Ray-Ban Premium Shopping App

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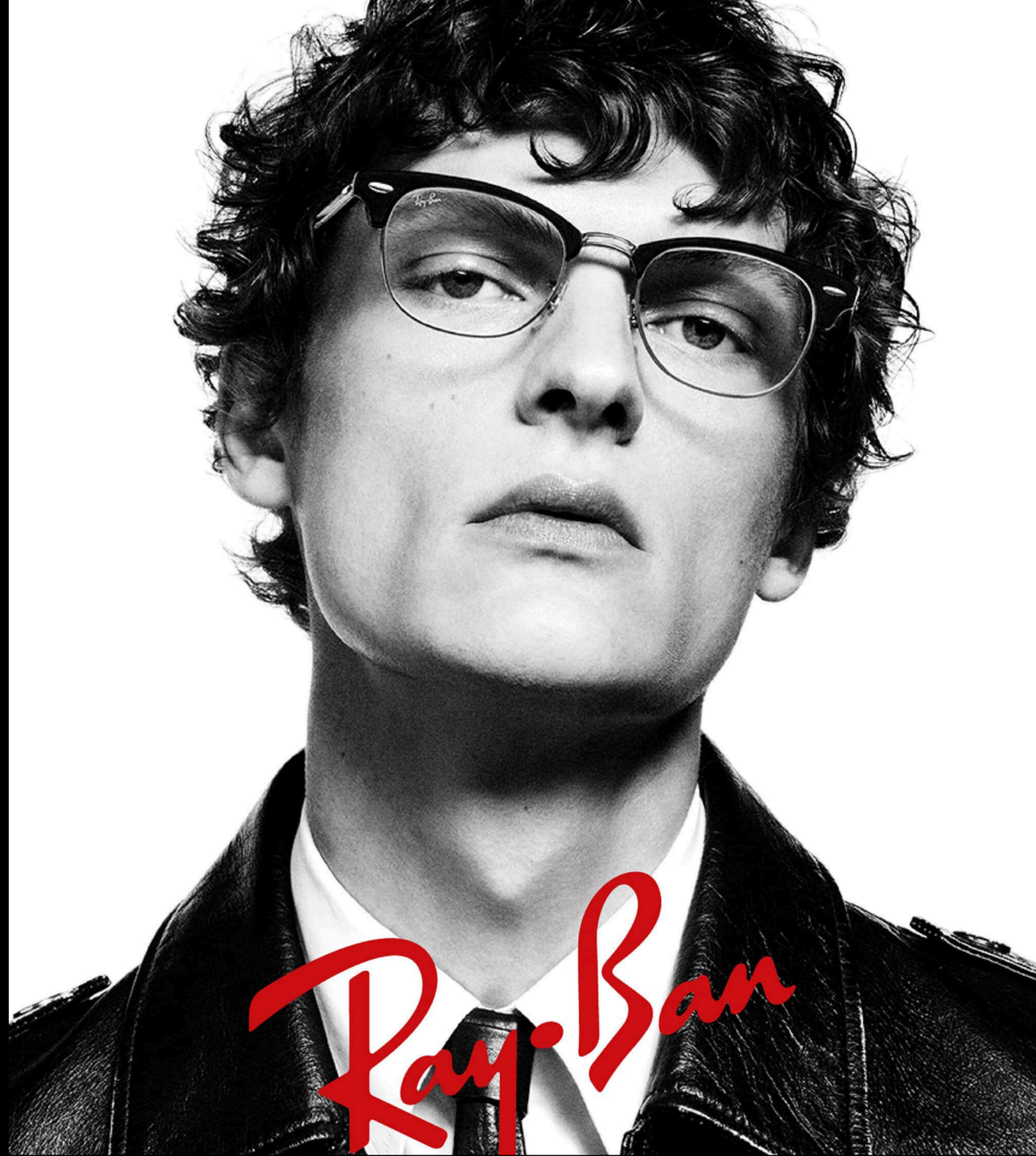
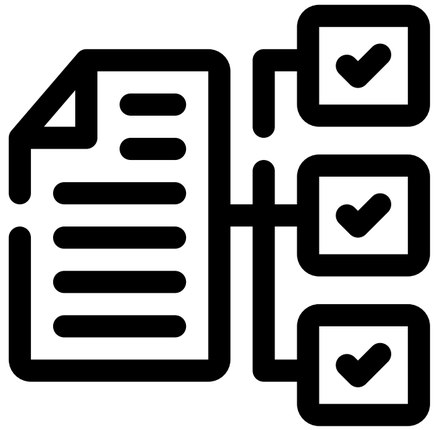


Project Overview

The Ray-Ban Premium Shopping App aims to **enhance the shopping experience** for users, integrating seamless navigation tailored to individual preferences and styles.

