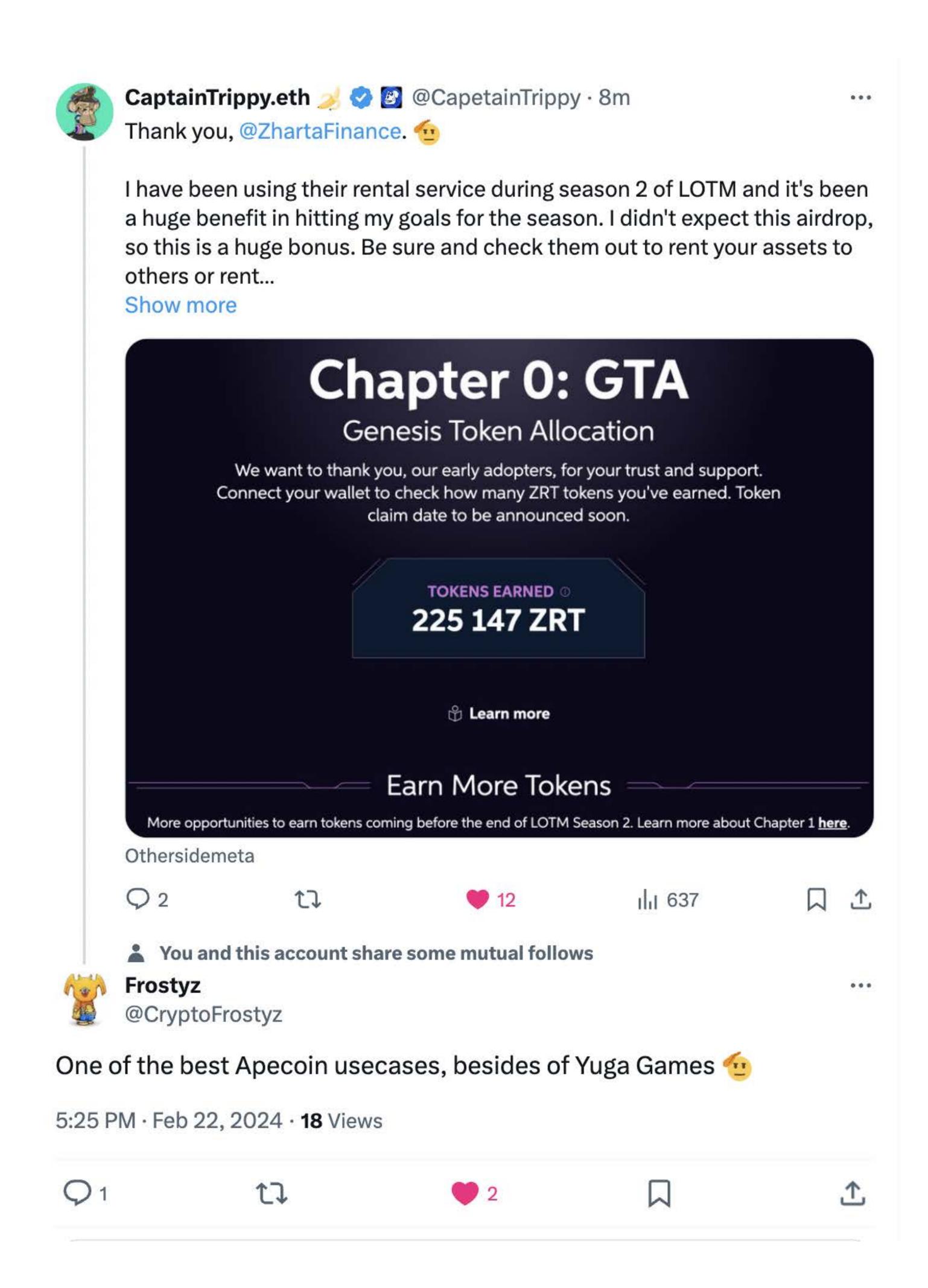
















## Thank You!

Questions?

