



Using Technology To Tackle Global Counterfeiting

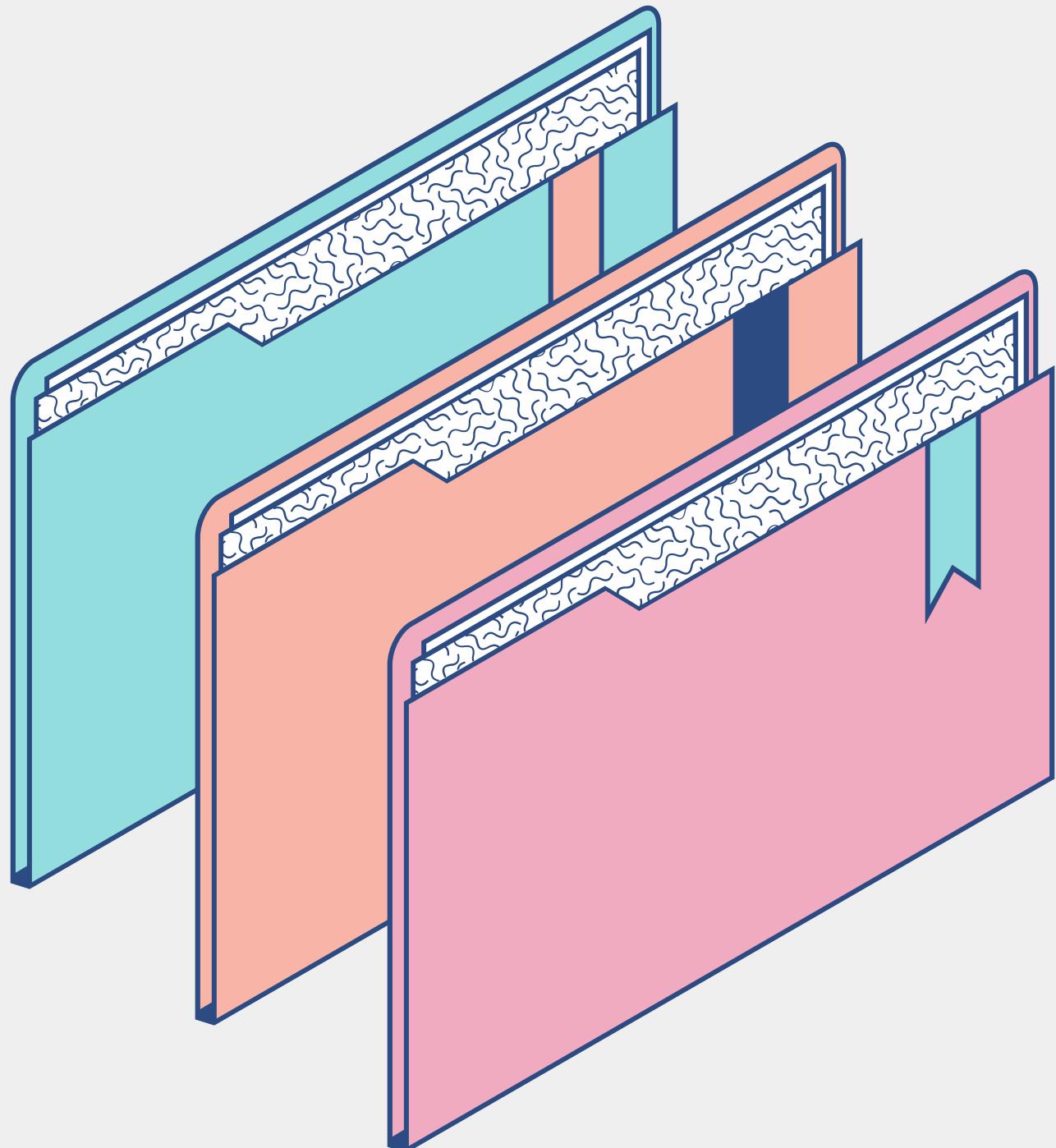
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The Problem?

Counterfeits are on the rise, causing risks to consumers' health and well-being, distorting competition, and damaging legitimate producers' interests and their brand names.





Our Motivation

Counterfeit drugs, including counterfeit supplements and medical devices, have been made to look so similar to the genuine products that even health professionals cannot tell them apart.

These might have the correct ingredients, the wrong ingredients, no ingredients, insufficient active ingredients or fake packaging. They are dangerous and deadly products as they mislead consumers into believing they are using a product to preserve or improve their health while, in reality, they are not getting what they need.



DEFINE

Combine all our research and observe where our user's problems exist and highlight opportunities for innovation.



EMPATHISE

Conduct research in order to develop knowledge and understand what our users do, say, think, and feel.



TEST

Return to the users for feedback. Ask ourselves 'Does this solution meet users' needs?



IDEATE

Brainstorm a range of crazy, creative ideas that address the unmet user needs identified in the define phase.



PROTOTYPE

Build real, tactile representations for the range of our ideas. Begin to weigh the impact vs. feasibility of your ideas.

WHY

WHO

WHERE

WHEN

The 5 Ws

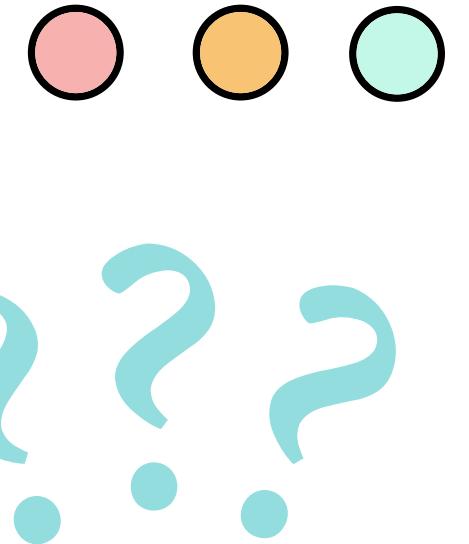
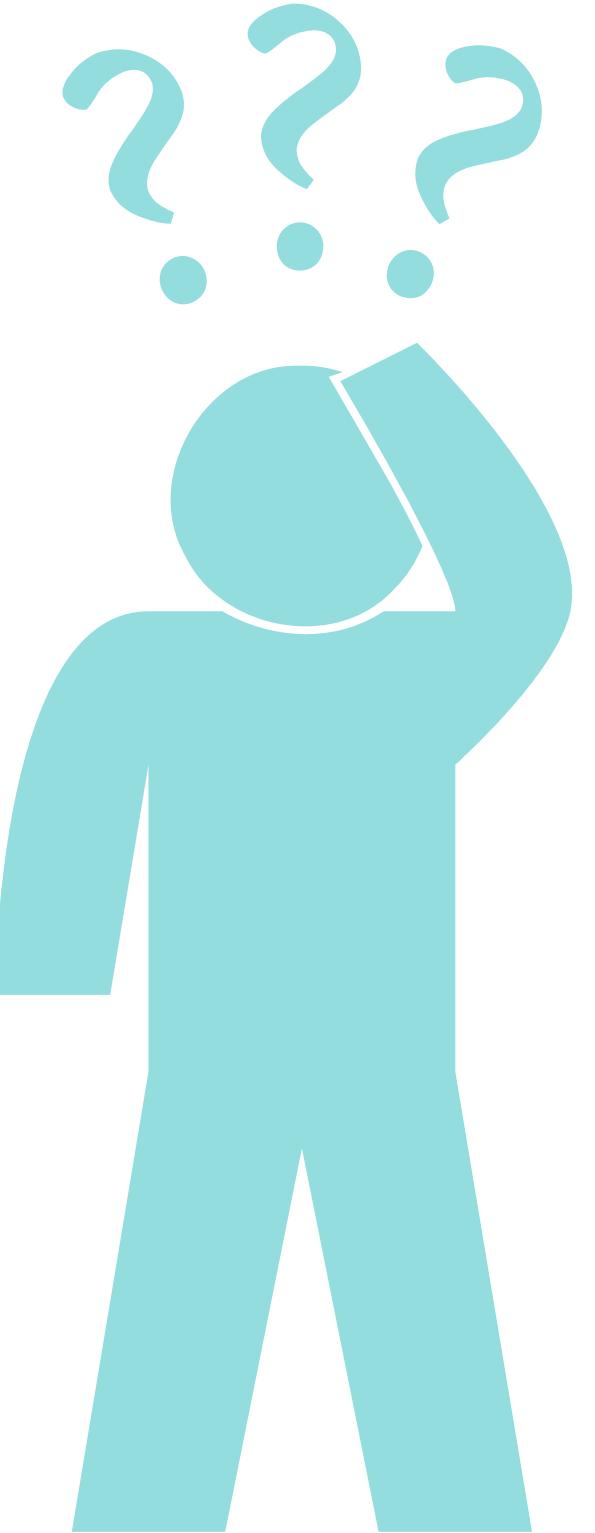
The process of design is a loop between the Why (Intention), What (Content), Who(Designer), When (Time-line), & Where (Layout), you're designing.

