dupelocator

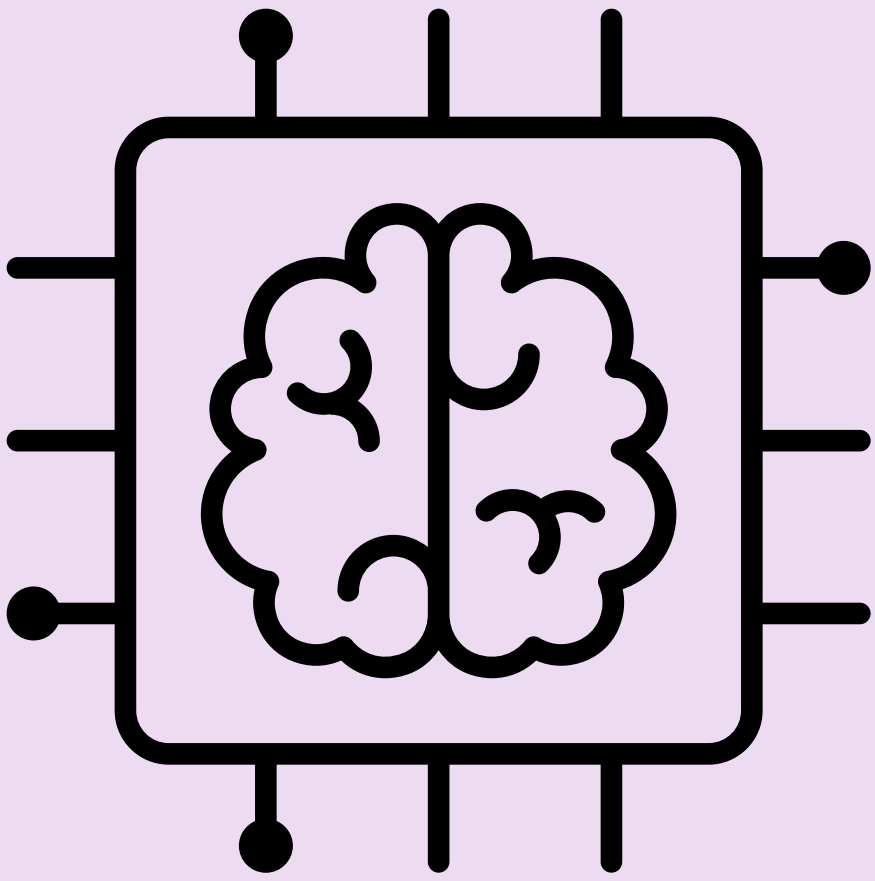
PROJECT PLAN

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.

PROJECT OVERVIEW

In 2023, the term “dupe” began to circulate Tik Tok. Short for duplicates, “dupes” refer to off-brand items that can typically be found with a lower price tag. In the early 2000s some may have considered it a crime to purchase a pair of knockoff Uggs or an off-brand Louis Vuitton handbag. But today, Gen Z and Millenial shoppers are proud to find more afforable, fashion-forward dupes.

We have been tasked with designing an innovative generative AI model. Given creative freedom, our team chose to mesh our fashion-foward minds to generate the Dupelocator: a chatbox-style app that allows users to easily find “dupes“ for luxury, designer, or trending items. Users will be able to upload a photo or description of their desired item and filter their search by the product’s price and sustainability.

GOALS

REACH

With a seamless generative AI performance, Dupelocator will allow online shoppers to find their favorite products at a lower price point or made with sustainable materials. Features such as “My Closet” and “Messenger” will allow users to save their favorite Dupes or send them to a friend. We will reach to make Dupelocator available on all app stores and on a variety of devices. With consistent marketing and social tactics, the app will become a staple for your typical online shopper.

MAIN

Our project is centered on developing a user-friendly app with generative AI features. The Dupelocator app will be accessible on smartphones and catered to budget-conscious online shoppers. Using artificial intelligence systems, Dupelocator will blend image and data generation to create a unique, easy-to-use app.

SAFETY

Our app will provide a convenient and simple online shopping experience. Dupelocator will generate fashion swaps for a more affordable price using a mainstream chatbox-style generator.

POTENTIAL ROADBLOCKS

1

User is given better alternatives through the app, but they won't know if it'll look good on them before purchasing.

Potential Solution:
Allow feature to put on in real-time through AI.

2

Chatbox may not send back images.

Potential Solution:
Figure out if users can prompt it to send links of the photos instead of sending photos to chat.

POTENTIAL ROADBLOCKS

3

The AI returns low-quality items to user prompts.

Potential Solution:
Further training of AI/filters for quality.

4

Overwhelming amount of results.

Potential Solution:
Include prompts for user to refine searches.

CHECKPOINT TIMELINE

CHECKPOINT 1 — 1/30

Presentation.....Katherine, Grace, CeCe
Alpha.....Sarah, Jayla
Exploratory Research.....Sarah, Jayla
Project Plan.....CeCe, Sarah
PR/FAQ.....Grace, Katherine

CHECKPOINT 2 — 2/22

Presentation.....Katherine, Grace, CeCe
User Research.....Katherine
Beta.....Sarah, Jayla
UX Map.....Sarah
Team Name + URL.....Katherine, Grace

CHECKPOINT 3 — 3/21

Presentation.....Katherine, CeCe
1.0.....Sarah, Jayla
Visual Design Guide + Poster.....CeCe, Grace
Website Beta.....Sarah, Jayla
SLAM Promotional Material.....Katherine

CHECKPOINT 4 — 4/16

Stage Presentation Beta.....Katherine
1.1.....Sarah, Jayla
Launch/Hand off/Social Deliverables.....Grace, CeCe

FINAL STAGE PRESENTATIONS

4/25

SLAM

5/4

SOURCES

https://research.ibm.com/blog/what-is-generative-AI

https://discover.certilogo.com/blogs/insights/tik-tok-dupe-trend