CleAth

Empowering decentralized autonomy for a more transparent, collaborative, and equitable future.

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About The Platform

CleAth, a next-generation platform for creating and operating decentralized autonomous organizations (DAOs).

Platform Vision

To simplify the process of building and managing DAOs, making it accessible to a wider audience.

USP

- User-friendly interface that hides the technical complexities of blockchain technology from the user.

- Designed to be intuitive and easy to use, even for those without a technical background.

Important Points

1. User journey.

2. Proposing solutions/features.

3. Wireframing the solutions.

4. Impact Vs Effort of solutions.

Approach

1. Understand the User journey and the Pain points during the journey.

2. Developing some solutions/features from the idenfied painpoints.

3. Feature Prioritization.

Other Competitors

1. Aragon

2. Colony

3. MakerDAO

4. DAOstack

User Journey

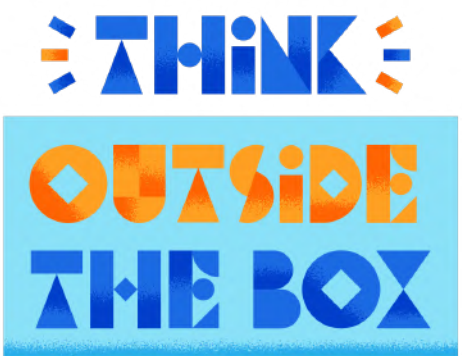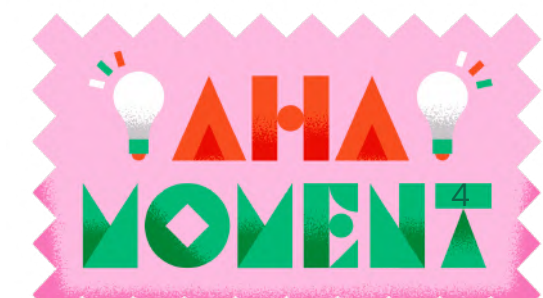|	Home Page	Collection Page	Proposal Page	Voting Page	Result Page
	Product Discovery	Product Evaluation	Product Confirmation	Product Experience	Loyalty &Advocacy
Expectation	• Plan to create an DAO. • Chose CleAth to create an DAO.	• Simple for managing DAO's . • Transparent platform for governance.	• Create a first proposal make deposit. • Involves in DAO voting.	• A non partial voting system. • Fast decision making.	• Will recommend more and more people to join the community
Reality	• Are DAO good platform why not slack. • Why should I choose CleAth over other platform	• Not sure whether to join a particular DAO.	• Not sure if the community is genuine and should do payments. • What will be return policies.	• What if someone buy 51% of the tokens now he has veto power.	• Will be a passive supporter.
HMW	• How Might We gain people trust on DAO. • How Might We make people choose CleAth over others.	• How Might We regulate the functioning of different DAO.	• How Might We able to make good return policies.	• How Might We regulate that there is no partiality in voting.	• How Might We make our customer loyal.

