

Beyond the Product: Design as Community Empowerment

This project reflects a broader belief that design has the power to strengthen connections between innovation and local identity. When design draws inspiration from local contexts, it becomes more relevant, more inclusive, and more impactful. This project is therefore not merely about mobility. It is about recognising the value of indigenous materials, celebrating the resilience of rural communities, and designing solutions that honour both people and place. Inspired by the landscapes and lives of South 24 Parganas, it represents an effort to create a product that supports independence while remaining firmly rooted in the spirit of Rural Bengal.

The designer is a native of South Sangur village, Prasadpur, South 24 Parganas, West Bengal. This project was developed as part of his coursework in Design for Society and Special needs.



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"Sustainable development does not always begin in large factories or advanced laboratories; it can emerge from villages, traditional materials, and a deep understanding of community needs."

Final Design Outcome

An Affordable Mobility Solution for Elderly Users



A Brief explanation of the Product & its Design features.

Navigating the Unseen

Designing Independence Through Haptic Rings

One such challenge affects millions of elderly and visually impaired individuals who rely on multiple medications as part of their daily routine. Medicine strips, bottles, and packages often look remarkably similar, making it difficult to identify the right medication at the right time. For many users, this can lead to confusion, dependency on caregivers, and in some cases, dangerous dosing errors. This observation became the starting point for Haptic Ring, a simple yet inclusive design solution aimed at transforming the way medicines are identified and organised.



The Concept: Touch as a Universal Language

The concept is built around a universal tactile coding system that requires no literacy, digital interface, or technological assistance. Instead, it relies on one of our most intuitive senses: **touch**.

The system consists of elastic silicone rings that can be attached to **medicine bottles, syrup containers, or blister packs**.

Each ring carries a distinct tactile form associated with a specific time of day:

- Half-circle - Morning medication, symbolising the rising sun.
- Hexagon - Afternoon dosage, inspired by the fully formed midday sun.
- Crescent - Nighttime medication, evoking the moon at rest.

Universality & Practical Application

The objective is simple: enable users to identify their medicines independently through touch, creating a structured and reliable medication routine. What makes the concept particularly meaningful is its universality. The rings are reusable, durable, and transferable from one medicine

package to another. They can be applied by pharmacists at the point of dispensing and remain effective regardless of language, literacy level, age, or technological familiarity.

The Haptic Ring system adapts across bottles, blister packs, and cartons.

"Good design is often measured not by how much it adds to our lives,

but by how effectively it removes barriers."

"Some of the most meaningful innovations emerge

not from complex technology, but from a deep understanding of everyday challenges faced by people around us."



Haptic Ring in use (coded silicone rings on everyday medicine packaging)

"Design carries a deeper responsibility which is to create products that promote dignity, accessibility, and inclusion."

Design as Responsibility

As designers, we often focus on aesthetics, functionality, and market trends. Yet projects like Haptic Ring remind us that design also carries a deeper responsibility to create products that promote dignity, accessibility, and inclusion. The future of design lies not only in smart technologies but also in thoughtful solutions that address real human needs. Inclusive design is not a specialised category; it is a mindset that recognises diversity and seeks to empower every individual.

A Small Intervention, A Lasting Impact

Haptic Ring is a small intervention, but its impact may extend far beyond product design. It represents confidence restored, independence preserved, and a reminder that meaningful innovation is often found in simplicity.

When design begins with empathy, it has the power to transform everyday experiences into opportunities for greater autonomy and wellbeing. In that sense, Haptic Ring is more than a product concept, it is an example of how design can help people navigate the unseen with confidence.



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