

# Picture Process Maps (PPM)

## Authenticate First System

# Purpose and Table of Contents

## PURPOSE

This Picture Process Map (PPM) is a guide for using the Authenticate First system to check and authenticate high-end products, like designer handbags, before they are sold on ShopGoodwill.com. It explains the tools needed and outlines the steps for handling, authenticating, and deciding if each piece should be sold or discarded. This guide helps make sure every item is carefully reviewed and properly sorted. **Before using this guide, review the Photographer PPM for additional context and instructions.**

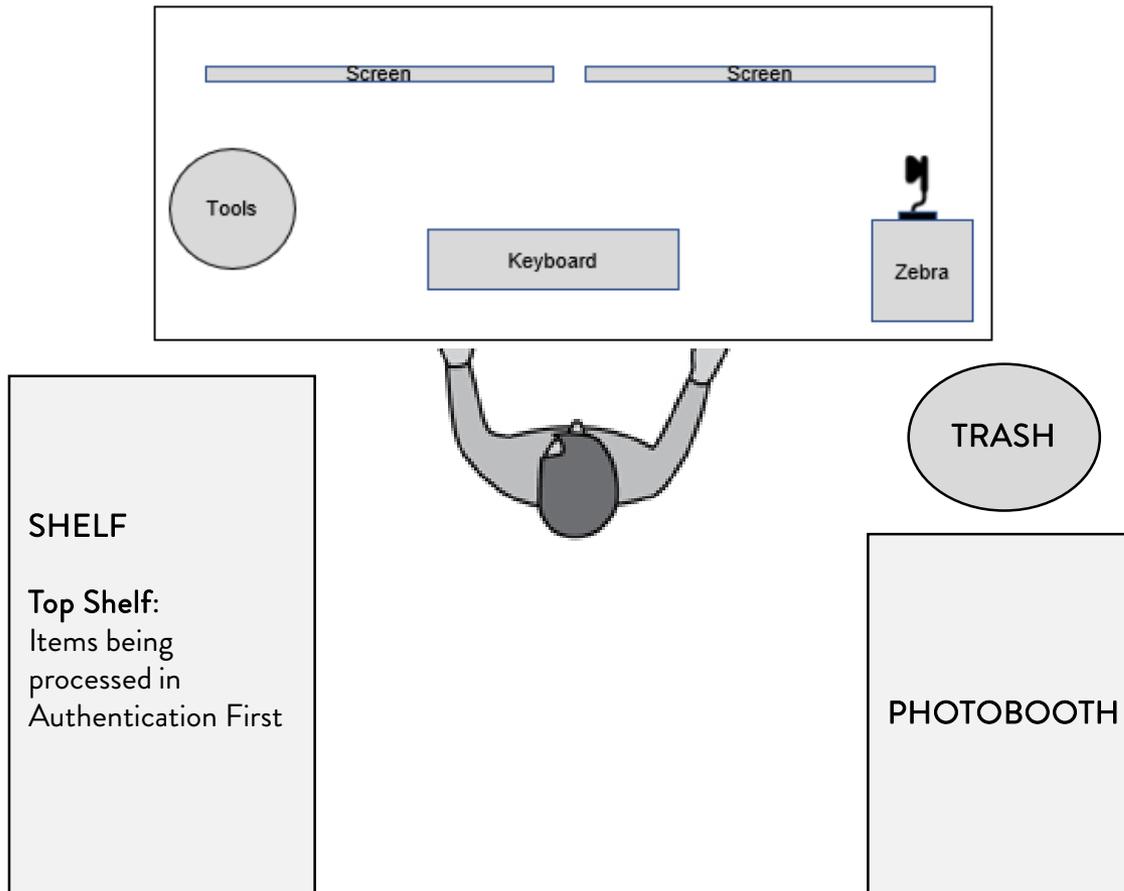
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# Required Tools and Workstation

Authenticate First

*This page provides information on the required tools and the workstation setup.*

The Authenticate First system is used to determine the quality and authenticity of our higher-end products.



