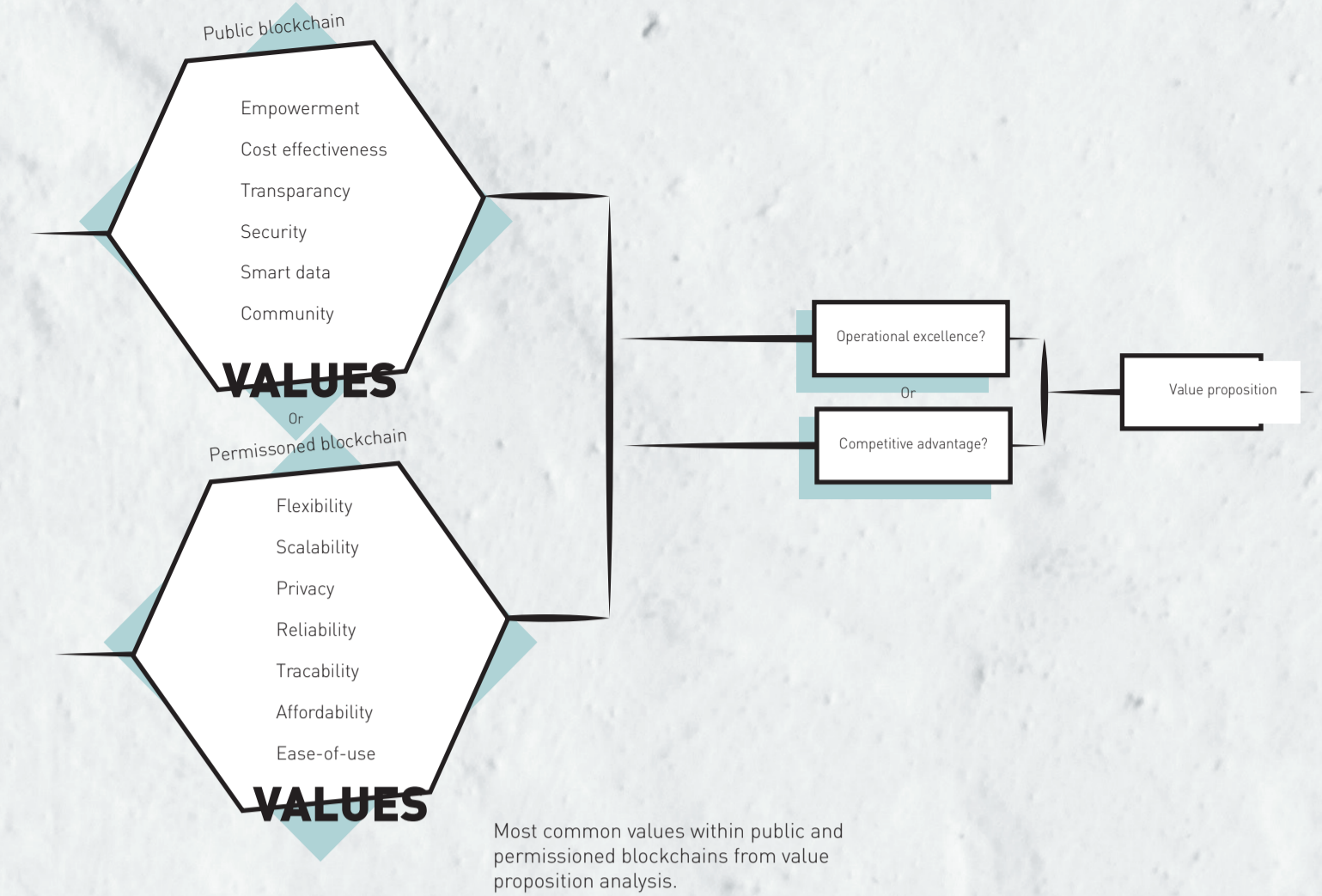
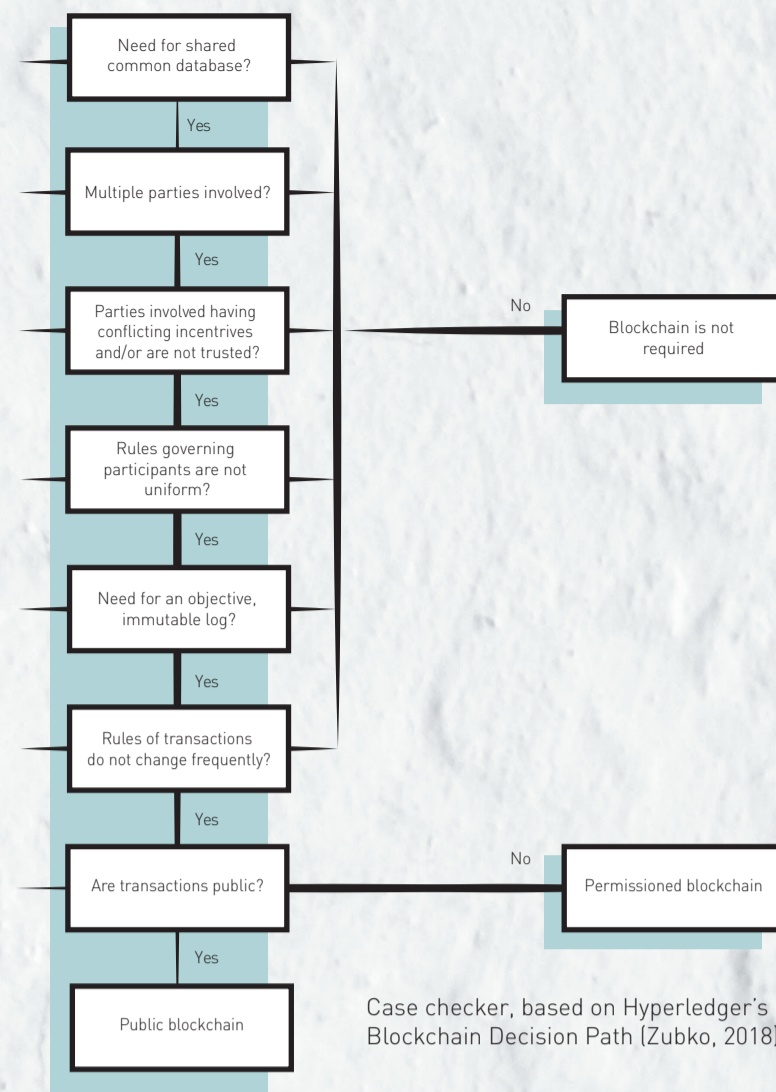


