

SDinGov Virtual 2026

Beyond Pilots

Scaling Digital Trust with
Ecosystem Design

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CIVIQ

Last year, LinkedIn asked millions of users to verify their identity.

Their passport scan, selfie, and facial geometry went to 17 subprocessors.

Persona's liability cap: \$50 USD. For your biometric data. Permanently.

Verified LinkedIn users' data is shared in shocking ways, report claims

When you share your photo ID with LinkedIn, a third-party called Persona shares it too.

By [Matt Binder](#) on February 23, 2026

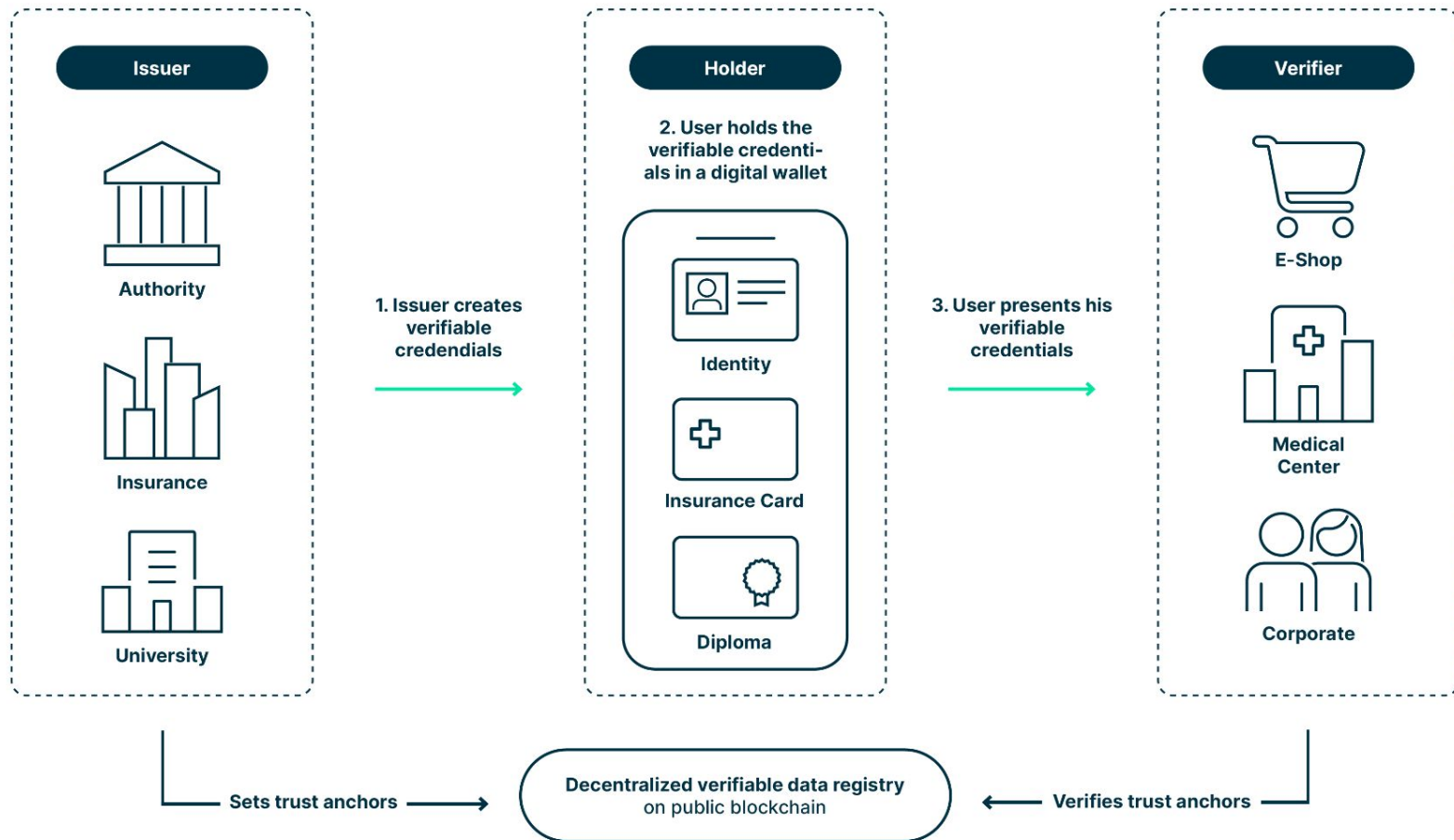


Subprocessors:

- Anthropic
- AWS
- Confluent
- DBT
- Elasticsearch Inc.
- FingerprintJS
- Google Cloud Platform
- Groqcloud
- MongoDB
- OpenAI
- Resistant AI
- Sigma Computing
- Snowflake
- Stripe
- Twilio
- Persona Identities Canada Inc.

**What if you could prove
exactly what's needed -
and nothing more?**

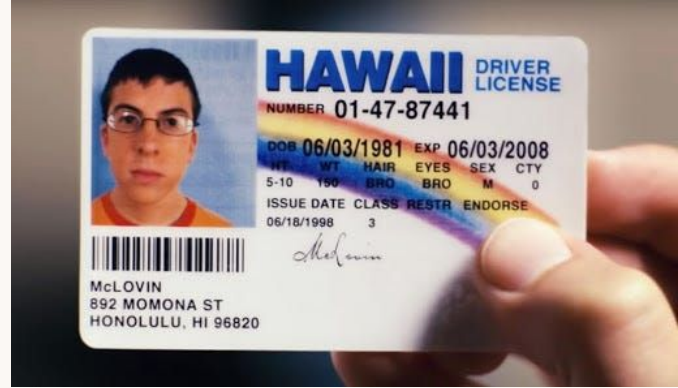
Self-sovereign identity



Selective disclosure

Your driver's licence reveals everything.

Name, address, date of birth, photo.



