

# Warby Parker Quiz Campaign

An Update On User Persona Through Funnel Analysis

WARBY PARKER

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# Insights On Campaign

First Things First

# Warby Parker & The Purpose Of Campaign

Warby Parker, a transformative lifestyle brand decides on creating a detailed user persona, in order to get to know their customers better.

Their aim is to narrowing their target segments by creating a user persona, and acquiring data useful in estimating TAM, SAM, and SOM.

Deciding on a campaign that will put forward a survey, they also are looking to raise awareness on the company's mission; every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need. The acquired behavioural insights will help them in creating various findings.

# The Quiz Challenge

Warby Parker launches a quiz campaign where for every pair of glasses sold another pair is given to those in need. The campaign poses questions through an online quiz where users, who complete all questions receive a pack of sunglasses. Customers who receive the package will then choose the glasses they want to buy and return the remaining glasses.

The marketing team now analyses the acquired data different marketing funnels in order to calculate conversion rates which will give insight about user personas behavioural and psychographic traits.

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# User Journey

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| PHASES       | AWARENESS / RESEARCH  | ACQUISITON  | CONSIDERATION  | PURCHASE / RETENTION   | ADVOCACY   |
|--------------|---|---|--|--|--|
| ACTIONS      | <ul style="list-style-type: none"><li>• Need of a pair of glasses.</li><li>• Search for glasses.</li><li>• Encounters Ad.</li></ul> | <ul style="list-style-type: none"><li>• Starts answering Quiz questions.</li><li>• Continues until next completion.</li></ul> | <ul style="list-style-type: none"><li>• Receives package.</li><li>• Tries on glasses.</li><li>• Decides which to purchase.</li></ul> | <ul style="list-style-type: none"><li>• Opens website.</li><li>• Purchases the chosen pair of glasses.</li></ul> | <ul style="list-style-type: none"><li>• Usage of glasses.</li><li>• Sends the package back to the company.</li></ul> |
| INTERACTIONS | Advertisement<br>                                 | Web Site<br>                               | Product Interaction<br>                          | Web Site<br>                 | Outcome<br>                      |
| EMOTIONS     | Curiosity   | Interest / Anticipation   | Excitement   | Frustration  | Satisfaction   |

# Research

Making Use Of Data

# The Quiz

The survey bears the following questions and multiple-choice answers. By taking a short look, it is possible to see that the 5<sup>th</sup> 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 intends to have a deeper understanding of their target segment; the early adaptors. 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.



# The Completion Rate

Here we see the list of questions on the quiz following their completion rates. According to the givens, it is possible to see major drop-offs at question 3 and 5.

| 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%     |

By combining data from different tables, it is possible to find out more about each questions completion rate.

| 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%  |

# Psychographic Statistics

It's almost in all findings that a 1 out of 10 users preferred to chose "I'm not sure" in answering the "fit" question (2nd), "No Preference" in the question "shapes" (3rd), and later in the "colour" question (4th).

| 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% |

| 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% |

This ratio might be indicating a group of two user types; those who are purchasing only for donating purposes and those who are taking their chances in receiving a random set of glasses to choose from.

