INVISIVIEW BLUEPRINT

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1.0 EXECUTIVE SUMMARY

InvisiView is a set of intelligent glasses that would keep the people on the alert, clearly focused and comfortable when they are studying or working or even driving. Eye strain, poor lighting conditions as well as tiredness caused by long hours staring or glancing at the computer screen, driving at night are some of the issues which many people report today. Unlike regular glasses, InvisiView has some smart features, such as in-built LEDs that help in a low-light situation, Vibration alerts to avoid the chances of drowsiness, as well as, tinting lenses that can be adjusted by users based on their convenience.

The product can fit students, office workers and drivers who will prefer a smarter product to use in their day-to-day activities. According to the poll we came up with through Google Form, most of the participants became convinced that these capabilities were flexible and would enhance their effectiveness and safety. InvisiView will focus on audience represented by people aged 18 to 35 years old, more likely being an active student or professional who regularly encounters a screen or nature experience.

The main difference between InvisiView and other glasses available in the market is that it incorporates several features that are useful in one product at a low-price range. What differs most existing glasses with InvisiView though, is that they are not just merely glasses that correct your vision or protect you against sunrays, but they also come with comfort, alertness, and customization of the wearer. This poses our product with a good competitive advantage.

InvisiView has a high potential to generate a profit coming down to business point of view. With people becoming more conscious about the health of their eyes and the digital lifestyle that they lead, there is also an increment in the demands of smart eyewear. We are confident that this innovation can be launched in the market via digital media and the word of mouth, as well as the student-centered campaigns. We are a group of young businesspeople who enjoy developing straightforward solutions to real-life problems-based on technology. Proper planning and development of product InvisiView can be an effective and brilliant product to use daily.

2.0 PRODUCT OR SERVICE DESCRIPTION

InvisiView is a product of smart glasses designed to position the user in a state of concentration, awareness and comfort during the daily tasks. The product resembles ordinary glasses, however, it has a few extra intelligent functions to address the most frequent issues of students, employees, and drivers. Such issues are low lighting, tiredness in the course of tedious work, and eye strains by the intense light or extended use of computers. The three primary features of InvisiView include the built-in LED lights, a vibration alert system, and adjustable tinted lenses.

The in-built LED light is at the edge of the frame and can be turned on when one needs to study or read at dark locations. Its vibrating alarm can be used to wake up the users when they get sleepy and this is a good feature to help drivers at long distances and can also come in handy during late-night sessions. The difference between these two types is brought about by the tinted lenses that enable the users to control the darkness of the glass by their own comfort and the environment that they are in particularly in the case of direct sunlight or a bright form of light in the house.

The primary customers of this product are students who study at night or in dark locations often, workers and drivers who must use digital tools and spend much time working and staying awake with transportation tools. It may also come in handy to those who have eyes that strain easily. InvisiView does not stop at taking care of farsightedness or being a pair of sun-blocking sunglasses, as, unlike normal spectacles, it has smart features that allow a more thorough experience. It is here that it stands out and is more valuable than what it is currently offered in the market.

At the present, InvisiView is at development stage. We have already developed product concept, rough sketch and gathered feedback utilizing online surveys. The second step involves creating a prototype that will work on cheaper material such as lightweight plastic frames, tiny rechargeable battery, low power LED lights, as well as simple vibration motors. We project that our entire project development, testing and product launch will finish within 6 to 9 months.

At this point the product is not yet patented but given the fact that the idea is original and there are unique set-ups of combination of functions, we intend to register an intellectual property (IP) since we have completed the prototype. It is possible to develop this product line even further in the future, such as adding sunglasses that has inbuilt Bluetooth, or making a child and elderly versions of InvisiView with fewer features.

3.0 TECHNOLOGY DESCRIPTION

InvisiView is a basic electronic gadget which incorporates convenient smart capabilities. The primary features of technologies incorporated in this product are built-in LED component, small vibration motor, and a pair of adjustable tinted lenses. The features selected are to assist individuals who always have challenges such as carrying out studies in dim areas, being drowsy even after working or traveling long distances and eye strains when exposed to harsh light.

The frame will house the LED light, whose use can be switched on to enable the user to see clearly in cases where there is not enough light. Vibration motor is one of the small-sized devices providing a soft jerk to the client to warn him when he/she lacks activity or falls asleep, mostly when studying or driving. Manual movement of the lenses allows one to regulate the degree of shade, thus the user can eliminate glare and feel more comfortable under various lighting conditions.

The frame shall be constructed of light weight plastic so that it should be comfortable to use in the long-term periods. The others like the rechargeable battery, LED light, and vibration motor will be chosen based on the low consumption of energy and cheap prices, primarily to students and working adults. The product is currently at a phase of research and early design. We are learning using the internet resources as well as consulting with other smart glasses in the market most of which are Chinese ones. What we would prefer to do is to come up with a version that would be more practical and useable to the users in Malaysia.

There are also safety regulations regarding electronic goods on the face, to which we would like to stand, such as non-toxic materials and safe wiring. We will register the product with Intellectual Property (IP) like Utility innovation or Industrial Design at MyIPO in future to patent the design and specifications of InvisiView. In case the product generates positive reaction, we are also going to introduce its upgrade with Bluetooth, voice control, or even such functions like weather information and screen display.