Dupelocator

UX MAP & USER STORIES

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Fashionable Fiona



***this user story is adapted from user research**

Fiona is a 21-year-old UGA student affiliated with Strike Magazine, a student-run, fashioned-focused publication. She knows about dupes and loves them as long as they are sustainable. She wishes the process of searching for dupes was easier - there are too many websites and posts to scour on her own, and she's busy with school and the magazine!

Dupelocator is the perfect app for Fiona. Her extensive fashion knowledge means she can quickly input the items she wants and receive the dupes she wants, saving her all of the time she would normally spend searching. Even better, she can toggle on the sustainability filter to see only the eco-conscious options she loves.

Newbie Nick



***this user story is adapted from user research**

Nick is new to dupes, but he's looking to up his fashion game. He's a digital native, so navigating an app is no problem. What *is* a problem is his lack of fashion brands and unclear vision for his wardrobe. He has some very basic ideas, but nothing more.

The great news for Nick is that Dupelocator's generative AI system can take basic suggestions and turn them into specific recommendations. No need to stress about hours of fashion research - Dupelocator has him covered!

Cautious Carol



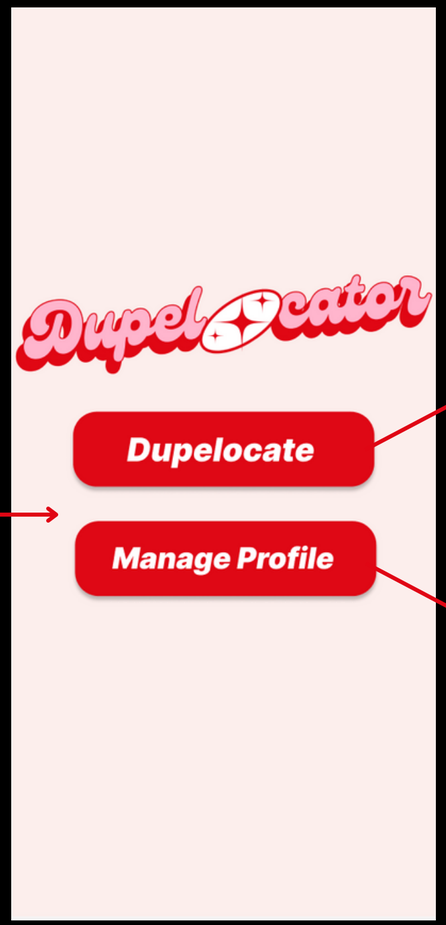
*this user story is hypothetical

Carol is 72 years old and brand new to the term “dupe” and in fact, brand new to her iPhone. She wants to use technology to stay in contact with her family and buy them gifts. She might even splurge on a gift or two for herself occasionally. Carol hopes to find lower-cost alternatives to the brands her grandkids love. Since she is so new to her smartphone, she needs an app with an easy-to-understand UI.

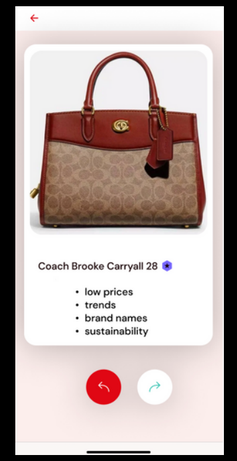
The great news for Carol is that Dupelocator Is easy to use and understand! The chatbox style of the app makes it seem like a conversation, something Carol has done before. All she needs to do is put in the products her grandkids love to receive lower-cost alternatives. In addition, she may discover some Items she likes for herself!

