

# How we **Magically** created the first-ever crypto app store.



# Our role

The following review represents 42 Studio's involvement in the creation of Magic Square



Growing the brand's reputation and digital presence



Building the Magic Square community



Designing and developing the product

I had a competitive idea that was rendered into a full-fledged dApp store. Magic Square was built from the ground up by 42 Studio designers, writers, and developers in record time.



Andrey Nayman  
CEO

# Table of contents

Click to navigate directly 📌

03

## Brand reputation and digital presence

- Lite Paper
- Website
- Blog
- Whitepaper
- Knowledge Base

08

## Community building

- Social Media & Community Management
- Email Marketing
- Campaigns
- Beta Campaign
- Airdrop Campaign

12

## Product design and development

- Product Design & Dev Implementation
- The Magic Store
- The Magic Spaces
- Personal Profile
- Implementation





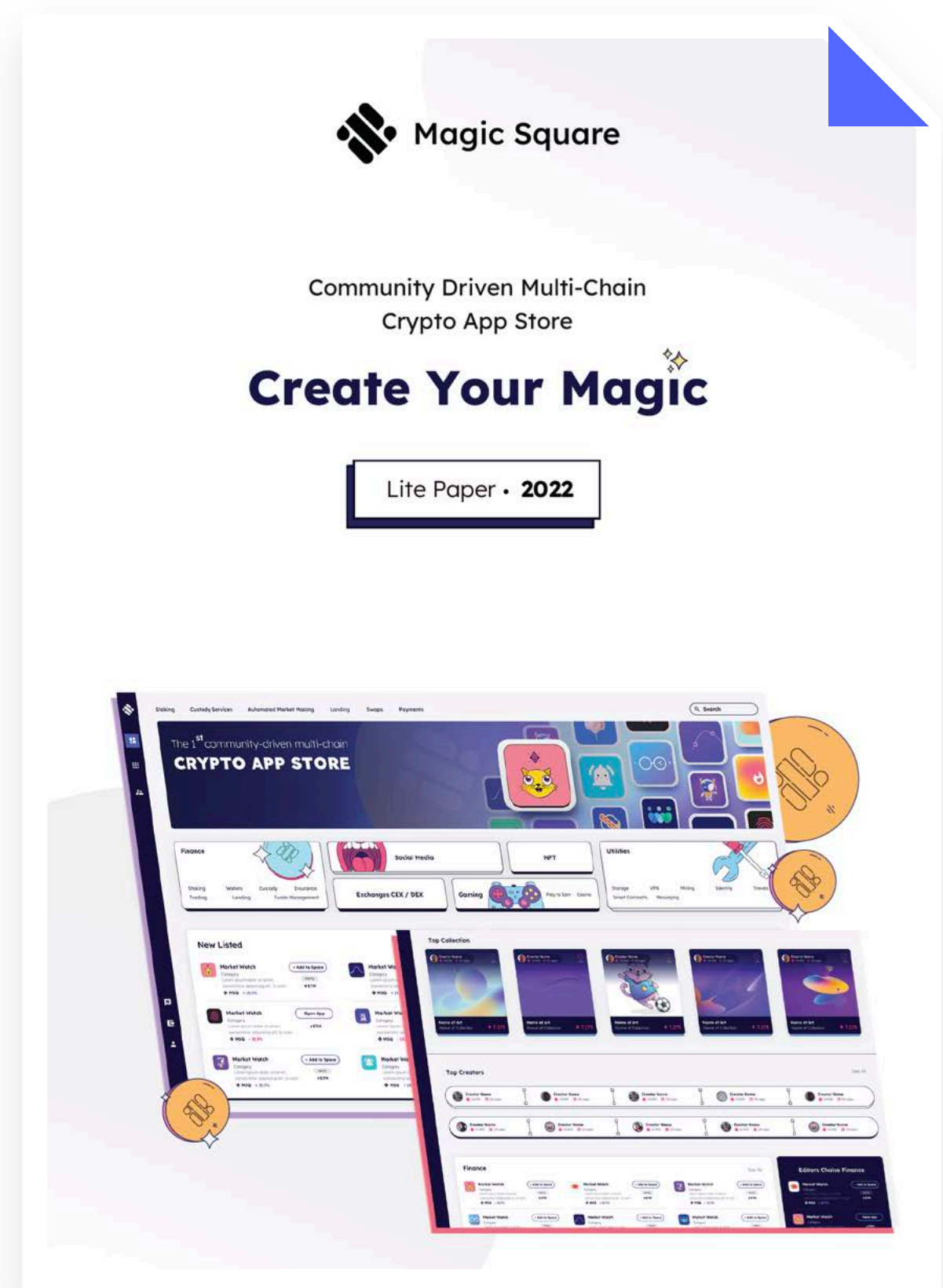
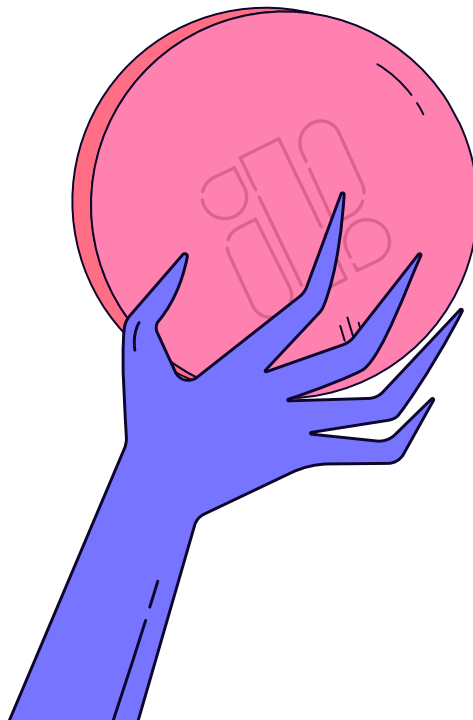
# Lite paper

The lite paper was originally drafted by the client. We edited the content for grammar, spelling, and organization, polished the content, identified and strengthened value propositions.

We designed the document to match the design language, and updated this design when the design language changed.

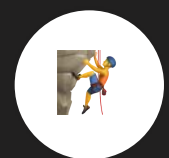
With each product update/development, we updated the document to match the latest version of the product.

The final version can be found here.



# Website

Because of the dynamic nature of the project in the early stages of development, we ended up creating three versions of the website before arriving at a version that fit the goals of the client.



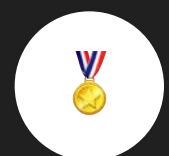
## Version #1

The first version of the website was created from paragraphs of information provided by the client. Each page was based on a paragraph of text.



