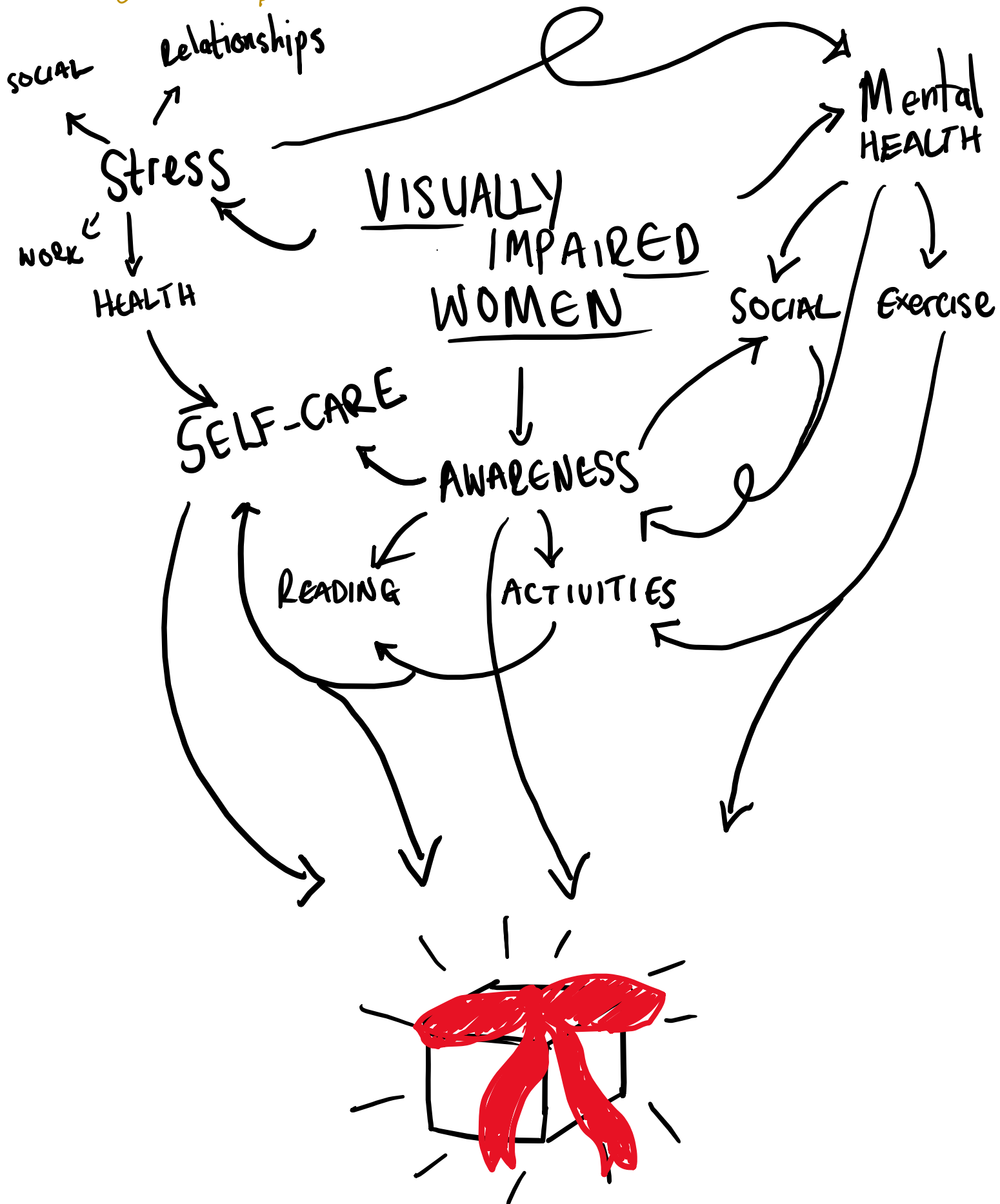


2 Conceptual Development





TOUCH SENSITIVE

↓
BRAILLE

↓
OBJECTS

↓
