

Luxury fashion promises craftsmanship, exclusivity, and quality.

But how often do we actually know the full story behind what we're buying?

Where was it made?

Where was it made?

Who made it?

Where was it made?

Who made it?

Was it made responsibly?

Who makes up this *(niche)*market?

Demographics

Age Range: 18-45 Years

Income: Middle to High

Geographical Focus:
Urban Areas with high fashion engagement

https://straitsresearch.com/report/luxury-fashion-market?

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Psychographics

- Fashion enthusiasts who view luxury fashion as a hobby
- People who value exclusivity, craftsmanship, and ethical production
- Younger demographics influenced by social media trends and online communities

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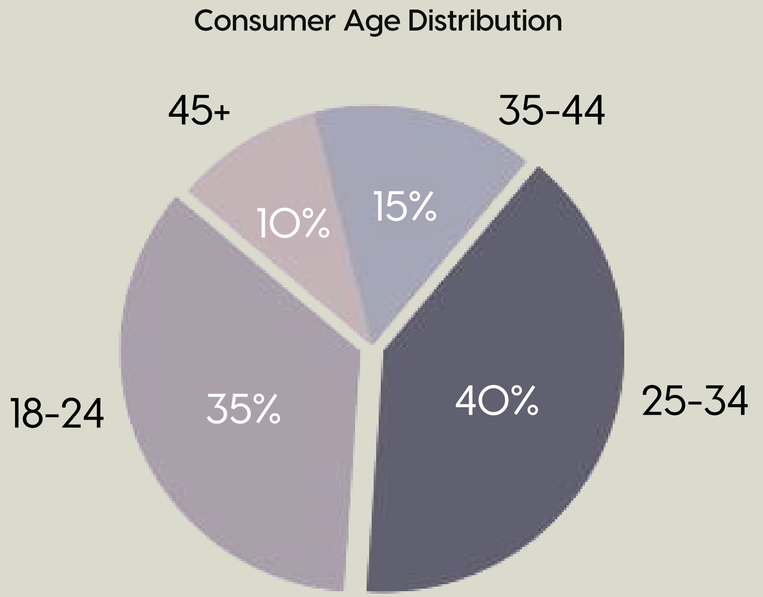
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https://www.statista.com/statistics/1063199/millennials-share-of-the-global-luxury-goods-market

Understanding the Niche

Avant-Garde and Emerging Luxury Brands

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Established Luxury Brands

LOUIS VUITTON

Rick Owens

PRADA

HERMÈS PARIS

Emerging Brands

UNSOUND RAGS

SOMAR®

VUJA DÉ

NO MAINTENANCE

Capitalizing on Growth

The Expanding Luxury Fashion Market

Market size in 2023

245.5 Billion USD

Compound annual growth rate (2024-2032)

5.8%

Market size in 2023

410.56Billion USD

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Market Size

The global luxury fashion market is projected to reach USD 410.6 billion by 2032, growing at a CAGR of 5.8% from 2024 to 2032. (straitsresearch.com)

Capitalizing on Growth

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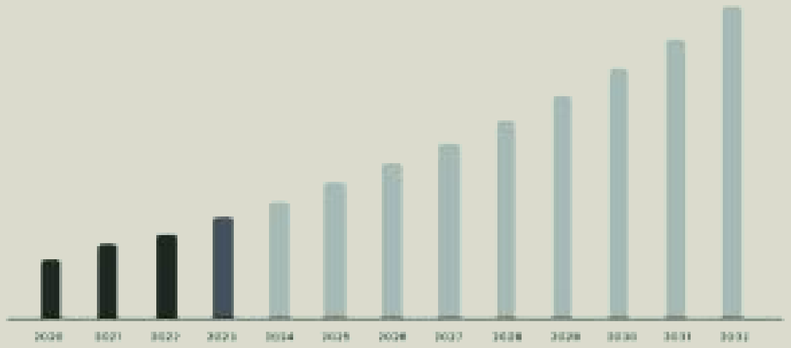
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Trends

- Increasing demand for transparency and ethical production in fashion
- Growth of online platforms and social media influencing purchasing decisions



The Market Is Ready.

The Market Is Ready.

The Story Just Needs a Voice.

Introducing

Introducing



OriginTag

What I’m Building

Origin Tag

OriginTag is an **NFC-enabled tracking system** embedded in garments that reveals the **full sourcing journey,** from raw material, to ethical labor, to the final product.



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With a tap, consumers access a digital story **that verifies authenticity, highlights the story and journey, and builds emotional trust** with the brand. Transforming transparency into a rich, branded experience.



Why It Matters to the Market

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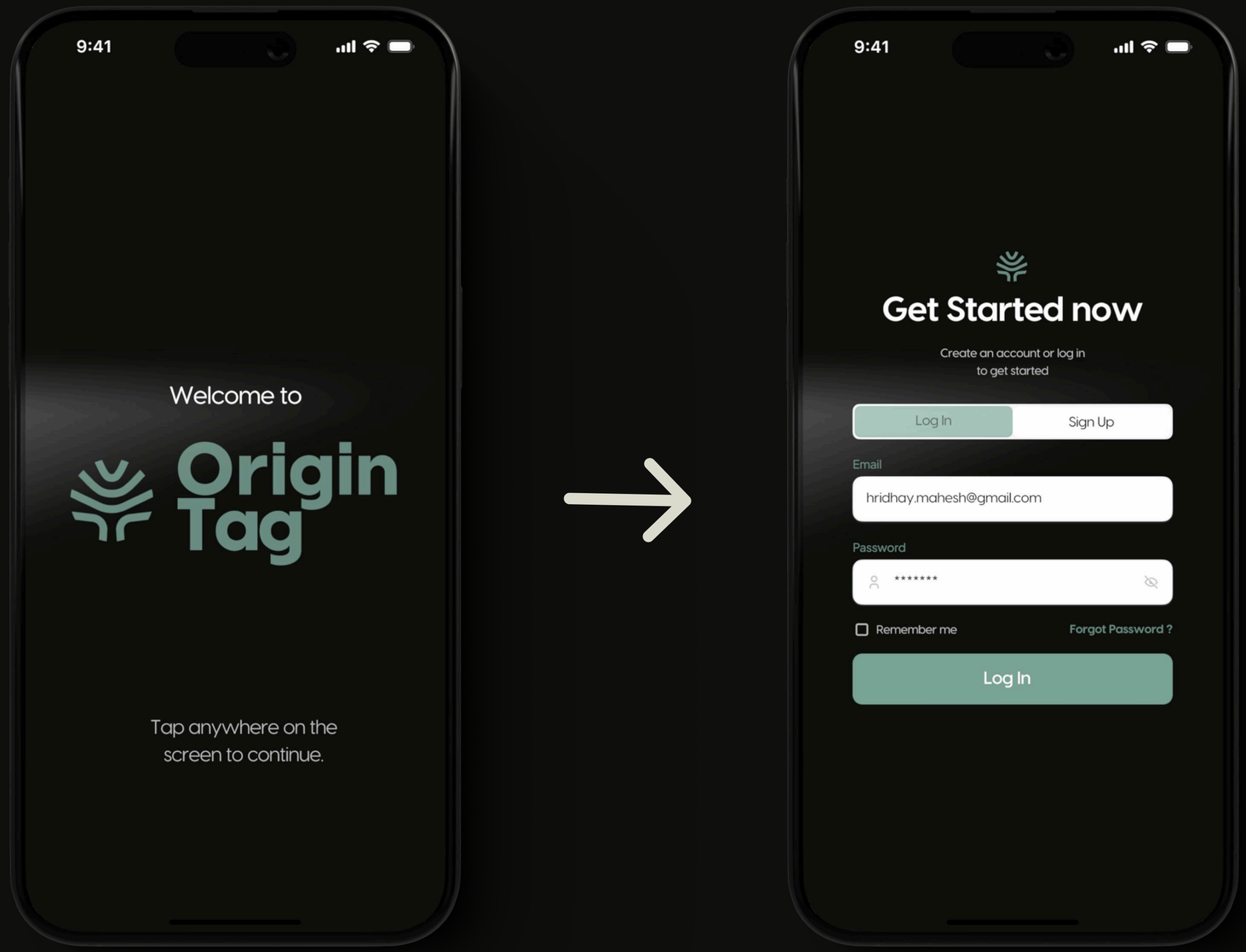
Needs	How OriginTag delivers
Verified Sourcing	Scannable garment journeys + ethical proof
Post-Sale Engagement	App unlocks lasting brand storytelling
Visible Brand Ethics	Makes sourcing part of product identity
Multi-Channel Flexibility	Works in retail, resale, and e-commerce

So how does it exactly work?