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FEATURES

Feature 1

One Click DAO Creation

To ensure that the app is user-friendly for individuals with varying technical and non-technical backgrounds, we will incorporate a "DAO on a Click" feature. This feature will allow users to effortlessly create their own DAO with just a single click.
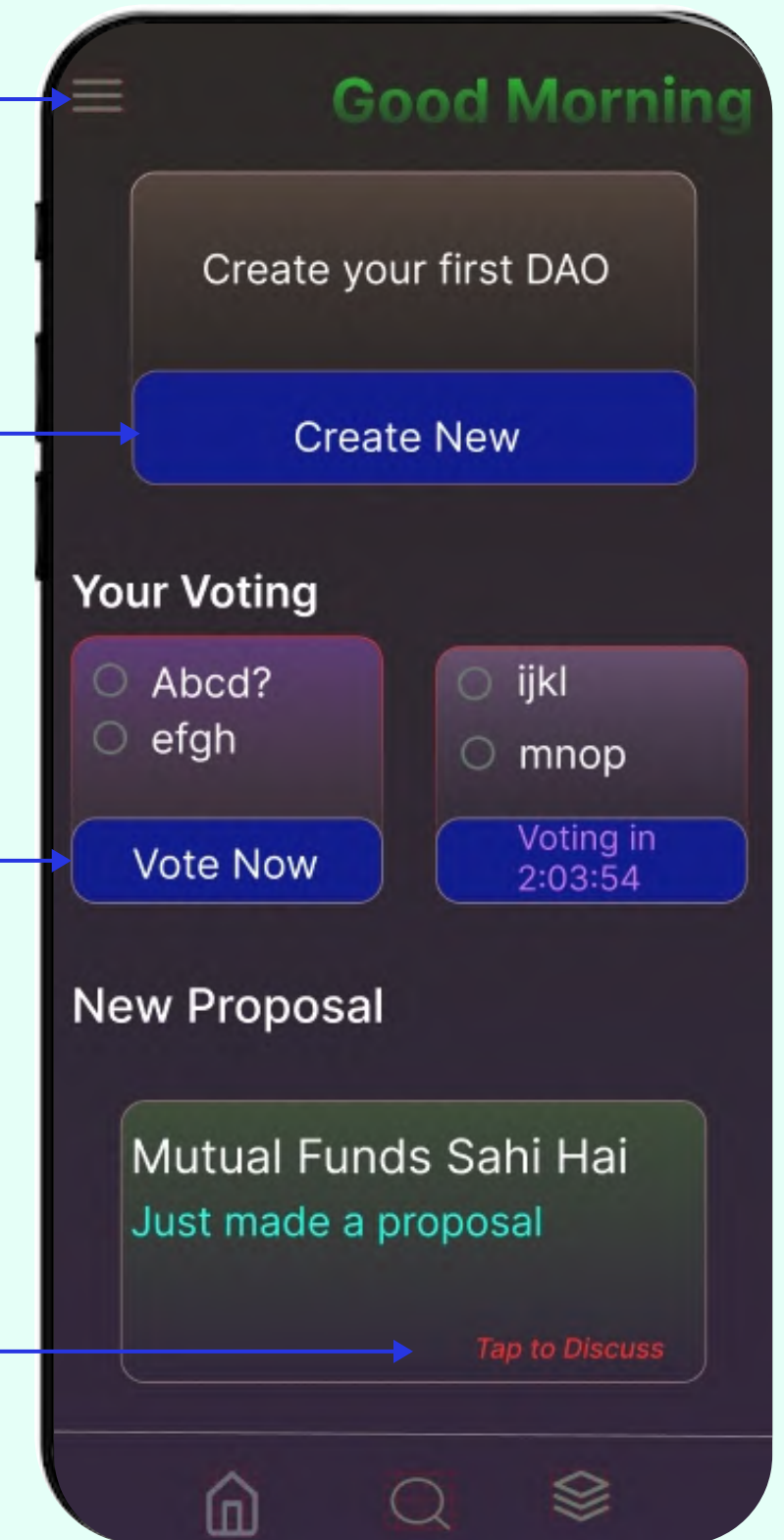
Success Metrics

1. Total number of clicks on the "Create New" icon

2. Total number of clicks every week (measures retention).

Menu bar on tapping this will open a slide screen will contain option like view profile, help and support, account your billings etc

On taping this icon user can easily create a DAO and user will be directed to customization screen.

The "Vote Now" icon allows participants to easily vote on proposals with a simple tap. It also show time left for upcoming voting periods, enabling participants to manage their votes effectively.

New proposal made by the DAO will be shown for easy visibility of the participant. On Tapping "Tap to Discuss" participant would easily be directed to discussion box.

