



METAMASK

A more inclusive MetaMask

Next steps for inclusion, positive social impact,
and a more delightful experience within MetaMask.



MetaMask Vision

MetaMask's vision is to “democratize access to the decentralized web”. Some of the core values of MetaMask are

- Inclusion
- Positive social impact
- A delightful user experience.

ConsenSys has the vision to help build an equitable society.



Organic growth in emerging markets

In July 2020, the MetaMask mobile app began seeing fast organic growth happening outside of western markets. We wanted to better understand:

- 1) How is MetaMask being used in emerging economies?
- 2) Who are these users?
- 3) What are their use-cases?
- 4) How do socioeconomic-political contexts relate to their user needs?



Background

Emerging Impact research collaboration

To answer these questions, we kicked off a User Research collaboration with Emerging Impact team (founded by ex-ConsenSys leads of Blockchain for Social Impact group)



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METAMASK



MetaMask x Emerging Impact – Research Report

MetaMask in the Global South

V 2.7.0
MAY 5 2021

How Interviews Were Structured

Here you'll find a breakdown of high level topics that drove our interview discussions.

Each topic is intended to draw a combination of hard data and anecdotal stories from research subjects.

This approach provides us with a colorful portrayal of users in each region while maintaining a standard line of questioning across interviews.

- 1. User Context**
Examples: Describe what you do for a living. Do you live in a rural or urban community?
- 2. Access to Technology**
Examples: Describe your network connection quality. What is your primary device for accessing the web?
- 3. Discovering MetaMask**
Examples: How did you first come about using MetaMask? Tell us about your experience setting up your first account.
- 4. Behaviours, Currency Usage**
Examples: What digital assets did you engage with as an early user? How do you typically fund your wallets or exchange accounts?

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5. Social Dynamics
Examples: Have you ever introduced MetaMask to a friend? Do you and members of your community use digital assets with each other?

6. Wallets & Cryptocurrency Activity
Examples: What are your preferred wallets and exchanges? Are there any DApps that you interact with through MetaMask?

7. Security
Examples: Do you feel that your assets are secure? Where do you find information that you trust?

8. User Goals
Example: If you could have any tool in the crypto space, what would you need it to do for you?

Who We Interviewed

Some Quick Metrics

317

Users Surveyed

Countries Interviewed

- Vietnam
- Nigeria
- Argentina
- Chile
- South Africa
- Brazil
- Colombia
- India
- The Philippines

