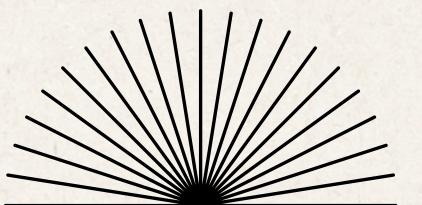




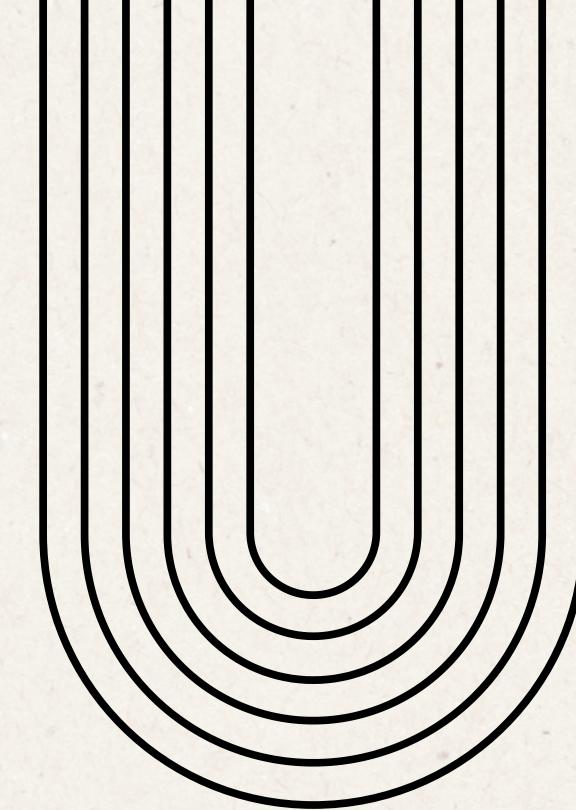
# LVMH HACKATHON

**Digital Product Passport (Group 3)**



Enzo Meret  
Vincent Lamy

# Objectives and Goals

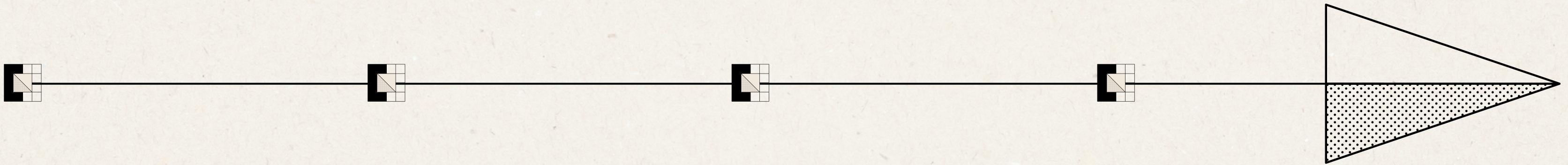


The project focuses on transforming the mandatory Digital Product Passport (DPP), accessible via NFC/QR code, into a premium, interactive client experience web page.

The key differentiator is offering exclusive events to authenticated product owners, which fosters immediate onboarding and establishes a lasting sense of exclusivity and brand loyalty upon purchase.

# Timeline

Weekly deliverables and key dates for the project.



## S1 (Dec 8 - 14)

Define the product page architecture. List and detail the differentiator features. Draft the high-level storytelling to ensure a premium, luxury tone.

## S2 (Dec 15 - 19)

Finalize the Data Mapping and the technical approach preparing for the submission on December 19th.

## S3 (Dec 22 - 28)

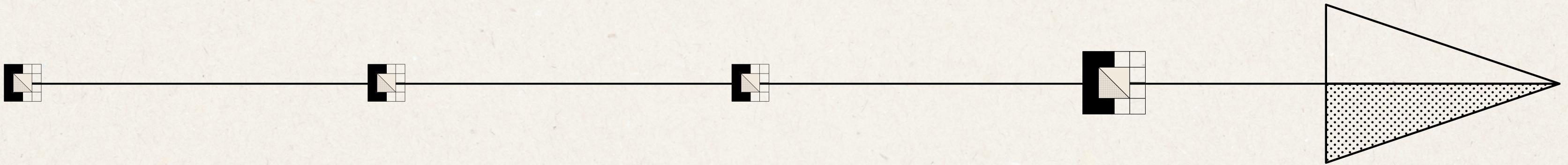
Create detailed designs for the interactive features and the dedicated Exclusive Events interface.

## S4 (Dec 29 - Jan 04)

Core Prototype Coding (V1) Begin coding the core product page (React/Tailwind CSS). Implement the NFC/QR code scanning workflow simulation.

# Timeline

Weekly deliverables and key dates for the project.



## S5 (Jan 05 - 09)

Record the D2 Loom video demo, showing the end-to-end user journey and the unique value proposition.  
D2 Submission.

## S6 (Jan 12 - 18)

Code Refinement. Apply the final UX polish. Finalize the storytelling and copy. Clean and document the final source code and repository.

## S7 (Jan 19 - 22)

Final Pitch Preparation. Create and finalize the Final slides. Be prepared for the 12-minute Live Demo.

## January 23rd

### FINAL SUBMISSION

Deliver the Final Deck, Live Demo, and Git Repository.

# Critical Needs

05

## Compliance & Security Framework

Define the precise rules for DPP Content Validity and Certificate Expiry (how the Aura Blockchain Consortium status is displayed and updated).

Complete the implementation of the Simulated Authentication/Login flow post-NFC/QR scan.

