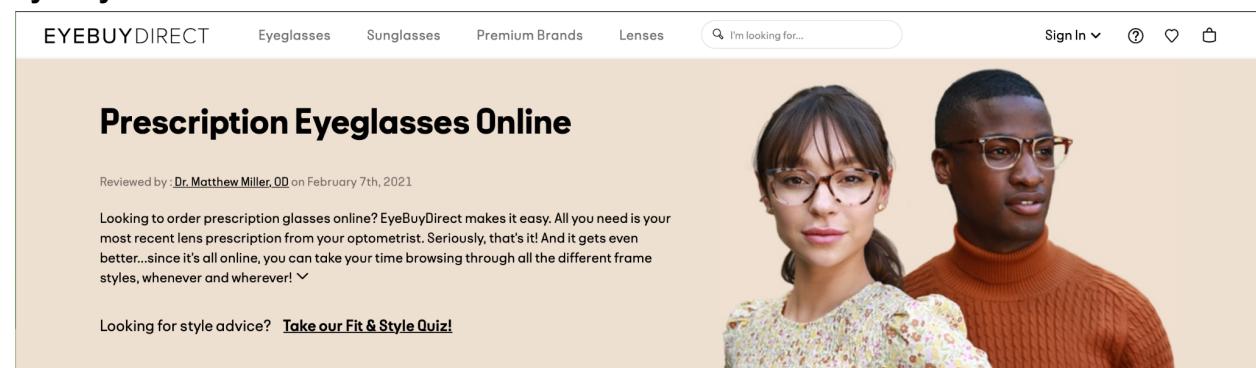


Eyebuy Direct



The screenshot shows the homepage of Eyebuy Direct. At the top, there's a navigation bar with links for EYEBUYDIRECT, Eyeglasses, Sunglasses, Premium Brands, Lenses, a search bar, and user account options like Sign In, Help, and a shopping cart.

The main headline is "Prescription Eyeglasses Online". Below it, a review by Dr. Matthew Miller, OD from February 7th, 2021, is displayed. A call-to-action button "Take our Fit & Style Quiz!" is also present.

A large image of a man and a woman wearing glasses is shown on the right side of the page.

Below the headline, there's a filter bar with dropdowns for Gender, Brands, Size, Shape, Color, Material, Rim, Price, and Feature, along with a "Clear filters" button.

The main content area displays several pairs of glasses for sale. Each pair includes an image, color swatches, a name, price, and a heart icon for favoriting. The pairs shown are:

- St Michel \$35 (brown frames)
- Botanist \$35 (tortoiseshell frames)
- Pacific \$39 (black frames)
- Romy \$42 (tortoiseshell frames)
- Notting Hill \$35 (clear frames)
- Hepburn \$45 (tortoiseshell frames)
- Jasmine \$39 (clear frames)
- Palo Alto \$39 (clear frames)
- Golden Palo Alto - Vintage Metal Eyeglasses (with a "2-Day Delivery" badge)
- Intense \$52 (tortoiseshell frames)

At the bottom left, there's a promotional banner for a welcome offer. The footer contains a "Try me on!" button and a "2-Day Delivery" badge.

- By hovering over the glasses, the website provides a different view of the set glasses and the ability to "try it on"

- The “try it on” feature ask for the user to upload a picture of themselves and applies the glasses on top so that the user can possibly imagine themselves with the glasses

The screenshot shows the product page for the Palo Alto round golden eyeglasses. At the top, there's a navigation bar with links for Eyeglasses, Sunglasses, Premium Brands, Lenses, and a search bar. On the right, there are sign-in options and social media sharing icons. Below the navigation, the breadcrumb trail shows Home > Eyeglasses > Round Glasses > Palo Alto.

The main content area features a large image of the Palo Alto glasses with a "Try me on!" button below it. To the left of the main image, there are smaller thumbnail images of different models. To the right, the product details are listed: **Palo Alto**, Round Golden Eyeglasses, Exceptional Ratings (4.80 ★), \$39, and a note that 58 people have checked this pair in the last hour. There are size selection options (M, Find your size), delivery information (2-Day Delivery \$19 \$29), and a "Select Lenses" button. A "Need a new prescription?" link is also present.

- By clicking on the actual frame the user is informed of the name of the pair, brand, rating, price, color options, size, delivery, and various picture including pictures of the model with the set pair of glasses on them.

