

Design Rationale

Our packaging design prioritizes accessibility, aiming to accommodate various physical limitations that people may struggle with on a daily basis with packaging. This common issue inspired us to develop user-friendly and user-intuitive packaging to facilitate easier usage. Our redesigned packaging has various limitations, including grip strength for those with weaker strength due to arthritis or age, and vision impairment, such as red-green color blindness and grayscale blindness. We included several assistive features to reduce the need for gripping, such as a rounded edge along the corners of the packaging to allow users to instead use pressure to pour out the contents, eliminating the need to grip and pick up several pounds and reducing wrist strain. The tabs included for the feeder and the opening on the top can be pushed down with pressure to open and close, eliminating the need for grip. The tab sticks out of the packaging, adding a visual cue and informing consumers to press back the tab, revealing the product inside. We embedded an accordion with a pull-tab design to level out measurements by brushing off the excess amount on the side of the tab, allowing for more accurate measurements. All the tabs included minimize direct contact with the contents to avoid cross-contamination and have a wider surface area for easy contact. The openings provide a convenient way to open and close, as current flour bags require extra ties to close. The rounded edges on the container minimize the risk of handling injuries and cuts, providing a safer scooping experience. The curved box corner allows tilting, therefore requiring less pushing strength for pouring. With paperboard usage, the top opening is easily flexible and can accommodate varying limb sizes. We also incorporated a full wrap-around handle with adjustable sizing to ensure a secure grip for consumers, distributing weight evenly on both sides. The width of the handle allows users to slide their limbs in to pick up the packaging off a shelf. Our redesigned packaging caters to various dried powdered baking ingredients. We use Sans Serif typeface and large graphic images with meaningful context to enhance visibility so consumers can easily read and recognize the product from a distance. To cater to those with limited visibility, a NaviLens code with a raised surface on the display panel provides audio information once activated about the product, including the product name, brand name, and nutrition facts. We also took into consideration color contrast to ensure readability for individuals with color blindness, taking into account red-green filters and accommodating grayscale. Our entire packaging is made from paperboard, making it entirely recyclable. We also included minimal adhesives. The use of a box follows recommendations for dry commodities, as paperboard allows the contents to be hygienically safe, prevents moisture from entering, and allows for “breath” with the oxidation of 2 lb flour bags. Our packaging design strives to be not only accessible but also user-friendly, inclusive, and environmentally conscious.