Accessibility Content

Competitor Review

APRIL 2020

Airlines

- Lufthansa
- Qantas
- Japan Airlines
- American Airlines
- Air Canada
- Jet Blue
- Virgin Atlantic

Visitor Destinations

- The Deep Aquarium (UK)
- Center Parcs (Worldwide)
- The Eden Project (UK)
- Disneyland (Worldwide)
- Cooper Hewitt Museum (New York)
- Cadbury World (UK)
- Tayto Park (Ireland)

Themes.

Language

- Section labeling

- Copy

- Tone

Website

- Where it sits on the site

- Categorization of disabilities

Content

- Depth of content

- Features and resources

- Guidance on planning a trip/journey steps

Main Findings.

❏ Airline industry is not currently leading the field of accessibility website content. However the competitor review still provided very useful insights and guidance on what works/what doesn't.

❏ Other sectors of the tourist industry are setting standards. Museums, aquariums, theme parks, nature destinations. Successful accessibility content should meet the expectations and needs of customers with disabilities, who use the website to plan/book their trip.

❏ This section is an important resource for customers, and can influence/impact not only purchase decisions, but how they perceive the brand.

Airlines & Accessibility Content

Positives

- ✓ Addressing hidden disabilities as well as mobility/physical.
- ✓ Universal approach to special assistance.
- ✓ Easily findable from the homepage, main nav, and footer.
- ✓ Journeys/Steps: for each disability scenario.
- ✓ Downloadable guides/maps of the airport.
- ✓ CTAs for specific requests, not just a contact number.
- ✓ "Functional" content: forms, medical device information.
- ✓ International disability travel rights explained.
- ✓ Accessibility integrated into policy and "brand mission."
- ✓ Travel checklists specifically for assisted travel scenarios.
- ✓ Visual elements and icons.

VS

Needs Improvement

- ✗ Insensitive/inappropriate language, use of terms, copy, tone.
- ✗ No specific content for hidden disabilities.
- ✗ Providing a general phone number, not easy to get in contact for specific requests.
- ✗ Not easily findable or accessible from the homepage.
- ✗ Lack of content.
- ✗ Too much content which clutters the page and would be better placed in a PDF link.
- ✗ Lack of curated supportive resources, like maps and guides.

Tourism & Accessibility Content

Industry Standards

✓ Working directly with Accessibility experts/consultants to devise content specifically for their audiences.

✓ Social Stories/Narratives.

✓ Limited use of terms and labels.

✓ Accessibility and Sensory maps.

✓ Pictures and images of the location.

✓ Includes awards and positive customer feedback.

✓ Easily findable from the homepage.

✓ Journeys/steps for visitors.

✓ Types of disabilities are correctly defined and distinguished.

✓ Four recurring category distinctions: Sight, Hearing, Mobility, Hidden.

What Emirates can do

✓ "Word bank" of terms, labels, categories: what to use/avoid.

✓ Secondary PDF/downloadable content:

    1. Social story/narrative

    2. Airport accessibility and sensory map

    3. Travel checklist

    4. Any detailed "fine print" re. policy

✓ Journeys/steps for each type of special assistance.

✓ Universal section for multiple special assistance needs.

✓ Reconsider where it sits on on the site. Currently in Manage – "Health."

✓ Present accessibility as central to Emirates' policy & brand/mission.

✓ Explain passenger rights depending on location/country.

Qantas (#1)

Language

- "Specific needs"
- "Reduced mobility"
- "Deaf or hearing impaired"
- "Blind or vision impaired"
- "Deaf or hearing impaired"

Website

- Great reviews about accommodating for accessibility, but it took some searching to find where I would go from the homepage to access information about it.
- Under "Fly" in the main nav, towards the bottom of the dropdown: "Specific needs."

Planning a trip guidance

- For each "disability," there is a journey/steps. Making a booking, at the airport, On the Aircraft, On Arrival.
- There are also specific pages for each part of the journey. Eg. On the aircraft, it provides more specific and granular information, eg. boarding and disembarkation.

