

GROUNDBREAKING SURVEY OF THE EXPERIENCE OF DYSLEXIC PEOPLE WEARING LEXILENS

What is the feedback from Lexilens users ?

January 2022

 **ABEYE**

GAME CHANGERS



OBJECTIVES OF THE STUDY

REMINDER



EVALUATE

Feedback from customers who have recently purchased the new Lexilens reading glasses to assist dyslexic people.



DETERMINE

The key indicators on the uses and perceptions of Lexilens glasses on which you can communicate.

KEY QUESTIONS

What is the perception of Lexilens wearers? How can we meet their expectations?

SYSTEM IN PLACE

REMINDER



SAMPLING METHOD

- Contact files of recent buyers of Lexilens glasses



TARGET SURVEYED

- 352 wearers of Lexilens glasses, including:
 - 44 adults wearing Lexilens glasses
 - 308 parents of children under the age of 18 wearing Lexilens glasses



COLLECTION

- Telephone on CATI system
- Field dates: 16-23 December 2021
- Average questionnaire length: 12 minutes

PROFILE OF LEXILENS HOLDERS

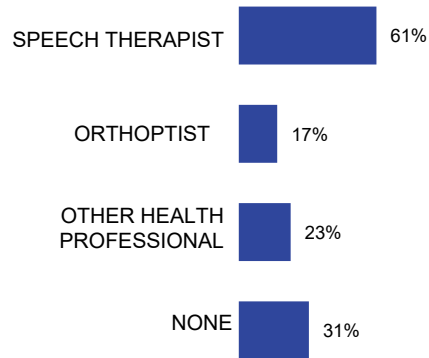


Gender of respondents

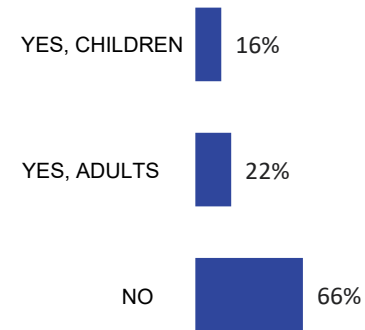


23% 77%

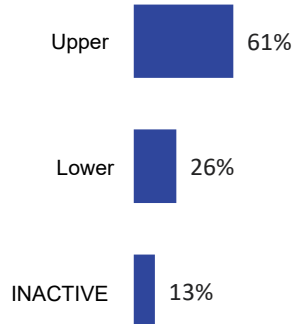
Health professional following the patient



