project : AdaUnlocked!

## Problem

Young people not already engaged in the digital sector switch off when subjects like decentralisation, digital Inclusion, openness, privacy and security are raised.

They don't know why these areas are relevant to them or what they should be doing, what actions they can take as an individual to get engaged.

## Solution

Create puzzles along the themes, which when completed offer actionable, creative activities that the user can then take away and use to build their own puzzles.

## Unique Value Proposition

Learning difficult concepts through complete puzzles.

Real world element included, through the locked box they can only open once they have discovered the code by solving all the puzzles.

Players can become the creators, developing their own puzzles to challenge others with.

## **Key Metrics**

# of users who have completed puzzles

# of puzzles created by users

### **User Profiles**

Target audience and early adopters

Educational communities who want to engage learners in contributing to a healthy internet.

Ada. National College for Digital Skills & Mozfest London 2018 Youth Zone.

## **User Channels**

MozFest London 2018, Twitter, DesignJams @ Ada, Blog,

## Resources Required

Execution

Project

**Design** puzzles based on: Decentralisation, Digital Inclusion, Openness, Privacy and Security & Web Literacy.

**Develop** a web site to run the puzzles through. **Expertise** needed for web development. **Hardware** 10 boxes with hasps, 10 combination locks & 10 laptops to run sessions on at MozFest

(book & travel with college laptops?).

## **Contributor Profiles**

Contribution types and ideal contributors

Leaders, teachers, students, hackers, designers engaged in developing a healthy internet, Puzzle & board game devs, Web devs, Student volunteers to support at MozFest.

## Contributor Channels

Mozilla Open Leaders 6, Ada college students, CAS network.

# **Product**

# Community

users

Your

# Open Canvas

project : Title

# Make your own canvas: Go to File > Make a Copy...

# Problem

The top 1-3 problems you want to solve

## Solution

Outline your proposed solution for each problem

## **Unique Value Proposition**

A clear message that states what you offer and why you are different. Can be derived from:

- 1. The main problem you are solving
- 2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

# **Key Metrics**

How will you measure success?

## User Profiles

Target audience and early adopters

Who are you building this for? Who will your early adopters be?

## **User Channels**

List how you will gain new users

# Resources Required

What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

# **Contributor Profiles**

Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

# Contributor Channels

List how you will gain new contributors

Execution Project

**Product** 

Community