EMPATHY



What is Empathy?

In a general sense, empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do. Of course, none of us can fully experience things the way someone else does, but we can try to get as close as possible, by putting aside our preconceived ideas and choosing to understand the ideas, thoughts, and needs of others instead.





Our Goals

- Gain an empathic understanding of the people we're designing for and the problem we are trying to solve.
- Observing, engaging, and empathizing with the people we are designing for in order to understand their experiences and motivations.
- Immersing ourselves in our physical environment in order to have a deeper personal understanding of the issues, needs and challenges involved.

The Issues

- Most health and fitness enthusiasts have a strict nutritional intake that they follow. Counterfeit supplements make it that much harder to stick to these diets and can end up doing more harm than good.
- There is a shortage of covid drugs in the market, which led to a boom for their requirement in the black market. Unfortunately, the presence of counterfeits has made it harder even for people who afford these extreme price hikes.

EMPATHY MAP

• • • •



SAY

- "Too many counterfeits in the market"
- "Hard to find original products!"
- "There is always a dilemma whether the product is original or not"



THINK

- "Too many offers that always seem, too good to be true"
- "Never buy medicines online"
- "Never buy supplements as most of them are fake"



DO

- "For buying supplements I prefer company's website"
- "I never buy medicines/supplements from amazon, flipkart"



FEEL

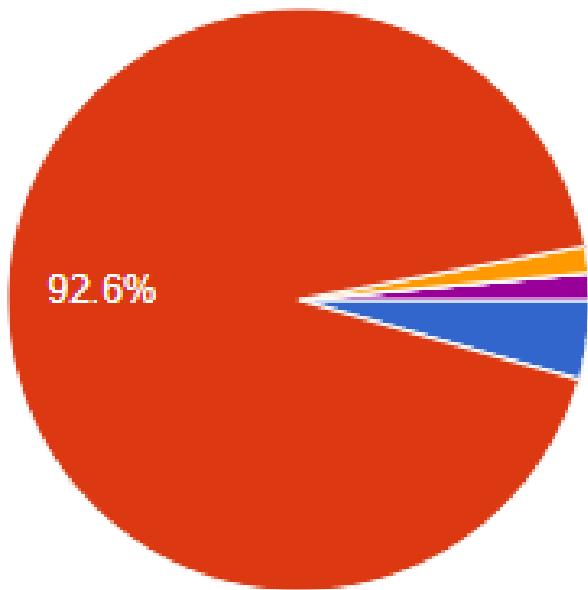
- "I feel that there should be a way to verify counterfeits"





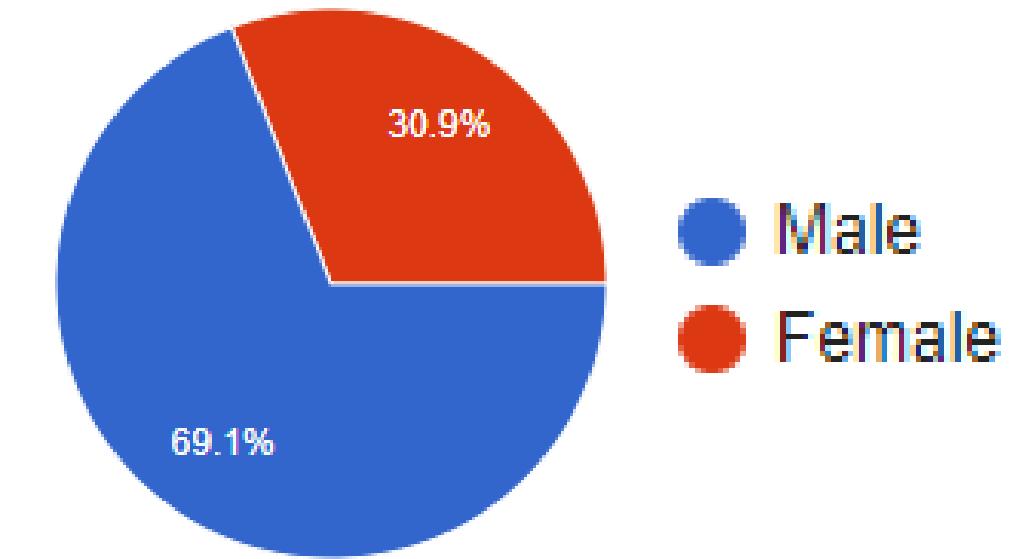
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Our Survey Responses



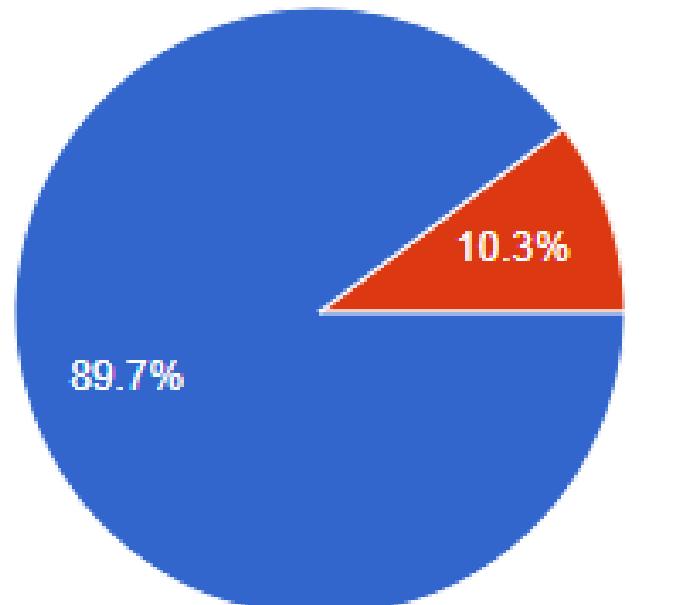
Age Group?

- below 18
- 18-22
- 23-25
- 26-35
- above 35



Gender?