Ray-Ban Premium Shopping App a mobile-first, high-end shopping solution for eyewear enthusiasts. With VR powered try-on, Ai chat assistant, a curated browsing experience, and streamlined checkout & order tracking, the app lets users confidently explore, customize, and purchase Ray-Ban eyewear anytime, anywhere.

Project Introduction



Project Type: Academic Project

Timeline: 6–8 weeks

Tools & Assets:

- Figma (UI screens & interactive prototype)
- Balsamiq / Low-fi wireframes (idea sketches)
- Iconify (icons)
- Unsplash / Storyset (images & illustrations)

Responsibilities:

- User research (personas, competitor review, feedback)
- UX flows: browse → try-on → customize → checkout → Ai chat assisatnt → tracking
- UI design (style guide, components, layout)
- Prototype building and evaluation

Problem, Solution & USP

User Frustration

It’s hard to know how glasses look, compare options, or complete checkout easily on mobile and contacting support when needed.

Solution

One app for browsing, VR try-on, product details, Ai chat assistant, checkout, and order tracking.

USP

- AI CHAT ASSISTANT
- VR TRY-ON
- CLEAN LAYOUT
- SIMPLE PURCHASE FLOW
- CLEAR ORDER TRACKING

Visual System Guide

This section outlines the essential elements of the Ray-Ban Premium Shopping App's visual identity, including the color palette, typography, and design principles that ensure a cohesive and luxurious user experience throughout the application.

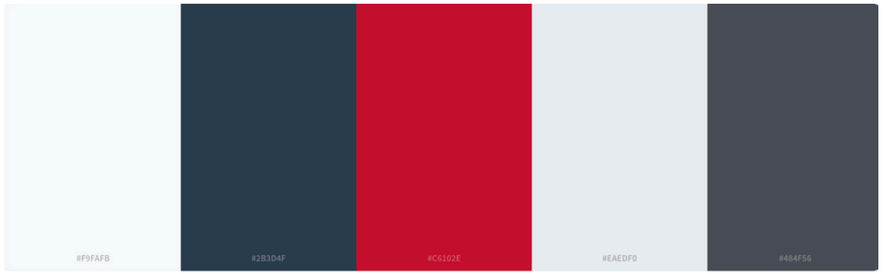
Visual System Guide

Color & Visual Tone:

- Background: Off-white – soft, clean backdrop for product imagery
- Primary Content: Charcoal – for crisp text and UI clarity
- Accent / CTA: Ray-Ban Red – for buttons, highlights, interactive elements

Hex Codes

- #F9FAFB – Soft White
- #2B3D4F – Deep Navy
- #C6102E – Crimson Red
- #EAEDF0 – Cool Light Gray
- #484F56 – Charcoal Gray



Visual System Guide

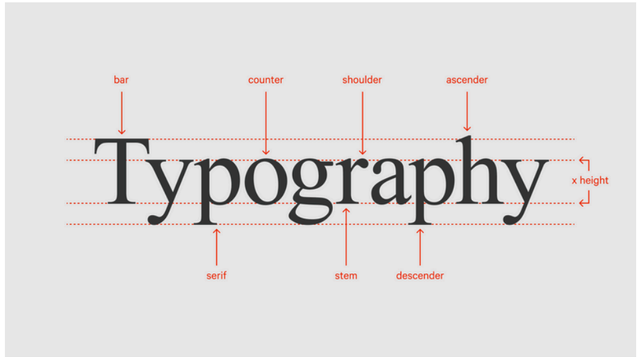
Typography

- Headings: Bold, modern sans-serif for titles & sections
- Body Text: Clean, legible font — consistent spacing and readability
- Buttons: Rounded corners; primary buttons in red, secondary in neutral outlines
- Inputs & Forms: Minimal borders, clear focus states and user-friendly form completion

Dimensions

- Screen Layout :

