

Crossing the Chasm:

Trusted and Seamless Digital Identity Wallets
Going Mainstream

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The long way way we've come (Kristina's ver.)



The journey has just begun.

It will take new approaches on those of us who drive this space to succeed in large-scale adoption of Digital Identity Wallets with the users.

Where technology goes to die



Early market

- **Innovators / tech enthusiast (2.5%):** first to adopt; like the tech itself
- **Early adopters / Visionaries (13.5%):** next to adopt; interested in competitive advantage and breakthroughs

Mainstream market

- **Pragmatists / Early Majority (34%):** want incremental benefits gained from standardized, well-supported products.
- **Late majority / Conservatives (34%):** suspicious of high-tech. want simple, high-quality, low-cost products with no hassle.
- **Laggards / Skeptics (16%):** resistant to high tech

Which stage is Digital Identity Wallet model in?

Digital Identity Wallets Today



How to cross the chasm?

Questions to ask

Approach

What kind of a user, in what situation will recommend other users use Digital Identity Wallet?



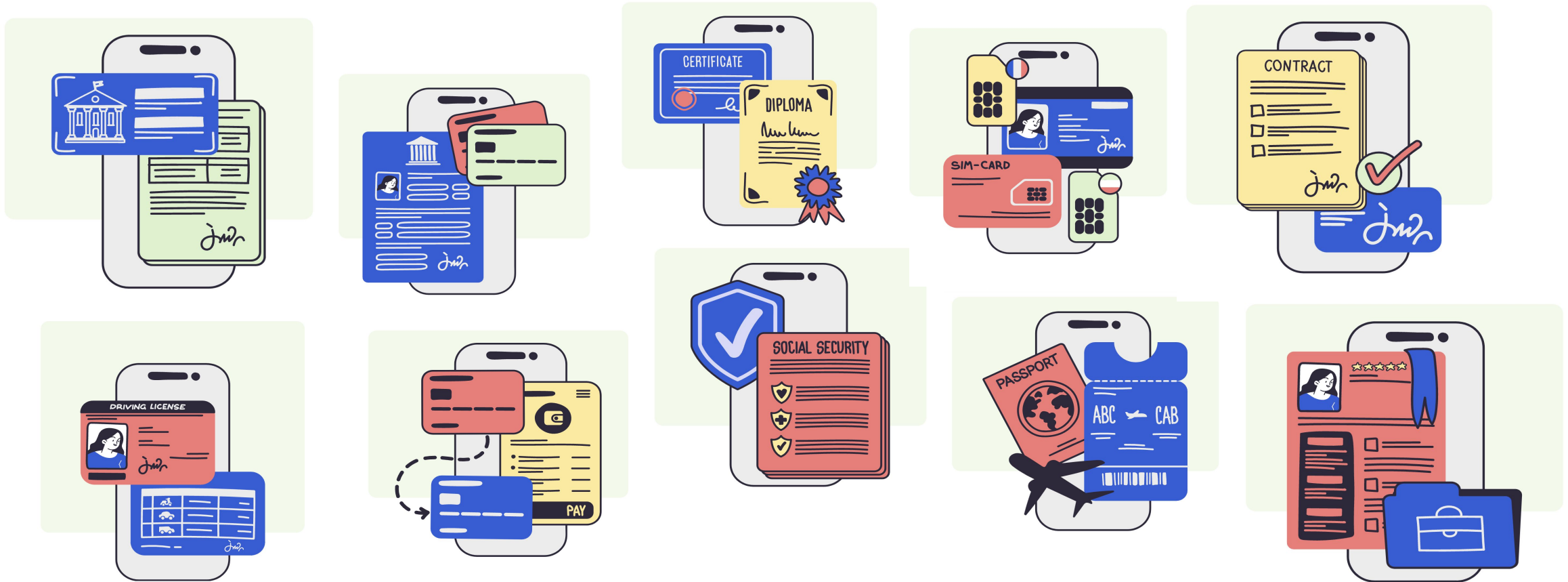
Successful user stories require focus on the specific **use-cases**. Even if it is yet to be seen which one of them will help to cross the chasm.

What kind of a product is needed to get there?



How to build a practical, high-quality, low-cost product?

What use cases might get us there? How?

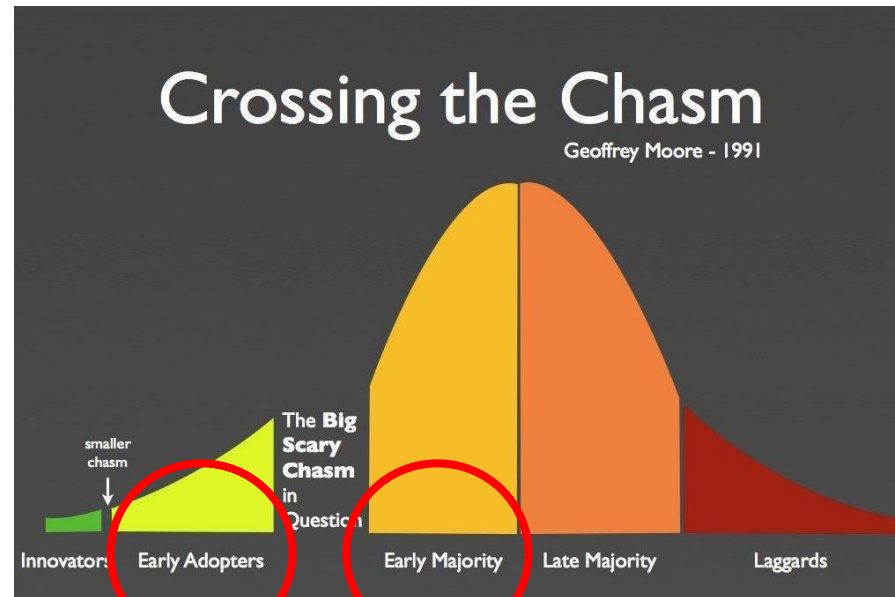


The devil is in the details. Gather real world experience, be patient, accept push backs, fail early, learn, adopt fast, and get it field-proven.

Getting Early Adopters and Early Majority onboard

Early adopters:

Fine-tuned stories to show how things will be better with EUDIW - leading to awareness and understanding. This would require continuous discussions with all stakeholder until a feasible path forward towards implementation is clear.



Early majority:

Stories are no longer enough. Need to show the proof and data for each particular use case, because stakes and potential impact are higher. This would require nailing customer protection, process transparency, legal certainty, trust frameworks, privacy rules, UX best practices, security best practices, open source libraries, certifications, etc.

We'll get there.