Introducing Prototype

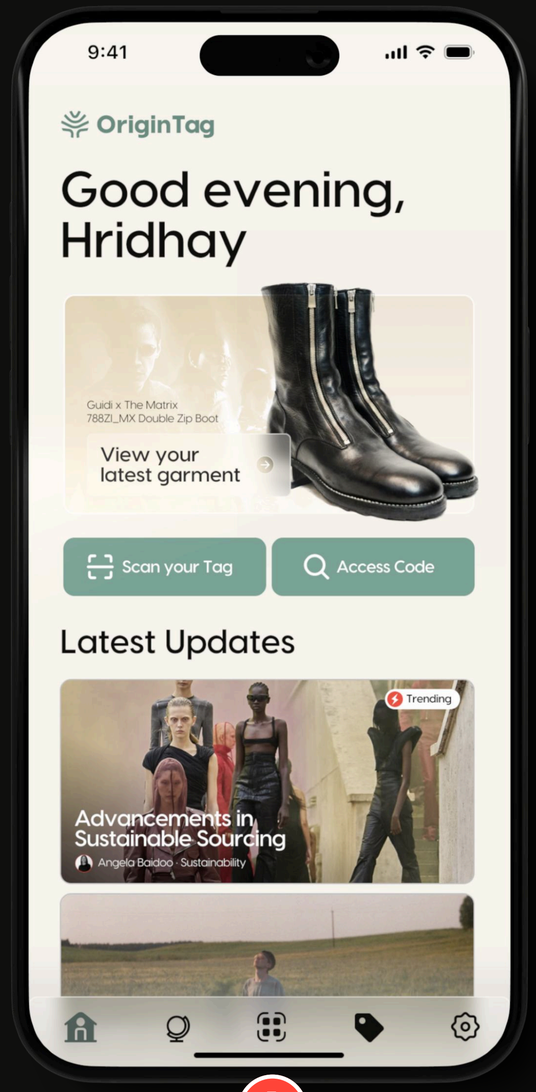


Introducing Prototype



Introducing Prototype

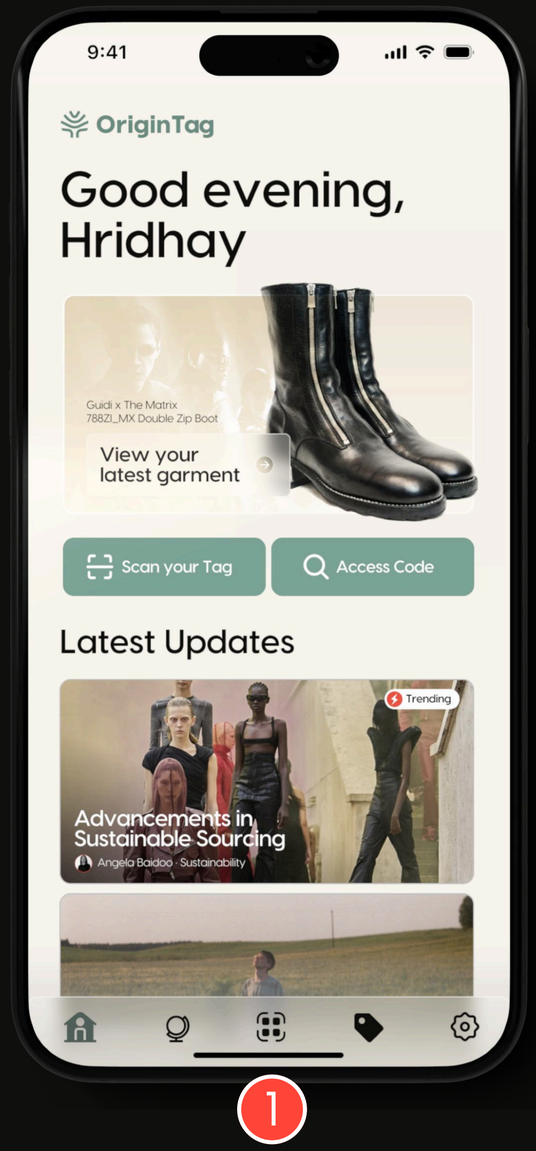
1 Home



1

Introducing Prototype

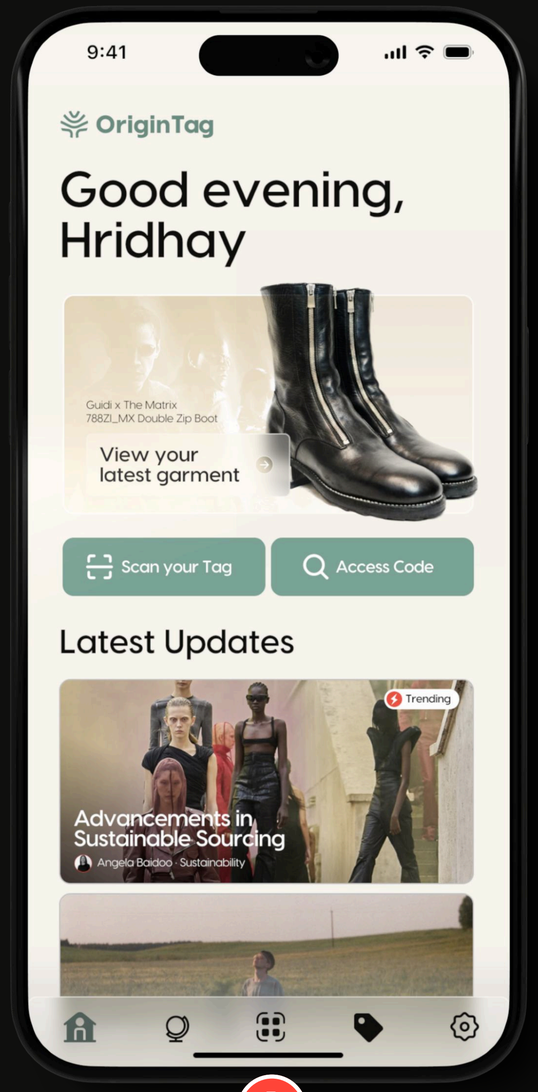
1 Home
2 Explore

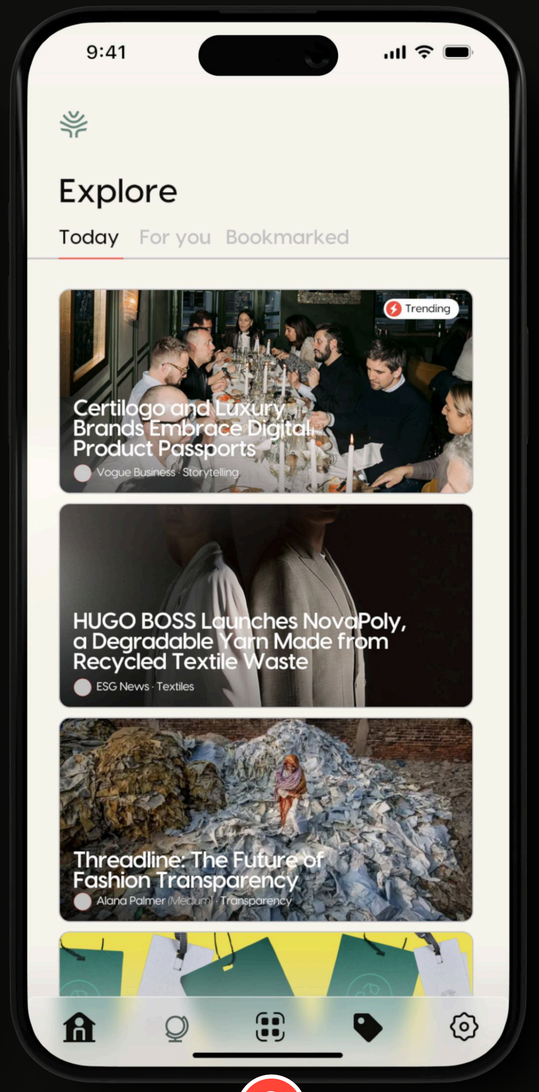


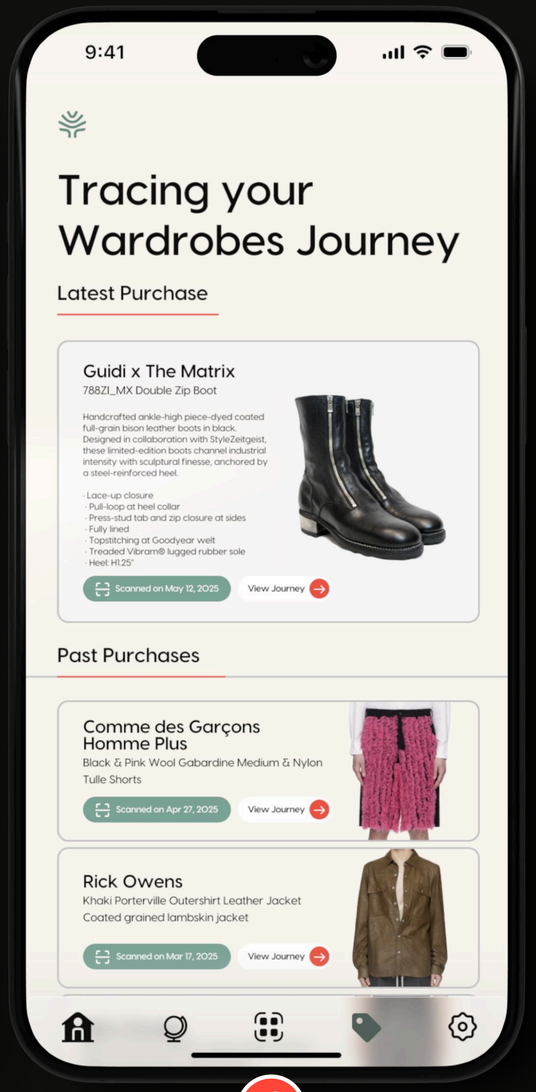


Introducing Prototype

1 Home
2 Explore
4 Past Purchases

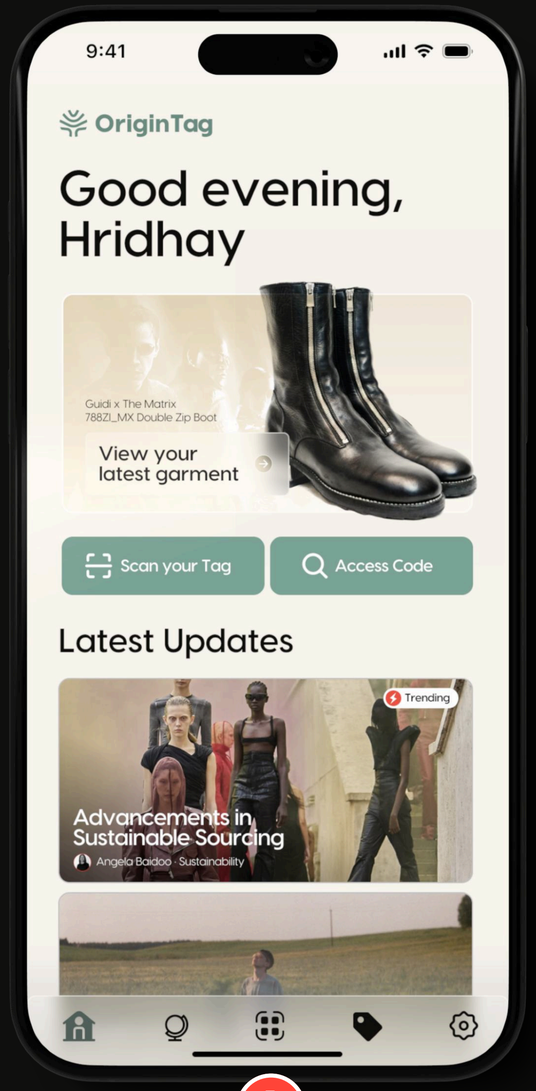


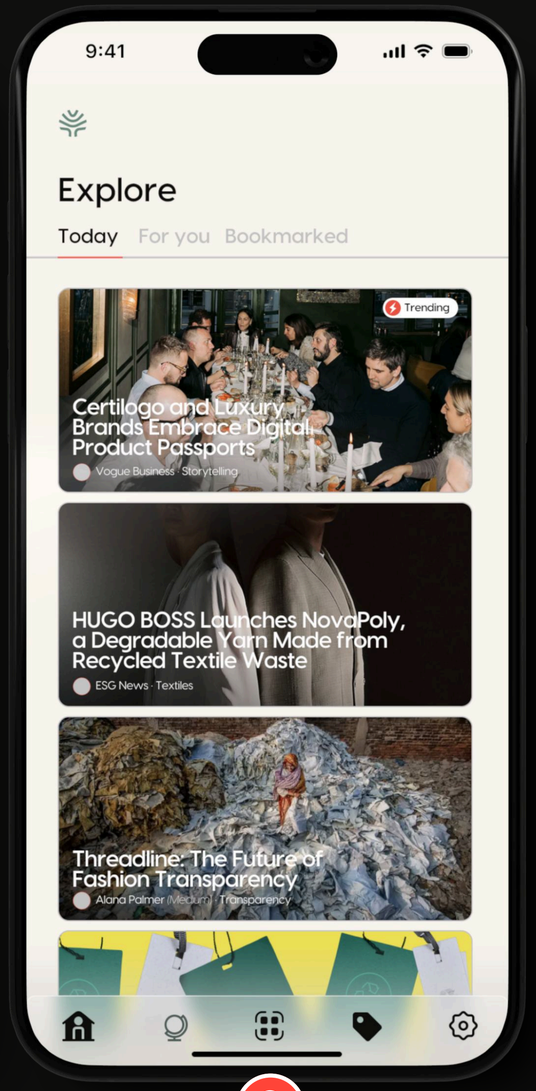


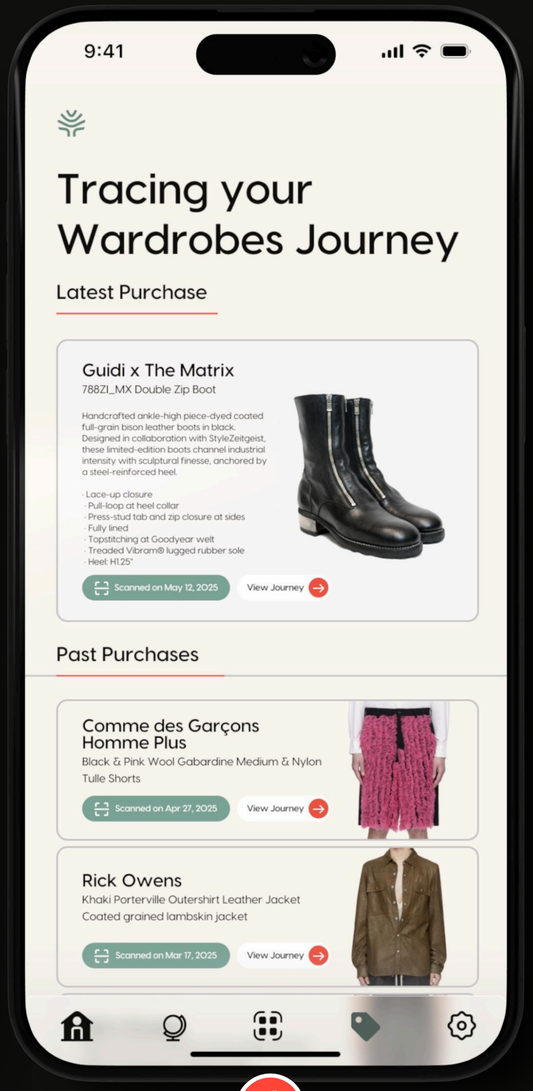


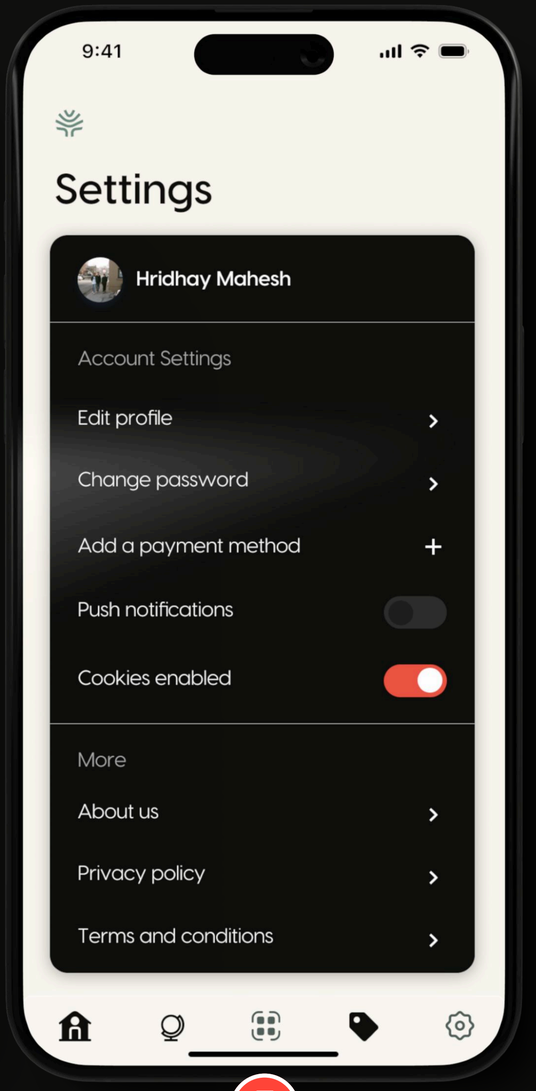
Introducing Prototype

1 Home
2 Explore
4 Past Purchases
5 Settings









Introducing Prototype

3 Scan your Tag



