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INNOVATION: HOW CONSUMERS DRIVE CREATIVITY AT ESSILOR

To meet the diversity of visual health needs, Essilor has made consumers the central driving force behind its teams' creativity. Explore how a unique online platform is getting Essilor into conversation with consumers.

How do people buy their eyeglasses? What bothers them when they wear contact lenses? At what time of day do they feel visual fatigue? Essilor can now ask these questions directly to consumers on its online community platform Sharing Views™. The Sharing Views community brings together 4000 young American and Chinese adults to talk about their experience, needs and ideas about vision, eyeglasses, contact lenses, sunglasses and more. 8 out of 10 Sharing Views members rank eyesight as a key issue as their daily lives put increasing demands on the eyes - they're heavy screen users and frequent drivers.

This online interaction and insight is crucial in putting consumers at the center of the innovation process, to ensure new products and services will effectively meet wearer needs as lifestyles and expectations evolve.

Essilor's innovation organization reflects today's world: networked, collaborative and creative. The Group has defined five Innovation Roadmaps that are helping to stimulate new ideas by exploring in-depth the everyday lives of specific targets - Kids & Teens, Young Adults, MidLife, Seniors, Next Generation Consumers.



Gaining more knowledge of the market's needs will give rise to ideas and lead to solutions capable of better satisfying wearers' needs. Our innovations are not just products designed to help people see better, but also experiences that are an integral part of people's lives, before, during and after buying a pair of glasses.

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