

**ASSESSMENT COVER SHEET**

This cover sheet must be completed and submitted with all work including essays, Dissertations and practical work (with the exception of oral assessments). Please ensure that you complete it in FULL indicating the Unit Title and Unit Code (these can be found in your course guide and on the project briefs) and Word Count.

You **must** attach this form to your work.

<b>Surname</b> Devasthali	<b>First Name</b> Harsh
<b>Unit Title</b> Masters Project 23/24	<b>Unit Code</b> EBSC7540
<b>Project/Component/Essay/Dissertation Title</b> Exploring the need of self-reliant solutions in public systems for the disabled in the UK and Developing a Self-Reliant App for Inclusive Public Systems for the Disabled in the UK	
<b>Course</b> Design Innovation and Brand Management	<b>Unit Leader</b> Farzam Bonabi
<b>Year of Study (e.g. 1<sup>st</sup>/2<sup>nd</sup> etc.)</b> 1st	<b>Submission Date</b> 22 - 07 - 2024

For **written work** (essay, dissertation) please also confirm:

Word Count	8500 +/- 10%	
Use of proof-reader/proof-reading service (see guidance contained in <i>Academic Misconduct Regulations</i> on appropriate use)	YES	NO
If 'yes', please specify which service (e.g. Grammarly, Studiosity, etc.)	Studiosity, Grammerly	

For **practical** work please also complete:

Describe the type and volume of work you are attaching (e.g. 1 x journal, 4 x images)	Received by:  Staff initials
1.	
2.	
3.	
4.	
5.	

By submitting this assessment you are confirming that you have understood and are complying with the University's **Academic Misconduct Regulations** (available to view under *Student Regulations* on **myUCA**).

**Plagiarism Detection (Turnitin)**

UCA uses Turnitin (an on-line text matching tool) to help identify cases of plagiarism. Turnitin will compare a submitted assignment with a database of journal articles, books, web pages and previously submitted assignments. For more information on plagiarism and Academic Integrity please see:

<https://mylibrary.uca.ac.uk/friendly.php?s=academicintegrity>

Signature (Student): Harsh Devasthali Date: 21 - 07 - 2024

Assignment cover sheet

MASTERS PROJECT

Exploring the need of self-reliant solutions in public systems for the disabled in the UK

OR

Developing a Self-Reliant App for Inclusive Public Systems for the Disabled in the UK

-----

Harsh Devasthali 2317953

M.A. Design Innovation and Brand Management

Supervisor - Prof. Nick Canty

## Acknowledgements

I would like to thank Prof. Brian Jhonson and my project mentor and supervisor Nick Canty for their constant guidance and feedback. Their insights have been an encouragement throughout this project.

I would like to thank my department heads and the entire Course Teachers for giving me the opportunity to work on such interesting projects.

I am grateful to the University for the Creative Arts and all the faculty members who have guided me throughout the year.

I would also like to thank all my batchmates from Design innovation and brand management for their support. I would like to thank my parents who supported my education abroad and their love and support. I would like to thank my friends from India, for their emotional support.

I would also like to thank the technical support team from the library at The University for The Creative Arts for providing resource assistance throughout my research.

Lastly, I would like to extend a special appreciation for the LGBTQIA+ and Disability Pride Communities for their resilience and inspiration, which has influenced my perspective and outlook towards life.

## 1. Abstract

The study aimed at exploring the need of a change in attitude and outlook towards individuals from the disabled community. This study explores the target audience through their online presence and practical solutions needed towards the betterment of disabled community. Exploratory research was conducted and involved gathering qualitative data through publicly available data online.

The disabled community benefits from the concept of inclusivity and thus the research philosophy of interpretivism was used to look at the data with inductive approach. This paper followed qualitative data collection and analysis. The data was collected from publicly available data from websites and conversation forums. Primary data from comments, reviews, and conversations. Secondary data and literature review from books, articles, and case studies.

The collected data was gathered and visually analyzed to create brand identity using principles of semiotics. The inspiration for the product solution and brand identity was derived through the research of community history and online reviews. The brand development followed the principles and tools designed by IDEO.org.

It was observed that users opened up in various ways and discussed their issues on community platforms, to get help and develop solutions. Many alternatives exist but they lack a brand base and identity. Which was developed to launch a new mobile application with an open scope for future interventions.

Acknowledgements	2
1. Abstract	3
2. Table Of contents	3
3. List of figures and tables	6
4. Introduction	7
5. Aim and objectives	9
5.1. Design objectives	9
5.2. Research questions	9
5.3. Aim	9
6. Literature review	10
6.1. History of community	10
6.2. Paralympics and its impact	12
6.3. Needs requirements	13
6.4. Self-reliant alternatives	13
6.5. Social semiotics and identity	14
6.6. Case studies	15
6.7. Other Factors and stakeholders - PESTEL analysis	17
7. Methodology	22
8. Key findings and discussion and limitations	23
8.1. LGBTQIA Flags - What do they mean?	23
8.2. FB communities	25
8.3. Location apps	26
8.4 Review platforms	28
8.3. User research and persona creation	28
8.4. Medical and other sectors	29
9. Conclusion	30
10. Recommendations (design innovation) Brand development	32
10.1. Consumer behavior and persona	32
10.2. Logo	32

10.3.	Tagline -----	33
10.4.	Identity-----	33
10.5.	Offering -----	34
10.6.	Mission-----	34
10.7.	Vision-----	34
10.8.	Personality, tone of voice, core message -----	34
10.9.	Brand Essence -----	35
10.10.	Market Strategy -----	37
11.	Product outcome -----	40
11.1.	Empathize-----	40
11.2.	Define -----	40
11.3.	Ideation -----	41
11.4.	Prototype -----	43
11.5.	Conclude-----	44
12.	Further research and scope-----	45
13.	List of references -----	46

### 3. List of figures and tables

- Figure 1. Recio, E. (2017) Disability flag - wiki.
- Figure 2. Magill, A. (2021) Disability Pride Flag.
- Figure 3. Magill, A. (2019) Disability Pride flag- Rainbow.
- Figure 4. Magill, A. (2019) Disability Pride Flag.
- Figure 5. Devasthali, H. (2024) Competitor Analysis - communities.
- Figure 6. Devasthali, H. (2024) Screenshot - Wheel the world facebook.
- Figure 7. Devasthali, H. (2024) Competitor analysis - Mobile Applications.
- Figure 8. Devasthali, H. (2024) Business Model Canvas.
- Figure 9. Devasthali, H. (2024) Logo - Disability Pride.
- Figure 10. Crane, J. (2023) Embracing imperfections.
- Figure 11. Righetto, A. (2023) The Thinker: An Abstract Portrait in Oil on Canvas.
- Figure 12. Devasthali, H. (2024) Colour palette.
- Figure 13. Devasthali, H. (2024) Font Styles.
- Figure 14. Devasthali, H. (2024) Iconography.
- Figure 15. Devasthali, H. (2024) Brand Positioning Matrix.
- Figure 16. Devasthali, H. (2024) Problem Statement.
- Figure 17. Devasthali, H. (2024) Value Proposition Statement.
- Figure 18. Devasthali, H. (2024) AccessNav Logo.
- Figure 19. Devasthali, H. (2024) AccessNav - Wireframes.

#### 4. Introduction

Today, the use of social media and public presence has made different communities seen and heard. It has become clear about the power of branding, marketing, and advertising. This has enabled such communities to voice their issues or opinions, they have come forward identified themselves, for example, the LGBTQIA+ community, a very dominant member in the society. Similarly, there's another community which has not yet made itself mainstream, THE DISABILITY PRIDE community. To look at this community we need to understand What is Disability? And how can we take inspirations from the LGBTQIA+ community which have been successful in establishing a strong sense of community and identity in the society which basically used to consider them "unnatural".

The UK social model states, "that definition of physical disability as socially oppressed. From this viewpoint, disability is not caused by biological impairment but by the social barriers (structural and attitudinal) that people with impairments (e.g., physical, sensory, cognitive, emotional) encounter daily in society (Owens, 2015)". In other words, historically, physical disability has been considered a social and biological abnormality in society. The people from this community have always been subjected to discrimination and pity. Like the LGBTQIA+ community who were suppressed and discriminated against.

"A disability is any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions)." (CDC, 2024)

The project will actively focus on studying and improving the needs of the community and looking especially at self-reliant methods of accessibility and mobility for the (so called) disabled, abnormal, impaired individuals. Thus, resulting in a reduction of dependence on the (so-called) normal individuals. Since the time constraints on this project and resource limitations we will



be only working on the PHYSICALLY disabled individuals of the community. The community has a wide spectrum of imparities, which can be added and adapted later.

I, myself, being close to the physically disabled community and the LGBTQIA+ communities and have seen all the social interaction and physical issues that they come across daily.

## 5. Aim and objectives

### 5.1. Design objectives

5.1.1. Facilitating and promoting Self-reliance by empowering the community

5.1.2. Design an online Platform that works towards the same objective.

5.1.3. Develop a positive social identity for strategies and campaigns to mainstream the community identity.

5.1.4. Keeping the scope of every aspect of this project open so that future projects can connect and develop this into a successful project.

### 5.2. Research questions

5.2.1. What is the social attitude, perspective, and identity towards the physically disabled community?

5.2.2. What are the reasons for such an attitude shift?

5.2.3. How can branding be used to change this social perception?

5.2.4. How can we develop the Disability pride movement and gain limelight on social media.

### 5.3. Aim

5.3.1. To review the social perspective of the physically disabled community according to Disability pride towards others and vice versa

5.3.2. To understand the solution gaps in the market for the community.

5.3.3. To create/enhance a social identity of the community with a positive outlook.

## 6. Literature review

### 6.1. History of community

The history of the wheelchair is a fascinating journey that highlights human ingenuity and resilience. "While it is uncertain as to what can be considered the first wheelchair, stone inscriptions from Ancient China and Greece suggest that wheelchair-type furniture has been used at least since the sixth century AD." (Nias, 2019) Early forms of wheeled mobility devices can be traced back to ancient civilizations, but it was during the medieval era that more recognizable wheelchairs began to take shape, often crafted for royalty or injured soldiers. One notable figure is Stephen Farfler, a paraplegic watchmaker in the 17th century, who designed a self-propelled chair, marking a significant milestone in mobility aids. (Nias, 2019)

"Indeed, even at the dawn of the Industrial Revolution, when the French artist Théodore Géricault visited London in 1819, he left a keenly observed depiction of a device used for transporting disabled people living among the urban poor. His Paralytic Woman, a lithograph depicting an impaired woman being carted in a shabby, if slightly modified, wheelbarrow, demonstrates how long this medieval device continued to lumber through urban streets and country lanes alike." (Guffey, 2019)

As we moved into the 19th and 20th centuries, the invention of lightweight, foldable wheelchairs and the introduction of electric models revolutionized the lives of many, offering unprecedented levels of independence. This period also saw the rise of the disability rights movement, which championed greater accessibility and inclusion for people with disabilities. One of the most dramatic protests in the USA was the 504 Sit-in in 1977. Activists occupied federal buildings for weeks, demanding the enforcement of Section 504 of the Rehabilitation Act. This piece of legislation was supposed to protect people with disabilities from discrimination in any program receiving federal funding, but it was being ignored. Their persistence paid off, and Section 504 finally began to be implemented, setting a powerful

precedent. Another critical force was the Disability Rights Education and Defense Fund (DREDF), founded in 1979. This group used legal advocacy and education to push for disability rights, becoming a cornerstone of the movement. (Guffey, 2019)

"In 1990 a law called the Americans with Disabilities Act (ADA) was passed to prevent people with disabilities being discriminated against. Up until this point, people with disabilities weren't always treated equally and didn't have access to the same opportunities. England, Scotland and Wales have a similar law that was passed in 2002 called the Disability Discrimination Act, that was itself replaced by the Equality Act in 2010." (BBC, 2023)

What is Disability Pride Month?

"It happens every July and has been celebrated in the UK since 2015. It's an opportunity to raise awareness of disabilities, start positive conversations and celebrate the diversity and differences of the disabled community. The Disability Pride Flag was created by Ann Magill in 2019." (BBC, 2023)



Fig. 1



Fig. 2



Fig. 3

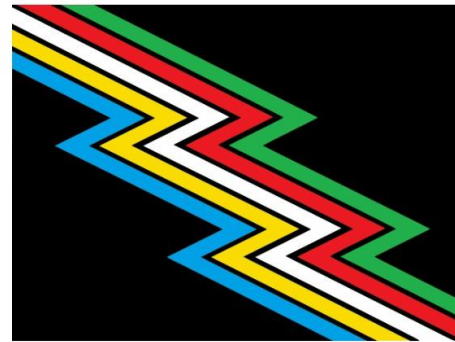


Fig. 4

(Fig. 1. Disability flag - wiki 2017) (Fig. 2. Disability Pride Flag 2021) (Fig. 3. Disability Pride flag- Rainbow 2019) (Fig. 4. Disability Pride Flag 2019)

In recent years, Disability Pride has emerged as a powerful celebration, emphasizing the strengths, visibility, and unique contributions of individuals with disabilities. This shift from seeing disability as a limitation to recognizing it as a natural part of human diversity reflects our growing commitment to creating an inclusive society where everyone can thrive. The story of the wheelchair is not just about technological advances but also about the enduring spirit of those who strive for a world without barriers.

## 6.2.Paralympics and its impact

The Paralympics and the achievements of individuals with disabilities have transformed how we see ability and potential. These athletes have inspired with their skill and determination, proving that disability doesn't define what's possible. Beyond sports, in fields like the arts,

showed the power of inclusivity and perseverance. Their successes have not only broken-down barriers but also changed our understanding of diversity and resilience.