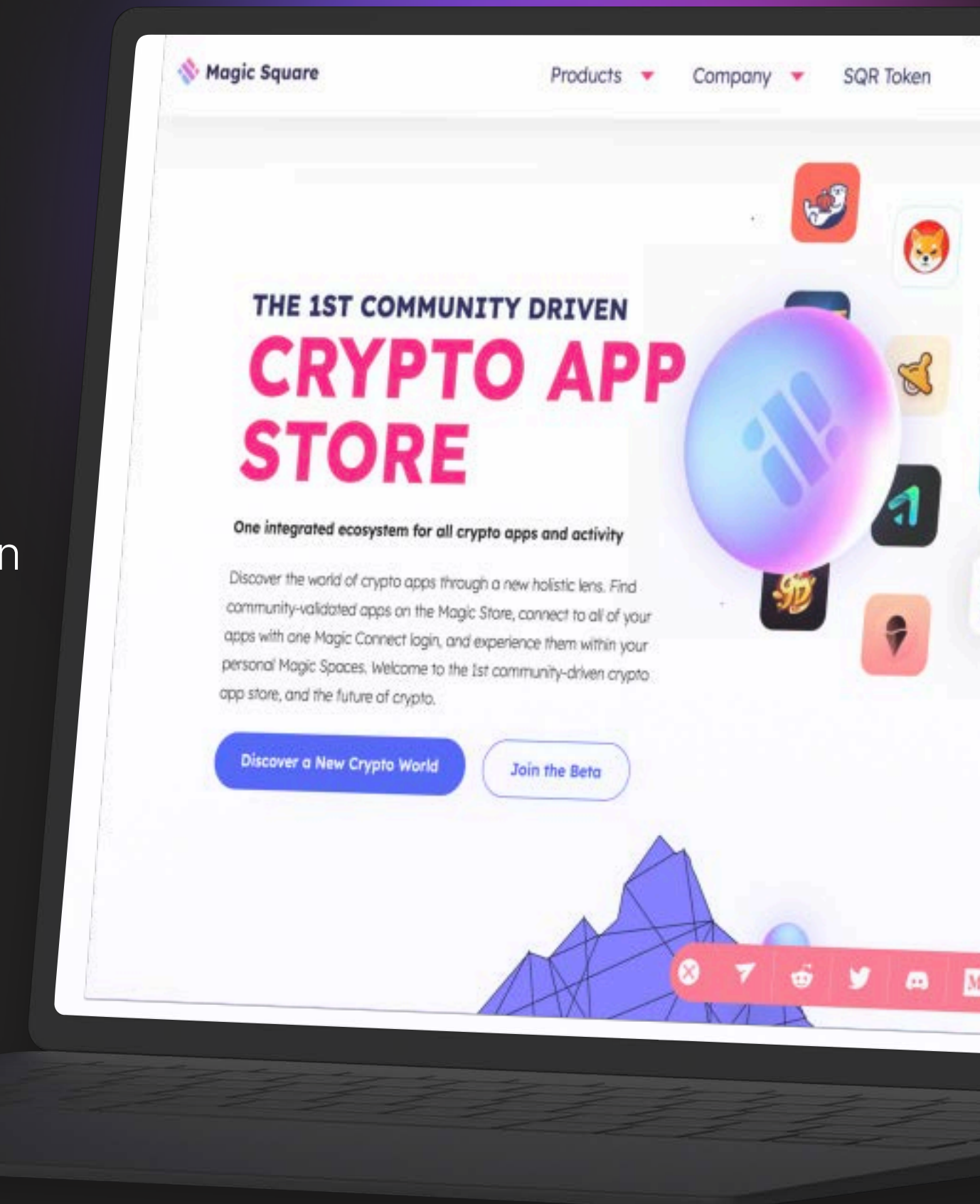
## Version #2

For the second version of the website, the client wanted a word-for-word copy of the lite paper. The new website had a new design language.



## Version #3

The third and final version represents the product and all of its features in a compelling, polished and professional way.





# Blog

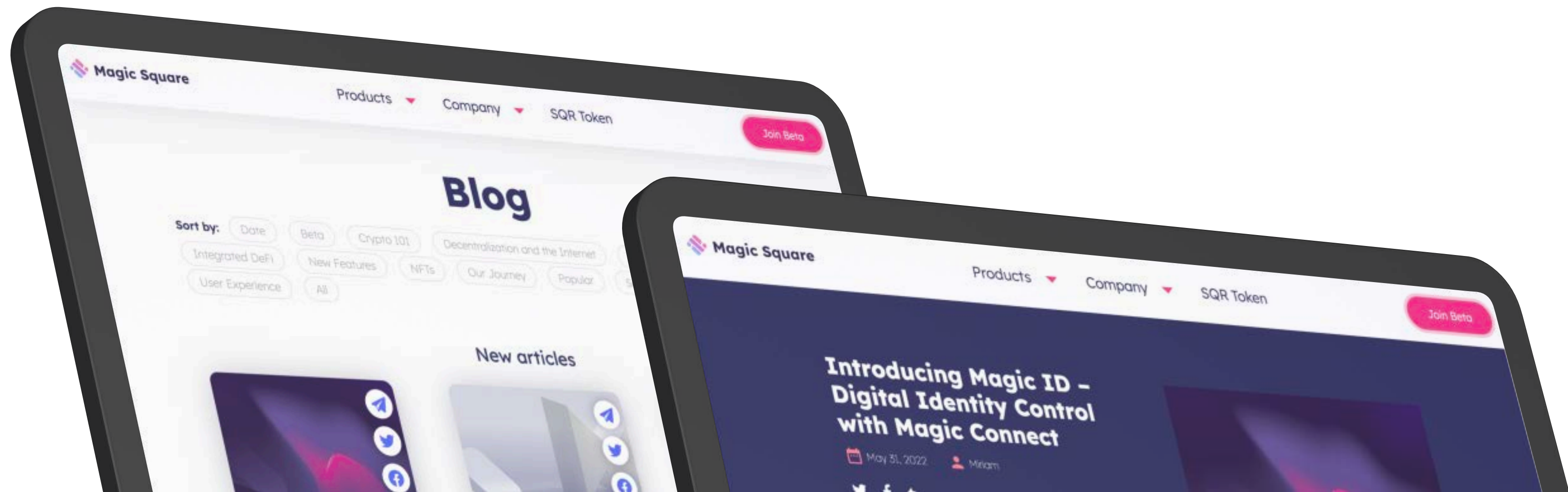
We wrote and published 30+ original articles on the company blog.  
We continue to write and publish articles on a regular basis.



The scope of articles varies from general blockchain-related topics to in-depth product analyses.



