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Presenter



TRANSFORMING LENSKART

From a Purchase-Led Platform to a Habit-Forming Eye-Care
Companion



Lenskart Today

One of the world's largest omnichannel eyewear platforms combining online tools, at-home testing, and 2000+ stores; engagement remains largely transactional



Omnichannel platform with **2000+ physical stores**



Online eyewear discovery and AI-based virtual try-on



At-home eye testing service



Digital prescription storage and booking for eye tests



Purchase prescription eyewear and access post-purchase services



Despite a strong ecosystem, user engagement is largely transactional

The Engagement Problem

Lenskart excels as a commerce platform but struggles to retain users beyond the point of purchase, resulting in low non-transactional engagement.



Only 20–30% of MAU engage outside purchase or checkout flows



About 70% of customers disengage within 30 days after receiving eyewear



Near-zero engagement during the typical 12 to 24 month replacement cycle



Over 80% of customer LTV is driven by a single primary eyewear purchase



Strong commerce performance but weak habit formation as an eye-care product



Implication: Growth constrained unless post-purchase engagement becomes a repeatable habit

STRUCTURAL RISKS OF LOW NON-TRANSACTIONAL MAU

Low non-transactional MAU creates three structural risks: mindshare loss, capped lifetime value, and underutilized first-party data that limit personalization and growth.

01

Mindshare Loss

During long inactive periods, users default to offline opticians for interim needs, reducing brand salience and consideration.

02

Capped Lifetime Value

Revenue remains constrained by infrequent, replacement-led purchases, limiting expansion of average customer value over time.

03

Underutilized First-Party Data

Rich signals across prescriptions, eye health history, and store interactions remain unactivated, preventing effective personalization and retention strategies.

OBJECTIVES AND SUCCESS METRICS

Design a product strategy to make Lenskart a habit-forming eye care companion with measurable engagement and LTV gains over 6–12 months



Design product strategy to make Lenskart a habit-forming eye care companion



Increase non-transactional MAU from ~25% to **45–50%**



Increase average customer LTV by **30–40%**



Establish recurring monthly engagement behavior



Shift brand perception from buying to vision care management



Focus on sustained engagement outside purchase flows



Measure progress with monthly MAU and LTV cohorts

Research Approach and Methodology

Mixed-methods study combining interviews, app review analysis, and competitive benchmarking to surface engagement opportunities and post-purchase eye-care behavior



30 user interviews with professionals, students, and heavy screen users focused on post-purchase eye-care behavior



Competitive benchmarking across eyewear retailers, health tracking apps, and eye-care service platforms



Study sample included professionals, students, and heavy screen users for representative behavior insights



Research goals: Identify engagement drop-off moments and opportunities for recurring engagement between purchases

Understanding the Engagement Gap

Research into the post-purchase eye-care journey to identify when engagement falls and what users consider meaningful. **Key research questions:**

01

How do users approach eye care outside purchase moments?

02

When and why does engagement drop during the post-purchase journey?

03

What alternatives do users rely on instead of brand touchpoints?

04

What constitutes meaningful engagement in this category?

05

What would make users open Lenskart monthly without purchase intent?

Key Research Insights

User research shows transactional app use, unmet interim eye care needs, and an opportunity to embed Lenskart into ongoing routines between purchases.

01 Engagement is transaction-led

Users open the Lenskart app mainly during purchase journeys and rarely interact afterward, limiting ongoing engagement opportunities.

02 Interim eye-care needs

Users experience eye strain, discomfort, and screen fatigue between purchases but do not return to the app for solutions.

03 Solutions found outside platform

Many users rely on opticians, online search, or informal advice rather than Lenskart to address interim needs.

04 Preventive eye care is rare

Users generally consider eye care only when problems arise or when replacing eyewear, indicating low preventive engagement.

Top Pain Points Identified

Core user issues limiting proactive eye care and recurring app engagement; Insight: users lack a proactive eye-care framework



No reminder system for eye health tracking



No structured vision history tracking



Lack of monthly reason to open the app



Offline opticians fill interim needs



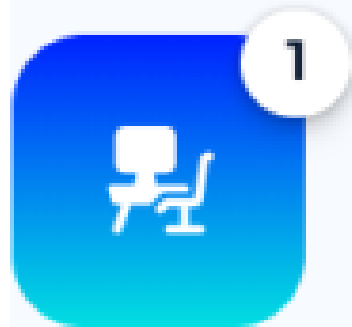
Engagement driven by discounts, not value



Insight: Users lack a proactive eye-care framework

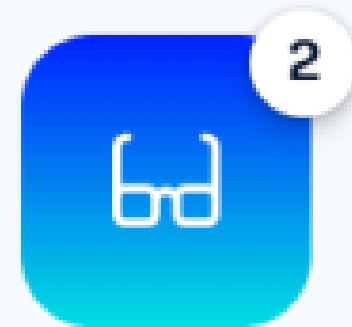
User Personas

Three distinct user types show low recurring engagement; identify tailored triggers to convert one-time purchases into habitual interactions



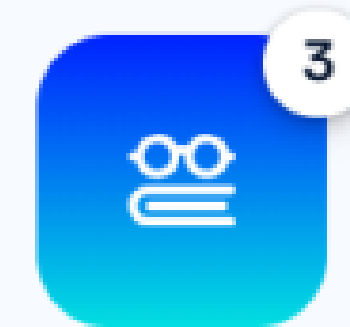
Screen-Heavy Professional

High screen exposure driving mild prescription and eye strain Reactive eye care behavior; engages only at purchase moments Opportunity: proactive reminders and screen-friendly product nudges



