

MICHIGAN STATE

UNIVERSITY

Alpha Presentation

Smart Little Hunter of Fakes

The Capstone Experience

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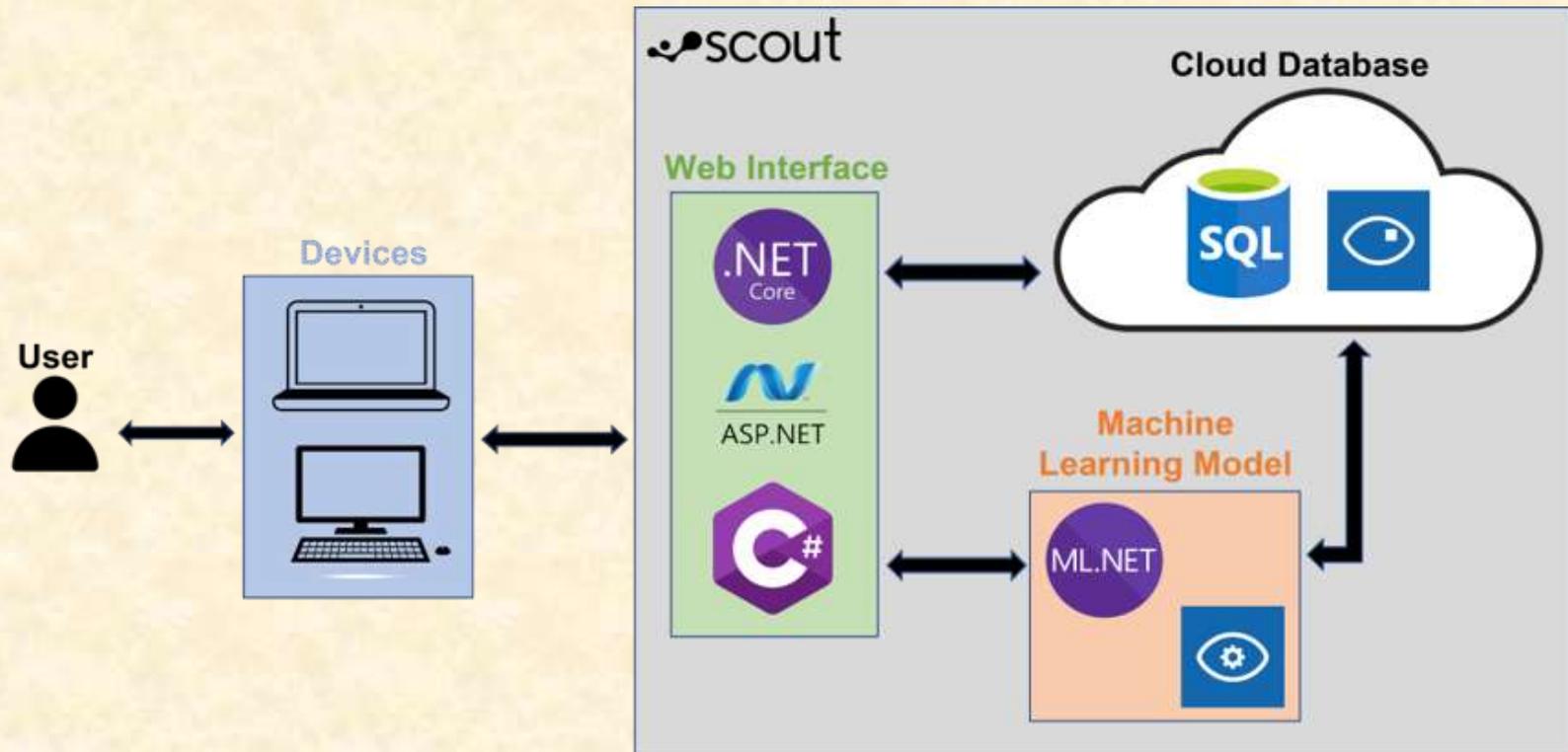
*From Students...
...to Professionals*

Project Overview

- The international trade in counterfeit and pirated products amounts to more than \$500 billion, which is 3.3% of world trade
- Our system will provide an easy way of collecting and identifying fake product listings
- Use brand specific information to crawl the web for similar product listings
- Users review data and provide a response of "Real", "Fake" or "Unknown"
- System provides a prediction based on user responses



