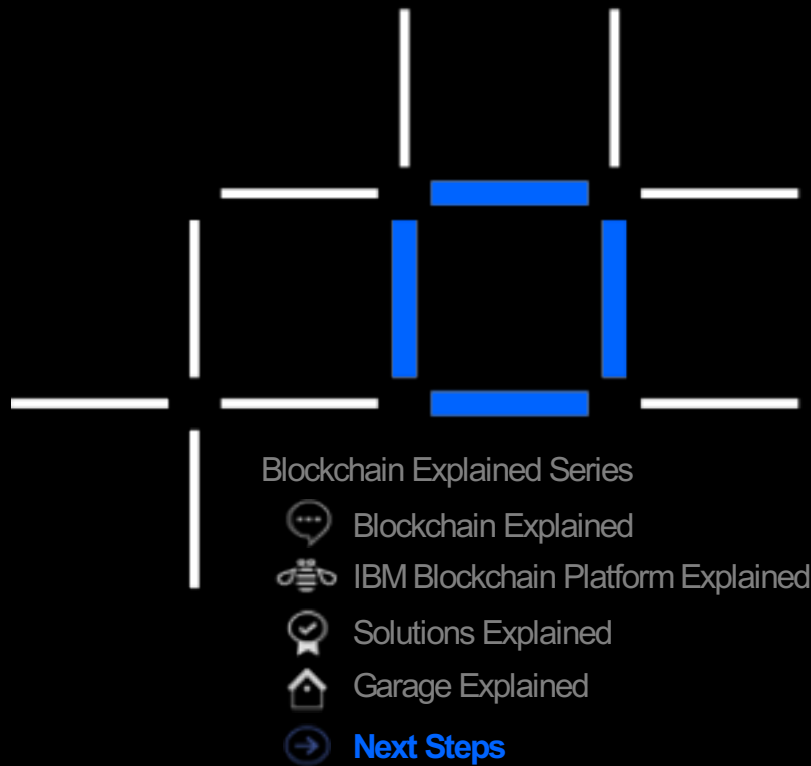


Blockchain Next Steps

How to Proceed to a First Project

Jennifer Foley
Austin Grice
Barry Silliman



V2.10, 23 May 2018

IBM **Blockchain**

IBM

IBM Engagement Model recap



1. Discuss Blockchain technology
2. Explore customer business model
3. Show Blockchain Application demo

Remote



1. Understand Blockchain concepts & elements
2. Hands on with Blockchain on Bluemix
3. Standard demo customization

Digital



1. Design Thinking workshop to define business challenge
2. Agile iterations incrementally build project functionality
3. Enterprise integration

Face to face



1. Scale up pilot or Scale out to new projects
2. Business Process Re-engineering
3. Systems Integration

Face to face

Contents



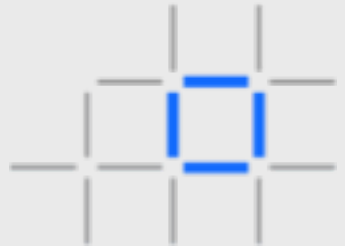
Why Design Thinking?



How is the Workshop
Structured?



What is Required of the
Participants?



Why Design Thinking for Blockchain?

- Blockchain technology is new, hyped, misunderstood
- IBM is making blockchain real for business networks
- Requirements often unclear
- Multiple teams from customer will be involved
- Usually sponsored by user / transformation leaders
- Hence ideally suited to Design Thinking & Agile Development



Design Thinking Workshop structure

- The workshop aims to explore and elaborate a use-case
 - A two day tailored event for clients and IBMers
 - A natural lead in to agile development sprints
- Focus on group exercise rather than presentation
 - Crucial for shared understanding and “buy-in”
- Breakout teams to understand and develop personas
 - One team per persona
 - Usually 4-6 workshop participants per persona
 - Requires people who can represent the persona
 - Mix of business and technical, IBM and client
 - Continual playbacks to stay on track



What our work will look like



Empathy Map



As-Is Scenario Map



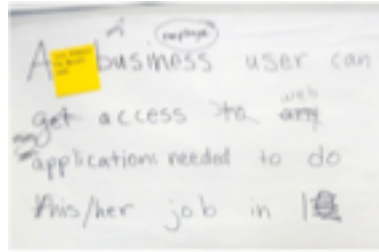
Explore Ideas



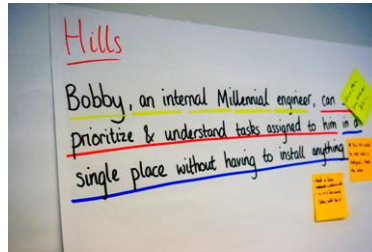
Prioritize our Ideas



Draft Hills



Refine Hills



Stakeholder Playback



To-Dos

Where?

Ideal Location

- IBM Garage, Design Studio or your location

Key requirements:

- Enough wall space
- Lots of white boards and flip charts
- Facilities & equipment

No remote participation!



