

Project Deliverables

Design Solution
User Interface (Mobile)

My Role

Design Advisor
UI/UX Design

Timeline

15 days

Size matters - Lenskart

Problem statement:

One of the biggest hurdles in ecommerce for fashion has been size & fit. But in Eyewear size is complicated as even long time eyeglass wearers do not know the size they wear. Lack of standardization and complex 3 number system followed also doesn't help.

Goals:

1. Educating users about their eyewear size

"If you want to know how to solve society's problems, you start out with better public education". - Micheal Bloomberg

We need to understand that this is a problem which we cannot solve like right away, this is a problem that can be solved by educating customers as much as we can.

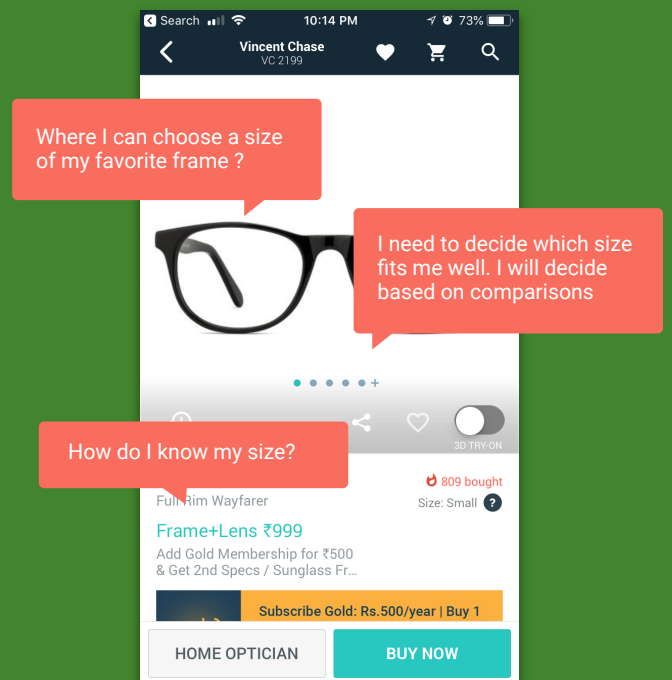
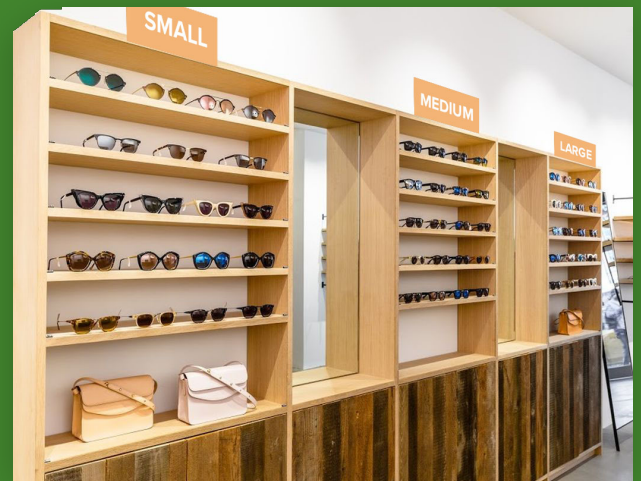
I believe we need to educate about standardization sizes of the eyewear, as it mentioned already people aren't used to the size list like with the clothes. In eyewear people are used to the behavior **trying offline** (try and decide). We need to keep communicating these generic sizes and the best platforms to do are both online and offline.

Offline:

One of the best method over offline is to divide the display racks in terms of sizes at outlets. From this exercise we can educate and make the users learn about sizes. This also helps user to remember and shop online for the next time.

Online:

- Give users freedom or ability to select and compare different sizes to differentiate small, medium and large help and educate them to know their size (its a one time effort)
- We can also introduce an on boarding of size finder when the user sign up



2. Increase the visibility of sizing

I came up with this goal by constantly observing the behavior of users around me including myself.

