

Tips to make your supermarket more inclusive

Here are a few simple ways to make the grocery experience for a customer who is blind or has low vision a lot easier and pleasant.



1. Offer in-store assistance. Often a shopper will have an idea of what they're looking for. Offering to guide a shopper to the correct locations in the store will make a world of difference to their shopping experience.

2. If someone would like guided assistance, offer your elbow for them to hold onto.



3. Suggest what days or times work well to access support.



4. Describe the layout of the store. Some shoppers just require a good description of the store sections and are comfortable to navigate independently once you have described the layout. For example at '9'oclock is the bakery, 10 steps away is the back of the store, which is where you'll find the deli'. It's also important to flag areas that are hazardous, such as wet areas so shoppers know to avoid these spots.

5. If you're a small local store, encourage your customer to place a phone order and home delivery (for a small fee). Alternatively, the customer can drop off or email their list.



6. Be open to having a relationship with your customer. While people with a vision condition are independent, everyday tasks can be challenging if the environment is inaccessible or the service experience is insensitive to their needs.



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