

SELF CARE PRODUCTS

Accessibility & Inclusivity for Visually Impaired

INITIAL PROBLEM TRIGGERS

Why this domain?

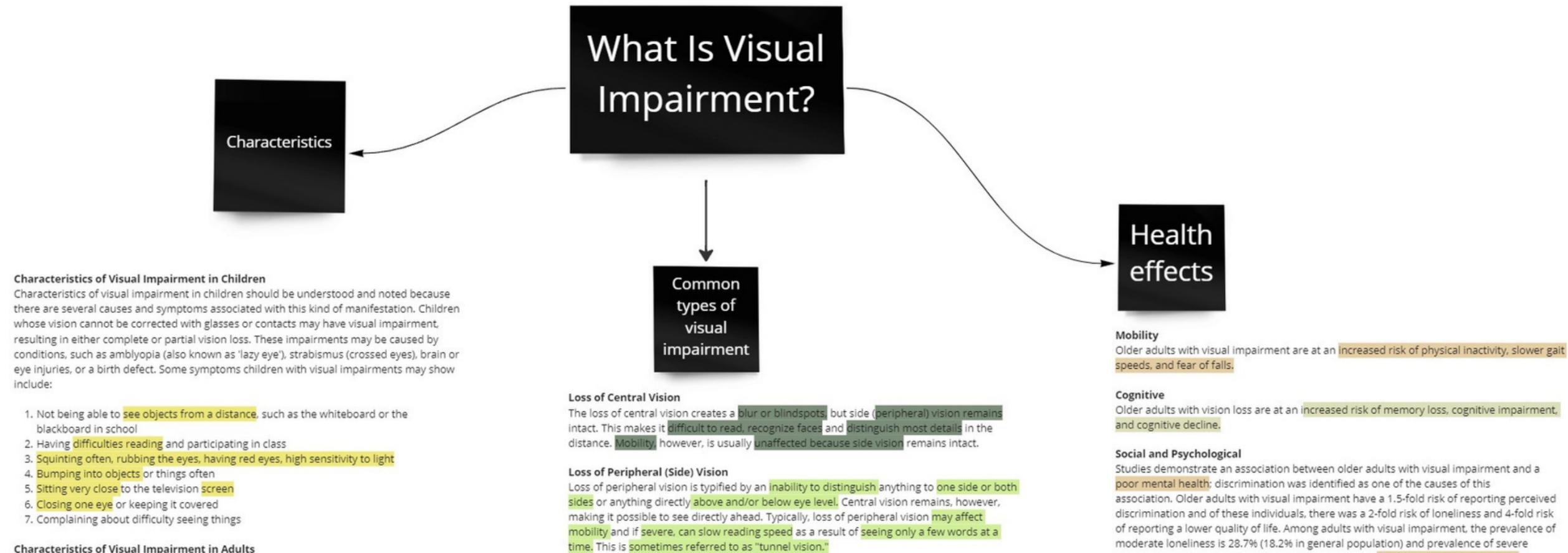


www.newmouth.com
Physical Disabilities & Oral Health - NewMouth
People with physical disabilities are more likely to develop oral health complications, such as cavities, gum disease, and dental defects. Learn more here.

- According to a study, people with disabilities are prone to bad hygiene and self care issues.
- Differentiating shampoo bottles in a store.
- Differentiating between similar bottles of shampoo, conditioner, body milk etc.

SECONDARY RESEARCH

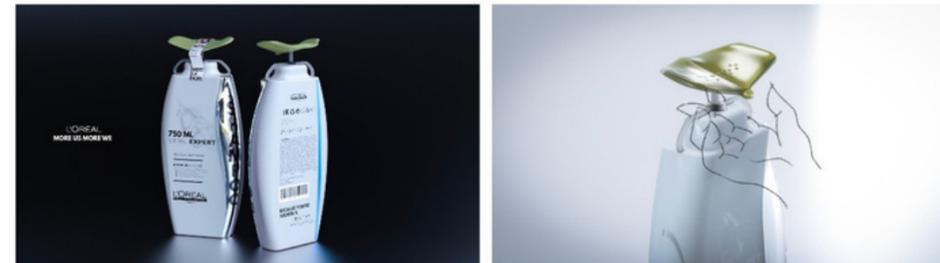
Defining user



User: Completely blind people in the age group of 14-40 living in a ho

SECONDARY RESEARCH

Understanding existing problems and solutions



Soaps	Shampoos	Sanitizers	Tooth brush	Toothpaste	Mouthwash
Wet wipes	Shaving kit and after-shave	Menstrual hygiene	Antiseptics	Disinfectants	Deodorants



