

AI Eyewear Decision Experience for In-Store Retail

From Face Intelligence to Personalized
Recommendation, Virtual Try-On and
Merchant Handoff

A practical product and deployment overview for
modern optical retail.



02 · DECISION JOURNEY

From Browsing to Confident Decisions

VisuTry connects discovery and decision in one guided retail journey. Shoppers move from lightweight Face Intelligence into store-specific recommendations, virtual try-on, comparison and continuation.

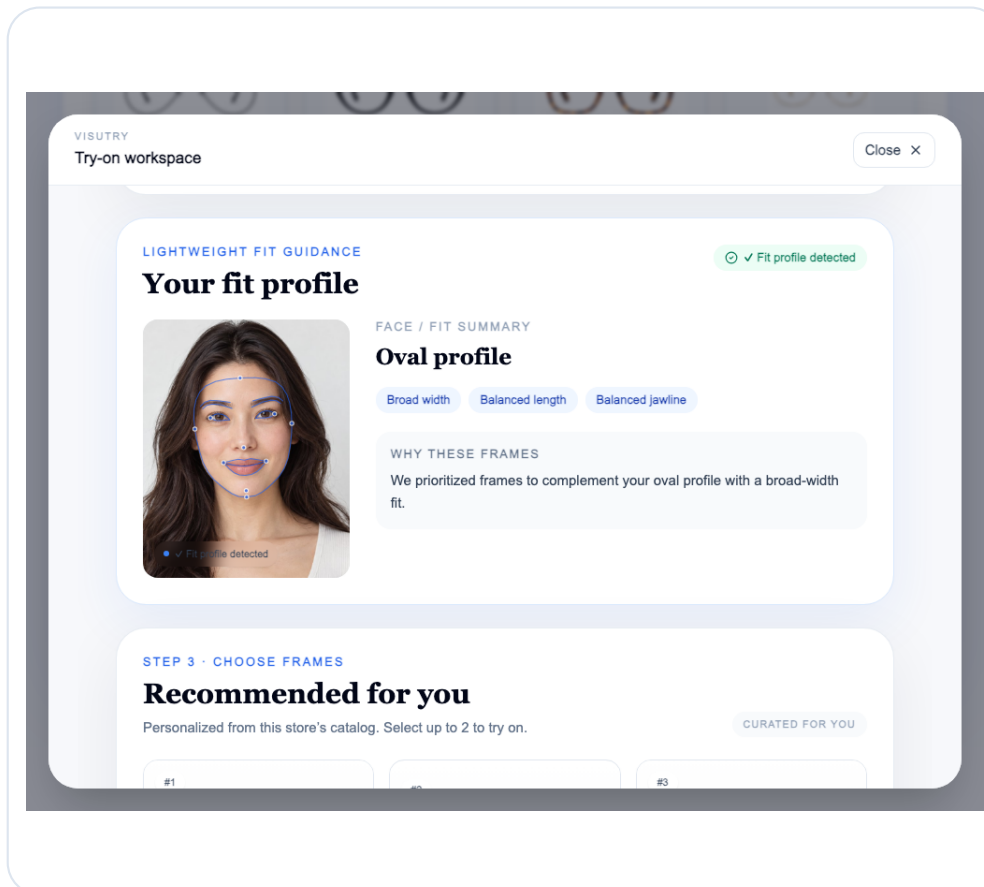


Face Intelligence → Recommendation → Try-On → Compare → Decision → Continuation

03 · INTELLIGENCE & RECOMMENDATION

Face Intelligence & Personalized Recommendation

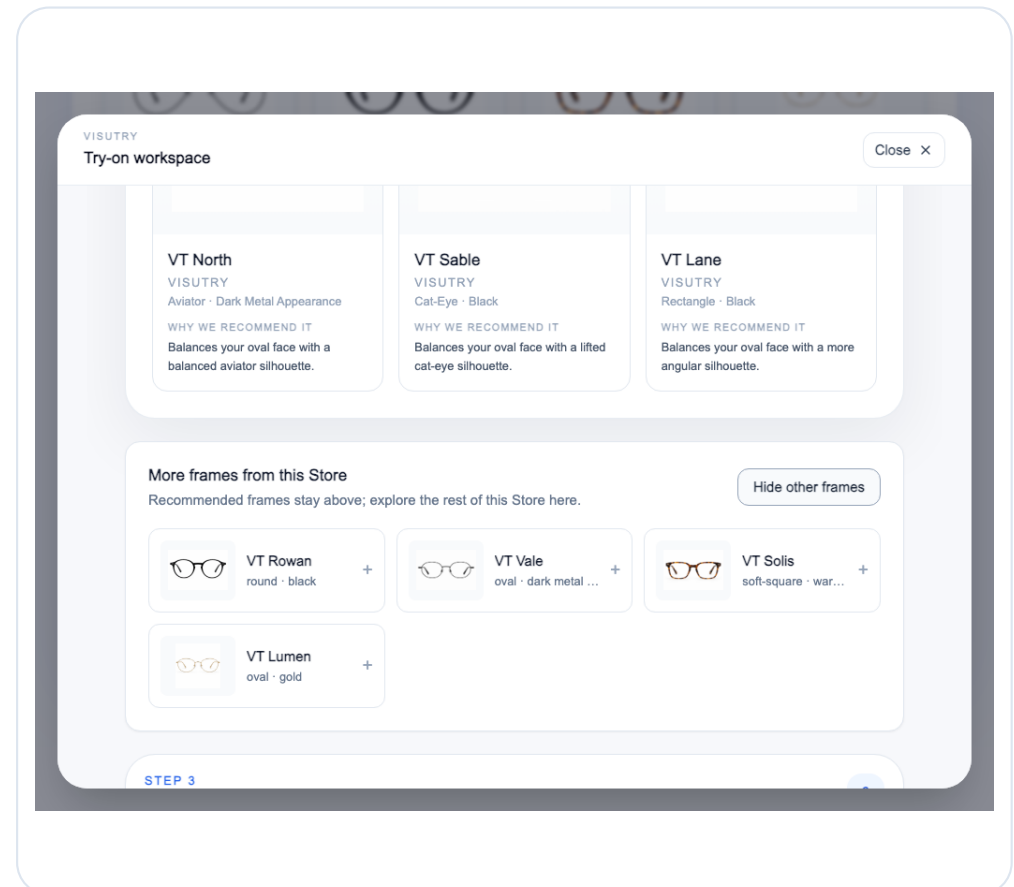
On-device facial geometry summarizes face shape and proportions as lightweight fit signals. Those signals feed a deterministic ranking of the merchant's catalog, helping shoppers understand why particular frames are recommended.



