Design Thinking Report

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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:
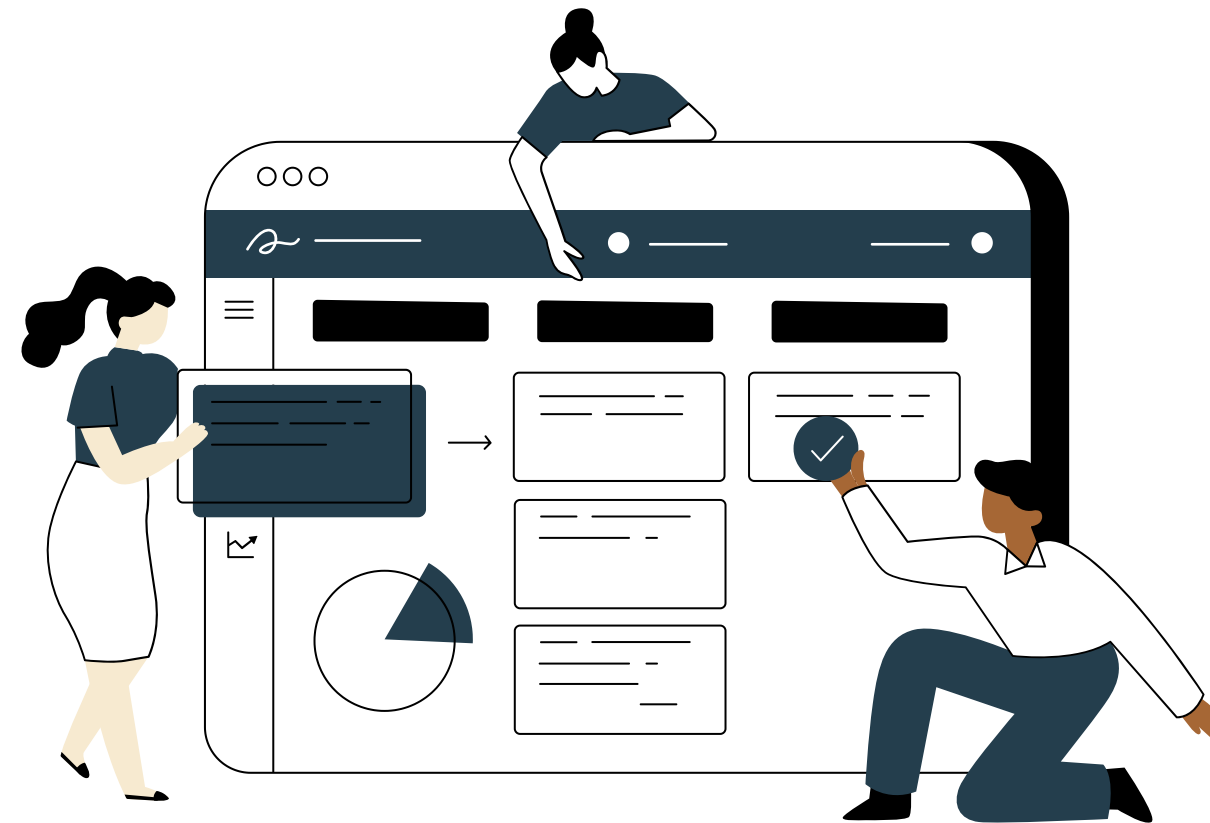
1: Empathize