Understanding ergonomics and universal standards in sizes/volume of shampoo bottles

PRIMARY RESEARCH

User interviews, statements and observations



USER 1
 A musical prodigy
 Gender: Female
 Age: 35
 Education: Music teacher, Literate in braille, Hindi Medium
 Learnt braille at the age of 7 years
 Cleared 10th in 2001 then transferred to a normal school



USER 2
 A Mohammed Rafi fanboy
 Gender: Male
 Age: 17
 Education: 12th - political science, psychology, sociology,
 Fav - psychology, music
 Literate in Braille

Blind by birth	Knows braille	Lived at home for most of her life	Uses bodywash with a loofah on a stick	uncomfortable using old soap	scent is very important
hairfall is primary concern	online shopper	parents buy products	has to carry products to washroom	no space to place her products in the washroom	places products on a stool
weight is an important factor	Prefers pump shampoo dispenser	15-20 mins to shower	mild fragrances	strong perfumes give her a headache	braille for the scents of type of shampoo would help
she can identify her shampoo by the bottle and smell	cant recognize different brands by bottles	shakes the product and figures how much product is left	carrying a soap box is a problem	when soap slips it is a disgusting feeling to use the same soap	uses facewash but not regularly

Carries the products to the washroom	Knows the exact spot he left his products	Finds squeezer bottle better	Wants products that are easy to carry	Easy to access caps are better	Adapts to things easy
Cares about the quality of the product	Lost vision when 3yrs old	If the products topple he picks them back up	Uses products given in hostel	Takes help to navigate new spaces	shops on own form familiar shops
Knows braille	Hindi medium	Product identification based on fragrance	Uses soap bar & Shampoo shahe		



USER 3
 Loves Premchand ki kahaniya
 Gender: Female
 Age: 17
 Education: 12th - political science, psychology, hind literature, Literate in Braille
 Learnt braille at the age of 11

Blind by birth	Knows braille	does not use any apps	is not aware of read-out-loud apps
if hands are wet or she doesn't have nails it is difficult to	if hands are wet or she doesn't have nails it is difficult to	preference is knowing the type of shampoo (silky/ curly)	carries products in hands to take it to the washroom
Has stayed in hostel since the age of 11	prefers natural shampoos with no chemicals	primary preference is ingredients and not the smell	
as she is a student she doesn't use a body wash	likes lux soap because the tactile prints on the soap bar	does not like using a soap if it fell down	



USER 4
 Finds solace in makeup
 Gender: Female
 Age: 28
 Literate in Braille
 Canadian YouTube personality and motivational speaker

retinitis pigmentosa	Tactile differentiators	letters are either raised or indented also works	Adaptation: putting a hair elastic around the shampoo. And nothing
generic packaging, are identical to one another, which makes it	shampoo and conditioner bottles looks the exact same as one	has to pick the product up in one hand and fill it with the other.	can understand symbols but needs to learn them first
brands need to take the exact same system. (Universal	Big enough to feel the letters individually	Braille was created because of size.so you're able to fit a lot	Not all blind people can read braille
stripes for shampoo. So s, stripes, shampoo, c, circles,	texture is very important	can differentiate what finish the lipsticks are not color.	Put the tactile markings either on the top of the lids or on the tops

