



StakeCube

UX & Branding Research

Data collected from 3/12/2021-2/19/2021

Research collected by StakeCube - Report by YuurinBee

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Table of Contents

◆ FEATURE RANKING

Market Research Data	1
Evaluation	2

◆ FAVORITE ASPECTS

Market Research Data	3
Evaluation	4

◆ EXCHANGE FEATURES

Market Research Data	5
Evaluation	6

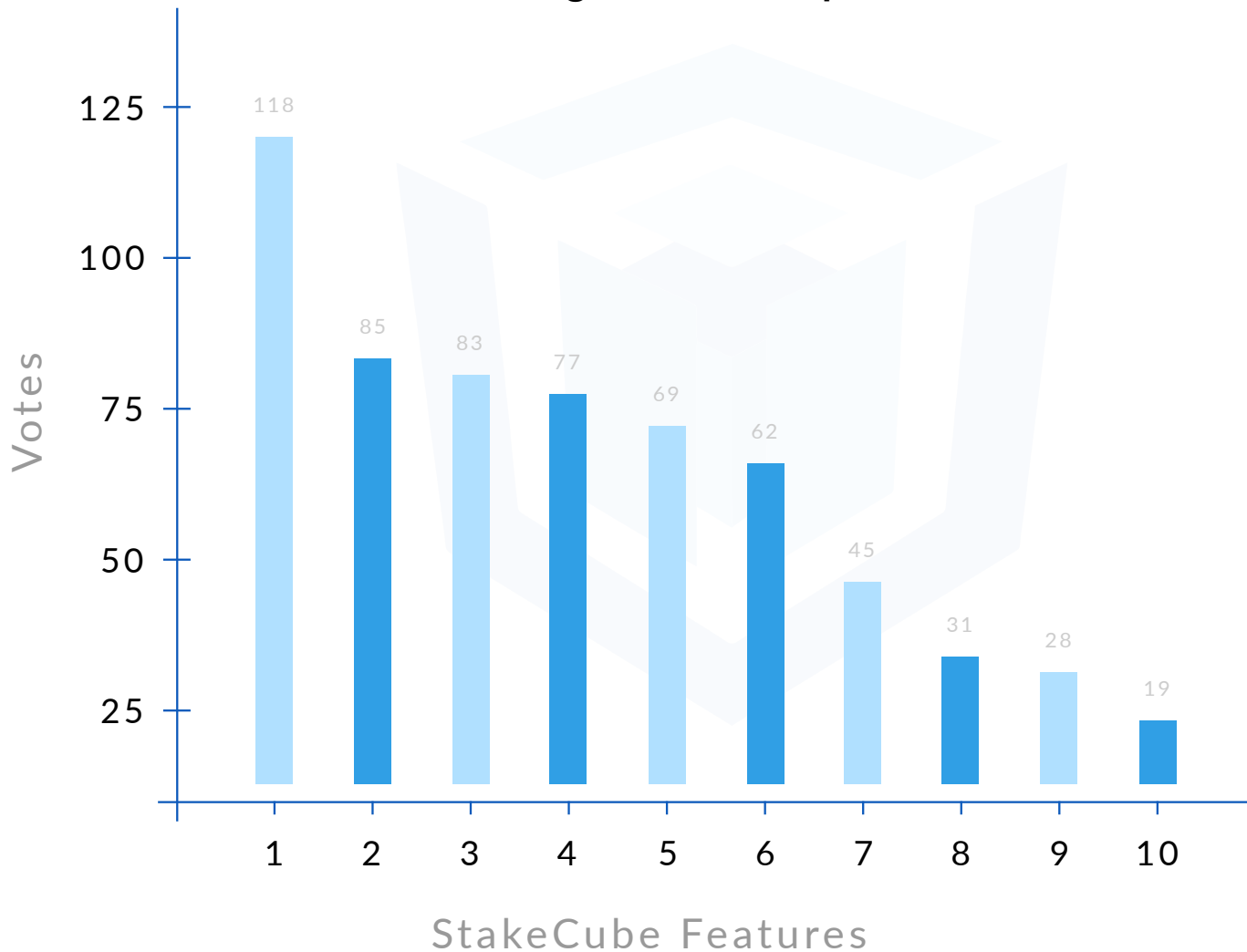
◆ REQUESTED IMPROVEMENTS

Market Research Data	7
Evaluation	8

Market Research Data

This study was conducted over a 1 week period from 3/12/2021 to 3/19/2021 with 175 volunteer participants that were not promised any form of compensation.