| 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% |

| 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% |

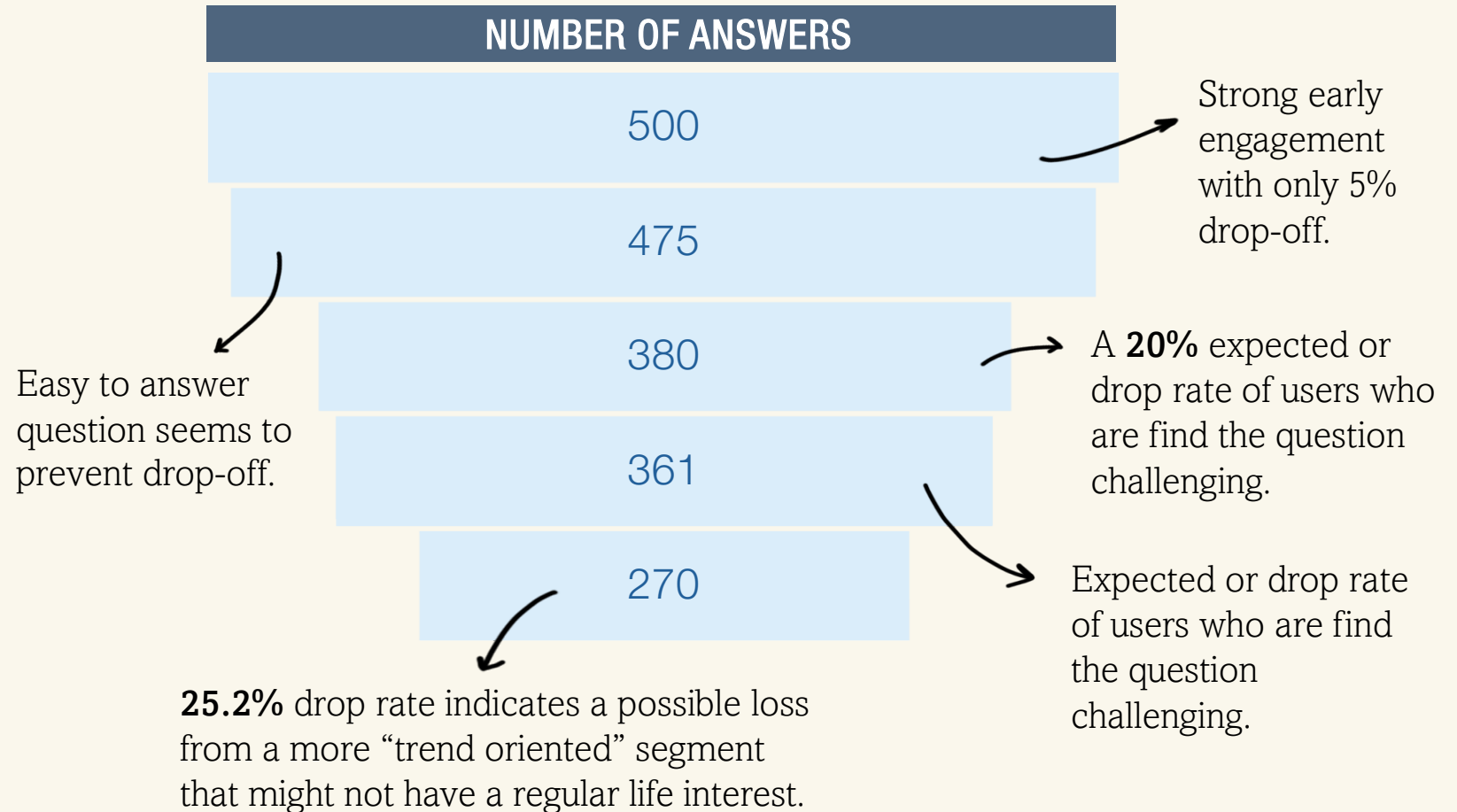
# Quiz Usage Funnel

The quiz has an overall **54%** of completion rate which shows rather a low relation with the current user segments. The drop-out at the 3<sup>rd</sup> and 5<sup>th</sup> question are forwarding two aspects of the questionnaire forward.

1) The pressure put on the user by a complicated question.

2) The impression of asking for a personal matter.

Let's take a closer look.



# Quiz Campaign Statistics

Upon following these users, those who have purchased women's glasses with no preference have a **12.3%** while those who purchased men's glasses have a **9.05%**. This would suggest that "Women" are more relying on their chances.

Considering there is at least a 10% of users involved in other groups, we can say that Warby Parker has a user segment 20-35% that is into non-profit acts like donating, and charity.

It is possible to argue that these "non-profit" oriented users are likely to be early adopters, or have similar behaviours or habits.

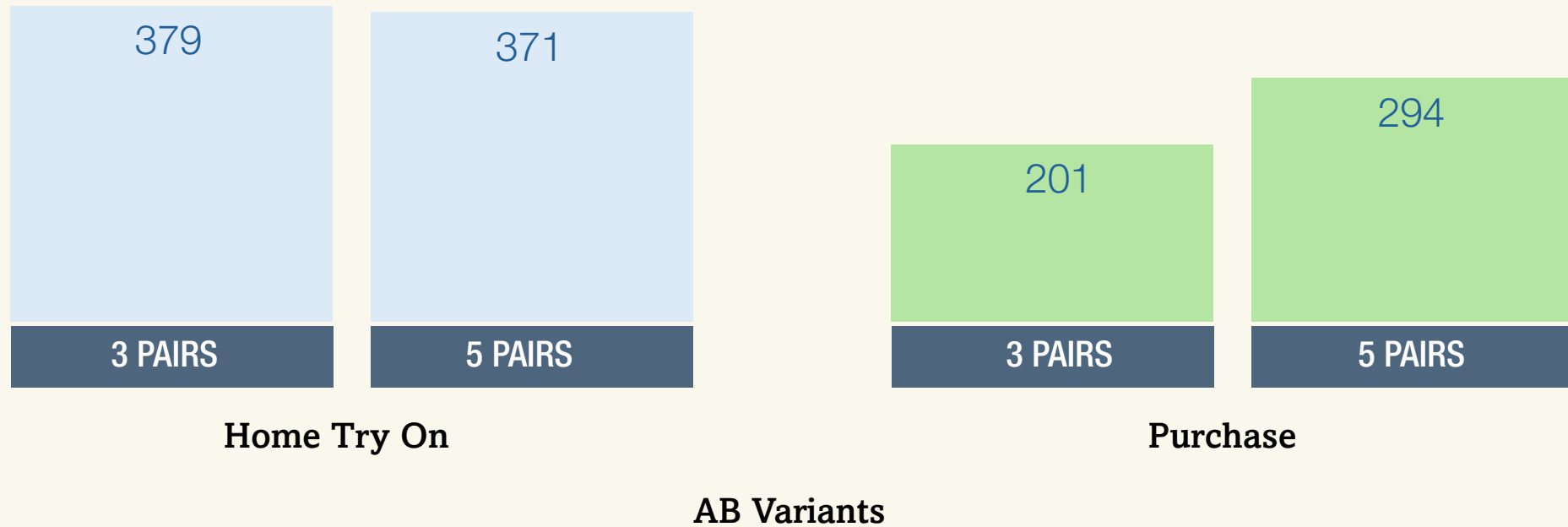
As a conclusion on these findings, Warby Parker can easily say that their Quiz campaign has not only interacted with their target segment but also had an appeal to them.

