



# Blockchain Exchange for Social Good

*The time for sharing global solutions has never been more important than today. Why not celebrate our national victories and learn how to make life better for us all?*

David Fleming | UX/OS Architect

# Design Statement

## Problem

Locally, nationally and globally, we have successful social service programs and environmental solutions models that demonstrably work well and could work well in other locations, e.g. Sweden's recycling solutions or South Korea's successful pandemic management models.

Yet there does not appear to be a viable way for concerned citizens, independent organizations, or legislators to review, compare, and replicate evidence-based successful solutions and implement them in their own communities, organizations or government agencies.



## **Why is it important? Coexistence vs. Collapse**

The world is a complicated tangle of challenges, some of which are truly life threatening, such as pandemics, climate change and global ecocide - not to mention local pollution, gun control, police violence, homelessness, violence towards women, food insecurity and poverty. Yet, since the advent of the Digital Revolution, we have had the means to address some of these issues by collectively sharing solutions across borders. It's essential to now investigate and propagate models for securely sharing successful, evidence-based global solutions that will improve the lives of citizens the world over, including environmental safeguards and innovative green energy solutions.

## **What needs are we meeting?**

This is a product that, if designed correctly, i.e. based on and informed by Human Factors principles, can ideally meet the needs of millions of people who will otherwise perish or suffer oppressive outcomes that could be avoided. No, this is not a silver bullet that will save all people from harm, but it is an effort to share knowledge that can help global citizens no matter where they live. Lastly, the politics governing various nations is another paramount caveat and concern, preventing even the most efficacious solutions from being implemented. An example that strikes close to home: The USA's mismanagement of the coronavirus pandemic. In the estimates of some professionals, we could have saved hundreds of thousands of lives if we had been early adopters of pandemic solutions that were effectively saving lives, saving livelihoods and saving their economies.

## **What we could change in 2021**

- Shared Pandemic Management Guidelines
- Shared Environmental Solutions
- Shared Homelessness Solutions
- Shared Open Government Strategies and Benefits

# **User Groups**

# **Interviews and Insights**

## A group of four first responders standing side-by-side. From left to right: a firefighter in a tan turnout coat and helmet with '500' on it; a police officer in a dark blue uniform; an EMT in a light blue uniform; and a soldier in a camouflage uniform. All four have their arms crossed and are looking directly at the camera.

## A group of diverse students are sitting around a light-colored wooden table in a classroom. In the foreground, a young woman with dark skin wearing a brown hijab and a bright yellow hoodie is smiling at the camera. Next to her is a young woman with fair skin and blonde hair, wearing a green long-sleeved shirt, also smiling. To the right, the back of a young man's head and shoulders are visible; he has a beard and is wearing a maroon and yellow hoodie. In the background, other students are visible, including a young woman with blonde hair wearing a maroon sweatshirt with 'KENT STATE' printed on it. The classroom has a casual, collaborative feel with a potted plant on the table and colorful sticky notes on a bulletin board in the background.

## **User Feedback Session 1 - Students**

Design revisions included recommendations for:

1. Provide a Calendar view for appointments and events
2. Move the “Events” strip/row further down on the home page
3. Include Educational resources
  - a. Certification opportunities
4. Explore the profit sharing emphasis
  - a. Design a more compelling page

# **Task Analysis and Assumption Requirements**



# Assumption Requirements

Using an [Assumption Requirements spreadsheet](#), I plotted out the primary task categories along with the sub-tasks, adding columns for Assumption Requirement, UX notes, Comments/Questions, Systems, Point of Contact, Status, Benefit vs. Effort, Scope, Barriers and an Innovation “Parking Lot”.