Qantas

Categories

- Common/recurring distinction is between providing info on devices, and then on particular disabilities.
- Mobility, vision, hearing, equipment.

Content/Features

- Very detailed content, balance between informative and journey-like. Easy to read and navigate.
- **eSSENTIAL AccessibilityTM**. This is really important. They give info on how you can read the content using screeners etc straight away. Makes sense!!
- Qantas Disability Access Facilitation Plan - PDF.
- Website strikes a balance between providing specific information, and allowing passengers to follow up on specific requirements. Eg. for wheelchairs, if you have your own, you can request specific assistance for that case; if you don't, you can request to be provided with one.
- Very detailed content, balance between informative and journey-like. Easy to read and navigate.
- Types of disabilities are correctly defined and distinguished.

Japan Airlines (#2)

Language

- "Guide for elderly and disabled passengers"
- "JAL Special Assistance"
- "Information for customers who request special assistance"
- "Passengers with disability and medical needs"
- "Customers for whom it is difficult to stay in a sitting position."

Website

- Two sections on the website.
- Entire subsite to itself, instantly and clearly accessible from the home page.
- Also under "Flights & Services" in the main navigation bar, wither different categories under Special Assistance. Sections of this link to the subsite.

Guidance on planning a trip

- Journey: Before you fly (informative, prep), Available Assistance (at the airport), Advance Notice (on the plane).
- "At the time of reservation." "Flow of events at departure airport." "In-flight." "When arriving." They have these for each category of Assistance, eg. there is a specific journey for "Hearing or Speech Assistance," and "Vision Assistance," etc.

Japan Airlines

Categories

- Assistance for mobility and wheelchairs
- Vision assistance
- Hearing or speech assistance
- Cognitive and developmental assistance
- Customers who are ill or injured
- Customers with food allergies

- Assistance dog
- Medical devices
- Stretcher, oxygen bottle, sleep syndrome
- Group tour
- Disabled sports athletes
- Medical consent forms

Content/Features

- They use colourful and visual icons.
- Split content between Available Assistance (ie. At the Airport), and Advance Notice Assistance (Before you Travel).
- "What's New" section has updates on their policy and inclusion practices.
- Subsite, makes it look like they prioritize letting their passengers know this information, so it isn't buried in a subsection of a tab.
- Two sections for the categories: Available Assistance categories, and Advance Notice categories.

Lufthansa (#3)

Language

- "Special travel needs"
- "Passengers with health restrictions"
- "Traveling with special requirements"
- "Passengers with special needs"
- "Sensory impairment"

Website

- Homepage. Under, "Preparing for your trip," in main nav.
- Homepage. Footer, under "Customer Services" - Help & Contact - Passengers with health restrictions - FAQs. Interesting sentence & select format. It's a bit blocky, not easy to use, and limited questions.

Guidance on planning a trip

- Not really a journey, but a mix of informational resources and actionable resources.
- Only "journey" specified in the Accessible travel section is "Check-in." No follow up about onboard, though this content could be located in one of the other sections. For Accessible travel, they have a "Travel Checklist" approach.

Lufthansa

Categories

- Older travellers (included in traveling with special requirements, rather than there being a different section for "disabilities").
- Accessible travel & reduced mobility
- Well-being on board
- Doctor on board
- Medical escort service
- Under Accessible, it is limited. Wheelchairs, sensory impairment, and special needs (unspecified).

Content/Features

- They have included distinct categories all under one topic of "health" and travel, to make it inclusive, it's the space on the website that everyone would go to, not just disabled travellers.
- They provide policy content and point out where this might be different depending on where you are traveling. This might be something useful for passengers, as many people traveling with disabilities might not know this. "Statutory requirements" is a bit cold, however.
- Travel checklist is a good idea, but it is limited and not interactive or actionable. Written slightly condescendingly.

