



# App Review Guide

## Description

Eyeye is an eyesight trainer iOS app powered by eye-tracking technology that helps users improve their vision and reduce eye strain.

## Highlights

- Based on the proven principles of eye gymnastics to keep eyes healthy and resilient to stress.
- Use the TrueDepth camera and sensors to track eye movements to ensure that each step of the exercise is correct and sufficient.
- Privacy by design—everything captured by the camera is processed on-device.
- Build eye-caring habits with customizable training schedules and daily reminders.
- Contemporary Neumorphism UI design with gorgeous dark mode.
- Rich acoustic and haptic feedback during the exercises.
- Made by a solo maker during COVID lockdown.

## Factsheet

### App Name

Eyeye (pronounced “eye eye”)

### Developer

Dandy Weng (legally, Tianxin Weng)

### Release Date

April 15, 2020

## Latest Update

v1.2.1 on July 22, 2020

## Platform

iOS 12.0+

## Price

Free, with a one-off IAP to unlock advanced exercises for US\$2.99

## Featured History

- ProductHunt—on August 6, 2020
- App Store—between May 28 and June 4, 2020  
「編」愛新 App (roughly translated as “new apps that editors love”) in Hong Kong and Macau
- Price Tag—on April 15, 2020

## App Store URL

<https://apps.apple.com/app/eyeye/id1500873662>

## App Website

<https://eyeye.app>

## Developer Website

<https://www.dandyweng.com>

## Inquiry

Feel free to contact the developer directly for inquiries, additional visual assets, and more. Redeem codes for the IAP are available for reviewers upon request on a limited basis.

## Email

[dandyweng@dandyweng.com](mailto:dandyweng@dandyweng.com)

Please include Eyeye in the subject line.

## Social Media

@dandyweng on Twitter and Instagram

# Story

## A portion of an introductory post from the developer's blog

[...]

Frankly, if it weren't for COVID-19, I probably would never have thought of making an app like this. I've always had pretty good eyesight, probably because I travel a lot for photography. I run several miles in a forest park every day, and I have formed practices to limit my screen time.

It was great until the pandemic hit, all my travel plans were canceled, and the lockdown comes with it means that I can't go outdoors the way I used to. As you can imagine, my screen time went way out of control, and within the first week or two, I noticed my eyesight was declining.

One day I talked to an ophthalmologist friend about this, and he suggested that I do some eye exercises a few times a day, so I did. After a while, I did feel that my eyesight was improved, but there were three problems:

1. I always forget about doing it.
2. I sometimes forget about those steps.
3. I don't know for sure that if I'm doing it right.

Normal people might simply set some reminders and write down the steps on a notepad and call it a day. But I'm the kind of guy who likes to keep things more, hmm, complicated? Unsurprisingly, I decided to make an app to motivate myself. What else could I do while I was stuck at home, anyway?

Let's take a look at these problems: the first two are very easy for an app to solve; the third one, however, requires some hacking. The good news is that two years ago, I worked on an AR-related side project that utilized the eye-tracking capability of iPhone's TrueDepth camera with Apple's ARKit framework. I remembered how I was impressed by its

accuracy in detecting eye movements, and theoretically, it could be the perfect solution.

I scrambled a proof of concept in a couple of hours, and it worked! Immediately, I started working on improving the detection algorithm, designing a user interface, and turning the PoC into an actual app. Fifteen days later, Eyeye was born.

During that time, I sent an early beta of the app to my friends, and the feedbacks were very positive. They all found it helpful and believed that it would be a great addition to almost everyone's daily life. That's when I decided to let the app help as many people as possible by making it as accessible as possible—free to download and access the essential features, forever.

The free version is good enough for people who only want to relax their eyes and reduce strain after spending hours focusing on screens. However, if you'd like to take it a step further, for just a one-off purchase of only \$2.99, you can unlock advanced exercises for more efficient and comprehensive workouts to gradually improve your eyesight.

Even though the app is primarily designed for iPhone or iPad with TrueDepth camera—i.e., the Face ID sensors, there's a manual mode for people who don't have a compatible device. Eyeye could help you with the first two of the problems above and motivate you to build a healthy habit of daily eye care.

[...]

## **About The Developer**

Dandy Weng, 24, he/him, is an autodidact, traveler, photographer, designer, and full-stack developer. He dropped out of school and embraced autodidacticism since he was seven. Over the past decade, he self-taught everything needed about programming on the internet and made several websites and apps, including Camarts, Vary, and Eyeye.

## **FAQ**

**Q: Can you show us any scientific proof that the app does what you claim?**

A: I'm working on that. However, the exercises the app provides are based on the proven principles of eye gymnastics, which has been around for decades and recommended by experts around the world—do a quick Google search, and you'll believe me. And yes, I consulted with an ophthalmologist during the early stages of development and made sure I did everything correctly.

**Q: Why is using an app on a smartphone to relax eyes better than screen-free alternatives, e.g., keep eyes closed or focused on the distance?**

A: Even though eye workouts are not as common as other fitness activities, yet the same principles apply. Let's say you've been sitting at your desk for hours, would it help you relax by standing up for a while or go to sleep? Yes, but what's going to make you better is hit the gym and start working out! Plus, the app offers rich acoustic and haptic feedback, so you don't have to look at the screen during exercises once you're familiar with them.

**Q: Does the app collect or upload our facial data or anything else captured by the camera?**

A: No, the app only collects a minimum amount of anonymous usage data to improve user experience. Don't worry, Apple's ARKit framework handles everything captured by the camera, which is processed locally and never leaves your device. If you don't believe me, there're several technical ways to verify that, including intercepting HTTP traffic, etc., or you could use the app without any internet connection—i.e., enable airplane mode and turn off Wi-Fi.

**Q: Will there ever be an Android version?**

A: That depends. Since the app is built upon Apple's hardware and software frameworks, making an Android version means that I have to rebuild everything from scratch—and without the eye-tracking feature

powered by the TrueDepth camera on iPhones and iPads. That means if there were ever an Android version, it would be one without the most iconic feature that Eyeeye has to offer. It's that something you'd still like to have? Please let me know what you think. I'm open to ideas.

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