

CASE STUDY

One Earth One ID



WHO WE WORKED WITH

A top-notch company, MyEarthID from the UK, approached our team of Blockchain developers to build the secure and authenticated ecosystem for human identity verification, putting both users and companies at an advantage.

WHAT THE COMPANY NEEDED

MyEarthId client's mission was to simplify the human identification process while generating a global identity, which can be used anywhere, anytime or for any purpose. They required an efficient blockchain-based solution to eliminate the existing and monolithic Identity Management Platform's problems by bringing more trust in the system. The client wanted to invent a global identity solution that can be used across the borders and could eliminate the need for carrying multiple identities.

HOW WE HELPED

MyEarthID selected LeewayHertz to begin their journey in 2017. Our team of developers and designers aimed to deliver the solution following their business needs. We started developing a secure ecosystem MyEarth ID, based on the blockchain technology, offering the secure, decentralized and transparent framework.

In our first project discussion with the client, our team identified the technical components to be used while developing MyearthID.

Leewayhertz developed identification management blockchain ecosystem using the following interfaces and components:

1. Native Android/iOS App for individuals.
2. Native Android/iOS App for third-party companies/verification companies.
3. Microservices programmed using Node.JS.
4. Permissioned Blockchain Component.

WHAT THE COMPANY GOT

We came up with an idea of a trust score factor generated by Smart Contracts on the basis of a specific criterion to check the trustworthiness of a user.

The more the user will use MyEarthID platform, the more will be the trust score. With the decentralized approach, users on MyEarthID platform have the ownership of the data and they have the permissions to either accept or deny sharing their PII (Personally Identifiable Information) with third-party companies.

The identity holders can store their documents using the EarthID app backed by IPFS (InterPlanetary file system), a distributed storage platform. Every user who uses the EarthID has a unique hash value which includes PII, enabling organizations to verify the identity of a person.

With EarthID and user's trust score, an organization can evaluate the creditworthiness of the person.

CHALLENGE

Undoubtedly, with every passing year, technologies keep enhancing, but the authentication process has not changed yet for 40 years. Currently, users need to maintain multiple identities and remember all the pass-codes and ids related to different profiles.

Moreover, due to the lack of transparency and a centralized approach, users are unaware of how their personal information is being used and who is using it. By introducing a blockchain-based MyEarthID, identity holders were able to know where their personal information is used and for what purposes.