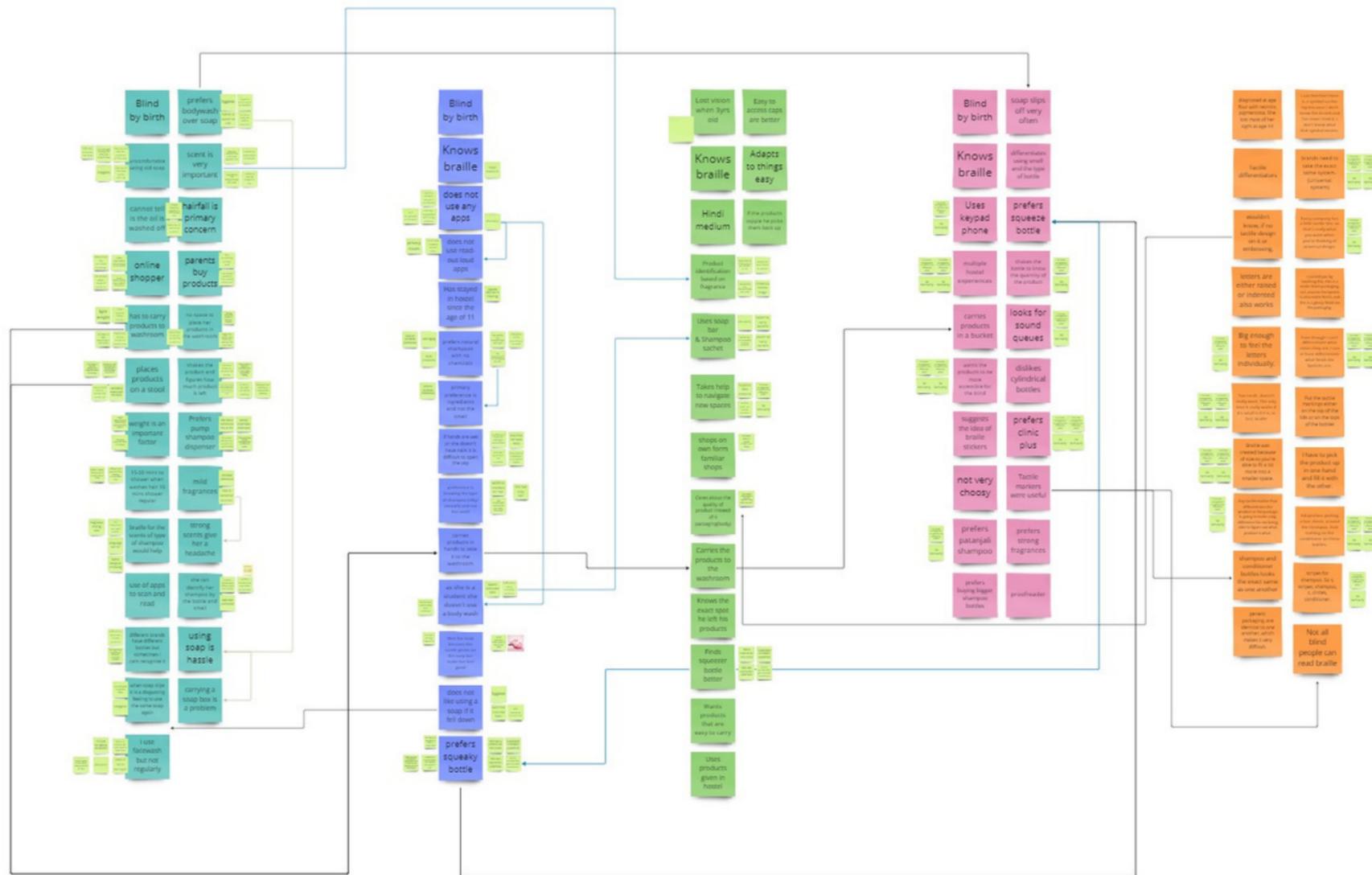


USER 5
 A philosopher
 Gender: Malec
 Age: 40
 Education: Hindi medium, MSc, MA, Literate in braille
 Learnt braille in class 1

Blind by birth	Knows braille	Uses keypad phone	multiple hostel experiences
suggests the idea of braille stickers	not very choosy	prefers squeeze bottle	soap slips off very often
looks for sound queues	dislikes cylindrical bottles	shakes the bottle to know the quantity of the product	Tactile markers were useful
proofreader	differentiates using smell and the type of bottle	Tactile markers were useful	prefers buying bigger shampoo bottles

