DE-FACE: DEEP FAKE & CATFISH DETECTION PROPOSAL

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OUR IDEA

We are looking to application as a solution to security issues such as deep fakes and personal photos being stolen online. This would provide people with control over their own images. It would stop images being stolen and indoctrinated into suspicious sites and used against them.

WHAT WE ARE WORKING ON

SECURE

Make sure our app is secure and does not share any private information about our users

ACCESSIBLE

Allow our app to be accessible by all users and make sure it is easy to use

FAST AND RELIABLE

Make sure the app runs smoothly and if there is a problem for it to be resolved quickly.

NOW

- Images can be freely stolen, altered and shared
- Difficult to get unauthorised images removed
- People unaware of where their image is used

FUTURE

Altered images are automatically flagged

Reports effective as verified by facial signature

People can track where their image is used


“Privacy - like eating and breathing - is one of life's basic requirements.”
—KATHERINE NEVILLE

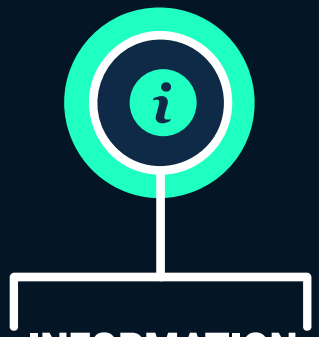
MAJOR REQUIREMENTS

IMAGES

A program to scan social networks for matching of a facial signature must be developed

USER EXPERIENCE

An application interface where users are able to allow and report which accounts post their images



INFORMATION

A system of verifying and encrypting facial signatures must be developed to ensure all information is secure

User Stories

•**User Story.** *As a* social media user, *I want to* be able to check if my photos have been stolen from any of my profiles *so that* I know all my images are under my control.

Acceptance criteria. *Given:* A user has a social media account online. *When:* the user scans their face. *Then:* the software will check if this face appears on any other social media accounts.

•**User Story.** *As a* social media user, *I want* the option to flag stolen photos *so that* I can get them removed online.

Acceptance criteria. *Given:* The software finds photos on sites not belonging to the user. *When:* The user clicks “not mine”. *Then:* A report to get that photo removed will be sent to the site.

User Stories

•**User Story.** *As a* developer, *I want* there to be facial verification before the service is used *so that* only the owner of the face can remove their images.

Acceptance criteria. *Given:* A user is looking to find images associated with their face. *When:* Their face is scanned. *Then:* It will only finds images associated with that facial signature.

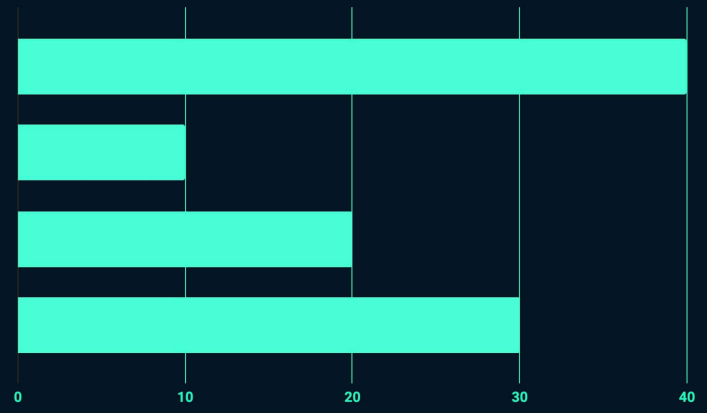
•**User Story.** *As a* developer, *I want* to give the option to automatically scan for a users images *so that* videos and images of them that have clearly been altered can be automatically reported.

Acceptance criteria. *Given:* A user has chosen to automatically report images *When:* An altered video showing their face is found *Then:* a report will automatically be sent to the site to remove this.

