2021-02-19 Communications Committee - Product Review

Date

February 05, 2021

Attendees

- [Drummond Reed](#)
- [David Lucatch](#)
- [David Luchuk](#)
- [Daniel Bachenheimer](#)
- [John Jordan](#)
- Michael Nettles
- Kaliya Young
- Anna Johnson
- Jim St Clair
- Wenjing Chu
- Will Groah
- David Lucatch
- Wenjing Chu
- Chris Ingrao
- [Dan Gisolfi](#)
- Brian Behlendorf - Guest: Linux Public Health Foundation

Goals

- Review concepts and proposed direction for final deliverables from Mr. Peter Stoyko stemming from the Communications Products contract issued in Fall 2020.

Discussion items

Time	Item	Who	Notes
5 mins	Introductory Remarks - need for review and sign-off	D Luchuk	
30 mins	Presentation - graphic concepts and proposed direction	P Stoyko	
45 mins	Open Discussion	All	

Recording

- ***[Link](#)***

Notes

<u>Introductory Remarks</u>

- David Luchuk explained that the purpose of this meeting is to review and discuss the proposed direction, including overall design and look-and-feel, that Peter Stoyko intends to take in finalizing deliverables stemming from the Communications Products contract issued in Fall 2020.
- The intent is not to approve final deliverables but, rather, to ensure that the "basic ingredients" and core concepts are agreed so that the Committee can avoid having to back-track and start over when final deliverables are ready to be approved.

<u>Presentation</u>

- Peter Stoyko described how his work on the info-graphic, which is a core element of the contract, represents an alternate version of the stack and an evolution of the graphic language that Trust over IP has been using to date.
- The contract envisions two separate info-graphics, which will be achieved through navigation and the display of different elements that speak to separate audiences within a single visual unit.
- Peter Stoyko outlined the reasoning behind his approach and the direction this produced for the stack and navigable graphic - please refer to recording.
- He clarified that, once the overall approach and design as well as core look-and-feel are agreed, this Committee will be able to review and discuss final products cell-by-cell before accepting deliverables.

<u>Open Discussion</u>

- Committee members expressed common support and appreciation for the proposed approach, which is both accessible to a wide audience and provides a new level of sophistication to the Trust over IP stack graphic. Members also expressed common support for the "data wallet" concept and imagery.
- Dan Gisolfi observed that the infographic lends itself to eventually be expanded to include TIPs.

- David Lucatch suggested that the interactivity would encourage engagement from our intended audience.
- Dan Gisolfi suggested to the use-cases cover 1) peer-to-peer, 2) consumer-to-business and 3) business-to-business (e.g. supply chain) scenarios.
- Ajay Madhok indicated that the graphic would support the intent of producing modular and re-usable content as part of the overall Communications Strategy.
- Wenjing Chu suggested the final infographic should help address the frequent requirement in corporate presentations to address misconceptions and misunderstandings about verifiable credentials and their application.
- Anna Johnson suggested that care be taken to ensure the "data wallet" image does not create confusion among users who typically understand digital interactions as something that occurs on their phone.
- Brian Behlendorf suggested it will be beneficial to ensure that final interactive graphics can still be used to generate static pdf and printed products for presentations.
- Michael Nettles asked about how the role of governance authorities, and issues related to technical security (which are frequently framed as questions about blockchain), can be addressed in these kinds of materials. He also suggested thought be given to introducing different age cohorts to future iterations.
- Peter Stoyko indicated, in reference to a prior to discussion with Committee members, that his final design would leave sufficient space for languages other than English to be introduced, if desired.

Decisions

- [ ] Communications Committee members agreed by consensus to the overall approach and design, and the core look-and-feel, presented by Mr. Stoyko thereby providing formal sign-off to proceed to finalization of deliverables in the contract.