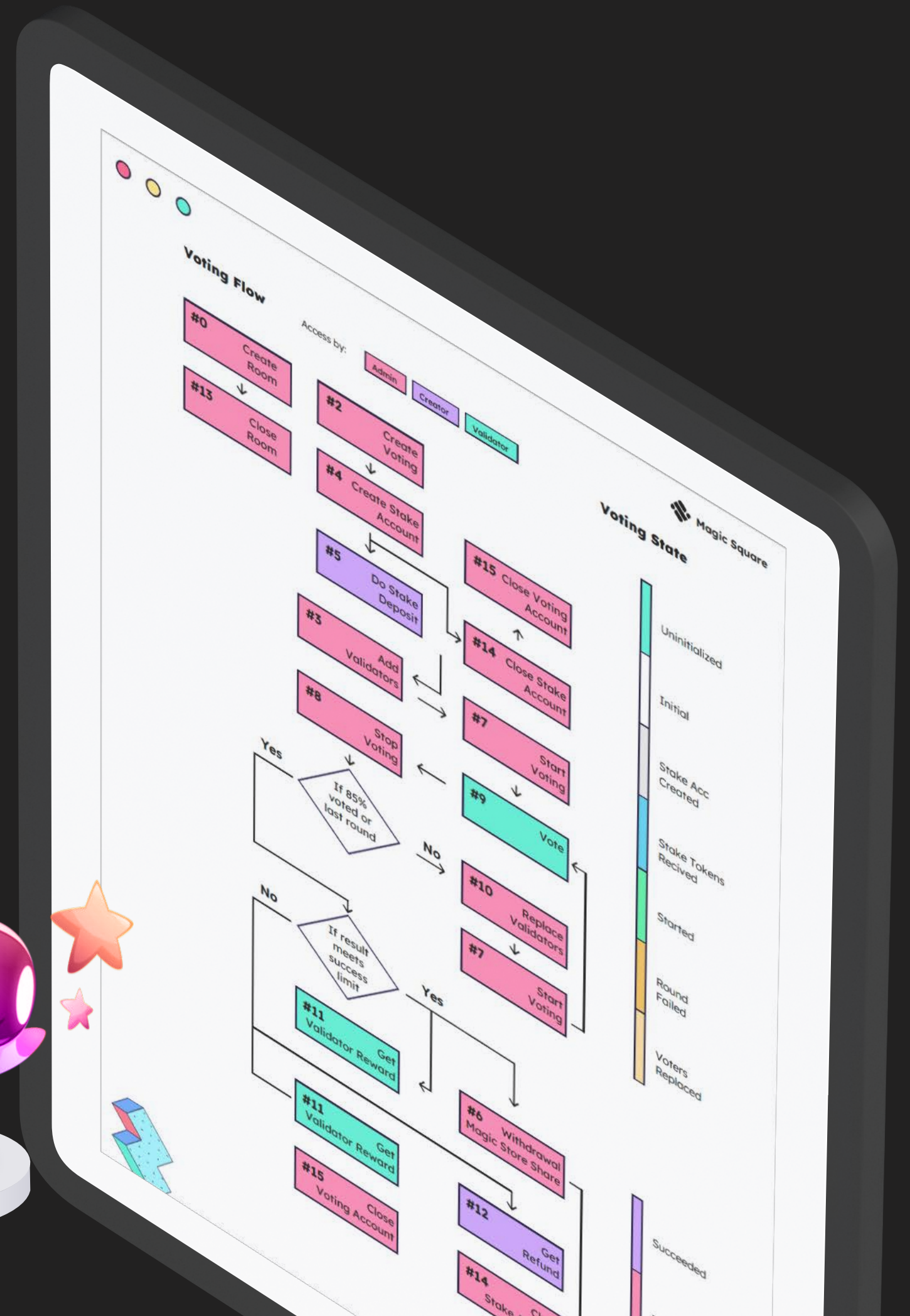
In addition, we wrote original articles (different from the company blog articles) to publish on Magic Square's Medium blog showcasing project developments and features.



# Whitepaper

The content team worked with the product developers to create and optimize the whitepaper - a technical description of the product - complete with user flows, app developer flows, the system of community validation, and the inner workings of smart contracts.

Once the document was polished and organized to reflect the true value of the tech and how it works, our designers gave it a clean and professional look.

