



Customer Success Story

Daffodil helps Lenskart to overhaul their technology ecosystem and quickly roll out new features with rapid team scaling



Customer: Lenskart

Country: India

Industry: eCommerce

Our Role: Smart Teams

About Client

Lenskart.com is India's fastest growing eyewear company and largest eyewear company online. Lenskart's products range from prescription eyewear, branded contact lenses and sunglasses, all equipped with the customers' eye power. Lenskart is backed by IDG Ventures, Unilazer Ventures and TPG Capital. With a growing chain of offline stores in all cities in India, and its unique Home Eye Check-up service which takes expert optometrists to customers homes/office for an eye test, Lenskart has done what no one could till now.

2M+
downloads

10,000+
collection of eyewear
accessories

80K
orders per day catered

47%
increase in
conversion rate



“For more than three years, Daffodil has been partnered with Lenskart and we are highly satisfied with the services, provided to both our “customers” and our internal staff. Resources provided by Daffodil have always been up to the mark and standards. Based on our experience, I would highly recommend Daffodil as a strong and flexible partner for any organization seeking expert technical assistance.”

Durgesh Dhalla

Frontend Engineering Manager-Lenskart

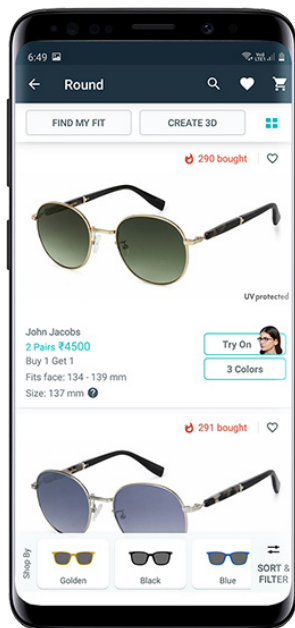
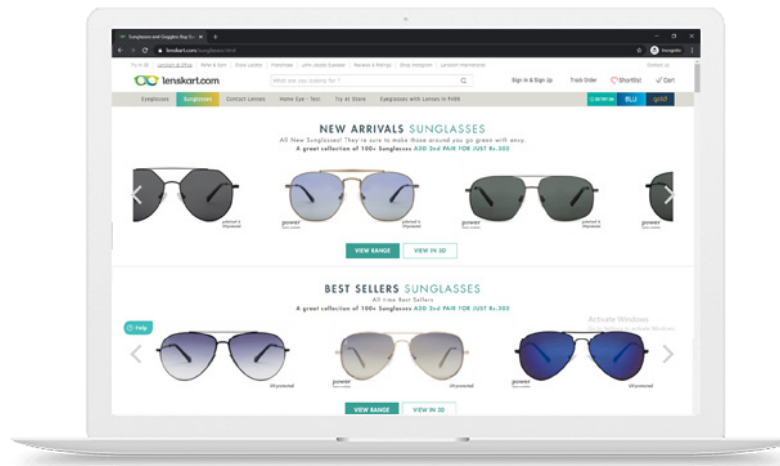
Problem

Technology is the backbone of Lenskart’s business model. When technology becomes obsolete it turns out to be an obstacle in business growth, it becomes imperative to give it an overhaul. Lenskart was struggling with an outdated business application which was unable to cope up with ever-changing customer expectations. Moreover, It was becoming challenging to convert a high volume of traffic into customers due to a conventional UI/UX. Lenskart made plans to expand and customise the capabilities of their platform for their existing and prospective customers. The updates had to address the needs of modern businesses as well as leverage innovative technologies. The key business requirements were:

- The Lenskart portal was unable to support the latest browser versions and devices. The UX design practices used by Lenskart were no longer effective for high traffic volumes with complex navigation structures and intrusive action items.
- The Lenskart team was unable to integrate technology with their promotional activities, hence was losing out on marketing opportunities.
- Lenskart needed to quickly ramp up their technology team that would help them implement new functions. One of the team’s critical requirements was an ability to capture business ideas, come up with technology solutions and apply them.

Solution

Daffodil's engagement with Lenskart started with a flexible, on-demand model with quick access to niche skill sets. Such an approach allowed Lenskart to quickly incorporate user feedback and roll out new features, taking into account their industry and operational peculiarities. A cross functional team of dedicated engineers, business analysts, R&D engineers and UX designers engaged with the projects to understand user requirements and incorporate them into features. Daffodil proposed Lenskart to revamp their existing platform, and upgrade it to a new technology with a modern skin. Keeping in view Lenskart's future expansion plans, promotional strategies, business model, and service offerings, our team came up with the most efficient technology stack (ReactJS), application architecture, UI/UX and design pattern.

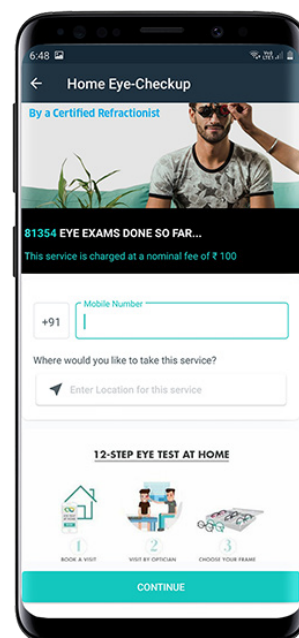


Daffodil's business analyst team had several consultation sessions with their product head and team, wherein we helped them understand the role and advantages of each technology, design feature, functionality and APIs that we had chosen.

Daffodil revamped the front-end of their web portal to a robust technology stack- ReactJS, which helped in increasing the website speed and in improving the responsiveness as compared to their previously PHP based website. Daffodil also developed customized CMS for admin that enables them to manage app content such as banners, product listings, images, product description, pricing etc.

Daffodil also spearheaded the development of their mobile application, and implemented features like virtual try-on, 3D product features etc., which exponentially boosted the user experience. In order to make the payment process secure and flawless, Daffodil integrated PCI DSS compliant payment gateway as well as order tracking functionality of the applications.

We also developed a customized CMS for admin that enables them to manage app content such as banners, product listings, images, product description, pricing etc. In addition, implementing promotional strategies and syncing data with their physical stores has become a matter of few clicks, which consumed hours, or was even not feasible at times earlier.



Impact

Lenskart continuously benefits from Daffodil's flexibility and ability to quickly provide experts with niche technology skill sets. With our support, they can quickly address user feedback and turn them into viable features. In addition to functional enhancements, the team has also been instrumental in complex database migration, architectural improvements and platform support.

With Daffodil taking care of technology needs, Lenskart is growing as a leader in its segment and has continuously strengthened its position. With intuitive UI/UX and technology advanced online platform, Lenskart now caters to 80k orders per day. In addition, implementing promotional strategies and syncing data with their physical stores has become a matter of few clicks, which consumed hours, or was even not feasible at times earlier.



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Technology Stack













- Java
- ReactJS
- Magento
- Swift

About Daffodil

Daffodil Software is a software engineering partner to 100+ organizations across the globe and has been helping them in making their software products more robust, teams more productive and processes more efficient. Our ability to look beyond technologies to deliver innovative solutions with scale and speed has been lauded by our clients as well as the tech community worldwide.

Since our inception, we have invested in organic growth; building on our engineering capabilities, organizational processes, and culture required to deliver a truly collaborative ecosystem for solving technology challenges. At the core of Daffodil lies a culture rooted in innovation, learning and a result-oriented mindset.

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