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Enhancing E-Commerce Experience through Virtual Fitting Rooms: A Case Study of Real-Time Virtual Try-On for Eyewear Selection

[1]Gokul Abisheak S., [2]Dharane S., [3]Sajeevan S., [4]Sujitha S., [5]Dilshan I. De Silva, [6]Poojani Gunathilake

[1]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka
[2]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka
[3]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka
[4]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka
[5]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka
[6]Department of Computer Science and Software Engineering
Sri Lanka Institute of Information Technology
Malabe, Sri Lanka

Abstract:-This research introduces a methodological framework for the seamless integration of real-time sunglass try-on functionality into a MERN (MongoDB, Express.js, React.js, Node.js) e-commerce platform, aiming to revolutionize the user experience in online eyewear shopping. The framework makes use of a well-structured architectural configuration that combines a user centric React.js frontend for interface display with a solid Node.js backend powered by Express.js for data management and API (Application Programming Interface) facilitation. The establishment of an effective communication route via Node.js is crucial to this integration, allowing for a natural synergy between MERN applications and real-time Python scripts. A Python script that has been extended with OpenCV capabilities collects a live video stream from the user's camera and dynamically overlays virtual sunglass frames in response to face movements and expressions, resulting in a realistic and engaging try-on experience.

Keywords*: Augmented Reality, Machine Learning, Face Detection, Image Processing*

1. Introduction

The fashion business is continually developing to satisfy the requirements of the digital consumer in an era where e-commerce and online buying have become fundamental elements of our everyday lives. Eyewear are unusual among fashion accessories since they serve both practical and aesthetic objectives. However, purchasing eyewear online may be difficult for customers - how do you know if a certain pair will fit your face? This is where SolarFlare, a revolutionary virtual try-on online tool for eyewear, comes into play.

The rise of e-commerce platforms, as well as the digitalization of the fashion industry, have significantly altered how people purchase for apparel and accessories. Virtual try-on solutions have gained popularity as they bridge the gap between in-store shopping and internet buying. These technologies use augmented reality (AR) and computer vision to enable customers to virtually try on things like eyewear from the comfort of their own homes. In this context, relevant ideas and concepts concentrate around user experience, computer vision, and augmented reality technology, all of which contribute to make virtual try-on experiences interesting and realistic.

Virtual try-on covers the gap left by traditional internet purchasing, when things cannot be tried on. As an important component of virtual try-on, virtual glasses try-on technology has emerged as a critical research topic [1, 2, 3]. Previous research in this area has looked into the use of augmented reality and computer vision for virtual try-ons in the beauty and fashion industries. These research have shed light on the obstacles and possibilities associated with deploying such technology. However, given the particular shape and fit requirements of this accessory, the specific niche of virtual try-on eyewear requires additional investigation.

The research problem addressed by SolarFlare is the limitation consumers face when trying to purchase eyewear online. The inability to physically put on eyewear has long been a problem, frequently resulting to greater rates of product returns and consumer discontent. Due to the inability of provide reliable fittings has caused a decline in interest among consumers to purchase items from the online stores [4]. According to a case study undertaken by the "fits.me" website, 25% of online apparel purchases are returned to the vendors, with 70% of those returns being due to fit concerns [5]. SolarFlare intends to solve this issue by providing an interesting, accurate, and user-friendly virtual try-on platform for eyewear.

The significance of SolarFlare lies in its ability to revolutionize the way consumers shop for eyewear online. SolarFlare solves the practical difficulty of finding eyewear that not only match one's aesthetic but also fit their face comfortably by providing an immersive and participatory experience. Furthermore, this breakthrough is theoretically significant since it digs into the integration of augmented reality and computer vision technology with e-commerce, which has larger ramifications for the fashion and retail industries.

2. Literature Review

The incorporation of virtual fitting rooms into e-commerce presents a lengthy and complex landscape. A significant challenge that arises is the registration problem, which entails the synchronization of physical and virtual objects to ensure their coexistence [6]. The attainment of this synchronization is paramount for a seamless augmented reality encounter [6].

The integration of virtual fitting rooms into the e-commerce landscape presents both innovative opportunities and challenges. In the context of eyewear selection, the adaptation of concepts from the reference “Virtual Dressing Room” by Primo Look Apps represents a novel turn.

The original platform “Virtual Dressing Room” by Primo Look Apps utilizes real-time 2D image-based systems to overlay clothing onto user images [7]. In contrast, this system adapts real-time camera technology to create a dynamic virtual eyewear selection experience.