(#)	Category	Sub-category	Assumption Requirement	UX	Questions / Comments	System(s)	POC	Status: Open / Closed
	Site Map	Mega Menu	Develop site map and taxonomy					
	Register	Fill out account creation form	Mandatory fields: Name, Email, Phone, password and Personal Goals					
	Register	Credentials confirmed	Consider ways to request credential confirmations					
	Register	Training	Require some form of online training and commitment to the cause and the policies of collaborating without hate speech or hate groups behavior					
	Register	Submit form						
	Register	Confirm via email						
	Login	Access	Enter ID and password					
	Login	Forgot Password	Send new password to email					
	Feedback	Form	Fill out and submit					
	Feedback	Confirmation	System sends confirmation of feedback received					
	Search	Filter						
	Content	Creation	Provide instructions					
	Content							
	Content	Download						
	Content	Upload	PDF or MS Word					
	Content	Edit						
	Content	Help						
	Content	Share						
	Content	SEO	Provide SEO standards					
	Collaborate	Meetup Groups						

# **Integrated Systems and User Workflow Analysis**

## Conceptual Ecosystem

Synthesized from the previous research steps, Figure 1. illustrates how the conceptual framework of the Blockchain Network for Social Good integrates the users, system, assets and workflow.

The evolution of the prototype included revisions to the name of the product, moving from the “Center for Open Source Government” to “Blockchain Exchange for Social Good.”

