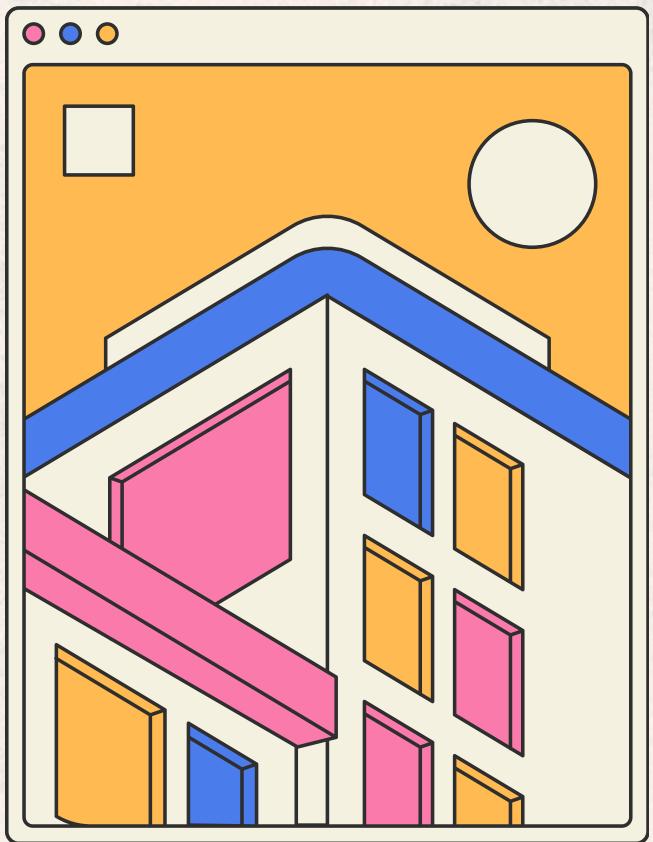
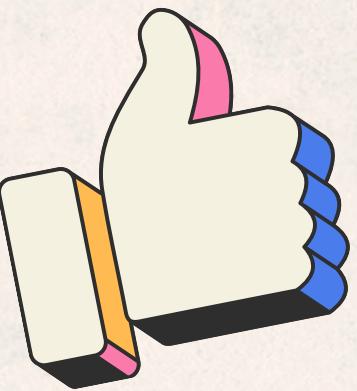