Width	308.02px
Height	151.97px
Top	360.86px
Left	47.32px



UX Research Insights

Competitive Analysis

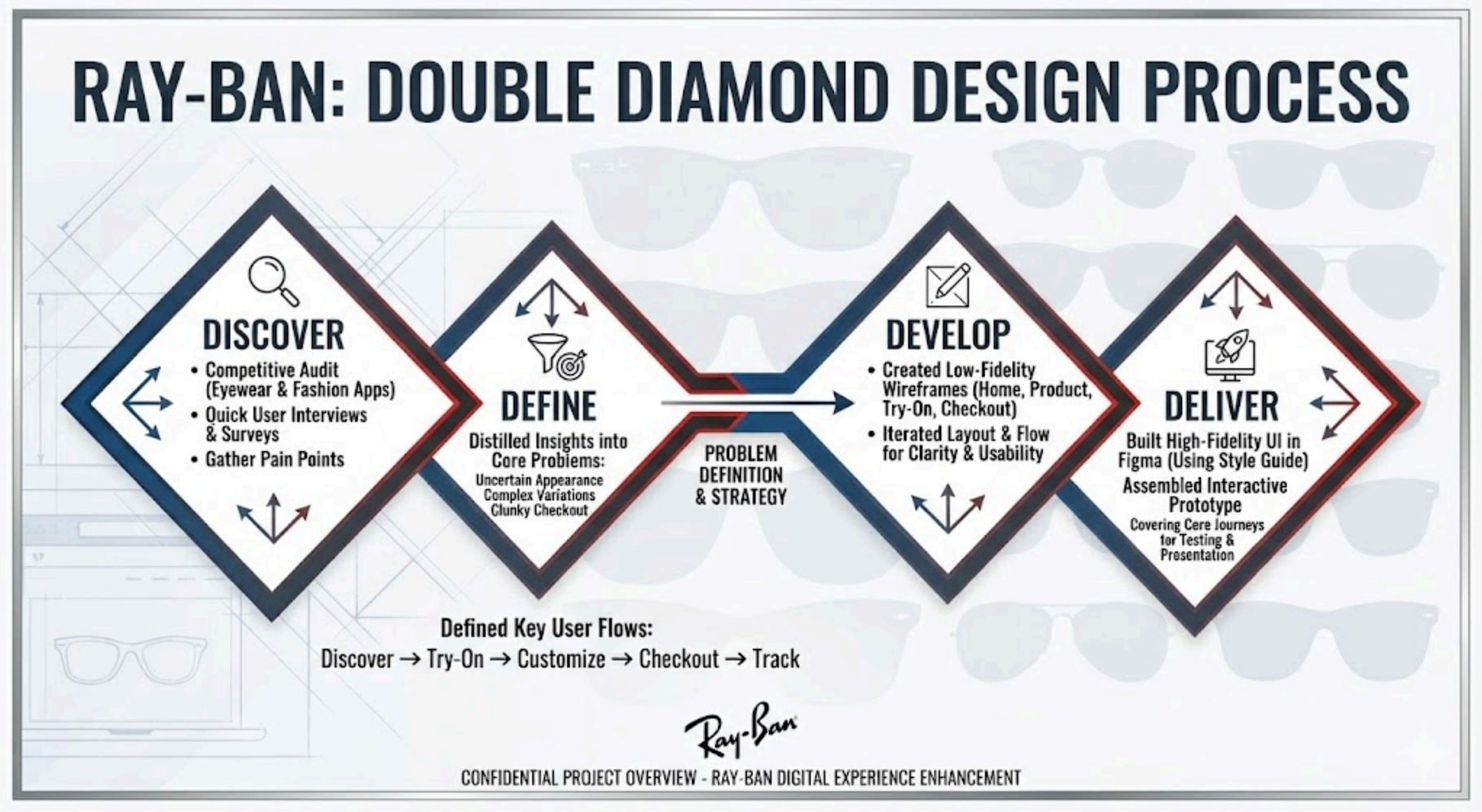
- Findings: Clean imagery and minimal UI in competitor apps made browsing easier and more enjoyable; clear variation filters reduced confusion; try-on or preview features increased user confidence.
- Impact on Design: Adopted minimal UI, large product imagery, persistent filter bar, and added a clearly labeled VR Try-On entry.

