Visionfinder.com

Short-Pitch

Visionfinder is an online resource that is created to help people reasonably diagnose prescription for their eyesight without having to physically go to an optician.

Long-Pitch

Visionfinder is a tool created for the average person to determine if prescription glasses are required to see correctly or not, and if so, give a good Idea of what prescription may work. With the help of professional opticians, various images are shown to the user to test the quality of his or her eyesight, and based on what can or cannot be seen, the system determines whether the user requires prescription glasses and what possible prescription could work for the individual. If an individual is going to the store to pick up simple prescriptions or will eventually be going to the optician to receive a more accurate testing for prescription, it is also intended to indirectly assist opticians by narrowing down the possible options before taking an in-depth eye test.

Personas

1. Everyday people questioning their eyesight
2. Opticians

COMPS

1. Essilorluxottica
2. Optoplus
3. personaleyes