Workstation	
<input type="checkbox"/>	Two screens
<input type="checkbox"/>	Computer
<input type="checkbox"/>	Zebra printer
<input type="checkbox"/>	Scanner
<input type="checkbox"/>	Keyboard
<input type="checkbox"/>	Mouse

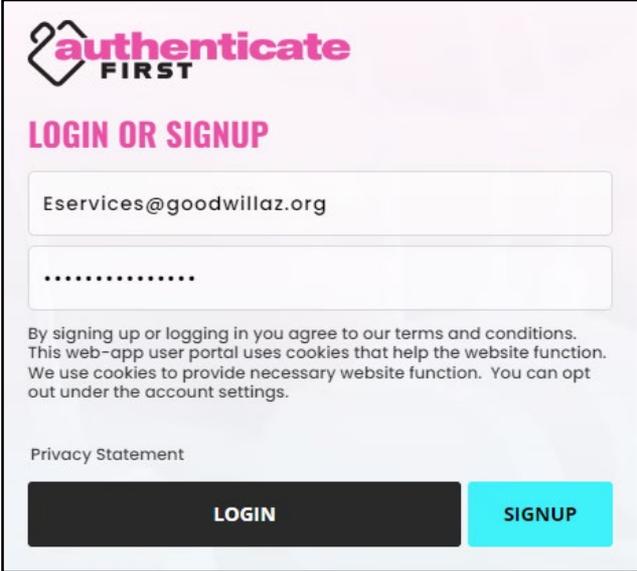
Tool Bin	
<input type="checkbox"/>	Stapler
<input type="checkbox"/>	Tape
<input type="checkbox"/>	SM plastic bags
<input type="checkbox"/>	Pens
<input type="checkbox"/>	Pink dots



# Logging In to Authenticate First

*This page provides directions to logging in to the system.*

1. Sign in to Upright.
2. Sign into Authenticate First using the e-services sign-in information. The username is [eservices@goodwillaz.org](mailto:eservices@goodwillaz.org), and the password is 'EcommRocks1!'.



The screenshot shows the Authenticate First login and signup interface. At the top left is the logo, which consists of a stylized 'A' icon followed by the text 'authenticate FIRST'. Below the logo is the heading 'LOGIN OR SIGNUP'. There are two input fields: the first contains the email address 'Eservices@goodwillaz.org' and the second is a password field with masked characters. Below the input fields is a paragraph of text: 'By signing up or logging in you agree to our terms and conditions. This web-app user portal uses cookies that help the website function. We use cookies to provide necessary website function. You can opt out under the account settings.' Below this text is a link for 'Privacy Statement'. At the bottom, there are two buttons: a black 'LOGIN' button and a cyan 'SIGNUP' button.

**NOTE:** Items sent to be authenticated will have a pink dot on the SKU. If the item is authenticated, you will add your initials to the dot and send the item to be listed.

On this page, you'll find orders we've previously entered that have not completed the process. The system will notify you if an order has an issue, as shown with the Louis Vuitton Shoes. A purple notification will appear. On the Homepage, you'll find the following items:

Issues with any order will be shown here.

Shows how many orders we've completed and how many items were deemed counterfeit.

If our account gets below \$100.00, notify a manager.

Hello Goodwill Ecommerce

ORDER PRICES USERS SCAN

<b>NEEDING PHOTOS</b> 1 ISSUES	<b>COMPLETED ORDERS</b> 1680 AUTHENTIC 309 COUNTERFEIT	CHANGE THIS ACCOUNT <b>ACCOUNT: GOODWILL ECOMMERCE</b> + <b>\$697.50</b> Add more funds
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TURNAROUND TIME IS 48 HOURS OR LESS

3 PENDING ORDERS HIDE

- SHOES - NIKE 70042731328  
Jun 11, 2024 - Check Status
- SHOES - NIKE 208D5K71K-B  
Jun 11, 2024 - Check Status
- PHOTOS NEEDED**  
SHOES - LOUIS VUITTON (NO MICROCHIP) 074  
Jun 11, 2024 - Check Status

