

# Designing and Redefining High Performance Eyewear

Harnessing Lived Experience (LX) Data to Help Minimize the Risks and Effects of UV Light on Runners.

## THE CHALLENGE

### Access lived-experience data from R&D test group to design high performance sunglass lenses for athletes who train in the sun.

Method Seven Ultra Trail is on a mission to make trail running eyewear that protects and performs. Whether running under the harsh sun of an alpine ridge-line or on a single shadowed track, the innovative notch filtering selectively filters light to optimize vision. The mission is not to shade your vision but to make it unmistakable.

A wide range of data needs to be gathered and considered to design eyewear that performs and protects in varied conditions. Lived Experience (LX) data is a highly valuable input in Method Seven's R&D for an enhanced trail running experience.



PHOTO CREDIT: METHOD SEVEN

*The DashLX data program links runner activity data directly with our R&D team, impacting the development of cutting edge technology.*

– James Cox, CEO, Method Seven

PHOTO CREDIT: METHOD SEVEN



**Lived Experience (LX)** data was collected from study participants' own GPS wearable devices. The analysis of this data was then layered with real-world weather and UV conditions, to quantify personal UV exposure and to understand the risks that runners face when exposed to UV sunlight. This information is critical to uncovering the benefits and protections that Method Seven's eyewear is being developed to provide.

## THE SOLUTION

### Ability to Identify, track, collect, analyze, and apply the relevant UV exposure details of fitness and training regimens.

In order to more deeply and contextually understand the UV conditions that runners are exposed to, DashLX measured weather and running data using the following factors:

- Geographic location
- Elevation
- Cloud coverage
- UV intensity
- Ozone concentration
- Historical weather patterns
- Time of day
- Duration of run



THE RESULTS

# Leveraging LX for Stronger, Sustained Consumer Engagement.

To access the relevant Lived Experience (LX) data of study participants, Method Seven recruited a cohort of active runners who enthusiastically shared their wearable device data from their real-world running experiences. These participating runners recognized value in becoming true partners for critical product development related to an activity that they are passionate about.

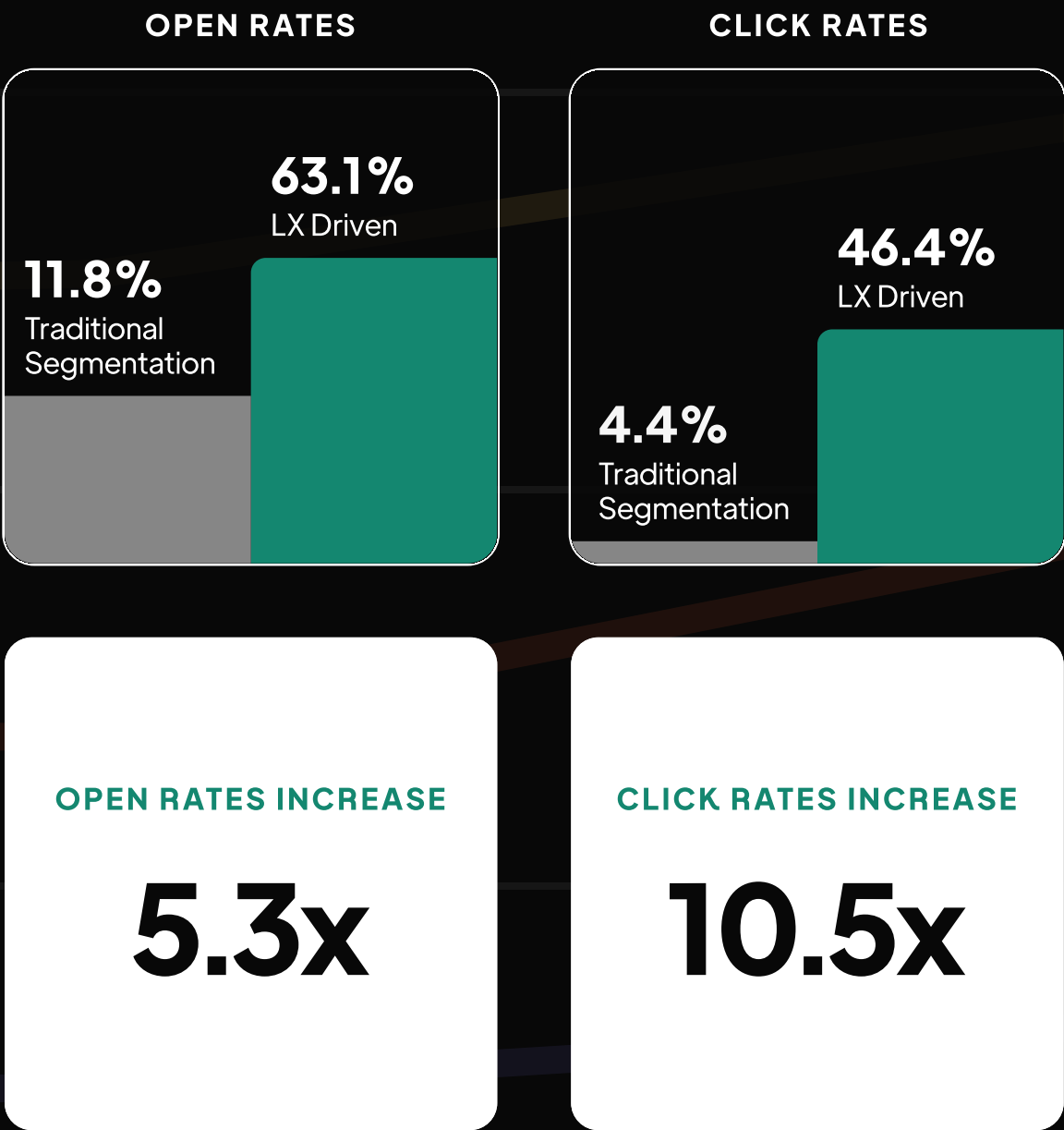
The engagement of the study participants was clearly reflected in how receptive and responsive they were to all communications and outreaches from Method Seven related to collecting their critical Lived Experience (LX) data.

