

THE ViSUS CASE

MOBILE VISION



A phone case that stores your contacts, the ViSUS Case is the new contact wearer's companion. With no compromises in design, the ViSUS Case provides access to your contacts at any time or place.

ViSUS is the Latin word for vision or seeing. We believe the ViSUS Case will enhance the lives of those with refractive errors by providing more convenient access to contact lenses.

The name fits our vision for a greener future; producing the case from recycled lens waste and reducing waste in collaboration with the Vision Direct recycling scheme.

MOTIVATION

We began by listing issues that face contact users day-to-day.

These included:

- _ Difficulty with disinfection and storage
- _ Losing or damaging lenses
- _ Inconvenience in taking them in/out
- _ High cost of dailys
- _ Uncomfortable lenses at the end of a long day
- _ Amount of waste produced

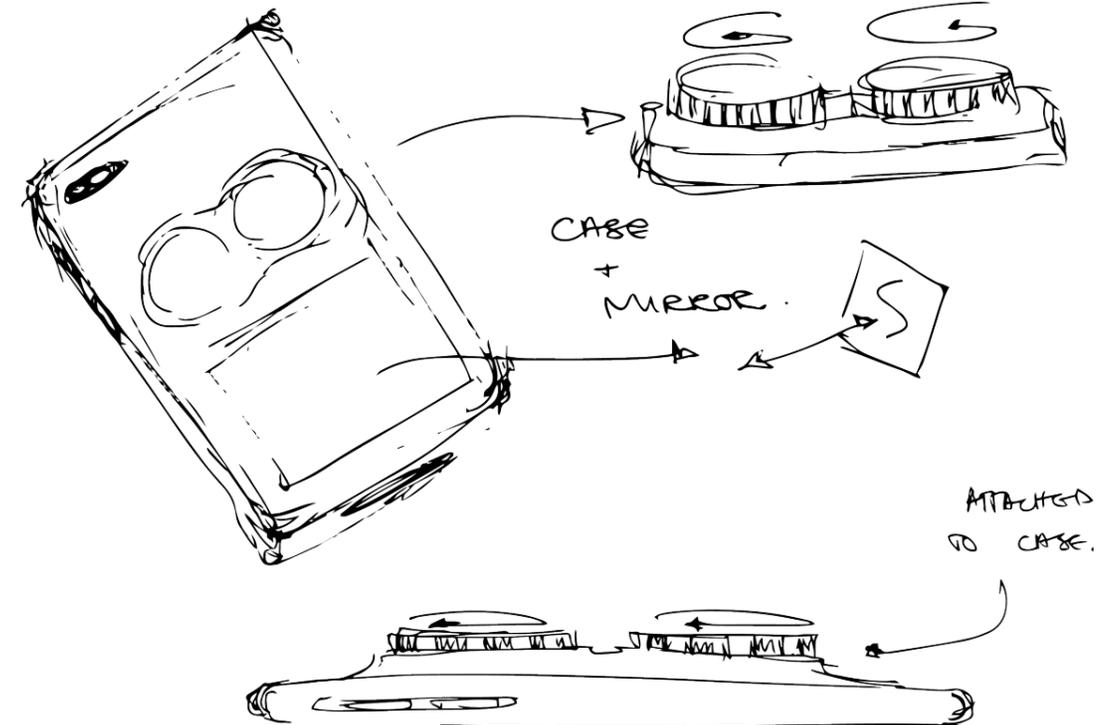
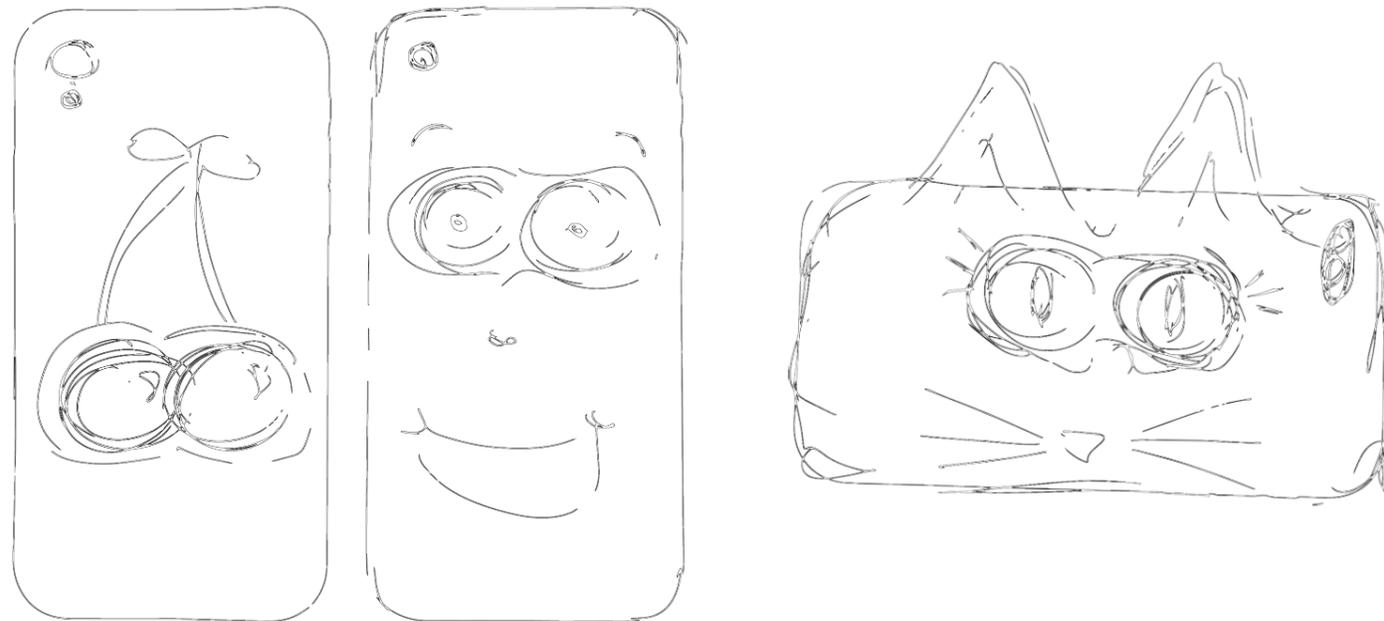
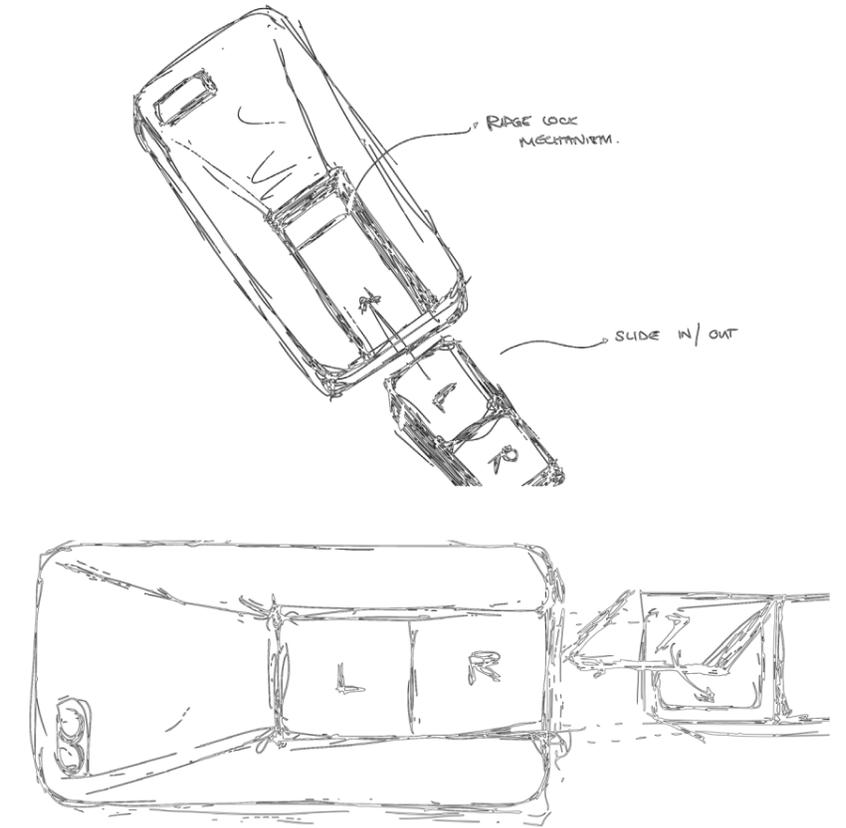
Our product aims to tackle the inconveniences caused by contacts and solve day-to-day problems for an individual with refractive errors.

