



# Vision Vessel

## LIFESTYLE

Smart, multi-functional container for monthly contact lens users

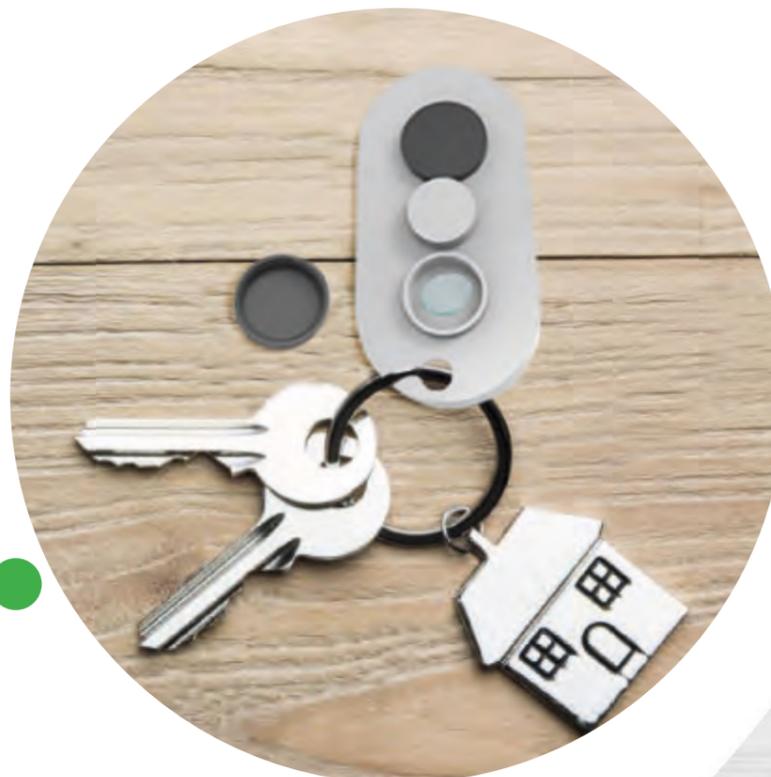
- Whole container is small enough to fit virtually anywhere



- Easy-open-lid means contacts can be placed in solution with ease



- Multiple compartments in one device with every need for a contact lens user



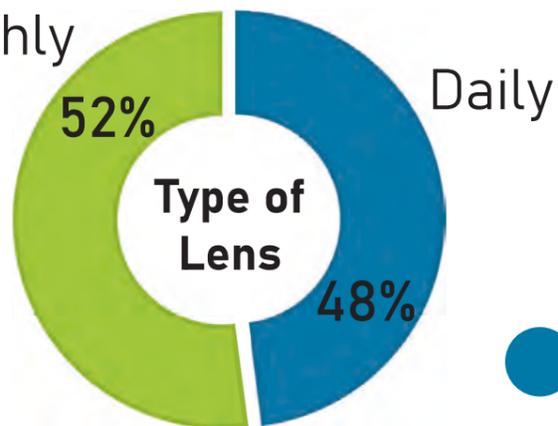
- Includes a compartment for emergency contact lens that is pocket size



- Blue screen lighting helps detect bacteria

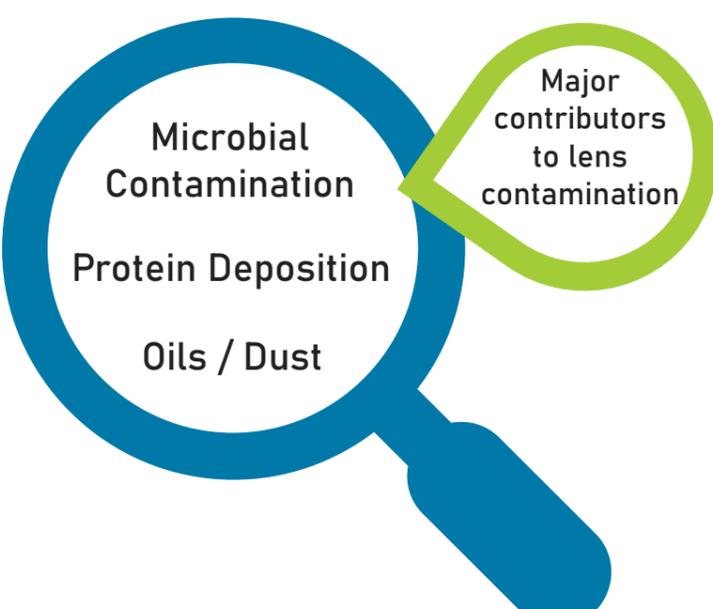
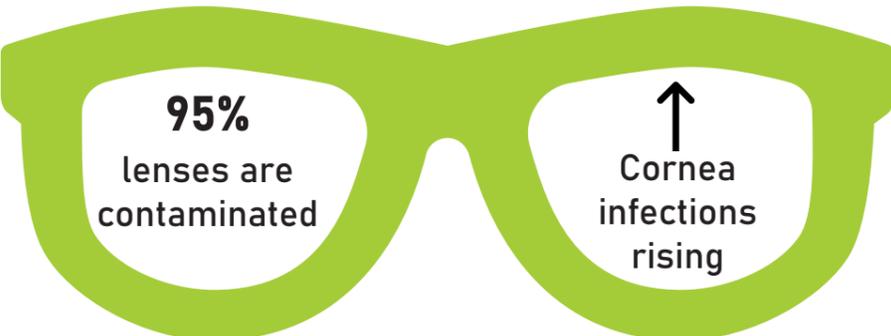
# RESEARCH

