3 Steps to Simplifying Crypto Experience for Everyone

[DistilleryDAO](#) launches first DAO-governed whiskey distillery, and sets a new standard for how NFT projects can be sold to the general public.

A major hurdle to achieving mainstream adoption of blockchain technology and NFTs is the confusing onboarding and payment process. To buy an NFT one must typically set up an online wallet with MetaMask or Coinbase, then purchase cryptocurrency, transfer it, then mint an NFT and account for expensive gas fees.

Crypto Wallet, MetaMask, Polygon, Wrapped ETH, Minting… these terms are confusing and scare off potential community members. The team at DistilleryDAO is focused not only on the experience of building a real-world distillery, but on creating a membership experience second to none from the very start.

There are three major problems that needed to be fixed in the onboarding and payment process: wallet creation; payment acceptance and fees. Here is what DistilleryDAO accomplished:

1. DistilleryDAO embedded the creation of a wallet within normal UX flow

For newcomers to crypto, understanding how and where to create a wallet is often the first hurdle. Many associate wallets only with payment, but often don't understand the necessity of managing a wallet for storing (or trading) digital assets, such as NFTs or tokens. This dual purpose of a wallet is challenging for newcomers, and identifying how and where to start a wallet, and then how to add or purchase crypto into a wallet, are all too often blockers.

DistilleryDAO asks on the first screen if a user already has a wallet, and, if not, simply asks for an email address and password and creates one for them using a reputable and widely supported wallet, Fortmatic. This process streamlines the experience from the start and enables newcomers to not feel any of the pain normally associated with wallet creation.

2. Accept fiat and crypto payments

The second pain point is around purchasing crypto. Many wallets don't allow crypto purchases directly or, when they do, often credit card companies continue to block such transactions. So how can an NFT be purchased? Many in crypto are used to this problem and have primary accounts where crypto is purchased, and then transfer the crypto to wallets where they transact.

At DistilleryDAO, we looked to get around that problem completely, by offering both crypto and fiat purchases. Once a wallet is connected or created, the user has the choice to pay in any mainstream

cryptocurrency for the membership, as well as with any credit card. We have built this through multiple integrations, as well as removing the dependence on payment types froe minting on the blockchain, while keeping the same level of security.

3. Eliminate / Reduce minting fees

This may be more controversial for some, but the ability to not only purchase but to buy, trade, or transfer with low fees is critical for the broader adoption of crypto projects. While the fees may not be a deterrent for all, they are, in the long run, unnecessary, and everyone agrees that they must be reduced. For DistilleryDAO, we have chosen to mint on Polygon, an Ethereum sidechain, precisely because of this issue (and other benefits). Fees for minting DistilleryDAO NFTs are typically only cents and this cost is included in the purchase price, as opposed to upward of $100 if we had built on Ethereum.

For a step by step guide on how to purchase our NFTs, please *click here*

For more info on our project, check out the DistilleryDAO Twitter.
To join our community of Web 3 enthusiasts and Whiskey Lovers: DistilleryDAO Discord