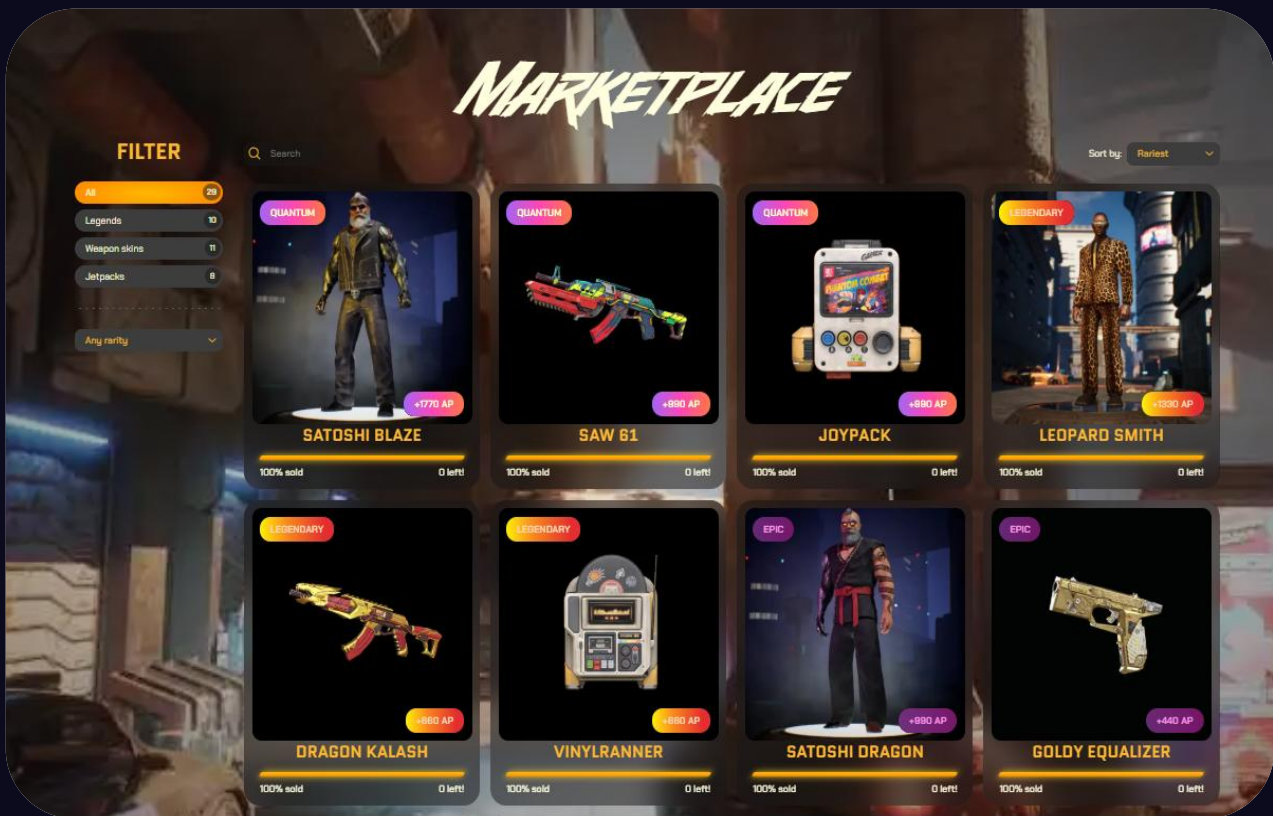




Case Study Report

# ARTYFACT

Web3 Gaming NFT Marketplace Platform



Built for game-native discovery with category browsing, rarity filters, and “Rarest” sorting so players quickly find premium collectibles.

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# Executive Summary

What we built and why it matters

It means SDLC CORP built Artyfact's NFT marketplace to feel like a game storefront fast to browse, easy to find items, and designed around player discovery. At the same time, it keeps Web3 steps simple for new users, with smooth onboarding and optional wallet connectivity, while still supporting trust features like on-chain verification when needed.

