

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	16 October 2023
Team ID	NM2023TMID09540
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.

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



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

➔

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.

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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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

😊 Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

- Consultation:** Meet the team to understand the problem statement and the Ethereum Decentralized Identity Smart Contract, identifying the need for a decentralized identity solution.
- Blockchain Ecosystem:** Research various blockchain ecosystems, identifying the Ethereum Decentralized Identity Smart Contract as the most suitable for the project, which was created by implementing the smart contract on the platform.
- Security Focus:** Ensure that the smart contract design prioritized security, identifying potential risks and vulnerabilities.
- Cryptography:** Consulted expertise in cryptography to guarantee the confidentiality and integrity of users' identity details stored on the blockchain.
- Scalability Planning:** The member is involved in planning the scalability of the smart contract to accommodate a growing user base and data.
- Integration Role:** They are responsible for integrating the smart contract with other systems and applications, this will be decentralized identity.
- Documentation:** Keeping comprehensive documentation on the smart contract's functionality, API, and development process.
- Compliance Knowledge:** Keeping up-to-date with legal and regulatory requirements related to identity management and ensuring the project remains compliant.
- User Training and Support:** Providing on-site training and support to ensure a smooth onboarding process and troubleshooting any issues that arise.

Person 2

- User Experience (UX) Design:** The member is responsible for creating wireframes and user-friendly interfaces by interacting with the Ethereum Decentralized Identity Smart Contract.
- Frontend Development:** They work on developing the front-end of the application, making it visually appealing and functional.
- Usability Testing:** Conducting usability testing to gather user feedback and making necessary adjustments to a better user experience.
- Accessibility:** Ensuring that the platform is accessible to users with diverse needs and abilities.
- Cross-Platform Compatibility:** Ensuring that the interface works seamlessly across various devices and browsers.
- Feedback Gathering:** Implementing features for collecting user feedback and suggestions for continuous improvement.
- UI/UX Documentation:** Maintaining documentation on the design and user interface principles to guide future updates and features.
- A/B Testing:** Conducting A/B tests to optimize the interface and improve user engagement.
- User Education Materials:** Creating materials such as user guides and FAQs to help users navigate the platform effectively.

Person 3

- Blockchain Ecosystem:** Responsible for managing the governance model of the Ethereum Decentralized Identity Smart Contract, ensuring consensus mechanism and decentralized processes.
- Privacy and Compliance:** Ensuring that the project complies with data protection regulations and privacy best practices.
- Audit Trail Implementation:** Implementing a robust audit trail to monitor and record all actions related to user identity data for transparency and accountability.
- Identity Verification:** Developing mechanisms for verifying user identities and preventing fraudulent registrations.
- Access Control:** Designing and implementing access control features to allow users to selectively share their identity information.
- Incident Response Planning:** Creating plans to respond to data breaches, with a focus on minimizing damage and restoring affected parties.
- Collaboration with Legal Team:** Working closely with legal experts to ensure the project's compliance with local and international laws.
- Regulatory Updates:** Keeping track of evolving regulations and updating the project's policies and procedures accordingly.
- Community Engagement:** Engaging with the Ethereum community to gather feedback, build trust, and promote adoption.

Person 4

- Marketing and Outreach:** Responsible for creating a marketing strategy to promote the Ethereum Decentralized Identity Smart Contract.
- Content Creation:** Developing content, such as blog posts, whitepapers, and social media posts, to explain the project's benefits and reach a wider audience.
- Community Building:** Building and nurturing a community of users and supporters through various channels, including forums, social media, and events.
- Partnership Development:** Identifying potential partners and collaborating to expand the project's reach and capabilities.
- Public Relations:** Handling media inquiries, press releases, and maintaining a positive public image for the project.
- User Onboarding Strategy:** Developing strategies to attract and onboard new users to the platform.
- Feedback Collection:** Gathering user feedback and insights to shape the project's development and marketing efforts.
- Metrics and Analytics:** Using data and analytics tools to track the project's performance and adjust the marketing strategy accordingly.
- User Support and Education:** Providing support to users and creating educational materials to help them understand the benefits of decentralized identity.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.

TP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

10 minutes

Kumaran.K

- Decentralized Identity Verification Service:** Develop a decentralized Ethereum smart contract for identity verification that can be used by various applications.
- Interoperability with Other Blockchains:** Investigate enabling interoperability with other blockchain platforms to expand the solution's reach.
- Decentralized Identity Wallet:** Create a user-friendly identity wallet for users to manage their decentralized identities securely.

Keerthika.B

- User-Centric Identity Dashboard:** Design a dashboard for users to manage their decentralized identities conveniently.
- Identity Gamification:** Implement gamification elements to incentivize users to actively manage their identities.
- Cross-Platform Identity Experience:** Create a mobile app for on-the-go identity management.

Harshavardhini.M

- Identity Governance DAO:** Establish a decentralized autonomous organization (DAO) to govern the smart contract's policies.
- Identity Recovery Mechanism:** Develop a secure user-controlled identity recovery process.
- Integration with KYC Services:** Partner with KYC service providers for streamlined identity verification.

Tamilvel.R

- User Adoption Campaign:** Develop a marketing strategy to promote the Ethereum Decentralized Identity Smart Contract.
- Content Creation:** Create informative content to explain the project's benefits.
- Community Building:** Build and engage with a user community to expand the project's reach.

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

