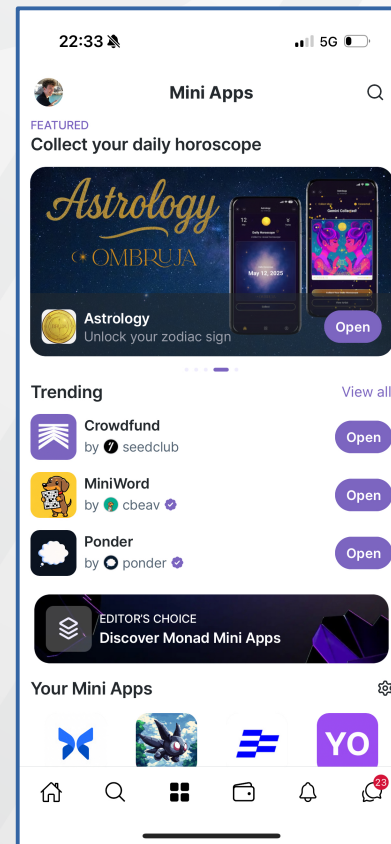


# **ZERO TO VIRAL: HOW FARCASTER FRAMES ARE REVOLUTIONIZING CRYPTO UX**

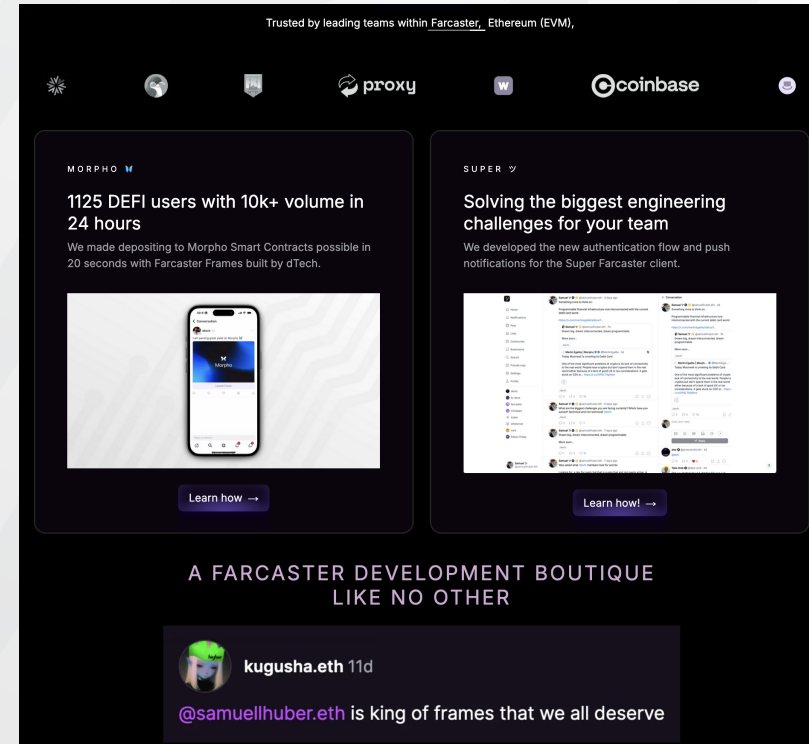
# ZERO TO VIRAL: HOW FARCASTER FRAMES ARE REVOLUTIONIZING CRYPTO UX

- What are Farcaster Frames (now Mini Apps)?
- Why do you even care?
- What is so great about the Mini App UX?
- How to go Zero to Viral?
- UX possibilities never seen before



