

Phase 1

Awareness

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

Thoughts and Feelings

Maya, who is visually impaired, is planning a park outing with her guide dog. While researching the park, she finds photos of *The Parkside Cafe*, accompanied by reviews highlighting their inclusivity.

“They mention braille menus and space for guide dogs... this could be a good spot!”

Accessibility Considerations

The park website has image descriptions and text highlighting accessible features of park businesses. *The Parkside Cafe's* social media includes captions and posts focused on their accessible menu options.

Phase 2

Consideration

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

Thoughts and Feelings

Maya visits *The Parkside Cafe* website and is pleased by the clean layout and easy navigation. She quickly finds a dedicated accessibility page with a downloadable large-print menu, plus a braille menu option at the cafe.

Accessibility Considerations

The website is screen-reader friendly, with high contrasting colours and well-structured headings for clarity. Menu options are clearly described, including allergen information.

“This is fantastic - I can actually browse the menu myself before I even get there.”

Phase 3

Purchase

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

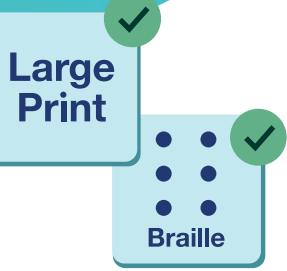
Thoughts and Feelings

Maya arrives at *The Parkside Cafe* with her guide dog and is greeted by a staff member who offers a sighted-guide description of the layout and helps her find a table.

“It's great that they asked how to help instead of assuming I need something specific.”

Accessibility Considerations

Wide pathways lead to the cafe, with clear signage in large print and tactile markers for orientation. Staff are trained to interact with guide dogs respectfully.



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.

Thoughts and Feelings

Maya uses a braille menu to make her choices and places her order. The staff read back the order to confirm. Maya feels relaxed and enjoys her meal.

“I love that the menu is accessible – it makes the whole experience more enjoyable.”

Accessibility Considerations

Braille menus are available on request, along with large-print versions. The cafe has a relaxed atmosphere with minimised background noise for sensory sensitivities.

Phase 5

Customer Retention & Advocacy

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

Thoughts and Feelings

Maya leaves the cafe feeling pleased with her experience and eager to share it with others. She leaves a positive review online and mentions them in a group for people with low or no vision seeking accessible park spots.

Accessibility Considerations

*The Parkside Cafe* has accessible review platforms with options for large text or audio-recorded feedback.

“This cafe is definitely a gem! I'll be recommending it to my friends.”