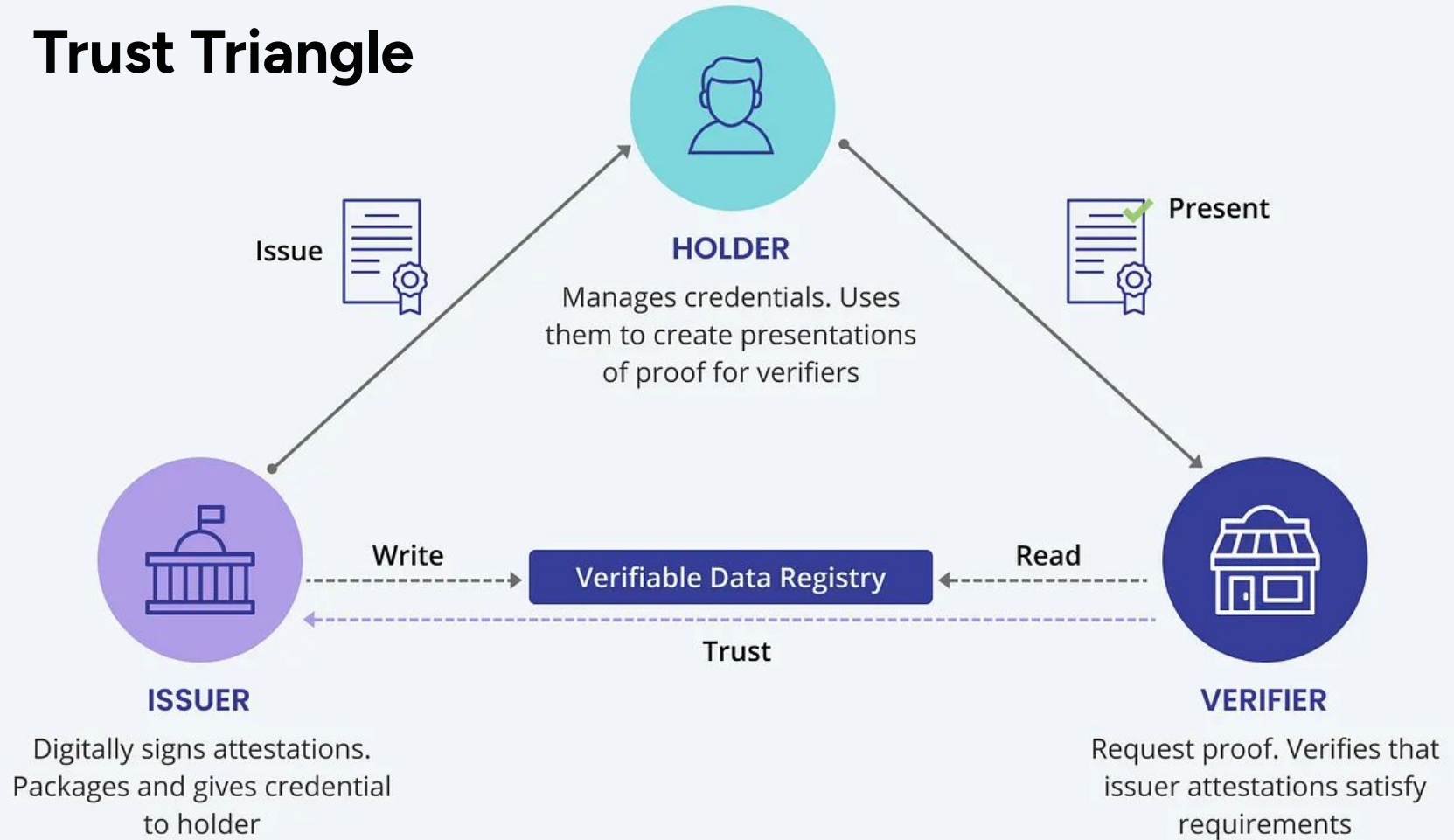
A verifiable credential proves **only what's needed.**

"Are you over 19?" → Yes.

No address. No date of birth. No photo.



Trust Triangle



I joined a team in British Columbia
building this technology
for government.

Here are three things I learned.

01

See the whole system

Get into the research.
Give the team
a picture they don't have.

02

Speak their language

Use methods that bridge
service design and
engineering.

03

Make it portable

Build tools others can use
without you in the room.

01

See the whole system

The team had deep technical expertise in verifiable credentials.

They'd never mapped the adoption journey.

Identifying the key actors

Who's actually involved in adopting digital credentials?



Issuer

Trusted authority creating credentials



Holder

Person or entity who owns and manages credential



Verifier

Service provider checking credentials to confirm authenticity



The Digital Trust Team

The enablers connecting everything together.
Absent from the trust triangle.
Essential to adoption.

Touchpoints

What do key actors interact with?

Wallet App



Where holders store credentials

Credential



The verifiable digital artifact

Issuer Service



Where credentials get created

Verifier Service



Where credentials get checked

Onboarding Materials



Getting partners started

Adoption Playbook



(emerging)

Guiding partners through the process

There was talk of an adoption playbook when I joined, but we needed to understand this landscape first. The playbook evolved later from this mapping.

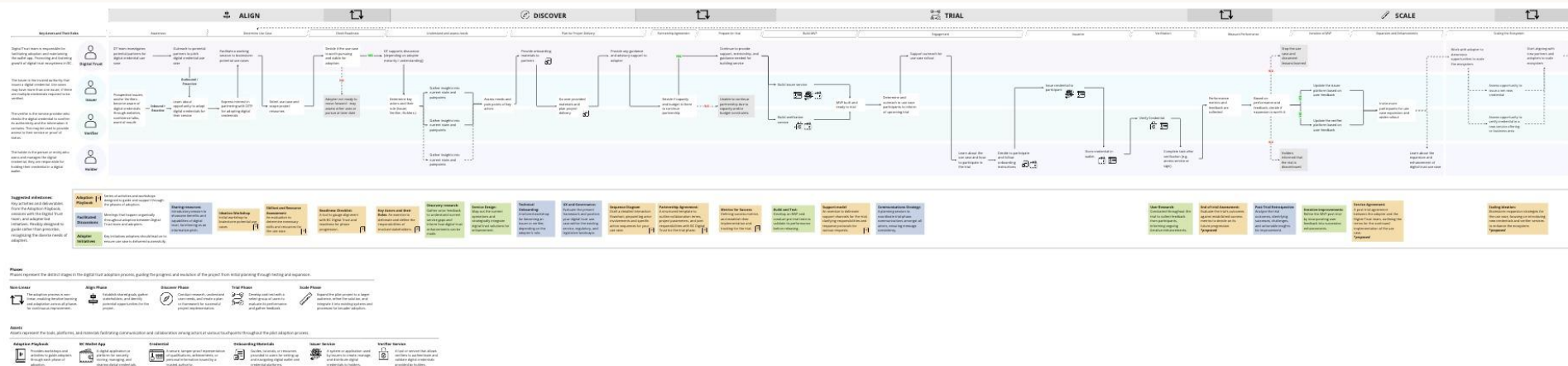
We defined the adoption journey



*Parallels GDS Service Manual phases: Discovery, Alpha, Beta, Live.
Same human-centred thinking applied to technology adoption.*

The adoption system map

Actors, touchpoints, and phases — connected in one view.