Design Thinking Social Media



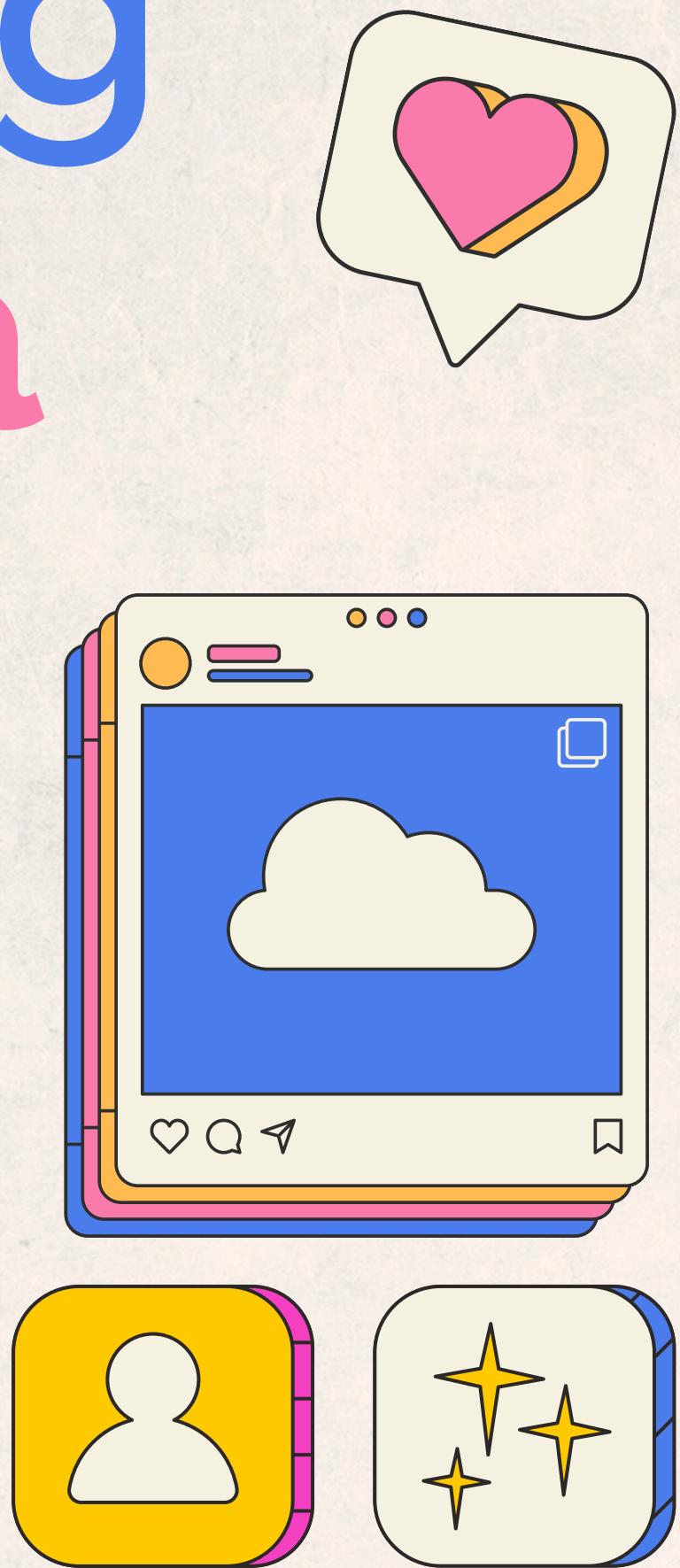
Group 6

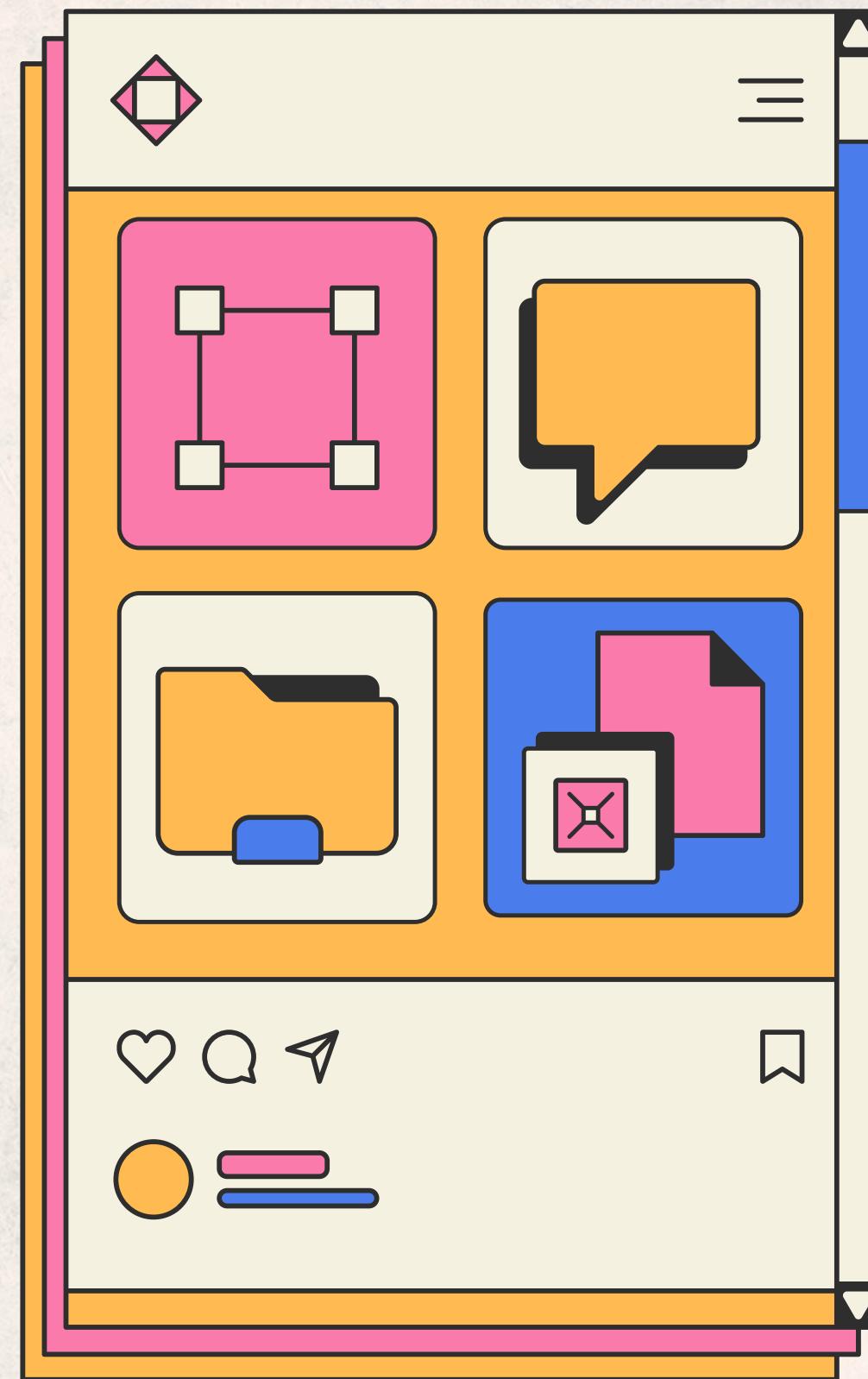
SECTION 02

TEAM MEMBERS:

TAN YI YA
CHUA JIA LIN
TEH RU QIAN
GOE JIE YING
NAJMA SHAKIRAH BINTI SHAHRULZAMAN

LECTURER : DR ARYATI BINTI BAKRI





Introduction

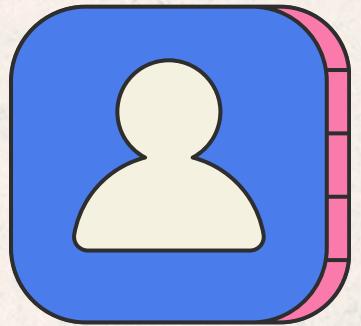
Social Media

Websites and applications that enable users to create and share content or to participate in social networking.



