

wheel  the world

Our Team



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Our Team



Research



Findings



Proposal

About '*Wheel the World*'

Wheel the World is a travel company that specializes in accessible travel for people with disabilities. Their mission is to make travel more accessible and inclusive for everyone, regardless of ability. They offer a range of travel experiences, from outdoor adventures to cultural tours, that are designed to be accessible to people with disabilities.

Challenge: How can WTW position itself within the US and around the world at the forefront of thought leadership and change?



Landscape

The ability for people all across the world to experience various nations, cultures, and opportunities is what makes for amazing travel experiences. Even so, frequently, travel-related goods and services do not prioritize **disability inclusion**.

It's common to use the terms inclusion and accessibility interchangeably. But, they might actually mean something very different. 'Accessible' might imply different things to different people depending on the obstacles they encounter. On the other side, inclusiveness refers to goods and services that are not just usable but also attractive and provide users a sense of value and inclusion.

15%

A total of one billion individuals, or 15% of the world's population, live with a disability. The CDC reported that 25.5% of people in the U.S. self-identify as having a disability.

\$500 bn

The disposable income of people with disabilities is close to half a trillion dollars. They have a sizable amount of money to spend on high-quality goods and services.

\$95 bn

The World Trade Organization estimates that they make up a significant portion of the travel industry, with a value that is close to 95 billion dollars annually.

1%

The business community has a lot of potential in this underutilized market area, but only 1% of travel marketing is inclusive and represents them.

Reality

Independency

Independency and normalcy have common importance in making one's everyday interactions and conversations accessible and easy. In this growing and ever-expanding world one needs to be acquainted with basic education and life skills to contribute towards building an inclusive environment.

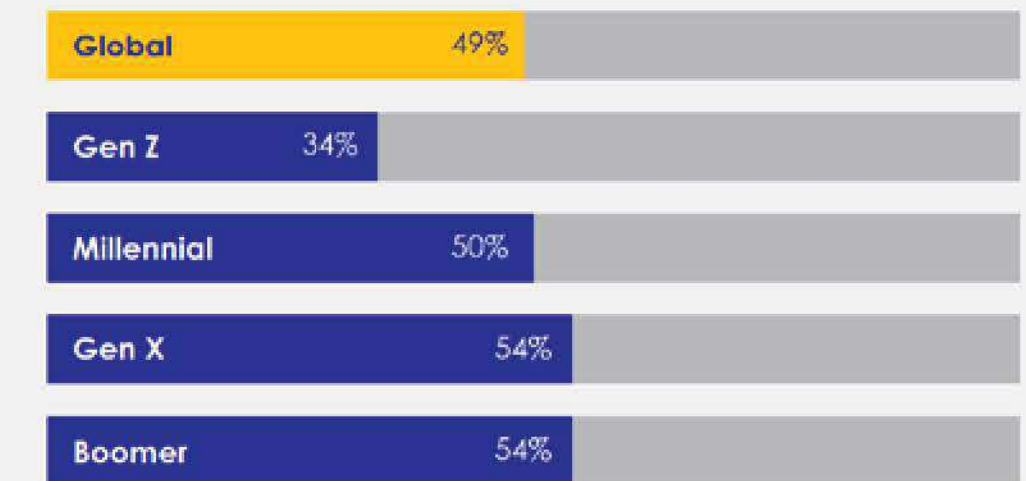
Fear

The fear of facing the world alone, overcoming the social stigma and as an individual tackle daily life challenges can be tough. Being looked down on, feeling and experiencing the constant environmental changes, events and happenings without the sense of self & navigating surrounding can be overbearing and a strain. They crave to feel a sense of existence and belonging rather than living in the exclusion.



How important is it that a travel option meets the accessibility needs of all travelers?

A: Very Important

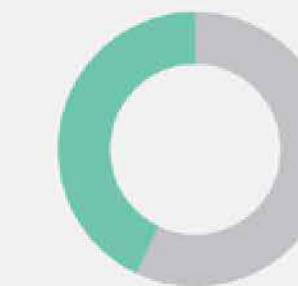


Which of the following sustainable travel resources, if any, would you most like to see when planning a trip?



43%

Information on how to best engage with local cultures and communities at or near a destination



42%

Recommendations for destinations that support indigenous cultures and heritages



34%

Information on how to volunteer with or directly support local organizations at or near a destination

74%

of consumers would choose a travel option that support local cultures and communities, even if it was more expensive.

70%

would make a travel choice that is more inclusive to all types of travelers, even if it's more expensive.