This screenshot shows the detailed product information for the Palo Alto glasses. It includes a table with three tabs: DESCRIPTION, DETAILS, and LENS RECOMMENDATIONS. The DETAILS tab is active, displaying the following product specifications:

- Palo Alto**
- Size: Medium | 46□20-140
- Color: Golden
- Weight: Lightweight (13g) ⓘ
- Material: metal
- Shape: Round
- Rim: Rimless
- Other features: Spring hinge, Anti-Scratch lens coating

Below the specifications, there are two diagrams of the glasses showing dimensions: bridge width (20 mm), temple length (46 mm), overall width (127 mm), and nose bridge length (140 mm). There are also links for "Not sure about your size? Size Guide" and "Show in Inches". At the bottom, there are links for 14-Day Free Returns, 365-Day Guarantee, and Free Shipping Over \$99.

Details of the glasses

- Once clicking on the select lenses button, you are led to the customization pages where users can choose the functionality of the lenses for the glasses

Palo Alto
Golden Eyeglasses
Subtotal: \$39

USAGE

- Distance**: General use lenses for seeing things far away
- Multifocal**: Lenses for seeing things both close and far away
- Reading**: General use lenses for seeing things up close
- Non-prescription**: Lenses without any prescription

- Appreciate the fact that there's a picture on the side to remind what the glasses will look like as the user is customizing the lenses
- These customization pages are divided as Usage, Prescription, Lens Color Type, and lens bundle

YOUR PRESCRIPTION

Sign in here to use a previous prescription

Sphere (SPH)	Cylinder (CYL)	Axis	ADD
00 (Right eye)	0.00	+0.50	4
00 (Left eye)	-1.75	-1.50	6

PD (Pupillary Distance) 63 □ Two PD numbers

Show more options

Don't have a current prescription? [Find Eye Doctors Near You](#)

LENS COLOR TYPE

- Clear**: Traditional, transparent lenses perfect for everyday use
- Blue Light Filtering**: Reduces your exposure to blue light from some phone, computer, and tablet screens, which may contribute to eyestrain at certain wavelengths.
- Sun**: Tint or coat your lenses and turn regular frames into sunglasses
- Light Intelligent Lenses**: Lenses that darken when exposed to outside light and remain clear inside

LENS BUNDLE

- EBDBlue™ - Starting at \$29**: Our blue light filtering lens. Special filtering technology reduces exposure to potentially harmful blue light.
- EBDBlue 360 - Starting at \$49**: Our most advanced blue light filtering lens, with anti-glare coating for all-day, anywhere protection.
- EBDBlue Smart 1.6 - \$59**: A multilayer lens offering all-day blue light filtering with light-adjusting and smart sun technology. Lenses automatically transition between indoors and outdoors while detecting the need for UV protection.
- SIGHTRELAX - Starting at \$81**: This premium blue light filtering lens features a magnified bottom portion for comfortable reading on mobile devices. Produced by Essilor.

- After all of the configuration, user may get the result page with all of the configuration to confirm that the final product is as desired and can add to cart.

**Palo Alto**

Golden Eyeglasses

Subtotal: **\$120****REVIEW YOUR SELECTIONS****Frame**

Palo Alto | Golden | M

\$39**Your prescription**

	SPH	CYL	Axis	ADD	PD
OD	0.00	0.50	4		
OS	-1.75	-1.50	6		63

Single vision distance

Free

Blue Light Filtering

\$81

SightRelax 1.59

Subtotal**\$120****Add to cart**

GlassesUSA

- The website starts with a total list of available frames user can choose from

Featured Categories

- Prescription Glasses
- Rx Sunglasses
- Clearance Sale**
- Bestsellers
- Ray-Ban

Find Your Size

Filter By

Gender

- Women (1567)
- Men (1151)

Frame Shape

- Rectangle (679)
- Square (487)
- Round (391)
- Cat Eye (403)
- Oval (257)
- Geometric (153)
- Browline (125)
- Aviator (108)
- Wrap (89)

Prescription Glasses (2,083 Results)

Shop Men's | Shop Women's

How to buy prescription glasses online

bd Try Online Most Relevant

Amelia E. Nettle \$88 Including lenses

Ray-Ban RX5184 New Wayfarer \$191 Including lenses

Elliot \$94 Including lenses

Similar Frames See Frame

PROTECT YOUR EYES WITH BLUE LIGHT LENSES

65% OFF

- When hovering over the pair, the website provides a different view of the glasses with the option to "try online", see other "similar frames" or "see frame"
- The list of filters are listed on the side with different shapes and colors users can specify

Frame Shape

- Rectangle (679)
- Square (487)
- Round (391)
- Cat Eye (403)
- Oval (257)
- Geometric (153)
- Browline (125)
- Aviator (108)
- Classic Wayframe (39)
- Wrap (89)
- Oversized (47)

Color

Frame Type

- Full Frame (1902)
- Lightweight (202)
- Half Frame (123)
- Rimless (58)

- By clicking on the frame you end up on a similar page as **Eyebuy Direct** where users have the option to see through the various pictures of the frame and a model wearing it
- **GlassesUSA** also list out similar frames right underneath the pictures directing the user's attention to other available frames

[← Back to frame](#)

Amelia E.



