Dupelocator

User Research

SPRING 2024
CHECK POINT 2

CeCe Nguyen
Sarah Orji
Jayla Scott
Katherine White
Grace Wills

RESEARCH METHOD

To gather an understanding of Gen Z's online shopping habits and interest in an AI-generated app to assist their shopping needs, we conducted an online survey and in-person interviews. Through online monitoring, we analyzed key patterns and reviews from similarly designed online platforms.

TARGET AUDIENCE

Our target audience is primarly Gen Z. More specifically, digital natives of ages 16-26 with an interest in fashion, budgeting, and sustainability. With our target audience in mind, we focused our research on students ages 18-22 from the University of Georgia.

LUMI: FASHION TIPS & STYLISTS

ONLINE REVIEWS

Great concept Oct 15

★★★★☆ StephNinRI

I found the mechanism to get to the information I needed to be a little convoluted and shady, but I'm not afraid to cancel something so I did it anyway.

Once I did, I connected with a stylist via chat and that WAS very helpful. I asked for clarification about the spend before we really engaged as I didn't want to waste either of our time. She directed me to the app and I was able to change the terms to something palatable for me.

We did our first "look" and discussed different items. I probably won't buy the linked products because I have similar items to what was presented but hadn't paired them the way she did. THAT is exactly what I was looking for so I'm happy about it.

I also bought the Capsule wardrobe and I'm looking forward to that chat, expecting similar results.

I'd warn people to actually read the terms and conditions carefully as they are not highlighted appropriately.

A little confused & feeling fooled Jan 13

★☆☆☆☆ carefam6

This app made it seem you were getting a subscription to styling and a subscription to clothing. I've paid a few months in at an astronomical monthly amount hoping I would get clothing but every option of guidance you had to pay more money for. I never got my stylist session, my fault mostly, since I work over 50 hrs, I've rescheduled it a couple of times over. I tried to cancel my subscription and write it off as a loss and went through all the motions. Unfortunately they removed more money once again the following month. I reached out to customer service and they refuse to refund my money. I paid over $100 into it for nothing. I feel fooled, don't be me!

Developer Response Jan 15

Dear Valued Customer!
Thank you for the detailed review! We ... more

Waste of Time Sep 9

★☆☆☆☆ jenjenblueberry

I wouldn't wear any of the things selected. They were the opposite of the profile I filled out and none of the fits were what was recommended for my body type. There were 4 pairs of stilettos in my selected outfits when I said no stilettos, a tight body con thing when I said nothing tight like that, tennis shoes selected when I said I don't wear tennis shoes, it was like nothing from the quiz or my notes was taken into consideration. I used to use stitch fix back in the day and was hoping this app didn't have the same problems of listening to what you're filling out in the survey but they do. Another half thought out style app, sad I was hoping this would be a good one. There's also a ton of pointless things to click through on the app. A more streamlined accurate app would be way better. Not a fan of the pricing structure either, one thing costs a dollar, $5 there etc, if they were better at picking clothes out that's where the profit should come from.

Scam-positive reviews are bots/ fake Sep 19

★☆☆☆☆ AleEllllll

And the "stylists" are probably AI too. This is not a clothing service like Stitch Fix or anything. You do not receive a product. They charge you to have you fill out quizzes then give you access to their crappy style books that anyone could find better for free online. The app and "styling service" costs $50 a month for this. Then they try to rip you even more by getting you to purchase the clothing they suggest from these Asian clothing places that we all know either never ship, take 3 months, and are in Asian sizing meaning a size women's Large would fit my 4 year old. The stores usually don't even exist and when you look them up you find nothing but an email address based in China. No real business. They make it impossible to cancel, as if no one has tried that before and us Dumb Americans are all morons who will fall for the same old tricks. This is clearly yet ANOTHER China based scam, them trying to rip off and best people whose money means nothing. What is wrong with these people? Go get a real job. If you are unhappy with your government, blame them or yourselves. It isn't America's fault. We are sick of your scams and your superiority complex.

DEPOP: ONLINE THRIFTING

ONLINE REVIEWS

Best Buying/Selling App Ever 5y ago

★★★★★ Lefting4

I started using Depop around 4 months ago, because I was really into vintage clothing at the time and was looking to find some nice deals. I was so used to using eBay and other apps, but I was very excited to find an app dedicated to mainly clothes only. I found some awesome stuff, and was buying avidly on Depop. I just loved the way the app was set up and just everything about it. The format and everything. It was awesome. Then, one day I decided to try to sell some stuff. I wanted to give it a shot to see if I could get some extra cash. I started off my selling my old clothes. It took a couple weeks of likes on items and messages until I finally had my first sale. It was very exciting for me and I thought I was the coolest person ever that at the age of 14 I sold an item. But my business took off after that sale. It then became a habit of myself and my brother who also has a Depop shop, going to thrift stores every weekend to find cool vintage pieces to re sell on our Depop accounts. Since my first sale, I've made about 60+ more sales, and have great feedback from all customers. I've made a bunch of money, and I just can't believe I'm doing this as a 14 year old. It's truly a great way to become a young entrepreneur. 5 stars.