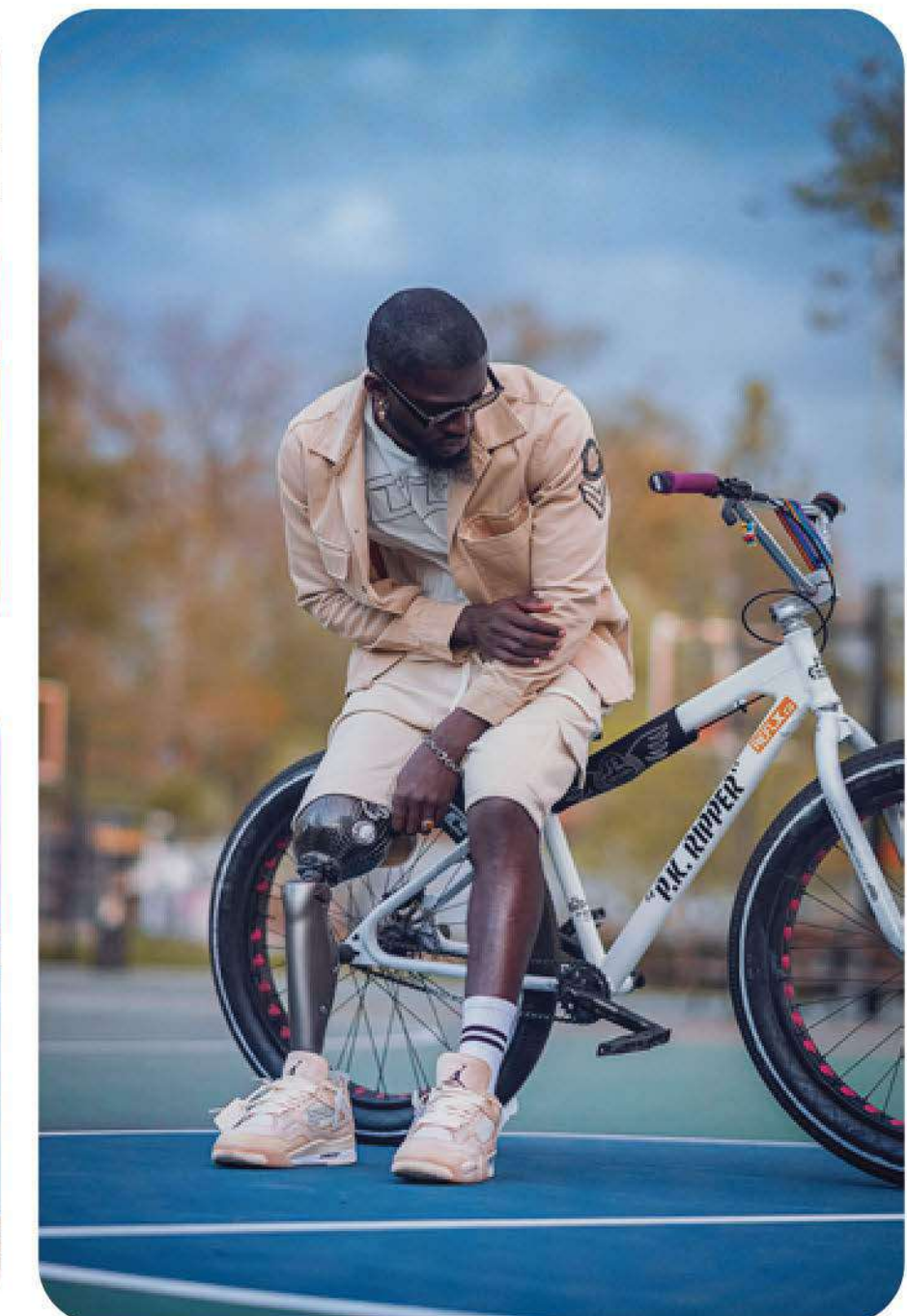
“

"That's degrading to be sitting there in a tiny little aisle wheelchair, strapped in like I'm in a straitjacket, and then have 200 people walking past me and looking, staring,"
- John Morris

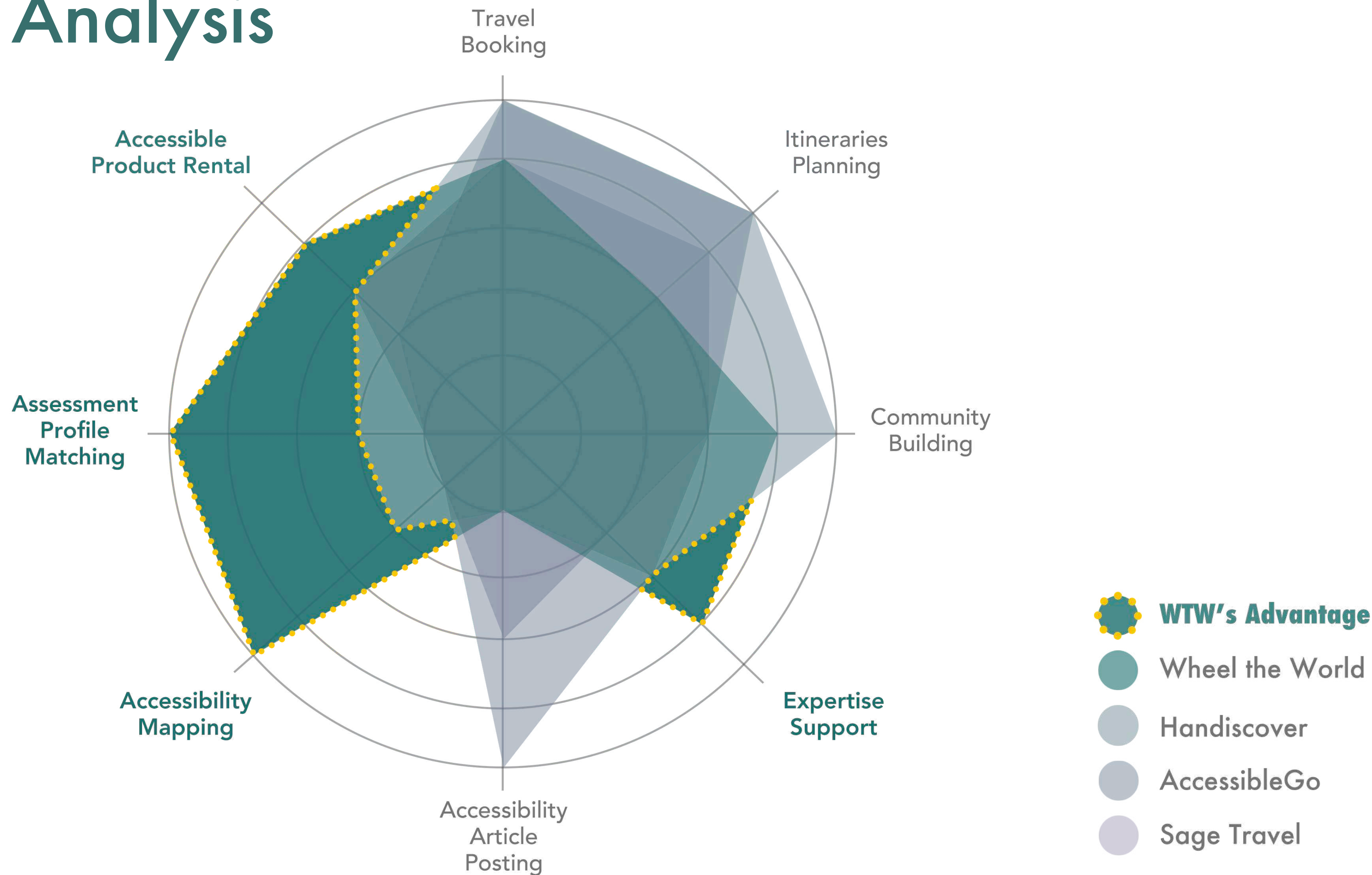
"When I'm traveling with family members and I'm about to board a plane, I've sometimes found that the staff assistance will take me a completely separate route through the back corridors of the airport. I've been separated from family and been told they're not allowed to come with me. Often this might be the most accessible route or quickest way for me to reach the gate, but it isn't best practice and doesn't really make you feel included like other travelers."
- Amalie

"I often feel like I have to plan my travels around my disability, rather than the other way around. It can be really limiting to feel like there are certain places or experiences that are off-limits to me because of my disability."
-The Mighty