Amelia E. Tricia

Brown / Clear / Beige, Large

Best value coupon applied:
Shipping & Handling:

SPRING50
\$0

Price with coupon:

\$88 ~~\$44~~



What do you use your glasses for?

Single Vision ⓘ

Distance



Near Vision ⓘ

Reading



\$75 OFF

Progressive (+\$169 +\$94) ⓘ

Distance & Reading



Bifocal (+\$99) ⓘ

Distance & Reading



Non-prescription ⓘ

Fashion



- By clicking on “select frame” the website leads to customization frame. Like the other brand the picture of the frame is consistently represented as the user go through the process
- There’s more options regarding customization, and this specific website does not label/show the progress of the process

How do you want to add your prescription?

Fill it out online

Fill it manually according to your printed prescription

Upload image

Upload your prescription as an image

Use saved prescription

Use a prescription that you've saved or shopped with before

Send later

You can easily send it after checkout (we'll remind you)

Choose lens package

Value Included

1.5 Index Lenses - V-Pro Digital Free Form, UV Protective Coating, Premium Anti-Reflective Coating

Standard +\$20

Lens Protective
1.6 Index Lite & Thin Lenses - V-Pro Digital Free Form, Up to 25% thinner, Scratch Resistant Coating, UV Protective Coating, Premium Anti-Reflective Coating

Super +\$40

Lens Protective Super Thin Lenses
1.67 Index Super Thin Lenses - V-Pro Digital Free Form, Up to 35% thinner, Scratch Resistant Coating, UV Protective Coating, Premium Anti-Reflective Coating, FREE Prescription Card, + 15% off your next purchase

Premium +\$60

Lens Protective Thin Lenses Premium coatings
1.6 Index Thin Lenses - ClearBright®, Up to 25% thinner, Scratch Resistant Coating, UV Protective Coating (UV400), Premium Anti-Reflective Coating, FREE Prescription Card, + 15% off your next purchase

Continue

- Users have various ways to add a prescription rather than just filling it out the spot
- Users also have the ability to choose the durability of the lenses, which drastically change the price of the lenses

- The website provides additional images next to a description
- By the end, users may review their selections and edit them if they want to. They also have the option to add to the cart or continue directly to the purchasing process

Firmoo

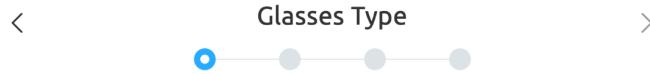
The Firmoo website homepage features a prominent promotional banner at the top. The banner has a yellow background with floral illustrations and the text "Spring for Color". It displays a pair of colorful, patterned glasses. Below the banner, there's a large green text "\$4.95 A PAIR" followed by "New Customer Exclusive". Smaller text below states "Single Vision 1.50 Index Lenses are Free One Pair Per Person". At the bottom of the banner, there are links for "30-day Hassle-free Return & Exchange", "3-month Warranty", and "24/7 Real People Live Chat". A "Style: DBSN62305" link is also present. Below the banner, there's a "Get Code" button and a text input field for entering an email address. The main navigation bar includes links for "Eyeglasses", "Sunglasses", "BOGO Sale", "Block Blue Light", and "Featured". The search bar and user account icons are also visible.

- Main page
- Website is more concerned with advertising the advantages of shopping with them and getting user information such as websites
- Also provides “try it on” feature where user can upload a photo of themselves to see what the frame will look like on them
- Similar set up to other glasses websites; have a list of frames with pictures and color options with the hover state of different angles of the glasses

The screenshot shows the product filtering interface on the Firmoo website. At the top, there are dropdown menus for "Color", "Size", "Gender", "Material", and "Shape". To the right, there are additional filters for "Rim" and "Feature". Below these, there are two columns of color swatches: "Black", "Antique", "Burgundy", "Green", "Matt", "Pattern", "Red", "Tortoise", "Ivory" in the first column, and "White", "Blue", "Gold", "Grey", "Multicolored", "Pink", "Rose", "Yellow" in the second column. To the right of these, there's a "Size" dropdown with options for "Total Width": "Small(<129mm)", "Medium(129mm to 135mm)", "Large(>135mm)", and "Custom". There's also a "Size Guide" section with a "Find MyFit" button. On the far right, there are sections for "Rim" (Full-Rim, Semi-Rimless, Rimless) and "Feature" (Full-Rim, Semi-Rimless, Rimless).

