



# Deepfake Detection Application

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# Introduction

What is  
design thinking?



Design thinking is an approach to problem-solving that is **user-centric**.  
It often involves **five phases**:

## 1: Empathize

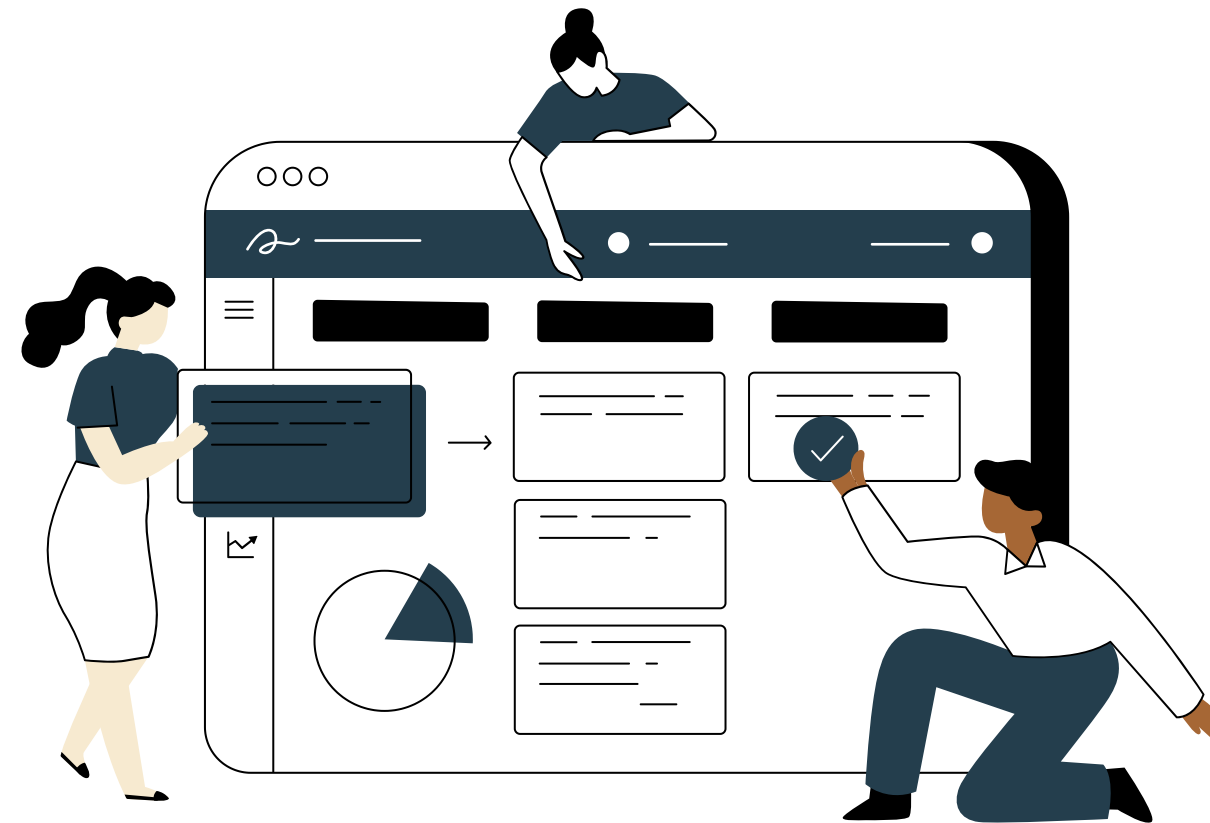
Understanding target audience's need and objectives

## 2: Define

Define core problem after gathering information

## 3: Ideate

Brainstorm sessions to explore solutions



## 4: Prototype

Make a scale-down version product to test ideas

## 5: Test

Prototypes are tested by real users to gather feedback



Related terms:

# Big Data

A large diverse collection of structured, semi-structured and unstructured data that grows exponentially over time.



Related terms:

# Artificial Intelligence

A technology that enable machines to **simulate human intelligence** such as learning, problem solving and comprehension



# Phase 1: Empathize

We conducted a survey using Google Form to access digital devices users' opinion towards deepfake technologies and used remaker.ai to try the latest deepfake technologies.