Introducing Prototype

3 Scan your Tag





Introducing Prototype

1 Raw Material Origin



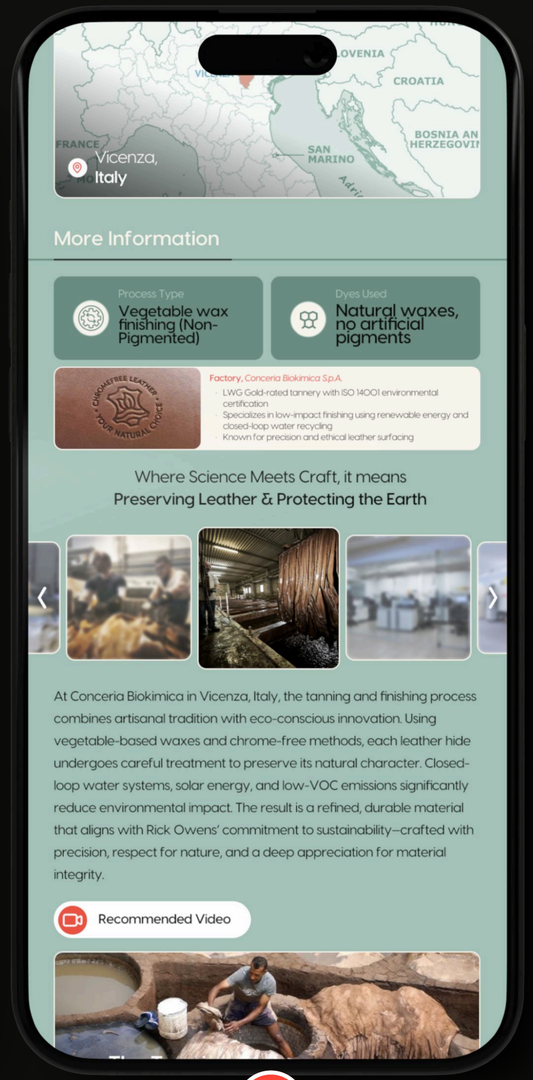
1

Introducing Prototype

1 Raw Material Origin
2 Processing & Dyeing



1



2

Introducing Prototype

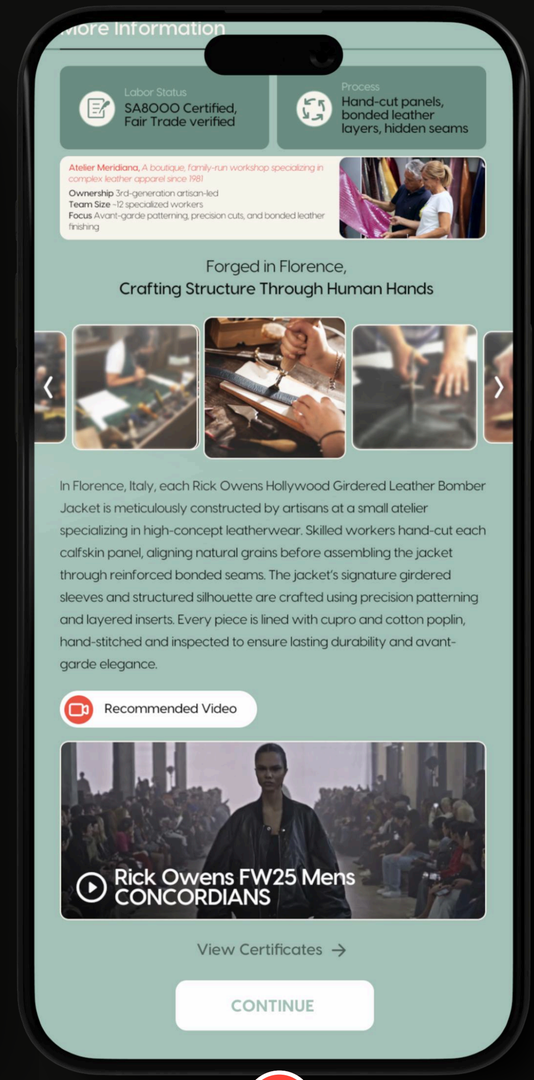
1 Raw Material Origin
2 Processing & Dyeing
3 Assembly & Craft



1



2



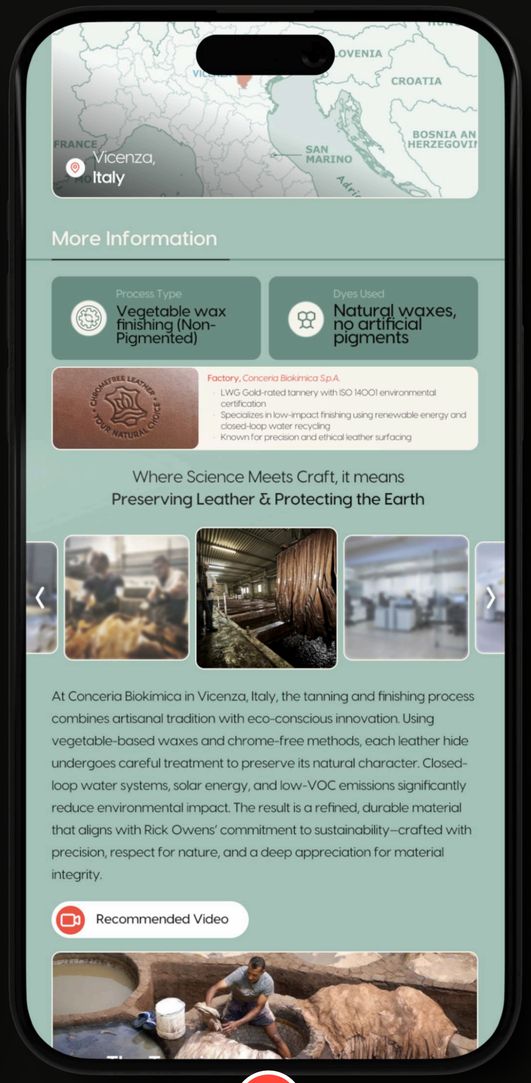
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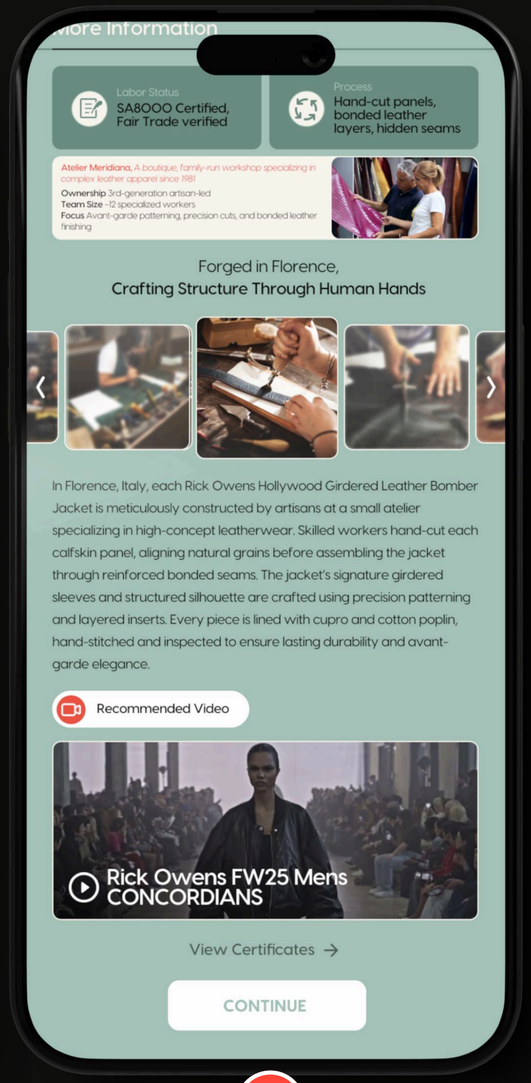
1 Raw Material Origin
2 Processing & Dyeing
3 Assembly & Craft
4 Final Packaging & Brand



1



2



3

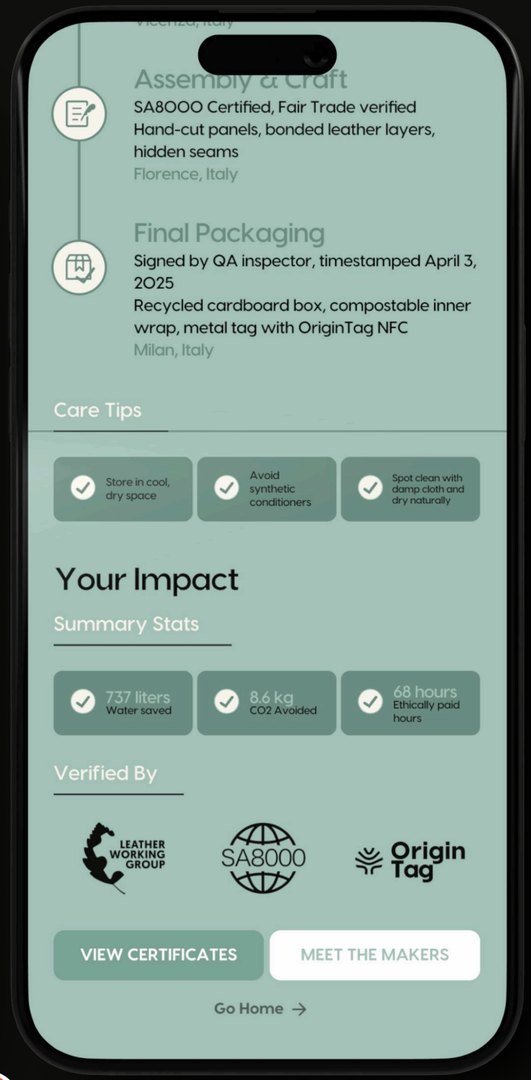


4

Introducing Prototype

5 Final Overview





5

Service Design Tools Used

Tool	Purpose Used For
Market Segmentation	Identified key personas in high-end fashion: resale-savvy, ethically motivated, and story-seeking consumers.
Expert Interviews & Secondary Research	Validated industry needs, user pain points, and ethical sourcing challenges across supply chain.
Blue Ocean Strategy	Positioned OriginTag in a new category: ethical storytelling + traceability as a post-sale luxury layer.
Wireframing + Mid-fi Prototypes	Designed and tested key app features including scan-to-story and garment history log.
User Testing & Thematic Analysis	Extracted emotional drivers, confirmed that storytelling, not sustainability alone, builds trust and value.