MAPPING

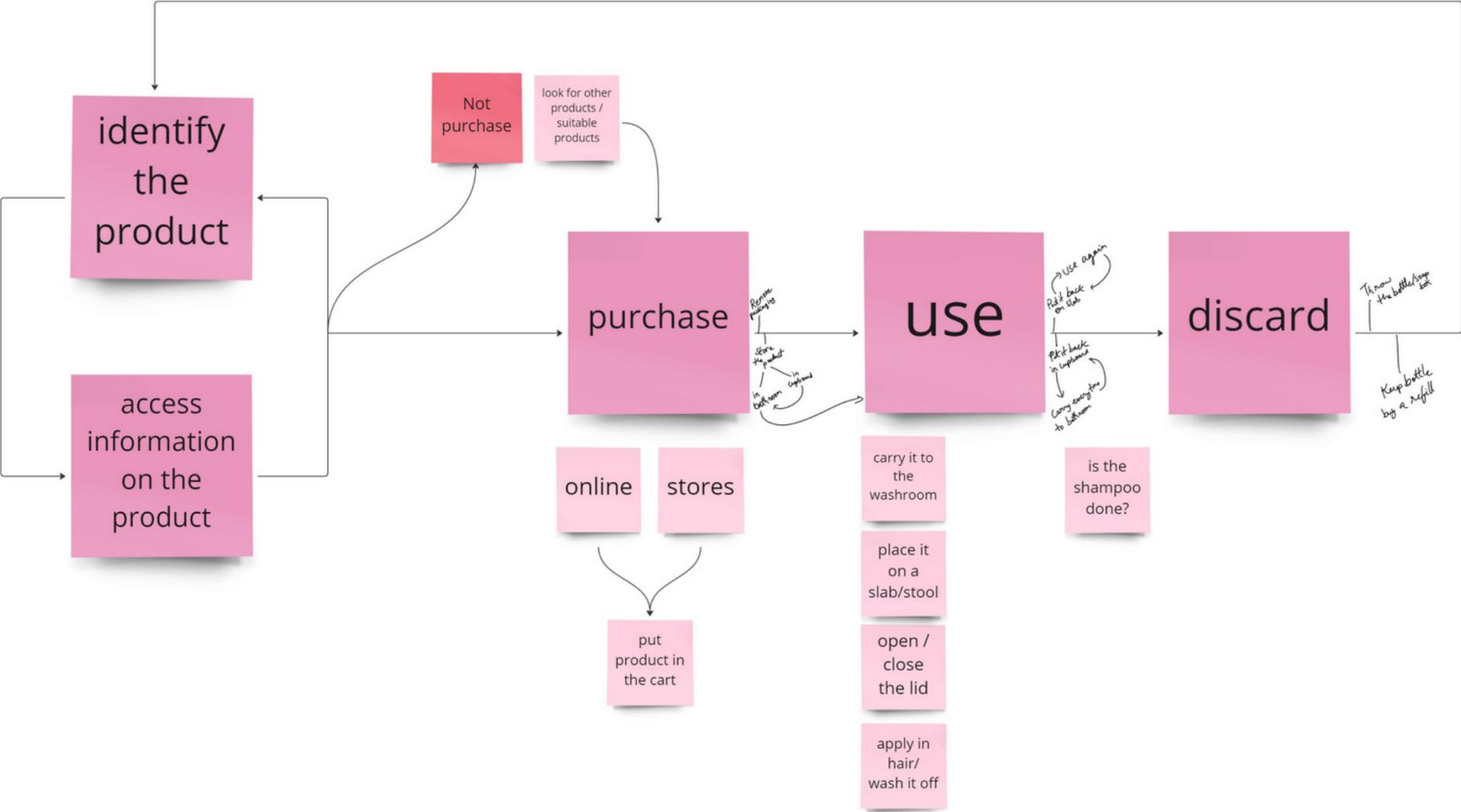
Interpretation and inferences



Making connections and affinities

