



The Global Language of Business

Assessment of Systems and Solution

Innovations for Current Data Services

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Activate Feature Proposal

Context and Problem

What is the current problem?

- Activate has multiple text fields in its data entry page
- This can affect the quality of data
- Functional Name:
 - The user can misspell the name
- Net Content:
 - The user can possibly add extra numbers to the net content
- The current solution does not have precautions for these user errors

Describe your product

Brand name *

More ▾

[Create a new brand](#)

Sub-brand Optional

More ▾

[Create a new sub brand](#)

Functional name *

Text

ⓘ

Language

[Add translation](#)

Variant Optional

Text

ⓘ

Language

[Add translation](#)

Net content *

Measure

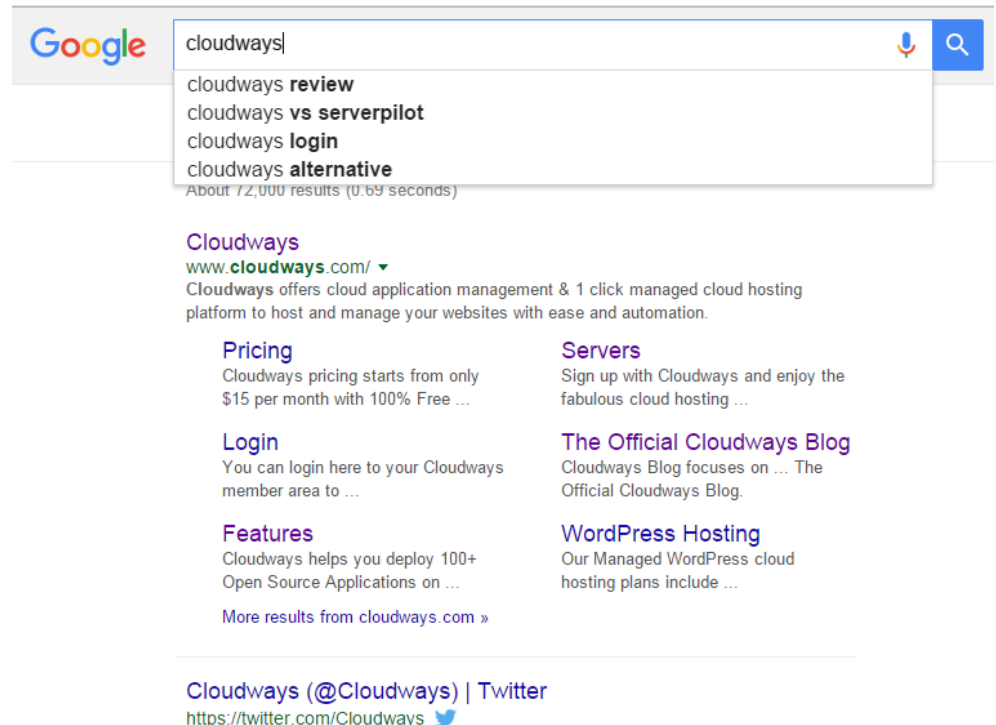
ⓘ

Unit

[Add measure](#)

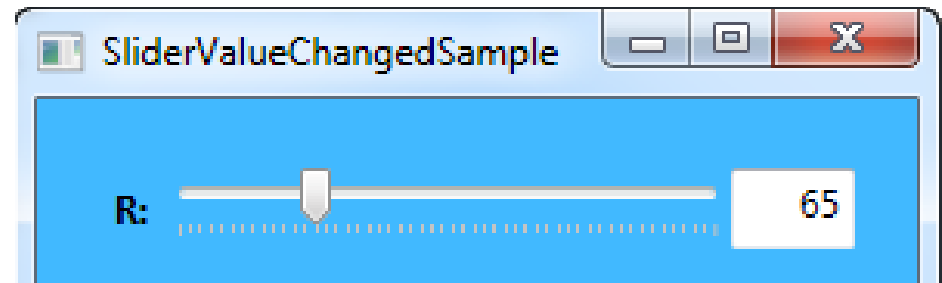
Insight and Solution

- Functional Name: Live Search Box
 1. User enters a letter
 2. Text box queries the database for all names that begin with entered letter or letters
 3. Sorts and displays first 5-10 results
 4. Repeat
- Solution
 - Eliminates most typing errors



