

Table 1

	Adidas	Lacoste	VyKing	Sephora	Ikea	Goat
Permission to enable camera	Yes	No	No	Yes	Yes	Yes
Male or female?	No	Yes	No	No	No	No
AR inside user's environment	Yes	Yes	Yes	Yes	Yes	Yes
Ability to move product around	Yes; with finger/ touch	Yes before AR with 3d/moving phone; In AR= No, only can change view from which you see the shoe on your foot on a placed-in screen	Yes, ability to move foot around; AR	Yes; ability to move face with product in tact	No, ability to move self around product	Yes. With finger
Header in APP before AR screen	No	No	Yes; title of product and back button	Hamburger Icon, "Virtual Artist", Bag icon	"HIGHLIGHT", search icon, hamburger icon	1. Keep 2. Name of shoe and back button icon
Footer in APP before AR screen	No	No	Home icon, save icon, profile icon	No	No	1. Keep 2. Keep
Header in AR	No	Help icon, personal account icon, exit icon	Yes; Back Icon and Logo	Yes; Back Icon, "Product Try-On", Add to Bag, product photo, description, name price, Like Icon, Add to Cart CTA	No	Yes; back space button and camera icon
Footer in AR	No	Add to Bag icon, Information icon, Camera icon	Yes; estimated size and Add to Basket	Yes; Color (3232), Format, Filter, Cancel, Lip (with dropdown of options) and Save Look	No	Three dots icon 1. Related items 2. Other colors 3. No footer
Color Changing Ability	No	Yes; automatic	No	Yes, with movement of face	No	Yes; in footer in AR
Instructional Text	Yes; "Align the glyph with the viewer to begin experience." "Touch to Interact."	Yes; How To...	No	Yes; "Smooch your lips to change color"	Yes, in beginning and throughout	Yes; disappears once user begins using AR "use finger to zoom in and out" "use dial to rotate shoe"
Breadcrumbs in AR	No	No	CTA and carousel icon	No	An icon you need to touch to initiate AR	No
TRY IT ON CTA	No	No	Yes, Try & Buy	Yes, "Try It On"	Yes, "Try it in Your Place"	Yes; on the product detail page
Save to Looks	No	No	Yes, before AR	Yes	No	Yes; product detail page
Product detail page	No	No	Yes	Yes; Photo, Title, Reviews, Price, Store Locator, Details, Ingredients, Use it With: Looks, Similar Products, You may also Like...	Yes; Product image, price, description, CTA to add to bag	Stay the same except for header=product name plus back button icon & BUY or SELL in descriptions area AND shrinking descriptions area to take up less space

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Things you can do options in AR	No	No	No	Yes; lip, shadow, cheek, eyeliner, lash, brow	Yes; Visual Search, Browse Products, Settings	Color change, related items, screenshot, three dots, COMPARE related items in AR