

TEAM OLD BUT GOLD

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Challenge

HOW DO WE

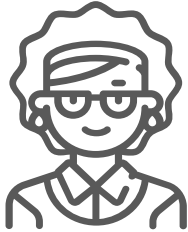
encourage contact
lens adoption to
delight users

&

promote a vibrant
ecosystem through our
digital platform

User Group	 <div data-bbox="469 295 1114 452">First time Acuvue users</div>	 <div data-bbox="1232 295 1877 452">Existing Acuvue users</div>
Pain Points	<ul style="list-style-type: none"> • Fear of trying the contact lenses • Difficult to process overwhelming amount of information • Reluctant to have face to face consultation 	<ul style="list-style-type: none"> • Troublesome to keep track of how long they wore their contacts for • Challenging to practise good eye care habits in everyday life

Problem Statement



“First time users need **easily accessible guidance** in **learning how to wear & take care of their contact lenses** because they want to **enjoy the convenience of wearing them safely.**”



“Existing users need an **accessible and personalized system** to **purchase** their contact lenses and **take care of their eye health** because they find it **challenging to prioritize them given their limited time.**”



Overview of Solutions

Pain Point

- Difficult to process overwhelming amount of information
- Reluctant to have face to face consultation



Solution

Pre-visit

- One-Stop Information Sheet (web)

- Fear of trying the contact lenses



Post-visit

- Interactive Beginner Guide (app)
- Telehealth aftercare support (app)

One-Stop Infosheet

Solution 1

FREQUENTLY ASKED QUESTIONS MyACUVUE™ Member Program

ACUVUE™ THINKING ABOUT CONTACTS PRODUCTS GET CONTACTS WEAR & CARE Q

? Hi! Looking for something? [Click Here](#)+

ACUVUE® PRODUCT FINDER

QUESTION 1 OF 3

Would you rather have lenses that are reusable or daily disposable?

Choose one

☐ Reusable

☐ Daily disposable

Current Set of Questions:

- 1) Would you rather have lenses that are reusable or daily disposable?
- 2) What are your vision needs?
- 3) Which statement best describes your lifestyle?

Additional Question to be asked

What is the main concern with regards to your first contact lens purchase? [tick multiple options]

One-Stop Infosheet

Solution 1

ACUVUE

THINKING ABOUT CONTACTS PRODUCTS GET CONTACTS WEAR & CARE

First-Timer Information sheet #1827

Based on your answers, we recommend:

Database label

Product Recommendation

1-DAY ACUVUE® MOIST (16)

1-Day ACUVUE® MOIST provides enhanced hydration by helping to keep moisture in and irritation out. LACREON® Technology with an embedded wetting agent creates a long-lasting cushion of moisture. Download the Specification Index Guide

Price and Feature Comparison

Compare with our other products!

Product Name	Type	Daily Cost per Eye	Available in	Features
ACUVUE OASYS	Bi-weekly disposable	\$0.30 - \$0.48	12pcs/box, 24pcs/box	For extra UV protection
ACUVUE VITA	Monthly disposable	\$0.23 - \$0.37	6pcs/box, 12pcs/box	For extra dry eyes
AIR OPTIX NIGHT & DAY AQUA	Monthly disposable	\$0.31 - \$0.52	6pcs/box	For sleeping with lenses on

You may find the information below helpful:

Are disposable contact lenses worth the extra money?

Many doctors highly recommend disposable contact lenses. They are an excellent choice health-wise because there is less opportunity for protein and bacteria to build up on them. Also, if you wear daily disposable contact lenses, which are discarded at the end of the day, you won't need to buy contact lens solutions to clean and disinfect them after each use.

Can contact lenses damage your eyes?

Contact lenses are very safe. Still, wearing contact lenses can damage your eyes if you wear them too long, fail to clean them properly or do not replace them as directed by your eye doctor.

>>>>>>>>> click here for more helpful information >>>>>>>>>

QR Code linked to Acuvue App download

Book your **first free teleconsultation** with our Eye Care Professional and **earn free \$20 coupon** through our app! Simply scan the QR code and insert **#1827** for promo code!

