

WHAT IS THE ISSUE?

Blind people feel isolated and disconnected from society and their environments, with young adults 5 times more likely to suffer from anxiety and depression.

SIGNIFICANCE OF ISSUE:

Research shows that people who suffer from vision impairment are substantially more likely to suffer from depression, social isolation, more injuries, and less ability to drive and be independent.

Over 13 million Australians currently suffer from at least one long term eye conditions.

With 131,000 suffering from complete or partial blindness.

93% of people over the age of 65 reportedly suffer from a long term eye condition with females being affected at a greater rate than males (59%-41%)



2-3 KEY USERS:

Jen is a new mother who recently became legally blind and must find a new way of being independent.

George is a55 year old early retiree who is slowing losing his vision and fears for the future.



2-3 POINT OF VIEW STATEMENTS:

Jen needs easy and quick to learn solutions to help her regain her independence because she wants to remain in charge of her life.

George needs a way of staying connected with his family and friends despite losing his sight because he feels he will become extremely lonely if a solution is not present.









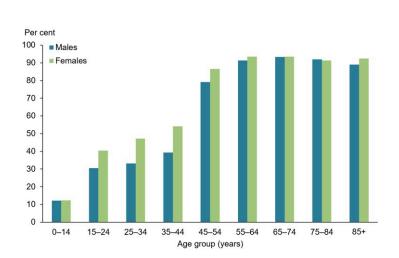








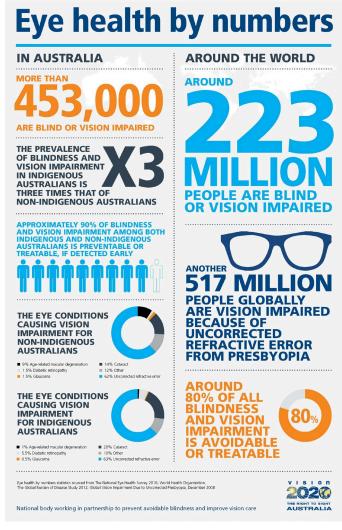
Kieran Lewis



Percentage of people in Australia who suffer from a chronic eye condition by age.

INDUSTRY SECTORS:

Families
Hospitals
The elderly
Accident victims



Australian statistics for vision and vision impairment.

SOURCES OF INFORMATION:

https://www1.racgp.org.au/newsgp/clinical/impaired-vision-linked-to-lower-mental-and-physica

https://www.visionaustralia.org/news/2019-08-23/vision-loss-and-my-mental-health-sarahs-story

https://www.aihw.gov.au/reports/eye-health/eye-health/contents/how-common-is-visual-impairment

https://www.visionaustralia.org/news/2019-08-23/vision-loss-and-my-mental-health-sarahs-story

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