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.
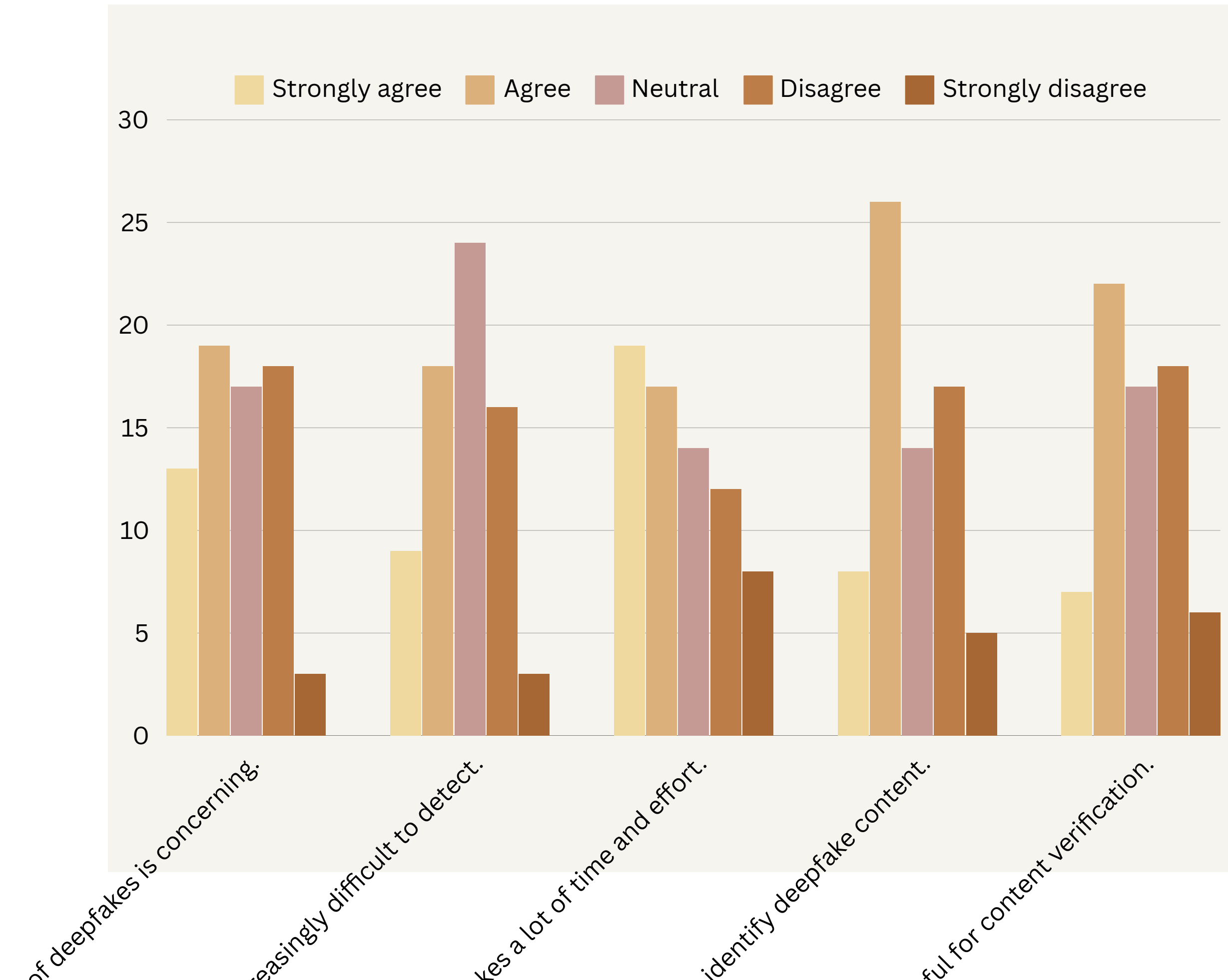
Before

Target face

After

Phase 2: Define

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

From the survey form:

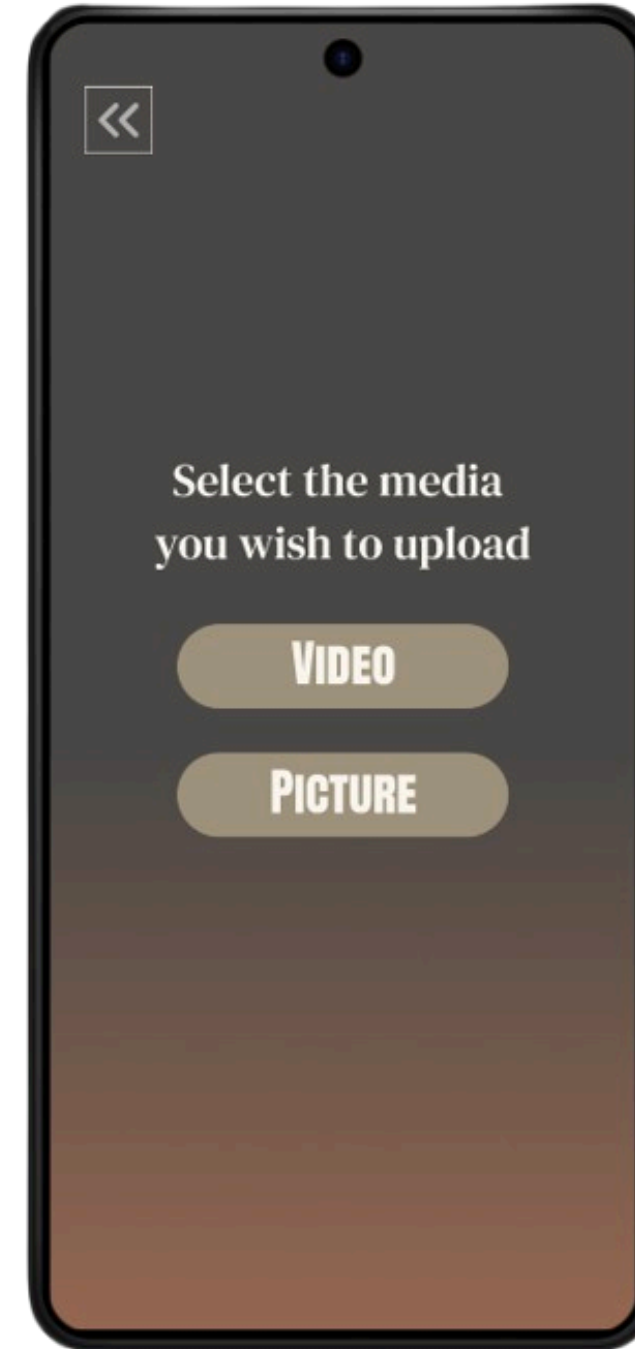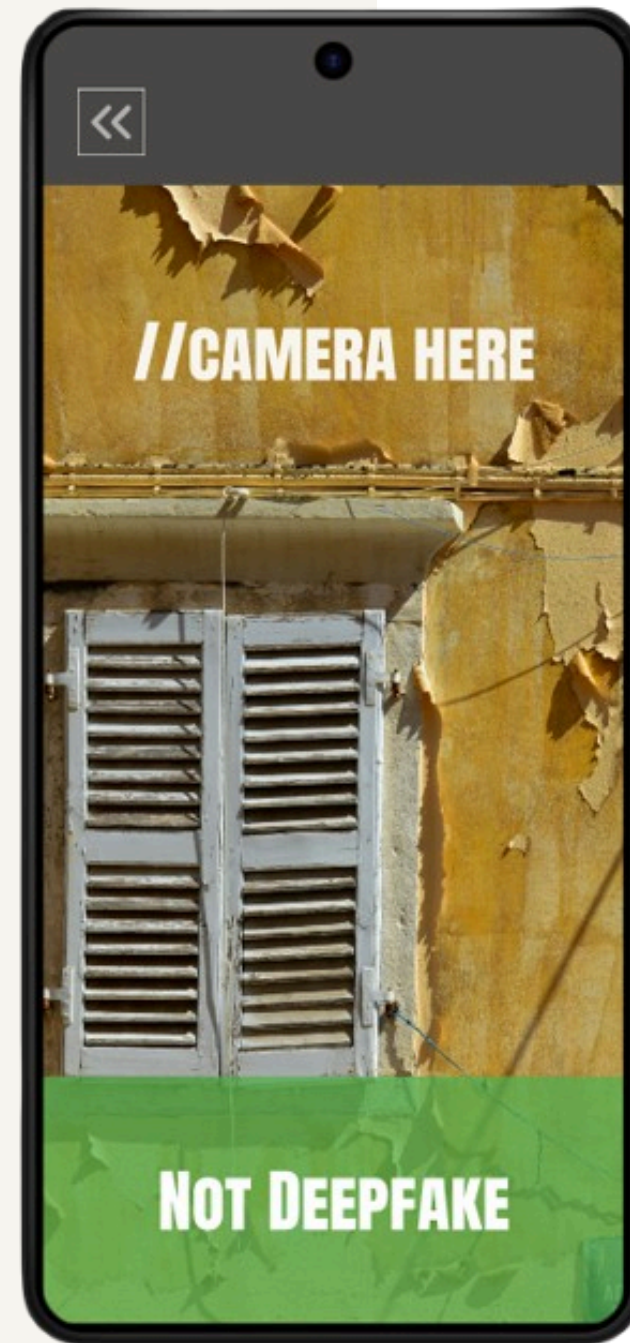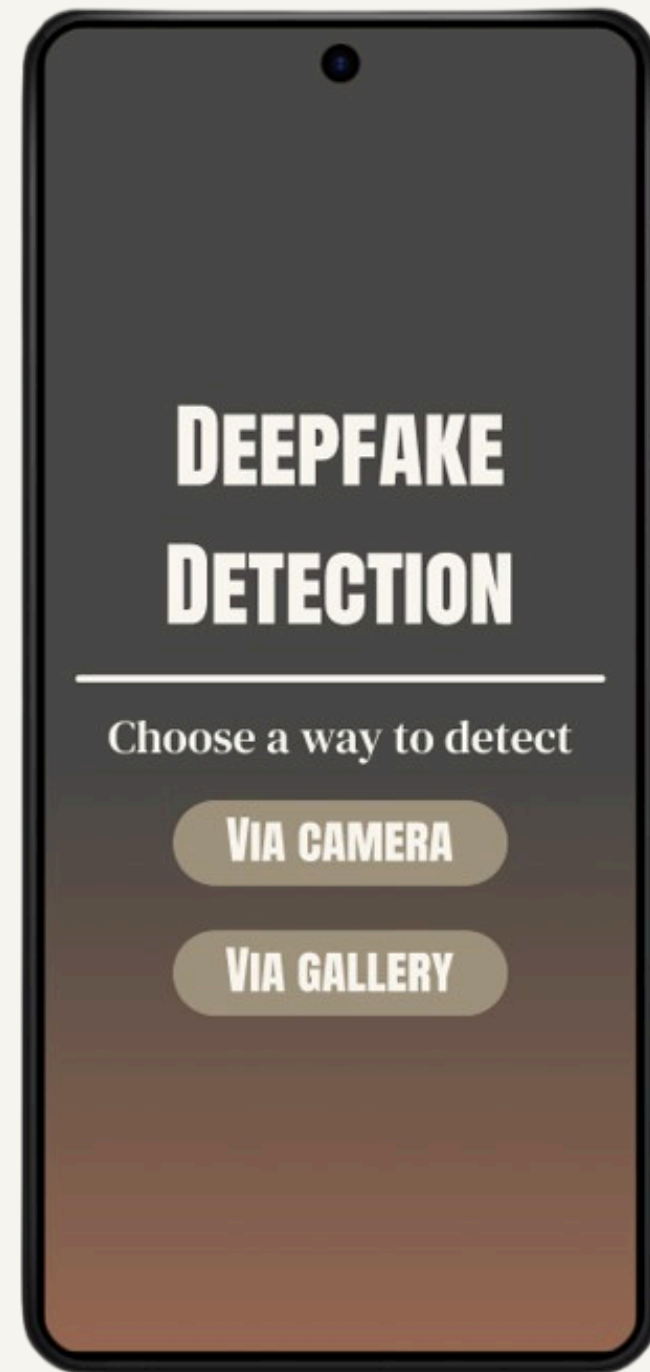| No.	Problems faced by users
1.	Deepfake content is difficult to detect
2.	Verifying deepfake content takes a lot of time and effort
3.	Lack of resources to identify deepfake content