9

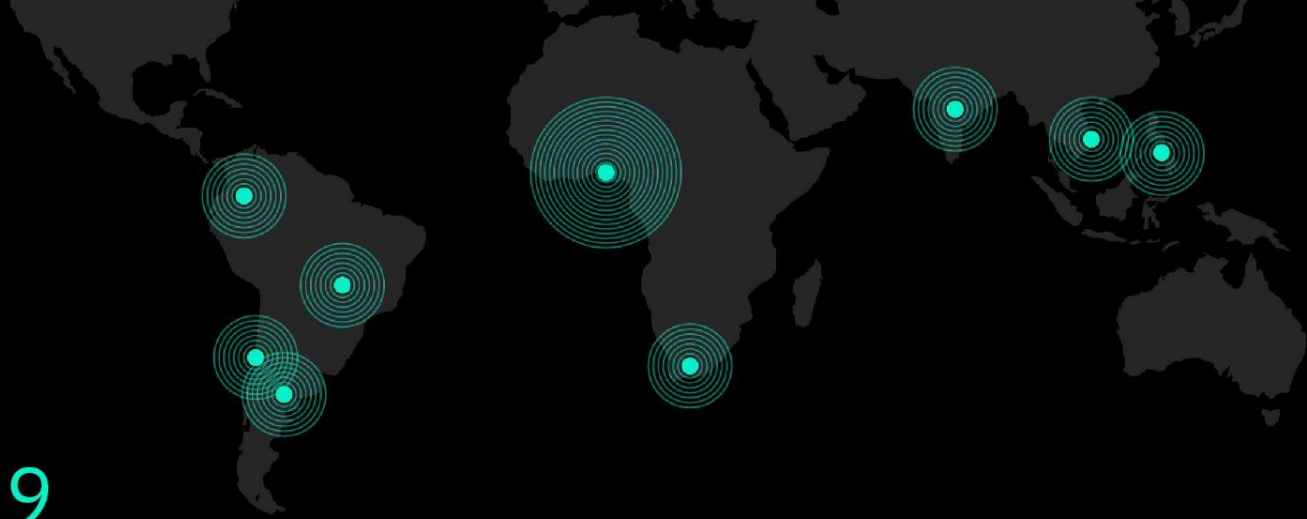
Countries Interviewed

Guiding Principles

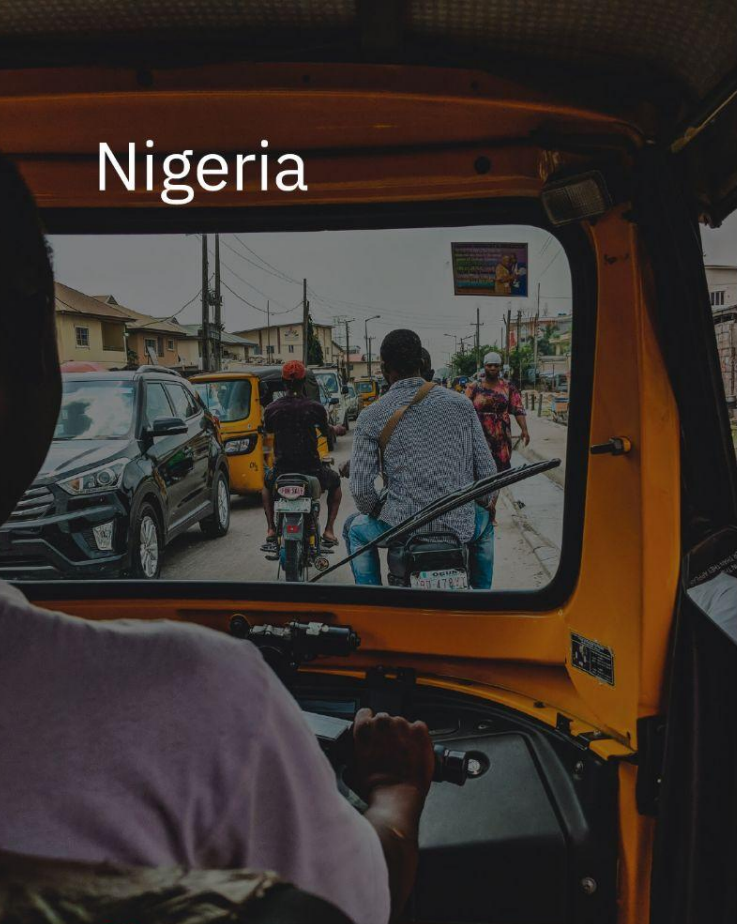
Through our selection process, we endeavored to maintain equilibrium across demographic criteria such as gender, age, technical acumen, financial status, and proximity to rural & urban areas.

Cross Demographic Dataset

A collection of tables comparing gender, location, and user activity across the following factors: English Proficiency, Financial Situation, Crypto Longevity, Banking Status.



Nigeria



Overview

How did it go?

Outreach and interview sessions in Nigeria were enormously positive. People were enthusiastic to participate in a research program, were forthright with their opinions, and expressed interest in participating in future projects.

It is our recommendation that MetaMask consider Nigeria for future research projects and community building.

	Surveyed MetaMask Users	Regional Average
Smartphone Penetration	100%	83%
General Literacy Rate	100%	62%
Technical & Financial Literacy	Above Average	Low
Crypto Adoption	100%	32% + Growing



The Philippines

Overview

How did it go?

Outreach in The Philippines was just as positive and illuminating as Nigeria. Trends in the Philippines followed a pattern revealing low-income people using MetaMask to explore AltCoins, Airdrops, and investment opportunities.

It is our recommendation that MetaMask consider The Philippines for future research projects and community building.

	Surveyed MetaMask Users	Regional Average
Smartphone Penetration	100%	70%
General Literacy Rate	100%	98%
Technical & Financial Literacy	Moderate	Low
Crypto Adoption	100%	17% + Growing

South America

Brazil + Colombia + Argentina + Chile



Overview

We casted a wide net across the continent of South America to account for inconsistent responses from country to country. Interviews were difficult to schedule, network connections were unreliable, and users' experiences varied from novice to expert.