TEXTURES

SIGHT SENSITIVE

↓
COLOUR BLIND USERS

↓
COLOUR
PALETTES

↓
MONOCHROMATIC

AUDIENCE:
WOMEN

AGE:
ANY

SUBJECT:
MENTAL
STRUGGLES

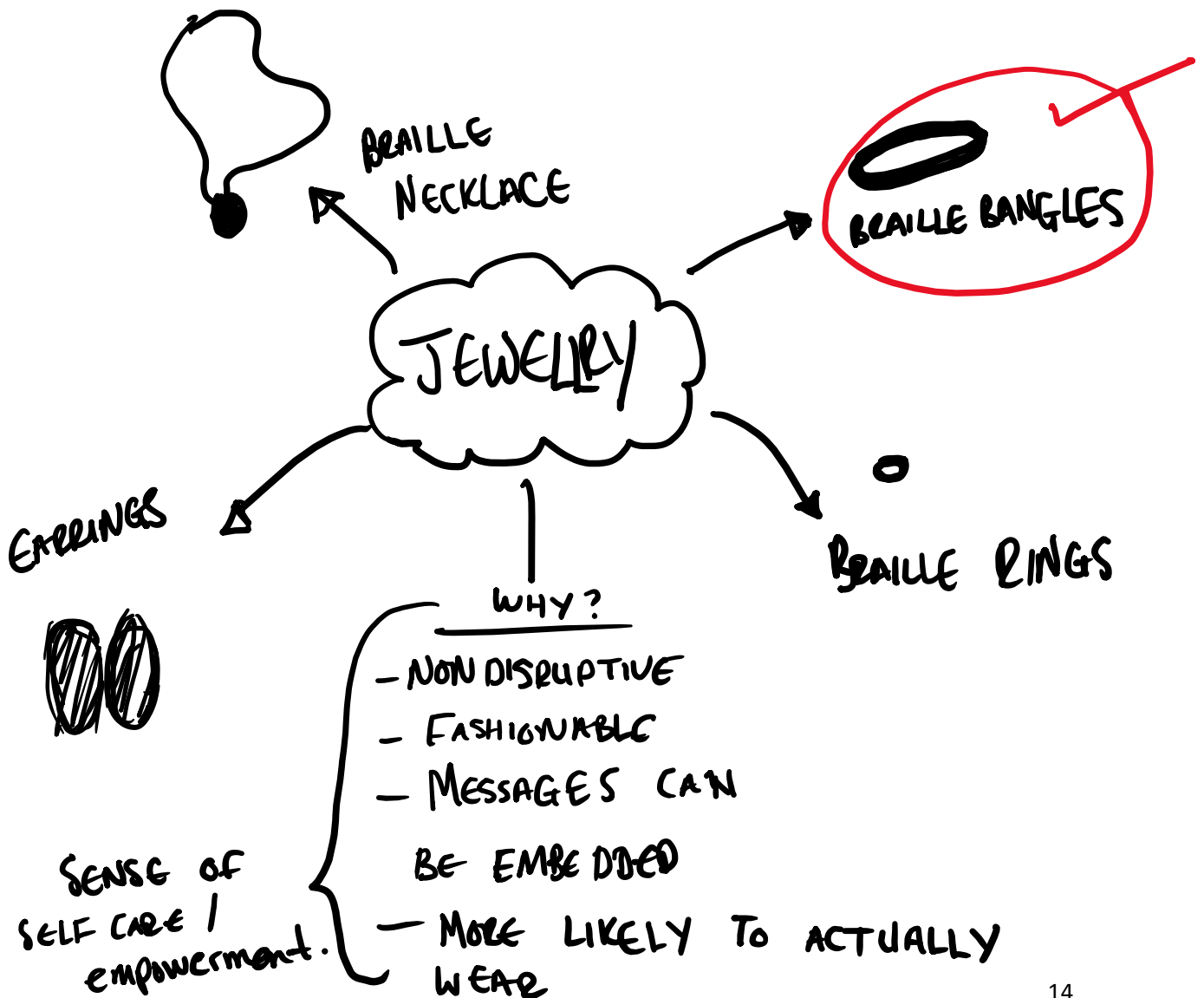
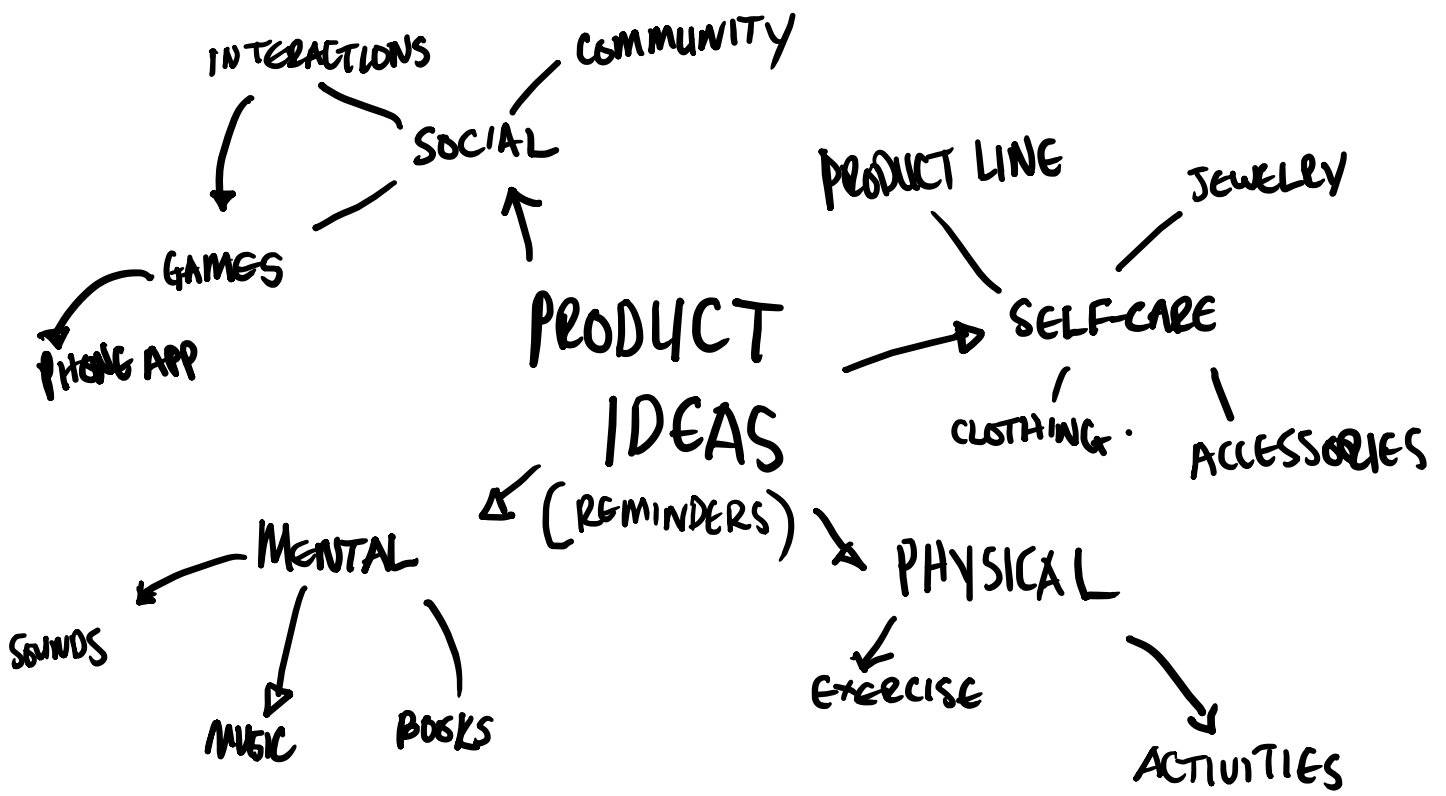
TONE ?