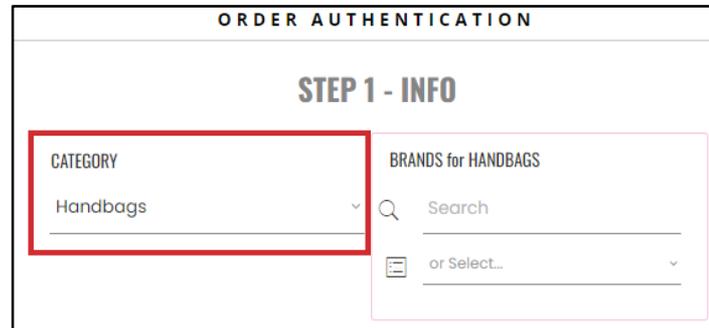
Pending orders and notifications of problems with an order



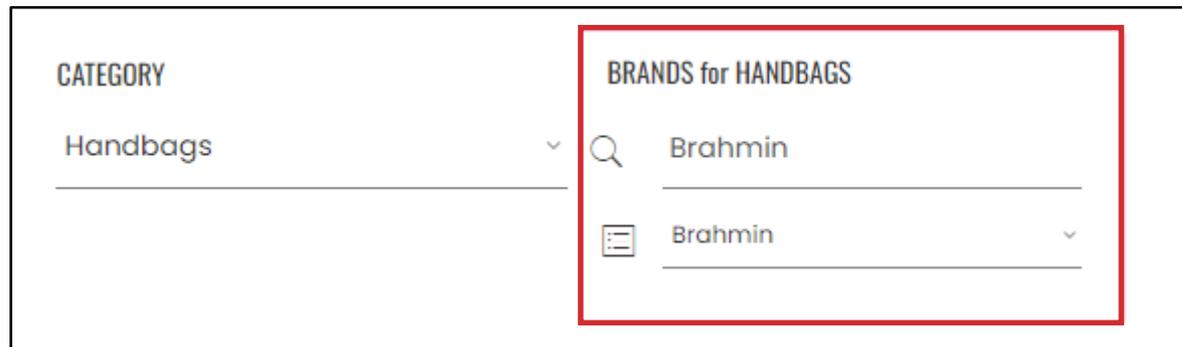
1. On the Home page, click **Order** in the top right.



2. Pick the category for the type of item you are having authenticated using the drop-down feature.

A screenshot of a web form titled 'ORDER AUTHENTICATION' with a sub-header 'STEP 1 - INFO'. On the left, there is a 'CATEGORY' dropdown menu with 'Handbags' selected. On the right, there is a 'BRANDS for HANDBAGS' section with a search input field containing 'Search' and a list icon next to 'or Select...'. A red box highlights the 'CATEGORY' dropdown, and a pink box highlights the 'BRANDS for HANDBAGS' section.

3. Click **Search** and type in the brand.

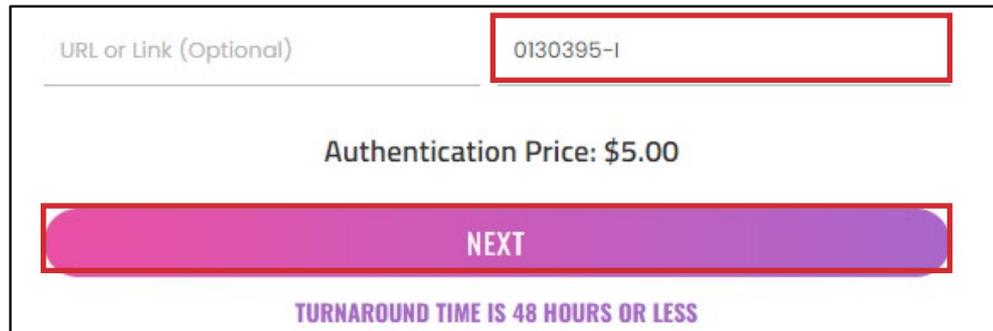
A screenshot of the same web form as above, but now the 'BRANDS for HANDBAGS' section is highlighted with a red box. The search input field now contains 'Brahmin', and a dropdown menu is open below it, showing 'Brahmin' as a selected option. The 'CATEGORY' dropdown remains 'Handbags'.