Usability Testing

- Findings: Long checkout forms overwhelmed users; try-on button placement was not obvious; order confirmation felt weak or easily missed.
- Impact on Design: Split checkout into multiple steps with progress indicators; moved try-on button above the fold; added prominent confirmation/“Order Received” screen after purchase.

Design Process

Understanding the Double Diamond framework for effective UX design methodology



Understanding Our Audience

- Age 18–45
- Shops online often
- Wants quick decisions and easy checkout
- Likes premium brands and clean design

User Persona: Alex

Goals

- Buy professional-looking, premium prescription eyeglasses.
- Easily reorder frames or lenses when needed.

Frustrations:

- Prescription input on typical eyewear sites is confusing.
- Hard to compare frames side-by-side on small screens.

User Scenario:

After an eye exam, Alex uses the app to pick a frame, enters prescription, adds lens customization, places an order, and later tracks shipment via “My Orders” in-app.

User Persona: Ammy

Goals

- Find trendy sunglasses that match her outfits and personal style.
- Try multiple eyeglass styles quickly on mobile before buying.

Frustrations:

- Existing websites make it hard to preview frames realistically.
- Browsing and comparing variations is cumbersome on mobile.

User Scenario:

Aisha is commuting home. She opens the app, uses VR try-on to see 2–3 frame styles with her face, saves favorites to her wishlist, and completes checkout later with one-tap payment.

Use cases

Heavyweight Use Case 1: End-to-End Purchase Using VR Try-On

Goal: User wants to try frames virtually and complete a full purchase.

Flow:

1. User opens the app and lands on Home.
2. Opens VR Try-On from the home or product page.
3. Aligns face ➜ previews multiple frames in real time.
4. Selects a frame ➜ views product details (sizes, colors, price).
5. Chooses lens type ➜ adds item to cart.
6. Proceeds to checkout ➜ enters delivery + payment details.
7. Places order ➜ sees confirmation screen.

Outcome:

User completes a full purchase journey confidently using VR Try-On as the main decision-making tool.

Heavyweight Use Case 2: AI Chat Assistant for Personalized Help

Goal: User wants guidance on frame style, sizing, or lens selection.

Flow:

1. User opens AI Chat Assistant from the bottom navigation or main menu.
2. Asks questions like:
    - “Which frames suit a round face?”
    - “What lens is best for screen use?”
    - “Is this model available in polarized lenses?”
3. AI provides frame suggestions, product links, and lens explanations.
4. User taps on a suggested frame ➜ opens product details.
5. Reviews details ➜ uses VR Try-On for final validation.
6. Adds frame to cart ➜ checks out.

Outcome:

User receives personalized help and completes a fully informed purchase with AI guidance.

Use cases

Middleweight Use Case 1: Browsing & Selecting Frames from “Styles Curated for You”

Goal: User wants to explore recommendations tailored to their style.

Flow:

- User lands on the Home screen
- Scrolls to the “Styles Curated for You” section
- Browses recommended frames based on profile, history, and trends
- Applies quick filters (color, shape, size)
- Opens a product page to see details
- Outcome:
- User quickly identifies a frame that matches their taste without searching manually.