Project timeline

Week 1
11/10 - 15/10



Briefing and Interview

Week 2
16/10 - 21/10



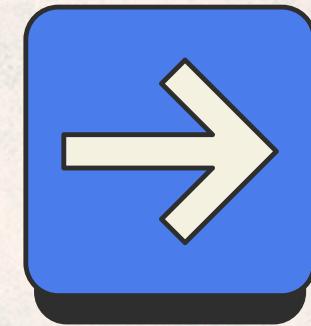
Research and Discussion

Week 3
22/10 - 28/10



Prototyping and Report writing

Week 4
29/10 - 3/11



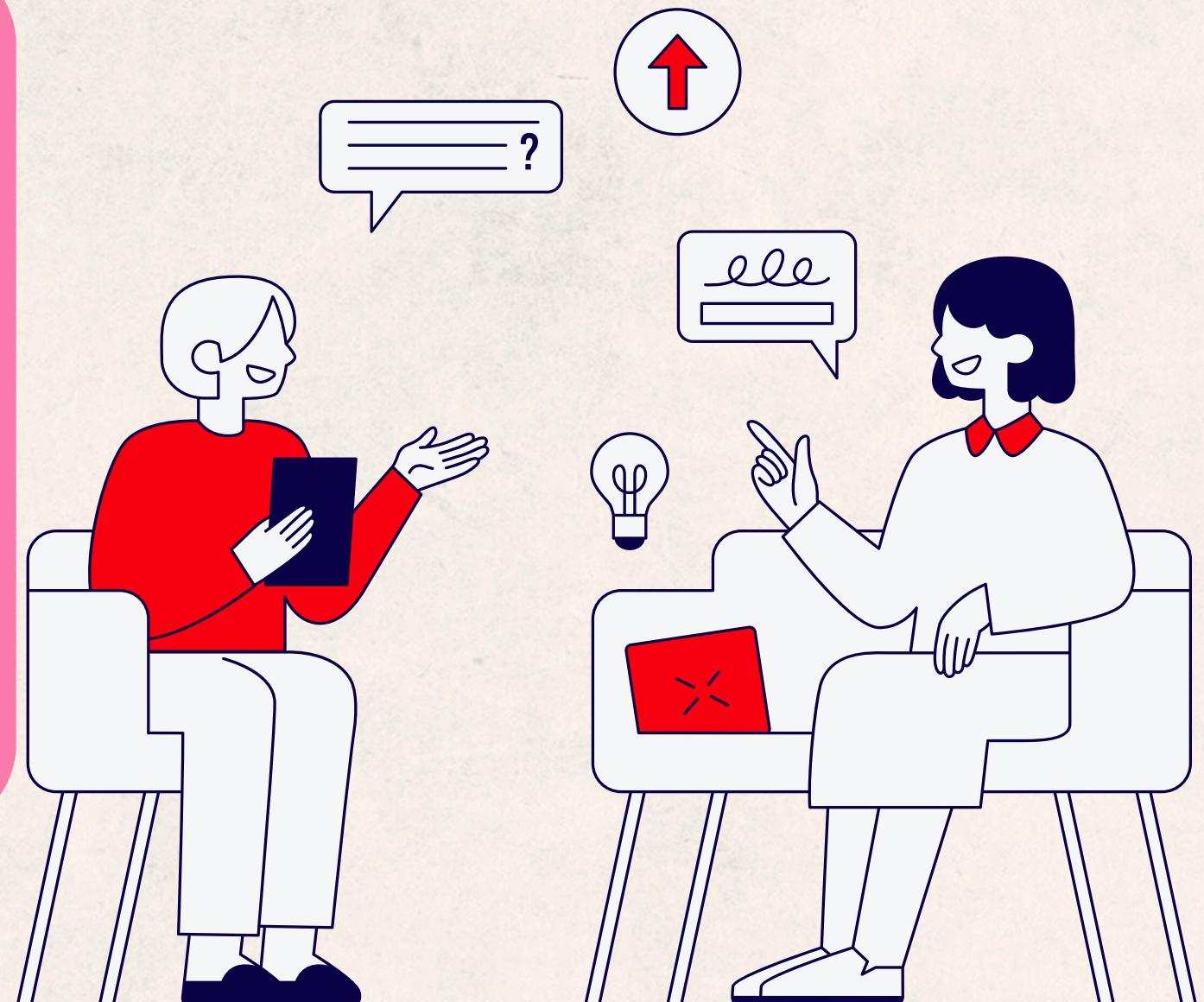
Video making and finalizing

Empathize

We use the interview method to tackle the user's problems while they are using social media such as WhatsApp and Telegram.

Example questions during interview session:

1. What is your name?
2. How old are you?
3. Which faculty are you from?
4. In your opinion, what is the biggest problem regarding social media?



Define

issues reported by the interviewees :

- scammers
- excessive advertising
- cyberbullying

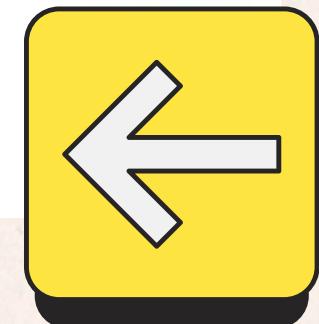
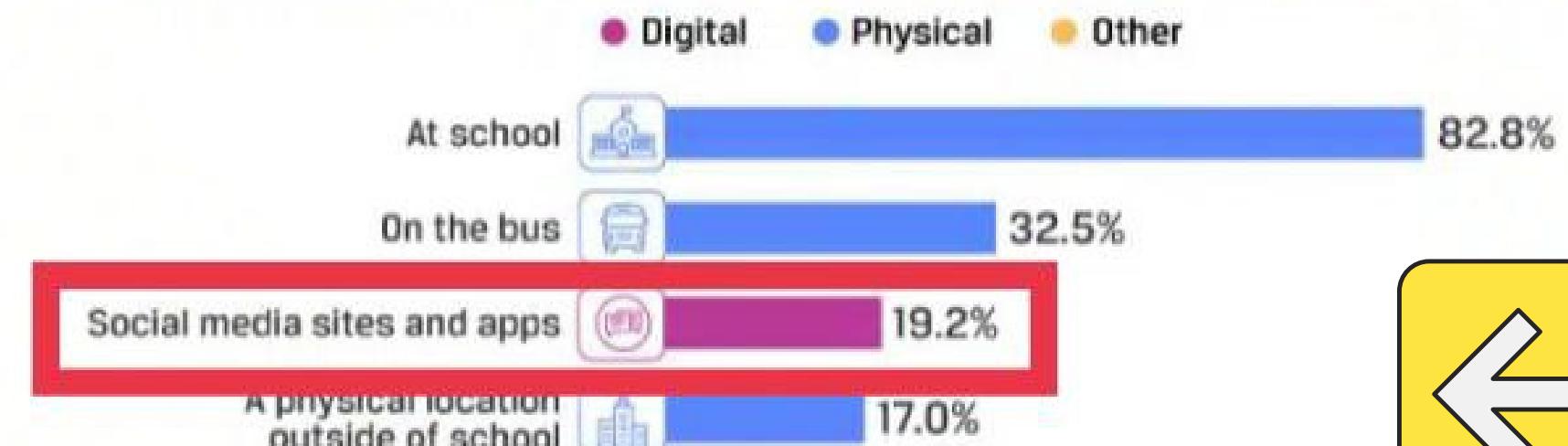
We did some additional investigation and discovered that **scammers on social media (91%)** are currently the **biggest issue**



4. Of those approached by scammers on social media **91%** engaged, and 53% lost money.

- Nearly 3 out of every 4 users (74%) think there are **too many ads**. The number grows to 78% for adults 35+ years old.