→ CALM, relaxed,
friendly, feminine

REMINDERS

- BREAK TIME, BEAUTIFUL.
- BREATH. IN. OUT.
- It's okay.

APPLICATION &
BRAILLE MESSAGES
Added textures¹³

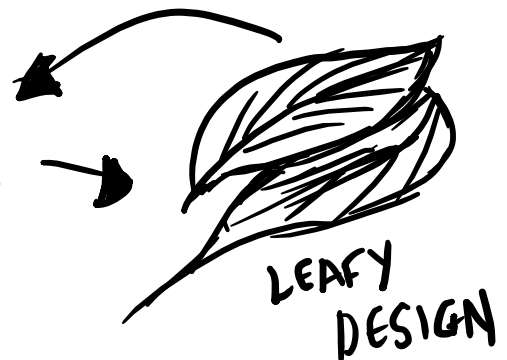
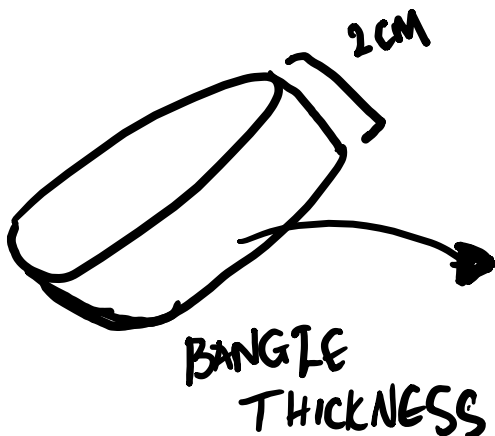


IDEA 1

BRAILLE BANGLES

MESSAGES →

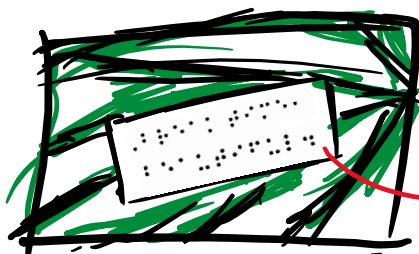
- Breath . In . Out . } GROUNDING
CALMING
REMINDER
- Break times beautiful.



- GREEN IS JUST TO PORTRAY IDEA.

- BANGLE TO BE A METALLIC BLACK

Colour blind audience



- TEXTURES TO BE IDEATED

"BREAK TIME BEAUTIFUL" MAY BE TOO LONG. "BEAUTIFUL" MAY WORK BETTER.

texture engraved / embossed for clear texture.

IDEA 2

BRaille SELF-CARE PRODUCTS



→ Purely Braille writing.

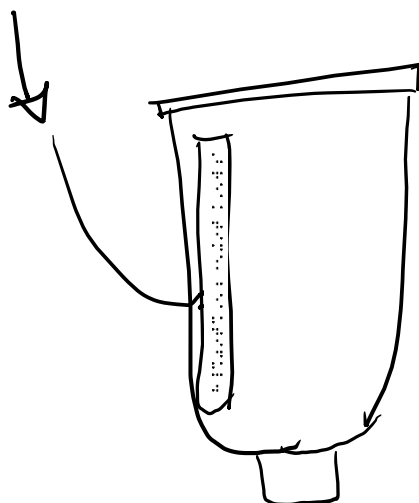
Break
time.
Beautiful.



→ impact
printing

CLEAN, SIMPLE,
NONVISUAL
DESIGN

.....



LONGER TEXT
WORKS BETTER.

CHOSEN IDEA

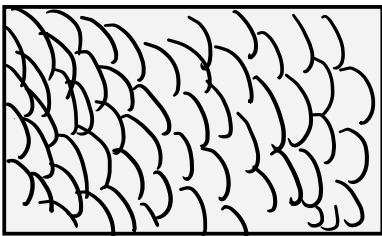


BRaille BANGLES

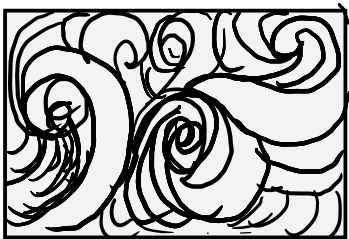
WHY?

- > Direct contact.
- > Personal.
- > Something they can interact with at all hours of the day.
- > A gift rather than a product.