## Participants demonstrated superior engagement, commitment and enthusiasm.

To kick off this research project and In order to access LX data, Method Seven invited runners to share the wearable device data from their real-world running experiences. Engagement rates for communications with LX data-providing participants far vastly exceeded previous norms.

Method Seven’s marketing campaign to recruit and engage their research study community also had above average, superior results. Method Seven’s LX data-driven marketing segmentations have consistently outperformed previous traditional marketing engagements.

### Marketing Strategy Comparison



## Summary

DashLX collects and stitches together real-time, location-specific weather data and personal running data from engaged data-sharers to quantify the factors impacting runners every day, including personal levels of UV radiation exposure, as it proudly partners with Method Seven in their quest to innovate and advance the development of high performance, quality eyewear.



DashLX helps innovative brands and organizations leverage Lived Experience (LX): the digital representation of what active people experience in the real world, sourced from wearable technologies.

Access to LX requires user permission and empowers brands to deliver better products, experiences, services, and outcomes to individuals at scale. LX solutions drive hyper-personalization and authentic community building experiences, informing improved products, relevant product recommendations, effective outreach, and two-way engagement.

Visit [DashLX.com](https://DashLX.com) for more information and follow updates and activities on Instagram ([@DashLX](https://www.instagram.com/DashLX)).



Method Seven is a collaborative group of scientists, engineers and problem-solvers looking to unlock the potential of human vision by mastering the spectrum of visible light.

We got our start creating eyewear solutions for people in some of the world’s most extreme visual situations, such as growers with prolonged exposure to high-wattage lights and pilots traveling at mach speeds. We soon realized that the eyewear we were creating for these extraordinary circumstances could help everyday folks see better as well.

The result is the best of German, Italian and Japanese engineering, strung together with good old American ingenuity. Our eyewear helps you see better, but it also makes you look better. That’s because great design is innately beautiful. Function is fashion. Visit [MethodSeven.com](https://MethodSeven.com) for more information and follow us on Facebook ([@MethodSeven](https://www.facebook.com/MethodSeven)) and Instagram ([@MethodSevenTrail](https://www.instagram.com/MethodSevenTrail)).