Price-Sensitive Student

Purchase driven by discounts and promotions Low brand stickiness; uses glasses until breakage Opportunity: loyalty incentives and affordable recurring offers



Preventive Health-Oriented User

Values health tracking and open to reminders and monitoring Currently underserved by Lenskart in preventive services Opportunity: integrate tracking, reminders, and health insights

Competitive Landscape

Most platforms focus on discovery, virtual try-on and pricing; few deliver ongoing eye care. We can position Lenskart as a vision health companion

Typical eyewear platforms

-  Product discovery and catalogs
-  Virtual try-on experiences
-  Promotions and price-driven offers
-  Transactional focus with limited follow-up

Lenskart opportunity

-  Position as a vision health companion
-  Ongoing eye care engagement and follow-up
-  Combine product convenience with preventive care
-  Drive loyalty through health-focused services

Insight Synthesis: Retention Gap

Users return only for replacements, breakages, or promotions; missing a recurring eye-care engagement system that drives ongoing value

01

Platform delivers limited ongoing value between purchases

02

Engagement spikes only when replacement is needed or frames break

03

Promotions drive short-term activity but not sustained loyalty

04

Missing piece: A recurring eye-care engagement system to retain users

05

Opportunity: Convert episodic buyers into habitual users with care touchpoints

From Insights to Problem Framing

The challenge is not low eyewear demand.

The real challenge is the absence of a system that keeps users engaged with their eye health over time.

The Post-Purchase Engagement Lifecycle

Analytical view of how Lenskart user engagement peaks at purchase then drops sharply within 30 days and stays low until replacement



1

Purchase and Checkout

High engagement driven by clear buying intent; users complete order and interact intensely during checkout.



2

Delivery Phase

0–7 days: users track orders and briefly explore the app while awaiting arrival.



3

Early Post-Delivery

After about 30 days: product integrated into routine and interaction declines rapidly from initial peak.



4

Long Inactive Period

Month 2–12: app largely dormant unless activated by promotions, customer issues, or reengagement campaigns.



5

Replacement Cycle

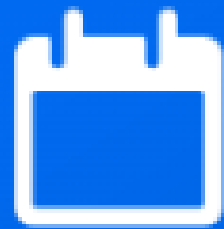
12–24 months: users return primarily when they need to replace eyewear; engagement spikes around replacement need.

Why Engagement Fails

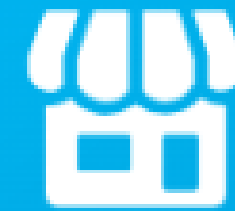
Four root barriers that prevent repeat visits and active loyalty for eyewear customers



Perception gap: Users view Lenskart primarily as a retailer, not a recurring service



No recurring value: No compelling reason to revisit between purchases



Offline alternatives: Users prefer visiting local opticians for fitting and service



Episodic category: Eyewear demand occurs infrequently, limiting habitual engagement

Final Engagement Problem

Lenskart lacks a structured engagement system that meaningfully connects users with their eye-care journey between purchases.

Explored Solution Directions

Concise set of strategic options evaluated to grow engagement, retention, and preventive vision care adoption across users and partners.

01 Loyalty and Rewards

Points, discounts, and incentives to encourage repeat visits and purchases
Tiered benefits to increase lifetime value and retention

02 Educational Eye-Care Content

Articles, tips, and guides on vision health and eyewear maintenance
How-to content to reduce returns and improve product longevity

03 Community Engagement

Peer reviews, discussions, and shared experiences to build brand affinity
User-generated content and events to sustain ongoing interaction

04 Vision Health Tracking

Track prescriptions, monitor eye health, and deliver proactive insights
Notifications for prescription updates and care reminders

05 Habit-Based Engagement Systems

Introduce recurring actions such as check-ins, reminders, and preventive care prompts.

Solution Prioritization — RICE

Prioritized solution directions for improving Non-Transactional MAU using RICE scores to surface highest-leverage opportunities and guide roadmap focus.

Solution Direction	Reach	Impact	Confidence	Effort	RICE Score
Loyalty Program	Medium	Low	Medium	Low	Low
Educational Content	Medium	Low	High	Low	Low
Community Engagement	Low	Medium	Medium	Medium	Low
Vision Health Tracking	High	High	Medium	Medium	High
Habit-Based Engagement System	High	High	Medium	Medium	Highest

Shortlisted Approaches

Two prioritized product directions to drive sustained, non-transactional monthly engagement through integrated eye-care features and recurring touchpoints.

Vision Health Tracking

-  Focus: Objective eye metrics and ongoing monitoring
-  Value: Clinical insights and early risk detection
-  User need: Medical-grade accuracy and trust
-  Implementation: Sensor integration and data analytics
-  Best for: Clinical partners and long-term care

Habit-Based Engagement

-  Focus: Behavior change and daily routines
-  Value: Higher retention through micro-habits
-  User need: Simplicity, motivation, and rewards
-  Implementation: Nudges, reminders, and gamification
-  Best for: Consumer adoption and rapid growth

Introducing Vision+

Recurring eye-care system inside the Lenskart app offering tracking, check-ins, insights, exercises, and reminders



Vision health tracking to monitor changes over time



Monthly check-ins to capture regular measurements



Personalized insights based on user data and trends



Eye exercises to support daily eye care routines



Eye-test reminders to keep users on schedule



Integrated within the Lenskart app for seamless access

Vision+ User Journey

A clear, recurring path from first use to preventive eye care that turns one-time buyers into engaged users with ongoing insights.