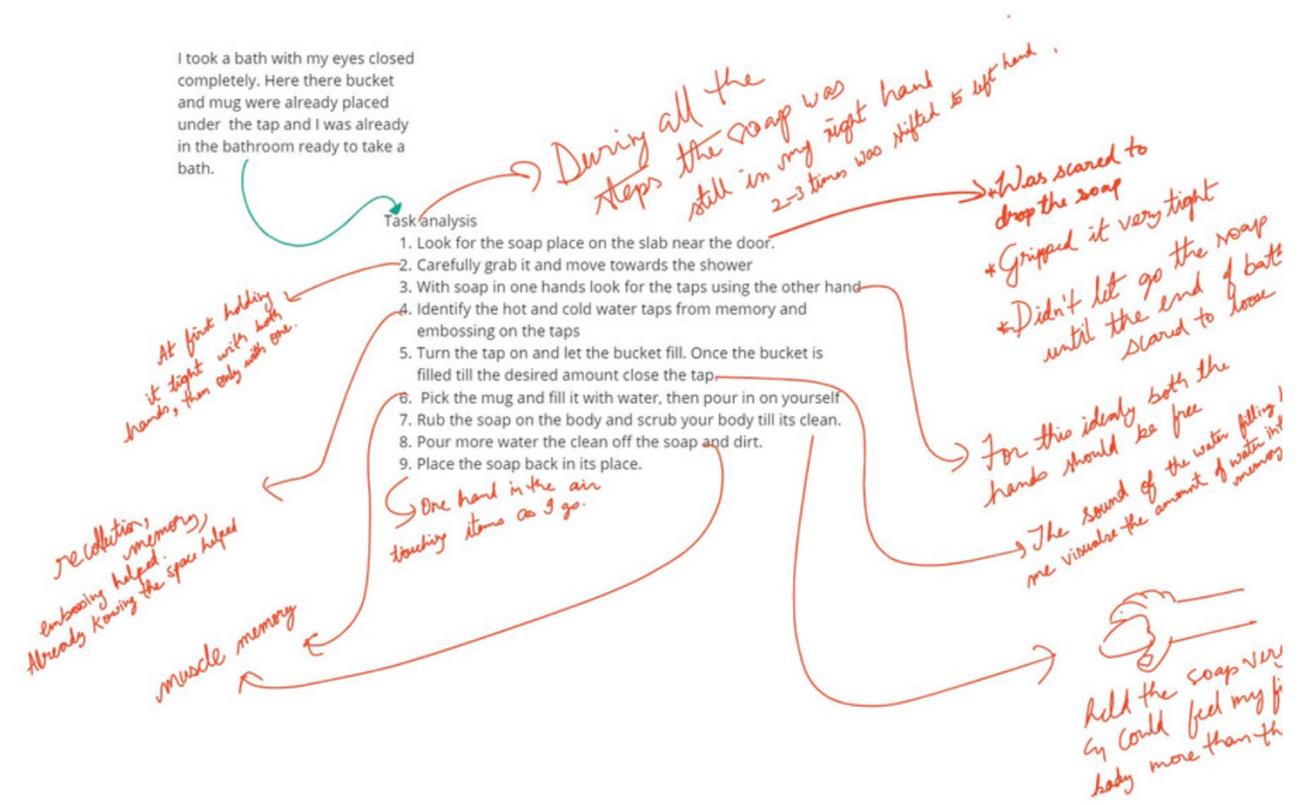
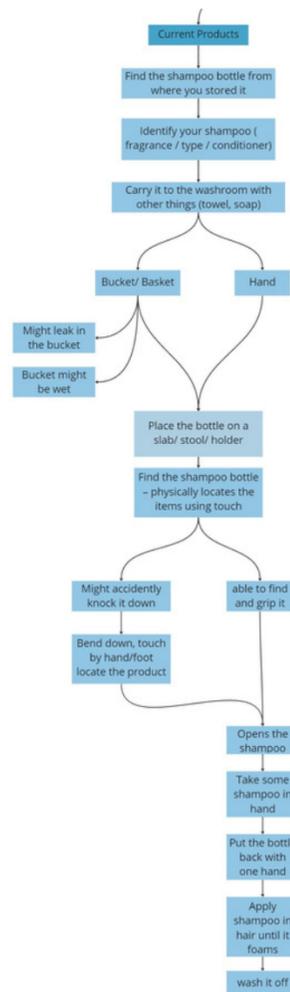
USER JOURNEY