LOCATIONS WHERE KIDS REPORTED BULLYING HAPPENED



Common social media scams:

- Online shopping scam
- Investment scam
- Romance scam
- Plea for help scam
- Phishing scam

Top social media scams January 2023 - June 2023

While the largest share of reports came from online shopping scams, investment and romance scams topped the list on dollars lost.



The median individual reported losses were as follows: \$100 (online shopping), \$3,000 (investment related), and \$1,716 (romance scams).

Problem

Scammer

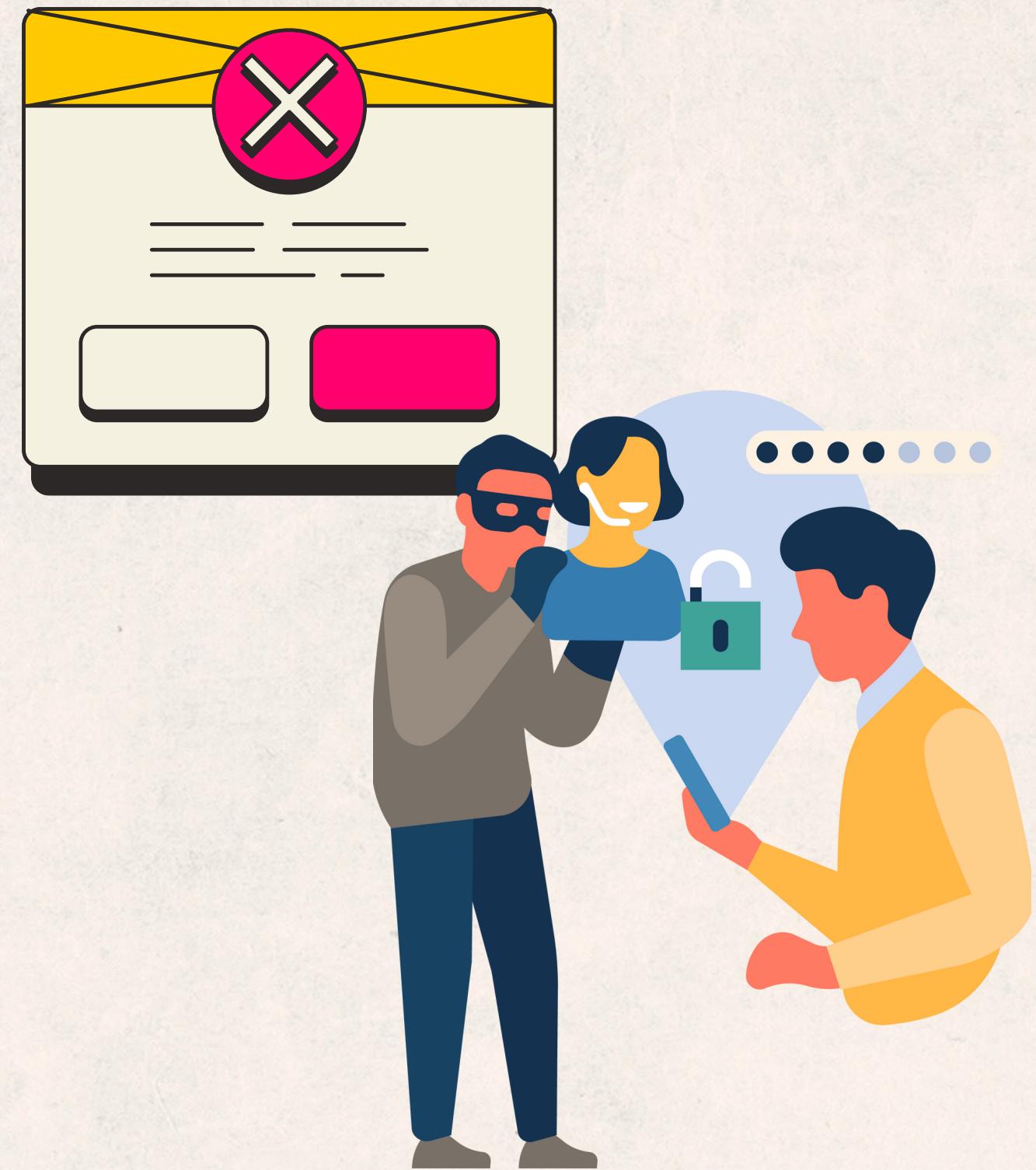
Uses social media to take advantage of people

Example

contacts you through social media message

share details of "great investment opportunity"

persue you to invest it



Ideate

After we decided our main problem, which is scam, we conducted a discussion using Jam board to figure out a solution

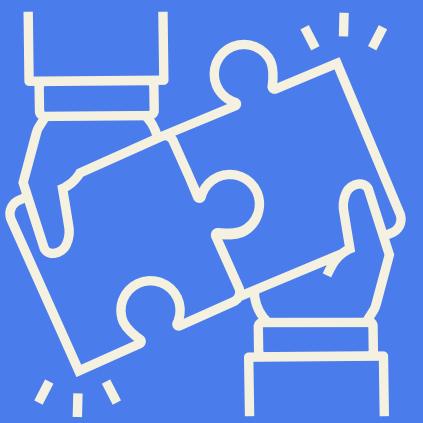
- create an **extension which will alert users** about which message was suspected of fraud
- users can also **report and ban** a person who sends suspicious message that involves scams to them



