

Sarah's Experience with Trail Blazers Outdoor Gear and Apparel

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

Sarah sees a compelling ad for *Trail Blazers* on Instagram, showcasing people with various disability enjoying the outdoors in adaptive gear. She feels inspired and curious about their accessible product range.

Accessibility Considerations

Trail Blazers uses inclusive marketing that features people with disability actively participating in outdoor activities. Image descriptions and captions highlight adaptive gear and accessible features.

“It’s about time! A company that gets that I want to be outdoors too.”

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

Sarah finds the *Trail Blazers* website easy to navigate. She’s delighted by the clear “Accessibility” section and detailed product descriptions with photos and videos demonstrating adaptive features.

Accessibility Considerations

The website offers a screen-reader compatible layout with high colour contrast. Search filters allow users to narrow down results based on accessibility needs. Product descriptions include clear labelling of features.

“Okay, this is impressive...they really explain how their gear works for people like me.”

Phase 3

Purchase

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

“The staff here seem genuinely happy to help, it makes me feel comfortable.”

Thoughts and Feelings

Sarah feels a little anxious about navigating the store but is reassured by the welcoming atmosphere and the website’s positive portrayal of the physical space.

Accessibility Considerations

The store features wide, obstacle-free aisles, ramps where needed, and lowered product displays. Staff are trained to greet customers warmly, offering assistance respectfully based on the individual’s 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.

Thoughts and Feelings

Sarah feels comfortable and empowered as she tries on different adaptive clothing options. The staff helps her make informed choices, explaining different features in detail. She leaves feeling excited about getting back into the outdoors.

Accessibility Considerations

Fitting rooms have grab bars, wider entrances for wheelchair users, and seating options. Staff members are patient, knowledgeable about adaptive clothing, and readily offer assistance if needed.

“The accessible physical space enables me to browse the store and try on the clothes that I’m interested in!”

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

Sarah receives a thoughtful follow-up survey from *Trail Blazers*, inquiring about her experience. She happily provides positive feedback and leaves a glowing online review highlighting inclusivity and the helpful staff.

Accessibility Considerations

The survey has clear fonts, simple language, a section for open-ended comments, and is optimised for screen-reader compatibility. *Trail Blazers’* online review platforms are also accessible for customers with disability.

“*Trail Blazers* seem to really care about my experience and they take accessibility and inclusion seriously.”

