

Topic: Shoe Selling App		Author: Héctor A. Rivera Hernández		Date: January 30, 2023	
<div>1. Problem Background</div> <ul style="list-style-type: none">• In recent years, the shoe industry has grown and as well the counterfeit sneaker market. Sneakers are the second most counterfeited product, having a market worth around \$450 billion dollars that is around more than 5 times the size of the legitimate sneaker market that, is worth around \$80 billion dollars.• Since there has been an increasement in counterfeit product and as well there's a lot of misinformation and people don't know how to distinguish between legitimate and counterfeit sneakers, there has been an increase in Puerto Rico fraud from the resell of these products and selling them as if they were legitimate products in apps such as Facebook marketplace, Instagram and many others.• Also, people who start their own business of reselling legitimate shoes, finds it difficult to attract customers because they don't want to risk getting scammed and they don't know if they are legitimate, and they are competing against other business that sell counterfeit shoes.• Currently in Puerto Rico there doesn't exist a system in which people can resell shoes and as well buy shoes but with the confidence that what they are buying are indeed legitimate shoes.			<div>4. Countermeasures</div> <ul style="list-style-type: none">• Have an application where people can create a profile and buy shoes from the different businesses signed up in the app or they could sign up their own business and present all the available products they have in their inventory.• Once a person buys a shoe from any of the resellers in the app, the shoes will first go to the HQ of the company and it will be authenticated, if they are legitimate it will proceed with the purchase and sent to the buyer if not it will be canceled and send the shoes back to the business who try to sold it and it will be removed from the app for selling counterfeit products.• The authentication of the shoes will follow a guideline to verify the shoes and the process will be recorded so that the customer will have the evidence that indeed his shoes were verified, that way the customers will believed in our word but also in the evidence.• People can leave reviews on the different business that they bought from and as well images of their products.		
<div>2. Target</div> <ul style="list-style-type: none">• A platform in which people could resell and buy legitimate shoes, offering thus protecting customers from getting scammed and as well promoting small businesses to acquire more customers and demonstrate that their products are legitimate.			<div>5. Check/Evaluate</div> <ul style="list-style-type: none">• The project's effectiveness will be determined by the number of users and resellers registered on the platform and as well by the reviews of the users.• Project failure will be determined by a significant drop of registered users and resellers or falling in the authentication of the shoes.		
<div>3. Causes</div> <p>Problem: There has been an increment of people in Puerto Rico selling counterfeit shoes as legitimate. This situation makes it difficult to those who that starts their own business to attract customers because of it.</p> <ul style="list-style-type: none">• Why? Most customers don't know how to distinguish between a counterfeit and a legitimate shoe.• Why? These shady resellers trick their customers into thinking that they are legitimate shoes when they really are counterfeit.• Why? There's no system/service in Puerto Rico in which could authenticate shoes.• Why? People that start their own business in reselling legitimate shoes find it difficult to attract customers because of counterfeits.			<div>6. Act/Standardize</div> <ul style="list-style-type: none">• Continuous success will be ensured by developing the apps capabilities and expanding to different areas. Also, user feedback will be taken into consideration and if it's something that can be developed then it will be implemented.• This idea can also be applied to clothing, watches, bags and many other products.• By the end of the project, the team will have acquired experience working with frameworks and different programming languages used to develop the web app, as well they learned the process that it takes into thinking, designing and developing a web app to the real world.		