Warby Parker Quiz Campaign

An Update On User Persona Through Funnel Analysis

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WARBY PARKER

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Insights On Campaign

First Things First

Warby Parker & The Purpose It’s The Campaign

A campaign, launched by Warby Parker revealed distinct user motivations related to style, price sensitivity, and a strong preference for brands that support social causes. The company’s intention was to better define its target segments and estimate market size, by focusing on the creation of a detailed user persona.

One of the most consequential findings was the recognition of the need to shift Warby Parker’s existing brand personality, a repositioning from a *curator* to a *companion* personality. The shift also informed how the brand approached expanding into new, previously underserved regions.

This presentation outlines the analytical findings that informed this strategic shift in brand positioning and market reach.

The Quiz Challenge

Users who wish to take part in the campaign answer a set of questions through an online quiz and are asked to choose to receive either a three-pair cat-eye pack or a five-pair round-style pack of sunglasses for home try-on. They are invited to try them on, select a pair to purchase, and return the rest.

In addition to gathering user insights, the quiz-style survey also reinforced awareness of Warby Parker's mission: for every pair of eyeglasses or sunglasses sold, another is donated to someone in need.

The analysis revealed behavioural and psychographic patterns that defined a more purpose-driven user persona and prompted a shift toward tailored, values-based messaging. It also informed regional expansion by highlighting geographic differences in user motivation.

User Journey

The acquisition phase is designed to shape expectations early. The quiz intends to present a structured, low-friction entry point, immediately guiding users toward the next step—receiving a home try-on pack—and reinforcing the feeling of a thoughtful, well-paced customer journey.

PHASES	AWARENESS / RESEARCH	ACQUISITON	CONSIDERATION	PURCHASE / RETENTION	ADVOCACY
ACTIONS	• Need of a pair of glasses. • Search for glasses. • Encounters Ad.	• Starts answering Quiz questions. • Continues until next completion.	• Receives package. • Tries on glasses. • Decides which to purchase.	• Opens website. • Purchases the chosen pair of glasses.	• Usage of glasses. • Sends the package back to the company.
INTERACTIONS	Advertisement	Web Site	Product Interaction	Web Site	Outcome
EMOTIONS	Curiosity	Interest / Anticipation	Excitement	Frustration	Satisfaction

Icons created by smashingstocks; from https://www.flaticon.com/

Research

Making Use Of Data

Quiz Questions With Their Completion Rates

The list of quiz questions and their completion rates reveals significant drop-offs at questions three and five. These are questions users find potentially challenging.

Users often drop at challenging questions due to cognitive overload, uncertainty, or prompts to share information they're unwilling to disclose, disrupting flow and lowering motivation to continue.

QUESTIONS ASKED ON SURVEY	COUNT OF ANSWERS	COMPETION RATE	DROP RATE
1) What are you looking for?	500	100%	
2) What's your fit?	475	95%	5%
3) Which shapes do you like?	380	76%	20%
4) Which colours do you like?	361	72.2%	5%
5) When was your last eye exam?	270	54%	25.2%

STYLES	ORDERS	PURCHASES	RATIO
Women's Styles	469	252	53.73%
Men's Styles	432	243	56.25%
I'm not sure. Let's skip it.	99	0	0.02%

Target Segment

The survey bears the following questions and multiple-choice answers. By taking a short look, it is possible to see that the fifth question stands out from the rest of the quiz. This was designed in order to understand a certain type of user.

The quiz campaign, asking these questions, aims to gain insight into early adopters, the brand's target segment. Through completing the questionnaire, the survey will provide related data to this OKR.

This user segment is known to be practical, is interested in non-profit acts, has a regulated health life, and cares about a sustainable and eco-friendly lifestyle.

1) WHAT ARE YOU LOOKING FOR?
Women's Styles
Men's Styles

2) WHAT'S YOUR FIT?
Narrow
Medium
Wide
Not sure

3) WHICH SHAPES DO YOU LIKE?
Rectangular
Square
Round
No Preference.

