

# LENSKART

User Experience Audit

# POINTS OF DISCUSSION

Persona

User Flow

Ideation

High Fidelity Solution

# PERSONA

## THINKING AND FEELING

- No strain eyewears
- Discounts
- Look trendy
- Good brand or quality

## GAINS

- Best offers/discounts
- Customise options
- Best options filtered

## SAYING AND DOING

- Want to buy trendy specs
- Try multiple frames
- Don't have time to visit multiple stores

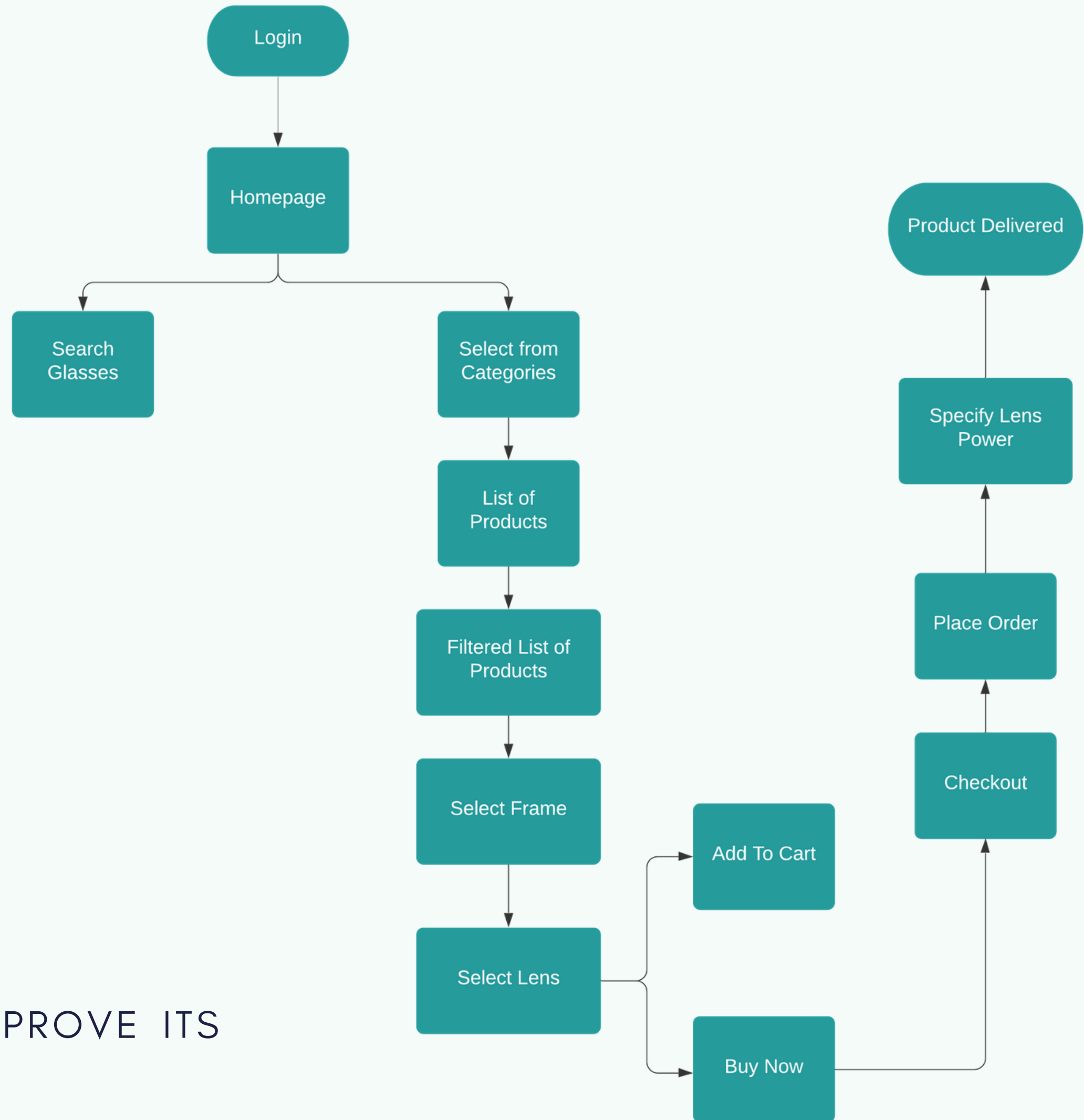
## PAINS

- Change in frame
- Frame is not looking good on him
- Causing pain near the nose area