Solutions



Mobile extension



**Collaboration with
social media platform**

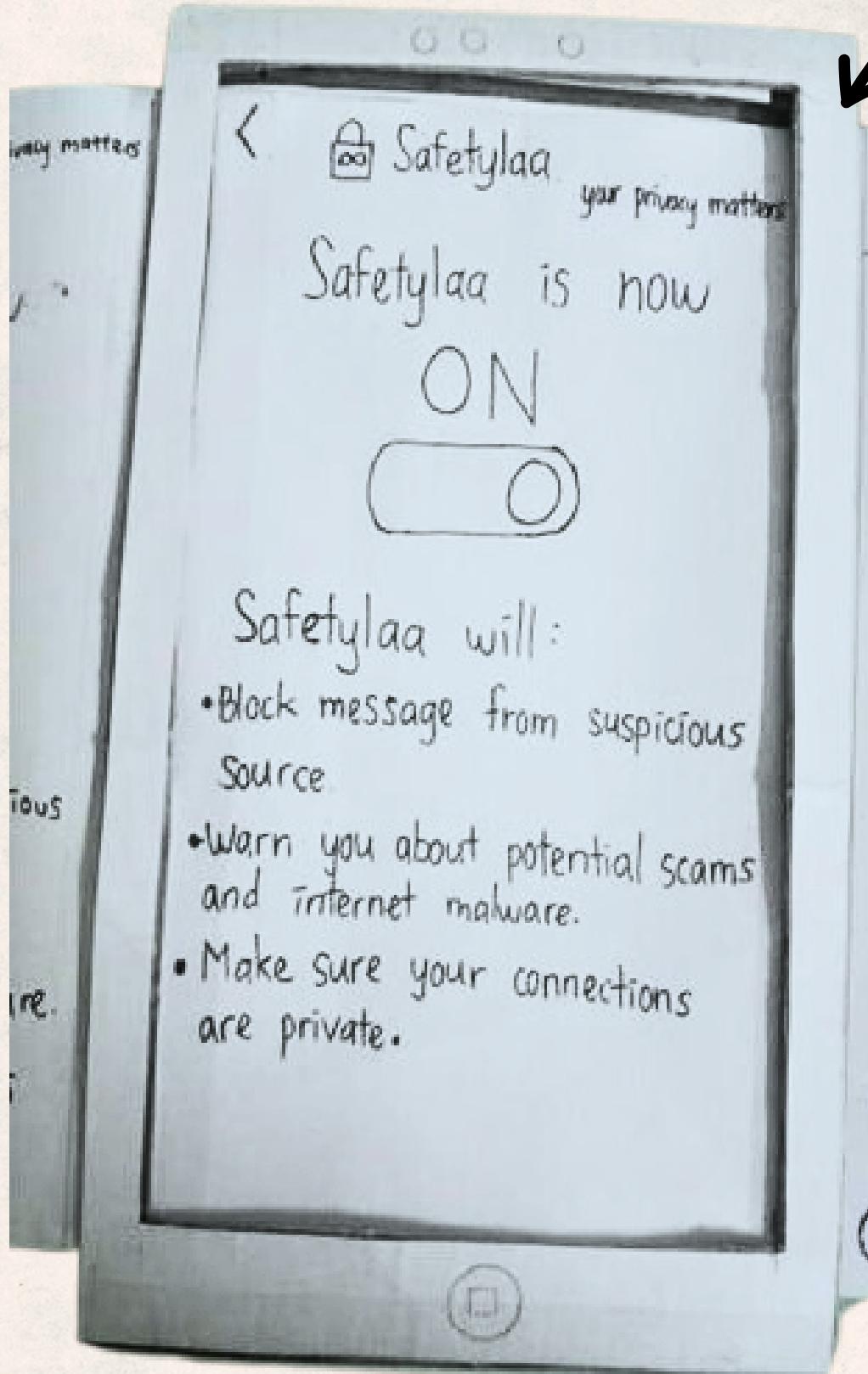


**Using AI to identify and
avoid scams**



Reporting system

Prototype Mobile Extension (SAFETYLAA)

