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A Reporting System for Label Mislabel/Misuse Identification

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Overfishing is one of the biggest threats our oceans face today. **The Ocean Wise symbol next to a seafood item is the assurance of an ocean-friendly seafood choice.**

They have strict guidelines around the use of the Ocean Wise recommended label both in print and electronic publications, making it easy for consumers to identify the sustainable seafood choices.

Who is Ocean Wise?

Ocean Wise wants a better digital transformation for their existing “report logo mislabel/misuse” program.

They want to make the current web form of the program, **more user-friendly**, so people can be **encouraged to report the violators**, easily and effectively; also, **eliminated the internal labour on the use of emails and form to identify the violators**.

Business Problem

The image shows a web form for reporting logo mislabel/misuse. The form is white with a light gray border and is set against a dark teal background. It contains several input fields and a submit button. The fields are: 'Your Name (optional)' with two sub-fields for 'First Name' and 'Last Name'; 'Email (optional)' with a single field and a placeholder 'example@example.com'; 'Business name *' with a single field and a placeholder 'Restaurant, grocery store, product, website, etc'; 'Location *' with a single field and a placeholder 'City, or full address if you know it'; 'Do you have a photo or screen shot of the symbol misuse?' with a 'Browse Files' button and a placeholder 'Please upload it'; and 'Please describe the misuse *' with a large text area. A 'Submit' button is at the bottom.

Your Name (optional)

First Name Last Name

Email (optional)

example@example.com

Business name *

Restaurant, grocery store, product, website, etc

Location *

City, or full address if you know it

Do you have a photo or screen shot of the symbol misuse?

Browse Files

Please upload it

Please describe the misuse *

Submit

A photograph of a fish market stall. In the foreground, a customer in a dark jacket is looking at a large display of fish on a counter. A vendor in a dark vest and gloves is leaning over the counter, handling a fish. The counter is filled with various types of fish, including salmon, sea bream, and smaller fish. In the background, other market stalls and people are visible, creating a busy atmosphere.

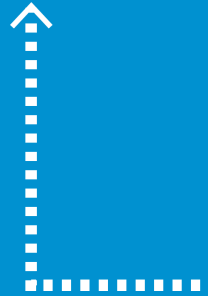
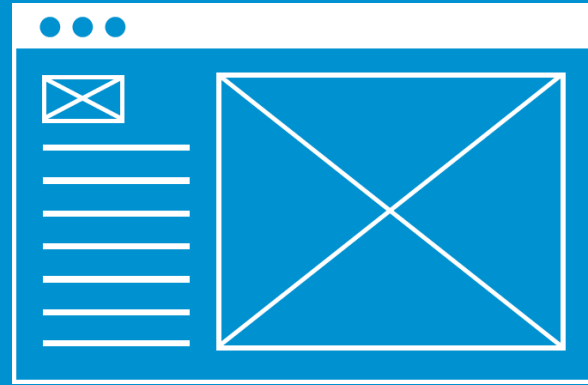
How do we make the consumers care and identified logo mislabel/misuse?

- Average user/consumers don't have a clue to identify who are who from the certified vendors VS vailotors.
- Consumers don't know their values or impacts for making the sustainable seafood choices.