Feature Categories of Importance



- | | |
|---------------------------------------|--------------------------------------|
| 1 - Earn (Interest, Rewards, POS, MN) | 6 - Masternode Hosting (NodeCube) |
| 2 - Mining (MineCube) | 7 - Stats (Monitoring/Explorer) |
| 3 - StakeCubeCoin (SCC) | 8 - Gameplace |
| 4 - Support | 9 - Community (Voting, Competitions) |
| 5 - Exchange | 10 - Academy |

Evaluation

Ranking in Order of Importance

- | | |
|--|--------------------------------------|
| 1 - Earn (Interest, Rewards, POS, MN) | 6 - Masternode Hosting (NodeCube) |
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| 5 - Exchange | 10 - Academy |

Top 3 Ranked Features

1. **Earn (Interest & Rewards)**
2. **Mining (MineCube)**
3. **StakeCubeCoin (SCC)**

This data reflects that a majority of participants that use the StakeCube platform value the earning feature the most. This feature category, "Earn", refers to additional ways to earn interest and rewards on the platform. Additionally, the gathered research conveys that "Mining" and "StakeCubeCoin" (SCC) are valued for a close second and third ranking for the most important features on the StakeCube platform.

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Favorite Aspects of StakeCube (Ranking in Order of Importance)

Brand Quality

Reliability, Resiliency, Consistency, Competitiveness, Team

Interest & Rewards

Financial Gain, ROI, Passive Income, MN Hosting, Mining

Multi-Purpose Platform

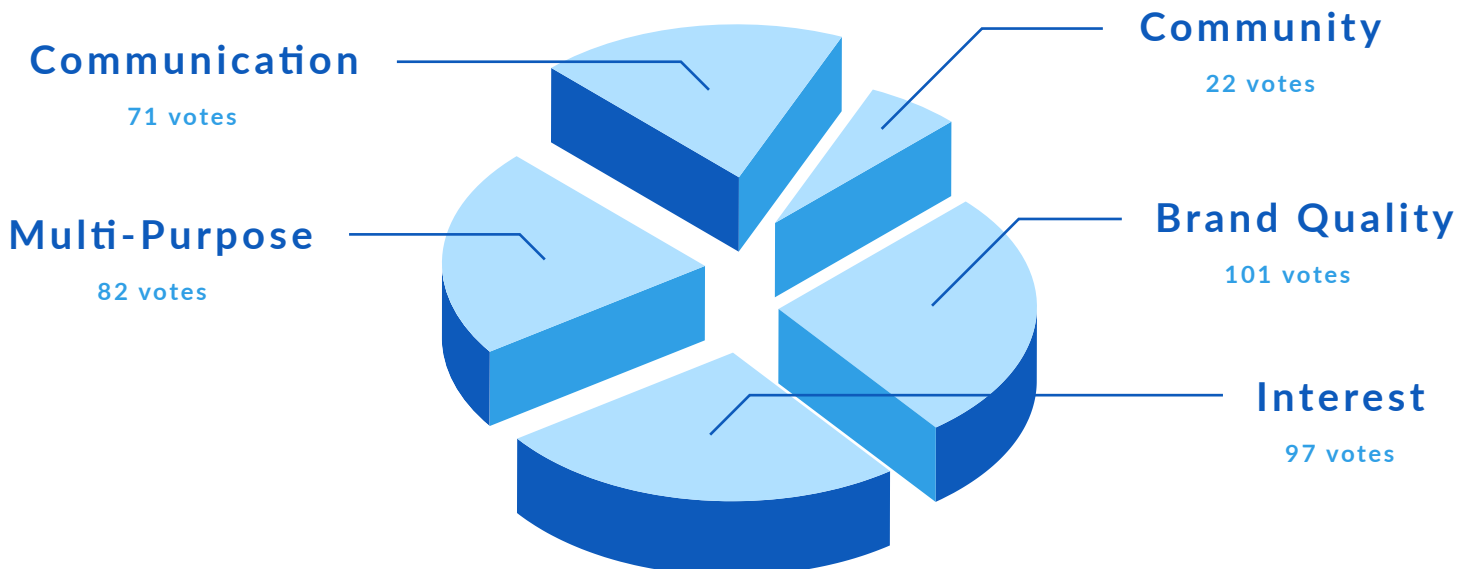
All-in-One Platform, Multi-Service, Many Unique Features

Communication

Support, Trust, Transparency, UX/UI, Updates

Community

Friendly, Helpful, Non-Toxic



Evaluation



Integrity

Reliability

Resiliency

Consistency

Regarding the participant's favorite aspects and features of StakeCube, the data demonstrates that the top three favorites are brand quality, interest and rewards, and the multi-purpose aspect of the platform. In summary, the integrity of the team and platform, earning additional revenue, and having a collection of unique features and services all in one place, were the most valued aspects of StakeCube.

