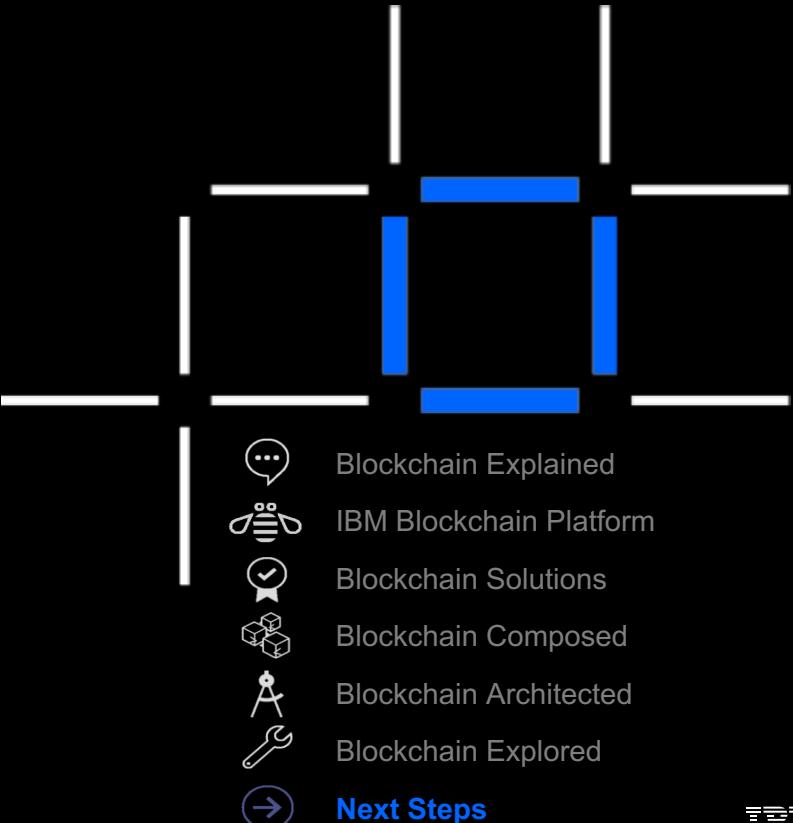


Blockchain Next Steps

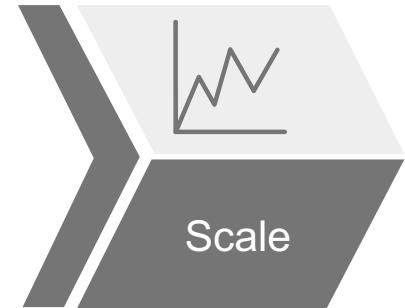
How to Proceed to a First Project

Jin VanStee



IBM Engagement Model recap

IBM Blockchain



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

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

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

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

Remote

Digital

Face to face

Face to face

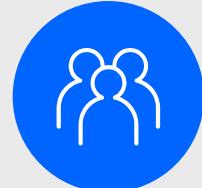
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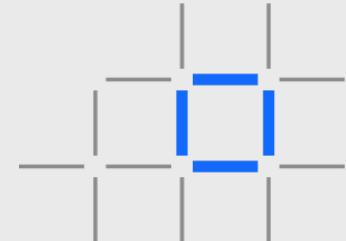
Why Design Thinking?



How is the Workshop
Structured?

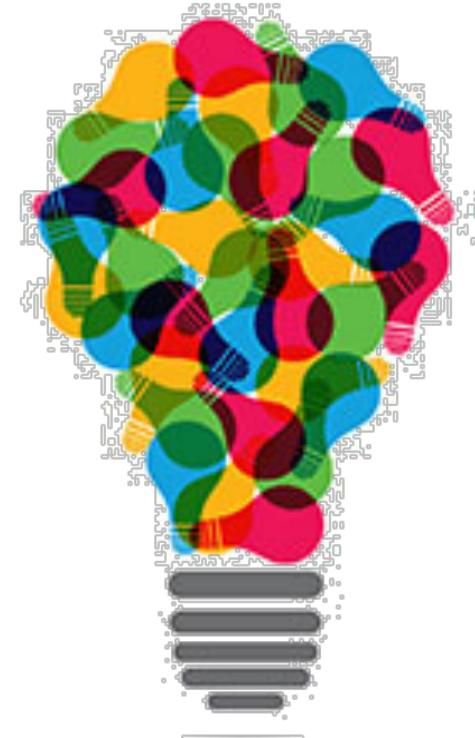


What is Required of the
Participants?



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



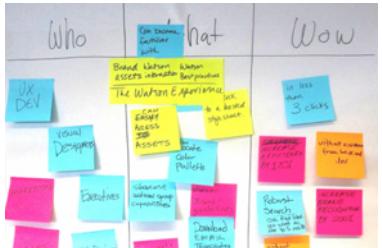
As-Is Scenario Map



Explore Ideas



Prioritize our Ideas



Draft Hills

A business user can get access to web applications needed to do this/her job in 1 place

Refine Hills

Hills
Bobby, an internal Millennial engineer, can prioritize & understand tasks assigned to him in a single place without having to install anything

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!



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

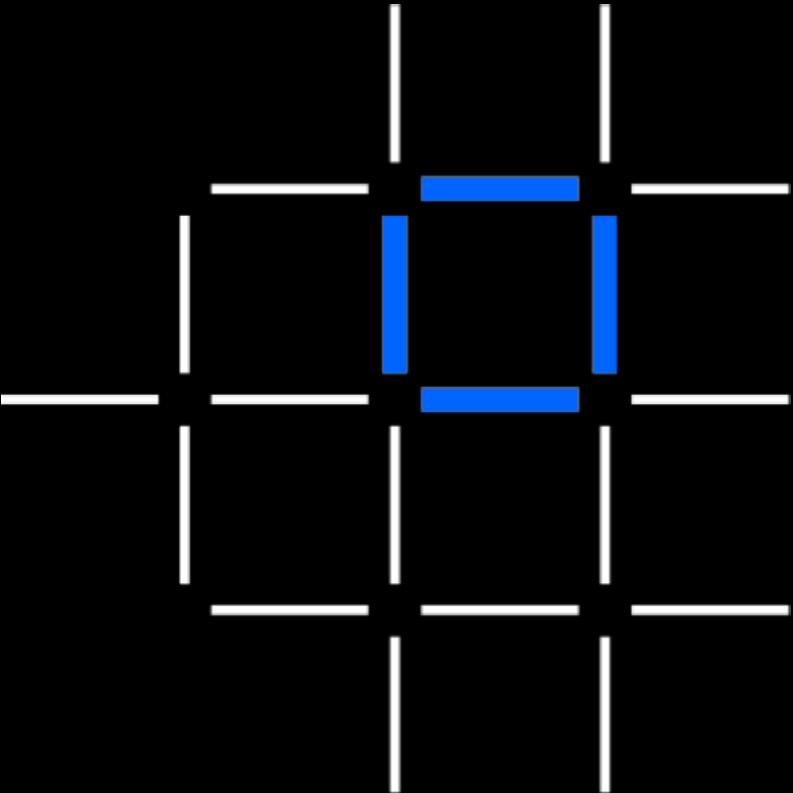
Jin VanStee

Questions? Tweet us or go to
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