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Business Domain

Healthcare and Life Sciences,
Retail and Ecommerce

Project Type

Web, AR, ML, Dedicated Team

AR-Based Web Solution for Virtual Try-on of Eyewear, Enabled With a Lens Scanner and AI-based Advisor for Customers, Including the Disabled

Client

The Client is an eyewear manufacturer, as well as an online retailer with an existing eyewear catalog.

Project

Developing an AR-based web solution equipped with virtual try-on, an AI-based advisor, and lens scanner features. It must also cater to the needs of those with disabilities. The solution is to be integrated with the existing catalog.

Objective

The Client's objective was to implement virtual try-on and other AI-based features to:

1. increase customer engagement, satisfaction, awareness, and loyalty, as well as sales and total revenue
2. streamline the manufacturing and delivery based on collected data
3. expand the reach, allowing customers to share their virtual try-on experiences

Team Reinforcement

The Client lacked in-house engineers with extensive AR and ML experience. They delegated the task to Intetix's Offshore Dedicated Team® (ODT®), which was experienced enough in the domain to develop the solution from scratch and integrate it.

Challenge

The online retailer of eyewear aimed to improve their business and reach, as well as to reduce churn rates with the virtual try-on feature. It allows their customers to try the product in real-time, get the precision dimensions of the custom item, and order it without leaving their homes.

The Client needed to integrate the virtual try-on solution with an actual platform to improve its existing functionality. The solution could be designed as a part of the system with ordering, measurement, delivery, and big data processing from scratch.

The Client wasn't sure which features could be re-used in full, which ones needed significant changes to the existing logic, and which ones needed to be built from scratch. They also didn't know how to implement the virtual try-on functionality effectively.

Quick Facts

- ✓ 3D virtual model
- ✓ Easy to integrate
- ✓ Machine learning and AR integrated
- ✓ "See your glasses without glasses" tech for those with disabilities

Technologies

AngularJS / ASP.NET Core / Typescript / Capacitor / MS Azure / Identity Server / Microsoft Graph / DevOps services / Blob storage

Solution

★ 01

Customers can now virtually try eyewear, share the results on social media, have their lens assessed, and order glasses online. An AI-based advisor can scan the customer's face to find celebrities with similar parameters, using the results to suggest the most fitting frames.

★ 02

The Virtual Try-on allowed the online retailer to enhance customer experience and sales, while reducing returns and costs. It also provided a competitive advantage through personalization.

★ 03

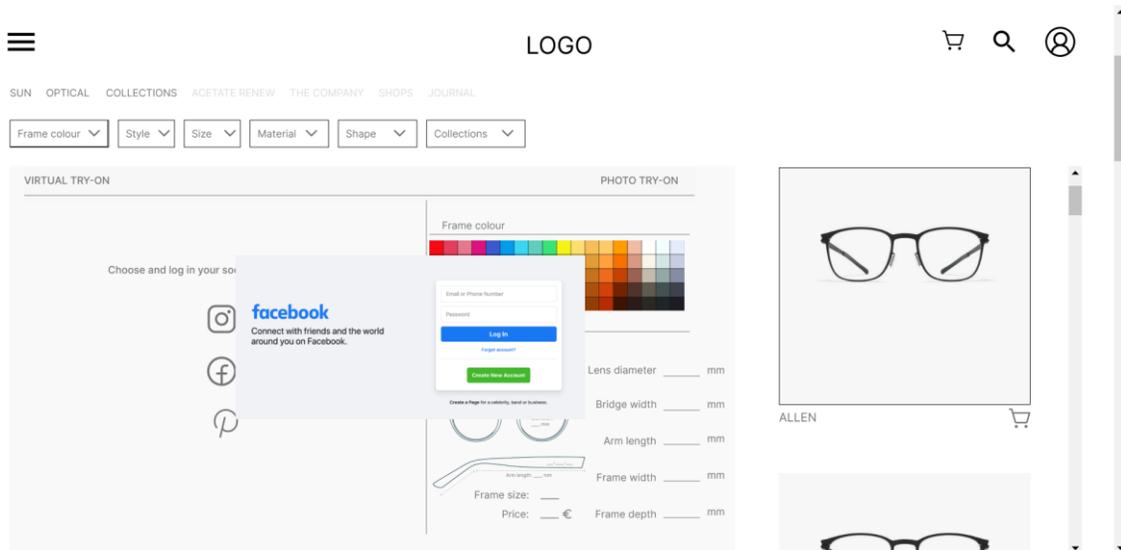
The "See your glasses without glasses" ML-based add-on allows customers with disabilities to create a glasses gallery that can be viewed later.

★ 04

The solution could be used in different domains like eyewear, cosmetics, and fashion. It can be implemented as a white-label or custom solution, with just the virtual try-on or with a lens scanner and ML-based advisor.

★ 05

The Offshore Dedicated Team® (ODT®) with AR, AI, and ML expertise built an AR web solution from scratch and integrated it into the Client's system.



Client Reference



The AR-based web solution, with embedded ML and AI features, was seamlessly integrated in our existing catalog, which allowed us to streamline manufacturing, ordering, and delivery, as well as to provide an enhanced user experience.

Benefits and Results

- ★ Virtual Try-On technology can be customized to fit individual preferences, which enhances customer satisfaction and increases the chance of repeated purchase.
- ★ Virtual Try-On offers a seamless and interactive shopping experience, allowing customers to try on products virtually before making a purchase, which improves customer experience.
- ★ The Client increased revenue by providing more accurate representation of a product and its fit, which also reduced returns.
- ★ After the launch of the tech, the Client gained a competitive advantage, attracting more customers and increasing brand loyalty.