See What Happens Online

A Virtual Try-On Marketplace for Glasses

In 2020, a team of visionary entrepreneurs from Belgium had a bold idea: make buying glasses online as personal and convenient as walking into a local optician's office. They dreamed of a digital space where users could try on frames, find a nearby eye doctor, book an appointment, and even upload their prescription — all without leaving home. That's how See What Happens was born.

But turning that vision into reality required more than just an online store — it needed a fully integrated ecosystem combining advanced AR, geolocation, scheduling tools, and secure eCommerce payments. That's where we stepped in.

Together, we transformed a standard CS-Cart Multi-Vendor installation into a feature-rich platform tailored to the eyewear industry — bridging the gap between traditional optician services and modern online convenience.

Challenge

- Integrate a virtual glass try-on service

- Add a "find the nearest optician" feature

- Implement online appointment booking

- Enable customers to upload prescriptions

- Configure and launch Stripe Connect for split payments

Services

Custom Development   System Integration   Dedicated Developer

Business Area

- Glasses
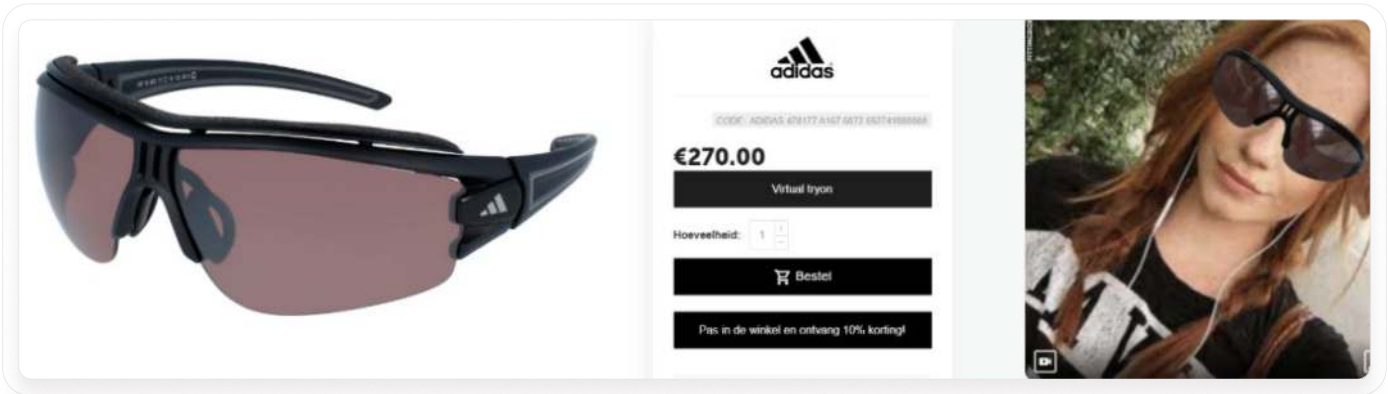
- Fashion

Implementing the Project

✅ **Virtual Try-On with Augmented Reality**

Sophie's main requirements for the Urbankissed website setup were to create an effective and fashionable eCommerce platform. She explained her choice of the CS-Cart solution:

We integrated FitMix (now FittingBox), an AR solution that transforms the user's screen into a virtual mirror. This technology detects the face in real time, accurately fits the glasses to the user's face shape, and adjusts dynamically as the user moves — similar to Instagram masks.
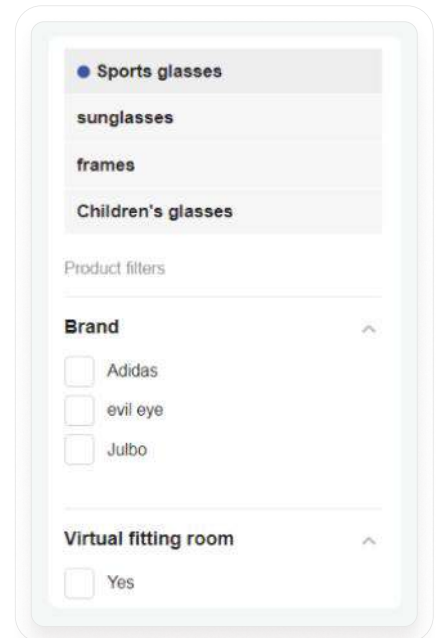
The integration on the CS-Cart platform enabled a new filter: "Virtual Try-On". Customers can now try on glasses right from their browser before making a purchase decision.
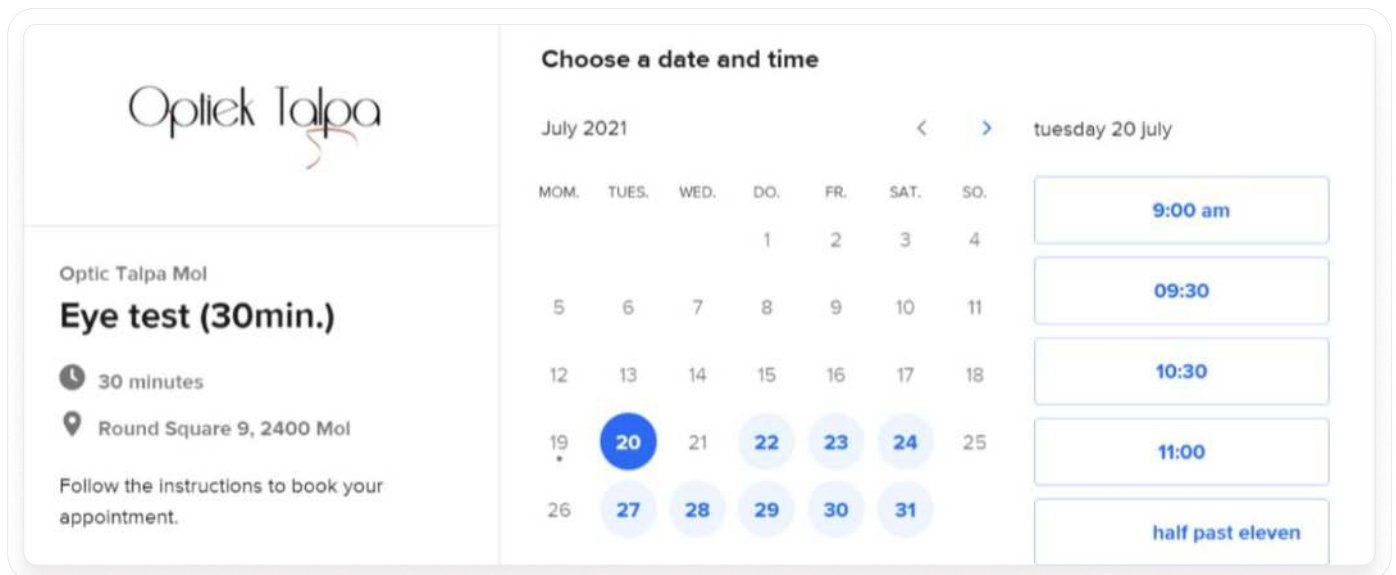

✔ Nearest Optician Finder

We added a block on the homepage that displays the closest opticians based on the user's location. Powered by Google Maps, the system calculates the distance between each vendor and customer, storing it in the session. This helps customers quickly connect with nearby professionals.

✔ Appointment Booking with Calendly

To allow users to book eye tests, we integrated Calendly, a popular online scheduling tool. Now, users can select a date and time, enter their details, and receive confirmation emails — sent automatically to the customer, vendor, and admin.

✔ Prescription Upload at Checkout

The system stores prescription files securely, with options to restrict file types and size for better data control. We added a new step to the checkout process for uploading prescriptions. Customers can:

- Upload a file during checkout

- Or receive a reminder email to upload it later

✅ **Stripe Connect Setup**

We configured Stripe Connect to work seamlessly with CS-Cart's Common Products for Vendors add-on. This setup ensures that:

- Multiple vendors can sell the same product

- Prices and returns (RMAs) are handled correctly

- Payments are split and routed accurately

Results

See What Happens offers a complete digital experience for customers seeking both style and service.

✅

Visitors can virtually try on glasses in real time, locate nearby opticians, schedule an eye test, and manage prescriptions — all from a single platform. For business owners, the system is easy to scale, offers built-in vendor tools, and handles payments with Stripe Connect.

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The project manager treated this marketplace like it was her own business

According to the See What Happens team members

Key Takeaways

If you're building a niche marketplace, start with a flexible base, focus on customer experience, and don't be afraid to integrate third-party services that make the journey smoother. With the right development partner, even the most ambitious marketplace ideas can become a reality.

Empowering Opticians with a Cutting-Edge Marketplace

Simtech Development is a provider of end-to-end eCommerce solutions. Since 2005 we have created cross-platform applications, conducted UX/UI audits of online stores, set up and optimized the infrastructure, and provided seamless integration of systems and services for successful automation of our customers' businesses.

✓ Key Capabilities

- Scalable development teams

- End-to-end digital transformation

- World-wide best practices

Our team understands the unique challenges faced by the optician industry. We are committed to developing a full-fledged marketplace that streamlines operations, enhances customer experience, and drives growth for opticians.

✓ Services Offered

- Website architecture design
- Marketplace MVP development
- eCommerce hosting
- System Integration

- Marketplace custom development
- Mobile app development
- UI/UX design
- Quality assurance

Your online business deserves the best — let us help you achieve the most of your capabilities. Don't wait; the time to act is now!

Contact us to

Get started