

Capstone - Lenskart - Executive Summary

Executive Summary

Lenskart is primarily perceived as a purchase-only platform, resulting in minimal engagement between eyewear buying cycles.

User research revealed that eye care is inherently **infrequent and need-driven**, not habitual, causing customers to disengage for months after completing a purchase. As a result, most customer lifetime value is concentrated in a single transaction rather than sustained relationships.

Instead of forcing artificial daily usage, the solution aligns with natural user behavior by introducing **lifecycle-based reminders and contextual nudges** that surface only when a genuine eye-care need arises (e.g., eye tests, lens replacement, servicing). These timely triggers bring users back when action is most likely, creating periodic, meaningful engagement rather than noise.

The experience is integrated directly into Lenskart's existing app and store ecosystem, supported by a **self-sustaining growth loop** where each purchase schedules the next reminder, driving repeat visits over time. A focused go-to-market rollout enables reminders by default at purchase and backfills existing users through contextual onboarding.

Success is measured through **Non-Transactional Monthly Active Users (NT-MAU)**, supported by reminder conversion metrics, funnels, and cohort analysis to ensure sustained behavior change rather than short-term spikes.

By matching engagement to the natural frequency of eye-care needs, this approach positions Lenskart not just as a retailer, but as a **trusted, periodic eye-care companion**, increasing retention, repeat visits, and long-term customer value.