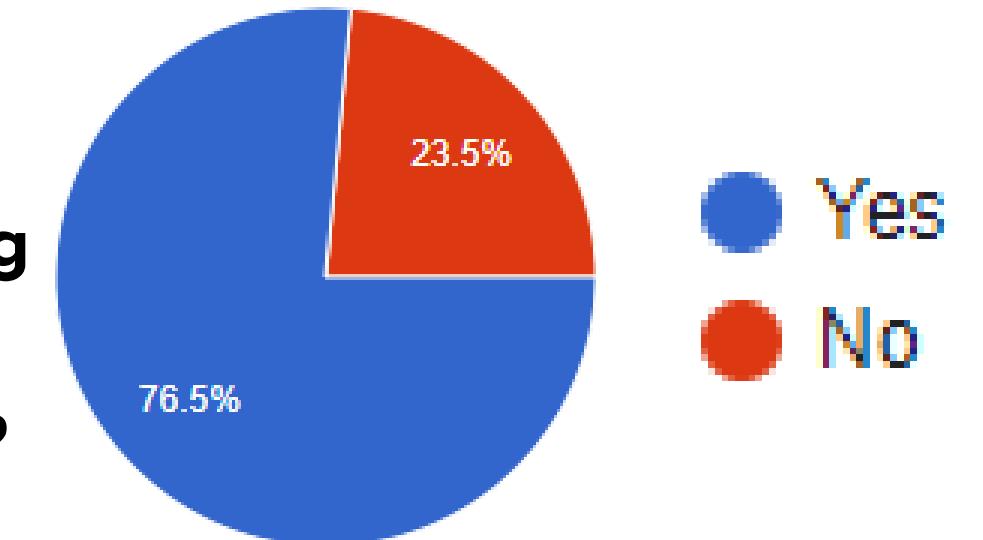
- Male
- Female



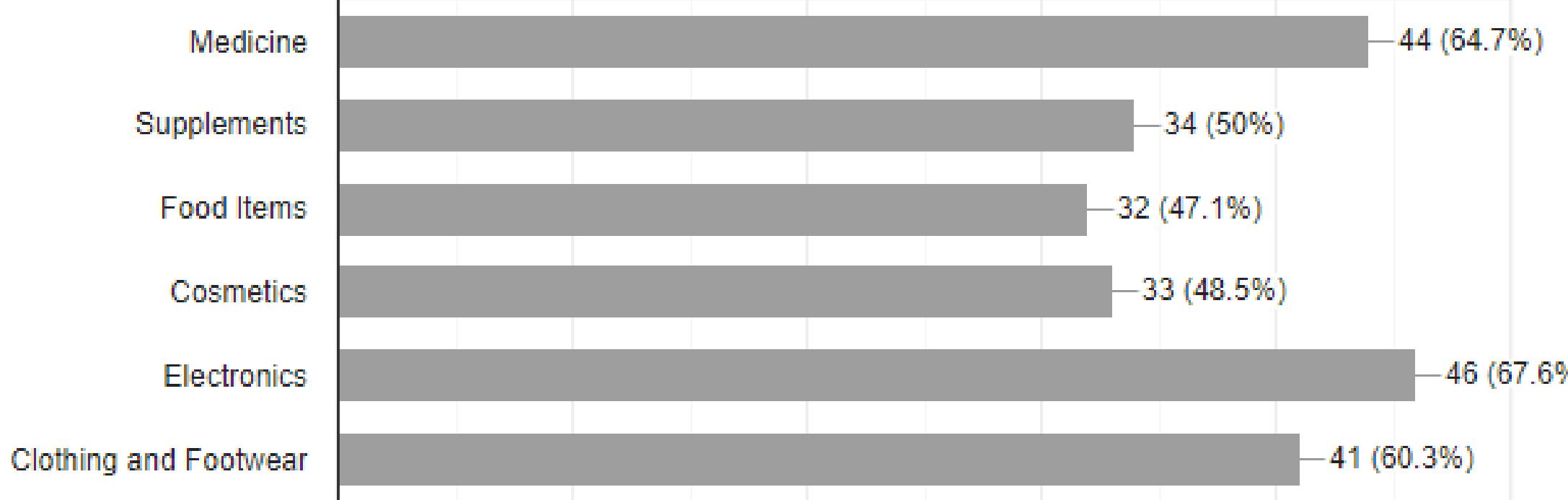
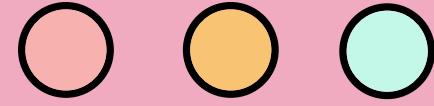
Do you worry when buying products online or in-stores that they may not be authentic?

- Yes
- No

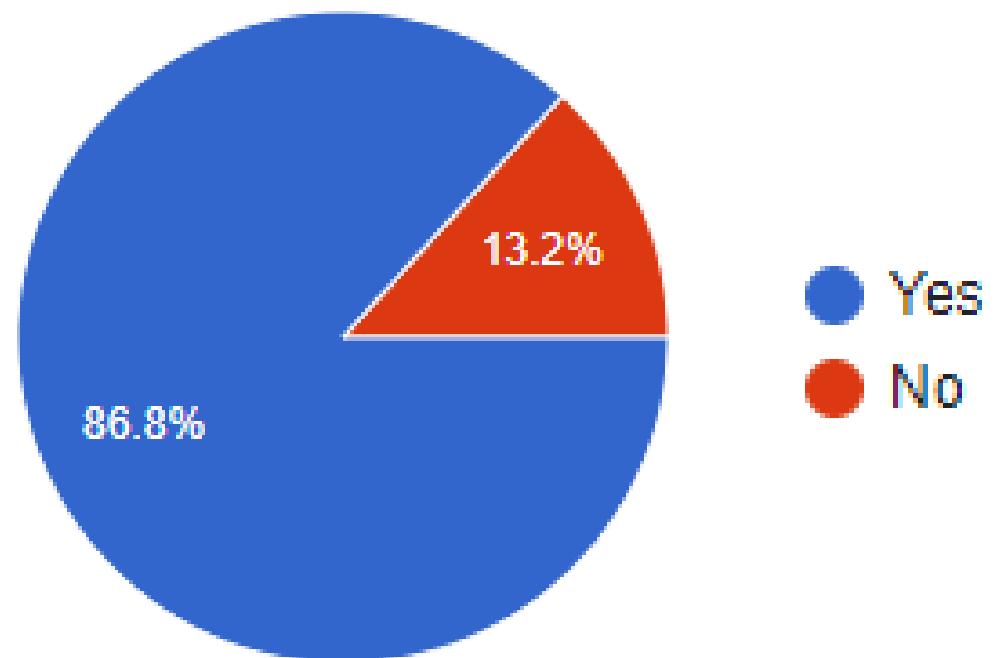
Did you know that counterfeiting is a major issue worldwide?



- Yes
- No



**What are the
products that
have authenticity
issues?**

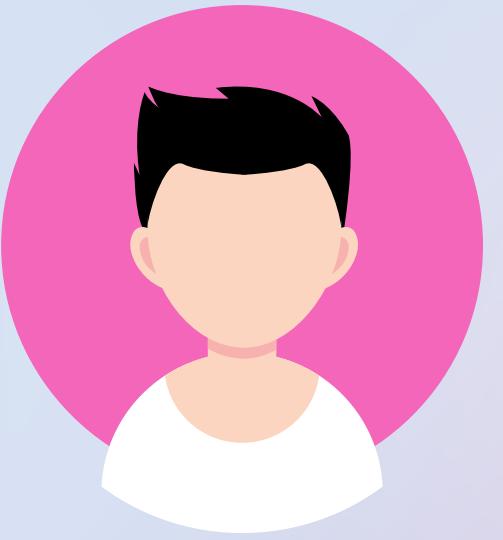


**If you were able to verify using
a smartphone app if a product
was authentic or not,
before purchasing it, would
you prefer to buy that product over
a competitor that did not have this
available?**



User Persona

A deep understanding of a target audience is fundamental to creating exceptional products. User personas help a product team find the answer to one of their most important questions, “Who are we designing for?” By understanding the expectations, concerns, and motivations of target users, it’s possible to design a product that will satisfy users’ needs and therefore be successful.