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Important Features for Crypto Exchanges



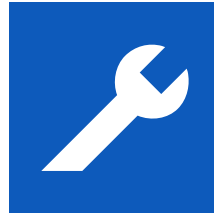
Security



Rewards



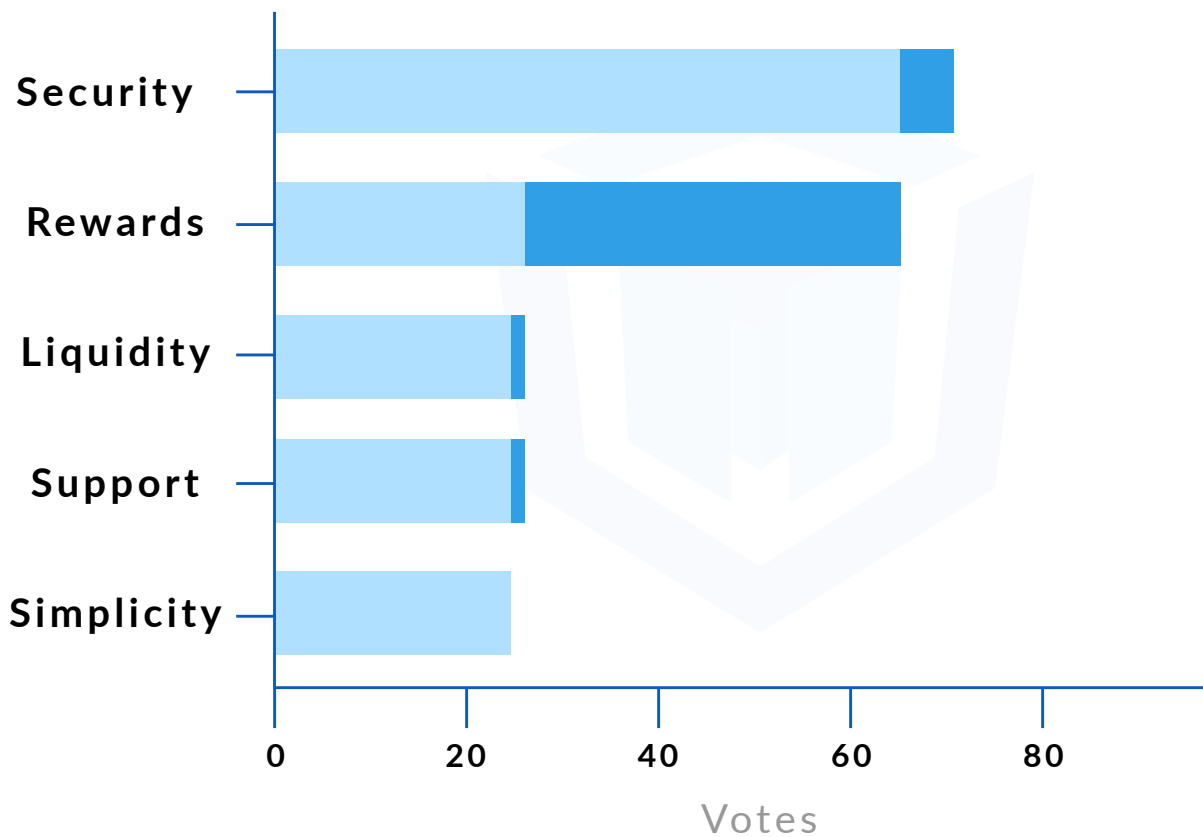
Liquidity



Support



Simplicity



Note: This data was compiled manually from written responses (text) by participants and had to be accurately consolidated into categories. This is the reason why the data does not directly reflect all 175 votes from participants.

