



Vision Protection

App design

Concept design



Vision protection app design to prevent children visual damage caused by the use of smart phones or tablet for a long time or incorrect posture.

Market trends

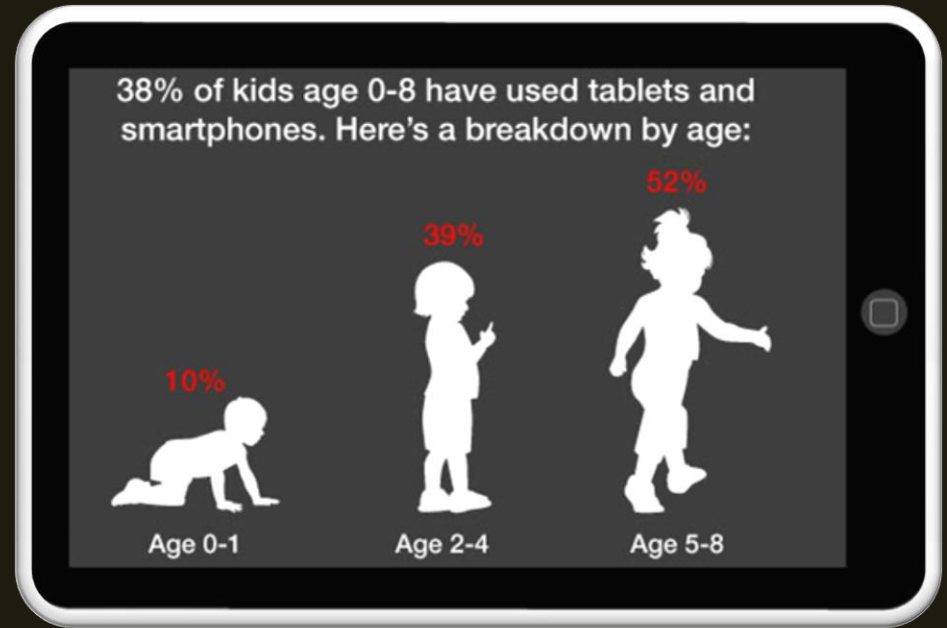
Data from Bussinessinsider

70% of kids under 12 use the tablet, 77% of these for gaming, 57% for educational purposes.

According to a recent Northwestern University study, 59% of parents are not worried about their kids becoming addicted to technology.

Computer Vision Syndrome

Computer Vision Syndrome as “any number of eye or vision-related problems that can occur from computer use.” When child focuses on a near object, both eyes converge and the muscles are used excessively. This leads to stress and irritation.



Research

Data from physiciansenews

Distance rule

A good rule is to apply the Harmon Distance (the distance between the elbow and first knuckle) as a guide. If a child holds video games or books closer than their Harmon Distance, it could signal a vision problem.

Time rule

The “**20/20/20 Rule**” is a good reminder. Every 20 minutes, stop and look at something 20 feet away for at least 20 seconds.



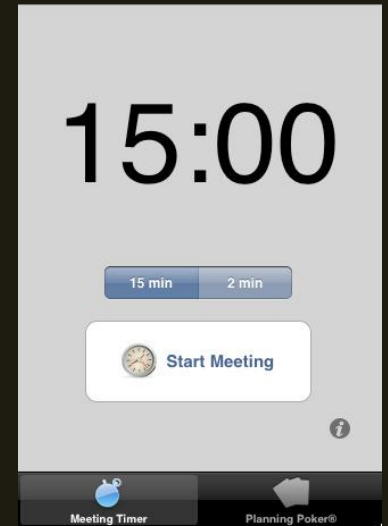
Technology



Proximity sensor



Distance measure



Timer

Benefits

Vision Protection app is a brand new idea. iPad is good for kids play games and educational apps. This app will be primary released on iPad.

The feature is to prevent children's visual is not hurt by long time use smart phones/tablets or incorrect posture.

Parents could help kids to keep the healthy lifestyle.



