

Michael Leeland  
michael@oovirt.com

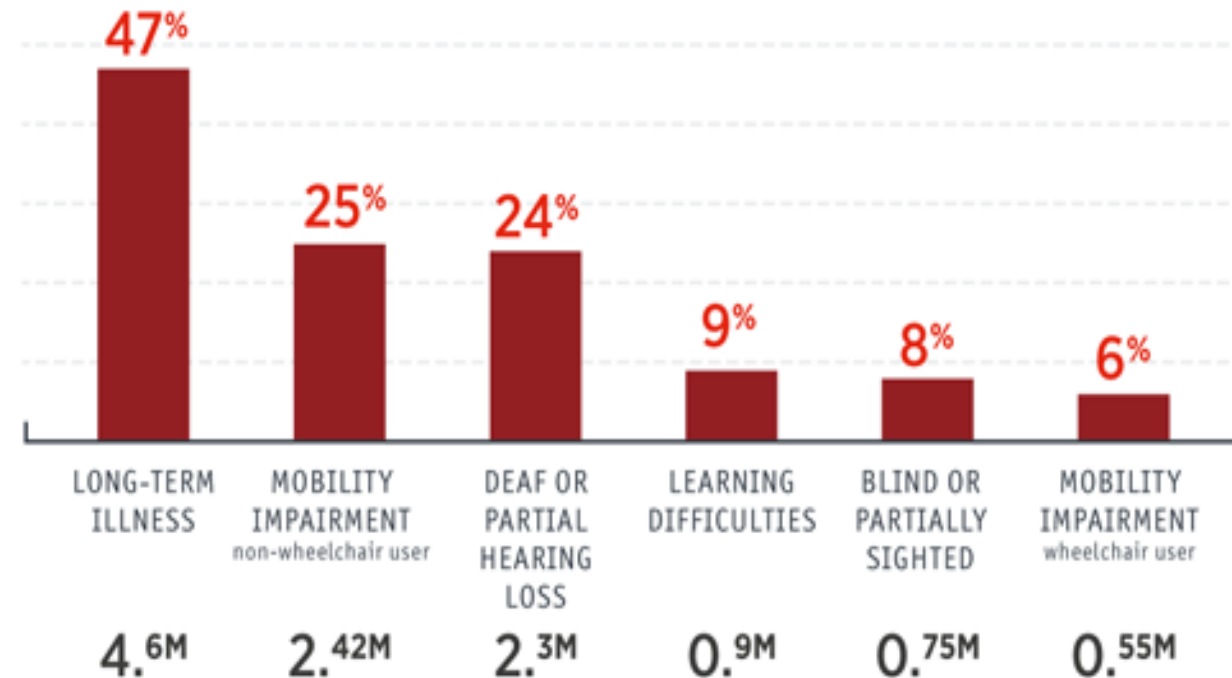


The importance of providing access information online

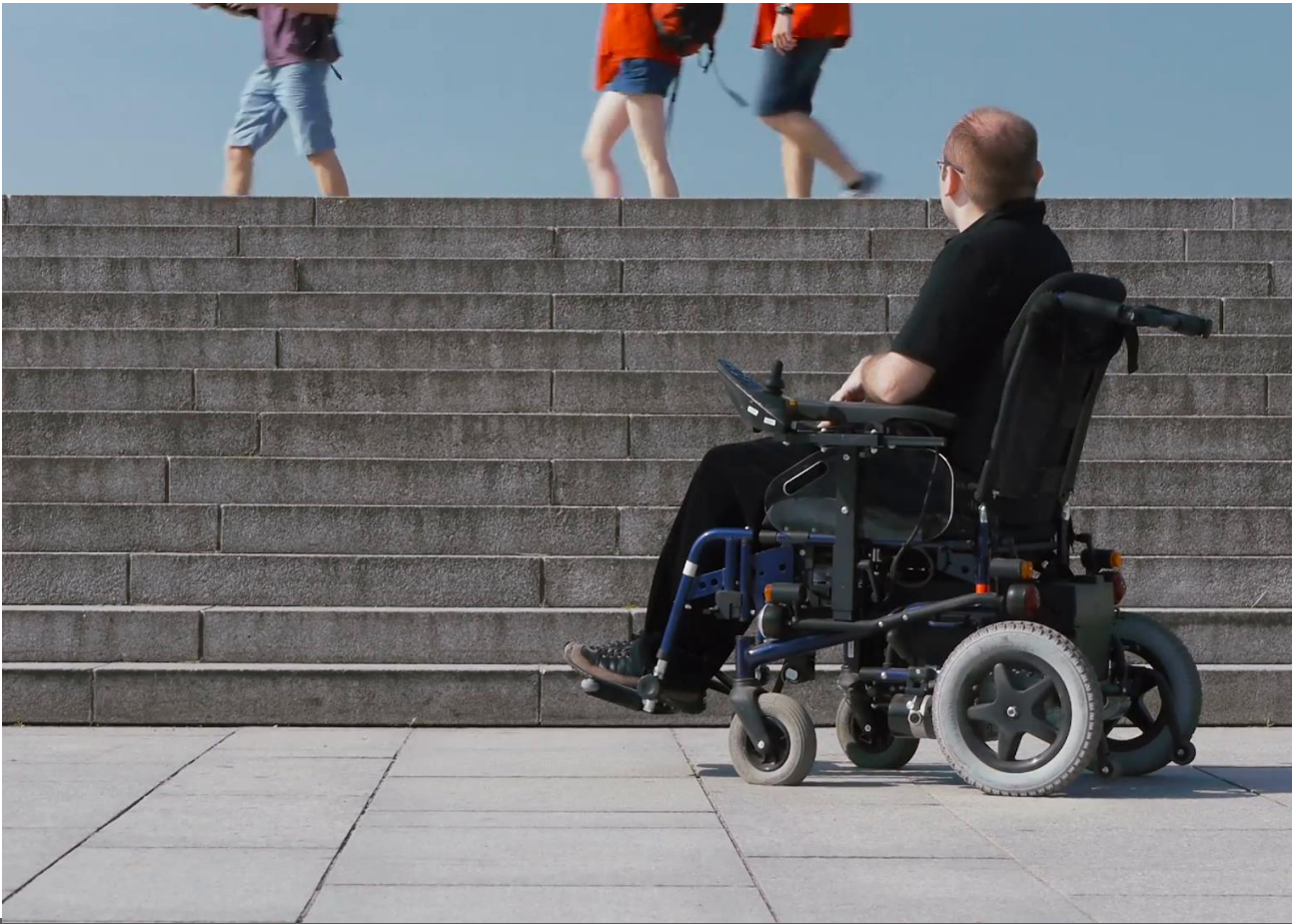
# Selected groups with enhanced accessibility requirements

- Registered disabled
  - Over 13m in the UK
  - Approx 6% are wheelchair users
- Pregnant mothers
- Elderly
  - 18% of population of 65 (and increasing)
- Young families
- Short-term health issues

Disability Breakdown



# Problem with accessibility information online



Many websites don't have any access information at all

Many others only provide basic access information

Current information mainly text based

State of Museum Access Report 2018:

- 29% of accredited museums in Scotland have no access information at all online

Euan's Guide Survey 2017:

- 86% had a bad experience due to inaccurate, misleading or confusing information on a company's website

State of Access Report 2018:

- 73% felt discriminated against when trying to book access

“If only I knew about this before I arrived,  
I could have found a solution.”