Product interface - real production-parity evidence

FACE INTELLIGENCE

On-device geometry · shape & proportion signals



Product interface - real production-parity evidence

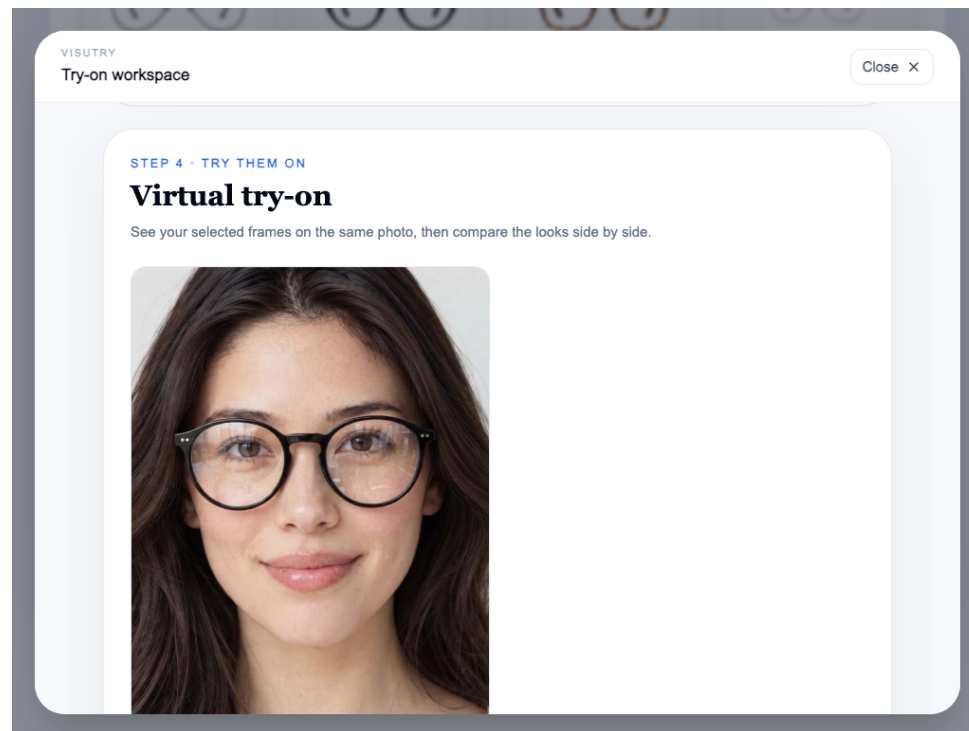
RECOMMENDATION

Store-specific ranking · explainable reason

04 · TRY-ON & COMPARE

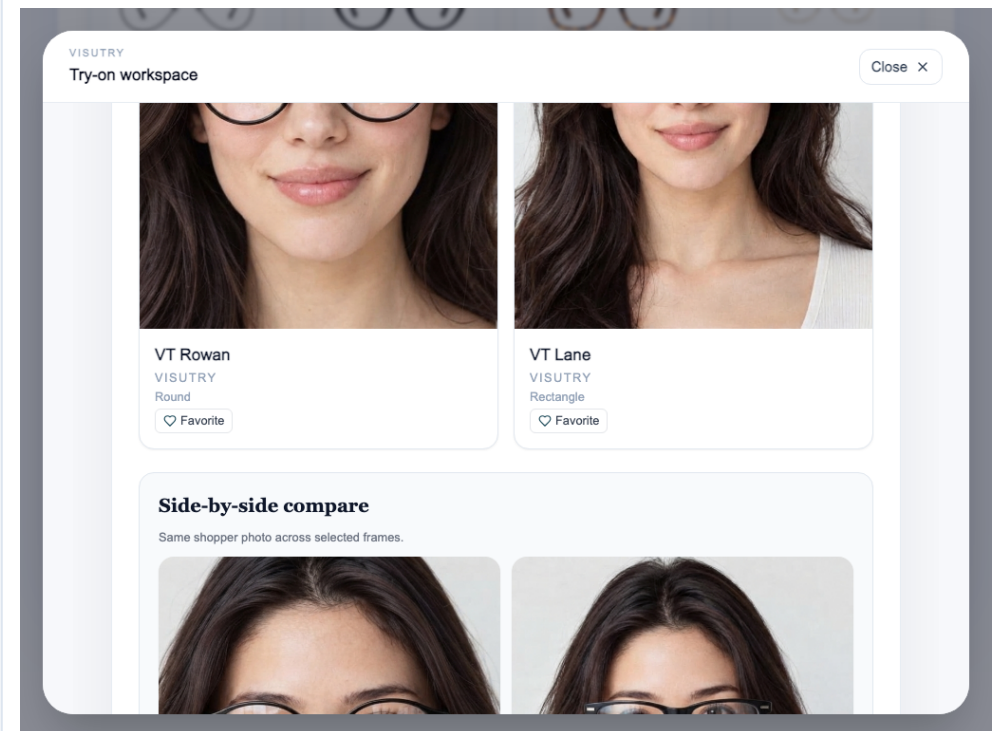
Virtual Try-On, Compare & Decide

Virtual Try-On is the visual decision layer. Shoppers select frames from the same store catalog, see completed results on their own photo, and compare looks side by side before deciding what to explore next.



Real Rowan Try-On result

- Selected-frame results stay tied to the same shopper photo.
- Side-by-side comparison makes visual differences easy to evaluate.
- Compare and Decision Result remain one continuous journey.