QR Code linked to Acuvue App download



One-Stop Information sheet

Solution 1

Information at
one look

Boost Consumer
Confidence

Pre-assessment to
facilitate efficient
consultation

Interactive Beginner Guide

SOLUTION 2

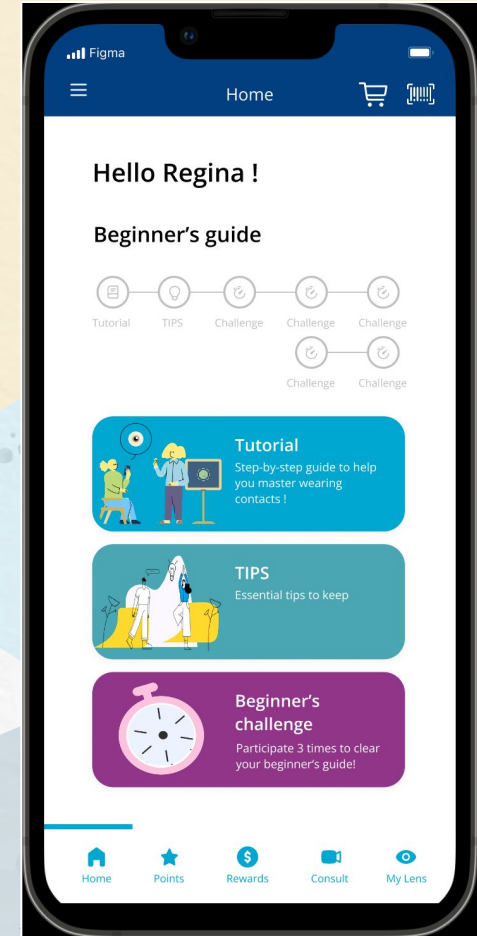
Helps new contact lens users with

1. Tips

2. Tutorial

3. Beginner Challenge

Complete the
beginner
guide to earn
incentives



Interactive Beginner Guide

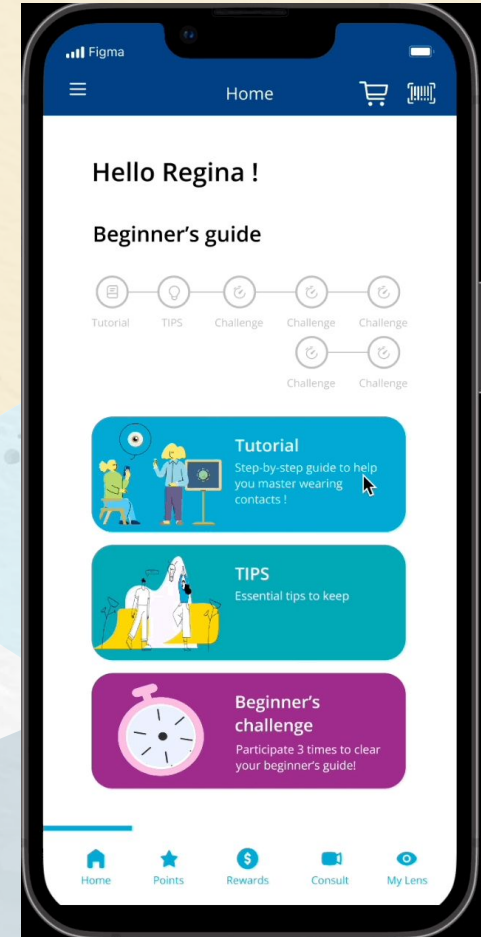
Tutorial



Audio and visual
guide at every step



Voice command for
users



Interactive Beginner Guide

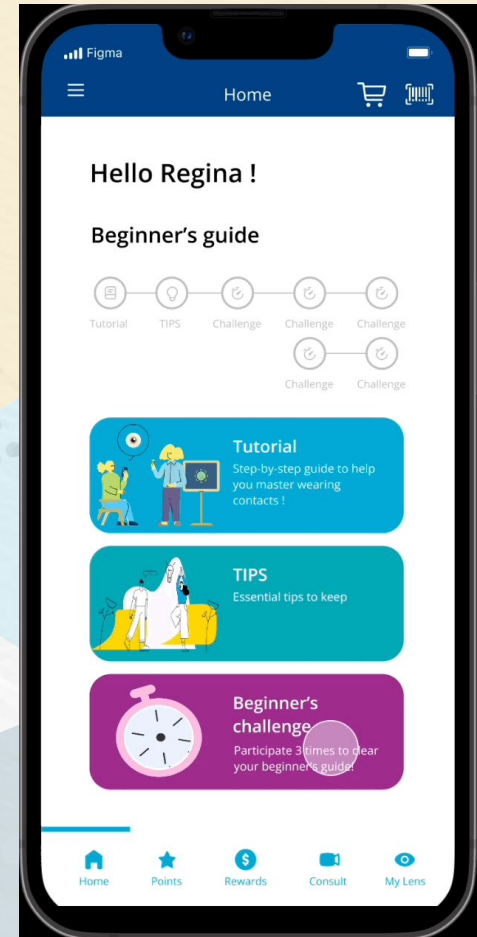
Beginner Challenge

- Gamification of potentially fearful process

Record time
taken to put on
lenses

Compare time
against other
beginners (**you
are not alone!**)