Good Morning

Create your first DAO

Create New

Your Voting

○ Abcd?
○ efgh

○ ijkl
○ mnop

Vote Now

Voting in
2:03:54

New Proposal

Mutual Funds Sahi Hai
Just made a proposal

Tap to Discuss

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Feature 2

Easy Customization

This feature will empower clients to tailor their DAOs according to their specific requirements. It will provide clients with options to choose their preferred voting system and set the frequency of proposals, membership criteria. By incorporating these customizable settings, clients can establish a DAO that aligns with their unique needs and preferences.

Success Metrics

1. Total number of new DAO made.

Customization

Add a Picture of DAO

Add Name

Description
Add Text

Proposal Frequency   3

Membership criteria
Add Text

Voting System   Direct voting

Rewards and Incentive
Add Text

Create DAO

Set membership criteria, allowing clients to define specific qualifications for joining and participating in the DAO community.

empowering users to set the frequency of proposals according to their preferences, ensuring a balanced and efficient decision-making process within the DAO.

Offer various voting systems such as direct voting, delegated voting, quadratic voting, or liquid democracy.
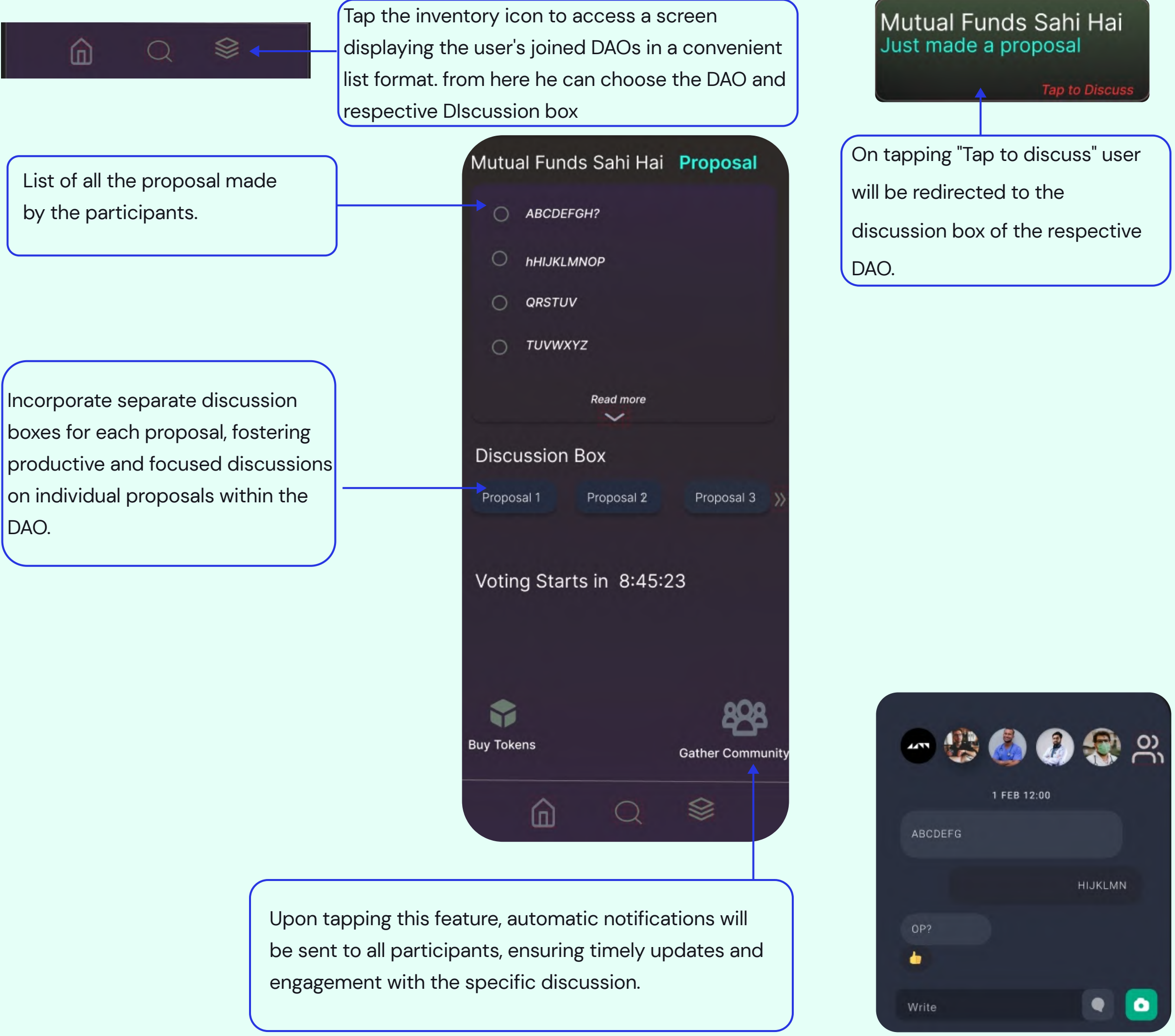
Customize rewards and incentives, providing participants with personalized recognition and incentives for their contributions within the DAO.