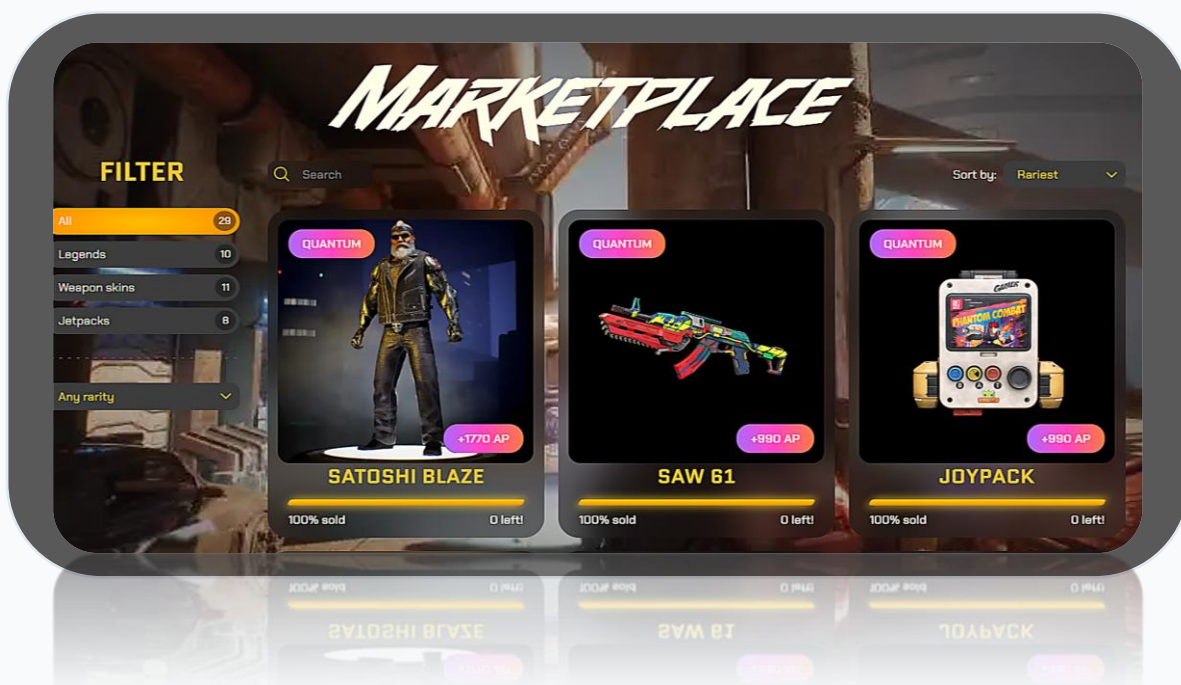
Industry: Web3 Gaming / GameFi

Chain: Binance Smart Chain (BSC)

Scope: Marketplace + Wallet + Inventory

## Project Snapshot

- Game-native marketplace UX with category tabs, rarity filters, and a "Rarest" sort option.
- Core user modules delivered: NFTSale, Market, Inventory, Quests, Leaders, Wallet.
- Trust signals via contract visibility and direct BscScan verification link.
- Beginner-friendly entry via normal login, with wallet connect available where needed.



# Client and Context

Business goals and product environment

Artyfact needed a marketplace that feels like a game storefront first, while still supporting Web3 utilities such as wallet connectivity, rarity tiers, and onchain verification for trust. It had to make discovery effortless with clear categories, rarity filters, and featured drops that highlight value fast. The experience needed smooth onboarding plus admin controls to keep listings consistent, moderated, and reliable at scale.



