

Boots Opticians Eye Test App

CASE STUDY



rocktime



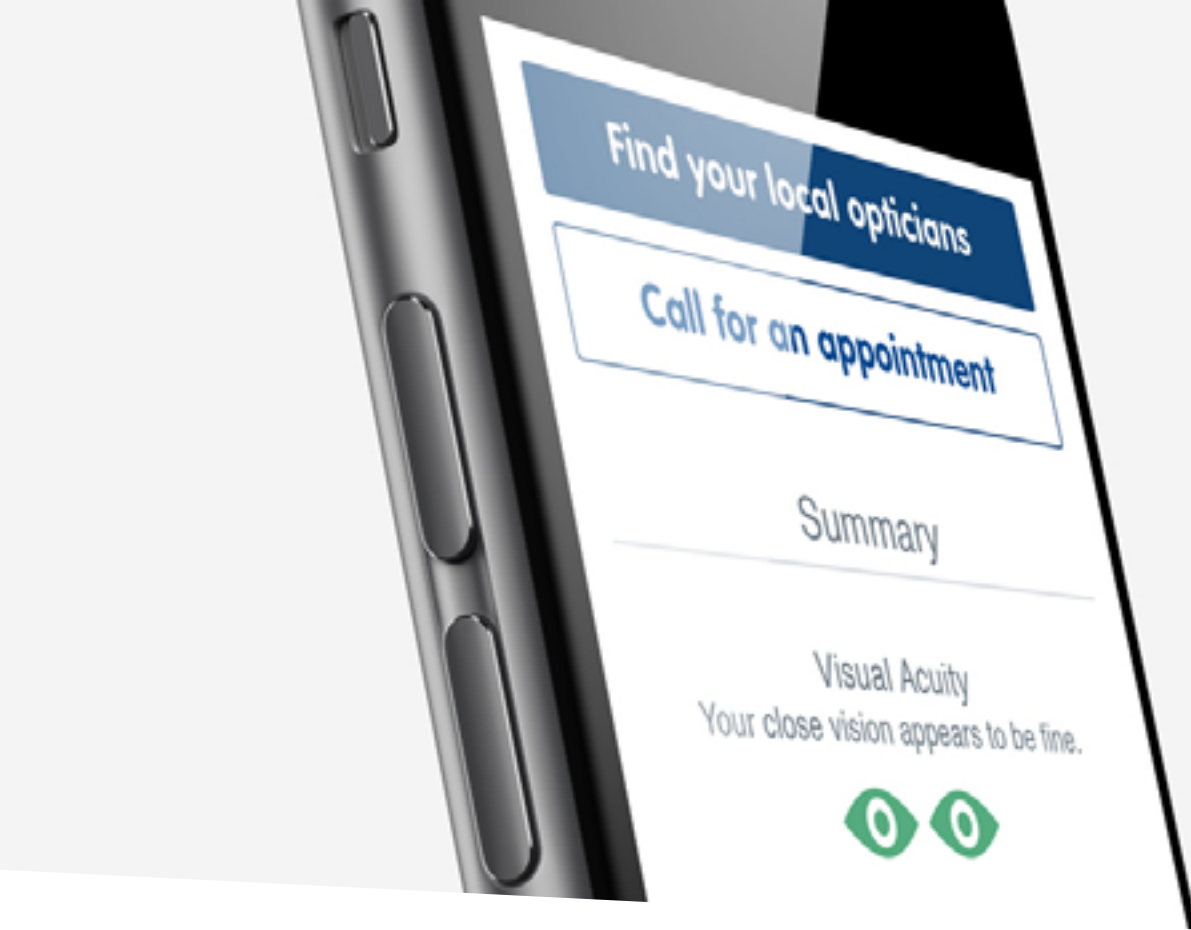
Opticians
let's feel good



Boots is the UK's leading pharmacy-led health and beauty retailer. With over 2,500 stores in the UK, ranging from local community pharmacies to large destination health and beauty stores, Boots UK is part of the Retail Pharmacy International Division of Walgreens Boots Alliance Inc, the first global pharmacy-led health and wellbeing enterprise.

The Challenge

In 2015, Rocktime was requested to take over responsibility for an IOS and Android App for Boots Opticians. Over a period of time, a number of updates were applied though the aim was to replace the existing app with a new one to account for new ideas and general improvements. Having already delivered a browser-based eye test system for Boots Opticians, Rocktime was well positioned to undertake the project and in 2017 the project was commissioned.



The Solution

The premise for the Boots Opticians Eye Test App was to provide people a means by which they could determine themselves whether they would benefit from a clinical eye test carried out by a trained Optometrist. The app consists of a number of straightforward eye tests that can be carried out by an individual for both their left and right eye. These tests consist of:

- Visual Acuity
- Astigmatism
- Duochrome
- Colour
- Based on the results achieved from carrying out the tests, a pass or fail is presented in a results report with recommendations made from it as to whether to have an eye test or not.

Supporting the main focus of the app are tailored offers and vouchers generated by Boots Opticians and these populate the 'My Offers' section whilst also being flagged to alert an individual without the need to open the app.



Mobile Platforms



Bespoke Web Application
& Software



Success

The app has been developed for both IOS and Android tablet and mobile devices. It reflects the branding of the company as well as updated and relevant content delivered to the user through Push Notifications.

Get in touch

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