### Blockchain Exchange for Social Good

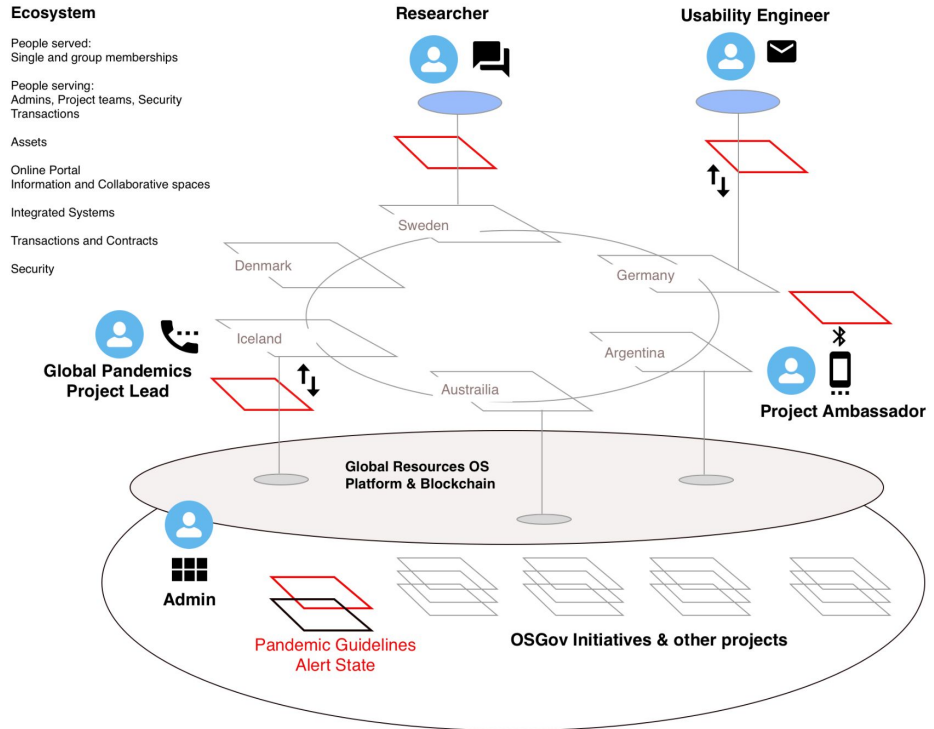


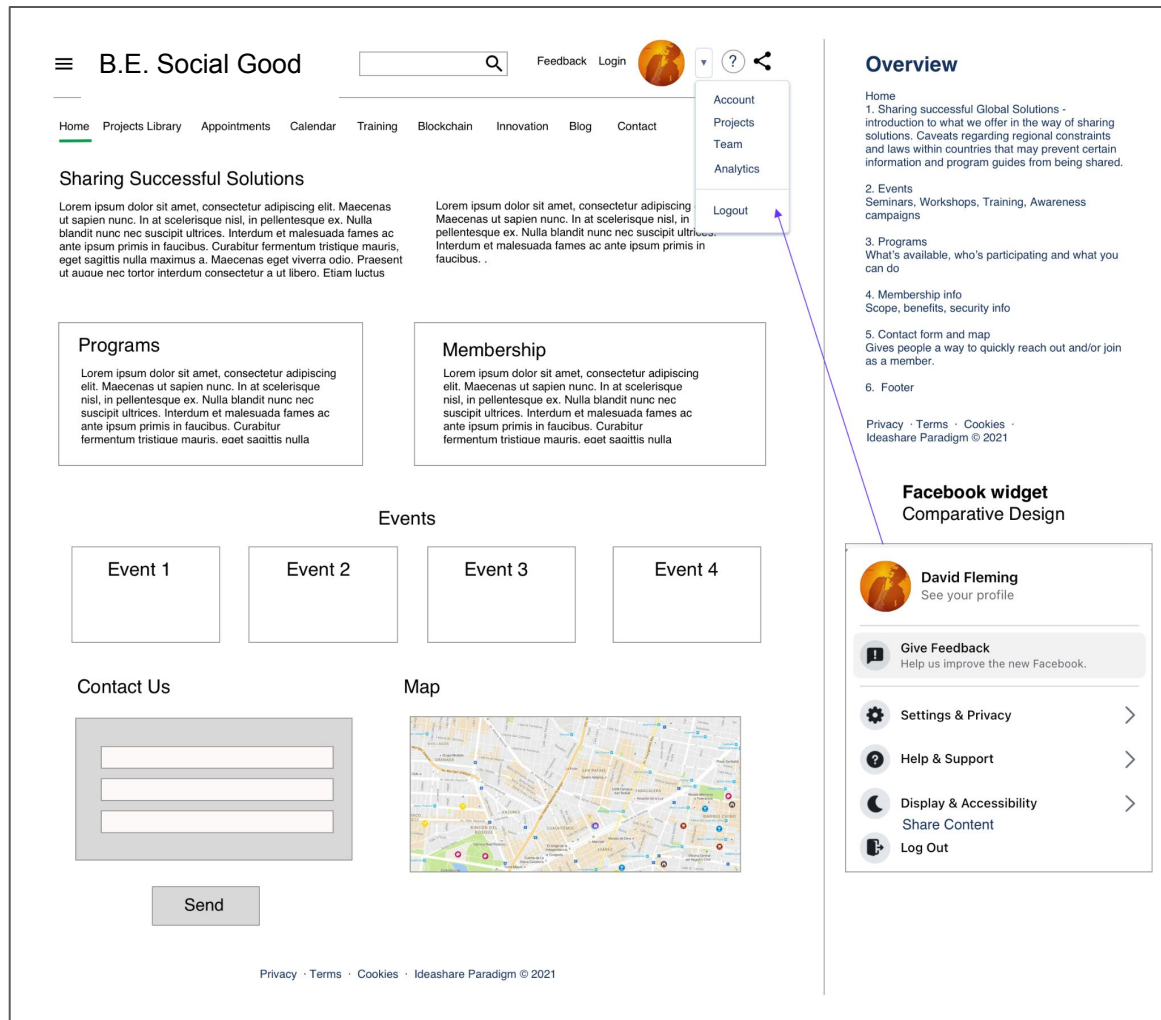
Figure1. Global Resource OS with Blockchain

# **Low Fidelity Prototypes**

# Iterative Work in Progress

The low fidelity wireframe prototypes were reviewed with U of MN students and potential users outside of academia.

Several important revisions were adopted, based on that input, e.g. moving the Events section down below the Programs and Membership, adjusting for prioritization of content.