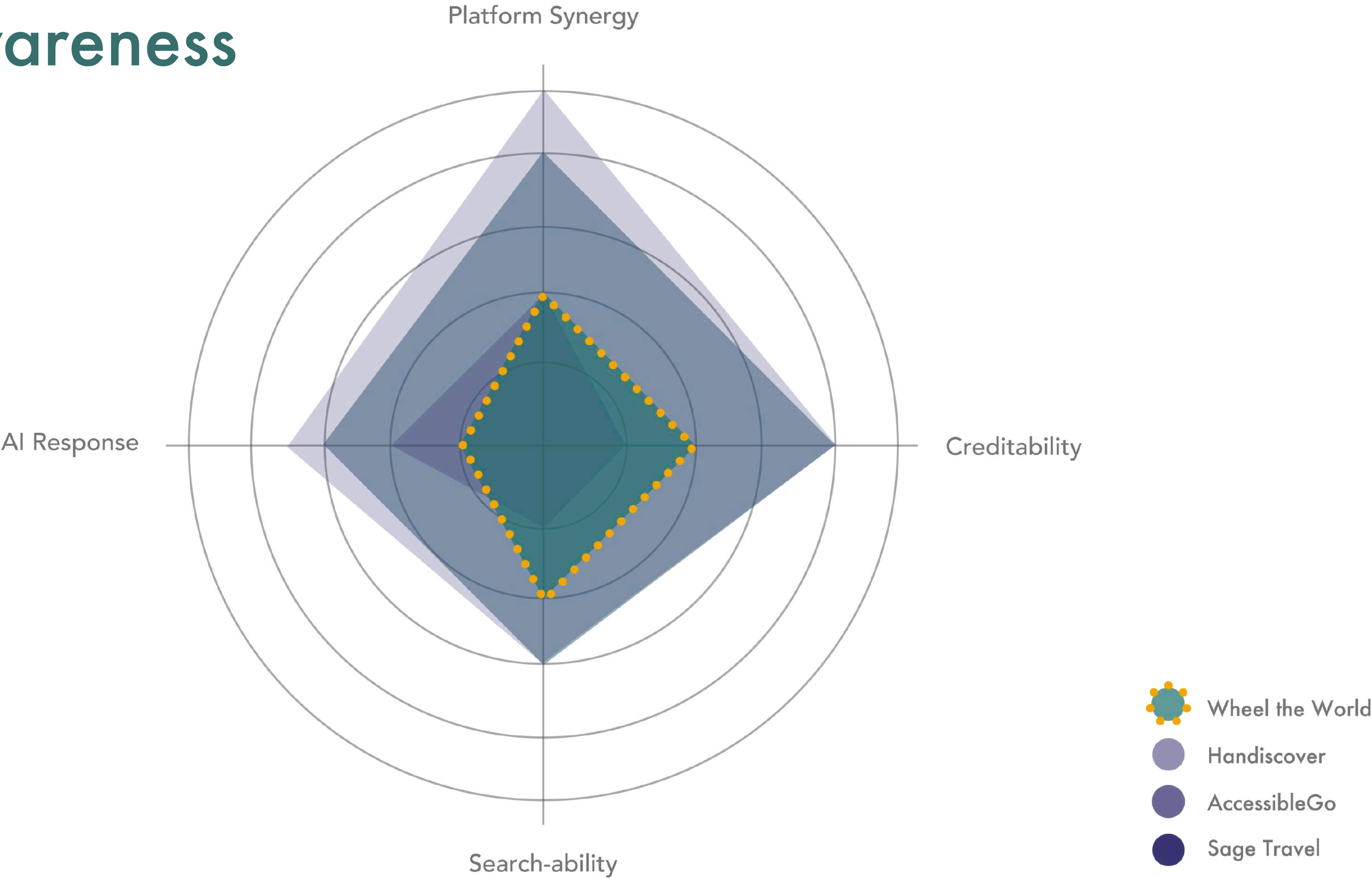
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Competitor Analysis



Brand Awareness



Value Relations

The relationships that are hoped to reinforce and improve company values are shown on this map as an extension to the initial stakeholders. These additional connections may benefit us, enabling the services we offer, and bring value to elevate our standing and credibility in the near future.

Healthcare providers (e.g. doctors, therapists, social workers) who support people with disabilities

Disability advocacy organizations that represent the interests of people with disabilities

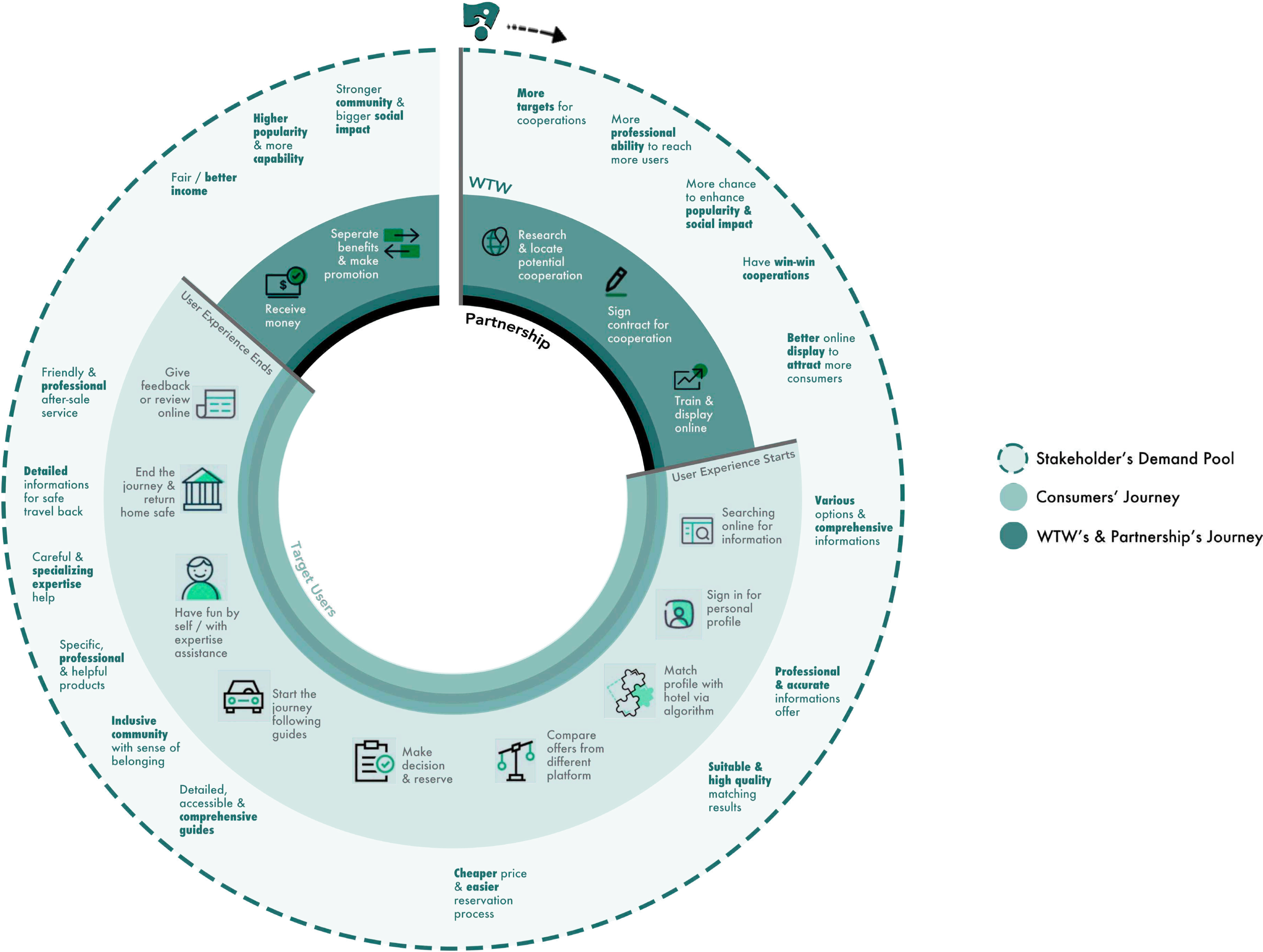
Accessibility consultants who advise hotels and accommodation providers on how to make their facilities more accessible