## Premium Data Integration & Storytelling

Prioritize the integration of Visual Data (Sustainability Scores, Traceability Timelines) over raw text, ensuring every piece of information enhances the luxury narrative.

Finalize the unique, brand-aligned messaging for the entire DPP, especially the "Welcome Message" after the scan, focusing on Exclusivity and the value of the Owner/Brand Relationship.

## Strategic Roll-Out & Business Impact

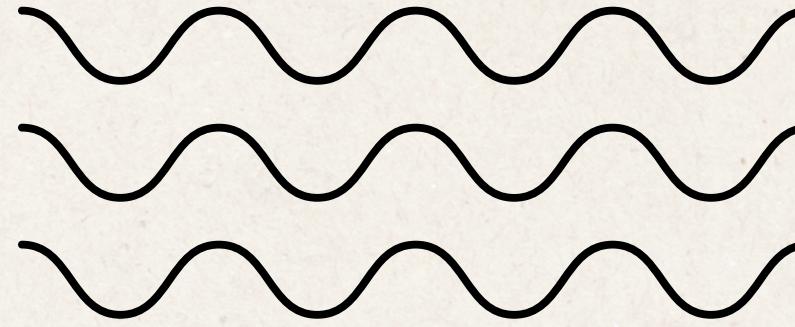
Detail the Scalability Plan and the proposed Integration Steps for moving from the pilot product to a full LVMH Maison deployment. This addresses the required "Solution's Roll-out Process" deliverable.

Finalize the quantitative data for the final presentation, proving how the Exclusive Events feature and seamless onboarding directly contribute to increased Customer Lifetime Value (CLV) and Brand Loyalty.

## Final Code & Documentation Quality

Ensure the Git Repository is completely clean, with all necessary build steps detailed in the README.

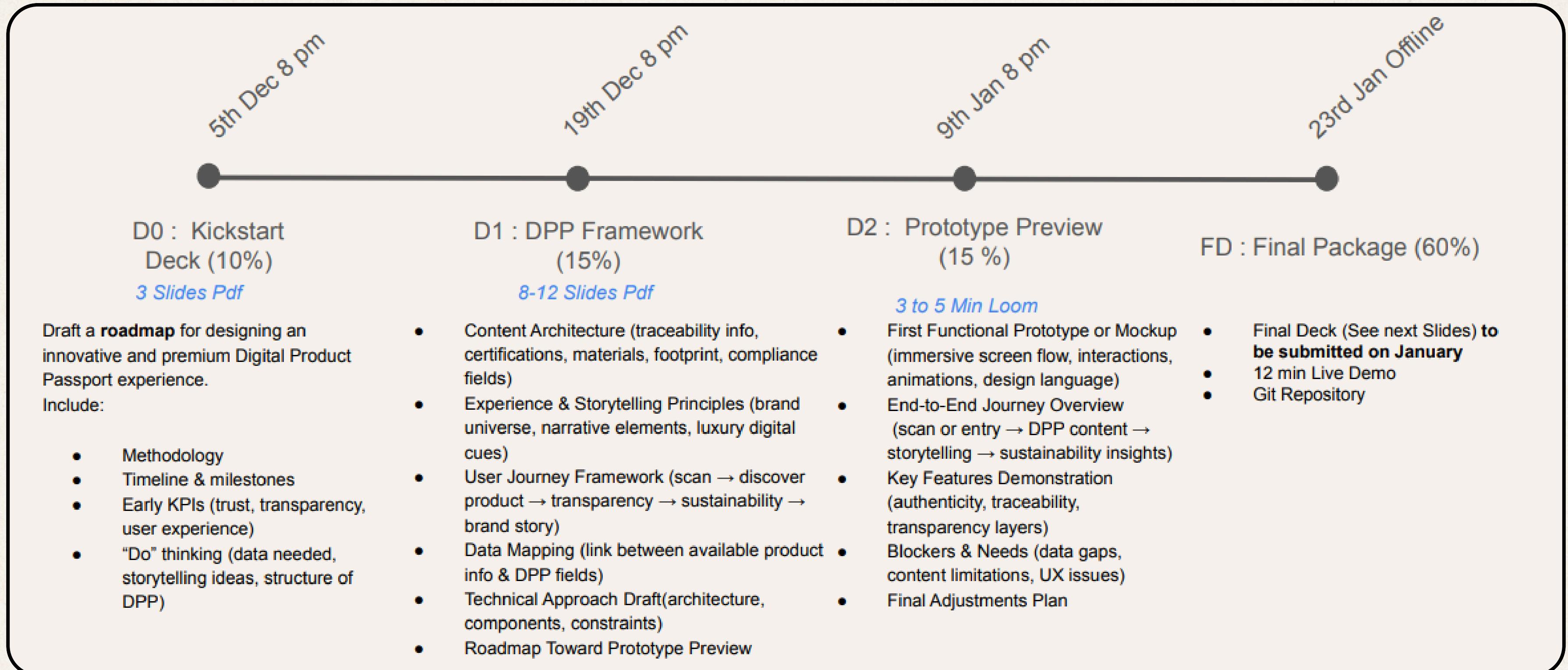
Dedicated time for the UI/UX to ensure the DPP prototype meets the expected "Premium Immersive Experience."



# Deadlines

06

Miles stones & delivarables.



# Thank you

**E-mails**

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**Git Hub**

[github.com/Vincent-20-100/LVMH\\_Hackathon](https://github.com/Vincent-20-100/LVMH_Hackathon)