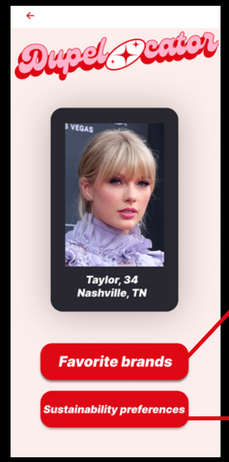
UX MAP OVERVIEW

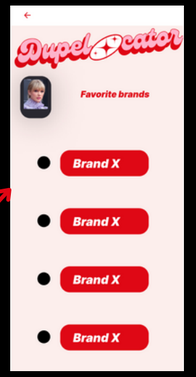


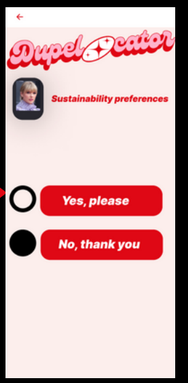






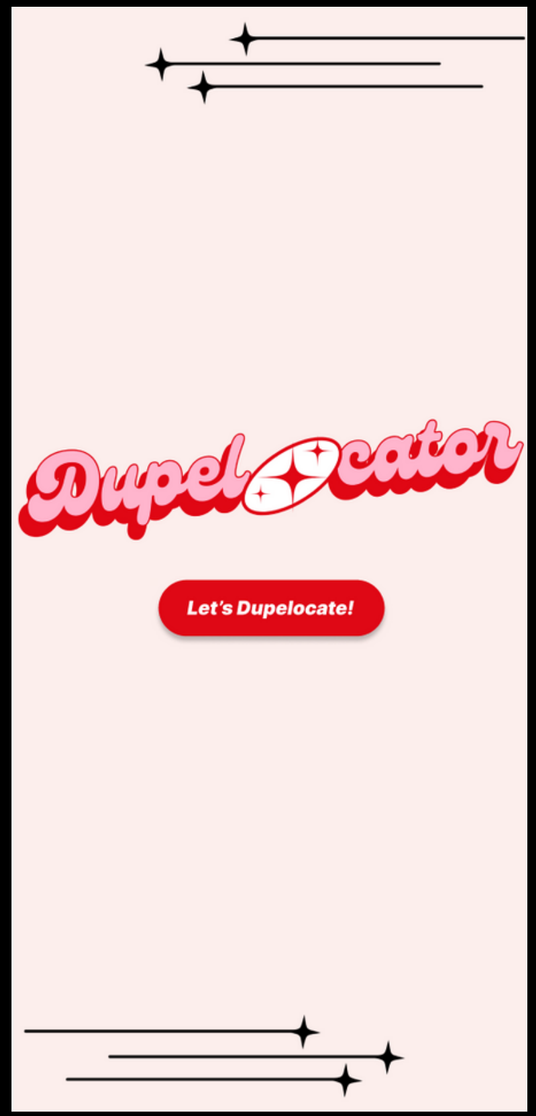




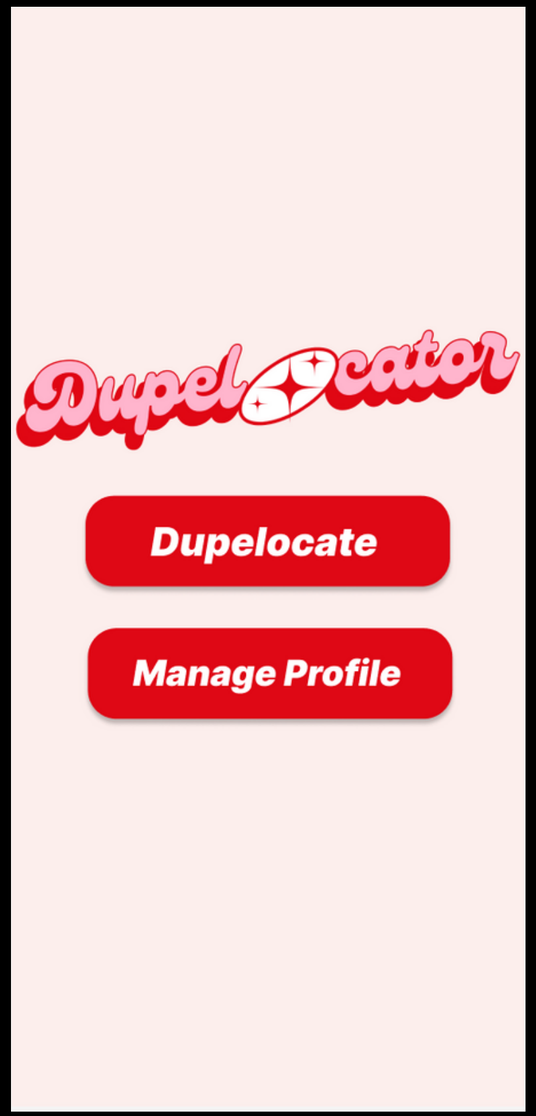


Figma Link

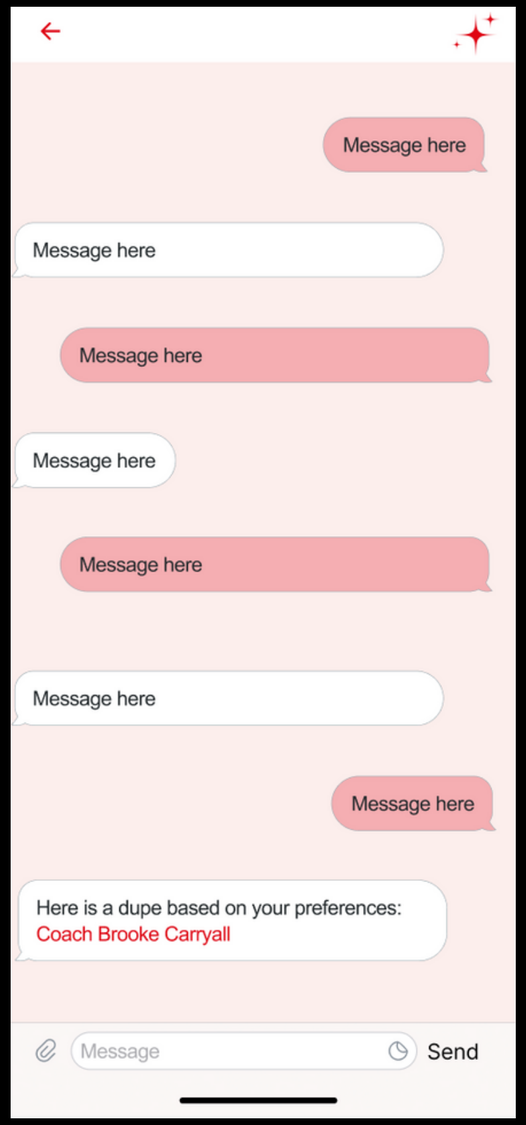