AJAY

Age: 35

LOCATION:
BENGALURU

DEGREE: MBA

GOALS

- To be the best retail seller chain for supplements in Bengaluru
- To provide original and best quality supplements

MOTIVATION

- Little did I knew that I was buying fake supplements from my gym instructor, it had worse effects on my body. After I recovered, I decided that I'll never provide fake supplements to my clients and start a retail chain that provides 100% authentic products

INTERESTS

- Sports and athletics
- Reading books
- Singing and playing instruments

CHALLENGES

- People have started to avoid supplements by hearing the rumors about its adverse effects
- Loosing faith in offline retailers



RIYA

Age: 27

LOCATION:
CHANDIGARH

NUTRITIONIST
/DIETICIAN

GOALS

- To give people best nutrition advice
- To promote body's potential towards health, wellness and disease prevention

MOTIVATION

- My training has taught me how to oversee the needs of large groups in an organized and efficient manner.

INTERESTS

- Trekking and adventure
- Watching movies/series
- Dancing

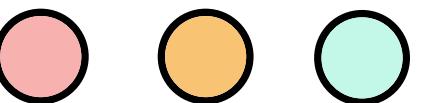
CHALLENGES

- People are loosing faith in nutritionists due to fake supplements in the market
- Following the advice of nutritionists people take suppliments which lead to adverse effects on their body

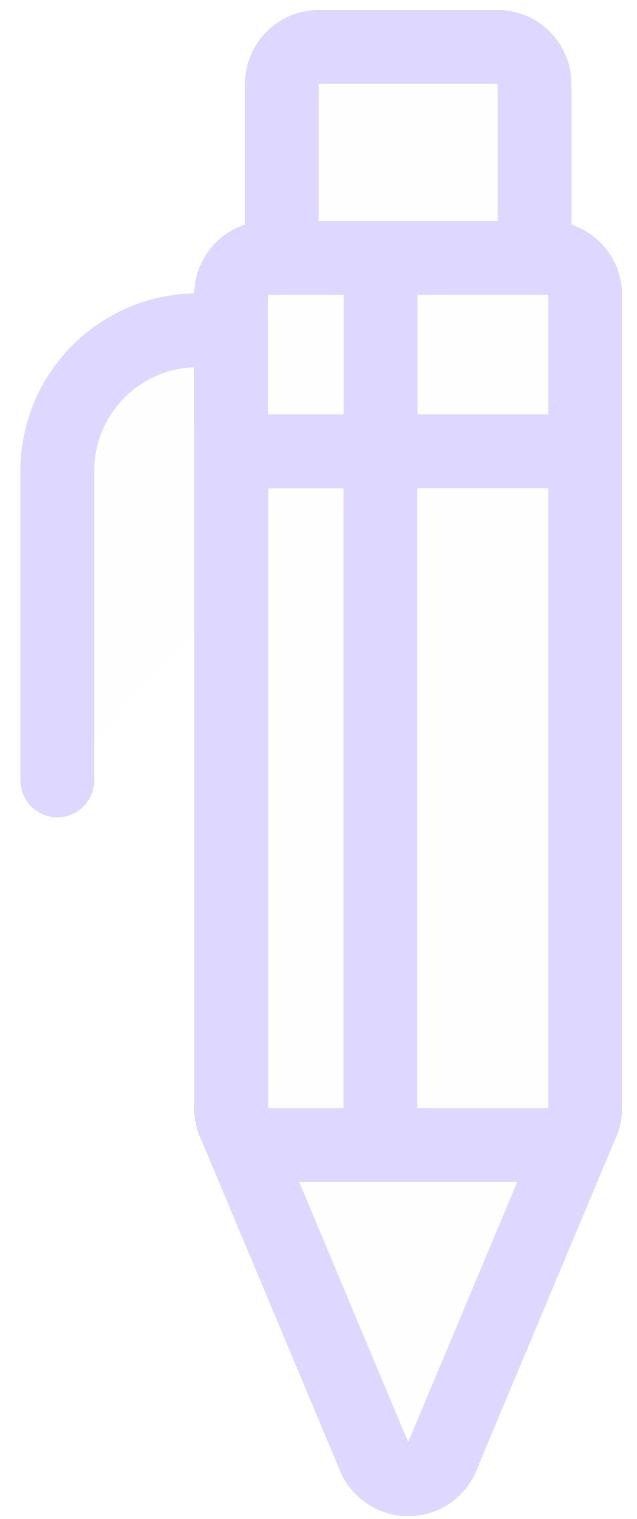
DEFINE



Define (The Problem)



- During the Define stage, we will put together the data created and gathered during the Empathise stage.
- An integral part of the Design Thinking process is the definition of a meaningful and actionable problem statement, which the design thinker will focus on solving.
- This is perhaps the most challenging part of the Design Thinking process, as the definition of a problem (also called a design challenge) will require us to synthesise the observations about the users from the Empathise stage.
- This is where we will analyse your observations and synthesise them in order to define the core problems that our team has identified up to this point.





5 Ways Counterfeiting hurts society



Problem Statement

A problem statement is a roadmap that guides your team and focuses on the specific needs that you have uncovered. It creates a sense of possibility and optimism that allows team members to spark off ideas in the Ideation stage.



**USING TECHNOLOGY TO
DEVELOP A SOLUTION FOR THE
EVER-GROWING PROBLEM OF
FINDING LEGITIMATE PRODUCTS
IN A CONSUMER MARKET FILLED
WITH COUNTERFEIT GOODS.**

