

CASE STUDY

Glamour 4 Eyes



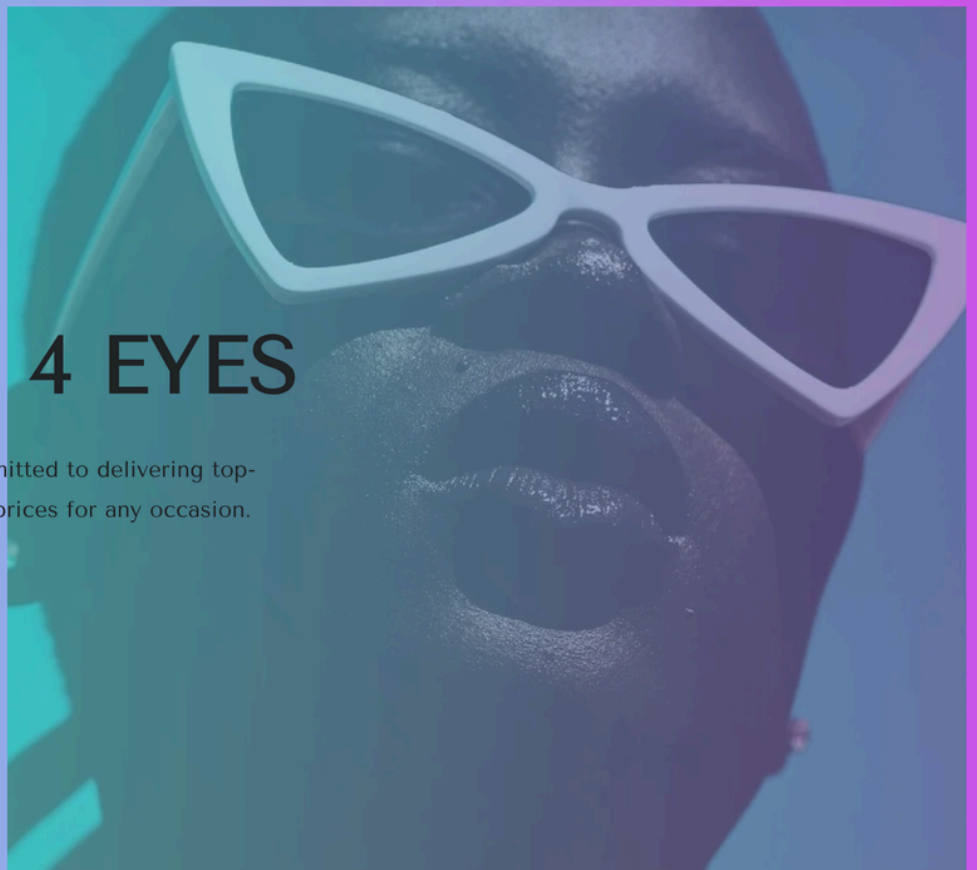
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See The World Glamorously

GLAMOUR 4 EYES

We are a minority-owned business committed to delivering top-quality glamorous glasses at affordable prices for any occasion.

Shop Now



OVERVIEW

14+

years of service

20+

countries served

450+

clients across the globe

770+

projects completed

Oodles Technologies is a trusted digital transformation company, empowering businesses with cutting-edge technology solutions since 2009. We specialize in delivering innovative and tailored software solutions to clients across diverse industries, transforming their ideas into reality.



IMAGINE A TECHNOLOGY-DRIVEN WORLD!

Over the course of more than a decade, our growth has been remarkable as we expanded our services to cater to over a hundred clients in various regions, including the US, Australia, Asia, UAE and Europe. Our clientele encompasses a wide spectrum, ranging from startups to Fortune 400+ enterprises.

PROJECT OVERVIEW

✦ CLIENT BACKGROUND

Our client, Glamour 4 Eyes, is an innovative optical goods retailer founded by an entrepreneur who experienced firsthand the transformative power of stylish eyewear.

They approached us to elevate their online shopping experience, seeking to integrate advanced 3D try-on and pupillary distance measurement features into their Ecwid-based e-commerce platform.

Their vision was to empower customers to confidently select eyewear that both corrects vision and serves as a fashionable, personality-enhancing accessory.

✦ PROJECT CHALLENGES

1. Integrating FittingBox API for 3D try-on and PD measurement within Ecwid, requiring WordPress plugin connection and code manipulation.
2. Implementing a "Virtual Try-On" button on all product pages, ensuring cross-platform compatibility and seamless functionality.
3. Meeting technical requirements (HTTPS, server cache management, container sizing) while customizing the widget to match Glamour4Eyes' design.

OUR DEVELOPMENT METHODOLOGY

Our development team at Oodles successfully integrated advanced 3D try-on and PD measurement features into Glamour4Eyes' Ecwid-based e-commerce platform. We leveraged the FittingBox API to implement a virtual try-on button on every product page, allowing customers to visualize frames on their faces. Our solution involved connecting Ecwid with WordPress, manipulating website code, and ensuring seamless functionality across devices.

We meticulously followed a step-by-step integration guide, addressing challenges such as frame identification, HTTPS protocol implementation, and server cache management. The result was a customized, user-friendly interface that transformed the online eyewear shopping experience for Glamour4Eyes' customers.

