

ON-LINE GLASSES

1. Which on-line company did you use?

- Frames Direct
- Made Eyewear
- Coastal.com
- Warby
- Zenni Optical

2. Was it as convenient and easy as most consumers expect?

- Yes, easy-to-navigate website and straight-forward process.
- Yes, easy and convenient.
- Yes
- There were so many frames to choose from! Being a smaller woman I had to decide how to narrow things down so I decided to just look at 'Girls' glasses. It was nice that they categorized them and even offered kids glasses as some sites do not. I decided on a Tura frame, and while my frame is not listed in the current catalog, many of the frames I considered were.
- Yes and No, It was convenient in the fact that I could do it from home at night while watching TV, but it took a while choosing frames having them sent to my house then sending them back then going back online and trying to figure out which ones I liked was a bit harder than I expected.

3. What would you consider was the best part of the process from a consumer standpoint?

- Price point
- I could shop for frames whenever I wanted...even while at work!
- Price and the fact that I could do it from home

- No obligation. Home try-on with your own prescription in the glasses. FYI: “If your trial goes beyond the 7-day trial period before you make your final decision on what to keep and what to send back, we'll just add a \$10 charge/per frame that you ultimately return.” I wasn't charged \$10 for the second pair that I returned because it was within the 7-day trial period.

- The ability to take your picture and try on the glasses virtually.

4. What would you consider the most challenging part of the process for the average consumer?

- The time it took, basically 20 days.

- No virtual try-on. Quite frankly, even with it, it's hard to visualize the size. The two pairs I ordered turned out to be humungous. No help to winnow the frame selection. The 7-day return policy is not as generous as big-box or even other online vendors.

- Not knowing what to look for in frames, there were a lot of options

- Having an idea of sizing and appropriate style for their face. Knowing whether or not their rx would be good in the frame they selected for cosmetic and fitting reasons.

- Not understanding lens options and frame sizing.

5. As an optician, what were the weaknesses of the on-line ordering experience?

- Lack of transparency regarding the quality of the frame, i.e. adjustability of the frames.

- I have a low Rx and was never asked for my PD.

- There is no consultation, limited lens availability, imprecise measurements and no follow up other than an email asking if I was pleased with my experience.

- It was rather simple and easy to navigate. The only downfall is that it would be easy to fake or make up your own Rx and order it.

- For this particular website, you can't choose the lens material. CR 39 is the default lens material. With Zenni Optical, you can order different lens materials and/or transitions. At checkout, it recommends the lens material based on the Rx you entered. Warby Parker's software program also reviews and recommends a thinner lens material if necessary after you submit your order.

6. How long did it take to receive the glasses once you placed the order?

- I placed the order 6/9, sent my rx twice and got confirmation my order would be started on 6/14. I received the glasses on 6/20 after being advised it would take 9-10 business days.

- 1 week

- From the website: All of our lenses are cut, coated, edged, and installed to order. Because of this, please allow 10- 14 business days to produce and ship your order. My order took two weeks. I ordered standard shipping which is free. I looked at the website again and the estimated delivery time is kind of hidden. I couldn't find it initially so I emailed the customer representative whom I had been corresponding with and pretended I need the info for a friend who's interested in ordering a pair as well.

- 10 days

- I placed the order on June 26 and received the glasses July 7 (11 days)

7. In a few sentences please describe your thoughts on the packaging/case/cloth/quality of the frame/lenses etc?

- There was nothing special about the packaging case or cloth but as an optician I know they are not good quality

- Packaging: Outside the box it reads, "Now You've Got Specs Appeal". From the cheeky tone to the models they use, the company exudes a youthful, irreverent, and fun vibe. Case: Hard, durable, with its logo emblazoned. Cloth: Standard microfiber cloth. Also has its logo on it. Quality of the frame: In your words: The quality of the frames is not great but certainly passable to the uninitiated...The average consumer, I don't think, would discern the difference. They look like run-of-the-mill plastic frames. Lenses: The VA is comparable to my own pairs. You and I checked the UV protection with your UV meter and it has it, which is surprising on CR 39 lenses. "Lenses are made from CR39 material. Sunglass lenses are 100% UVA and UVB protective."

- Compact package came with a cleaning cloth and the lenses were clean.

- I received the case/cloth that corresponded with the glasses (Ted Baker), a Frames Direct cleaning cloth and a booklet on warranty and taking care of my new glasses.

- The packaging was nice and it came with a card which made me feel excited!

8. Do you feel most consumers would be pleased with the packaging you received?

- It was basic but fine

- Yes. They use a box that was customized to fit two eyeglass cases. Product is not jostled around. Glasses were wrapped for extra protection. It also had the return shipping label enclosed so it really doesn't get any easier.

- Yes

- Yes definitely.

- Yes

9. Were there any issues with the Rx/PD/fit of the glasses you ordered?

- The fit was awful, they are way too small for my head. I remembered the samples feeling a bit better than the actual glasses do, Also the PD measure at 30 where my Pd is 34.

- The bridge is not a great fit and glasses have slight prism built in.

- The PD was slightly off, 30/26 vs. 28/28 ordered. The rx came in exactly as ordered but did differ from the rx that I sent from my Dr. I was not contacted and they filled my rx, not the 'official' rx.

- Rx is good. PD is good. The fit is bad. Both pairs hang precariously on my face. Not sure I would tackle adjusting glasses with a hair dryer.