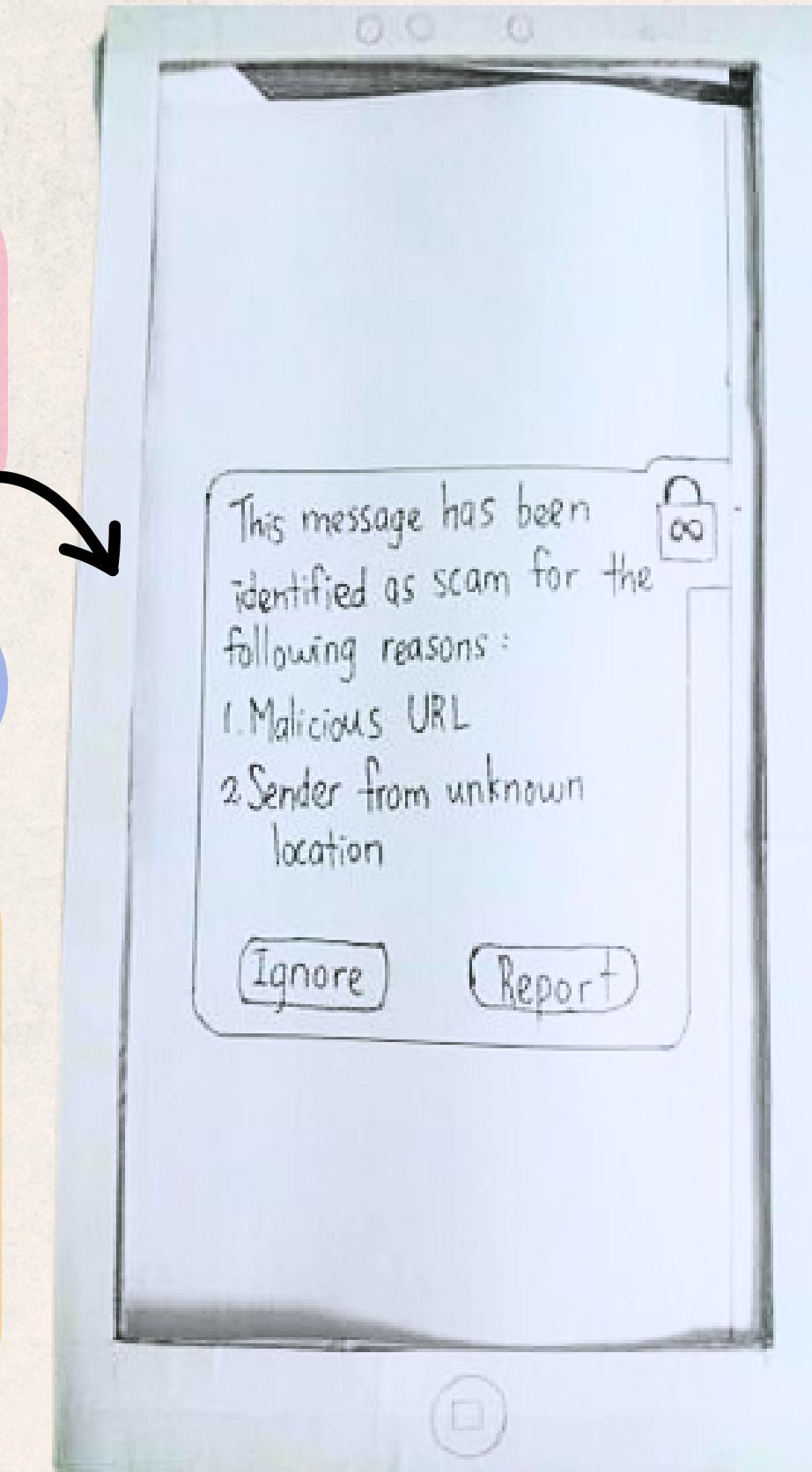


Switch on to safety mode.

system will always be active to detect
scammers and alert users when
scammers are present.

pop-up message appears.

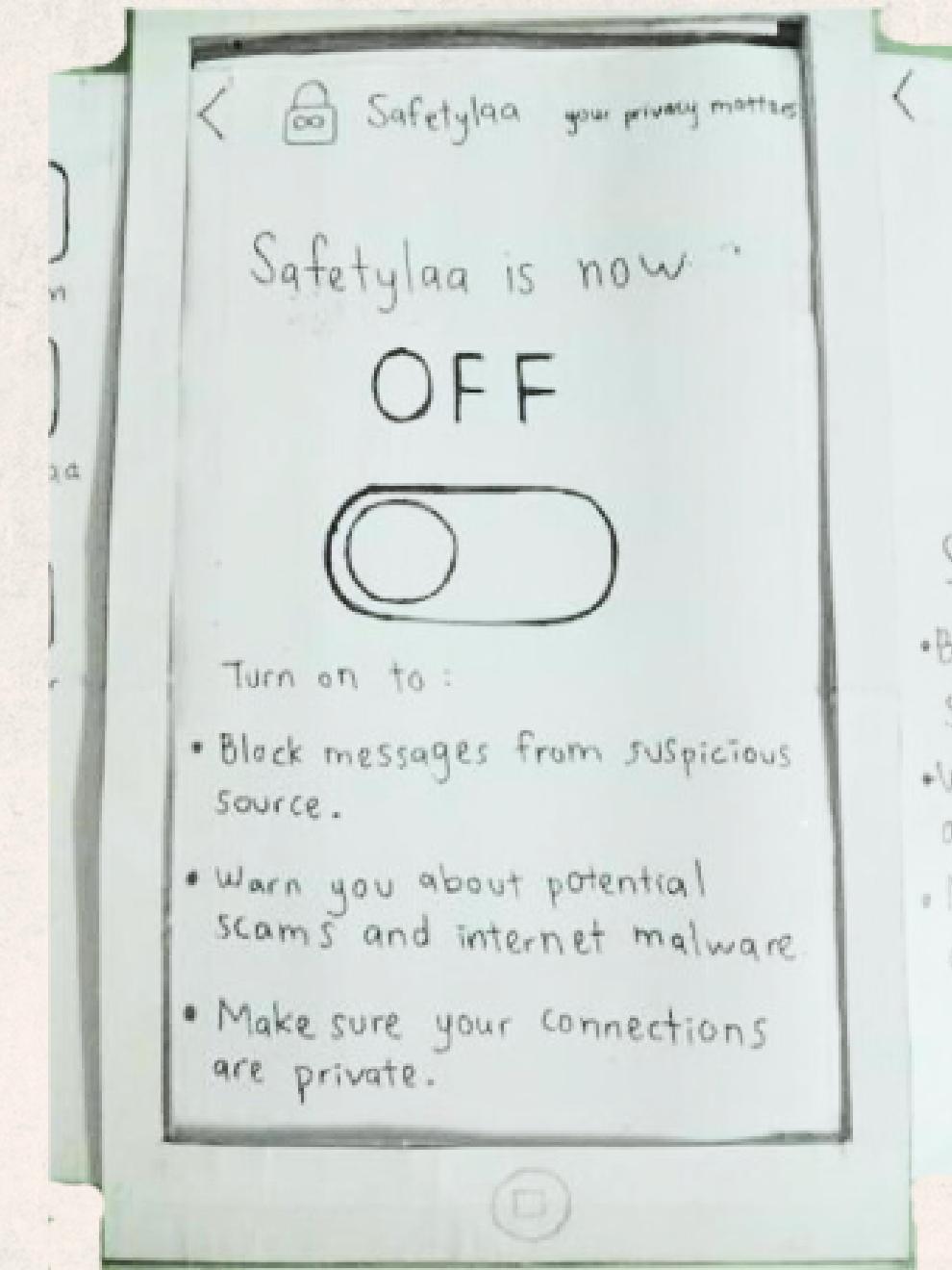
**Users can click on profile
who sends suspicious links,
to report and block them.**



