1 THE MAGIC MIRROR

WOULD YOU LIKE TO INCREASE YOUR TURNOVER BY UP TO 160% AND DOUBLE YOUR SHOPS TRAFFIC?

The Magic Mirror add-on from Virtooal allows your customers to try products on their own photo. Your conversions will grow and the number of complaints and returns will be effectively reduced.

How is that possible?

Customer satisfaction while shopping in the high street stores lies in the possibility of testing and trying the goods. Most e-shops offer several pictures of the product so the customer can properly inspect it as if he held it in his hands. This is only half the solution. Therefore Virtooal brings you a leap into the future of ecommerce. Get over the last advantage of classical stores with our slogan: Try before you buy!

1.1 ABOUT THE MAGIC MIRROR

Magic mirror is a technology of the future providing realistic product viewing on customer's own photos. It's a way to have fun while shopping and gain the opportunities which were available only for retail stores. Where else can you try out products on your own photo? Only in shops offering Magic Mirror!

1.2 MERCHANT BENEFITS

- rapidly increases conversion rates and customer satisfaction
- reduces the amount of product returns and curbs the number of complaints
- creates virtual mirrors for each product separately so the shoppers doesn't leave the product page while checking their virtual tryon.

1.3 CUSTOMER BENEFITS

Magic mirror is an amazing shopping assistant. Just browse in the e-shop and products are instantly displayed on photos of models and users alike. Using Magic mirror means a lot of fun which attracts visitors like a magnet and they will gladly return to your website to use Magic mirror and buy your products over and over again.

1.4 FEATURES LIST

- HTML5 technology - works on Android, IOS and Windows modern browsers
- no programming skills needed
- easy to install and configure
- automatic face detection for easier alignment of the product on customer's face
- supports multicolor make-up products
- customizable graphic layout and positioning on product pages
- very easy product integration

1.5 SUITABLE FOR THE FOLLOWING PRODUCT CLASSES

Make-up:
- foundation
- blush
- lipstick
- lip gloss
- lip liner
- eyeshadow
- eyeliner
- mascara
- self-tanning lotion

Apparel

Accessories:
- shawls and scarves
- hats and headbands

Glasses:
- prescription glasses
- sunglasses

Lenses:
- colored contact lenses
- crazy contact lenses

Jewelry:
- necklaces
- earrings
- piercings

1.6 SUPPORTED MAGENTO VERSIONS

1.5, 1.6, 1.6.1, 1.6.2.0, 1.7, 1.8, 1.8.1, 1.9.x

1.7 TECHNICAL SUPPORT

If you meet any difficulties installing or utilizing Magic Mirror, please write us to support@virtooal.com

2 EXTENSION USAGE

2.1 CONFIGURATION

In the main menu section select from the Magic Mirror menu the Configuration sub-menu. On this page you can:

- enable or disable the widget,
- choose the widget's position on the product page,
- choose the language of the widget's administration
- set your username (e-mail address) you entered at registration
- set the API key you got after the registration

2.2 DASHBOARD

In the main menu section select from the Magic Mirror menu the Dashboard sub-menu. Login with your username and password entered at registration. On the top left corner clicking on the menu icon you can reveal the widget administration menu.

2.2.1 Global settings

On the left side of the Global settings page you can set the color, size and language of the widget. For changing the button's background and the plus sign color click inside the input field or click on the color box next to it.

After clicking on one of them a color picker will pop up. Here you can choose from some of the standard and theme colors, but if you click on the „More Colors" text you will get an advanced color palette. You can also set manually the hexadecimal equivalent of the color.

These changes will be automatically applied on the widget's preview which is under the configuration form. To finalize the changes click on the "Save" button under the form.

2.2.2 Product listing

On this page are listed all your products already integrated with Magic Mirror. You can filter the products by their publish states and product categories. Clicking on the "View" button on the end of the product's row you can check the widget on the actual product's page. Click on "Edit widget" button to edit the product's widget settings and publish state.

2.2.3 App Store

In the "App Store" you can check your modules already subscribed on and you can subscribe or re-subscribe to other Magic Mirror modules

2.2.4 Profile settings

In the profile settings you can modify your profile data and password.

2.3 MANAGE PRODUCTS INTEGRATION

After installing and configuring the extension you can add the widget to a product in the manage product page. On the left tabbed menu click on the "Add Magic Mirror" tab. First you will have to choose from your active modules the one you want to use for the product.

After clicking on one of your active modules you can integrate the product with the widget. You will have to choose the subcategory and gender of the product if it is applicable.

In **Make-up** category the color of the product can be picked from the product's image by simply clicking on it or by writing the hexadecimal equivalent of the color in form "0xFFFFFF" in the "Color" field. If you have a multicolor product, (ex. eyeshadow palette) you can check the "Multicolor product" checkbox and add multiple colors to the product.

In **Accessories, Apparel, Jewelry, Optics and Lenses** categories you have to upload the product photo. After uploading your product image you can adjust it to the model on the left side by resizing and rotating the image. The best results can be achieved by uploading PNG images with transparent background. You can also upload JPG, PNG or GIF images with white or light gray background. In that case you can use the Threshold and Distance sliders to adjust the background removal of the selected product image.

You can set your widget for the current product published or leave unpublished. The widget will only appear on the product page if you set its state to "published".

After setting the parameters click on the "Save changes" button under the form. After the widget thumbnails are generate you are finished and can check the product page to ensure your widget looks like you imagined.