



B:aille
B:icks

Braille representation of the text above, consisting of two lines of Braille characters.

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This project included implementing many service design tools, including user stories, role-play, and observation notes. It also involved the consultancy and collaboration of many visually impaired individuals and months of prototyping and testing to ensure that Lego understood their needs.

Braille text consisting of multiple lines of raised dots, representing the same text as the paragraph above.

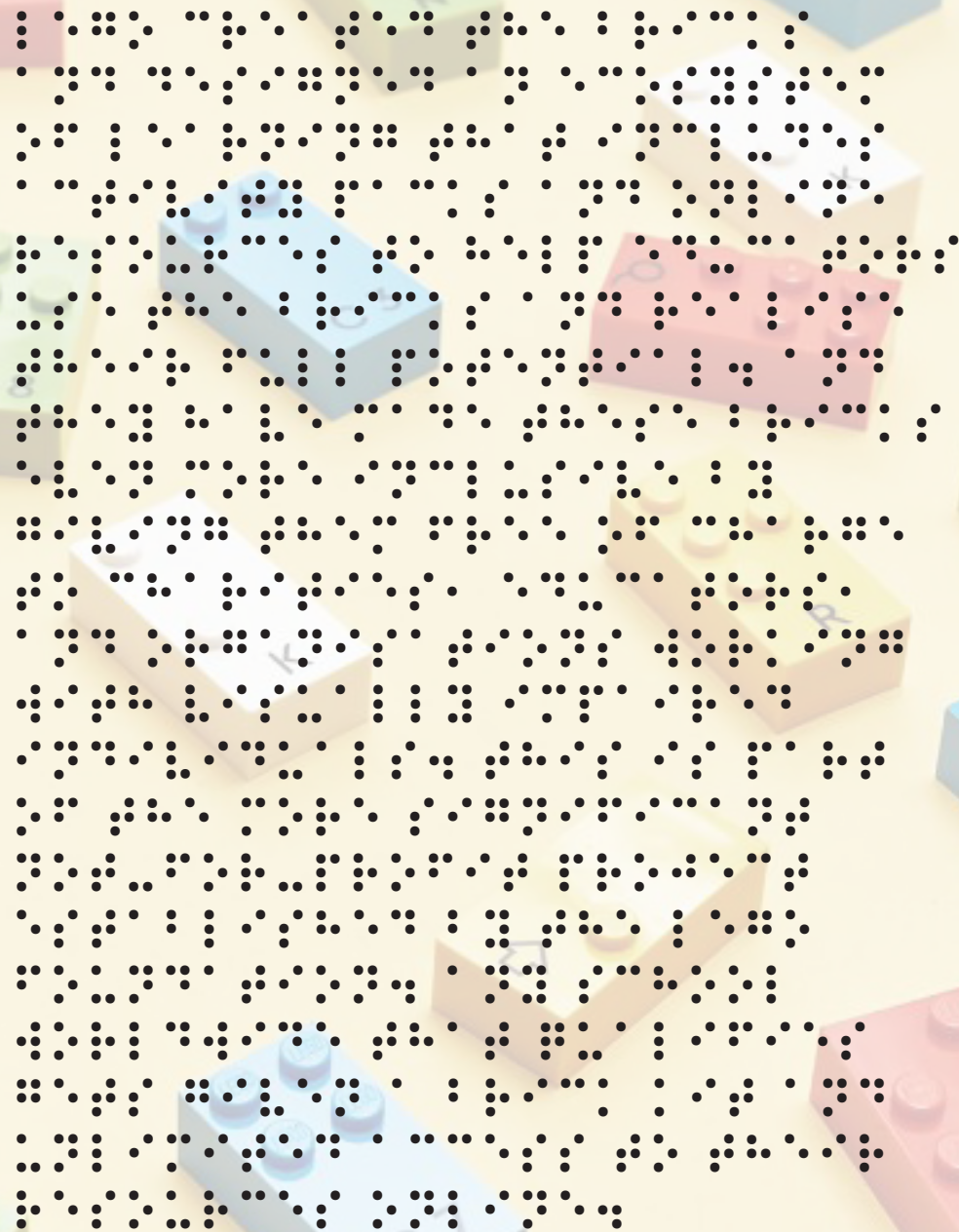


After months of testing and research, Lego concluded that their two-by-four bricks were perfect for this project, as all they needed to do to adapt the brick was remove the bottom two studs on the bricks. This way, they could include the alphabet print alongside the Braille lettering. This allowed the bricks to be used as a tool in mainstream classrooms where sighted and unsighted individuals could learn together. By creating an inclusive tool, Lego has helped to destigmatise blindness and encourage visually impaired people to lead a more mainstream life.





LEGO created the bricks and designed an ecosystem of learning that includes activity packs and online resources to help educators use the bricks and realise their full potential. And they have made these bricks even more inclusive by giving them free of charge to charities, educators, and organisations working with visually impaired individuals. This is part of the more significant not-for-profit project established by The Lego Foundation. Any school worldwide that qualifies gets given a brick kit and unlimited access to their resources online.





Not only has this project changed the lives of children learning Braille and allowing them to integrate with their peers, but they have also helped to remove the stigma of being visually impaired globally. Lego's Braille Bricks project has created a more inclusive society. It empowers visually impaired children and adults to become more creative, engaged, and independent learners who can lead rich and fulfilling lives amongst their sighted peers.

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