4) WHICH COLORS DO YOU LIKE?
Tortoise
Black
Two-Tone
Crystal
Neutral

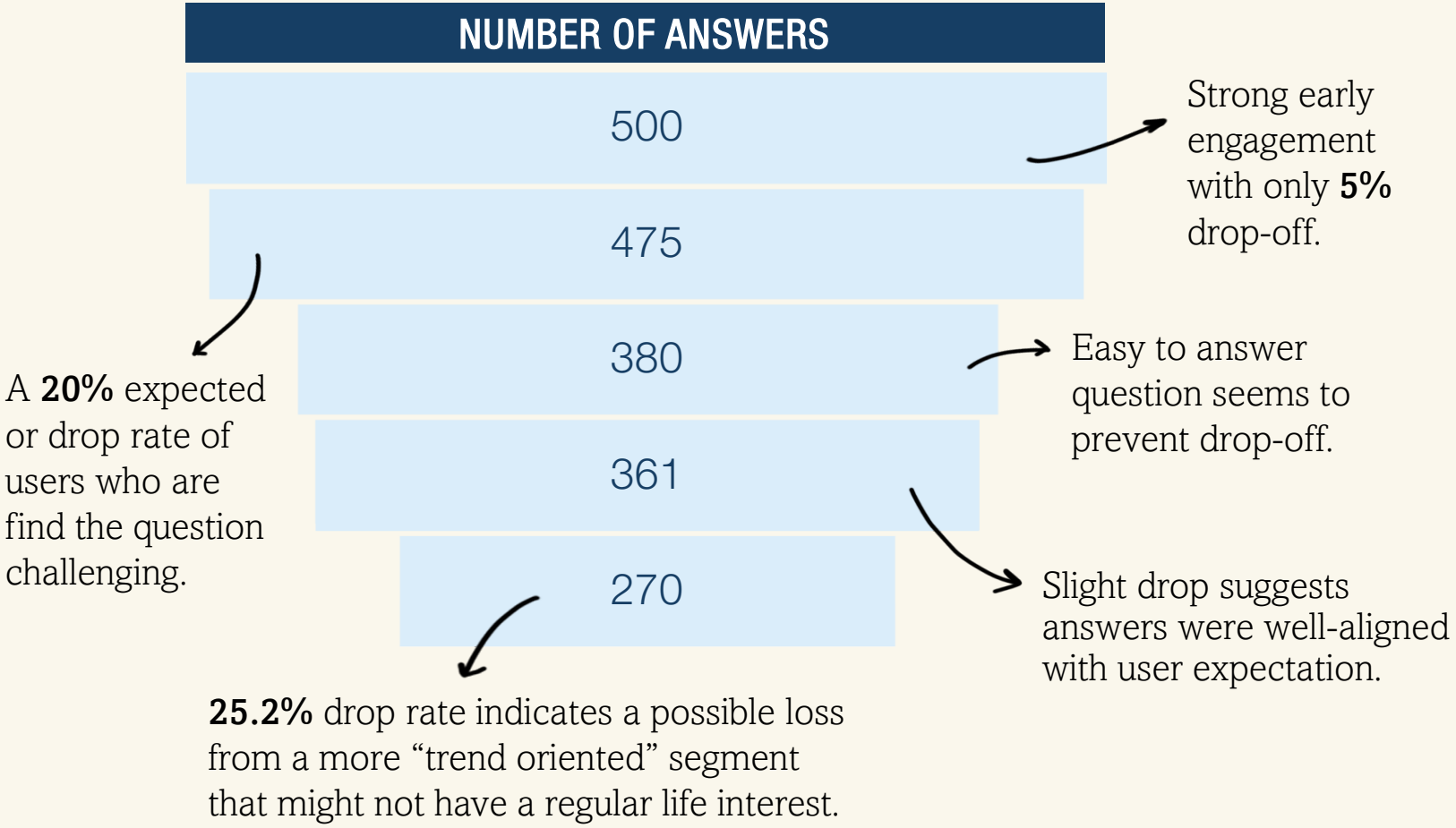
5) WHEN WAS YOUR LAST EYE EXAM?
1-3 Years
3+ Years
<1 Year
Not Sure.

Quiz Usage Funnel

The quiz shows an overall completion rate of **54%**, indicating limited alignment with current user segments. Drop-offs at questions 3 and 5 point to two key friction points;

1) Cognitive overload from overly complex questions.
2) User hesitation due to perceived personal or sensitive content.

These patterns suggest barriers to engagement that may be affecting data quality. Let's take a closer look.



Psychographic Statistics

Roughly one in ten users selected neutral answers, such as “I’m not sure”, or “No preference”. This trend indicates two user types: either those joining for the donation, or those open to any option without strong preferences.

Compared to earlier phases, where neutral responses averaged under **4%**, this increase may reflect a shift from style-oriented to a purpose-driven purchasing behavior, motivation by a “buy only to help” mindset.

