

Overview:

This project dealt with developing an e-commerce site for a company which sells eyewear to its customers. While adults can buy eyeglasses and sunglasses, the option is limited to eyeglasses only for kids. Operating initially in a bricks and mortar setup, the client wanted an online presence to reach out to a wider market and offer its customers higher convenience in buying the eyewear of their choice at affordable rates. Interested people are expected to upload their images and prescriptions, if need be, and virtual identify the frame they want to buy from the available catalogue. Glasses available are segregated by gender, age, shape and material. The team implemented customized rules to offer features for cross-selling and up-selling. The buyers are kept informed about the shipping data and all other information required for effective tracking of the goods they purchase. There is also a window of time frame available to facilitate exchange or return of a purchase that they make.

Client details:

Name: Confidential **Type:** eCommerce **Location:** USA

Technologies:

Magento, PHP, MySQL, Apache, MemCache, jQuery, JavaScript, HTML, CSS, AJAX

Project Description:

The client for this project is in the business of providing its customers with quality eyewear, eyeglasses and sunglasses, of different varieties and style. Offering convenience and compelling prices are the two most important factors the company focusses on. The manufacturing of the frames is managed by the client in order to have better control over their deliverables. Besides that, they also put in a lot of emphasis on constant improvement of

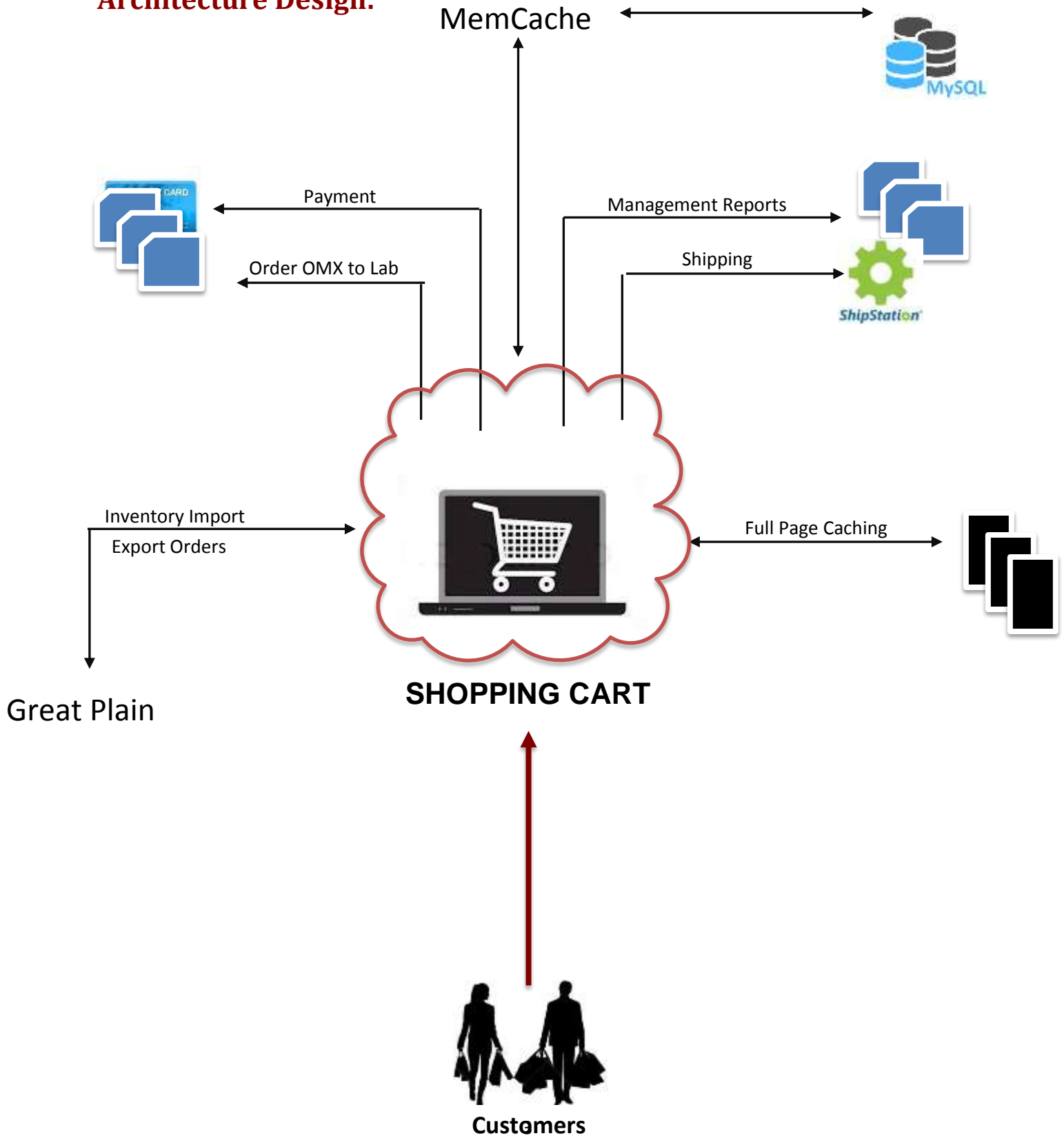
E-Commerce Site for Eyewear

their logistics wing to ensure timely delivery of goods. Mindfire's services were used to help the client make the transition from a pure bricks and mortar operation to having an online presence, and reach out to a wider spectrum of people requiring quality eyewear at affordable rates.

Interested customers get the provision to choose the frames, by type and style, from the catalog available and try them out virtually by uploading their pictures on the site. Certain guidelines are to be followed on the type of image that needs to be uploaded. Once it is done, various frames can be tried out virtually in order to arrive at a decision. The next step involves uploading the eyeglass prescription, providing the pupil distance and all other information that is critical to facilitate selecting the right lenses. The website has a section with the required guidelines to assist buyers in providing the correct information. On finalizing a purchase, the user is made to complete the order and then proceed towards check-out. Coupons, if available, can be applied as well. Payments can be made using Credit cards or PayPal. The application has features to perform inventory management and map tracking ids to corresponding sales. Tracking Ids get generated after a package is shipped and are shared with the corresponding buyers.