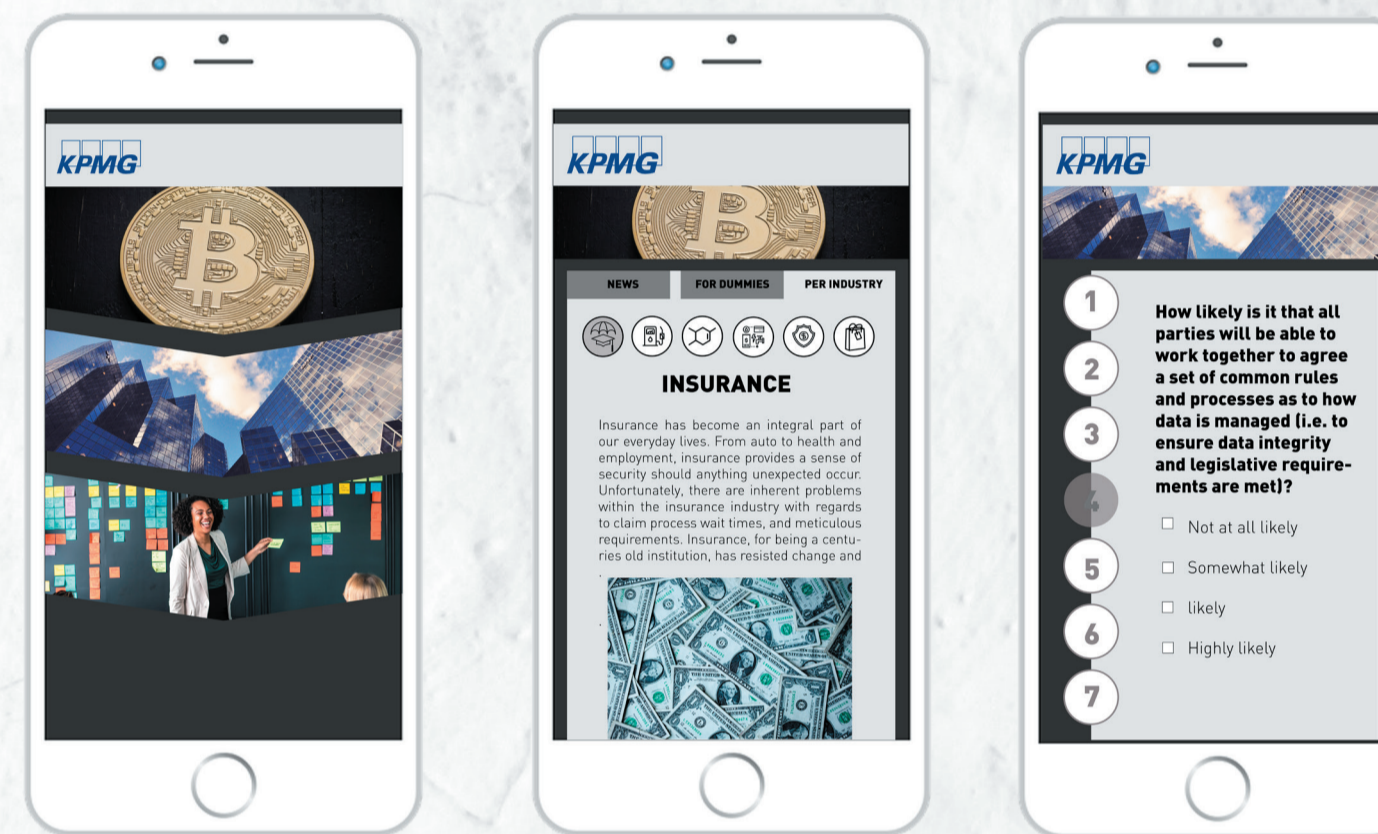
# HOW TO EMBED HUMAN CENTERED DESIGN IN THE CREATION OF BLOCKCHAIN BASED CONSULTS