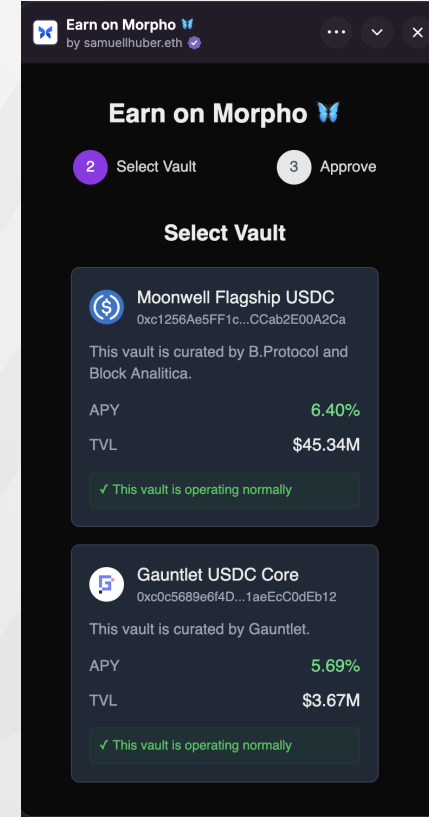
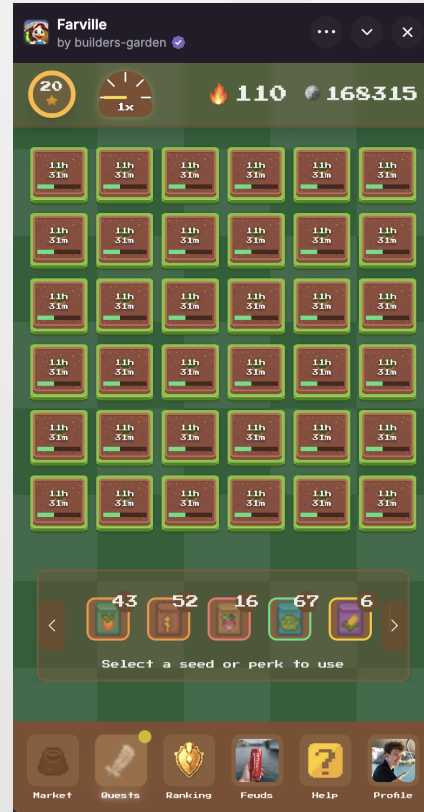
# WHY ARE YOU PRESENTING?

- Grew Farcaster users for Morpho & Super
- Worked with the biggest teams on Farcaster
  - Clanker, Ponder, MegaPot, AskGina, ...
- Writing docs for Farcaster & Coinbase
- According to Morpho's growth lead the "king of frames"
- (Morpho is the largest lending protocol)
- Always consulted for growth strategies



# WHAT ARE FARCASTER FRAMES (NOW MINI APPS)?

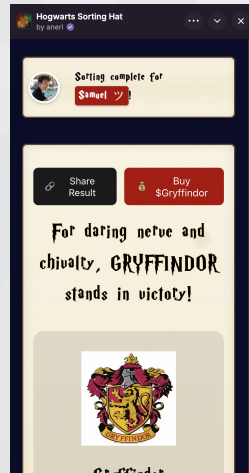
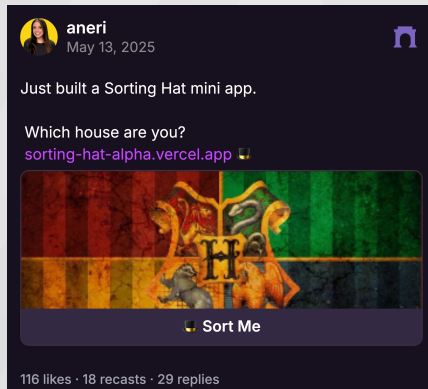
- Technically: Web Apps with extra social context and wallet connection





# WHAT ARE FARCASTER FRAMES (NOW MINI APPS)?

- Technically: Web Apps with extra social context and wallet connection
- For the user:
  - The easiest way to use crypto
  - Fun games
  - New social experiences



**VIRALITY**

# FARCASTER: WHY DO YOU EVEN CARE?

jesse.base.eth hat repostet

**tk** @HeetTike

what pmf on farcaster looks like

**1,500,000 micropayments via 5,000 users in 30 days amounting \$84,000**

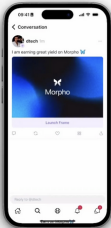
**D30 retention: 93.2%**

annualized, that's \$1mn in GMV (assuming 0 growth, w/ 5,000 users)

MORPHO

**1125 DEFI users with 10k+ volume in 24 hours**

We made depositing to Morpho Smart Contracts possible in 20 seconds with Farcaster Frames built by dTech.



noice by noiceapp

gm @samuellhuber.eth, welcome to noice.

noice is where your farcaster activity becomes programmable. before you get started, you'll need to do a few things.

choose how much to tip for each interaction — like, comment, recast, quote

**noice, explained**

**tips**

tip each time you interact with anyone on your timeline.