LANDING PAGES



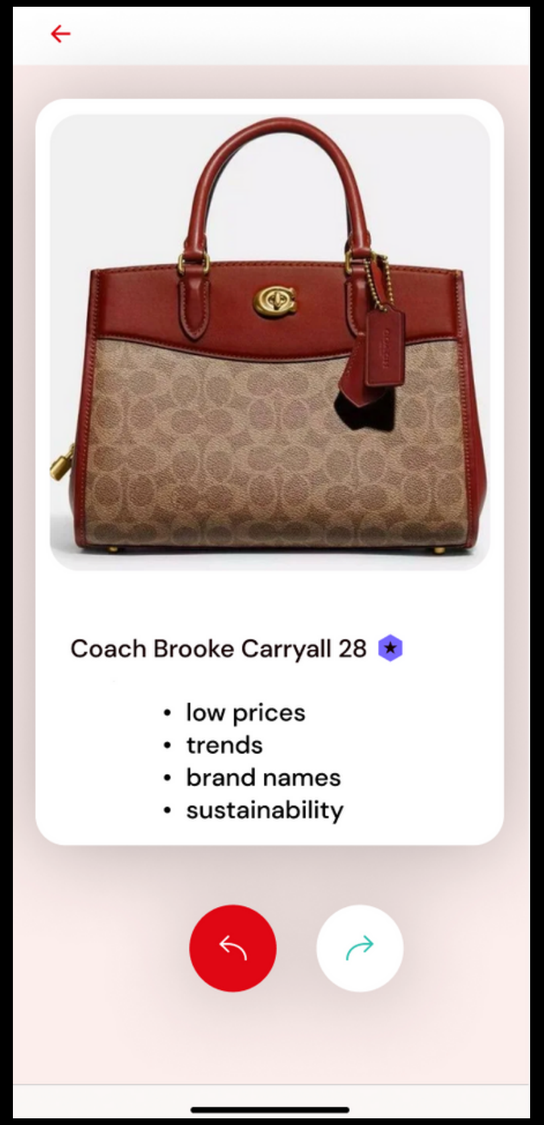
These are the first screens users see. The first page (left) appears after the app loads. The second page (right) allows users to choose whether to launch the AI chatbot or to manage their profiles.