“It was helpful in demonstrating the range of disabilities – there is a tendency for people to automatically think “wheelchair” when the word disability is mentioned, and this event reminded people that disability includes visual impairments, amputees, dwarfism and a whole range of other impairments.” (Tribepad, 2012b)

Although, there have been conflicting views for the same, Like the Paralympics, held separately from the Olympics, emphasizes the “separateness” of disabled people – almost an afterthought. “The swift U-turn about gold medalists being on their own postage stamp, the Paralympic torch being silver not gold (denoting second best) and many other indications that these weren’t as good as the “real” Olympics.”(Tribepad, 2012) The fact that despite “inspiring a generation”, most sports facilities in Britain are inaccessible.

### **6.3.Needs requirements**

The basic need that needs to be addressed is the outlook towards the community, looking at current society, and tech advancements, the physical needs are being taken care of and being actively addressed. Although it should not be like Disabled individuals against others but seen and given the same opportunities. Neither is there a need for over upliftment/ over encouragement of the community and that still creates a divide. We need to blur the line of discrimination and not make it prominent.

### **6.4.Self-reliant alternatives**

Self-reliance is a great way to address that as it allows the community to make choices for themselves than dependent on others to make choices. The community just needs adequate tools to be independent. There are currently many self- reliant services started by the disabled individuals themselves. Eg youtuber – The disabled reviewer, or Wheel the world Facebook

community, they post and review details about availability of specific needs at different locations and logistical requirements. It is good as it was started by the community and for the community. All the revenue generated is injected back into the community and gives a chance to reinvest in themselves.

### 6.5. Social semiotics and identity

“Anthropologically speaking, seeing disability as a constructed category rather than a concrete absolute demands conceptual clarification. Individuals are impaired if they experience (or are perceived to experience) physiological or behavioral statuses or processes that are socially identified as problems, illnesses, conditions, disorders, syndromes, or other similarly negatively valued differences, distinctions, or characteristics that might have an ethnomedical diagnostic category or label. Societies may or may not perceive impairments as resulting in functional limitations that may or may not be disabling, all dependent on culture and situational criteria including stigma and power. Disability exists when people experience discrimination based on perceived functional limitations. A disability may or may not be a handicap, or handicapping, dependent on management of societal discrimination and internalized oppression, particularly infantilization and paternalism, and on cultural and situational views of cause and cure and of fate and fault.” (Rogers and Swadener, 2001)

One major point here is the stigma created towards the community, so what is What Is Disability Stigma?

“The word stigma comes from the Greek word for “mark.” Stigma is known to be a negative set of beliefs about people with specific characteristics. For example, ethnic or sexual minorities, or people with different facial appearances may experience stigma. People with disabilities have been stigmatized throughout history. In many cultures, disability has been associated with curses, disease, and helplessness. Disability stigma can play out in a number of ways, including Social Avoidance (People with disabilities may be left out of social activities), Stereotyping (they

may be presumed to be helpless in various activities, and People with one disability, such as a speech impairment, may be presumed to have other disabilities they don't have, such as an intellectual disability.) Discrimination (they may be denied jobs, housing, or other opportunities.) This still occurs today, despite disability rights laws such as the Americans with Disabilities Act (ADA). Condescension, Blaming, embarrassment Internalization, Hate Crimes and Violence etc." (Silverman, 2016)

### 6.6. Case studies

As human beings, identity serves a few purposes that help us live and be well. Having a sense of identity lends itself to a sense of belonging. If we know how we define ourselves, it is easier to find communities and places where we feel like we belong. Finding like-minded groups, religions, fan groups etc. Are all examples of creation of communities based on same ideologies, thoughts, believes, and similarly based on problems facing, identity and actions. A few of such communities are – LGBTQIA+, Disability pride, Women rights community, Racial and ethnic diversity community. We can do a competitor analysis for these to understand more about these groups based on the data found in various case studies and articles online. (See appendix A)



<b>NAME</b>	<b>LGBTQIA+ -Competitor 1-</b>	<b>Women rights -Competitor 2-</b>	<b>Racial ethnic communities -Competitor 3-</b>
<b>About</b>	primarily focused on sexual orientation and gender identity	Advocates for gender equality, reproductive rights, and the elimination of gender-based violence.	Groups that experience systemic racism and work towards racial equality, justice, and cultural preservation
<b>Audience</b>	<u>Primary</u> - Lesbian, Gay, Bi, trans, queer + individuals <u>Secondary</u> - allies, family members etc.	<u>Primary</u> - Women of all ages. <u>Secondary</u> - allies, non-binary, some men	<u>Primary</u> - Individuals from different ethnic backgrounds <u>Secondary</u> - allies, educators
<b>USP</b>	Inclusivity, Diversity, Support, safe space, Advocacy	Empowerment, Equality, gender justice, Community and support.	Cultural preservation, equity, justice, community support
<b>Marketing</b>	Social media campaigns, Pride events, brand collaborations, education campaigns.	Awareness, events, rallies, education programmes, fundraising	Cultural celebrations, advocacy campaigns, education, storytelling on media etc.

(Fig. 5. Competitor Analysis - communities 2024)

Sources-

- BBC News Article on Disability Pride:

Discusses the Disability Pride movement, its significance, and interviews with individuals involved in promoting disability pride. (BBC, 2023)

- The Guardian Article on Disability Pride Month:

Explores the importance of Disability Pride Month and its role in challenging stereotypes and promoting disability rights and visibility. (de Monterey, 2023)

- TED Talk - Disability Pride: The Highs and Lows:

A TED Talk by comedian and disability rights advocate Stella Young, discussing disability pride and the importance of changing perceptions. (Stella Young, 2014)

- Article on Disability Pride Parades Around the World:

Highlights disability pride parades and events held globally, emphasizing their impact on community empowerment and visibility

### 6.7. Other Factors and stakeholders - PESTEL analysis

#### Political

A. Government and International Policies and Regulations - Globally, Governments have rules about disability rights, healthcare standards, and about making places accessible for everyone. For example, in the UK, "As a disabled person, you have rights to protect you from discrimination. These rights cover most areas include employment, education, dealing with the police, The Equality Act 2010 and the United Nations (UN) Convention on disability rights help to enforce, protect and promote your rights." (UK government, 2012)

B. Funding, Subsidies and grants - The UK government provides money and permits for disability services and assistive technologies and that can make a big difference. "For example, you could get a grant from your council if you're disabled and need to make changes to your home. if you are physically disabled, have a learning, disability, have age-related needs, are autistic, have a cognitive impairment, like dementia, have a progressive condition, like motor-neurone disease, have a terminal illness, have a mental health condition" (UK Government, 2011)

#### Economic

A. Healthcare Expenditure - How much money is set aside in national and regional healthcare budgets for disability services varies and changes in it can affect effective investments in the health sector. "If you've been assessed by your local council as needing care and support services, you can get direct payments - allowing you to buy in and arrange help yourself instead of getting it directly from social services, Disabled Facilities Grants - which is money towards the costs of home adaptations to enable you to continue living there" says the Govt of UK website. (UK Government, 2011)

B. Cost of Assistive Technologies - Prices for medical devices, assistive technologies, and rehabilitation services can be high, changing the affordability and access for many individuals. According to gov't of UK - "If your local council has assessed you as needing care and support services, you might need to widen doors and install ramps or grab rails, improve access to rooms and facilities, for example with a stairlift, or level access shower, improve access to your garden, build an extension, for example a downstairs bedroom, provide a heating system suitable for your needs. These costs are given a subsidiary or grant for such changes." (UK Government, 2011)

C. Insurance Coverage - Health insurance plays a big role in covering costs for disability-related healthcare services. According to NHS, Disability premiums are an extra amount added to some benefits. You can get disability premiums if you're under State Pension age and your registered blind, or you get PIP or Disability Living Allowance or some other benefits. You do not need to claim a premium if you're eligible. If you get any of these benefits, it will be added automatically to Income Support, income-based Jobseeker's Allowance (JSA), income-related Employment and Support Allowance (ESA), Housing Benefit. (UK Government, 2011)

## Social

A. Awareness and Advocacy - Public awareness and advocacy for disability rights have been crucial. Social attitudes towards disabilities, including any stigmas, impact how individuals are treated. This project is focused on this one factor as even with awareness, there are visible stigmas, stereotypes and negativity towards individuals based on many factors. "For people with disabilities, stigma can be a major barrier to participation. Stigmatizing attitudes about disabilities can also affect relationships between patients and providers. However, health care providers can be allies with their patients and help reduce the impact of stigma." (Silverman, 2016)

B. Demographic Changes - With aging populations, the demand for disability health services is growing. There's also a rise in chronic diseases and congenital disabilities. Such changes make it harder to concentrate public funds on the victims. And the question of spending arises as to whether the government should spend the funds on productive (income generating) population or the dependent (retired population) population.

C. Cultural Factors - How different cultures view and accept disabilities can vary. Family support structures also influence the care and support for individuals with disabilities. In some cultures, disabilities are seen as curses or abnormalities, thus making them take steps like treatment at someone like a witch doctor. While some families endorse such as a legit medical issue and they resort to modern medicine and take regulated medical care.

## Technological

A. Innovation in Assistive Technologies - There's constant innovation in medical devices, prosthetics, mobility aids, and other assistive technologies. Such technologies allow the population to be self-reliant and gain self-esteem. Telehealth and digital health solutions are

also becoming more common, allowing for remote care and monitoring. These can help the doctors to keep an eye on the patients and reduce the load on hospitals.

B. Research and Development - Investment in research and development for new treatments, rehab techniques, and assistive devices is ongoing. Collaboration between tech companies, healthcare providers, and researchers is vital. The use of electronic health records (EHRs) and other health information systems helps manage patient care better. Data analytics and AI are also being used to improve health outcomes for those with disabilities.

## Environmental

A. Accessible Infrastructure - Creating accessible environments in public and private spaces is crucial. Sustainable and eco-friendly designs in healthcare facilities and assistive devices are also important considerations. Which will gain more attention in the future due to climatic conditions and current trends.

B. Natural Disasters and Climate Change - Natural disasters can disrupt disability health services. Emergency preparedness and response plans need to include considerations for individuals with disabilities. Usually, the priority to safeguard humans in emergency situations is women and children. "Disasters disproportionately place persons with disabilities and their families in vulnerable situations. Persons with disabilities experience increased problems due to separation from family, loss of assistive and mobility devices, and difficulties with accessing information." (Nilz, 2023)

## Legal

A. Disability Rights Legislation - Laws protecting the rights of individuals with disabilities are essential. This includes making sure workplaces are accommodating and public spaces are

accessible. the Equality Act. Under the Act, disabled people should be treated equally. Protection from discrimination applies in many situations such as buying or renting property, education, employment, exercise of public functions, goods, services, facilities and transport. (Uk, 2019)

Overall, the disability health sector is influenced by a wide range of external factors that need careful consideration. Political and legal frameworks ensure rights and accessibility, while economic conditions and technological advancements change the availability and quality of services. Social attitudes and environmental factors also play significant roles.

## 7. Methodology

This paper adopts a social positivist perspective where data interpreted is considered true and thus has multiple truths in society. Since one of the aims is working towards equity and inclusivity, we adopt multiple truths to understand and accept different voices in society. Although due to time constraints we limit this research to only physically disabled individuals and not the sensory, mentally, and other forms of disabilities. The aim of this project is to understand the human perspective and find an appropriate branding strategy for solving the social problem of negativity towards disabled. Although this project will be kept open ended so new projects and moments can adapt this structure to expand the outreach of this effort.

The primary data collected in this research is not in direct interviews but in reviews and comments from discussion forums and social media. "Social media posts from services like Instagram and Twitter can also be primary sources. These sources serve as the raw material to interpret the past, and when they are used along with previous interpretations by historians, they provide the resources necessary for historical research." (Resources: UW Bothell & Cascadia College., 2010).

The secondary data in this study is collected in the format of reports from governments, statistics, and books and articles from researchers focused on social dynamics of the topic. We will also consider the data from trend forecasting websites to understand what the public will adapt and relate to. We will look at data like PESTEL analysis, Case studies and competitor applications.

Other data will be collected in the form of visuals for creating mood boards and inspiration boards, from websites like Pinterest and Adobe stock. The solution to this issue follows the user centered design process and uses the guides given by IDEO field guidebook. (IDEO.org, s.d.). The guidebook will guide the process of design formation and development of a viable business side of the brand and adding a future scope to it. Since this is a welfare project, we will look at the community outreach part of this as well as revenue to help the community.

## 8. Key findings and discussion and limitations

### 8.1. LGBTQIA Flags - What do they mean?

One of the biggest inspirations is the LGBTQIA+ community and Disability Pride. As the majority of us know the LGBTQIA+ flag consists of different colors and has had various versions over the years and changing meanings. There are over 15 pride flags - Gilbert Pride Flag, Philadelphia Pride Flag New Progress Pride Flag, Intersex Flag, Bisexual Flag, Lesbian Flag, Gay Men's Pride Flag, Drag Feather Pride Flag, Bigender Pride Flag, Genderflux Pride Flag, Demiboy Pride Flag, Transgender Flag, Nonbinary Flag, Asexual Flag, Pansexual Flag, Abrosexual Flag, Heterosexual Pride Flag, Maverique Pride Flag, Graysexual Pride Flag, Gender Queer Pride Flag, Straight Ally Flag. (VOLVO, 2022) Each has a specific history and a story behind this. They show how many stories and lives have been a part of this vast community. And now we talk about the DISABILITY PRIDE FLAG.