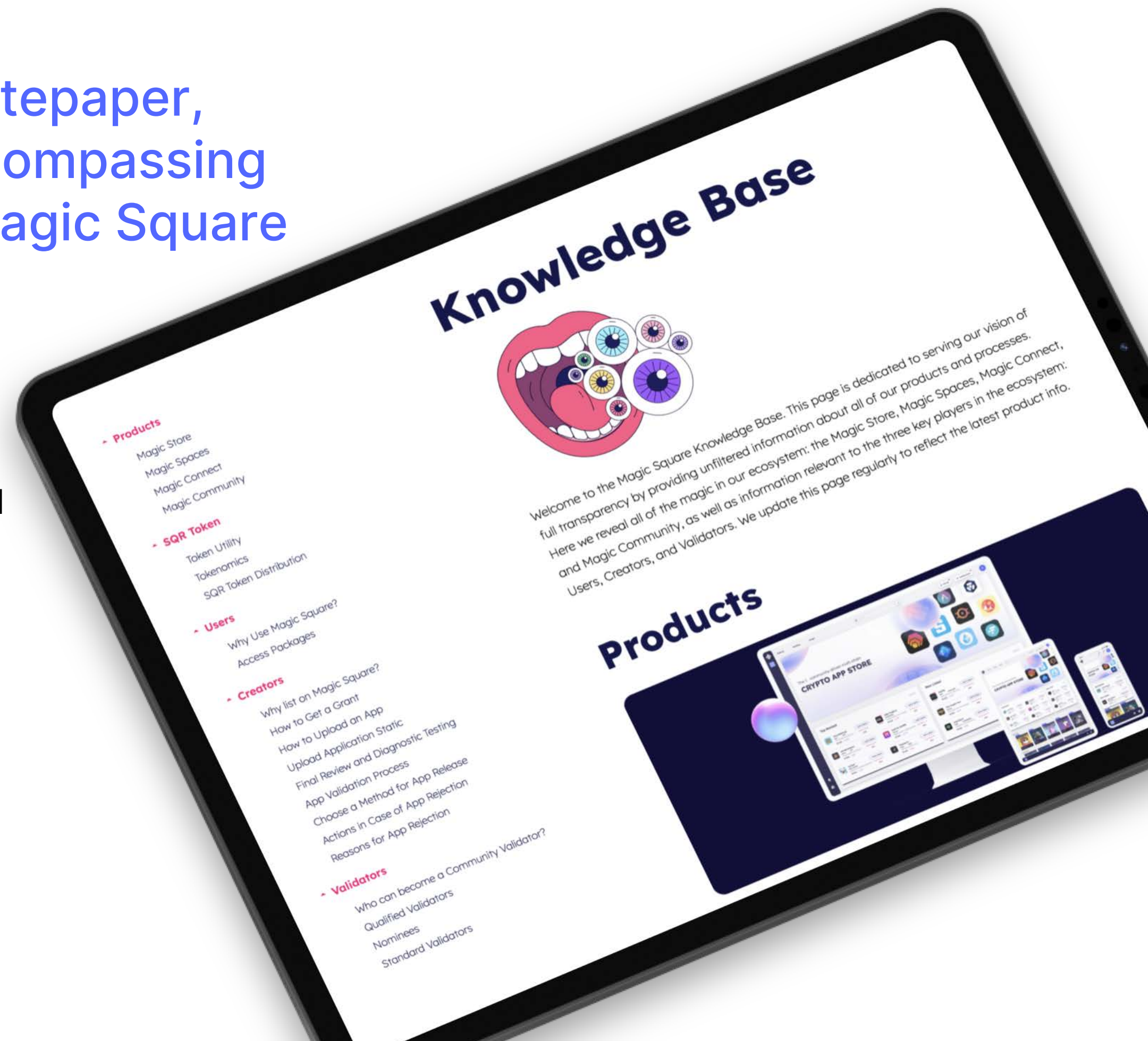




# Knowledge Base

Based on both the lite paper and whitepaper, we created a reader-friendly, all-encompassing database of information regarding Magic Square and its features.

We struck a balance between the pure technicality of the whitepaper and the value-proposition-oriented lite paper to craft a useful database geared towards active as well as potential ecosystem users and app developers.





# Social Media & Community Management

Opened channels, created content, designed banners and posted images, managed, and posted across social channels: Twitter, FB, IG, LinkedIn, Reddit, Youtube.

Opened and managed Telegram and Discord communities.

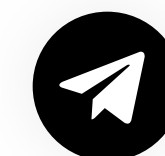
Created announcements, updates, informative content, quizzes, games, contests, polls, featured AMAs, interaction with community members.