Particular instances that came to mind were needing to take out contacts whilst away from home, in a restaurant, nightclub, or at a friends house.

The solution to this problem is the ViSUS Case. A phone case combined with a wearer's contact lens case. By always having the ViSUS Case with you, you have the ability to put in/remove your contacts at any place or time.

Research by Optical Express found over 750 million contact lenses are thrown down the drain or into landfill every year, damaging the environment and filling the oceans with microplastics. They also found only 3% of people in the UK currently recycle their lens waste.

We believe the ViSUS Case would be a great aid to this issue encouraging users to use weekly or monthly lenses. We would work in conjunction with the Vision Direct recycling scheme to produce the case, and at the same time make individuals aware that recycling is an option.



Initial ideas included fun lens capsules built into the phone case such as a 'googly' eye face, cherries or a cat. Various iterations were sketched, including cases with mirrors, detachable capsules and various lid types.

DESIGN

We wanted to make the ViSUS Case as unobtrusive as possible. There is a big risk when adapting something used and handled as frequently as a phone case that it would become awkward. With this aim in mind, we've designed the ViSUS Case to be sleek and nice to hold.

A well-designed phone case, that happens to store contact lenses too.

Sketching ideas for different cases allowed us to explore a number of different designs. We played around with different positions for the capsule, integrating it into an image such as a cartoon, and the option of removable vs. non-removable. One design iteration considered the integration of a mirror into the case. The conclusion was made that this was an unnecessary feature given phones already have a front-facing camera.

The simplistic design we arrived at both looks good and is comfortable in the users hand.

The removable capsule is easily replaced, ensuring lens hygiene is upheld.

Purchase of the ViSUS Case would be accompanied with three capsules to aid this and prevent the need for regular re-ordering.