Focus on monthly lenses as user's want to use them but find them a hassle, are aware of bacteria issues and are find them less sustainable



## Interview Feedback:

- Scared of bacteria build up on monthly's
- Monthly's are a lot of effort e.g. when driving dailys can be thrown away
- Tend to forget contacts are in
- Monthly's are cheaper but more hassle - misplaced a lot
- Lots of packaging with daily's - waste and hard to open



Easily lost  
Not appealing to 25-44



Difficult to get contacts  
Takes a while to open  
Low quality  
Small / transportable

Have to carry big solution bottle whenever travelling

**x3** increase in AK corneal infection - **80-90%** avoidable with effective disinfection

**Solution:**  
Steriliser only, limited effect on deproteinisation

**Hands:** Secondary contamination, irreplaceable damage to lenses

**Ultrasonic:** Subtle damage to lens, deproteinisation is satisfactory

**Protein electrophoresis:** Lens structure undamaged, expands lifespan & good deproteinisation

UK lens market grew **4%** to **£292** million in 2018

**64%** users are female & **56%** aged between 25-44





# DEVELOPMENT

## Refill Concept

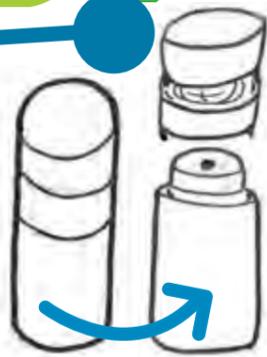
Started with adding compartments for solution instead of needing the whole bottle



Travel size solution refill on container - **not enough liquid**

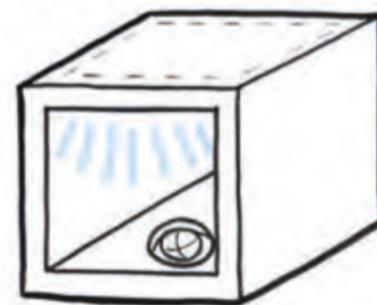


Soap attached to bottle to clean hands before touching lenses

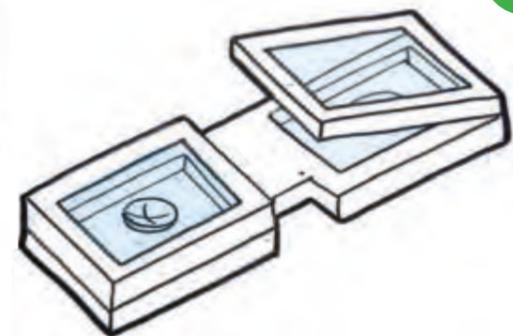


## Blue Screen Light

Highlights any bacteria to show that cleaning is needed



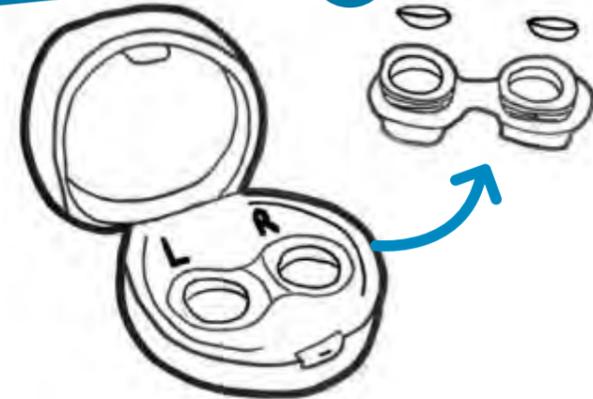
Blue light box to check your monthly lenses each day - **too bulky, wouldn't be used**