Few Pain points/common questions:

1. Where I can choose a size when i already selected a frame?
2. How do I know my size?
3. I need to decide which size fits me well. I will decide based on comparisons

How can we solve these

Before I write about solution lets understand a typical user behaviour of purchasing an eyewear

User Behaviour/flow:

Ideal behavior: Open the app -select gender/specific product- select category - select type - selection of the frame - size - glass - power - pay - track

Decision points are hard unless we show what users are looking for

Lets solve each pain point form the below user scenarios:

Scenario 1:

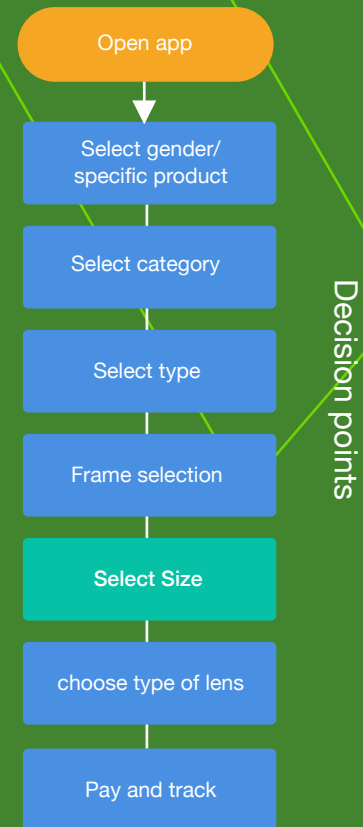
User followed the ideal flow and selected a frame of his taste. He needs to select a size that fits his face, the listing shows the size is small.

Where do user change or find the size? Assuming user know the perfect size

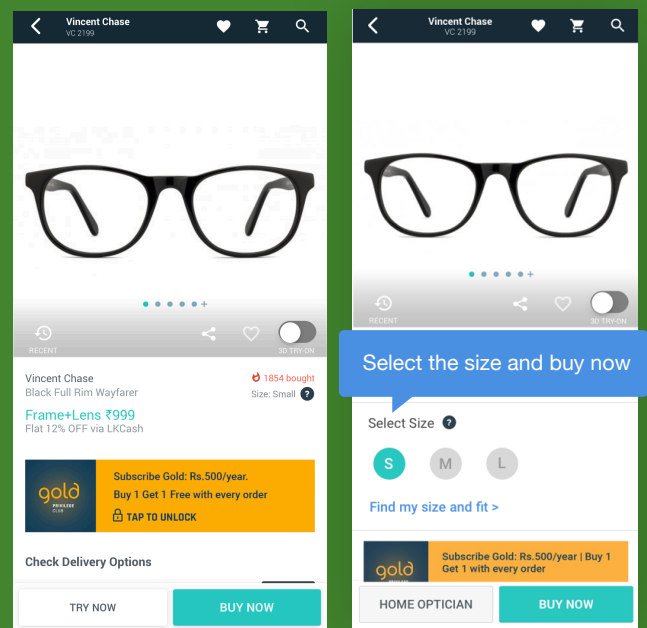
Existing flow:

Existing flow does show the size in a small icon at the right most corner with a 'i' icon that gives info about sizes. We are asking too much from a user to self understand. People are lazy. They expect designs help them walk over.

It doesnt allow to change or compare different sizes :(



User Behaviour/flow



Existing design

Proposed design

Suggested flow:

- Sizes are highlighted, easy to select, compare and checkout (If you already know your size)
- If not, you can go ahead and click 'Find my size and fit' where lenskart helps user to suggest a good fit.

Scenario 2:

Following the above behavior, user still doesn't have any idea about his size. We need to help them find their size

Existing flow:

Ditto helps user find how the frame looks on his face but Lenskart never explicitly say that 'create 3d' helps user choosing nor suggest a right size. It needs to be very clear about this communication.

Suggested flow:

There are 2 ways to know your size and fit:

1. Through ditto
2. Through find my size from user previous spectacles (for novice users who don't believe or find difficult to interact with ditto)

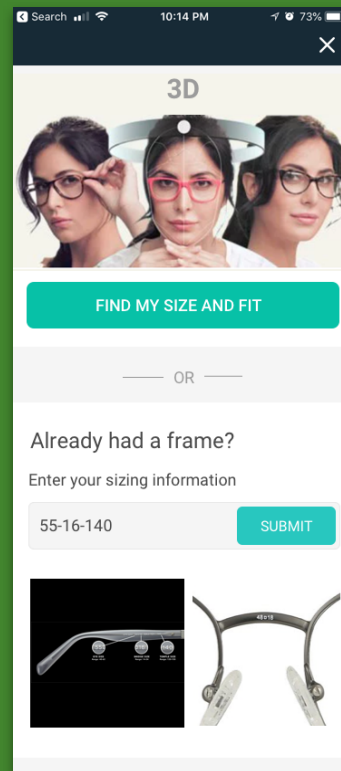
For both flows the output will be similar. We tell them the standardized size like in the screenshots which we can save by account level for next browsing sessions

Scenario 3:

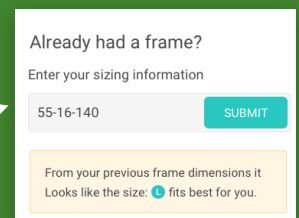
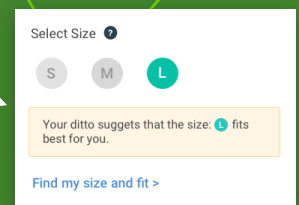
Following the above behaviour, user got a suggestion from one of our tool but needs to validate his size.

