

Guide Goodies

Guide Goodies aims to create a fun pet treat experience with packaging that is easy to identify, open, hold, and use, regardless of the user's physical or cognitive abilities. The target audience includes consumers who have a service dog, as they would value a range of accessibility features.

According to the US Department of State's platform, ShareAmerica, there are an estimated 500,000 service dogs in the United States. Service dogs are able to help those with a wide range of disabilities from visual impairments to Post Traumatic Stress Disorder. The goal of Guide Goodies is to provide an accessible and inclusive way for those with disabilities to show their appreciation to the service animals that help them each and every day.

The issue with most existing pet treat packaging is that they pose dexterity and visual challenges to open, hold, and dispense. With bags that are slippery to hold, confusing tears to open that might require scissors, and steady hands required to pour out, there are lots of areas to improve accessibility.

Guide Goodies uses the silhouette of a dog's profile, allowing for an easy pour and features that can be enjoyed by everyone, including those with visual and physical impairments. The package incorporates a cut-out handle, shaped like an ear, that is identifiable by touch and easy to hold in one hand with a few fingers. The opening mechanism is placed across from the handle, with a tactile pull tab that can be reclosed to keep the treats fresh. The dispensing mechanism was designed to be opened with one hand, accounting for those with physical disabilities. The dispenser has a noticeable tab, making it easier for users to find and use. By pulling on the tab, the package opens up and users are able to dispense a treat for their furry companions. Having this affordance, users will intuitively know where to pull to open the product regardless of any challenges they may have. In addition, the opening mechanism is not easily opened when jolted by rapid movements keeping in mind those with disabilities with stability and coordination troubles like cerebral palsy.

The colors of graphics were chosen to still have contrast in grayscale, accounting for different degrees of colorblindness. The sans serif typefaces are dyslexia friendly, and generous leading and tracking increase readability and legibility. There is embossed

braille that reads instructions on usage of the product along with a QR code that provides audio instructions for opening and reusing the package.

This design solely uses paperboard, so it is able to be composted after the consumer is finished with the product. The dieline is one piece with graphics printed on a single side to simplify manufacturability and assembly. The dog shape is unique, but able to fit closely together in an RSC, maximizing shipping efficiency.