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## e-PROCEEDING

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## GazaHope

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### ABSTRACT

In the era of conscious consumerism, individuals are increasingly seeking ways to align their purchasing decisions with their values and beliefs. This abstract introduces a novel mobile application designed to empower users in making informed choices regarding the origin of products in relation to Israel. The Pro-Israel Product Scanner utilizes barcode scanning technology to provide users with real-time information about a product's association with Israel, allowing them to make ethical and informed purchasing decisions. The app not only assists users in avoiding products associated with Israel but also provides additional features such as news updates on Palestine and a rewards program to further incentivize user engagement. With its potential to cater to the growing demand for ethical consumption and support global movements like the Boycott, Divestment, and Sanctions (BDS) campaign, the Pro-Israel Product Scanner represents a valuable tool at the intersection of technology and social activism. Its availability on both iOS and Android platforms ensures accessibility for users worldwide. By empowering consumers to make conscious choices, this app contributes to a more socially responsible marketplace and fosters awareness about the impact of consumer decisions on global issues.

**Keywords:** barcode scanning; Pro-Israel; news update; application.

### 1. INTRODUCTION

The app scanner GazaHope is a versatile tool designed to provide users with valuable information about the origin of products they encounter while shopping. Specifically tailored to help users identify whether a product originates from Israel or not, this app leverages the convenience of barcode scanning technology integrated with a comprehensive database.

When users encounter a product, they wish to inquire about, they simply launch the app and utilize their smartphone camera to scan the barcode. Behind the scenes, the app's algorithms swiftly process the scanned barcode information, referencing it against a vast database that includes details about products from around the world, including those originating from Israel. Once the barcode is scanned, the app retrieves information associated with the product, including its name, brand, manufacturer, and crucially, its country of origin. This information is then meticulously cross-referenced to determine whether the product hails from Israel.

Upon completing the analysis, the app promptly notifies the user with a clear indication of whether the product is of Israeli origin or not. This empowers consumers to make informed decisions aligned with their preferences, values, or any considerations they may have regarding

products sourced from specific regions. Moreover, beyond its primary functionality, the app may offer additional features to enhance the user experience. These could include detailed product information, user reviews, alternative product suggestions, or even educational content related to the country of origin and its impact on consumer choices. In summary, the app scanner serves as a reliable companion for conscientious consumers, enabling them to navigate the marketplace with confidence and make choices that resonate with their individual preferences and values.

## 2. METHODOLOGY

Based on our observation and researches about the worrying issues in Palestine, our app GazaHope is developed. However, due to our limited knowledge and abilities in developing an app, we opted to interface by using the website “Figma”. Figma design is for people to create, share, and test designs for websites, mobile apps, and other digital products and experiences. It is a popular tool for designers, product managers, writers and developers and helps anyone involved in the design process contribute, give feedback, and make better decisions, faster.

To create the interface for GazaHope, our product scanner app includes features like scanner, mass media platform, points collected display, sign-in page, and recommendations page, start by gathering requirements through researches and user surveys. Develop user personas and journey maps to understand user interactions. The app’s structure is organised with a sitemap and navigation flow. Then, wireframes and interactive prototypes are created to visualize the design. Next, we also prepared detailed design specifications and use agile methodologies for development and testing.

### 2.1. A barcode scanner

The app is developed to scan barcodes on products, so users can recognize whether the products that they are purchasing are Pro-Israel or Pro-Palestine. This can help them in boycotting products that support Israel, to weaken their incomes given by the company of the products.

### 2.2. A mass media platform

The app is developed to include a mass media platform where users can keep up to date about the current situations that are happening in Palestine. This can help users to stay informed and motivate them to keep boycotting products that are Pro-Israel.

### 2.3. A rewards program

The app is developed to include a rewards program where users can benefit if they scan products until a certain goal is reached, they can donate in their name automatically for Palestine. This can help to motivate users to continue boycotting Pro-Israel products to help the people of Palestine.

## 3. RESULTS AND DISCUSSION

The primary function of this interface is the barcode scanner. Users can scan a product's barcode through the app. If the product or brand is identified as Pro-Israel, a warning notification

appears on the screen, advising users against purchasing the item and recommending alternative products that support Palestine.

Additionally, users earn 10 points for each product scanned, regardless of whether the product is Pro-Israel or Pro-Palestine. These accumulated points are displayed in the user's profile section. Users have the option to convert their points into real currency or donate them directly to an NGO's bank account listed in the app. To convert points, users must consistently accumulate up to 10,000 points to receive RM1.00.

This app also provides users with the latest information about Palestine. Users can click on any information they are interested in displayed on the news page of the app. This can help users to keep up to date about the current situations that are happening in Palestine. This can help users to stay informed and motivate them to keep boycotting products that are Pro-Israel. As a result, the users who intend to help the Palestinians will be able to implement their help by using this app.

#### **4. CONCLUSION**

In conclusion, from this innovation, we can say that it is effective for society to practice boycotting any Israel origin product consistently in daily life. We also managed to achieve our objectives which are to provide users with valuable information about the origin of products and increasing awareness to society about the situation of Palestine from the features in the application. Some of our future recommendations that can be made is the improvement of our partnerships and collaborations, such as including trusted donation features that link to NGO that are dedicated to helping Palestinians, making it easier for consumers to donate in a trusted account. Lastly, we hope that by using this application, it will help people to feel at ease when shopping for any products with trusted information from the application and always be aware of current issues.

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