or, tip in any \$token of your choice

recast

comment

quote cast

Yash @yashhsm · 14. Juni

sendshot fc in 4 days

Analytics			
Unique Users <b>4,095</b>	Total Opens <b>22,552</b>	Total Transactions <b>578</b>	Coins created <b>158</b>
<small>Total unique users in the last 28 days</small>	<small>Total opens in the last 28 days</small>	<small>Total transactions submitted in the last 28 days</small>	<small>Users who created a coin in the last 28 days</small>
Users that Added the Mini App <b>2,018</b>	Users that Removed the Mini App <b>67</b>	Users that Enabled Notifications <b>1,871</b>	Users that Disabled Notifications <b>147</b>
<small>Users that added the mini app in the last 28 days</small>	<small>Users that removed the mini app in the last 28 days</small>	<small>Users that enabled notifications in the last 28 days</small>	<small>Users that disabled notifications in the last 28 days</small>

Farcaster und 3 weitere Personen

11 6 56 3.218

Yash @yashhsm

till now, ~30 SOL in revenue has been generated via Sendshot FC and 100% has been converted to SEND as part of ongoing strategic accumulation.

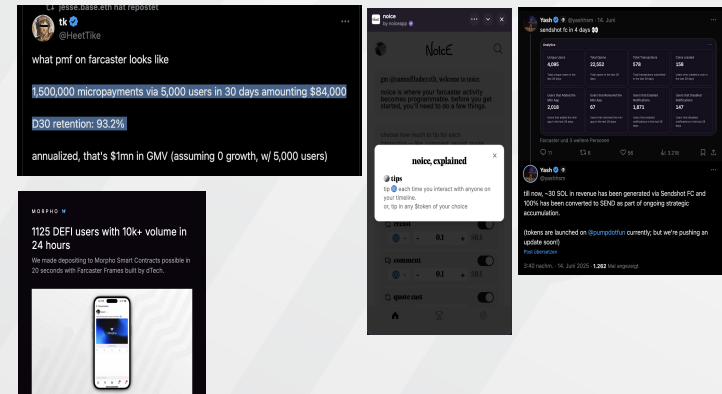
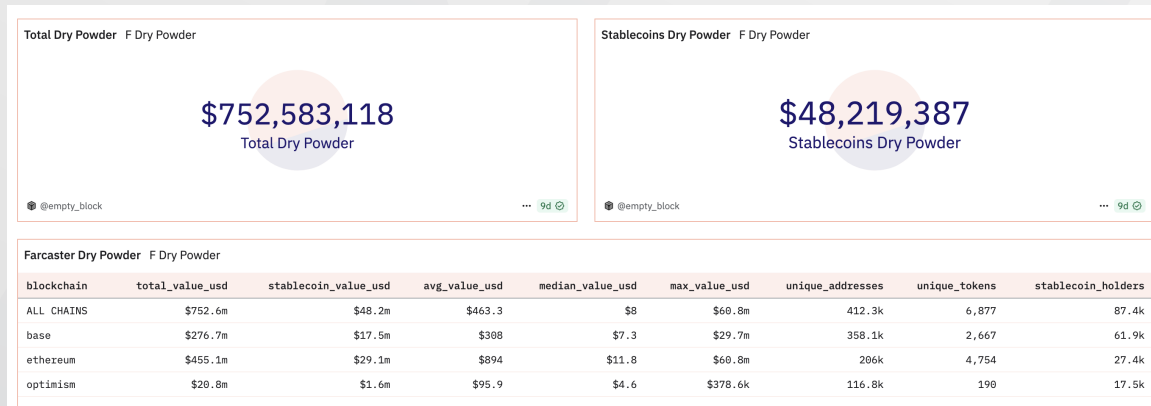
(tokens are launched on @pumpdotfun currently; but we're pushing an update soon!)

Post übersetzen

3:40 nachm. · 14. Juni 2025 · 1.262 Mal angezeigt

# FARCASTER: WHY DO YOU EVEN CARE?

There are **> 48 Million Dollars** sitting in stables ready to be **deployed into your apps!**  
**> 500 Million Dollars** if you count non USDC balances!




[https://dune.com/empty\\_block/farcaster-dry-powder](https://dune.com/empty_block/farcaster-dry-powder)

# WHAT IS SO GREAT ABOUT THE MINI APP UX?


- As Developer: reuse any existing dApp + add on viral features → Mini App

## What is a Mini App?


A Mini App is composed of:




**Your Existing Web Application**  
Your current web app works as-is



**MiniKitProvider Wrapper**  
Simple wrapper component integration




**Manifest File**  
Single farcaster.json configuration file



**Standard Deployment**  
Deploy to any hosting platform (Vercel, Netlify, etc.)


No rebuilding, architectural changes, or complex integrations are required.

