Ideation Phase

Team ID: Team-592167

Project: Real/Fake Logo Detection

Empathy Map

What does he think and feel? • This fake product costed me more than the real product. • They look so similar, that anyone would fall for the trap. What does he hear? What does he see? • A new product of a • The product design certain company is out. It caught the eye. is a must have. • Just a slight glance at the • Won't find a product with logo convinced me it is legitimate. better quality. What does he say and do? • The product looked so cool that I couldn't resist buying it. • The build quality, however, was disappointing.

Pain

- Will have to spend a little more time for verification of logo.
- Cannot distinguish when the fake company uses the exact logo as the original.

Gain

- Reduces the risk of buying product of a fake company.
- Accuracy of the model is high.

Brainstorming



Awareness Programs



Quality checking



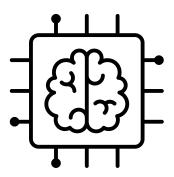
Implementation of Laws



Information on materials



Al solutions for distinguishing between fake and real logos



Place of origin and manufacturing

