

Object to configure: Glasses

I want to create a high-fidelity clickable prototype that simulates a virtual glasses manufacturer that provides the users with the ability to create any type of glasses they want via their website. I want to focus on brand identity, product, and the process of the user creating personalized glasses. I want this prototype to be fully functional to the point that it almost feels like a real experience of customization and produce a good amount of mock-ups for the website also.

I want this prototype to start with a list of basic options available to the user and have a list of configurations available for the user throughout the customization pages. These pages will include: (1) Prescription/ non-prescription option (2) blue-ray/ sun/ light-intelligence (3) option to full customization (4) shape of frame configuration (5) legs configuration (6) color configuration (7) virtual try-on/ example on models (8) final product/ option to purchase

I will be looking at various online glasses purchasing websites and brands and how they design the process of selecting and adding the configured products into the shopping cart. Some brands I want to look at are [Eyebuy Direct](#), [GlassesUSA](#), [Flimoo](#), [Zenni](#), and [Ray-Ban](#). I will also be looking at several customization prototypes on portfolio-sharing websites such as Behance.

I want this glasses brand to be a brand like Ray-Ban. A brand with high recognition that provides high-quality glasses but with a heavy focus on the ability to customize and create “your own” glasses.

I plan my progress to include: (1) proposal (2) Research/ written notes of the websites mentioned above (3) low-fidelity wireframe (4) material gathering (5) created design elements (6) high-fidelity wireframe (7) functional prototype