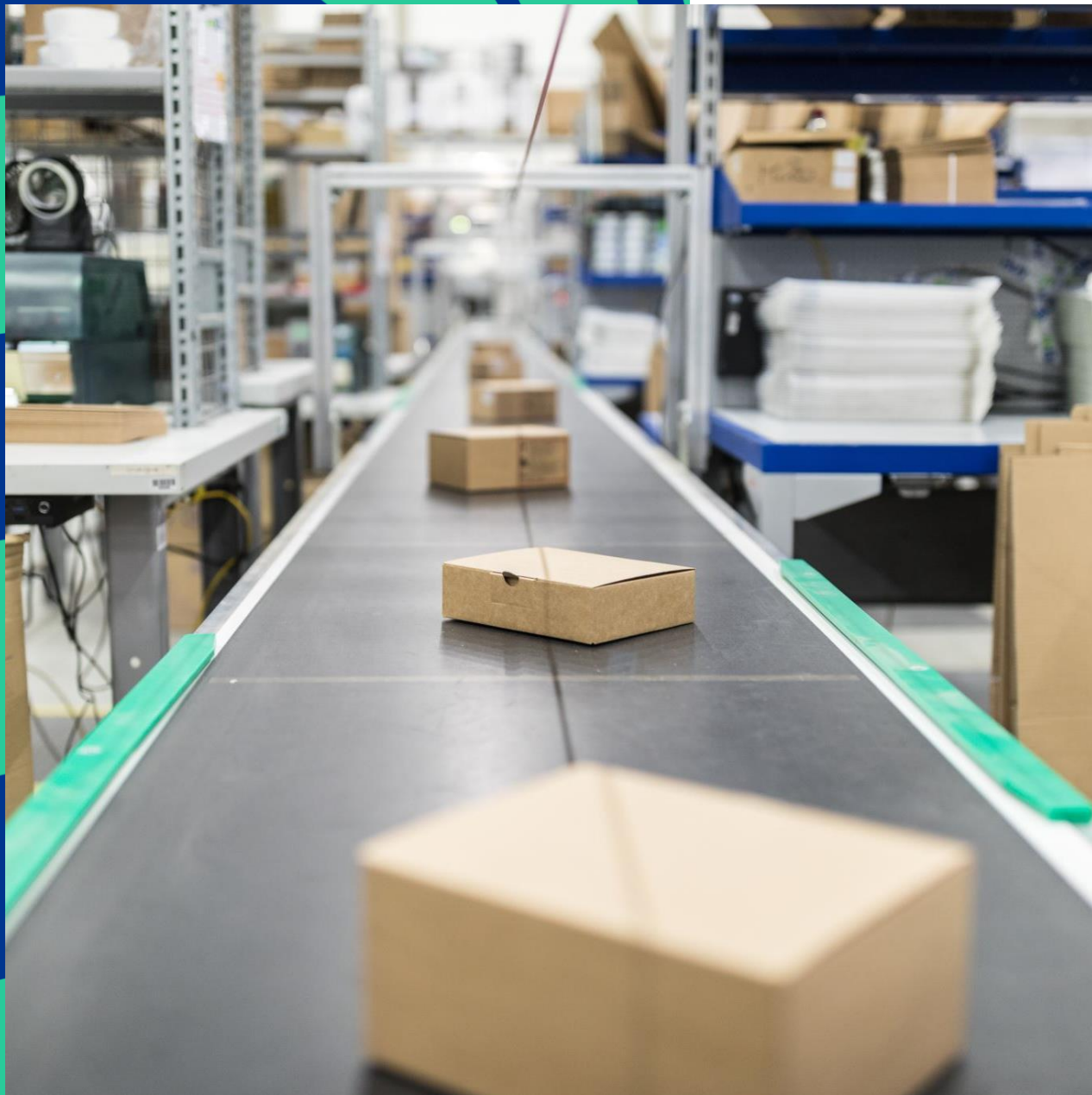


Accessible Merchandise Showcase

Presenter: Keshia Godin, Jamila Evilsizor & Inclusive Advisory Board





Overview

- Why this matters
- Show & Tell – Merchandise Showcase
- Let's put it in action!