How did users respond to the solution idea?

7 early-stage users

21 Data Sets

User Testing

12 Positive

NFC scanning experience "satisfying and premium."	Storytelling pages increased emotional connection	Described the garment journey as “surprisingly intuitive.”	Timeline format helped users understand the process at a glance	Data felt credible and traceable	“Impact Summary” page backed up the ethical claims	Clean interface felt fashionable aligned and easy to navigate	Liked that garment history was saved and accessible
Having both NFC and QR options was a nice touch	Explore page content was seen as engaging and related	They’d use to check resale purchases, for authenticity	“Modern replacement for care labels”				

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- Some skipped over certification docs unless visually prompted
- A few didn't understand the Explore content curation logic
- Curious about reselling and how authenticity would work
- One user was unsure how many garments would actually be traceable
- Some issues with readability/scale of text and buttons

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6 Negative

- Not all users cared about sustainability, but liked storytelling
- Wished the some details were expanded on, and more variety of content (During story)
- A user assumed scanning would offer discounts or rewards, not just info
- NFC feature was unclear, preferred to use QR code
- Too much text on story pages slowed them down
- User questioned how the data is verified without knowing the certifiers

What I Learned
Storytelling Builds Market Trust

Storytelling Drives Emotional Value

Users felt more connected when they saw the full journey. Emotional engagement is what sells, not just sustainability.

NFC Scan Felt Premium & Modern

Tapping felt intuitive and elevated the experience. Luxury buyers expect seamless, tech-forward interaction.

Traceability Built Trust (When Visual)

Impact summaries and timelines were easy to understand. Transparency is powerful when it's visual and digestible.

Negative Feedback Reinforced the Focus

Some didn't care about ethics, but cared about the story. This proves my focus is right, lead with storytelling, ethics follows.

Approaching the Market

Approaching the Market

Revenue Model

- B2B licensing to luxury brands, **selling NFC tags** and **access to our platform**
- Brands pay a **monthly fee to use the OriginTag cloud tracking system**
- Offer **custom partnership integration** and support for premium partners

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- Pilot launches with **sustainable luxury capsule collections**
- **NFC + QR combo** for both **physical and digital ease of use**
- Collaboration with r**etailers & resale platforms** for visibility

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Marketing Tactics

- **Influencer partnerships:** ethical fashion, tech-forward stylists
- Short-form motion ads
- Pop-up activations: **in-store scan demos** + digital garment timelines
- App Promo & **Personalized care cards** in packages

How we can implement OriginTag within High Fashion

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B2B Revenue Stream

- $1.50–$3.00 per NFC tag (volume-based pricing)
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Marketing Plan

Target Audience:

- High-end, ethically aware consumers (Gen Z & Millennial luxury buyers)
- Brands: Rick Owens, Maison Margiela, SSENSE-stocked labels

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Launch Strategy

Phase 1: Capsule collections with retailers (SSENSE)
Phase 2: Digital resale partnerships (e.g., Grailed, The RealReal)
Phase 3: In-store NFC demo zones + OriginTag "Scan Walls"

So why OriginTag matters

Expectation	How OriginTag delivers
Proof of quality & origin	Sourcing data from ethical mills, verified visually
Subtle but elevated tech	NFC chip is hidden, but elegant when used
Emotional ownership	App builds intimacy with the product's story
Sustainability without preaching	Story > stats; users choose what to explore
Long-term value	Tied to resale/archival market for longevity

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"Luxury should mean more than a name, it should mean integrity."

– Meghna Deva, *Fashion Brand Strategist*

Projected Goals & Next Steps

SHIPPING TRANSPARENCY	· Add stage showing global logistics/shipping route · Consumers see “your piece traveled 4,600 miles” with carbon estimate · Adds an emotional and environmental layer to ownership
CARE & WEAR TRACKING	· Garment aging logs · Notifications to maintain or repair · “Owned since 2025” badges build emotional attachment
RESALE AUTHENTICATION API	· Scan at resale stores to verify provenance · Increases resale value and trust in archival collections
BRAND STORY PORTALS	· Exclusive content on garments, interviews with makers · Like a digital art book for every collection

OriginTag

Thank you.

EXECUTIVE SUMMARY

OVERVIEW

OriginTag is a service-driven solution for the luxury fashion market that uses NFC-enabled chips and a mobile platform to bring transparency, trust, and storytelling to every garment. As concerns grow around ethical sourcing and quality perception in high-end fashion, OriginTag bridges the gap between product, process, and consumer experience.

PROBLEM

Luxury consumers are spending more but know less. Many brands fail to clearly communicate where, how, and by whom their garments are made. This erodes trust and creates a missed opportunity for ethical and emotional connection.

SOLUTION

OriginTag embeds discreet NFC chips in garments. When scanned, they unlock a digital journey: showing where raw materials came from, how they were processed, assembled, and authenticated. It transforms a product into a transparent, interactive narrative.

🎯 Target Market

Digitally engaged high-fashion consumers aged 18–45 – from established luxury buyers to niche avant-garde communities influenced by TikTok, Instagram, and resale culture.

💰 Business Value

- Adds post-sale storytelling to luxury retail
- Enables ethical sourcing proof and resale authentication
- Drives emotional brand loyalty and ESG alignment
- Unlocks new revenue streams via data, content, and resale APIs

🚀 Where it Stands

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- Enables ethical sourcing proof and resale authentication
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Appendix.

METHODS & TOOLS REFERENCED

101 DESIGN METHODS
(VIJAY KUMAR)

- Stakeholder Maps
- Insight Clustering
- Journey Maps

UNIVERSAL METHODS OF DESIGN
(MARTIN & HANINGTON)

- Expert Interviews
- Service Blueprinting
- Qualitative Coding/Thematic Analysis

LEXTANT
USER-DRIVEN RESEARCH FOR
SERVICE INNOVATION

Why this Approach

PRIMARY RESEARCH

Expert Interviews

Conducted 5 in-depth interviews with stakeholders that are involved in the supply chain & on the backend, planned future meetings

Stakeholder Mapping

Identified and categorized participants across the supply chain (designers, scientists, retailers, innovators)

Breaking down Insights

Thematic analysis of responses for recurring patterns and insights.

SECONDARY RESEARCH

Industry Reports

Business of Fashion, Sustainable Fashion Forum, Fashion Transparency Index

Academic Journals

Research papers based on sourcing, traceability, and sustainability in high fashion

Breaking down Insights

Thematic analysis of responses for recurring patterns and insights, and relating it back to initial thesis

CONSENT FORMS


SCAD

Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____ Yulahy Arias _____ in order to identify the following opportunities for design:

Challenge how transparency within the world of high fashion in regards to the ethical sourcing of materials and working conditions, to provide ethical and well-made luxury products. This interview will be in regards to the personal relationships of the interviewee in this ethical sourcing industry, and how it can incorporate high fashion.

I understand/note that evaluation methods may include:

(The below are examples.)

1. recorded (audio, video, and/or photography) observations
2. the completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-60 minute interview
4. _____
5. _____

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by _____ (name there) _____ for analysis of interview data. I grant permission for this data- generated from this above methods- not to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Yulahy Arias _____ YM
Printed Name Signature

24/1/23
Date


SCAD

Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____ Magda Olins _____ in order to identify the following opportunities for design:

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Magda Olins _____ Magda Olins
Printed Name Signature

24/1/23
Date


SCAD

Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____ Chu Lun Lee _____ in order to identify the following opportunities for design:

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Chu Lun Lee _____ Chu Lun Lee
Printed Name Signature

24/1/23
Date


SCAD

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I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____ Valentina Gomez _____ in order to identify the following opportunities for design:

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Valentina Gomez _____ Valentina Gomez
Printed Name Signature

24/1/23
Date


SCAD

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4. _____
5. _____

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by _____ (name there) _____ for analysis of interview data. I grant permission for this data- generated from this above methods- not to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Rachel Anderson _____ Rachel Anderson
Printed Name Signature

24/1/23
Date


SCAD

Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____ Rachel Bellamy _____ in order to identify the following opportunities for design:

Challenge how transparency within the world of high fashion in regards to the ethical sourcing of materials and working conditions, to provide ethical and well-made luxury products. This interview will be in regards to the personal relationships of the interviewee in this ethical sourcing industry, and how it can incorporate high fashion.

