

# Lenskart Product Dissection

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Product Dissection for Lenskart

## Company Overview:

Lenskart, launched in 2010, is one of India's most popular eyewear brands. It combines the ease of online shopping with the trust and comfort of physical stores. Headquartered in Gurugram, India, Lenskart offers a wide range of eyeglasses, sunglasses, contact lenses, and accessories. What makes Lenskart special is how it brings technology, affordability, and accessibility together to transform how people buy eyewear.

The brand has positioned itself not only as a retail eyewear provider but as a complete eye care ecosystem. Whether it's through eye check-up camps, home eye test services, or innovative frame and lens customization, Lenskart continues to disrupt the traditional eyewear market. Its focus on innovation, convenience, and customer service makes it a leader in the Indian retail tech space.

## What Real Problems Does Lenskart Solve?

Lenskart isn't just an eyewear brand; it's a solution-driven platform that tackles the biggest challenges people face in vision care. Here's a deeper look into the real-world problems it addresses:

### 1. Problem: Limited Access to Quality Eyewear in Remote Areas?

#### Solution:

In many parts of India, especially rural and semi-urban regions, finding high-quality and stylish eyewear is a struggle. Lenskart solves this by offering an extensive online store accessible from anywhere. With its own delivery network and store presence in smaller towns, it brings accessibility to users who previously had to travel far or compromise on quality. This bridges a major urban-rural gap in healthcare access.

## **2. Problem: Lack of Time for Vision Check-Ups?**

### **Solution:**

People often delay eye tests due to tight schedules or lack of awareness. Lenskart combats this with free home eye check-ups and AI-driven in-store vision tests that require minimal time and give precise results. Users can book appointments easily through the app, reducing barriers to eye care and encouraging preventive health behavior.

## **3. Problem: Inability to Try Before Buying Online?**

### **Solution:**

A major drawback of buying eyewear online is the uncertainty of how frames will look or fit. Lenskart's 3D Virtual Try-On tool solves this by offering a real-time augmented reality experience. Users can see how frames fit their face shape and choose accordingly. This innovation blends the convenience of online shopping with the confidence of in-store trials.

## **4. Problem: Prescription Glasses Are Too Expensive?**

### **Solution:**

Many people avoid upgrading their glasses because of cost. Lenskart's vertically integrated model allows it to produce and sell glasses at lower prices without compromising quality. With affordable ranges and premium options, the brand serves diverse budgets. Features like BluCut lenses and anti-glare coatings are accessible even in basic price tiers, making advanced care more affordable.

## **5. Problem: Poor Delivery Experience and Post-Purchase**

### **Support?**

### **Solution:**

Online shopping is often marred by delivery delays and lackluster customer service. Lenskart tackles this by building a solid logistics network offering express shipping in major cities and efficient support through multiple channels (app, web, phone). Features like instant replacements, extended warranties, and responsive customer care ensure customers feel supported long after the sale.

## 6. Problem: Confusion Over Lens Options and Eye Health Needs?

### Solution:

Choosing between single vision, progressive, or photochromatic lenses can be overwhelming. Lenskart addresses this through AI-based recommendations, expert support chat, and educational prompts within the app. This empowers users to make informed choices suited to their lifestyle, screen usage, and vision condition.

## Top Features That Make Lenskart Stand Out

- **AI-Based Eye Testing:** Advanced tech to recommend accurate lenses.
- **3D TryOn:** A virtual mirror that lets you try frames online.
- **Home Eye Tests:** Certified optometrists come to your home.
- **InStore & Online Shopping:** Buy glasses however you prefer.
- **Gold Membership:** Pay once, and get discounts for a whole year.
- **Customization:** Choose lenses, coatings, and frames that match your style.
- **Mobile App:** Everything from browsing to booking tests is at your fingertips.