## Project Profile

Client: Artyfact

Industry: Gaming / GameFi

Delivery: PhasWeb3ed (MVP  
→ iterations)

## Technology (public)

- Fast browsing at scale for large catalogs
- Clear rarity mechanics with visible rarity tiers
- Low-friction onboarding with fewer steps

## User expectation

- Web marketplace: Browse and buy game NFTs in a storefront-style flow
- Artyfact Wallet alignment: Wallet login and transactions match Artyfact's flow
- Binance Smart Chain (BSC): Used for faster confirmations and lower fees
- BscScan verification: Contract and transaction data is verifiable on-chain

# Baseline Challenges & Constraints

What we had to solve for

The published scope emphasized discovery clarity and trust without slowing down the browsing experience.

## Discovery complexity

Multiple asset categories required clean navigation paths and quick scanning across listings.

## Rarity mechanics

Rarity-based discovery needed structured filters and reliable sorting for collectors and newcomers.

## Onboarding friction

Users needed a beginner-friendly entry (normal login) while still enabling wallet connections.

## Verification & trust

On-chain verification had to be transparent but presented in a user-friendly way.



# Objectives & Success Metrics

How success was defined in the published scope

Objectives were defined as product outcomes and workflow improvements (not numeric KPIs).

## Primary objectives

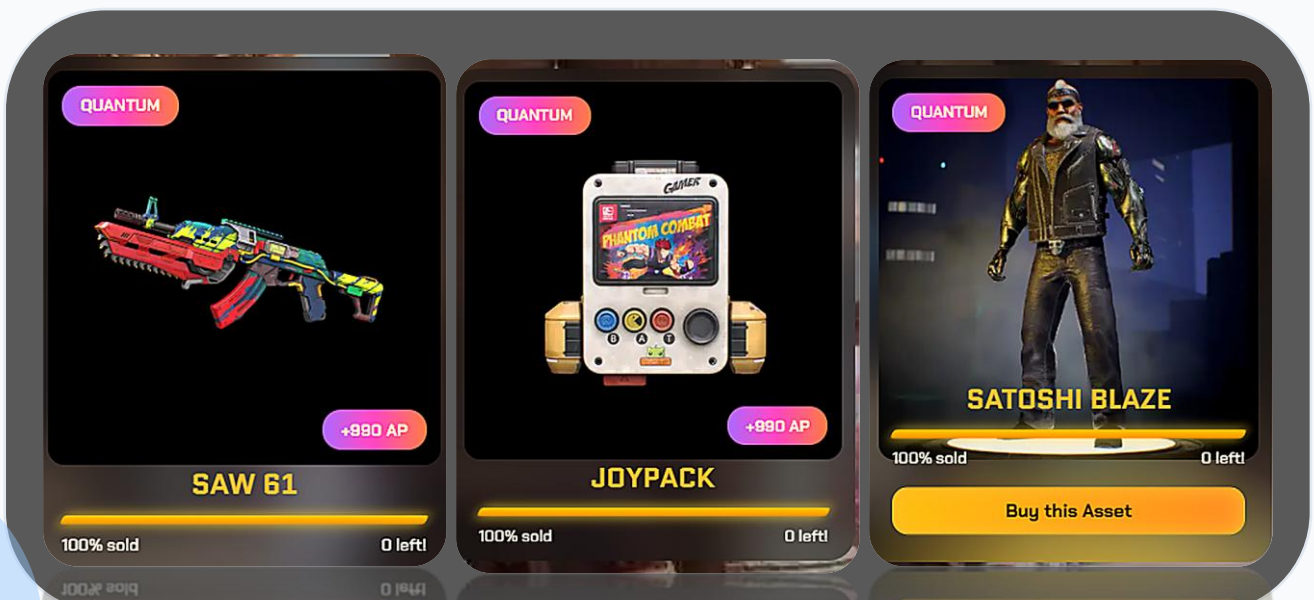
- Game-native marketplace UX for in-game assets
- Discovery via category tabs, rarity filters, and rarity-first sorting
- Normal login, with wallet connect when needed
- Contract verification via a BscScan link
- Ownership clarity through a dedicated Inventory view

