A New Look at the Pharmacy Packaging: Redesigning the Prescription Pill Bottle and Drug Label to Improve User Experience

The pill bottle has barely changed in the past 50 years or so. Most pill bottles are cylindrical with a screw-on cap and a printed instruction label. Often times, screw-on caps can be difficult to be come off. Additionally, the current design of the drug label is intimidating and confusing to read. It does not take into account visually-impaired individuals or non-fluent English speakers. I created a pill bottle that significantly reduces strain for individuals with arthritis, neurodegenerative diseases, and other hand/wrist conditions. I also designed a drug label that prioritizes the visually-impaired and non-fluent English speakers.