

Dai blog 3 - Freedom to Send and Receive Payment to and From Anyone, Anywhere.

The Desire for Dai is a series in which we share the key insights we've gathered from talking to Dai holders. [If this is your first time here, you can read our other posts to get up to speed.](#)

Our previous post helps readers better understand the second desire that Dai holders have: *control over their money, no matter what*. You can read that post [here.](#)

The final pattern we found in our research is the desire Dai holders have *to send and receive payment to and from anyone, anywhere*. This was the least surprising to us because it speaks directly to what Dai is: [A globally accessible peer-to-peer cash system.](#)

[We even see the roots of this pattern quantitatively, as 71% of new Dai holders spend Dai within the first week, solidifying Dai's utility.](#)

While this pattern may seem the most obvious, we believe that it could offer the greatest opportunity for driving global Dai adoption, from a product design perspective.

As we have done in our previous posts, we will share our findings of what people desire to do with Dai and the problematic events in people's lives that lead them to seek Dai as a solution.

The desire:

“

Give me the freedom to send and receive payment to and from anyone, anywhere, without the friction and unfairness of middlemen or the uncertainty and inconvenience of crypto.

”

What the desire is and is not

Dai holders' desire to send and receive payment to and from anyone, anywhere is:

More about	Less about
<ul style="list-style-type: none">• Removing middlemen for deeper connection between merchant and customer.• Facilitating predictable prices and methods of transacting that are fair and sustainable, increasing the benefits for all sides of a transaction.• Speed, seamlessness, and ease of transacting.• Immediate, borderless peer-to-peer commerce.	<ul style="list-style-type: none">• Compromising on speed and efficiency.• All the properties of crypto assets at the expense of accessibility to potential customers or merchants.

The emotional series of events that lead to Dai adoption

Because we asked Dai holders to describe their experiences in a manner similar to a story arc, we were able to derive a chain of events in their lives that clearly illustrates the problematic events and emotional hurdles that lead to them exchanging for Dai.

Timeline to Dai Use



1 The possibility that a stable coin would be a viable option conduct commerce.

- "The request network integration with Dai got me thinking conducting commerce and accepting it Dai" (Seller)
- "My friend Alex started to say that the only real way to conduct commerce with crypto was through stablecoins." (Buyer)

2 Experiencing stores that accept crypto assets.

- "Once I felt the freedom of paying in crypto, It started to become clear that speculation and commerce needed to become separated in this space"

3 Incredibly high friction sending or receiving crypto to conduct real commerce.

- "I sold food and drink for BTC at one of my talks. No one would buy anything because they thought their BTC would be worth more tomorrow." (Buyer)
- "Receiving ETH and various crypto assets is just to volatile to conduct business sustainably. All that I recieved from selling is now worth 1/10 the value." (Seller)

4 Overwhelming stress due to price uncertainty, long wait times and bad UX.

- "Trying to agree on a price is just overwhelmingly stressful." (Seller & Buyer)
- "Paying people is just so inconvenien when you have to wait so long for transactions to confirm" (Seller & Buyer)

The moment of Dai exchange.

5 "Received funds from my transaction then went through the process of exchanging for Dai" (Seller)

- "Paid a friend in Dai for a event pass" (Buyer)

6 The predictability of cash with the fairness and freedom of crypto.

- "Dai removes the middleman and lets me pay people directly. Its a borderless form of cash" (Buyer & Seller)

Problematic Events—The creation of Dai desire

What problems or events in people's lives motivate their desire for freedom to send and receive payment to and from anyone, anywhere?

When...	Problems I have...
"Inconvenience and inefficiency of high wait times to send money from person to person, especially globally."	Inability to do commerce conveniently.
"Centralized authorities that enforce high fees and restrictions on me."	Malicious, meddling, and costly middlemen.
"On- and off-boarding friction. Getting customers or peers on-boarded into crypto or moving speculative assets into price-stable assets in a convenient, frictionless way, and vice versa."	On- and off-boarding trust and friction of entering or exiting crypto for commerce.

