Customer's Journey

Anywhere

Start of Journey

Business Planning

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

Expressed needs

"Involving people with disabilities in the design process ensures your offerings truly meet our needs."

"Seeing your commitment to accessibility from the start builds trust and makes me want to support your business."

"Collaborating with people with disabilities shows you value our lived experiences and want to create meaningful solutions."



Phase 1

Awareness

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

Expressed needs

"Discovering your business with accessible marketing (alt-text, captions, descriptions) makes me feel included from the start."

"Seeing people like me represented in your marketing builds trust that you cater to my needs."

"Clear and accessible signage allows me to easily navigate your location (large fonts, Braille)."

"Your use of respectful and appropriate language shows you value my individuality."



Phase 2

Consideration

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

Expressed needs

"A website accessible to screen readers allows me to explore your offerings independently."

"A fully navigable website using just a keyboard empowers me to make informed choices."

"High-contrast text and the ability to enlarge it ensures I can comfortably access your website content."

"Captions and transcripts for all audio-visual content make your website truly inclusive."

"A responsive website design guarantees a smooth user experience on any device."

"Clear and jargon-free language on your website makes it easy for me to understand your offerings."

Phase 3

Purchase

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

Expressed needs

"A booking process as accessible as your website allows me to seamlessly make a reservation."

"Clear options to indicate my accessibility needs during booking streamline the process."

"Knowledgeable staff who can answer my questions and provide solutions make me feel confident about my purchase."

"Flexible booking options ensure I can find a solution that meets my accessibility needs."

"Detailed information about accessibility beforehand allows me to plan my visit with confidence."

"A business prepared to accommodate my needs demonstrates a commitment to inclusion."

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.

Expressed needs

"A physical environment that matches your advertised accessibility features allows me to fully enjoy the experience."

"Welcoming and helpful staff create a positive and supportive atmosphere."

"Clear signage and directions make navigating your space easy and stress-free."

"Readily available accessible options (large print menus, for example) eliminate the need for special requests."

"Anticipating my needs as a customer with a disability shows a genuine commitment to inclusivity."



Phase 5

Customer Retention & Advocacy

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

Expressed needs

"Knowing my feedback is valued motivates me to share my experience and help you improve."

"Seeing continuous improvement based on customer feedback demonstrates your dedication to accessibility."

"Staying informed about updates, events, and new accessible offerings keeps me engaged with your business."

"Reward programs and exclusive content incentivize me to return as a loyal customer."

"Providing a platform to share positive experiences allows me to help others discover your inclusive business."

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