Insight and Solution

- Net Content: Input Slider
 1. Slider is presented after the functional name is entered.
 2. Functional name is queried in the database and a range of net contents are displayed for the range of the input slider.
 3. If users net content falls outside the provided range, a textbox is provided for the user to enter it manually. (Similar to current method)



Benefits

- GS1 Data Services
 - Preforms somewhat of a check feature in Activate to make sure all data entered is correct
- Brand Owners
 - Only have to enter the data once and Activate can validate the data

Process and Expectations

Timeline

1. Find a compatible solution for existing technologies
 - Live Search Box
 - Slider with textbox
2. Implement Live Search Box first
3. Implement Net Content Slider next since data from Functional Name is used

Resources Needed

- Access to correct source code
- A proper dev environment on our local machines
- Assistance from Roberto and the Activate team

Feasibility

- This project is feasible for us with the timeframe we have

Scope

Expected Deliverables

- Live search button for functional name
- Slider button with text box for net content
- Matched design with current Activate

Maximum Potential

- Remove all sources of data entry/data in errors

Activate + Resolver Proposal

Context and Problem

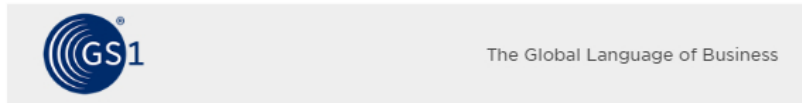


Current Problem 1

- Creating and managing product using Activate and Resolver separately
- Customers have no exposure to Resolver



Context and Problem



Tilda Lime And Coriander Steamed Basmati Rice 250G

<https://id.gs1.org/01/05011157888163>

<https://id.gs1.org/01/05011157888163/>

activityideas		
en	Activity Ideas	https://www.tilda.com/live-well/pancake-day-ide
consumerdata		
en	Consumer Data	https://philarcher.org/gs1/2017/limeandcoriander
productdescriptionpage		
en	Product Description	https://www.tilda.com/our-range/steamed-basmati-3/
recipewebsite		
en	Recipe Website	https://www.tilda.com/eat-well/
relatedvideo		
en	Our latest TV ad	https://www.youtube.com/embed/JEhP_1eoHkk



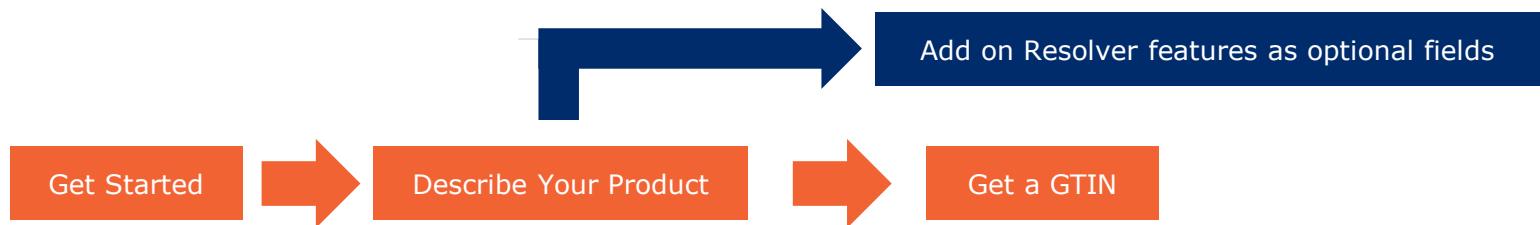
Current Problem 2

- Rough user interface design and intricate user experience
- Requires a second click to access information for product consumers
- Collecting data from URL provided by company is not automated
- Limited variety on Datatypes options

Insight and Solution

Integrate Resolver with Activate

- Add Resolver on the banner named Manage your Product
- Collect data on Activate interface and send to Resolver Database (or GS1 Key Registry then pulled down from Resolver)
- Introduce Resolver to the customers during Activate
- Users can get GTINs after they fill out the Activate field, but they will need to manually skip Resolver fields