Be **encouraged**
by others who
are in similar
situations

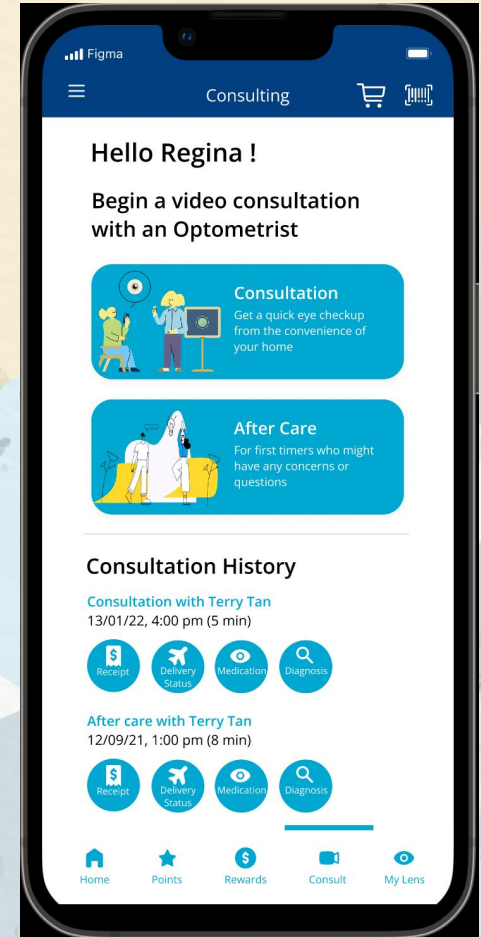


SOLUTION 3

Tele-Consultation

After Care
consultation
for first
timers

- One-time free service to guide first time users
- Address concerns & questions to increase repurchase rates





Overview of Solutions

Troublesome to keep track of how long they wore their contact lenses for



Smart notification features

Receiving reminders to practise good eyecare & expiry dates for existing lenses

Challenging to practise good eye care habits in everyday life



Tele-consultation

Appointment and video conferencing interface

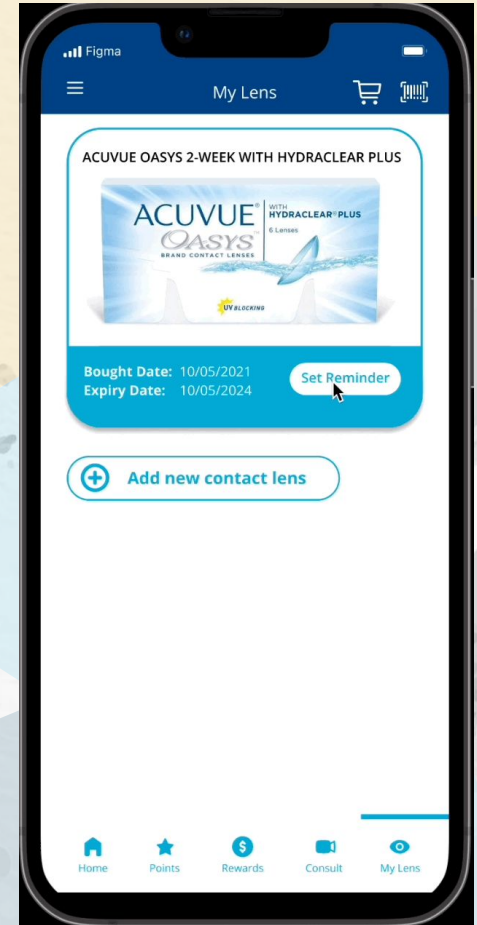
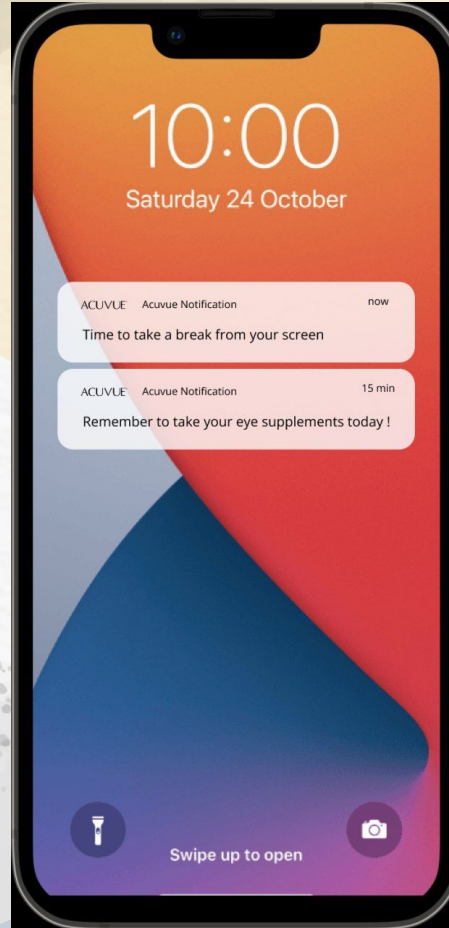
SOLUTION 4