Identity Thefts and
Associated Frauds



Complicated and Costly
Existing Solutions



Centralised ID storages,
prone to Hacking



Lack of Border-less Identity

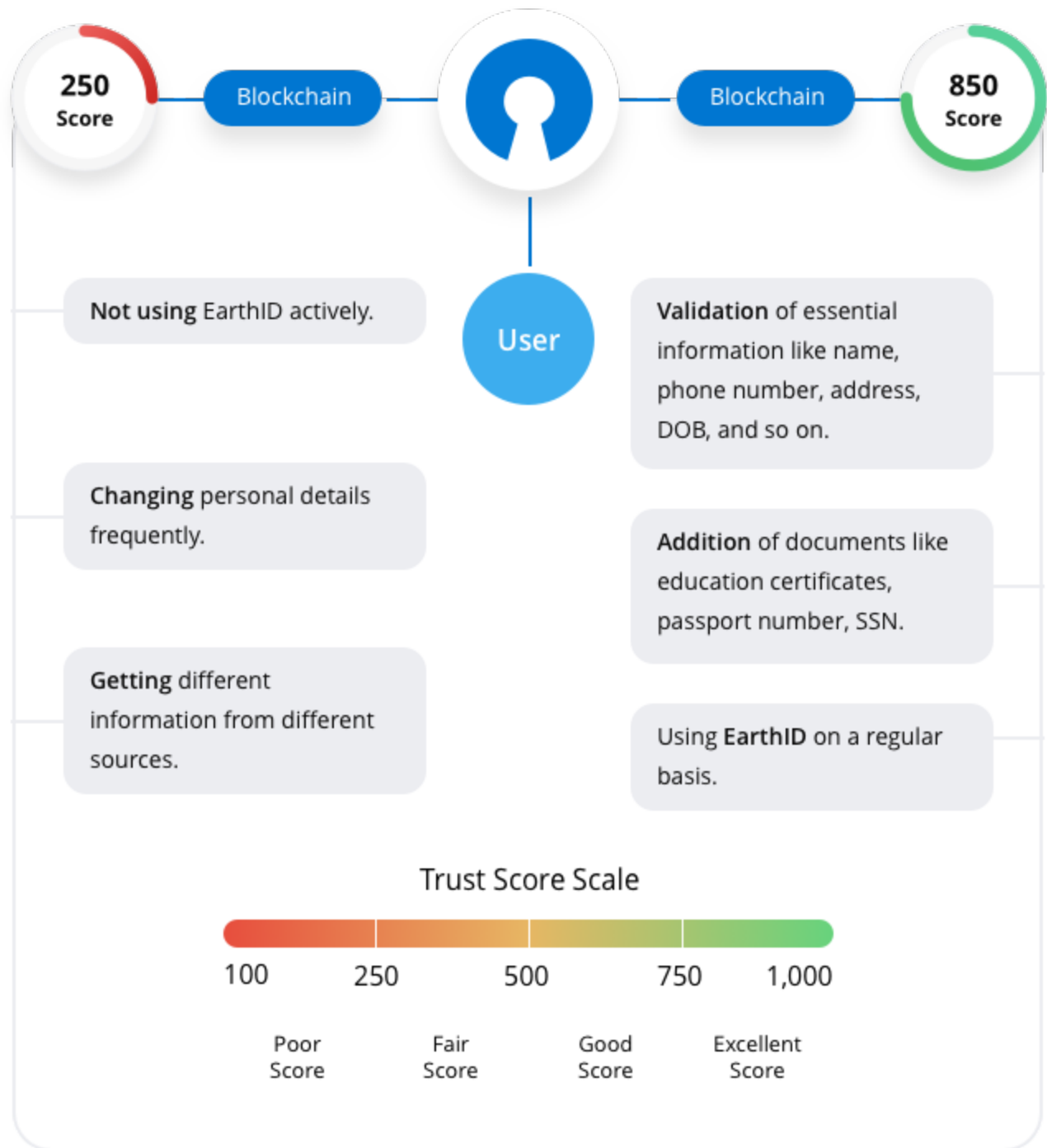


Lack of Graded Identity, to adjust the
level Of Service

SOLUTION

Our client firmly believed that the blockchain could transform the way identities are managed currently. MyEarthID is a global solution as it allows the multiple industries including immigration, healthcare, or financial institutions to verify the user's background via a single ID. Trust Score associated with MyEarthID can give the clear understanding of user's creditworthiness while eliminating the multiple levels of verification. User's trust score increases with the number of documents provided for verification.

Moreover, using EarthID actively can help keep the score maintained and increased. Companies have to seek the user's consent to access their personal information for verification purposes. Smart contracts contain the business logic to evaluate the trust factor and to enable the controlled data disclosure to ensure who can access what type of information.



IMPACT

With the introduction of a global ID, MyEarthID, users no more have to carry multiple IDs while getting verified by different entities. It dramatically reduced the turnaround times for the verification and trust factor increased the trust upon the individual significantly.

ABOUT LEEWAYHERTZ

Established in 2007 and headquartered in San Francisco, we are one of the first organizations to deliver a commercial app for the iPhone. Our team of Certified User Experience experts has designed and produced over 100 digital platforms for startups and enterprises.

Being an award-winning custom software development company, we have an expertise in delivering digital platforms within timely deadlines and fixed cost.

For additional information, contact info@leewayhertz.com and, visit www.leewayhertz.com

You Dream It. We Build It

