

Logo recognition

Need-finding approach:

1. Observation

Photo observations

2. Interview:

1. How do you recognize logos in your daily life?
2. Have you met any situation that not recognizing a logo cost your money/time?
3. Do you think an app that can recognize logos is necessary?
4. What kind of logos you want to know from a picture

3. Intermedia, Twitter, news

Find people's interests in logo recognition

4. Searching index of different brands (some shows the needs and daily visiting number)

(e.g. <https://index.baidu.com/v2/main/index.html#/trend/chanel?words=chanel>

<https://trends.google.com/trends/?geo=US>

<https://www.zhihu.com/question/37868245>

)

Alternative result:

1. Model that can recognize logo to a name
2. Show what category of the logo (cloth, car, food, etc)
3. Show other logos that are relevant (similar). (content-based recommendation)
4. If the product can't recognize the logo, then suggest a closest one or a list
5. Except picture recognition, other forms of input could be supported.

Conclusion and next step:

1. Collect photos of logos and design the datasets
2. Start from recognizing one category of logos
3. Improve the accuracy of the first try