

Mastercard Touch Card — Edge Notches Let Blind and Partially Sighted People Tell Card Types Apart by Touch

Digital Inclusion · Good practice · United States of America

Quality score: 12/100

Evidence strength: Cautionary / limited

Summary

A card standard with a distinct edge notch per card type (round credit, squarish debit, triangular prepaid) so blind users can identify and orient cards unaided; designed for existing terminals, but public outcome evaluation is lacking.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	0/1
Evaluation evidence	0/1
Demonstrated reach	0/1
Documented learning	0/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-10-10

[Mastercard \(with IDEMIA; vetted by RNIB and VISIONS/Services for the Blind and Visually Impaired\)](#) — accessed 2026-10-10

[IBS Intelligence report](#) — accessed 2026-10-10

[Mastercard announcement \(Oct 2021, PDF\)](#) — accessed 2026-10-10

[Westfair Online report](#) — accessed 2026-10-10

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