

UNIVERSAL DESIGN CONFERENCE

Panel Session, Sally Coddington





Examples of Inclusive Customer Strategies



Supermarket Trolleys

NBN TV Campaign:
Silent Reunion

Wimpy Burger:
Braille Menus

Supermarket Trolleys

Trolley for parents with child with a disability

- allows for a child of up to 70kgs
- has padding on the sides,
- a harness and,
- additional support.



Supermarket Trolleys

Trolley for elderly customers

- high shallow trolley reduces the need to bend and stretch
- low center of gravity is easy to steer

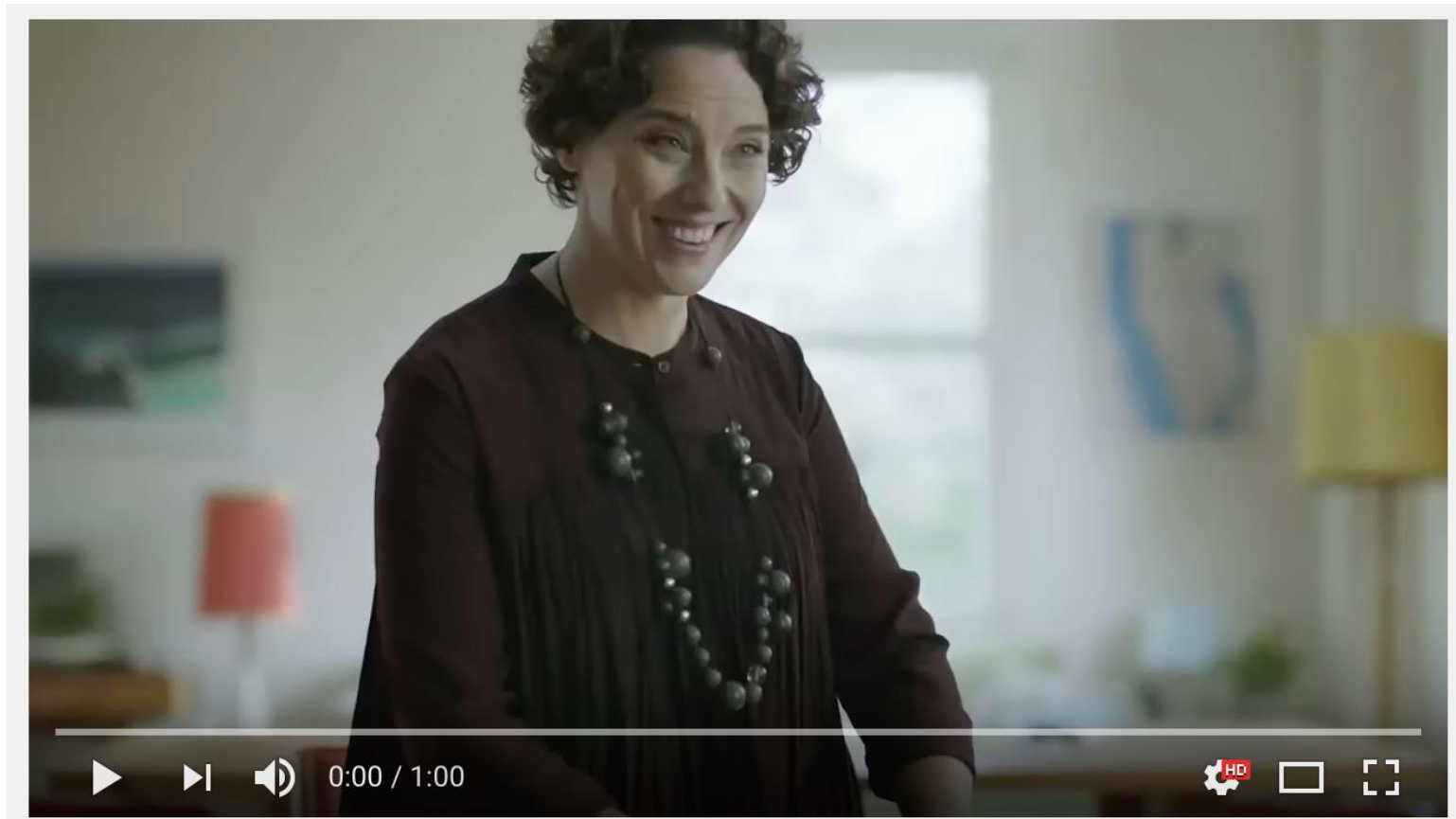


Supermarket Trolleys

Cup holders and special handles for easier steering



NBN TV Campaign: Silent Reunion



https://youtu.be/YsAgOnJ_wM

Wimpy Burger: Braille Menus



<https://www.youtube.com/watch?v=B9nN-2vacsw>