Evaluation

Most Valued

Primary



Security



Rewards

Secondary



Liquidity



Support



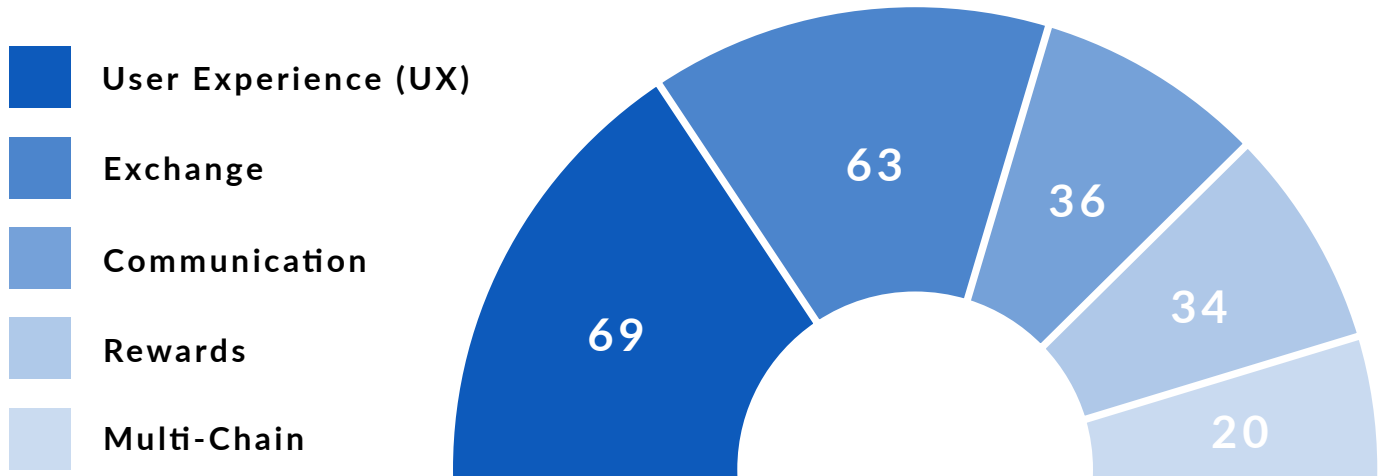
Simplicity

The data reflects that the largest two factors of importance in users dealing with and engaging with an exchange (centralized and decentralized) are both security and rewards. These fields could be considered “primary” factors of importance. Participants in this survey have expressed that they want confidence knowing that their funds and investments are safe, as well as growing and accumulating profit. The other fields could be considered “secondary”, which serves as more of a preference, rather than necessity.

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Requested Improvements (StakeCube)



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UX	Exchange	Communication	Rewards	Multi-Chain
UX/UI	Delisting	Marketing	Profit	DeFi Support
Data Export	List Top Coins	Updates	ROI	ETH/BSC
Stat Tracking	Liquidity	Integrity	Passive Income	Integrations
Automation	Fiat Support	Consistency	MN Hosting	Plugins
APIs	Mobile App	Conveyance	Mining	Adoption

Evaluation



User Experience

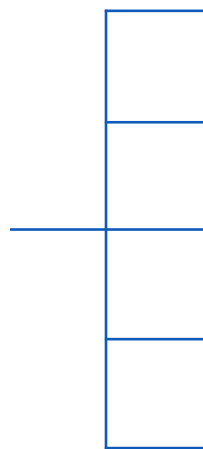
UX/UI

Data Display

Automation



Exchange



List Top 100 Coins

Improve Daily Volume

Integrate Fiat

Create Mobile App

Delist Inactive Coins

The most voted and consistent recommendation from participants, in order to improve the StakeCube platform, was in regards to polishing the UX/UI. This refers to the user interface and making it more clear and simple to use. Secondly, many participants had suggestions specifically to improve the StakeCube Exchange. Though the exchange was ranked number 5 in the most important aspects of the StakeCube platform on Page 1, some of the most suggested improvements were for the exchange alone. The other suggestions were in regards to communication from the team and developers, creating additional ways for users to earn passive income and rewards, and finally about multi-chain support (Ethereum, Binance Smart Chain, etc.).



Thank You!

The StakeCube team would like to personally thank everyone who voluntarily participated in this survey to help improve the entire StakeCube ecosystem. Your voices have not only been heard, but they have been taken into direct consideration and factored into the up-and-coming developments.

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