**Achieved in the span of three months:**



**35k+**

Discord members



**43k+**

Telegram members



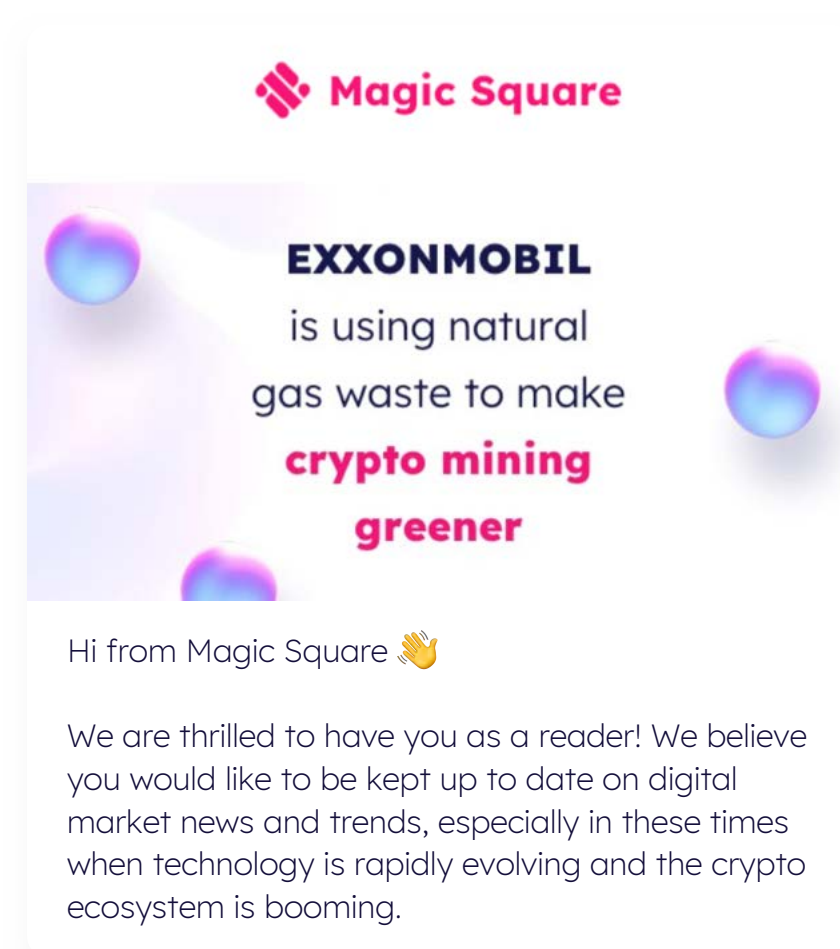
**50k+**

Twitter followers

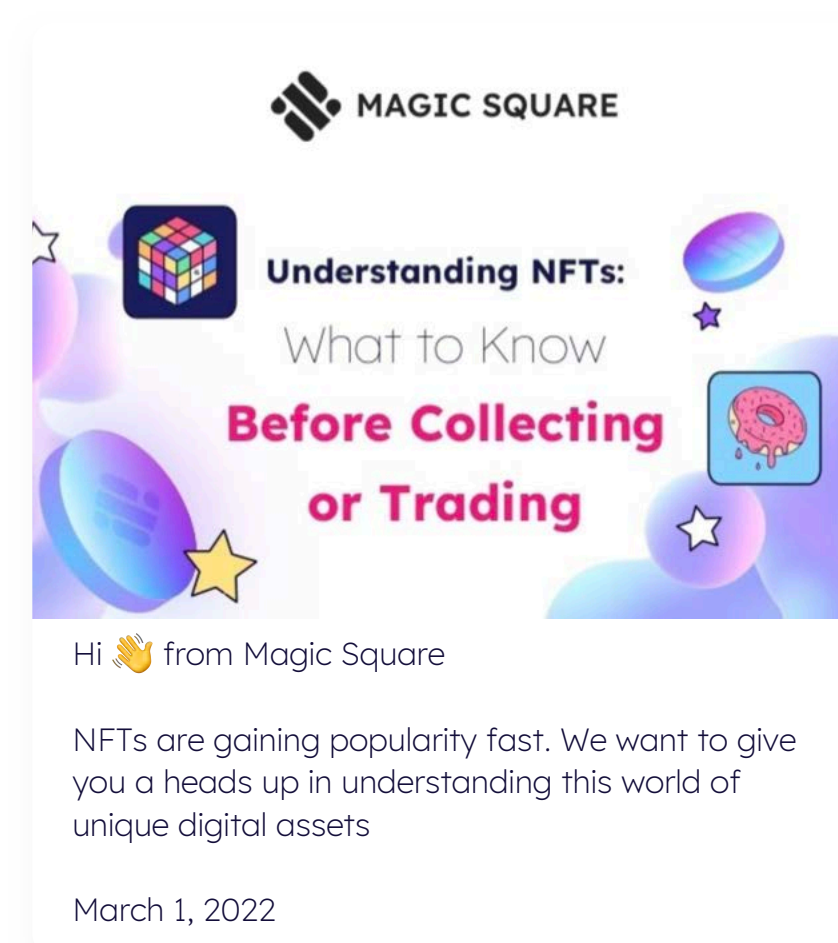


# Email Marketing

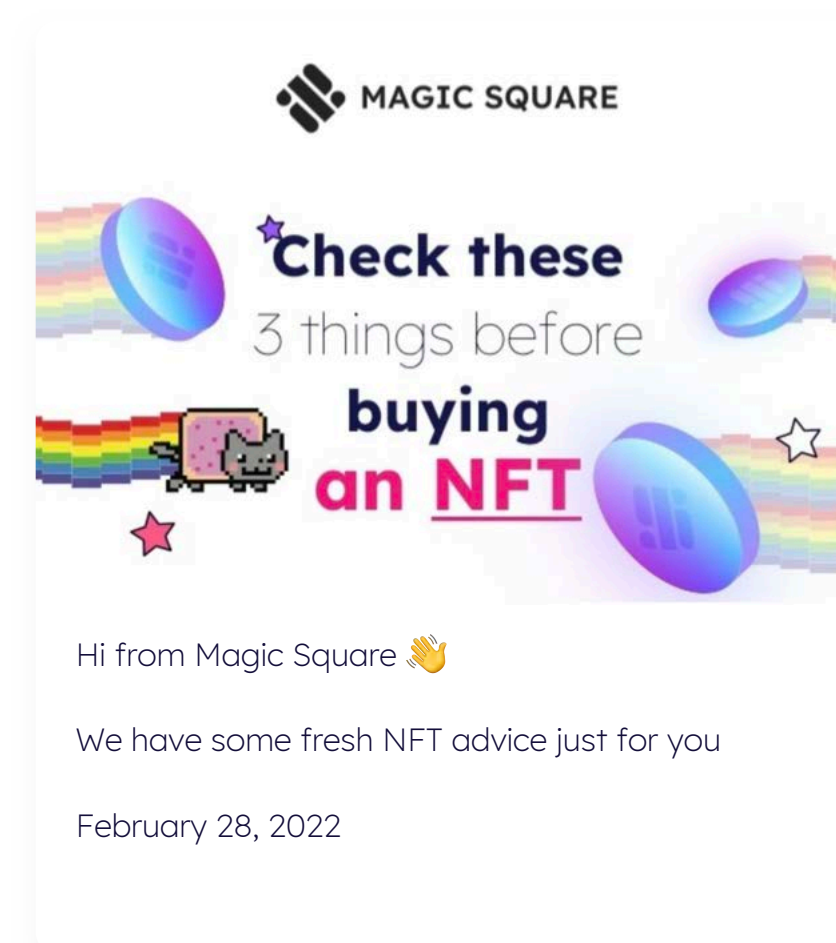
Created and sent mailers to 9000+ registered and verified email addresses.



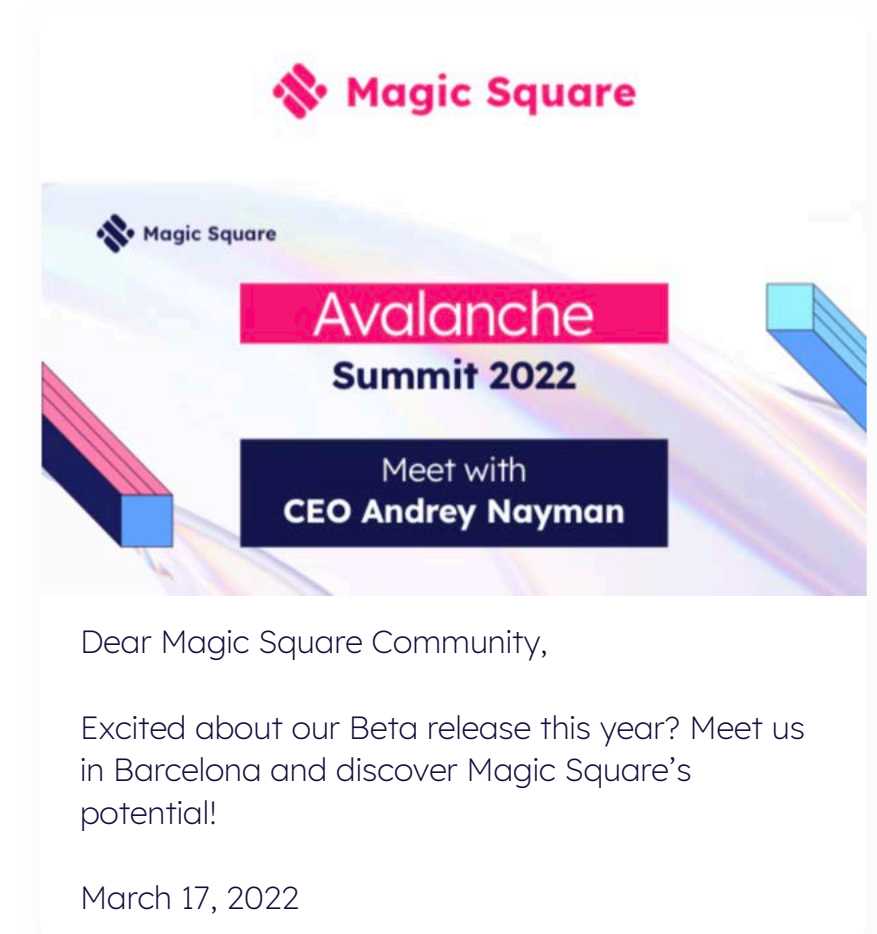
Newsletters



Featured blog posts



Featured youtube videos



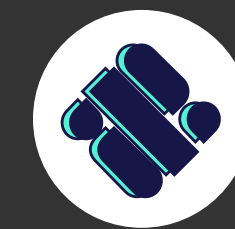
Project updates



# Beta Campaign

We ran a campaign to get potential Magic Square users to sign up to be the first users of the product's beta version.

- Created, designed, and developed a landing page to accompany the website.
- Directed users and creators to sign up for the beta with CTA's on the website, on social media, and on our Discord and Telegram communities.
- Filled up the beta spots and opened a waitlist.
- Established userbase and recruited app creators pre-launch.
- Press Releases surrounding the beta signup, launch, and waiting list.