4. Under **NAME YOUR ORDER**, it will state the product type, brand, and the SKU#. This names your order.



A screenshot of a form section titled "NAME YOUR ORDER" in bold black text. Below the title, the text "Handbags - Brahmin 0130395-1" is displayed. A red rectangular box highlights the title and the text below it. A horizontal line is visible below the text.

5. At the bottom, Enter the SKU# once again. Click **Next**.



A screenshot of an authentication step. At the top, there is a label "URL or Link (Optional)" and a text input field containing "0130395-1". Below this, the text "Authentication Price: \$5.00" is centered. A large, rounded rectangular button with a pink-to-purple gradient and the word "NEXT" in white is centered below the price. At the bottom, the text "TURNAROUND TIME IS 48 HOURS OR LESS" is displayed in purple. Red rectangular boxes highlight the input field and the "NEXT" button.

# Types of Photos

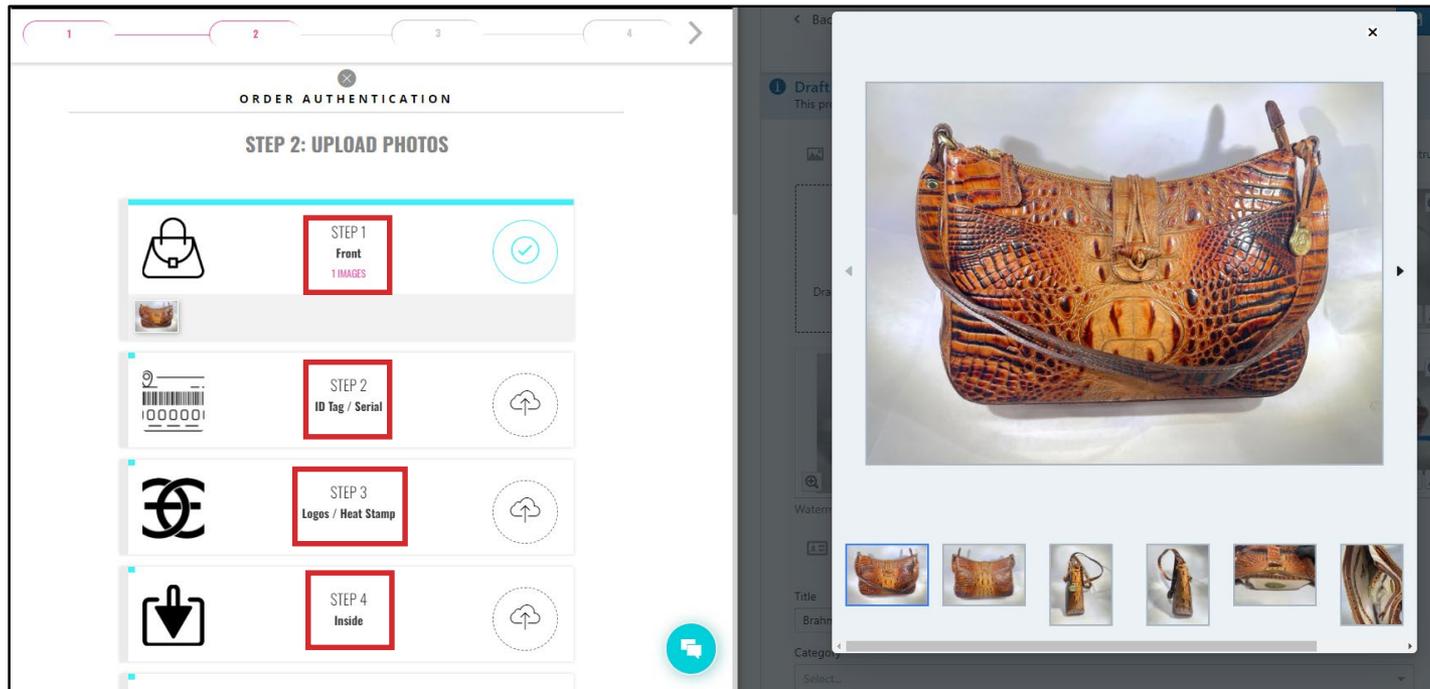
This page provides information on the type of photos that must be uploaded.