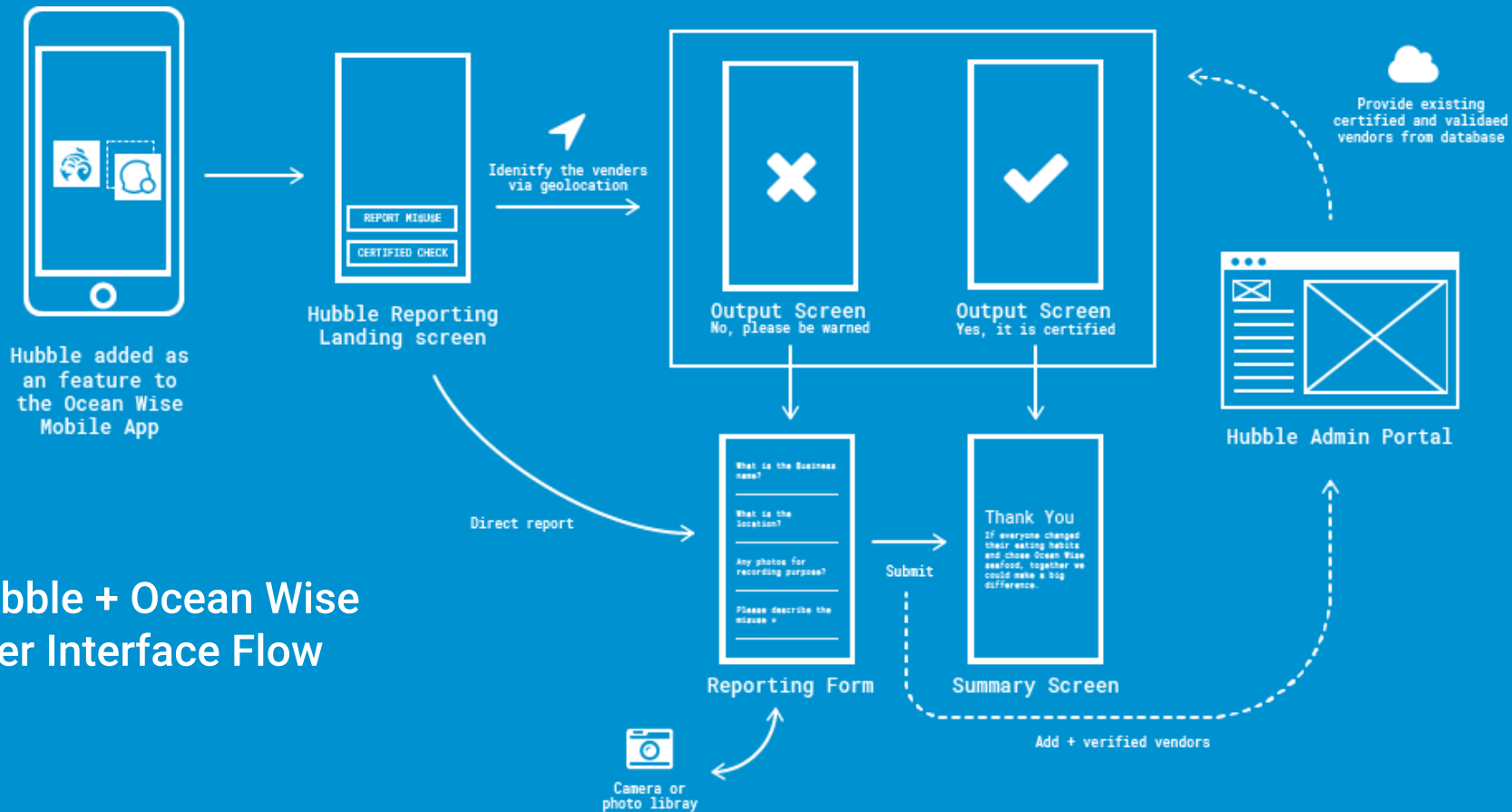
User Problem

Our Product

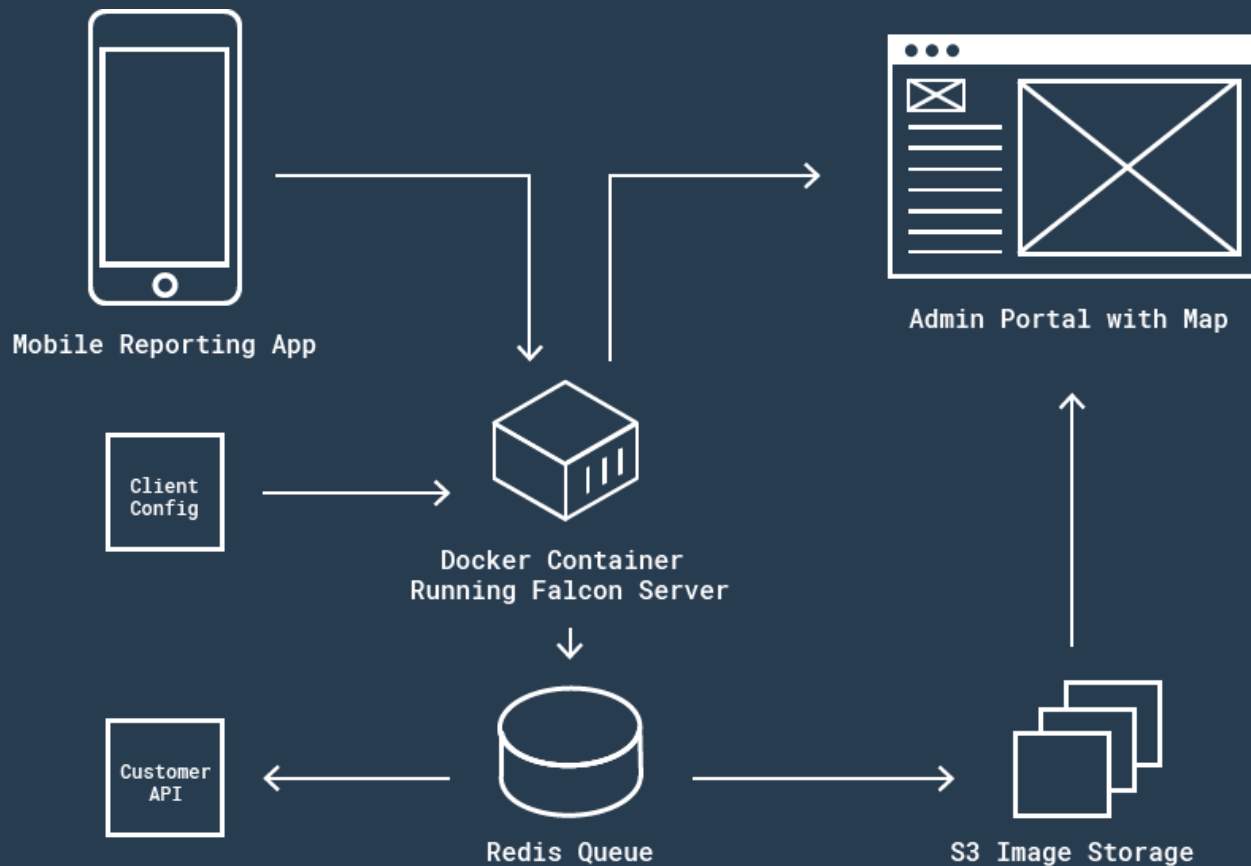
Hubble is a reporting system designed for organizations like, Ocean Wise, to solve their reporting problems, allowing their users to report via the mobile app on the go. With the help of Hubble's centralized system, their admins can identify the reported violators in a more organized manner.



Hubble + Ocean Wise User Interface Flow



Hubble's System Architecture



What does the Hubble solved?

- Easy to use reporting via mobile app on the go for the users
- Centralized system for reporting and identifying for Ocean Wise
- Inform the users the certified vendors, and how they can identify easily.



Hubble

Demo