$handle

ADA Handle Project: 900115
Closeout Document
March 4, 2024

Name of project and Project URL on IdeaScale/Fund

Name of Project: Handle Personalization | ADA Handle
Project URL: https://cardano.ideascale.com/c/idea/416681

Your Project Number

Project Number: 900115

Name of project manager

Name of Project Manager: Conrad Cordeiro

Date project started

Start Date: January 2023

Date project completed

Completion Date: October 2023

Key achievements (in particular around collaboration and engagement)

The Personalization project was designed to bring customizable metadata to Handles.

Since our launch, we have had thousands of Handle owners customize their Handles with background images, with profile pictures, and a lot more.

Recently we launched our cross-chain integration, which builds on top of the Personalization standard, allowing Handle owners to add/remove/edit payment addresses for other blockchains, namely Bitcoin and Ethereum for the time being. Other chains will be added soon.

We tweeted about it from this link: https://twitter.com/adahandle/status/1764734578714120238.

Key learnings

The key learning that we take from Personalization was coordination. Since Personalization relies heavily on partner projects, such as SpaceBudz, Hosky, Snek, and 10s of others who provided background images, we had to coordinate with them the exact launch date, share with them instructions on how to create compatible images and metadata.

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Next steps for the product or service developed

Personalization will be an ongoing development. We have onboarded the 1st and 2nd background cohorts, adding 100s of backgrounds to our marketplace: https://handle.me, including multiple free options that the community can choose from.

We have witnessed projects, such as SpaceBudz, develop marketing campaigns utilizing backgrounds that were available only for a small window of time, creating engagement with both our communities.

Personalization will continue to evolve, adding more features, and creating the future of the leading naming service on Cardano.

Final thoughts/comments

ADA Handle is the leading naming service on Cardano, with over 236k Handles minted.

ADA Handle is currently building a multitude of add-ons to Handles: subHandles, Personalization, Marketplace, Decentralized Minting, and HandleChat.

We would like to thank Catalyst for permitting us to build.

Links to other relevant project sources or documents.

Personalization is accessible from: https://handle.me. Anyone with a Handle can test the service.

PreProd and Preview are also available, accessible by adding the testnet name as a suffix, such as https://preprod.handle.me.

Link to Close out video - must be either YouTube or Vimeo link only

We have several different Personalization and Marketplace videos available from: https://www.youtube.com/@ada.handle

The Personalization closeout video is accessible from: https://www.youtube.com/watch?v=cIw9wjPU3f0