**Before**

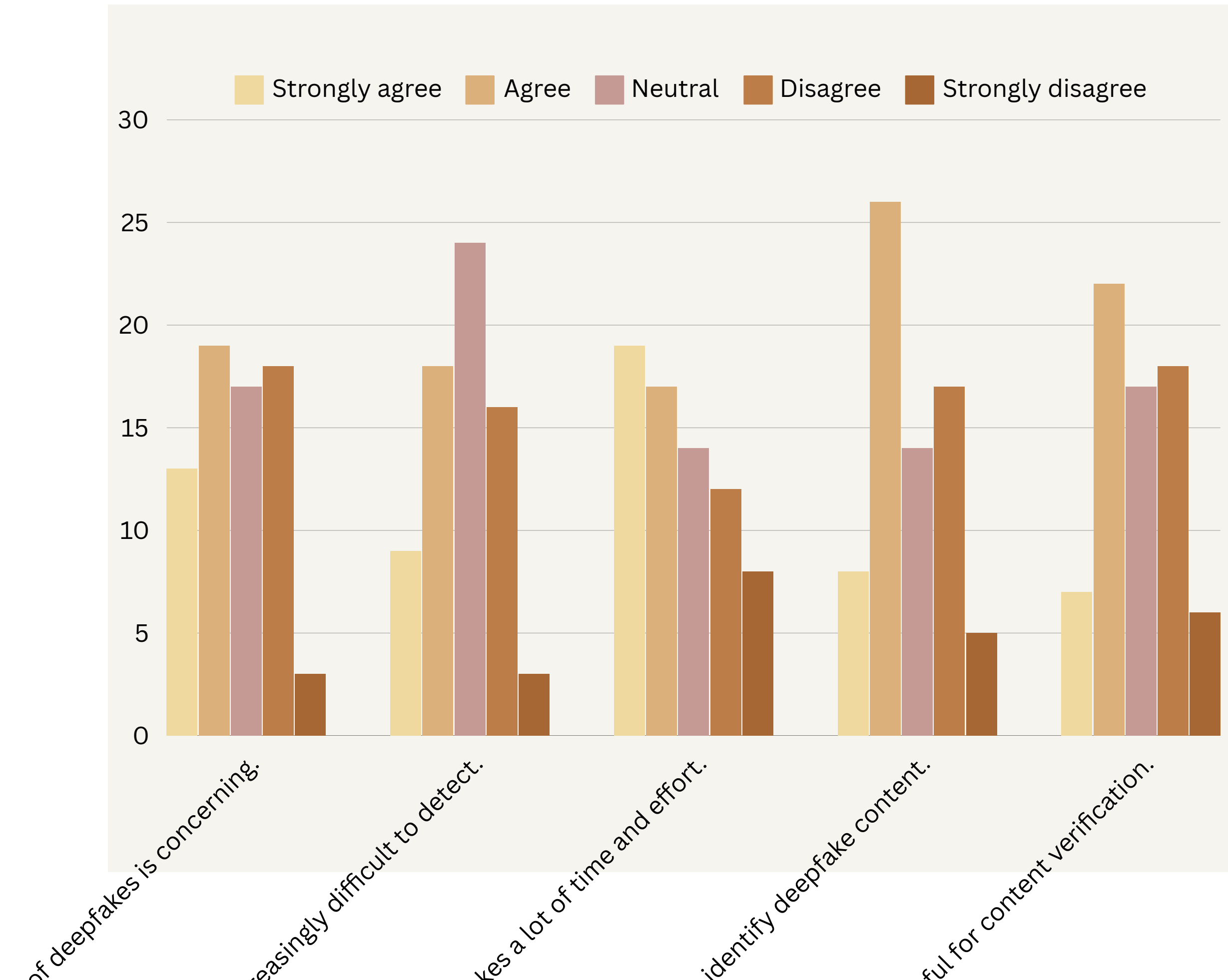


**Target face**



**After**



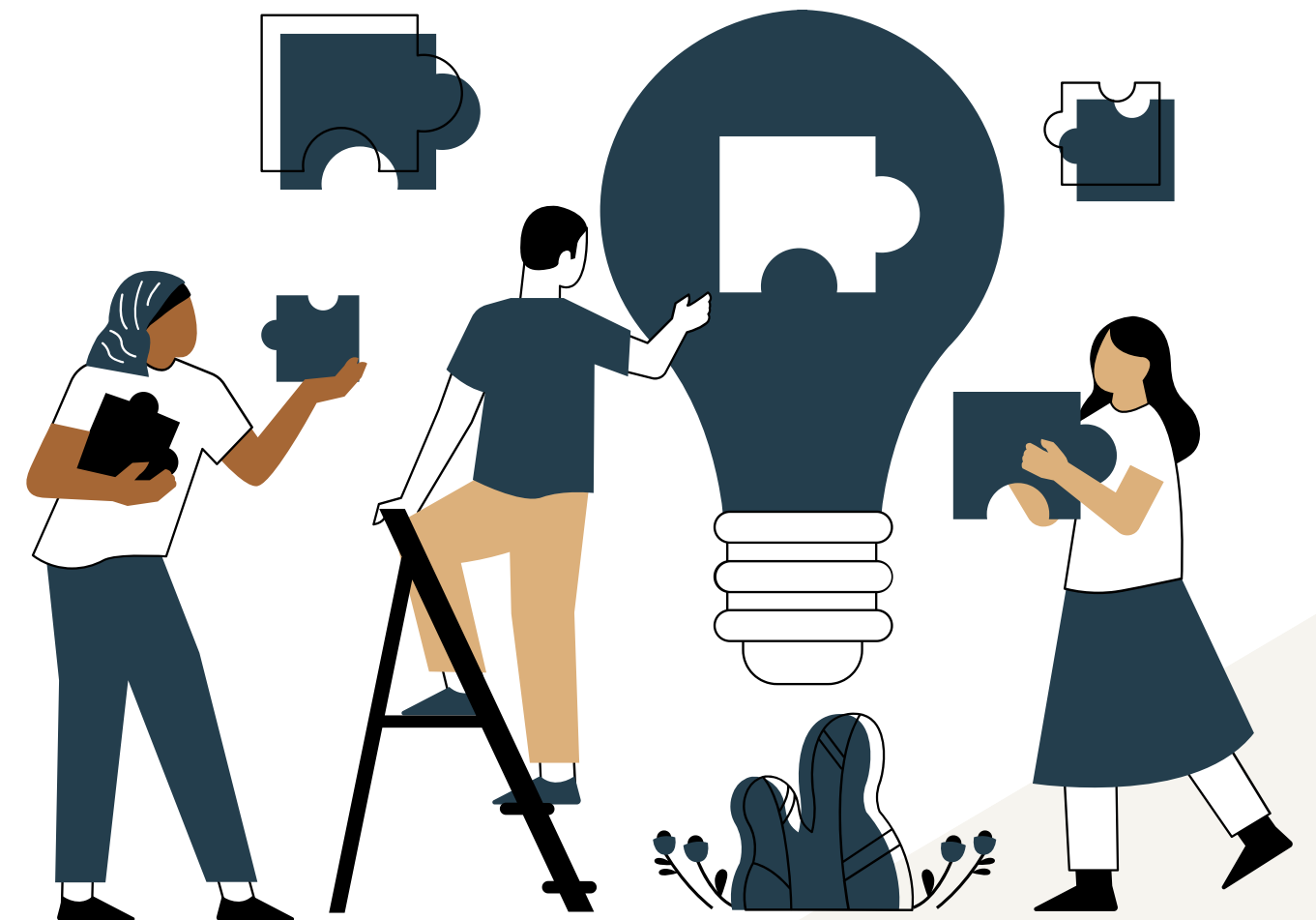


## Phase 2: Define

Data collected from Google Form is analyzed to identify users' opinion.