Source: docs.base.org

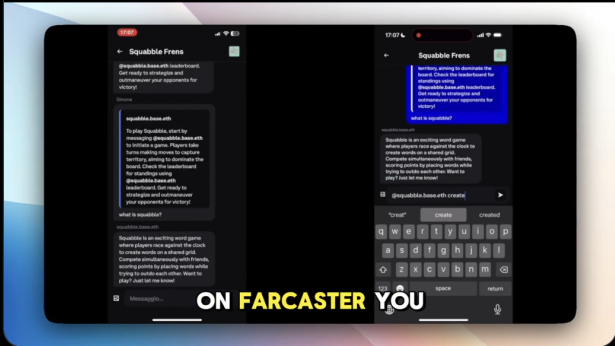


**Coinbase Wallet** @CoinbaseWallet · 14. Juni  
it's fun to play games in your wallet

Mini apps, coming soon



**limone.eth (on farcaster)** @limone\_eth · 12. Juni  
new miniapp drop by @builders\_garden: Squabble 🧠⚡  
scrabble, but faster, riskier, and way more fun with friends.  
play the alpha now on @CoinbaseWallet : ...  
[Mehr anzeigen](#)

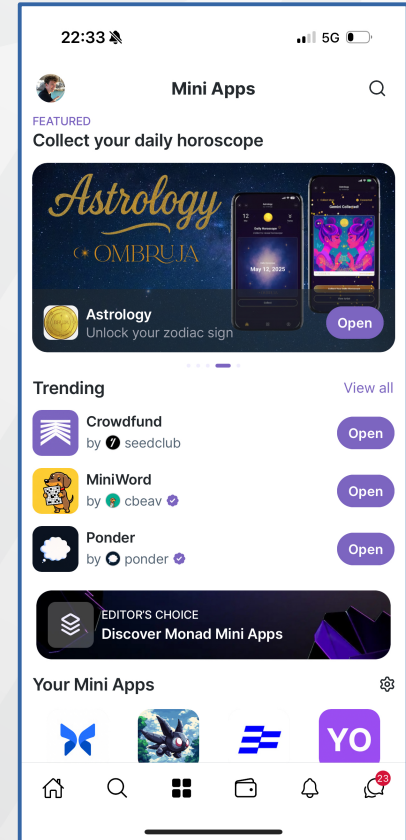


**ON FARCASTER YOU**

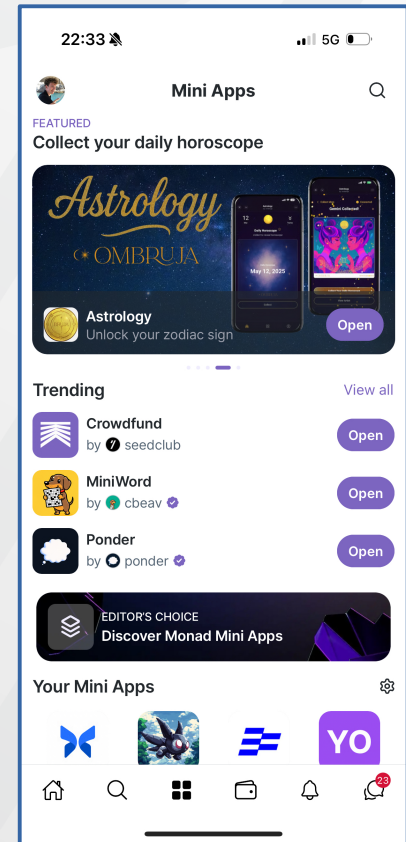
