

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

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."
- "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."
- "Clear options to indicate my accessibility needs during booking streamline the process."
- "A business prepared to accommodate my needs demonstrates a commitment to inclusion."
- "Knowledgeable staff who can answer my questions and provide solutions make me feel confident about my purchase."

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."
- "Readily available accessible options (large print menus, for example) eliminate the need for special requests."
- "Welcoming and helpful staff create a positive and supportive atmosphere."
- "Anticipating my needs as a customer with a disability shows a genuine commitment to inclusivity."
- "Clear signage and directions make navigating your space easy and stress-free."

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."
- "Reward programs and exclusive content incentivize me to return as a loyal customer."
- "Seeing continuous improvement based on customer feedback demonstrates your dedication to accessibility."
- "Providing a platform to share positive experiences allows me to help others discover your inclusive business."
- "Staying informed about updates, events, and new accessible offerings keeps me engaged with your business."