1

Onboarding

After purchasing eyewear, users are introduced to Vision+ and invited to activate their vision health dashboard.



2

Baseline Check-In

Users complete a quick vision comfort assessment to establish their starting point and baseline metrics.



3

Monthly Engagement

Regular reminders prompt quick eye-care check-ins and short exercises to maintain ongoing engagement.



4

Personalized Insights

System generates recommendations using screen usage, prescription age, and reported symptoms for tailored guidance.



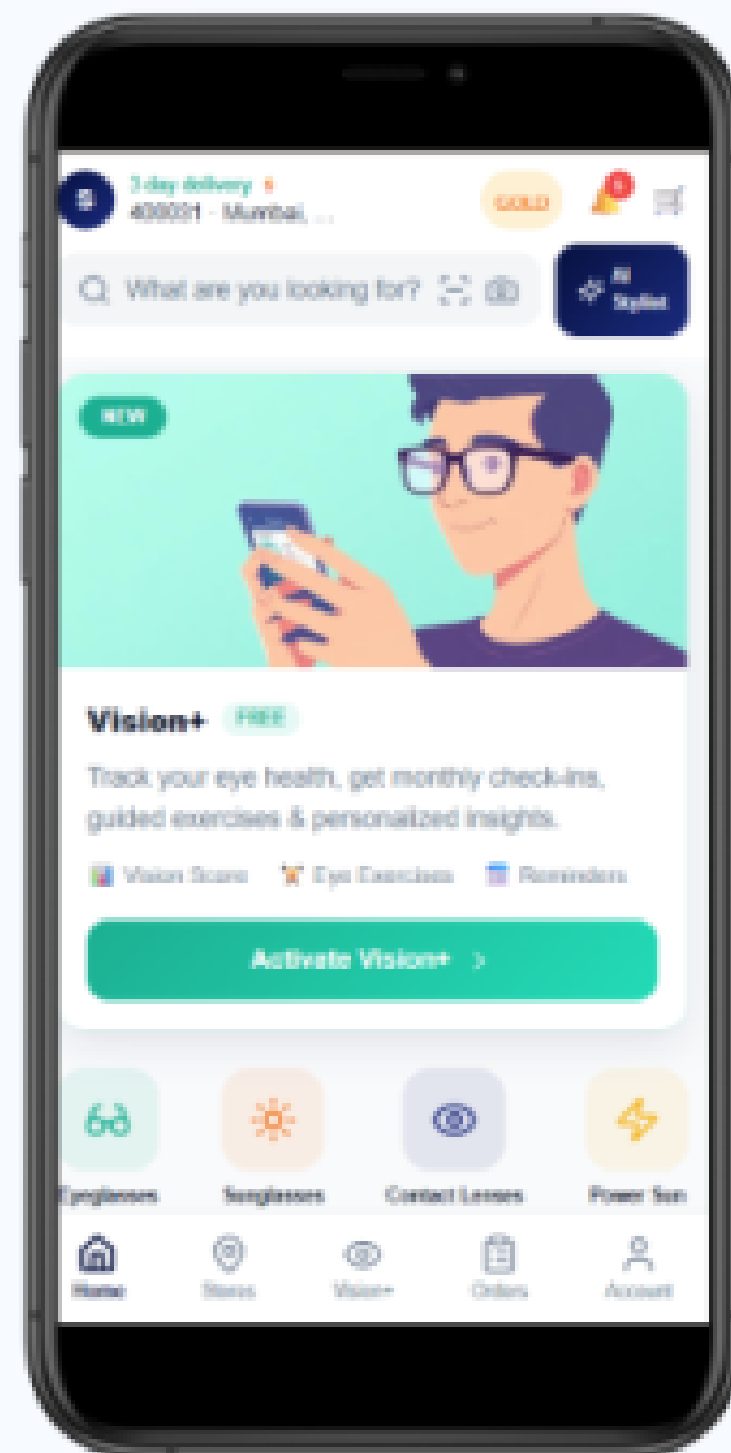
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Preventive Action

