



WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

This could be an individual looking to enhance their digital identity and regain control over their personal data for online services, potentially for security, privacy, and convenience reasons.

The person is in a situation where they are navigating the complexities of digital identity, security, and privacy in the digital world. They are likely experiencing Concerns about the security of their online accounts and data.

They are the primary beneficiary of decentralized identity, and their role is to explore, adopt, and use these solutions to manage their digital identity more securely and with greater control.



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Users may engage with online forums, social media groups, and dedicated communities where they can hear about the latest developments, best practices, and challenges in the decentralized identity ecosystem.

Friends who have adopted decentralized identity solutions may share their personal experiences, including the benefits they've gained and the challenges they've encountered.

Colleagues in IT, cybersecurity, or legal departments may provide perspectives on the security and regulatory aspects of implementing decentralized identity solutions within an organization.

Second-hand information can also come from casual conversations, where individuals hear about decentralized identity in passing or as part of a broader discussion.