



Ray-Bans | Photo source Harry Perkins from Pixabay

Innovation > Computing & Tech > Snapchat-inspired tool for buying glasses online

## SNAPCHAT-INSPIRED TOOL FOR BUYING GLASSES ONLINE

 COMPUTING & TECH

### Eye Tool is a platform that allows users to virtually try glasses on before they buy

**Spotted:** As anyone who wears glasses knows, they can be very expensive to purchase in stores or optometrists, but much cheaper to buy online. The drawback to buying online, however, is that you cannot try the glasses on before you buy. To solve this problem, engineering students at Nazarbayev University in Kazakhstan have developed Eye Tool, a platform that allows users to virtually try glasses on before they buy.

Eye Tool platform uses Snapchat-like filters to allow users to see what they would look like while wearing glasses from a variety of different manufacturers. The startup is being supported by the university's ABC Incubation programme.

Eye Tool founder Nurkhan Issin told Springwise that the idea for the platform came to him in a 'Eureka' moment when he wanted to take advantage of a sale on Ray-Bans, but couldn't get across the city to the store. He considered buying the glasses online but was not sure that they would fit.

Issin told Springwise: "A few weeks later, I was trying on various Snapchat filters one evening, and it suddenly dawned on me, why not organise a service where people will be able to try on the glasses that they want to purchase, in an online and remote way."

The startup hopes to have its platform available internationally within a year. The final app will include the ability to adjust the fit, taking into account any need for special lenses. They also plan to expand to offer a virtual "try before you buy" for clothing within the next two to three years.

16th September 2019

Website: [eyetool.kz](http://eyetool.kz)

## **Takeaway:**

The market for online shopping grows ever-larger, with 22 per cent of total apparel sales taking place online in 2018. One thing holding people back is the fact that they cannot try items on before they buy online. Although online shoppers often rely on returning any items that don't fit, this can be costly and wastes time. By acting as a virtual dressing room, apps like Eye Tool could help to solve this problem.