Authenticate First

Authentication First uses these photos to determine if the item is authentic or a knock-off.

The following are the four required categories for photos:

- **Front:** This will serve as the leading photo in the order
- **ID Tag/Serial:** If the item has an ID tag or serial number, a picture of that information goes here.
- **Logos/Heat Stamps:** Any pictures that contain the logo or heat stamp go here.
- **Inside:** This will include the interior photos of the handbag.



# Uploading Photos

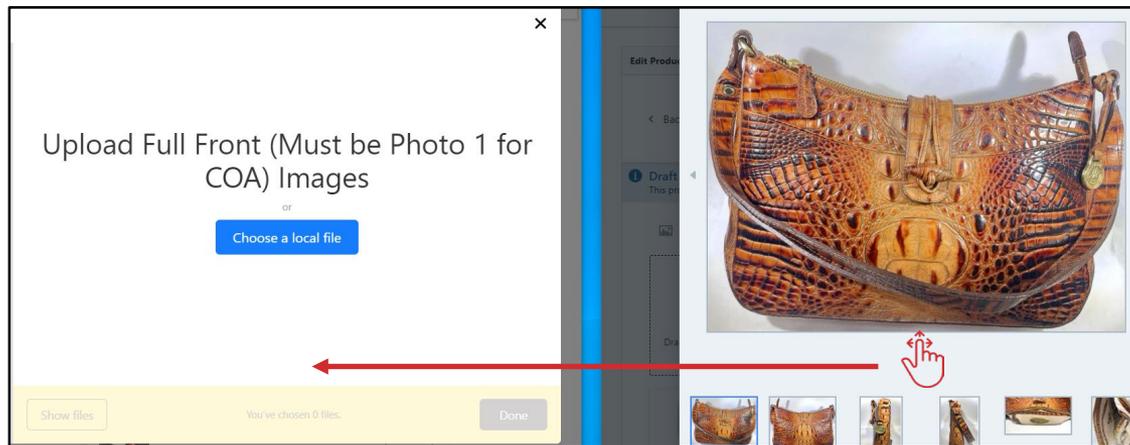
This page provides information on how photos must be uploaded.

Authenticate First

1. Click the **cloud upload icon** when you're ready to upload photos.



2. This opens the window to drag and drop the photo from the listing in Edit mode.



3. Click **Add** or **Done** at the bottom right once the photo has been loaded.
4. Add as many photos as needed. Ensure that all sides, logos, and distinguished categories must be captured.



# Uploading Photos (*Continued*)

This page provides information on the cover photo and how photos must be uploaded.

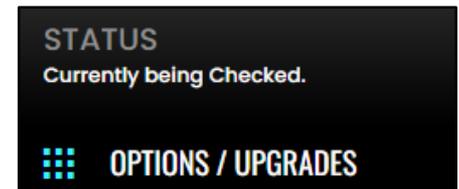
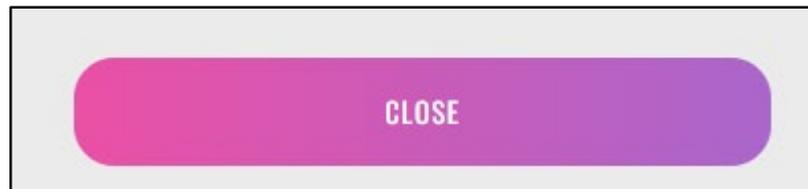
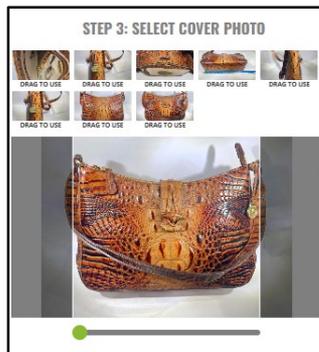
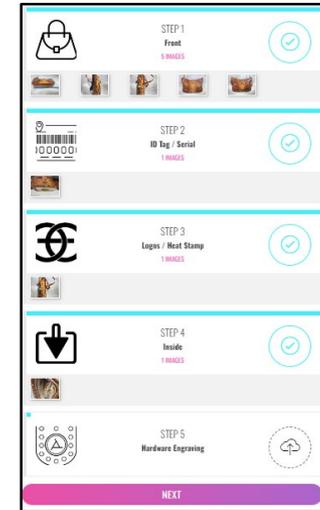
Authenticate First