Blue light integrated into a case

## Portable Concepts

The issue of losing / carrying lens was important - especially with monthlies



Extra part that is 'pocket size' - also has "L" and "R" for clear indication

## Easy use lids

Screw on lids are common but take a while to screw off - less effort is needed



Easy to turn knob

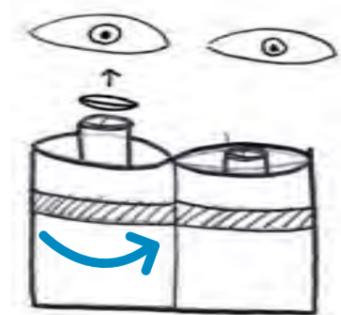


Wristband for your lenses - to keep them safe - **Unfashionable**



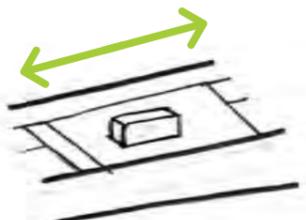
Lanyard for lenses - wide lids for easy grip onto lens

Binocular type device - place your eyes in and twist to reveal lenses into eyes - **eye levels vary too much**



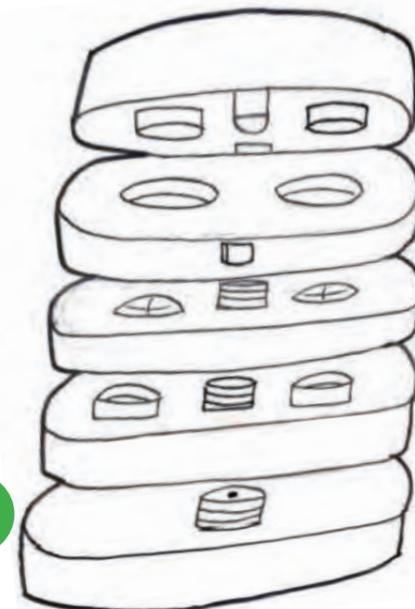
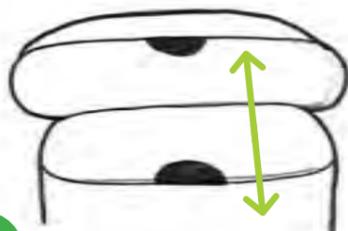
Touching of lenses cause a lot of bacteria - concepts to remove using hands

## Lens Placers



Simple slider

Magnets keep lid to base - **not strong enough**



Easy to open lid & secure from extra cover  
Oval holes - easy to pick up lenses  
Blue light incorporated  
Compartment for extra lenses  
Refill bottle - enough to last a week

## Multi - Purpose

Modern concept of a trendy, quality, multi-function and use container for monthly lenses



# DETAILS

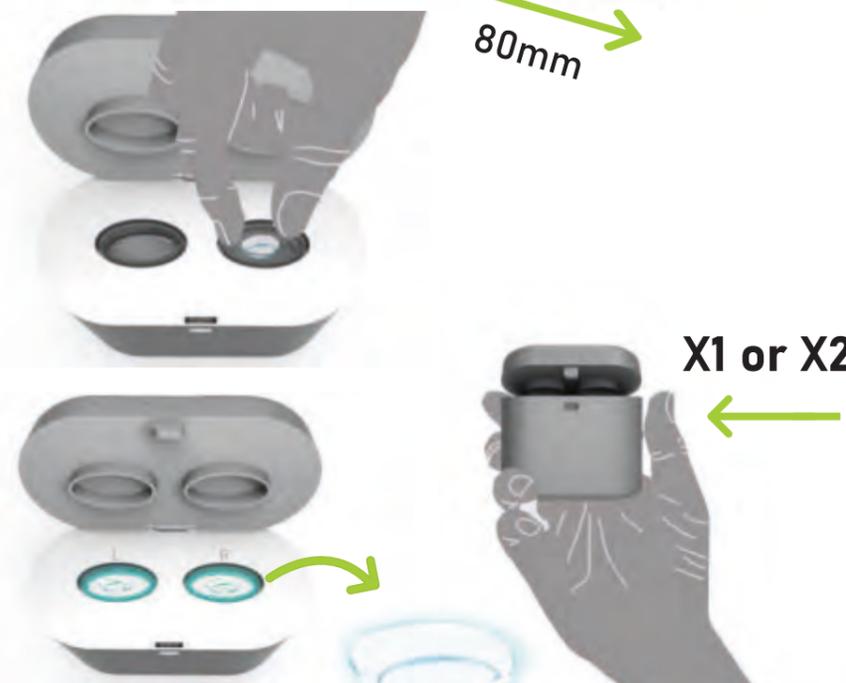
**Lid:**

- Uses extra 'lips' to cover contact lenses and solution
- Button feature keeps lid securely in place but also makes it easy to open