BUDGET

40%
UX RESEARCH

20%
PROGRAMMING



10%
DATABASE

30%
WEB DESIGN

OUR GOALS

USABILITY

A simple web application that is accessible from any device that allows user to set up an account for continuous use

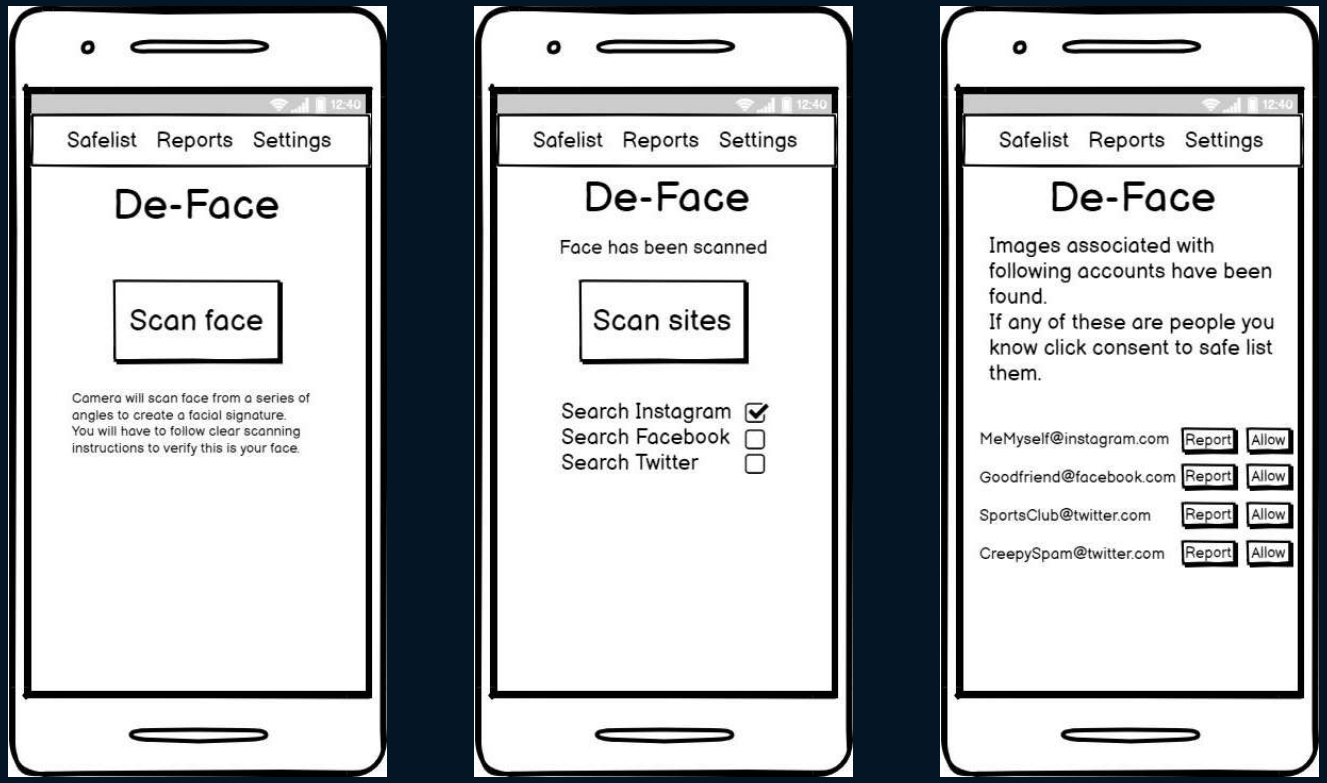
AVAILABILITY

A free application available for anyone to use that can be applied to whatever sites they choose to scan through

EXPANSION

To gain credibility and trust from social networks so that we can work with them as a way of verifying and reporting images