Insight and Solution

Datatypes with Features Automation

Video

- User Manual
- ADs

Foodservice

- Nutrient facts
- Allergy warning
- Diet suggestion (e.g. Gluten Free)
- Recipes feeds

Social Media

- IG, Facebook Pages
- Google Business
- Website
- Online stores

Transportation

- Origin & locations info
- Timeline

Retail

- User Manual
- Agreement & Policy
- Third Party Apps
- Expiration Date
- Warning
- Coupon/ Reward System
- Reviews & Rating

Language

- Locate to local website

Healthcare

- Medicine web
- Instruction

Insight and Solution

Business Benefit

- Improve efficiency of getting various types of data
- Increase the possibilities to create more services using data
- Acquire feedback from users while accessing this data (reports invalid GTIN and inaccurate information)

Process and Expectation

Timeline

- Meet with developers and understand the code structure
- Unitize the design of Resolver to Activates design
- Improve the information structure with UI Design
- Usability Testing for wireframes
- Build new front-end components using Vue.js and connection

Resources Needed

- Assistance from Roberto, Phil and their respective teams
- Access to the APIs and development environment
- Assistance from agencies for UI / UX design

Feasibility

- This project is somewhat feasible for us with the timeframe we have

Scope

Expected Deliverables

- Maintain the smooth user experience on Activate with Resolver
- Build-up the endpoint connection between Activate and Resolver
- Create functional prototype of the add-on page in Activate

Maximum Potential

- Generate a platform that companies can manage all the features of their products all on one service
- Create more services by using the data collected by GS1
- Improve legitimacy of GTINs

Logger App

Context and Problem

Current Problem

- GS1 Global does not currently have their own open source mobile application
- Current solutions that exist
 - GS1 Hungary's Logger
 - Various other mobile applications created to scan barcodes
- What these current solutions lack
 - Logger is old, and not accessible to the public
 - Other barcode scanners on the app store are not supported by GS1 and its bank of trusted data

Insight and Solution

A new mobile application to scan barcodes that is backed by GS1's data and services

Why is this necessary?

- Creates a more reliable barcode scanner, backed by the most trusted data
- Displays the direct impact of Verified to all stake holders, MO's, companies, and consumers
- Makes GS1 more visible in the everyday setting

Who does this benefit?

- The average consumer
- Company/warehouse employees

Insight and Solution

How it works

- User scans any barcode and all information about the product will be located from GS1 key registry and links will be collected from Resolver
- A consumer-oriented version will display all forms of data that may be useful to the everyday consumer (resolver links, allergens, manufacturer, expiration date)

Process and Expectation

Timeline

1. Learn how current Logger application scans and retrieves data
2. Create front-end based off the original Logger, but add features that we wish to implement
3. Connect Key Registry to the application
4. Choose what data gets displayed on the application

Resources Needed

- Access to Logger application and source code
- Key Registry API to link application to data
- Necessary software for app development
- Assistance from Cameron, Phil, and Steven, and their respective teams

Feasibility

- This project is somewhat feasible for us with the timeframe we have

Scope

Expected Deliverables

- Functioning prototype of barcode scanning mobile app
- Application successfully connects data to GS1 Data Services

Maximum Potential

- A professional version with access to more forms of data
- Continuous scanning using AR
- Ability to read multiple barcodes at once and compare them live on screen
- Including features like Activate
- Save and catalogue previous items for users
- Data from Resolver links is collected and displayed on screen without the need to click on links

Amazon + GS1



Context and Problem

What is the current problem?

- Many Amazon sellers are using third party UPC sellers.
 - Restricts GS1 from getting that data.
 - Almost 50% of all e-commerce business is conducted through Amazon
- Users must enter product information twice:
 1. Amazon Listing Page
 2. GS1 Activate Page
- This can cause data entry errors

Valid UPCs

We verify the authenticity of product UPCs by checking the GS1 database. UPCs that do not match the information provided by GS1 will be considered invalid. We recommend obtaining your UPCs directly from GS1 (and not from other third parties selling UPC licenses) to ensure the appropriate information is reflected in the GS1 database.

