

Design Principles

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

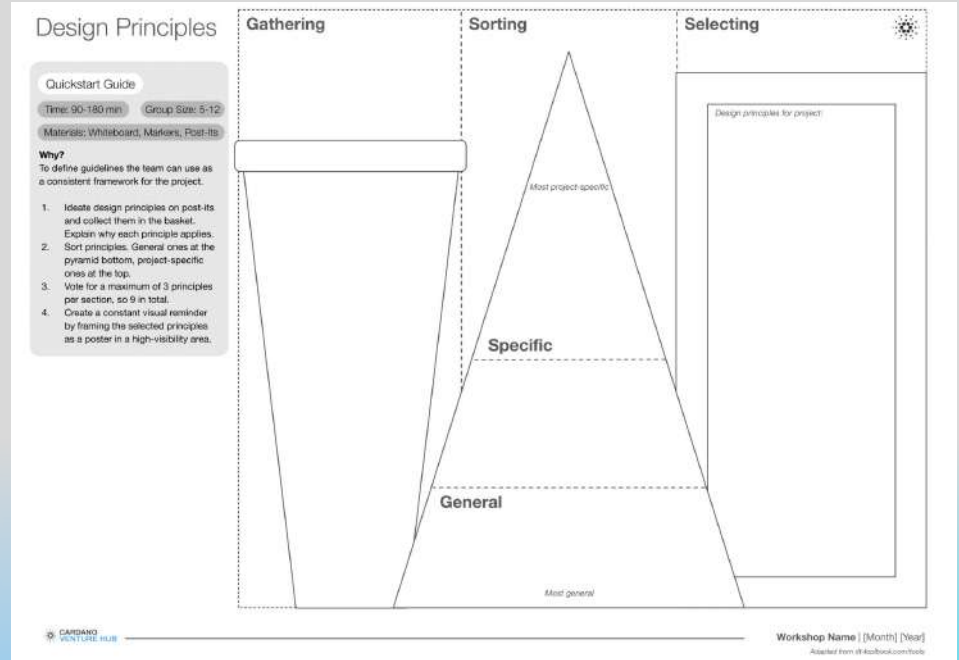
- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Why and When to Use This Exercise

This exercise establishes core guidelines that your team can use as a consistent framework for making fast, unified decisions during the project.

Use this after you've set a vision to establish 3 to 9 non-negotiable guardrails. These will help your team maintain the right mindset while building future solutions.



Materials You Need

- ❑ **Markers:** You can make a sketch of your final visual with the chosen principles in the frame on the right before printing it as an actual poster.
- ❑ **Sticky Notes:** Keep names and explanations short so they can fit on one note each, then move them around as you trim down your selection of design guidelines.
- ❑ **Template in A0/Whiteboard:** Make sure you have enough space to collect all relevant design principles in each category.