I understand/note that evaluation methods may include:

(The below are examples.)

1. recorded (audio, video, and/or photography) observations
2. the completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-60 minute interview
4. _____
5. _____

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by _____ (name there) _____ for analysis of interview data. I grant permission for this data- generated from this above methods- not to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Rachel Bellamy _____ Rachel Bellamy
Printed Name Signature

24/1/23
Date

SECONDARY RESEARCH

- https://esw.com/what-luxury-dtc-brands-need-to-know-about-millennial-and-gen-z-shoppers/
- https://luxonomy.net/luxonomy-report-luxury-consumer-behavior-by-generation-millennials-vs-gen-z-vs-baby-boomers/
- https://pro.morningconsult.com/analyst-reports/data-deep-dive-into-luxury-consumers
- https://strategicmanagementinsight.com/tools/blue-ocean-strategy/
- https://straitsresearch.com/report/luxury-fashion-market
- https://tink.com/blog/news/gen-z-millennial-luxury-2025/
- https://www.grandviewresearch.com/industry-analysis/luxury-apparel-market
- https://www.kiplinger.com/personal-finance/why-buy-gen-z-luxury-watch-graduation-gift
- https://www.thesustainablefashionforum.com/pages/fashion-supply-chain-transparency-fibretrace-mapped
- https://www.voguebusiness.com/consumers/fashion-and-finance-the-new-economic-realities-of-luxury-consumers-rakuten
- https://www.voguebusiness.com/story/companies/luxury-no-longer-means-quality-consumers-weigh-in-on-the-slowdown-survey

PRIMARY RESEARCH

THE EXPERTS I SPOKE WITH



1. FATIMA ANWAR

Co- Founder of E&S Sourcing, and expert in ethical sourcing and sustainable supply chains. She understands the realities and nuances of ethical sourcing, and how **transparency** impacts brand relationships and consumer trust



2. MEGHNA DEVA

Fashion and sustainability strategist, worked with major brands on **material ethics and brand alignment.** She can help me gain insight into how s**ustainability is integrated into luxury brand** identity and the importance of aligning values with production.



3. CHUI-LIAN LEE & VALENTINA GOMEZ

Designers, researchers, and co-founders of Looptrace, a company focused on **supply chain traceability** and sustainability innovation. They can help me explore **traceability technology** and the role it plays in communicating **material origin** and **ethical standards**.



4. PHIL PATTERSON

Managing Director of Colour Connections Ltd., textile chemistry and dyeing expert focused on sustainability
He can help me understand environmental challenges and **sustainability issues** behind **textile production, dyes, and material processing.**

5. RACHEL MCHENRY

Professor at Toronto Metropolitan University specializing in material sourcing and textiles. I can learn about the academic and practical frameworks of **sustainable** textiles, and how to structure sourcing research in your thesis.

PRIMARY RESEARCH

How I Gathered Data

Triangulation

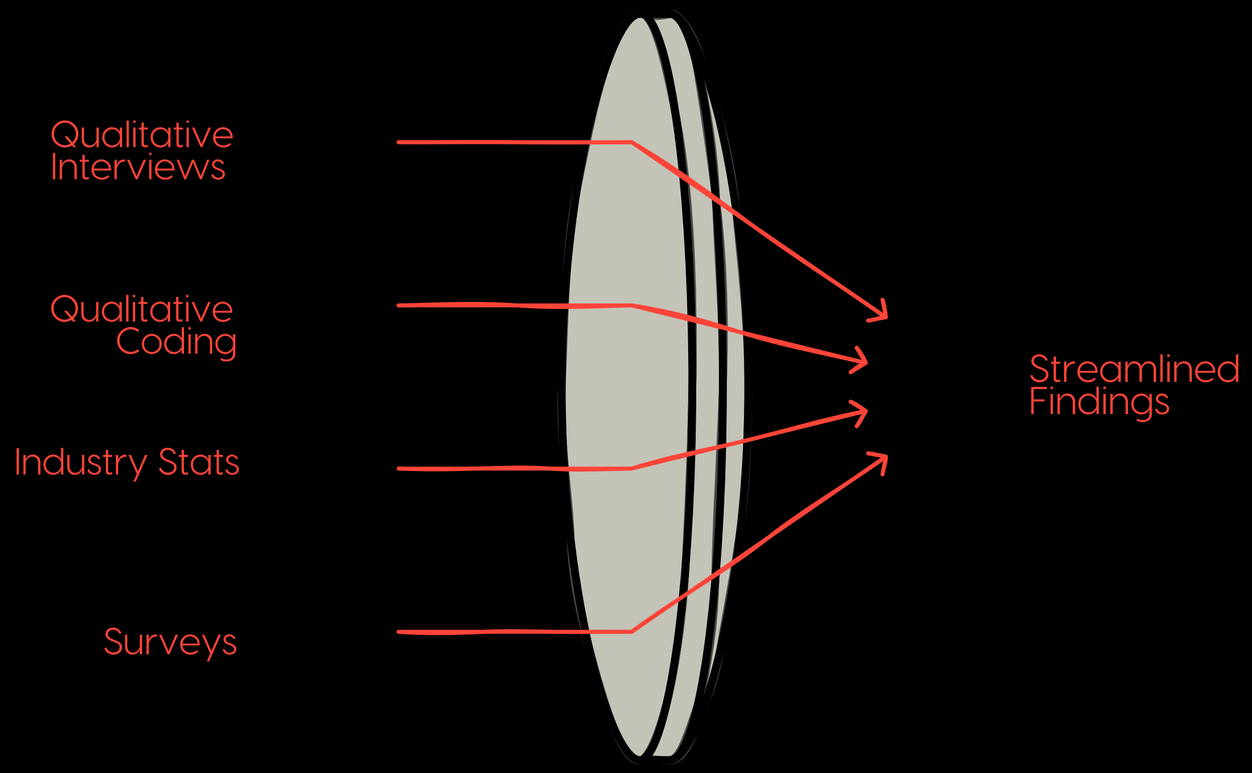
Combining qualitative (interviews, **qualitative** coding) and **quantitative** (industry stats, surveys) for robust findings

Breadth and Depth

Stakeholder interviews provide **personal context**, while secondary research pinpoints findings in based on the context

Actionable Insights

Thematic analysis of responses for recurring patterns and insights.



PRIMARY RESEARCH

What They Said



FATIMA ANWAR

Co- Founder of E&S, and expert in ethical sourcing and sustainable supply chains. She understands the realities and nuances of ethical sourcing, and how transparency impacts brand relationships and consumer trust

- Brands often mislead consumers with greenwashed labels like ***"organic"*** or ***"natural"***
- There's a severe gap between fiber-level ethics and final garment marketing
- Believes ***NFC tags*** can make sourcing more visible, empowering customers to make ***informed decisions***

"If brands want to charge more, *they should show us what we're really paying for.*"

PRIMARY RESEARCH

What They Said



MEGHNA DEVA

Fashion and sustainability strategist, worked with major brands on material ethics and brand alignment. She can help me gain insight into how sustainability is integrated into luxury brand identity and the importance of aligning values with production.

- Noted a disconnect between designers and the materials they use
- Argues fashion education lacks depth on fiber ***ethics*** and sourcing realities
- Suggests ***NFC*** as a means to embed ***traceability*** into the *luxury experience*

"Luxury should mean more than a name, it should mean integrity."

PRIMARY RESEARCH

What They Said



CHUI-LIAN LEE & VALENTINA GOMEZ

Designers, researchers, and co-founders of Looptrace, a company focused on supply chain traceability and sustainability innovation. They can help me explore traceability technology and the role it plays in communicating material origin and ethical standards.

- Consumers want *sustainability* to feel effortless and engaging
- ***Traceability*** must be presented as an aspirational lifestyle, not an obligation
- ***NFC tags*** can gamify the experience, turning garments into ***stories***

"Think of it as scanning a passport to learn a *product's life story*."

PRIMARY RESEARCH

What They Said



PHIL PATTERSON

Managing Director of Colour Connections Ltd., textile chemistry and dyeing expert focused on sustainability. He can help me understand environmental challenges and sustainability issues behind textile production, dyes, and material processing.

- Warned that sustainability is often confused with regulatory compliance
- Toxic processes remain hidden within many so-called eco-friendly garments
- ***NFC chips can hold certifications, processing history, and chemical safety data***

"If you can't trace it, you can't trust it."

