# dupelocator

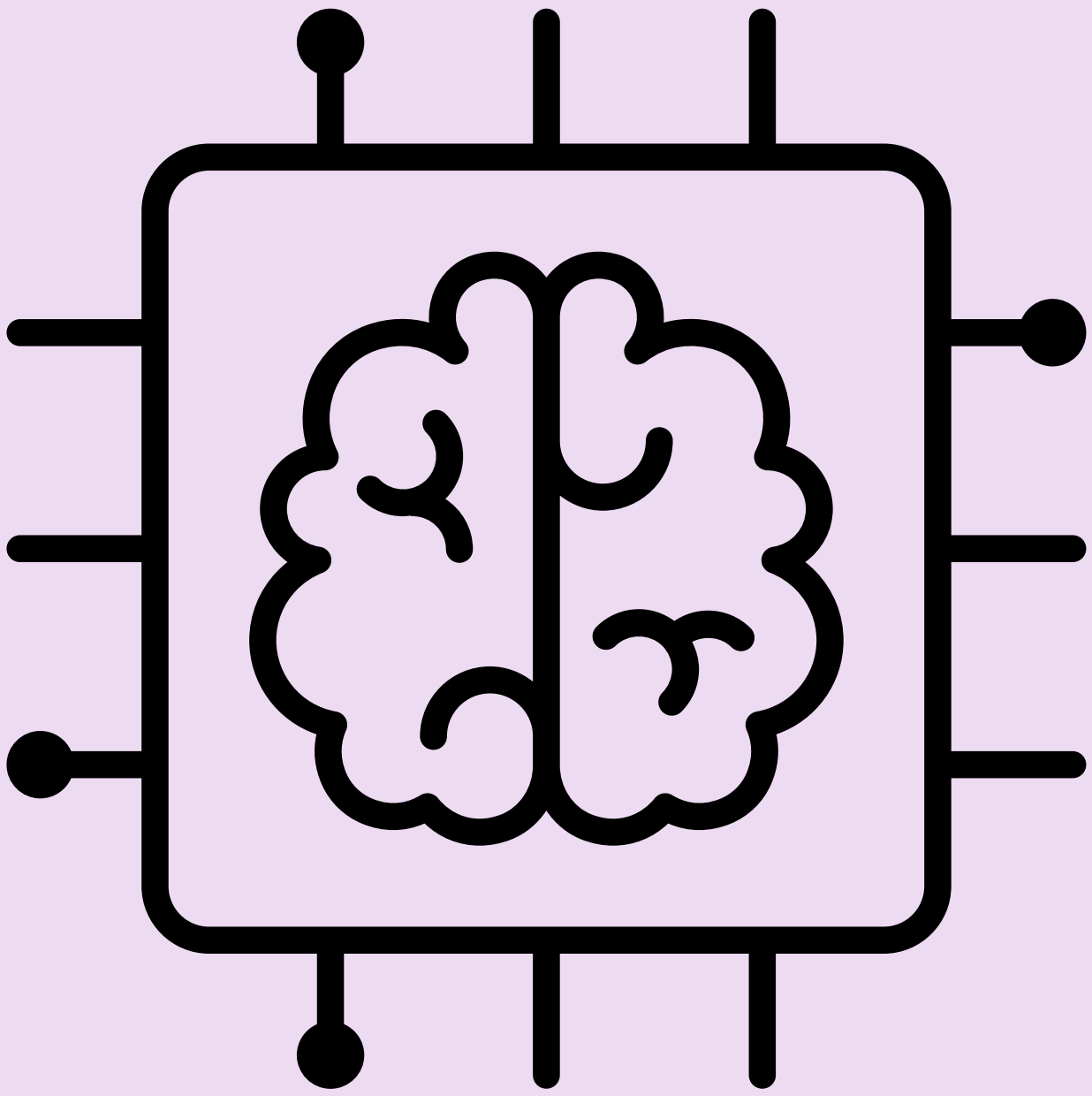
# EXPLORATORY RESEARCH

## Checkpoint One

## New Media Capstone - Spring 2024

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# WHAT IS GENERATIVE AI?



Generative artificial intelligence is a form of artificial intelligence used to produce content. The term “content” can apply to text, images, video, data, and more. Through pre-existing datasets of human-created content, generative AI can sort unstructured data and enhance search experiences.

# HOW ARE WE USING GENERATIVE AI?

Our goal is to create a chatbox-style app in which a generative AI engine returns low-cost, sustainable items similar to user prompts.

The search will have an option to toggle on a sustainability filter, so users can get results only for items made using sustainable materials.

# RESEARCH

## 70% of Gen Z uses generative AI

The emergence of OpenAI with ChatGPT have created a generative AI divide, with 70% of users being Gen Z. Gen Z uses forms of generative AI to save time, learn new things, make informed decisions, and help with their success in school or at work. Learn more here.