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Feature 3

Discussion Box

We will include a comment box within the app to facilitate discussions about proposals. This comment feature will play a vital role in community decision-making, as it allows members to engage in meaningful conversations, share their perspectives, and provide feedback on proposals.

Success Metrics

1. Total number of messages send by the user.

2. Number of times the user changes discussion box of one proposal to the other.

Tap the inventory icon to access a screen displaying the user's joined DAOs in a convenient list format. from here he can choose the DAO and respective DIscussion box

List of all the proposal made by the participants.

Incorporate separate discussion boxes for each proposal, fostering productive and focused discussions on individual proposals within the DAO.

On tapping "Tap to discuss" user will be redirected to the discussion box of the respective DAO.

Upon tapping this feature, automatic notifications will be sent to all participants, ensuring timely updates and engagement with the specific discussion.

Mutual Funds Sahi Hai
Just made a proposal
Tap to Discuss

Mutual Funds Sahi Hai **Proposal**

- ABCDEFGH?
- hHIJKLMNOP
- QRSTUV
- TUVWXYZ

Read more

Discussion Box

Proposal 1   Proposal 2   Proposal 3 »

Voting Starts in 8:45:23

Buy Tokens

Gather Community

1 FEB 12:00

ABCDEFG

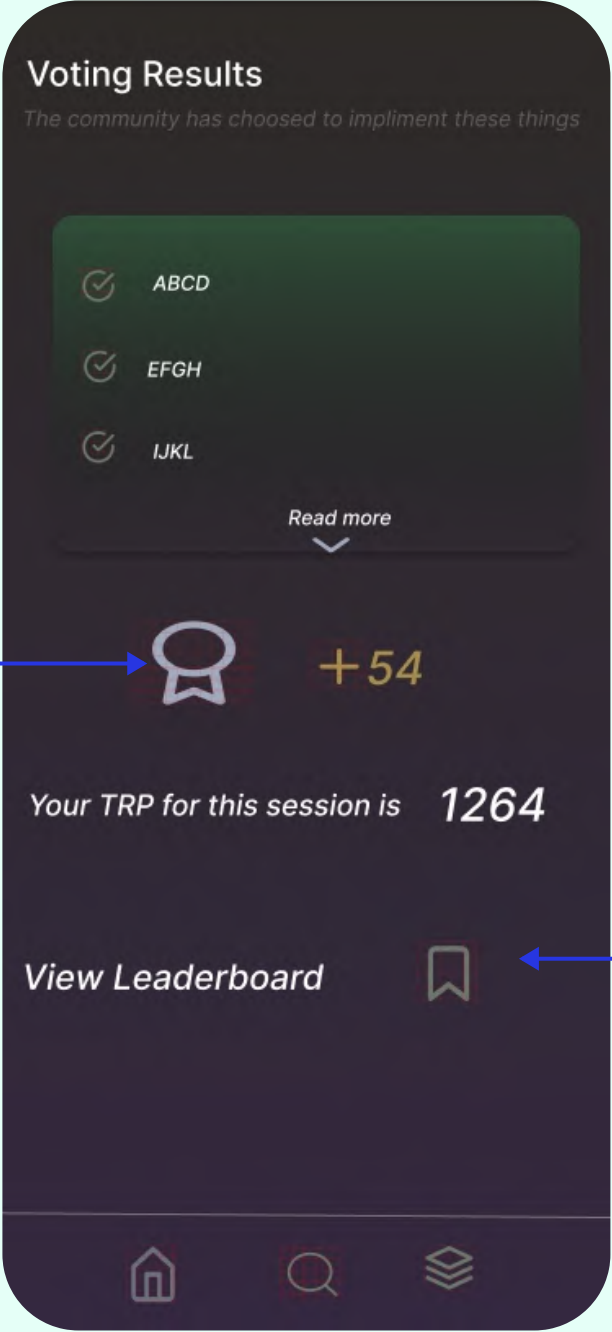HIJKLMN

OP?

👍

Write

Feature 4

Token Reputation Points

This feature will allocate participants specific points, known as TRP (Token Reputation Points), based on their contributions and involvement in the DAO. At the end of each month, a leaderboard will be displayed, showcasing the participants with the highest TRP. Additionally, the Total TRP will be reset every month to provide everyone with a fresh opportunity. Moreover, individuals who accumulate a high number of TRP will be eligible for receiving rewards as recognition for their active engagement and valuable contributions to the DAO.
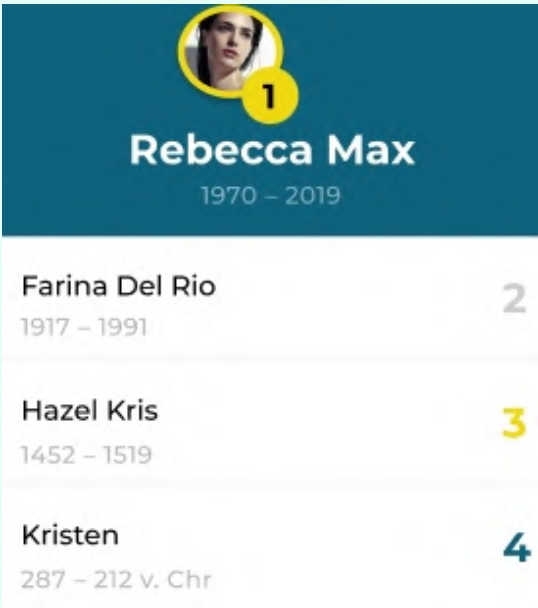
Success Metrics

1. Total number of clicks on leaderboard icon.

Participants will receive TRP (Token Reputation Points) based on their votes and the outcome of each voting session, rewarding their active participation and contribution to the DAO's decision-making process.