American Airlines (#4)

Language

- "Special assistance"
- "Cognitive and developmental assistance"
- "Mobility assistance"

Website

- Under "Travel Information" - Special Assistance
- Special Assistance in many cases includes more than just disabilities. It includes traveling with children/elderly/sport equipment/pets/pregnancy.

Guidance on planning a trip

- They have 2 care "teams," which makes it more personable, so presenting the info via these help teams. Special assistance coordinators, and American disability team.

American Airlines

Categories

- Hearing, vision, cognitive and developmental assistance, special seating, extra space.

Content/Features

- Emphasis on international health travel requirements, how each country differs.
- Also link to the special assistance of partner airlines
- Finnair has a distinction between "Medical conditions" and "Passengers with need for assistance" - they also take a journey approach, very simple, no content overload, sometimes the long-print should be kept to PDFs which can be accessible if needed, rather than having all the info on one page, like Qantas).
- They include an Air Carrier Access Act.
- Very limited content otherwise.

Jet Blue (#4)

Language

- "Accessibility Assistance"
- "Intellectual, developmental or cognitive disabilities."
- Question copy.

Website

- "Travel info" in the main nav, under At the Airport - Accessibility Assistance.

Guidance on planning a trip

- Just informative, quite unstructured
- No journey/steps.
- Card design is effective.

Jet Blue

Categories

- Service and emotional support animals
- Mobility Assistance
- Intellectual, developmental or cognitive disabilities.
- Boarding process and accessibility seating
- Other medical concerns (lots of "other" types here: deaf/hard of hearing, allergies, medical devices, medications, etc. A bit too much of a miscellaneous feel).

Content/Features

- They provide good external resources, like links to relevant laws/Air Carrier Access Act and DOT website.
- Content on each category is limited.
- They separate the seating according to each aircraft, makes it clear which area to choose.

Air Canada (#5)

Language

- "Wheelchair/mobility aid"
- "Visually or hearing impaired"

Website

- "Plan," main nav. Several applicable sections in the dropdown: Special Assistance, Medical/Mobility, Peace of Mind. Peace of Mind is interesting, it doesn't single out any one group of people.
- Special Assistance does not include any disability sections, unusually.

Guidance on planning a trip

- Not presented as a journey, but some of the sections on the landing page are dedicated to parts of the journey, eg. Advance notice they need etc.

Air Canada

Categories

- Medical/Mobility is very mixed. Includes everything from wheelchair access to allergies, so gives it a scattered impression.
- Visual/hearing impaired.
- Service Animals
- Traveling with Oxygen (this could be classed as medical equipment, though instead of a whole section on medical equipment, they have singled out oxygen.)
- Special seating needs
- Nothing for hidden disabilities

Content/Features

- Their travel checklist (under Peace of Mind) is interactive, would be good to have something like this for preparing to travel with a disability checklist.
- Again, requirements content is divided between different countries, eg. US and Canada vs Rest of the world.
- Policy listing is included as a central piece of content.
- Again, discrepancy when distinguishing between disability types. "Visual/hearing impaired." Does this include blind? Is blind a type of visual impairment?

Virgin Atlantic (#5)

Language

- "Special assistance"
- "Learning difficulties"
- "Hearing impaired passengers"
- "Visually impaired"
- "Traveling with a hidden disability"

Website

- Secondary section of the main nav. "Fly with us" - Special Assistance.
- Not immediately obvious.

Guidance on planning a trip

- No journey
- Service-based approach

The Deep (Aquarium)

Language

- "Access for All"
- "Families with additional needs"
- They don't use words like disabled, etc. Less terms, more subtle, eg. "This provides information on what you will encounter on arrival to The Deep, throughout your visit and on departure. As well as details on some of the people you are likely to meet." Instead of, "We understand that this is overwhelming," which creates a "them & us" divide, which isn't very welcoming.
- "Great for those students who might need a little extra help."
- "Should you need a quiet space during your visit for prayer, breastfeeding or any other reason, please just ask a member of staff who can take you to an appropriate quiet area or room."