Remember the following guidelines as you upload photos:

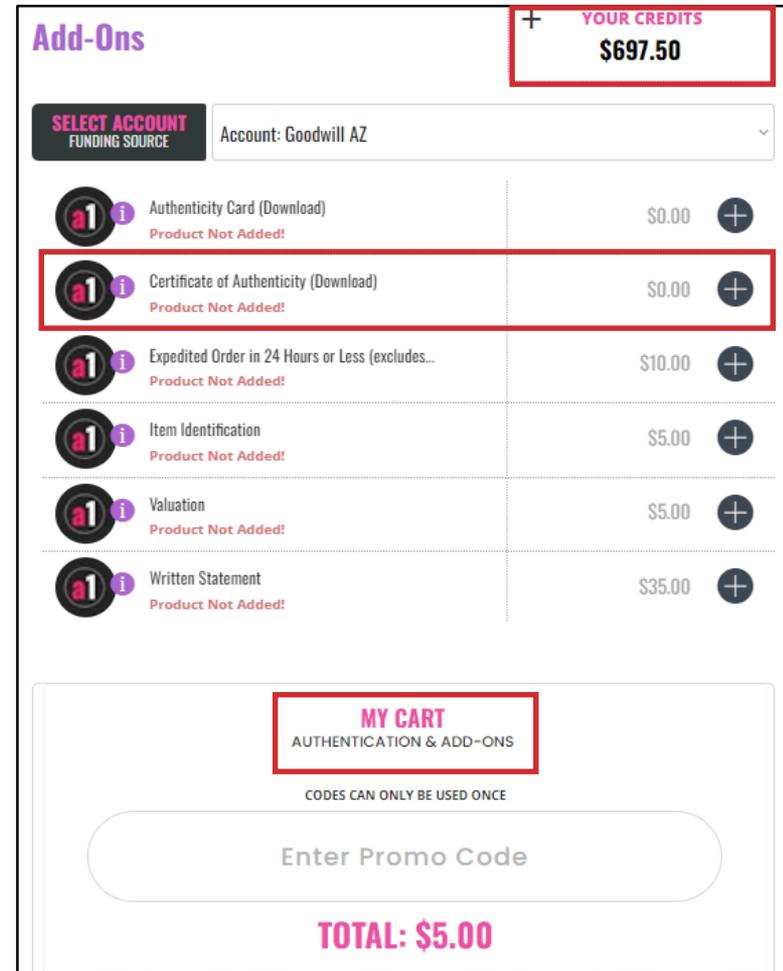
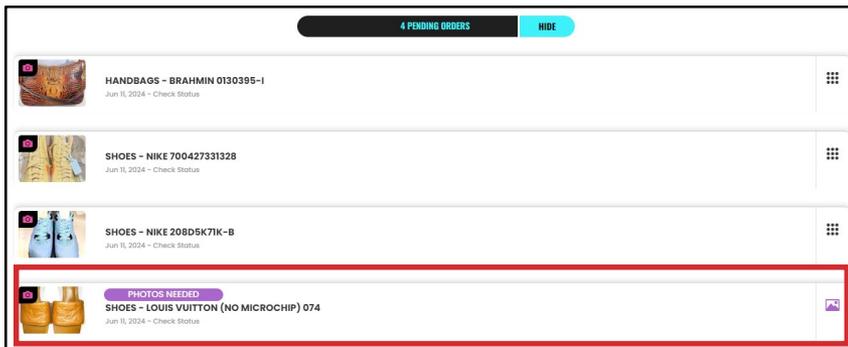
- Upload the photos under the correct category.
- A picture count will be tallied in each category.
- Once you complete all the required photo categories, click **Next**.

The following are the steps for selecting a cover photo:

1. Select the photo that best represents the item, and drag and drop it.
2. Click **Next**.
3. Do a final review of the photos. Click **Close**.
4. This will take you to the Order Documentation page.