FIT	ORDER	PURCHASE	RATIO
Narrow	408	193	47.3%
Medium	305	152	49.83%
Wide	198	105	53.03%
I’m not sure.	89	45	**50.56%**

SHAPES	ORDER	PURCHASE	RATIO
Rectangular	397	189	47.6%
Square	326	158	48.46%
Round	180	95	52.77%
No Preference	97	53	**54.63%**

COLORS	ORDER	PURCHASE	RATIO
Tortoise	292	144	49.31%
Black	280	150	53.57%
Crystal	210	104	49.52%
Neutral	114	48	**42.1%**
Two-Tone	104	49	47.12%

LAST EXAM	ORDER	PURCHASE	RATIO
> 3 Year	37	37	47.3%
< 3 Year	56	56	49.83%
< 1 Year	141	141	53.03%
Not sure.	36	36	**50.56%**

Other Campaign Statistics

Tracking user behavior post-quiz shows that **12.3%** of women who selected “no preference” in the quiz went on to purchase glasses, compared to **9.05%** of men, suggesting that female users may be motivated by being purpose-driven.

Considering that at least **10%** of total users fall outside “preference-driven” groups, it's reasonable to estimate that at least another **10%** of those participants were motivated by a non-profit value such as donating or supporting charity.

The shared traits these users have with early adopters, includes intentional decision-making, and a strategic commitment with interest in social impact when they order.

In conclusion, the quiz campaign not only reached Warby Parker’s target segment but successfully engaged users aligned with the brand’s mission.

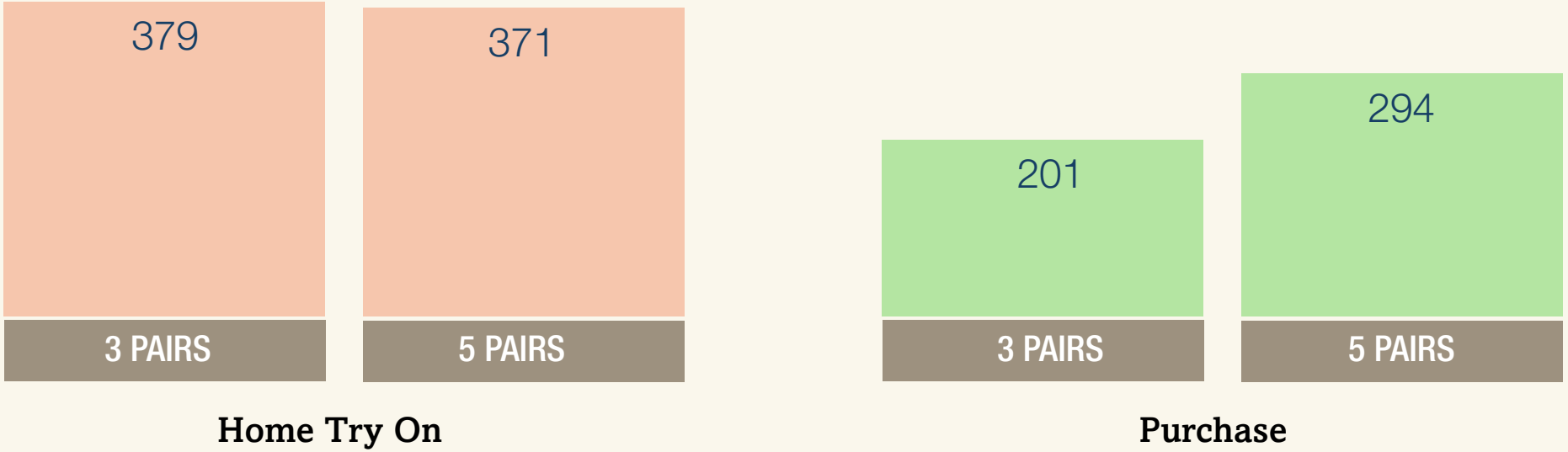
More Quantitatives

Working Out Numbers

A/B Testing Pair Packs

The higher conversion rate among users offered five options suggests that broader variety boosts decision confidence and encourages commitment—highlighting the value of choice as a lever for driving engagement and purchase behavior.

While **379** sets containing three pairs of eyeglasses and sunglasses led to a **53%** purchase rate, the **371** sets with five pairs achieved significantly better, achieving a **79.2%** purchase rate. This suggests that offering a broader selection positively influenced conversion.



