

Problem at hand:

Please find the assignment brief below:

Buying Experience on Lenskart:

You need to create a complete flow, right from listing page to shopping cart.

You need to improve current experience, we're open to out of box thinking.

No need to stick to current UI or current guidelines.

- Product listing page
- Product detail page
- Package selection page
- Shopping Cart

Deliverables:

- Wireframe Prototype
- Product Detail Page / Package screen UI Design

My solution:

Explanation of the flow of the clickable prototype:

- 1) My version of user experience on the Lenskart (mobile) app begins with the landup page showing the trends on eyewear. User selects the new arrivals which takes him/her to further classifications and options available on the product listing page.
- 2) Now the user is shown the option to create his/her 3D avatar for a more real time experience. The user clicks on create 3D and is taken to an AI guided interface which provides a step by step voice manual for the user to create his/her avatar.
- 3) After it is done, the user is shown his/her face analysis with the frame width suited for him/her and also the recommended shape of the glasses they can purchase. The user can choose to apply those recommended shape filters on the search options or the items on the product listing page, or simply return to the product listing page.
- 4) This page now shows the glasses to the user along with his/her avatar, as if he/she is wearing the glass in real life. Now the user chooses any glass he/she likes and is taken to the product details page.
- 5) All the details of the product are shown to the user along with similar frames available i.e. frames which come under the same filters or categories, when the user taps on similar.
- 6) On the tap, the user gets to see the similar glasses with his/her 3D avatar and can compare different looks. Now the user adds a pair of glasses to his/her cart.
- 7) On clicking that option, the user is asked the type of lens he/she wants to buy. The user gets to choose from a selection of specialised lenses. Let's say the user chooses Dual

Vision specs. Now the user is shown the different package offers available for this kind of lens. The different customisations available are clickable and show a brief description of functioning on tap. Here, the user chooses to view the details of Anti-Glare lens.

- 8) On getting a clear idea of the specifications, the user chooses his/her ideal package and clicks on buy now. This takes the user to some further customisations and specialisations of the lens.
- 9) Finally, the user arrives at his/her cart which shows all his orders and GOLD deals and price details.
- 10) The user then selects or sets his/her delivery address and is ultimately taken to the payment page.

Insights into the changes I have made to the user journey:

- 1) On the product listings page, every product card has the 3D try on or 3D turn off button and on clicking any of these results in the same action,- all the cards either show a 3D avatar with glasses or 3D turns off for all the cards at once. This is a bit redundant so I created a single button for 3D turn on or off at the top of the page, tapping which, 3D avatar will be displayed or removed for all the product cards, without visual repetition.
- 2) While surfing through the website myself, I could not find the select filters option at one go. So I have highlighted it following Lenskarts colour scheme.
- 3) I thought that the user might want to see his/her face analysis and suited frames before he/she selects any frame. The create 3D option is on the product listings page where the user has to scan his/her face. But it just scans the face to create the avatar. The Find my fit option provides a written and illustrated manual of a physical way to analyse our face which the user might undertake. When we go to the product details page, we need to scroll down a lot to reach the FAQs where the Will it fit me question links back to the 3D face scanning, but there, the user is shown his/her face analysis after the scan. I propose to club the two actions together and show the face analysis when the user chooses the create 3D option and gets his/her face scanned. This analysis also comes with recommended frame shapes,- rectangular or round etc. which would be suited to the particular user as per his/her face width. I want to add the apply this filter button on the analysis page which would activate these recommended shape filters to the searches and displays of glasses to the user. This would optimise the user's requirement and also help him/her get a full scan as well as analysis report before he/she purchases.
- 4) Now that we are good to go, in the product details page, even if the 3D avatar mode is turned on, if a user clicks on similar in order to see similar frame recommendations and compare, the app shows only the similar glasses, that is, without the avatar. The avatar remains activated only with the currently selected frame. I propose to display faces of the user with all the similar frames that will be displayed on tapping on the similar option. This will enable the user to compare effectively and choose efficiently.
- 5) On the select package page, we see a plethora of specifications which might appear to be hard terms for new users. I propose to make the features like Near to Far progression, anti-glare lens etc. under each package card to be clickable. On click, a brief description is shown which educates the user about the specifications listed, so that

they know what exactly would suit their unique requirement and choose a package accordingly.

Note: The 5th feature is implemented in case of powered glasses where the user is shown illustrations of the different features. I want this to be extended to all the categories. Since my prototype flow makes the user select dual vision glasses, this feature is missing there.