Disability advocacy organizations that provide feedback and recommendations to hotels and accommodation providers

Government agencies responsible for regulating and enforcing accessibility standards in accommodations.



Stakeholder Journey



A teal-tinted photograph of sand dunes. The dunes are rolling and have visible wind patterns. In the lower right, a small herd of animals, possibly camels or horses, is visible on a ridge.

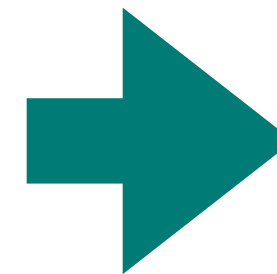
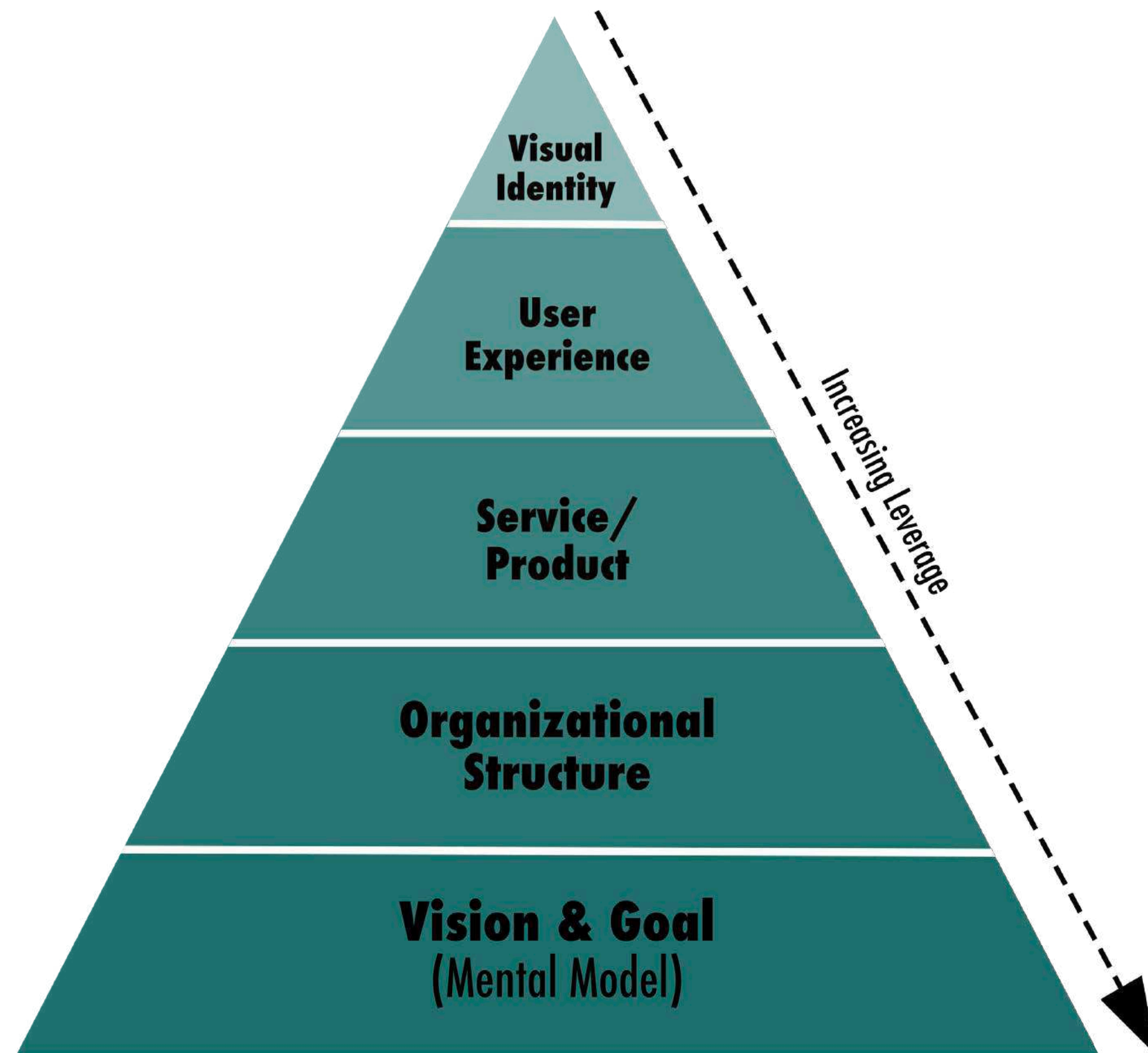
HOW MIGHT WE...

Increase awareness of WTW in
the US so they can be the leader/expertise
in the accessibility industry?