TEXTURES



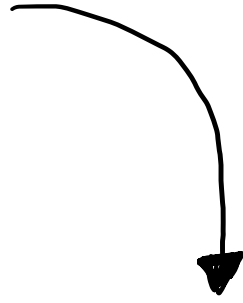
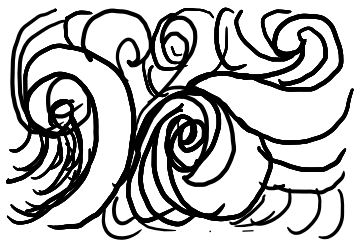
} SCALES
> Mystical



} Filigree
Feminine, calming, flowy.

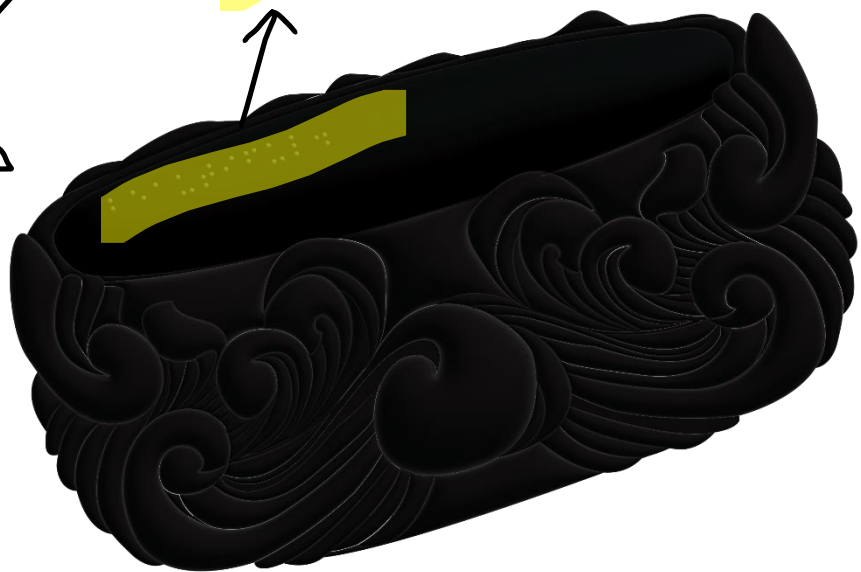
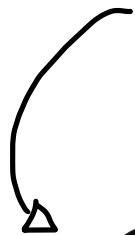


} SIMPLE
something unique.



"BEAUTIFUL"

WRITTEN INSIDE BANGLE



Execution





The "Beautiful" Braille Bracelet stands as the culmination of a research endeavour focused on enhancing the well-being of visually impaired individuals, with a particular emphasis on visually impaired women. This bracelet is not merely an accessory; it is a profound embodiment of empowerment, designed to elevate the quality of life for its users. The journey toward this innovative design stemmed from a profound insight, which initiated a strategic direction to address the unique challenges faced by visually impaired women.

The inception of this journey involved a profound recognition: visually impaired women encounter a lower quality of life compared to their male counterparts. This crucial insight illuminated the need to empower and uplift visually impaired women through inventive design solutions.

At the core of this design endeavour is the potent concept of awareness. It surfaced as a transformative tool to mitigate emotional struggles and enhance overall well-being. The research disclosed that visually impaired women tend to internalize and keenly feel the emotional weight of stressful health-related events more intensely than men. By fostering self-awareness, these women can proactively manage their emotional responses.

The execution phase of this project led to the creation of the "Beautiful" Braille Bracelet. The choice of a wearable accessory was intentional, providing users with a continuous and tactile reminder. The inclusion of the word "beautiful" in braille serves as a daily affirmation, encouraging self-compassion and self-esteem.

The exterior of the bracelet, adorned with a textured surface reminiscent of filigree in waves, was meticulously designed to have a calming effect. This texture aims to provide a soothing sensation to users, promoting relaxation and emotional stability. Provided the nature of the project, I am regretful that I did not have the ability to contact the target audience for interviews personally.

In conclusion, the "Beautiful" Braille Bracelet is more than an accessory; it symbolizes a journey of empowerment for visually impaired women. It encapsulates the power of awareness, self-compassion, and emotional resilience. By addressing the root causes of emotional struggles and offering a constant source of encouragement, this design represents a significant stride toward enhancing the quality of life for visually impaired women and fostering inclusivity and equality in our society.

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