From the survey form:

No.	Problems faced by users
1.	Deepfake content is difficult to detect
2.	Verifying deepfake content takes a lot of time and effort
3.	Lack of resources to identify deepfake content







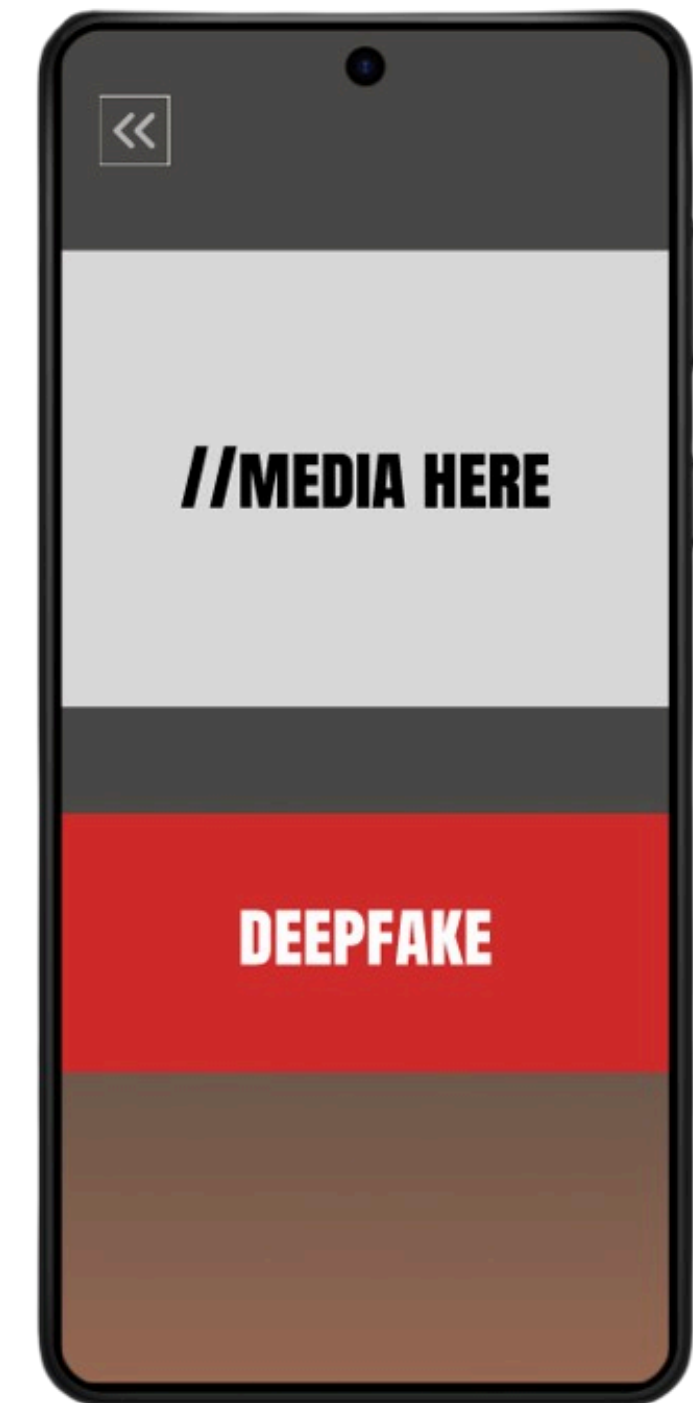