Low fidelity Mobile Wireframe



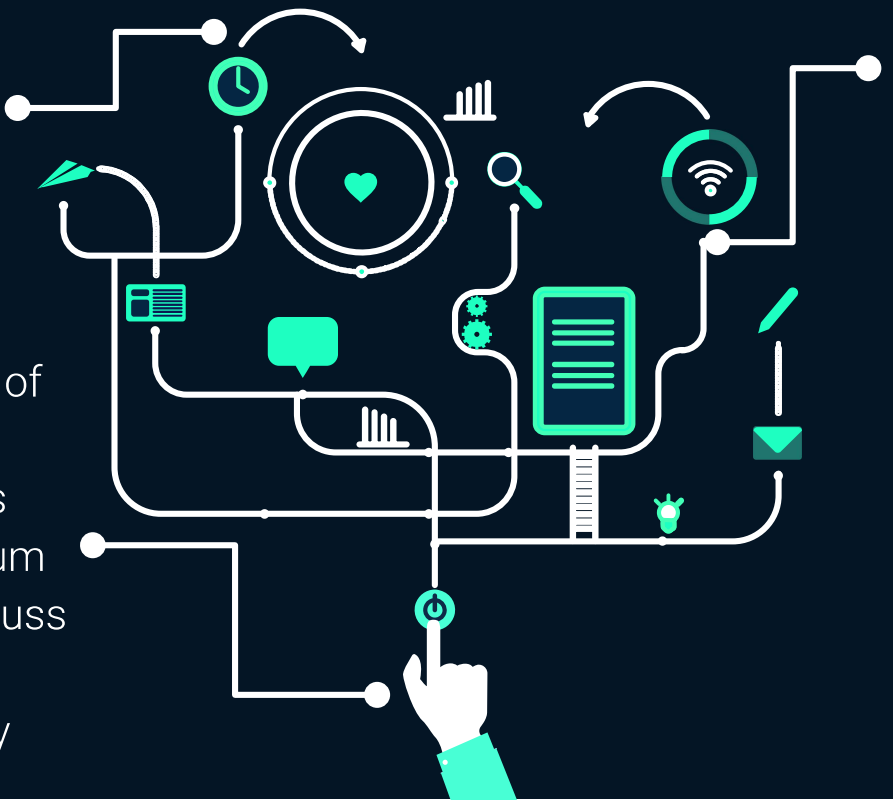
PROJECT STAGES

STEP 1

Planning: Team came together and generated ideas until we had a detailed for our project

STEP 2

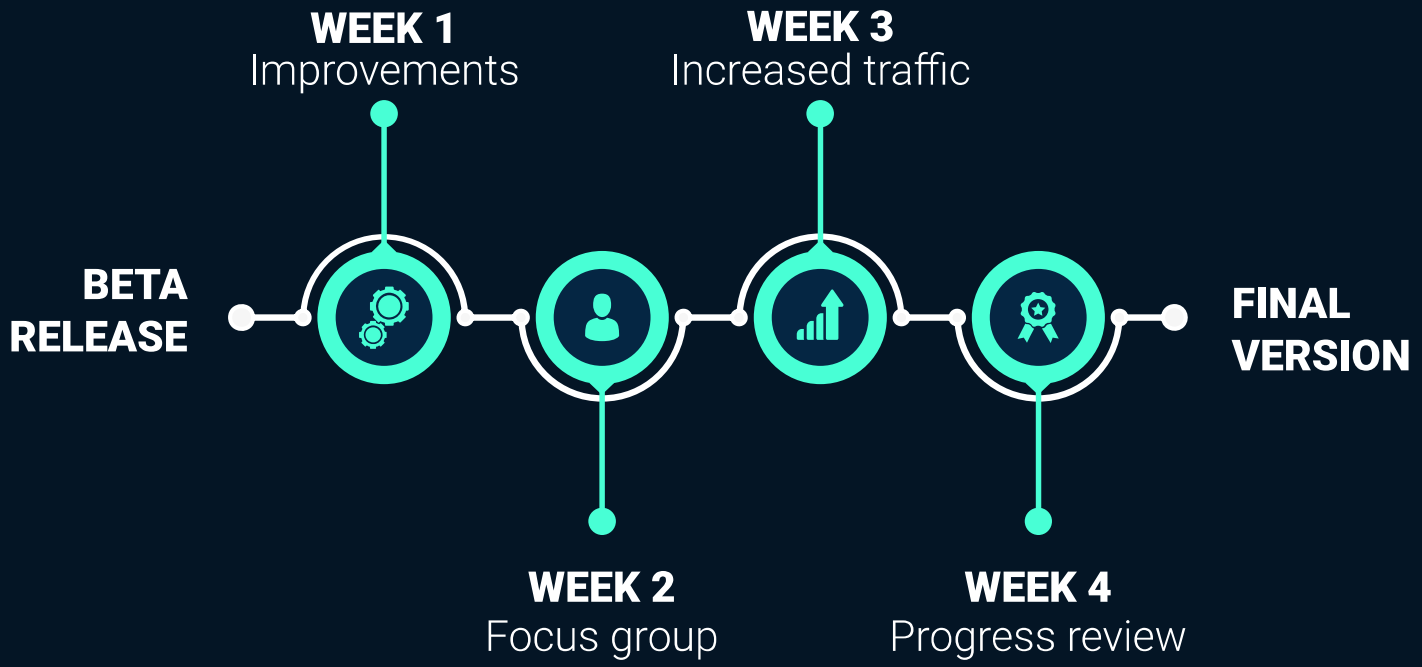
Designing: Iterative cycle of research, design and development of our ideas took place. Followed scrum meeting structure to discuss what had been done and need to be done each day



