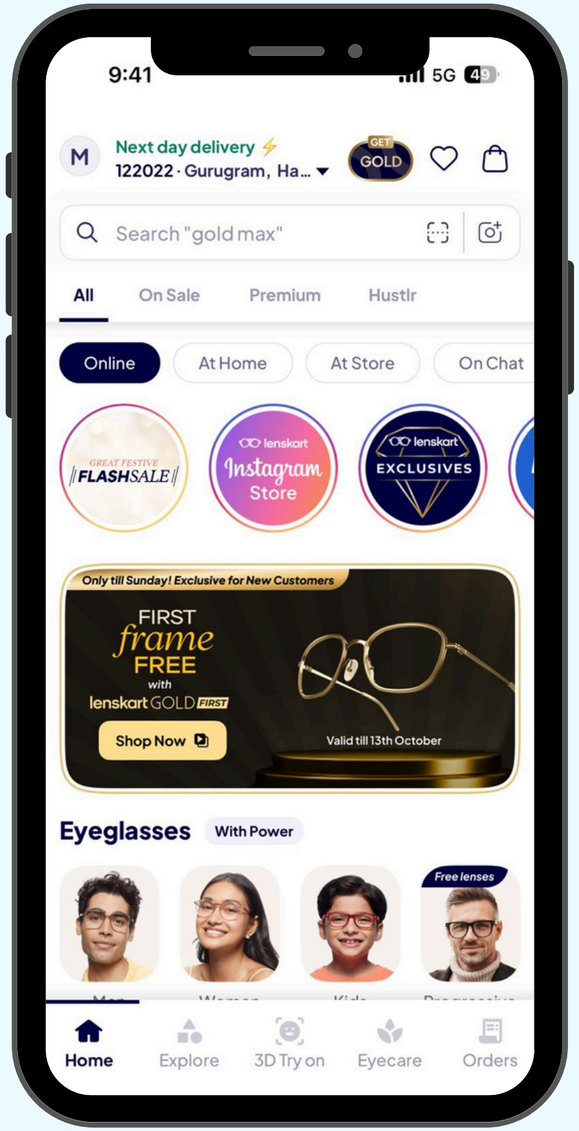
lenskart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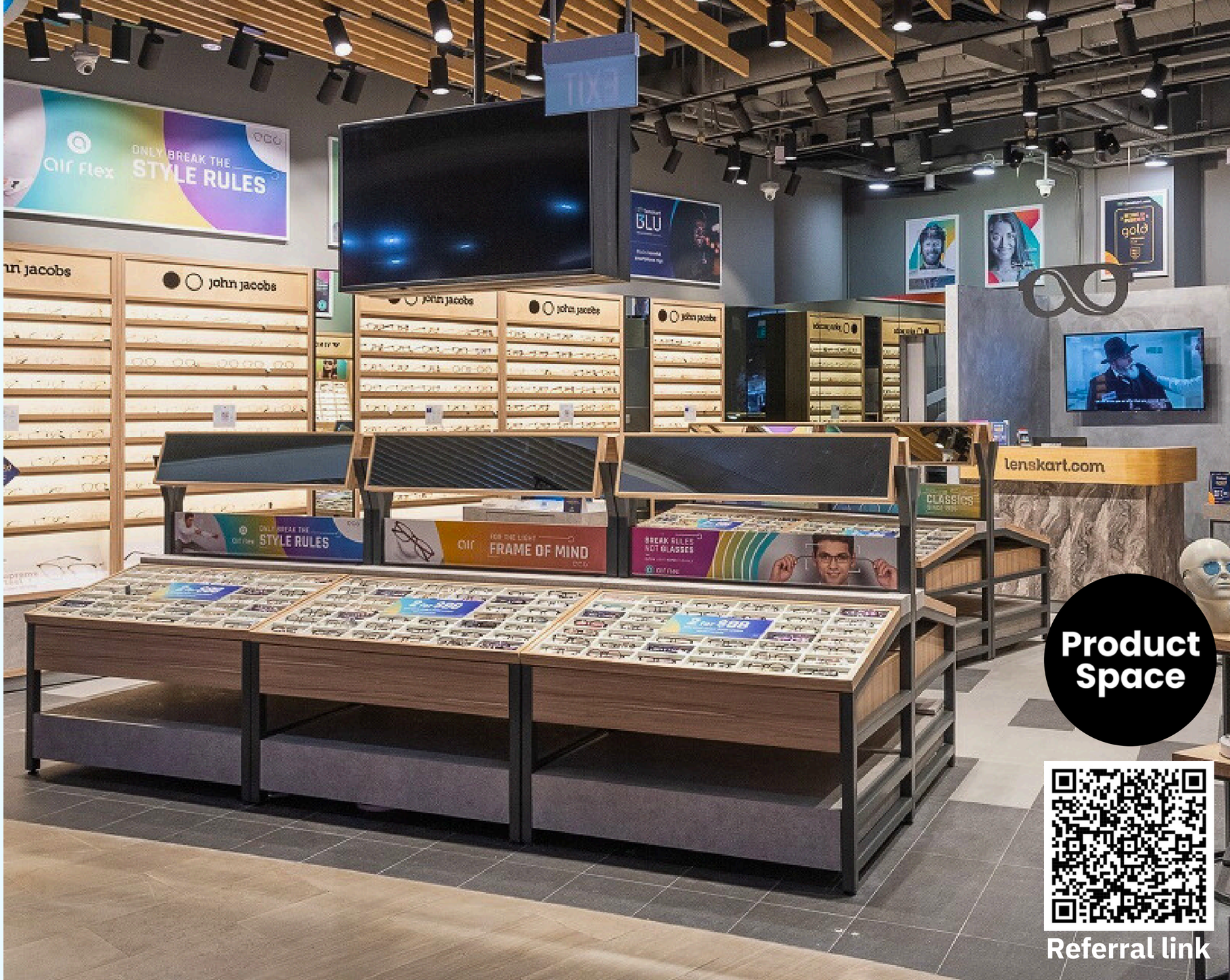

Air Flex
ONLY BREAK THE STYLE RULES
john jacobs
lenskart.com
CLASSICS
FRAME OF MIND
BREAK RULES NOT GLASSES
Product Space
Referral link

STORY

SITUATION (circa 2010)

Eyewear market in India was like the Wild West - chaotic, unorganized, and run by your friendly neighborhood optician

SOLUTION

Provide accessible, affordable , personalized eyewear products to customers

STRATEGY

- Omnichannel or Phygital model - a seamless blend of physical stores and digital platforms that made eyewear accessible to everyone, everywhere
- Innovations like Virtual try-on, home eye checkups for just ₹99, home trials with multiple frames, free delivery and free repairs, Viral Referral Program turning customers into brand ambassadors thereby enabling exponential traction

GROWTH

- 1 million+ customers
- Spread across 313 cities in India with 1,300+ stores and @ Home Try On Service
- International presence - Singapore and UAE
- FY 2023 Revenue - 3,788 Crore (2.5x growth YoY* since 2018)



Founders: Amit Chaudhary, Peyush Bansal and Sumeet Kapahi

VISION

A world where eyewear helps you - Do More, Be More

MISSION

Provide every Indian access to high-quality designer eyewear without shelling out their pocket

ORG CULTURE

- Relentless focus on solving customer problems
- Rapid solution deployment leveraging A/B testing

Product Space

THE PROBLEM 01

PRODUCT, MARKET & USER 02

PAIN POINTS 03

SOLUTIONS 04

METRICS 05

Product Space

THE PROBLEM



PROBLEM OVERVIEW

PROBLEM STATEMENT

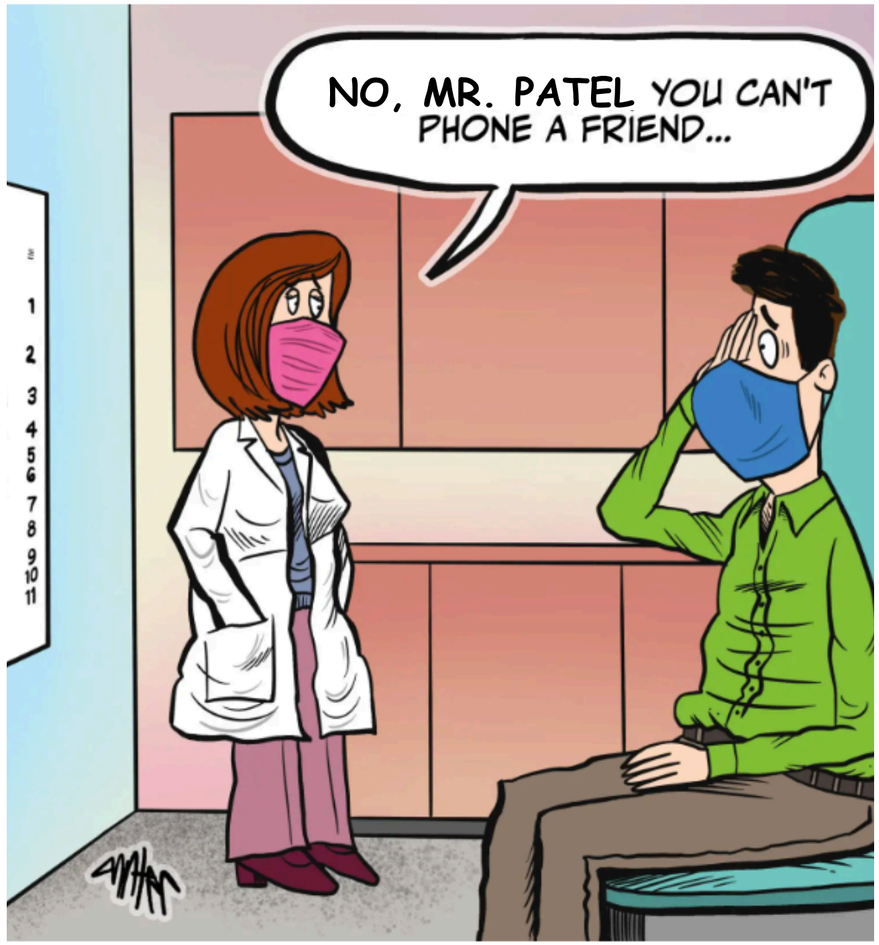
Lenskart's revenue is primarily generated outside of major metropolitan areas. Although it has gained traction in smaller cities, it aims for significant expansion there. This requires changing consumer behavior, persuading them to switch from traditional unorganized opticians to Lenskart's value proposition and emphasizing the importance of eye care. To achieve this, Lenskart is seeking strategies to enhance its market penetration in these regions

GOAL

Business: Improve brand recall value, grow organic traffic (physical or virtual) and eyewear sale beyond existing avenues

Product: Improve Lenskart’s acquisition, activation and retention metrics with focus on tier 2 and tier 3 cities in a 3 - 5 year timeframe

User: Understand and act on the imperative for preventive vision care and wellness visit



WHY SOLVE IT?