Not really worth it Oct 22

★★★☆☆ *insertclevernickname*

At first I used Depop as a buyer and had a really good experience. Most of the sellers are really nice and communicative; the only small issue (that really isn't in Depop control) is some sellers tend to over price some items but I get the want to make money. So I tried to continue as a seller too bc I was interested in making some money myself. However I have not been able to link my PayPal account to my Depop. Depop's PayPal pop up kept telling me my credentials were wrong when I knew they weren't; I reset my password and tried using my email and phone number, nothing. I even went to the PayPal app separately and typed in my credentials and immediately got in, went back to the Depop app and still couldn't get in. I went to technical support on Depop's end and didn't really get my question answered, they just sent me the regular steps on how to link my account when that wasn't the issue. Then all of a sudden PayPal suspended my account indefinitely for no reason at all. I can't even get in contact to see what the issue was. If Depop used a different payment method other than PayPal, then I'll consider coming back but for now I'm gonna stop using it, it's not worth it.

★☆☆☆☆

Amber ✌️, 13/04/2022

Misleading

Depop used to be fine and the selling process was quick and easy. But now they've created this depop payments business, it makes things 10x harder. For example, if you haven't sold an item in a while, they won't give you the money from your newly sold item to you for 10 working days. But when the person initially bought my item, depop payments said I would be able to receive my payout today- until they suddenly changed their mind on this day. I personally include shipping within the item price so I don't think it should make a difference whether you charge for shipping separately or include it within the item price- shouldn't you be receiving the money pretty much straight away so you can ship without using your own money?? Luckily I had money in my own account to pay for shipping but I'm still waiting to receive the payment, even though I shipped the item two days ago. Some people don't have the capacity to use their own money and need the money that was supposed to go on shipping before posting the item. So you'll find that some people will probably make their customer wait until they actually receive the payment to ship- worsening seller-customer relations. It's just such a stupid feature of the app and very inconveniencing. Therefore as said above, I am still awaiting payment as I was mislead by depop payments, despite me posting said items.

FINDINGS

ONLINE REVIEWS

SUBSCRIPTION PLANS/TERMS AND CONDITIONS CAN BE UNCLEAR.

STYLE SUGGESTED DO NOT ALWAYS MATCH CONSUMER PREFERENCES.

UNNECESSARY **POP-UPS/ADS** TO CLICK THROUGH.

MANY APPS CAN RESULT IN **SCAMS**, AND **PAID SUBSCRIPTIONS** ARE TURN OFFS.