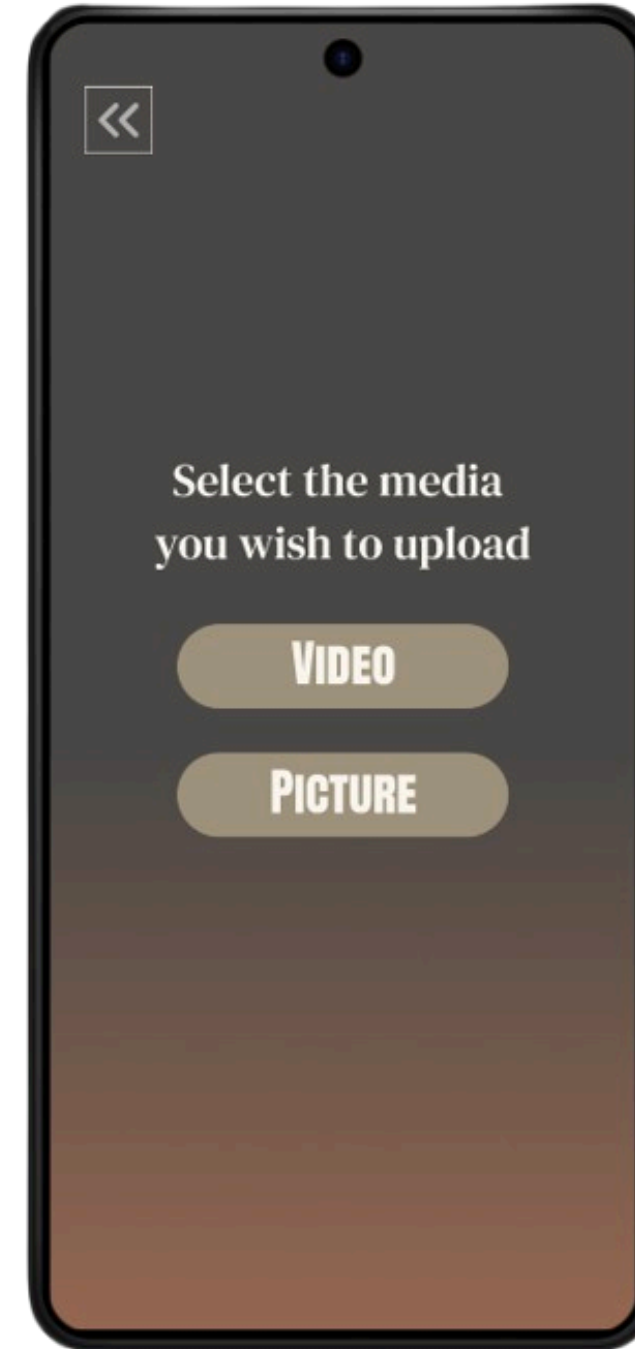
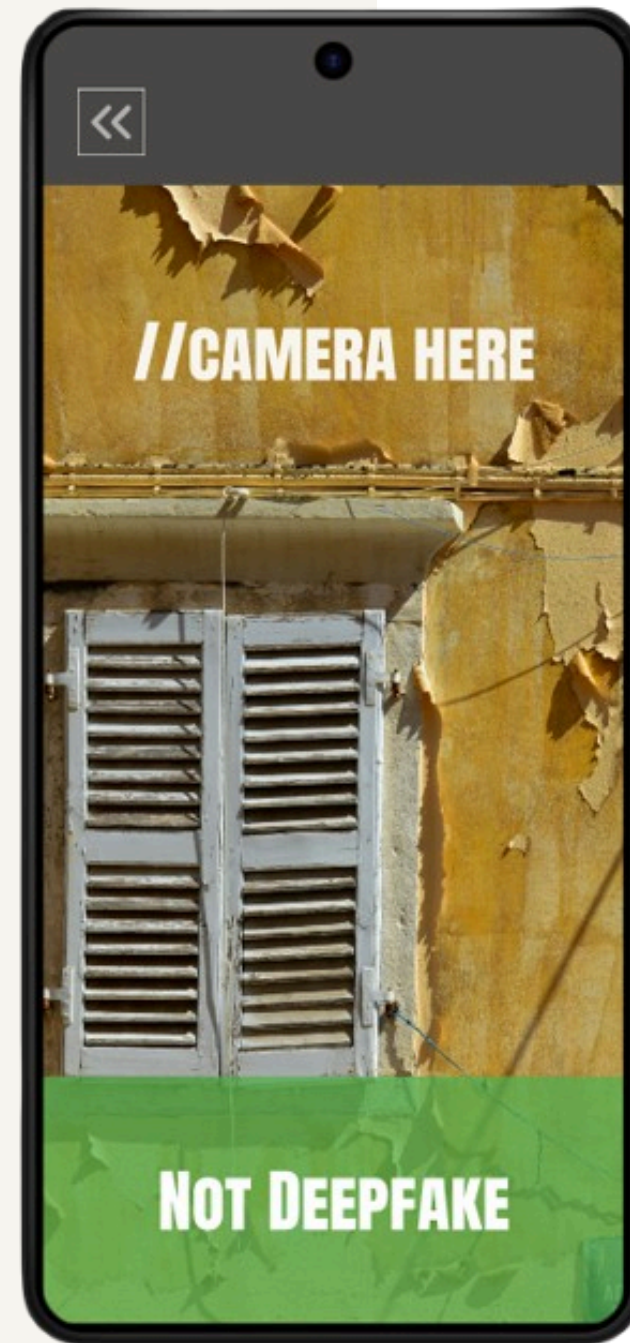
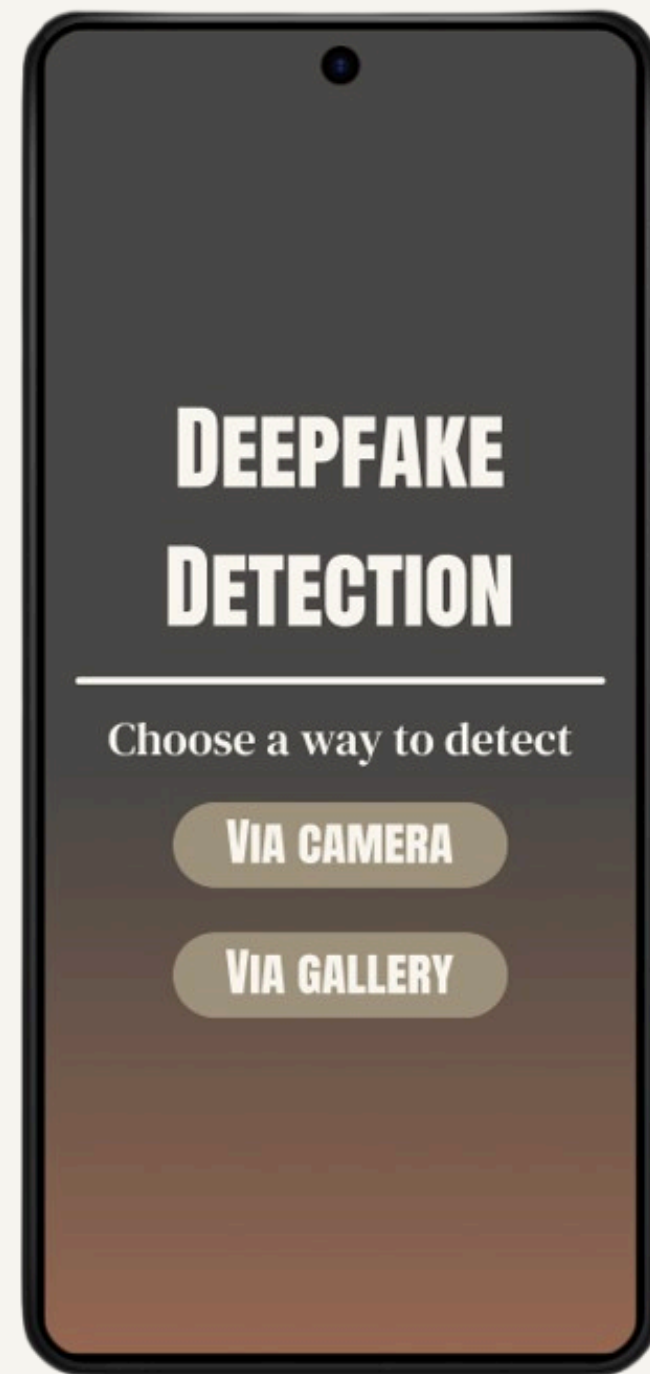
# Phase 3: Ideate