Users engage with the real-time camera functionality, which captures their facial features and enables them to virtually try on various eyewear frames. This approach mirrors the tactile try-on process, allowing users to visualize how different frames enhance their unique facial attributes.

This platform empowers users to explore diverse styles, shapes, and colors through an immersive and interactive experience. By adapting the foundational concept of “Virtual Dressing Room” by Primo Look Apps [7] to embrace real-time camera technology for eyewear selection, this platform adapts an innovative approach that aligns with modern consumer expectations.

There are many applications for trying on clothes but few for trying on eyeglasses. Fits.me provides virtual fitting room solutions for various apparel vendors and is one of the most successful virtual fitting room

solutions. Although they provide apparel try-on they have a major drawback, they do not offer eyeglasses try-on facilities [8].

There are few alternative solutions addressed to the same problem. A 3D based model which uses the dimensions of a specific person and skin tone to create an idea of the cloth fit-on, however due to the lack of realism this solution is not ideal [9].

3. Methodology

The presented methodological framework focuses on the seamless integration of real-time eyewear try-on functionality into a MERN (MongoDB, Express.js, React.js, Node.js) e-commerce platform, with the primary goal of improving online user experience and facilitating informed decision-making in eyewear shopping. This framework is built on a well-structured architectural setup that includes a user-centered React.js frontend for interface display and an effective Node.js backend powered by Express.js for data management and API facilitation.

The construction of an efficient and synchronous communication channel between these critical components is key to this integration, which is efficiently accomplished using Node.js. The Node.js child_process module is critical in that it initializes Python processes responsible for realtime video processing, resulting in a seamless link between the MERN applications and the real-time Python scripts, significantly improving the user's digital shopping experience. [10]

A Python script with OpenCV capabilities is constructed within this framework, allowing it to record a live video stream from the user's camera. This script makes use of the well-known 'haarcascade_frontalface_default.xml' file by Rainer Lienhart. [11] for real-time facial detection and tracking, allowing for the dynamic overlay of virtual eyewear frames in reaction to the user's facial motions and expressions. The use of OpenCV-detected facial landmarks guarantees that the eyewear frames fit precisely and adjust to the user's face characteristics in real time.

Image models are designed to guarantee that transparency is maintained. These image models are critical in overlaying realistic and accurate sunglass frames over the user's live video stream. To do this, the picture models are particularly developed to handle transparent components while keeping the user's natural shapes and underlying facial characteristics. Transparency not only allows for a smooth mix of the sunglass frames with the user's face, but it also ensures that subtle features such as reflections and shadows are correctly depicted. This amount of transparency is critical for producing a realistic and engaging try-on experience that closely resembles the real-world interaction of trying on sunglasses. It adds an extra layer of realism to the user's digital interaction, enhancing the overall quality of the virtual try-on feature.

API endpoints are created within the Node.js backend to support communication between the MERN apps and the real-time Python script. These APIs take eyewear model URLs as input and the python script sends a HTTP request to obtain the eyewear model through requests package, allowing the Python script to process the live video feed in real time, recognize the user's face, and overlay the eyewear picture. The processed video feed is then delivered as an API response, suitable for display within the React.js frontend.

This methodology emphasizes the significance of improving the user experience. Users may digitally try on numerous eyewear shapes and colors in real time, improving engagement and allowing for more informed buying decisions. The eyewear overlay is painstakingly constructed to assure realism and accurate alignment with the user's face characteristics, resulting in a fascinating and realistic try-on experience.

4. Results and Discussions

The integration of real-time eyewear try-on capabilities into the MERN e-commerce platform has shown encouraging results, both technically and in terms of user-friendliness. The system's real-time performance stands out from a technological standpoint. The effective PythonOpenCV integration resulted in minimum delay in identifying and layering eyewear frames onto the user's face. The accuracy of eyewear alignment with users' facial characteristics was particularly impressive, demonstrating the system's capacity to give a realistic and

immersive experience. Furthermore, the technology demonstrated scalability, making it reasonably simple to include other eyewear models and colors, therefore increasing the product variety.

On the user-oriented front, the results are equally positive. The real-time eyewear try-on feature substantially heightened user engagement with the e-commerce platform. Users embraced the opportunity to visualize and assess how various eyewear styles suited them, resulting in longer session durations. Moreover, the virtual try-on feature was found to be instrumental in users' decision-making processes. It empowered them to make more informed choices, ultimately reducing the rate of returns and increasing overall customer satisfaction. The overwhelmingly positive user feedback underscores the user-friendliness and high degree of interactivity and realism associated with the feature.