Task analysis



USER JOURNEY

Task analysis



Task analysis

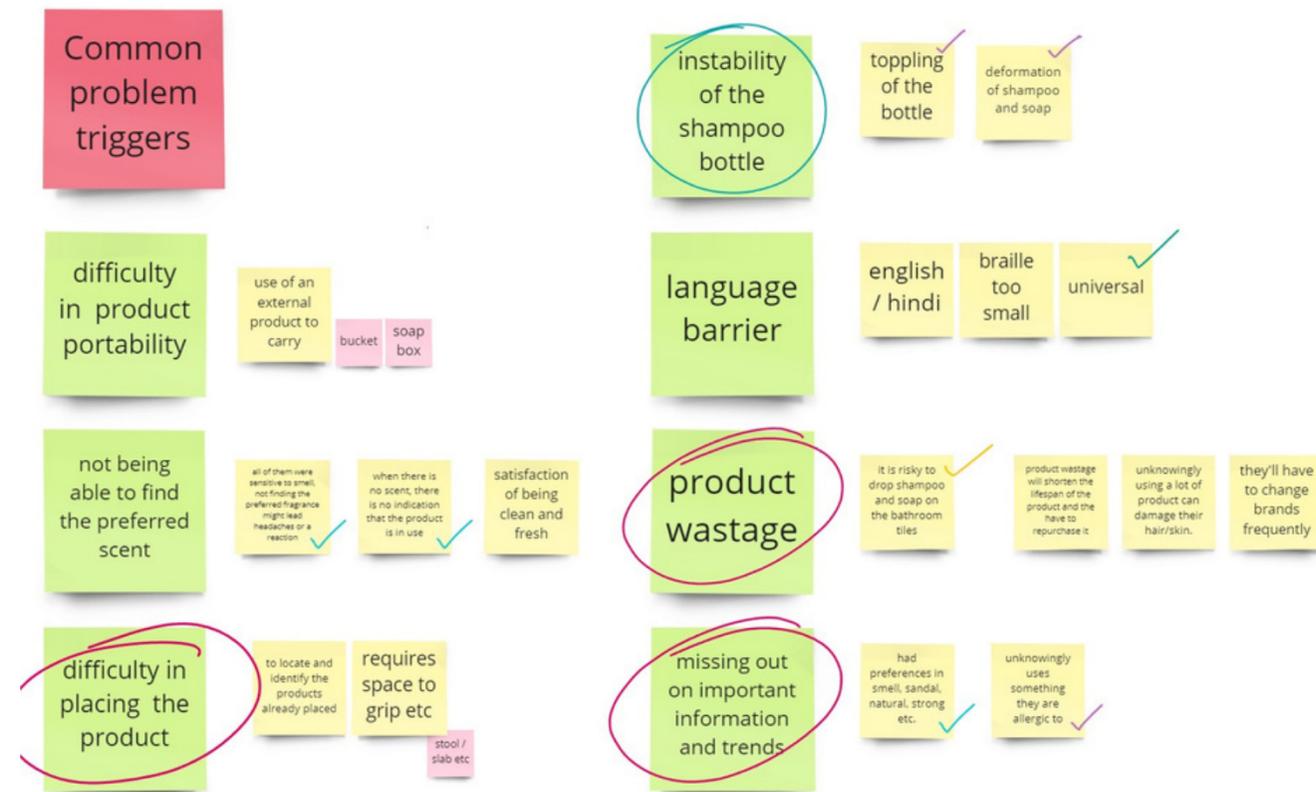
1. Located the hook by memory, hung the towel.
2. Slowly located the slab, and placed the shampoo bottle on it.
3. Got undressed, hung the clothes to the hooks.
4. Located the tap by touching the wall
5. Turned on the shower
6. Turned on the cold water tap (right)
7. Turned on the hot water tap (left)
8. Adjusted until it was the perfect temperature
9. Get under the shower
10. Touched the slab multiple times to locate the soap
11. Opened the soap box, took soap and put the box on slab
12. Help soap in left hand formed lather and rubbed it on my body until I felt fresh and clean
13. Rinsed soap
14. Located the soap box from memory (placed it on the edge of the slab, put the soap in and closed it
15. Touched the wall to look for my towel in the bathroom
16. Unhooked the towel and used it to wipe myself
17. tied the towel
18. touched the walls again to locate the door
19. hovered over to find the door lock, opened the lock
20. Left

To read the complete task analysis: https://drive.google.com/file/d/1scwB_eTtZzl6y7K7iBDEzCCKOx1GYA5E/view?usp=sharing

WHAT TO TACKLE?

Problem distribution

	Scanning	Accessing print info	Touching	Mishaps
Access information / Identifying the product		While purchasing / while using. Access to: Type of shampoo, ingredients, scents, purchase info	No tactile info	Buying wrong products / allergens
Purchase		Digitally / Stores		
Carrying	Finding the products in the room. Carrying them in a bucket.		Holding multiple things in hand	Dropping products
Placing	Where is the product?			Toppling
Usage			Opening/closing the shampoo, dispensing shampoo during the bath	Wastage/spilling Toppling
Storing	Finding the right place to put products			



IDEATION

Desing ideas and breakdown



Probable solution: A portable shampoo bottle that hooks onto a rod/tap/faucet.