## Success indicators (public)

- Faster asset discovery through structured browsing
- Reduced onboarding friction
- Increased trust via verification cues
- Clear separation of Market vs. Inventory

## What we measured internally

- Page responsiveness under listing loads
- Filter/sort interaction latency
- Wallet connect stability
- Purchase-flow completion checkpoints



# Solution Overview

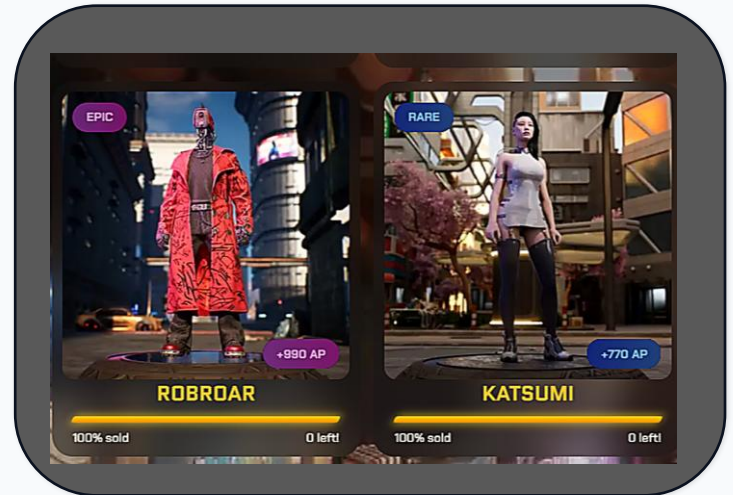
A marketplace optimized for discovery and trust

The solution combined category-based browsing, rarity-first filtering, wallet-aware access, and contract transparency to reduce Web3 friction while preserving verification.

## Core user modules

- NFTSale
- Market
- Inventory
- Quests
- Leaders
- Wallet

Navigation was designed for quick context switching between buying and ownership views.



## Discovery

Category tabs organize browsing by item type, while rarity filters narrow results to the right tier. The “Rarest” sort surfaces top collectibles first, reducing scrolling and speeding up discovery.

## Onboarding

Normal login lets beginners start quickly without needing a wallet upfront. Wallet connect is available when required for ownership checks or Web3 actions.

## Trust

Contract address visibility and a direct BscScan link make verification immediate and transparent.

# Solution Architecture

Mapped to the published modules and workflows

Architecture is presented at a workflow/module level (as described publicly), focusing on the product layers that enable discovery, access, and verification.

## Marketplace UI

- Item cards with key listing details
- Browse by category tabs
- Filter by rarity tier
- Sort by highest rarity first

## Access layer

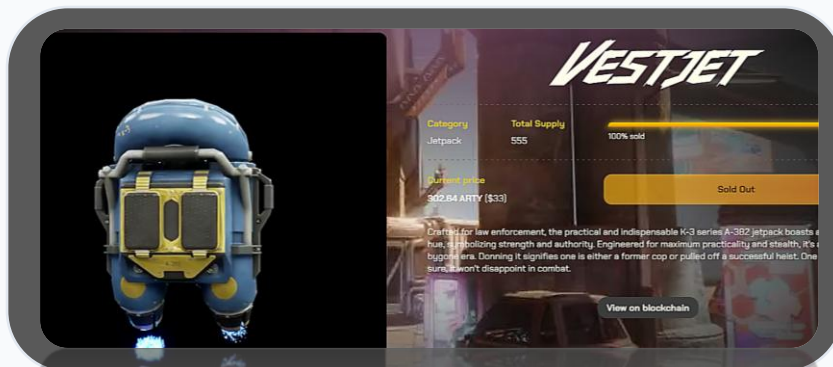
- Normal login first (login before wallet connection)
- One-click wallet connect in the main flow
- Consistent with the Artyfact Wallet journey

## Verification

- Contract address shown directly on the asset view
- One-click BscScan link for quick on-chain validation

## Ownership

- Dedicated inventory view for owned items
- Clear split between marketplace listings and owned assets



# Platform Capabilities

Feature set delivered in the published scope

Capabilities below are mapped directly to the marketplace workflows described on the public case study page.