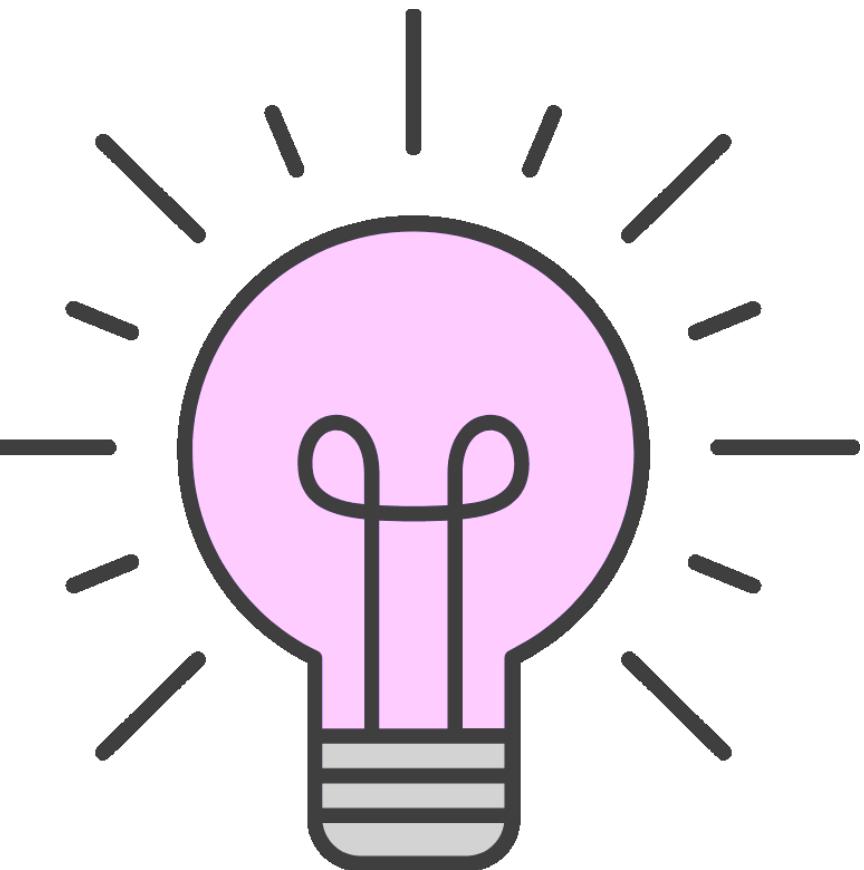
IDEATE

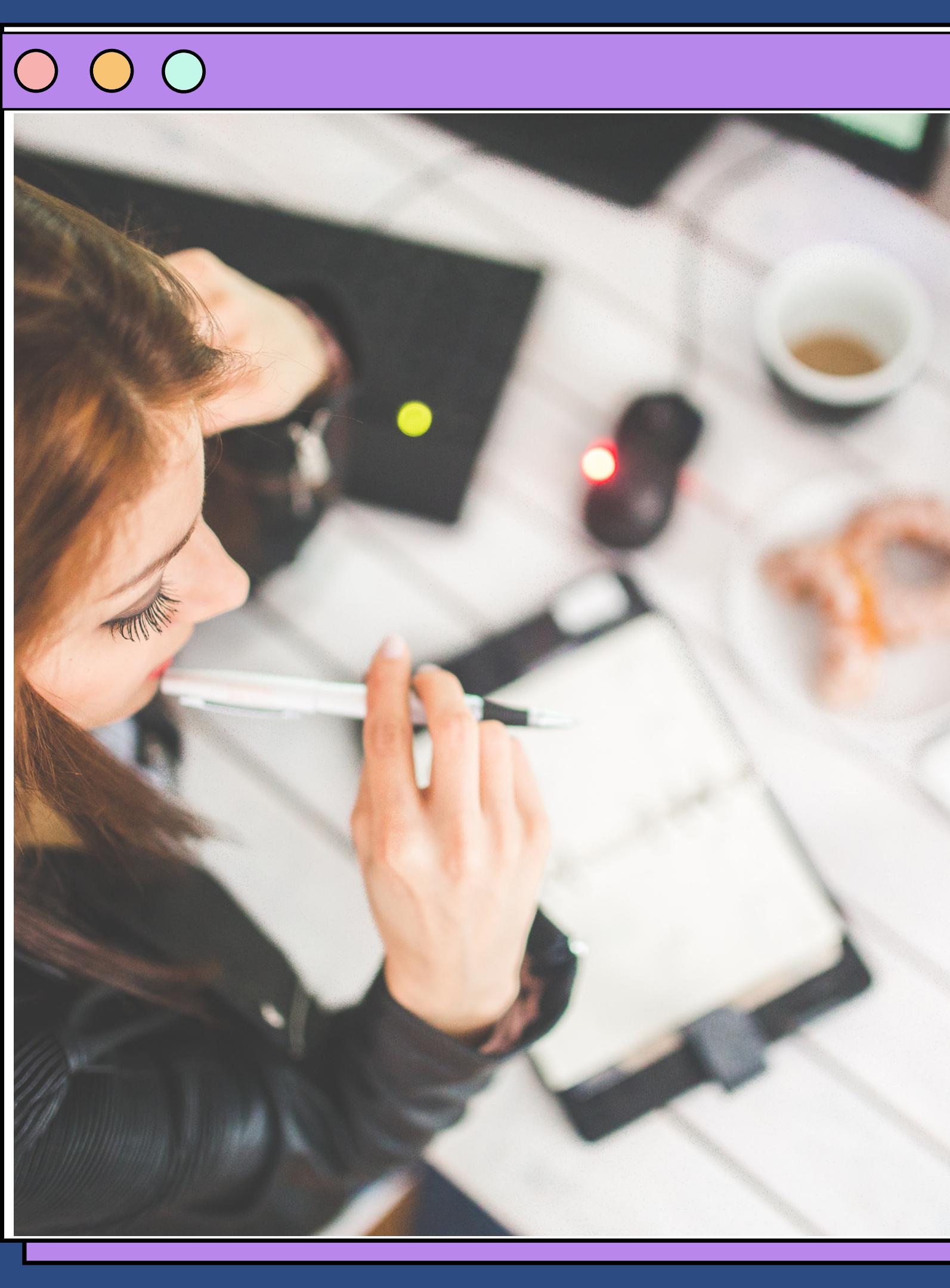


What is Ideate?

In the Ideation stage, we spark off ideas – in the form of questions and solutions – through creative and curious activities such as Brainstorms using the 6-3-5 Method.

The main aim of this stage is to use creativity and innovation to develop solutions. By expanding the solution space, we are able to look beyond the usual methods of solving problems in order to find better, more creative, and satisfying solutions to problems that affect a user's experience of a product.





How Might We?

“How might we” (HMW) questions are short questions that launch brainstorms. They generate from the POV statement derived in the Define stage. The HMW questions shouldn’t be too narrow or too broad.

HMW we spread awareness about the drawbacks of fakes?

HMW help with user concerns?

HMW save users from potential data leakage?

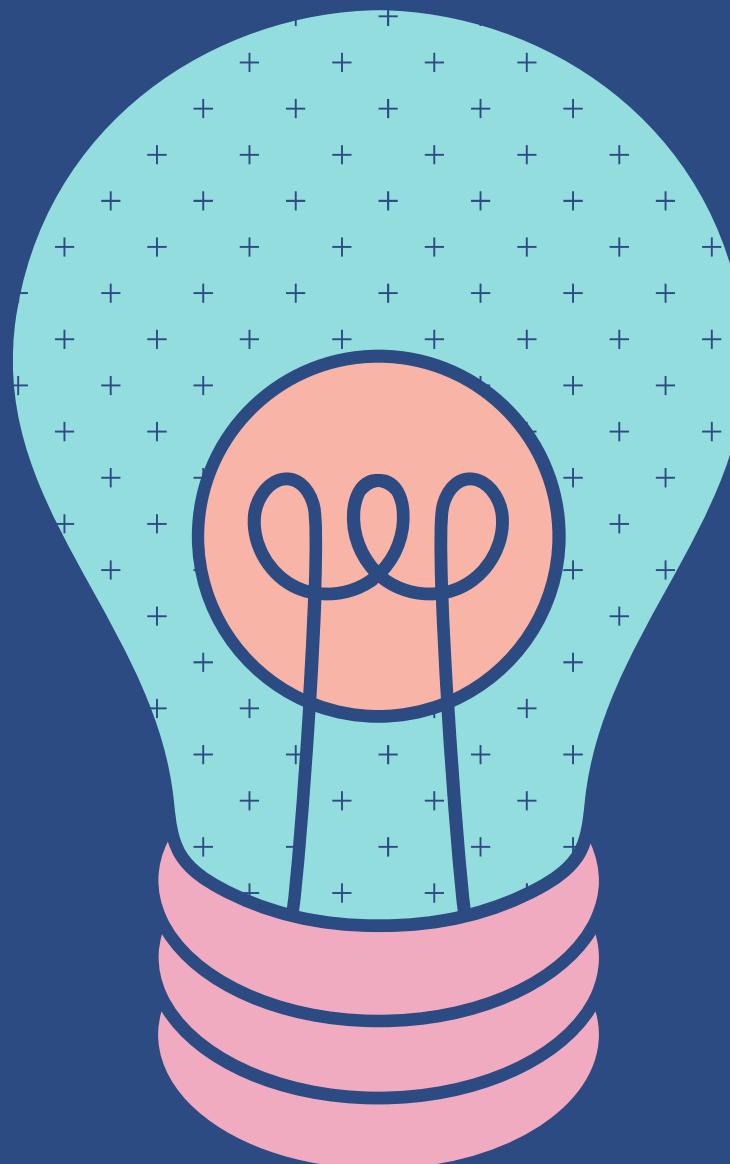
HMW help the user save time?

HMW provide users with a reliable source?

HMW make the process of finding authentic products simpler?



Brainstorm



“In a brainstorming session, you verbally bounce ideas off of each other in the hopes of finding a blended solution. It is an activity that will help you generate more innovative ideas.