*This thesis researches the topic 'embedding stakeholder needs in the creation of blockchain applications' as part of digital strategies within the KPMG Digital Transformation department. The research resulted in a framework consisting of a digital asset and a creative session enabling KPMG consultants and clients to explore the possibilities of blockchain within their value chain.*

The blockchain technology has gotten more publicity over the last few. The decentralization of data in combination with an immutable ledger seems promising, but will drastically change our existing economies. It will disrupt our economy by 'taking out the middlemen.' As value chains will simplify, the blockchain will take over human-tasks. The aim of this research was to explore how this technology could enter our market by looking at stakeholder needs. KPMG Digital Transformation also saw an increased demand of implementing emerging technologies like blockchain. In collaboration with KPMG, the project was executed to find a structural approach for the creation of blockchain based projects.



Most common values within public and permissioned blockchains from value proposition analysis.



Digital asset MVP contains on blockchain news (industry specific) and education, a case checker and session preparation.



Workbook designed for the creative sessions contains of a stakeholder need map, blockchain values, customer benefit statement and use cases as assignments to explore the value of blockchain.

## DIGITAL ASSET

*The final design consists of a combination of a digital asset and the creative session design, meant for KPMG consultants to explore the value of blockchain within a digital strategy with their clients. The digital asset consists of three elements*

1. Blockchain news (on specific industries) and education.
2. A case checker: answering how interesting blockchain is for a specific case.
3. Session preparation, collecting data for the creative session.

## CREATIVE SESSION

*For the creative session, a workbook was designed consisting of three exploring assignments: finding stakeholder needs & values, creating a customer benefit statement and exploring cases to experience the value of blockchain in a tangible and explorative structure.*

*The framework assesses the potential of blockchain in a specific context, simulates a discussion on its value and inspires creative thinking among KPMG consultants and its clients.*

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How to embed human centered design in the creation of blockchain based consults  
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