## Generative AI is changing the way we build apps

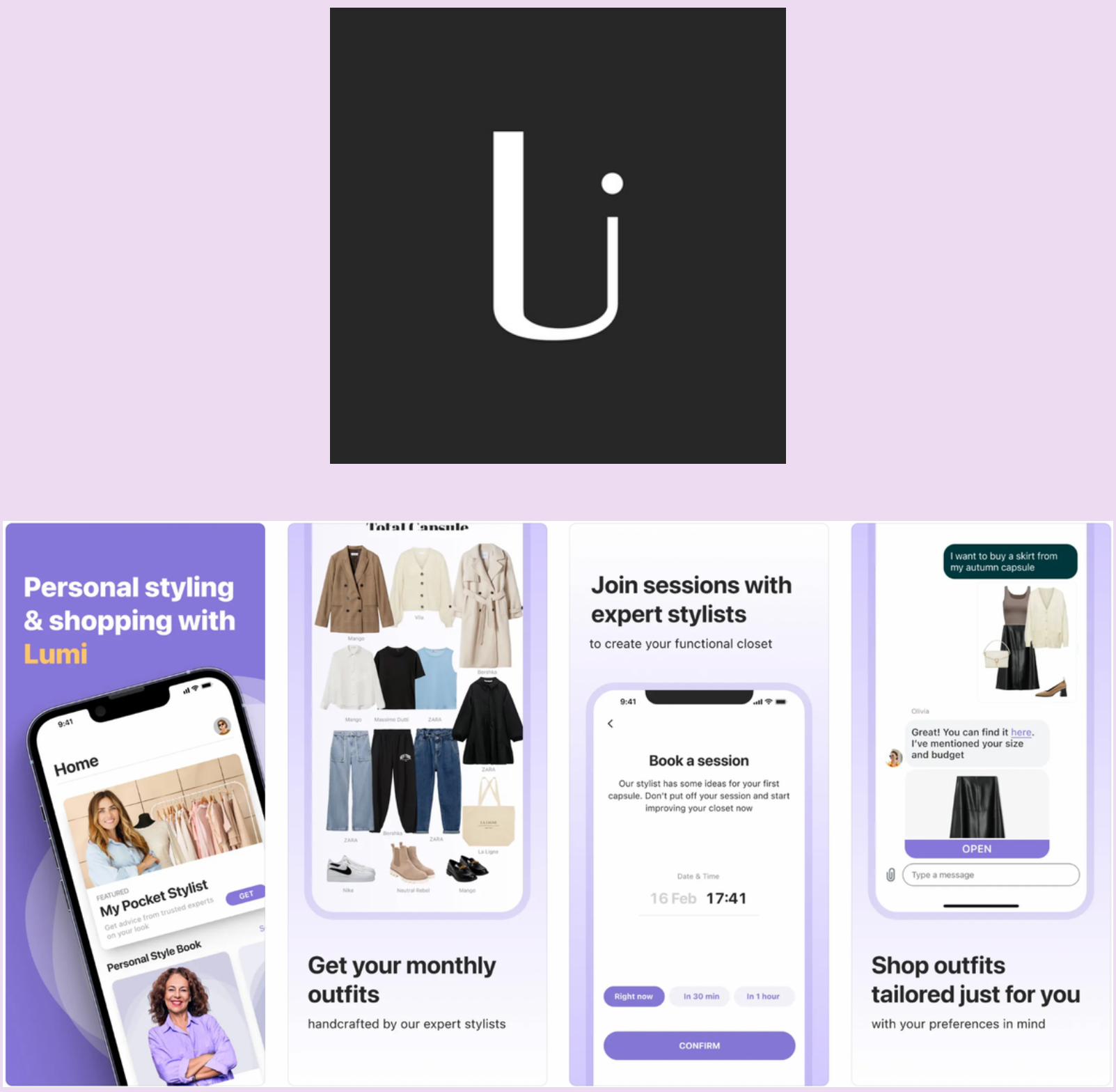
New forms of AI have changed the course of app development. Many companies have rewritten and rethought their existing applications in order to embrace the new possibilities that AI offers. Learn more here.

## Dupe culture can benefit brands

As consumers continue to face rising inflation rates, they are turning towards more affordable options. Brands that sell less high-end products are benefiting from this change in consumer behavior. Learn more here.