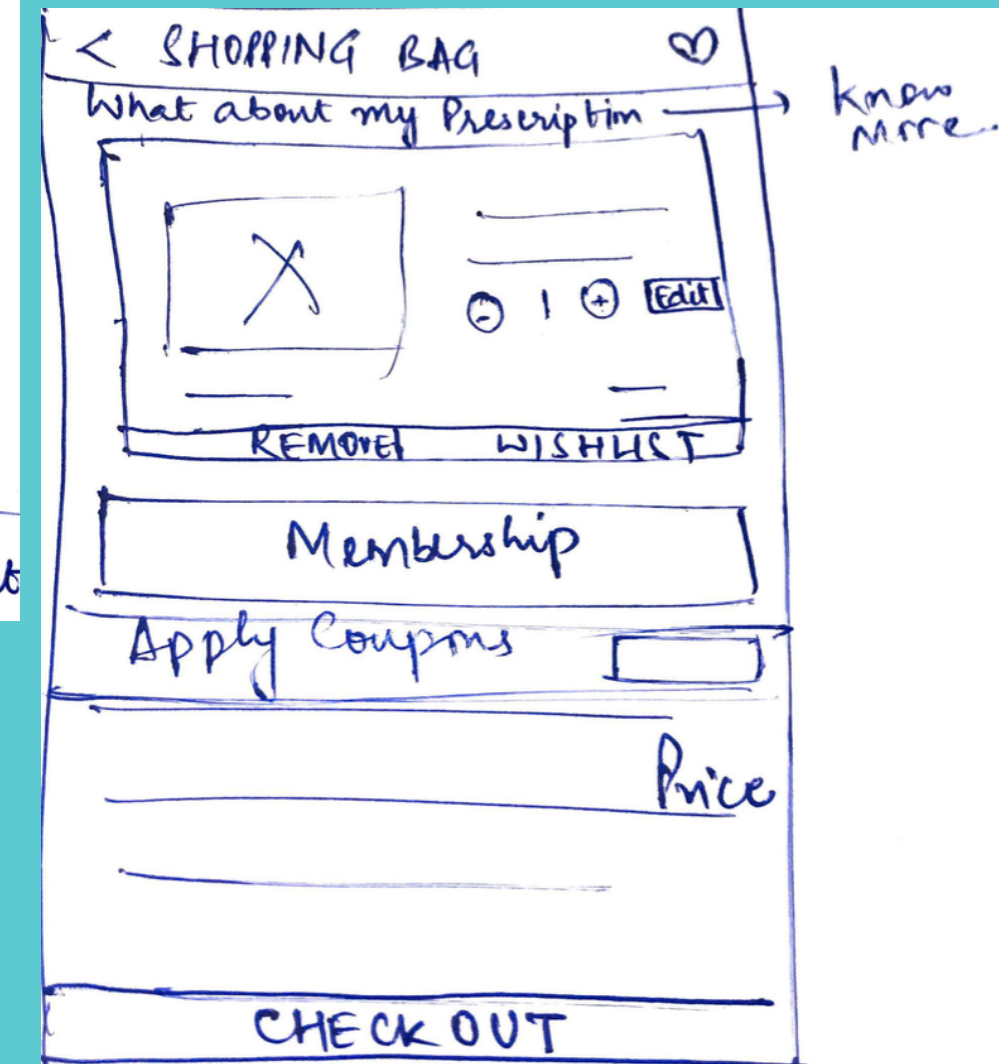
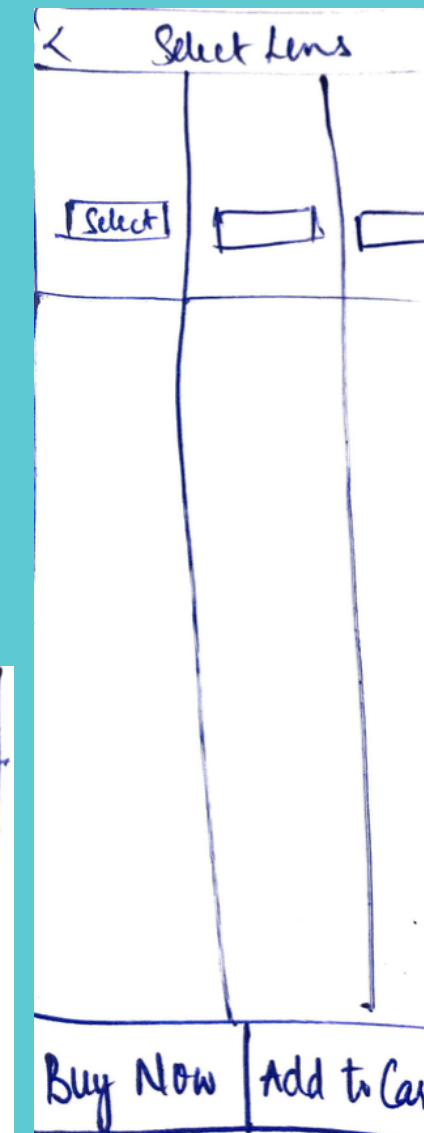
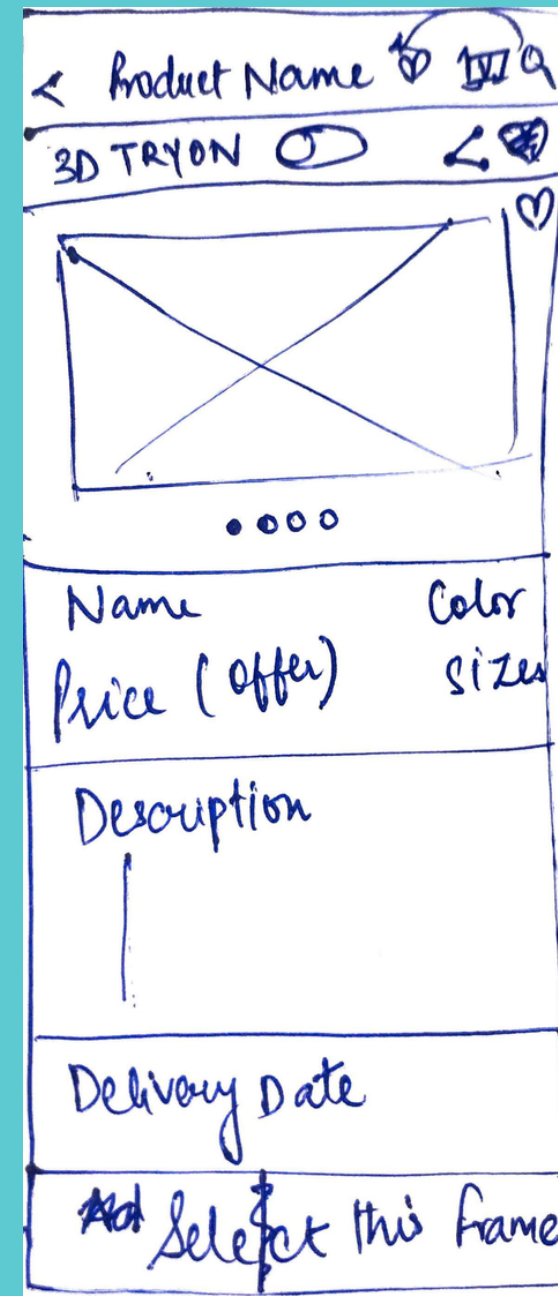
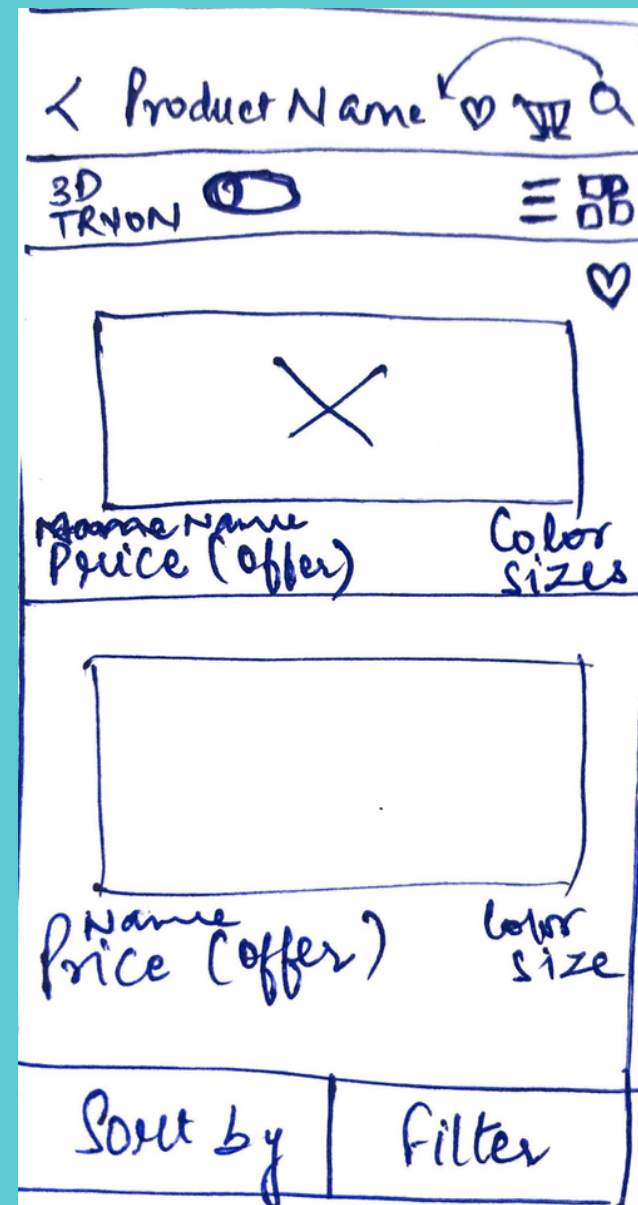


# USERFLOW

UNDERSTAND THE FLOW AND IMPROVE ITS UX



# IDEATION



THANKS

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