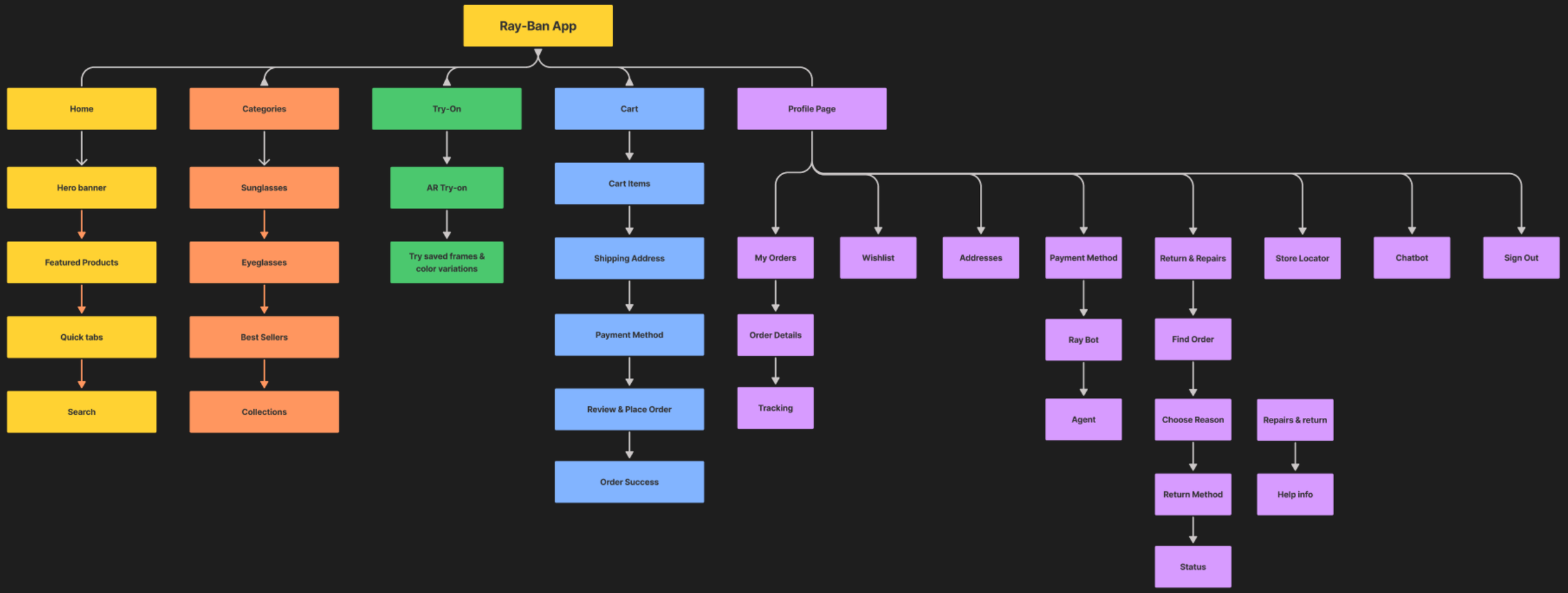
Middleweight Use Case 2: Saving Frames to Wishlist for Later Purchase

Goal: User wants to save a frame they like for future comparison or purchase.

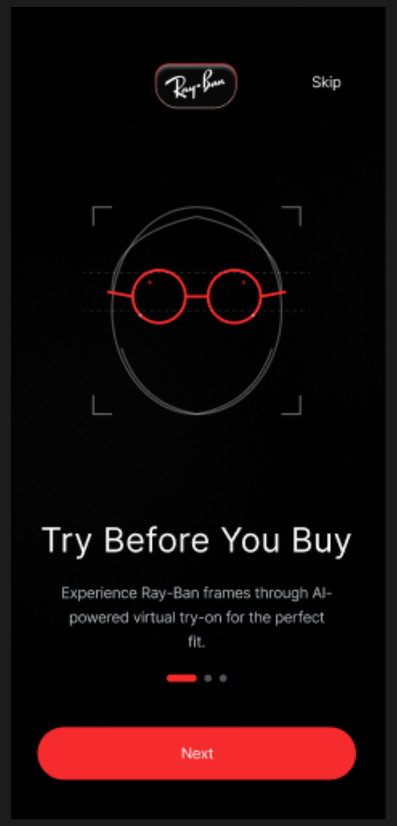
Flow:

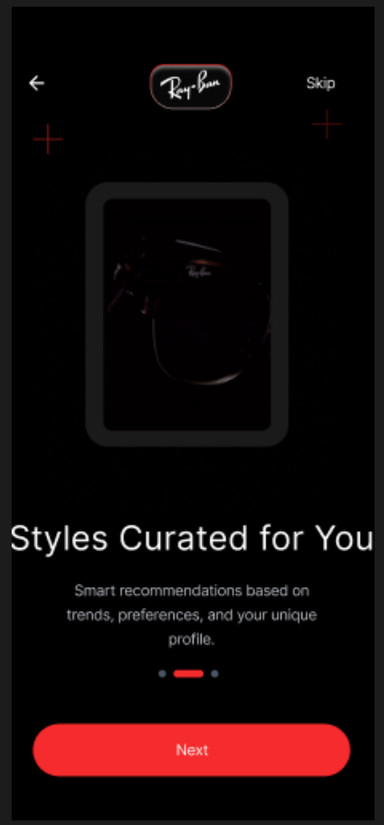
- User previews a frame through VR Try-On or regular browsing
- Taps the “❤️ Wishlist” icon on the product page
- The frame gets added to their saved list
- User later opens “Wishlist” from bottom navigation or profile
- Reviews saved frames and chooses one to move to cart
- Outcome:
- User organizes preferred frames and makes a decision when ready.

