

Part #1

I am using the website www.warbyparker.com for this critique.

Warby Parker is an eyeglass company who initially began as an online only retailer. It is a business to consumer model that has expanded its footprint off the internet and into brick and mortar. What began as a few strategically placed stores has ballooned into over 250 storefronts with plans listed to continue the upward trend closer to 900 stores. They derive their sales mostly online or in store by providing glasses cheaper than their competitors. They do provide a history of how they came to be through a story on how some friends saw a market that affected them. Through research they came to find out the costliness of glasses were based on false inflation and greedy market regulation, and they started out to change that. While they do point out that there were all grad students at the Wharton School of Businesses, they manage to still keep their message uplifting and give the customer the sense they are there for them.

They are obviously targeting people who need glasses and are looking for alternative, cheaper or more convenient ways to purchase them. The website comes up when searching for glasses places on the first page of SERPs and host an ad through google to appear first. The website loads quickly, and the landing page is useful and well done. Of course, each graphic is a photo with someone wearing glasses. However, you can tell from the landing page they are very inclusive and have models in every shade and background represented throughout the website. While the webpage looks clean, it still gives information about the benefits they provide. The lead with you can try 5 free at home, that they have free shipping and 30-day returns. Scrolling down on the landing page you see they offer different types of lenses, the frames starting at \$99, contacts and where to find nearby stores if you need help or prefer it. They state they accept insurances multiple times and this must have been a sticking point for potential customers along the way. Overall, they are doing a good job of what they offer and knowing their client base and including perks that are hard to ignore as an eyeglass wearer myself.

Warby Parker wants to show its advantages over their competition, such as the lower price of their glasses, innovative lens design and the push they are there to help people find functional, affordable glasses. As a person who refers to her ordering contacts to purchase as extortion to see, I find their business marketing push alluring. Their website features e-commerce concepts such as having a cart, taking payments, a search bar, and site map. They also have a place to sign up for promotions and future information to help them pinpoint their future customer base. It appears Warby Parker only accepts U.S. and Canadian currency and only ships to those countries. They have even opened a store in Toronto, Canada to herald their business push into that nation.

The final opinion of this writer is that Warby Parker might be worth looking into before my next eyeglass purchase. Especially with them now having contacts available. It makes them a one stop shop for someone who is nearly blind without corrective lenses like me. The website overall is clean, well thought out and is better than the competition sites I perused while doing this critique. I think adding brick and mortar shops helps people who are not confident with such a medical based decision without a person in front of them. As an older student I am happy to buy many things online but understand the hesitation but will get over it save a good amount of money. Overall, I think Warby Parker is a great model up until this point of finding an niche and being able to expand services off the internet. Time will tell if they are correct in the places they open their shops and if

they are able to keep their core values for affordable eye care into the future. Turning into the business model they fought against years ago.

Sources:

<https://www.warbyparker.com/>

<https://www.warbyparker.com/history>

<https://reviewob.com/warby-parker-brick-and-mortar-store-expansion-update/#:~:text=Other%20Articles%20to%20Explore&text=New%20Research%20Findings:%20How%20Many,to%20take%20place%20in%20stores.%E2%80%9D>