



Identify strong TR & EM	3. TRIGGERS TR An inaccessible physical environment, negative attitudes about disability, and a lack of suitable assistive technology (assistive, adaptive, and rehabilitative gadgets)	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <div> Some helpful guidelines are provided under the Americans with Disabilities Act, such as treating everyone with respect and refraining from patronising them. After assisting, pay close attention to the responses. Observe the instructions given, or if your offer of assistance is turned down, respect the choice and don't make it again. </div>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Staying real and speaking to someone with a handicap in the same manner you would anyone else is important. Be courteous in both your questions and actions. Also, don't ask questions that you wouldn't ask of someone who isn't impaired. Not every person with a disability wants to discuss their specific abilities or limitations. Disabilities impact the entire family.			