Survey results - July 2021

Hacken has conducted a survey among the community. The main purpose of this survey is to test if we are on the right track with our current developments and what propositions our community would be interested in.

We have presented 12 suggestions. These suggestions are either propositions Hacken was already working on, propositions we would like to develop or propositions suggested to us by the community.

We asked participants to divide 100 points over these 12 suggestions. This way they had to really make a decision on what proposition they really wanted.

Summary

The community would really like us to improve our mobile app, start a DEX and have the ability to farm HAI. These are considered essential.

Developing a webbrowser, moving to a DAO, implementing NFT, Cross Chain plus and having more B2C applications are considered nice to have.

There is little to no interest in merchandise, a level 4 membership or a custodian wallet.

When asking the community what they really want, better marketing is the first that comes to mind. We should start looking into expanding our marketing.

Our next steps should be determining what suggestions are going to be developed into a minimum viable product, create a small community driven group of beta testers and ask the community what kind of features they want from a product so that we can have tailor made products.

Results

The survey had 85 valid responses.

No membership - 10 responses
Level 1 - Member - 9 responses
Level 2 - Associate - 33 responses
Level 3 - Partner - 33 responses

Distribution of points in %					
Suggestion	Level 0	Level 1	Level 2	Level 3	Total
Improve mobile app	13,50%	10,56%	20,70%	14,55%	16,39%
DEX	6,50%	14,44%	11,79%	17,12%	13,52%
Farm HAI	3,00%	23,89%	11,15%	15,03%	13,05%
Hacken Webbrowser	11,00%	5,56%	10,76%	10,73%	10,22%
DAO	12,50%	8,33%	7,88%	6,61%	7,98%
NFT	12,00%	3,33%	8,79%	6,00%	7,51%
B2C applications	20,00%	2,22%	7,27%	5,30%	7,47%
Mobile -> Desktop	7,50%	12,78%	6,52%	6,82%	7,41%
Crosschain plus	11,00%	10,00%	6,97%	4,42%	6,78%
Custodian Wallet	0,00%	6,67%	4,55%	6,00%	4,80%
Level 4 membership	0,00%	0,56%	2,27%	6,48%	3,11%
Merchandise	3,00%	1,67%	1,36%	0,94%	1,78%

I have highlighted the top 3 and bottom 3. It's interesting to see that Hacken members want other things than community members that are not paying for a membership (or might not even hold HAI).

It is very clear that paying Hacken members want three things more than anything:

1. We should **improve our mobile application**
2. We should introduce a **DEX**
3. We should have the ability to **farm HAI**

These three are considered essential.

New community members would also like to improve the mobile app and are more interested in moving to a DAO and having more B2C applications.

We can also conclude that introducing merchandise is not something the community would prioritize. Same goes for a level 4 membership and a Custodian wallet.
Level 2 and 3 members are also not very interested in crosschain plus.

Having a **Hacken Web browser**, moving to a **DAO**, introducing **NFT**, having more **B2C applications** and moving from **mobile to desktop** (might not be needed if the mobile app is improved a lot) are considered good additions, but won't be missed if we don't add them.

.
Community feedback - suggestions

We asked the community if they have suggestions themselves they would like to add. There is a big emphasis on one major topic - Marketing.

That doesn't mean our current marketing is bad, just that it should be more and / or different from what we are doing now.

The community would really like us to bring marketing to the next level.
All suggestions are in the appendix.

Next steps

Our next steps should be to determine what suggestions we would like to translate into a MVP (Minimum Viable Product). If the developing costs aren't too high, the mobile app, DEX and farm HAI should be our first focus points.

We could / should use the community to ask what they want from a mobile app or DEX. Or how they would like to farm their hai. We could create a small community driven group of beta testers and ask them what features they expect from the suggestions we want to develop.

This way we are sure that the product we are developing is tailored to their needs and is really adding value.

Appendix A - Community feedback - all suggestions

Marketing (11)

Improve Marketing

More online/social media presence on eg linkedin & specific security oriented organisations like ISC2 and OWASP

Tweet more HAPI

The recent event was brilliant and got lots of attention. Maybe it would be good to host an event that newbies could join in to bring new people in instead of those already in the community.

In the future, awareness should be raised with video applications about how cyber attacks affect our lives. Hacken's power should also be highlighted with this information. Thank you for caring about our opinions.