Conversion Rate

As the chart shows, the quiz achieved a **75%** conversion rate on home try-on, indicating a highly engaging experience that effectively guides users into the next stage of the campaign.

The purchase stage followed with a **66%** conversion rate, suggesting that the home try-on process is well-executed and that users are strongly interested in the products received.

These results point to a strong alignment between quiz responses and product offerings, reinforcing the campaign's product-market fit.

The overall conversion rate of **49.5%** further reflects the trust customers place in the Warby Parker brand, supporting both user confidence and intent to purchase.

CAMPAIGN FLOW	NUMBER OF PARTICIPANTS	CONVERSION RATE	TOTAL CONVERSION
Quiz Participants	1000		
Home Try On	750	%75	
Purchase	495	%66	%49.5

Trends For This Summer

These results reveal emerging style preferences among Warby Parker users. The “Most Ordered Choices” chart highlights a seasonal trend favoring tortoise-colored frames and rectangular shapes.

However, the “Most Purchased Style” reflects a different pattern, black frames dominate final purchases, regardless of shape.

Notably, **54.37%** of users, demonstrated strong confidence in their selections. This group consistently opted for black frames without a clear preference for shape, suggesting that color plays a more decisive role than form in their purchase decisions.

MOST ORDERED CHOICES	NUMBER OF USERS
Women’s Style	469
Narrow Fit	408
Tortoise Colour	397
Rectangular Shape	292

MOST PURCHASED STYLE	NUMBER OF USERS
Women’s Style	252
Narrow	193
Black Colour	150
Rectangular Shape	189

MOST DECISIVE USER SEGMENT STYLE	NUMBER OF USERS
Men’s Style	%56.25
Wide Fit	%53.03
Black Colour	%53.57
No Preference In Shape	%54.63

Segmentation

We explored the preferences of a proto-persona likely motivated more by the brand's non-profit mission than by specific product features. With this profile in mind, we reviewed the percentages and their positioning within each chart category.

When comparing preferences by gender, consistency suggests there's no significant variance between genders, indicating that gender-specific messaging may not be necessary when marketing the brand or products.

HOW DECISIVE IS THE NON-PROFIT MOTIVATED SEGMENT?		
3rd In Style	I'm not sure.	%0.02
2nd In Fit	I'm not sure.	%50.56
4th In Color	Neutral	%42.1
1st In Shape	No preference	%54.63
2nd In Exam Date	Not Sure	%50.56

FAVOURED OPTIONS FOR WOMEN'S STYLE				
Style	Color	Price	Purchase	Ratio
Women's Styles	Tortoise	$150	42	%16.66

FAVOURED OPTIONS FOR MEN'S STYLE				
Style	Color	Price	Purchase	Ratio
Men's Styles	Jet Black	$150	44	%18.10

Pricing

However, an analysis of pricing behavior reveals a subtle gender-based distinction: men tend to prefer higher-priced models, while women lean toward more affordable options. An analysis of pricing and purchase ratios reveals that most men prefer the higher-priced Dawes model, accounting for **12.72%** of male purchases, while most women opt for the more affordable Brady model at **12.52%.**

While the figures are relatively close, the pricing analysis reveals a subtle gender-based pattern, suggesting a nuanced shift in buying behavior that may warrant further observation, even if the "Most Common Style" indicators remain unchanged for now.

STYLE	PRICE	PURCHASE	COLOUR	RATIO
Men's Styles	150	63	Dawes	%12.72
Women's Styles	150	44	Dawes	%8.88
Men's Styles	150	44	Lucy	%8.88
Women's Styles	150	42	Lucy	%8.48
Women's Styles	95	62	Brady	%12.52
Women's Styles	95	54	Brady	%10.9
Women's Styles	95	52	Olive	%10.5
Men's Styles	95	50	Eugene Narrow	%10.1
Men's Styles	95	43	Eugene Narrow	%8.68
Men's Styles	50	41	Monocle	%8.28

Findings

Reaching Outcomes

Things To Consider For A New User Persona

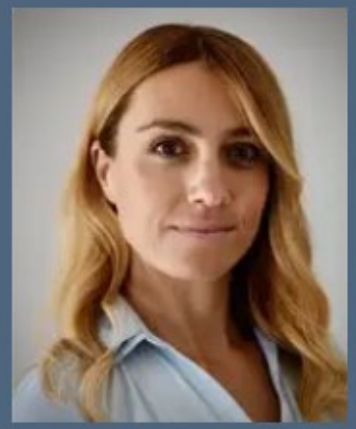
Based on the data analysis and resulting insights, Warby Parker has developed a user persona according to the values and behaviors observed. The target segment demonstrates a more considered, purpose-driven approach to purchasing decisions, prioritizing meaning and intent over trend or impulse.