"The new disability flag, unveiled in October 2021 by its creator Ann Magill, shows a straight diagonal banner of five colors on a dark background. The flag is an update of Magill's original 2019 disability pride flag, which showed the banner with zigzag lines. In 2021, she released a new and improved disability pride flag based on feedback from people within the disabled community on how to create a more inclusive and accessible banner for the disabled community. One such group she consulted with included people with photosensitivity; their insight helped drive the visuals behind the 2021 version of the disability pride flag. It's only fitting that the new flag's design was a collaborative effort. After all, a common motto in the disabled community is "Nothing about us, without us." (Méndez, 2023)





(Fig. 2. Disability Pride Flag 2021)

What is the meaning of the disability pride flag?

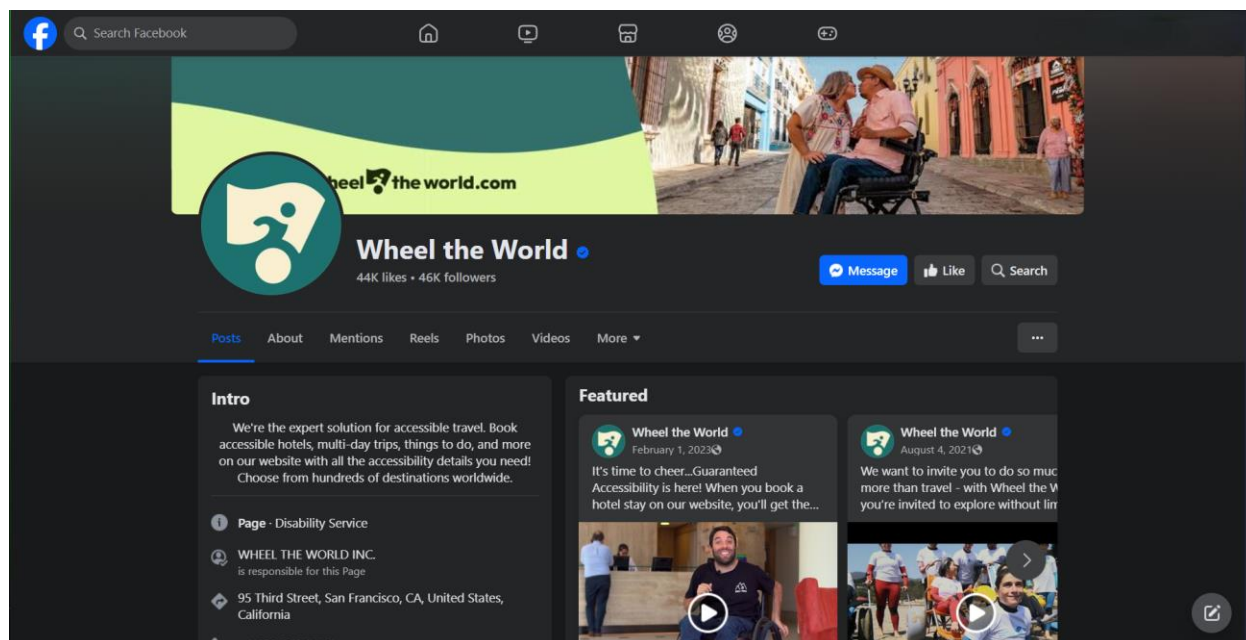
“The flag's design has evolved to become more inclusive of diverse disabilities. The 2021 disability pride flag features a straight diagonal banner of five colors on a dark background — a slight yet meaningful evolution from the original design. The amended flag displays stripes to represent solidarity among the various sub-communities of disabled people. To LeVan, the

disability pride flag's intention is to convey there's nothing wrong with having a disability." (Méndez, 2023)

"The diagonal straight band of stripes showcases cutting across barriers that disabled people face and is meant to allude to the idea of light cutting through the darkness. The parallel stripes are placed from the top left, known as the Canton or place of honor, to the bottom right corner, or the Fly, representing the wider world. According to Magill, the diagonal is a contrast to the vertical walls and horizontal ceilings that keep disabled people isolated. Here's what the colors symbolize, in order of appearance from top to bottom- Green is for sensory disabilities, Blue represents emotional and psychiatric disabilities, White stands for non-visible and undiagnosed disabilities, Gold is for neurodiversity, Red represents physical disabilities. The flags seemed to have changed and transformed in various ways over the years." (Méndez, 2023)

## 8.2. FB communities

"People with disabilities use the Internet and related technologies at levels well below those of the rest of the population. The main reason for this is not a lack of interest or education, but that the Internet is inherently unfriendly to many kinds of disabilities. These barriers to access and usage vary by type and extent of disability. Since the advent of the World Wide Web, study after study has demonstrated the inaccessibility of Web sites and other elements of the Internet." (Jonathan Lazar, 2011)



(Fig. 6. Screenshot - Wheel the world Facebook 2024)

An excellent example of such communities is WHEEL THE WORLD. In an interview its CEO Alvaro Silberstein's answer -

"How does Wheel the World cater to the needs of travelers with disabilities?

AS: We started our accessibility mapping system and brought on our mappers to measure and collect data points like the width of a hotel door, the height of the bed, the type of shower— all this data that our users need to determine how feasible this travel would be for them. And we started implementing our technology to help users with different needs find what was specific to them. Our users now build their accessibility needs profile and find recommendations that fit their exact needs. And that's where we are now. About 1,800 people have booked their trips with us already." (Schultz, 2022)

### 8.3. Location apps

Location based apps like City mapper and Ways, use crowdsourced data to determine the fastest route possible making it efficient and frequently updated. It was seen that the disabled

community is active on the review platforms and giving reviews and sharing information wherever possible. This can be diverted and used to create a crowdsourced database for the app. There are apps with similar functions which can be taken as an inspiration. It was observed that these apps provide different types of services like app Passenger Assistance books/ notifies station authorities if any special needs individual needs help. One can book such assistance before reaching the station. Fuel Service is similar, but it finds assistance to fuel filling stations for the disabled drivers. One important app that was found was ICE-In case of Emergency. A sos button with all the data inbuilt so that in case of any accident, the individual's medical emergency data can be found out and helped in treatment. Access Now and AccessAble are two websites which display enabled/ accessible location data. Although they must register themselves on the platform to get displayed. This limits the outreach.

"WheelMate gives you an instant overview of your nearest wheelchair-friendly toilets and parking spaces on an interactive map. It is powered by wheelchair users who add and verify every single location themselves, ensuring it works the way it should. It is easy and simple to use, and it is free." (Coloplast, 2023) Although this app is only present on iOS and mac. And not to Android users, which creates a straight divide between the users limiting its use and adaptability. Socioeconomically, only those who can afford Apple products can access such services. (See appendix B)

<b>NAME</b>	<b>Access Now</b> -Competitor 1-	<b>Wheel Mate</b> -Competitor 2-	<b>Fuel Service</b> -Competitor 3-	<b>Passenger Assistance</b> -Competitor 4-	<b>ICE</b> -Competitor 5-	<b>Access Able</b> -Competitor 6-
<b>About</b>	Crowdsourced app that provides accessibility details for places around the world.	This app finds clean accessible restrooms and parking spots	Helps disabled drivers find gas stations and get assistance for refuelling	Plan and manage travel to public transport.	Stores critical information about user's medical conditions	Accessibility information about restaurants, hotels, and public places
<b>Audience</b>	Disabled individuals, caregivers	wheelchair users, caregivers	Disabled drivers, gas station operation staff	Disabled travellers, public transport operators and staff, caregivers	Individuals with Disabilities, chronic conditions First responders and healthcare providers	Disabled individuals, caregivers, family members
<b>USP</b>	Global reach, crowdsourced information	Specific focus and user generated content	Convenience, direct communication	Planning tools, transport operations information.	<b>Vital information access</b>	Verified information, detailed accessibility guides
<b>Marketing</b>	partnership and community engagement	testimonials, digital marketing	Partnerships with gas stations, petrol pumps, customer support	<b>Integration of transport authorities</b>	<b>Healthcare partnerships</b>	Detailed reports, social media content

(Fig. 7. Competitor analysis - Mobile Applications 2024)

#### 8.4. Review platforms

There are review platforms like Yelp, Trust Pilot, Google reviews, MouthShut, Reviews.io, Amazon customer reviews which give reviews about overall experiences but have very specific and limited data regarding special needs, and handicap requirements. AbleHere.com is an online community website for disabled people, where one can chat and help other by sharing experiences. This network of disabled people is 100% free and run and controlled by disabled people., Disability horizons not a review platform but a marketplace for disability specific gadgets, Reddit a platform with wide range of discussions and data about disability. All this data is publicly available and can be used for this project according to the terms and conditions.

#### 8.5. User research and persona creation

Data collected from the review platforms, understanding needs and reflecting upon the discussions on online platforms, since we are only dealing with mobility-based disabilities, we can divide the types of disabilities into 3 parts – Additive, Subtractive, and transformative for

this analysis. Problems arising from excess of anything can be categorized into additive clusters. Eg- Disabilities with Excess Hormonal secretion, extra body part etc. In transformative cluster, disabilities with a change-based cause can be listed. Eg – a mutation, disfiguration etc. In the third cluster, Subtractive, we can list disabilities with a lack of something. Eg, amputation, muscle mass etc. the purpose of these clusters is purely to make 3 different personas to cover the vast spectrum of mobility disabilities. Personas (see Appendix C)

### **8.6. Medical and other sectors**

Some apps already exist and have a limited user base. These apps can be used as an add-on to the main application. There are various tech advancements and e-wearables which can be helpful in collaboration. For eg- Wheelchairs, canes and hearing aids are known as some of the most fundamental disability aids out there, but the advances in technology are continually making it possible for more specialized equipment to be created. (McQuarrie, 2016) Apps already mentioned in section –10.2 are competitors but since the target market is based on social welfare, these should be collaborative allies as well. Hypothetical products proposed over the internet were seen over a variety of media forms, eg – a scene from American Sitcom Modern family (S11E6) - about a mobile application that helps transferring medical data from one system to other removing the need of medical form filling and waiting in hospitals. Such raw ideas are never implemented and ignored yet being a solid base idea.

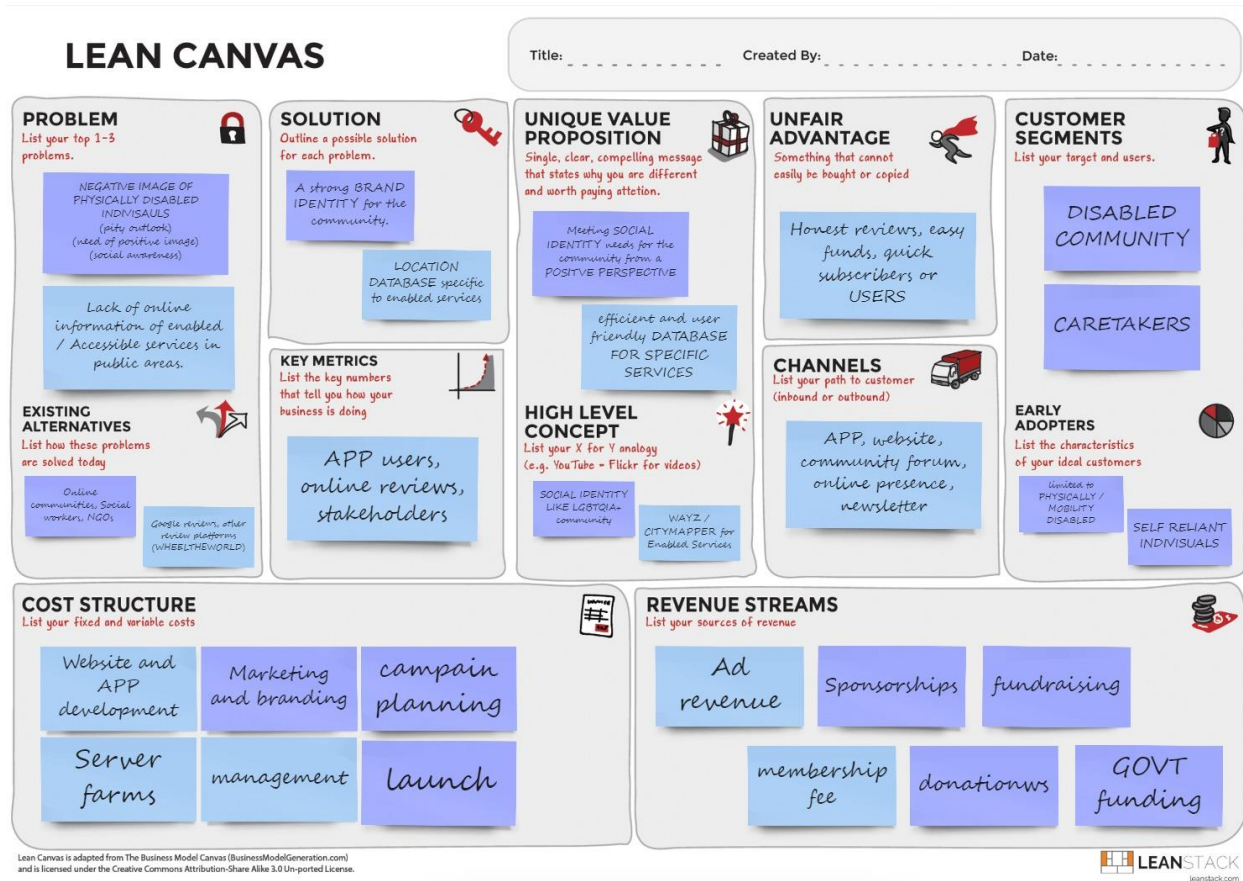
## 9. Conclusion

Looking at all data and observations, we can confirm:

- a. There is a dire need for representation for the community, as there are solutions but due to lack of representation and identity, they are not mainstream.
- b. There are various other efforts which have been observed to have great results like the Wheel the world community and other assistance apps. These have a well-developed interface with a customer base. This shows that the consumers are loyal and happy with such solutions.
- c. The only factor that these lack is the need of community and self-reliance, as many of these apps depends on the aid of non-disabled individuals for operation.
- d. One other noticed problem on the reddit platforms was the lack of knowledge of wheelchairs at a public place. This can be solved by adding a booking system at public locations through the app.
- e. These competitor apps have most things in common which can be helpful if brought together can function as a great system.
- f. Looking at the size of the community and variations in consumer base we will start with the physically disabled section of the community.
- g. Because this is a welfare-based project, the solution proposed will not be having a subscription/ payment-based revenue. But it will be focused on ad-revenue and sponsorships.