## User Feedback Session 2 - Open Source Advocates

Design revisions included recommendations for:

1. A more expansive Help Center
  - a. Video
  - b. How-To Guides
  - c. Mentoring Programs
2. Include an introductory video on the home page
3. Divide the Blockchain information into two sections
  - a. Getting Started
  - b. Getting Off the Ground
4. Remove Team Bios from the Contact page

# **Final Design Solution**

# **Blockchain Exchange for Social Good**

# **Design Rationale: Blockchain Exchange for Social Good**

AKA, BE SOCIAL GOOD

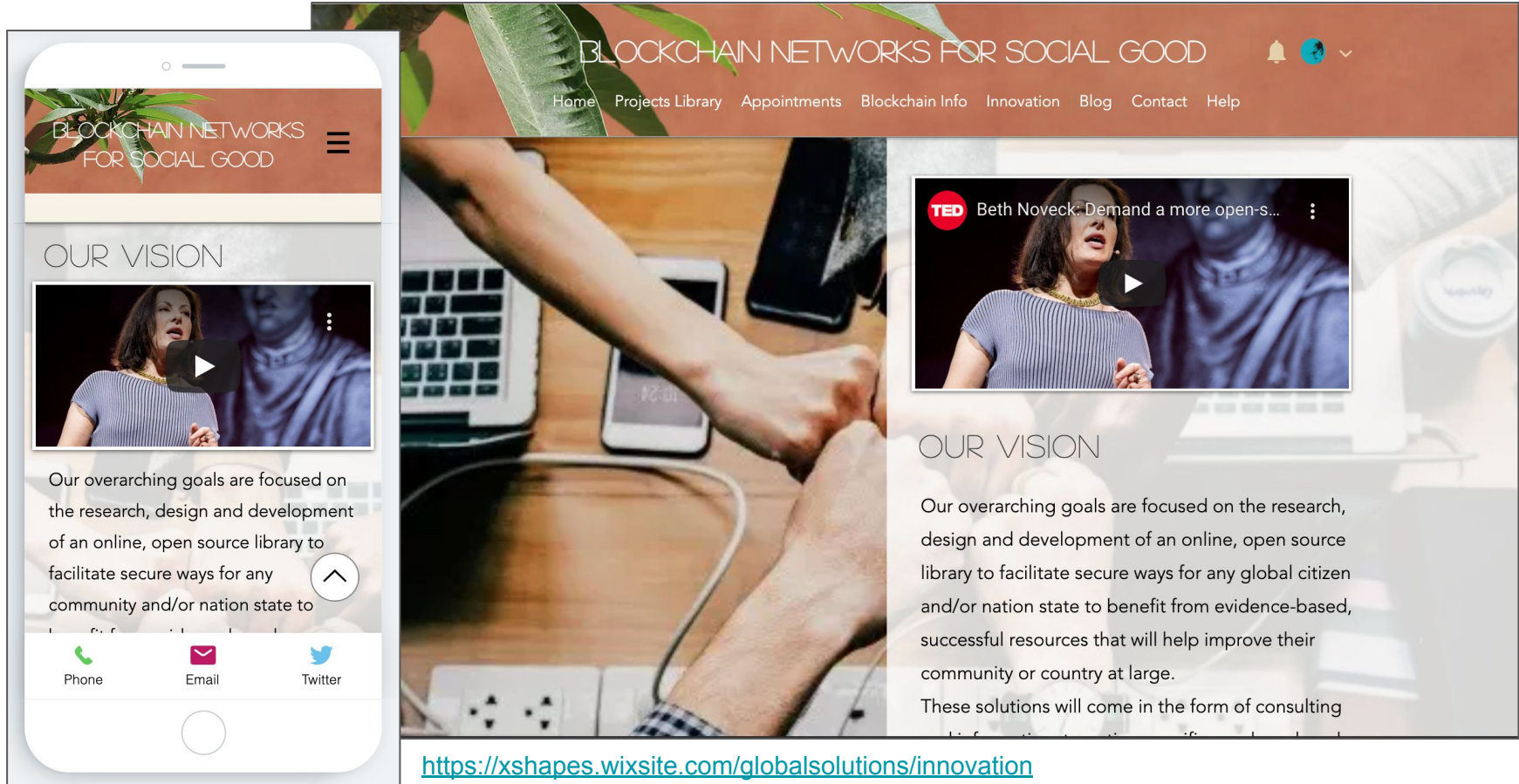
The design solution I'm proposing combines an online Open Source community with a Resource Library, Mentors, Instruction and Blockchain Technology. This solution accommodates multiple user goals and needs, including foreign language translation capabilities and a comprehensive Help Center. User communities are expected to grow over time, requiring evolving iterations and an actionable feedback cadence.