According to these findings, the shift in user behavior reflects a transition:

- from playful indulgence to purposeful devotion,
- from feeling good to feeling right,
- from seeking sensational content to engaging with educational context,
- and from emotional guidance to focused intention.

Updated Warby Parker User Persona “The Grounded Explorer”

Together, these patterns indicate a deeper alignment with meaning-driven values, supporting a recommended shift in brand personality from *curator* to *companion*.



“The Grounded Explorer”
Gabriella Goofman

Age: 33
Work: Chemical Engineer
Location: Buffalo, New York
Income: Middle to Upper Middle Income
Education: Undergraduate Degree
Marital Status: Partnered, with no child.

MOTIVATIONS

- Expresses intentions to act for common-good.
- Likes to act upon non-profit or environmental callings.
- Is excited to take place in longer effort asking arguments using social media.

PSYCHOGRAPHICS

- Purpose-driven rather than career oriented.
- Avoids spontaneous purchases and needs time to search, reflect, and decide.
- Might subscribe to newsletters or follow on social without constant engagement.

PAIN POINTS

- Often feels overwhelmed by pushy suggestions that complicated challenges.
- *“I have trouble in finding what I am looking for when goimg through flashy offers.”*
- Experiences exhaustion in trying to fit to urban landscape.

QUOTES

- *“I like to have options to choose from, but just one that lasts and doesn’t harm the planet.”*
- *“If I can understand why something is made the way it is, I feel confident moving forward.”*

Market Size Estimations

Through information gained from market research we know that the eyewear market size of the sum of eye and sunglasses only is around **$42,2B** (TAM). Following the conversion ratio **%49.5**, we believe that Warby Parker's Serviceable Obtainable Market (SAM) is close to **$21B**.

Calculations show that there is a Serviceable Obtainable Market (SOM) size of **$13.8B**, and current numbers of Serviceable Obtainable Market (SOM) indicate just **$2B** we believe there is room for growth when considering the interest customers show.

It is therefore crucial to open stores and allocate resources at geographical regions where Warby Parker might have a competitive advantage through strong differentiation through brand identity.

We believe that this focus will lead to better customer acquisition and retention rates through regional marketing campaigns.

Outcome To Impact

Yes, But What Now?

Final Words

The data acquired through the online quiz helped shed light on a target user segment; this supported the creation of a new user persona for Warby Parker to engage with over time.

Through calculating SOM/TAM, data acquired also made possible to have an approximate look at the market size of eyewear, and how much of it can Warby Parker realistically capture of the well competed U.S. market.

According to findings with a **%32.7** of possible market share, Warby Parker has a great growth potential as a business operating in eyewear.

Based on further decisions of Warby Parker stakeholders, the company will now be able to understand their customers better in regional areas where the brand has prioritised to expand.

Taking the brand's competitive positioning into account, it is advised that the marketing team focus on the shift from a *curator* to a *companion* brand personality.

SQL Queries

SELECT * FROM

SQL Queries With Useful Results

Some important queries that colleagues may find useful, including the information where they have been used are to be found below.

The query for the Usage Funnel on page 11.

```
SELECT question, COUNT(DISTINCT user_id)
FROM survey
GROUP BY question;
```

One of the queries that shaped other findings of the new user persona, on page 21.

```
SELECT q.style, COUNT(*) AS count
FROM purchase p
JOIN quiz q ON p.user_id = q.user_id
WHERE q.shape = 'No Preference'
• GROUP BY q.style;
```

The query for conversion rates on quiz and home try on's, on page 15.

```
WITH q AS (
 SELECT '1_quiz' AS stage, COUNT(DISTINCT user_id) AS total
 FROM quiz
),
h AS (
 SELECT '2_home_try_on' AS stage, COUNT(DISTINCT user_id) AS total
 FROM home_try_on
),
p AS (
 SELECT '3_purchase' AS stage, COUNT(DISTINCT user_id) AS total
 FROM purchase
)
SELECT * FROM q
UNION ALL
SELECT * FROM h
UNION ALL
SELECT * FROM p;
```

Thanks!