First time the team saw
adoption as a coherent
end-to-end journey.

They'd been doing this work for years.

But maps don't tell you
what's happening
on the ground.

We spoke to people.

Subject matter experts

Practitioners across jurisdictions who'd been trying to drive digital credential adoption.

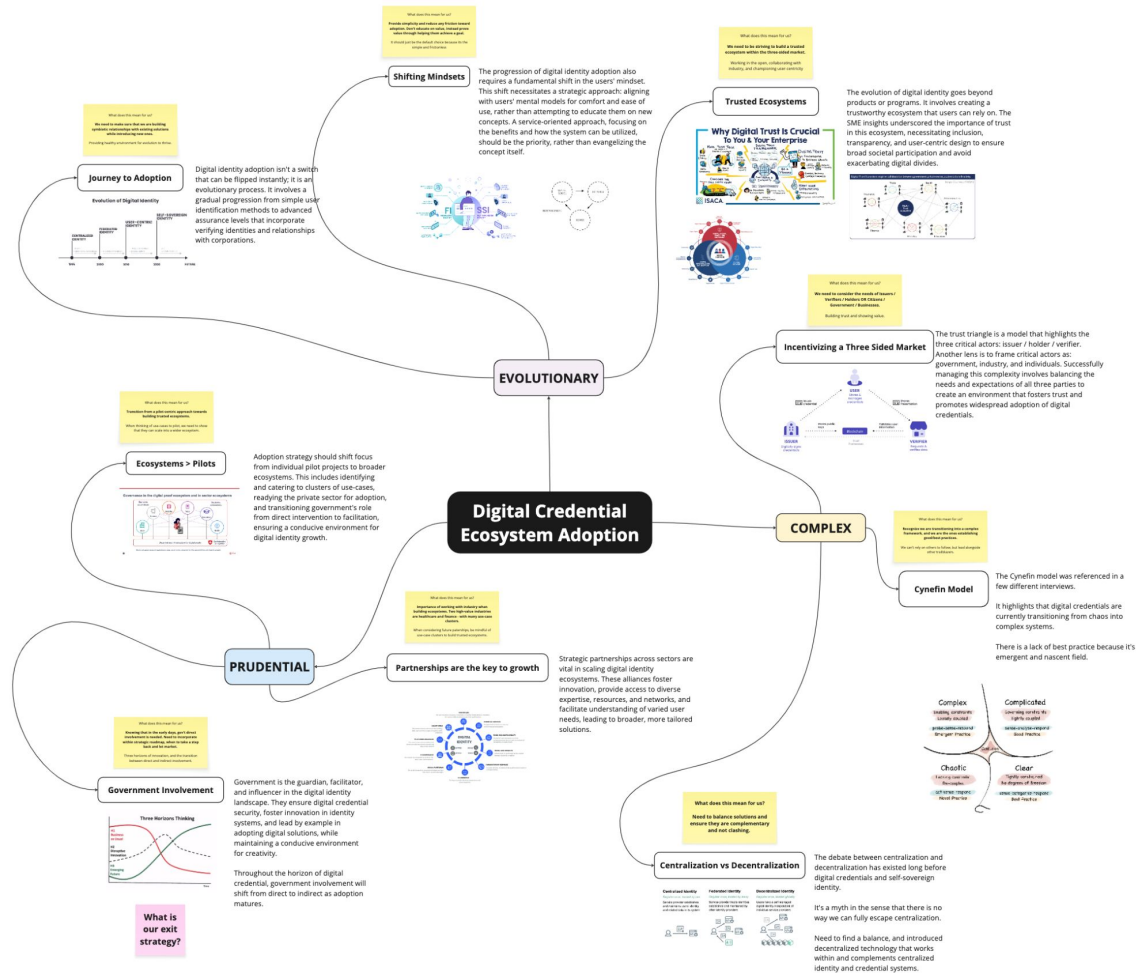
The theory of how adoption works.

Early adopters

Partners who'd been through BC's existing pilots. The people on the ground.

The lived experience of adoption.

Subject matter experts

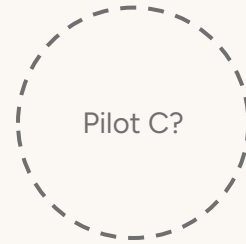


*"It feels like landing
in the middle of the desert."*

— Early adopter, on the experience of getting started

Both streams pointed the same direction:
adoption needs to be understood from within the ecosystem.

The approach was pilot-centric.