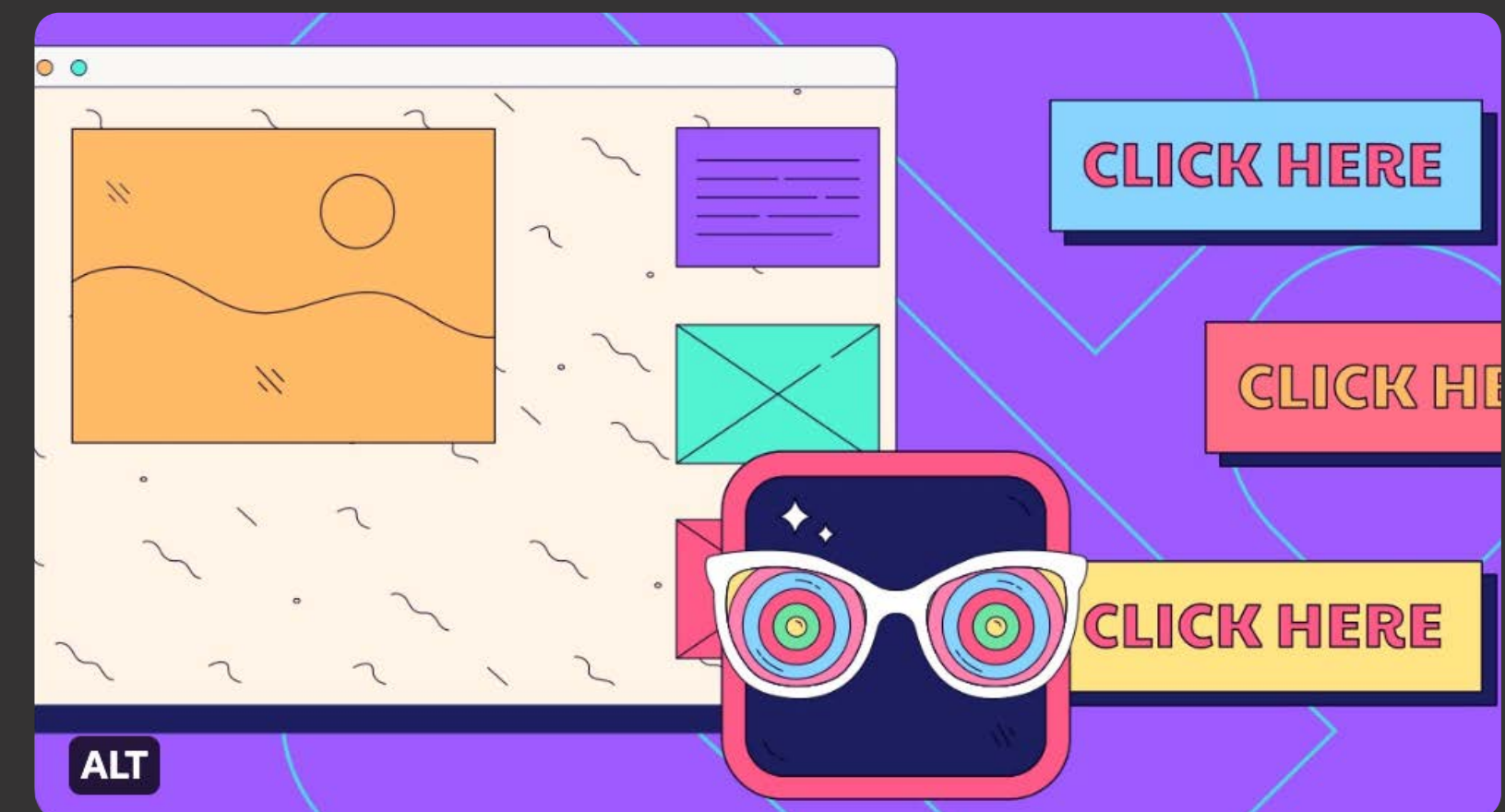
Magic Square

Dec 09



Our official beta version has launched 🚀 The first true crypto app store is here ➡️ Early adopters earn from a huge daily rewards pool 🕒💰

[magicsquare.io](https://magicsquare.io)



10.7K

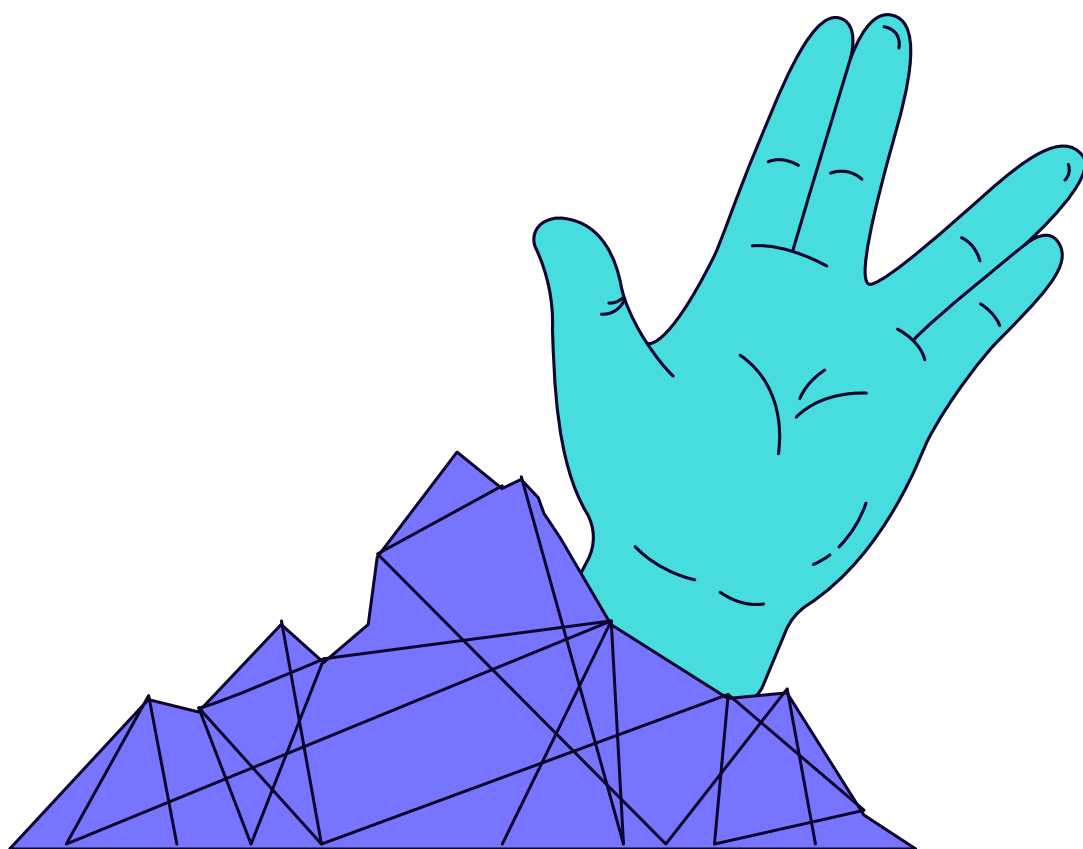
40.4K

30.3K

# Airdrop Campaign

We conducted an airdrop campaign giving away \$50k in prizes in exchange for actions.

Delivered on objectives: grow community, spread the beta campaign, increase community involvement, increase beta sign-ups and followers.



Magic Square: Announc...

Januar 13 ⌚

🪂 Our airdrop ends tomorrow!