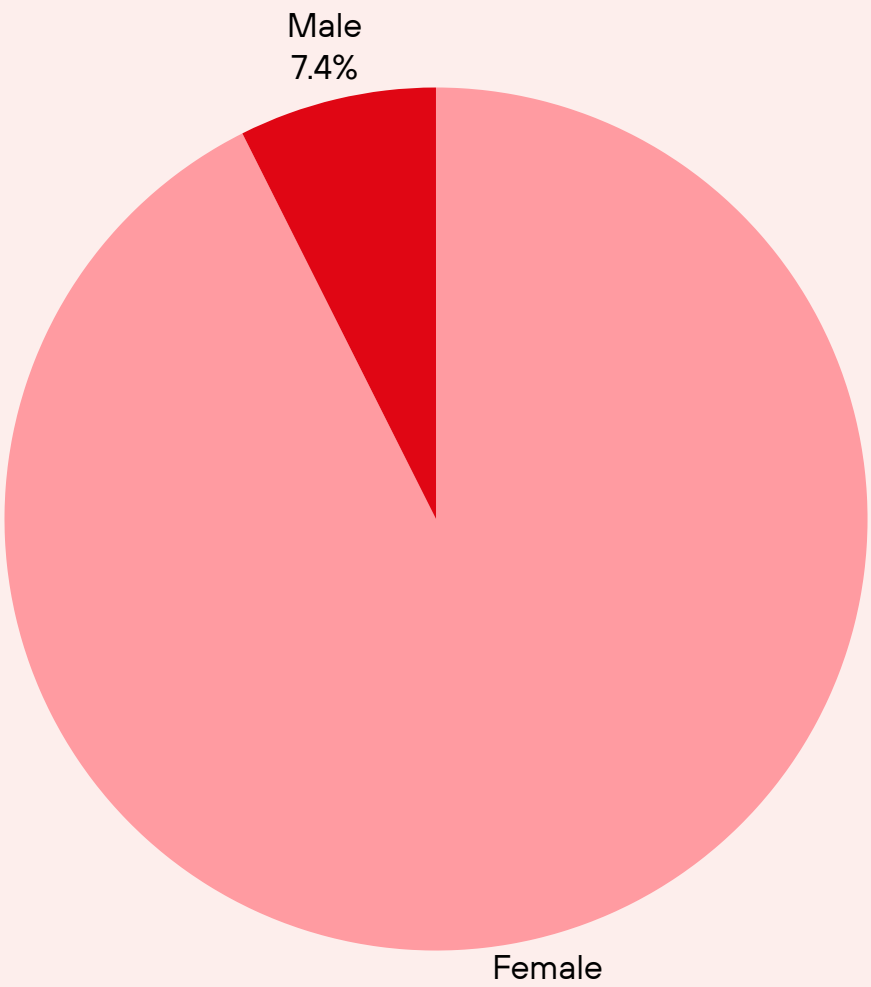
SURVEY

Through our survey, we wanted to gain an understanding of students' perspectives of "dupes." We asked students somewhat broad questions about their use of fashion apps, their opinion of dupes. and if they'd be willing to participate in a short interview. In total, we received 27 responses.

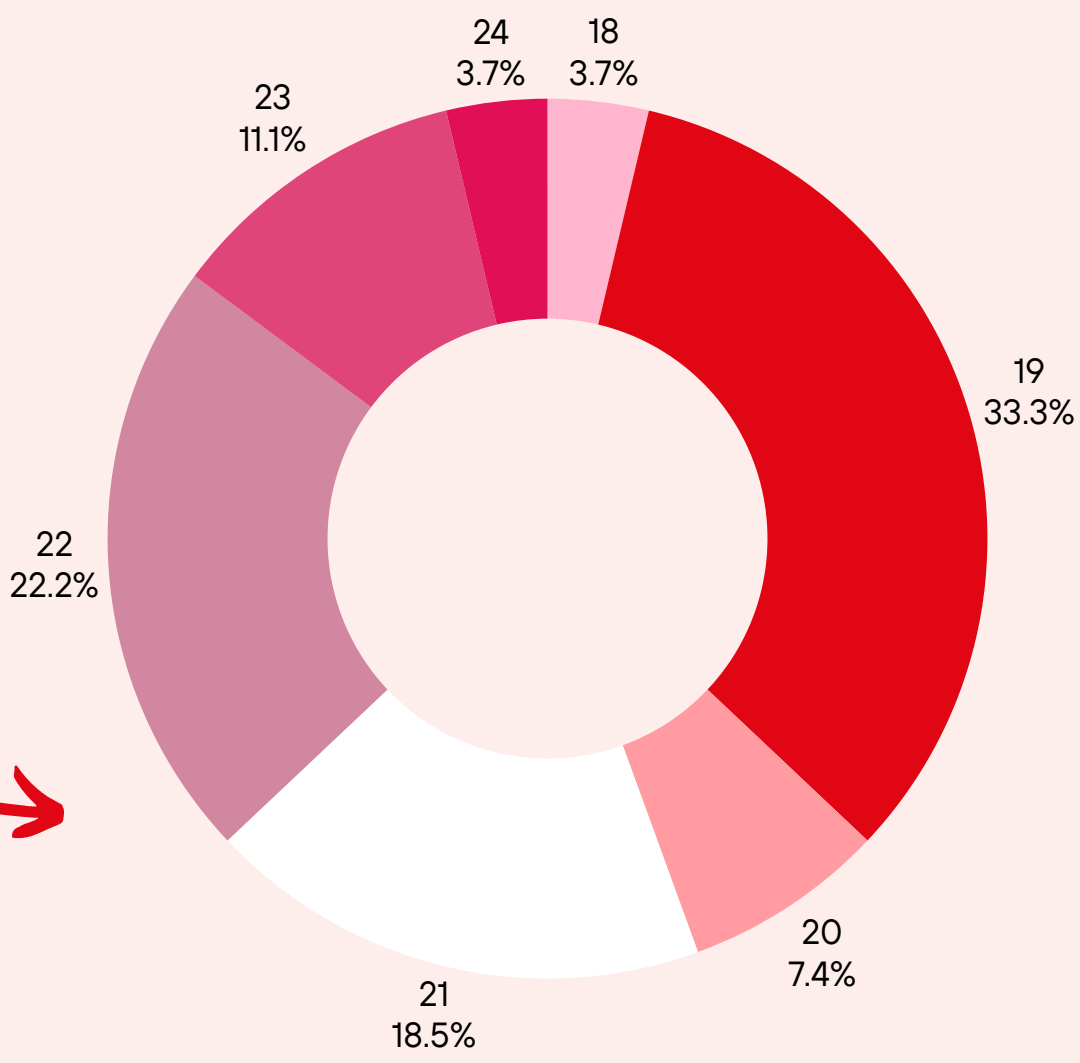
Some of those responses came from members of Strike Magazine, a fashion magazine run by UGA students. Thus, we have responses from both a specialized fashion audience and general audiences.