On tapping this icon user will be redirected to the Leaderboard

Voting Results
The community has choosen to impliment these things

ABCD

EFGH

IJKL

Read more

+ 54

Your TRP for this session is 1264

View Leaderboard

Rebecca Max
1970 – 2019

Farina Del Rio
1917 – 1991   2

Hazel Kris
1452 – 1519   3

Kristen
287 – 212 v. Chr   4

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Feature 5

Voting Analytics

To enhance the transparency of the voting system, a brief analysis will be provided to all participants sharing the vote. This analysis will be presented in the form of intuitive dashboards, ensuring a simple and easy-to-understand representation of the data.
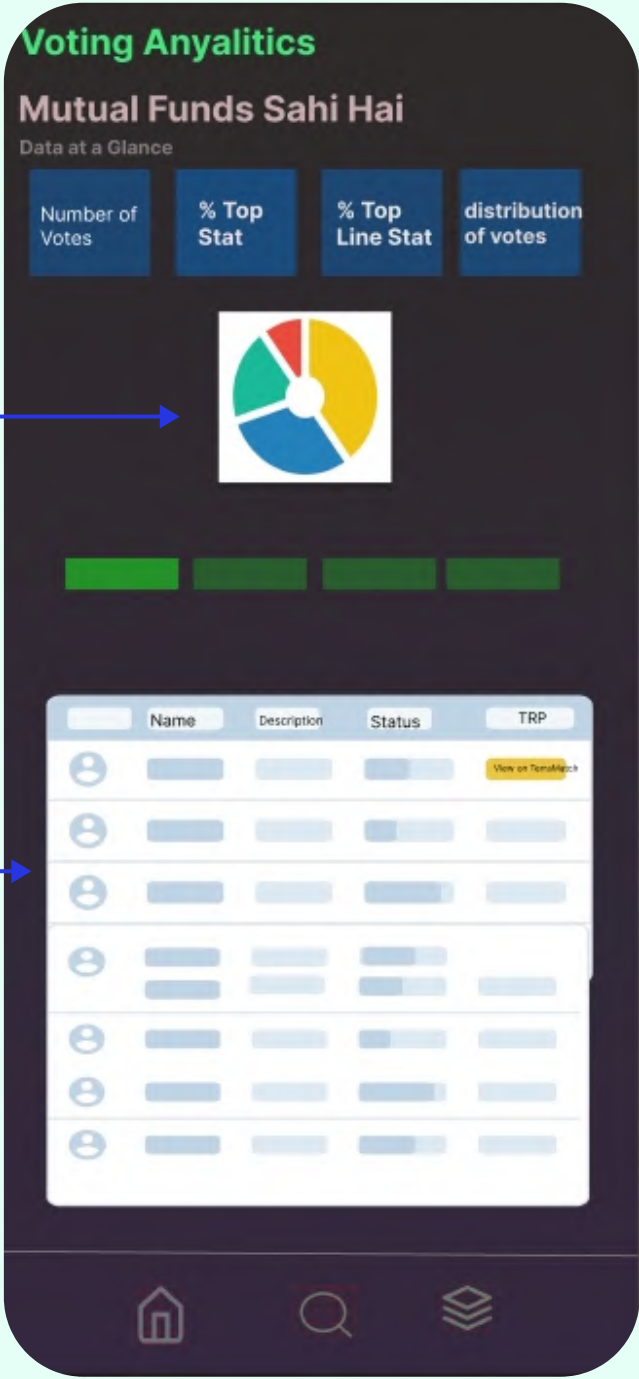
The analysis dashboards will offer insights into the voting patterns, including the overall participation rate, distribution of votes across different options, and any notable trends or patterns observed.

Success Metrics

1. Total time spend by the user on the Analytics screen.

Analysis of the result in form of simple dashboard and pi charts for easy understanding