The warm colors, modern typography, layouts, parallax scrolling and imagery used support a contemporary look and feel, designed to appeal to global citizens, governments and non profit organizations.

Last but not least, the usability of the website is paramount and is designed to align with usability heuristics, promoting the best possible user experience, including Help and Feedback facilitation.



# Mobile & Web Versions



# Proof of Concept

## Strategy for Development

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**Project:** universal Access to Covid-19 Guidelines

# Organizing and Sharing Global Resources

1. Learning what participating countries are doing now to successfully manage their pandemic challenges, it's essential to conduct comparative research and adopt new policies that can help us save lives in our own communities.
2. Implementing a platform and online portal where evidence-based, successful solutions and resources can be shared with the participating global partners and individual global citizens is a practical way to collaborate and share resources.
3. In this scenario I've outlined plausible next steps that could support alternatives for sharing Global Pandemic Management Guidelines.
4. With a proven track record and experience directing Global Digital Strategy and Design for corporate entities, I would like to now apply that experience, working with teams to transform that dream into a reality.

## Discussion

1. As a proof of concept, why not focus on gathering and sharing the most effective Covid19 Pandemic Management solutions to date?
2. Can we reach out to global leaders such as South Korea, Taiwan, New Zealand and other nations to request their participation and guidelines contributions?
3. What comparative initiatives exist today? Most difficult challenges? Success stories?
4. Regarding collaboration, what security and credential screening concerns arise, and how do organization handle that challenge?



# AWARENESS

Roadmap to awareness  
Social media integration and  
strategy  
Communication alternatives  
Feedback options  
Landing page that accommodates  
new visitors

# ACCESS

Provide easy access

Screening protocol

Usability testing ensures ease of use

Introductory content is clear and well  
defined





# OPEN SOURCE LIBRARIES

SUPPORTING BLOCKCHAIN EXCHANGE FOR SOCIAL GOOD

What are the benefits?

Transparency, accessibility

Feedback and contributions from a  
global audience

Blockchain protection for innovation  
contributions



# PARTICIPATION

Inspiring participants, improving efficiency,  
providing easy ways to comment, give feedback,  
contact and contribute





# PROGRESS

Measured by what standards?  
Transparency and accuracy of data?  
Status of lives and Livelihoods  
Collaboration with the most successful  
nations and organizations





# REPLICATING SUCCESS

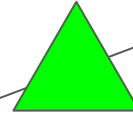
Learning from others and adopting what works  
for you

Critical Success Factors for your country  
Critical thinking aspects on future state features



# EVOLVING

Discussing and assimilating lessons learned  
Assessing, revising and improving  
Understanding threats in the future  
- *Will your community be ready?*



# LEGAL FRAMEWORK



Government laws, sanctions and penalties  
When sharing and providing information,  
what do you need to know to avoid  
international legal issues?  
What is the worst that can happen?  
What is the best that can happen?  
What can be done to address legal reform?