SURVEY RESULTS:
DEMOGRAPHICS

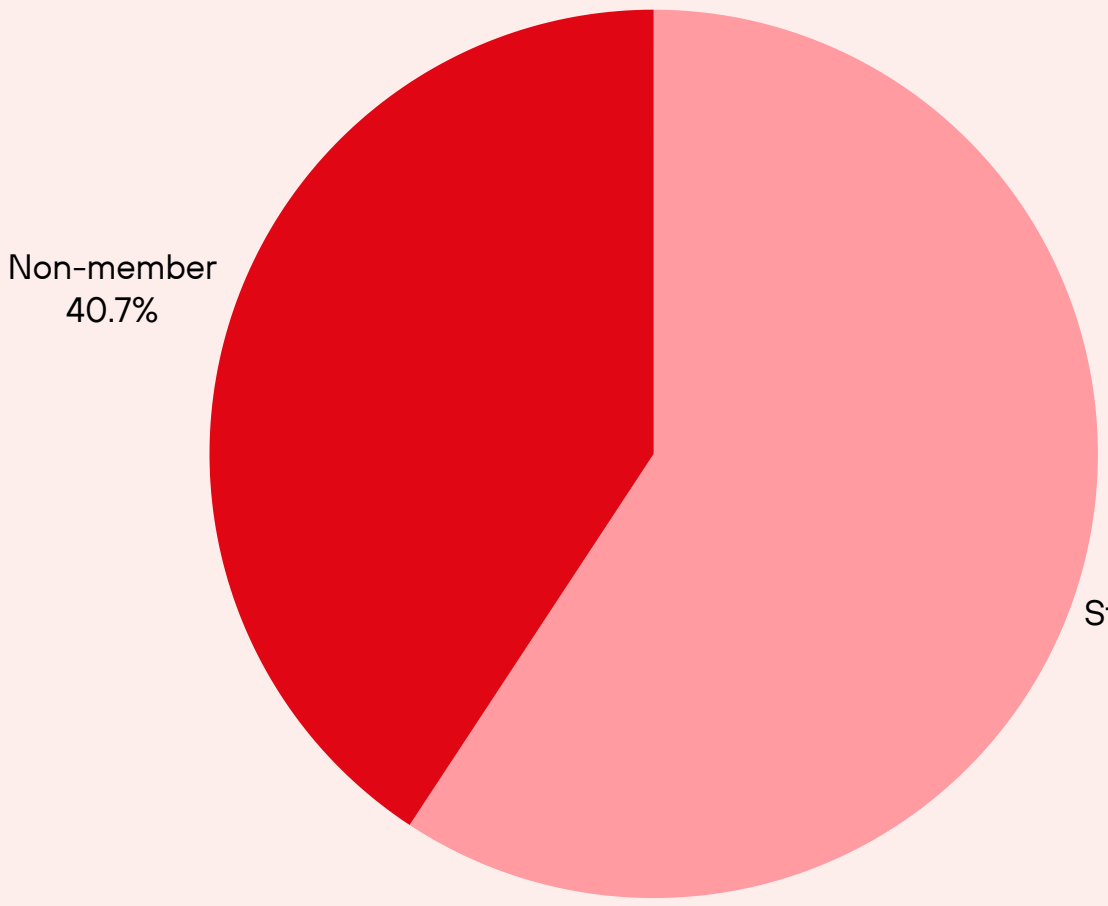
Gender



Age

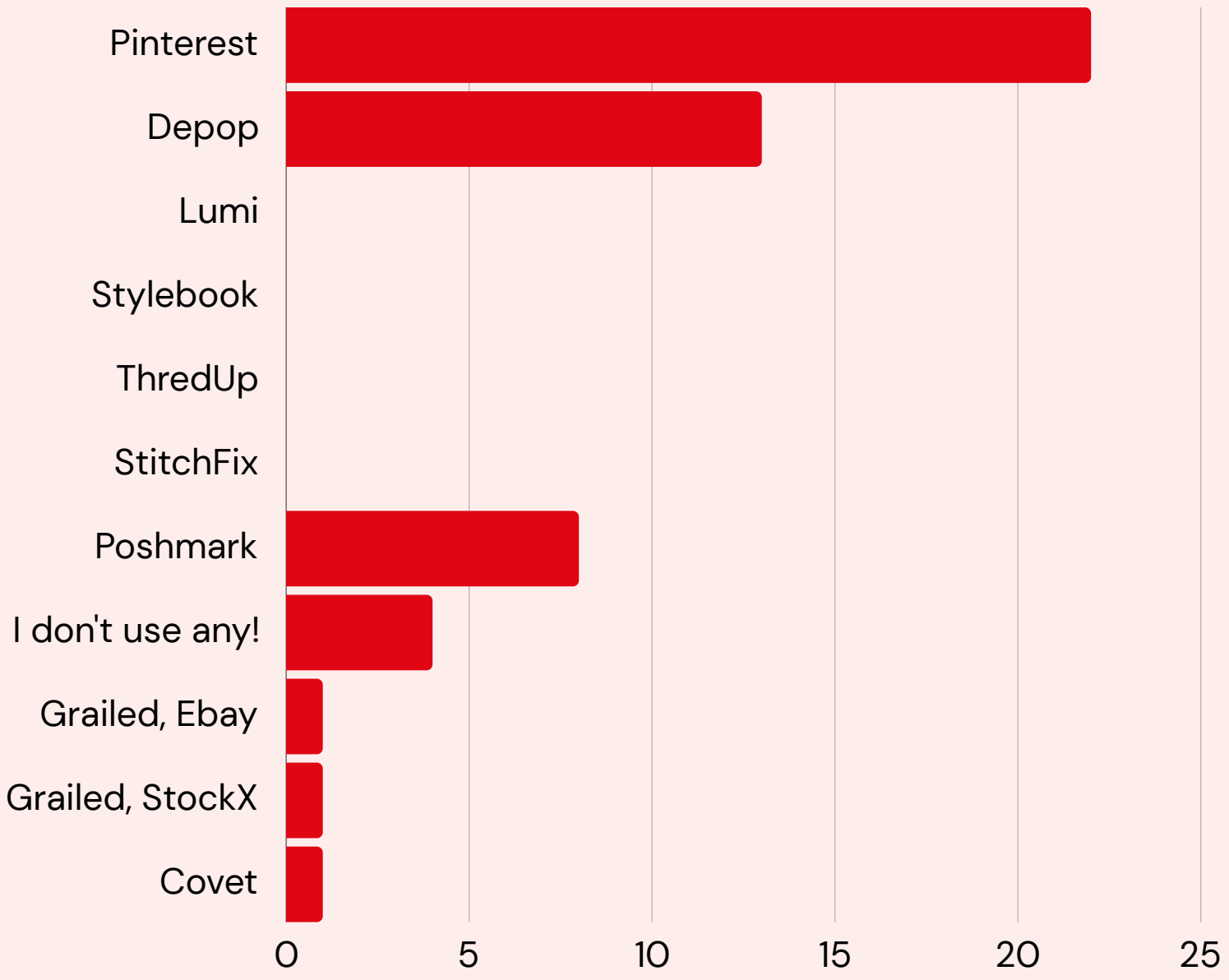