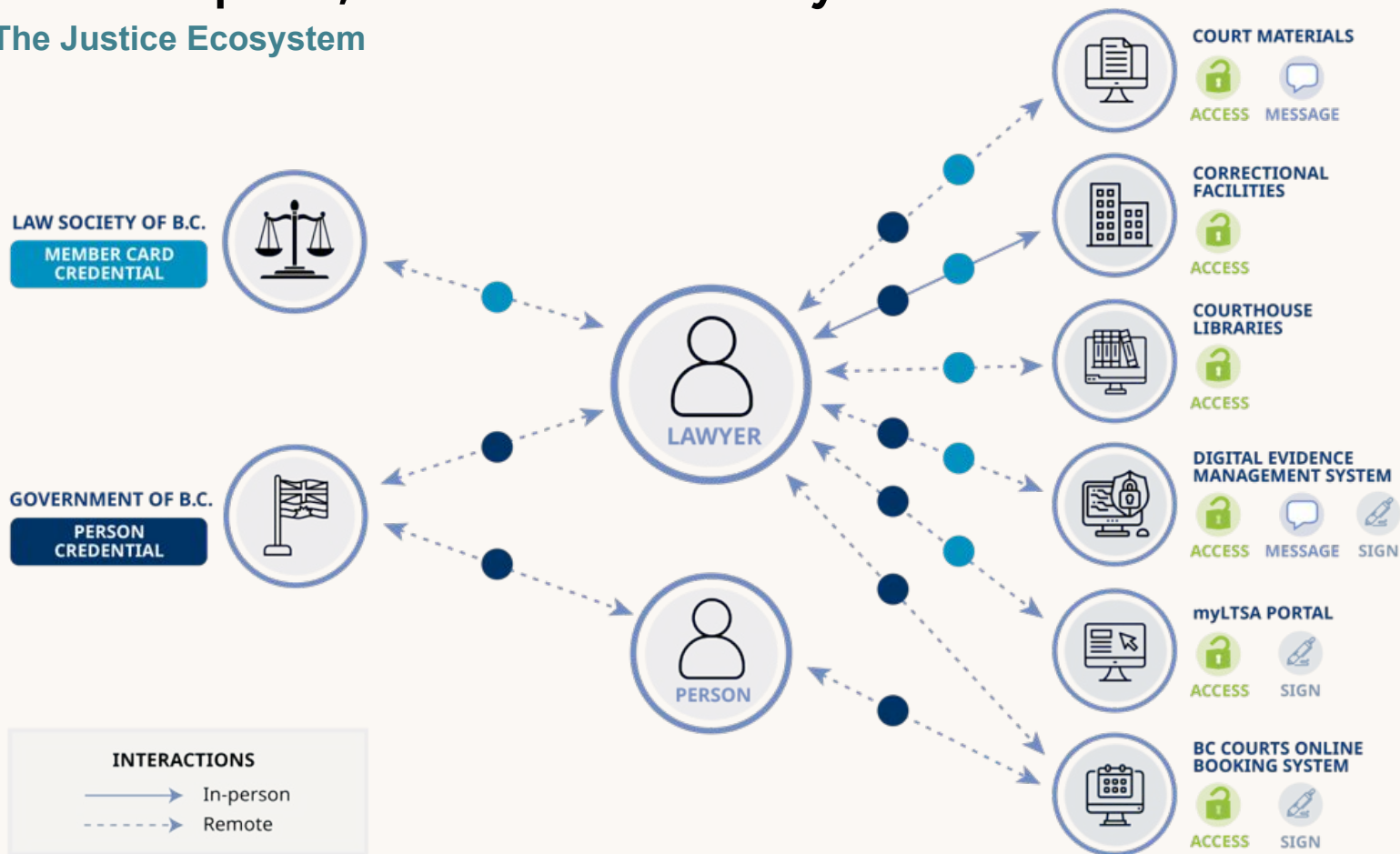


Each planned independently. No connection between them.

The next step was always:
do another pilot.

The same pilots, reframed as an ecosystem

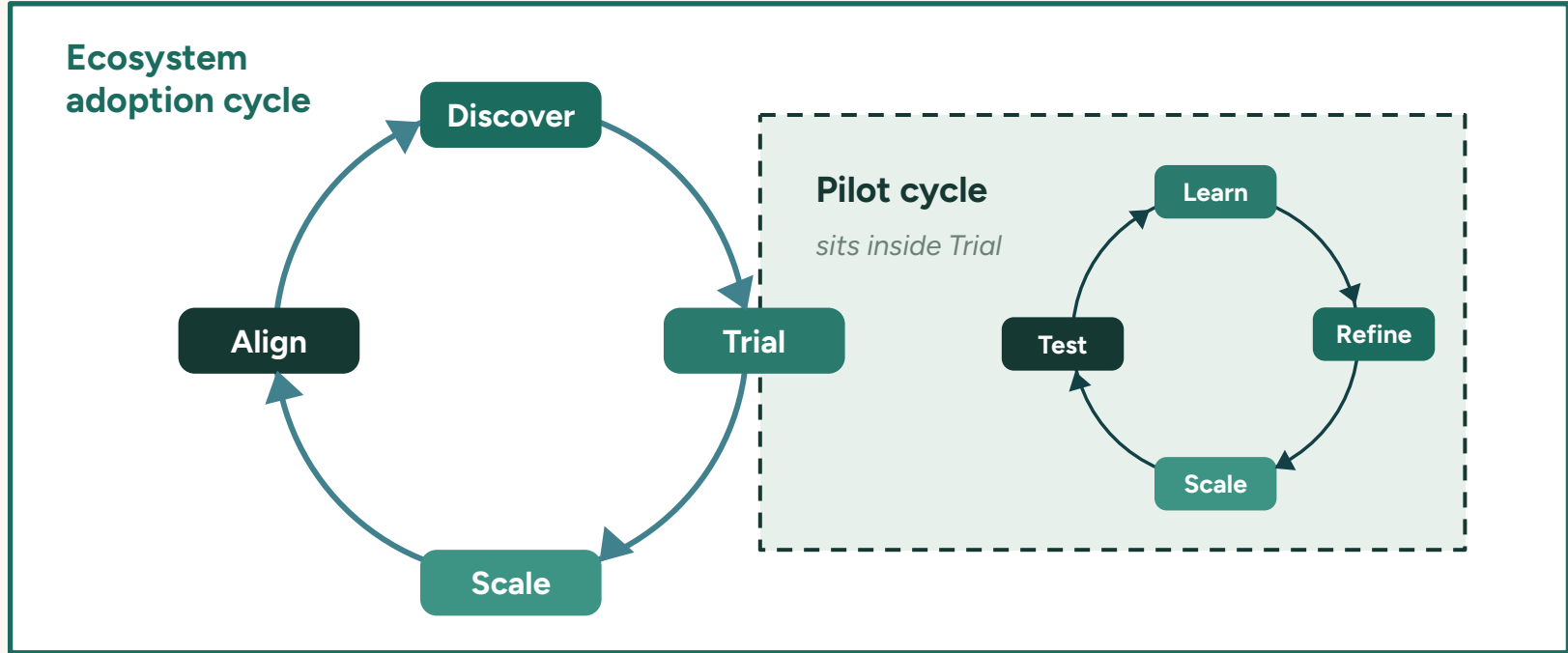
The Justice Ecosystem



Pilots still happen.