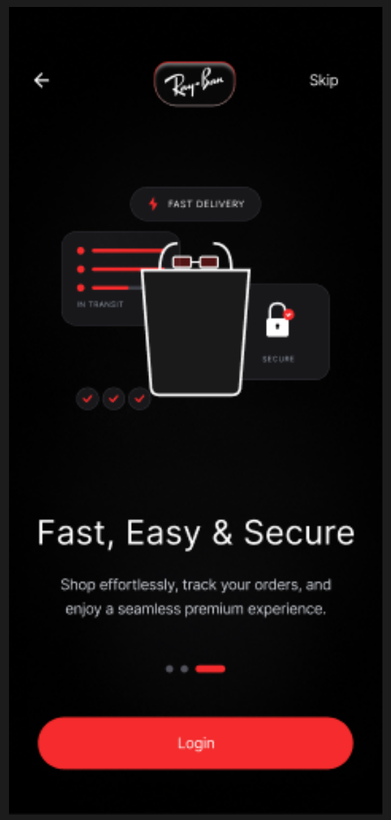
Information Architecture



Onboarding







- Screen 1:

VR try-on users can see how frames look on them instantly.

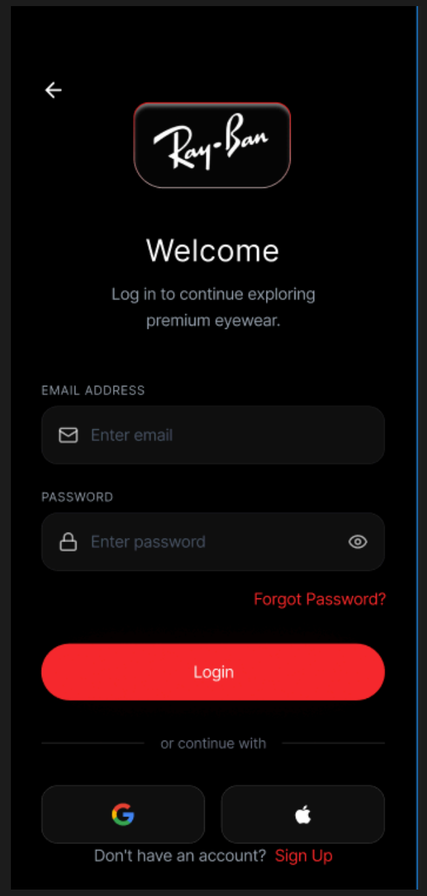
- Screen 2:

Personalized style suggestions based on user preferences.

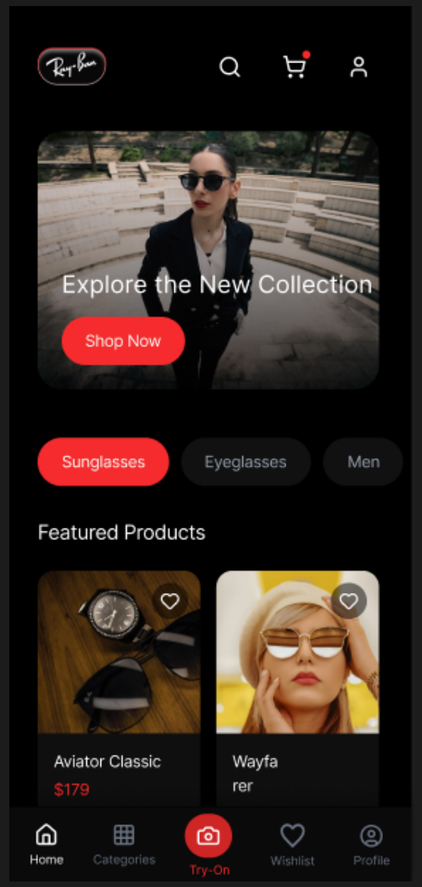
- Screen 3:

Fast, secure shopping with simple checkout and order tracking.