## Category-based marketplace

Clear tabs for browsing (e.g., All / Legends / Weapon Skins / Jetpacks).



## Rarity filters + "Rariest" sort

Structured discovery across tiers and collector-first sorting.



## Contract transparency

Contract address shown with a direct BscScan link for verification.



## Wallet-first access

Wallet entry integrated into the journey and aligned to Artyfact Wallet.



## Inventory view

Dedicated inventory to view owned assets separately from the market.



## Beginner-friendly entry

Normal login available so users can start without immediate wallet friction.

Published-scope marketplace capabilities included category browsing with rarity-based discovery, contract transparency via BscScan links, wallet-first access with optional login, and a dedicated inventory view for owned assets.

# Delivery Approach & Timeline

Phased delivery (MVP → iterations)

The public case study notes a phased approach without publishing sprint dates. Below is a delivery narrative aligned to the described scope (illustrative).



Work progressed in clear phases, starting with UX mapping and foundations, then expanding into wallet and inventory modules. Final iterations focused on refinement, stability, and real-user performance improvements.

# Results and Outcomes

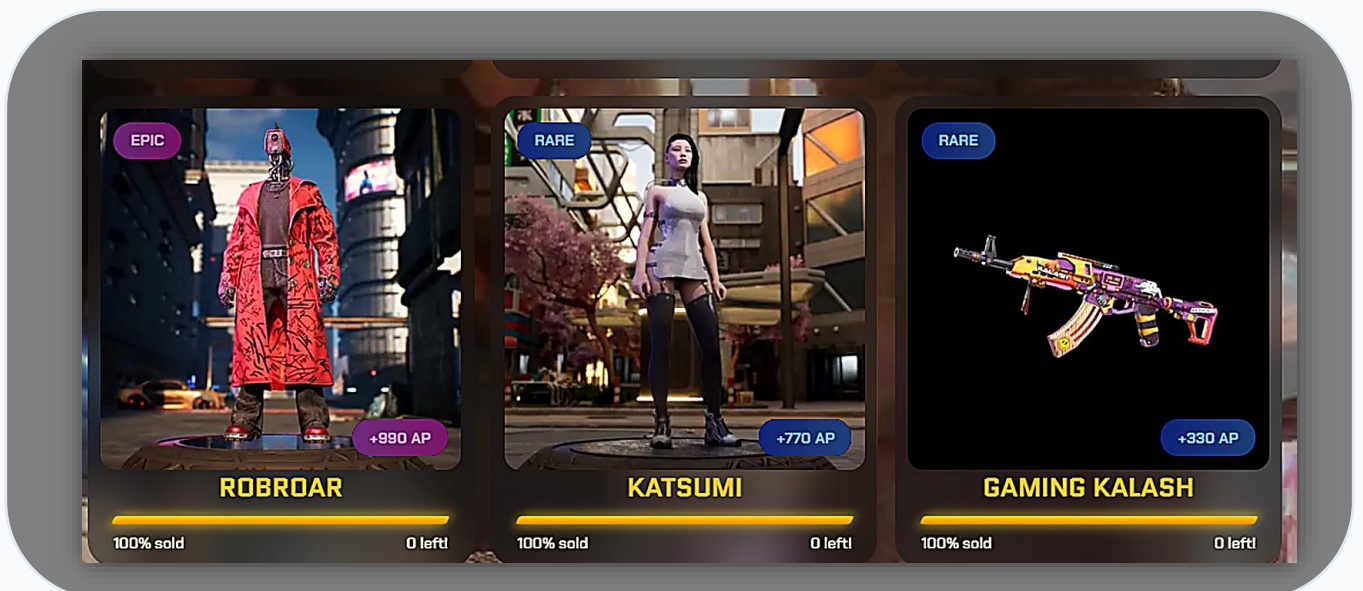
Before/after outcomes expressed as workflow improvements

Outcomes are expressed as experience improvements inside the product journey (as publicly stated).