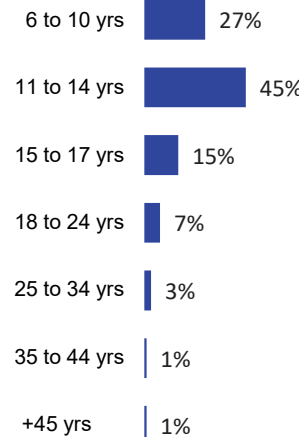
Other dyslexic people in home



Socio-professional category



Age of Lexilens wearer



87% of parents of children under 18 surveyed

13% of adults wearers surveyed

DETAILED RESULTS

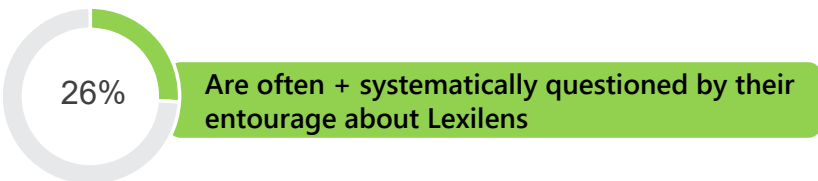
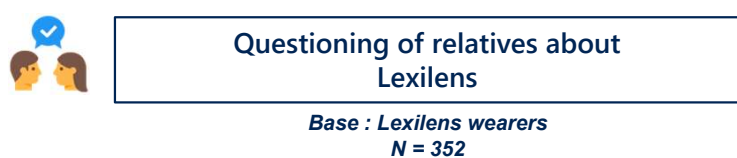
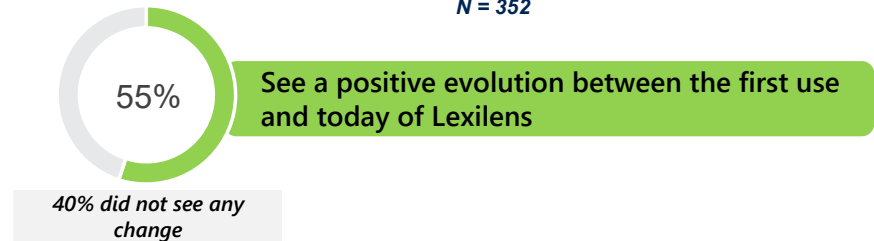
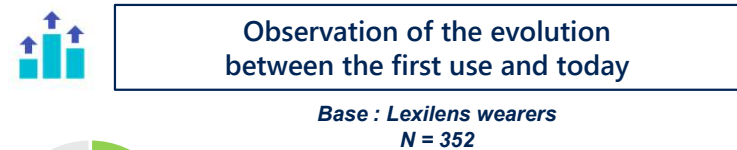
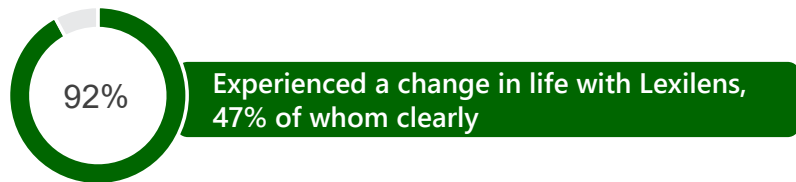
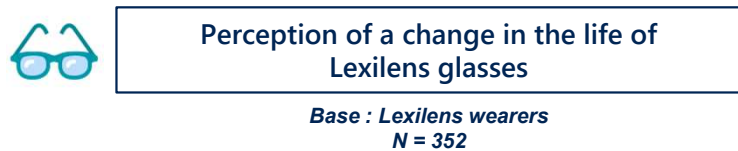
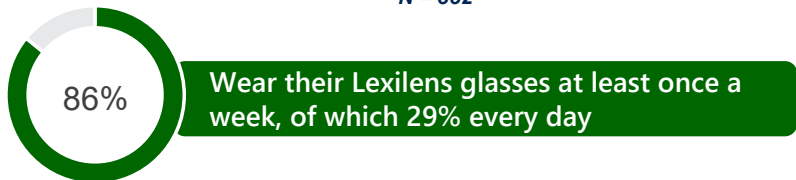
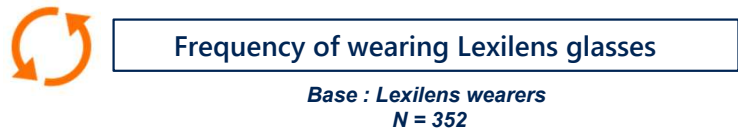
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What are the uses and perceptions of Lexilens ?

- With a majority of regular wearers (86%). Lexilens are perceived positively, particularly with regard to the change in life for wearers (92%)
- A proven effectiveness: children mainly wear their Lexilens for school reading, and the glasses contribute to their progress at school (for 86% of child wearers).
- The experience of using Lexilens improves over time for a little more than half of the wearers (55%) and generates few questions from those around them that could bother the wearer (only 26% are often questioned)
- The mobile application is well appreciated by its users, particularly for its ease of use and clarity.

A good perception of the Lexilens glasses based on regular use which improves the more they are worn, the feeling of a change in life for a large majority of wearers and raising relatively few questions from those around them.



Children use them primarily for school reading and see the benefits in academic progress.