Why Does Accessible Packaging Matter?

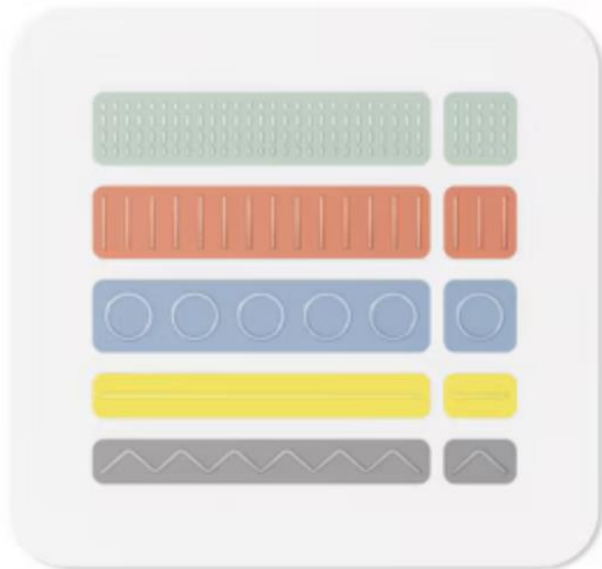
Accessibility is an outcome of belonging when



*PWD: Person with a disability

**DOBE: Disability-owned Business Enterprise

Merchandise Showcase



Microsoft Tactile Labeling Kit

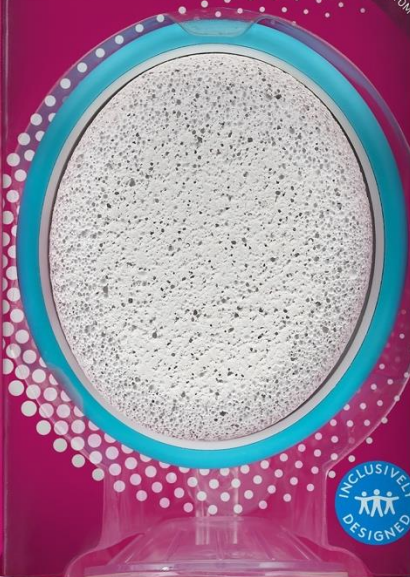
A pack of self applied tactile stickers and labels that help identify port indicators, cables, openings on devices.





DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL PUMICE STONE

Easy to hold contoured handle
With nylon rope + suction cup
Large surface area

DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL NAIL NIPPER + CATCHER

Easy to squeeze + precise
Non-slip comfort grip
Stainless steel

DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL NAIL CLIPPER + CATCHER

Can be used on a flat surface
Non-slip comfort grip
Stainless steel

DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL ROUNDED TIP SCISSORS

Easy to squeeze + precise
Non-slip comfort grip
Stainless steel

DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL SLANT TWEEZER

Slanted tips + extra-wide opening
Non-slip comfort grip
Stainless steel

DESIGNED BY LIVED EXPERIENCE

EASY OPEN
SEE BOTTOM TAB



one+other.
UNIVERSAL HALF JAW CUTICLE NIPPER

Easy to squeeze + precise
Non-slip comfort grip
Stainless steel

Universal Tools Collection

Inclusively designed with disability community – wide open handles, non-slip, easy grip with unique patterns for identification.



Price Considerations of Shoppers with Disabilities

- “Costs associated with living with a disability require higher earnings and more financial support than prevailing earnings standards and poverty levels.... The unemployment rate for shoppers with disabilities are almost twice that of those without.¹”
- “Households with at least one adult with disabilities need **29% more income** to have a similar standard of living.²”

