

Consider the impossible

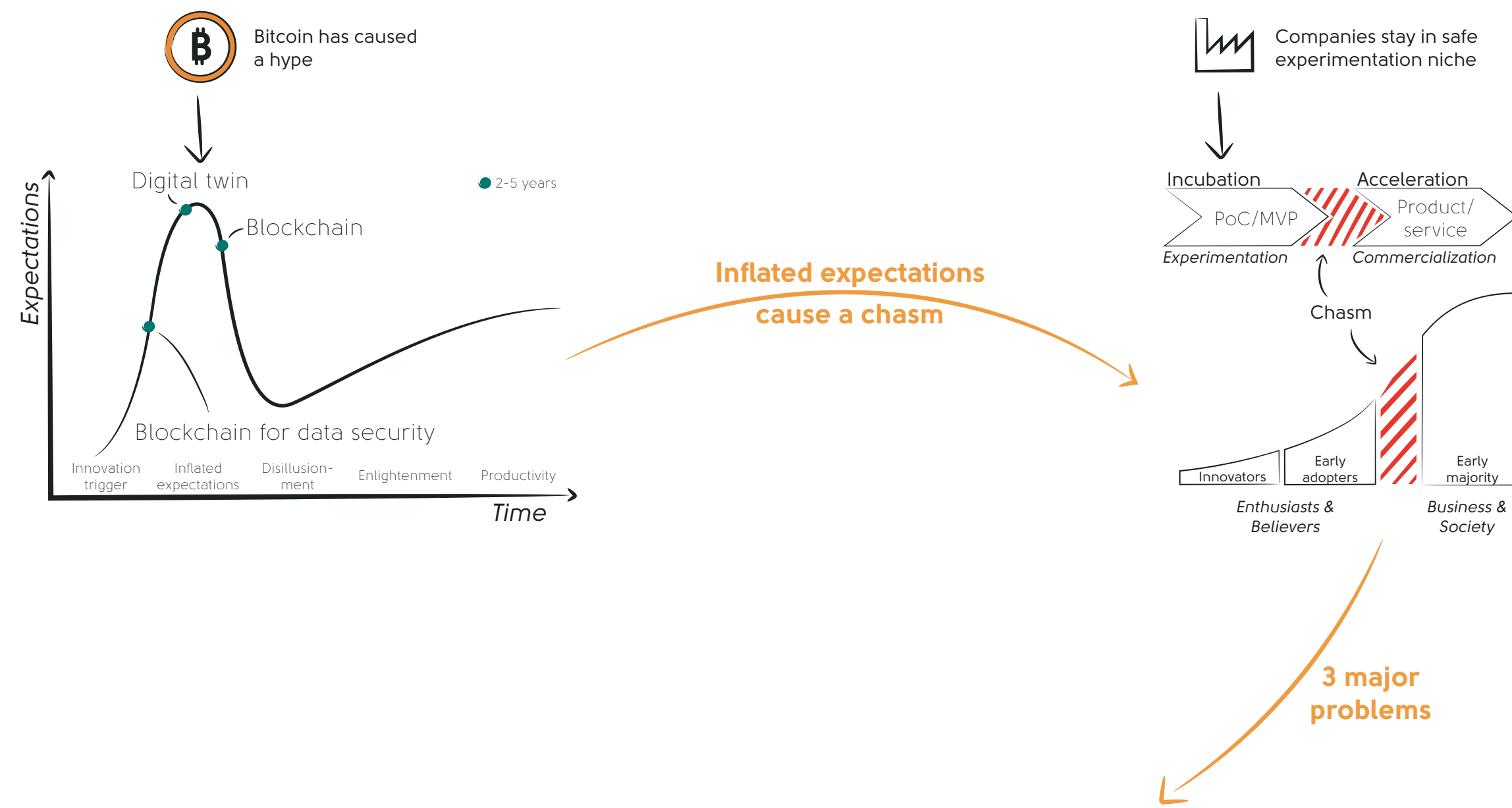
Helping collaboration discover common ground through the promises of blockchain

Context

The aim of this project is to explore what the impact of the combination of strategic and communication design can be for the adoption process of distributed ledger technology, more commonly referred to as blockchain. To structure this process, this thesis is divided into four parts. On this poster each part will be briefly mentioned.

