# Nighthawk Wallet

## Simple branding survey

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# Motivation

As a designer by trade and user of Zcash, there is value for me in a wallet app that not only allows me to have financial privacy – but also looks good.

The developers of Nighthawk repeated feedback from users that the current branding of the app, using the military fighter jet, could be a deterrent to potential new users.
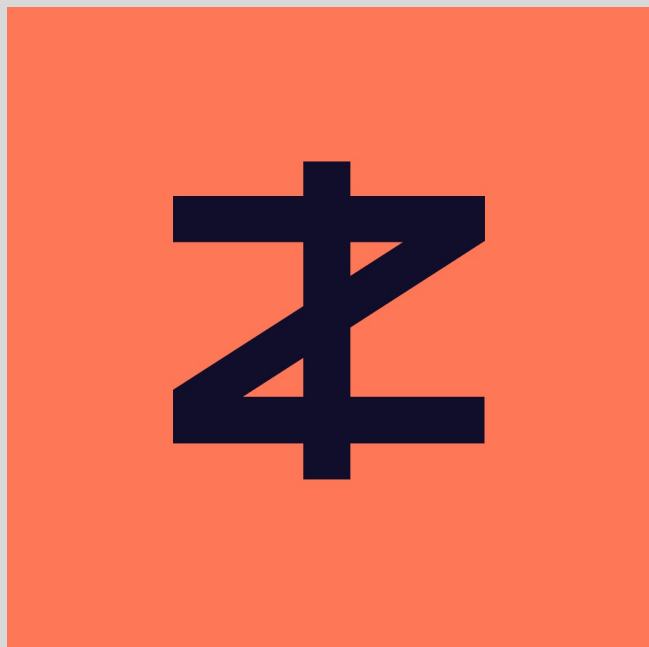
# The goal

I wanted to to create two new visual directions for the app and attempt to solicit some quick feedback on how each direction would resonate with people on a broader scale, rather than just the cryptocurrency community.

# Concept 01

The idea was to retain the colours used for the existing logo but integrate the 'Z' character from the Zcash logo to formulate the NH initials of 'Nighthawk'

# Concept 02

The goal was to create something fresh – not influenced by the existing style, but rather something more modern.

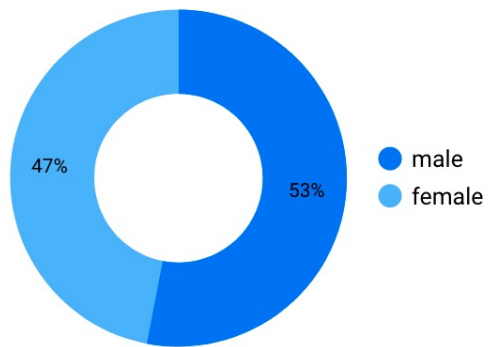This icon uses a 'N' character from 'Nighthawk' rotated to create a 'Z' to represent Zcash.

# The survey

Targeting 40 people of all ages and genders across the United States, participants were asked about which logos they prefer. 43 responses were collected in total.
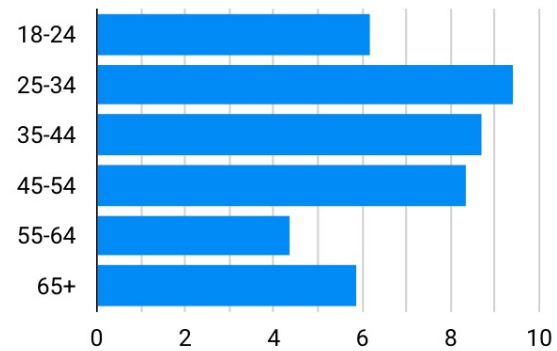
# Who responded

A breakdown of respondents by Gender, Age, and a visual of Location

# 100% of participants answered the survey on a mobile phone

This is important to note because the users are accustomed to using a smartphone and operating system where the Nighthawk app is available.

# 87% of participants use PayPal
# 19% of participants use cryptocurrencies

It was important for me to get an understanding of which technologies people
are accustomed to using to ensure that the branding was appealing to those
who use financial apps, but not necessarily invest in cryptocurrency.

Also; 40% use Venmo, 35% use Google Pay, 14% use Cash App.

Q: Which of these logos do you prefer?

59%          41%

Note: The order of these logos appeared randomly to avoid any order-bias.

# Make crypto apps appealing to women

Further breaking down the results shows that 85% of female participants use PayPal, 54% use Venmo, 33% use Google Pay.

This suggests that using a financial app is not uncommon for the female gender — yet only 3% use cryptocurrency apps.

62%

38%

# Gender: Female

When targeting gender, the Z-design is far more popular than the NH-design.

When filtered on results from Gender: Male, then the Z-design still triumphed – but with a lesser margin, winning 57% of the vote.

# What's my age again?

Here I was looking for an answer to which design has the broadest appeal – spanning multiple age ranges.
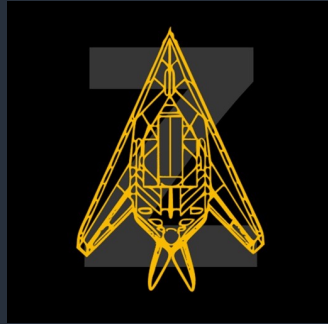
79%



21%

Looking at the age demographics shows almost all age brackets championing the Z-design with the age group 18-24 showing a significant margin.

The age group 35-44 was the sole exception; where 85% of participants preferred the NH-design.

# Q: What do you think this app does?

Prior to being asked any questions about finance apps or cryptocurrency, 24 participants took a guess at what the app does, based purely on seeing the existing and new icons.

| Game | Bank | Fashion |
| Shooter | Money | Unsure |
| Space | Bitcoin | Adult Content |
| Word Game | Crypto | Corporate |
| Drone Control | Trading | Bank |
| Sci-fi | Maths | Health |

# Conclusion

Participants overwhelmingly preferred the Z-design, which appears to have the widest appeal.

I like that it's by-far the most appealing to women, as I believe it's important that the crypto space becomes more appealing to all genders.
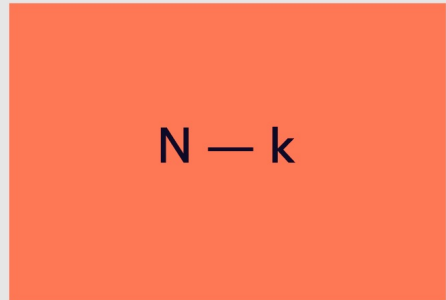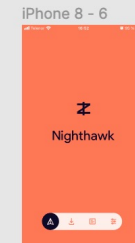
Participants easily mistake today's logo as being for a sci-fi space shooter game without having any context, yet recognise the Z-design as being a financial app.

# Next steps

Further refine the branding and styling of the Z-design logo to fit the UI of the product.

Conduct a further surveys on a more global scale to gain confidence and understanding in switching from the existing branding to a new look.

# Notes and considerations

This work and research was conducted and funded independently of the Nighthawk Team and without their prior permission.

Any resemblance in the new logos to any existing logos is entirely coincidental.

The aim here is not to target an existing market but to broaden the appeal of Nighthawk wallet, bringing financial privacy to a wider untapped audience.

The tool used only offers a breakdown based on binary gender demographics and therefore doesn't explicitly register any non-binary gender opinion.

The survey was conducted in the US only and is not representative of world views.

Any questions or comments to:

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