

1 Virtooal Try On Mirror Integration

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

The virtual Try On Mirror 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 Try On Mirror

Virtooal Try On 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 Virtooal Try On 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

Virtooal Try On 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 Virtooal Try On 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

CE 2.0, 2.1, 2.2

1.7 Technical support

If you meet any difficulties installing or utilizing the Virtooal Try On Mirror, please write us to support@virtooal.com

2 Extension usage

2.1 Configuration

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

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

2.2 Dashboard

On this page you can log in to your Virtooal account and manage your mirror's look and feel, the products already integrated with Virtooal and your profile settings.

2.2.1 Integration & settings

In this menu you can customize the widget by setting it's colors, width, position and behaviour.

For changing the widget's button's colors 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.

You can also choose the model to show from our prepared set of models or you can upload your own custom models.

The changes will be automatically applied on the widget's preview which you can view by clicking the Preview button.

To finalize the changes click on the "Save changes" button under the form.

2.2.2 Product listing

On this page are listed all your products already integrated with Virtooal Try On 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. You can also select multiple products from the list and order the integration of them by our team.

2.2.3 Stats

Premium users have access to view various usage statistics and visitor counts by custom time ranges.

2.2.4 FAQ

This is a short list of our most frequently asked questions. For more information about Virtooal Try On Mirror, or if you didn't find the answer you were looking for in the list, please contact us.

2.2.5 Plans & pricing

You can change your current monthly plan or ask for a custom made package in this menu.

2.2.6 Setup & product packages

You can choose and order various setup and product integration packages in this menu.

2.2.7 Billing history

This menu lists all your invoices with all the details you might need.

2.2.8 Billing information / 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 on the products admin page under the Virtual Try On Mirror section. First you will have to choose the mirror type you want to use for the product.

After clicking on one of the types you can integrate the product with the widget. You will have to choose the category 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 "0xFFFFFFFF" 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 you want to use on the model. 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 generated you are finished and can check the product page to ensure your widget looks like you imagined.