They just happen inside
something bigger.

Two levels of iteration



Pilot-centric

Validate the technology
in another use case.
Then another. Then another.



Ecosystem-centric

Same pilots, held within
a broader understanding of
where they sit and why.

02

Speak their language

Built from necessity, then codified.

First partner

Built activities to meet their specific needs.



Subsequent partners

Tested and refined.
Kept what worked.



Public toolkit

Codified into BC's Digital Trust Toolkit.

Four activities in the adoption playbook

Ideation Session

Align

Partners explore where credentials could add value in their services.

Ecosystem Builder

Align

Map issuers, verifiers, holders, and how they connect.

UX & Governance

Discover

How credentials fit within existing service journeys.

Sequence Diagram

Discover

Map every interaction, handoff, and edge case before building.

Ideation Session

Align phase

Generate Use Case Ideas

What are potential use cases for digital credentials that would be valuable in your business context? Try framing use case ideas as a story.

Examples:

As a...	Single Parent	I want to...	quickly prove my identity and legal guardian status	So that...	I can receive childcare assistance
As a...	Pharmacy	I want to...	easily verify a customer's prescription	So that...	I can provide them with the care they need

As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	
As a...		I want to...		So that...	

Share Use Case Ideas

One by one, go through the use case ideas your team generated and have a brief discussion on which ideas are most aligned with your business goals.

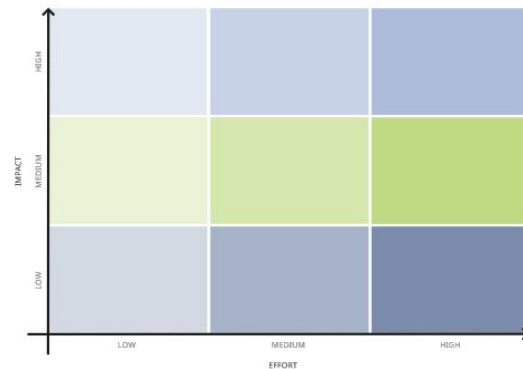
Give each use case story you created in the previous exercise a name and add it to the stickies below:

Insert use case name here	Insert use case name here	Insert use case name here	Insert use case name here	Insert use case name here
Insert use case name here	Insert use case name here	Insert use case name here	Insert use case name here	Insert use case name here

Prioritize Use Cases

Consider the use cases above place them on the **prioritization matrix** below. The prioritization matrix allows you to **reflect on a use case** in relation to its positive impact for your business model and the corresponding required effort for implementation.

Afterwards, **vote as a team** on which use cases you find most valuable. You can use Miro's built-in voting function.



Ecosystem Builder

Align phase

Once the key actors, credentials, and solutions have been identified the ecosystem can be built. Use and adjust the components provided to map out the digital trust ecosystem.

Key Actor Components



BC Government



Person



Organization



Portal



Placeholder



Credentials components

Credential 1



Credential 2



Credential 3



Credential 4



Credential 5



Experience patterns

ISSUE



ACCESS



MESSAGE



SIGN



PROVE



Interactions

In Person



Online



Issuers



Government



Organization



Institution

Holders



Verifiers



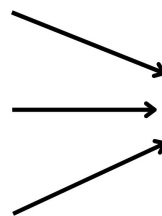
Bank



Service Provider



Shop



Request Proof

Present Proof

UX and Governance Session

Agenda

1. Welcome and Icebreaker (10 Minutes)
2. Ecosystem and questions (15 minutes)
3. Existing Legislation (10 Minutes)
4. User Experience (10 minutes)
5. Governance Examples (15 Minutes)
6. Next Steps (15 minutes)

Icebreaker

Please share your name and role

Use Case Ecosystem

PLACEHOLDER
use this frame to embed the relevant ecosystem diagram for the use case

Questions (optional)

Placeholder Question 1

Placeholder Question 2

Placeholder Question 3

Placeholder Question 4

1 Facilitator's Guide: UX and Governance Session

Welcome to the UX and Governance Workshop

This session is aimed to contextualize the UX and Governance. Work with this Mini Board to examine the current UX and governance, and how they align with digital trust ecosystems being envisioned.

Workshop Objectives:

- 1. Review the current UX flows and governance structures of your service.
- 2. Identify alignment and integration points for digital trust solutions within these structures.
- 3. Embed alignment into relevant regulations, regulations, and policies.

Using the Mini Board:

1. Review the Template: Login by exploring the Mini Board's layout, designed to guide you through your service's UX and governance components.
2. Input Your Data: Populate the placeholders with:
 - Relevant legislation, regulations, and policy documents related to your context.
 - Screenshots of current service UX (related to use case).

1 Facilitator's Guide

The use case in the workshop fits within a digital trust ecosystem. There is likely an existing diagram to showcase this ecosystem.

1 Facilitator's Guide

Look over the ecosystem that you have added. If anything is still not clear add these questions now to be discussed before you move forward.

UX & Governance Session

Discover phase

Legislation / Regulation

PLACEHOLDER
use this frame to embed the relevant Legislation / Regulation related to the use case

1 Facilitator's Guide

Consider any relevant legislation or regulation that exist for the current service related to use case. This will help contextualize the governance in relation to introducing digital trust solutions.

Privacy Policy / ToU

PLACEHOLDER
use this frame to embed the relevant privacy policy or terms of use related to the use case

1 Facilitator's Guide

Attach any privacy policies or terms of use related to existing service. This provides context to governance when embedding digital trust solution to the service.

UX Examples

PLACEHOLDER
use this frame to embed the relevant screenshots of the UX flows related to the use case

1 Facilitator's Guide

Attach screenshots from existing service (e.g. log-in, account creation, consent, submitting application). This provides context where digital trust solutions can augment and embed within service.

