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. While there are many online glasses providers, they always provide a limited option and the configuration stops at the functional ability of the lenses. Therefore, I want to create a website for a brand that provides users with a higher ability to customize their glasses including frames and every single aspect of owning a pair of glasses. I want to focus on creating brand identity, products, 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)Perscription/ 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)User Research/feedback (5) material gathering (6) created design elements (7) high-fidelity wireframe (8) functional prototype

- Include user research
    - Real low-fidelity wireframe; show them to other people and conduct user testing
    - Sketch some websites and get some reaction from people

Assignment	Deadline
Proposal	03/09
Research/ notes of existing market	03/21
Low-fidelity wireframe	03/23

User Research	04/06
Material gathering	04/11
Design Elements	04/13
High-fidelity wireframe	04/20
Functional Prototype	04/27