The list of vote casted by each participant in the DAO for transparency

Voting Anyalitics

Mutual Funds Sahi Hai

Data at a Glance

Number of Votes	% Top Stat	% Top Line Stat	distribution of votes

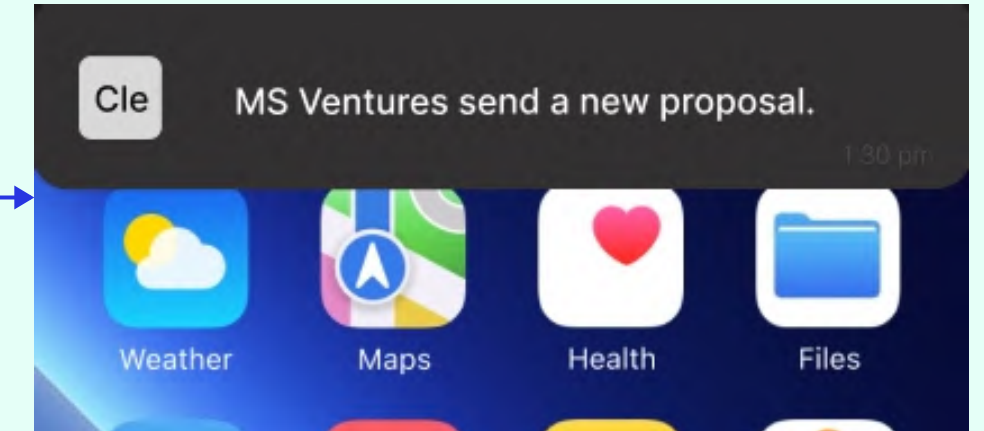|	Name	Description	Status	TRP

Feature 6

Personalized Notification

This feature will allow participants to receive notifications directly on their WhatsApp accounts, providing them with important updates, new proposal and reminders about upcoming voting events. Participants will receive notifications in advance, ensuring they are well-informed and prepared for the voting process.
