

WARBY PARKER

Project assignment for Usage Funnels

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QUIZ FUNNEL RESPONSES

question	number_of_responses	%
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%

Of the 500 customers that took part in the quiz, 54% of completed it.

The question with the lowest completion rate was “*When was your last eye exam?*”. This could be due to the following factors:

- The question was deemed too personal;
- The customer had never had a eye exam before;
- The customer was unable to remember when their last eye exam was;
- The customer didn't want to answer any more questions. This would also explain why each question has a lower % response than its predecessor. I.e. the potential customer was getting progressively more apathetic with each question.

HOME TRY ON FUNNEL - Conversion rates

stage	number of users	Conversion %
1 - Quiz	1000	100%
2 - Home Try On	750	75%
3 - Purchase	495	66%
Quiz --> Purchase	50%	
Quiz --> Home Try On	75%	
Home Try On --> Purchase	66%	

The overall conversion rates for customers that took the quiz was 50%.

Going down the funnel, 75% of customers who took the quiz opted for the Home-try-on option with 66% of them opting to make a purchase.

50% is a healthy overall conversion rate for customers. 66% for the Home-Try-On to purchase is also very positive considering that this step requires the extra effort and a purchase.

At only 75%, the conversion rate from Quiz to Home-try-on could be improved, as this is a stage that requires minimal effort from the customer and as such should have a very high %. I will discuss this further in the final slide.

HOME TRY ON FUNNEL - 3 or 5 Home-try-on AB trial

An A/B trial was run to evaluate the difference between a potential customer receiving 3 or 5 pairs of glasses to try on at home. We want to determine which amount impacted more positively the potential customer's decision to make a purchase.

number_of_pairs	home_try	purchase	conversion %
3 pairs	379	201	53.03%
5 pairs	371	294	79.25%

As the table shows of the potential customers that received 3 pairs of glasses 53% of them went on to make a purchase. Of those that received 5 pairs 79% went on to make a purchase. Therefore, customers that received 5 pairs were 49% more likely to make a purchase than their counterparts, this equates to an additional 98 sales.

This is most likely due to the fact that by trying on 5 pairs at home instead of 3, customers are more likely to find a pair that they like enough to purchase.

ACTIONABLE INSIGHTS FOR WARBY PARKER

1. Improve Quiz → Home-try-on conversion rate.

Given the success seen in the 5 glasses A/B test group there is potential to increase the number of potential customers by improving the Quiz → Home-try-on conversion rate. Consider these actions:

- Shorten the quiz by removing the final question. We saw a decrease in participation with each new question, if there are fewer questions to answer potentially more customers would reach the Home-try-on option.
2. Make default Home-try-on quantity 5.

We saw that potential customers that received 5 pairs of glasses at home were 49% more likely to purchase a pair than their counterparts that received 3. Therefore, provided that the increase in shipping costs do not exceed the extra revenue generated by extra sales, 5 pairs should be preferred to 3 pairs as the default quantity for Home-try-on. However, further study is recommended to ascertain the following:

- Is 5 still the optimal amount for Home-try-on compared to other amounts e.g. 4 or 6?
- What is the difference in browser to customer conversion rates when non-home-try-on customers are compared to customers that have opted for Home-try-on?