If you haven't participate yet, do it now:

👉 <https://t.me/MagicSquareAirdropBot>

Magic Square

**MagicSquare  
Airdrop**

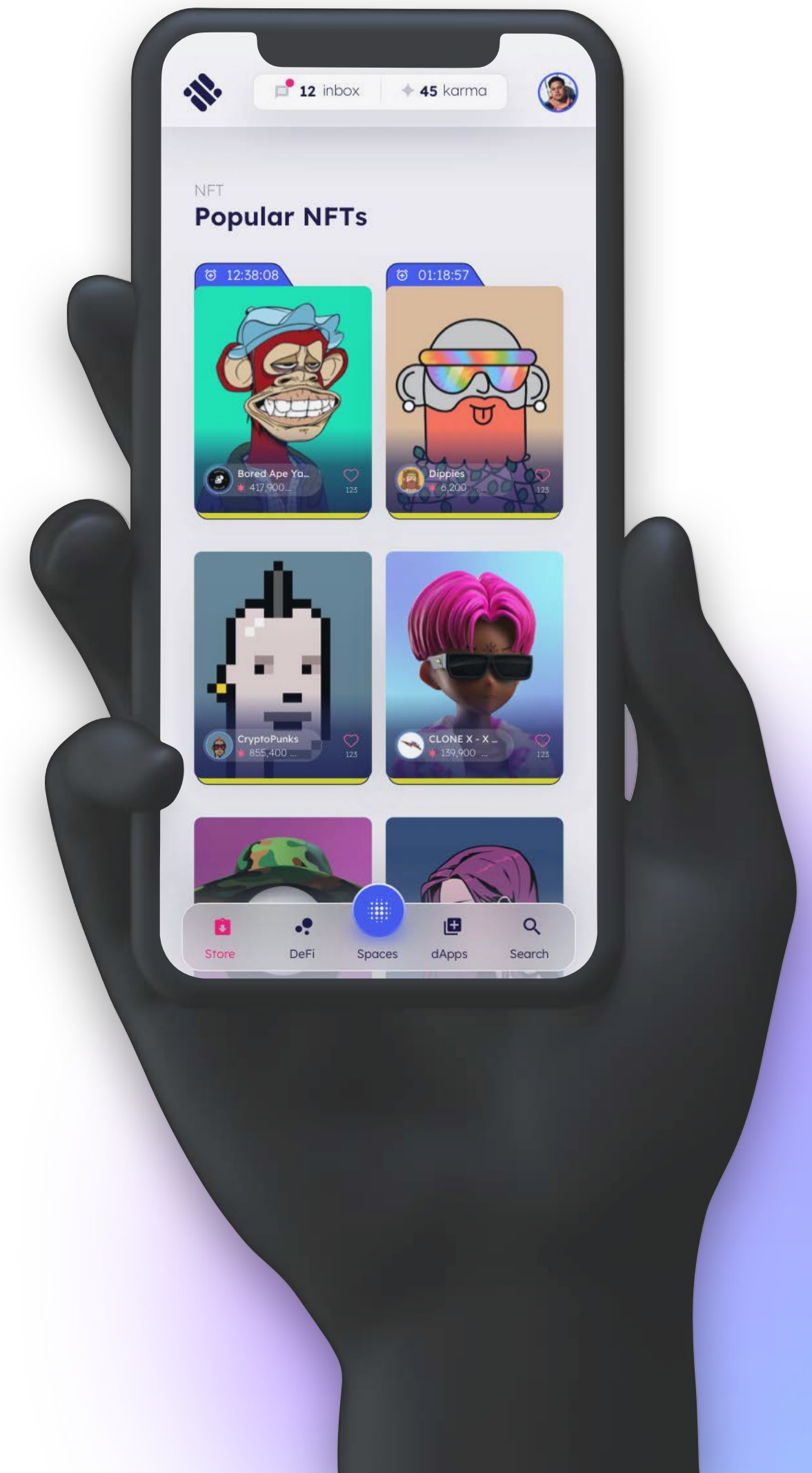




# Product Design & Development

## Work Process

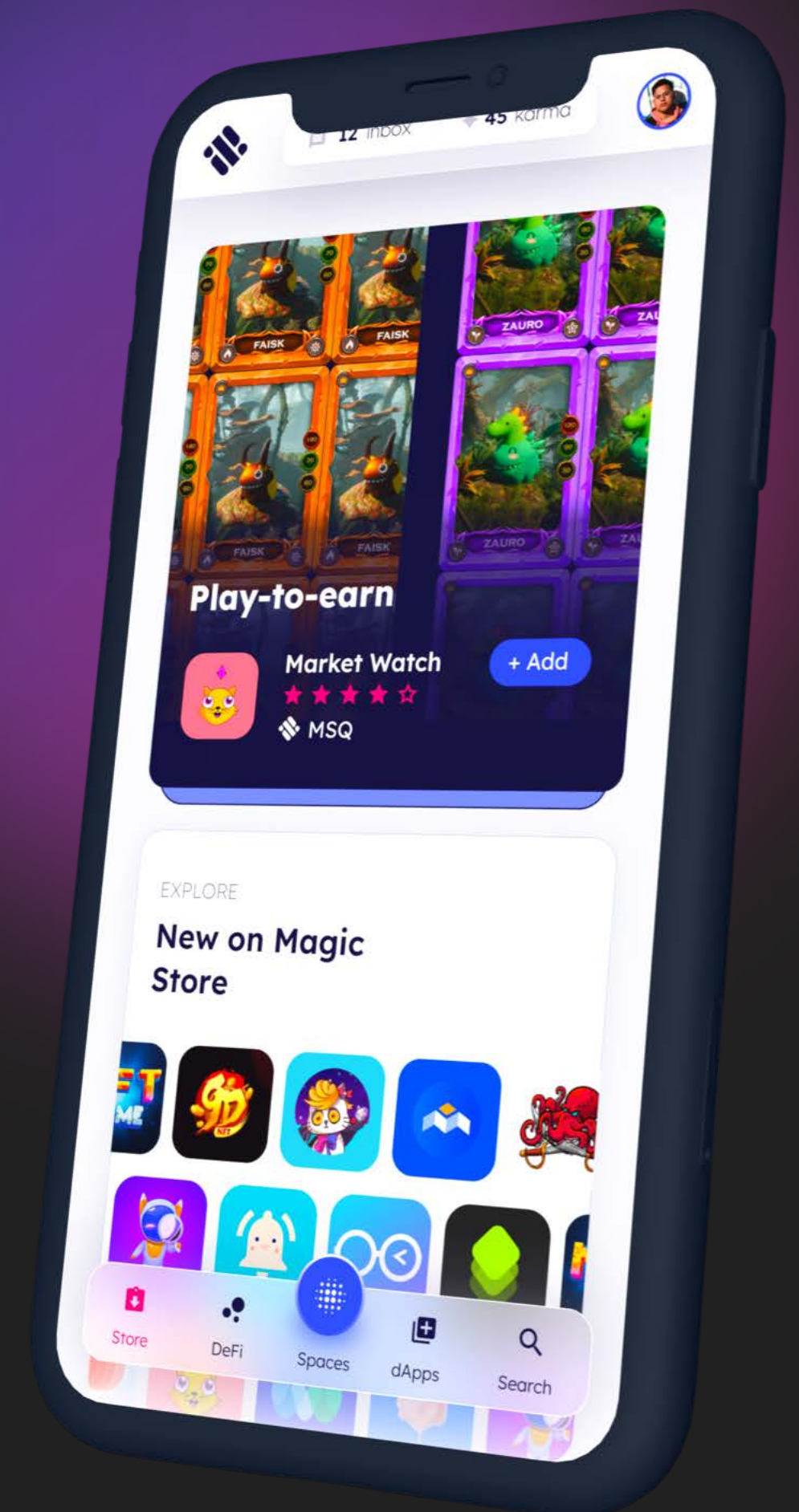
- 1 Discovery interviews - establish main UI goals.
- 2 Concept exploration - refine goals, market research, latest UI trends, user journey map.
- 3 Concept testing - wireframes, dev interaction.
- 4 A/B testing - get feedback from real users on the working interface.