Important: All invalid product UPC listings will be removed and may result in your ASIN creation or selling privileges being temporarily or permanently removed. For more information on licensing UPCs from GS1, see the [GS1 standard website](#).

Insight and Solution

What is the solution?

1. Have competitive prices for GCP and a single GTIN
 - Not data services
 - Limited GCPs
 - Users still must enter similar data in 2 different places
2. **Provide a GS1 plugin for the Amazon Sellers page that forces all users who want to sell on Amazon to use the plugin**

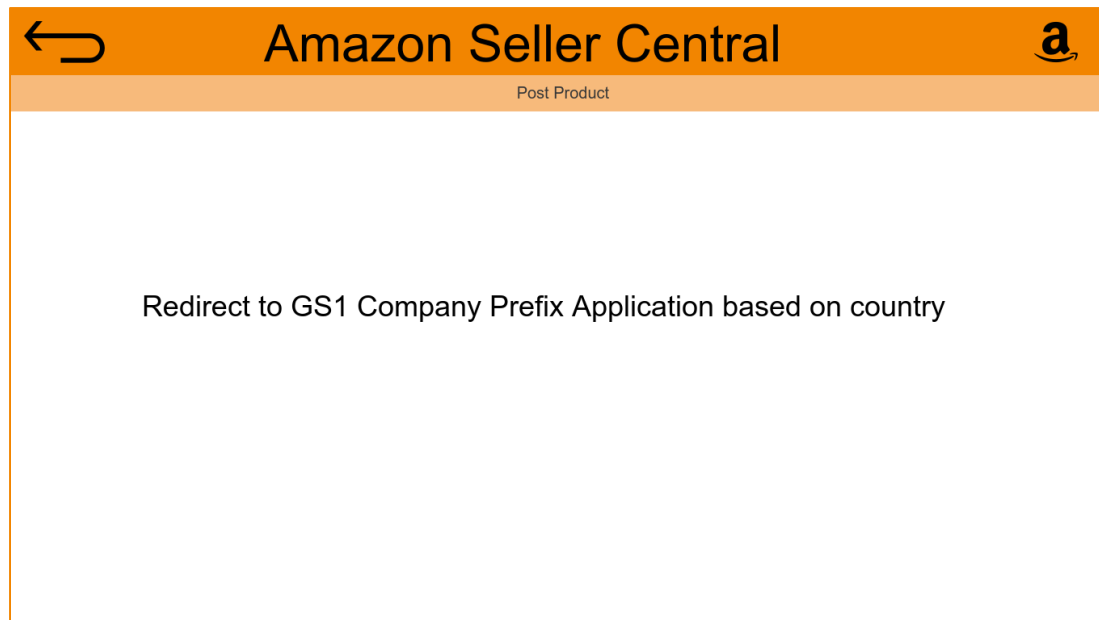
Insight and Solution

GS1 Plugin

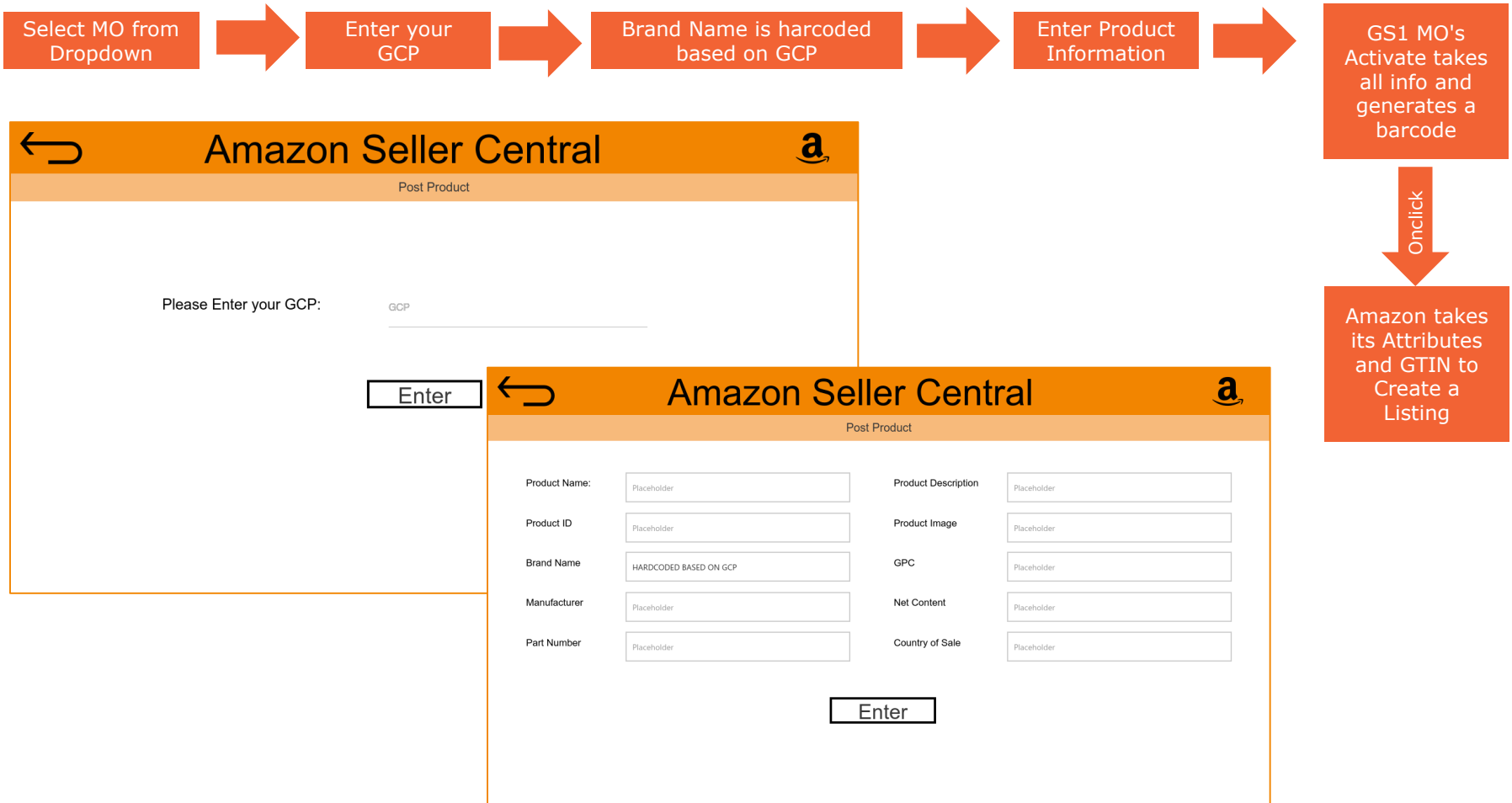
- This is located inside the Amazon Seller Central page
- Amazon users are to use it each time they want to add a new product
- First, they must select their MO from a dropdown menu
- After user enters their MO, they select one of the following 3:
 1. I want a GCP from GS1
 2. I have a GCP from GS1
 3. I want to use Amazon's GCP