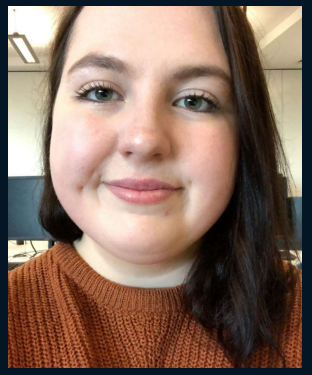
STEP 3

Testing: Ideas were tested ensure it would work in the user environment. Improvements and alterations made to our project until it was market ready.

OUR TIMELINE



THE TEAM



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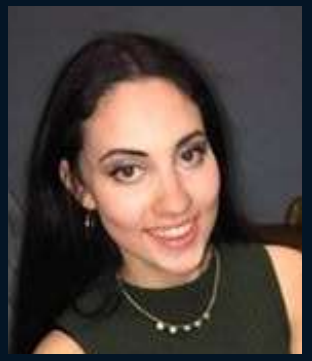

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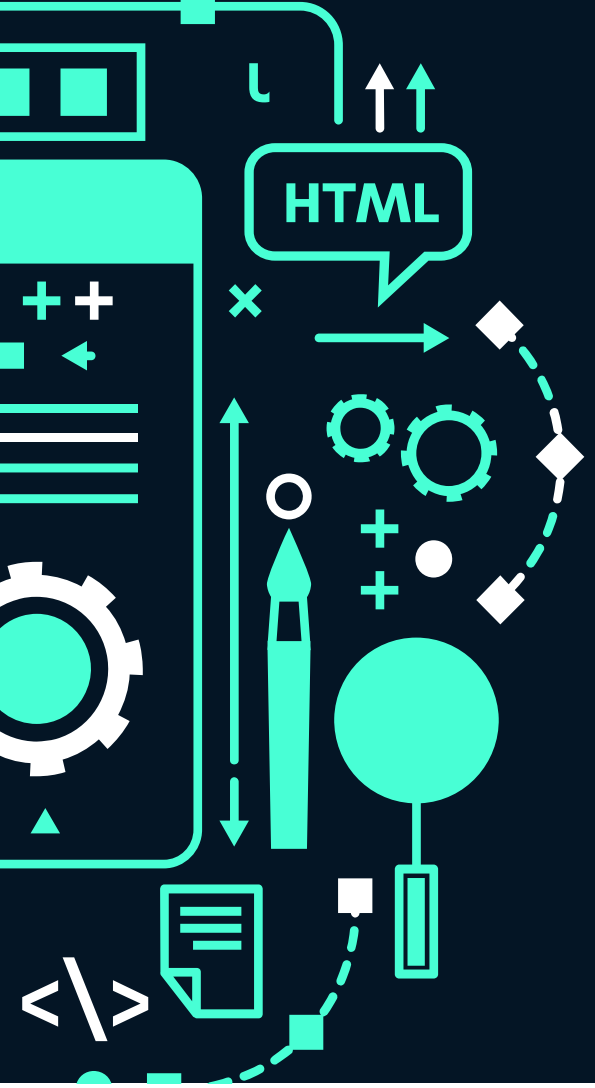

THANKS!

If you have any further questions do not hesitate to ask any of us:

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CREDITS

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