Real Compare experience

05 · SHARED-DEVICE RETAIL

Designed for Shared-Device Retail

In-store technology should support the conversation, not replace it. VisuTry can be shopper-led, staff-assisted, or used together around a kiosk or tablet.

**Shared screen**

A common visual workspace makes the decision easier to discuss.

Staff-assisted

Store staff can guide exploration without taking control away from the shopper.

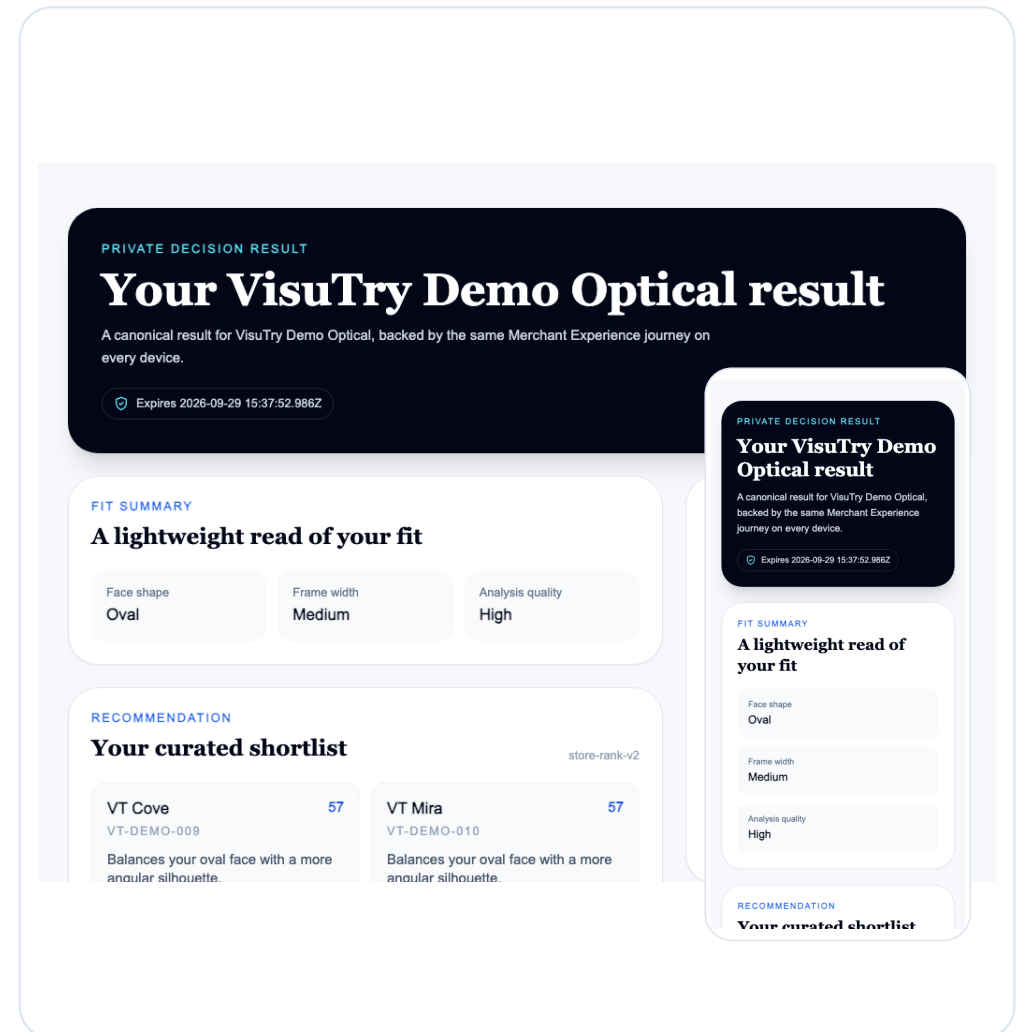
Guest-oriented

The Store journey is designed for fast, low-friction retail use.

06 · CONTINUITY & HANDOFF

From Digital Decision to Merchant Handoff

The decision does not need to end at the shared device. A private result preserves the shopper's shortlist and completed looks, while QR/mobile continuation carries the same context onto the customer's own phone.



