

Voice in the Wild — Social Concepts

Exploring Web3 voice through product insight, culture, and UX friction.



MetaMask 🦊 @MetaMask

The best wallets don't get in your way.

We just hold the door open—
Without you even realizing we're there.



Spec Concept — Greg Long



MetaMask 🦊 @MetaMask

People come to Web3 expecting
"permissionless."

Then the first time they try to add money...

- Upload ID
- Share SSN
- Verify selfie
- Wait for approval

Well... that's awkward.

MetaMask USD (mUSD) is fixing the first
mile.

Permission granted.

Spec Concept — Greg Long



Consensys.eth 🟢 @Consensys

Trust isn't the feature users notice.
It's the one they assume.

And right now?

Web3 still makes people think about it —
Extra steps, extra prompts, one more
moment of doubt.

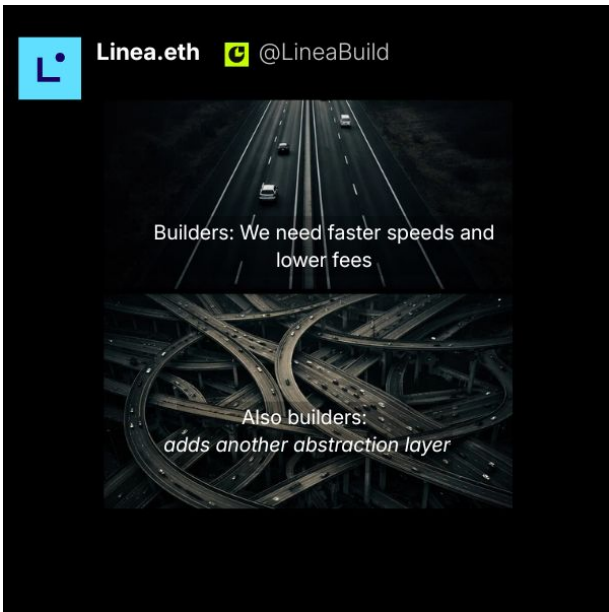
Progress comes from removing the
moments that break confidence.

The strongest Web3 experiences
make trust invisible.

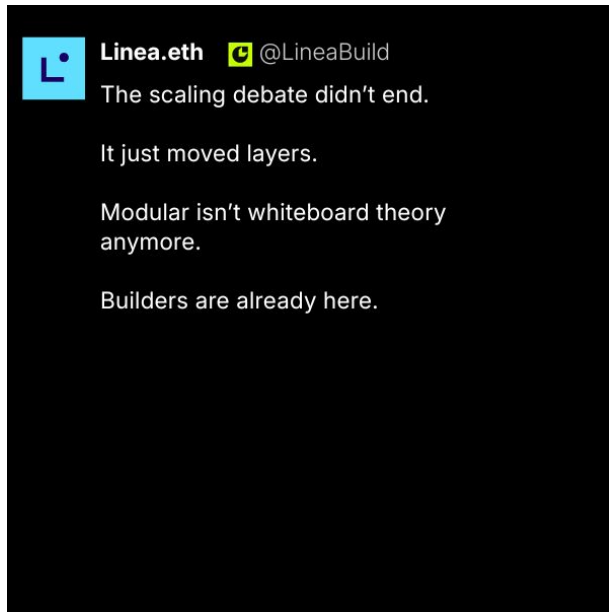
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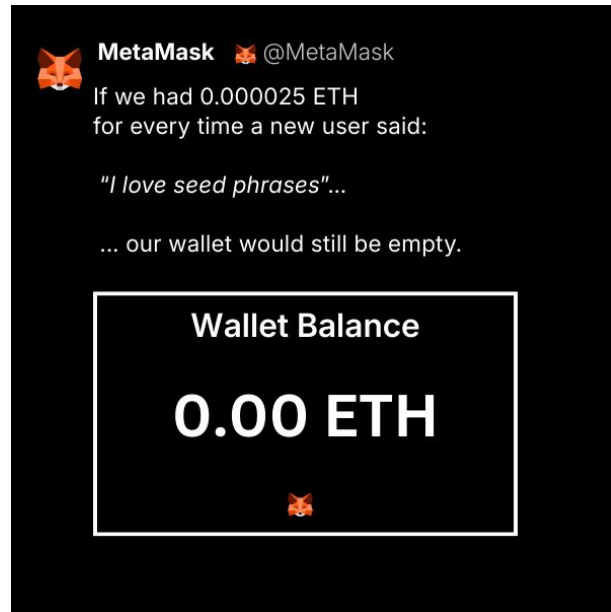
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