Starting from the How Might We questions is always a great idea. Certain things like time limit, target problem are pre defined.

A brainstorming environment must be judgement and criticism free. We aim for quantity over quality.

The 6-3-5 Method



Method 6-3-5 is a form of brainstorming in which six people write down three ideas in five minutes. When the five minutes is up, team members pass their sheet onto the next person, so that their peer can build off their ideas. This activity is completed in silence to avoid any one employee from dominating the discussion or idea generation—democratizing the process and placing each employee on a level playing field.

Some of our ideas from The 6-3-5 Method



Awareness programs among the youth



Build an app to recognize counterfeits



Government intervention to stop the international trade in counterfeits and pirated goods



Strengthen the global supply chain



WTO and WIPO's intervention to make IP rights system better than before



Stricter laws for piracy and counterfeiting

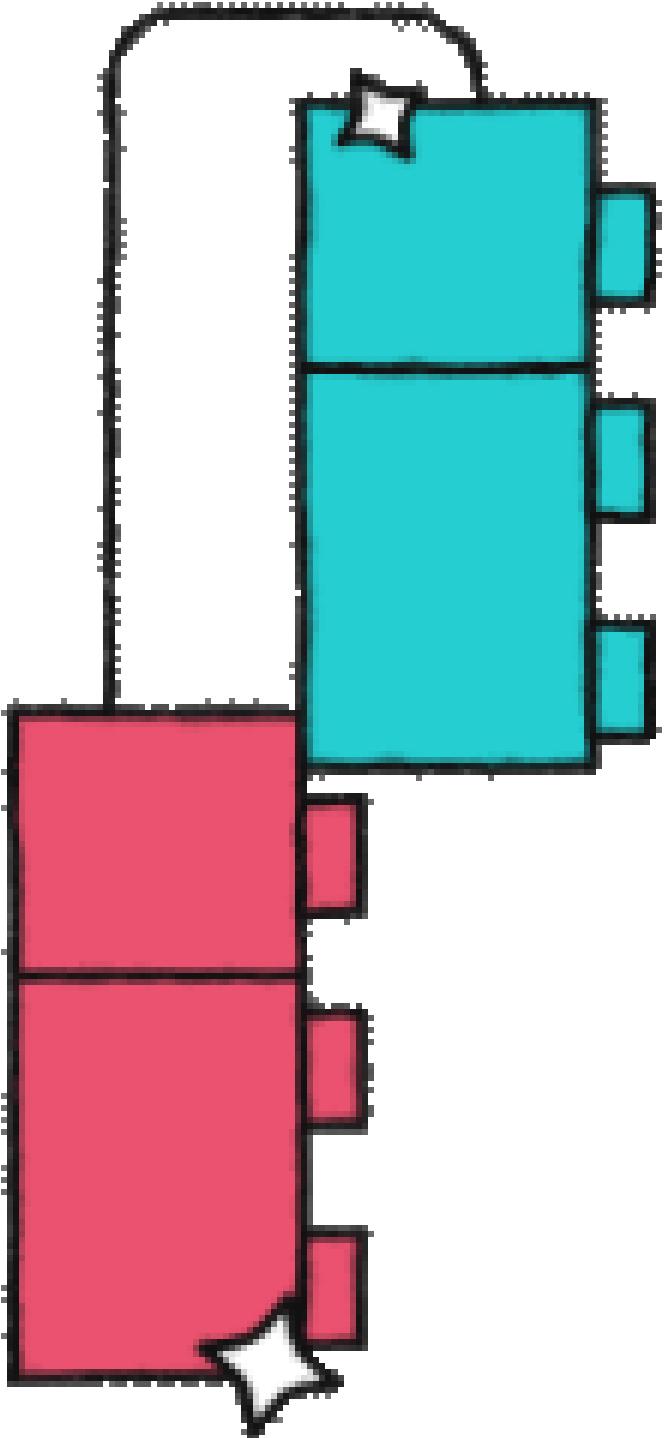
PROTOTYPE



What is a Prototype?

A prototype is an early, inexpensive and scaled-down version of our product; a simulation or sample version that enables one to test their ideas and designs.

Prototypes are often used in the final testing phase in order to determine how users behave with it to reveal new solutions to problems, or to find out whether or not the implemented solutions have been successful.



High-Fidelity Prototyping



High-fidelity prototypes are prototypes that look and operate closer to the finished product. They are the more detailed, realistic prototypes that look and operate much like the final product.

They tend to include all the visual components, interactive elements, and content that will be featured on the final product. They look just like a real app or website—which is hugely beneficial when it comes to user testing.