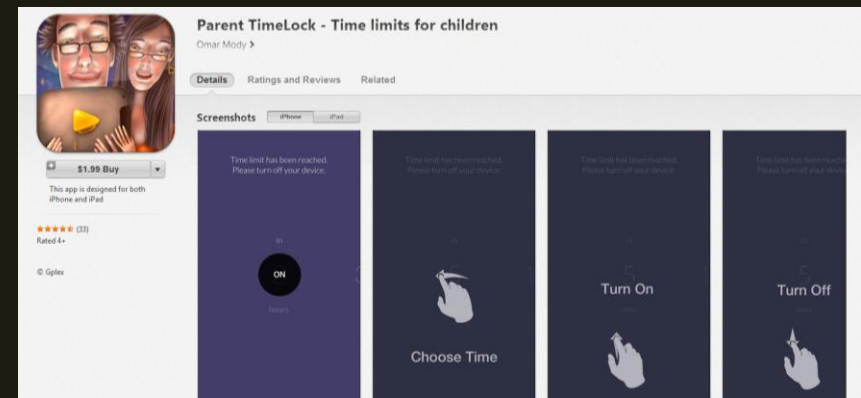
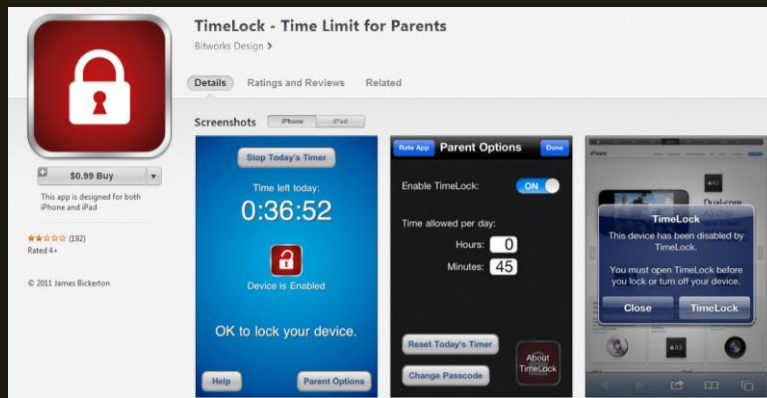
Vision Protection

Competitors

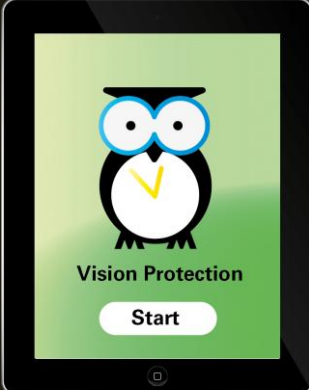
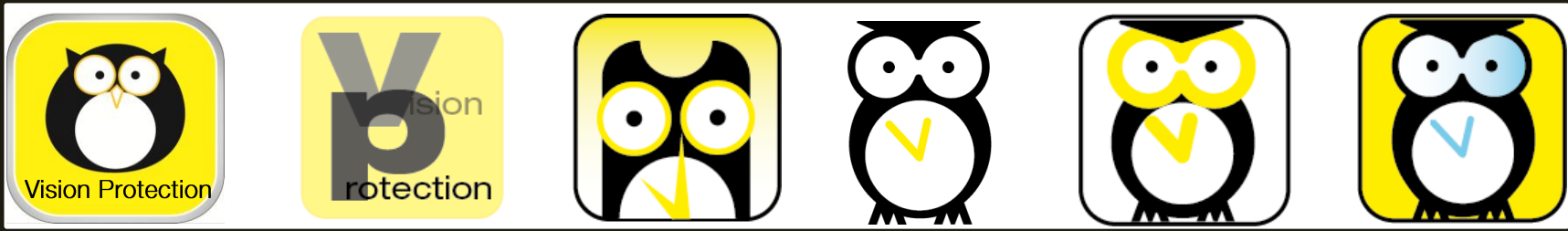
There only have two similar apps on the market.

Kid's mobile app is a smaller market, but the market itself is growing. Tablet usage among kids has soared from 3% in 2011 to 13% in 2012.

Parents are more likely to seek out better apps for their kids, and more willing to pay for the quality.



Design process



How to use



Kids use the digital device by themselves with wrong posture will hurt their eyes. Parents could start Vision Protection app to correct them.

How to use



Parents could start Vision Protection app to limit the time when kids play the digital device for a long time but don't want to finish.

Thank you!