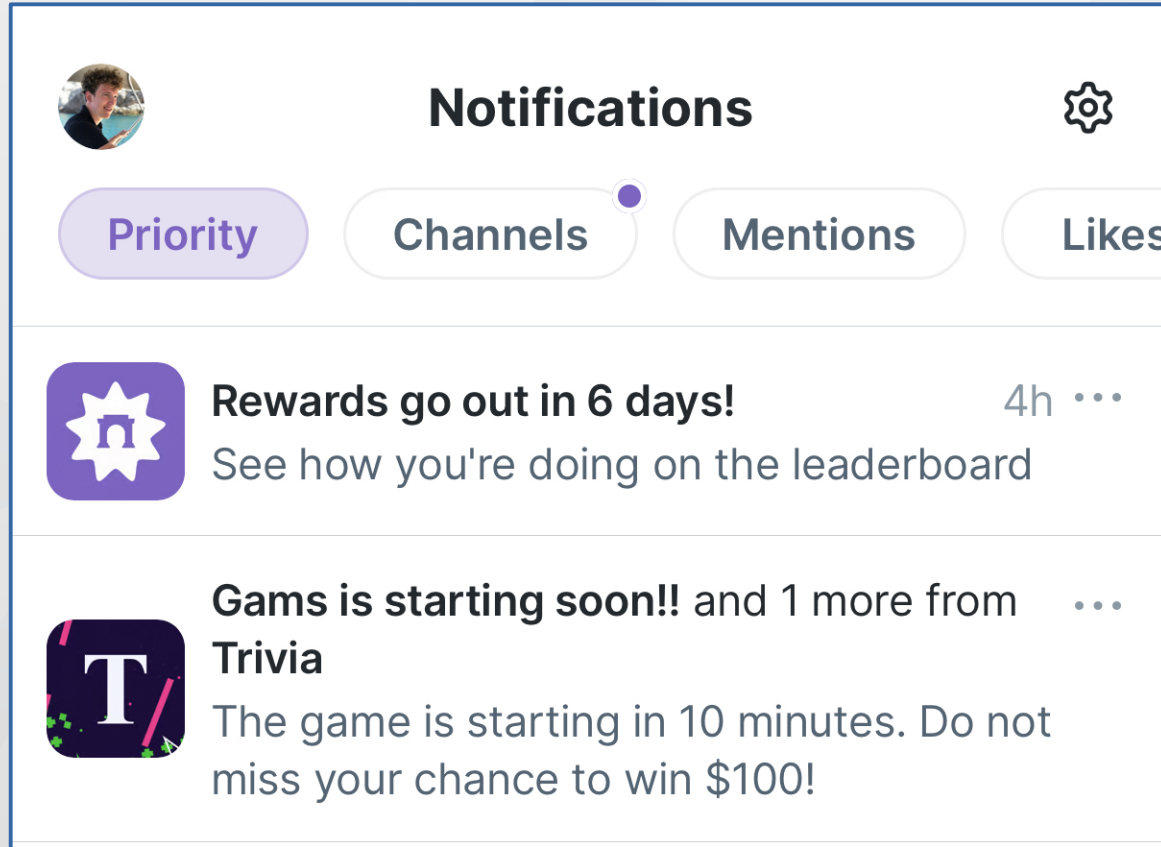
49 45 210 28.844

# WHAT IS SO GREAT ABOUT THE MINI APP UX?

- As a User
  - Signed in immediately, no login hassle
  - Wallet connected immediately, no hassle
  - Mobile first! Works where I spend most time!
  - Discovered in Feed and able to share easily!
  - Get Notifications in my social app!

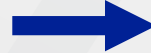
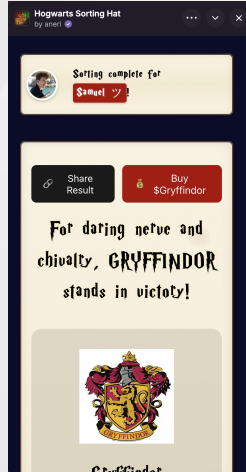
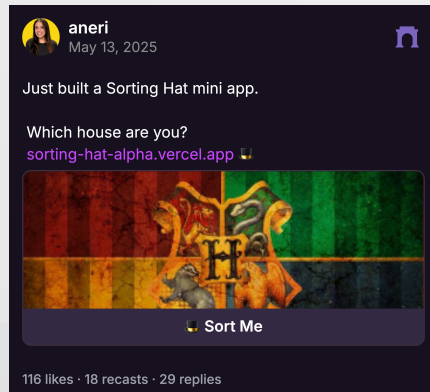