Strike Magazine Members

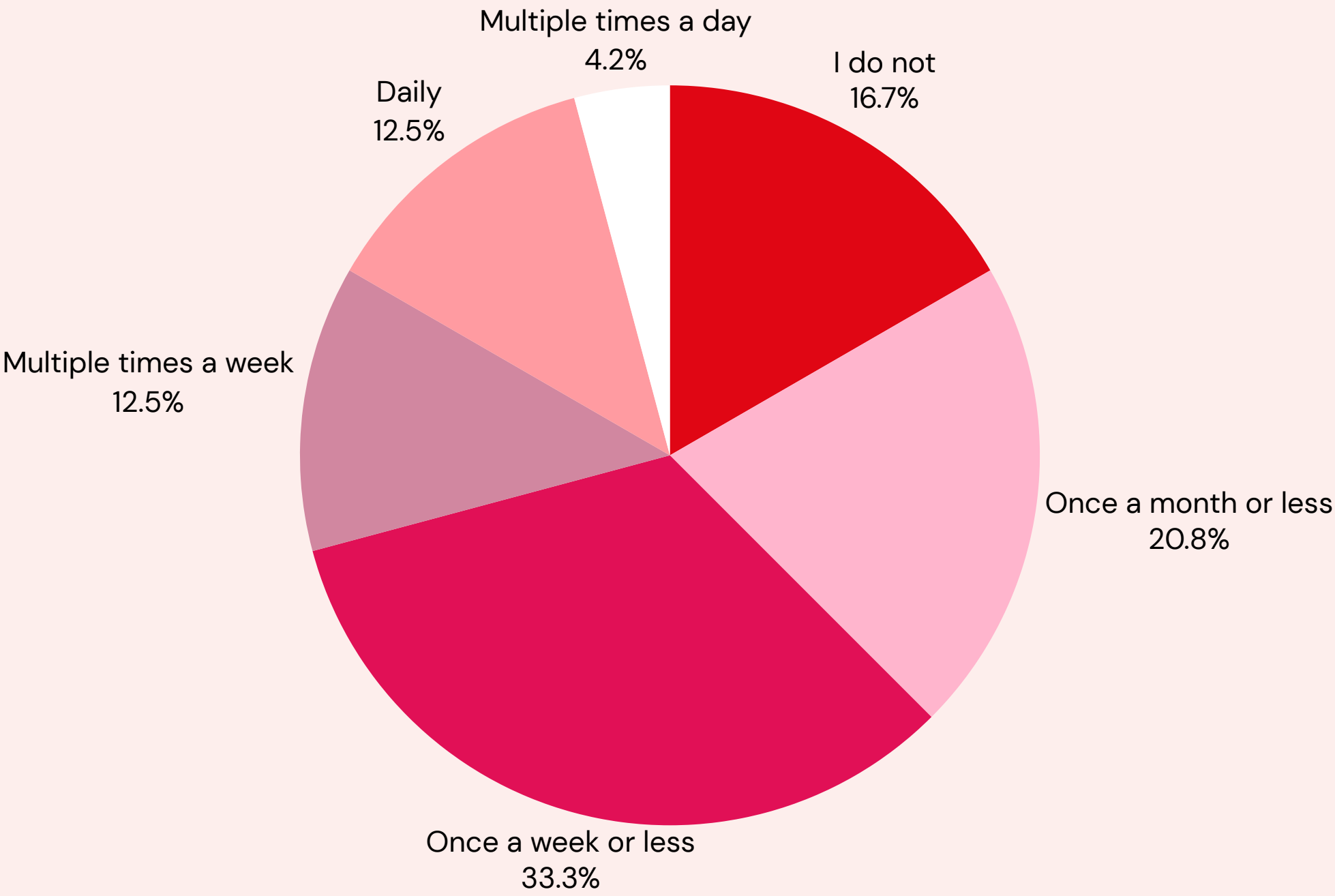


RESPONSES

“What fashion-oriented apps do you use?”