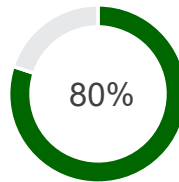


****Very low base for active
adults wearers of
Lexilens
N = 17**



Wearing situation for Lexilens glasses

Base : Child carriers of Lexilens
N = 308



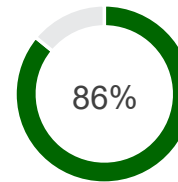
Most often use Lexilens in a school reading context

20% use them in a
leisure reading context



School progress with Lexilens

Base : Child carriers of Lexilens
N = 308



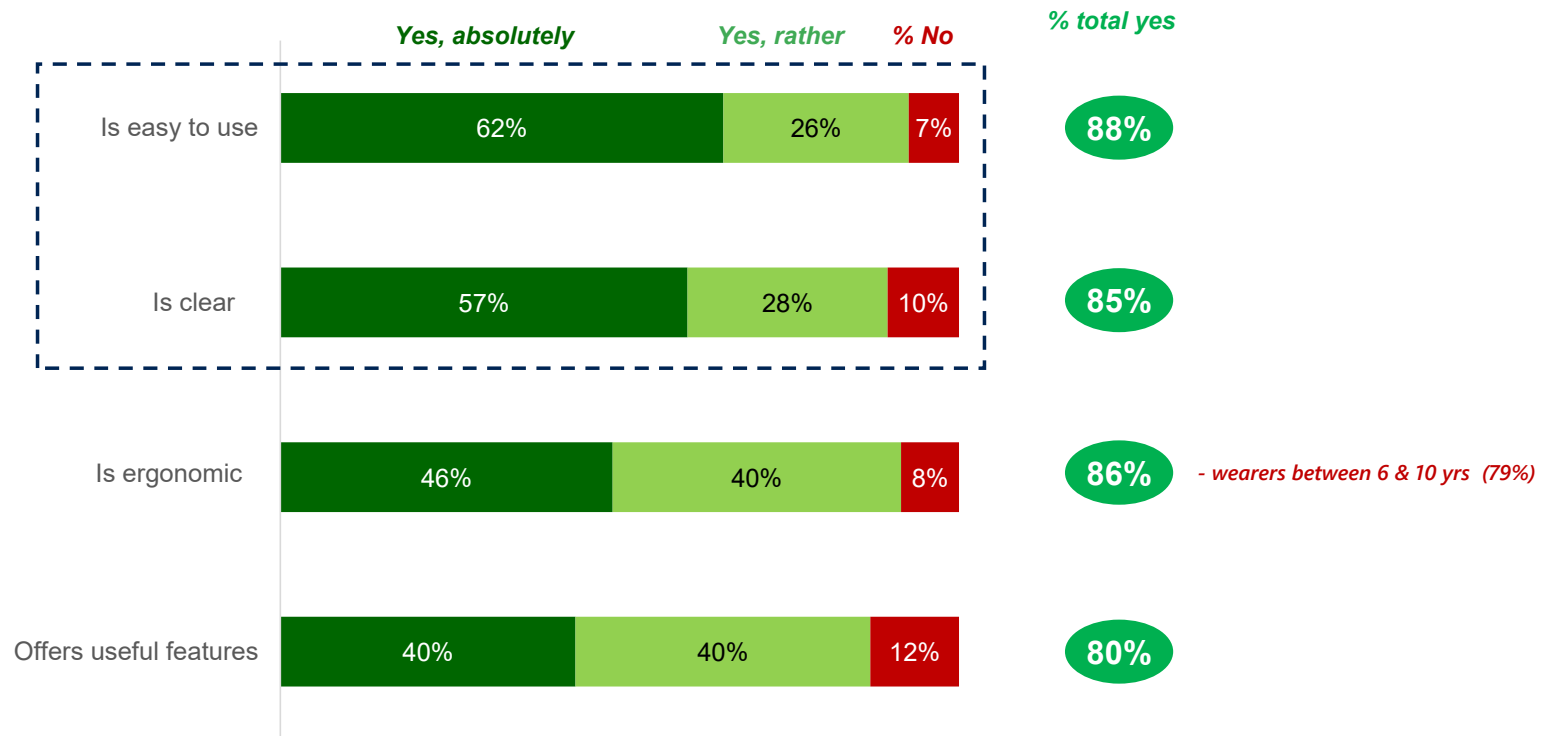
Made academic progress thanks to
Lexilens glasses, 38% of whom clearly

The Lexilens mobile application is well appreciated for its ease of use and clarity.