01



Solving for eyecare will improve brand recall and advocacy and serve as a cornerstone for current and future exponential eyewear sales

02



Unlock unparalleled revenue potential of the largest piece of the pie i.e. 80% of the unorganized eyewear market in India is largely based in tier 2 and tier 3 cities

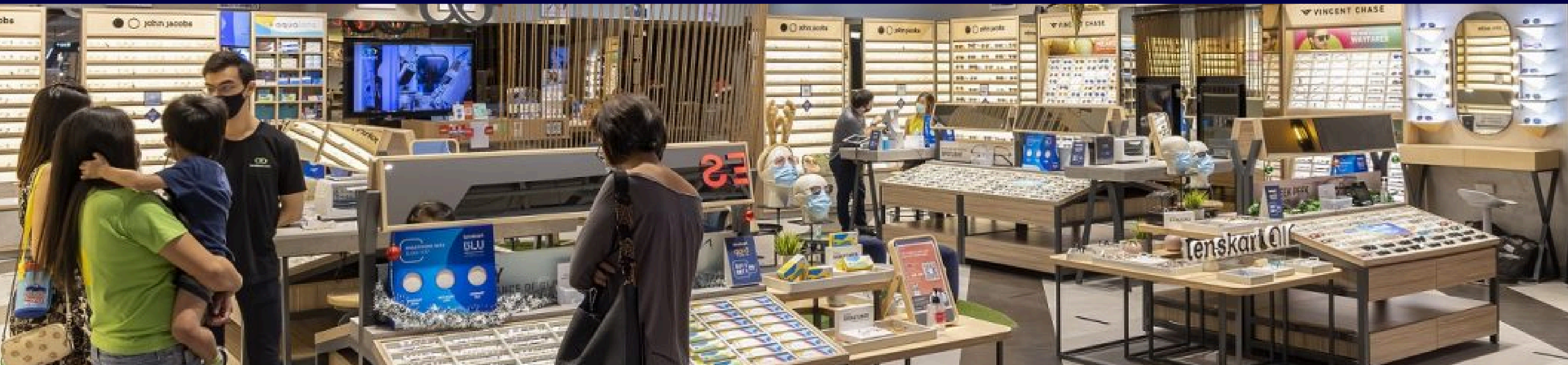
03



Reach additional segments of society ringing true to the vision & mission

Product Space

PRODUCT, MARKET & USER



PRODUCT OVERVIEW

ABOUT

Lenskart is an Indian eyewear company that designs, manufactures, distributes, and sells prescription and regular eyewear. Lenskart sells their products through their website, mobile app, and physical stores

CORE VALUE PROPOSITION

Provide accessible, affordable , personalized eyewear products to customers

JOBS TO BE DONE

01 **I want to be able to see clearly:** Hire “eyewear” so that I can achieve 20/20 vision

02 **I want to limit my vision deterioration:** Hire “specialist” or “exercises” so that my vision does not degrade drastically relative to my age

₹ 3,788 CR
Revenue (FY23)

152% (2.5x)
Growth Rate (FY 22- 23)

₹ 1,600
Average Order Value

1 - 1.5%
Conversion Rate

9.17M
Avg Monthly Traffic

₹ 13,462 CR
Total Funding (17 rounds)

SOURCES OF REVENUE

Sale of Prescription Eyewear
- Eyeglasses
- Contact Lenses
- Screen Lenses

Sale of Other Goods
- Sun Glasses
- Accessories
- Non-prescription Contact Lenses

Sale of Services
- Membership Fees
- Home Eye Checkup (Lenskart @ Home)
- Training Fee
- Franchise Model

Product Space

MARKET SIZE

01

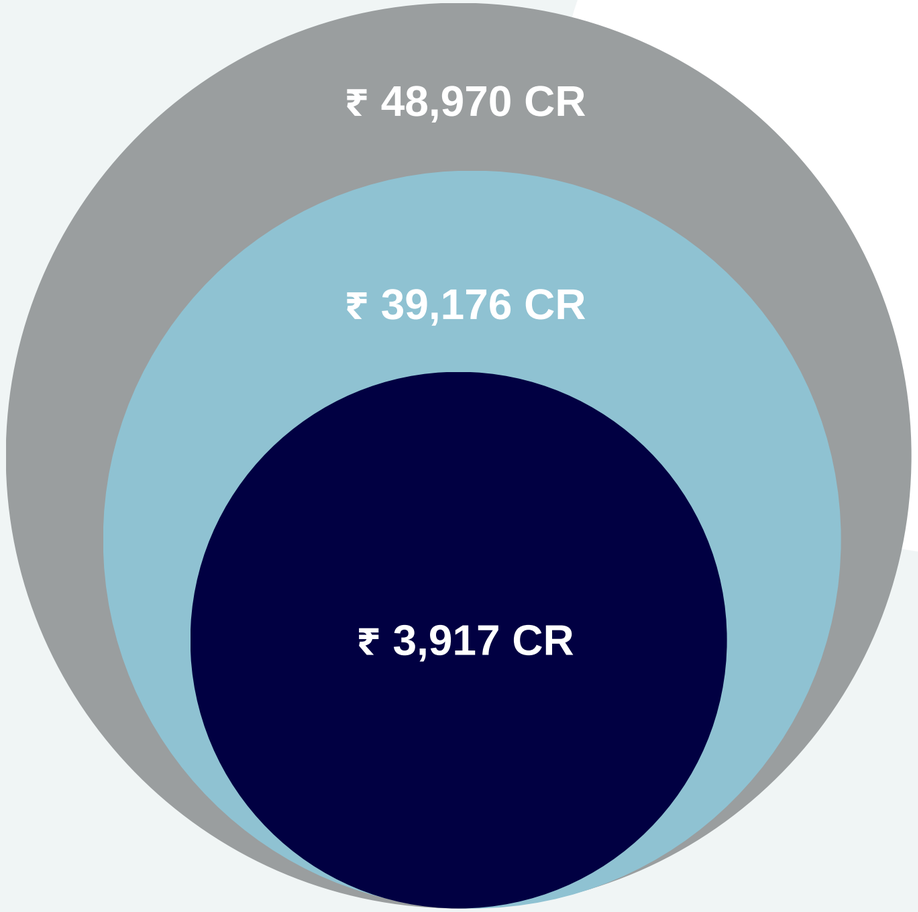
Total Addressable Market (TAM): Total India Eyewear Market is estimated to bring in revenue of **₹ 48,970 CR FY 2024**

02

Serviceable Addressable Market (SAM): Total Indian Unorganized Eyewear market is estimated to be 80% of TAM i.e. **₹ 39,176 CR**
Note: In context, Lenskart's FY 2023 revenue was less than 10% of the size of the Unorganized Eyewear market size i.e. potential opportunity is huge

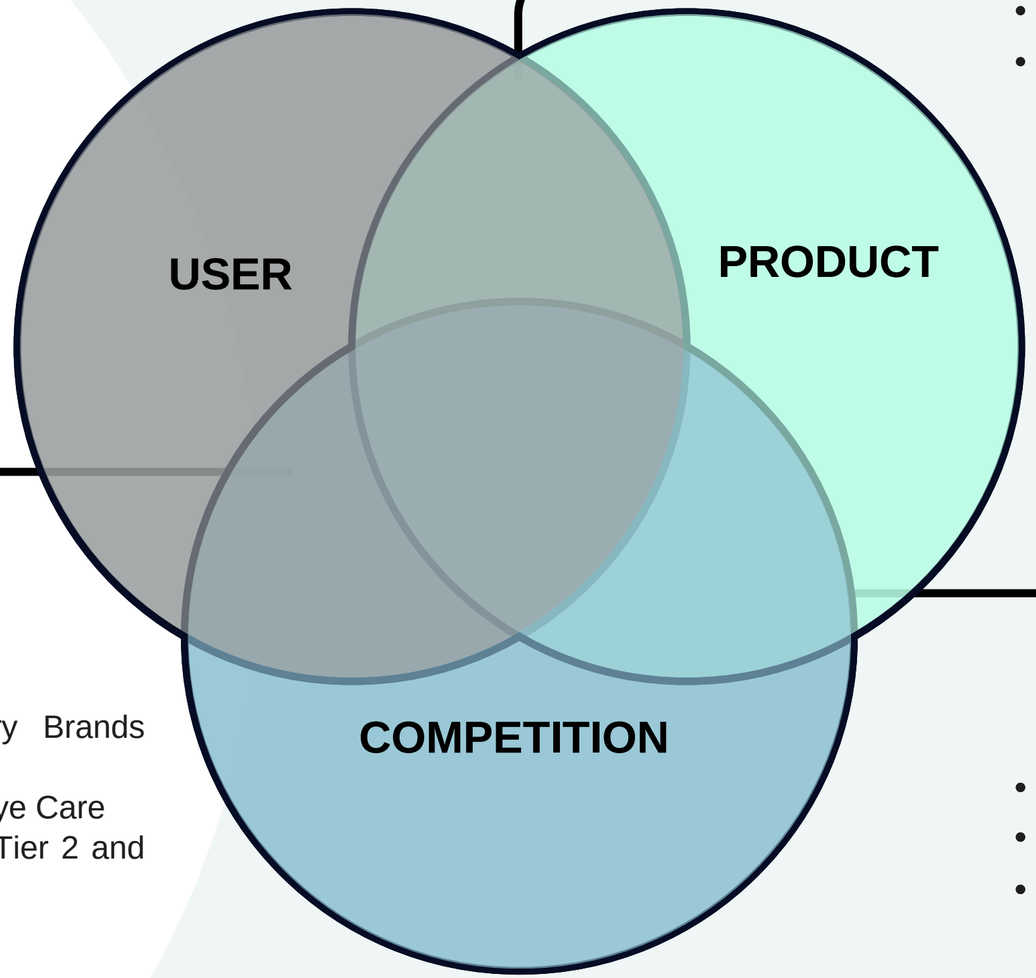
03

Service Obtainable Market (SOM): Aim to capture 10% of the Service Addressable Market
Strategy: Win market share by (i) reaching out to prospective customers beyond existing channels, (ii) disseminating knowledge about need for eyecare through credible voice of authority and (iii) personalized service



Product Space

COMPETITIVE LANDSCAPE



Point of Differentiation

- AR Technology for Virtual Try-On
- Home Eye Check-Up Services

Competitor USP

- **Titan Eye Plus:** Premium & Luxury Brands Offering
- **Vision Express:** European Standard Eye Care
- **Clear Dekho:** Affordable Eyewear for Tier 2 and Tier 3 Cities

Point of Parity

- Eye Examination Services
- Wide Range of Eyewear Options
- Physical & Online Presence

Product Space

LENS LAB: UNFILTERED USER INSIGHTS

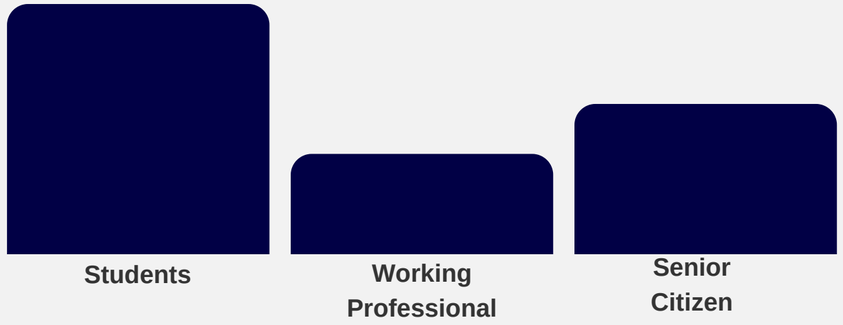
Optician Visit Frequency



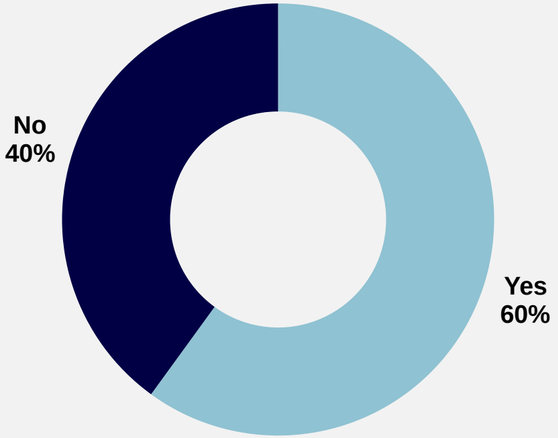
The Optician Visit Frequency chart shows 35% visit their optician seven or more times a month, while 40% visit less frequently, highlighting a potential lack of awareness about regular check-ups.

User Segments

The User Segments for Eyewear chart reveals 50% are students, indicating a strong market potential, while senior citizens represent a smaller share, suggesting a need for targeted marketing.



Home Eye Test Awareness



Voice of the Customer

“If the frames are bit more sturdy would be satisfied with the quality, increase durability.”