Area	Before (as stated)	After (as stated)
<b>Asset discovery</b>	Limited filters	Categories + Rarity + "Rariest" sort
<b>Wallet access</b>	Extra steps	Wallet-first access + normal login option
<b>Inventory</b>	No clear view	Dedicated Inventory module

## Outcome highlights

- Faster discovery through categories and rarity tiers.
- Smoother entry with normal login plus wallet connection.
- Higher trust via contract details and on-chain verification.
- Clear ownership with a dedicated Inventory module.



# Risk, Security & Operations

Trust signals and reliability considerations

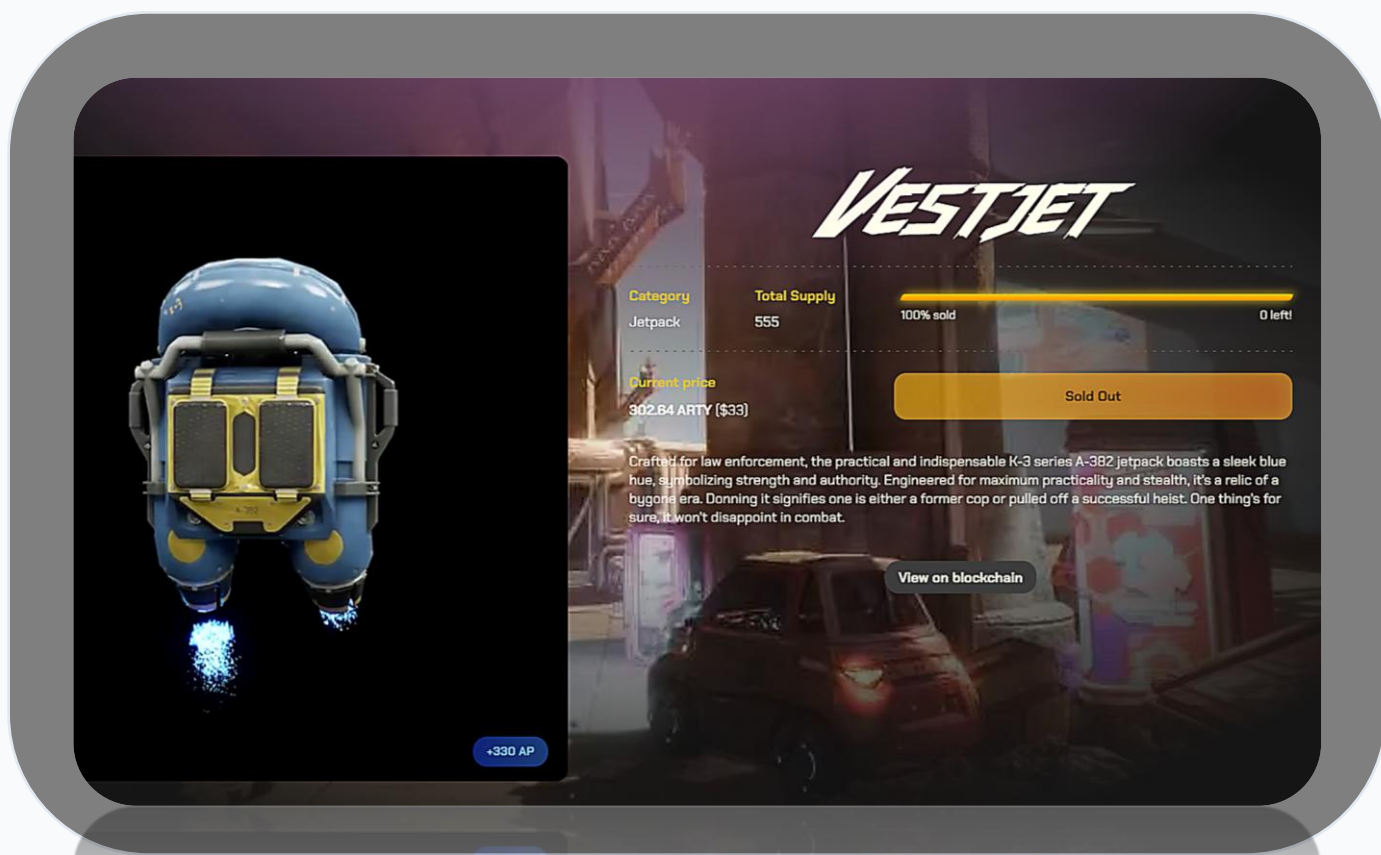
Risk, security, and operations focus on trust and stability especially for wallet connectivity and on-chain verification flows.