# More Quantitatives

Working Out Numbers

# A/B Testing Pair Packs

While **379** sets of 3 pairs of eye and sunglasses sent to users achieved a **%53** purchasing rate, 371 sets consisting of 5 pairs of glasses achieved a much better result with a **%79.2** purchasing rate.



# Conversion Rate

As the chart shows, the quiz with a **%75** of conversion shows signs of an engaging experience and leads naturally to the second stage of the campaign.

The purchase stage with a **%66**, indicates that the try-on is overall ell executed, and customers are highly interested in goods acquired.

These result might show us a strong alignment between the quiz results and product offerings, while also the campaign indicates a strong product-market fit.

It is possible to say that the total conversion rate of **%49.5** is also because of a well-established trust in the Warby Parker brand.

| 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

Taking a look at these results it is possible to have idea about some trends Warby Parker users are following. While the “Most Ordered Choices” chart does indicate that a tortoise colour and a rectangular shape are in favour at this time of the year, the “Most Purchased Style” differs through only being Black in colour.

A %54.37 of users, which more than a half of them are male, are certain in their chosen options, and have no doubt that they are looking for a black in colour pair of glasses, with no preference in shape.

| 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<br>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 came up with the idea of taking a look preferences of a proto persona of Warby Parker, who we describe as interested more in a non-profit act than anything that is offered. Keeping that in mind here are the percentages and their place in their own category of the chart.

Taking a look at the choices between men and women, considering women chose for “Women’s Style” while men chose “Men’s Style”, with really close aligned percentages, it is possible to say that there is no reason to indicate a certain gender when marketing the brand or products.

## HOW DECISIVE IS THE NON-PROFIT MOTIVATED SEGMENT?

|                              |               |        |
|------------------------------|---------------|--------|
| 3 <sup>rd</sup> In Style     | I’m not sure. | %0.02  |
| 2 <sup>nd</sup> In Fit       | I’m not sure. | %50.56 |
| 4 <sup>th</sup> In Color     | Neutral       | %42.1  |
| 1 <sup>st</sup> In Shape     | No preference | %54.63 |
| 2 <sup>nd</sup> 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

Upon taking a look at prices and their purchasing ratio. Most men prefer an expensive Dawes model with %12.72, while women prefer an affordable Brady following a ratio of %12.52.

Looking at these given numbers, we can say there is no real need to update a look on the Most Common Style or Most Common Purchase.

| Style          | Price | Purchase | Color         | 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

Upon data analysed and findings created, Warby Parker should create a user persona focused on values and behaviours acquired. It is possible to say the targeted segment provides a more mature and purpose driven attitude towards choices made in buying.

According to these givens, the change is towards;

- From playful indulgence to purposeful devotion.
- From feeling good to feeling right.
- From sensational content seeking to educational context encountering.
- From emotional guidance to focused intentions.
- According to these definition a shift from curator to companion in brand personality is suggested.

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# Updated Warby Parker User Persona “The Grounded Explorer”

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**“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 going 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 has been used to set light to a target user segment: This helped in creating a new user persona for Warby Parker to continue to get in touch with.

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 founders and stakeholders, the company will now be able to understand their customers better in regional areas where the brand has prioritised to expand.

A noteworthy outcome that should be emphasized would be the finding about the researched user segment is that it describes a more mature and purpose driven user persona towards choices made in buying.

Taking the competitive positioning of the brand into account, it is advised to the brand marketing team of Warby Parker to switch from a curator brand personality 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!