OPTICAL SHOP WITH AUGMENTED REALITY EYEGLASSES

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ABSTRACT

Augmented Reality (AR) is the blending of interactive real-time direct or indirect physical view of the environment that has been augmented by adding virtual computer-generated information to it. The growth of augmented reality applications in recent years can be attributed to the solutions that allow consumers to visualize the products or experience the service before actually purchasing it. AR presents a whole new world of possibilities in modern businesses. Optical Shop with Augmented Reality Eyeglasses (OSWARE) provides users with an advanced browsing experience. Through the use of OSWARE, users can see how a new eyeglass might look like in their faces. Scrum agile has been evolving as the most sought after methodology for information technology projects and software product development. Scrum has garnered increasing popularity in the agile software development community due to its simplicity, proven productivity, and ability to act as a wrapper for various engineering practices. The overall result of the conducted survey to the potential users shows that the users were generally satisfied towards the usability of the system. Training are provided to the users to familiarize with the system's functionalities. Therefore, to connect with your consumers, meaningfully and creatively, consider how Augmented Reality can be used to give shape to different ideas. Whether it's trying out new virtual eyeglasses at the optical shop or presenting virtual plans for a building over a city skyline, the possibilities for integrating AR into the business are limitless.

Keywords. Information technology, augmented reality, scrum methodology, Philippines