VANITY – AI FACT CHECKING WEB APP

30-Slide Medium Detail Content Summary

1. Introduction: Vanity verifies text, images, and URLs using AI + Google Fact Check API.

2. Background: India faces rapid misinformation spread on social platforms.

3. References: Google Fact Check Tools API, AltNews, BOOM, WHO.

4. Understand Phase Objective: Study misinformation patterns.

5. Search Field: Market, technology, competence factors.

6. Questionnaire Insights: Users rarely verify; images hardest.

7. Problem Clarification: Verification is slow and scattered.

8. Blind Spots: Users unaware of credible fact-check sources.

9. PESTEL Analysis: Political, social, tech drivers.

10. Ishikawa Diagram: Human, media, tech causes.

11. Conclusion (Understand): Need for fast multi-format tool.

12. Observation Objectives: Observe real user behavior.

13. Tips for Observing: Natural behavior, metadata tracking.

14. Observation Dimensions: Content, context, reaction.

15. Customer Experience Factors: Speed, trust, clarity.

16. Empathy Map: Think/Feel/Say/Do.

17. Cognitive Walkthrough: User flow from claim to verdict.

18. Heuristic Evaluation: Status visibility, error handling.

19. Critical Incidents: Image misinformation, conflicting results.

20. Field Visit: Users want fast verification.

21. Observation Conclusion: Speed + clarity = priority.

22. Define Phase: Convert insights to features.

23. POV Statement: Need fast, trustworthy verification.

24. Persona: Arjun, student.

25. Problem Checklist: Speed, clarity, trust.

26. Needs & Wishes: Multi-format, simple UI.

27. Cognitive Ladder: Functional → Terminal values.

28. SDG Alignment: SDG 16.

29. Define Conclusion: MVP finalization.

30. Final Note: Vanity ready for prototype/testing.