1) Big B2C advertising campaign 2) Ask Sunny @ VeChain for an introduction to DNV

I'd like so see a clear roadmap

Improve marketing - not trying to suggest current marketing isn't good. But current marketing appears to be very 'community focussed' where real growth is realised when moving beyond the existing, and overall, crypto community. The existing substance around the relevant subject matters, the amount of data and insight could, and should, help in growing beyond 'just' the crypto savants - smaller and highly targeted, simplified, marketing tactics claiming core expertise and position Hacken as the ultra safe, future proof, consumer friendly, cybersecurity experts of all things crypto and beyond - as Dyma reference CHZ before - their marketing is also not just aimed at the crypto audience, a solid example to follow and most of the ingredients are in place.

Pls develop more communities in foreign countries like China, Vietnam. Outstanding communities there will push more demand and exposure on Hacken. Do more marketing activities.

A subreddit where the community can share its ideas. r/HAIdeas

We need more publicity for VPN

B2B / B2C (4)

Don't ignore B2B and B2B2C. Companies are crying out for more affordable security based services and there's a huge, untapped opportunity in closing the gap and a first mover advantage window

Anti-virus - extended

B2C with focus on mobile app and full desktop version and own browser sounds fantastic.

Ability for hVPN to protect an entire home network as opposed to only devices with the app/program downloaded

NFT (1)

If developing NFTs, then collaborate with VIMworld's existing system

FARM (3)

Much better documentation on routine topics (bridge, farming rules, staking, claiming farming rewards etc), both in the app itself and on the website. There are endless questions in the TG groups about the same topics.

Would love some kind of hacken airdrop where if you hold hai you get airdropped some HAI. It always grows the price but the hai that is airdropped will have to be locked for 12-24 months so people can't dump the market

Increase APY of all the farm section

ICO (5)

Change Ido/Ico allocation size/method - a location too small. I would see a super farm method (more community oriented and less whales).

I only participated in one HAI round so far (PureFi). I was preparing for it for weeks by buying HAI whenever I could, but now the round seems to be way oversubscribed, just like any IDO would be. That is quite disappointing. I thought the HAI round would be more exclusive or rewarding. I wanted to invest at least $1.000 without any major hoops. The upcoming IDOs are no alternative because on these launchpads I will only be able to get 1 lottery ticket or so, quite pointless. The Hacken ecosystem is my main investment focus and I would hope to benefit from the HAI rounds more.

Shortening the length of the $HAI round sales from 14 days to 5-7 days

The ONLY suggestion I have is to reduce the $Hai round sales from 14 days to 5 days. Two weeks is too long for $HAI round sales such as DDOS and UFI. First 48 hours and last 48 hours are always active but the 10 middle days are very stale. Investors with good intentions are forced to choose between sending in $HAI tokens early and missing out on 2 weeks of farming rewards to ultimately only receive 1% allocation at end of sale. I think allocation is handled very fairly but length of sale is just too long and investors with good intentions are forced to sacrifice farming rewards.

My suggestion to improve the demand we get for your New HAI presales is any unused HAI will have exclusive entry in HAI Farm for 1 month. No -one else can join that farm until after the one month exclusivity window expires.

Webbrowser (1)

Don't spend resources on a secure webbrower. Teams with Brave project. Think you're doing a great job!

Mobile (5)

More regular updates on app, some of the bugs have been there too long

Very sad that from March every day there are complaints about the email confirmation in the app; Hats do not work; Achievements do not work; If a product is released, care must be taken! In the RU version, the Partner is called an Associate; I pointed this out a long time ago - it has not been corrected!

Make the HackenAI app more stable and user-friendly. People keep asking about the same bugs (eg email confirmation bug, farming rewards not visible)

Finish and polish the password manager and other features in the app first please.

Hacken Foundation tokens should be able to be held in hackenai wallet asap.

Other (4)

If you haven't already - Implement a means to stop projects using Hacken for an audit and then uploading a compromised contract. All people (general public) will see is Hacken did the audit and the project got rugged/hacked. The general public doesn't care about the reality or the detail of these things. All they see is the auditor's name. This tactic could also be used (most probably will be) by Hackens competition to undermine the trust and reputation of Hacken.

Don't work on too many projects at once. Focus on a few that create the most value and perfect them.

verify the identity of those sending and receiving transactions so we won't be bothered by new EU regulations

Use revenue to support the price of HAI. Make HAI as a payment method in Ukraine.