## Real Life Cases Where Lenskart Made a Difference:

### 1. Busy Lifestyle, No Time for Store Visits

#### *Example:*

*A working professional used the Lenskart app to try glasses virtually, ordered them online, and even scheduled a home eye test—all during lunch break. This level of flexibility is perfect for people juggling jobs, family, and daily chores.*

### 2. Confusion Over What Frames Suit You

#### *Example:*

*A college student used the 3D Try-On to try multiple frames and picked the one that suited her face best, boosting her confidence. She even shared the preview with friends before finalizing the purchase.*

### 3. Too Costly to Buy Branded Specs

#### ***Example:***

*A parent bought stylish prescription glasses for the whole family using Lenskart's budget range, saving money while ensuring quality. The Gold membership helped them get additional discounts and made reordering simple.*

### 4. Unsure About Which Lenses to Pick

#### ***Example:***

*A customer chatted with support and used AI suggestions to select lenses for both reading and screen use. They learned about BluCut lenses for screen time and added anti-glare coating for nighttime driving—all from the app.*

### 5. Trouble Getting Help After Buying

#### ***Example:***

*A user received a slightly loose frame and got it replaced easily using the app and customer service chat. The replacement process was smooth, and the new frame arrived within two days with no extra charge.*

## How Lenskart Organizes Its Data (Schema):

Here's how Lenskart might structure its data behind the scenes to make all these features possible:

### Users Table

- User ID (unique for each user)
- Name, Email, Phone, Address
- Membership (like Gold)
- When they joined

### Orders Table

- Order ID
- Linked to the User ID
- Date of order
- Status: Pending/Delivered/etc.
- Payment type

## **Products Table**

- Product ID
- Type (Glasses/Sunglasses/Contacts)
- Price, Availability

## **Prescription Table**

- Prescription ID
- Linked to User ID
- Eye power values
- Date and test method (Home, Store, AI)

## **Frames Table**

- Frame ID
- Linked to a Product
- Shape, Size, Color, Material

## **Lenses Table**

- Lens ID
- Type (Single vision, etc.)
- Extra coatings (BlueCut, Antiglare, etc.)
- Price

## **Order Details Table**

- Combines all elements of an order (which product, frame, lens, etc.)

## **Reviews Table**

- Review ID
- User ID and Product ID
- Rating, Comment, Date

## **Appointments Table**

- Appointment ID
- User ID
- Appointment type (Home/Store)
- Date & Time, Optometrist name

## How Everything is Connected

- One user can place many orders.
- An order can include multiple products, each with a frame and lens.
- Each user has a prescription, can book eye tests, and write product reviews.

