

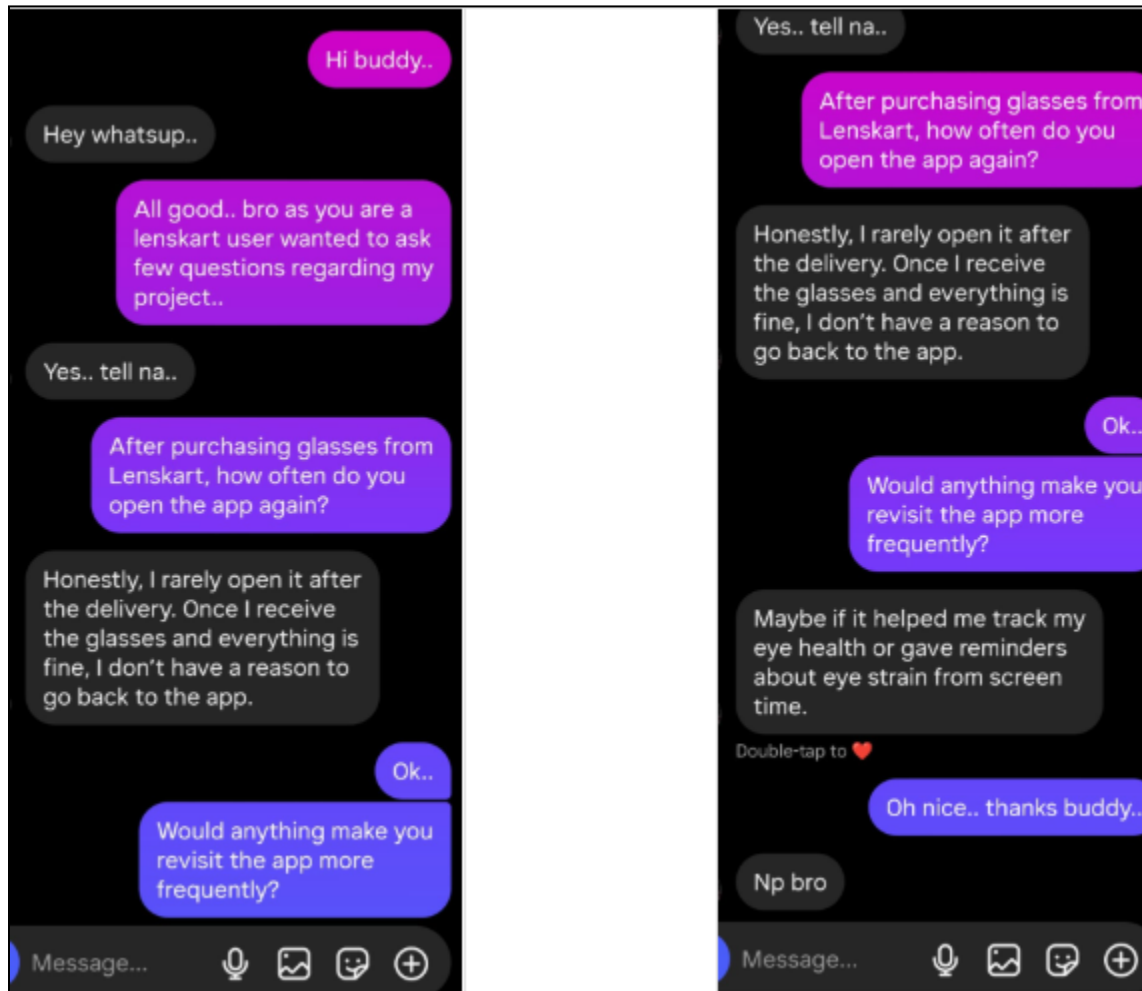
Supporting Artifacts

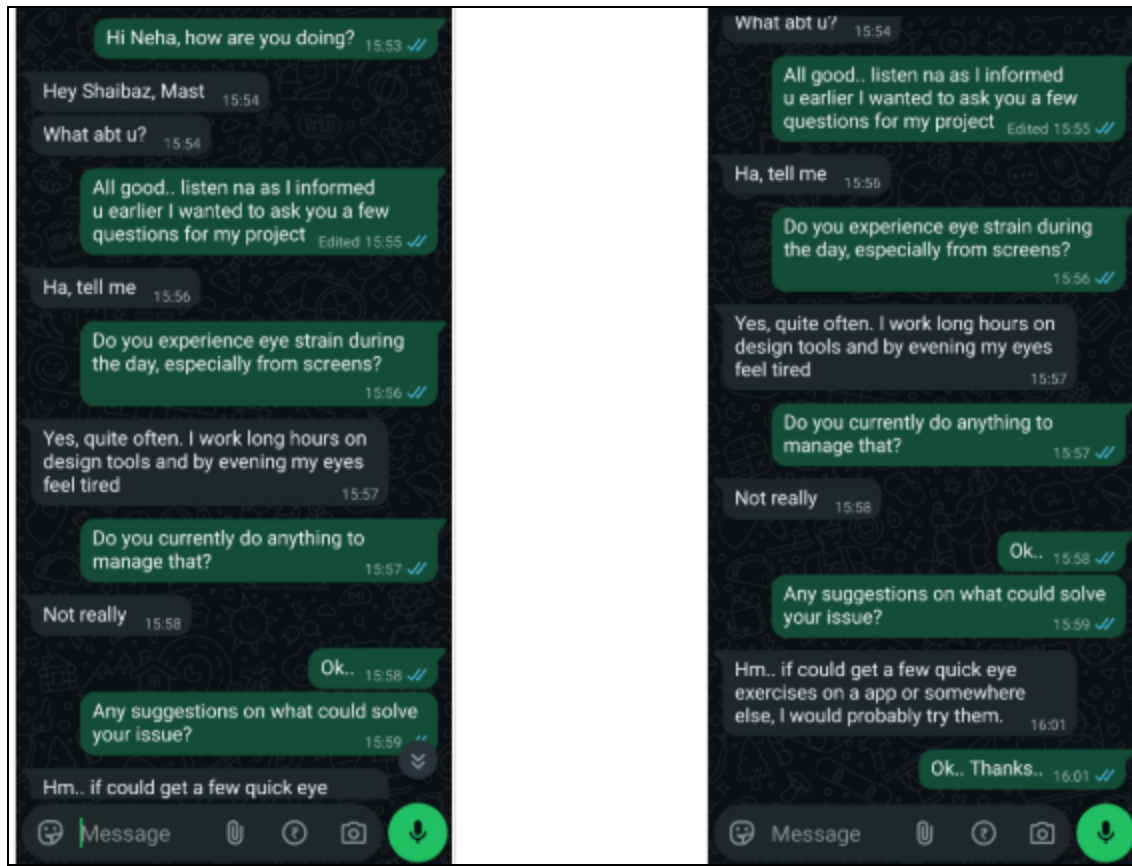
1. Interview Log (30 Users)

Name	User Type	Age	Device Usage	Key Insight
Aarav Mehta	Software Engineer	28	Heavy laptop use	Experiences eye strain but does not track eye health
Riya Sharma	Student	21	Phone + laptop	Opens Lenskart only when buying glasses
Karan Patel	Analyst	31	Laptop heavy	Feels eye fatigue but ignores it
Neha Gupta	Designer	26	High screen exposure	Would try eye exercises if guided
Aditya Verma	Student	20	Mobile heavy	Unsure when next eye test is needed
Rahul Iyer	Developer	29	Laptop	Interested in tracking eye health
Sneha Kapoor	Freelancer	32	Laptop	Only engages with eyewear apps during replacement
Amit Kulkarni	Teacher	38	Moderate screen	Prefers visiting local opticians
Pooja Singh	Student	23	Laptop	Would appreciate eye-care reminders
Vikram Nair	Business Analyst	30	Laptop heavy	Experiences eye strain frequently
Ananya Desai	Digital Marketer	27	Laptop	Would use quick monthly check-ins
Rohit Jain	Gamer	22	Long screen sessions	Interested in eye health insights