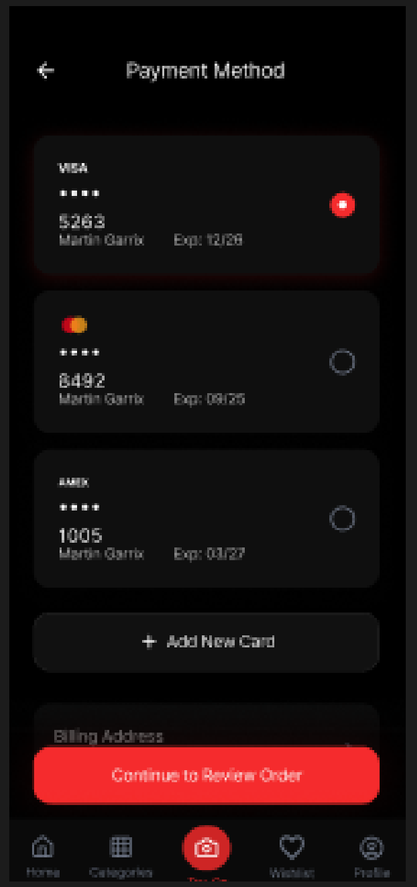
Core Screen Wireframes



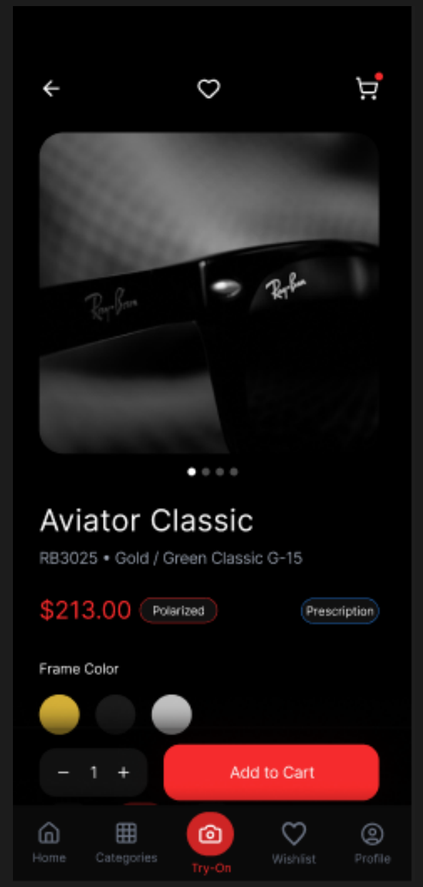
Login Page



Home Page



Payment Method

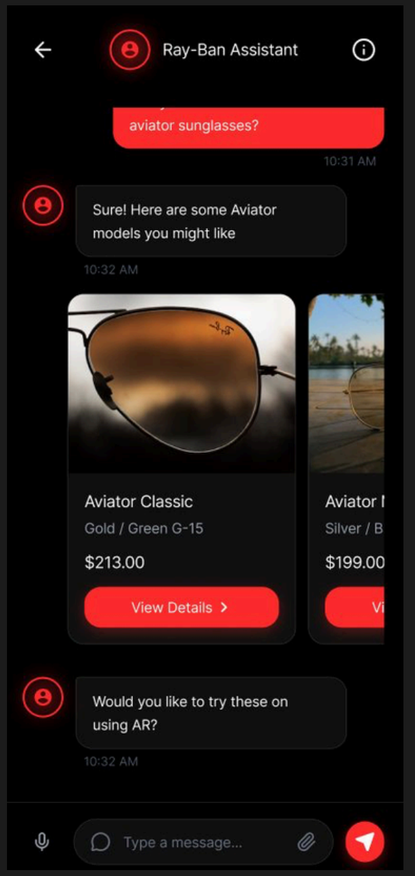


Product details

Core Screen Wireframes

AI Chat Assistant – Personalized Help & Tracking:

- Gives simple, personalized frame suggestions based on user questions.
- Helps users understand lens options, sizing, and suitable styles.
- Shows order updates and tracking status directly inside chat.
- Designed to reduce confusion and make support quick and easy.



Applying the 5 Planes

Strategy (Why):

- Provide a premium, confident, mobile-first eyewear shopping experience tailored to fashion and convenience seekers.

Scope (What):

- Browsing, VR try-on, variant selection, checkout, order tracking, account & wishlist features.

Structure (How it’s organized):

- Clear, intuitive navigation and flow from discovery ➜ try-on ➜ purchase ➜ tracking; hierarchical information architecture; bottom-nav + category-based paths.