We can start drawing a general business canvas based on the research, userbase, and other factors learnt through this research.

The 2 main aims are to make a brand base to stage and Launch this app and keep open for other projects and collaborations in the future.



(Fig. 8. Business Model Canvas 2024)

The purple post it represents the model of the branding part of the project. The blue post it notes show the mobile application development part of the project. (see appendix D)



## 10. Recommendations (design innovation) Brand development

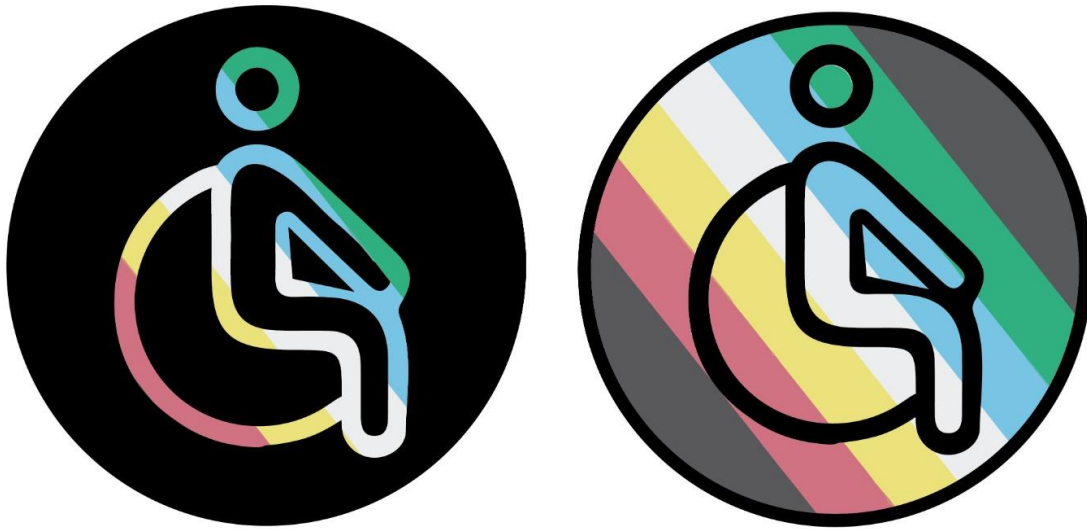
To keep the scope open for interventions in the future, the first part of the design intervention is a brand which will act as a base to launch various campaigns, products, applications etc. With the brand development process, we can define -

### 10.1. Consumer behavior and persona

**Based on the data, and the division 3 personas are studied and created. Each persona defines an aspect of problems focused on in this project. (See appendix C for personas)**

### 10.2. Logo

The logo is derived from the Disability pride flag, the existing flag and its colors already represent the community, it needs more spotlight and inclusivity within the society. The colors representing can give a direct color scheme and give a wider base for its campaigns. We can create a variety of icons and iconography for this.



(Fig. 9. Logo - Disability Pride 2024)

### 10.3. Tagline

- PERFECTLY IMPERFECT

The meaning behind this tagline justifies the embracing / owning up the condition with the individuals suffer. It is said that “My disability doesn't define me” but one should not dismiss it as it is and will be a major aspect in their life. Acknowledging its existence and owning it as one of the aspects of identity.

The inspiration of these taglines was from discussions based on perfectionism on Medium.com (Sokhal, 2023). And how people are accepting and understanding the need for a bit of asymmetry in a symmetric world.

### 10.4. Identity

The personality of this brand or Brand Archetype will be based on its providing Stability and Service to the community. It can be classified as Caregiver. Based on the IDEO worksheets, 10 core values derived are - 1. Aesthetics 2. Community 3. Co-Operation 4. Growth 5. Independence 6. Peace 7. Public Service 8. Respect 9. Self-Respect 10. Tolerance

#### 10.5. **Offering**

The main function of this brand base is to create a place to provide an identity for projects based on welfare of the disabled community. Mobile applications, websites, review platforms, community forums, dating sites, business launching platforms, job searching sites, newsletters, medical outreach, campaign launches, fundraisers etc. The scope is open and endless. since it is just the beginning, this project will have a mobile application component to it.

**ACCESSNAV – an app to look at accessible features in public systems and locations and book wheelchairs online.**

#### 10.6. **Mission**

“TO BREAK DOWN THE INTERNALISED SHAME AMONG THE DISABLED.”

The main mission can be defined from the main aim of this project that is to reduce internal shame, embarrassment, and encourage independence through empowering self-reliance.

#### 10.7. **Vision**

“To promote the belief in society that Disability is a natural and beautiful part of human diversity in which people living with Disabilities can take pride.”

The mission and vision of this project is directly borrowed from the mission and vision of the DISABILITY PRIDE MOVEMENT as both share the same aim and thought at heart. (DP Parade mission, 2019)

#### 10.8. **Personality, tone of voice, core message**

A. Tone of Voice – while communicating, the language is kept Friendly, caring, empathetic, understanding the concerns, sensitive and encouraging towards individuals, Supportive Motivational.

B. Language Style is kept Simple and Clear, Straightforward and easy to understand with Positive and Uplifting outlook, it is focused on positive outcomes, it has Inclusive and Community-Oriented sense of belonging.

C. the Messaging Themes and Stories of Impact Highlight real-life benefits offering Transparency and Honesty about processes and goals which will Encourage engagement.

#### 10.9. **Brand Essence**

The three main parts of brand identity are- Visual identity, tagline etc. Which will be used for things like campaigns and product launches. These parts are the face value of any brand and factor into the recall value of any brand.

A. Tagline – the tagline which is decided for this purpose is

- PERFECTLY IMPERFECT

B. Visual identity - Since the tagline is about imperfections that make something worth more or unique, the visual identity follows it on the same lines, like giving validity to art which is made by the community or imperfect artworks and fonts which are dismissed. This concept is inspired from the art collection by Alex Righetto (Righetto, 2023) and Juliet Crane (Crane, 2016) (See appendix F and G).



Fig. 10

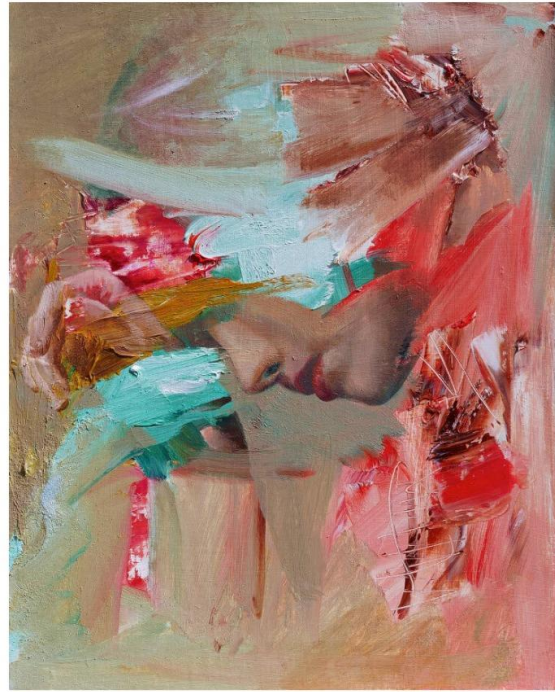
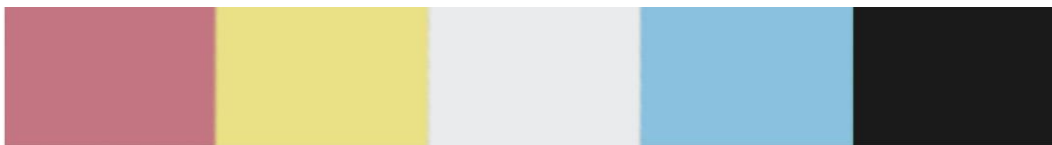


Fig. 11

(Fig. 10. *Embracing imperfections* 2023)

(Fig. 11. *The Thinker: An Abstract Portrait in Oil on Canvas* 2023)

C. color palette – the color palette is directly derived from the new disability pride flag. Although one very important aspect is to include the color-blind community to it. Colorblind-friendly palettes usually use two main colors like blue and red, along with shades made from these two hues. Examples include blue/orange, blue/red, or blue/brown. Blue is a safe bet as most types of color blindness have little effect on how blue is perceived. They usually avoid the colors green as it can create confusion in the visuals. (Cravit, 2022) so these will have strategic selection of colors from the Disability pride flag.



(Fig. 12. *Color palette* 2024)

D. Typography – carrying forward the same concept, the typography will consist of text fonts which are cast aside for not being professional and are yet easy to read. Font names -



(Fig. 13. Font Styles 2024)

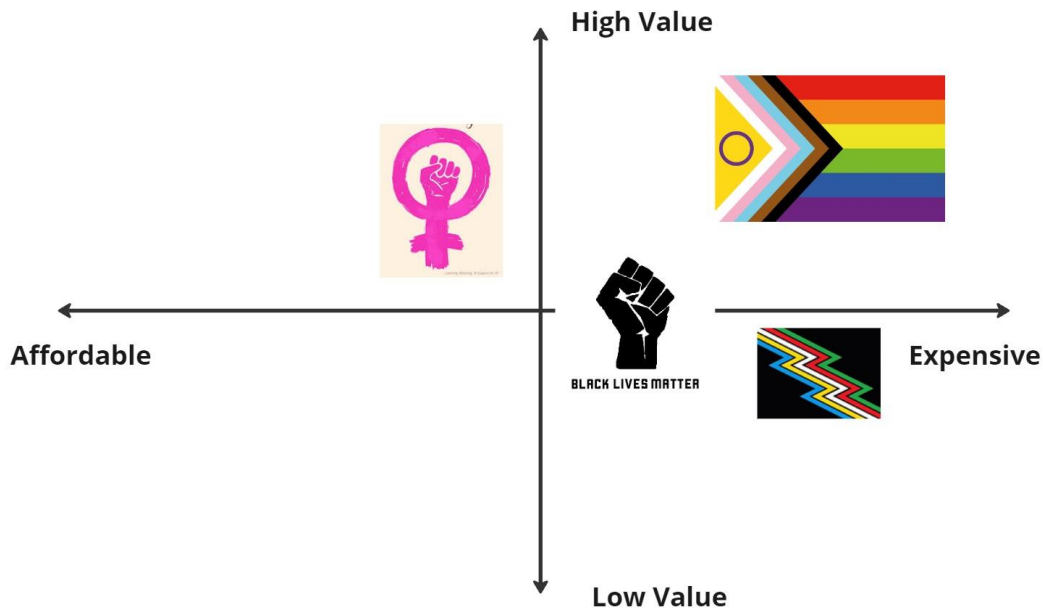
E. Iconography – these icons are made to represent the wide spectrum of disabilities and can be used on various solutions to show its userbase. The icons are developed based on different queries and needs noticed in the research. These will give direct information like – service animals allowed, special needs for deaf, blind individuals etc. (See appendix for more)



(Fig. 14. Iconography 2024)

10.10. Market Strategy

The marketing must be according to the Brand positioning in the market, we can draft Matrix to show it.



(Fig. 15. *Brand Positioning Matrix 2024*)

All these competitors shown in the matrix are different movements which have had an impact on society. The high or low value shows its strength and impact and how it has gained value in the world. (Mundt et al., 2018) (NYCLU, 2020).

Taking inspiration from these movements, engaging with the community is important, understanding and empathizing with them and representing them in various occasions. One such occasion is the disability pride event where this initiative can be put forth. By creating a word-of-mouth buzz. The application itself can be debuted through sponsored advertising. Different channels like social media content creation, Corporate social responsibility initiatives can be used to enhance the outreach of the brand.

The app can act as a channel for consumer relations, getting metrics and feedback, understanding consumer profiles. These factors can contribute to the development of the brand further and understanding of the consumer base so that it can be expanded into other sectors of the community.



## 11. Product outcome

### 11.1. Empathize

The main pain points found in both personas are related to the ability to gain accurate information about the accessibility of a public location for beforehand preparedness. These can be directly translated into major functions of the app. Unable to find updated news regarding developments in the community, in different sectors. Similarly, finding likeminded and same-situation individuals to discuss, empathize with and talk about problems. Specialized emergency calling, instead of calling 0808 800 3333(Helpline, 2024), 0800 121 4433 (UK Government, 2019) either of them have relay numbers and can cause delays in an emergency. Or one can directly dial 999 (In the UK). One more concern voiced on the reddit platform was the unavailability of wheelchairs at public locations.

Knowing and understanding these concerns was done by analyzing different community forum communications and reviews. From 12.1.

### 11.2. Define

At this stage, we can derive a problem statement- a one sentence derived from looking at the personas and how might we statement.