PRIMARY RESEARCH

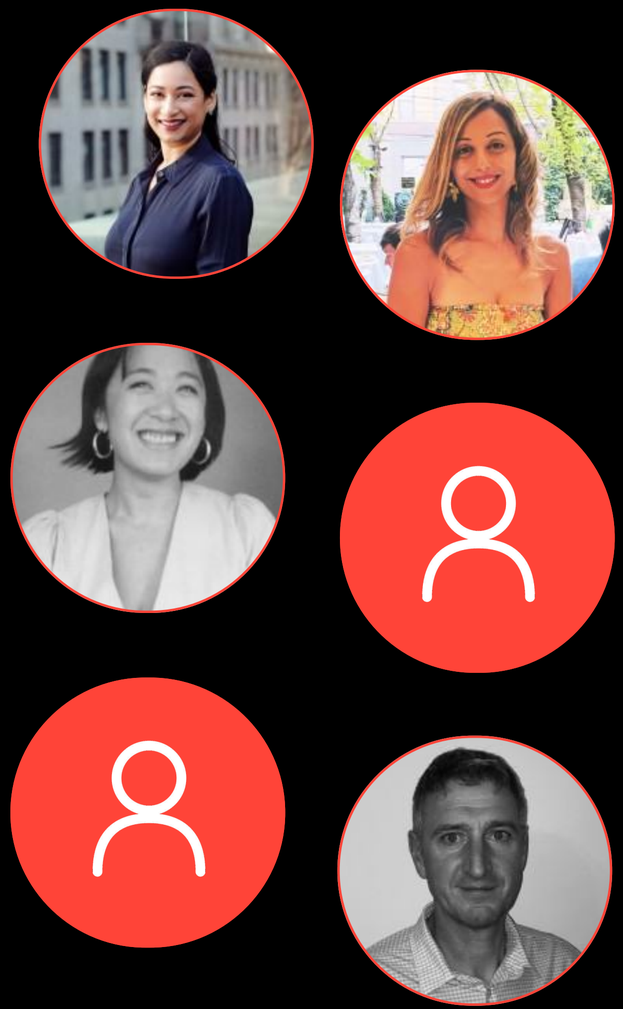
What They Said

RACHEL MCHENRY

Professor at Toronto Metropolitan University specializing in material sourcing and textiles. I can learn about the academic and practical frameworks of sustainable textiles, and how to structure sourcing research in your thesis.

- Sees firsthand how sourcing knowledge is ***rarely passed to design students***
- Finds that even ***ethically sourced materials lose visibility*** post-mill
- Wants ***NFC to become a learning and consumer tool*** alike

"A better fashion system begins with better material memory."



HOW I ANALYZED THE INSIGHTS

Thematic Coding

Grouped interview answers by recurring keywords **(traceability, quality, tech, education, transparency)**

Cross Referencing

Matched primary findings with secondary industry statistics, to see the common pain points

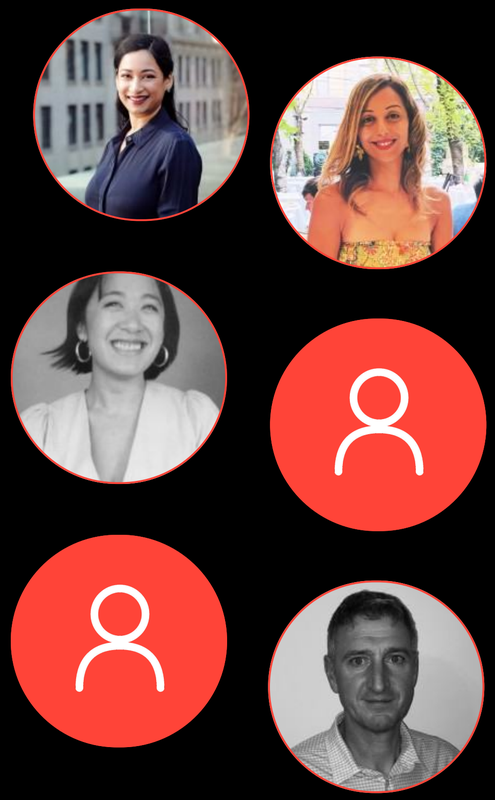
Journey Mapping

Traced the journey flow from raw material to end consumer, highlighting gaps using insights from different stakeholders

Service Design Tools

Primary & Secondary Research, Stakeholder Maps, Journey Maps, Insight Clustering

COMMON INSIGHTS FROM EXPERTS



Findings

- Traceability is lacking across all levels of high fashion
- Ethical sourcing is happening, but not being communicated effectively
- Designers and consumers alike are in the dark
- NFC is seen not just as tech, but as a storytelling and trust-building tool
- Clear appetite from stakeholders for a system that integrates ethics into luxury

INSIGHTS FROM THE INTERVIEW

NFC can act as a passport to verify ethical sourcing

Phil Patterson, *[Interview 04]*

Validated certifications humanizes the supply chain

Fatima Anwar, *[Interview 01]*

Enables digital storytelling at point-of-sale

Meghna Deva *[Interview 02]*, Chui-Lian Lee & Valentina Gomez *[Interview 04]*

Educational opportunity for designers and consumers alike

Rachel McHenry *[Interview 05]*

What I Heard, What It Showed Me

Trust is Built Through Access, Not Assumptions

Consumers want proof of ethical practices, not vague marketing claims or sustainability buzzwords

"If brands want to charge more, they should show us what we're really paying for."
- *Fatima Anwar*

Sustainability alone doesn't drive decisions

Ethical claims alone don't capture attention, but stories of people, place, and process do

"It should feel like scanning a passport to learn a product's life story."
- *Valentina Gomez*

Designers and consumers are both in the dark

Knowledge gap within the industry, as designers often don't know where their materials come from, and consumers rarely question it, which creates a disconnect.

"Even ethically sourced materials lose visibility post-mill."
- *Rachel McHenry*

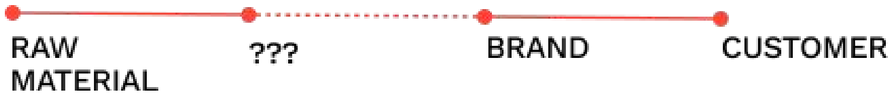
Storytelling creates emotional engagement

To make transparency resonate, it must go past just data, and presented as a compelling story for the consumer.

"Luxury should mean more than a name – it should mean integrity."
- *Meghna Deva*

A Broken Link Between Values and Visibility

Todays Experience



With Transparency



LEGEND

- TRANSPARENT PROCESS
- UNCLEAR PROCESS

INSIGHTS TO DISCOVERY

TRACEABILITY IS THE MISSING LINK

Many interviews and industry stats reveal a broken or opaque supply chain.

TECH-DRIVEN SOLUTIONS PREFERRED

Experts (and secondary sources) agree:
Digital tools like NFC, QR, or blockchain increase trust.

QUALITY ≠ SUSTAINABILITY

Luxury buyers care about real material and process quality, not just green labels.

KEY PATTERNS THAT EMERGED

STAKEHOLDER ALIGNMENT NEEDED

Brands, mills, retailers, and educators must work together for transparency to be meaningful

STORYTELLING AS SERVICE

Tech can make sourcing both verifiable and human, bridging “fact” and “feel”

INDUSTRY LAGGING BEHIND DEMAND

Consumers are ahead of brands in demanding transparency and authenticity

Consumers Want Stories, Not Just Specs.

They desire a clear understanding of the materials being used as well as the process. From the start with raw material, to the production steps in developing the product, such as who’s doing it, and where it’s being done.

RESEARCH ANALYSIS

Initial Secondary Research

43%

of luxury consumers feel let down by material quality despite price

https://www.voguebusiness.com/story/companies/luxury-no-longer-means-quality-consumers-weigh-in-on-the-slowdown-survey?

Even with sustainability trending, most brands can't back up their claims.

Consumers increasingly expect data and authenticity, especially in high-end fashion.

only

12%

of brands trace materials beyond Tier 2 suppliers

https://www.thesustainablefashionforum.com/pages/fashion-supply-chain-transparency-fibretrace-mapped?