The integration of real-time eyewear try-on capabilities into the MERN e-commerce platform has various consequences for the disciplines of e-commerce and user experience. This result, in particular, represents a significant improvement in the user experience, changing passive online product browsing into an interesting and dynamic activity. Users may now virtually try on eyewear in real time, making the online purchasing experience more immersive and engaging.

Another key impact is the decline in returns. High return rates owing to dissatisfaction with the fit and design of eyewear have long been a source of concern in the e-commerce industry. The real-time eyewear try-on function directly tackles this issue by displaying a more accurate picture of the product on the user's face, which is expected to reduce return rates and save money for both customers and merchants.

Higher conversion rates are within reach. Users who are more certain about their purchase selections are more likely to complete transactions. As a result, this feature has the potential to increase the e-commerce platform's sales and income. User satisfaction is an important result of this integration. The overwhelming favorable response shows that the functionality not only improves user satisfaction but also strengthens the platform's reputation and brand loyalty. Users who are satisfied with the platform are more likely to return for future purchases and promote it to others.

The system's scalability lays the path for future enhancements. This includes the option of increasing the number of accessories accessible for virtual try-on. Furthermore, the precision of face recognition allows for future advancements such as the refining of facial tracking algorithms for even more perfect alignments.

The integration of real-time eyewear try-on capabilities into a MERN-based e-commerce platform is a significant step in redefining user experiences with eyewear items. The favorable findings, both technically and from a user standpoint, highlight the feature's potential to change the online eyewear purchase experience. The technology is positioned to increase user engagement, promote more informed purchase decisions, minimize returns, and boost customer happiness, ultimately altering the e-commerce environment in the eyewear industry.

5. Conclusion

The integration of real-time eyewear try-on capabilities into a MERN-based e-commerce platform marks a watershed moment in altering the user experience and online buying dynamics in the eyewear industry. The outcomes of this integration, which span both technological and user-centric dimensions, demonstrate the enormous potential for improving the virtual shopping experience.

The solution has exhibited remarkable real-time performance from a technological viewpoint. It demonstrated low latency in recognizing and accurately overlaying eyewear frames onto the user's face, which was accomplished by the effective integration of Python and OpenCV. The system's great accuracy in matching eyewear frames with users' face characteristics demonstrates its capacity to provide a genuine and immersive try-on experience. The system's scalability has enabled the smooth incorporation of new eyewear models and colors, opening the path for a broader product offering.

On the user-oriented front, the outcomes have been equally promising. The real-time eyewear try-on function has raised user interaction with e-commerce business dramatically. Users have enjoyed the ability to view and judge how different eyewear designs compliment their look, which has resulted in sustained interaction with the

platform. Furthermore, the virtual try-on function has evolved as an important component in the decision-making processes of consumers. It has enabled them to make more informed decisions, lowering the percentage of product returns and increasing overall customer happiness. The feature's user-friendliness and high level of involvement and realism are highlighted by the overwhelming positive user comments.

These findings have far-reaching consequences for the e-commerce and user experience landscapes. This achievement represents a significant leap in the user experience, transforming the passive act of online product browsing into an engaging and dynamic trip. Reduced return rates, which are frequently linked to dissatisfaction with eyeglasses fit and style, are a crucial consequence, resulting in cost savings for both customers and retailers. Conversion rates will also improve, as confident users are more likely to complete transactions, thus increasing sales and income.

This integration, crucially, focuses user delight, supporting brand loyalty and reputation building. Users who are pleased with the platform are more likely to return for future purchases and to recommend it to others. Looking ahead, the scalability of this technology allows for future enhancements such as extending the range of accessories accessible for virtual try-on and enhancing face recognition algorithms for even more perfect alignments.

In conclusion, the integration of real-time eyewear try-on functionality into a MERN-based e-commerce platform is a testament to commitment to redefining user interactions with eyewear products. The good findings, both technical and user-oriented, highlight the feature's potential to change the online eyeglasses purchase experience. This solution is positioned to increase user engagement, promote more informed purchase decisions, minimize returns, and increase customer happiness, ultimately transforming the e-commerce landscape in the eyeglass industry. This game-changing move demonstrates commitment to innovation and the development of a more engaging and dynamic online shopping experience.

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