I want a GCP from GS1

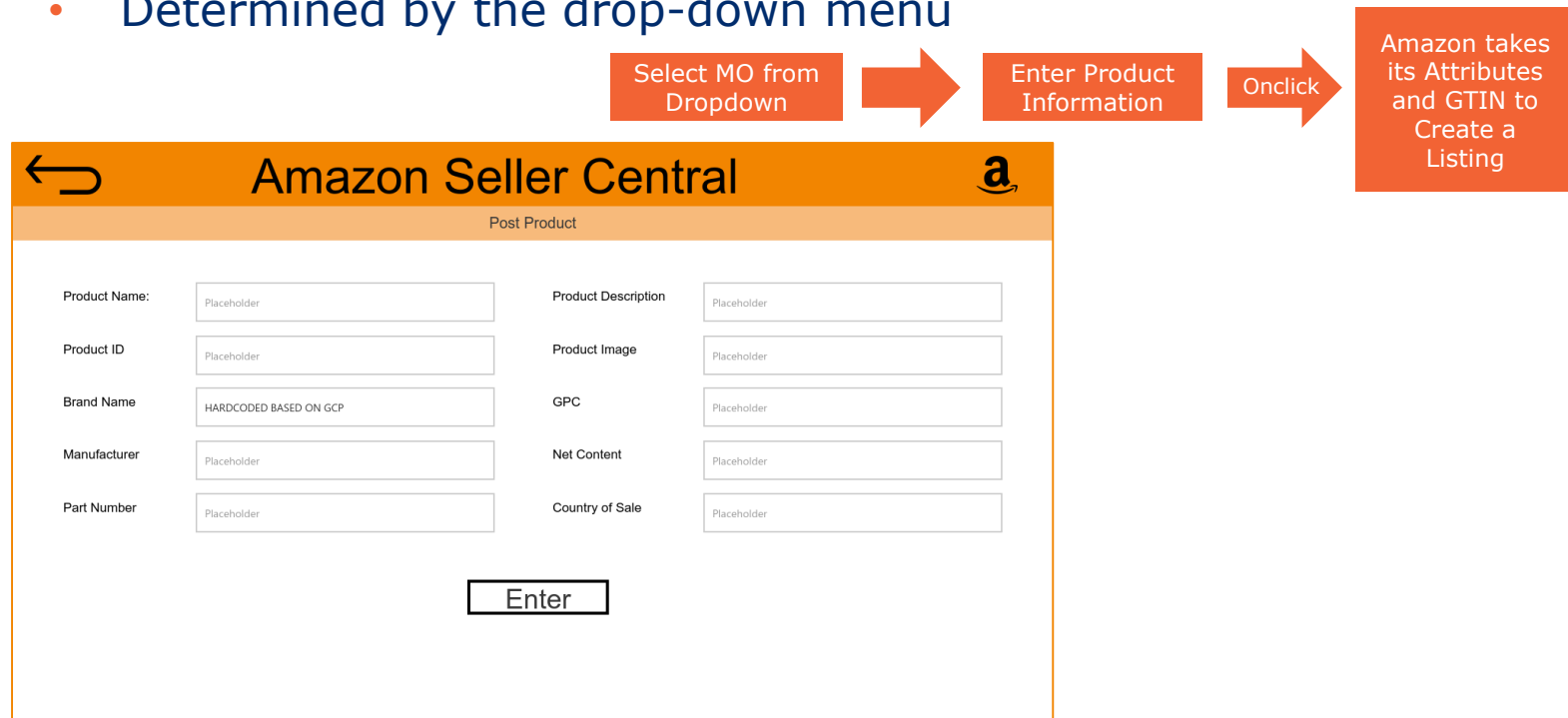


I have a GCP from GS1



I want to use Amazon's GCP

1. Each MO sends a GCP to Amazon US for use (for payment issues)
2. Amazon will give a user the correct GTIN from the MO based on
 - Determined by the drop-down menu



Benefits

- Remove redundancy in data entry
 - Reduces errors
- Remove 3rd party UPC sellers
- Gathering more product data for GS1 Key Registry
 - Without this data, thousands of products sold on Amazon will be unidentified based on the GTIN
- Make GS1 a household name as the only place to acquire a barcode

Process and Expectations

Timeline

1. Create a partnership with Amazon to build a plugin and solve legal roadblocks
2. Create standalone plugin internally within GS1 that would fit seamlessly inside Amazons interface
3. Work with MO's to insure proper data redirection

Resources Needed

- Amazon Team
- All MO's
- GS1 Data Services Team

Feasibility

- This project is not feasible for us with the timeframe we have

Scope

Expected Deliverables

- Possible prototype

Maximum Potential

- Create a seamless UI for Amazon users while providing GS1 with quality data
- Eliminate third party UPC sellers
- Get quality data for logger and other future GS1 apps
- Add a plugin to any e-commerce marketplace (eBay, Wayfair, etc.)