Priya Nanda	Consultant	35	Laptop	Uses blue light glasses but doesn't track eye health
Saurabh Yadav	Student	19	Mobile	Does not remember prescription details
Kavya Reddy	Entrepreneur	34	Laptop	Wants reminders for eye tests
Dev Arora	UX Designer	28	Laptop heavy	Wants guided eye exercises
Manish Chatterjee	Office Worker	33	Laptop	Only engages during sales
Arjun Khanna	Engineer	29	Laptop	Interested in vision score tracking
Meera Bansal	Student	24	Laptop	Would respond to app reminders
Ankit Mishra	Writer	36	Laptop	Needs eye relaxation breaks
Sunita Verma	Teacher	40	Low screen	Relies on local opticians
Rohan Agarwal	Developer	27	Laptop	Would try guided eye exercises
Tanya Shah	Product Manager	31	Laptop	Likes health tracking features
Nikhil Sinha	Student	22	Mobile heavy	Interested in simple check-ins
Gaurav Malhotra	Consultant	37	Laptop	Would trust insights from Lenskart
Shweta Menon	Office Worker	33	Laptop	Only engages when purchasing
Deepak Joshi	Freelancer	28	Laptop	Would use preventive reminders
Aditi Bhatia	Designer	29	Laptop	Experiences eye fatigue frequently
Kunal Bhargava	Student	20	Mobile	Would complete quick check-ins
Siddharth Rao	Analyst	32	Laptop	Interested in personalized eye health insights

2. Screenshots





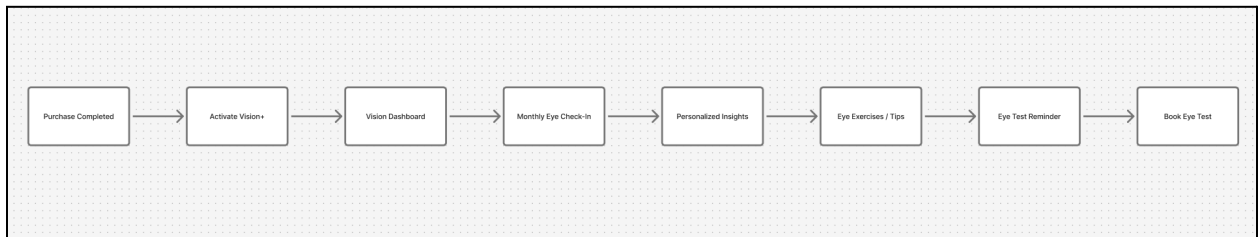
3. Competitor Analysis Table

Platform	Core Offering	Engagement Strategy	Gap
Lenskart	Eyewear purchase	Promotions and replacements	Limited post-purchase engagement
Warby Parker	Eyewear retail	Style discovery	Limited health tracking
Zenni Optical	Affordable eyewear	Product catalog	No engagement tools
Specsmakers	Eyewear retail	In-store experience	Limited digital engagement
EyeQue	Vision testing device	Vision tracking	Hardware dependent

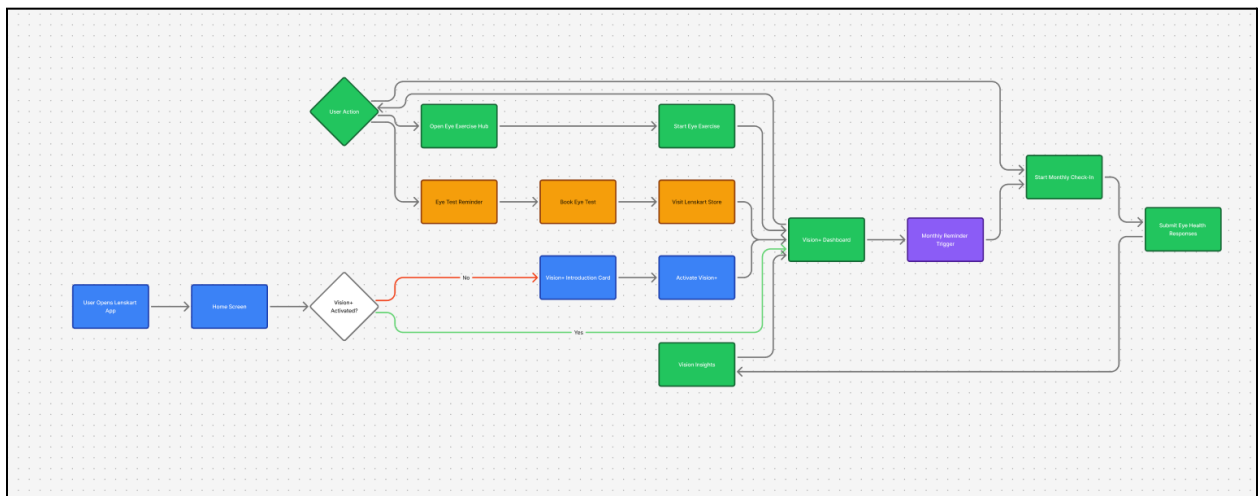
Insight

Most competitors focus on **product discovery and purchase**. Few platforms offer **continuous eye-care engagement**.

