

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.

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?

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.

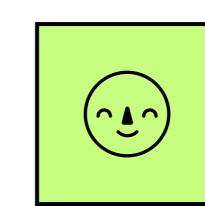
GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

Users fear that centralized authorities could still exert contro over their decentralized identity, compromising the core principle of selfsovereign identity.



GAINS

What are their wants, needs, hopes, and dreams?

> Users hope that decentralized identity will empower them to take charge of their digital lives, enabling them to decide who has access to their data and how it is used.

A need for robust and trustworthy blockchain and decentralized identity infrastructure that minimizes the risk of unauthorized access and data manipulation.

A global perspective on the

bridging digital divides and

enabling financial inclusion

decentralized identity in

can influence behavior,

interested in social and

particularly among those

humanitarian applications.

potential impact of

What other thoughts and feelings might influence their behavior?

Awareness of the legal and compliance aspects of decentralized identity can influence behavior, especially for individuals and organizations concerned about regulatory compliance.

Anxieties about the

revealing too much

data exposure.

privacy implications of

decentralized identity,

information to service

providers or unintended

including concerns about

Users have limited control over their using centralized identity providers, about how their data is

decentralized identity.

identity. Store and manage their identity

What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

What job(s) do they want or need to get done?

Users need to shift from

identity providers (e.g., social

media logins) to owning and

decentralized identity on the

blockchain. They need to

with the smart contract

system.

understand how to interact

How to generate and

manage their public-

decentralized identity.

Whom to grant access

under what conditions.

to their identity and

private key pairs.

What attributes to

include in their

relying on centralized

managing their own

attributes securely. Control who can

Create a self-

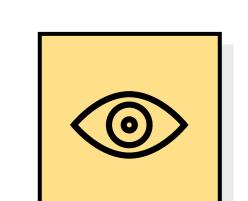
sovereign digital

access and verify their identity.

of a decentralized identity smart contract.

- The ability to securely store identity attributes and update them as needed.
 - The ability to control access to their identity.

The successful creation



What do they SEE?

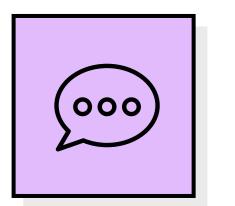
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

Users may see discussions about the security and privacy benefits of decentralized identity systems, such as reducing the risk of data breaches and putting users in control of their personal data.

Users see the innovation and partnerships occurring in the decentralized identity space, which can influence their decisions and strategies.

Technical users and developers read documentation and specifications of DID methods and standards to understand how to implement decentralized identity.

Users engage with online forums, social media, and developer communities to seek advice, share experiences, and troubleshoot issues related to decentralized identity.



What do they SAY?

What have we heard them say? What can we magine them saying?

"I can't wait to see what kind of innovative applications and services will emerge with decentralized identity at the core."

"Decentralized identity seems much more secure. I don't have to worry about my data being stored in a central database that can be hacked."

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.

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Many individuals rely on centralized identity providers like Google, Facebook, and LinkedIn to log in and access various online services. These providers manage and store their identity

information.

personal data when leading to concerns used.

People could manage their digital credentials, such as driver's licenses, birth certificates, and educational diplomas, through secure mobile apps linked to their