★ TECHNOLOGIES & FRAMEWORK EMPLOYED



JavaScript



Ecwid



WordPress



FittingBox API

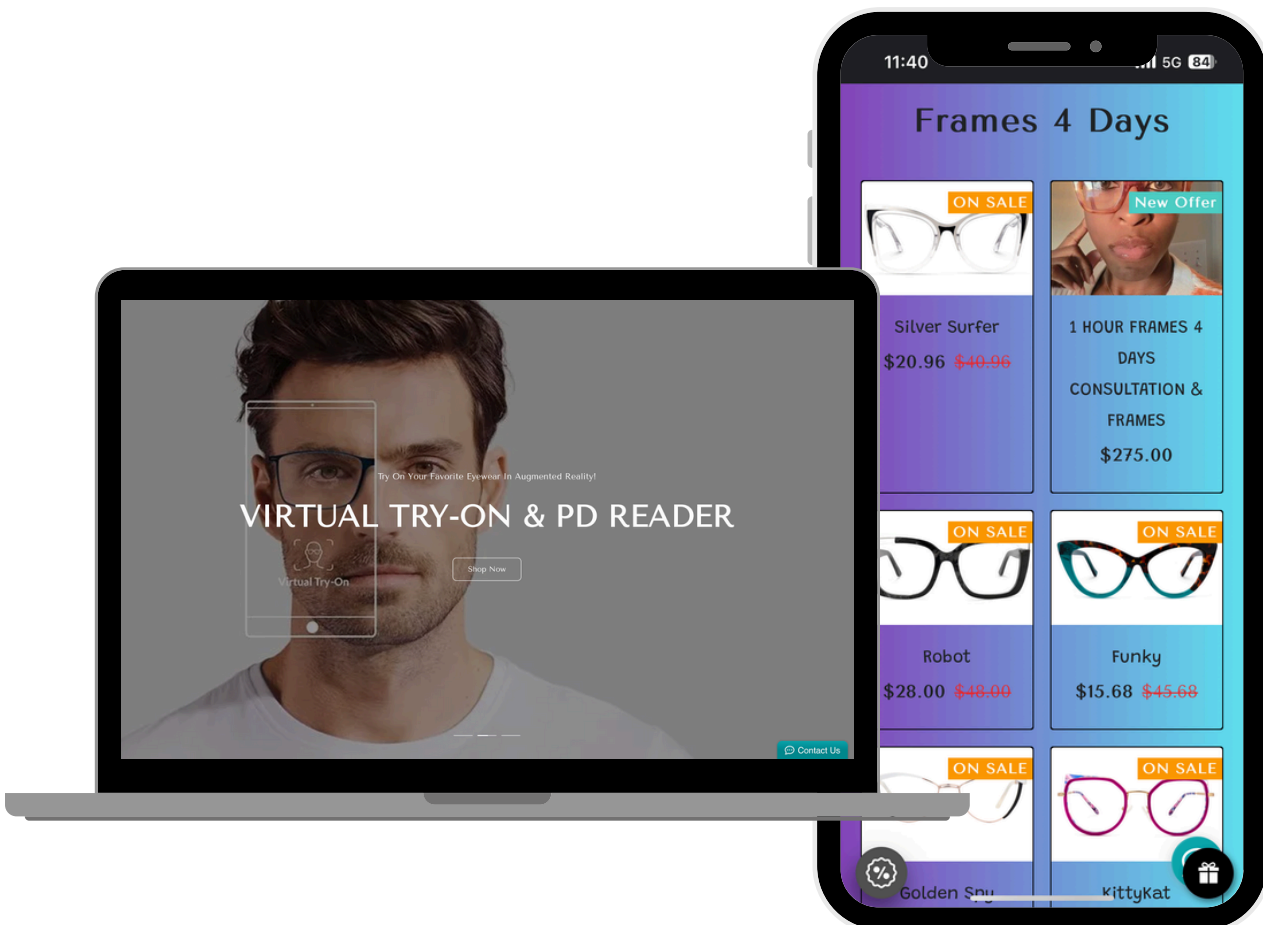
We utilized the Ecwid e-commerce platform, WordPress, and the FittingBox API for 3D try-on and PD measurement. Our development stack included HTML, CSS, and JavaScript for front-end customization.

We also implemented HTTPS protocol and managed server-side caching to ensure optimal performance and security.

★ FEATURES & FUNCTIONALITIES

Oodles developed and integrated two key features for Glamour4Eyes: a 3D virtual try-on tool and a pupillary distance (PD) measurement feature. We implemented a "Virtual Try-On" button on each product page, allowing customers to visualize frames on their faces using the FittingBox API. The PD measurement tool enables accurate sizing for eyewear purchases.

Both features were seamlessly integrated into the existing Ecwid platform, with careful attention to cross-device compatibility, server-side optimization, and user interface customization. These enhancements significantly improved the online shopping experience, merging functionality with Glamour4Eyes' fashion-forward approach.



RESULTS

✦ THE OUTCOME

Our integration of FittingBox's 3D try-on and PD measurement features transformed Glamour4Eyes' online shopping experience.

By seamlessly incorporating these tools into their Ecwid platform, we enabled customers to virtually try on frames and accurately measure their pupillary distance.

This enhancement not only improved user engagement but also increased customer confidence in their eyewear selections.

The customized interface, compatible across devices, elevated Glamour4Eyes' e-commerce presence, positioning them as an innovative leader in the online optical retail space.

Explore our latest project in action
on our YouTube channel




<https://www.youtube.com/watch?v=BDJV6w2IbPI>

Thank you, We Appreciate Your Time!

Reach out to us to explore unimagined possibilities
and opportunities for your business together!

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