# The Magic Store

In the creation of the Magic Store, we were presented with the unique challenge of combining the experience of regular app stores - Apple and Google - with DeFi / crypto trading platforms. The combination of these two types of interfaces does not yet exist in the current market.

The Magic Store is a web3 and crypto-oriented app store ecosystem that allows users to discover community-vetted dApps easily, access useful metrics about each application, stake and swap tokens within the interface, use an integrated wallet, and manipulate tokens and NFTs right from the store itself.





# The Magic Spaces

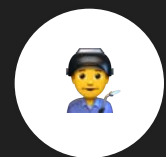
Magic Spaces is a cloud-based personalized zone for users to store, organize, and use all of their dApps. It acts as a launchpad for dApps, launching them as new tabs within the interface.

In our research, we examined operating systems and dashboards - Apple - iOS, Google.



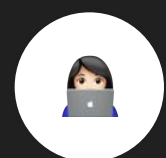
# Personal Profile

We created a personalized platform for users, creators, and affiliates to customize their experience.



## Creator profile

to upload dApps, NFT.



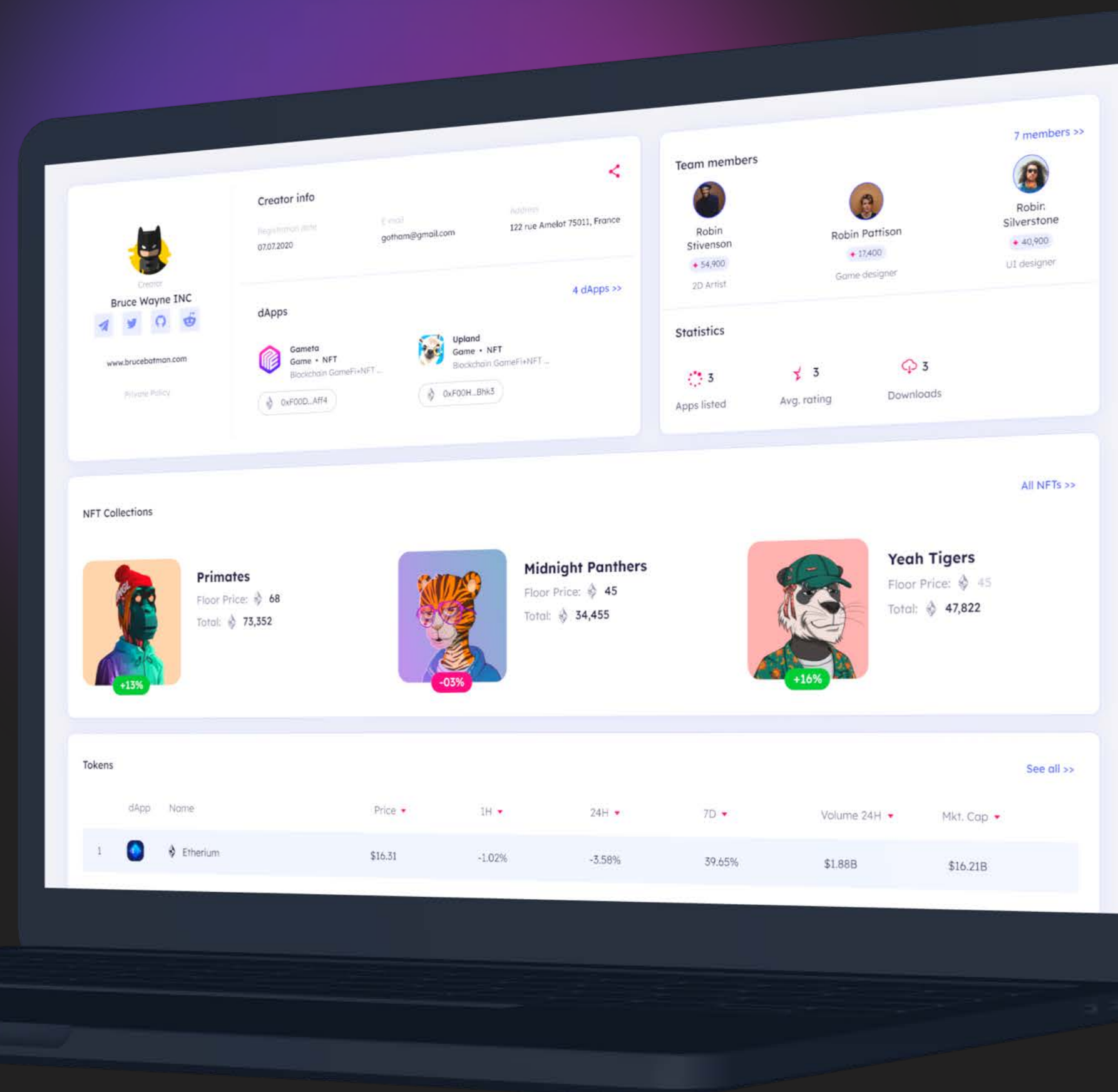
## User profile

update settings and preferences, personalize, become a community validator.



## Referral profile

to become a Magic Affiliate and promote various dApps





# Implementation

Our team is integrated: the designers have knowledge about development, and the developers are knowledgeable about design, to promote a seamless workflow.

The design team worked directly with the product developers to ensure that the visualized interface could be implemented within a reasonable timeframe.

Because of the project's complexity, and time constraints from the pressure of the waiting beta community for a viable product to use, the product design and development of the Magic Store was our #1 priority

24

Developers

6

UX designers

3

Product managers

1000+

Hours of development

40+

Weekly updates





# Let's create together ✨



digital@42studio.io



42studio.io

---

in



f

M