TRUEFY

REGISTRATION

Name

email

password

REGISTER

TRUEFY

REGISTER

LOGIN



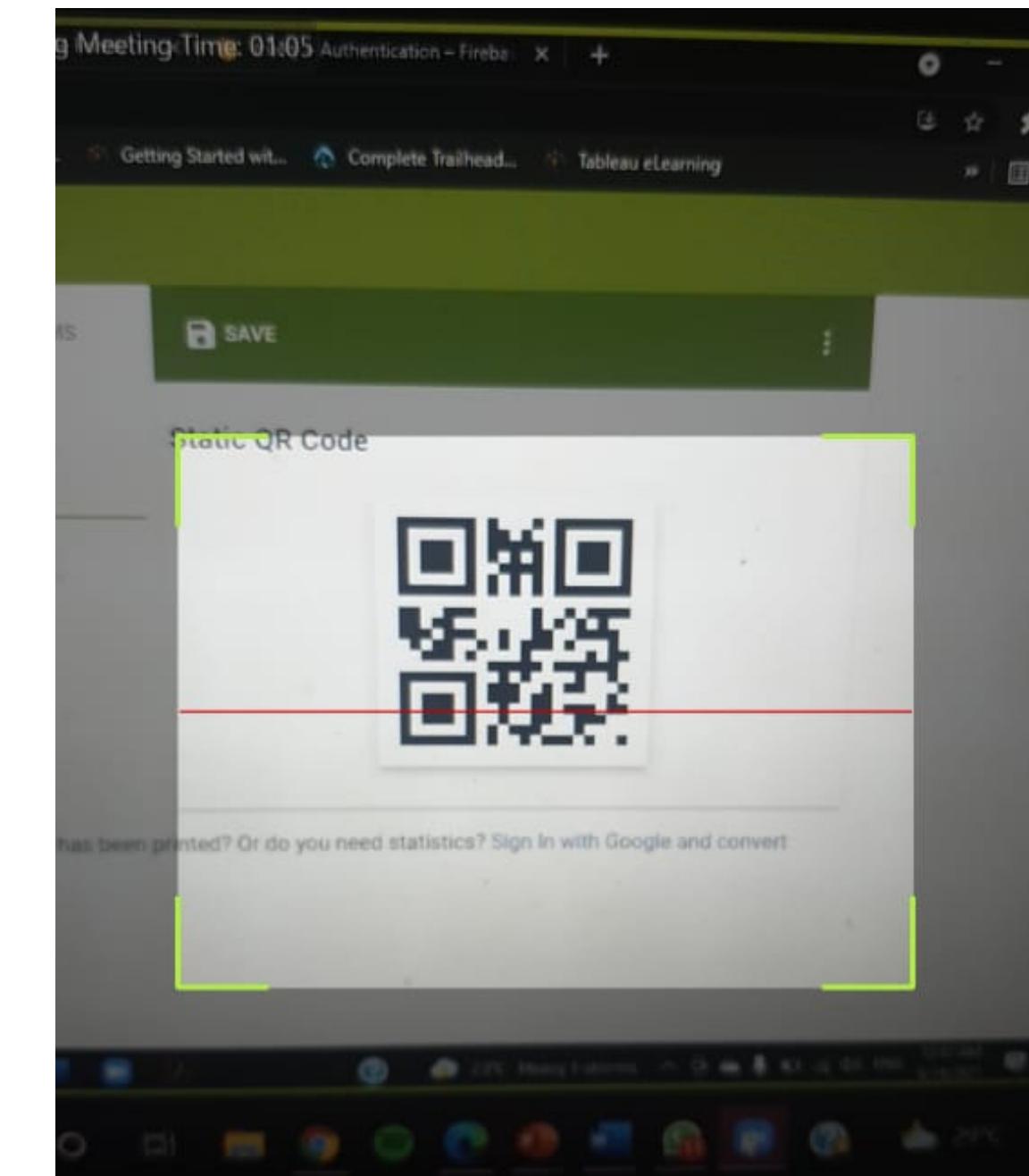
SIGN IN

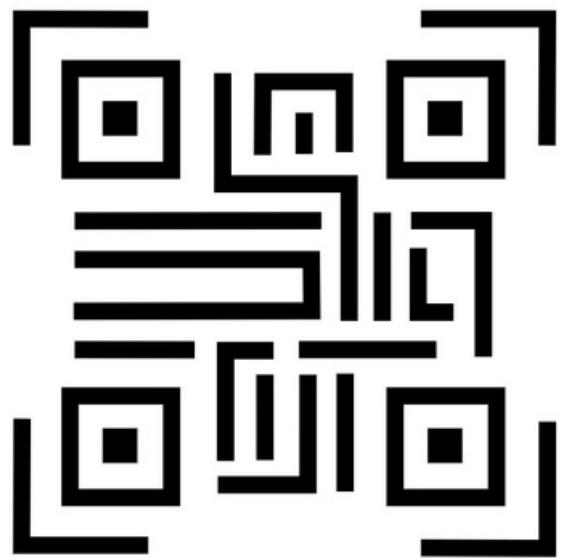
email

password

Forgot Password, click here

SIGN IN





VERIFY PRODUCT STATUS

arunupreti

The Product is Verified and is 100% genuine.

Verification
received - The
scanned product
is 100% genuine.

Add Product

Please enter product details!



Product name

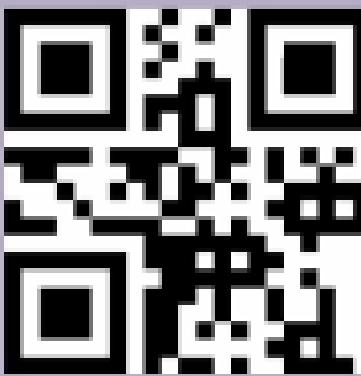
Product ID

Description

Get QR Code

Your product details are secured using encryption!

Firebase



SIGN IN



Google

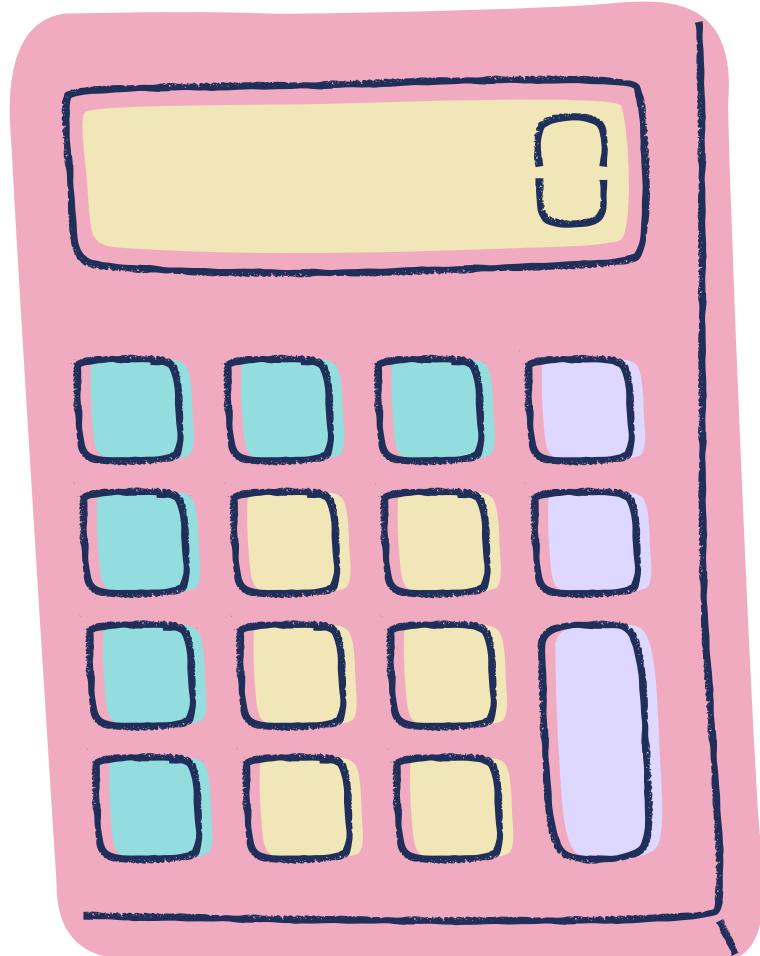
'Welcome!'

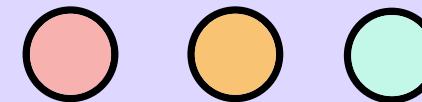
TESTING



What is Testing?

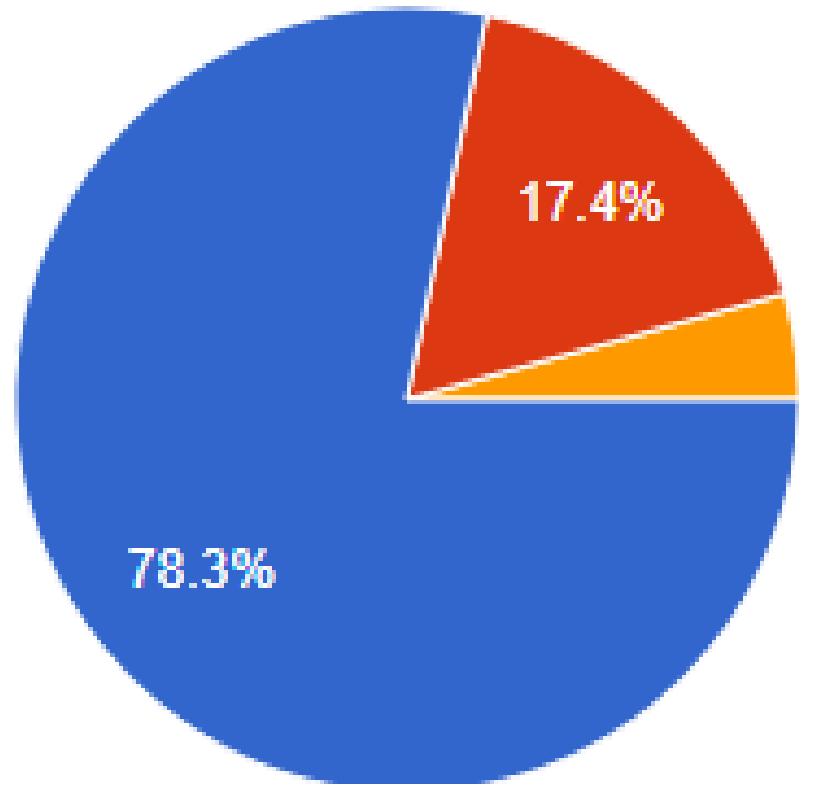
Testing involves generating user feedback as related to the prototypes developed, and gaining a deeper understanding of your users. The Testing stage of the project feeds into most stages of the Design Thinking process: it allows us to Empathise and gain a better understanding of our users; it may lead to insights that change how we Define the problem statement; it may generate new ideas in the Ideation stage; and finally, it might lead to an iteration of the Prototype.