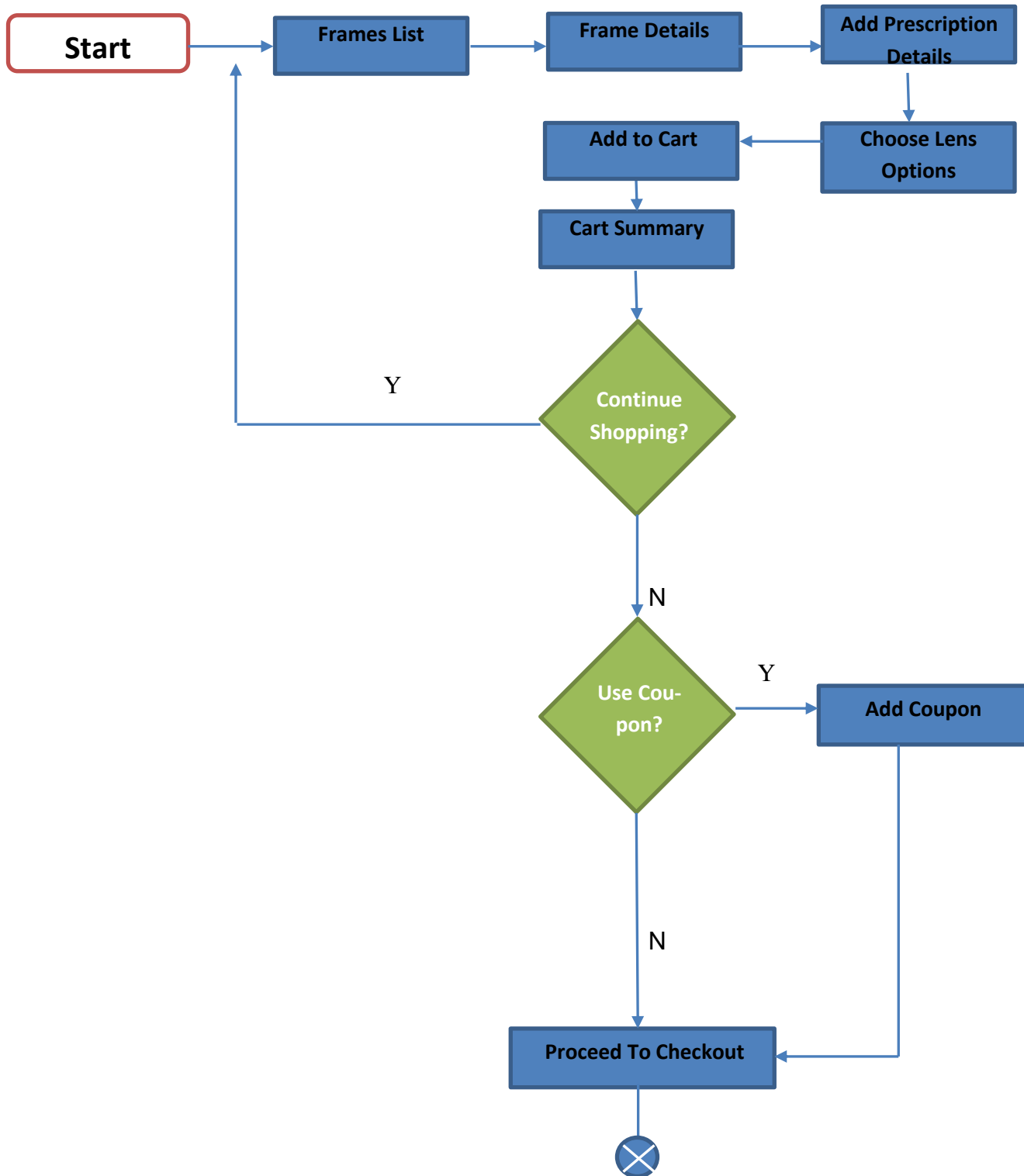
E-Commerce Site for Eyewear

Architecture Design:

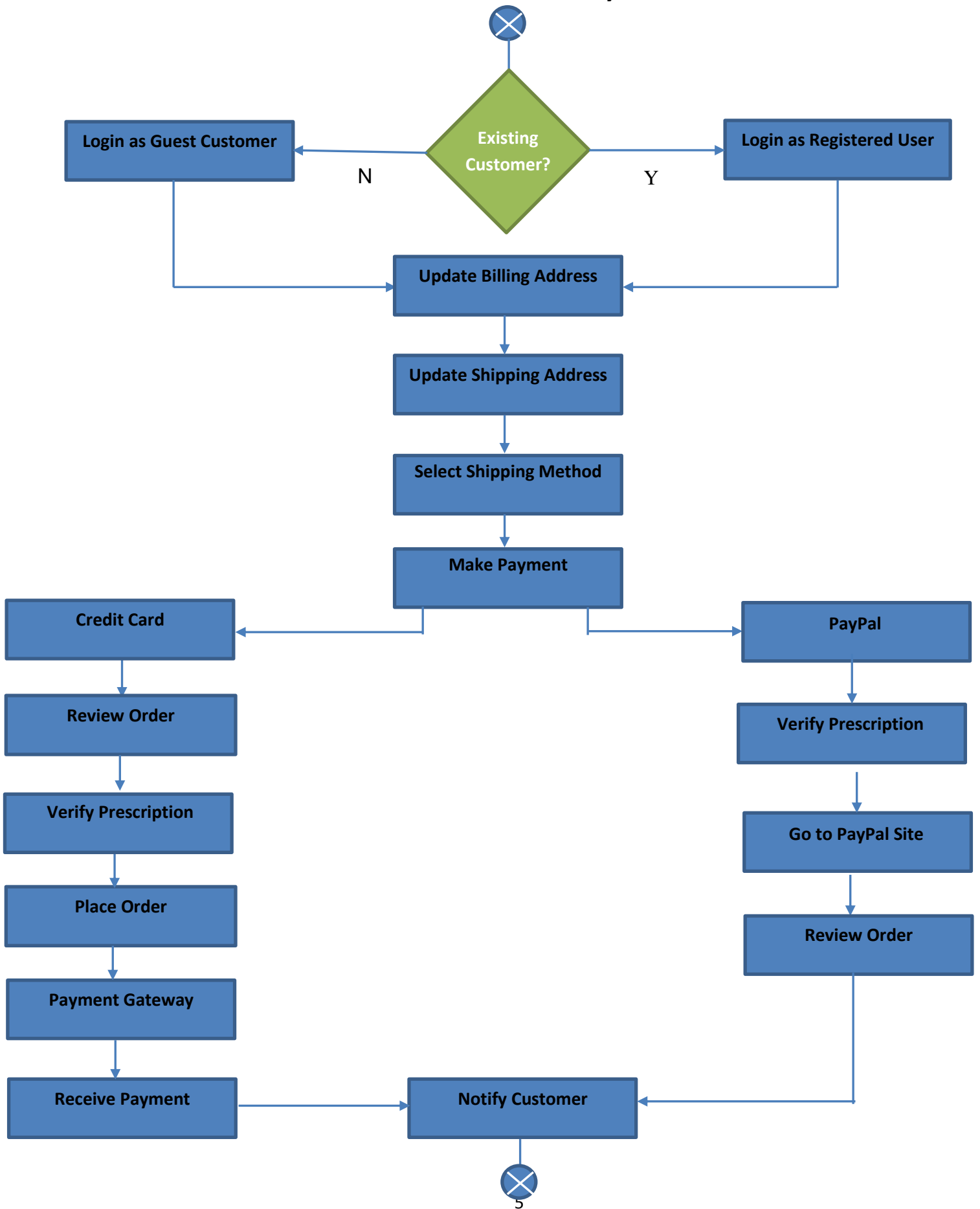


E-Commerce Site for Eyewear

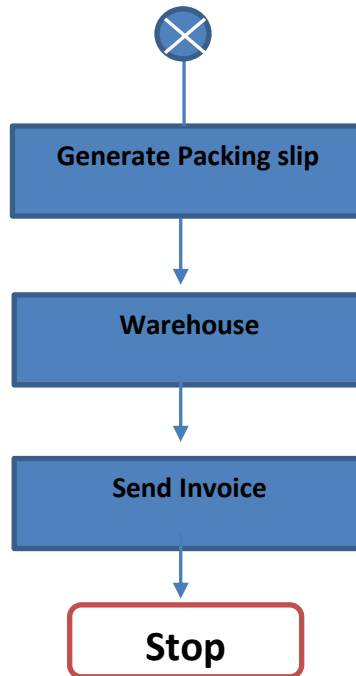
Flow Diagram:



E-Commerce Site for Eyewear



E-Commerce Site for Eyewear



E-Commerce Site for Eyewear

Screen Shots:



Screen 1: Product List



Screen 2: Product Details



Screen 3: Try On



Screen 4: Prescription

E-Commerce Site for Eyewear



2 SELECT LENSES

PRESCRIPTION

Prescription Type
Single Vision

	Sphere (SPH)	Cylinder (CYL)	Axis
OS - Right	-0.50	0.00	000
OD - Left	-0.75	0.00	000

PD - Pupillary Distance (MILE) PD: 56.0

Based on the prescriptions you entered, we recommend the following lens package.

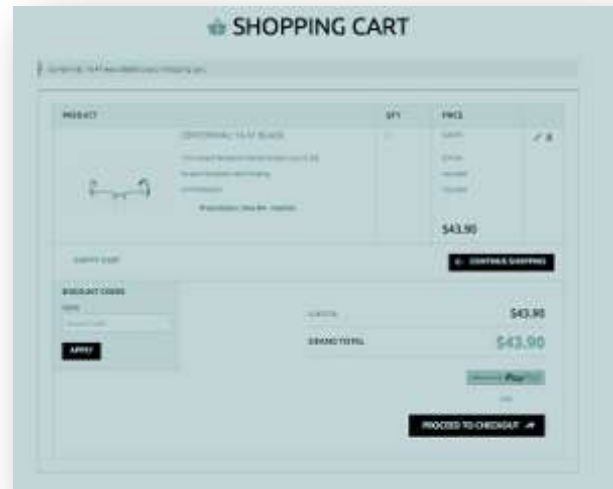
PRICE	LENS INDEX AND DESCRIPTION
\$7.00	Standard Plastic Lens (1.50) RECOMMENDED
\$9.95	Thin Plastic Lens (1.50)
\$14.95	Thin Impact Resistant Polycarbonate Lens (1.50)
\$29.95	Thinnest High-Index Lens Offered (1.67)

[PREVIOUS](#) [NEXT](#)

PRICE	LENS COLORING OPTIONS

PRICE	ADDITIONAL OPTIONS

Screen 5: Lens Options



SHOPPING CART

Summary: 1 of 1 Item(s) in Shopping Cart

PRODUCT	QTY	PRICE
Standard Plastic Lens (1.50)	1	\$43.90

Subtotal \$43.90

TAXES \$0.00

SHIPPING \$0.00

TOTAL \$43.90

[CONTINUE SHOPPING](#)

BILLING INFO

NAME

ADDRESS

CITY **STATE** **ZIP**

PHONE

EMAIL

BRAND TOTAL \$43.90

[CHECKOUT](#)

[PROCEED TO CHECKOUT](#)

Screen 6: Shopping Cart



3 CHECKOUT METHOD

CHECKOUT AS A GUEST OR REGISTER?

☐ Checkout as Guest

☒ Register and Checkout

For faster checkout, please create an account. It's free and you will be able to track your orders.

[CONTINUE](#)

RETURNING CUSTOMERS * Required Fields

By clicking, you agree to our privacy policy.