# Business Case

## Maximise Revenue

- Accessibility market in UK is **worth £250bn per year**
- Globally, accessible tourism an **emerging market the size of China**
- There has been a **33% increase** in the volume of visits to Scotland by those in the accessible tourism market since 2009
- Nearly **4 millions tourists** visit Edinburgh each year
- UK businesses are missing out on **lost revenue of £1.8bn** per month by ignoring the needs of disabled customers

## Improved Customer Experience

- **£37bn per year** is lost through bad customer experience
- **Inaccurate data** has a direct impact on the bottom line of 88% of companies, with the **average company losing 12%** of its revenue

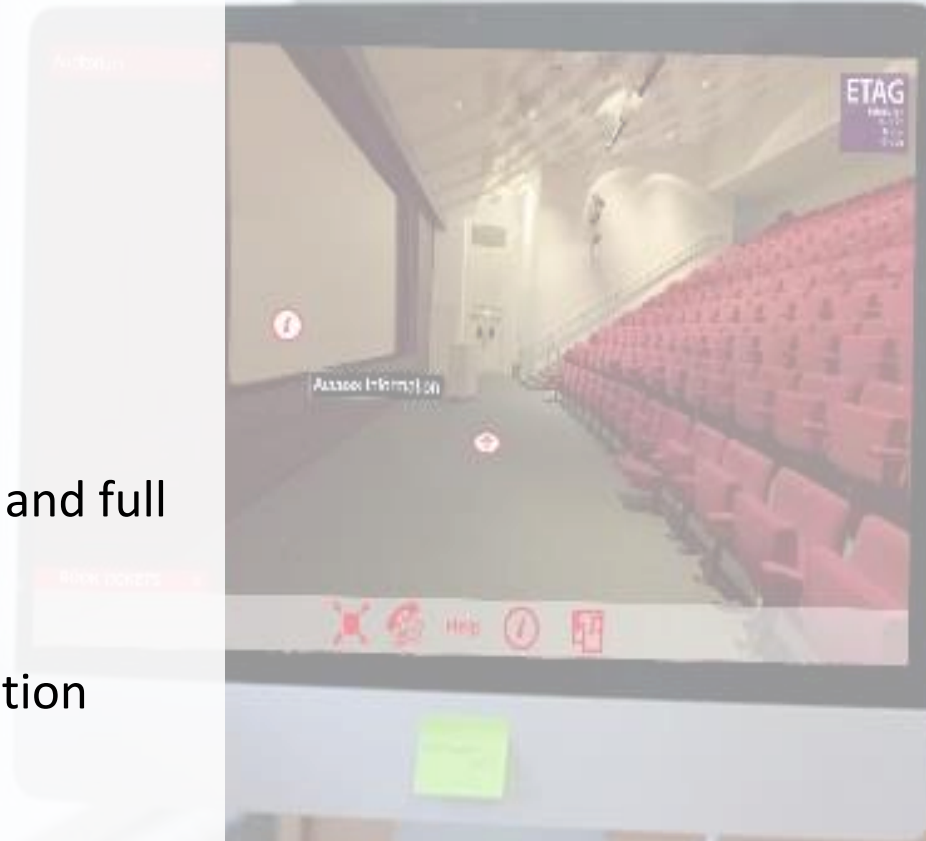
## Improved Staff Efficiency

- Dealing with accessibility enquiries can take **4 times longer** than general enquiries
- Providing the necessary access information online will display all the practical information to reduce the need for customers to contact your business directly

# VR & Accessibility

## OOVIRT Approach

- Improve the provision of information
- Create a virtual customer journey map
- Build trust and transparency with your customers
- Inclusive virtual experiences are a true and full representation of your location
- Embed additional layers of key information
- Mixture of text, images, audio & video
- Helps to promote & market your services



"Visiting new places is so much easier when I am able to see the location before I arrive"



# Final Thoughts

- Do you have your own or manage a website?

## Action Points:

- Review your online access information
- Carry out user-group testing
- Encourage feedback
- Consider an access audit of your business
- Even small improvements can have biggest effect

Examples of websites with good access information:

[www.romanbaths.co.uk](http://www.romanbaths.co.uk)

[www.dundeeunitedfc.co.uk](http://www.dundeeunitedfc.co.uk)