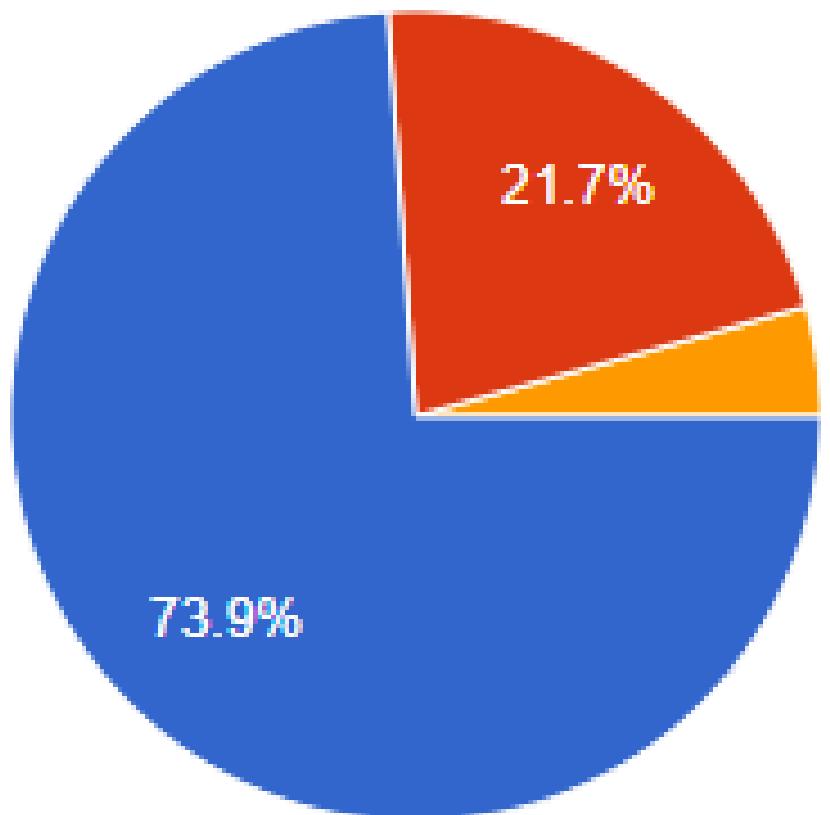


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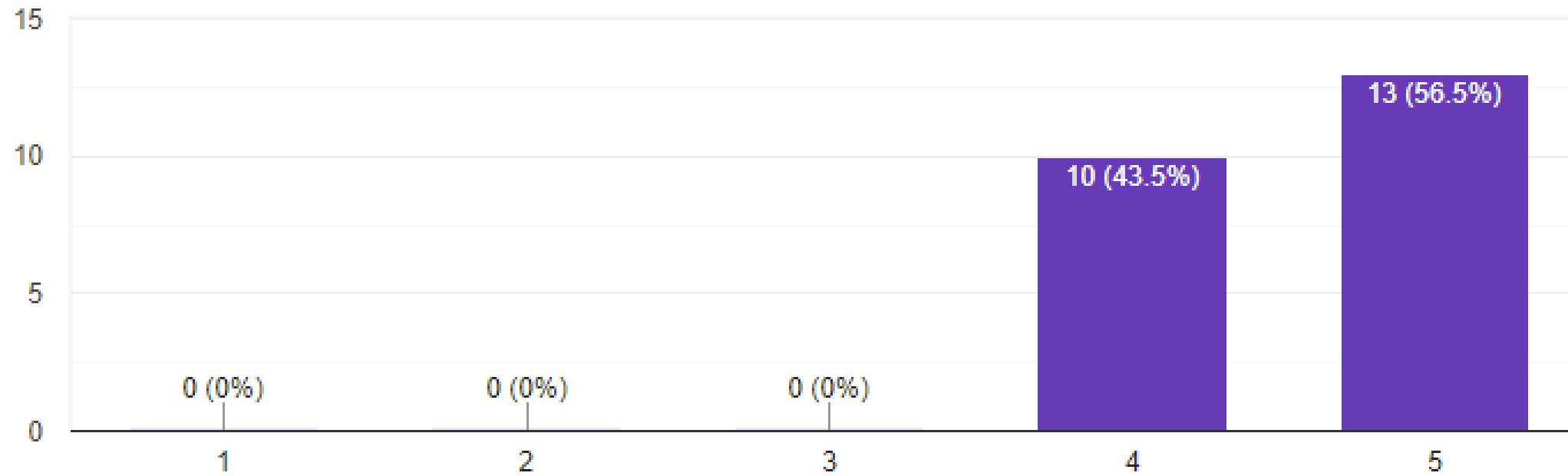
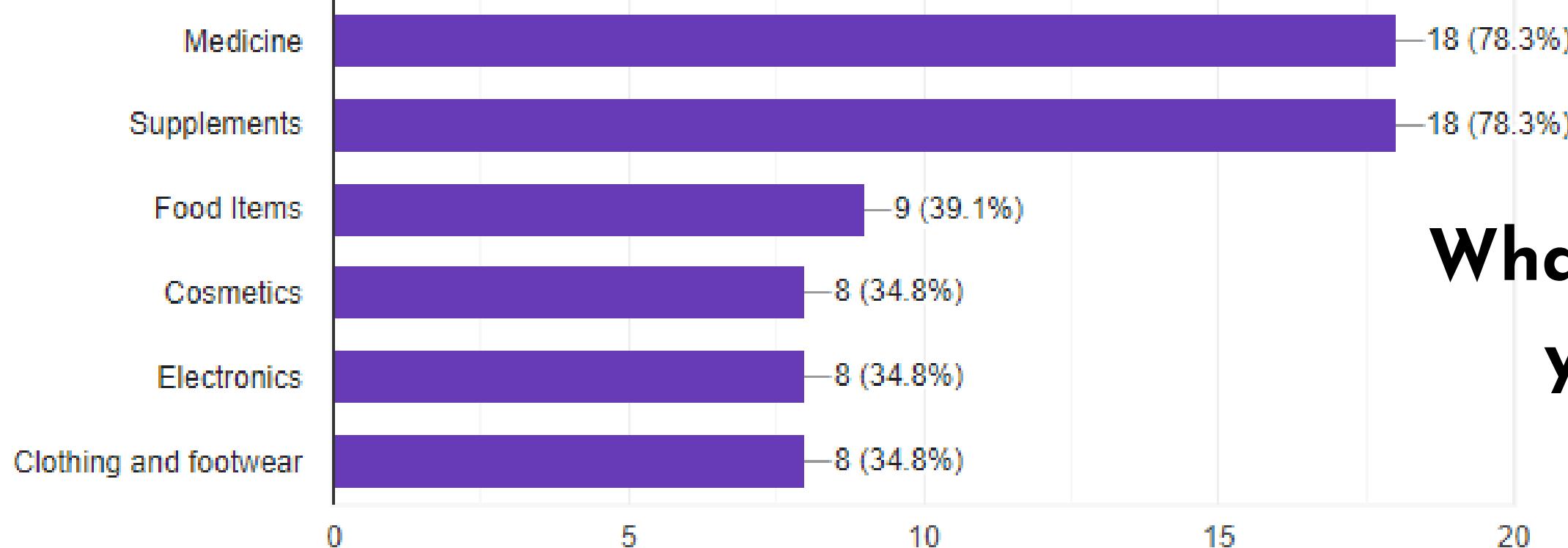
Our Feedback Survey



How user friendly was the interface?



How likely are you to recommend our app to your friends?



Do you have any questions/ feedback?

We'd love to answer any questions and
receive constructive criticism :)

