Decentralizing

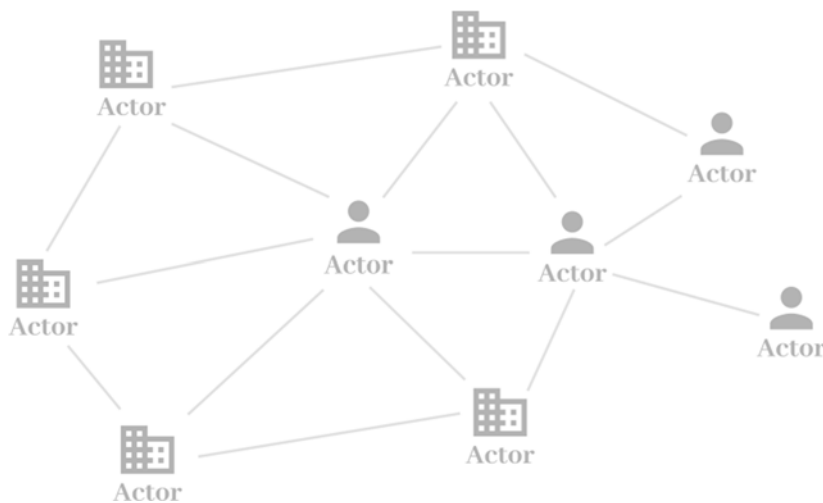## Designing for decentralization

1. Ecosystem

Who are the key actors in the ecosystem?
How do they interact with each other?
Place actors and interactions on a network map
Highlight three actors (e.g. customer, provider, mediator) and their relations on the map.
What is their story? Explain the specific interactions between those actors.

2. Empathy map

Chose one actor, and fill its empathy map. What does he sees, thinks, does, need?

SEE   THINK

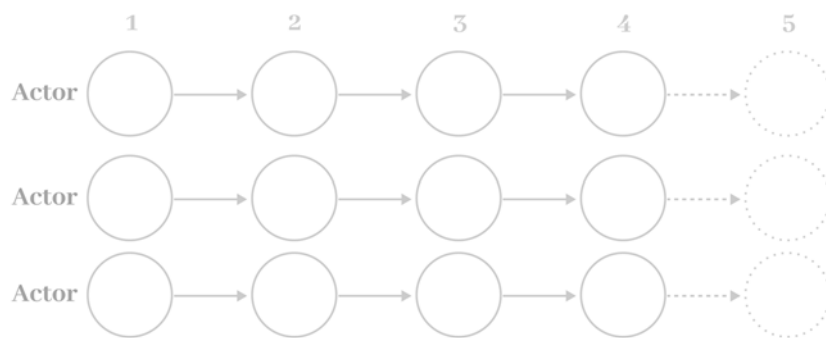

FEEL   NEED

3. Journey

What are the journey steps for each of the three selected actors?
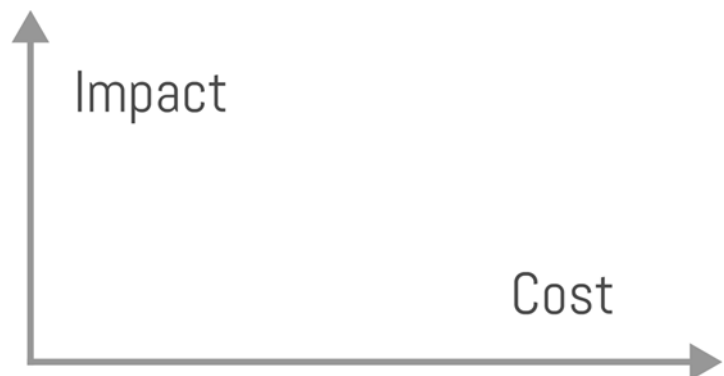
What are the moments of trust among them at each step?

What are the "smelly interactions" arising from potential mistakes or misuses of power by any actor?

4. Opportunities

How might we (HMW) avoid those "smelly interactions"? Reframe them as HMW opportunity statements. Afterwards, organize them according to their impact and cost.

- ⑩
- ⑩
- ⑩
- ⑩
- ⑩
- ⑩

5. Protocol

What is the **blockchain** for?

> A decentralized ledger to keep verifiable records of _____, that all actors can read/write, owned or controlled by no single authority.
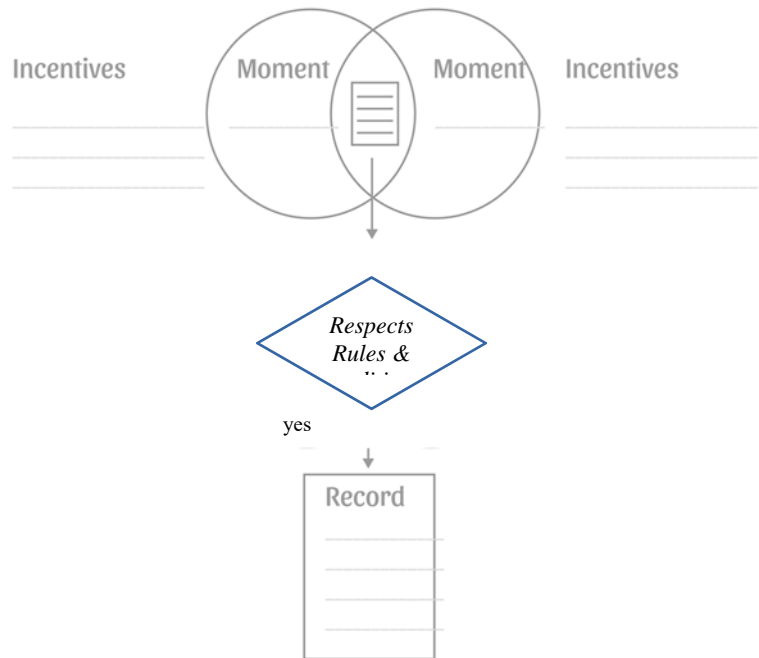
What is the **interaction** that will be recorded?

In which **moments** this interaction take place?

Which are the **incentives** for each actor to participate in the transaction?

¿What are the **rules and conditions** of the interaction should respect?

How would you **represent** this interaction? Which are the components that should be recorded on the blockchain

Incentives — Moment — Moment — Incentives

Respects Rules & ...

yes

Record

6. Impact and applictions

What are the attributes of this new blockchain:

- ⑩ Decentralized: No single body can control the record of ...

- ⑩ Trustless: All actors can trust it for ...

- ⑩ Permissionless: All actors can write/read ...

- ⑩ Standardized: Lowers the barrier for building …

What are the new possibilities enabled by this blockchain. Think of applications and implications.

- ⑩
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