



What are the AAA levels amongst

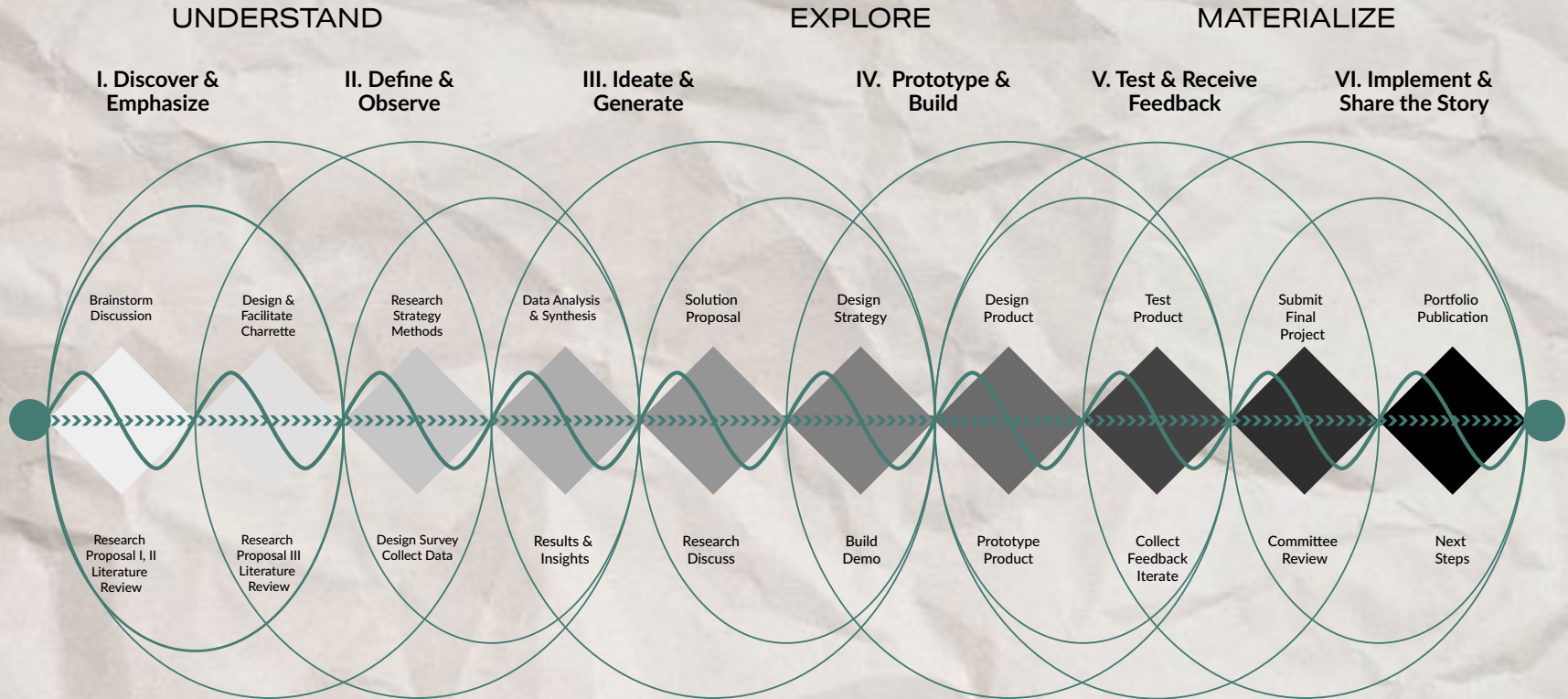
awareness

attitudes

acceptance

the general public to vision
augmentation technologies?