CMF

Differentiating the product

The collage features several key elements:

- Product Photography:** Multiple images of hair care products in various colors (teal, white, dark blue) and materials (matte, glossy, textured).
- Central Infographic: "Why do we need color?"**
 - Visual hierarchy
 - Ease the eye
 - Enhance interaction
 - Easy to differentiate between different tasks
- Color and Typography:**
 - Colorblind people should be able to differentiate
 - Easy to read
 - Not be harsh on eyes
 - Not be distracting
- Color Theory Diagrams:** A color wheel, a color palette, and a grid of color swatches.
- Visual Test:** Two bottles are shown: one with vertical stripes and one with circles. Below them, text reads: "STRIPES = SHAMPOO" and "CIRCLES = CONDITIONER".

What makes our product different? Brainstorming on material and texture.

CMF

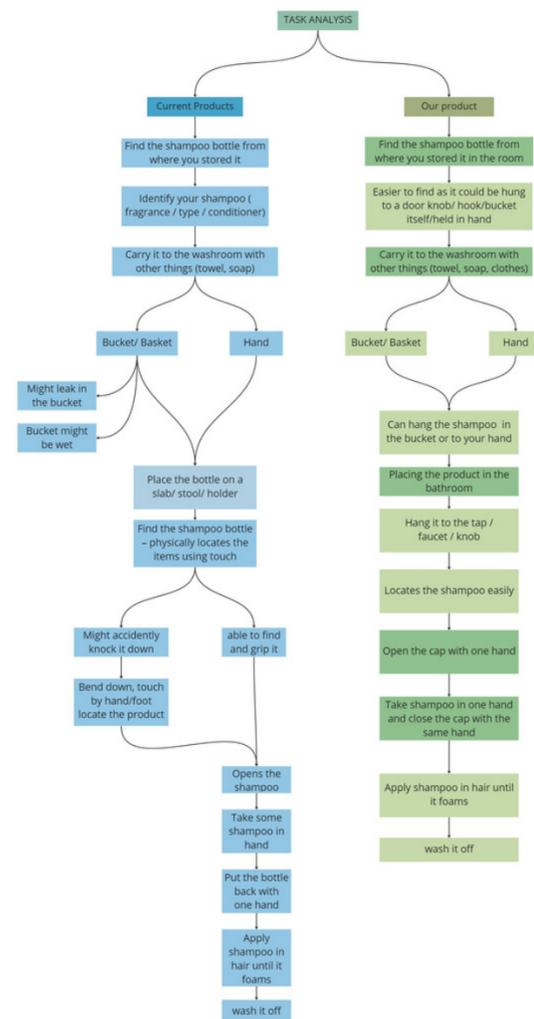
Differentiating the product



What makes our product different? Brainstorming on material and texture.

FINAL TASK ANALYSIS

Is the product catering to the problems?



To read the complete task analysis: https://drive.google.com/file/d/1scwB_eTtZzl6y7K7iBDEzCCKOx1GYA5E/view?usp=sharing