# WHAT IS SO GREAT ABOUT THE MINI APP UX?



**WHERE ELSE DO YOU GET THAT IN CRYPTO?**

# HOW TO GO ZERO TO VIRAL?



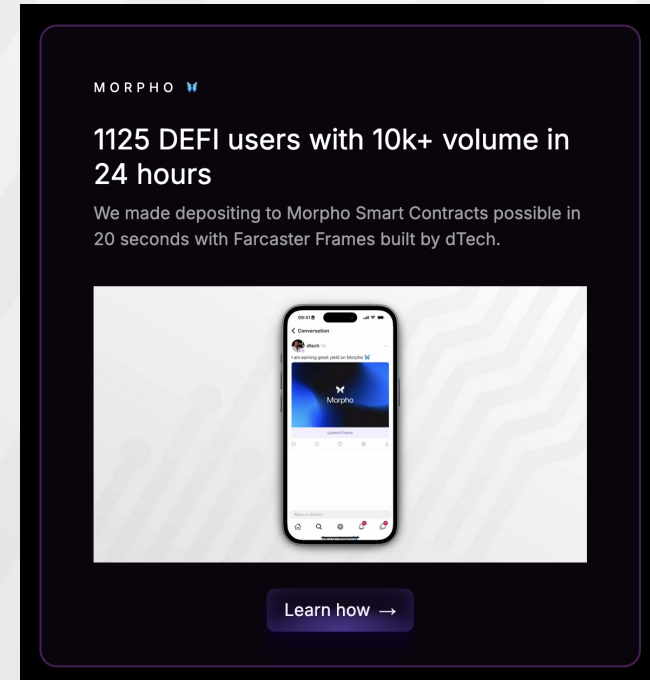
**VIRALITY**

**Let users share success moments!  
build in the human element  
humans are social**



# HOW TO GO ZERO TO VIRAL?

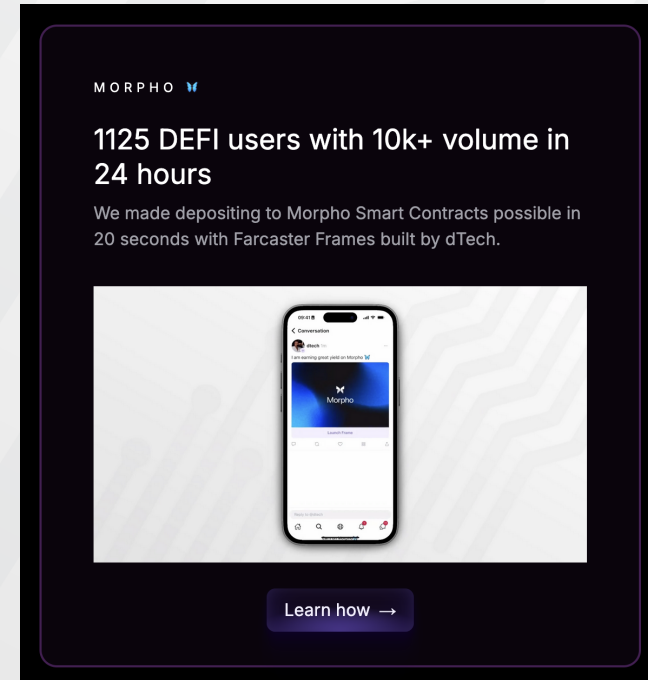
- Ensure your user flow, the app is easy to use
- Network with partners to share
- Build into the connected Farcaster wallet
- Use the social graph
  - Show users their profile picture
  - Use their social data
    - You get their likes, reposts, comments
    - and you have their profile information!



# HOW TO GO ZERO TO VIRAL?

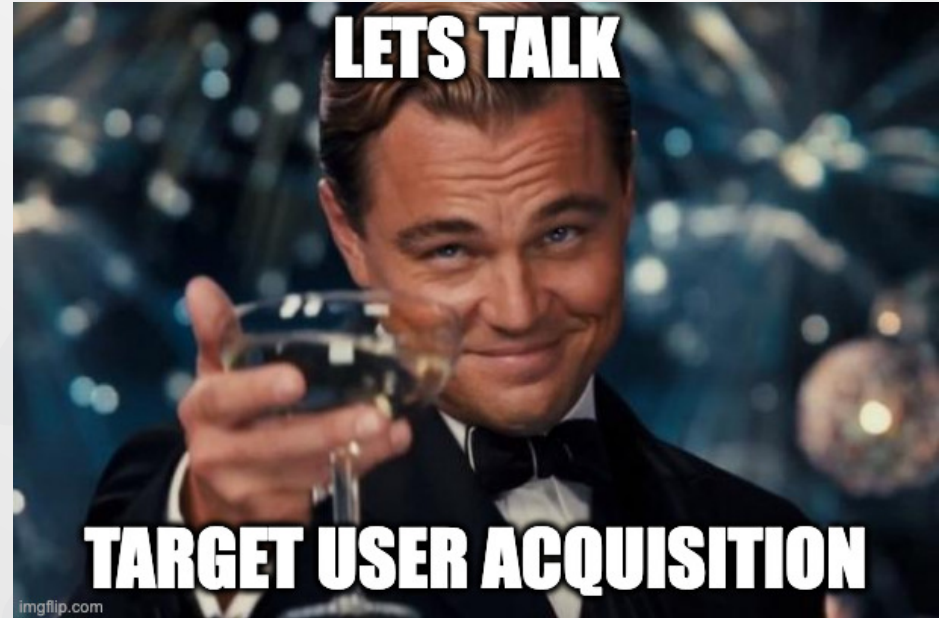
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    - and you have their profile information!

