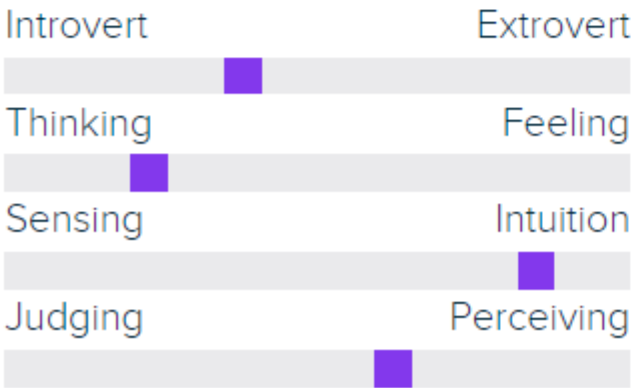




Quality eyewear is an investment in my productivity and personal style, where innovation and convenience are key.

Age: **1-100**
Work: **Software Developer at a tech startup**
Family: **Married, kids, etc.**
Location: **California, USA**
Character: **The Explorer**

Personality



- Organized
- Hardworking
- Practical
- Bold

Goals

- Reduce eye strain and improve overall eye health
- Find eyewear that is both stylish and practical
- Purchase high-quality eyewear without exceeding budget.

Frustrations

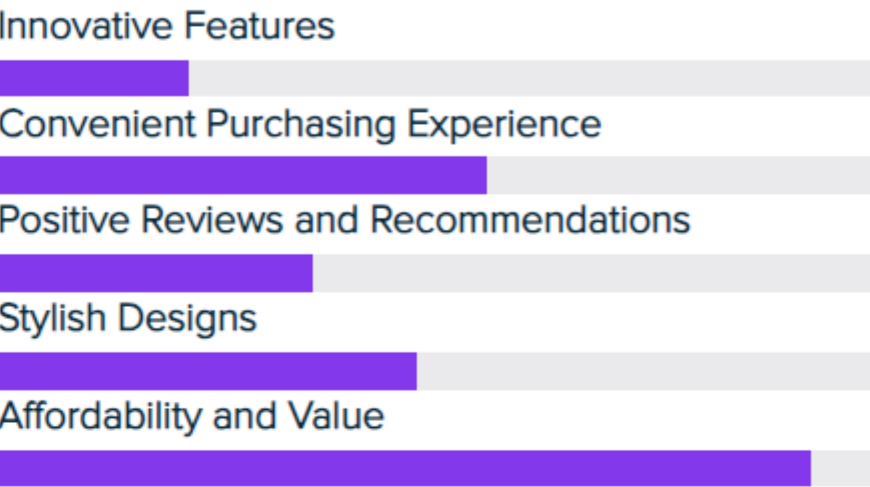
- Frequent headaches and blurred vision due to prolonged screen time
- Unappealing or uncomfortable eyewear options
- Spending too much time researching the right eyewear
- Eye strain from long hours in front of screens.
- Difficulty finding stylish yet functional eyewear.

Bio

Hi, I'm Jordan Smith. I work as a software developer at a tech startup, which means I spend most of my day in front of multiple screens. Recently, I've been struggling with eye strain, frequent headaches, and sometimes even blurred vision due to the extensive screen time. I've realized I need to invest in good quality computer glasses to help alleviate these issues.

However, finding the right pair has been challenging. I want something that's stylish enough to wear both at work and socially, but also functional in reducing my eye strain. Additionally, I don't want to break the bank, so affordability is a key factor. I've been looking at various options online, and Lenskart caught my attention with their range of trendy and functional eyewear. Still, I have concerns about the fit and comfort without trying them on first and whether they will actually help with my eye strain.

Motivation



Brands



Technology