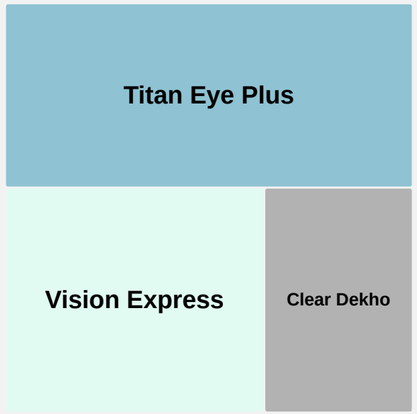
“If there could be an actual doctor there and not just an optometrist, that would help to increase trust and credibility.”

“If they could give eye wear - care products free in the first purchase. This will help the customer to take better care of thier eye wear, help them understand which product to buy once they are out of the free sample.”

“I like home eye tests, but the instructions were unclear. A detailed guide would help.”

“Stores should have better way to organize the frames for the ease of selection”

Preferred Brands



Brands other than Lenskart

CURRENT STATE CUSTOMER JOURNEY

Stages	Book Appointment	Manage Prescription & Eyecare	Browse Eyewear	Checkout Eyewear
Customer Goals	Schedule an eye check-up appointment	View/update prescription details	Explore personalized eyewear recommendations	Make a seamless purchase, either online or in-store
Customer Activities	• Search for eye test availability • Select a time slot	• Upload/Get prescription • View eye care exercise	• Use filters • Browse categories (e.g., size, shape, color, brand), use virtual try-on	• Add to cart • Apply discount codes • Choose delivery option
Mood				
Pain Points	• Limited technological know how • Complex Navigation	• Absence of reminders for prescription renewal/eyecare exercise or annual check-ups	• Inaccurate virtual try-on resulting in decision fatigue • Limited selection in some stores. • Confusion around product specifications • Lengthy conversations with Sales Rep to retrieve and show shortlisted eyewear	• Unclear delivery timelines • Time consuming returns process
Product Goals	• Increase brand awareness and reach	• Increase engagement and conversion rates	• Reduce activation friction	• Increase activation and retention rate

Product Space

SENIOR CITIZEN

NEEDS

- Convenient Home Services
- Reliable Eye Care
- Comfortable and Durable Glasses
- Personalized Service

GOALS

- Maintain Vision Health
- Be a Vocal Advocate in Peer Groups
- Be Independent

CHALLENGES

- Limited Technology Know How
- Physical Mobility Constraints
- Trust in New Brands



HARPAL SINGH BEDI

Age: 65

POSITION

Retired Government Employee

INCOME

₹25,000 (Pension)

LOCATION

Tier 2 City (Amritsar)

TECH SAVVINESS

EASY — DIFFICULT

BUDGET-CONSCIOUS

LOW — HIGH

READY TO EXPLORE OPTIONS

YES — NO

Product Space

COLLEGE STUDENT

NEEDS

- In Style Eyewear Recommendation
- Fast and Easy Services
- Online and Offline Convenience

GOALS

- Fit in with Group of Friends
- Look Fashionable
- Community Belonging

CHALLENGES

- Decision Fatigue
- Budget Constraint



MEERA JOSHI

Age: 18

POSITION

Student

INCOME

₹5,000 (from part-time job/allowance)

LOCATION

Tier 3 City (Nagpur)

TECH SAVVINESS

EASY — DIFFICULT

BUDGET-CONSCIOUS

LOW — HIGH

READY TO EXPLORE OPTIONS

YES — NO

Product Space

PAIN POINTS



PAIN POINTS

Limited Accessibility : In some regions, especially rural areas, there is limited ability to propagate Lenskart's brand awareness and value proposition

Lack of User Onboarding: New users feel overwhelmed to navigate the website or mobile app to explore and buy products/services, leading to frustration and drop-offs.

Inadequate Customer Support: Customers may face challenges in receiving timely support for product & process questions, leading to frustration during the initial and later interaction with the brand.

Absence of Easy to Use Channels : Customers in Tier 2 and Tier 3 towns are limited by technological know how and are looking for known/familiar channels to buy and manage products/services

Absence of Community Engagement: Customers have limited opportunities to interact with eye care professionals to ask questions and receive reliable, expert advice, reducing trust and engagement with Lenskart's services**.**

PAIN POINTS

Lack of Trust: Prospective customers may feel hesitant or uncertain about purchasing eyewear from a new company compared to their existing local optician

Lack of Personalized Recommendation: The virtual try-on feature does not recommend what glasses may look good based on facial structure, causing decision fatigue.

Limited Language Support: Lenskart’s marketing and website/app content may not be available in all regional languages, making it less accessible to a broader demographic.

Diminished Wish List Usage: Customers burn a lot of time interacting with the customer sales representative (CSR) at the store to show them their shortlisted eyewear products followed by CSR retrieving them leading to a negative customer experience

Perceived Pricing: Customers often find perceive Lenskart's eyewear pricing to be on the higher side, discouraging them from being willing to interact with their products. especially tier 2-3.

Outdated Eyewear Products: Customers frequently encounter frustration when they find a lack of trendy eyewear styles available at local Lenskart stores.

PAIN POINTS PRIORITIZATION

STAGE	PAIN POINT	SOLUTION	MoSCoW	RATIONALE
ACQUISITION	Limited Accessibility	**Mobile Pop Up Store:** Customers can book appointments for mobile pop up stores which visit various landmarks in the city on a rotational basis	MUST	Increasing brand awareness in tier 2-3 cities is crucial for market expansion. Without awareness, the value proposition (eye check-ups, premium eyewear) remains unrecognized
ACQUISITION	Limited Accessibility	**Community Drive:** A school, college, company or society can register online and request free eye checkup onsite for their attendees	MUST	Mass eye checkup drives footfall increasing potential for eyewear sale
ACQUISITION	Lack of User Onboarding	**User Onboarding:** Onboarding cues at the time of first login encompassing customer journey - booking an appointment, eyecare, virtual try on and checkout	MUST	A streamlined, user-friendly interface is essential to improve the user experience. Simplifying the navigation can reduce drop-offs and increase conversions.
ACQUISITION	Absence of Easy to Use Channels	**SMS Channel Enablement:** Prospective customers can message their name and pin code for booking an eye checkup appointment followed by receiving an appointment confirmation containing location (store/pop up nearest to them) and date/time details	MUST	Enabling easy to use channels like Whatsapp Store/SMS will help overcome limited technological know how of customers living in tier 2 - 3 cities

PAIN POINTS PRIORITIZATION

STAGE	PAIN POINT	SOLUTION	MoSCoW	RATIONALE
ACQUISITION	Lack of Trust	**Consult Ophthalmologist:** Prospective/existing customers can schedule and complete one appointment with Ophthalmologist free of cost	MUST	Eye checkup through a doctor for issues other than prescription glasses helps win trust of the customers thereby increasing engagement and potential for eyewear sale
ACQUISTION/ REFERRAL	Lenskart@Home Service Fees	**Referral Virality:** Ask customer to refer 5 family/friends so that the customer can get a waiver of fees for Lenskart@Home service	SHOULD	Getting 5 referrals from the customer creates a viral loop thereby increasing Lenskart's acquisition reach for prospective customers and potential of eyewear sale
ACQUISITION/ ACTIVATION	Absence of Community Engagement	**Ask Me Anything @ Ophthalmologist:** Prospective/Existing customers can ask eyecare and eyewear questions to Ophthalmologist on live stream or Q&A section in the App	MUST	Live sessions and Q & As with doctors helps win trust of the customer thereby increasing awareness, creating community engagement and potential for eyewear sale
ACQUISITION/ ACTIVATION	Lack of Eyecare Awareness	**Annual Eye Checkup Reminder:** Enable customers to add annual eye checkup recurring meeting invite to their personal calendar	SHOULD	Annual checkup reminder will help draw prospective/existing customers to the store for annual checkup and/or sales of eyewear

PAIN POINTS PRIORITIZATION

STAGE	PAIN POINT	SOLUTION	MoSCoW	RATIONALE
ACQUISITION/ ACTIVATION	Limited Language Support	**Regional Language Support:** User can select preferred language for the app	SHOULD	Expanding regional language support will help accessibility and conversion in underserved areas
ACTIVATION	Lack of Trust	**Share Referrer Information:** Customer Sales Representative can enter prospective customer's phone number and retrieve their friend/family past purchase as a reference point (if they were previously referred by them)	SHOULD	Providing friend/family's purchase info as a reference point can bolster prospective customer's trust in Lenskart and increase the potential of eyewear sale
ACTIVATION	Diminished Wish List Usage	**Diminished Wish List Usage:** Sales Representative can scan customer's Wish List QR code in the store and bring shortlisted eyewear without lengthy discussion	MUST	Minimizing the interactions for short listed eyewear will create a positive instore experience for the customer, increasing the potential for sale.
ACTIVATION	Lack of Eyecare Awareness	**Eye Exercises Integration:** Enables prospective/return customers to add eye exercise to their daily schedule (fitness app or calendar)	SHOULD	Eye exercises reminders will help create engagement and retention of customers

Product Space

PAIN POINTS PRIORITIZATION

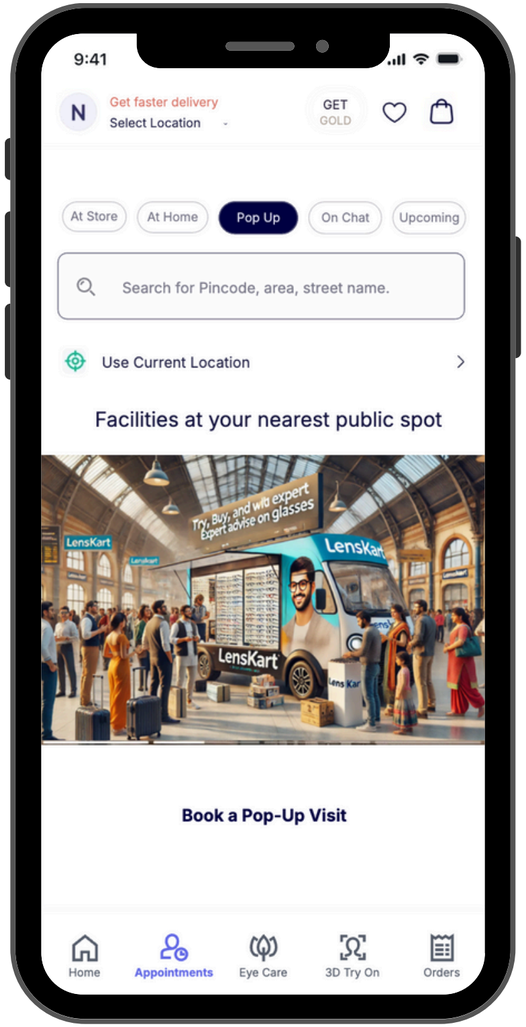
STAGE	PAIN POINT	SOLUTION	MoSCoW	RATIONALE
ACTIVATION	Absence of Easy to Use Channels	**WhatsApp Store:** Prospective and existing customers can browse and shop eyewear through Whatsapp Store	MUST	WhatsApp Store will increase Lenskart's ability to minimize friction for 55+ year old prospective/existing customers in tier 2/tier 3 cities to browse and buy eyewear given their limited technological know how
ACTIVATION	Lack of Personalized Recommendation	**Recommendation Engine:** AI needs to be integrated with current Virtual Try On (AR based) technology so the prospective/existing customer gets filtered list of eyewear to try on	SHOULD	Recommendation Engine working in tandem with Virtual Try On (AR technology) eliminates decision fatigue thereby creating a positive buying experience and increasing the probability of a potential sale
ACTIVATION	Inadequate Customer Support	**Chat Bot Support:** Chat bot support to answer customer's questions regarding products and processes 24x7	SHOULD	Immediate 24x7 support for product and process questions will minimize friction for activation

SOLUTIONS



MOBILE POP UP

Solves for: Limited Accessibility





WHAT IS THIS FEATURE?

This feature offers customers the convenience of booking eye checkup appointments at a mobile van that travels to various landmarks throughout the city. This initiative aims to bridge the accessibility gap in tier 2 and tier 3 cities, where traditional eye care facilities may be limited. The mobile van is equipped with essential diagnostic tools, and technology to facilitate thorough eye examinations.