## Risk / Security / Compliance

- Contract transparency: show contract address and provide BscScan link.
- Wallet-first access aligned with Artyfact Wallet experience.
- Beginner-friendly entry path (normal login) to reduce friction while preserving trust signals.

## Operationalization & Monitoring

- Performance monitoring for listing, filtering, and sorting responsiveness.
- Wallet connectivity monitoring for stability and entry success.
- Continuous iteration of categories, rarity tiers, and UX patterns based on usage.



# Lessons Learned & Roadmap

What worked and what's next

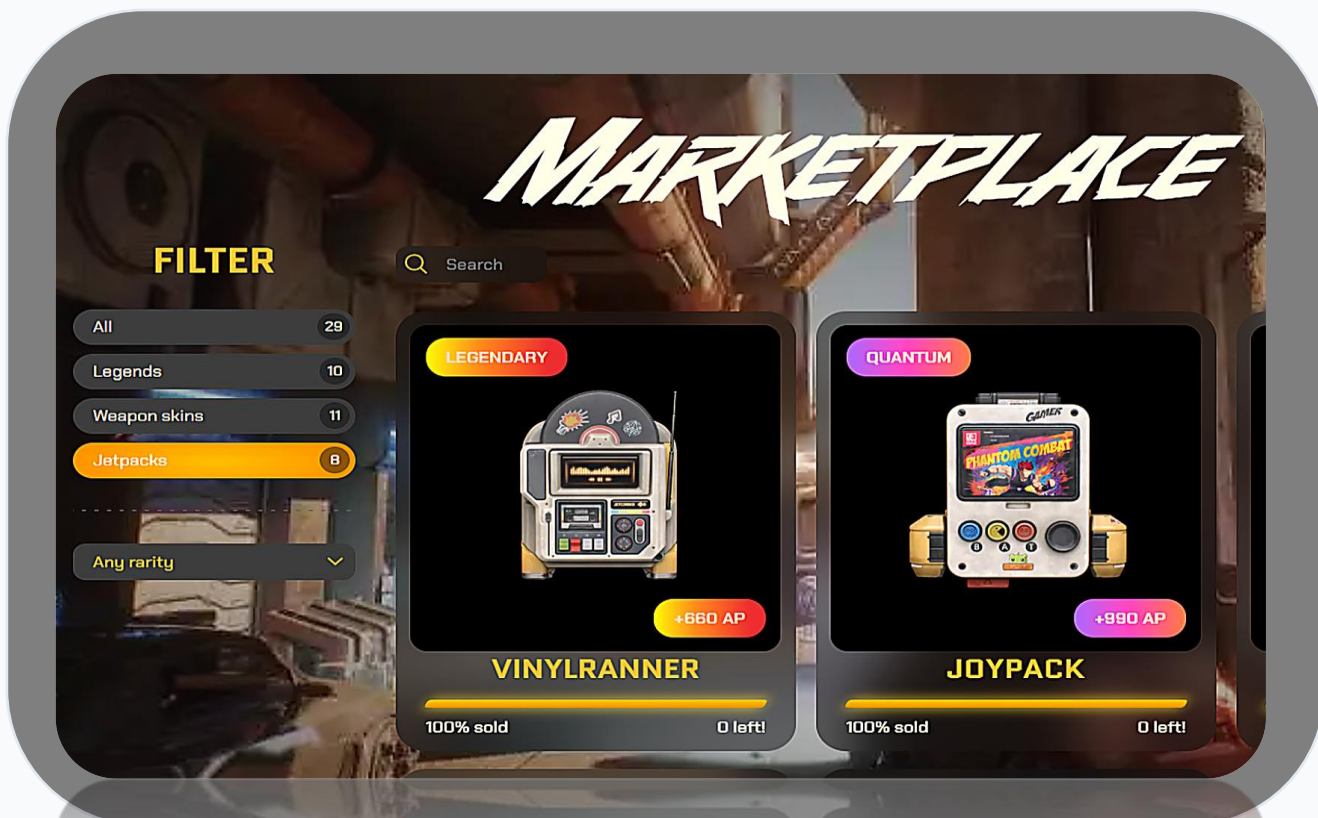
Web3 marketplaces win when the product feels native and fast. Trust and verification should be available on demand without blocking discovery.