Skeleton (Layouts & Components):

- Clean layouts prioritizing product imagery, reusable UI components (cards, buttons, forms), consistent spacing and hierarchy.

Surface (Visual Design):

- Minimalist, high-contrast design with premium feel — respecting brand identity (colors, typography, spacing), focusing on clarity and aesthetics.

MoSCoW Prioritization

Must Have:

Product catalog with filters, product details, variant selection, VR Try-On for key frames, cart & checkout, order confirmation & Ai chat assistant for tracking.

Should Have:

Wishlist/favorites, limited-edition collection highlight, reviews/ratings, account & profile management.

Could Have:

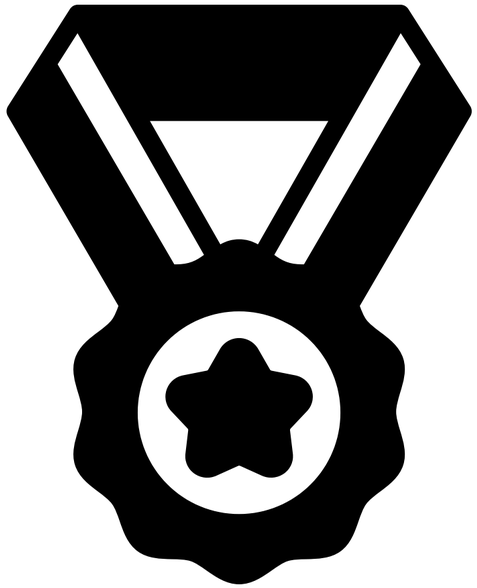
Saved prescriptions & user profiles, style quiz for frame recommendations, social sharing of try-on selfies.

Won’t Have (MVP):

Full AR showroom, live-chat support, multi-currency or global shipping integration.

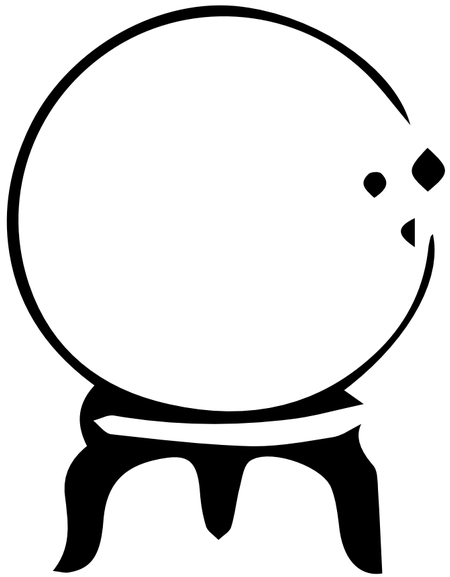
Conclusion

- Built an end-to-end premium mobile experience for Ray-Ban eyewear from browsing to delivery tracking.
- AI chat assistant for order tracking, personalised recommendation and much more.
- VR Try-On to reduce uncertainty in online eyewear purchases.
- Improved user flow with simplified checkout, clearer navigation, and better user feedback (confirmation & tracking).



Future Enhancements

- Face-shape suggestions
- AR showroom
- Membership plan
- Smart reminders and recommendations



Refrances

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- Fittingbox — “Glasses Virtual Try-On Solutions for Professionals” — https://fittingbox.com/en/glasses-virtual-try-on Fittingbox
- Baymard Institute — “Checkout UX 2025: 10 Pitfalls and Best Practices” (Nov 13, 2024) — https://baymard.com/blog/current-state-of-checkout-ux Baymard Institute
- Baymard Institute — “Cart Abandonment Rate Statistics 2025: Why 70% of Shoppers Abandon Their Cart” — https://baymard.com/research/checkout-usability Baymard Institute+1
- Shopify — “How to Reduce Shopping Cart Abandonment by Optimizing the Checkout” (Feb 18, 2025) — https://www.shopify.com/ca/enterprise/blog/44272899-how-to-reduce-shopping-cart-abandonment-by-optimizing-the-checkout Shopify
- Fittingbox — “Fittingbox Unveils Optical Fit Pro for In-Store Lens Choice” (Sep 24, 2025) — https://fittingbox.com/en/resources/blog/fittingbox-unveils-optical-fit-pro-for-an-immersive-instore-lens-choice Fittingbox