- We can solve this by showing the size comparisons with their ditto for more personalised feel.
- We always keep the ditto original selection highlighted just in case if user is playing around.
- The 3d toggle behaviour will remain same but the suggestion always remains once he is done with creating his ditto.

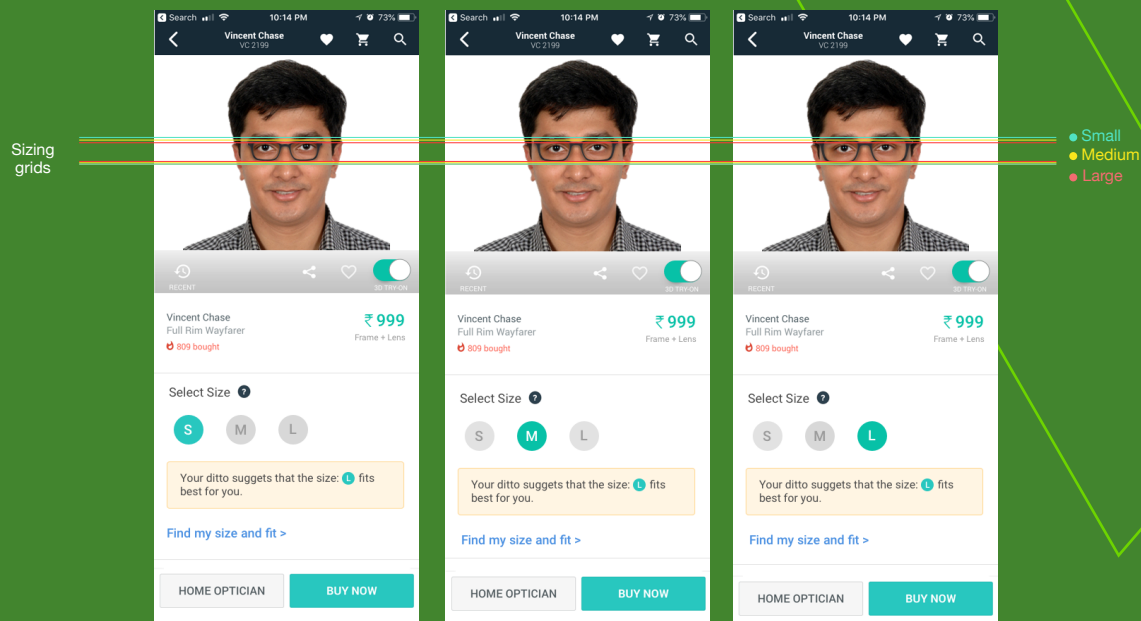
Prototype Link [here](#)



Suggesting better size and fit



Compare, select the size and boom -> checkout



The grids above are just for better understanding this won't be shown in UI

Conclusion:

The approach I am suggesting may not directly solve the problem instead I am trying to highlight a problem which is associated with the goal and tried solving it.

This whole process helps users to know and remember size and also helps people to try and believe the ditto more.

How did I come up with the above ideas:

From Qualitative data. A mini user research. For generating solutions through ideas, there is nothing that can beat qualitative data.

How did I get it:

Offered 6 coffees and 14 beers and spent around 4 hrs with 6 of my friends who have had spectacles since long time. Sample sets are varied from heavy to slight users. All users used Lenskart at least once in their life. And some right questions, use cases and most important observing their behavior while shopping.

Why still less than 20% visitors try it out?

some of my observations

- People do not believe AR (they are not yet ready to digest the fact that it will solve the sizing problem) but before that what's the problem? Don't show me 'try 3d' without telling me that it will help me suggest better fit and size
- They do not know that this tool helps determine the size (I tested with 4 people including myself) the way we look ditto tool is not for size but I see how the frame is looking for my face and I always search for size options somewhere else
- Most people miss the 3d thing as it's always at top and an optional via in a 'select frame' screen and also for a fact that we haven't made it compulsory
- We should start promoting this tool in the on-boarding like when the user signs up and also by updating kiosks at offline stores