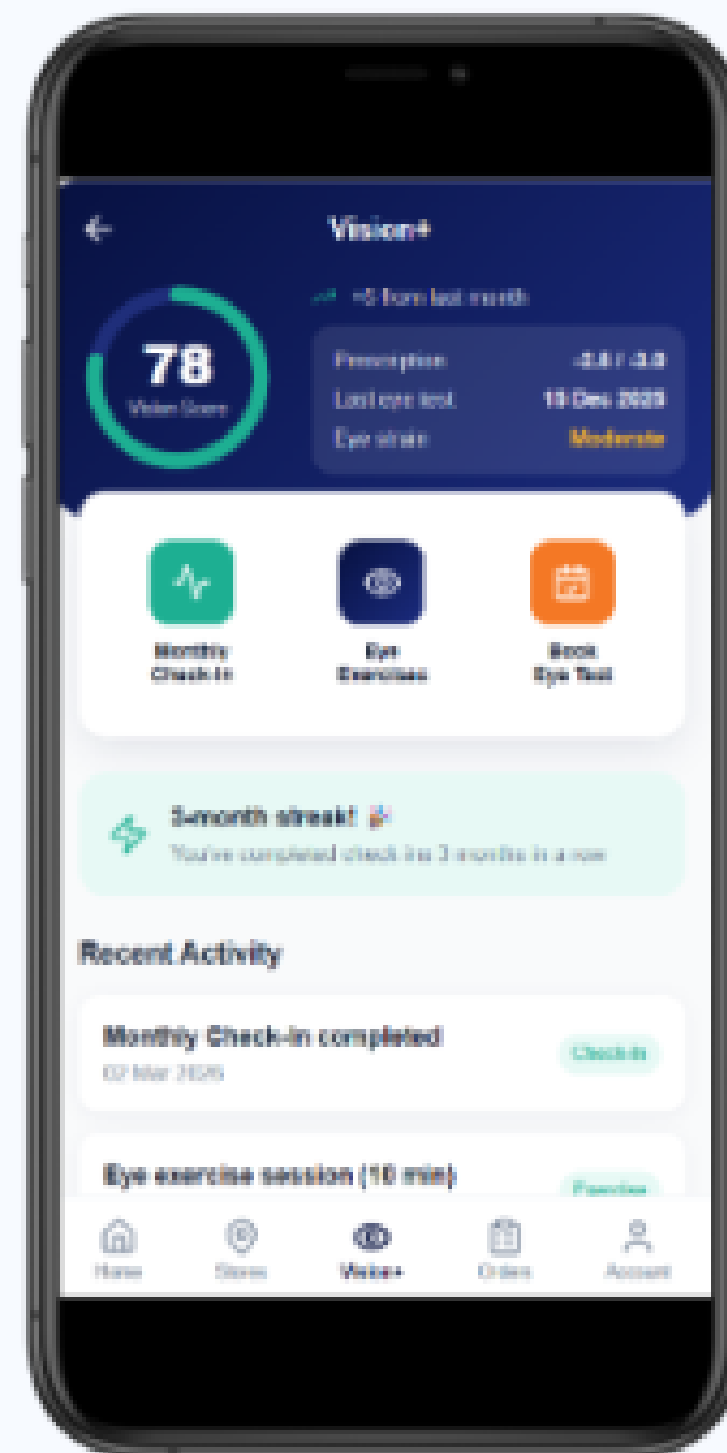
If signs of deterioration appear, users are encouraged to schedule an eye test or visit a nearby store.

Showcase: Vision+ Core Screens

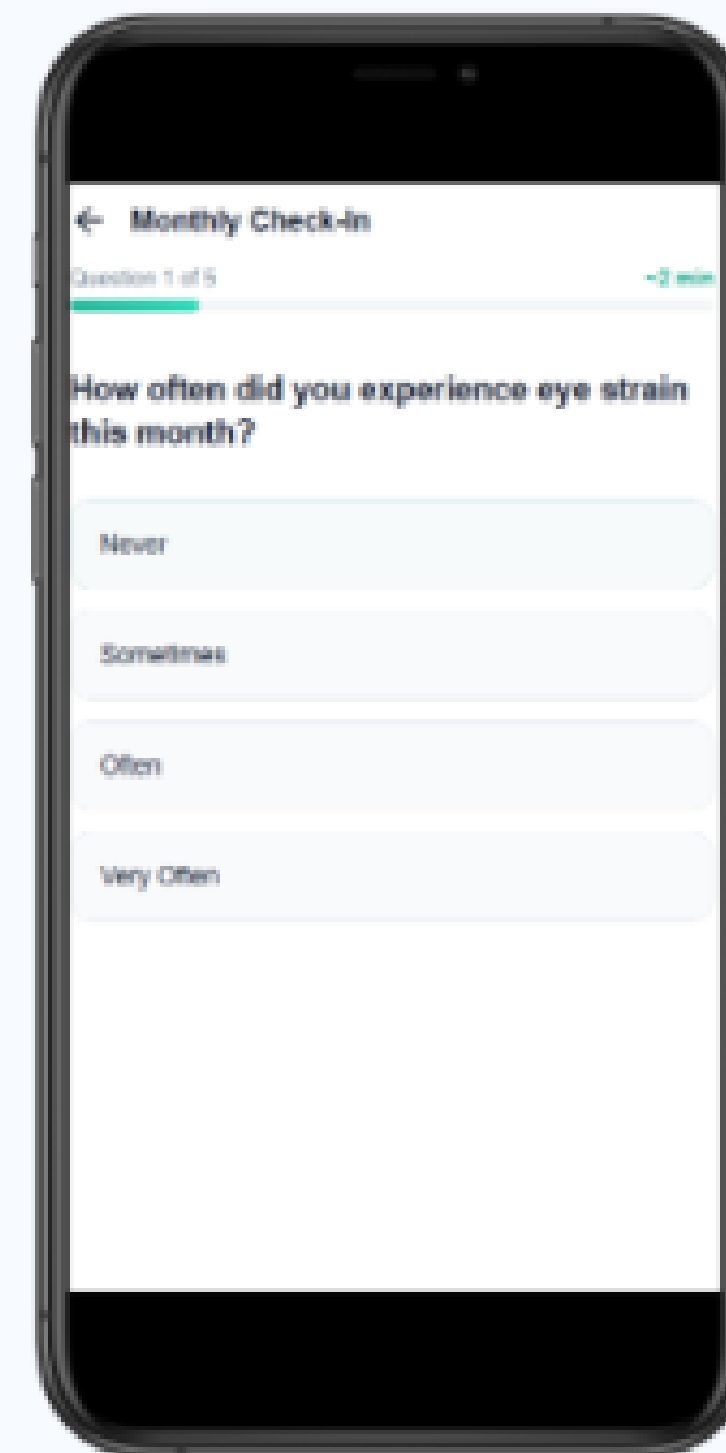
Four key mobile interfaces that guide activation, tracking, check-ins, and exercises within Lenskart