4. Flow Diagram

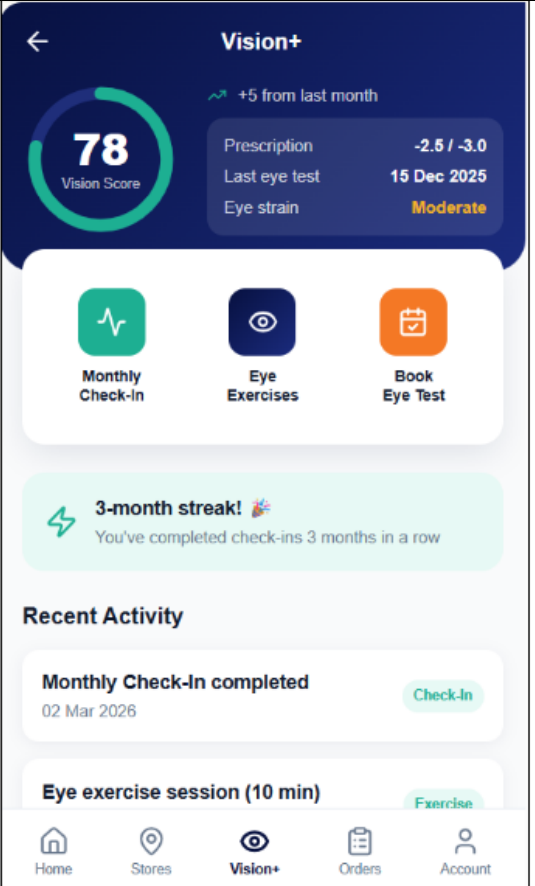
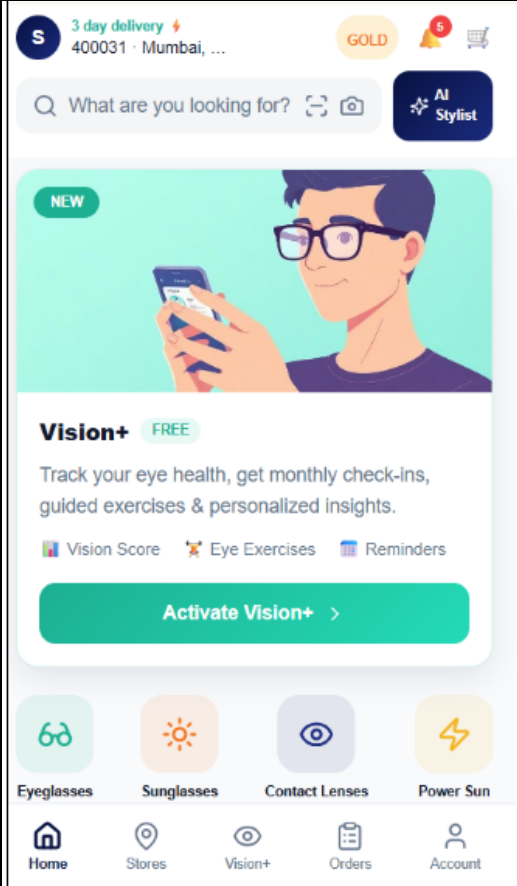


([Link](#))



([Link](#))

5. Prototype ([Link](#))



← Monthly Check-In

Question 1 of 5

~2 min

How often did you experience eye strain this month?

Never

Sometimes

Often

Very Often

← Eye Exercise Hub

Today's Goal

2 of 3 done

Exercises



20-20-20 Rule

Every 20 min, look at something 20...

🕒 2 min



Focus Shifting

Alternate focus between near and f...

🕒 3 min



Eye Rolling

Gently roll your eyes clockwise, th...

🕒 2 min



Palming

Warm your palms and gently place...

🕒 5 min



Home



Stores



Vision+



Orders



Account