Phase 3: Ideate

Several discussions and brainstorm sessions are held to found solutions.

Phase 4: Prototype

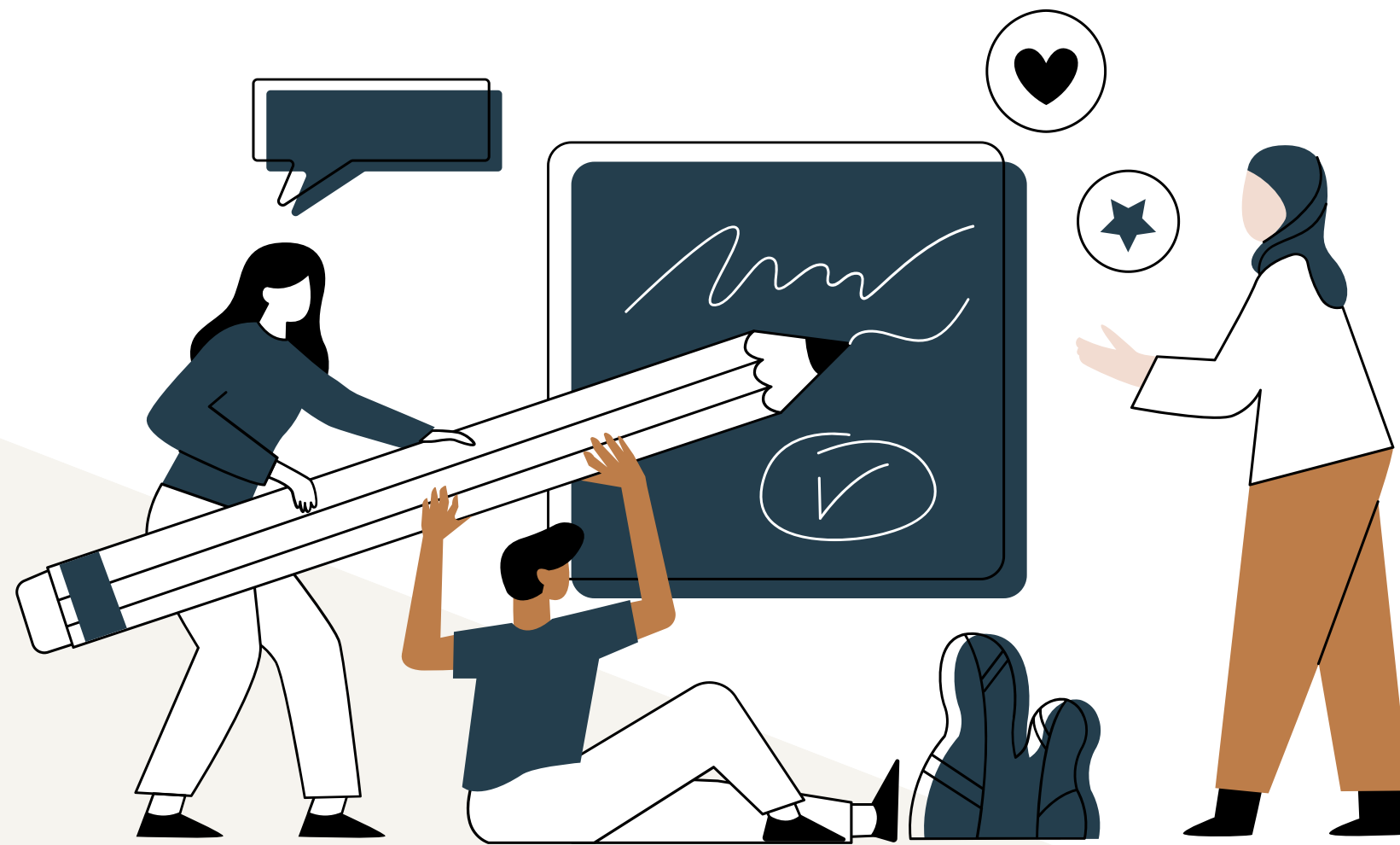After coming out with the idea, a prototype is built using Figma.