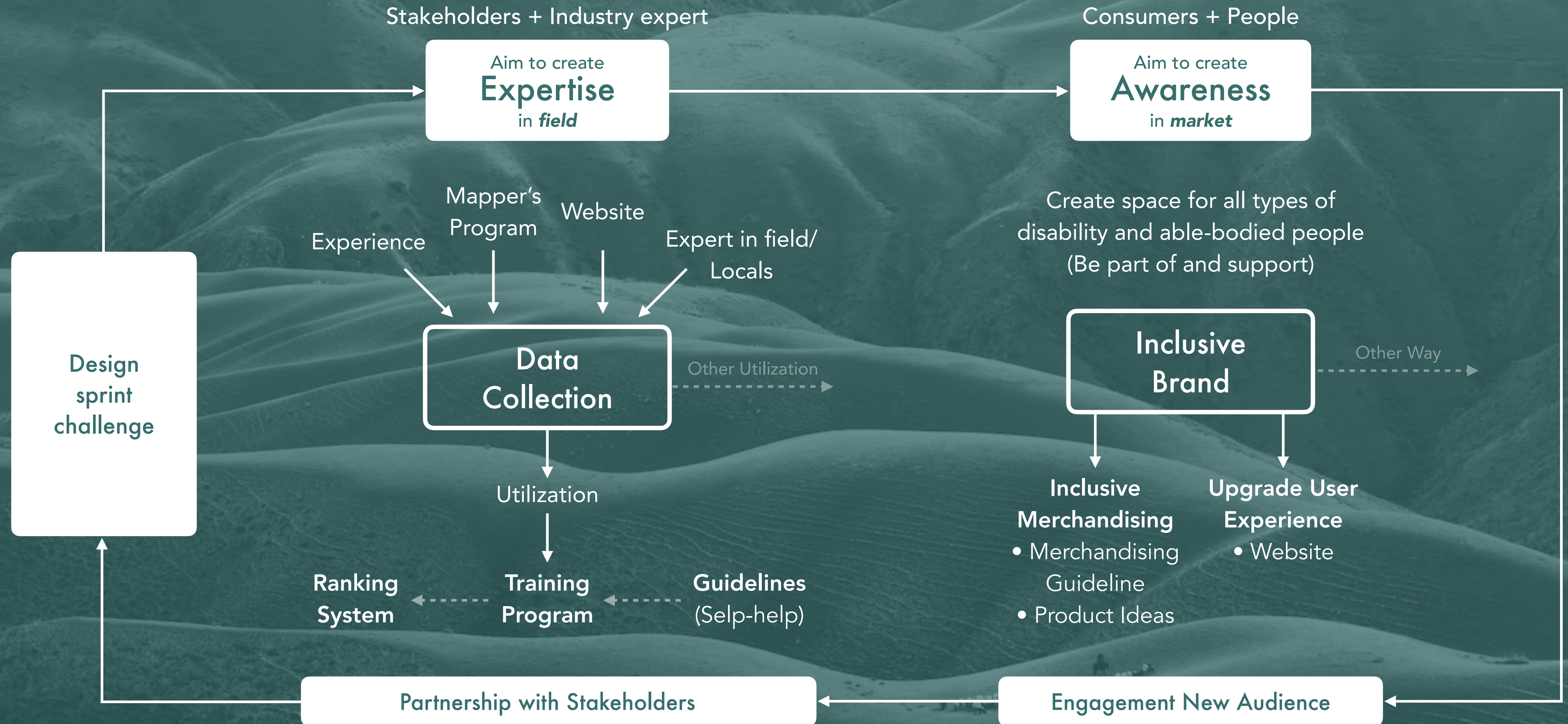
Vision

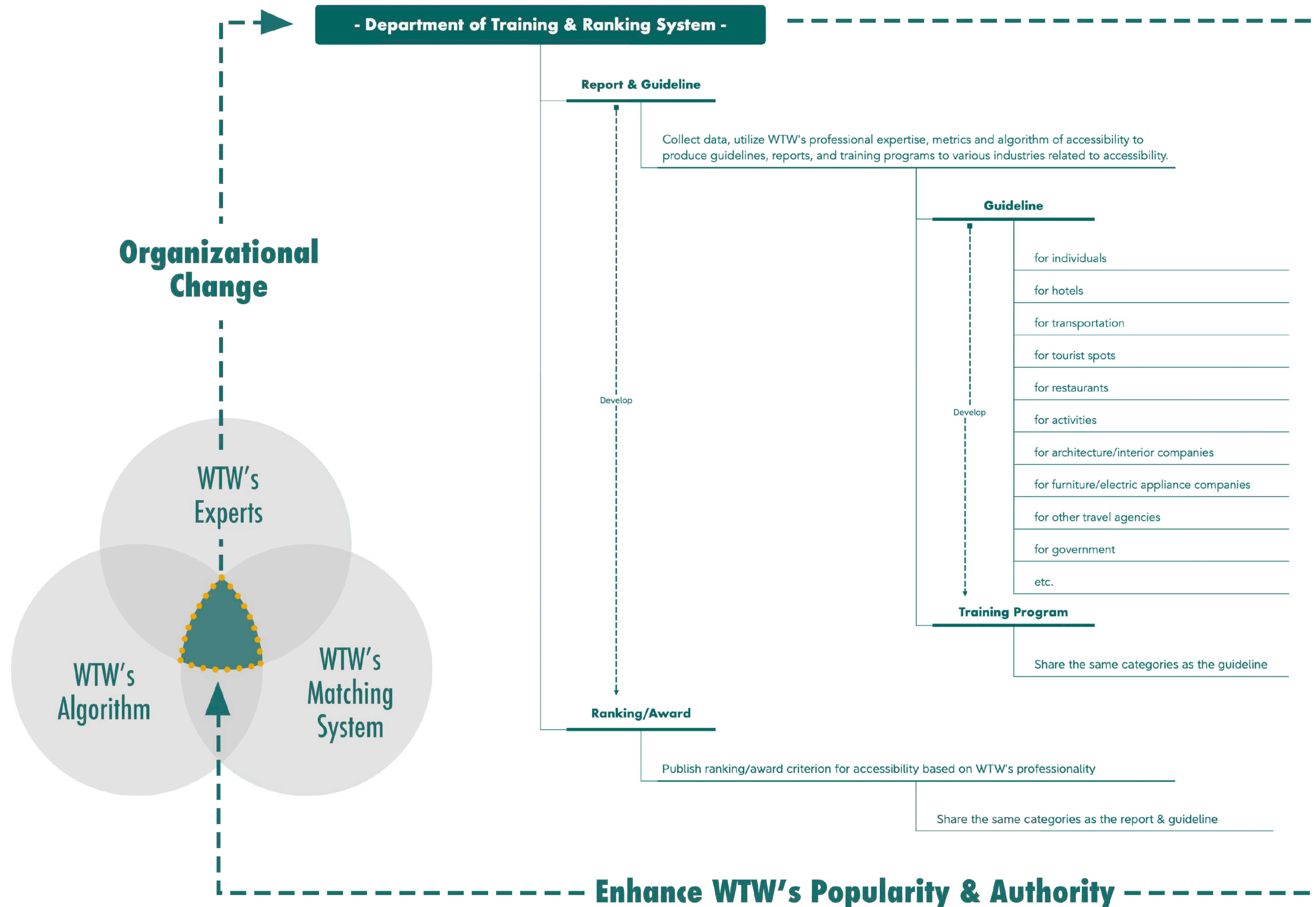
Aim to be at the forefront of change and help build a travel sector that supports accessibility and inclusion for all. They could do this through creating accessible travel infrastructure, disability awareness and training, technology and innovation, and social and cultural experiences.