HOW WILL IT WORK?

- **Appointment Booking**: Customers can book appointments through the Lenskart app or website, selecting a convenient time and location where the mobile van will be stationed.
- **Van Rotation Schedule**: The van will follow a predetermined route, visiting popular landmarks.
- **On-Site Services:** Once at the location, trained optometrists will conduct eye checkups and offer eyewear consultations directly from the mobile van.

IMPACT

- **Customer Benefit:** It will serve as new medium within tier 2/tier 3 cities bringing the eye checkup facility closer to prospective customers
- **Business Benefit:** Mobile Pop Up Store will increase Lenskart's reach to acquire new prospective customers in tier 2/tier 3 cities

METRICS

Primary

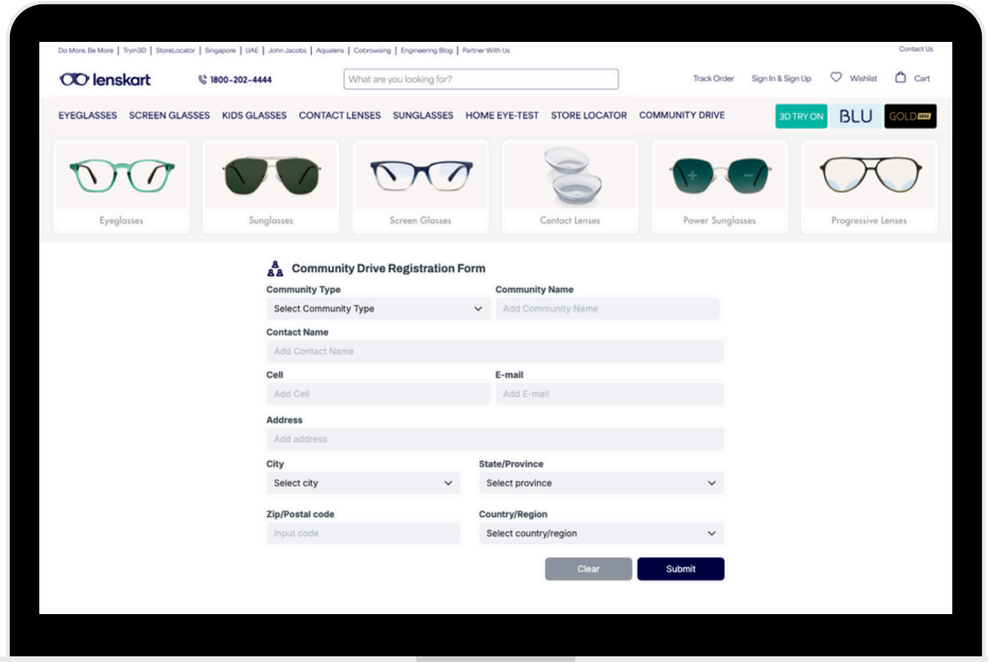
- **Eye Checkups Completed:** Count of completed eye checkup appointments in tier 2 and tier 3 cities
- **Medium Performance:** (Number of completed tier 2 and tier 3 city appointments at Mobile Pop Up Store/ Total number of completed eye checkup appointments in tier 2 and tier 3 cities)*100

Secondary

- **Sign Up Rate:** (Total Number of Sign Ups/Total Number of Users who visited website)*100
- **New vs Existing Users Ratio:** (Total Number Number of New Users/Total Number of Existing Users)*100

COMMUNITY DRIVE

Solves for: Limited Accessibility



WHAT IS THIS FEATURE?

The Community Drive feature allows schools to request onsite eye checkups for their attendees, providing free eye examinations and offering discounts on eyewear.

HOW WILL IT WORK?

Organizations register through a dedicated portal, selecting a date and location for the eye checkup. Lenskart coordinates with their team to send qualified optometrists and provide promotional materials. Attendees receive a free eye checkup and exclusive discounts on eyewear purchased during the event.

IMPACT

- **Customer benefit:** Accessibility: Makes eye care services available to a larger audience, especially those who may not prioritize eye exams.
- **Business Benefit:** Brand Awareness: Increases Lenskart visibility in local communities, establishing it as a trusted provider of eye care and attracts new customers from diverse demographics, leading to potential sales.

METRICS

Primary

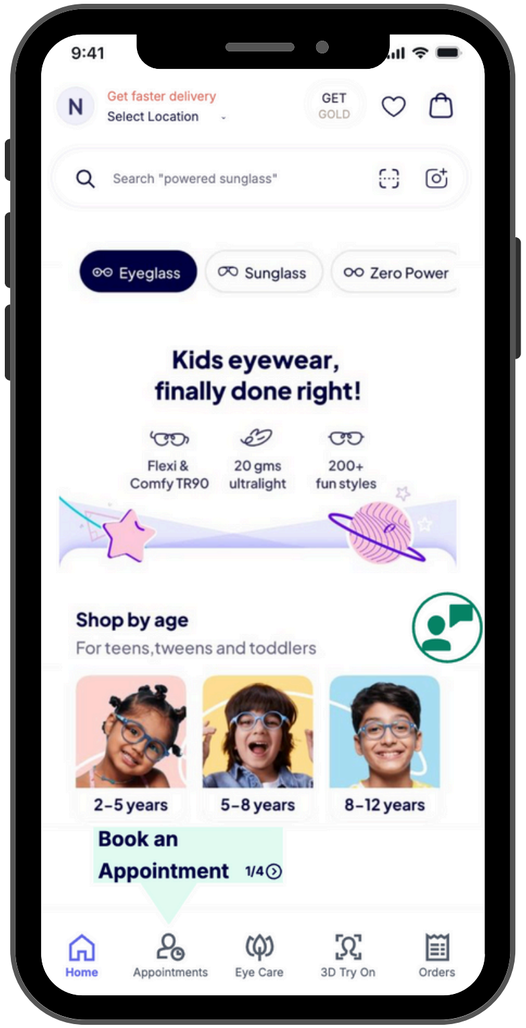
- **Eye Checkups Completed:** Count of completed eye checkup appointments in tier 2-3 cities
- **Medium Performance:** (Number of completed tier 2 and tier 3 city appointments at Community Drive Location/ Total number of completed eye checkup appointments in tier 2- 3 cities)*100
- **Community Drive Engagement:** Number of community drive requests received

Secondary

- **Sign Up Rate:** (Total Number of Sign Ups/Total Number of Users who visited website)*100
- **New vs Existing Users Ratio:** (Total Number Number of New Users/Total Number of Existing Users)*100

USER ONBOARDING

Solves for: Lack of User Onboarding



WHAT IS THIS FEATURE?

User onboarding involves interactive cues and guidance that assist new customers during their first login, highlighting key functionalities such as booking appointments, eyecare information, virtual try-on, and the checkout process.

HOW WILL IT WORK?

Upon first logging in, users will encounter a guided walkthrough that introduces them to the platform's features step-by-step. Each cue will explain how to book an appointment, access eyecare resources, utilize the virtual try-on feature, and complete a purchase.

IMPACT

Customer benefit: Users gain a clear understanding of the platform, making it easier to navigate and utilize its features effectively, which enhances their overall experience.
Business Benefit: Enhanced onboarding leads to increased user engagement and reduces drop-off rates, resulting in higher conversion rates and customer retention.

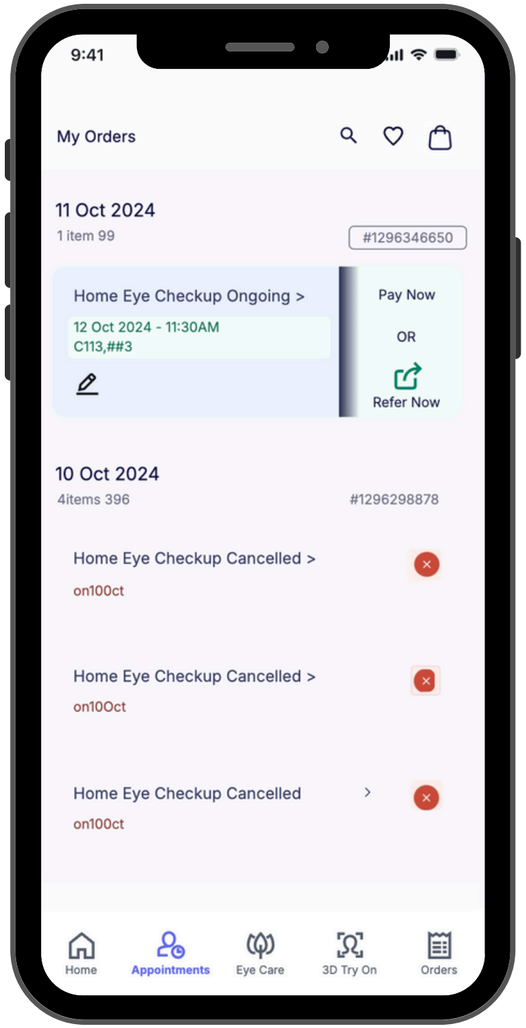
METRICS

Primary

- **Onboarding Completion Rate:** (The number of users who completed onboarding/Number of active users)*100
- **Time to Value aka Activation:**
  (i) Time of activation - Time of Onboarding Completion
  (ii) Time of activation - Time of Onboarding Skipped

REFERRAL VIRALITY

Solves for: Lenskart@Home Service Fees



WHAT IS THIS FEATURE?

A referral program where customers can invite 5 family members or friends to Lenskart in exchange for a fee waiver on the Lenskart@Home service.

HOW WILL IT WORK?

- The customer refers 5 family/friends via a unique referral link.
- Once all 5 referrals sign up or make a purchase, the customer receives a waiver for the Lenskart@Home service fee.

IMPACT

Customer benefit: Incentivizes referrals, making the Lenskart@Home service more affordable, and fosters loyalty.
Business Benefit: Increases customer acquisition through organic growth, reduces marketing costs, and enhances brand visibility.

METRICS

Primary

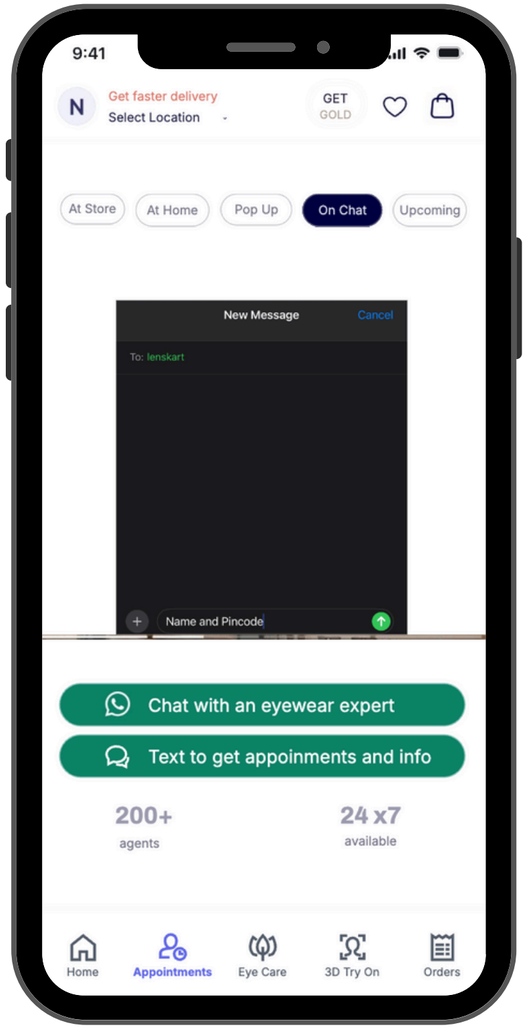
- Referral Rate: (Number of Referred Customers/Total Number of New Customers)*100
- Fee Waiver Rate: (Number of Completed Lenskart@Home Appointments where Fee was Waived/Number of Lenskart@Home Appointments Completed)*100