Material			Shape		
Plastic	Metal	Mixed Materials	Shape	Rim	Feature
<input type="checkbox"/> Acetate	<input type="checkbox"/> Metal	<input type="checkbox"/> Mixed Materials	<input type="checkbox"/> Rectangle	<input type="checkbox"/> Round	
<input type="checkbox"/> TR	<input type="checkbox"/> Memory Metal		<input type="checkbox"/> Square	<input type="checkbox"/> Oval	
<input type="checkbox"/> Memory Plastic	<input type="checkbox"/> Titanium		<input type="checkbox"/> Aviator	<input type="checkbox"/> Polygon	
<input type="checkbox"/> Ultem			<input type="checkbox"/> Horn-rimmed	<input type="checkbox"/> Cat Eye	
<input type="checkbox"/> Silica Gel			<input type="checkbox"/> Heart	<input type="checkbox"/> Browline	

- Filters related to shape of the frame
- If user clicks one of the lenses, the website leads to a page similar to other websites where images of the glasses are provided
- Sufficient amount of modeled pictures



Prescription
Used for nearsightedness, farsightedness, astigmatism or presbyopia.

Non-Prescription
Used for fashion or eye protection.

< Change Frame >

#MM32865(C1)
 Frame Price: \$23.99
 Lens Price: \$0.00

Total: \$23.99

[ADD TO CART](#)

Free Standard Shipping: Total Price ≥ \$69.00 (US only)
 Need Help? [Start a Live Chat](#) 30-Day Exchange & Return
 3-month Warranty

- The customization page shows progress and has the image on the right
- User have the option to change their frames and the price of the glasses is always updated

Prescription

[Login to use your saved prescription](#) [Upload Prescription](#)

Sphere (Sph)	Cylinder (CYL)	Achs
Right Eye (OD): -0.50	-0.25	006
Left Eye (OS): -0.25	-0.50	010
Addition (near) ADD: ADD0.00		
Accurate ADD helps us recommend appropriate lens.		
Pupillary Distance (PD): 47.5		
Two PD numbers?		
Birth Year: 2001		
Please enter the birth year of the customer associated. It helps us to provide appropriate lens recommendations.		
Save Prescription As: model		

[CONFIRM](#)

- Prescriptions are listed out and can be entered or selected by clicking on provided boxes

- User also may save their prescription for future usage

Zenni



Shop By

FACE SHAPE FRAME SHAPE COLOR



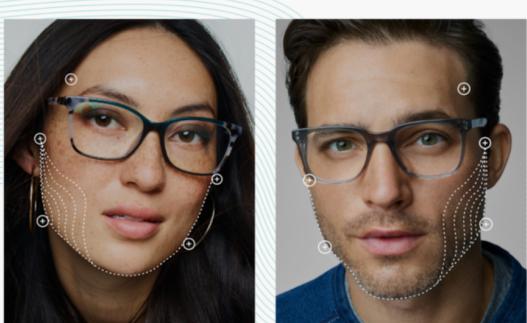
Don't know your face shape? [Take the quiz](#)



- Provides the option to select a frame by the face shape
- Also offers a quiz for users who doesn't know what they want

Virtual Try-on

See the frames you love in real time with our 3D Try-On tool.



Take a Video



We'll record a 5-second video of your face using your computer or mobile camera.

Ensure Accuracy



Use a gift card or similar-sized card to ensure accurate sizing of glasses.

[Get Started >](#)



- Offer a 3D try on tool where user may take a video of themselves and measure their head to ensure an accurate virtual try-on

Getting the Perfect Pair

Frame Size



The right frame size makes fit and comfort easy.

[What's my frame size?](#)

Lenses



We'll recommend the best lenses based on your prescription. To order glasses, you'll also need your Pupillary Distance (PD).

[Prescription FAQ](#)

[How to measure your PD](#)

- Also provides Q&A of finding the right frame size and lenses

[Home](#) > [Shop By Face Shape](#) > Face Shape Quiz

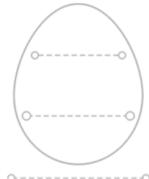
ZENNI[®] FACE SHAPE QUIZ

Take this quiz to determine your face shape and find the most flattering glasses.