Corporate Strategy Model



Strategic Framework

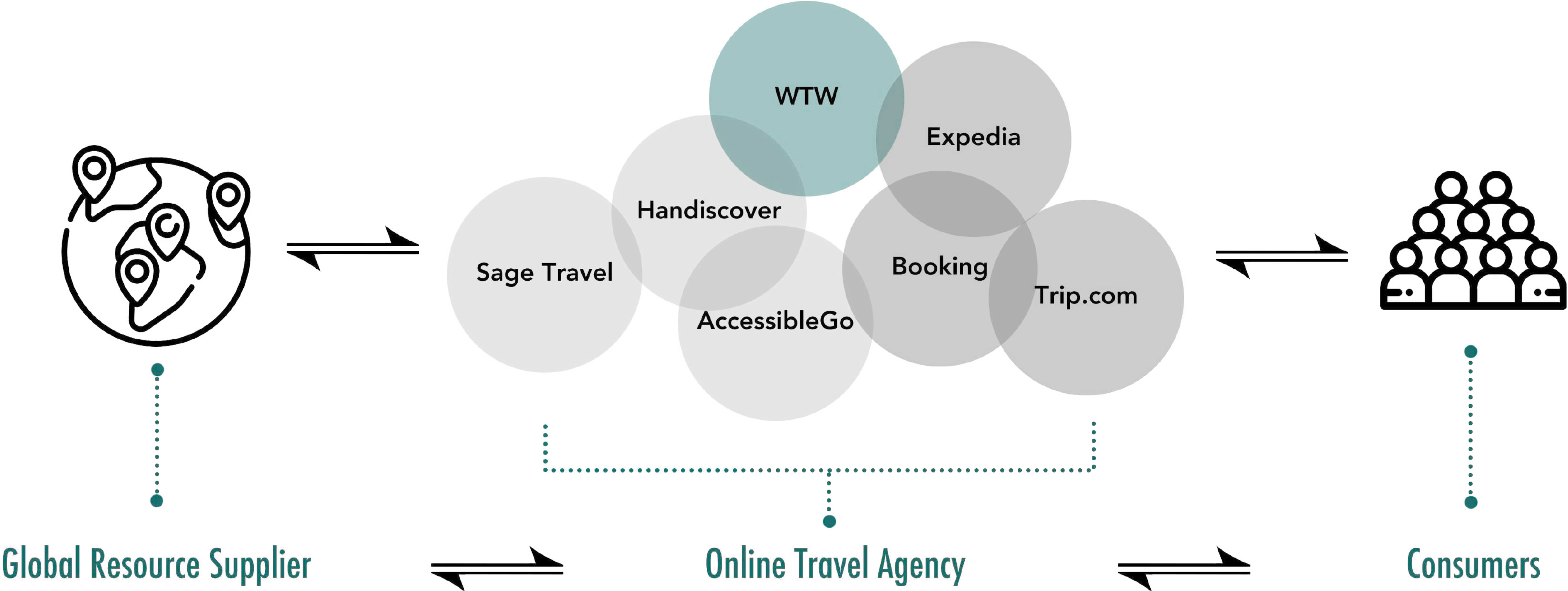




Report Example

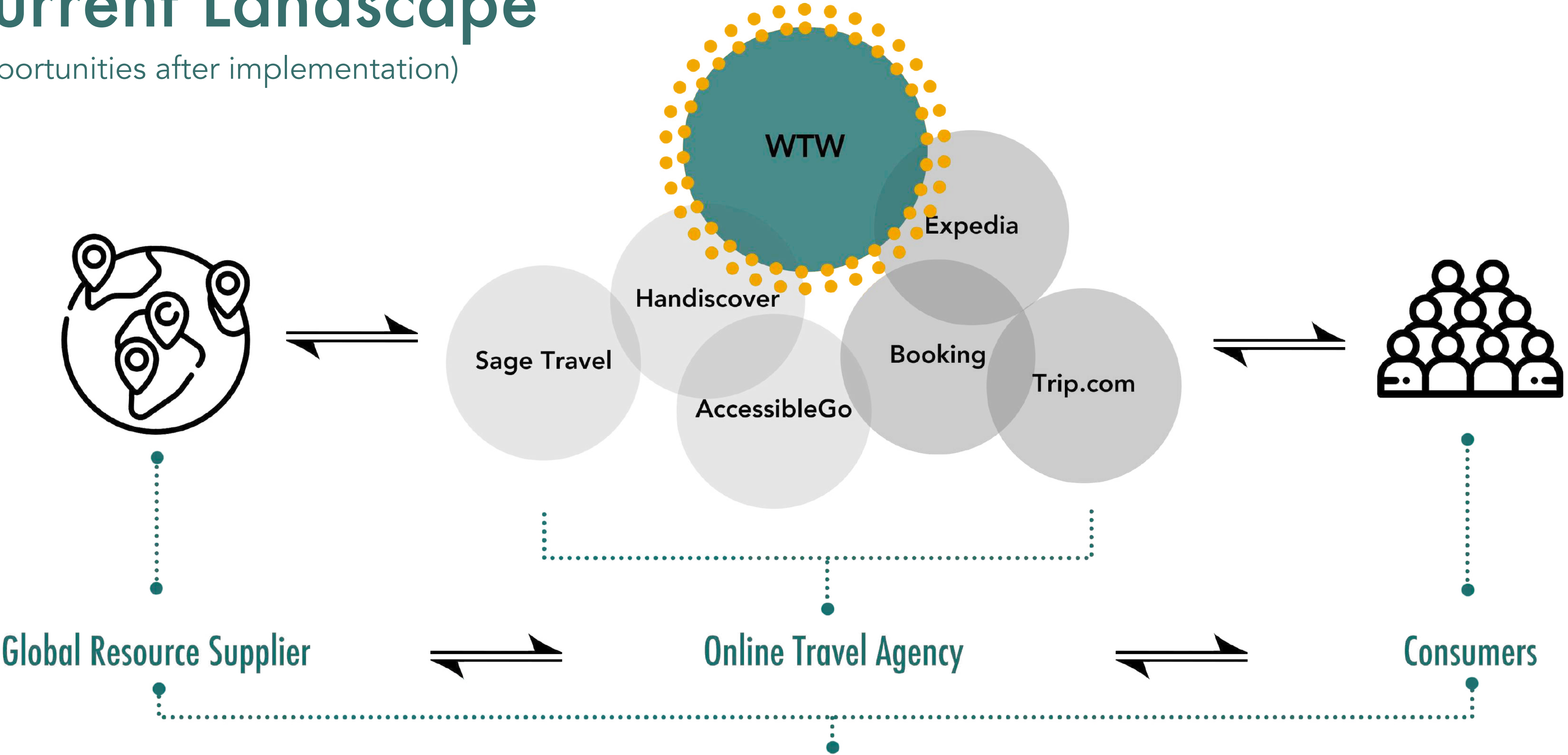
<div><div>The</div><div>WTW</div><div>ACCESSIBILITY</div><div>REPORT</div><div>Hotel Series</div><div>wheel the world</div></div>	<div>wheel the world</div> <div><div>○ Hotel Accessibility Content</div><div><div>● Building Access</div><div>● Lobby</div><div>● Elevator</div><div>● Public Restroom</div><div>● Bar</div><div>● Restaurant</div><div>● Swimming Pool</div><div>● Fitness Center</div><div>● General Passage</div><div>● Furniture & Appliances</div></div></div> <div><div>○ Hotel Accessibility Guideline</div><div><div>● Building Access</div><div>● Lobby</div><div>● Elevator</div><div>● Public Restroom</div><div>● Bar</div><div>● Restaurant</div><div>● Swimming Pool</div><div>● Fitness Center</div><div>● General Passage</div><div>● Furniture & Appliances</div><div>● Other Content</div></div></div> <div><div>○ Accessibility Ranking Standard</div><div><div>● Ranking System Introduction</div><div>● Ranking Content</div><div>● Ranking Standard</div><div>● Ranking Council</div><div>● Improvement Guideline</div></div></div> <div><div>○ Top5 Hotels in 2023</div><div><div>● Ranking Result</div><div>● Top5 Hotels List</div><div>● Top5 Hotels Introduction</div></div></div>
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Original Lanscape