1. Select the **Certificate of Authenticity**.
2. Click **My Cart**.
3. Click **Purchase**.
4. Click from **Your Credit**.
5. If the item is authenticated, this certificate will be added to the photo section of the listing.
6. Once your order is complete, the Homepage will be updated.



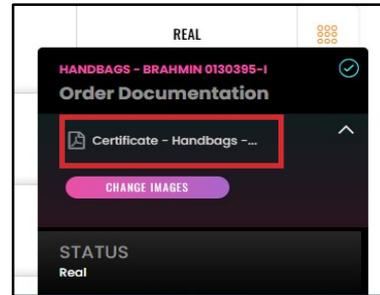
You will receive notifications under **COMPLETED ORDERS** on the Home Page. Generally, you will receive a confirmation within 24 hours. **If Authentic First determines an item to be fake, it cannot be sold and must be destroyed.**

COMPLETED ORDERS:	
Filter by Brand	Search Order Name
 <b>Handbags - Versace 075QXKD5V-A</b> Jun 11, 2024 4:03 pm	REAL
 <b>Handbags - Gucci 0123499-B</b> Jun 11, 2024 3:26 pm	REAL
 <b>Handbags - MCM 0100278-B-04</b> Jun 11, 2024 3:08 pm	FAKE
 <b>Handbags - Brahmin 0130395-I</b> Jun 11, 2024 1:59 pm	REAL

1. Click on the box to the far right of your item. This will open a window.



2. Click on **Certificate-Handbag**. This will open another window with the Certificate of Authentication.



3. Make a Snip-it of the Certificate and upload the Snip-it photo to the item in Upright. Initial the pink dot on the SKU and give the item to the listers.



# Required Photos for Clothes

Authenticate First

The following are the required photos for Authenticate First based on the clothing's brand:

1. Front
2. ID Tag/Serial
3. Logos/Heat Stamp
4. Inside
5. Hardware Engraving

- Bape
- Balmain
- Burberry
- Celine
- Chanel
- Chloe
- Christian Dior
- Comme Des Garcons Play
- Dolce & Gabbana
- Emilio Pucci
- Fendi
- Ferragamo
- Givenchy
- Gucci
- Helmut Lang
- Isabel Marant
- Jimmy Choo
- Kate Spade
- Loewe
- Maison Martin Margiela
- Mui Mui
- Prada
- Stella McCartney
- The North Face
- Valentino
- Versace
- Yves Saint Laurent



The following are the required photos for Authenticate First for Nike shoes ONLY:

1. Full front
2. Internal tag in the tongue
3. Back of the shoe
4. Internal sole
5. Views of both sides

The following are the required photos for Authenticate First for all other shoe brands:

1. Front
2. ID tag/Serial
3. Logos/heat stamp
4. Inside of the product
5. Hardware and engravings

- Adidas
- Alexander McQueen
- Alexander Wang
- Bottega Veneta
- Burberry
- Celine
- Chanel
- Chloe
- Christian Dior
- Jimmy Choo
- Kate Spade
- Puma
- Tory Burch



# Required Photos for Shoes

*(Continued)*

Authenticate First

These are the required photos for Authenticate First for the following designer brands:

1. Full front
2. Close view of the external sole
3. Profile view of the pair
4. Full view of the internal sole
5. Full view of the external sole

- Christian Louboutin
- Dolce & Gabbana
- Emilio Pucci
- Ferragamo
- Fendi
- Givenchy
- Gucci
- Isabel Marant
- Loewe
- Louis Vuitton
- MCM
- Mason Martin
- Margiela
- Miu Miu
- Prada
- Stella McCartney
- Tom Ford
- Valentino
- Versace
- Yves Saint  
Laurent



# Required Photos for Accessories

Authenticate First

These are the required photos for Authenticate First for the following brands:

1. Full front
2. Close view of the external sole
3. Profile view of the pair
4. Full view of the internal sole
5. Full view of the external sole