EMAIL ADDRESS *

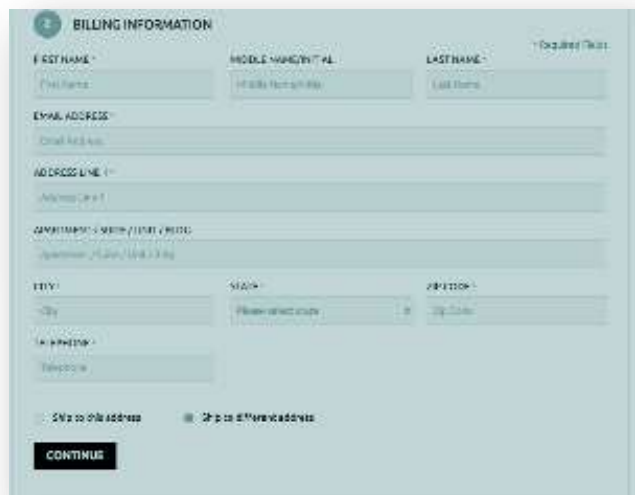
PHONE

PASSWORD *

Forgot your password?

[LOGIN](#)

Screen 7: Checkout



4 BILLING INFORMATION

FIRST NAME *

MIDDLE NAME/INITIAL

LAST NAME * * Required Field

EMAIL ADDRESS *

ADDRESS LINE 1 *

ADDRESS LINE 2

CITY/STATE/ZIP COUNTRY/PHONE

CITY **STATE** **ZIP** **COUNTRY**

PHONE

SHIP TO THIS ADDRESS ☒ **SHIP TO DIFFERENT ADDRESS** ☐

[CONTINUE](#)

Screen 8: Billing Information

E-Commerce Site for Eyewear



3 SHIPPING INFORMATION *Required Fields

FIRST NAME ADDRESS NAME/STREET LAST NAME
 ADDRESS LINE 1

WORK/PHONE / HOME / MOBILE / CELL

CITY STATE ZIP CODE

TELEPHONE

☐ Use Billing Address

CONTINUE ← Back

Screen 9: Shipping Information

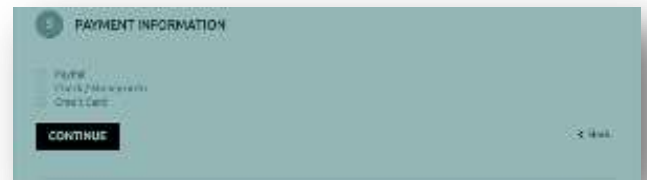


4 SHIPPING METHOD

☐ FREE Shipping (US only) 10-14 Business Days
☒ \$5.99 Standard Shipping: 10-14 business days

CONTINUE ← Back

Screen 10: Shipping Method

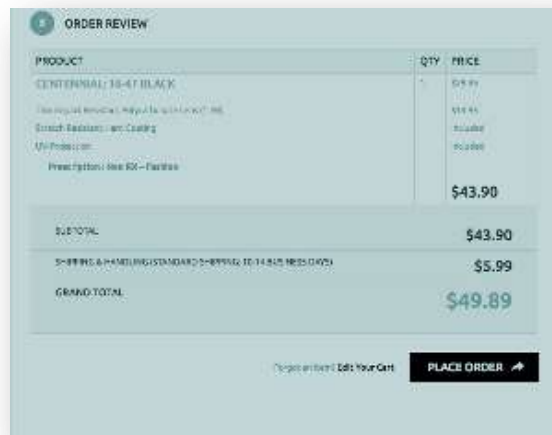


5 PAYMENT INFORMATION

☐ PAYEE
☐ Credit Card

CONTINUE ← Back

Screen 11: Payment Information



6 ORDER REVIEW

PRODUCT	QTY	PRICE
CENTENNIAL 16-47 BLACK	1	\$43.90
Free optical removal, helpful for your comfort fit		\$0.00
Scratch Resistant Lens Coating		\$0.00
UV Protection		\$0.00
Prescription: New RX - Fastlane		\$0.00
SUBTOTAL		\$43.90
SHIPPING & HANDLING STANDARD SHIPPING 10-14 BUS. DAYS (US)		\$5.99
GRAND TOTAL		\$49.89

[Change item](#) [Edit Your Cart](#) **PLACE ORDER**

Screen 12: Order review



Please verify your prescription

Y13: 16-30 Tortoiseshell : Single Vision

	Sphere	Cyl	Axis	Edit
Right Eye (OD)	+0.75	0.00	0	
Left Eye (OS)	+1.00	0.00	0	
PD	58.0			

CANCEL **CONTINUE**

Screen 13: Verify Prescription