Best Practices

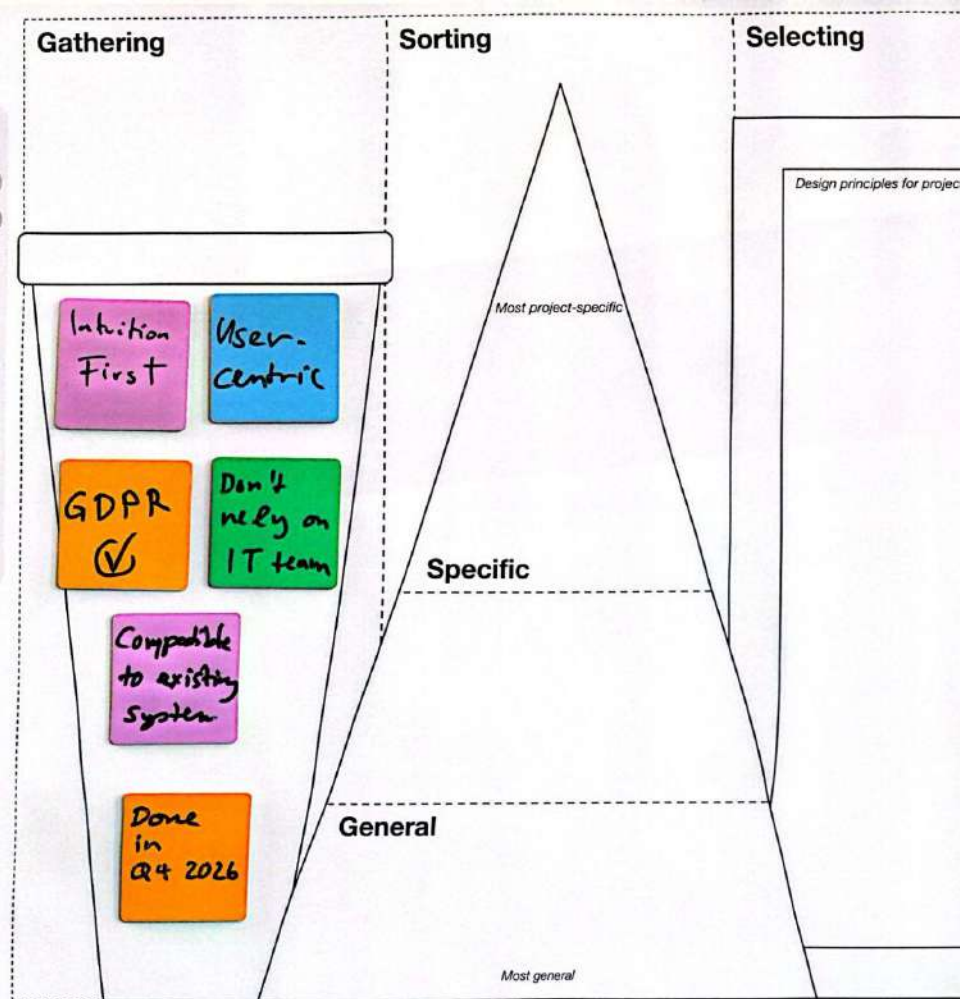
- ❑ **Choose Trade-Offs Over Platitudes:** Avoid generic rules like “must be efficient.” A useful principle forces a choice between two valid options rather than stating a baseline requirement.
- ❑ **Make Hurdles Part of the Plan:** What goes into the top sorting level of the pyramid will most clearly delineate what future solutions will and won’t be able to do. Consider them carefully but also remember these principles will simply shape the “personality” of what you’ll build next.
- ❑ **Apply the Inversion Test:** If a proposed principle’s opposite is clearly a bad idea for any project, it is a basic requirement rather than a guiding design differentiator.
- ❑ **Use Imperative Verbs Over Nouns:** Turn abstract concepts like “Transparency” into active commands like “Open-source code” to give practical, actionable direction during the upcoming ideation stages.