NFC-ENABLED ETHICAL SOURCING SERVICE

STRENGTHS

- Builds customer trust
- Differentiates brands
- Real-time verification
- Proof of authentic ethically sourced materials & process
- Supports storytelling

WEAKNESSES

- Requires multi-stakeholder adoption
- Implementation costs
- Digital divide for small suppliers
- Data prices concerns
- Added cost

OPPORTUNITIES

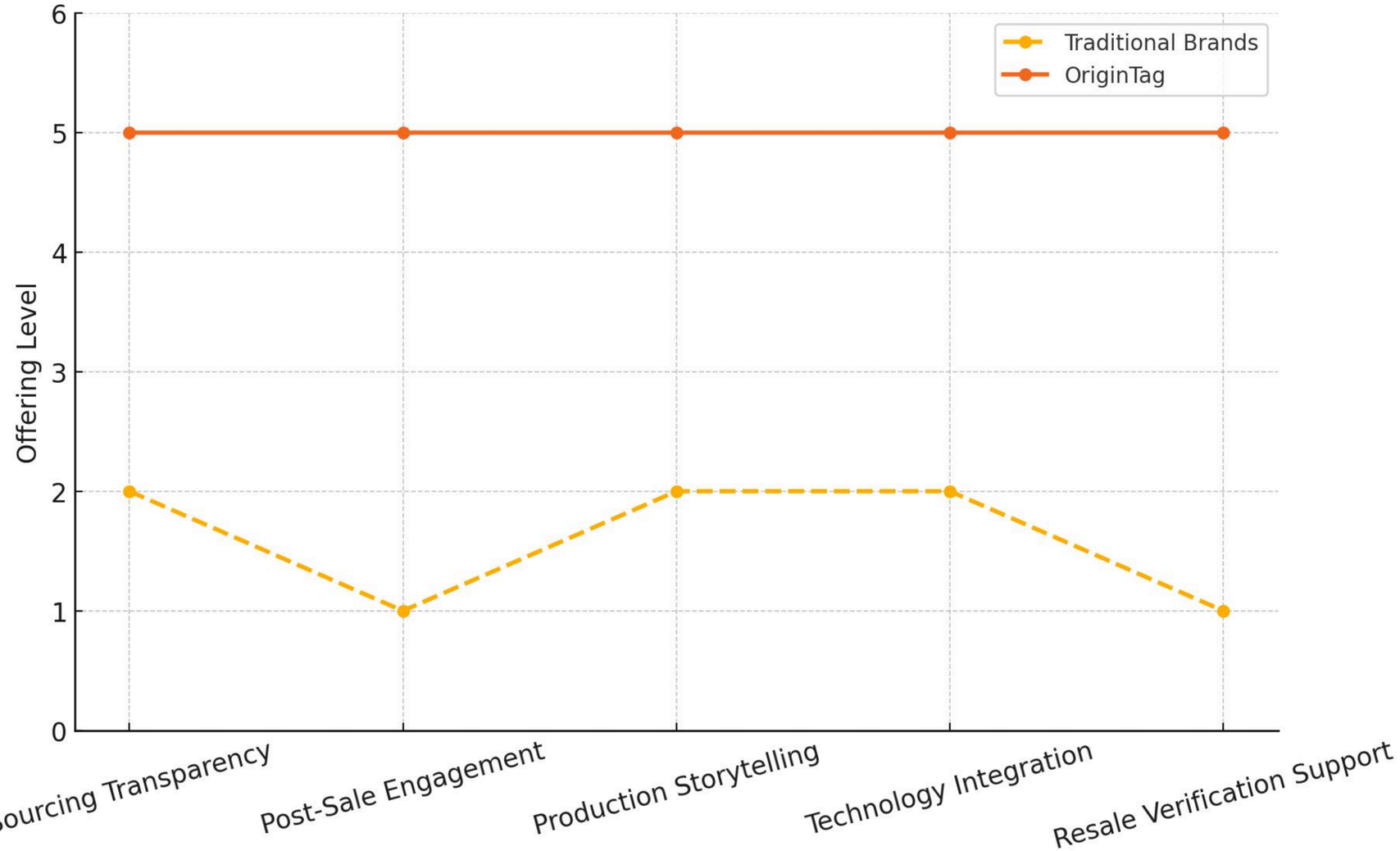
- Requires multi-stakeholder adoption
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- Data prices concerns
- Added cost

THREATS

- Requires multi-stakeholder adoption
- Implementation costs
- Digital divide for small suppliers
- Data prices concerns
- Added cost

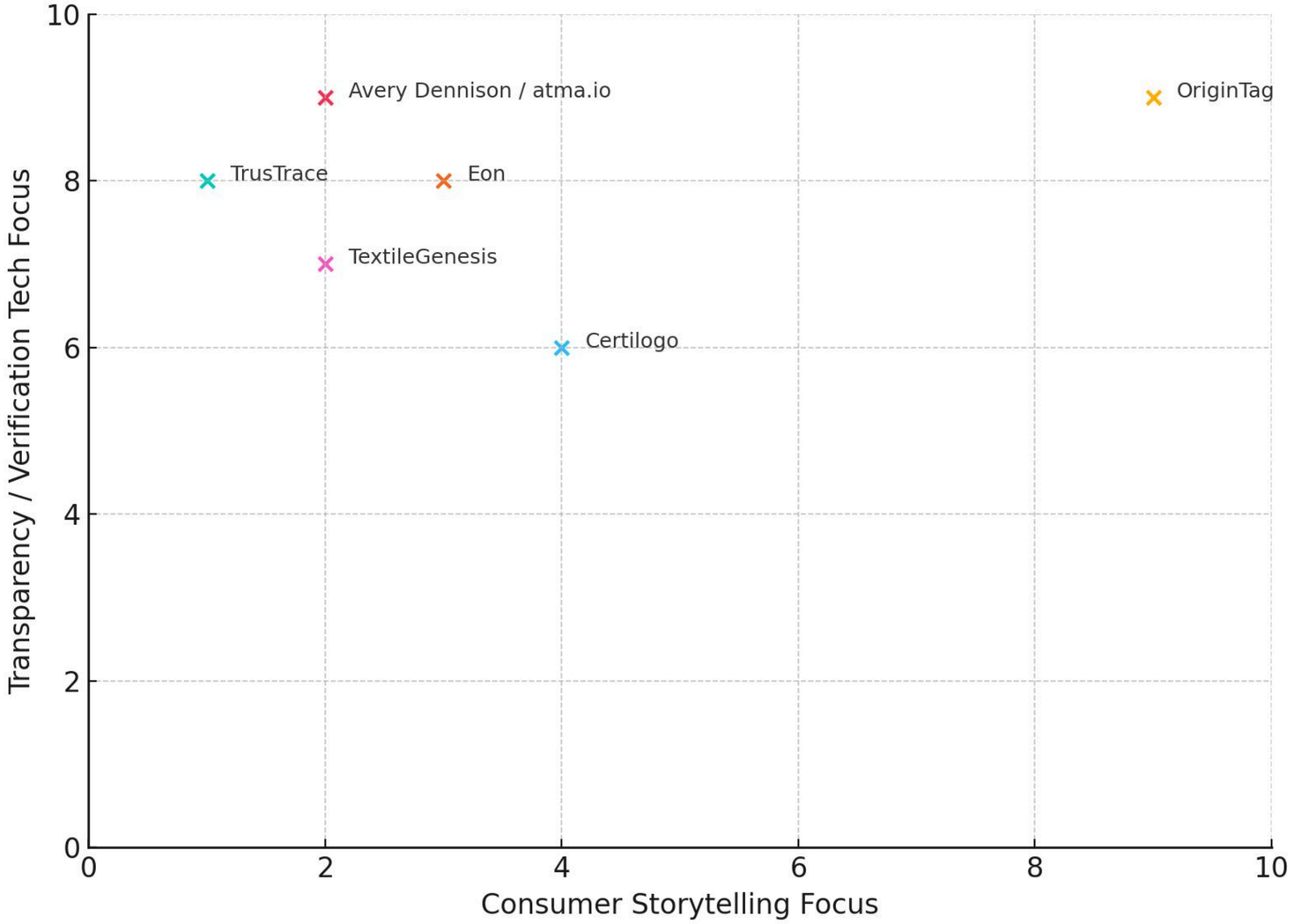
COMPETITOR ANALYSIS

Blue Ocean Strategy



COMPETITOR ANALYSIS

Positioning Map



What I Heard, What It Showed Me



User Testing

12 Positive

- NFC scanning experience "satisfying and premium."
- Storytelling pages increased emotional connection
- Described the garment journey as "surprisingly intuitive."
- Timeline format helped users understand the process at a glance
- Data felt credible and traceable
- "Impact Summary" page backed up the ethical claims
- Clean interface felt fashionable aligned and easy to navigate
- Liked that garment history was saved and accessible
- Having both NFC and QR options was a nice touch
- Explore page content was seen as engaging and related
- They'd use to check resale purchases, for authenticity
- "Modern replacement for care labels"

5 Neutral/Mixed

- Some skipped over certification docs unless visually prompted
- A few didn't understand the Explore content curation logic
- Curious about reselling and how authenticity would work
- One user was unsure how many garments would actually be traceable
- Some issues with readability/scale of text and buttons

6 Negative

- Not all users cared about sustainability, but liked storytelling
- Wished the some details were expanded on, and more variety of content (During story)
- A user assumed scanning would offer discounts or rewards, not just info
- NFC feature was unclear, preferred to use QR code
- Too much text on story pages slowed them down
- User questioned how the data is verified without knowing the certifiers

User Testing Insights

7 early-stage users → 21 total data points

Feedback Type	Data Sets	Highlights & Feedback
Positive	12	Loved NFC, intuitive timeline, emotional impact of stories
Neutral	5	Questions on Explore logic, visual scale, depth
Negative	6	Wanted more benefits/rewards, found text density high, questioned verification process