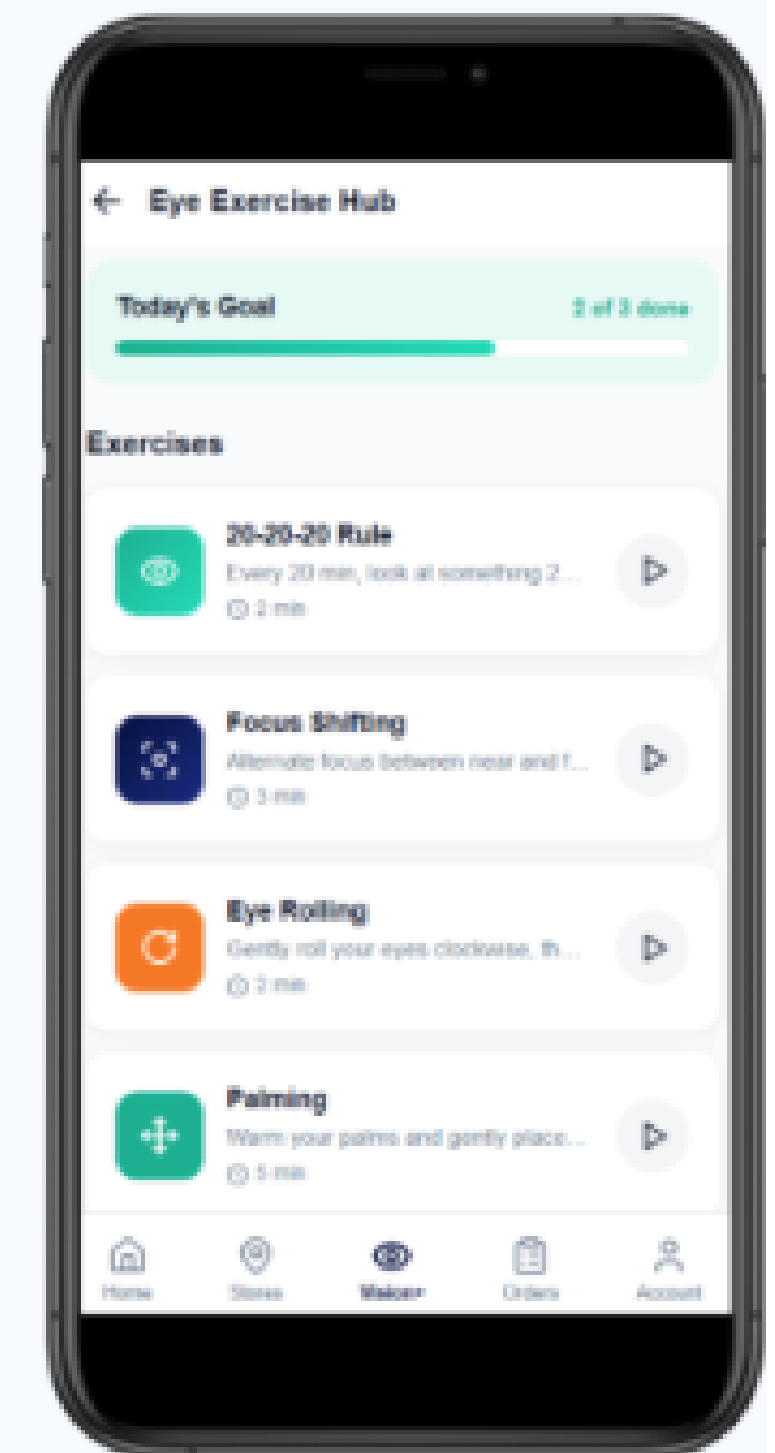
Vision+ Activation
Home Screen Entry



Vision+ Dashboard
The Main Hub



Monthly Vision Check-In
Personalized Eye Health Insights



Eye Exercise Hub
A Collection of Eye Exercises

Sustaining User Engagement

How Vision+ drives recurring value and habit formation for ongoing eye care, turning check-ins into preventive actions and long-term loyalty

Recurring Triggers

Monthly reminders prompt quick eye-care check-ins

Personalized Insights

Prescription data and feedback generate tailored recommendations

Progress Tracking

Track eye health and monitor changes over time

Preventive Care

Early detection prompts booking of eye tests before issues worsen

Engagement Loop

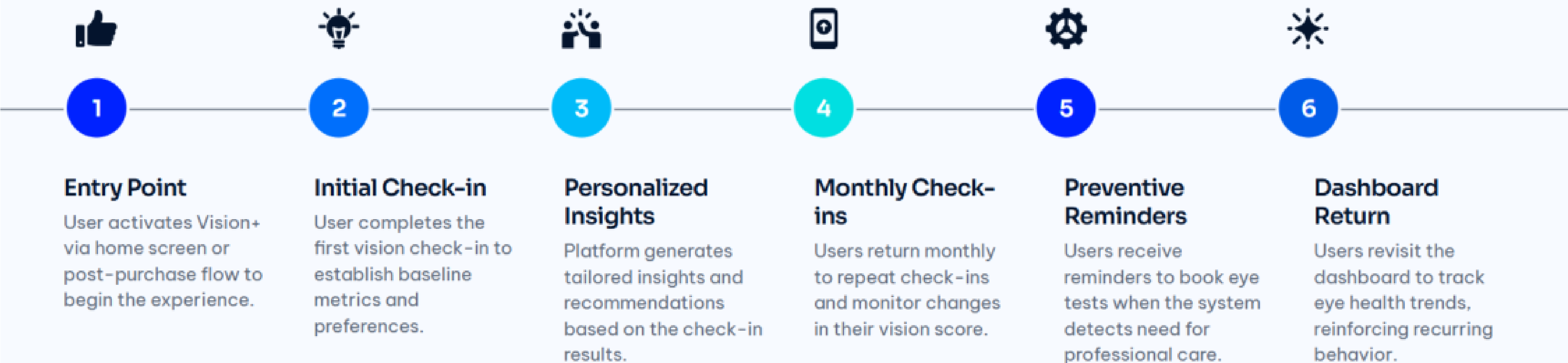
Check-In to Insight to Action to Follow-Up to Repeat