## Problem Statement

**Sienna - 27/British/Woman/with Muscular Dystrophy**

---

**(Persona's name & description)**

**needs a way to** Travel with ease and information in her wheelchair

**(Persona's 'Jobs to be done' and/or Gains)**

**because** Clear information about accessible locations is not easily found online, and needs research before going out

**(Persona's Pains and/or Gains)**

(Fig. 16. *Problem Statement 2024*)

This statement helps us define and understand the problem. Using this as a guide we can brainstorm and work on finding solutions to the questions. The problem focused on is 1) gaining social identity 2) getting accurate information for travel.

Some interventions can be -

- Voice command
- Screen reader
- High contrast visibility
- Custom travel planning
- Accessibility data using icons
- SOS button
- Crowdsourced data
- Peer-reviewed data
- Reserving wheelchairs
- Reserving taxis, busses and trains
- Cloud storage for medical documents
- Education and updates regarding different topics
- newsletter services
- Dating
- Doctor contacts
- Scholarships and grants

Since this is the beginning of this project, we will select only 4 aspects of these solutions to create an application with one main factor that is it will be kept open ended, so new updates and solutions can be added in future.

### 11.3. Ideation

With the functions and ideas on track, we can start shortlisting functions of the application. to create that we will follow a Value Proposition Statement format to define the value of the proposed solution.

## Value Proposition Statement

**For disabled individuals who have the problem of maintaining respect and identity in the society by being self-reliant. We offer a well branded mobile application that provides a social identity and helps people navigate and travel independently.**

**Unlike Wheel-the-world and Wheel Mate, our solution offers a platform where people can communicate, book wheelchairs online, plan trips, get accurate accessibility information and get emergency help.**

**Our first ideas on how to generate value with our platform - AccessNAV are to provide them with our services with support from the disabled community not for profit organisation.**

(Fig. 17. Value Proposition Statement 2024)

- Crowdsourced data
- Updated on a regular basis
- Servers paid through ad revenue
- Sos button connecting emergency line directly to disability specific concerns

Wheelchair booking free so people visiting public locations can pre-book public use wheelchairs.

This app will have its own logo and it is a derivation of navigation and disabled individuals.

The app will follow a similar brand as of the community brand. And will use the iconography for pinpointing data on the map. (See branding and icons in appendix)

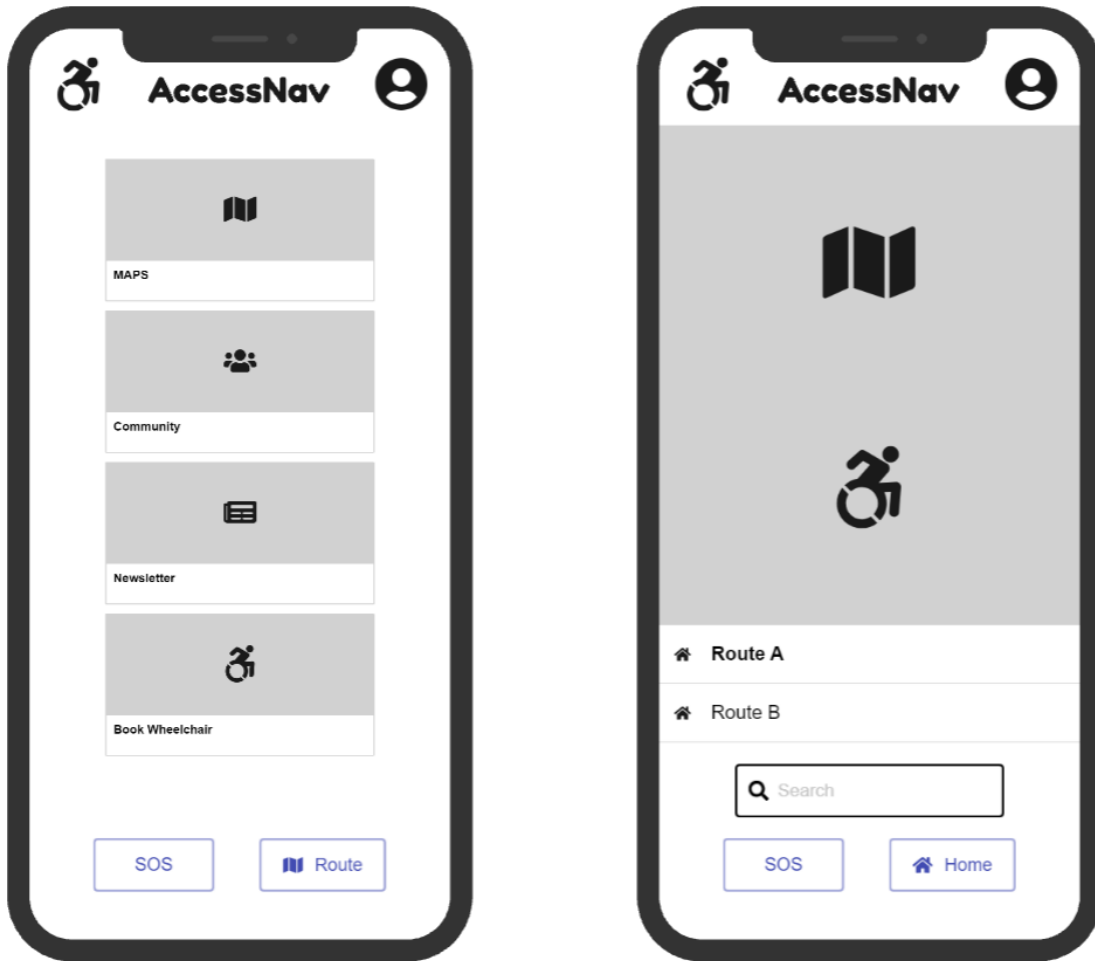


(Fig. 18. *AccessNav Logo 2024*)

#### 11.4. **Prototype**

With the brand dynamics from the branding part of the project, and functions for this application shortlisted we can start creating wireframes and interfaces. These will have 4 main features based on the pains and gains in the persona. The branding will be included based on the literature review. The application will have a logo different from the brand as it is a different product.

These will be helpful in constructing an interface and page navigation in the future stages of this project. The interface will have a clear scope so that future interventions can be added without making major changes to its structure.



(Fig. 19. AccessNav - Wireframes 2024)

### 11.5. Conclude

This app is a part of the solution which is the Brand platform. This is a first product of said brand and will act towards making logistics for the physically disabled better. The wireframes and interfaces can be developed further by using crowdsourced data to keep the data updated. More businesses, and other things can connect and register themselves on the app to gain recognition and help the people. The base of maps is Google maps and data can be borrowed from them as well to get information about the locations.

## 12. Further research and scope

This same structure can be used in the future for other solutions. This app can have more addons and updates which facilitate and help other sectors of the community,

New functions and solutions can be added and updated like

- a. document safe – saving important medical documents which can be scanned or accessed anywhere.
- b. Accessibility Product marketplace – specific accessibility products like wheelchairs, crutches can be sold on the marketplace.
- c. Possible collaborations with other companies
- d. Newsletter launches which can act a sponsorship as well as give updates about subscribed topics to the users.
- e. If possible, this can gain a stage where government can give identity to registered individuals and thus this app can be used as an identity card itself with a barcode/qr code on it.
- f. The wheelchair booking solution can be developed in the future to establish a similar system like lime bikes and public use bikes so people who do not own wheelchairs can rent public use wheelchairs.
- g. The brand can act as a base to launch products like medical wearable devices, campaign for rights and a wide range of activities.
- h. Launch insurance schemes and fundraisers for the community.
- i. Start businesses like accessible bars, discos, restaurants, which employ individuals from the community and have infrastructure specifically for the community.

Thus, keeping these open provides inspiration and guides innovators to volunteer their work for the betterment of the community.

### 13. List of references

*Able here* (2024) At: <https://www.ablehere.com> (Accessed 18/07/2024).

*Abled Love* (2024) At: <https://abledlove.com/> (Accessed 14/03/2024).

*Accessible -your accessibility guide* (2023) At: <https://www.accessable.co.uk> (Accessed 18/07/2024).

*AccessNow - pin-pointing accessibility worldwide* (2015) At: <https://accessnow.com> (Accessed 18/07/2024).

*aware* (2023) *Brand identity and how to create it with examples*. At: <https://aware.co/blog/brand-identity/> (Accessed 18/06/2024).

Baldrige, D. C. and Swift, M. L. (2013) 'Withholding requests for disability accommodation: The role of individual differences and disability attributes' In: *Journal of management* 39 (3) pp.743–762. At: <http://dx.doi.org/10.1177/0149206310396375>

Barnes, E. (2014a) 'Valuing disability, causing disability' In: *Ethics* 125 (1) pp.88–113. At: <http://dx.doi.org/10.1086/677021>

Barnes, E. (2014b) 'Valuing Disability, Causing Disability' In: *Ethics* 125 (1) pp.88–113.

BBC (2023) 'What is Disability Pride Month?' In: *BBC* 2023

Bickenbach, J. E. (2019) 'The ICF and its relationship to disability studies' In: Bickenbach, J. E. (ed.) *Routledge handbook of disability studies*. (s.l.): (s.n.). pp.55–71.

Bigby, C. and Hough, A. (eds.) (2024a) *Disability practice: Safeguarding quality service delivery*. Singapore: Springer Nature Singapore.

Bigby, C. and Hough, A. (eds.) (2024b) *Disability Practice: Safeguarding Quality Service Delivery*. Singapore: Springer Nature.

Bigby, C. and Hough, A. (eds.) (2024c) *Disability Practice : Safeguarding Quality Service Delivery*. (s.l.): Springer Nature.

Bloomsbury (2024) *Visual Arts - Designing Disability: Symbols, Space, and Society*. Directed by Bloomsbury. (s.l.). At: <http://www.bloomsburyvisualarts.com.ucreative.idm.oclc.org/bva-hub/encyclopedia> (Accessed 29/02/2024).

Bosse, J. D. and Chiodo, L. (2016) 'It is complicated: gender and sexual orientation identity in LGBTQ youth' In: *Journal of Clinical Nursing* 25 (23–24) pp.3665–3675.

Campbell, F. A. K. (2008) *Exploring internalized ableism using critical race theory*. *Disability & Society*, 23 (2), 151 – 162. Routledge Handbook of Adapted Physical Education, edited by Justin Haegele, et al., Taylor & Francis Group, 2020. At: <http://dx.doi.org/10.1080/09687590701841190>

CDC (2024) *Disability and health overview*. At: <https://www.cdc.gov/ncbddd/disabilityandhealth/disability.html> (Accessed 13/07/2024).

Chang, C. J., Feinstein, B. A., Meanley, S., Flores, D. D. and Watson, R. J. (2021) 'The Role of LGBTQ Identity Pride in the Associations among Discrimination, Social Support, and



Depression in a Sample of LGBTQ Adolescents' In: *Annals of LGBTQ Public and Population Health* 2 (3) pp.203–219.

Citymapper (2022) *Frequently Asked Questions*. At: <https://citymapper.com/news/141/frequently-asked-questions> (Accessed 03/06/2024).

Cluley, V. (2018) 'From “Learning disability to intellectual disability” – Perceptions of the increasing use of the term “intellectual disability” in learning disability policy, research and practice' In: *British journal of learning disabilities* 46 (1) pp.24–32.

Coloplast (2023) *WheelMate - Coloplast UK*. At: <https://www.coloplast.co.uk/bladder-and-bowelold/consumer/travelling/wheelmate/> (Accessed 21/07/2024).

Crane, J. (2016) *Accept the imperfections – Juliettecrane.com*. At: [https://www.juliettecrane.com/imperfections\\_03312023/](https://www.juliettecrane.com/imperfections_03312023/) (Accessed 19/07/2024).

Cravit, R. (2022) *How to use color blind friendly palettes in your design*. At: <https://venngage.com/blog/color-blind-friendly-palette/> (Accessed 20/07/2024).

Crawshaw, G. (2023) *Rights not charity: protest textiles and disability activism*. U.K.: Common Threads Press.

*DISABILITY HORIZONS* (2023) At: <https://disabilityhorizons.com> (Accessed 18/07/2024).

*Disability Pride Month: Seven types of allies* (2024) In: *BBC* 10/07/2024

Disability, S. O. (2021) *Facts and figures about disabled people in the UK*. At: <https://www.disabilitysport.org.uk/facts-and-figures-about-disabled-people-in-the-uk.html> (Accessed 17/03/2024).

Doris Fleischer, F. Z. (2011) *The Disability Rights Movement: From Charity to Confrontation*. (1;Updat;) Philadelphia: Temple University Press.

DP Parade mission (2019) At: <https://www.disabilityprideparade.org/parade-mission.html> (Accessed 19/07/2024).

Erevelles, N. (2011a) *Disability and difference in global contexts: Enabling a transformative body politic*. (2011th ed.) Basingstoke: Palgrave Macmillan. At: <http://dx.doi.org/10.1057/9781137001184>

Erevelles, N. (2011b) *Disability and Difference in Global Contexts: Enabling a Transformative Body Politic*. New York, UNITED STATES: Palgrave Macmillan.

Erevelles, N. (2011c) *Disability and Difference in Global Contexts: Enabling a Transformative Body Politic*. (1st ed.) New York: Palgrave Macmillan.

Fuel Service (2022) *fuelService - Helping disabled drivers refuel their cars*. At: <https://fuelservice.org/en/> (Accessed 18/07/2024).

Goncu-Berk, G. (2022) 'Making Disability Modern: Design Histories ed. by Bess Williamson and Elizabeth Guffey' In: *Technology and culture* 63 (1) pp.241–243. At: <http://dx.doi.org/10.1353/tech.2022.0012>

Guffey, E. (2019) *Designing disability: Symbols, space, and society*. London: Bloomsbury Visual Arts.