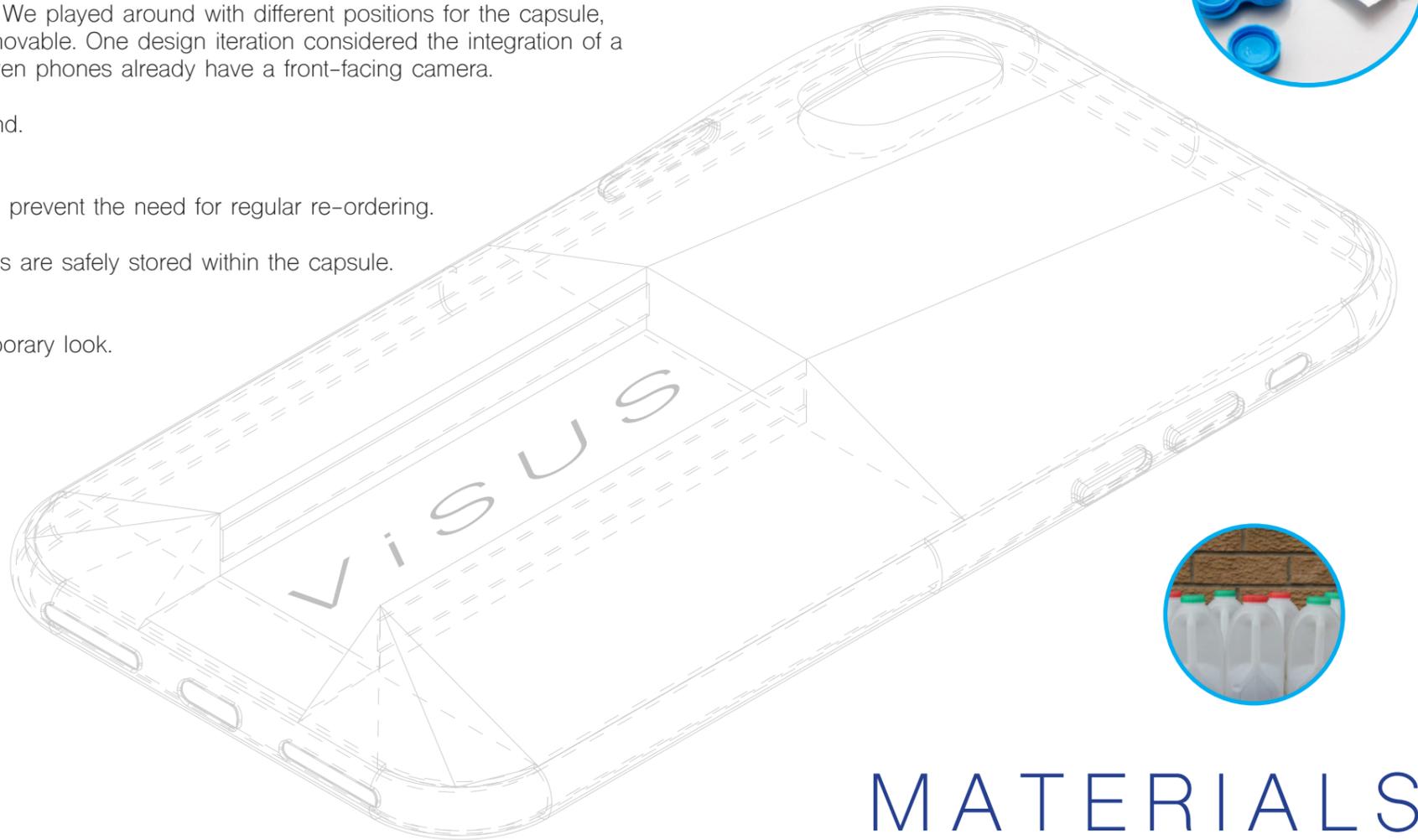
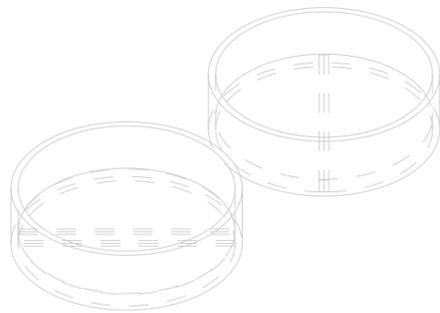
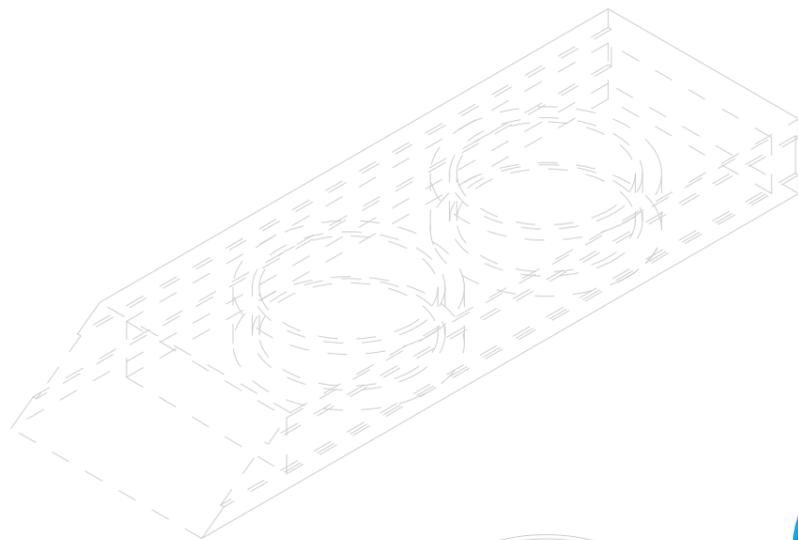
The capsule lid is attached by a simple water-tight screw cap ensuring solution and lens are safely stored within the capsule.

