Pharmaceutical packaging design for elderly people: design research as a link for innovation towards better life experience

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As we age, we take on many characteristics of various disabilities – our strength, reach and mobility diminish, our visual acuity lessens and we become more sensitive to glare; our hearing declines [2].

In 2060, 30% or 155 million of the EU people will be 65 years or older [1]. In 2030, 23% or 125 million people in the EU will be 65 years or older.

Currently, 17% of the EU population, or 85 million people, are 65 years or older.

Universal Design is also socially sustainable, supporting the basic human rights for equity, independence and diversity [2].

Pharmaceutical packaging design has proved to be interdisciplinary, but with lacks of understanding among areas. More design research is needed based on:

• New solutions based on design methods are necessary
• We aim to establish new links through design research, debating with the multiple actors and stakeholders how to improve pharmaceutical packaging
• For the challenges, it is imperative to have user-friendly packaging, accessible for the elderly people, but child-resistant

**Design research can extend the participation of designers and design mindsets**

**Design research is focused on observing the problems faced by users, but not on proposing solutions or design standards for the packaging of medication. Why?**

**Design research recognizes that packaging for medicines should be user-friendly, however pharmaceutical research lacks of design inspiration. How can the design explore new solutions for the elderly?**

**The understanding of pharmaceutical packaging design as a field of research?**

**The impacts of the design?**

**Which type of problems with the packaging?**

**Design approach?**

References: