

CASE STUDY

AN EYE ON 2035 TO DEVELOP THE NEXT-GEN CONTACT LENSES

Envisioning the world in 2035 to understand the future potential context(s), drivers and barriers to use contact lenses in 2035

OPHTHALMOLOGY
US
BUDGET \$5-10



KEY DELIVERABLES



CLIENT

A contact lenses manufacturer preparing for the development of their next generation of contact lenses

KEY QUESTION

In which context(s), and for which reasons people may (or may not) wear contact lenses in 2035?

OUR APPROACH

We collected weak signals to analyse drivers of change shaping the consumer landscape in 2035, and we drew on consumer data from the [Patient Trendscoping study](#) to understand behaviours from younger generations - Gen Z and Millennials.

With these insights, we prepared an inspiration session exploring how people will work, shop, spend their leisure time and take care of their health in 2035, with 10 thought-provoking 'what if' questions for our client to consider in their product development.

RESULTS

We delivered a 90-min interactive online presentation for key stakeholders to stretch their thinking on the future context(s), drivers and barriers to use contact lenses in 2035.

SOUNDS INTERESTING?

If you're interested in this approach or if you think we could help, contact us: curious@thinknext.uk

or discover more of our work and values at www.thinknext.uk!

