

HOME



INTENDED AUDIENCE

Warby Parker's target audience likely includes young adults/college students, around 18-25 years old, with a penchant of minimalistic, fashionable eyewear for a relatively reasonable price. The main action the site is hoping a user to accomplish is for a viewer and potential customer to navigate through the company's products and multiple tabs. This is attainable through the site's clean and minimalistic design (simultaneously representing the brand) and usability—making it immensely accessible and simple for users to explore the site.

WARBYPARKER.COM