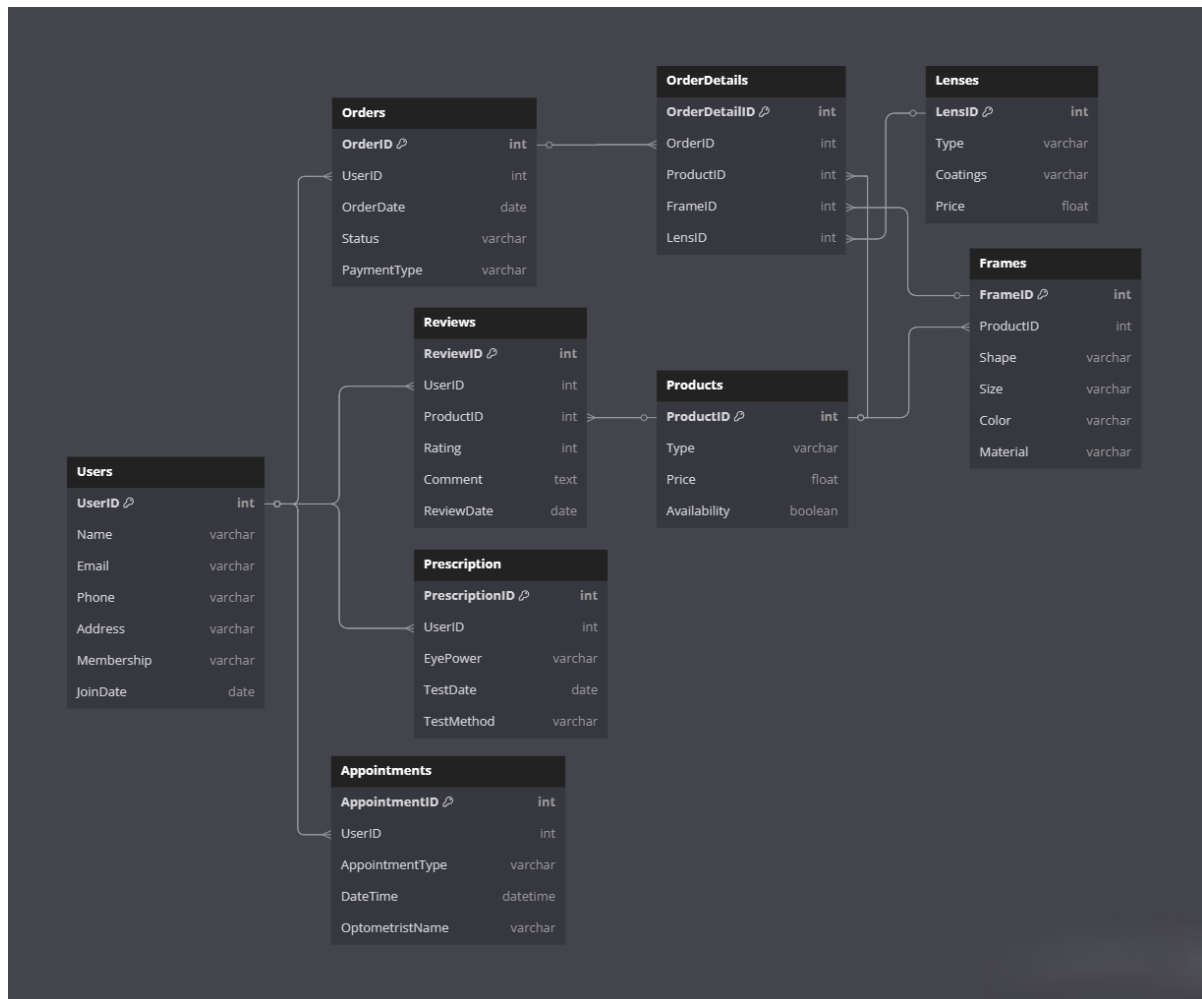
## Rationale Behind the Design

The database schema for Lenskart is crafted to mirror the real-world flow of the user journey—from sign-up to order placement, service utilization, and feedback. Each entity represents a crucial element of the platform:

- Users are at the core, connecting every major activity—orders, prescriptions, appointments, and reviews.
- Orders and OrderDetails handle transaction-level granularity, enabling tracking of what product, frame, and lens combination was selected.
- Products, Frames, and Lenses are separated to allow maximum flexibility in mix-and-match customization, reflecting Lenskart's user-centric offering.
- Prescriptions and Appointments cater to the healthcare aspect, tracking optical needs and service usage.
- Reviews ensure feedback is linked directly to users and specific products for personalized and authentic reviews.

This structure ensures scalability, accurate service delivery, and a high degree of personalization, all aligned with Lenskart's goal of providing seamless, affordable, and technologically advanced eye care.

## ER Diagram (Visual Description)



## Conclusion

Lenskart is more than just an eyewear brand. It's a smart solution to common eye care problems faced by millions. Whether it's the need for convenience, affordability, or confidence in style, Lenskart uses technology and thoughtful design to meet user needs. Its wellstructured backend system ensures smooth service, from shopping to delivery and beyond. That's what makes it a gamechanger in the world of eyewear.

## Presentation of Findings

The schema design developed for Lenskart effectively supports both the business operations and the end-user experience. Each component of the schema has a clear purpose:

- It ensures that user interactions such as placing orders, booking appointments, or writing reviews are properly recorded and linked.
- The separation of frames, lenses, and product categories provides flexibility and supports the personalized offerings that Lenskart is known for.
- By capturing prescription and appointment data, the platform addresses healthcare service needs in addition to retail transactions.

This schema allows Lenskart to maintain a seamless omnichannel experience, optimize logistics, and provide personalized recommendations. It aligns perfectly with the company's goal of delivering convenient, high-quality, and tech-driven eyewear services.