

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	23 october 2023
Team ID	NM2023TMID01986
Project Name	Ethereum Decentralised Identity Smart Contract
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template

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**After you collaborate**  
A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons


+

**Cluster related ideas**  
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.


+

**Vote on the most promising ideas**  
Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes.

Keep moving forward



**2x2 Prioritization matrix**  
Build shared understanding and make collective decisions for moving ideas forward.  
[Open the template →](#)



**Storyboarding**  
Show existing and/or future consumer experiences through the act of sketching.  
[Open the template →](#)



**Pre-mortem**  
Harness the collective experience and wisdom of the team, before the project even starts.  
[Open the template →](#)

Share template feedback

➔

**Before you collaborate**  
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.  
[🕒 10 minutes](#)

A

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

C

**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
[Open article →](#)

1

**Define your problem statement**  
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.  
[🕒 5 minutes](#)

**Ethereum Decentralised Identity Smart Contract**  
Develop a decentralized identity (DID) smart contract on the Ethereum blockchain to address the growing concerns of online identity theft, fraud, and the lack of user control over personal information. The smart contract should provide a secure and self-sovereign identity management system that enables users to have full control over their personal data, allowing them to selectively share their information with trusted parties, while maintaining privacy and security in a decentralized and trustless environment. The solution should also be interoperable with existing DID standards and compatible with various Ethereum-based applications, providing a robust and user-centric identity solution for the decentralized web.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP** You can select a sticky note and hit the pencil button to sketch on it to start drawing.

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP** Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### USE CASES:

- Providing businesses with a secure, privacy-focused KYC solution.
- Simplifying access to websites and Web3 applications using decentralized identities.
- Extending the utility of decentralized identities to IoT devices for secure interactions.

#### IDENTIFY AND SECURITY MANAGEMENT:

- This encompasses the core concept of verifying identities and having trust that parties much be true.
- A user controls, manages, and identity, allowing individuals to control and manage their personal information.
- Enabling users to share specific identity details only when necessary.

#### INTEROPERABILITY AND TRUST

- Establishing trust within the decentralized identity ecosystem by testing and receiving feedback.
- Managing outdated or compromised identity credentials.
- Ensuring that the decentralized identity system can interact with other blockchain ecosystems and identity protocols.

#### INFANT MANICARAJ

- Identify and define the problem statement. This involves understanding the current state of the problem and the desired outcome. The goal is to create a clear and concise statement that addresses the problem.
- Brainstorm ideas and solutions. This involves generating a wide range of ideas and solutions that address the problem. The goal is to create a list of ideas that can be used to develop a solution.
- Group ideas and solutions. This involves clustering similar or related ideas and solutions together. The goal is to create a set of groups that can be used to develop a solution.
- Develop a solution. This involves selecting the best idea or solution from the groups and developing it into a concrete plan. The goal is to create a solution that addresses the problem.

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## Step-3: Idea Prioritization

### 4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**TIP** Participants can use their sticky notes to place all relevant ideas by moving them onto the grid. The facilitator can confirm this step by using the space bar key on the keyboard.

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural** Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Strategy blueprint** Define the components of a new idea or strategy. [Open the template](#)
- Customer experience journey map** Understand customer needs, motivations, and obstacles for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template](#)

[Share template feedback](#)

#### Importance

If each of these ideas could get done, without any difficulty or risk, which would make the most positive impact?

#### Feasibility

Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)