**BONUS: you have their wallet history and data too!**



# UX POSSIBILITIES NEVER SEEN BEFORE

- **You know the user!**
  - Mini App Context gives:
    - Where they come from
    - Who referred them
    - Their social profile
      - X connected?
      - Github connected?
    - Their wallet address(es)
- **You have their financial data!**



# TAKE CRYPTO TO THE NEXT LEVEL

- Tools to ask about Farcaster or pipe a userId (FID) into and get data back:

 - askgina.ai → think ChatGPT for Farcaster (has blockchain data too)

 - mbd.xyz → Recommendation engine + search

 - Dune → Dashboards with all kinds of overviews


All these allow you to personalize and learn about your user!  
Increase conversion and offer personalized, tailored experiences!

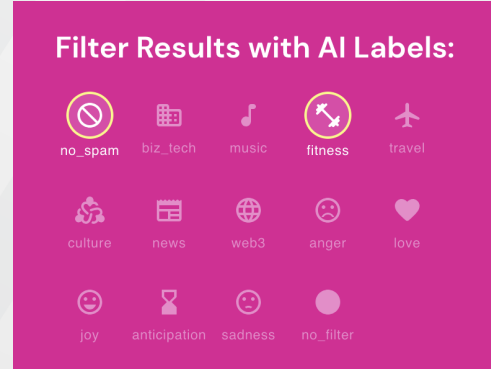
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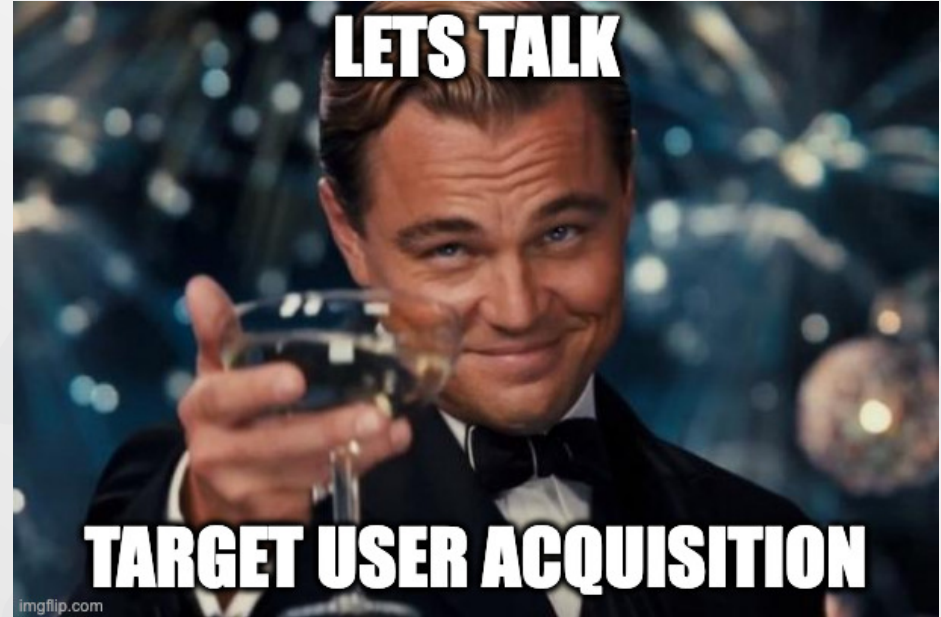
# MINI APPS PEAKED YOUR INTEREST?

- **Aquire new users**
- **Showcase a developer ecosystem**

Work with us



dtech.vision  
t.me/samuellhuber



slides at [dtech.vision/blog](https://dtech.vision/blog)