Website & UX

- Plan Your Visit (main side nav/hamburger) - Access for All.
- Sections include Queueing, Changing Facilities, Accessible Tools.
- They offer different guides/workbooks for age groups.
- Sensory pack.

The Deep (Aquarium)

Content/Features

- "Tranquil Tuesday." "From 3pm until closing the lights will be brighter and the audio turned down, creating a tranquil environment for our visitors." They don't specify it's for disabled visitors, it appeals to everyone.

- Awards. "Winner of Gold, in the Accessible and Inclusive Tourism category of the White Rose Awards 2019."

- "Access Guide," tips to make the most of the day.

- Interactive, usable element of the "Social Story." Written from the perspective of someone with a disability. Similar to a UX journey on a website, except it is interactive and printable and in a format that is relatable.

- Absence of terminology. Nowhere have they used words like disabled, etc.

- They emphasize visual elements and aids.

- They have a customer feedback section where they post positive comments from previous visitors visiting with wheelchairs etc.

Center Parcs

Website & UX

- Footer: Information - Access for all.
- Couldn't find it first from the homepage, had to Google search Center Parcs Accessibility.

Content

- Universal guide approach.
- Each area of the park has a specific guide, pdf, which gives in depth detail, can be applicable to a range of disabilities.
- Again, they know their audience and their business.

The Eden Project

Language

- "An accessible attraction"
- Like The Deep, they don't use labelling or specific terms. Content is universal.

Website & UX

- Visit (main nav) - An accessible attraction
- Journey approach, for different stages. Before you arrive (planning visit and personal assistance), How to get here, When you arrive, During your visit, Leaving, Useful Contacts.

Content

- Visitor reviews about accessibility standards.
- "We were crowned winner of the Inclusive Tourism Award by Visit England in 2017." List other awards.
- They work with Sensory Trust, highlight this on their page, gives it subject matter authority. Emphasis on this.
- "Sensory highlights." They highlight potential issues in a fun way, and list out each sense and how the surroundings impact it. So they can gauge for themselves whether it will be a problem, rather than them telling them it will be.

Disneyland

Language

- Question copy – "Do you have a disability?"
- Guests with disabilities
- Some of the copy is strange/inappropriate, "Unable to tolerate long lines," "strategies to give guests with cognitive disabilities a magical experience," "Should a Guest with a cognitive disability become over-stimulated or need some down time, several quieter locations are available throughout the Resort where he or she can "take a break." To find the break area nearest you." PDF language is slightly better.

Website

- Nothing obvious from the main bav, surprisingly. Website needs a redesign.
- Footer: Help - Guests with Disabilities.
- No journey, but presents different services and accommodations for each type of disability.
- Downloadable guides of the park.
- Categories:
  - Mobility disabilities
  - Hearing disabilities
  - Visual disabilities
  - Lighting sensitivity
  - Cognitive disabilities

Content

- Detailed FAQ. Though some of the answers are a bit blunt/could be more sensitive.
- Interactive map - can see all the service points in the park.

Cooper Hewitt Museum

Language

- "Visitors with limited mobility"
- "Deaf or hard of hearing"
- "Visitors with vision loss"

Website

- Under "Visit" in main nav – Accessibility. Also grouped with Plan your visit, Buy tickets, Getting here, FAQ, Tours.

Content

- Colour coded sensory map PDF.
- Social story/narrative.
- MTA Guide for Accessible Transit. They have also taken into account accessibility issues when getting to the museum.
- Downloadable map of the museum entrances.

Cadbury World

Overview

- Plan your visit (main nav) - Accessibility

- Images & Journey format

- Learning disabilities, Visually impaired, Hearing impaired.

- Also have a "Social Story."

- Accessibility guide/map - downloadable.

- "Cadbury World run Relaxed SEN Sessions on selected dates for those visitors who prefer a calmer and quieter experience."

Tayto Park

Overview

- Visitor Info (main nav) - Disability Policy

- Social stories

- Ride Access guide (for wheelchairs)