

Yo.Eyes



Your accessorizeable combinations are endless, You eyewear can make the outfit.

YOEYES was born from a love of variety and the boredom of wearing the same overpriced prescription eyewear every day.

Market

United States of America

Industry

B2B & B2C ecommerce (consumer to business to consumer ecommerce)

“The new online store enabled our customers to do e-business with us in a simple and robust way.”

YOEYES
Team

Customer Profile

Yoeyes is an online store catering to high end fashionable optical products. They cater to the needs of all North America's fashion friendly customer base.

Major Challenges

• Optimal Product Listing



Yoeyes main concern was to provide easy to use product listing is spectacles and goggles which resembles the physical shopping store experience. They wanted visitors to actually follow the same flow as they would buying a regular glass. They must able to check for frames easily based on gender and then look for specific product detail.

• Try On



Not all customers are satisfied with online product display and few demand the product to be tested physically before sale. This tiny looking issue can have major negative impact on business. Hence they want a nullify this completely by using a hybrid order processing method.

• Virtual buying environment



The entire buying experience should be easier, simpler and fun. An online website should be quick and advance. Therefore converting the old sluggish website into an interactive and prompt portal was a big challenge. Adding more advance services is equally very important. They must able to select the frame first and also be able to add custom prescription details.

Solutions

• Analysis and Planning



Market analysis of competitor website display options.



Locating the problems, target customers and required solution to improve user experience.



Brainstorming on best methods to include product cart management for product trial.

• Development

• Available colors:



To display color options on product main display image based on user selection. There are various color swatches available for each product which can be easily managed from backend admin panel.

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- Request a home tryon:



To provide functionality to order products a home trial. Here user will receive a physical product which is dummy of actual product. User can check the glasses by wearing and getting feedback from his friends and relatives then decide to make the final purchase. The dummy product is sent back to the store and amount blocked is refunded after deducting nominal convenience charge.

- Prescription upload facility for glasses:



Upon selection of frame user can upload a word/pdf document of exact prescription as provided by his client.

Key Features/Customizations

- Following are the key features added to sellers and customers accounts :

- Advanced category based slider
- Virtual Try on Product management
- Physical Try on Product management
- Color Swatches display and management
- Prescription upload facility
- Refund management for trials