Outcome

Users form a habit of returning to Lenskart for ongoing eye-care management

Vision+ Engagement Loop

Prototype flow that turns one-time vision checks into monthly routine monitoring and timely preventive care

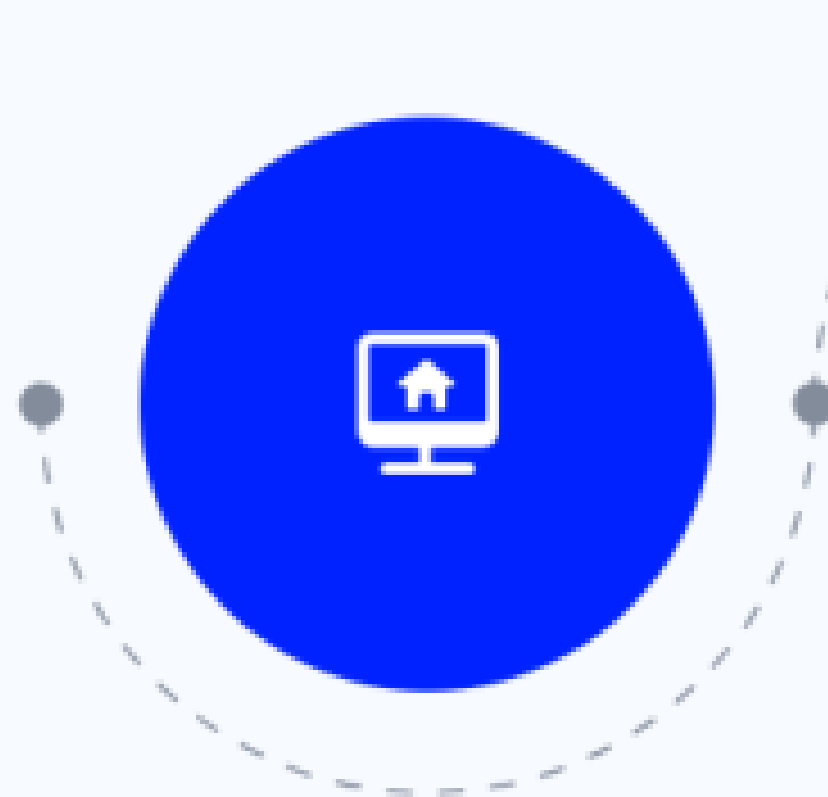


Launching Vision+ to Users

Introduce Vision+ via Lenskart product surfaces to maximize visibility and adoption through targeted entry points and monthly nudges

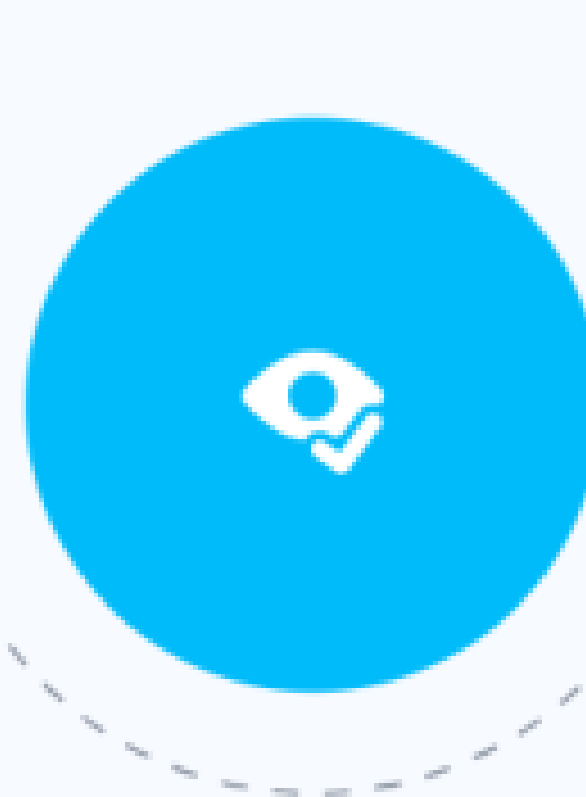
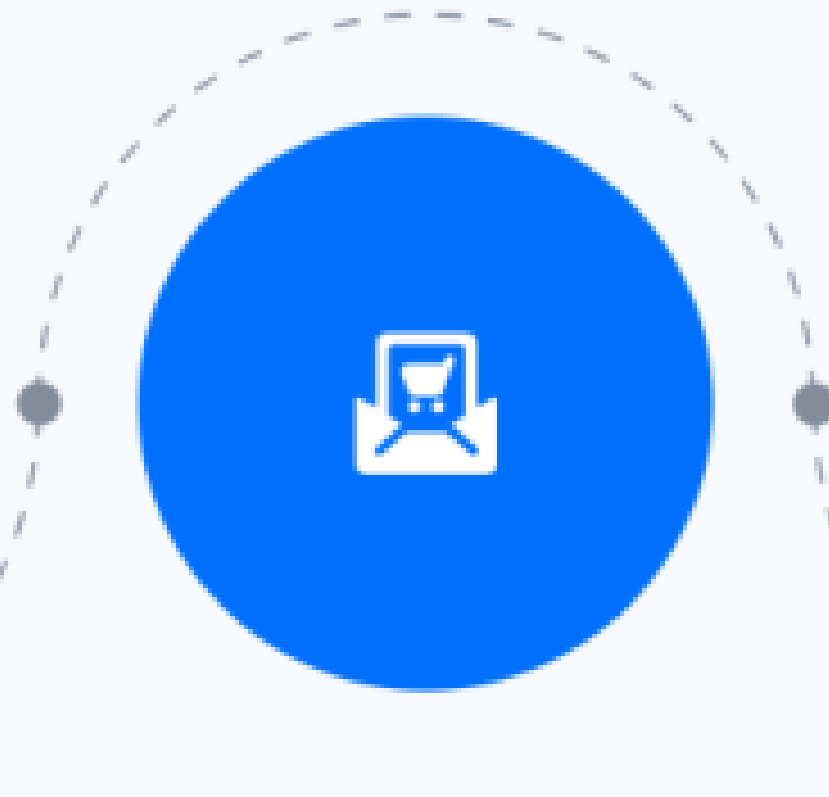
Home Screen Card