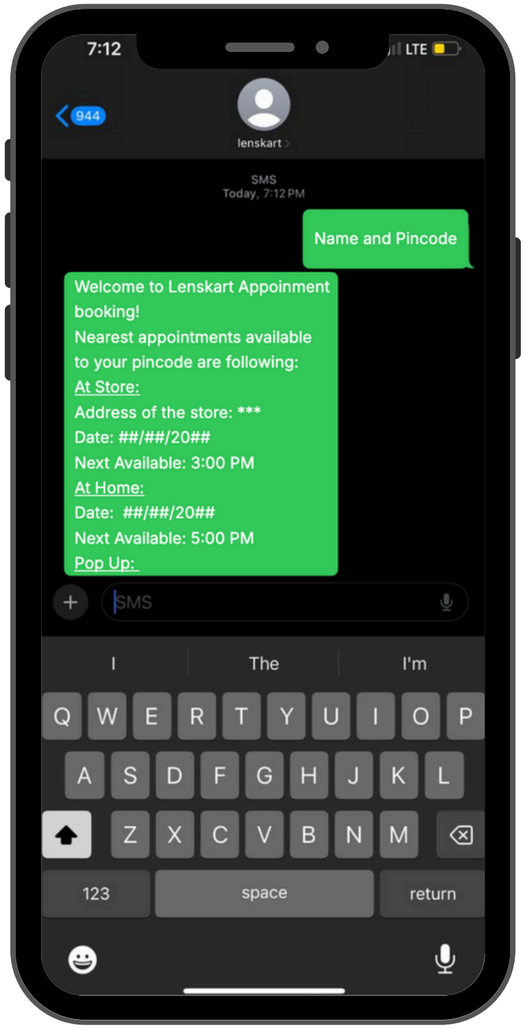
Secondary

- Sign Up Conversion Rate: (Total number of Signups/Total number of unique site visitors)*100

SMS CHANNEL ENABLEMENT

Solves for: Absence of Easy to Use Channels





WHAT IS THIS FEATURE?

An SMS booking feature enabling users to schedule appointments by sending a simple text message with their name and pin code.

HOW WILL IT WORK?

Customers send an SMS with their name and pin code to a specified number. The system processes the request, schedules the appointment, and sends a confirmation message containing nearest location (Store and Popup) and date/time details.

IMPACT

Customer benefit: Minimizes friction i.e. eliminates need for prospective customers to have technological prowess to download/use an app for booking.
Business Benefit: SMS will increase Lenskart's reach to acquire 55+ year old prospective/existing customers given their limited technological knowledge.

METRICS

Primary

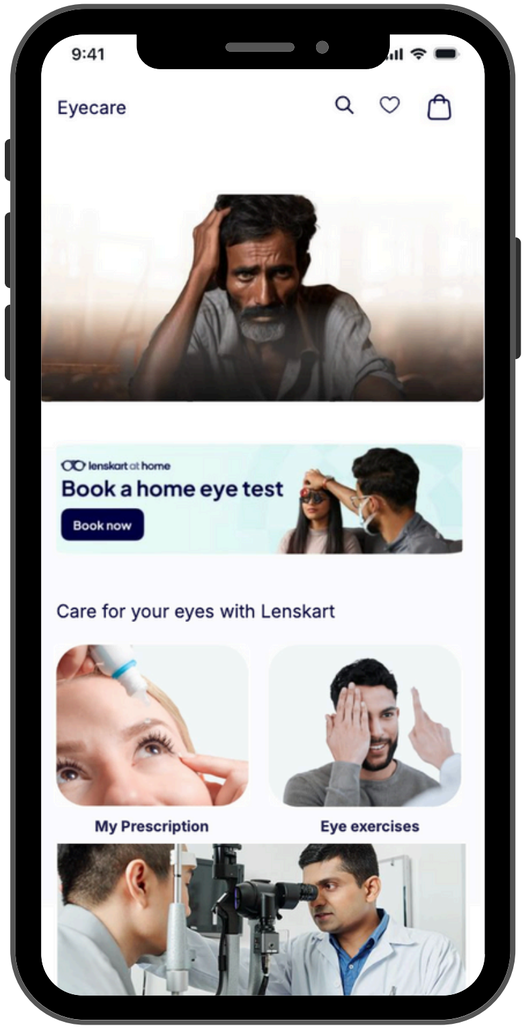
- Eye Checkups Completed: Count of completed eye checkup appointments in tier 2 - tier 3 cities
- Channel Performance: (Number of tier 2 - tier 3 city appointments booked via SMS Channel/ Total number of booked eye checkup appointments in tier 2 - tier 3 cities)*100

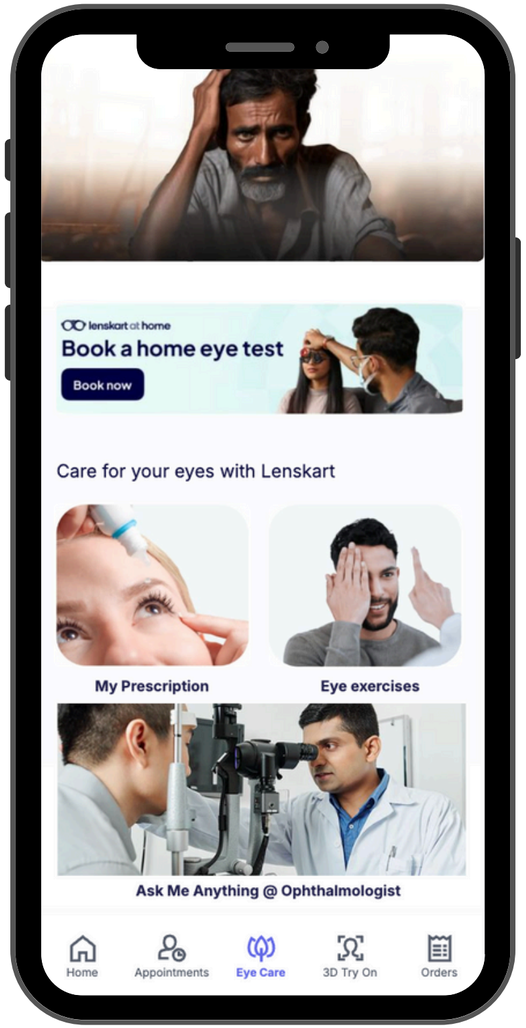
Secondary

- Sign Up Rate: (Total Number of Sign Ups/Total Number of Users who visited website)*100
- New vs Existing Users Ratio: (Total Number Number of New Users/Total Number of Existing Users)*100

ASK ME ANYTHING @ OPHTHALMOLOGIST

Solves for: Absence Community/Expert Engagement





WHAT IS THIS FEATURE?

A live Q&A session or in-app section where prospective and existing customers can ask eye care-related questions to an ophthalmologist.

HOW WILL IT WORK?

- Users submit questions during the stream or through a dedicated in-app Q&A section.
- Ophthalmologists respond in real-time or within a set period.

IMPACT

Customer benefit: Access to expert advice without needing a physical appointment, improving their understanding of eye care.
Business Benefit: Builds trust and authority, increasing conversion and customer loyalty.

METRICS

Primary

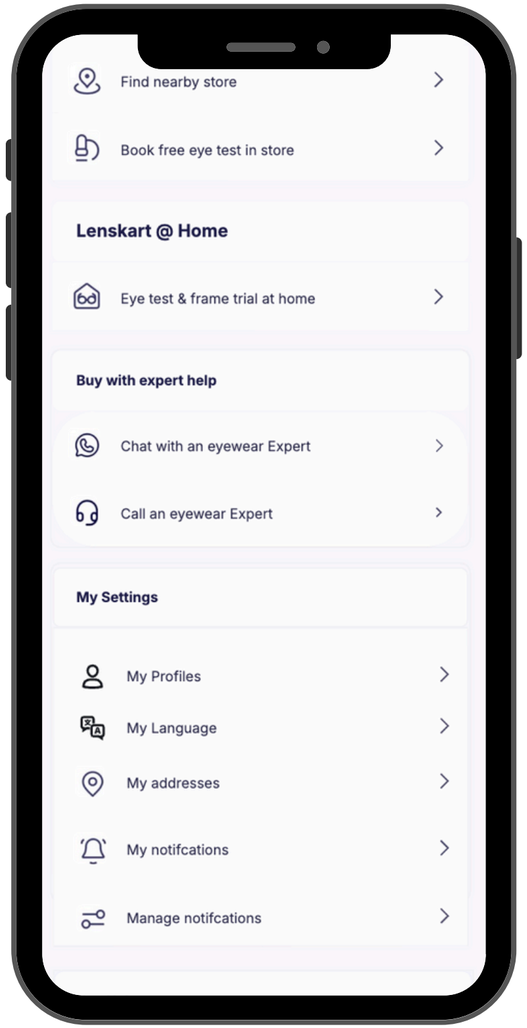
- Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100

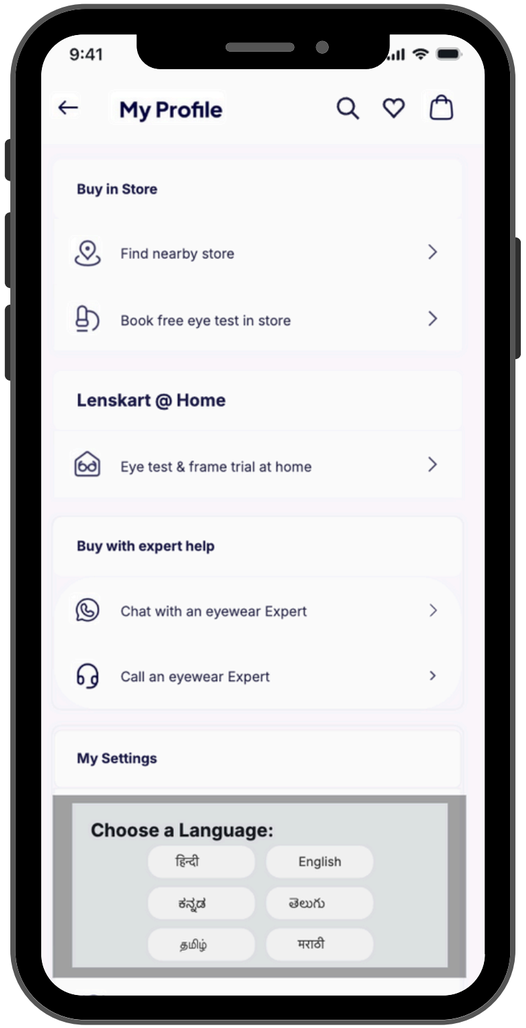
Secondary

- Eyewear Sales Growth: (Current Quarter - Previous Quarter/Previous Quarter)*100
- Sign Up Conversion Rate: (Total number of Signups/Total number of unique site visitors)*100
- Number of Views on YouTube
- Number of Replays on YouTube
- Number of Posts/Threads in Q & A Section

ENHANCED LANGUAGE SUPPORT

Solves for: Limited Language Support





WHAT IS THIS FEATURE?

This feature expands Lenskart's marketing and website/app content to include multiple regional languages, enhancing accessibility for diverse customer demographics.

HOW WILL IT WORK?

The platform will implement a language selection option, allowing users to choose their preferred language. Content, including product descriptions, marketing materials, and customer support, will be translated and localized for better comprehension.

IMPACT

Customer benefit: Improved Accessibility: Customers can navigate the website/app and understand offerings in their native language, enhancing their shopping experience.
Business Benefit: Market Penetration: Attract a wider audience by catering to non-English speaking customers, leading to increased sales and brand loyalty.