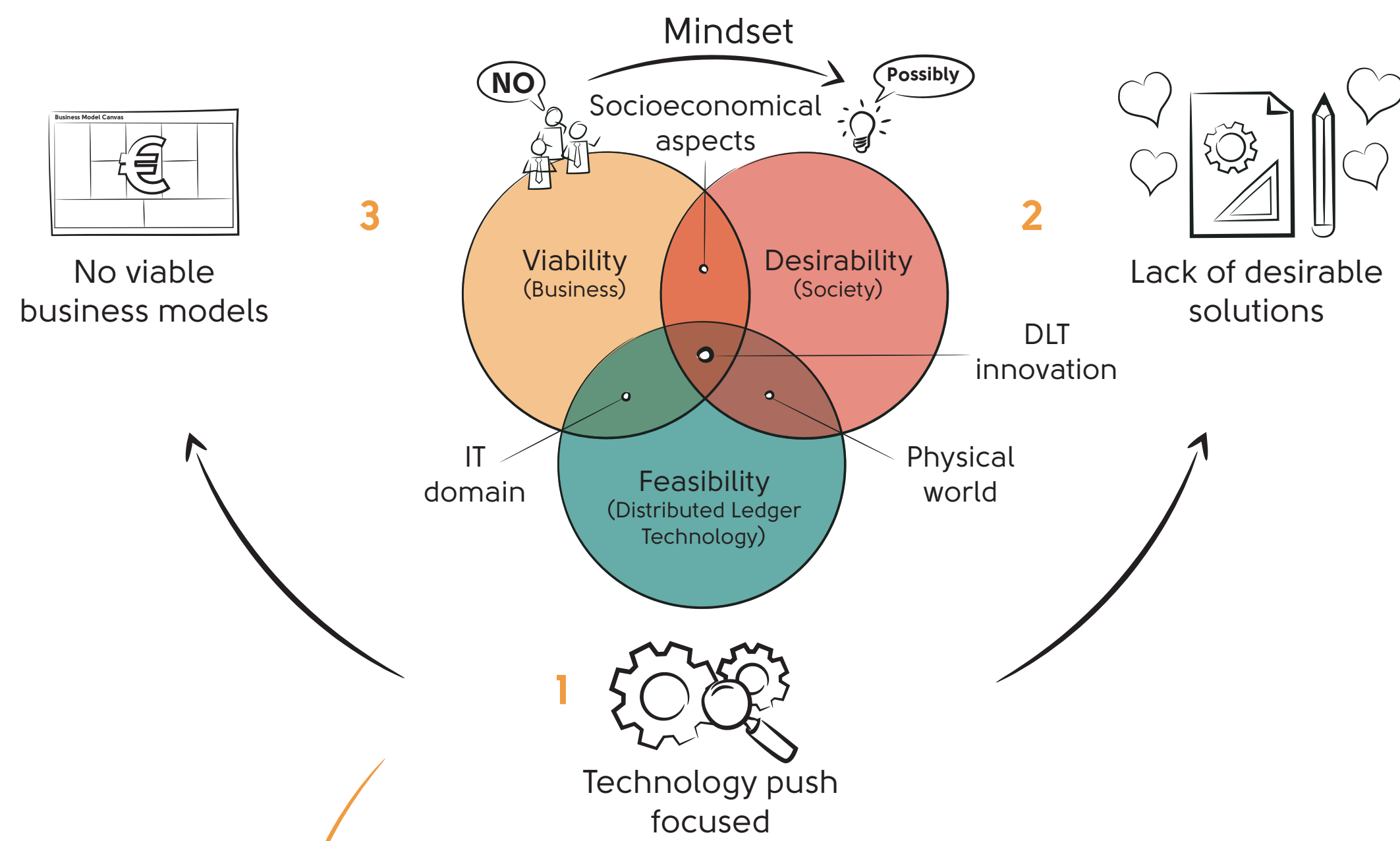
Discover

The first part the project focusses on discovering what information is already known about distributed ledger technology (DLT), its development, the innovation process and the current status of its adoption. What was found, is that most companies working with DLT are currently residing in the incubation phase. Meanwhile, most people were anticipating big impacts of blockchain in their daily lives. This means they focus on experimenting with the technology to learn about and develop the technical basis. This development causes a chasm between enthusiasts and the rest of business and society, which is left with unfulfilled desires.