[LET'S START](#)

- Also provide quiz not only about frame shape but also about face shape

[Home](#) > [Shop By Face Shape](#) > Face Shape Quiz



Triangle Face

Recommended Frames:



Browline Rectangle

Triangular face shapes have a broader jawline with less prominent cheekbones and narrow forehead. Flattering styles are browline and semi-rimless.

[SHOP FRAMES](#)

- Result of the quiz provide the answer to the face shape but also recommendation of what type of glasses frames are recommended
- Also offer the option to shop set frames

Ray-Ban

SIGN UP NOW FOR INSTANT ACCESS TO AN EXCLUSIVE DEAL! LIMITED TIME ONLY

THE ONES EXCLUSIVE

EXCLUSIVE DEALS ARE HAPPENING RIGHT NOW!

Want in? Sign up straight away for instant access.
Limited time only.

SIGN UP

R

Ray-Ban | FACEBOOK

RAY-BAN STORIES

THE NEW WAY TO CAPTURE, SHARE & LISTEN

Introducing our first generation of smart glasses that keeps you connected.

VIEW ALL STYLES **DISCOVER RAY-BAN STORIES**

R

REMIX

//DO IT YOURSELF

REMIX YOUR ROUND

Spin it your way. Customize your Round down to the last detail.

CUSTOMIZE ROUND

R

- As **Ray-Ban** is a website that host glasses only for themselves, they're not concerned with providing all of the available options from the beginning
- More concerned with brand image and how their glasses are presented
- Also offers a customization option called “remix your round” where user can create their own glasses with **Ray-Ban** branding

The screenshot shows a product page for a pair of Ray-Ban round metal optics glasses. The main image displays the glasses from a front-three-quarter angle. To the left of the glasses is a 'GO TO SITE' button and the Ray-Ban logo with the text 'GENUINE SINCE 1927'. To the right is a vertical sidebar with five categories: 'SINGLE VISION LENSES', 'FRAME', 'TEMPLE TIPS', 'ENGRAVING', and 'CASE'. Below the sidebar, there are buttons for 'RAY-BAN ROUND METAL OPTICS CHANGE STYLE ^', 'SIZE STANDARD (50-21)', 'Estimated Delivery Date: Thursday March 24th', '\$469.00 or 4 payments of \$117.25 by afterpay', and a red 'BUY NOW' button.

- Have the image of the glasses as the most significant part of the page
- Starts with a basic shape of round glasses
- Categories go as: Lens configuration/ frame/ temple tips/ engraving/ and case



GO TO SITE

|



<

>

LENSES

Single Vision Progressive

We will ask your prescription after checkout ⓘ

BLUE LIGHT FILTER ⓘ



STANDARD

STANDARD THIN

PREMIUM THIN

For light prescription lens wearers

Provides good clarity and vision while being lighter than glass. It includes Standard Anti-Glare, offering clearer vision, lens glare reduction and water-repellent finish.



abc

ENGRAVING

RAY-BAN ROUND METAL OPTICS
CHANGE STYLE ^SIZE
STANDARD (50-21)Estimated Delivery Date:
Thursday March 24th

\$469.00

or 4 payments of \$117.25 by afterpay ⚡

BUY NOW

- When selecting on a specific category, the options to configurate pops up, highlighting the category
- The picture of the glasses change to show the relevant part of the configuration
- Ask for prescription at the end of the checkout

Back | Shopping Bag

🛒 SHOPPING BAG

Delivered **within 10 business days** upon validating your prescription

RAY-BAN ROUND METAL OPTICS

RX3447V

🕒 Customized **PREScription** 1

\$694.00

Remove

save for later

Frame: Gold

Temple Tips Color: White

Lenses: Standard

Size: Standard

Free Standard Engraving:

Left: Ext: Shyeon



Style: Black

All shipments are fully insured against loss, theft or damage.

ORDER SUMMARY

Subtotal \$694.00

Promo: Promo Custom Remove -\$250.00

Shipping Cost FREE

Estimated tax Calculate

TOTAL \$444.00

or pay over time with Klarna, or afterpay ⚡ Learn more

We'll ask for your prescription after check-out ⓘ

CHECKOUT NOW

Apple Pay

PayPal

Checkout with afterpay ⚡

Don't worry, we have free returns!

By clicking on one of the buttons above you Agree to Ray-Ban's [TERMS OF SALE](#) and [PRIVACY POLICY](#).

- After all of the configuration, the lens is stored in the cart and user have various options to checkout
- While there's a lot of configuration that can be done, the overall shape of the glasses stay static and user may only change lens type, frame color, temple tips color, and engraving