**Main Lens Compartment:**

- Simple hinge opening mechanism so lid 'flips' up
- Oval shaped holes for lenses, easy to pick up contacts



**Blue Light & Ultrasonic Cleaning:**

- Blue light shines on contacts to show bacteria after 1 press of button
- Pressing the button twice causes ultrasonic cleaning of lenses (develop protein electrophoresis use)

- Can also be used to help user see if their lenses are still in their eyes using the reflection of the blue light on the lens

### Emergency Spare Pair :

- Emergency pair of contact lenses with 'screw' lids to ensure security
- Thinner compartment to keep in pocket or hole for keeping on keyring

### Refill Bottle :

- 1 week's worth of solution able to be kept in here so big bottle of solution unnecessary
- Thicker base to ensure it stands up by itself



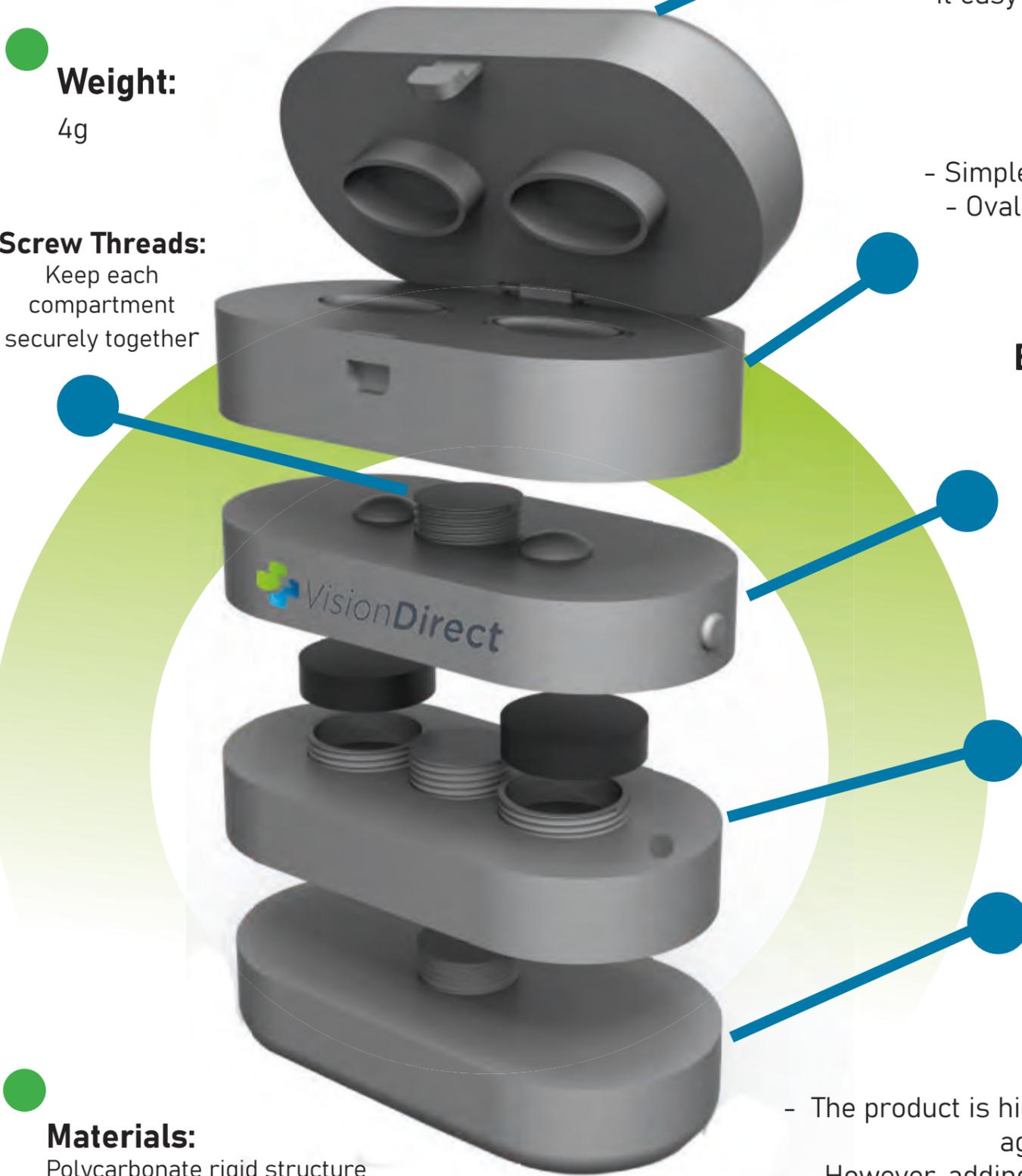
### Customisation :