Guffey, E. E. (2018) *Designing disability: symbols, space, and society*. London: Bloomsbury Academic.

Haegele, J., Hodge, S. and Shapiro, D. (2020a) *Routledge Handbook of Adapted Physical Education*. (s.l.): Routledge.

Haegele, J., Hodge, S. and Shapiro, D. (2020b) *Routledge Handbook of Adapted Physical Education*. Oxford, UNITED KINGDOM: Taylor & Francis Group.

Haegele, J., Hodge, S. and Shapiro, D. (eds.) (2022) *Routledge handbook of adapted physical education*. London: Routledge.

*Helpline* (2024) At: <https://www.scope.org.uk/helpline> (Accessed 20/07/2024).

IDEO.org (s.d.) *The Field Guide to Human-Centered Design*. At: <https://www.designkit.org/resources/1.html> (Accessed 15/03/2024).

Imani, B. (2021a) *Read this to get smarter: About race, class, gender, disability & more*. Berkeley, CA, USA: Ten Speed Press.

Imani, B. (2021b) *Read this to get smarter: about race, class, gender, disability & more*. (First) California: Ten Speed Press.

Issues (2011) *Reducing barriers to online access for people with disabilities*. At: <https://issues.org/lazar-online-internet-access-people-with-disabilities/> (Accessed 18/07/2024).

Jo, C. (2024) 'Disability, accessibility, and inclusivity in mobility: struggles for the right of mobility for disabled individuals in South Korea' In: *Disability & Society* 0 (0) pp.1–7.

Jonathan Lazar, P. J. (2011) *Reducing barriers to online access for people with disabilities*. At: <https://issues.org/lazar-online-internet-access-people-with-disabilities/> (Accessed 11/07/2024).

Lawes, R. (2023) *Using semiotics in marketing: How to achieve consumer insight for brand growth and profits*. (2nd ed.) London: Kogan Page.

Lightley, C.-A. (2021) *The drive to improve motorway journeys for disabled people*. Directed by Lightley, C.-A. (s.l.). At: <https://www.accessable.co.uk/articles/the-drive-to-improve-motorway-journeys-for-disabled-people> (Accessed 03/06/2024).

*London disabled clubs and groups* (2021) At: <https://www.ableize.com/disabled-groups-and-clubs-by-county/london-disabled-groups-and-clubs-by-county/> (Accessed 14/03/2024).

Lyness, E. (2023) *Design and the LGBT Rights Movement - The Design of Pride*. In: *Genesis*. Directed by Lyness, E. (s.l.): (s.n.).

Magill, A. (2023) *Disability Pride Flag copyrights*. At: [https://commons.wikimedia.org/wiki/File:Disability\\_Pride\\_Flag\\_Ann\\_Magill\\_copyrights\\_waved.svg](https://commons.wikimedia.org/wiki/File:Disability_Pride_Flag_Ann_Magill_copyrights_waved.svg) (Accessed 21/07/2024).

McQuarrie, L. (2016) *38 high-tech disability aids*. At: <https://www.trendhunter.com/slideshow/disability-aids> (Accessed 14/07/2024).

Méndez, L. (2023) *What's the meaning of the colors on the disability pride flag?* At: <https://www.goodhousekeeping.com/life/a43876914/disability-pride-flag/> (Accessed 11/07/2024).

Mik-Meyer, N. (2016a) 'Disability and 'care': managers, employees and colleagues with impairments negotiating the social order of disability' In: *Work, employment & society: a journal of the British Sociological Association* 30 (6) pp.984–999. At: <http://dx.doi.org/10.1177/0950017015617677>

Mik-Meyer, N. (2016b) 'Disability and 'care': managers, employees and colleagues with impairments negotiating the social order of disability' In: *Work, Employment & Society* 30 (6) pp.984–999.

Mik-Meyer, N. (2016c) 'Disability and 'care': managers, employees and colleagues with impairments negotiating the social order of disability' In: *Work, employment and society* 30 (6) pp.984–999.

Mladenov, T. (2016a) 'Disability and social justice' In: *Disability & society* 31 (9) pp.1226–1241. At: <http://dx.doi.org/10.1080/09687599.2016.1256273>

Mladenov, T. (2016b) 'Disability and social justice' In: *Disability & Society* 31 (9) pp.1226–1241.

de Monterey, E. (2023) 'A moment that changed me: I was gay, disabled, alienated. With seven kind words, my life began' In: *The guardian* 28/06/2023

Mundt, M., Ross, K. and Burnett, C. M. (2018) 'Scaling social movements through social media: The case of Black Lives Matter' In: *Social media + society* 4 (4) p.205630511880791. At: <http://dx.doi.org/10.1177/2056305118807911>

Narayan, C. L. and John, T. (2017) 'The Rights of Persons with Disabilities Act, 2016: Does it address the needs of the persons with mental illness and their families' In: *Indian Journal of Psychiatry* 59 (1) pp.17–20.

Nias, K. (2019) *History of the wheelchair*. At: <https://blog.sciencemuseum.org.uk/history-of-the-wheelchair/> (Accessed 02/07/2024).

Nilz, M. (2023) *Prioritizing disability inclusion in emergency planning*. At: <https://www.astho.org/communications/blog/prioritizing-disability-inclusion-in-emergency-planning/> (Accessed 19/07/2024).

NYCLU (2020) *The deep connections between pride and black lives matter*. At: <https://www.nyclu.org/commentary/deep-connections-between-pride-and-black-lives-matter> (Accessed 21/07/2024).

Oswald, L. R. (2011) *Marketing semiotics: Signs, strategies, and brand value*. London: Oxford University Press.

Owens, J. (2015) *Exploring the critiques of the social model of disability: The transformative possibility of Arendt 's notion of power*. *Sociology of Health & Illness* , 37 (3), 385 – 403. At: <http://ebookcentral.proquest.com/lib/ucreative-ebooks/detail.action?docID=6023759>. (Accessed 04/03/2024).

Paulsen, A. (2022) *Disability Pride Month*. At: <https://blog.mighty-well.com/2022/06/disability-pride-month/> (Accessed 19/07/2024).

*PESTEL analysis* (2015) At: <https://www.tepou.co.nz/resources/lets-get-real-disability-pestel-analysis> (Accessed 11/07/2024).

Ramotion (2024) *The Role of Brand Behavior in Shaping a Unique Identity*. At: <https://www.ramotion.com/blog/brand-behavior/#:~:text=Brand%20behavior%20is%20crucial%20because,and%20builds%20trust%20with%20customers>. (Accessed 18/06/2024).

/rDisability (2024) *Disability reviews*. At: <https://www.reddit.com/r/disability/new/> (Accessed 12/07/2024).

*Reflections on the Disability Arts Movement* (2019) In: *Shape Arts*. (s.l.): (s.n.).

Resources : UW Bothell & Cascadia College. (2010) 'Library guides: Evaluating sources: Primary & secondary sources'

Riggle, E. D. B. and Rostosky, S. S. (2011) *A positive view of lgbtq: Embracing identity and cultivating well-being*. (s.l.): Rowman & Littlefield.

Righetto, A. (2023) *Perfectly imperfect*. At: <https://www.alexrighetto.art/collections/perfectly-imperfect-collection/> (Accessed 19/07/2024).

Rogers, L. J. and Swadener, B. B. (eds.) (2001) *Semiotics and dis/ability: Interrogating categories of difference*. Albany, NY, USA: State University of New York Press.

Schultz, B. (2022) *The incredible company helping people with disabilities travel the world*. At: <https://www.fodors.com/news/travel-tips/wheel-the-world-is-a-great-travel-site-for-travelers-with-disabilities> (Accessed 19/07/2024).

Shakespeare, T. (2017) *Disability: The Basics*. London: Routledge.

Silverman, A. (2016) *Disability stigma and your patients*. At: <https://agerrtc.washington.edu/info/factsheets/stigma> (Accessed 19/07/2024).

Skelton, J. (2017) *Disability pride Brighton*. At: [https://www.huffingtonpost.co.uk/jenny-skelton/disability-pride-brighton\\_b\\_17541668.html](https://www.huffingtonpost.co.uk/jenny-skelton/disability-pride-brighton_b_17541668.html) (Accessed 11/07/2024).

Sokhal, S. (2023) *What is perfectly imperfect meaning? - Sandeep sokhal*. At: <https://medium.com/@hanurajputrr/what-is-perfectly-imperfect-meaning-b97fa336911a> (Accessed 19/07/2024).

Statista (2021) *Prevalence of disability in the United Kingdom (UK) in 2021/22, by impairment type*. At: <https://www.statista.com/statistics/449279/disability-prevalence-impairment-united-kingdom-uk/> (Accessed 15/03/2024).

*Stella Young* (2014) In: *I'm not your inspiration, thank you very much*. Directed by Young, S. TedX 09/06/2014.

*Steps to build GPS Navigation App like Waze* (2021) (s.l.): (s.n.).

TEDx (2020) *Disabled young people answer: What is disability pride?*.

*The Disabled Reviewer - YouTube* (2024) (s.l.). At: <https://www.youtube.com/@TheDisabledReviewer/videos> (Accessed 03/06/2024).

Thomas, C. (2012) *Theorising disability and chronic illness: Where next for perspectives in medical sociology?*. *Social Theory & Health*, 10 (3), 209 – 228. Routledge Handbook of Adapted Physical Education, edited by Justin Haegele, et al., Taylor & Francis Group, 2020. At: <http://dx.doi.org/10.1057/sth.2012.7>



Tremblay, M. (2019) *Queering representation: LGBTQ people and electoral politics in Canada*. Vancouver, BC, Canada: University of British Columbia Press.

Tribepad, P. by (2012a) *The Paralympics – good or bad for disabled people?*. At: <https://blog.evenbreak.co.uk/2012/09/10/paralympics-good-or-bad-for-disabled-people/> (Accessed 03/07/2024).

Tribepad, P. by (2012b) *The Paralympics – good or bad for disabled people?*. At: <https://blog.evenbreak.co.uk/2012/09/10/paralympics-good-or-bad-for-disabled-people/> (Accessed 20/07/2024).

Uk, D. R. (2019) *The Equality Act and Disabled people*. At: <https://www.disabilityrightsuk.org/resources/equality-act-and-disabled-people> (Accessed 19/07/2024).

UK Government (2011) *Disabled Facilities Grants*. At: <https://www.gov.uk/disabled-facilities-grants> (Accessed 19/07/2024).

UK government (2012) *Disability rights*. At: <https://www.gov.uk/rights-disabled-person> (Accessed 19/07/2024).

UK Government (2019) *Contact the disability service centre*. At: <https://www.gov.uk/disability-benefits-helpline> (Accessed 20/07/2024).

UK Government (2023) *Understanding accessibility requirements for public sector bodies*. At: <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps> (Accessed 03/06/2024).

VOLVO (2022) *LGBTQ+ Pride Flags and what they stand for*. At: <https://www.volvogroup.com/en/news-and-media/news/2021/jun/lgbtq-pride-flags-and-what-they-stand-for.html> (Accessed 19/07/2024).

Wheel The World (2024) *Accessible travels, hotels and experiences*. At: <https://wheeltheworld.com/> (Accessed 13/03/2024).

*Wheel the world community on facebook* (2024) At: <https://www.facebook.com/groups/wheeltheworldtravelcommunity> (Accessed 13/03/2024).

Wikipedia contributors (2023) *Disability flag*. At: [https://en.wikipedia.org/w/index.php?title=Disability\\_flag&oldid=1189114427](https://en.wikipedia.org/w/index.php?title=Disability_flag&oldid=1189114427)

World, Disabled (2022) *The Disability Flag*. At: <https://www.disabled-world.com/disability/awareness/disability-flags.php> (Accessed 03/06/2024).

Zenzen, J. M. (2019) 'Grey Literature and Untold Stories: United States National Park Service Studies on LGBTQ History, Reconstruction, and the Civil War to Civil Rights Commemoration' In: *The Public Historian* 41 (2) pp.317–321.

NAME	LGBTQIA+ -Competitor 1-	Women rights -Competitor 2-	Racial ethnic communities -Competitor 3-
About	primarily focused on sexual orientation and gender identity	Advocates for gender equality, reproductive rights, and the elimination of gender-based violence.	Groups that experience systemic racism and work towards racial equality, justice, and cultural preservation
Audience	<u>Primary</u> - Lesbian, Gay, Bi, trans, queer + individuals <u>Secondary</u> - allies, family members etc.	<u>Primary</u> - Women of all ages. <u>Secondary</u> - allies, non-binary, some men	<u>Primary</u> - Individuals from different ethnic backgrounds <u>Secondary</u> - allies, educators
USP	Inclusivity, Diversity, Support, safe space, Advocacy	Empowerment, Equality, gender justice, Community and support.	Cultural preservation, equity, justice, community support
Marketing	Social media campaigns, Pride events, brand collaborations, education campaigns.	Awareness, events, rallies, education programmes, fundraising	Cultural celebrations, advocacy campaigns, education, storytelling on media etc.

