RightPlace Short Paper

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Abstract

The RightPlace project addresses the global concern of accessibility for over one billion individuals with disabilities. Grounded in Brazilian legal frameworks, it emphasizes the need for social acceptance and collaboration. Utilizing blockchain for security and accountability, RightPlace offers a transparent assessment system, benefiting individuals with disabilities and promoting inclusivity. The innovative features include gamification, annual rankings, and collaboration with local governments, creating a sustainable solution.

Introduction

The rising prevalence of disabilities globally underscores the urgency of the RightPlace initiative. Aligned with Brazilian law nº 10.048, it advocates for social acceptance and collaboration to ensure the full realization of the rights of individuals with disabilities. The proposal encourages businesses to prioritize accessibility as a fundamental practice, contributing to a more inclusive society.

Discussion

RightPlace proposes a foolproof blockchain-based project to provide accessibility, support, and respect to one billion people with disabilities worldwide. Leveraging blockchain technology, the platform establishes a secure and transparent basis for storing reviews. Gamification, involving achievements and ratings, incentivizes user participation. Users earn RightCoins for reviews, and smart contracts validate criteria for integrity.

Blockchain

Blockchain technology is central to RightPlace's security and transparency. It ensures immutable and transparent records, securing user data. The Self-Sovereign Identity (SSI) framework, implemented through Hyperledger architecture, reinforces user data protection. The platform acts as a reservoir of valuable user-generated insights, contributing to inclusive business practices.

Marketplace

RightPlace's revenue strategies are diversified, including donations, a Paid Accessibility Certification Program, strategic partnerships, advertising, and data sales. These contribute to financial sustainability while promoting accessibility and inclusion. The platform serves as a catalyst for change and innovation in the field of inclusion.

Marketing Strategy

Thorough research on disabilities informs a tailored marketing strategy to connect with the target audience. A strategic campaign on social media, press engagement, and partnerships with advocacy groups amplify visibility. User satisfaction becomes a powerful driver for organic growth and advocacy, essential for the platform's success.

Conclusion

RightPlace's blockchain-based platform is a transformative solution to address global accessibility concerns. Grounded in legal frameworks, it promotes inclusivity, encourages businesses to prioritize accessibility, and empowers individuals with disabilities. The initiative aims to contribute significantly to creating a more inclusive and informed society.

Team Overview

A multidisciplinary team of four computer science students from Universidade Federal de Santa Catarina drives the RightPlace project. Their shared commitment to social impact, proficiency in blockchain technology, and diverse skills contribute to the innovative solution.