System Architecture



Create Account Page

ScoutWeb Products Help Logout Logged Out

scout
Smart Little Hunter of Fakes

Create An Account

Email

Password

Re-Type Password

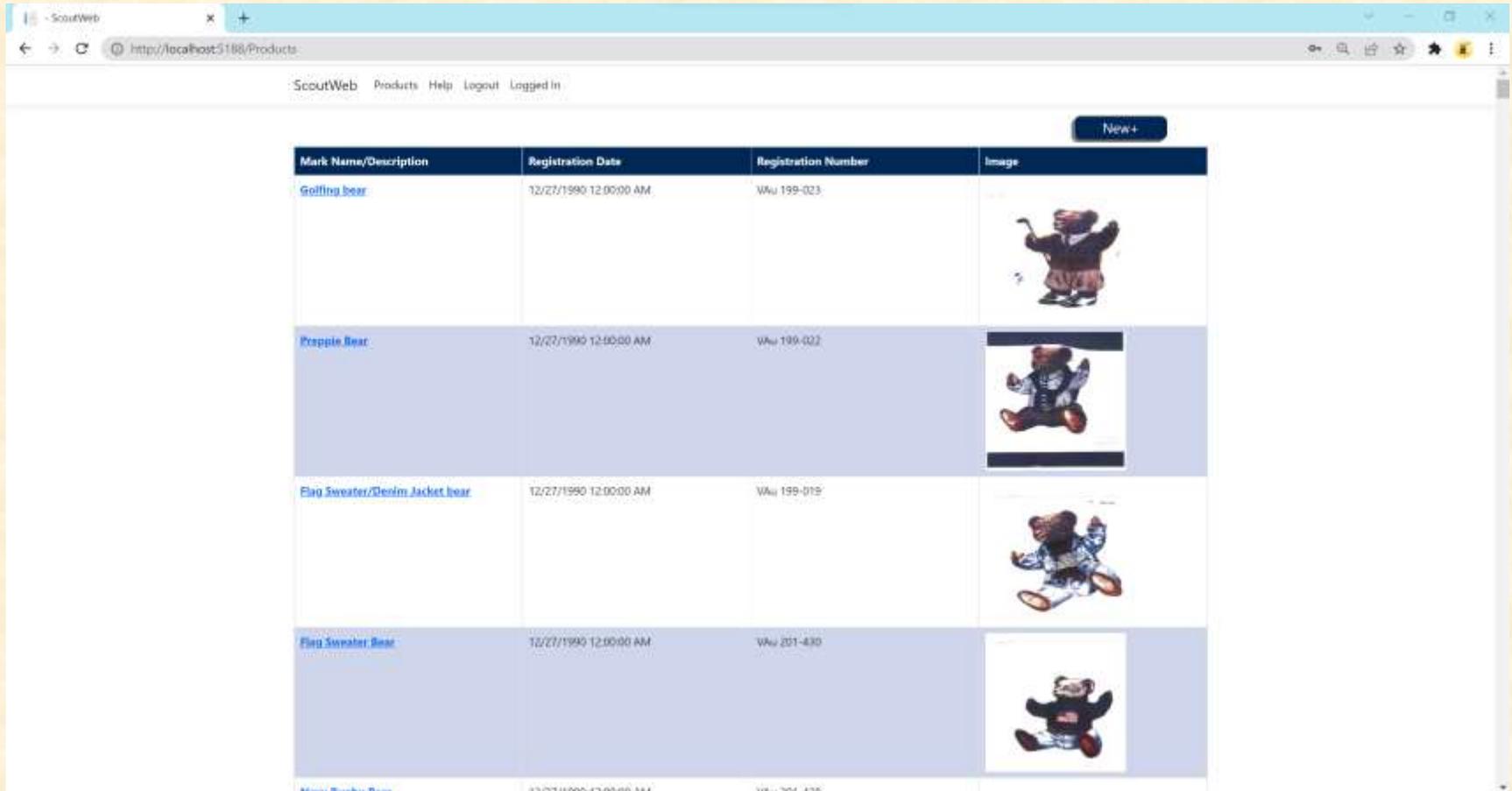
Occupation

Create

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Product Page



ScoutWeb Products Help Logout Logged In

New+

Mark Name/Description	Registration Date	Registration Number	Image
Golfing bear	12/27/1990 12:00:00 AM	Ww 199-023	
Preppie Bear	12/27/1990 12:00:00 AM	Ww 199-022	
Fluo Sweater/Denim Jacket bear	12/27/1990 12:00:00 AM	Ww 199-019	
Fluo Sweater Bear	12/27/1990 12:00:00 AM	Ww 201-430	
Navy Blue/Red Bear	12/27/1990 12:00:00 AM	Ww 201-436	



Product Listings Page

Product Listings - ScoutWeb x +

← → ↻ <http://localhost:5188/Database> 🔍 🌟 ⚙️

ScoutWeb Listings Privacy Help Products Logout

Product Listings

Share

Select All	Image	Title	Price	Retailer	Submit Response
<input type="checkbox"/>		BRAND NEW POLO RALPH LAUREN CREAM WHITE COTTON KNIT BEAR SWEATER/JUMPER M	\$220.00	eBay	Submit Response
<input type="checkbox"/>		Ralph Lauren Girl's Size 18 Months Zip Hoodie Red Girl Polo Bear	\$28.04	eBay	Submit Response
<input type="checkbox"/>		Ralph Lauren Polo Baby Boys Cotton Navy Blue Long Sleeve Bodysuit 6Months	\$16.99	eBay	Submit Response



Comparison Page

The screenshot shows a web browser window with the URL `http://localhost:5188/Main?id=337`. The page title is "Main page - ScoutWeb". The navigation bar includes "ScoutWeb", "Products", "Help", "Logout", and "Logged In".

Two product listings are displayed side-by-side:

- Left Listing:** A teddy bear wearing a blue sweater with an American flag and blue jeans. The caption reads: "FLAG SWEATER BEAR", "Ralph Lauren", and "12/27/1990 12:00:00 AM". A "Return to listings page" button is above it.
- Right Listing:** A white hoodie with a bear and American flag graphic. The caption reads: "Polo Ralph Lauren Men's XXL USA American Flag Bear Hoodie Sweatshirt Sweater NWT", "\$85.00", and "eBay". A "Return to product page" button is above it. "Previous Listing" and "Next Listing" buttons are below it.

At the bottom of the comparison area, three buttons are present: "Fake", "Unknown", and "Real".

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What's left to do?

- Add a bookmarked page
- Perform search and sort algorithms to refine user view
- Add CRUD operations to system interface
- Salt and hash user information
- Refine web crawler and machine learning model



Questions?

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