Announcing the newest IBM Pop-Up Garage

in our Poughkeepsie home of the mainframe or your location

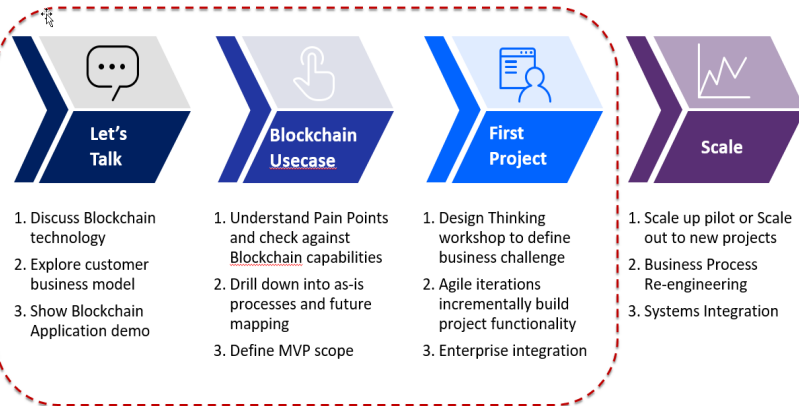


- Workshops focus on Client Business Challenge
- Quickly design and prototype innovative solutions using industry best practices
- Develop and deploy with experts from IBM Systems Client Centers and across IBM

- ☐ Blockchain
- ☐ Z as a Service
- ☐ application of your choice
- ☐ Quantum – coming soon

• Contact us: design@us.ibm.com

Garage Service Model overview



The workshop has a modular structure

[A] Use Case
Clear business focus
for success



[C] Hills
A clear view of where
we are going



[B] User
User-centric direction for
the First Project



[D] Going Agile
Incremental route to
project success



Typical two-day agenda

[A] Use Case



Introductions &
Blockchain Recap

Use Case Selection

Blockchain Fit

Business Network

[B] User



Design Thinking

Empathy Mapping

As-is Experience

Explore Possibilities

Focus Outcomes

[C] Hills



Needs Statements

Build Hills & Check Fit

Playback

Prioritize Hills

[D] Going Agile



To Be Scenario

First Project Method

Sprint Zero

Non-functional Details

Action Plan

Participation from clients

Right BUSINESS people who . . .

- Understand business area
- Can explain the current “as-is” state
- Can commit to the workshop & circa 20% to sprints
- Have access to (or are) a stakeholder

Also consider

- Innovation cell / team members
- IT Department (DEV & UX)



Participation from IBM

Workshop facilitation

- Leader
- One facilitator per persona group

Subject Matter Expert

- Blockchain expert

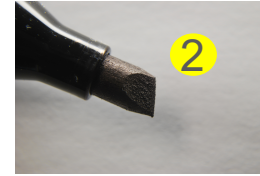
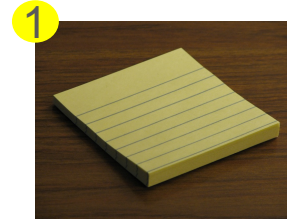
Dev team

- UX person / designer
- Scrum Master and / or Dev lead



What we will use

- 1 : Large sticky notes (76mm x 127mm) - one pack (of 100) per participant
- 2 : Permanent marker pens - fine point - black - one per participant
- 3 : Large whiteboards / wall space (for sticking post it notes on) - as much as possible
- 4 : Flip chat pads & stand / hanger - one for every 5 participants
- 5 : Projector - high resolution & screen
- 6 : Sticky Coloured Circles - 10 of each colour per participant
- 7 : Blu-Tack (or similar) - 1 pack



Thank you

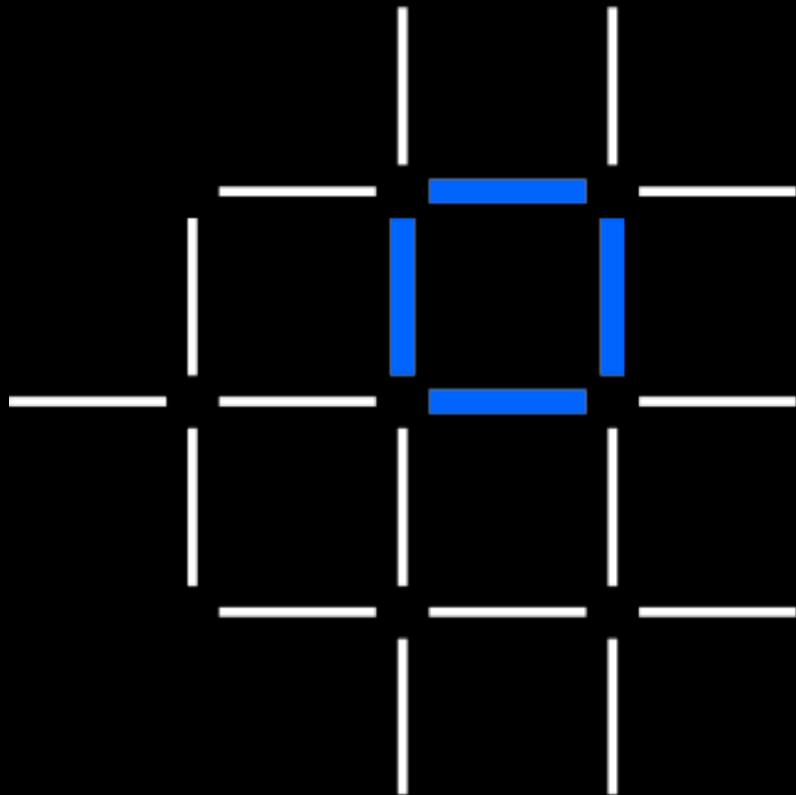
*Jennifer Foley
Austin Grice
Barry Silliman*

*Questions? Tweet us or go to
ibm.com/blockchain*

 @IBMBlockchain

 IBM Blockchain

 IBM Blockchain





© Copyright IBM Corporation 2018. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. Any statement of direction represents IBM's current intent, is subject to change or withdrawal, and represents only goals and objectives. IBM, the IBM logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.