

Spec Work

Avatar

- **Name, age, and face**

- Yunnie (27)
- She owns an apartment where she spends most of her life.

- **Background and mini-life history**

- She's a programmer on social media platforms.
- Her last achievement was a recreation of an Instagram visualization for 2021.

- **Day-in-the-life**

- Her day starts with a wake-up call at 8. am where she goes to do some stretching.
- She eats her favorite cereal dish with strawberries and then goes on her laptop.
- Her 4-hour session starts with a classic meeting of her team, splitting the work among each member.
- After that, she takes full accountability and works on web design for company clients.
- Eventually, her eyes start getting sore and it's visible while talking to her client online.
- She often needs to take tissues and dry her eyes every 1-2 hours.
- Her glasses start feeling scratchy and uncomfortable, so she put them off and works without her them (only see a blurry text)
- Lunchtime comes and she takes her favorite avocado toast to the couch beside the work at 2. Pm.
- She goes for a walk to her local green plant park where she relaxes her eyes from the blue filter, however, she cannot see the object 3 meters away with glasses.

- The whole afternoon till evening, she works all hours long, considering that her eyes hurt even more and more even with glasses.
- At 6. pm she always looks into the mirror and spots the eyestrains from work.
- She feels very pressured, her head is incapable of thinking.
- Her eyes fog her with dizziness, and as a result, she takes a nice warm bath, which calms her instincts down.
- Sometimes she cooks dinner for herself, but as the dizziness gets worse, she hops into her bed or couch and wakes up at 6. am. (10. am)

• Values

- Her time with family members and friends is the top key priority she cannot skip any day.
- She loves being complimented around specific communities, it makes her feel calm inside of herself.
- Her heart leans to try new things either in social media space or cooking delightful dishes for her family.

Current State

- Looking hours at the screen, she often feels headaches during a work session
- Her eyes get sore while working on huge projects or talking to the clients
- After 8 hours of intense work, she experienced painful migraines and eye strains
- Her work sometimes makes her eyes foggy to the tiredness, and when she can't do anything else but just lie on the couch
- Her glasses had been made 2 years ago and since she started doing this job, her dioptries increased significantly, which causes her eyes to blur everything from her screen
- Wearing her old glasses are a total disaster, her mind could only think about the heavy glass frames on her ears.

- She suffers from sleep deprivation when her sleep is affected by an immense pain and headaches during sleeping.

Dream State

- Work comfortably on my face to my laptop and with less eye strain.
- I am protecting my eyes and looking good at the same time.
- haven't had migraines from PC light
- It helps my eyes for keeping fresh and protected the screen light from any devices.
- my eyes are less tired by the end of the day.
- I sometimes forget I'm wearing them, which needless to say, is a great thing!

Solution

- Her eyes need precise optical glasses with a correct dioptre, with all-day assistance during her work-draining work sessions.

Product(Ginza, Black Noir Glasses)

- High-quality and stylish computer glasses
- protect your eyes from the Blue Light of digital devices
- It will provide you with better sleep and a healthier lifestyle
- very easy to order and fill in the details
- Shipping was very quick, and love the materials of the shipping, all materials which can be recycled.
- Top-notch, high-quality, and stylish
- they are too tight.
- I can't wear them for a long time because it's uncomfortable
- the lenses are too small so I got a scratch behind my ear

