



Accessible & User-Friendly Packaging Braille-Equipped for Inclusive Convenience

Maduja

Maduja is a soothing herbal drink made from pure honey and selected ginger, crafted to deliver natural warmth and wellness in an accessible, Braille-labeled packaging.



Maduja

Maduja is a herbal beverage brand that prioritizes health, comfort, and accessibility. Made from pure honey and selected ginger, and packaged with Braille labeling, Maduja is thoughtfully crafted for everyone, without limits.

Headline

Vintage Rhyme Italic

Body

Montserrat

ID 516 Accessible & User-Friendly Packaging Braille-Equipped for Inclusive Convenience

Sandhi Susanto

This study explores the development of accessible and user-friendly packaging with a focus on inclusivity for individuals with visual impairments. By incorporating Braille labeling into product design, the packaging aims to provide inclusive convenience, allowing users regardless of visual ability to identify, understand, and use the product independently. The research emphasizes the importance of universal design principles in everyday consumer goods and highlights how tactile elements like Braille can enhance both functionality and empathy in product experiences. This approach not only improves accessibility but also promotes greater brand responsibility and social inclusiveness in design.