Outcomes about the Dai desire for *the ability to send and receive payment to and from anyone, anywhere.*

For Dai holders with a desire for freedom to send and receive money to anyone, anywhere, what specific outcomes do they want and why?

The outcomes Dai holders want...	So that...
A closer relationship between buyer and seller, and to seamlessly send and receive money directly from person to person.	"I have the freedom to buy or sell anything seamlessly, regardless of geographical location. I have an abundance of borderless options, with a borderless currency."
Hyper-efficient, hyper-convenient commerce without middlemen: fast, global, and nearly free payments.	"I have clear, predictable use and utility, like fiat. Fair, honest, and transparent, like crypto."
Fair and sustainable business practices through more transparent forms of payment.	"I have can access easy to interpret transparent source data about the money that I am using."

Recommendations: from insight to action

We consider it imperative to also share some knowledge to turn this understanding into action and to help you answer the question, ***What should I do?***

For Dai holders with a desire for *the freedom to send and receive payment to and from anyone, anywhere*, we've come up with recommendations based on three simple questions:

1. How might we make Dai on- and off-boarding 10x more convenient? How might we make transacting in Dai 10x easier than any other form of payment?
2. How might we leverage some existing user habits to get users comfortable transacting with Dai?
3. How might we create products or features that fit the environment of merchants and their customers?

These questions then inspired us to think about **potential solutions** that will bring Dai holders closer to their desire for *the freedom to send and receive payment to and from anyone, anywhere*.

1. Prioritize ease of use while onboarding users

a. Abstract the boring and the complicated. Consider asking yourself if an action or decision will require more than a split second of thought from your users. If yes, be willing to abstract the action or decision at the expense of security. Tradeoffs are okay here for quick, cheap, and easy transactions.

b. Meet users where they are. Use existing mental models where possible. When given the chance to introduce a new concept or use an existing one, begin with the existing one in order to reduce complexity. Specifically, we believe QR Codes, link sharing, design patterns, and terminology are most relevant here.

c. Use fun incentives. Consider using incentives to increase the motivation of users to onboard into your Dapp, and to provide something measurable. When an incentive is fun, it seems easy, which will give users a clear path toward a new behavior. When a user has something measurable and attainable within reach can redirect their otherwise adverse motivation.

2. Talk to your users to understand the specifics of their 'Aha' moments.

a. Make it fast. While we have generally identified the desired outcomes for existing Dai holders, there will be more specific outcomes that the users of your Dapp will desire. Talk to them to understand the moment at which they achieved their desired outcome with your product. Once you understand that,

get new users there as fast as possible, and reduce all friction that holds them back from that key moment in their experience.

b. *Durable, scalable sources of new Dai holders will be built on loops* (Chen, 2018). Assuming you understand that key moment for the Dai holders using your product, consider how to make sharing the utility of Dai or your Dapp a fundamental feature of reaching that moment, instead of just adding sharing options after the aha moment occurs.

3. Use the power of combination

a. *Make it native, make it seamless.* Fully utilizing integrations will help make your Dapp more intuitive. Also, the novel combination of different, seamlessly integrated Dapps could lead to great product experiences that were previously not possible.

b. *Entry points, education, and enabling new commerce.* Be willing to make certain tradeoffs for the sake of ease and convenience. Consider that these tradeoffs can simply be entry points into the ecosystem, allowing opportunities for deeper education about decentralized finance later on. Once fully on-boarded, new Dai holders give creators and developers the opportunity to enable completely new types of global commerce.

In conclusion, the Dai Credit System is ripe for innovation. We believe that a deep understanding of existing Dai holder desires combined with the use of fundamental design principles focused on helping users meet their desires will result in the creation of products that fully realize the vision of Dai.

Additionally, if you are interested in learning more about design at Maker and the materials that we used to help us discover these insights, [you can learn more here.](#)

Andrew Chen. There's only a few ways to scale user growth. Retrieved from <https://andrewchen.co/theres-only-a-few-ways-to-scale-user-growth-and-heres-the-list/>