It's our recommendation that MetaMask engage closely with community leaders in target countries in order to further investigate user behavior.

	Surveyed MetaMask Users	Regional Averages
Smartphone Penetration	100%	65% - 72%
General Literacy Rates	100%	93% - 100%
Technical & Financial Literacy	Moderately Low	Moderately Low
Crypto Adoption	100%	7-10%



What Are Users Telling Us?

Here we explore the most common patterns across regions.

These concepts are either pain points or areas of interest that can be considered **universal to MetaMask users in emerging markets and economies.**

Safety, Privacy and Trust Matters

People in every region consistently expressed high levels of satisfaction with MetaMask's security features. When compared to other wallets, there is an overwhelmingly positive sentiment towards MetaMask.

TrustWallet was identified as the introductory wallet among many of the users that we interviewed but in most cases users moved over to MetaMask as they began interacting more closely with DApps (for these users, MetaMask has become their primary wallet).

We've observed an erosion of trust in governments and financial institutions across several regions.

While this study was being conducted, a decentralized social movement of mass protests against police brutality was underway in Nigeria.

The movement reverberated across the continent as many communities rose to support the efforts of communities in Nigeria. Many of the early adopters of cryptocurrency in Africa and particularly in Nigeria are young people, their demographics overlap directly with the participants of this social movement.

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I need digital money in order to avoid being harassed by the police.
They [Police] watch us at ATMs – they arrest people without cause.



User from Nigeria

When discussing his experience handling cash in the presence of police:

“

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User from Nigeria

When discussing his experience handling cash in the presence of police:

“

I don't trust the government. They tax us for everything and they don't use those taxes to reinvest into our local infrastructure. **Investing my money in cryptocurrency is the safest way for me to avoid interacting with my government.**



User from South Africa

When discussing their motivations for investing in cryptocurrency

More on Safety, Privacy and Trust

We've observed an erosion of trust in governments and financial institutions across several regions.

In South America, some users expressed concern with how their personal data was being used or shared with financial service providers and tech companies.

Self-custody of financial assets and anonymized services is important to MetaMask users in emerging markets.

“

I want to be certain that my private information is not being sold to anyone to be used for financial gain.



User from Argentina

When discussing their
privacy concerns

“

A year ago a local investment company that used to give 2-3x interest/month was uncovered as a scam. That's when I learned about crypto, and started looking into it for investments. **I learned that with crypto, I can truly hold my money, and take the profits instead of someone else taking my profits.** You have freedom.



User from The Philippines

When discussing scams,
custody, and safety

Save Crypto, Don't Spend Crypto

Nearly everyone interviewed expressed a deep desire to build wealth with cryptocurrency for one reason or another.

The concept of spending their crypto or using it for anything other than investment is not on their radar. This contrasts significantly with behaviors in developed countries (EU Nations & United States) where over 50% of people who hold cryptocurrency are also using it to make purchases.

A portion of users interviewed in The Philippines expressed interest in using crypto to pay for bills and utilities, but this is not currently an option for them as the majority of local businesses don't currently accept cryptocurrency.

Save Crypto, Don't Spend Crypto

One of the most common themes that has emerged from this research is **the universal dedication to investing in cryptocurrency with the intention of building wealth for the future.**

The majority of users do not consider themselves wealthy, and many of them have never held assets previous to their experience with cryptocurrency.

“

I'm investing in my future. I don't plan to spend my crypto or give it away to anyone.



User from The Philippines

When discussing their cryptocurrency investment motivations

“

I use MetaMask mainly for investments, so I can cover some living expenses. With the mobile app it's very handy as I can quickly swap whenever the price is favorable, even in the middle of a workday. Whenever I make some gains by trading currencies, and then I need the money to buy something or pay bills, I transfer some of the gains to Bitcoin then to local currency that gets deposited in my bank account via Luno app. There are also local Bitcoin sellers who promote it on social media like Instagram, Facebook, WhatsApp, they give you a dollar rate. But with an app it's safer.



User from Nigeria

When discussing how she uses MetaMask which her sister introduced her to

Community is Key

Across every region, we've observed communities exploring crypto together online.

Typically in public via Twitter, or in private via loosely organized groups on Telegram and WhatsApp. In many cases, users were able to identify local thought leaders and trusted sources of information within their communities.