Prominent Vision+ card on the home screen that encourages users to activate the feature at first glance.



Eye Test Flow

Introduce Vision+ to users booking eye tests as a way to monitor vision between checkups.



Post-Purchase Prompt

After an eyewear purchase, prompt users to activate Vision+ to start tracking their eye health.

Push Notifications

Send monthly reminders and in-app nudges to encourage users to complete vision check ins regularly.

Vision+ Growth Loop

A growth-focused, repeatable cycle converting monthly check-ins into updated prescriptions and renewed app engagement to drive retention and revenue.



1

Monthly Check-In

Regular in-app prompt to review vision status and capture new symptoms or needs for follow up.



2

Insights

Analyze check-in data to surface risk flags, product opportunities, and personalized next steps.



3

Eye Test Reminder

Send timely reminder to schedule an eye test, driven by insights and personalized urgency signals.



4

Store Visit

In-person appointment or walk-in to confirm symptoms, try products, and update preferences.



5

Updated Prescription

Validated prescription from the visit, ready for fulfillment and saved to the user profile.



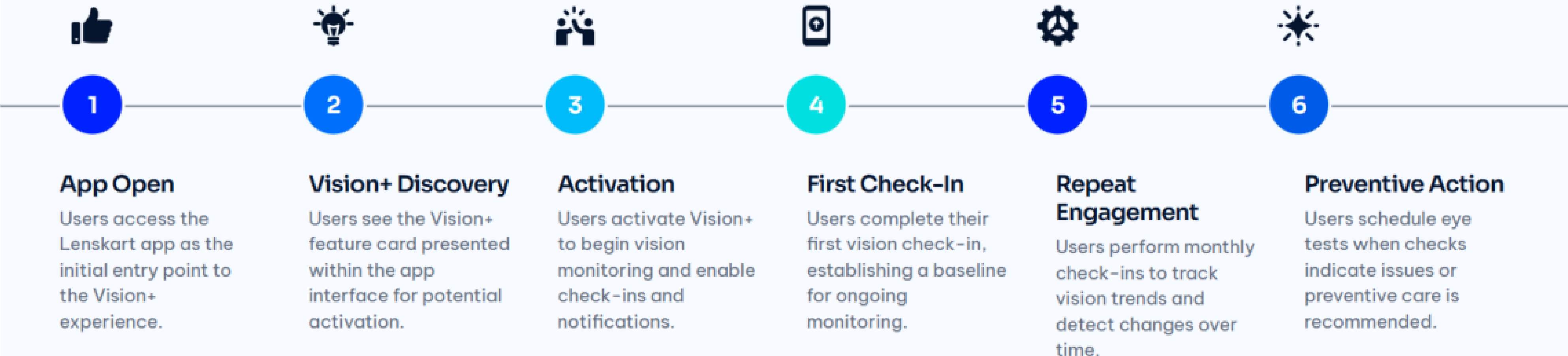
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Return to App

Re-engage user with updated prescription, product recommendations, and next-month check-in setup.

Vision+ Engagement Funnel

Vertical funnel showing user progression from app open to preventive eye tests, with largest drop-offs at discovery to activation and activation to first check-in



Cohort Engagement Over Time

Monthly engagement milestones showing activation, early check-in, habit formation, and preventive care to track retention trends across the first six months



Month 0

Activation

Initial onboarding and first use; target is to convert new signups into active users during launch week.



Month 1

First Check-In

Scheduled follow-up and support touchpoints to confirm value and address early friction for better retention.



Month 2-3

Habit Formation

Repeated engagement patterns emerge; focus on nudges and product cues to reinforce daily or weekly usage.



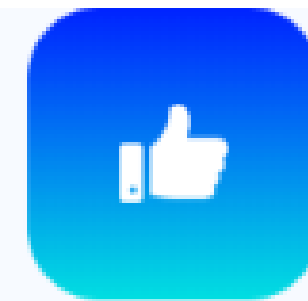
Month 4-6

Preventive Care

Proactive outreach and preventive interventions to reduce churn and sustain long-term retention beyond initial habits.