CHATBOT PAGES

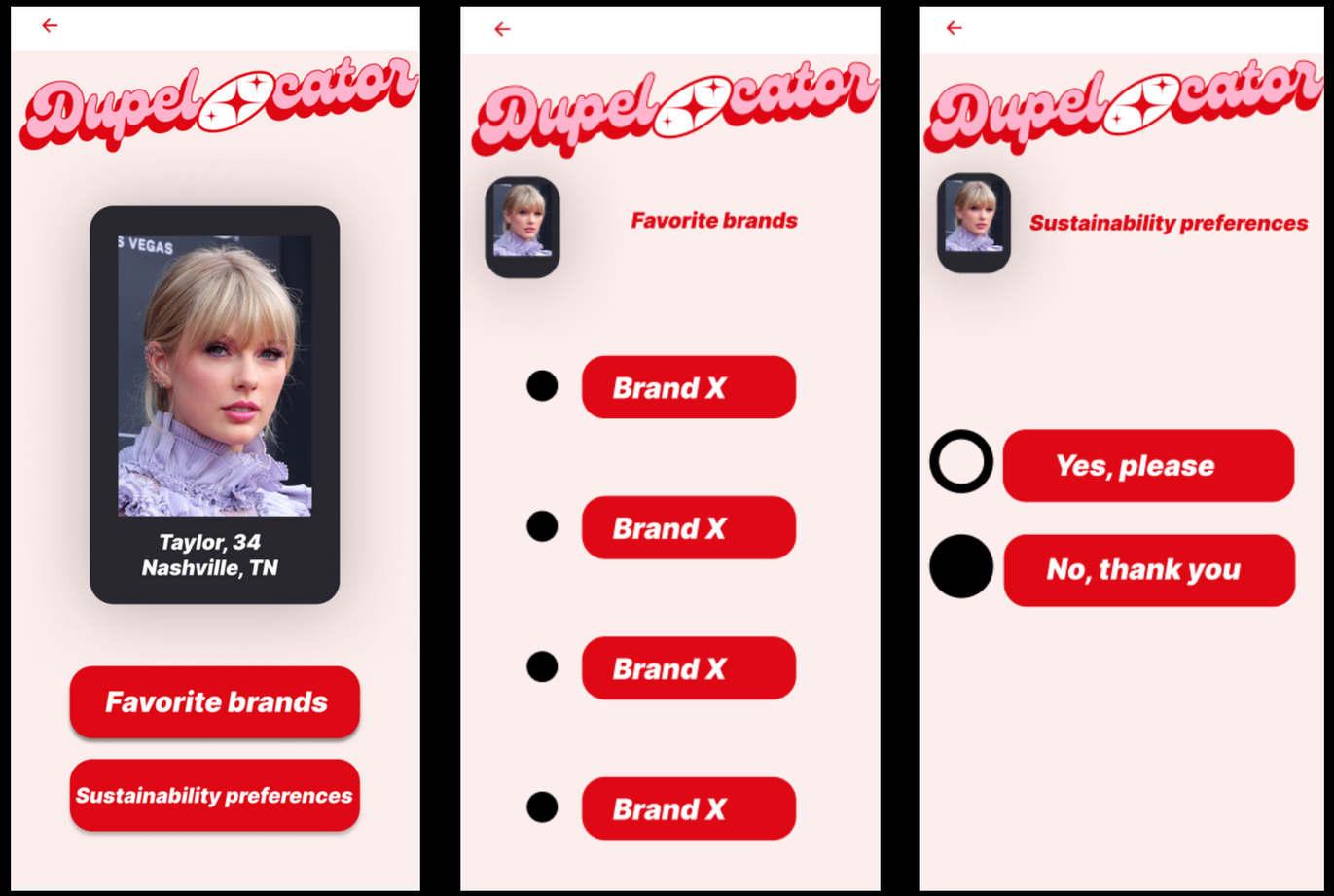


These are the pages where users interact with the chatbot. The message interface (left) is designed to resemble iMessage, which most users will be familiar with, making this easy to use. Once users are presented with a dupe option, they can click and like or dislike it (right).



PROFILE PAGES

Our user research Indicated that shoppers value brand names, sustainability, and an easier navigation of online retail spaces. These pages meet all of these needs!



We allow users to track their favorite brands to simplify the shopping navigation and allow them to find a brand they like and stay with It. Users can also choose to only see sustainable options.