

1.1 Situation description

Noticing that Hong Kong has the highest rate of myopia across the globe for kids at 6 years old. (Yuen, 2019) It intrigues us to further investigate various literature for more information. It shows that there is a rising prevalence of refractive errors among local primary school students. Therefore, we are interested to come up with a solution to ease the worsening trend.

We had the inspiration of building an eye care mobile application after listening to Mr. Dick Lo's sharing on how keep track on eye data may enable children to notice serious eye disease in advance. Since most of Hong Kong parents and children rely on the booklet provided by health department to record children's health data. However, the booklet only serves as data recording purposes. It doesn't enable parents or children to understand the meaning behind the data and trend it displays. We considered there's room of improvement such that we can build something for parents to monitor their kids' vision change and equip parents with correct eye care information and habits such that their kids can also be well educated at their very young age. We believe that by building good eye-using habits at early days for the kids can help to relax the growing progression of refractive errors in Hong Kong.

1.2 Problems

Since there are many possibilities to tackle the phenomenon. We have to define problems that is within our reach. Two problems are defined as below:

- Lacking accessibility to their own eye data
- Lacking education on how to take care of their eyes

In Hong Kong, most people won't keep longitudinal records of their eye data. Neither can they interpret and understand the trend of each data point nor its risk behind the progressions. That said, people in Hong Kong are not be able to access their own eye data.

Since children in primary school or kindergarten just start exposing to mobile devices. How they cultivate their habits in using these screen products may affect their eye health throughout along their life. However, lacking sufficient education and awareness on how to use their eyes correctly may pave the way for increasing risk of suffering from refractive errors.

These two problems contribute to our ideas in building an application and how we want to interactive with our users.

1.5 Objectives

Prior to our defined problems, we need some objectives to measure how effective and successful is our solution. Below are the 3 objectives:

- Improve parents' accessibility of their kids' eye data
- Improve parents' intuition of their kids' eye data
- Educate parents and kids about the importance of eye health

2.2 Partnership: professional supports

In order to make sure accuracy of information provide by our application as well as to ensure outreach of our application, we cooperate with an optician and a social worker.

On one hand, Mr. Dick Lo is our optician partner. We have had one meeting with him at the initial stage of application development. His professional advice helps us to tune our app into more professional friendly and accurate. Also, he is willing to support our app by donating 100 free lenses to us such that we can use the free lenses as a gift to attract first group of our users.

On the other hand, connection with Kelly, who is a professional social worker, helps us to reach out to parents' group in Hong Kong. Since we are still at development stage for our app, Kelly's connection enables us to understand parents' concerns on their kids' eye health before launching of our application.

3.4 In-line with local customs

Given that we are targeting at local parents who have children age 6-8. We need to adjust our application development as well as promotion strategy in order to attract our targets. For instance, we provide both English and Chinese version of our application. Parents can listen to Cantonese recordings of our eye health-related recipes, articles and eye exercise.

In addition, we apply role play format of presentation during outreach to parents. We make use of Hong Kong lifestyle related conversations to explain how our applications can help local parents.

4.1 Target Market and customers

Our target customers are local parents who have children age 6-8.

5 Conclusion