Design Principles

Time: 90-180 min

Group Size: 5-12

1. Ideate design principles on post-its and collect them in the basket. Explain why each principle applies.

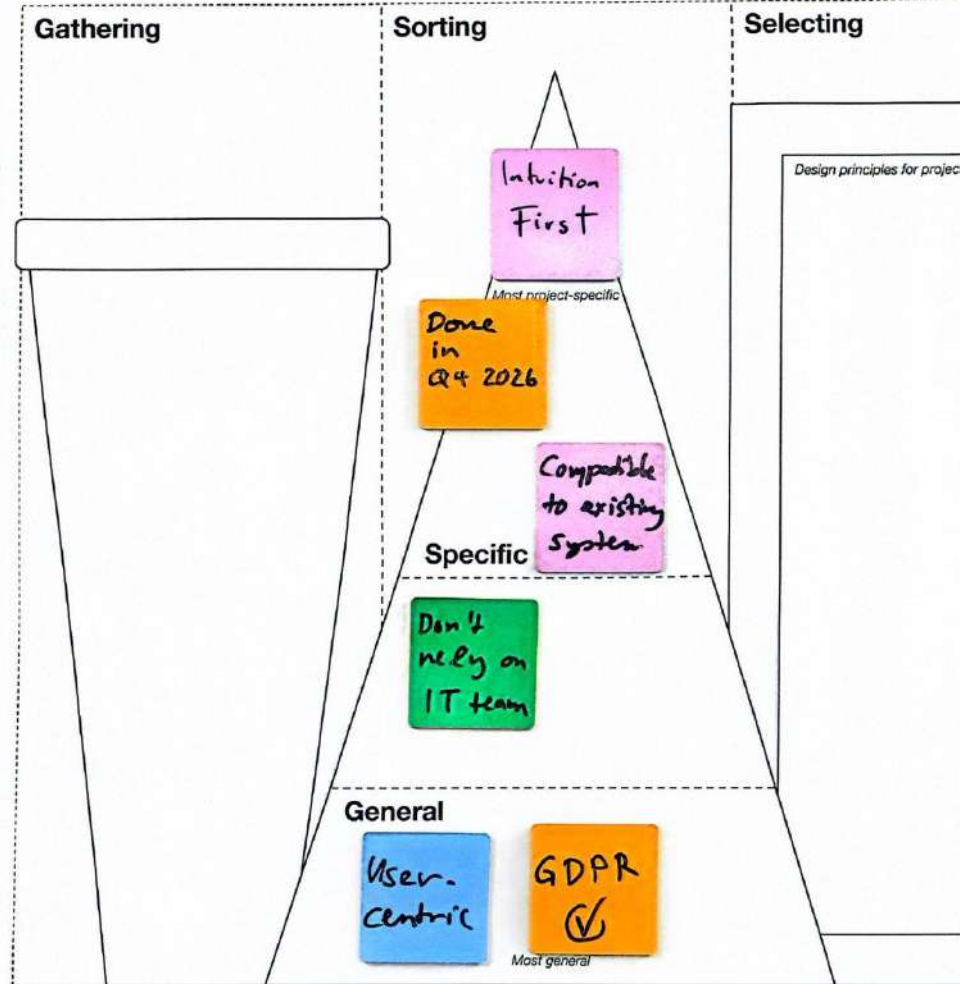


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2. Sort principles.
General ones at the
pyramid bottom,
project-specific ones at
the top.

