



iDOT

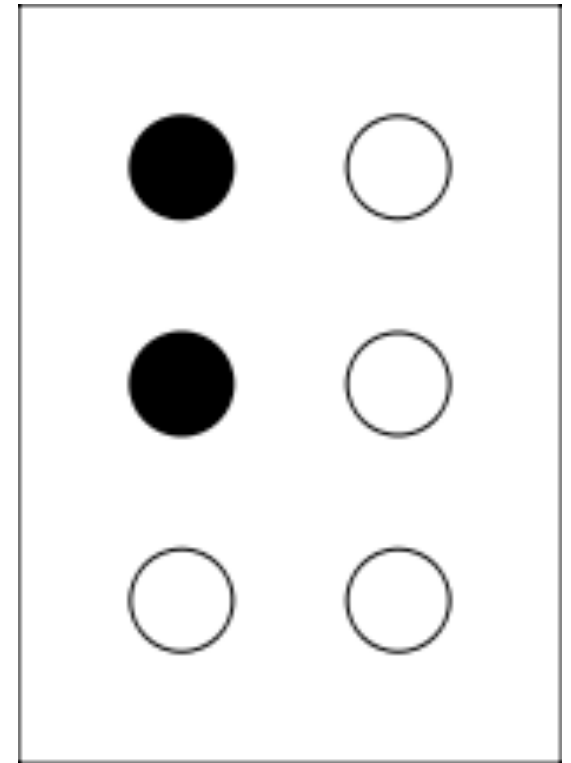
mockup review

2.009 – Team Blue B

October 16, 2008

the need

- How can blind people easily identify objects?
 - 21M visually impaired; 7% population (U.S.)
- Braille labeling – a solution
 - Braille cell: 2x3 matrix
 - grade 2 Braille



“B”

contacts & resources

- National Braille Press
- Perkins School for the Blind
- Visually Impaired and Blind User Group
- Paul Parravano, MIT
- Zahra Kanji, IDEAS 2007-08 winner



key findings

- Braille label making products are inadequate



bulky, costly



slow, faulty

product contract

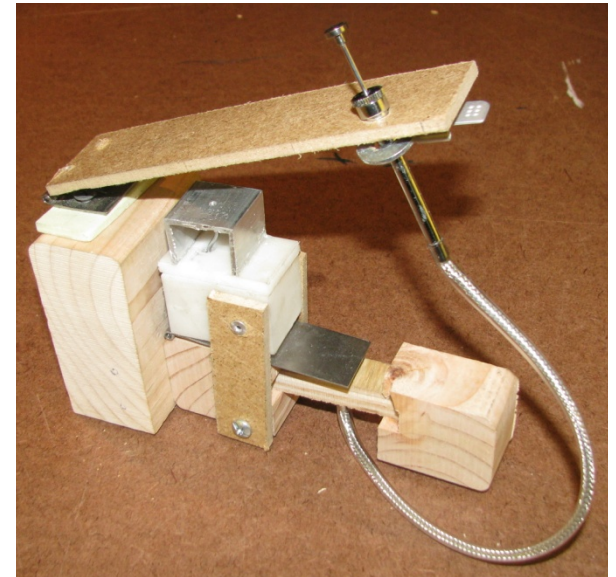
- **Product description:** Braille label maker with standard 6-button technology
- **Intended customers:** visually impaired people fluent in Braille
- **Market:** assistive devices, U.S.

product contract

customer need	product attributes
convenient to bring on everyday errands	weight, size
simple, intuitive for Braille users	learning curve, rate of typing
physically easy to use	force to emboss
affordable	cost

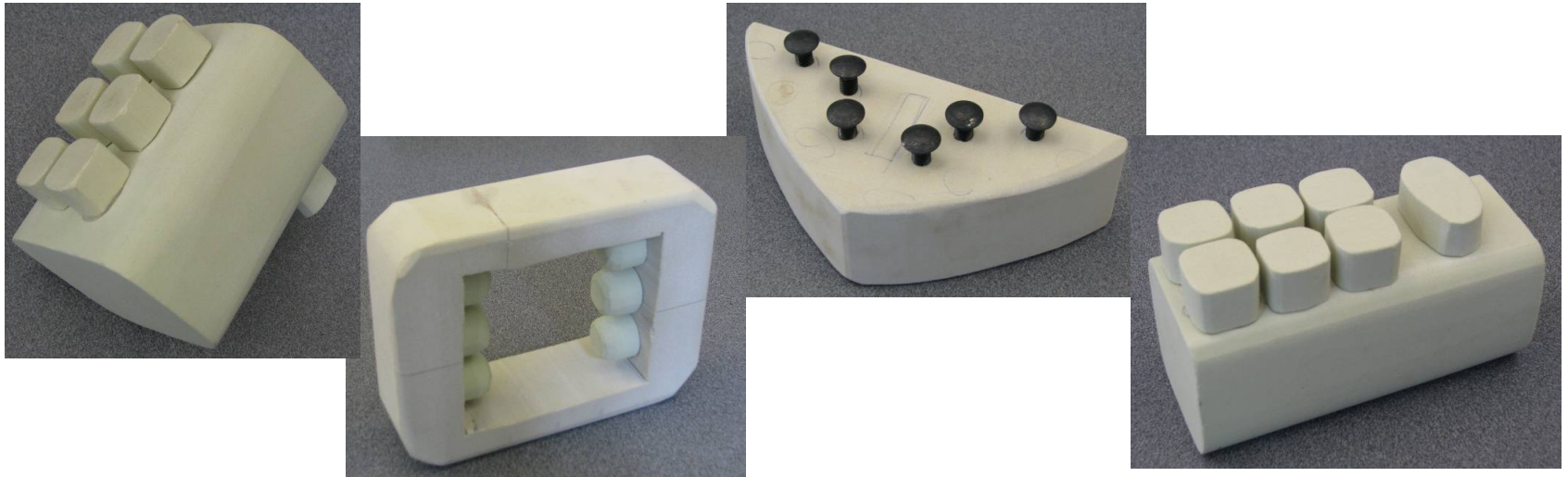
mockup: addressing space constraints

- Mechanical solution
 - ~2 lbs. to emboss
- Electromechanical solution
 - solenoid actuation
 - smaller solenoids next time



form and features

- Survey of 25+ customers, engineers



- Peeling assist
- Trimming assist