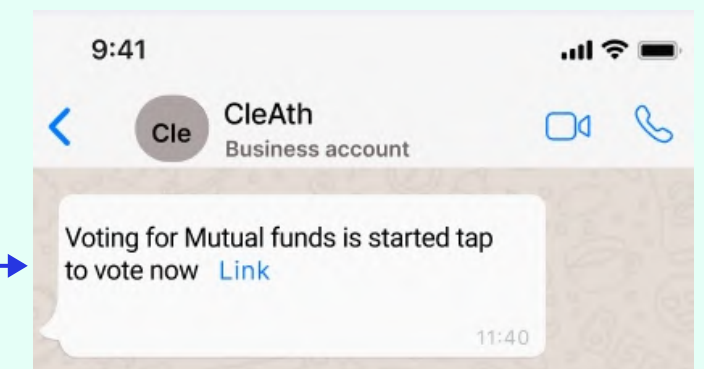
Success Metrics

1. Total number of clicks on push notification.

2. Total number of clicks on the whatsapp link

Participants will receive push notifications, ensuring they are constantly updated with the latest events happening within the DAO.

Users will receive updates of important events, such as voting, via WhatsApp along with a direct link to redirect them to the voting panel.
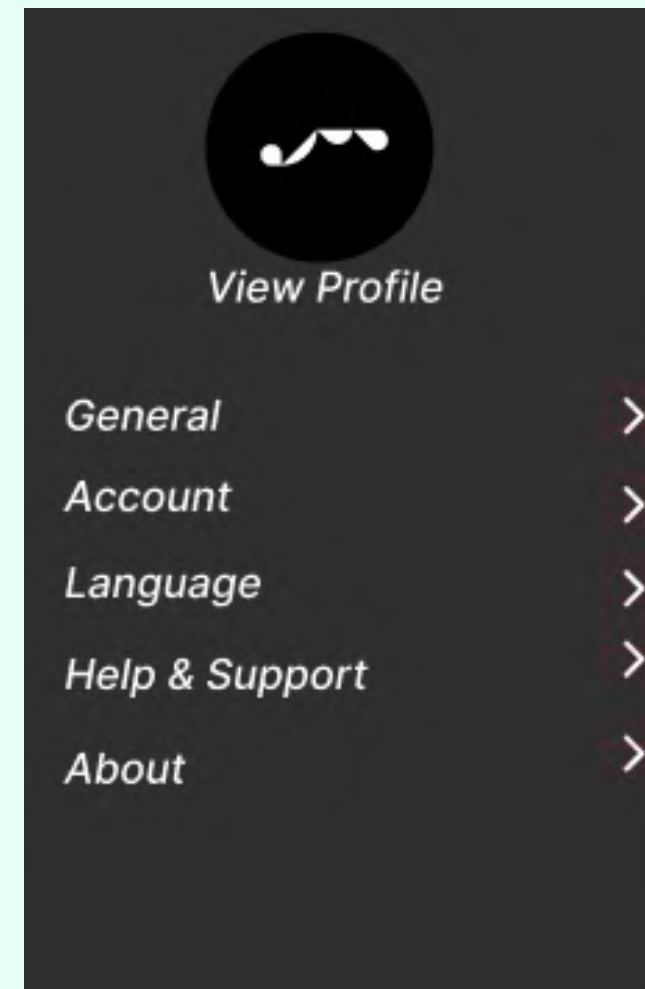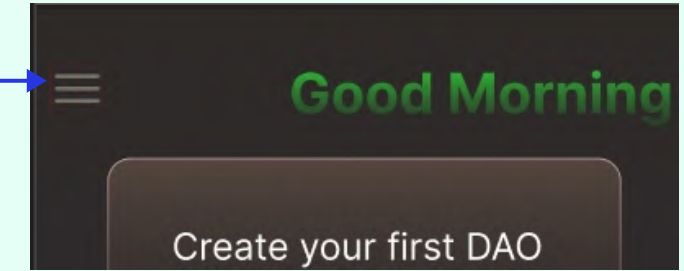