Example Governance

Example of a Credential Framework



Example of a Governance Framework



1 Facilitator's Guide

Above are real world examples of governance, feel free to add your own to discuss and compare

Suggested next steps

Service	Regulation	Privacy	UX
Service 1	Yellow	Green	Blue
Service 2	Yellow	Green	Blue
Service 3	Yellow	Green	Blue
Service 4	Yellow	Green	Blue
Service 5	Yellow	Green	Blue

Sequence Diagram

Discover phase

Review Sequence Diagram Template

A **sequence diagram** is a visual tool that captures interactions between entities over time. In the realm of digital trust and digital credentials:

1. **Visualization:** It demystifies the flow of credential issuance, validation, and verification.
2. **Gap Analysis:** Helps identify missing steps or potential bottlenecks in the digital credentialing process.
3. **Consistent Understanding:** Ensures all involved parties grasp the sequence of digital trust interactions.
4. **Optimization:** Highlights areas for streamlining or bolstering security.

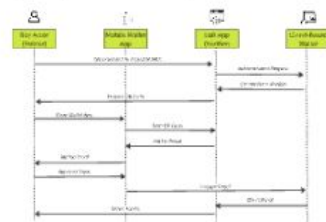
For your digital trust use case, a sequence diagram can be invaluable in mapping out and refining how credentials are managed, shared, and verified.

Sequence Diagram Examples

Access Pattern

For Demonstrative Purposes Only

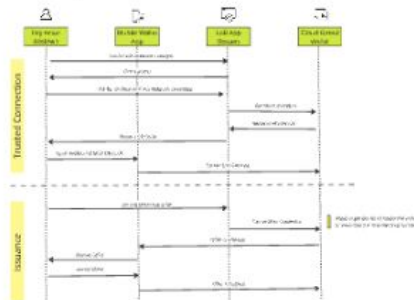
This sequence diagram showcases a common pattern, where a credential holder presents proof to access a service. It's a broad representation, and may not capture the intricacies of specific individual use cases.



Professional Accreditation Pattern

For Demonstrative Purposes Only

This sequence diagram illustrates a self-serve professional accreditation issuance: using existing credentials to establish a trusted connection, followed by the issuance of the accreditation credential.

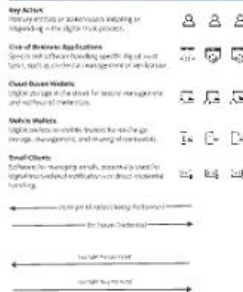


Activity

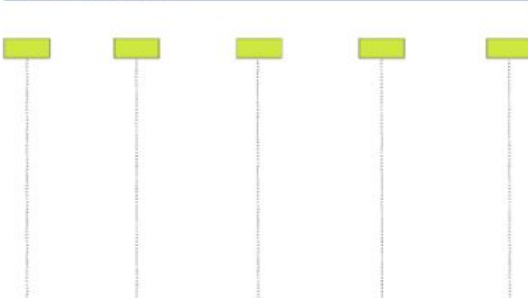
Using the provided sequence template as a guide, map out the interactions for your specific use case. Identify the key actors and detail the step-by-step flow of actions between them. Consider any unique interactions or steps that might be specific to your scenario.

Remember, while the sequence diagram provides a linear representation of interactions, in real-world scenarios, the flow might involve more complex, iterative, or concurrent interactions. Adjust the template as needed to best represent your use case.

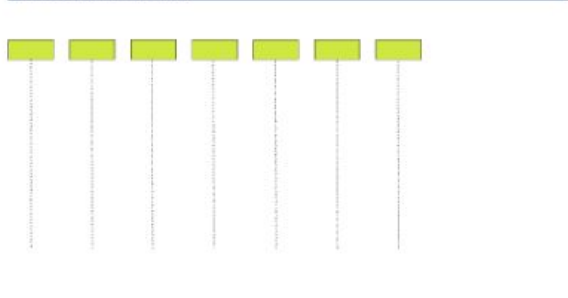
Building blocks for sequence diagram



Sequence Diagram for Use Case A



Sequence Diagram for Use Case B



Depending on the digital trust ecosystem built around your project's use case, there may be multiple trusted relationships that need to be established.

Each of these relationships need to be mapped into a sequence diagram.

It speaks directly to the technical team.

The earlier activities are service design tools.
The sequence diagram is their language —
populated with our context.

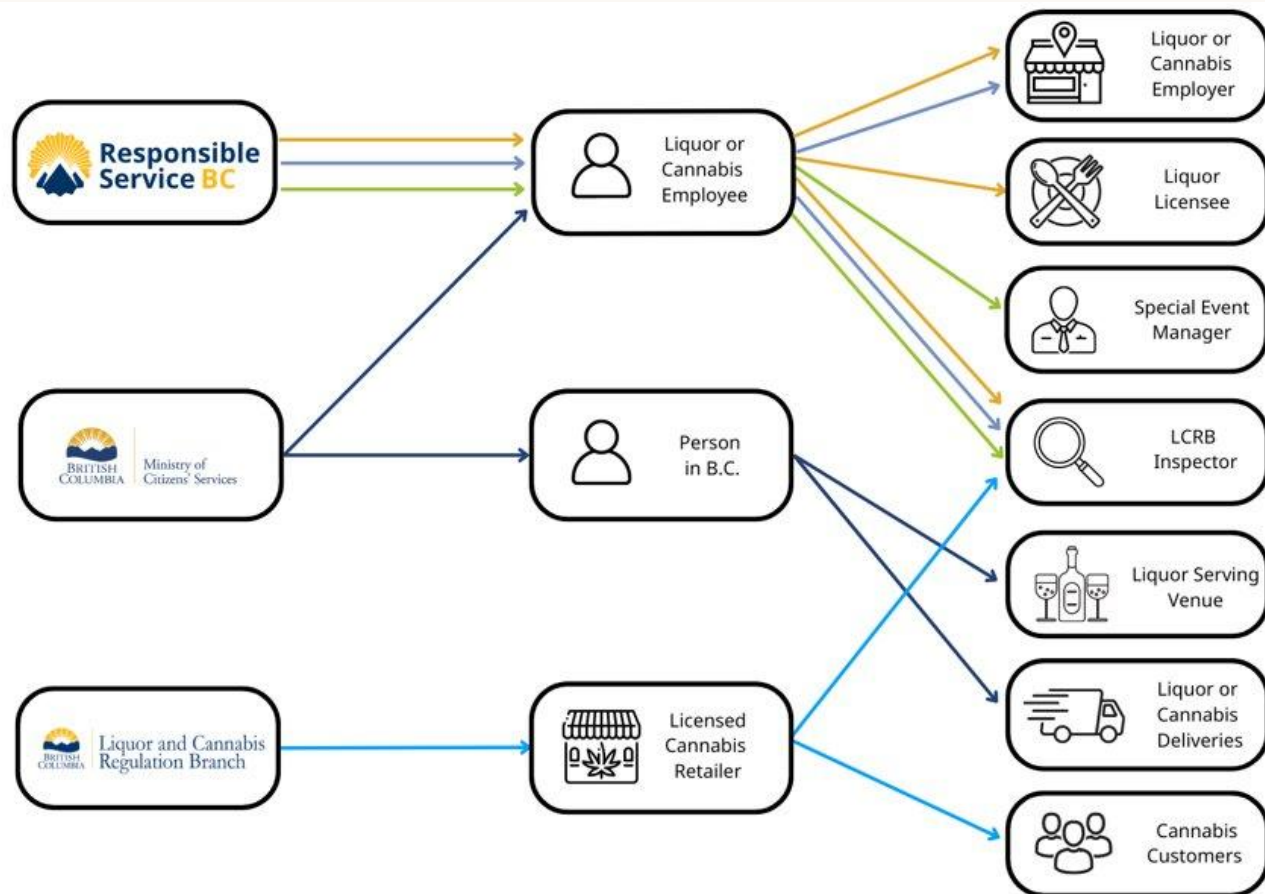
**These activities sit before
any pilot starts.**

