2nd Global Conference on Aging and Gerontology

14 - 16 March 2025 Berlin, Germany

AGING AND GERONTOLOGY

Impact of Packaging Design on the Independence of Older People

Daria Mustic, Tomislav Cigula, Dorotea Kovacevic

University of Zagreb Faculty of Graphic Arts, Croatia

ABSTRACT

Packaging design plays an important role in the daily functioning of older people, particularly in extending their independence and reducing the need for external assistance. This study examines how various packaging features like font size, color contrast, ease of opening, and clarity of information affect the user experience of older individuals. A survey conducted on a sample of 404 residents of Zagreb revealed that 46% of respondents aged 51 to 65 and 77% of those over 66 experience difficulties with reading information on packaging due to font size, while 30% struggle to find key product details. Additionally, 14% of individuals who wear prescription glasses reported injuries caused by unclear instructions or difficulties with handling packaging.These findings highlight the need for more user-friendly packaging design that facilitates easier product use for older people. The study focuses on analyzing the specific challenges faced by older users and exploring potential solutions derived from the collected data. The research conclusions can serve as a foundation for further studies and improvements in packaging design aimed at enhancing the independence of older people.

Keywords: aging and technology; inclusive design; independence; product interaction; readability