Start of Journey

Business Planning

Setting the foundation for accessible and inclusive products and services through collaborative planning.

Incorporate accessibility from the start by involving people with disability in the design process regarding your product, service or experience.



Phase 1

Awareness

Use various communication channels to inform people with disability about your services, such as social media, email and advertising.

Examples:

Promoting an accessible boutique hotel through targeted online campaigns that highlight wheelchair-friendly facilities.

Phase 2

Consideration

Potential customers research and assess the accessibility of the offerings, either via your website or through hard copy flyers.

Examples:

Offering detailed, accessible menus online for a restaurant, showcasing accessible seating arrangements.





Phase 3

Purchase

Customers make a booking or purchase, taking into account accessibility features.

Examples:

Simplifying the ticketing process for a cultural festival, with options for indicating accessibility needs.

Phase 4

Providing a Product or Service

Offer an accessible physical environment, trained staff and volunteers and supporting materials when providing a product or service.

Examples:

During a music festival, organisers ensure that all stages are accessible, offering a seamless experience for attendees with mobility access requirements.





Phase 5

Customer Retention & Advocacy

Engage with customers post-experience for feedback and encourage them to share their positive experiences within their communities.

Examples:

Following up with visitors to an art gallery with a survey focused on accessibility improvements and then encouraging them to share their positive experiences on social media.

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