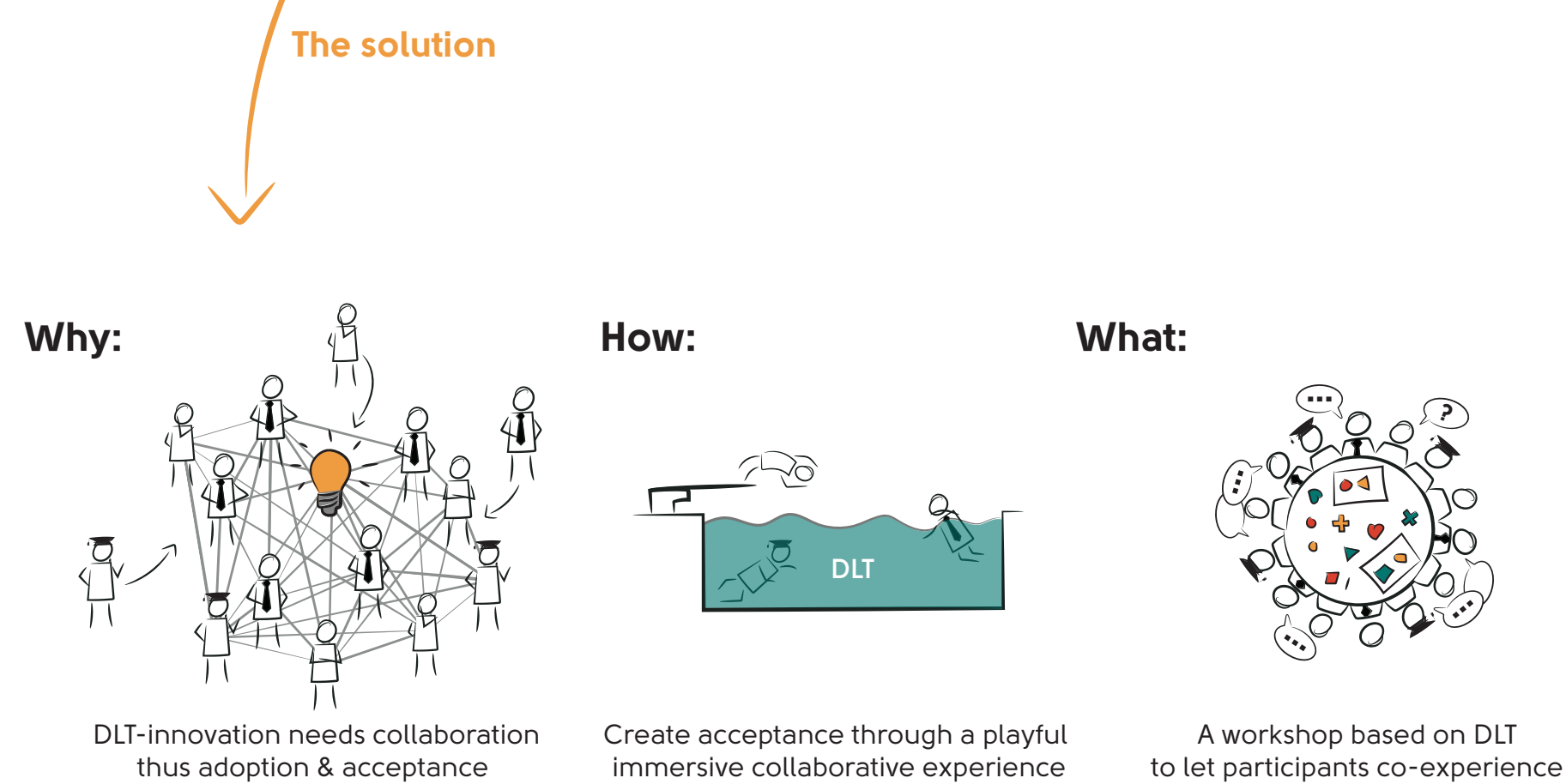
Define

DLT-development is a technology push movement, focused on exploring the technology (1). This has caused DLT-enthusiasts to neglect the areas of 2) desirability (wanted/needed solutions) and 3) viability (business propositions). The neglect of these areas has caused a chasm between enthusiasts and the majority of business and society, creating an adoption problem. Where now sceptics tend to focus on the viability of the technology, they should think in terms of socioeconomic possibilities. A renewed focus is needed to stimulate the disruptive development of distributed ledger technology, which depends entirely on fruitful collaboration. This focus should be on shifting the mindset of those who say NO, to those who see possibilities and dare to try.



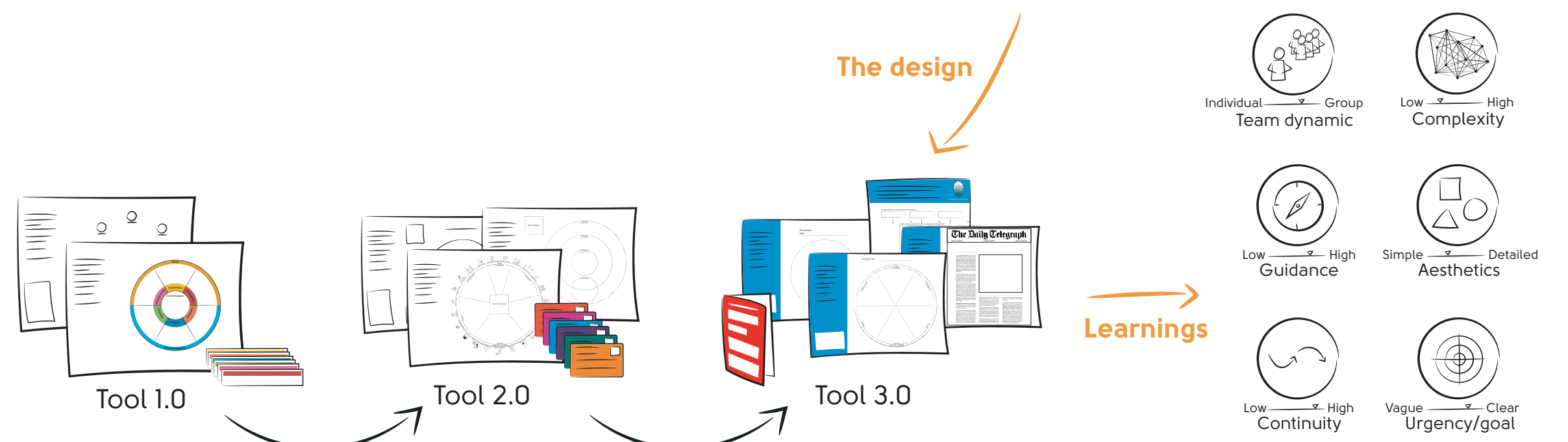
Develop

As the problem has been established, a solution is needed. For this, the problem is broken down. This results in a "why", a "how" and a "what". It is decided that a format is needed that fits well with the current context of blockchain development. Therefore, a workshop setting is chosen. With this choice in mind, a design needs to be created that fits well in a workshop. This project chose to use a lean methodology and use a quick iteration process to develop a simple design: tool 1.0. From there, an iterative testing can begin in order to learn how this design can be made to fit best to the problems of blockchain adoption.



Deliver

What was found, is that strategic and communication design are two fields that compliment each other in just right way to influence the adoption of DLT. Through the iterative and user focused process of strategic design, tools were created that help people to understand the complexity of DLT through a simple and smooth experience. At the same time, communication design provided the exact approach needed in guiding a group of people through the multiple layers of complexity of DLT-ecosystems. By understanding the abstraction of their own context in contrast to the technological possibilities, new understanding and appreciation of networked-collaboration was created. This new-found appreciation should ultimately result in a foundation of common ground and understanding, upon which the adoption of DLT can be built and spread.



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Consider the impossible: Discovering common ground through the possibilities of blockchain
March 7th, 2019
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