They're what turns
the desert into a map.

Built directly from what adopters told us they needed.
Skip them and you can still run a pilot —
but you'll miss the ecosystem lens.

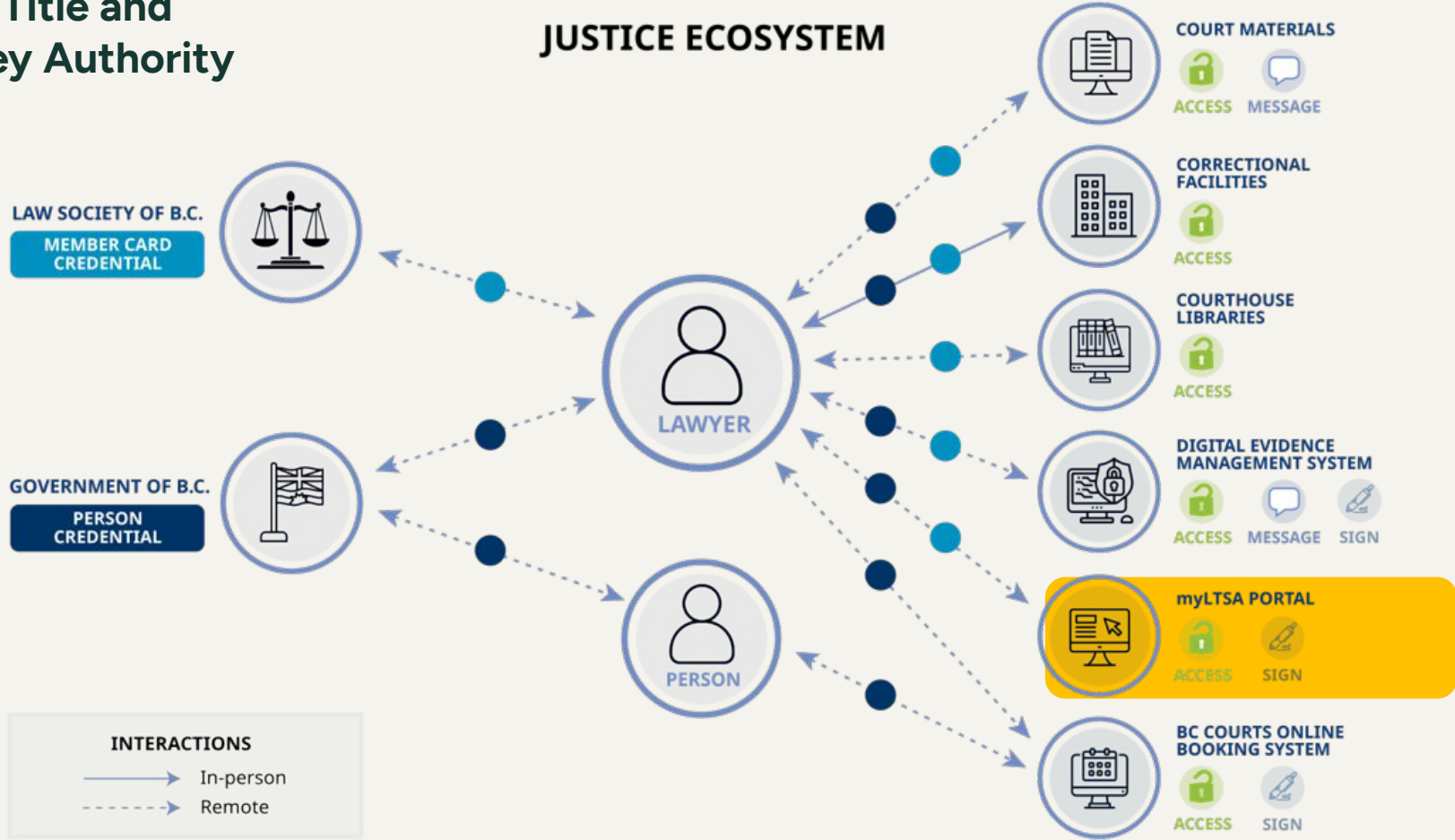
03

Make it portable



Land Title and Survey Authority

JUSTICE ECOSYSTEM



Law Society of BC

Lawyer
Credential

Government of BC

Person
CredentialLand Title and
Survey AuthorityASR
Credential

2. LTSA issues ASR credential
and expands use case for
Authorized Subscribers to
sign/file with credentials

1. Lawyers can authorize they are
in good standing and sign / file
using the lawyer credential

myLTSA

Society of Notaries
Public of BCNotary
CredentialAssociation of BC
Land SurveyorsLand Surveyor
Credential

3. Use case expands to
additional professional
accreditation who sign / file
to myLTSA

4. Improve user experience
and security by catering
access to LTSA role-specific
services with credentials

Land Title and Survey Authority

Digital Business Card

✦ Last updated on January 29, 2024

Introduction

What it contains

How to get it

Learn more

Introduction

Digital Business Card lets qualifying sole proprietors operating in the City of Vancouver prove that they represent their registered B.C. business.