# Appendix B

Fig. 7

NAME	Access Now -Competitor 1-	Wheel Mate -Competitor 2-	Fuel Service -Competitor 3-	Passenger Assistance -Competitor 4-	ICE -Competitor 5-	Access Able -Competitor 6-
<b>About</b>	Crowdsourced app that provides accessibility details for places around the world.	This app finds clean accessible restrooms and parking spots	Helps disabled drivers find gas stations and get assistance for refuelling	Plan and manage travel to public transport.	Stores critical information about user's medical conditions	Accessibility information about restaurants, hotels, and public places
<b>Audience</b>	Disabled individuals, caregivers	wheelchair users, caregivers	Disabled drivers, gas station operation staff	Disabled travellers, public transport operators and staff, caregivers	Individuals with Disabilities, chronic conditions First responders and healthcare providers	Disabled individuals, caregivers, family members
<b>USP</b>	Global reach, crowdsourced information	Specific focus and user generated content	Convenience, direct communication	Planning tools, transport operations information.	Vital information access	Verified information, detailed accessibility guides
<b>Marketing</b>	partnership and community engagement	testimonials, digital marketing	Partnerships with gas stations, petrol pumps, customer support	Integration of transport authorities	Healthcare partnerships	Detailed reports, social media content

## Personas

### What does your persona look like?



Fig. 1

**1 Additive**



Fig. 2

**2 Subtractive**



Fig. 3

**3 Transformative**

### About this persona

Pretend this is a social media BIO, what is their age, name, background?

Louisa 30

Sarah 35

Sienna 27

Suffering from Acromegaly

Uses a prosthetic leg after a childhood accident

suffers from Hereditary neuropathy and uses wheelchair

### 1 Pains

Fears, frustration and anxieties

Lack of awareness for hormonal disorders

Preconceptions and stigmas about facial visibility

Lack of data about accessibility for prosthetics

Too many Verified sources and review ch needed for medical advancements in prosthetics

Difficulty to find wheelchair accessible places for planning

Others Condescending attitude towards them

### 2 Gains

Hopes and dreams

Want a safe place to discuss issues

Want to feel community belonging with a social identity

Need verified updates and community conversations in one place about advancements in prosthetics

Need authentic contacts for medical solutions

To have an accessible tool to have all the data in one place

To be able to preplan trips with Booking wheelchair if possible

### 3 Jobs to be done

What are they trying to do and why is it important for them?

Use it for meeting people who go through same issues

Understand and gain confidence about the condition and not feel alone

get details and contacts about prosthetic advancements

Discuss reviews and experiences with others

Use it for planning trips and daily work routes

Be confident when travelling alone and not get stuck due to inaccessibility

### 4 Reality

How do they achieve those goals today? Any barriers in their way?

Has to endure the looks and judgements of public

Has hard time finding people to empathise with

Has to ask help if some wheelchair ramps or stairs are not accessible

Has to contact people, research data about medical treatments

asks her partner to help her navigate on daily basis

Has to research online before going out

### 5

#### Stories and observations

Write down quotes or observations that best describe their experience

I'm tired of having to work harder than others, and often work extra hours, to overcome daily challenges.

I want to be independent and not rely on my partner to facilitate my transportation

I love travelling, I want to be able to easily book my travel ticket.

I want to feel accepted by others

I love travelling, but with the barriers I have, I am not confident that I can visit all the places I want

I am usually assumed to be helpless and with more disabilities

### 6 References

#### List of images

Figure 1. Louisa. (2024) Acromegaly profile image.

Figure 2. Sarah. (2024) Amputee profile image.

Figure 3. Sienna. (2024) Wheelchair user profile.

# LEAN CANVAS

Title: \_\_\_\_\_ Created By: \_\_\_\_\_ Date: \_\_\_\_\_

**PROBLEM**   
List your top 1-3 problems.

NEGATIVE IMAGE OF PHYSICALLY DISABLED INDIVIDUALS (pity outlook) (need of positive image) (social awareness)

Lack of online information of enabled / Accessible services in public areas.

**EXISTING ALTERNATIVES**   
List how these problems are solved today

Online communities, Social workers, NGOs

Google reviews, other review platforms (WHEELTHEWORLD)

**SOLUTION**   
Outline a possible solution for each problem.

A strong BRAND IDENTITY for the community.

LOCATION DATABASE specific to enabled services

**KEY METRICS**   
List the key numbers that tell you how your business is doing

APP users, online reviews, stakeholders

**UNIQUE VALUE PROPOSITION**   
Single, clear, compelling message that states why you are different and worth paying attention.


Meeting SOCIAL IDENTITY needs for the community from a POSITIVE PERSPECTIVE

efficient and user friendly DATABASE FOR SPECIFIC SERVICES


**HIGH LEVEL CONCEPT**   
List your X for Y analogy (e.g. YouTube = Flickr for videos)

SOCIAL IDENTITY LIKE LGBTQIA+ community

WAYZ / CITYMAPPER for Enabled Services

**UNFAIR ADVANTAGE**   
Something that cannot easily be bought or copied

Honest reviews, easy funds, quick subscribers or USERS

**CHANNELS**   
List your path to customer (inbound or outbound)

APP, website, community forum, online presence, newsletter

**CUSTOMER SEGMENTS**   
List your target and users.

DISABLED COMMUNITY

CARETAKERS

**EARLY ADOPTERS**   
List the characteristics of your ideal customers

Limited to PHYSICALLY / MOBILITY DISABLED

SELF RELIANT INDIVIDUALS

**COST STRUCTURE**   
List your fixed and variable costs

Website and APP development


Marketing and branding

campaign planning

Server farms

management

launch

**REVENUE STREAMS**   
List your sources of revenue

Ad revenue

Sponsorships

fundraising

membership fee

donations

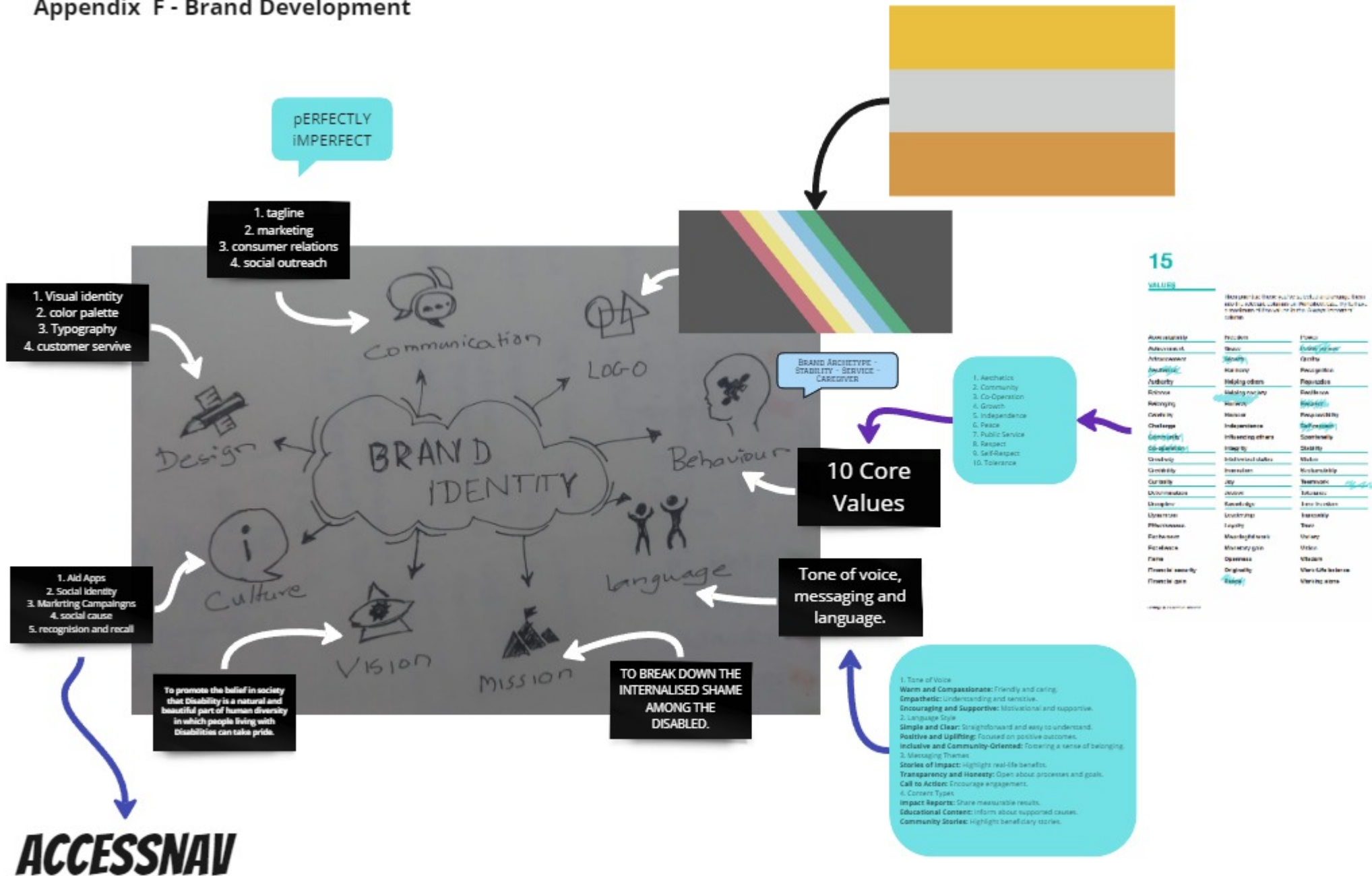
GOVT funding

## Appendix E



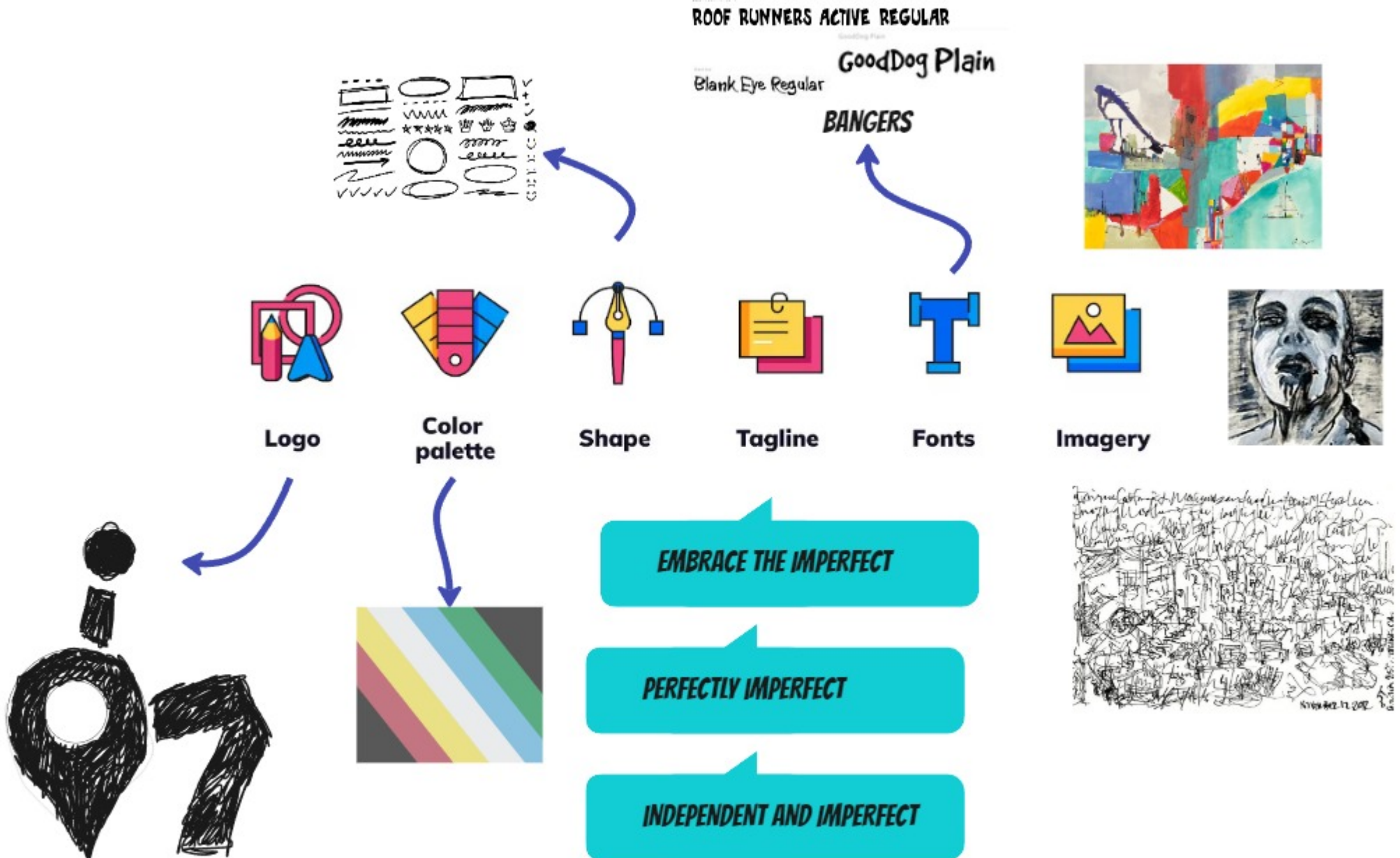
From top left - Disability/ wheelchair accessible location, Visual impaired accessible, Sign language accessible, Auditory accessible,  
From bottom Left - Mental health considered, Amputee accessible, Wheelchair assistance, Carer assistance, Crutch Availability, Service Pets accessible.

# Appendix F - Brand Development





# Appendix G - Visual Identity



ROOF RUNNERS ACTIVE REGULAR

Blank Eye Regular

GoodDog Plain

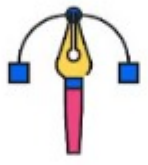
**BANGERS**



Logo



Color palette



Shape



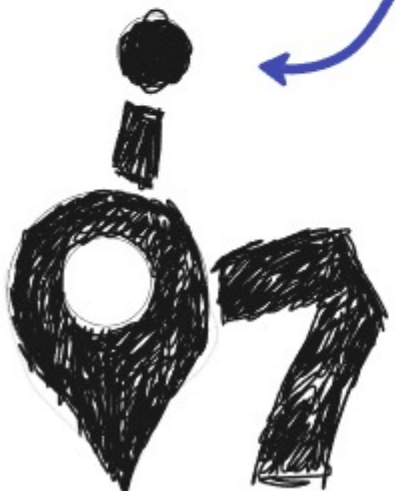
Tagline



Fonts



Imagery



**EMBRACE THE IMPERFECT**

**PERFECTLY IMPERFECT**

**INDEPENDENT AND IMPERFECT**



r/disability • 10 hr. ago  
curst008

## I need to vent

I am positively frustrated with my current disability status.