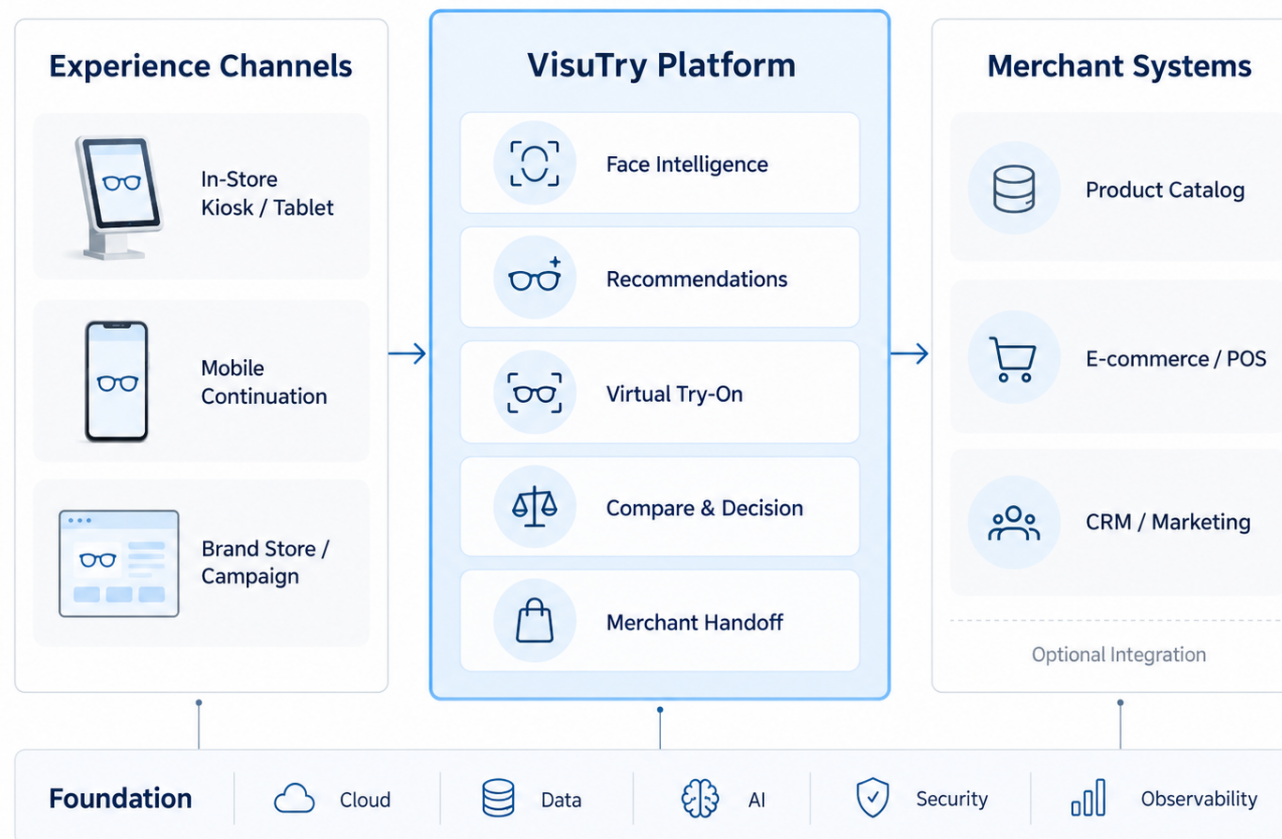
Private Decision Result - real product interface

PRIVATE RESULT · QR CONTINUATION · MERCHANT NEXT STEP

07 · DEPLOYMENT

Simple, Flexible Deployment Architecture

Experience channels connect through the VisuTry platform, while merchant-system integration remains optional. This supports a practical starting point without requiring full integration on day one.



08 · SCALE

Pilot to Rollout

Start with a focused deployment, observe real shopper behavior, refine the experience, then replicate what works. The model supports repeatable setup, measurable learning and multi-store expansion.



Start small, learn from real usage, and scale with confidence.