Engaging with an online network tends to be these user's path towards building individual confidence as a MetaMask user and a cryptocurrency user at large.

Digital spaces and social networks also serve as a **line-of-defense** against many users embarking on untrustworthy interactions while using MetaMask. Typically users will check in with their community networks before making risky transactions or trying a new experiment with crypto.

“

I want to learn as much as possible so that I can help people to invest in cryptocurrency. I don't make suggestions or offer to help anyone unless I'm absolutely sure that I know what I'm doing.



User from The Philippines

When discussing their plans to learn and help others grow

“

Certain jargon (seed phrase, keys and addresses, wallets, etc) are unfamiliar terms to everyone.

I had to do research online to understand how these concepts work across applications.



User from The Philippines

When discussing the knowledge gaps and research

“

Certain jargon (seed phrase, keys and addresses, wallets, etc) are unfamiliar terms to everyone.

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User from The Philippines

When discussing the knowledge gaps and research

“

I take friends and community advice and ideas but I do my own research on what token to buy or sell, which site to use or not, as it is my money. I don't want to lose money. I do short term trades, so profits are small but they help a lot. **Covid crisis has been very hard on us, so it really helps a lot for day to day financial expenses.**



User from The Philippines

When discussing advice from friends,
research, and trading behavior

On/Off Ramp Troubles

One of the largest pain points across all regions is the inconsistency in on/off ramp experiences.

In order to fund a MetaMask wallet nearly all users are forced to purchase crypto directly within an exchange, fund an external wallet, and ultimately send those funds to their MetaMask wallet manually before engaging in interactions on the platform.

In some cases, users have traded local fiat currency for crypto directly with a friend in order to fund their wallet for the first time (or even to top-up ETH). Exchanges, banking support, and policies vary by region, but this pain point is universal for every region that we interviewed.

“

Most people that I introduce Crypto to do not have wallets outside of an exchange. They typically purchase ETH through a local exchange and let their assets sit there. **Creating a wallet of their own seems like too much responsibility compared to the perceived safety of holding assets in an exchange account.**



User from South America

When discussing helping other people set up a wallet

Gas Fees are Confusing and Unpredictable

When discussing the usage of different DApps nearly everyone interviewed expressed dissatisfaction with gas fees.

In many cases gas fees are either unpredictable, or cost prohibitive for users on the network. This creates friction around accomplishing specific tasks and also lowers confidence in experimentation and discovery.

Timing transactions and understanding gas fees has emerged as a universal pain point for active users. In many cases, users will time their MetaMask usage with high bandwidth timeframes in conjunction with low network traffic.

It's not uncommon for users to plan to make trades before dawn or incredibly late at night because their local network connections are less congested at those times, yet gas fees are still unpredictable and in some cases cost-prohibitive.

“

It's actually very early in the morning right now.
This is when we have relatively stable internet connection, so I chose an early morning time for this call



User from The Philippines

When asked why they scheduled their interview at 5:00 am local time.

“

It would be very useful if the MetaMask mobile app could **push me alerts and notifications on behalf of Dapps**. I want to be alerted when certain tokens I'm watching shift in price.



User from Brazil

When discussing how they time
their MetaMask activity

“

My friends and I typically buy new assets in the evening when fees are low, but we don't always have stable network connections around this time. Because the window to buy and sell is very small, being able to work offline would be DOPE.



User from Nigeria

When discussing network speeds and working offline



Next steps

What this research means for MetaMask?

Based on the findings from the research and discussions and prioritization among the MetaMask team, we've identified some actionable priorities to make MetaMask more **inclusive**:

- Reduce financial barriers
- Global experience
- Crypto literacy & confidence



Reduce financial barriers

1. **Reduce pains of high gas fee**
 - a. Improve custom network support and user experience for L2s
 - b. Improve gas fee predictability
2. **Improve MetaMask for low-connectivity and low-storage devices**



Global experience

Global experience

1. **Extend on-ramp support**
2. **Improve and expand translations**



Crypto literacy & confidence

1. **Provide safety and risk information users in-app**
 - a. Secure UX – transparency & info to make safer user experiences
 - b. Safety information around networks, tokens, sites
 - c. Phishing detection
2. **Community & customer support**



Future

How will we continue to prioritize needs of a diverse user group?

1. Diverse builder communities
2. Continue user research with diverse user groups
3. Accessible UI design