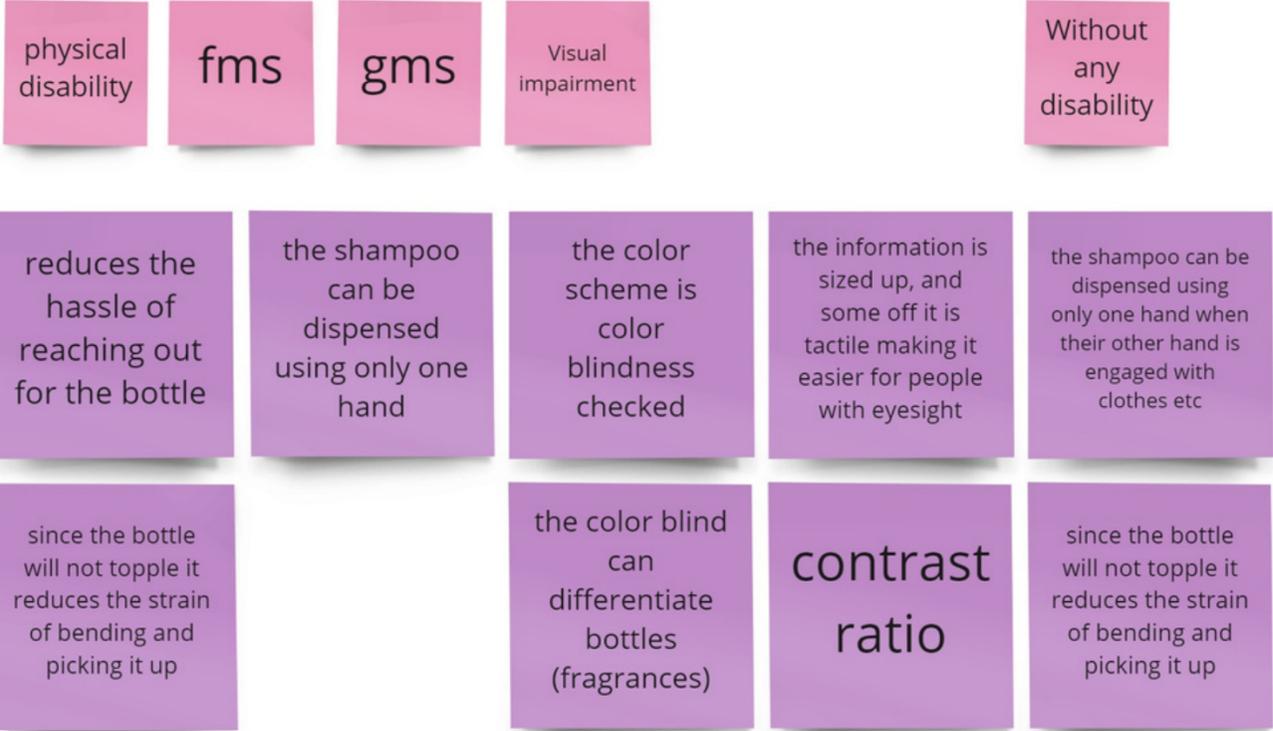
IMPACT ON OTHERS

How does our product impact people with or without disabilities

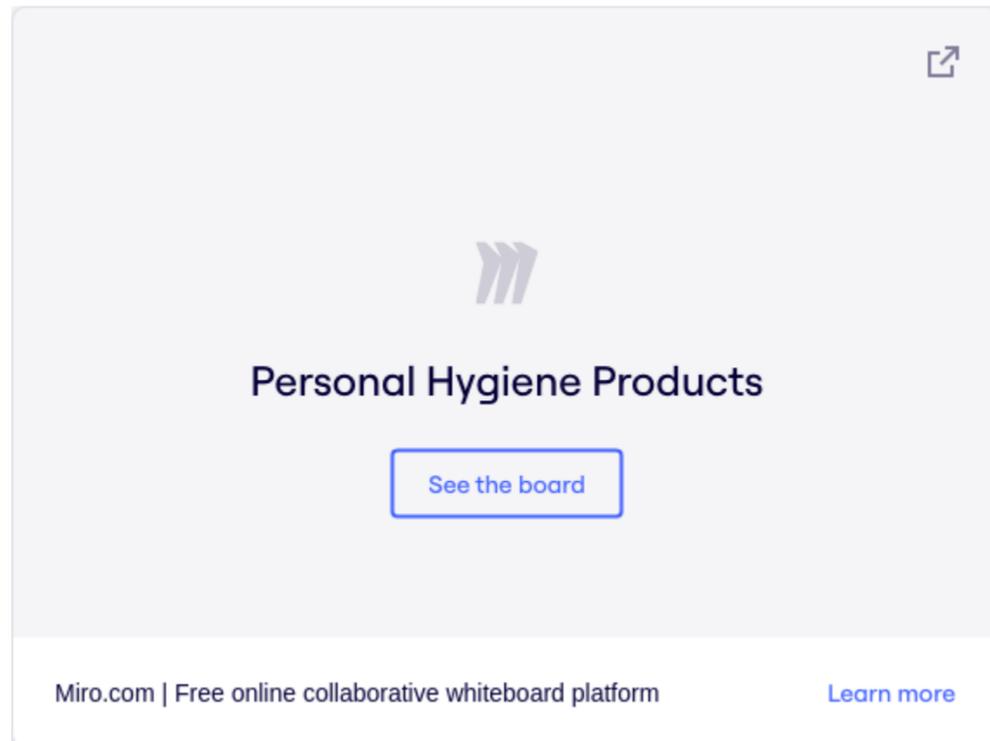
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Panel 2: Background: #93A58C, Text color: #000000, Contrast Ratio: 8, Precise Contrast: 8.001352159758968. Passes AAA level for any size text and AA for user interface components and graphical objects.

Panel 3: Background: #EC897F, Text color: #000000, Contrast Ratio: 8.45, Precise Contrast: 8.451298716404775. Passes AAA level for any size text and AA for user interface components and graphical objects.



RESEARCH & PROCESS



https://miro.com/app/board/uXjVPR_DJN8=?share_link_id=912521723631

