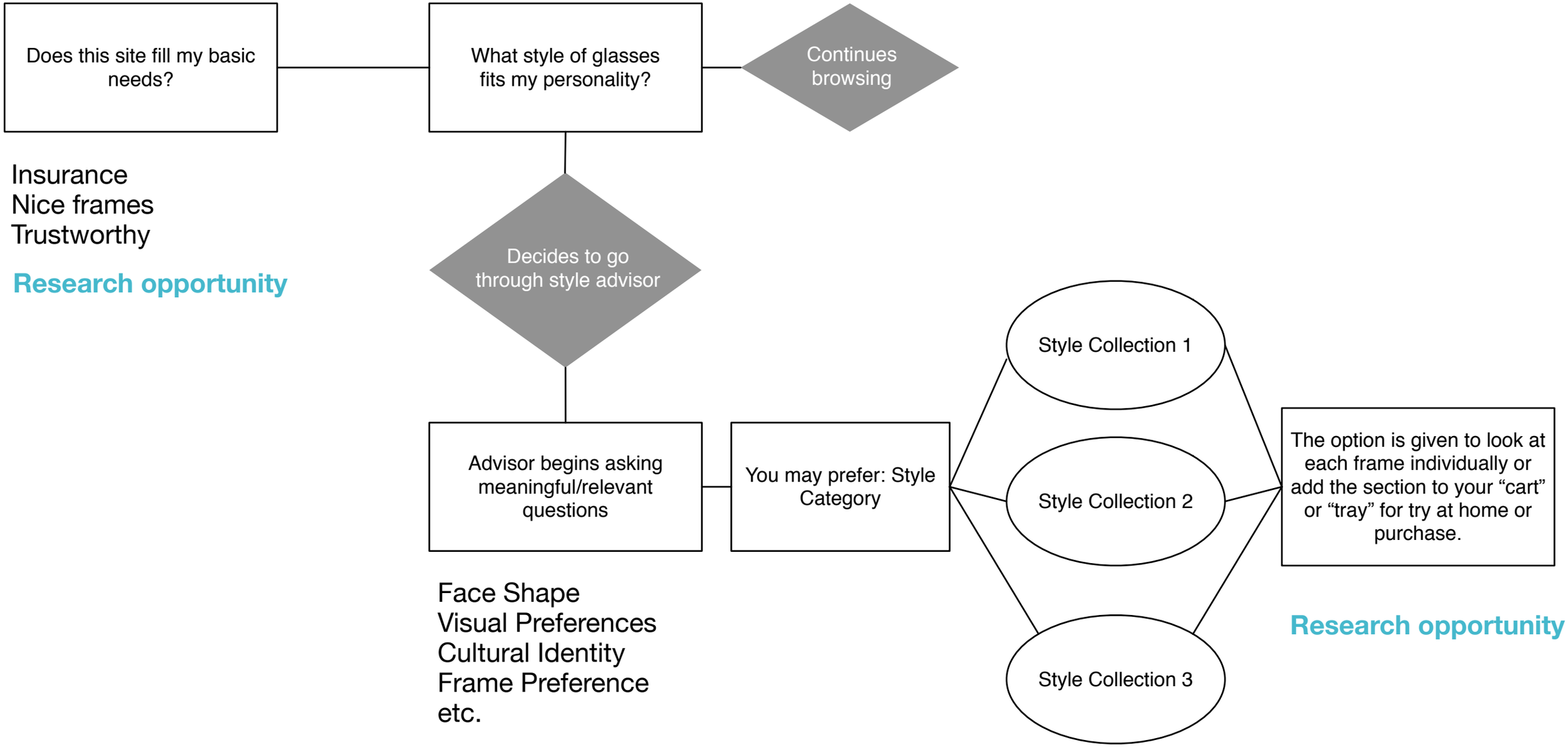
Does this site fill my basic needs?
What style of glasses fits my personality?
Continues browsing
Insurance
Nice frames
Trustworthy
Research opportunity
Decides to go through style advisor
Advisor begins asking meaningful/relevant questions
You may prefer: Style Category
Style Collection 1
Style Collection 2
Style Collection 3
The option is given to look at each frame individually or add the section to your “cart” or “tray” for try at home or purchase.
Face Shape
Visual Preferences
Cultural Identity
Frame Preference
etc.
Research opportunity
Provide the user with tools to make discoveries. Load and image of your face and decide your face shape. etc.
Research opportunity