## Lessons learned

- Discovery must feel like a storefront first.
- Rarity is a first-class UX mechanic filters and sorting can't be secondary.
- Normal login reduces friction while keeping wallet capabilities intact.
- Trust increases when verification details are transparent and easy to validate.

## Next steps (roadmap)

- Expand marketplace taxonomy as new asset types and tiers are introduced.
- Add richer inventory actions and ownership insights.
- Enhance discovery with saved filters, watchlists, or collection views.
- Continue performance optimization as listings scale.



# Appendix: Claims & Source References

Where the scope statements come from

Measured or directly stated claims in this report are based on the publicly available Artyfact case study page.

## Included public statements

- NFT marketplace for in-game assets with wallet-first onboarding and rarity-based discovery.
- Modules included: NFTSale, Market, Inventory, Quests, Leaders, Wallet.
- Tech stack: Web marketplace + Artyfact Wallet on Binance Smart Chain (BSC).
- Delivery: phased rollout (MVP → iterations) with scope expansion over time.
- Scale: supports TBD+ listings as inventory grows.
- Workflow change: clearer discovery, faster wallet access, and improved inventory view.

## Primary source (public):

<https://sdllcorp.com/case-studies/artifact/>

## Glossary (excerpt)

BSC: Binance Smart Chain

NFT: Non-Fungible Token

Rarity tier: A categorization to rank scarcity

BscScan: Explorer used to view and verify on-chain contract information

# Credentials & Recognition

Credentials clients rely on confidently

Selected gaming recognitions and delivery credentials  
Backed by public listings, reviews, and published mentions  
Reflecting independent validation of game platform expertise



## TechBehemoths 2025 Certification

Verified finalist certification for the 2025 award cycle.

Dec 2025



## CISA & CISSP–Certified Security Team

Security-led delivery for Web3/game platforms, audits, and risk controls.

Ongoing



## GoodFirms Verified Client Reviews

Public client feedback and delivery proof on an independent directory.

Ongoing

### Top rated on:



# Build gaming marketplaces that scale with your users

SDLC CORP partners with teams to design, build, and modernize platforms that reduce friction, improve visibility, and drive measurable results.

## WHAT WE DELIVER

- Products shaped around real users and workflows
- Faster execution through clear handoffs and alignment
- Streamlined processes that reduce rework and delays
- Delivery standards with governance, traceability, and reporting

## HOW WE GET STARTED

- 30-minute discovery to align vision, scope, and platforms
- Quick assessment to map risks, tech stack, and live-ops needs
- Roadmap with milestones, owners, SLAs, and release cadence

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## CONTACT

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