



# SmartGOGS

By: The SmartGOGS Team

# Intro to SmartGOGS

## **What are SmartGOGS?**

SmartGOGS are High Tech glasses that help you complete work/assignments stress free throughout the day. They have cool features like a blinking monitor and shield-like lens that fights blue rays from entering your eyes.

## **What is a blinking monitor?**

When someone stares at a screen for a long time, their blinks per minute (BPM) will decrease. Wearing these glasses will prevent that. Whenever the blinking monitor senses your number of blinks decreasing, the glasses will vibrate and make a 'bzzz' sound. This will tell you to take an eye break, rest your eyes, or blink a bit more.

## **Why is Blue Light bad?**

If your eyes come into contact with a lot of Blue Light, then you are increasing the risk of developing eye disease. Experts think that eye stains affect roughly 50% of computer users. One possible symptom of eye strains is dry, irritated eyes. Too much screen time can cause your eyes to dysfunction and do things they aren't supposed to, limiting your sight.



# Users Journey/Storyboard



This is Marcus. He is an A+ student in Grade 7, currently attending virtual school.



He has to use his computer to attend class and finish work, meaning that he is online for at least 6 hours every day.

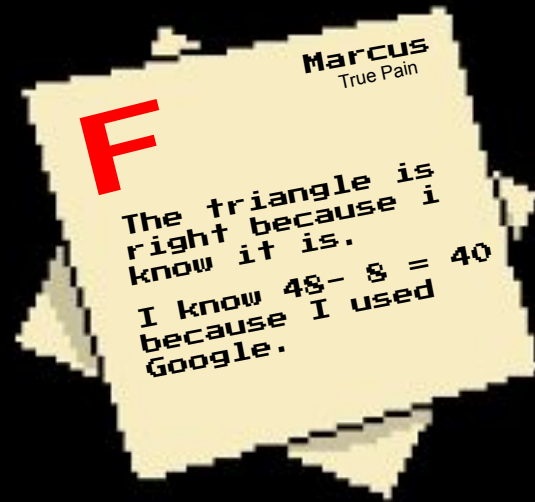


He starts getting headaches and eye strain,  
causing him to lose focus in class.



**#SHOCK#**

Soon enough, Marcus starts failing tests, struggling to pay attention to classes and has trouble completing his assignments on time.



One day, Marcus saw an ad on TV for something that might change his life.





Audio: SmartGOGS! A set of UV/Blue light blocking glasses for people of all ages to use! They help track your blinking habits to tell you when you've been online for too long, A camera to take photos of your notes, all of that! Simply get yourself a pair and download the app, and you're all set!

SmartGOGS!

Get Them Now!

Protect Your Eyes!



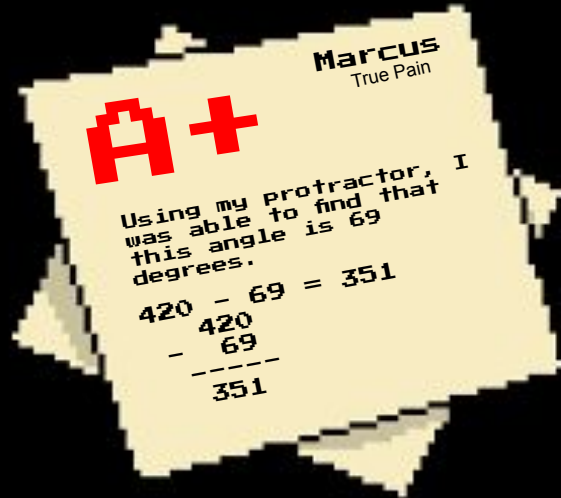
Buy one get  
one for the  
same price!!!

\*If you get these, you are held to a 10 year contract to give us half of your yearly salary!\*

These glasses will tell Marcus when he's been online for too long or when he needs an eye break. They do so by slightly vibrating near his eye. This way, Marcus is able to do a lot better in school.



Ever since wearing SmartGOGS, Marcus is no longer failing classes! He's doing much better in school and enjoying school much, much more.



I'm not upset I promise



YAY!



# The GRID (PSVC)

<p><b>Pain point:</b> People spending too much time online due to the pandemic.</p>	<p><b>Solution:</b> We are providing glasses that are advanced by technology and provide info to help eye health.</p>
<p><b>Value:</b> SmartGOGS help you avoid blue rays from entering your eyes, and it gives you reminders when you've been online for too long. It has a camera that monitors your blinking to tell whether or not you have been online for too long.</p>	<p><b>Competition:</b> Any other company that makes smart glasses (Apple with their apple glasses, Google glasses, Samsung glasses)</p>



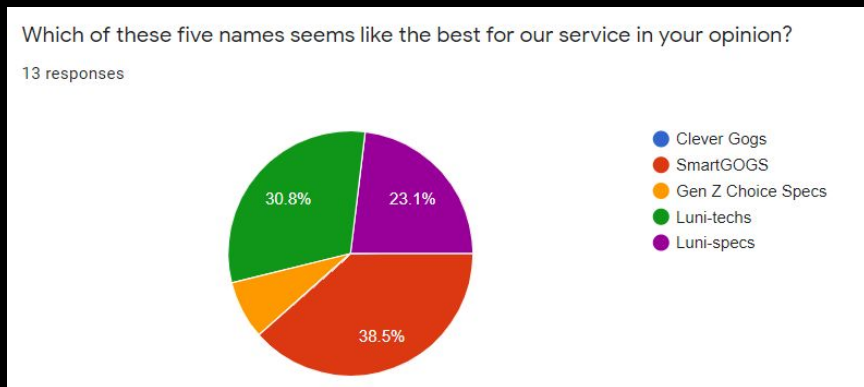
# Collected Data & Site

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## Company Name

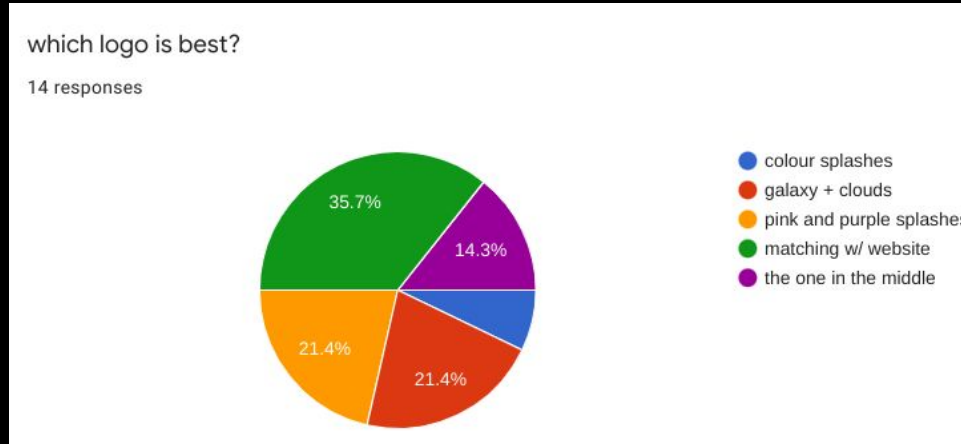
We had 5 options for our company name. Clever Gogs, SmartGOGS, Gen Z Choice Specs, Luni-techs and Luni-specs. 30.8% voted for Luni-techs, 23.1% voted for Luni-specs, 7.7% chose Gen Z Choice Specs and finally, 38.5% voted for SmartGOGS. After a close vote, SmartGOGS took the lead and was what we ended choosing.



**SMARTGOGS  
FOREVER**

# Logo

We had five options for logos. (see below) Colour splashes had 7.1% of the votes, Galaxy + Clouds had 21.4% of the votes, The one in the middle had 14.3% of the votes, pink and purple splashes has 21.4% of the votes and finally, the logo that was matching with the website won the vote with 35.7%. However, we lightened the colours a bit, to make it more appealing and actually like a logo.

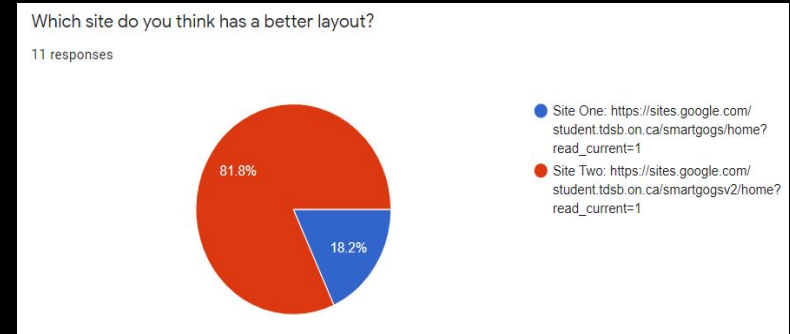


# Website

We've also sent out forms regarding which SmartGOGS website layout we wanted to use. Here are the links to sites A and B respectively:

<https://sites.google.com/tdsb.on.ca/smrtgogsv1/home>

<https://sites.google.com/tdsb.on.ca/smartgogv2/home>

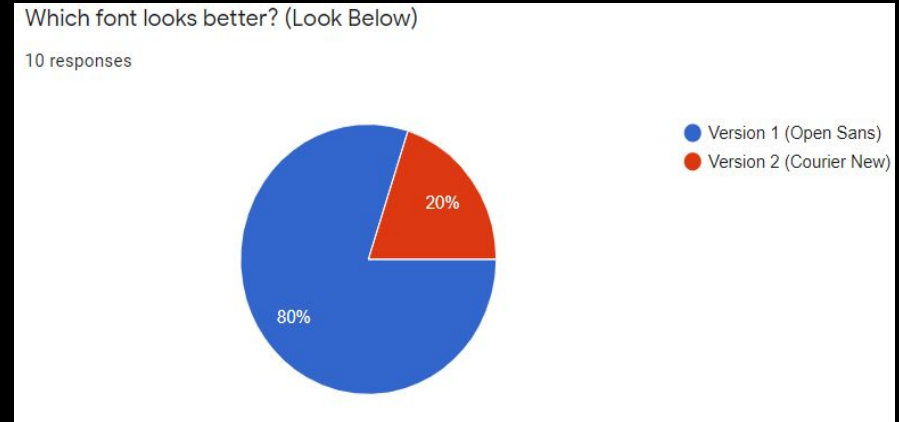
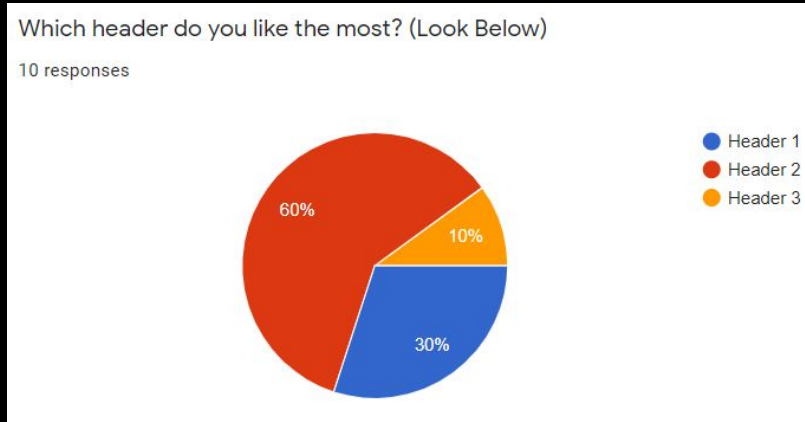


Looking at the results, we can see that site B was the most voted, with 81.8%, which is why we decided to use site B as the website layout.



# Rapid Prototyping

Finally, we sent out forms about very small changes to our website, regarding the header image and the font we should use, as a form of “rapid prototyping”. Below, we can see the results:



Seeing as header 2 won with 60% of the votes, that was the header we are going to use. The font we chose was open sans, as it won that vote with 80%.

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# Brand Cards



J.B



I have a fish tank full of FISH



**Favourite color:**

teal/turquoise

**Hobbies:**

drawing, swimming

**Favourite food:**

any food other than peas

**Favorite music genres:**

lofi, techno, pop

Sarah



Fun fact about me!

I have a pet leopard gecko.  
(His name is Cheeto)

**Favourite colour:**

lilac/purple

**Favourite book series:**

the Hunger Games

**Favourite food:**

fried rice

**Hobbies:**

reading, drawing/painting,  
playing video games

## Jasmine



I know how to do a one handed cartwheel.

**Favourite colour:**

Purple

**Hobbies:**

Reading, drawing/painting

**Favourite type of movies:**

Disney

**Favourite sport:**

Basketball

## Seyon



I can solve a Rubik's Cube under 15 seconds

**Favourite colour:**

Red

**Favourite book series:**

Harry Potter

**Favourite sport:**

Soccer

**Hobbies:**

Programming and Cubing

**Farhan**



**I like cats**

**Favourite Sport:**

Volleyball

**Favourite Music Genre:**

Lo-fi

**Hobbies:**

playing video games,  
reading, eating, breathing  
and sleeping.

**Oliver**



**I am very short**

**Favourite sport:**

Volleyball

**Favourite food:**

Sushi

**Favourite book series:**

Harry Potter

**Nickname:**

smalliver

## Akshayen



**Fun fact:** I hate caramel, but I love chocolate.

### **Favourite colour:**

green

### **Favourite sport:**

baseball

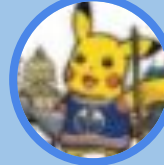
### **Favourite Music Genre:**

lofi

### **Hobbies:**

reading, playing video games,  
and cooking

## Sakthi



**Fun Fact:** I hate water but love ice

### **Favourite colour:**

blue

### **Favourite movie genre:**

comedy

### **Favourite animal:**

pandas

### **Hobbies:**

watching stuff, drawing,  
photography, skating

Marcus



Fun fact: I haven't  
brushed my hair  
since i was 2.

Age: 13  
Grade: 7

Active A+ student who is on school soccer team. He goes to a good school. He won first place in a math competition in school.

He has a history of eyestrains. He also has a bad habit of staying online for too long.

MARCUS



Fun fact: I haven't  
brushed my hair  
since I was 2.

Age: 13  
Grade: 7  
Active A+ student  
who is  
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History of  
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for too long.

# The End



Thank you  
for your  
time!