# ACTIONABLE FEEDBACK



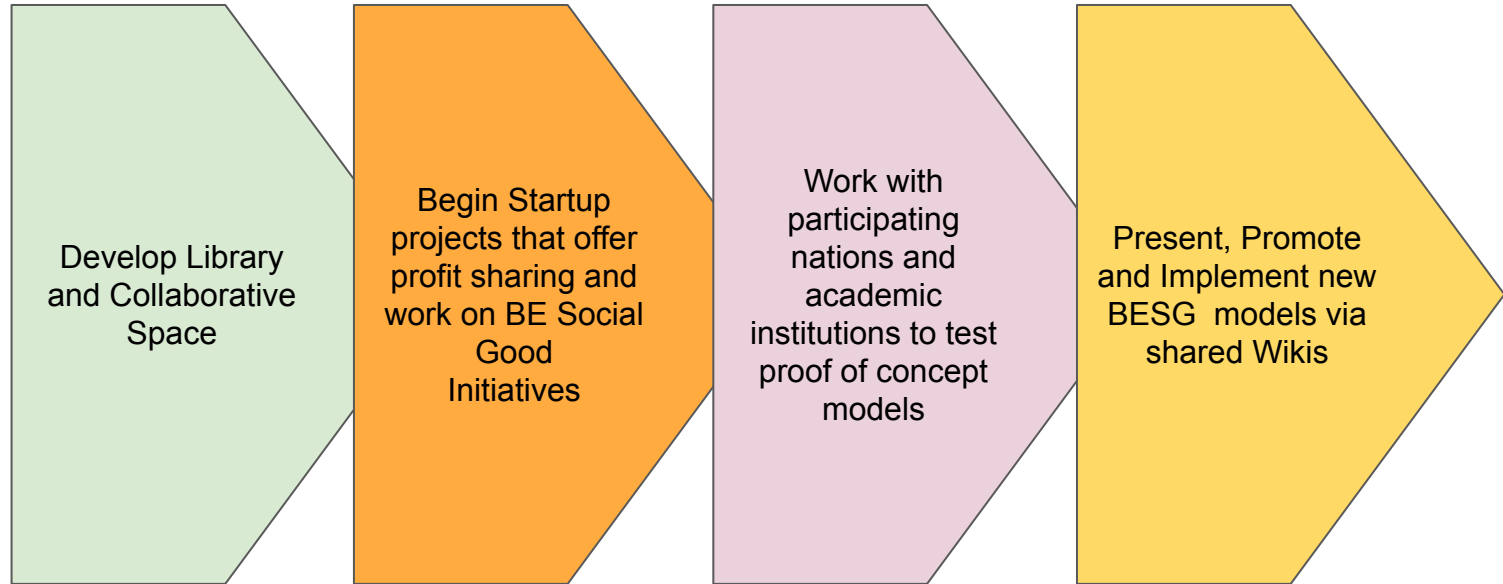
# Next Steps

- Human-Centered Design
- Taxonomy, Task Analysis, UX/UI Research
- Discovery, Design, Develop & Deploy
- Global BE&G Workshops - Discuss and Validate Direction
- Measuring Success Metrics
- Expanding Resources
- Lessons Learned Follow-up

# **Blockchain Exchange for Social Good Models**

Incremental Development

# Incremental B.E. Social Good Development





# QUESTIONS



NO: ONE  
GENDER:  
AGE: GRO  
ETHNICIT  
HUMAN B  
TIME: 5:  
DETECTI  
POS (X/



**Thank you!**

# Reviewing our contemporary challenges to Solutions

One of the best ways to understand what Open Source Government offers, looking back on 2020 gives us the perfect storm and lens to assess what can go wrong, compared to what can be done about it. Unfortunately, this requires stepping across the devastation first, followed by systematically exploring the proposed benefits inherent in decentralized OSGov that can provide evidence-based, practical solutions.

## The Compounded Devastation of 2020

We have incomparable loss of life, plummeting economy, loss of jobs, unchecked Police violence/murder, the rise of White Nationalists, the rise of Q Anon, an Insurrection of the Capitol, mental health deteriorating, misinformation escalating, Civil War threatening to tear us apart, loss of social contact, remote education, Climate Change transforming into Ecocide, and the indelible loss of liberty due to Covid 19.

1. The loss of life - over 550,000 people are dead - more than all our wars combined.
2. Plummeting Economy  
“The U.S. economy contracted at its deepest pace since World War Two in 2020 as the COVID-19 pandemic depressed consumer spending and business investment, pushing millions of Americans out of work and into poverty.” - Reuters
3. Loss of jobs
4. Unchecked Police violence
5. Rise of White Nationalists
6. Rise of Q Anon
7. Capital insurrection
8. Deterioration of mental health