Deepfake Detection

Choose a way to detect

Via camera

Via gallery

//Camera here

Not Deepfake

Select the media you wish to upload

Video

Picture

//Media here

Deepfake

Software Prototype

Phase 5: Test
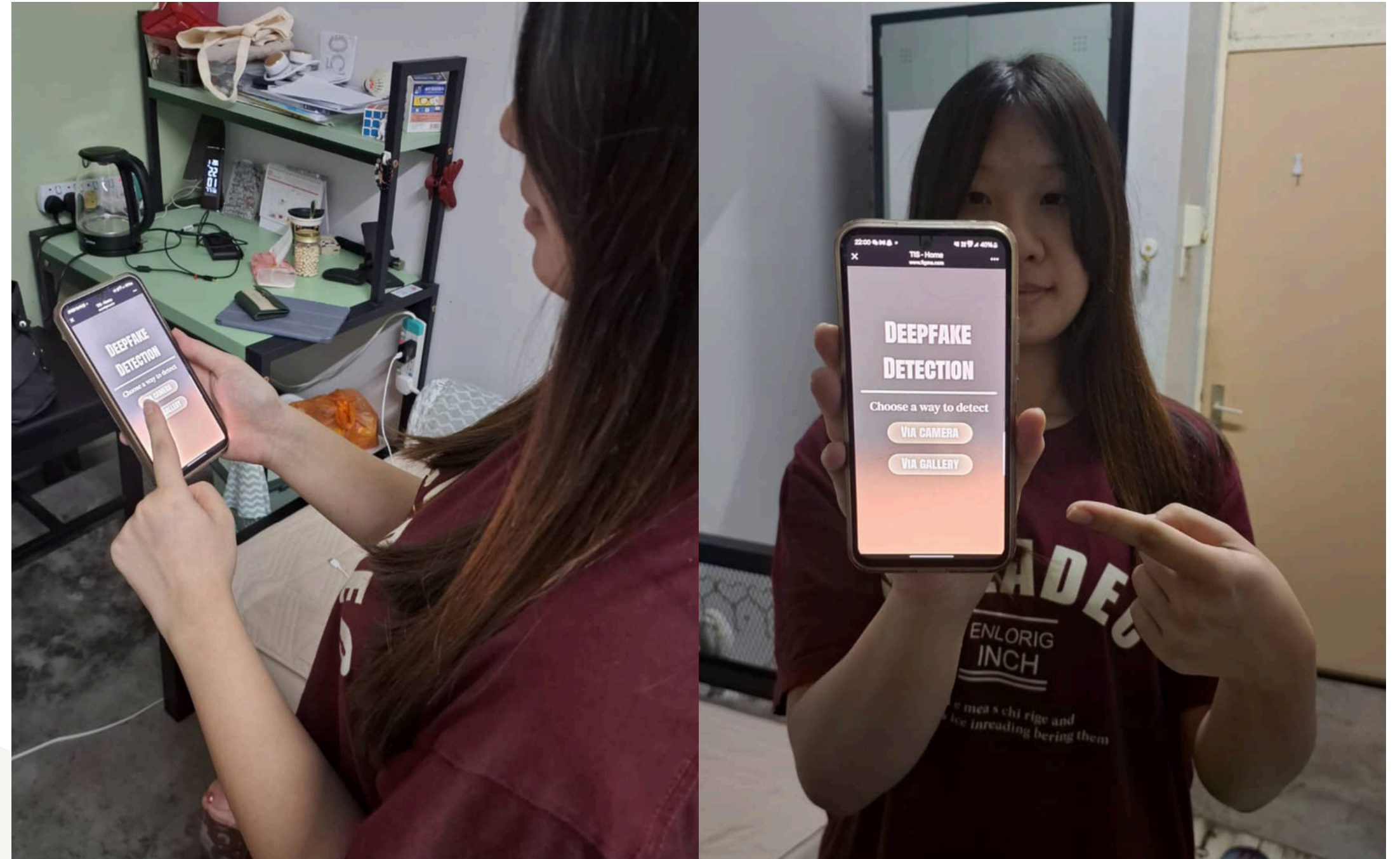
Feedbacks from users are gathered.

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!