Design ideas considered for the capsule lid included a clip on style, and a rubber seal.

A block colour scheme was decided for the ViSUS Case to maintain the sleek, contemporary look.

Purchase options will available for different case-capsule colour combinations.

We envisage the ViSUS Case owners having the opportunity to personalise their case.



MATERIALS

Choosing the right material was an important part of our design process. Finding an environmentally friendly material would be key.

In excess of one billion plastic phone cases are manufactured every year, more than 18 million kg of plastic. The average phone case lasts less than two years before it is thrown away. They fill-up landfill resources, adding plastic pollution to our Earth and oceans.

A phone case made of recycled plastics that could be recycled at the end of the case's lifetime seemed the obvious solution. For sourcing materials for the recycled case we considered several options:

- _ Marine plastics
- _ Milk bottles
- _ Plastic bags
- _ Coffee cups
- _ Compacted newspapers
- _ Contact lens cases!!!

The Vision Direct recycling scheme caught our attention, and the daily, weekly and monthly lenses tend to come in polypropene cases, an easily recycled material.

Our eco-friendly solution: Re-using the plastic produced by contact lens wearers to manufacture our phone case.

The ViSUS Case is made from polypropylene which is widely recycled by local authorities in the UK. This means that when our product reaches the end of its life or needs replacing, the ViSUS Case can be disposed of in curbside recycling along with the rest of your household waste.

FINAL DESIGN - THE VISUS CASE

Information on our potential market:

According to NPD Group research, around 75% of people put a case on their smartphone.
According to a survey by CBS 12% of individuals wear contact lenses.

1.56 billion smartphones were sold worldwide in 2018, requiring 1.17 billion phone cases.
By rough estimation of the phone cases sold in 2018, 140 million buyers of phone cases would also be contact lens users.

Contact lenses and phones are particularly popular amongst the younger generations, it is therefore reasonable to assume the potential market would in fact be much larger.



1

In case mode, the ViSUS Case functions as a sleek, robust phone case. The geometric grooves fit comfortably within your hand.



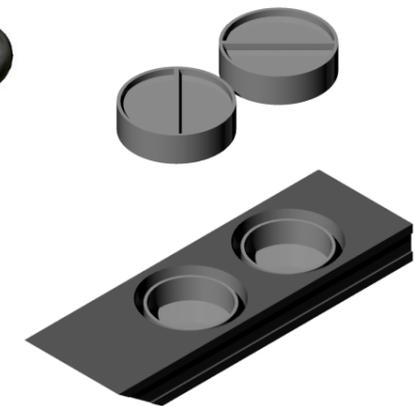
2

In smoothly sliding the capsule out, the true function of the ViSUS Case is revealed.



3

Areas for L/R eyes are easily unscrewed, allowing effortless access to your lenses.



4

Once used, the capsules can be re-filled and slid back into the ViSUS Case. To maintain hygiene levels, the removable capsule is easily recycled and replaced.

We believe the ViSUS Case would encourage daily contact users to use weekly or monthly contacts. Having access to your lens case wherever you go makes caring for your lenses 10x easier. Using monthly/weekly lenses over daily lenses saves users money and massively reduces waste.