# INSPIRATION

Lumi: fashion tips & stylists

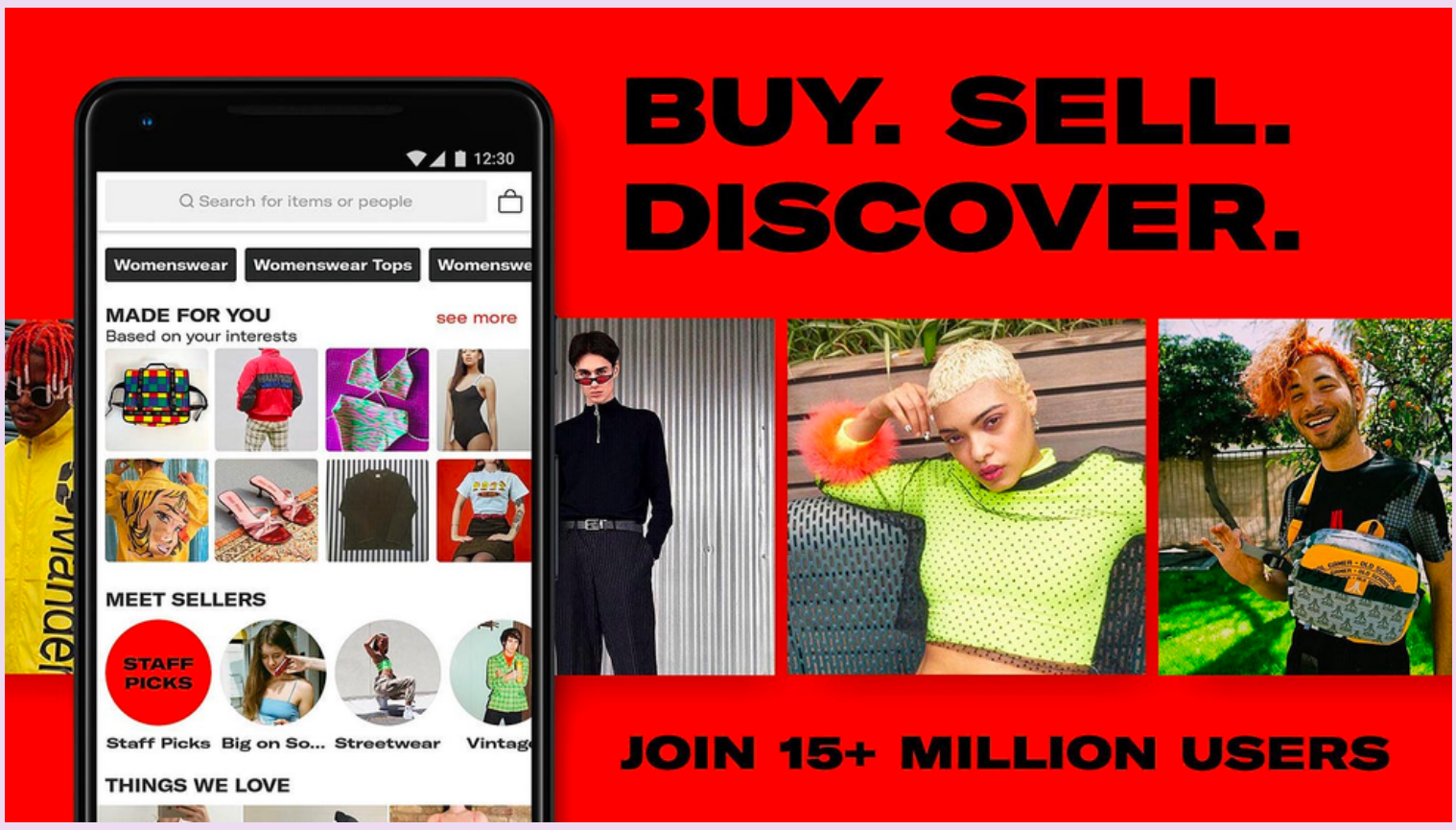



Lumi provides users monthly access to stylists and personalized outfits. Users can schedule consultations with their stylists, shop based on personal preferences, and receive fashion tips and tricks. Lumi's style generation is built from a mix of personalized content and psychology.

# INSPIRATION

Depop: online thrifting






Depop is an online thrifting platform that consists of a mobile app and website. Users can buy and sell used items from other users. Depop is especially notable for its striking branding and appeal to “aesthetics” like cottagecore, grunge, y2k, athleisure, and others.

# INSPIRATION

## Where can we improve on these?

Depop and Lumi are fun, fashion-forward apps, but what are they lacking?

**Lumi** is heavily dependent on the work and availability of its stylists. Furthermore, it is a paid service that requires a monthly subscription. It is also not a unique brand name - there are several other platforms using this name.

**Depop** allows users to curate their style themselves (rather than with a stylist), but is limited to the options uploaded by other users for sale. In addition, the syncing of the mobile app and website versions is patchy at best and completely inconsistent at worst.

# INSPIRATION

## Our solutions

## dupelocator

Dupelocator solves the issues Lumi and Depop have and improves upon their successes.

- Dupelocator is a unique brand name and won't have to compete with other platforms for name recognition like Lumi.
- Dupelocator allows users to take charge of their own style - they have the freedom to browse without a stylist, unlike Lumi.
- Dupelocator produces results from retailers, rather than limiting users to thrift options like Depop.
- The current Dupelocator plan is to launch solely as an app, solving the app-website syncing issues Depop has. If we do create a website to accompany the app, accounts users create will lead to better syncing of past browsing history.

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