design process



traffic funnel

TRAFFIC

ATTENTION

PROSPECTING

INTEREST

CULTIVATING

POSITIONING

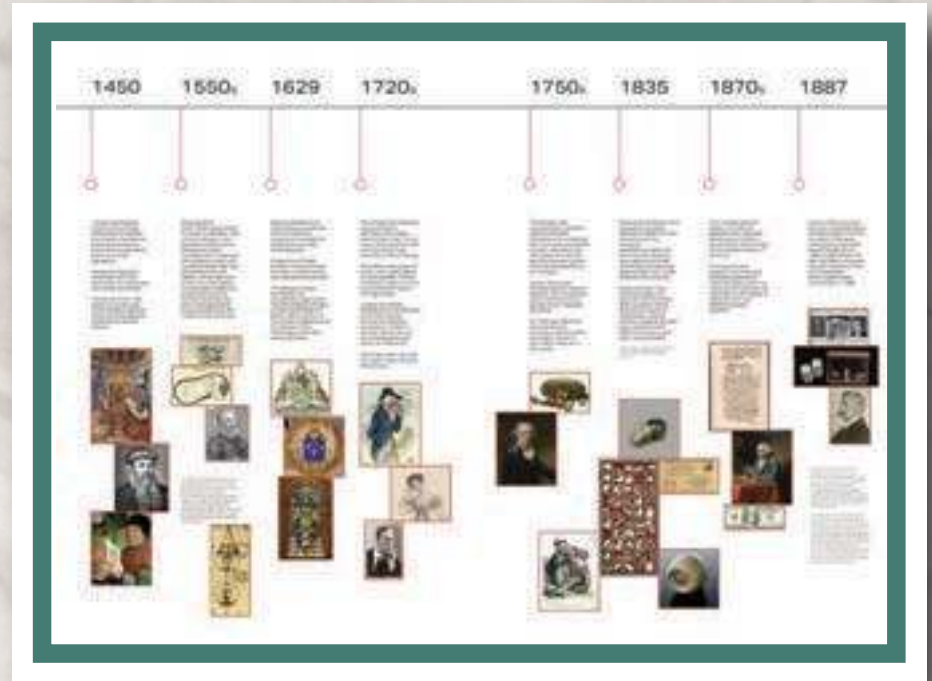
DESIRE

ACTION

CLOSING



images and timeline



cyborg & eyeborg



Neil Harbisson



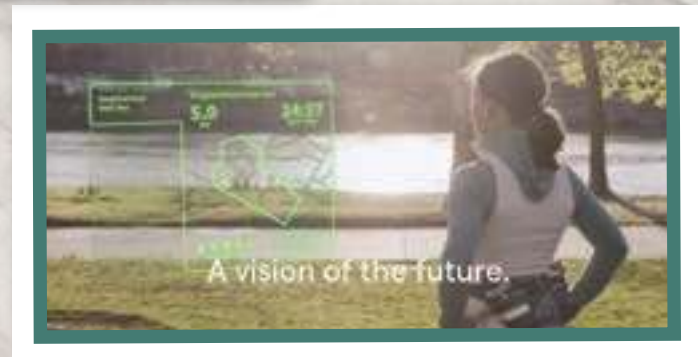
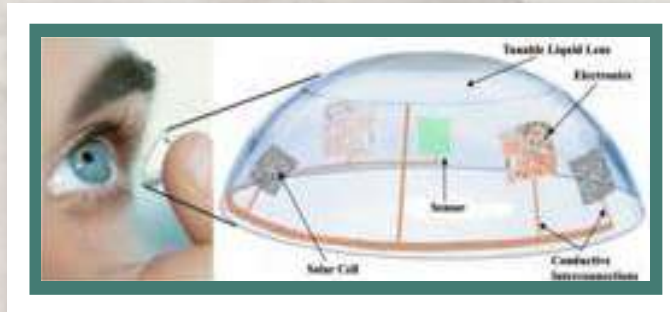
Rob Spence

colour blindness & smart lenses



Red-Green
Blue-Yellow
Grey Scale

300 million colours blind in the US
4.5% of the UK population colour blind
In the UK: 1 in 12 men, 1 in 200 women
(page 29)



discovered polarities



Eyes never last if they are exposed
to many hours on
the digital screen device
- false statement

- 97.5%** use digital screen devices for work & 100% for personal
88% do wear corrective glasses but:
- **46.5%** are concerned about their eyesight
 - **35%** read health and safety policies before using devices
 - **67%** do experience Computer Vision Syndrome but
 - **22%** do not use self-help with CVS (page 66-72)

solution products proposal and user testing



empathy exercise





Thank you

Questions

& Answers