METRICS

Primary

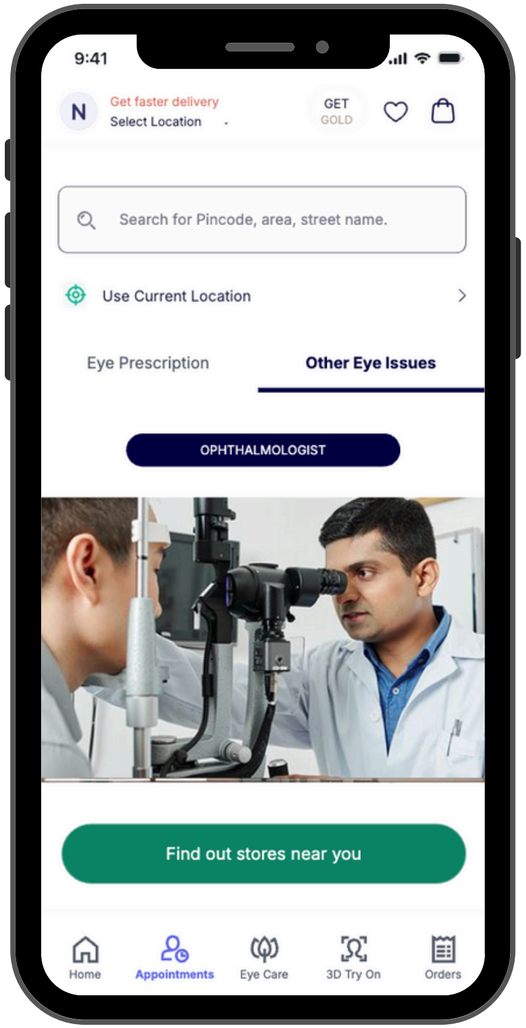
- Average Session Duration: (Total duration of all sessions/number of sessions)
- Bounce Rate: (Total bounces / Qualified sessions) x 100

Secondary

- Activation Rate:
- Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100

CONSULT OPHTHALMOLOGIST

Solves for: Absence Community/Expert Engagement



WHAT IS THIS FEATURE?

This feature allows prospective and existing customers to schedule an appointment with an ophthalmologist for a thorough eye examination, not limited to eyewear prescriptions.

HOW WILL IT WORK?

Customers can book one appointment through the Lenskart app or website, selecting a convenient date and time for a consultation with an ophthalmologist. Consultation fee paid by Lenskart.

IMPACT

Customer benefit: Provides users with access to expert eye care, enhancing trust in Lenskart's offerings.
Business Benefit: Builds credibility and trust, driving higher customer engagement and retention through holistic eye care services.

METRICS

Primary

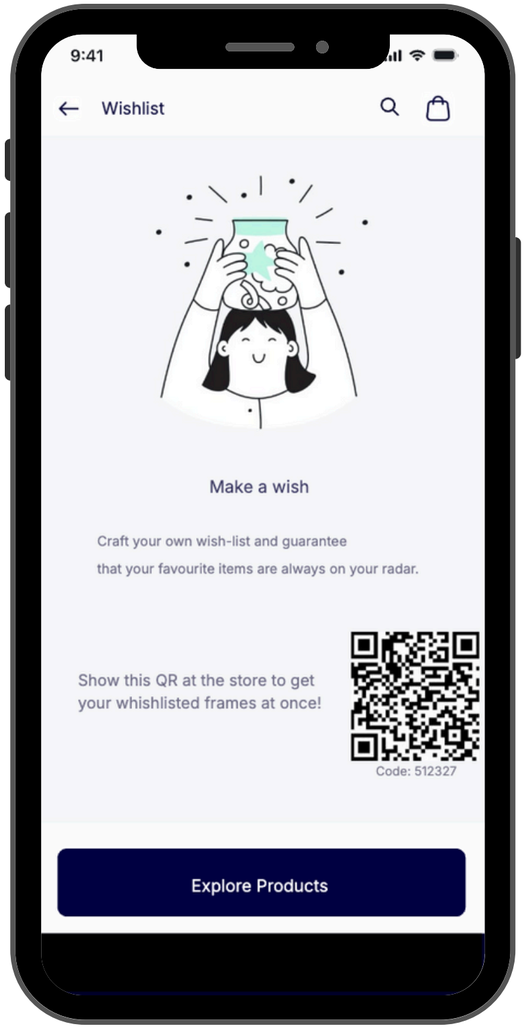
- Ophthalmologist Performance: Number of Ophthalmologist Consultation Appointments Completed
- Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100

Secondary

- Referral Rate: (Number of Referred Customers/Total Number of New Customers)*100
- Sign Up Conversion Rate: (Total number of Signups/Total number of unique site visitors)*100

WISHLIST QR CODE

Solves for: Diminished Wishlist Usage



WHAT IS THIS FEATURE?

A QR code that customers can generate from their online wishlist, allowing Store Sales Representatives to quickly retrieve their shortlisted eyewear frames in-store.

HOW WILL IT WORK?

Customers generate a unique QR code for their wishlist via the app or website. In-store, the Sales Representative scans the code using a mobile device, instantly accessing the customer's selected frames and bringing them for fitting without lengthy discussions.

IMPACT

Customer benefit: Enhanced shopping experience by allowing customers to quickly access and try their preferred eyewear without delay

Business Benefit: Streamlined in-store operations, reducing time spent on discussions and increasing efficiency for Sales Representatives.

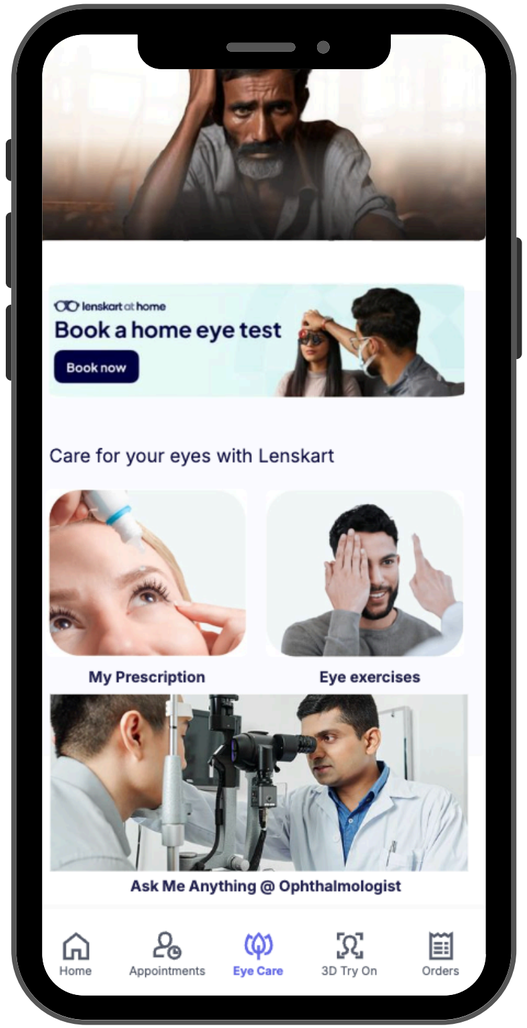
METRICS

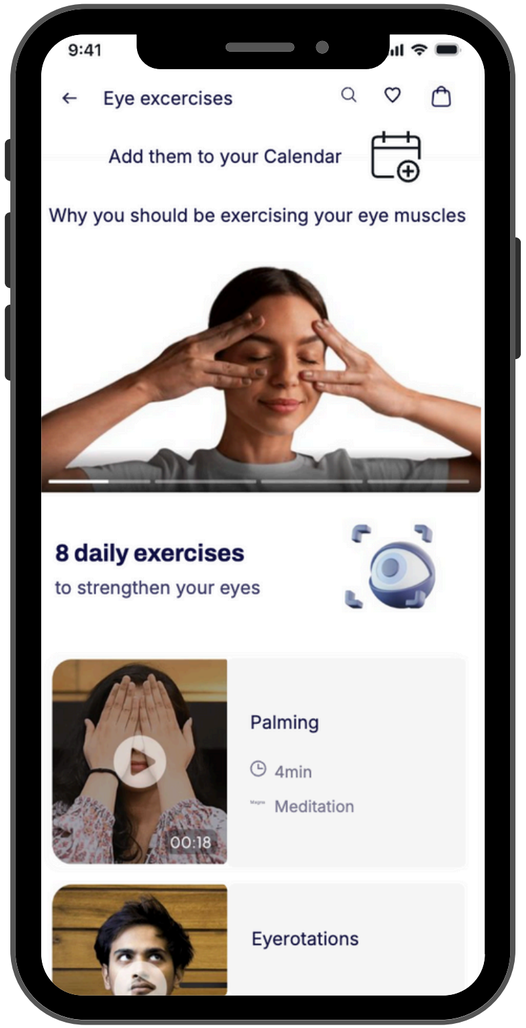
Primary

- Customer Satisfaction Score: (Number of satisfied customers/Total number of responses)*100
- Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100

EYE EXERCISES INTEGRATION

Solves for: Lack of awareness





WHAT IS THIS FEATURE?

Provides a set of guided eye exercises that users can schedule and receive reminders for through the app

HOW WILL IT WORK?

Users select preferred eye exercises, set reminders, and sync them with their fitness app or calendar for daily routines. The app will track progress and completion.

IMPACT

Customer benefit: Encourages consistent eye care, improving eye health and reducing strain, especially for frequent screen users.
Business Benefit: Increases app engagement and strengthens customer loyalty by promoting overall eye health.

METRICS

Primary

Daily active users (DAU): Number of unique new users to the number of unique returning users for a given day.

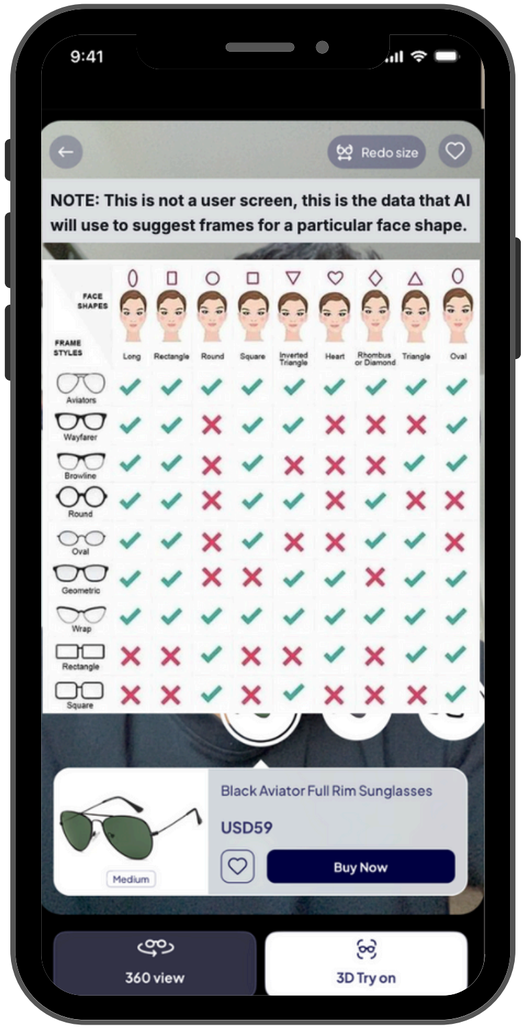
Secondary

Activation Rate: (Number of users who brought eyewear/Total number of users)*100

RECOMMENDATION ENGINE

Solves for: Lack of Personalized Recommendation





WHAT IS THIS FEATURE?

This feature integrates AI with the existing Virtual Try-On (AR) technology to provide prospective and existing customers with a tailored list of eyewear options to try on based on their facial features.

HOW WILL IT WORK?

Customers upload their photos or use live video feeds. The AI analyzes their facial structure, style preferences, and previous purchases, then generates a curated list of eyewear that fits their unique profile, which they can try on virtually.

IMPACT

Customer benefit: Provides a more enjoyable shopping experience and Boosts confidence in purchasing decisions through the ability to visualize how different frames look on them

Business Benefit: Increases conversion rates by presenting customers with relevant options and Enhances customer engagement, leading to higher retention.