Smart Notification

- Reminder for good eye care practices:

Daily life habits

Monitor expiry dates

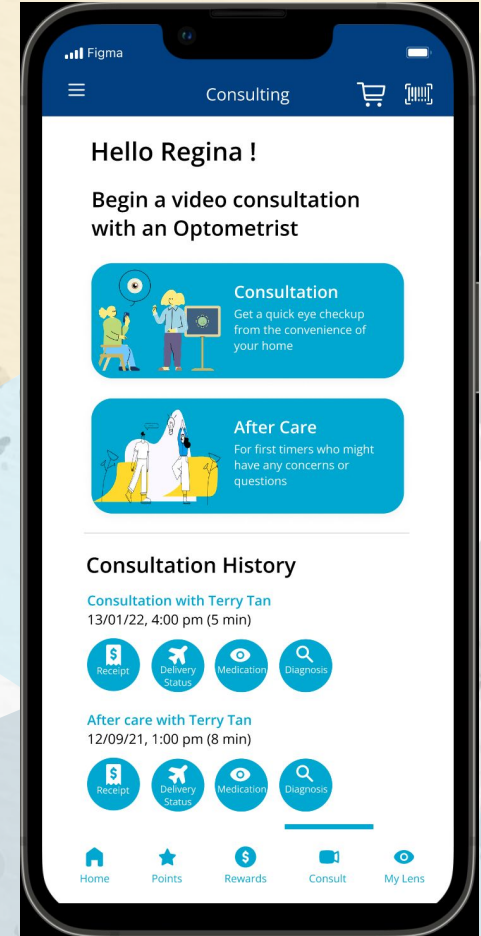


SOLUTION 5

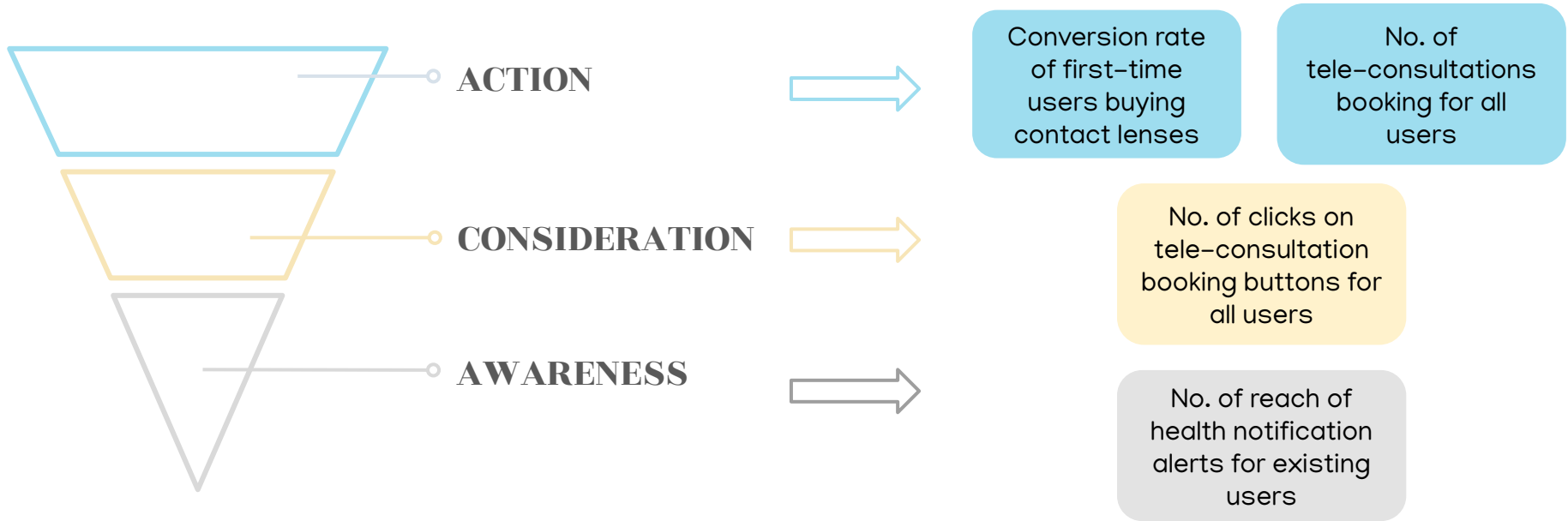
Tele-Consultation

Tele
consultation
for eye
health

- Paid service by ECPs
- Delivery of medicine if required
- Referral to a specialist if required



Indicator: Quantitative Measurement



Business Model



Customer Segments & Relationship

Contact Lenses User & ECP

Relationship:

Communication between Wearers & ECP



Key Partners

ECP

Investors

Engineers



Key Resources

Brand Reputation

Technology

Eye care knowledge & assessments



Key Activities

Brand Awareness

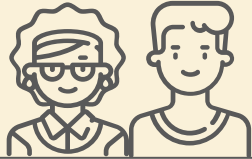
Customer Experience

Platform (app) development

Sales promotions to acquire new customers

Business Model

Benefit (Value Proposition)



For wearers

- > First time:
Motivated and **confident** of wearing contact lenses
- Sense of **assurance** in wearing them safely and properly
- > Existing:
Personal assistance to ensure good eyecare
- Accessible** professional eyecare advice



For ECP

- > Greater exposure to users
- > **Attract & retain more customers**

Business Model



Risk

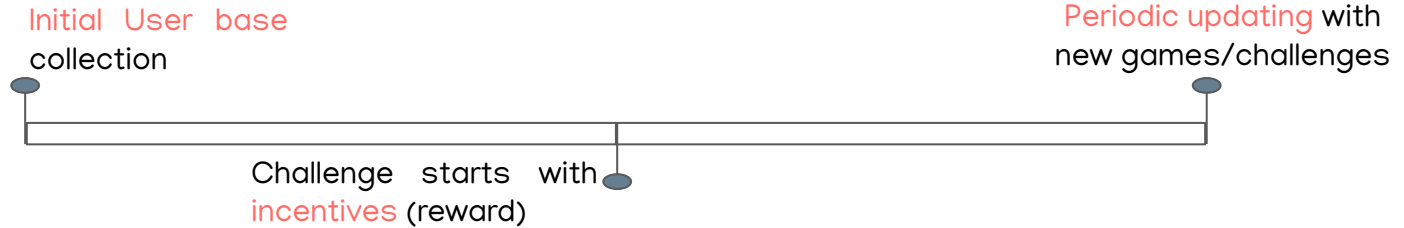
- > All customers may not fully utilize the tele-consultations as they may still be skeptical of them
- > May not sustain the first-time users if they are still uncomfortable with contact lens usage



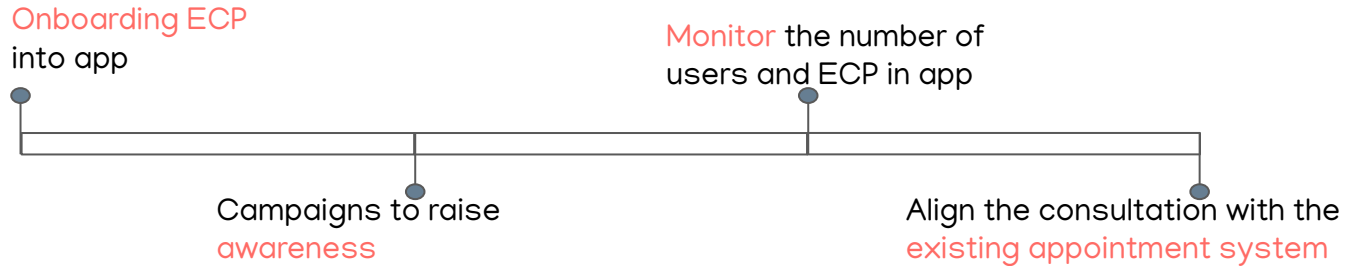
- > **Short-term issue**, which can be overcome in the long run as the app gets more commercialized
- > **Periodic updates on games/challenges** can be considered to maintain their engagement

Roll-Out Plan

Interactive Beginner
Guide
(Beginner Challenge)



Tele-consultation





THANK YOU

QnA