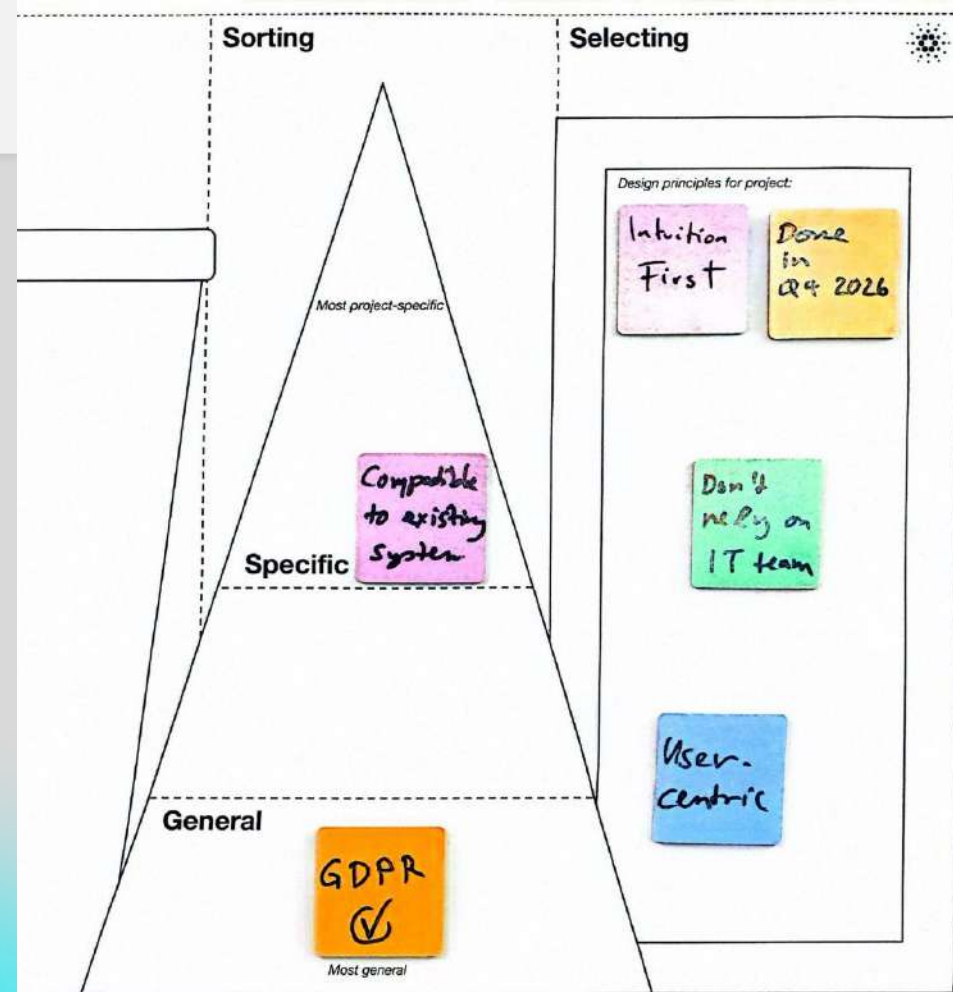


Design Principles

Time: 90-180 min

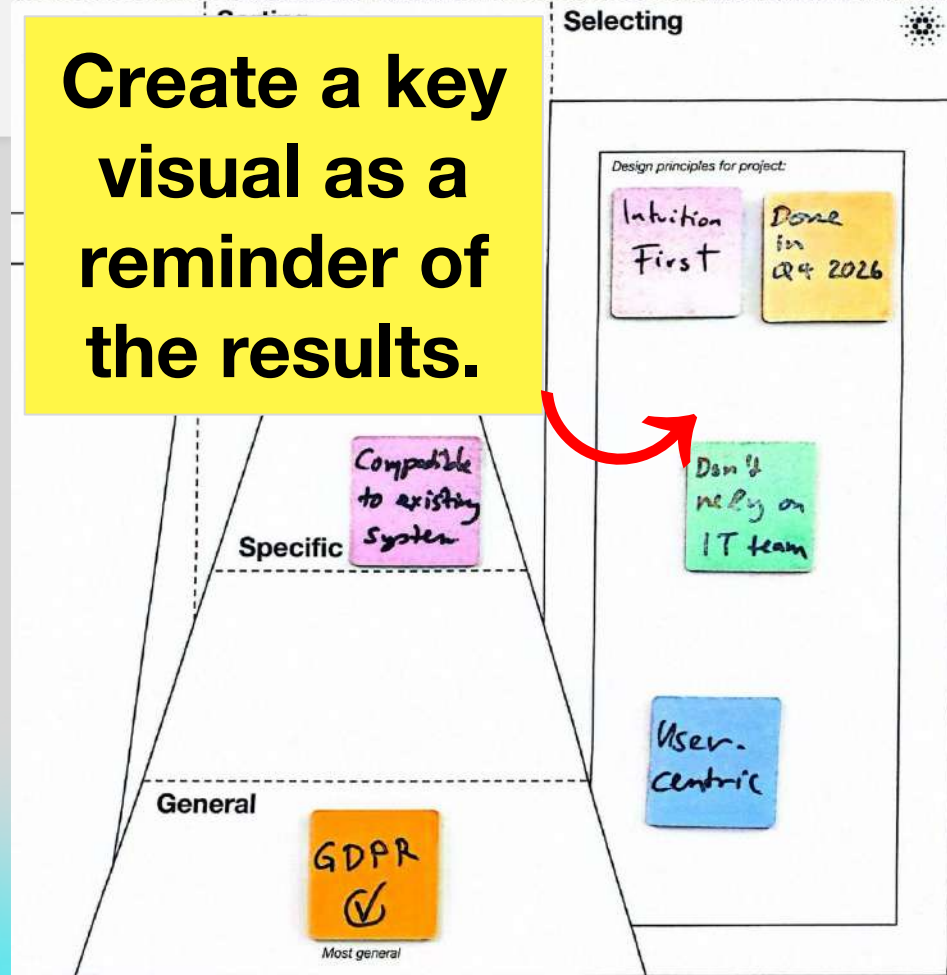
Group Size: 5-12

3. Vote for a maximum of 3 principles per section, so 9 in total.



4. Create a constant visual reminder by framing the selected principles as a poster in a high-visibility area.

Create a key visual as a reminder of the results.



Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [*The Design Thinking Playbook & Toolbox*](#) (Lewrick, Link, Leifer)
- [*IBM's Enterprise Design Thinking Toolkit*](#)
- [*Collaboration by Design*](#) (Coullomb, Collingwood-Boots)
- [*Tools from the Stanford d.school*](#)
- [*The Lean Startup*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit cardanofoundation.org or write to venturehub@cardanofoundation.org.