Current Landscape

(Opportunities after implementation)



- More comprehensive and systematic overview of the accessibility industry ●
- More authorized documental resource about accessibility for reference ●
- Much Stronger WTW's popularity, authority, leadership and influence in the accessibility industry ●

Current Landscape

(Risks after Implementation)



- Associated Risk -

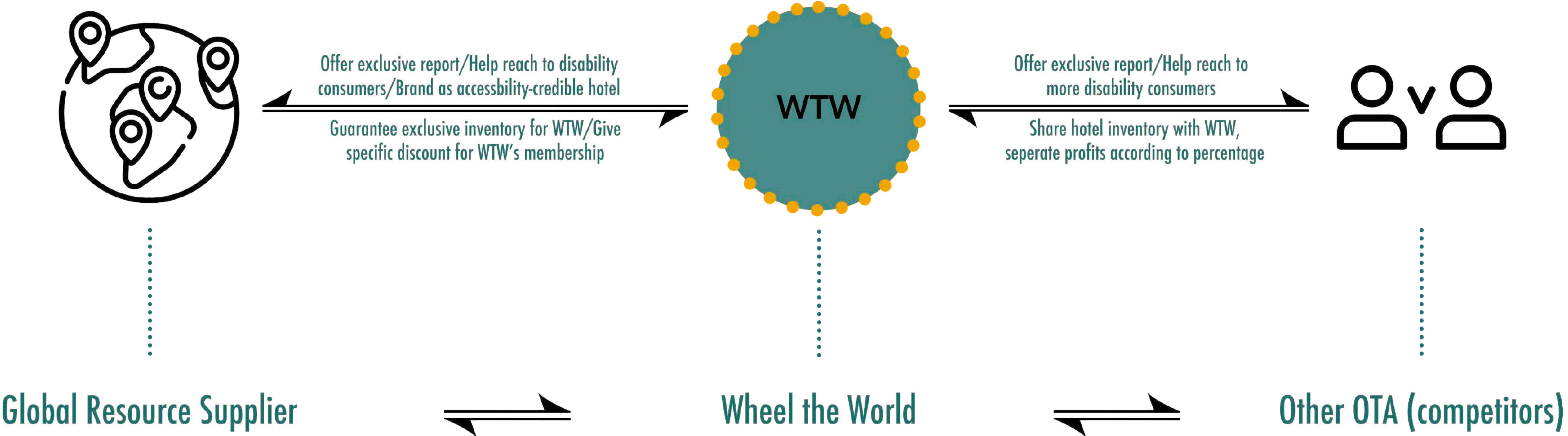
- WTW's confidentiality of core competencies decreased
- The competition in the accessibility industry would be more intense.
 - The risk of being overtaken by larger OTAs increased.



How to avoid WTW becoming just a reference platform
at the accessibility industry?

How to guarantee WTW's benefits?

Company's Leverage



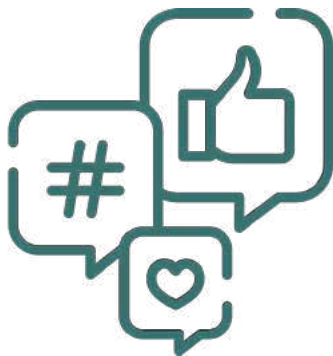
Brand Touchpoint List

● Prioritise for most impact

Online



● Website



● Social Media
(Instagram/Facebook/
Twitter)



● Mapper's
Program



● Online Ads



Newsletter



Email



E-ticket



Online Store

Offline



● Merchandise



● Guide Uniform



Company Event



Brochure

Alignment

Inclusivity

Visual/Tonal

Narrative

Values

Communicate

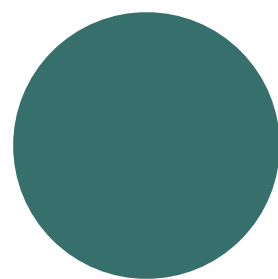
Alternative Logos

Logo

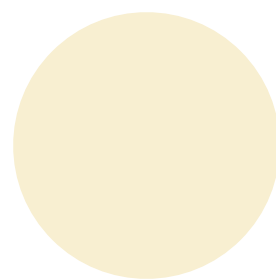


Suggested tone of voice
“WTW” instead of “Wheel the World”