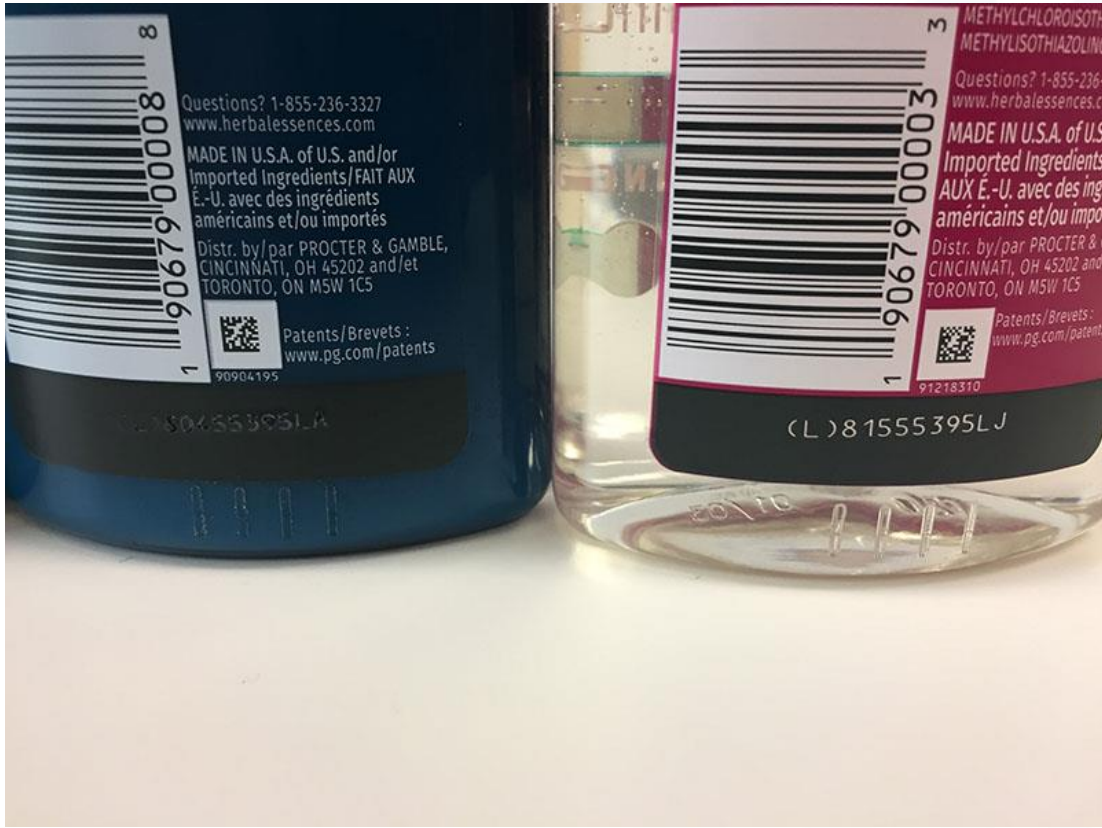




Easy Open Mechanisms

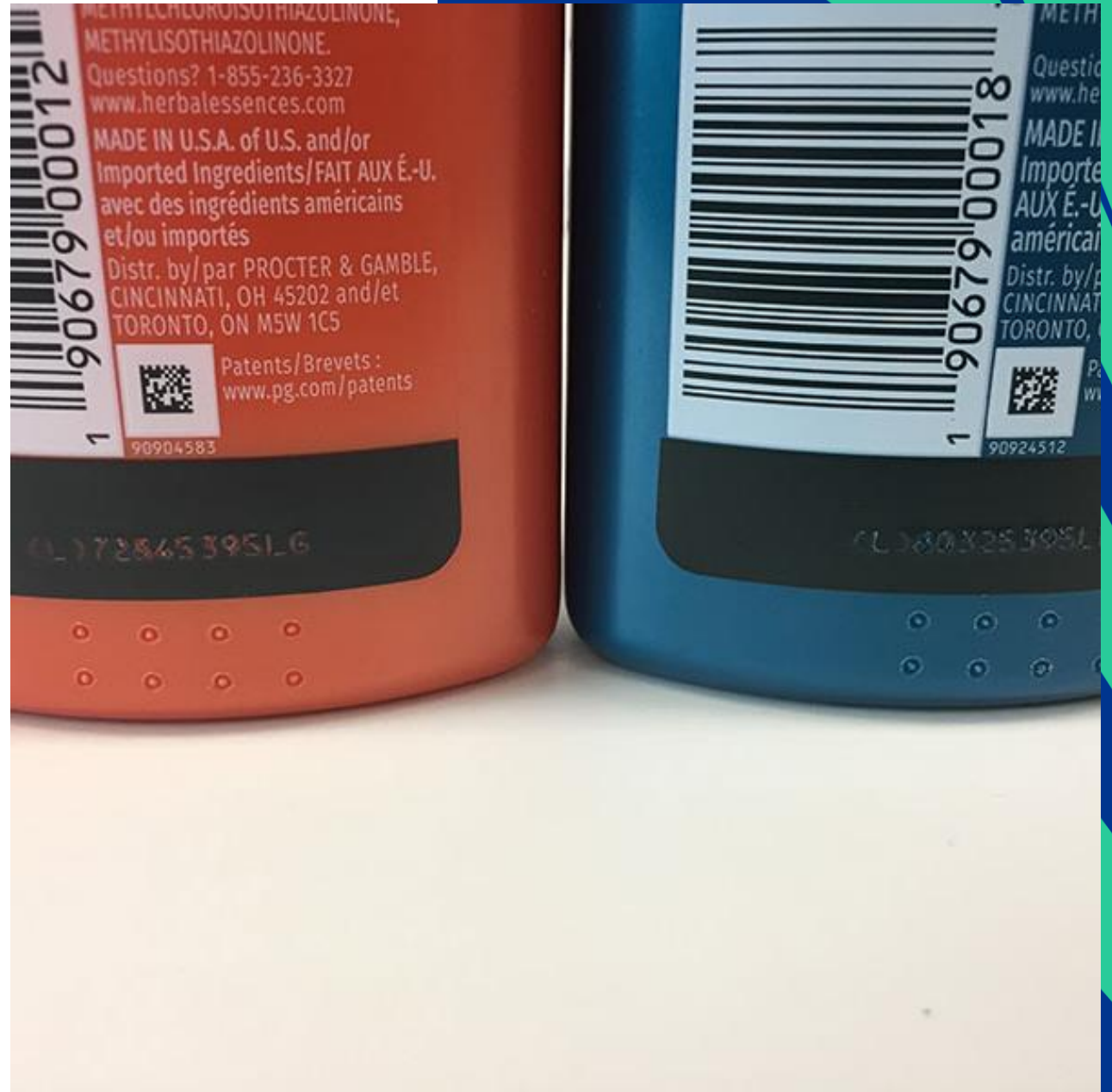
Tape pulls with minimal force, the packaging components fall open and presents the product easily without lifting by the consumer





Tactile Product Identification

P&G has applied tactile ways to differentiate shampoo from conditioner by using varying symbols that can be felt rather than use vision.



Tactile Expiration Dates

The product is expected to be on retail shelves soon, and promises 'biologically accurate' food spoilage information, with the label changing texture from smooth to bumpy once the food inside the package has expired.



**How do they know
what this means?**



Legibility and High-Contrast Graphics

Consider the use of shapes, large font sizes without serifs and high contrast colors to increase legibility.



Case Study: Bread Tag at Walmart International

Bakery and ESG initiatives

What did we decide?

Bread Tag Considerations

- Plastic Tags vs. Recycled Product Tags
- Biodegradable Tags
- Ink was More Legible
- High Contrast Ink
- Larger Font Size
- Bilingual Printing





Accessible Merchandise Considerations

- Label Legibility – High Contrast, Large Font
- Tactile Options - How do we engage other senses to convey information?
- Easy to Open Mechanisms

Time to Plan



Practice Time

- Think of one product or project you will be designing over the next quarter.
- What changes might you make to the experience?

Share with the Class!

Upcoming Accessibility Events

Accessibility Summit – Dec. 2nd

8:30 a.m. – 4:30 p.m.

Digital Accessibility, Associate Experience & Retail Spaces

International Persons with Disabilities Day: Celebrating Adaptive Products & Services – Dec. 3rd

Showcase of products across categories to highlight the importance and growth of these products

9 a.m. DAN Supplier Panel

10 a.m. Supplier Showcase – Closes at Noon

Thank you!

Presenter: Keshia Godin, Jamila Evilsizor & Inclusive Advisory Board