Several discussions and brainstorm sessions are held to find solutions.

# Phase 4: Prototype



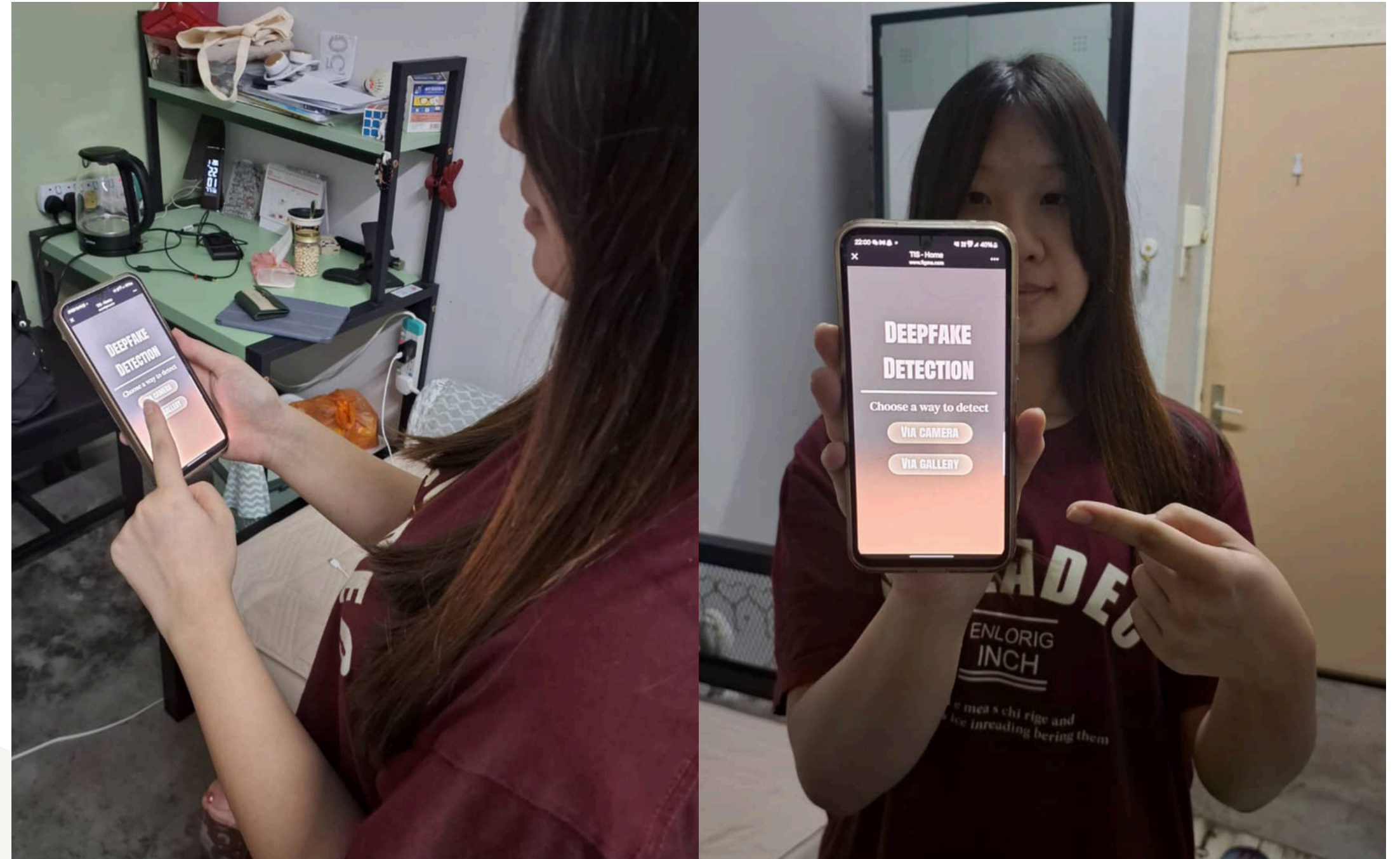
After coming out with the idea, a prototype is built using Figma.