- Alexander McQueen
- Alexander Wang
- Bottega Veneta
- Burberry
- Celine
- Chanel
- Chloe
- Christian Dior
- Dolce & Gabbana
- Dooney & Bourke
- Emilio Pucci
- Fendi
- Ferragamo
- Goyard
- Givenchy
- Gucci
- Helmut Lang
- Isabel Marant
- Jimmy Choo
- Kate Spade
- Loewe
- Louis Vuitton
- MCM
- Miu Miu
- Oakley
- Prada
- Puma
- Ray-Ban
- Rolex
- Stella McCartney
- The North Face
- Tiffany & Co.
- Tom Ford
- Valentino
- Versace
- Yves Saint Laurent



# Required Photos for Handbags and Wallets Authenticate First

These are the required photos for **Bottega Veneta**:

1. Full front
2. Serial number
3. All heat stamps- internal and external
4. Zipper head marking
5. All hardware and engravings

These are the required photos for **Burberry**:

1. Full front
2. Serial number
3. ALL tags, logos, and care tags

These are the required photos for **Balenciaga**:

1. Full front
2. Serial number
3. Strap bale
4. Rivet
5. Zipper Head Marking
6. Internal logo

These are the required photos for **Chanel**:

1. Full front
2. Clear hologram sticker
3. Zipper pull
4. Flap bags- screws on the back of the flap
5. Heat stamp
6. All hardware and engraving

These are the required photos for **Dolce and Gabbana**:

1. Full front
2. Made in label
3. Internal logo label
4. All tags and holograms (if any)

These are the required photos for **Louis Vuitton with Microchip**:

1. Front
2. ID tag/Serial
3. Logos/heat stamp
4. Inside
5. Hardware Engraving



# Required Photos for Handbags and Wallets Authenticate First

*(Continued)*

These are the required photos for **Louis Vuitton without Microchip**:

1. Full front
2. Entire date code
3. All heat stamps- internal and external
4. Zipper head marking and all hardware and engravings
5. Made in the USA label

These are the required photos for **Prada**:

1. Full front
2. White number tag
3. Black Made In tag
4. Internal and external logo

These are the required photos for **Jimmy Choo**:

1. Full front
2. Hologram sticker (if any)
3. All hardware and engravings
4. Internal and external logo

These are the required photos for **Dooney and Bourke**:

1. Full front
2. Serial number (backside of blue and red tag)
3. Close-up of the logo- internal and external
4. Dooney and Bourke red and blue tag

These are the required photos for **Dolce and Gabbana**:

1. Full front
2. Made in label
3. Internal logo label
4. All tags and holograms (if any)

These are the required photos for **Ferragamo**:

1. Full front
2. Serial number and Made In tag
3. All hardware and engravings



# Required Photos for Handbags and Wallets Authenticate First

*(Continued)*

These are the required photos for **Fendi**:

1. Full front
2. Serial number
3. Cloth tag at the front and back
4. All hardware, engravings, and screws

These are the required photos for **Givenchy**:

1. Full front
2. Serial number
3. Internal logo
4. Made In marking
5. All stitching, hardware, and engravings

These are the required photos for **Helmut Lang**:

1. Full front
2. ID tag/serial number
3. Logos or heat stamp
4. Inside of the product
5. All hardware and engravings

These are the required photos for **Gucci**:

1. Full front
2. Serial number
3. Internal logo
4. Both sides of the black QR tag in the pocket
5. All hardware and engravings

These are the required photos for **Loewe**:

1. Full front
2. ID tag/serial number
3. Logos or heat stamp
4. Inside the product
5. All hardware and engravings

These are the required photos for **MCM**:

1. Full Front
2. Made In Tag - both sides
3. Zipper End
4. All Hardware & Engravings
5. Full View of the Inside
6. Zipper Pull
7. Internal Logo



# Required Photos for Handbags and Wallets Authenticate First

*(Continued)*

These are the required photos for **Balmain**:

1. Full front
2. ID tag/serial number
3. Logos/heat stamp
4. Inside the product
5. All hardware and engravings

These are the required photos for **Stella McCartney**:

1. Front
2. ID tag/serial number
3. Logos/heat stamp
4. Inside the product
5. All hardware and engravings

These are the required photos for **Celine**:

1. Full front
2. Serial number
3. All heat stamps
4. Zipper tip
5. All hardware and engravings