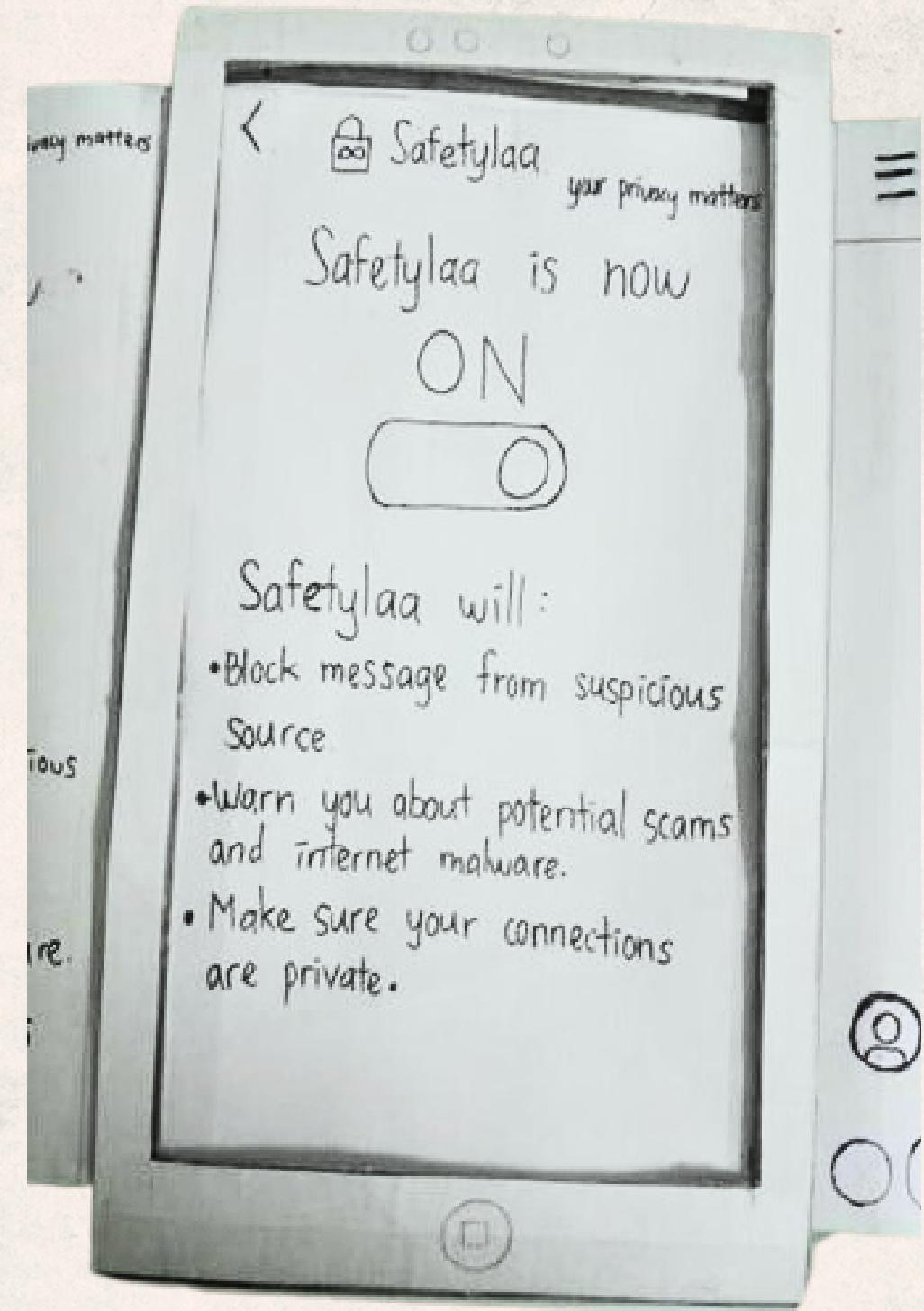
Test



The phone's home screen



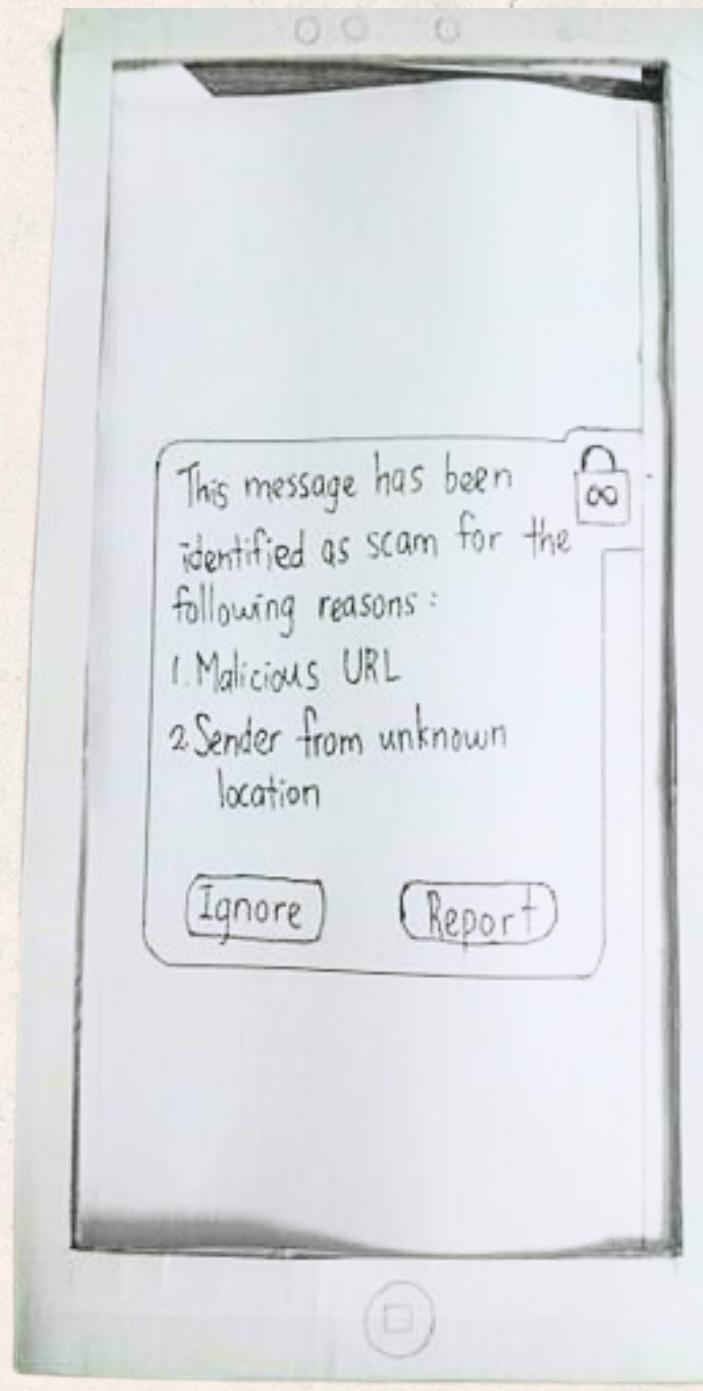
Turn on SAFETYLAA before using
the social media



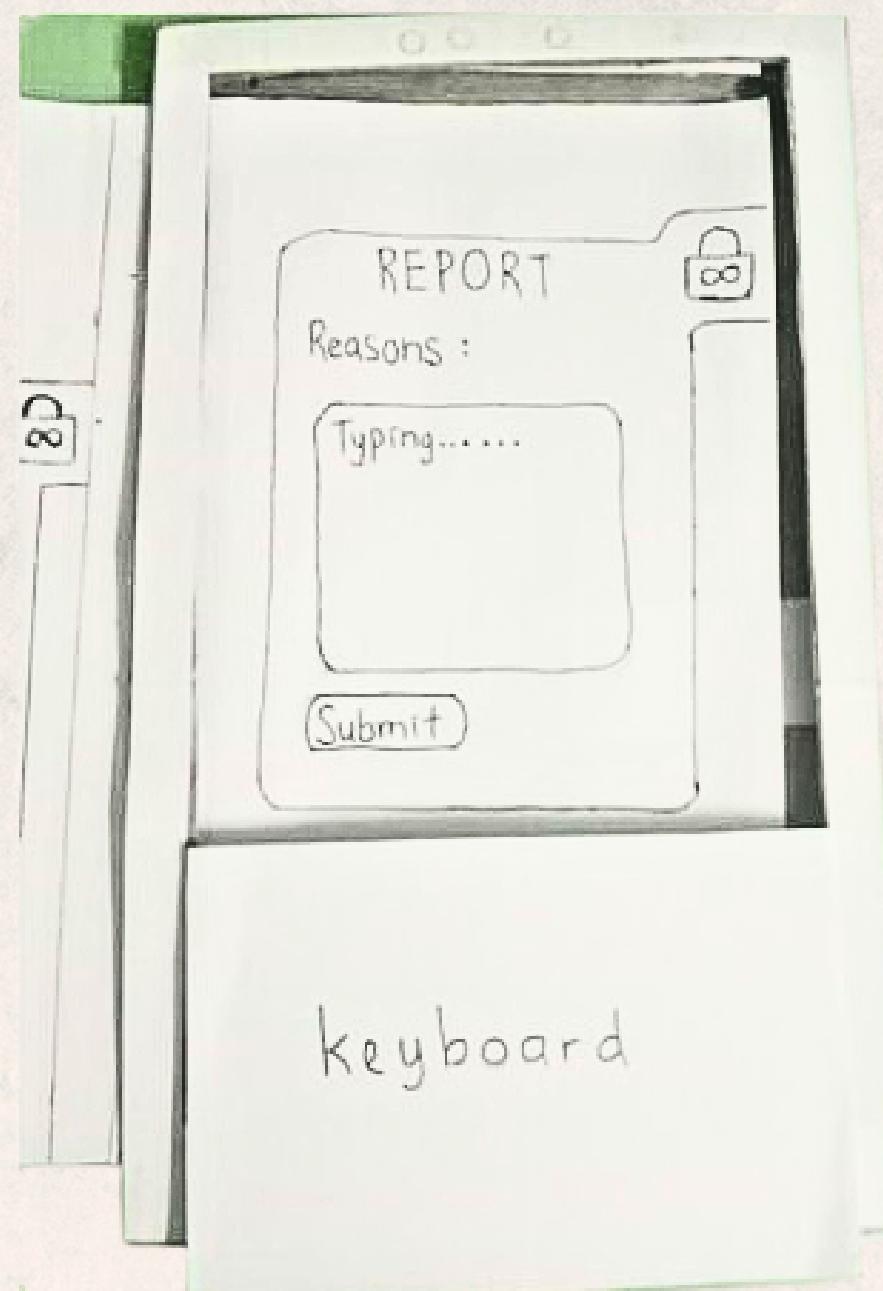
Once SAFETYLAA is turned on, it will assist you in identifying fraudulent links and scammers to keep you from falling victim to their tricks.



Here is an example of a suspicious source.



Following that, SAFETYLAA will identify the link and display a pop-up window. You may decide to report to that user at the moment.



Presenting the user's current reporting to SAFETYLAA. After that, SAFETYLAA will take the actions required to prevent the message from being sent.

Thank you!