Perception of Lexilens application wearers

Base : Lexilens wearers
N = 352



XX% / XX% Significantly higher / lower than Lexilens holders

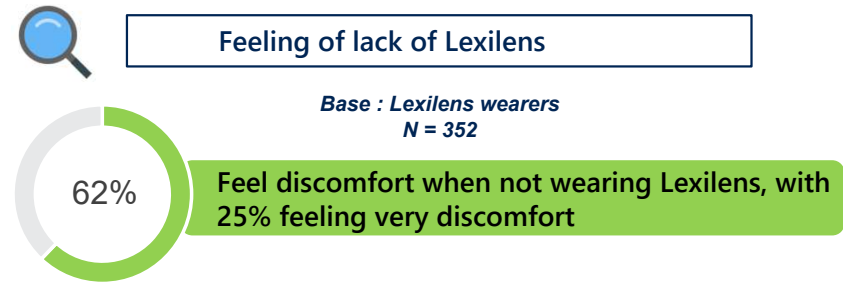
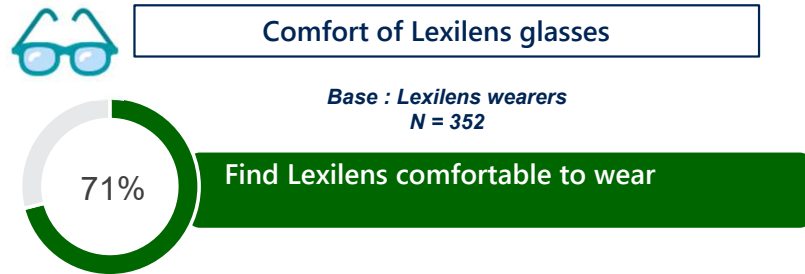
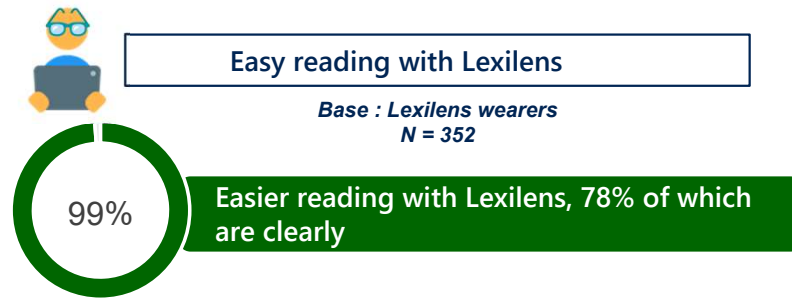




What benefits does Lexilens provide?

- A very good experience of Lexilens glasses which clearly facilitate reading for more than $\frac{3}{4}$ of its wearers. Comfort is well perceived by 2 out of 3 wearers, but they are more divided on the discomfort caused when they are not wearing them (it is felt by $\frac{2}{3}$ of wearers).
- The main benefit noted by Lexilens wearers is the reading of words, particularly with regard to letters, fatigue, line passage and stability, and comprehension.
- They bring a lot of serenity to reading (80%) and concentration (70%) to its wearers.

An experience that is much appreciated by Lexilens, particularly for the ease of reading it provides and the comfort it offers (by 2/3 of wearers). 2 out of 3 wearers cannot do without it.



For 4 out of 5 carriers, the main benefits of Lexilens are directly related to the reading of words: letters, fatigue, passage and stability of lines, comprehension. Reading serenity (80%) and concentration (70%) are highly recognised benefits.