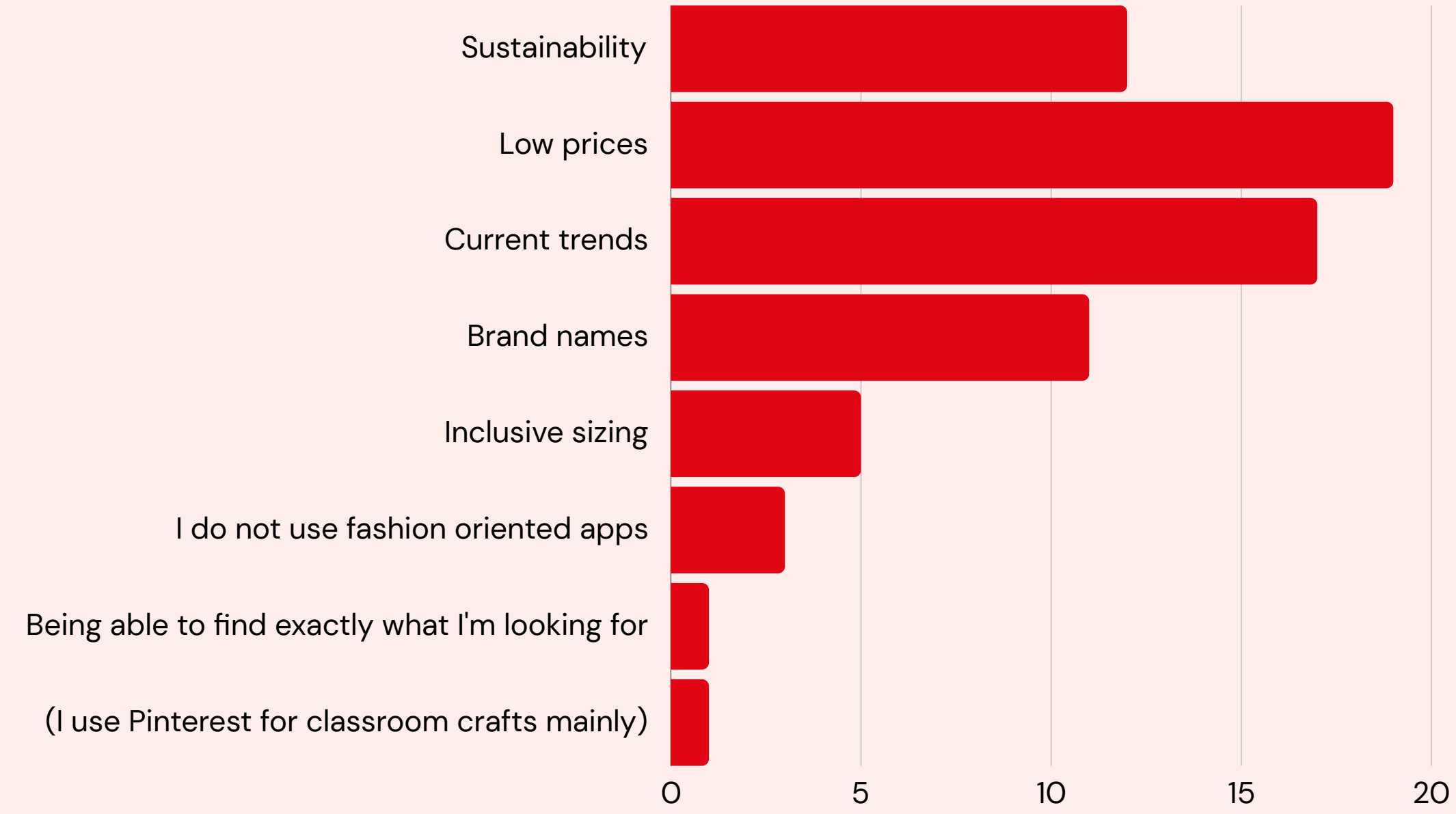


“How often do you use fashion-oriented apps?”

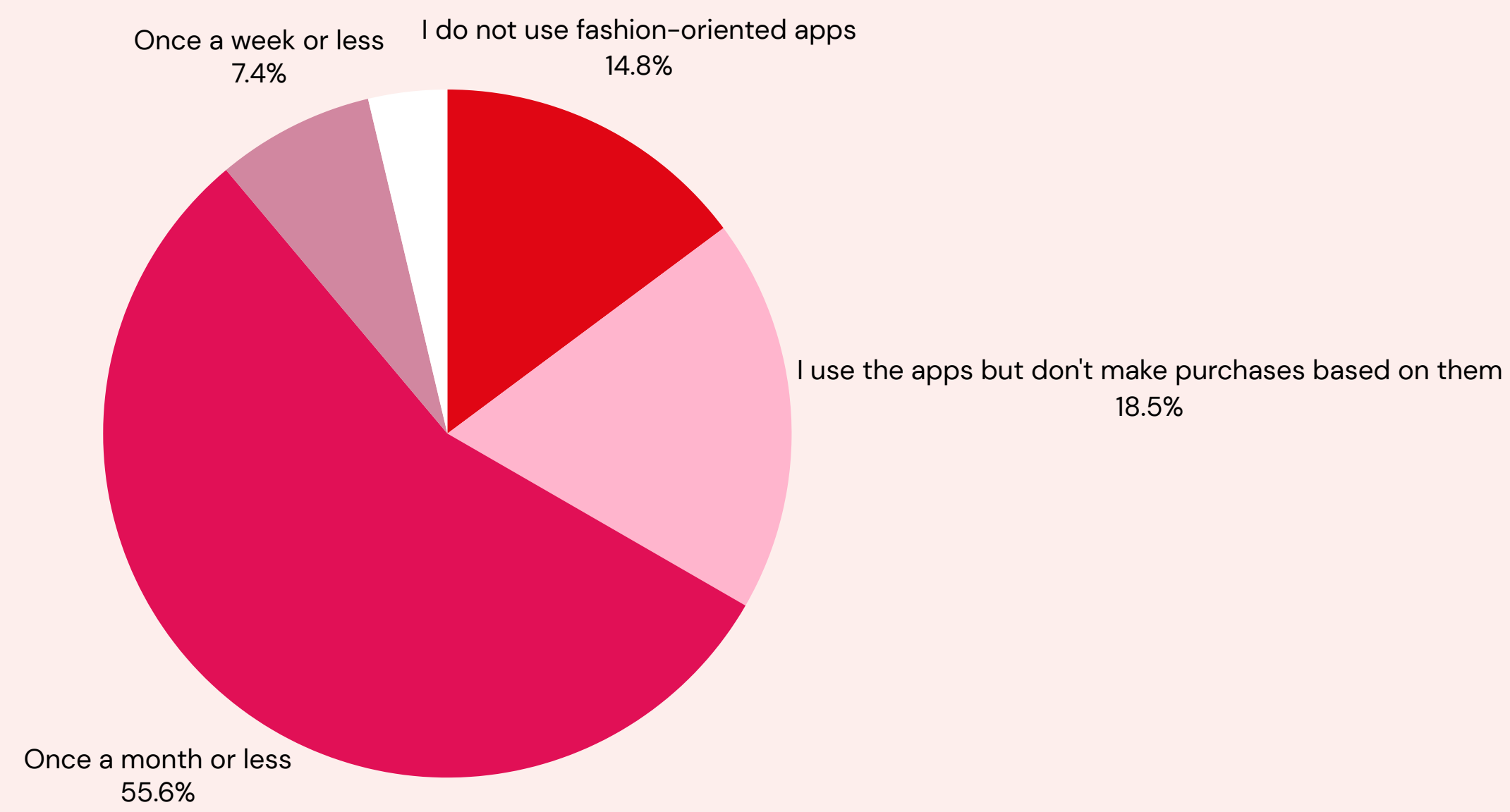


RESPONSES

"What are the most important factors for you when choosing fashion apps to use?"