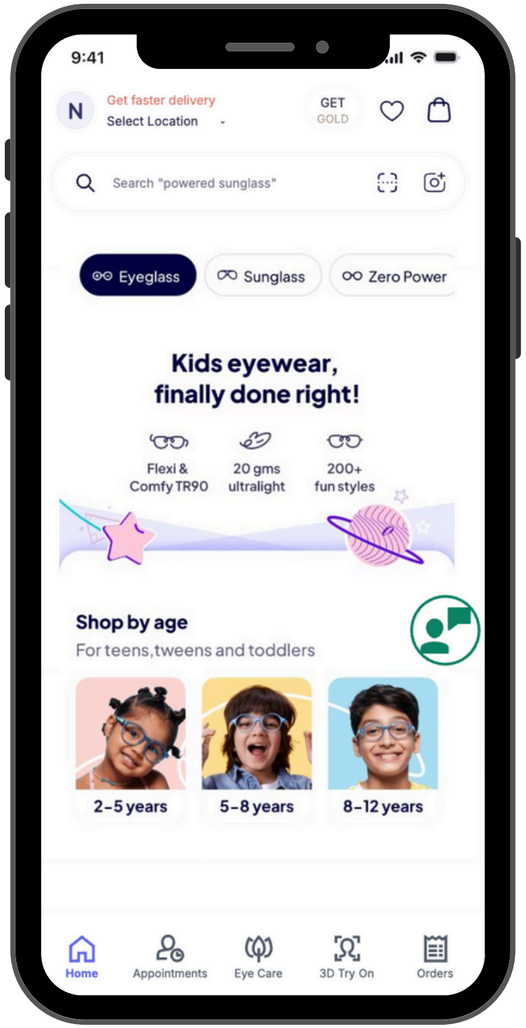
METRICS

Primary

- **Activation Rate:** (Number of users who brought eyewear/Total number of users)*100
- **Cart Abandonment Rate:** (Number of abandoned shopping carts/Number of Initiated Checkouts)*100
- **Recommendation Engine Accuracy Rate:** (Number of Accurately Processed Requests/Number of Total Requests)*100

CHAT BOT SUPPORT: 24X7 ASSISTANCE

Solves for: Inadequate Customer Support



WHAT IS THIS FEATURE?

A chatbot that provides round-the-clock support to answer customer inquiries about products, processes, and bookings.

HOW WILL IT WORK?

The chatbot will automatically respond to customer questions related to product details, eye check-up bookings, order tracking, and more. It will guide users through common processes or connect them to live support if needed.

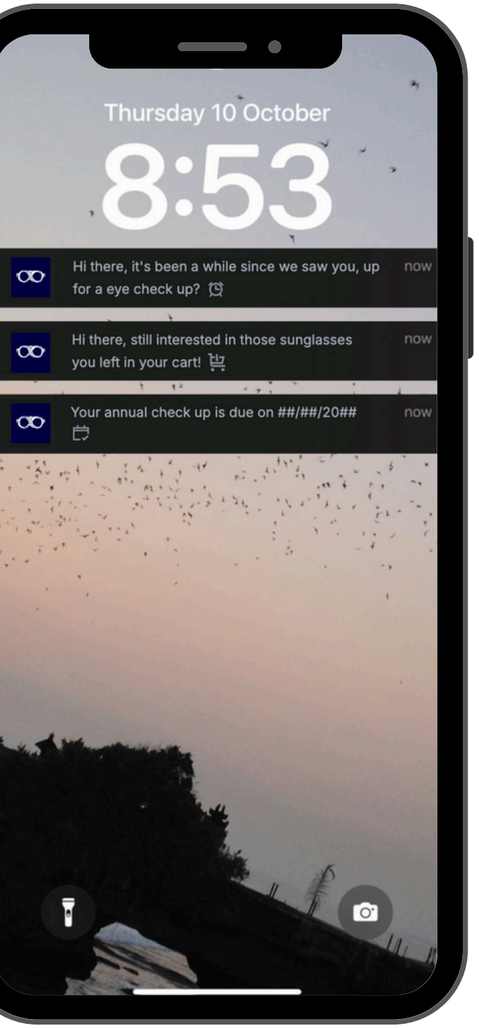
IMPACT

Customer benefit: Provides immediate answers, improving user experience and reducing wait times.
Business Benefit: Reduces operational costs by minimizing the need for 24x7 human support while increasing efficiency and customer satisfaction..

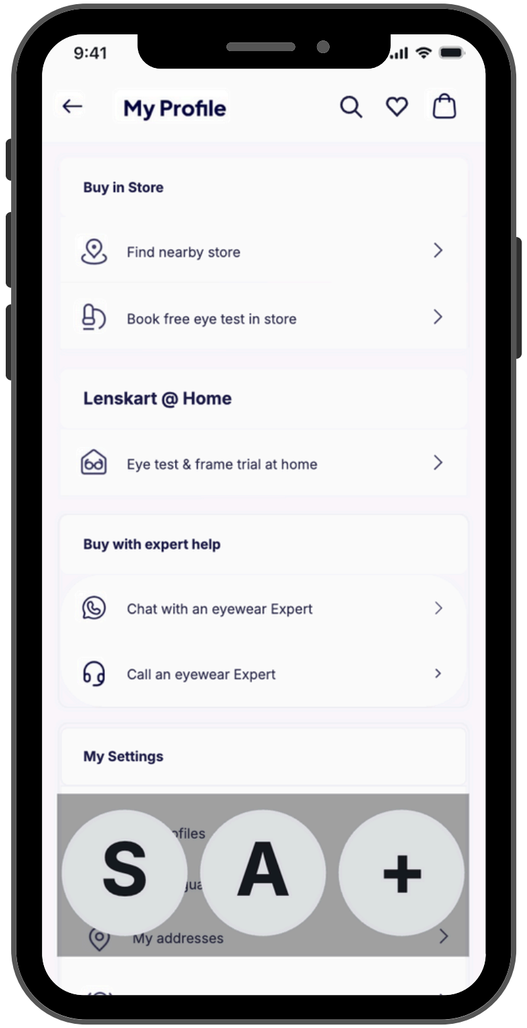
METRICS

Primary
Customer Satisfaction Score: (Number of satisfied customers/Total number of responses)*100
Secondary
Response Time: Total amount of time to respond/No of queries