Improved reading with Lexilens

Base : Lexilens wearers
N = 352

% have seen a positive change

#1	The letters	90%
#2	Moving from one line to another	86%
#3	Text Understanding	83%
#4	Reading fatigue	80%
#5	The stability of the lines	79%



Enhancement for development with Lexilens

Base : Lexilens wearers
N = 352

#1	Serenity of reading	85%
#2	Concentrates more easily and/or for longer	70%



Recommendations and expectations for Lexilens

- Recommended by 8 out of 10 wearers, Lexilens are appreciated for their improvements and benefits on reading, their overall effectiveness, and their practicality.
- Expectations mainly related to aesthetic and communication elements.

A very good level of recommendation of Lexilens by wearers, who appreciate mainly the improvements and benefits of glasses on reading as well as their effectiveness followed by their practicality.



Lexilens recommendation

Base : Lexilens wearers
N = 352



Average recommendation



Net Promoter score

$$\begin{aligned} \text{NPS Score} &= \\ & \% \text{ Promoting clients (scores 9-10)} - \\ & \% \text{ clients customers detractors (scores 0-6)} \end{aligned}$$



Elements appreciated in the Lexilens

4,3 mentions in average

	% mentions
#1 Reading (fluency, comprehension, pleasure of reading, ...)	78%
#2 Cognitive benefits (better concentration, reduced fatigue, increased self-confidence)	54%
#3 Praticity (easy to use, easy to adjust, good duration of battery life)	46%
#4 Efficiency	15%
#5 Design + Technology + Product quality	28%

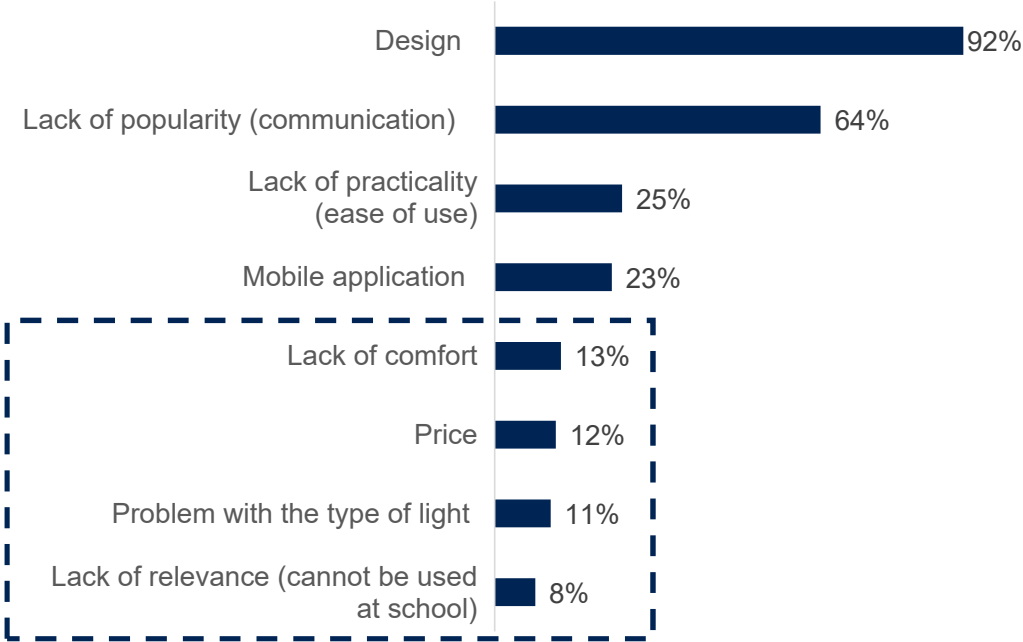
Expectations for improvement focused on the design of the Lexilens, and then on communication (making them better known).



Suggested points of improvement for Lexilens glasses

Base : Lexilens wearers
N = 352

With over half of the wearers having other suggestions for Lexilens...



Key learnings

- The very positive experience of the Lexilens glasses in terms of perceived benefits (ease of reading, comfort, simplicity of use of the application) and benefits (progress in school, change in life) has convinced its wearers to wear them regularly.
- This leads them to strongly recommend them.
- Some expectations for improvement in terms of aesthetics and communication.