- The product is high-quality and uses modern, sleek designs so users aged 25-44 would be attracted to it.
- However, adding an element of customisation e.g. colours for each compartment, different sized compartments etc. would appeal to customers more

**Weight:**  
4g

**Screw Threads:**  
Keep each compartment securely together

**Materials:**  
Polycarbonate rigid structure  
Aluminium hinge  
Silicone 'lips' on lid (liquid tight)

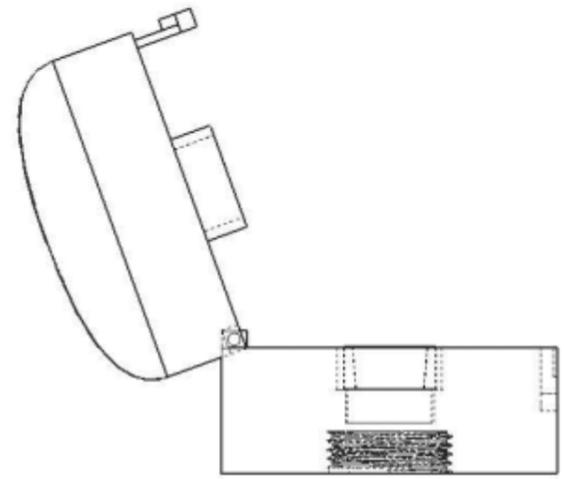
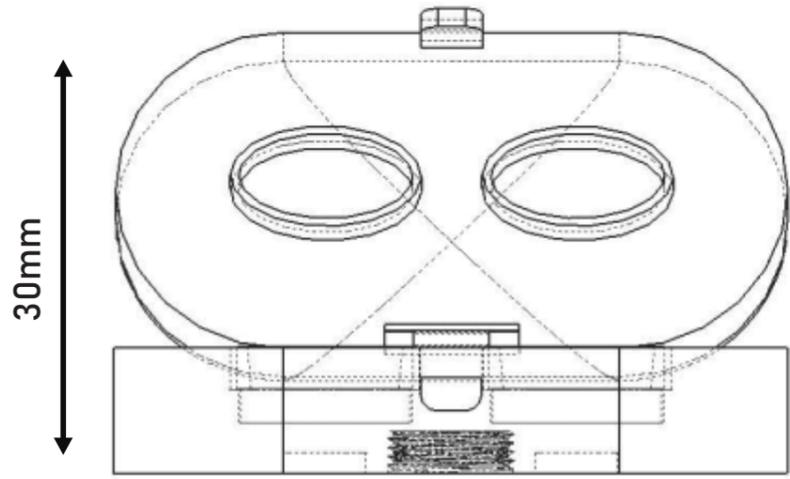


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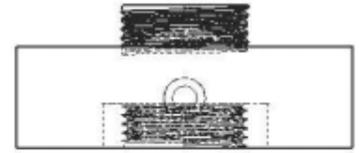
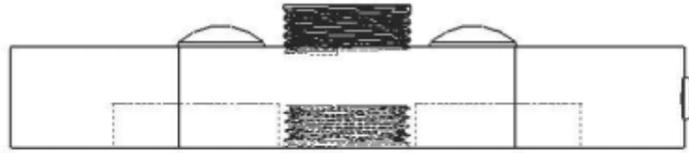
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B

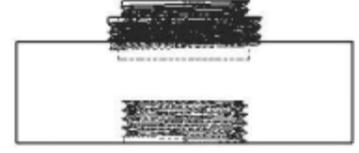
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20mm

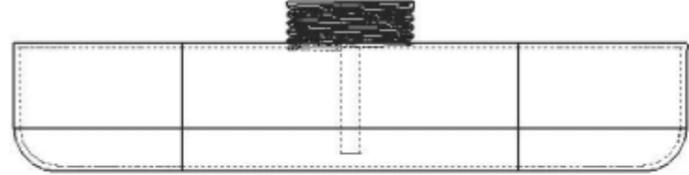


15mm

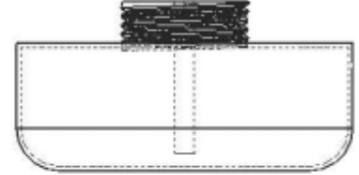


A

A



20mm



CROSS-SECTION VIEWS