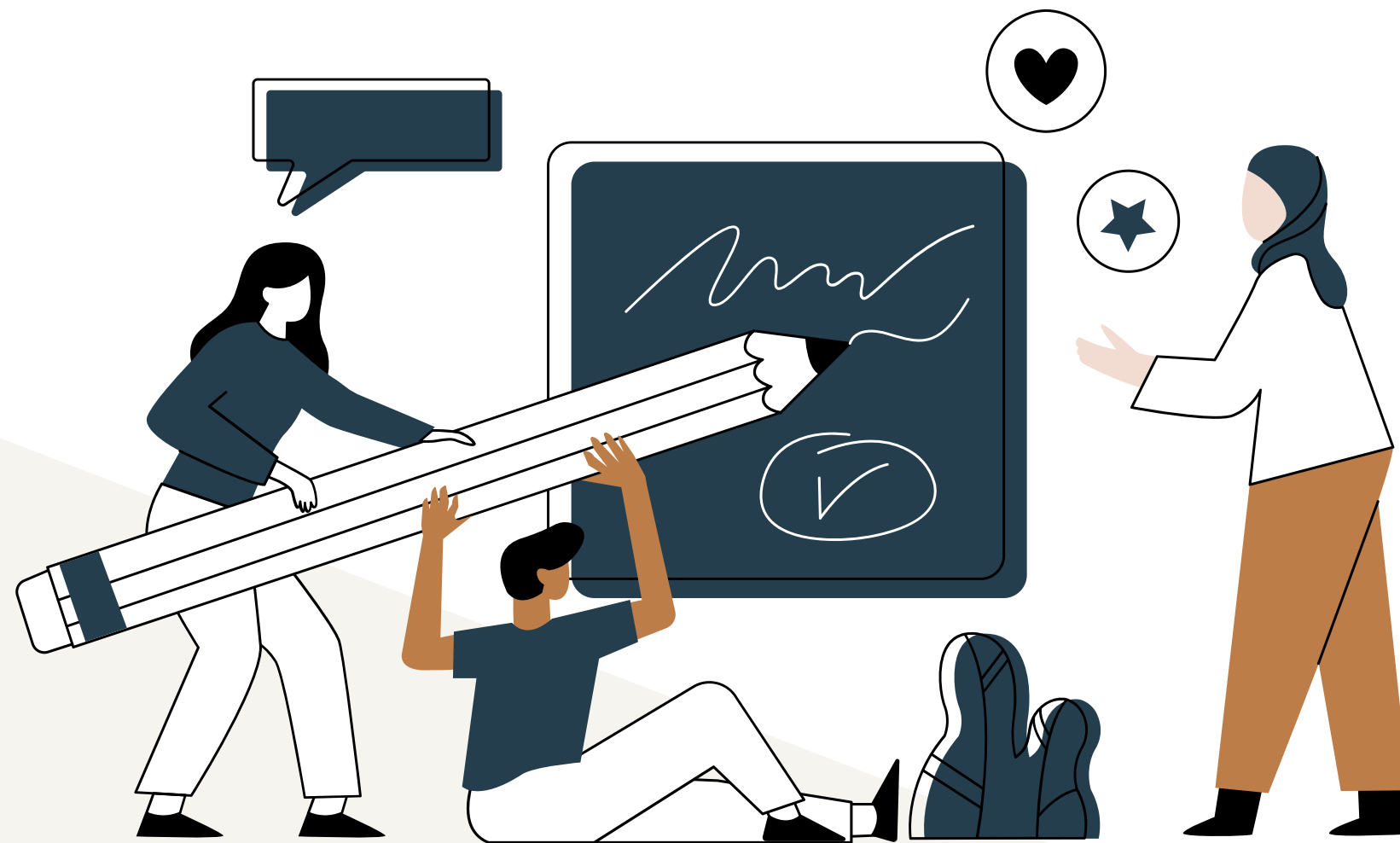
# Application Prototype



# Phase 5: Test



Feedbacks from users are gathered.



# Conclusion

We had the opportunity to design a product and produce relevant prototype from this project. We hope to benefit ourselves with this experience in our future projects and career.

# Thank you!