"How often do you make purchases based on what you find on fashion-oriented apps?"



SURVEY RESULTS

"DUPE"

After providing students with a brief description of the term "dupe," we asked them "What are your thoughts on dupes? Please indicate in your response whether you have heard this term before."

Here are some of their responses...

Personally, I think dupes are either a major hit or miss. On the positive side, dupes offer inclusivity for all socioeconomic groups. Many consumers are not able to participate in trends due to financial reasons. On the negative side, many dupes are not well-made and do not follow sustainable practices. The cheaper material and poor manufacturing may not always be worth it.

if it's a good, ethically sourced dupe... i'm sold

Sometimes I think dupes can be money grabs from bigger companies for a product of less quality that is made less sustainably, but many times dupes are a more affordable option so that anyone can fit their style inspo. The main take away for me is that you get what you paid for.

I like duped because they provide good alternatives to expensive brands, but I'm not really into how unsustainable they are.

I love dupes! I've bought dupe lululemon, LV, Chanel, and more.

THE INTERVIEW

At the end of our survey, we asked participants if they would be willing to participate in a short, anonymous interview. 67% were willing to participate, so we interviewed 3 students with differing thoughts on “dupes.”

INTERVIEWEES

CHAZ MERRITT

Chaz is a fifth year Double Dawg student with a cognitive science major at the University of Georgia. Chaz has used apps such as StockX and Depop to resell shoes in the past. He isn't overly interested in the "dupe" trend because he would rather purchase an item he is interested in than search for an alternative. Chaz values brand loyalty and quality when it comes to making fashion choices.

I didn't even know what a dupe was until I learned recently. I confused them with reps, which are a different thing entirely.

INTERVIEWEES

I have a couple different places I rely on and maybe don’t assess all my options as much as I should be. Maybe there’s a better deal or new style I haven’t considered.

CASSIDY HETTESHEIMER

Cassidy is a fourth year journalism student at the University of Georgia. Cassidy much prefers shopping in person rather than online shopping or using fashion-oriented apps. She is interested in “dupes,” but is not consistently seeking them out or seeking a resource to help her find dupes. When she’s online shopping, Cassidy most frequently turns to Google or specific sites.

INTERVIEWEES

LULIT KINFU

Lulit is a fourth year student at the University of Georgia majoring in economics. She frequently uses apps such as Pinterest, Depop, Grailed and Ebay for fashion inspiration. When it comes to makeup and skincare dupes. Lulit turns to Tik Tok for inspiration. She enjoys thrifting and thinks that “dupes” are a great way to find alternatives.

“A lot of times when I find [dupes] from Tik Tok or through influencers that I trust it’s pretty similar to the actual product.”

INSIGHTS & FUTURE PLANS

BASED ON OUR FINDINGS FROM THE SURVEY, WE FOUND THAT **FEMALES OF AGES 18-24 PRIMARILY USE FASHION ORIENTED APPS SUCH AS PINTEREST, DEPOP AND POSHMARK ONCE A WEEK OR ONCE A MONTH OR LESS.** THEY MOSTLY USE THESE APPS TO SEARCH FOR SUSTAINABLE ITEMS, LOW PRICES, AND ITEMS THAT ARE ON TREND. SOME STUDENTS THINK THAT DUPES ARE AN EXCITING WAY TO FIND CHEAPER ALTERNATIVES, WHILE SOME WORRY THAT DUPES PROMOTE UNETHICAL FAST FASHION.

MOVING FORWARD, IT IS IMPORTANT THAT WE UNDERSTAND THAT **SOME PEOPLE ARE NOT INTERESTED IN SEARCHING FOR ALTERNATIVES. MANY PEOPLE BELIEVE IN BRAND LOYALTY AND DO NOT SUPPORT UNSUSTAINABLE, OR UNETHICAL PRACTICES IN THE FASHION INDUSTRY.** THIS FEEDBACK WILL ENCOURAGE OUR TEAM TO REINFORCE DUPELOCATOR'S PURPOSE: TO FIND ETHICALLY SOURCED, AFFORDABLE DUPES THAT MATCH THE QUALITY OF TRENDING/LUXURY ITEMS.

FOR FURTHER RESEARCH PURPOSES, WE HOPE TO **REACH A MORE DIVERSE TARGET AUDIENCE AND BRANCH OUT FROM STUDENTS AT THE UNIVERSITY OF GEORGIA. WE WOULD ALSO LIKE TO INTRODUCE OUR APP TO FUTURE PARTICIPANTS.** AS OUR APP BECOMES MORE DEVELOPED, IT WILL BE CRITICAL TO ANALYZE USER EXPERIENCE. THIS WILL ALLOW US TO CONSIDER FEEDBACK AND ADDRESS ANY ERRORS IN DESIGN.