- Rx was made correctly

10. On a scale of 1(worst) to 10(best) how would you rate your overall impression and experience?

- I would give it a 9. I deduct a point because at times it took them a while to get back to me but overall I am a satisfied customer. It hit all the 4 P's: product, place, price, and promotion.

- Well, considering the glasses broke instantly during an adjustment and I was only offered a \$10.00 store credit (glasses were \$19.00) , I would say a 2.

- 5. I think they did some stuff good, and some stuff not so good, I like the idea of being able to use social media to help me choose my glasses with my friends, but the fit, Rx made it a bad experience. Honestly I don't see enough of a change in my vision to want to wear them. I feel that way about my glasses made from my doctor and from the Opternative. I try to wear them when I'm tired but I don't feel like they help that much!

- I would give it a 7, I really like the picture option.

- 7 As a consumer I probably saved some money but was really chancing whether or not I would like the glasses and if they would even fit. It took longer than I thought it might but the take away is that it's 'easy' not 'fast'. I also feel like the less expensive sites and sites that promote the good turn they do in the world are going to have more appeal than a site where the glasses are not that cheap and it seems to be pure convenience.

11. Is there anything that you think optical shops could learn from on-line companies?

- Streamline the process.

- Packaging was nice, and maybe offering appointments for patients to come at times other than 9 to 5. Also the social media aspect of it was nice and the home tryon was great too. I think if Optical shops offered 5 frames to try on at home it might make consumers happier.

- It took just as long if not longer for this process, maybe if there was a device for people to see themselves in glasses like a digital camera for patient to compare frames
“VizoOffice”

- Consumers seem to be driven more and more by price. They also don't realize what they are missing out on when it comes to the technology of the lenses we can offer. We need to promote our professional service, advice and skill as much as possible.

- They actively encourage the wearers to post selfies or tag their glasses in a post. They rely on their current customers to promote their products. The average optician thinks Warby Parker has become a commercial juggernaut that dumbs down the profession and disregards optical principles. The average consumer thinks of it as a do-good, socially-responsible company that offers fairly-priced glasses. They serve up a compelling narrative with their "for every pair purchased, a pair is distributed to someone in need" policy. Have an outstanding website. Remember the importance of testimonials and reviews Newsletters/blogs...it is important to connect with your past and future customers. Referral program - “Refer a friend to Made. Thanks to you, they save \$25 on their first purchase. Thanks to them, you'll get \$50 towards your next purchase.” Word-of-mouth works. Be personable...nothing beats the human touch.

12. Are there any thoughts about your experience that you feel are important for opticians to know?

- Helping our customers to understand that we do so much more for them than just help them to select a frame. Emphacising that we will be there from start to finish, with 'lifetime' care and adjustments. That we are building a relationship and that they are giving back to their own community when they purchase from a local business.

- I find it startling that you can manually enter your Rx when you order online at Zenni Optical and Made. Who's to verify whether the consumer is using a valid Rx? At least you have to upload the Rx at Warby Parker.

-Treat online eyewear as another competitor. Give them a reason to stay. -Phernell Walker II

-Don't alienate your patient. Develop a script on online eyewear for the staff so it doesn't smack of self-preservation.

- Always be the expert on fitting, it's an art form!

- I think the fact they didn't ask for my PD is huge, I also think the fact the frame didn't fit is also big, I think opticians need to express to patient glasses are more than just PD and Rx

- Shopping online is a less personal experience that takes just as long if not longer to get glasses. Make sure to give the best service possible and maybe have an online option where patient's can pick frames ahead of time and you can pull them when they arrive or have an appointment.

13. Based on your experience, how do you perceive the future growth of on-line glasses?

- I think it will continue to grow because people don't want to take time to go shopping, we live in an online world.

- As long as they are taking feedback and bettering their service, I do believe it will grow.

- It's going to continue to grow and more and more players will enter the market.

- I read A LOT of magazines. Many of them tout the savings of online glasses. It happens with alarming frequency. Warby Parker made Oprah's 2014 Favorite Things list. That lends it gravitas. Frame/lens options are bewildering to the average consumer. It's comparing apples to oranges when you talk price only but it sure is easy to understand. I don't foresee it slowing down. The opposite, in fact. Technology will only accelerate. I don't think it's all doom and gloom, though. It is telling that Warby Parker now has brick-and-mortar stores and Lux has acquired glasses.com. Maybe it's the harbinger of a new/newer shopping paradigm for glasses: multi-channel.

- I think it will grow, because people especially younger people I talk to do not understand why glasses cost what they do, they do not see the value of the Optician, they see it glasses like a shirt you buy.

Finally, combining the Opternative exam with the on-line glasses, how was your vision with the Rx/glasses you received?

- Overall, I was satisfied with the glasses. Keep in mind online buyers have lower expectations for quality and service. Perhaps we are judging whether online glasses are "good" when some consumers just want "good enough." No discernible difference. I see well out of them but I feel like I am wearing goggles because they are so much bigger than my habitual pair. I wear them when I am watching TV or dog-sitting.

- I do not like my vision, I feel uncomfortable in them, a bit of a fishbowl, I wore them twice, once while driving and I didn't see a difference and then again around the shop and it made me feel a bit dizzy walking around. I am not sure why given the low power!

- My vision with the glasses was fine. There was no noticeable difference between my current glasses (SV Phoenix, IQ w/SHV) and the SV Poly w/AR that I was sent.

- My vision was over-plussed I had a bad headache wearing them after 45 mins.

- The Rx given felt too strong.