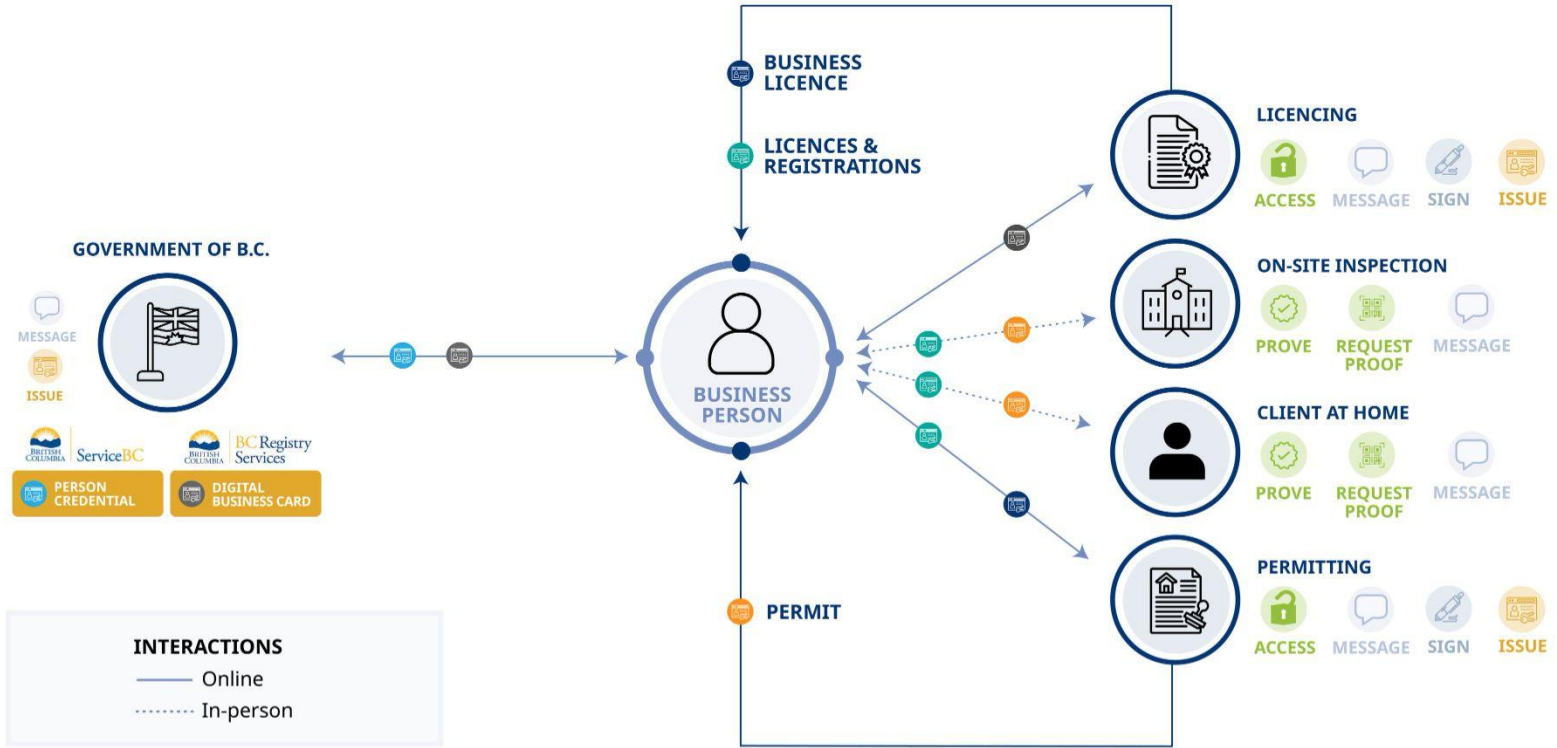


It's optional and self-managed. It's based on official information from BC Registries.

Source:

<https://digital.gov.bc.ca/design/digital-trust/online-identity/digital-business-card/>

BUSINESS ECOSYSTEM



Vancouver spearheads use of digital credentials

Citizen engagement 06 May 2024 by SmartCitiesWorld news team



City of Vancouver is exploring applications of digital credential technology in other areas such as business licences and qualification certification

Source:

<https://www.smartcitiesworld.net/citizen-engagement/vancouver-spearheads-use-of-digital-credentials>

[Home](#) > [About Vancouver](#) > [All News](#) > Vancouver leads the development of digital credentials technology with provincial partners to improve municipal services



Archived - Vancouver leads the development of digital credentials technology with provincial partners to improve municipal services

Source:

<https://vancouver.ca/news-calendar/vancouver-leads-development-of-credentials-technology-may-2024.aspx>

**Every one of these
implementations
is partner-led.**

We facilitated the activities.
They're running with them.

**The thinking doesn't depend
on a service designer
being in the room.**

That's the goal.

Three things for service designers working near emerging technology.

- 01 Get into the research.
Give the team a picture of the system they can't see from inside it.
- 02 Find methods that bridge service design and engineering.
Speak their language.
- 03 Make your contribution portable.
Codify it. Publish it.
Let teams run with it.

Everything I've talked about is here.

bcgov.github.io/digital-trust-toolkit

The adoption playbook, ecosystem mapping templates,
sequence diagram workshops are all publicly available.

Thank you.

Questions?

Brian Hendrick

CIVIQ Design · civiq.design

Digital Trust Toolkit: bcgov.github.io/digital-trust-toolkit