



HUMBL: Creating a high-quality NFT marketplace for a fintech enterprise

Blockchain's potential as a game-changing innovation extends beyond the world of Finance. Businesses of various backgrounds are eager to utilize this new-age technology to discover and build new possibilities. Our client is one such business that sought to reimagine its NFT Marketplace by streamlining digital transactions and enhancing security measures. With Kellton, they transformed their platform into a top-tier, fully integrated, and highly secure marketplace.

Client in spotlight

HUMBL is a financial technology start-up based in California, USA, focusing on curating innovative solutions and providing seamless experiences related to payments, Non-Fungible Tokens (NFT), and ticketing.

HUMBL wanted to build an NFT Marketplace to facilitate the connection between creators and buyers within the digital economy, enabling artists and art collectors to engage in the rapidly growing world of digital art safely. The platform features popular NFTs across various genres, such as sports, entertainment, fashion, etc.



◆ FUN FACT

The NFT space emerged as the leader in Unique Active Wallets (UAW) growth, boasting a 166% increase to reach 671,103 daily UAW in 2023.

Key challenges

- 01 The client sought to **reimagine its Non-Fungible Token (NFT) Marketplace** into a top-tier, fully integrated, and **highly secure marketplace**.
- 02 Due to difficulties in navigating a **manually-operated NFT Marketplace**, their platform was **vulnerable to risks and attacks** during digital transaction.
- 03 The absence of a self-minting (lazy minting) feature within the NFT Marketplace **limited the accessibility and flexibility for creators** looking to engage in digital art and NFTs.
- 04 The inability to support multiple wallets and multiple cryptocurrencies in the platform posed challenges in carrying out complex transactions due to **limitations in its transaction processing capabilities**.

Solution

For HUMBL, creating a **widely accessible platform** with a **robust User Interface** was essential to delivering an exceptional Customer Experience with their NFT Marketplace. With this in mind, we modernized the platform's operations by **building a seamless end-to-end user journey** leveraging APIs and ensuring it was compatible with mobile devices, increasing customer outreach and enhancing User Experiences when trading and purchasing NFTs.

To enable more users to mint, trade, and purchase NFT collectibles on the platform, we implemented a premium, **secure, and digitally integrated Ethereum blockchain-based solution**. Our solution was designed to create an optimal Smart Contract that would facilitate a quicker and smoother transfer of ownership of digital artifacts, utilizing the capabilities of the ERC-721 token standard.

To further simplify the fulfillment of gas fees, we **integrated 20+ wallets into one platform**, allowing creators and users to trade and own immutable Blockchain assets instantly. By streamlining the platform's operations and enhancing its security measures, we enabled HUMBL to build a top-tier NFT Marketplace that offers an **exceptional Customer Experience** and stays ahead of the competition.



HUMBL: Curating a new-age marketplace

Insights and impact | Lessons on new-age marketplaces

Interoperability between platforms and wallets is crucial to facilitate participation in the NFT economy, and tokenizing real-world assets creates new revenue streams. With the explosive growth in the NFT market, businesses are making their platforms more inclusive and convenient to leverage the trend.

The surge in sales is driven by **growing interest in digital art, collectibles, and gaming**, which are the three main categories of NFTs being traded on the marketplaces. As NFTs continue to gain popularity, **NFT marketplaces are expected to continue to grow and evolve**, with new features and capabilities being developed to enhance the User Experience and support new use cases for NFTs.

Understanding the importance of creating a seamless User Experience globally for multiple users and devices, Kellton designed a Marketplace that **merged advanced technologies with a one-of-a-kind Customer Experience**.

Outcomes

70% increase

Witnessed a high surge in user onboarding on the platform

Improved interoperability

Ensured a hassle-free User Experience across multiple devices

20+

No. of wallets integrated