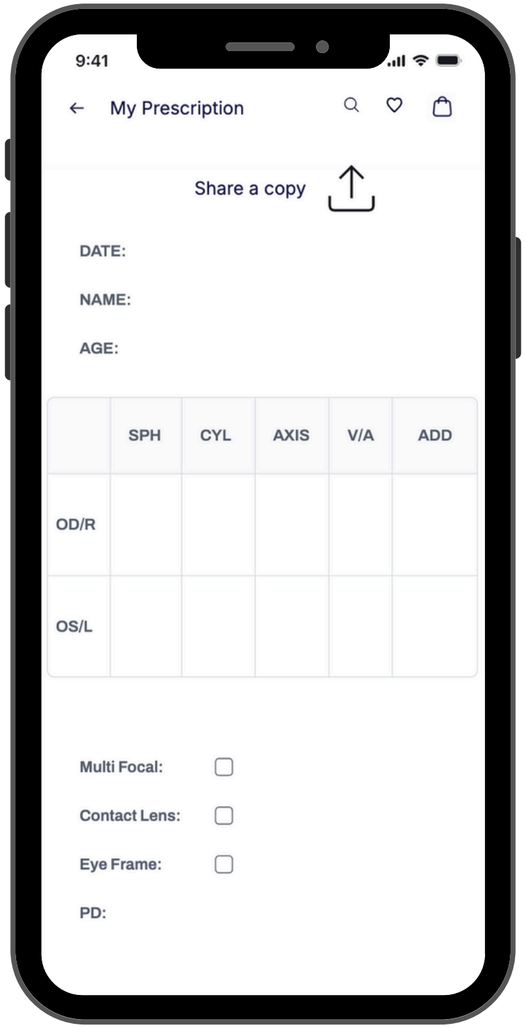
MORE SOLUTIONS



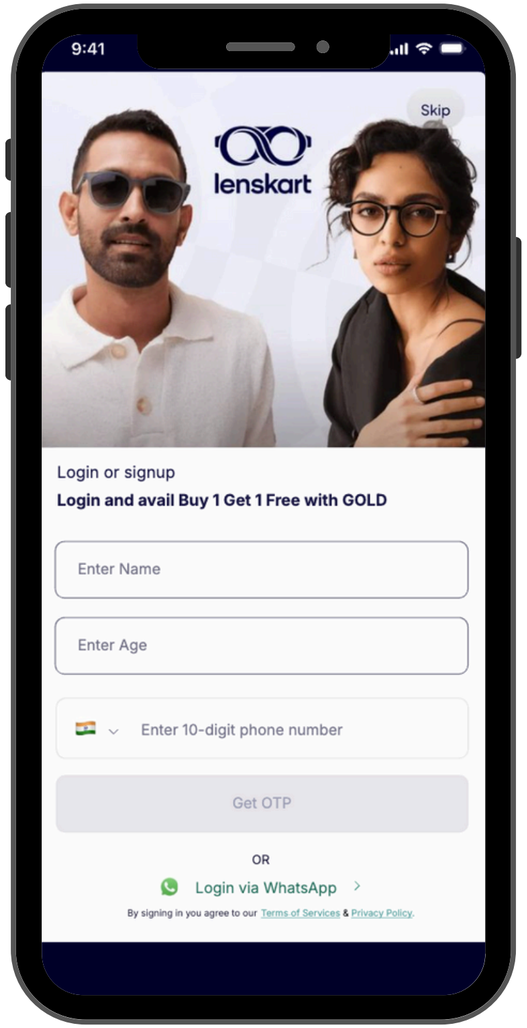
NOTIFICATION TYPES



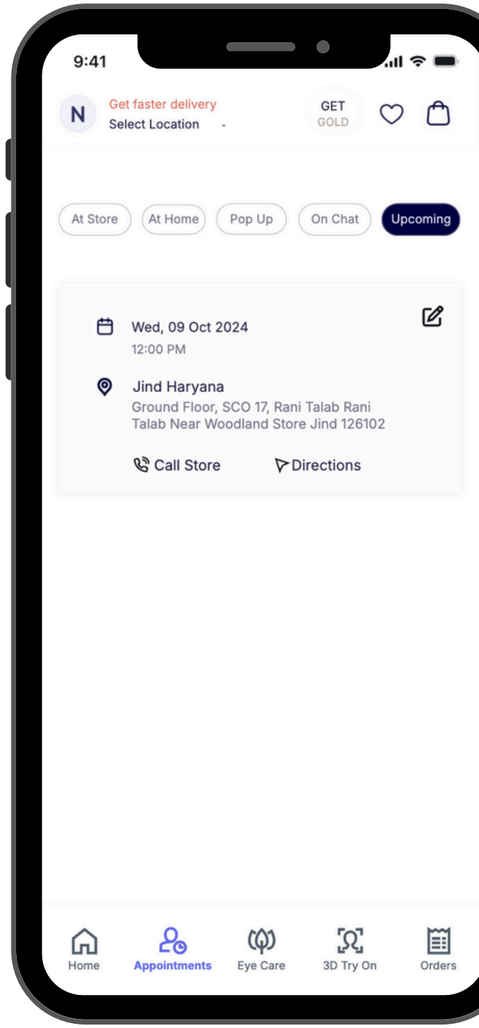
DIFFERENT PROFILES



PRESCRIPTION SHARING



PERSONALIZED LOGIN

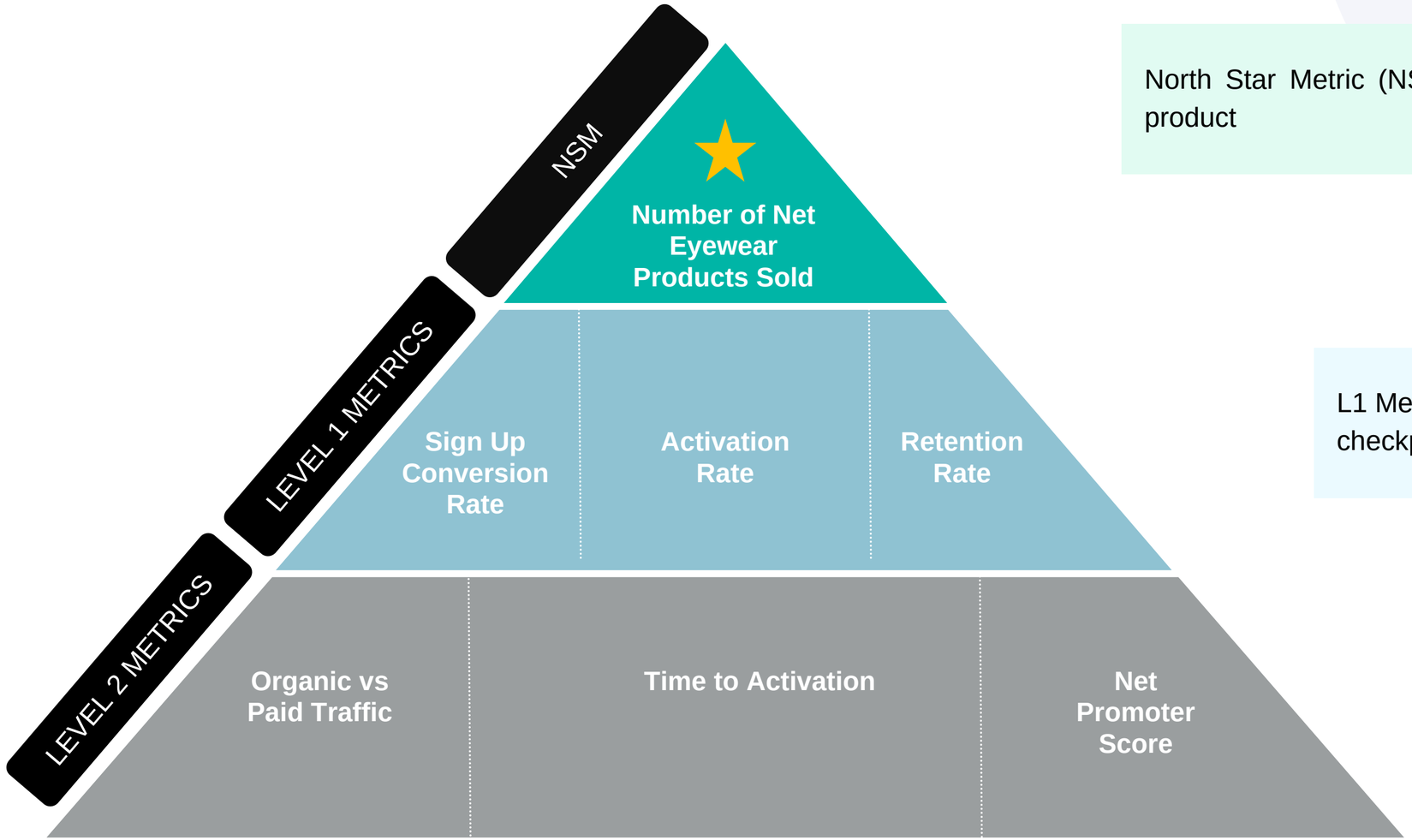


UPCOMING TAB

METRICS



CORE METRICS



North Star Metric (NSM) captures the core value delivered by the product

L1 Metrics directly contribute to the NSM or act as a checkpoints for direction

L2 Metrics are supporting metrics that indicate NSM is moving in the right direction

METRICS THAT MATTER

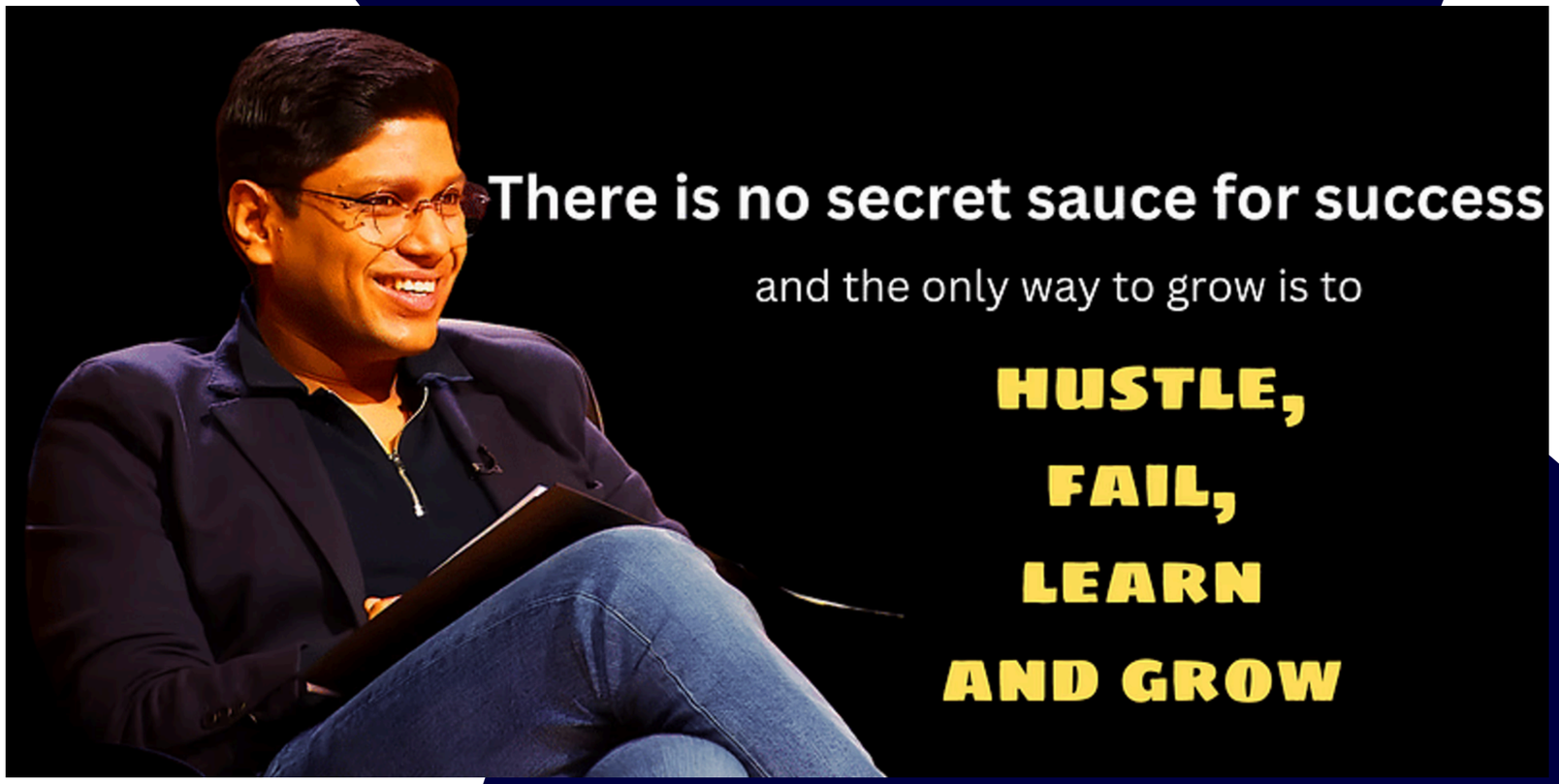
SOLUTION	METRICS	FREQUENCY
Mobile Pop Up Store	Primary • **Eye Checkups Completed:** Count of completed eye checkup appointments in tier 2 and tier 3 cities • **Medium Performance:** (Number of completed tier 2 and tier 3 city appointments at Mobile Pop Up Store/ Total number of completed eye checkup appointments in tier 2 and tier 3 cities)*100 Secondary • **Sign Up Rate:** (Total Number of Sign Ups/Total Number of Users who visited website)*100 • **New vs Existing Users Ratio:** (Total Number Number of New Users/Total Number of Existing Users)*100	Monthly
Community Drive	Primary • **Eye Checkups Completed:** Count of completed eye checkup appointments in tier 2 and tier 3 cities • **Medium Performance:** (Number of completed tier 2 and tier 3 city appointments at Community Drive Location/ Total number of completed eye checkup appointments in tier 2 and tier 3 cities)*100 • **Community Drive Engagement:** Number of community drive requests received Secondary • **Sign Up Rate:** (Total Number of Sign Ups/Total Number of Users who visited website)*100 • **New vs Existing Users Ratio:** (Total Number Number of New Users/Total Number of Existing Users)*100	Monthly
User Onboarding	Primary • **Onboarding Completion Rate:** (The number of users who completed onboarding/Number of active users)*100 • **Time to Value aka Activation:** (i) Time of activation - Time of Onboarding Completion (ii) Time of activation - Time of Onboarding Skipped	Monthly
Referral Virality	Primary • **Referral Rate:** (Number of Referred Customers/Total Number of New Customers)*100 • **Fee Waiver Rate:** (Number of Completed Lenskart@Home Appointments where Fee was Waived/Number of Lenskart@Home Appointments Completed)*100 Secondary • **Sign Up Conversion Rate:** (Total number of Signups/Total number of unique site visitors)*100 • **Activation Rate:** (Number of users who brought eyewear/Total number of users)*100	Monthly

METRICS THAT MATTER

SOLUTION	METRICS	FREQUENCY
SMS Channel Enablement	Primary • **Eye Checkups Completed:** Count of completed eye checkup appointments in tier 2 - tier 3 cities • **Channel Performance:** (Number of tier 2 - tier 3 city appointments booked via SMS Channel/ Total number of booked eye checkup appointments in tier 2 - tier 3 cities)*100 Secondary • **Sign Up Rate:** (Total Number of Sign Ups/Total Number of Users who visited website)*100 • **New vs Existing Users Ratio:** (Total Number Number of New Users/Total Number of Existing Users)*100	Monthly
Ask Me Anything @Ophthalmologist	Primary • Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100 Secondary • Eyewear Sales Growth: (Current Quarter - Previous Quarter/Previous Quarter)*100 • Sign Up Conversion Rate: (Total number of Signups/Total number of unique site visitors)*100 • Number of Views on YouTube • Number of Replays on YouTube • Number of Posts/Threads in Q & A Section	Monthly
Enhanced Language Support	Primary • Average Session Duration: (Total duration of all sessions/number of sessions) • Bounce Rate: (Total bounces / Qualified sessions) x 100 Secondary • Activation Rate: • Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100	Monthly
Consult Ophthalmologist	Primary • **Ophthalmologist Performance:** Number of Ophthalmologist Consultation Appointments Completed • **Net Promoter Score:** (Promoters - Detractors) / Total Respondents x 100 Secondary • **Referral Rate:** (Number of Referred Customers/Total Number of New Customers)*100 • **Sign Up Conversion Rate:** (Total number of Signups/Total number of unique site visitors)*100	Monthly

METRICS THAT MATTER

SOLUTION	METRICS	FREQUENCY
Wishlist QR Code	Primary • Customer Satisfaction Score: Number of satisfied customers/Total number of responses*100 • Net Promoter Score: (Promoters - Detractors) / Total Respondents x 100	Monthly
Eye Exercises Integration	Primary Daily active users (DAU): Number of unique new users to the number of unique returning users for a given day. Secondary Activation Rate: (Number of users who brought eyewear/Total number of users)*100	Monthly
Recommendation Engine	Primary • **Activation Rate:** (Number of users who brought eyewear/Total number of users)*100 • **Cart Abandonment Rate:** (Number of abandoned shopping carts/Number of Initiated Checkouts)*100 • **Recommendation Engine Accuracy Rate:** (Number of Accurately Processed Requests/Number of Total Requests)*100	Monthly
Chat Bot Support: 24x7 Assistance	Primary • Customer Satisfaction Score: Number of satisfied customers/Total number of responses*100 Secondary • Response Time: Total amount of time to respond/No of queries	Monthly


There is no secret sauce for success
and the only way to grow is to
HUSTLE,
FAIL,
LEARN
AND GROW

THANK YOU!