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Feature 7

Help & Support ChatBot

This chatbot is designed to assist users in resolving their frequently asked questions (FAQs) directly. It aims to provide relevant information and guidance to address common queries and concerns. However, in the event that the issue persists or requires further assistance, the chatbot will automatically connect the user to the help and support team.
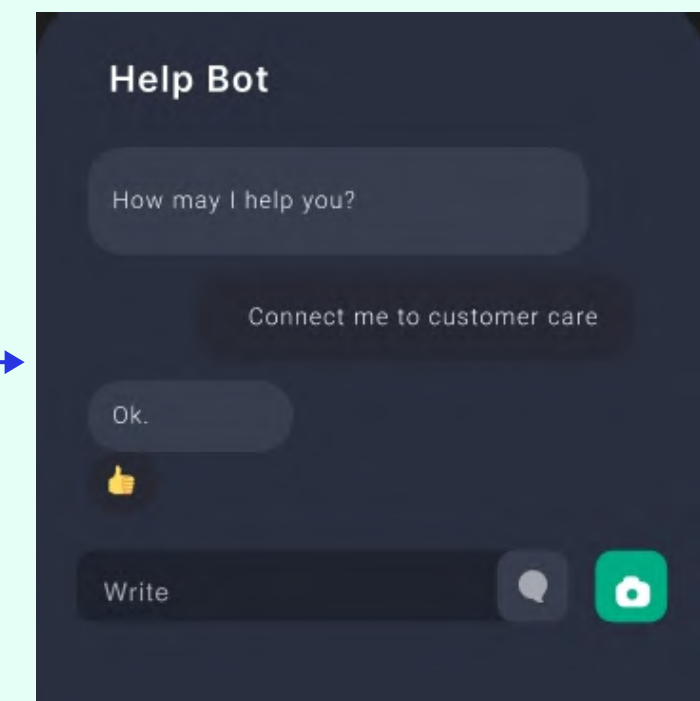
Success Metrics

1. Total number of query solved by the ChatBot.

Menu bar on tapping this will open a slide screen will contain option like view profile, help and support, account

Good Morning

Create your first DAO

View Profile

General >
Account >
Language >
Help & Support >
About >

Clicking on "Help and Support" will automatically redirect the user to an AI-based chatbot, providing instant assistance and support for their queries and concerns

The ChatBot will efficiently resolve frequently asked questions (FAQs) and assist users with any issues encountered throughout their journey. If the problem persists, the ChatBot will seamlessly connect the user to the help and support team for further assistance.

Help Bot

How may I help you?

Connect me to customer care

Ok.

👍

Write

Feature 8

Regulatory System

A regulatory system should be in place to determine the suitable legal structure for the DAO, considering the jurisdiction and regulatory requirements. It should include procedures to verify participants' identities and adhere to KYC (Know Your Customer) and AML (Anti-Money Laundering) regulations, particularly for financial transactions, asset transfers, and fundraising activities within the DAO. Furthermore, measures must be implemented to safeguard the interests and rights of participants within the DAO.

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EFFORT VS IMPACT

Impact +

Impact −

Effort −

Effort +

High Impact, Low Effort

One Click DAO Creation

Personalized Notification

Discussion Box

High Impact, High Effort

Regulatory System

Easy Customization

Voting Analytics

Low Impact, Low Effort

Token Reputation Points

Low Impact, High Effort

Help & Support ChatBot

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