I have spondylosis, AS, Hashimoto's, autism and other mental disabilities. Based on my current range of motion, I would most likely qualify for disability. However, I don't have anywhere to move to so I can file. So, I am having to work 40 hours per week with 20 hours onsite, forced to be mobile. I am working on getting a work from home accommodation because I simply cannot walk any longer. I am close to being wheelchair bound. But, I tore a rotator cuff that isn't eligible for surgery because I continue to have too much of a range of motion and the doctors have said surgery will actually lessen the range of motion so I just... deal with it? I have a wheelchair but I am not able to use it because of the shoulder injury. Regardless of actual muscle strength, I have a bone on bone placement with a bone spur that grinds when I try to use the wheelchair. The AS has completely inhibited my ability to walk. It has spread across my lower back and, internally, I feel it in my legs down to my feet. I am hoping a rheumatologist can help with this later this month. The spondylosis is a nightmare. My spine, in four years, went from being just L5/S1 to now incorporating all of my lumbar region. It is slowly disintegrating onto itself and there isn't anything anyone can do. I am not a candidate for surgery. So I just... deal with it? Then my Hashi's has been having flare ups recently that are wholly incapacitating me. Cannot swallow, drinking is hard, I'm choking more on bites of food. Only smoothie style foods are acceptable during flares along with other liquids. I have an ultrasound scheduled to determine if the thyroid will be removed all together. So, again, I just... deal with it? I'm angry that I was referred for pain management and the first available appointment is in September. I take 4 prescribed medications and a handful of Aleve twice a day with several in the middle just to basically function. Even still, the medications are not working. I am having fall accidents, even with a Rollator, as my pain becomes so severe that my brain is just shutting parts of my body off. I'm a fall risk at work. My job is in jeopardy as a result. This puts me at being homeless as I don't have anywhere to go. I am frustrated this comes from a place of privilege when I write this because I know so many others in this subreddit aren't even close to the care I am receiving and that makes me angry for all of you and angry at me for essentially complaining. Even as I type this, my right side is on fire and in pain. I don't have answers on what doctors I need to see to manage the spinal issue as my neurologist just said PT and meds. My physical medicine doctor wants me to do a 6 week rehab thing where I drive to them everyday and spend 8 hours in physical therapy. I can't afford that time off work. I have nowhere to go. I pay thousands per year in medical costs and premiums and I'm in a situation where I cannot get the care I need. I am at a loss, beyond exhausted, angry as all get out and struggling to find answers. If you made it this far, thanks for reading.

r/disability • 5 hr. ago  
Parking\_Cheerah2263

## Recommendations to make my home more accessible?

I(22F) have been dating a quadriplegic guy(20M) for 3 weeks now. He has a C5-C6 complete quadriplegic, so he's a full time wheelchair user. We sometimes hang out at my apartment which requires to go upstairs, so I have to help him with that. My apartment is kinda small and my parents and 2 younger siblings live there with me. My boyfriend has difficulties moving around there on his wheelchair because of the little space. My room does have a bit of space, but there are some furnitures around the way that block his way whenever he tries going on his own. What are some recommendations to make my home more accessible to him?

Sort by: Best

Benevolent\_Pace\_622 • 3h ago

no furniture under sink for example. This way he'll be able to face it makes sure he can fit his legs under the table you eating on if your siblings are young try to look for their toys might be in the way on the floor don't know if you're there yet, but make some space for his wheelchair on one side of the bed that's some advice that come to mind, but you'll figure stuff out "on the spot" with him i guess

r/disability • 21 hr. ago  
Extra-Imagination821

## Exercising with disability

Question

Hey guys, I've got Behcets, and it causes alot of pain and soreness. I want to start moving more to strengthen my joints and relax my muscles if possible, but I dont really know where to start. The last time I had a routine, There was so much swelling in my breast bone, that it pulled on that never there and I thought I was having a heart attack. I'm not really sure on how to best exercise with so much swelling, but my muscles are in a lot of pain from not moving as much. Thank you for your help.

Sort by: Best

avallone • 21h ago

I am not sure if it would work for you, but swimming works wonders for me. Good for strengthening, cardio, and gentle on joints/spine.

r/disability • 8 hr. ago  
CausticMoose

## Can I call myself physically disabled?

I don't mean to be controversial if this is, and I truly don't want to offend people who are definitely disabled. That's why I'm asking.

So, to start, I have mental disabilities and various diagnosed medical conditions that affect me to a mild degree physically. However, throughout my life, I've broken my ankles 15-16 times and have annual bouts of mystery illnesses that never get diagnosed, but affect me severely. I'll elaborate below.

I started breaking my ankles at 6 years old, and then nearly every single year afterward. None of my falls are ever just falls, they result in a break. To this point in my life, (I'm 25), I've had 4 surgeries on my ankles, have metal implants, and have had to go through PT multiple times. Even when my bones are not actively broken, I feel unstable on my feet. I am in regular need of mobility aids, whether it's for recovery or because of the new pains that come with walking even when I'm "okay".

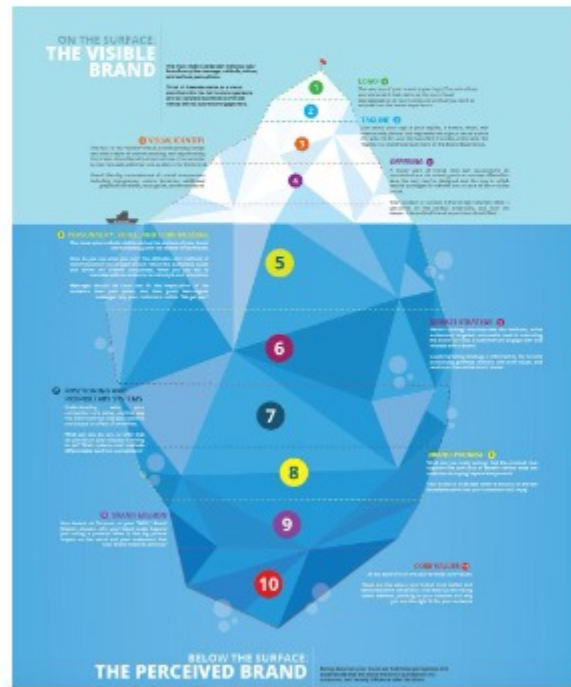
As far as my other "mystery illnesses", they come and go like hurricanes and have since childhood. For example, in 2021, I suddenly became unable to eat. Every time I tried, I would vomit. I had a lot of other confusing symptoms. There was no clear diagnosable issue, and doctors floated a lot of invisible illness options like MCAS or some sort of intermittent gastroparesis. Over the course of a year and a half, I lost over 150lbs from starving, became progressively weaker, and needed a feeding tube. They never reached a definitive conclusion before suddenly, I was randomly able to eat again (not in response to a specific treatment) and the issue was kinda laid to rest.

Then, February of last year, I developed an ear infection that was completely unresponsive to antibiotics. I was fainting, vomiting, and had to be hospitalized for days on vancomycin. The infection continued despite continuous treatment for the next year. In March of this year, I underwent a mastoidectomy to drill out the infected portion of my skull.

I guess what I'm trying to say is, nothing is ever as simple as a fall, or an ear infection and it never has been in my life. Regardless of whether I have a diagnosed problem, I know my body's propensity to illness is abnormal. I know I'm not able to do things other people can. Is that enough to consider myself disabled, or is it offensive that I'm asking at all?

I'm very sorry, I'd appreciate any clarity you might be able to give me

# Appendix I - Brainstorming



**The Disabled Reviewer**

@TheDisabledReviewer · 1.3K subscribers · 122 videos

The Disabled Reviewer showcases vehicle reviews, mobility reviews, lifestyle reviews and s... >

[facebook.com/thedisabledrevieweruk](https://facebook.com/thedisabledrevieweruk) and 4 more links

Subscribed

# Problem Statement

**Sienna - 27/British/Woman/with Muscular Dystrophy**

---

**(Persona's name & description)**

**needs a way to** **Travel with ease and information in her wheelchair**

---

**(Persona's 'Jobs to be done' and/or Gains)**

**because** **Clear information about accessible locations is not easily found online, and needs research before going out**

---

**(Persona's Pains and/or Gains)**

# Crafting awesome HMW statements

Team: \_\_\_\_\_

## 1

Main goal: Turn identified insights into opportunities

**ACTION** you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

<p><b>1. Action</b> Redesign, encourage, improve, solve,...for investment.</p> <p><i>Help people with Mobility disabilities with logistical planning and location accessibility data</i></p>	<p><b>2. Subject</b> Millennials, sales managers, retired women, CEOs, ...</p> <p><i>Disabled Individuals, Caregivers</i></p>	<p><b>3. What</b> Frictionless, affordable, fun, engaging, ...</p> <p><i>Easy to navigate</i></p> <p><i>Economic</i></p> <p><i>Helpful</i></p>
--	---	--

## 2

Find variations on your HMW statement to broaden your ideation space

**Highlight the good**

HMW add extra value/reward a need to make it extra good

**Remove the bad**

HMW entirely remove the frustration/pains

**Explore the opposite**

HMW turn the pains in to the most exciting part of their journey?

**Question an assumption**

HMW take a job to be done and change it (e.g. in time, space, medium,...)

**Add in adjectives**

HMW make a pain easier and less of a hassle? HMW make a gain more fun and engaging?

**Leverage unexpected resources**

E.g. HMW turn the time for planning a social moment into a social occasion?

**Make use of analogy**

E.g. HMW make planning and organizing more like a road trip?

**Change the status quo**

E.g. HMW connect millennials with their friends without having the hassle of organizing a social activity?

**HMW Solve the problems by keeping the solution self-reliant?**

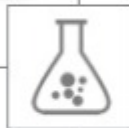
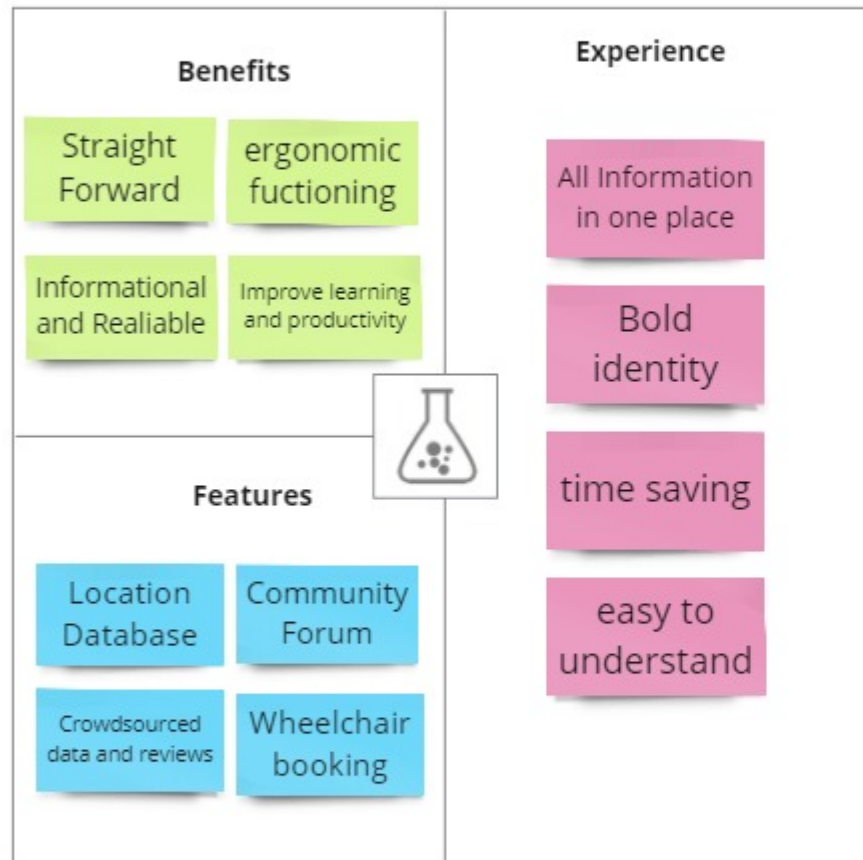
**HMW Keep the scope open for inclusivity and future interventions?**

# Value Proposition Canvas

Appendix L

## Product

## Customer



**Company:** DISABILITY PRIDE - ACCESSNAV

**Product:** ACCESSNAV - an app to look at accessible features in public systems and locations and book wheelchairs online.

**Ideal customer:** Person with Physical disabilities

**ALTERNATIVES**

Access Now    Wheel Mate    AccessAble

# Value Proposition Statement

**For disabled individuals who have the problem of maintaining respect and identity in the society by being self-reliant. We offer a well branded mobile application that provides a social identity and helps people navigate and travel independently.**

**Unlike Wheel-the-world and Wheel Mate, our solution offers a platform where people can communicate, book wheelchairs online, plan trips, get accurate accessibility information and get emergency help.**

**Our first ideas on how to generate value with our platform - AccessNAV are to provide them with our services with support from the disabled community not for profit organisation.**

Creativity  
unleashed

THANK YOU

Harsh Devasthali

2317953