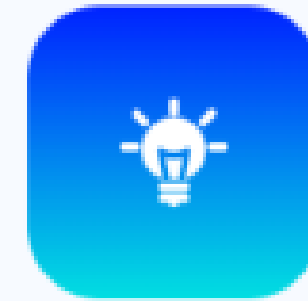
North Star Metric: MAVU

Measure sustained platform engagement via Monthly Active Vision+ Users (MAVU); track meaningful feature interactions to grow non-transactional engagement



North Star Metric

Monthly Active Vision+ Users (MAVU): users interacting monthly
Qualifying actions: Monthly Vision Check-In, eye exercises
Also counts viewing Vision Insights and scheduling an Eye Test



Why it matters

Represents non-transactional engagement, the initiative core
Direct proxy for sustained user value and retention



12-month goal

Increase non-transactional MAU penetration from ~25% to 45–50%

Measuring Vision+ Success

Key initiative-level metrics to track activation, first check-in, monthly retention, exercise engagement, and booking conversion to optimize Vision+ performance.



Feature Adoption Rate

Percentage of users who activate Vision+ after discovering it.



First Check-In Completion Rate

Percentage of activated users who complete their first vision check-in.



Monthly Check-In Retention

Percentage of users completing at least one check-in each month.



Eye Exercise Engagement

Number of users performing guided eye exercises.



Eye Test Booking Conversion

Percentage of users scheduling eye tests after receiving reminders.



Insight

These metrics reveal which parts of the Vision+ experience drive engagement and inform optimization.

Success Criteria

Targeted activation and engagement benchmarks to measure user onboarding success and ongoing value delivery



Activation Rate

Share of new users who complete initial activation; target range is 30 to 40 percent.

30%

First Check-In Completion

Percentage of users completing the first scheduled check-in, indicating initial retention momentum.

50%

Monthly Engagement

Portion of active users engaging monthly, a core indicator of product stickiness and recurring value.

30%

Non-Transactional MAU

Monthly active users engaged in non-transactional activities; goal range is 45 to 50 percent.

45%

Supporting Signals

Key quantitative and qualitative indicators to confirm Vision+ drives meaningful engagement and post-purchase value for users.

Quantitative signals

-  Higher feature usage
-  Increased app opens

Qualitative signals

-  Positive user feedback
-  Positive user feedback

Key Risks

Practical barriers that could reduce uptake and ongoing engagement with Vision+

01 Low feature adoption

Users may view Vision+ as non-essential and ignore it after purchase
Onboarding gaps or unclear value proposition reduce initial use

02 Engagement fatigue

Frequent reminders or check-ins can cause notification fatigue
Over-messaging risks increased opt-outs and disengagement

03 Perceived lack of value

Insights or exercises that feel irrelevant will drive users away
Low perceived benefit reduces repeat interactions

04 Trust and accuracy concerns

Users may question vision insights without a full eye test
Perceived inaccuracy can harm brand trust in Lenskart services

05 Behavioral inertia

Eye care is often reactive, making habit formation difficult
Requires strong nudges and incentives to change long-term habits

Key Product Trade-Offs

Strategic choices balancing engagement, simplicity, and feasibility to prioritize habit formation and user trust across product decisions.

Trade-off	Rationale
Depth versus Simplicity	Vision+ uses lightweight check-ins instead of complex diagnostics to reduce user friction
Personalization versus Privacy	Insights rely on minimal health data to protect trust while still offering meaningful guidance
Feature Scope versus Development Speed	Initial release focuses on core engagement loops rather than advanced analytics
Proactive Care versus Transactional Focus	Promotes eye-care engagement and avoids aggressive upselling to maintain credibility

Constraints and Key Assumptions

Technical, operational, behavioral, and scale limits that shape Vision+ design, plus core assumptions that drive user flow and preventive reminders

01

Technical constraints
Accurate vision diagnostics cannot be completed solely via app without physical testing

02

Operational constraints
Reminders must respect store availability and appointment scheduling capacity

03

Behavioral constraints
Users typically act only when experiencing discomfort or needing prescription updates

04

Scale considerations
Solution must support millions of users across diverse digital literacy levels

05

Key assumptions
Users will engage with simple monthly check-ins if they deliver meaningful insights Preventive reminders will increase eye test bookings over time

Vision+ Strategy Summary

Address low non-transactional engagement with a recurring eye-care system that builds habit-forming user interactions and long-term retention

Outcome: Habit Platform

Habit-forming engagement platform driving repeat interactions, higher retention, and increased lifetime value.

Solution: Vision+ System

A recurring eye-care system that schedules, reminds, and delivers value through regular touchpoints and content.

Problem: Low Engagement

Users show limited non-transactional activity, reducing lifetime value and platform stickiness.



Why Vision+ Wins

Transforms eyewear into continuous eye-care, unlocks prescription data value, and deepens omnichannel engagement for lasting customer relationships

01

Transforms eyewear from episodic purchase to continuous eye-care

02

Unlocks value from prescription data for personalization and analytics

03

Strengthens omnichannel engagement across online, in-store, and care touchpoints

04

Enables ongoing care that drives loyalty and repeat revenue

05

Supports targeted offers and product recommendations from prescription insights

Expected Product Impact

Drive sustained engagement across the Lenskart ecosystem with measurable user, business, and platform outcomes that unlock long-term value

User Impact



Improve awareness of eye health and preventive care through regular check-ins
Simplify access to eye tests and care across channels

Business Impact



Increase Non-Transactional MAU from ~25% to 45-50% by driving recurring engagement
Grow customer lifetime value by 30-40% through deeper care-led relationships
Strengthen brand positioning as an integrated eye-care platform

Platform Impact



Better utilize first-party eye-care data for personalization and insights
Build stronger relationships with users between purchase cycles
Increase cross-channel engagement across app and stores

Thank You