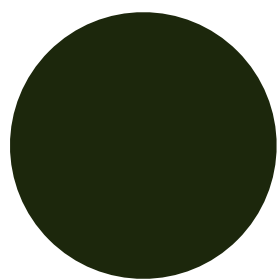
Primary Color



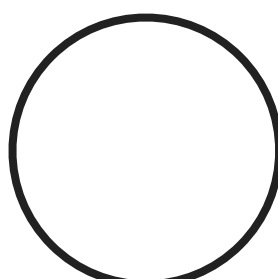
#376F6D



#F7EFD5

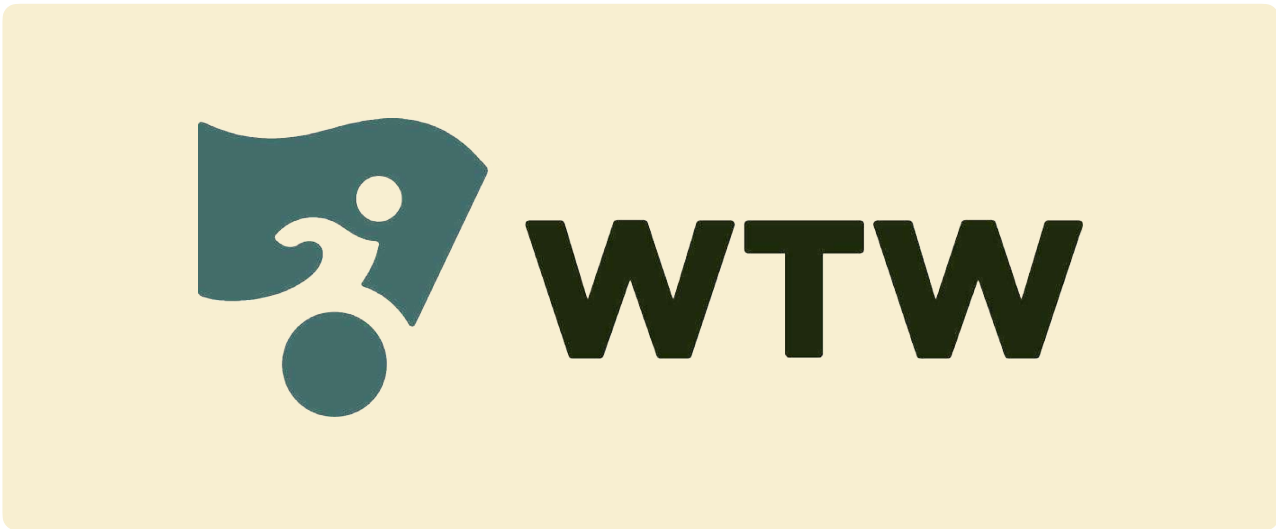


#1F2710



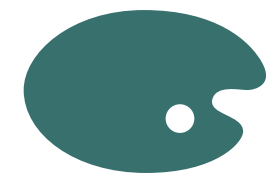
#FFFFFF

Logo on Color



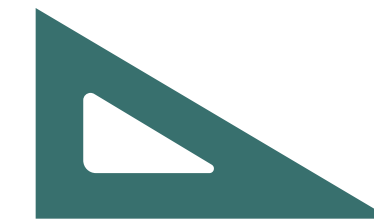
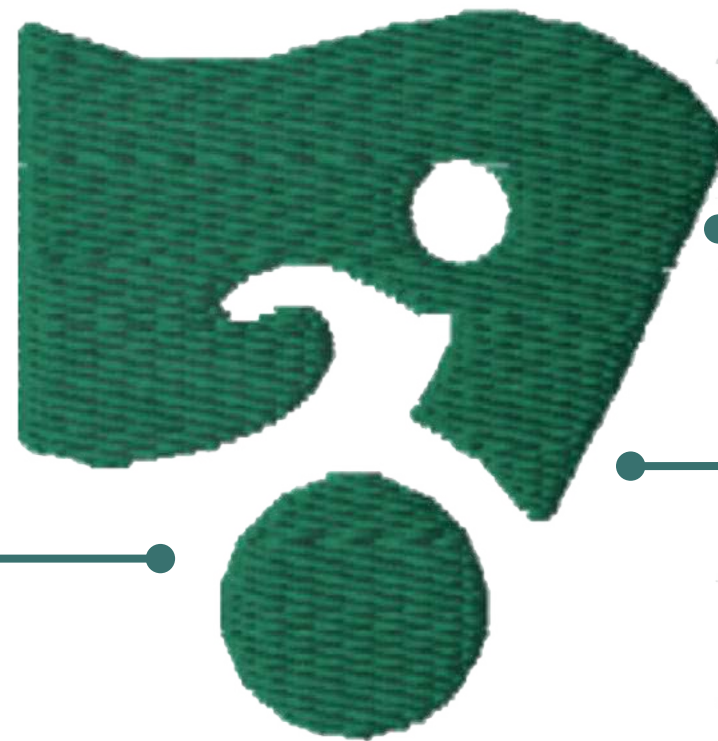
Merchandise Design

How might we leverage merchandise design to position Wheel the World embrace both people with other types of disability + able-bodied people to support the brand?



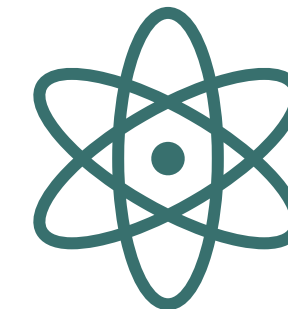
Picture Merchandise

- Touchable design
- Package that tells WTW story



Guideline Rules

- Size limit of logo
- Brand story included in package not product



Techniques to make this happen

- Flat Embroidery
- Flocking
- Towel Chenille Embroidery
- etc.



Design Strategy-1

The selection of products: practical outdoor supplies



Design Strategy-2

Touchable Info tag(name, color, material, etc) on every products
E.g. Product stating the color for colorblind

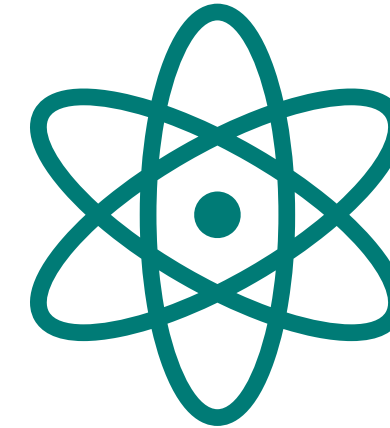
Sales Strategy



Donation

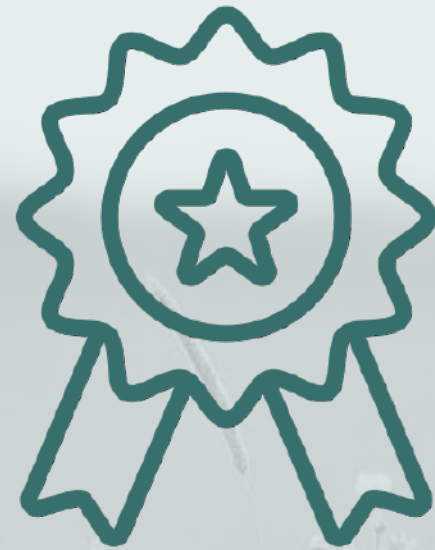


Gifting



Collab with REI

Conclusion



Establish
credible positioning
in the accessibility
sector



Increase awareness
and inclusivity amongst
all types of disabled and
able-bodied people



Uplift the overall
experience to become
more competitive and
unique



Thank you