

Usage Funnels With Warby Parker

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Quiz Funnel

- Analysis of the retention rate for each question in the quiz funnel shows that the two questions with the lowest retention rate are questions 3 and 5.
- Question 3 having a low retention rate may be due to users being unaware of what size they want
- Question 5 having a low retention rate may be due to users not wanting to research when their last eye exam was
- Warby Parker should remove questions 3 and 5 from the quiz funnel in order to get more users to the try on stage

Question	Respondents	% Retained
1 . What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	75%

Home Try On Funnel - Conversion

- Overall conversion from quiz to home try on is 75%
- Overall conversion from home try on to purchase is 66%
- 79% of people who received 5 pairs purchased a pair of glasses versus 53% of people who received 3 pairs
- Warby Parker should send 5 pairs to every user who reaches the home try on stage

Funnel Stage	Users	Conversion %
Quiz	1000	N/A
Home	750	75%
Purchase	495	66%

Pairs Received	Home Try On Users	Users Who Purchased	Conversion %
3	379	201	53%
5	371	294	79%

Style Quiz Results

- The most popular style searched for was *Womens*
- The most popular fit is *Narrow*
- The most popular shape is *Rectangular*
- The most popular color is *Tortoise*

Question	Response	# of Responses	% of Responses
What are you looking for?	Womens	469	47%
	Mens	432	43%
	Not Sure	99	10%
What's your fit?	Narrow	408	41%
	Medium	305	31%
	Wide	198	20%
	Not Sure	89	9%
Which shapes do you like?	Rectangular	397	40%
	Square	326	33%
	Round	180	18%
	No Preference	97	10%
Which colors do you like?	Tortoise	292	29%
	Black	280	28%
	Crystal	210	21%
	Neutral	114	11%
	Two-Tone	104	10%

Popular Purchases

- The most popular style purchased was *Womens*
- The most popular model name is *Eugene Darrow*
- The most popular color is *Jet Black*

Description	Type	# of Purchases	% of Purchases
Style	Womens	252	51%
	Mens	243	49%
Model Name	Eugene Darrow	116	23%
	Dawes	107	22%
	Brady	95	19%
	Lucy	86	17%
	Olive	50	10%
	Monocle	41	8%
Color	Jet Black	86	17%
	Driftwood Fade	63	13%
	Rosewood Tortoise	62	13%
	Rose Crystal	54	11%
	Layered Tortoise	52	11%
	Pearled Tortoise	50	10%
	Elderflower Crystal	44	9%
	Sea Glass Gray	43	9%
	Endangered Tortoise	41	8%