## Research existing customers

Engagement of Small and Medium Sized Enterprises and the rise of the heart-led business is crucial in the process of spreading inclusivity on a daily basis.

For example: Some of the forum shared examples of people they know who get confused by the extensive digitization and it’s not only the older generation, but also people with neurodiversity and people who are manual workers and not natural digital natives.

According to Sitemorse, website accessibility is a missing opportunity for businesses as there are now 14.1 million disabled people in the UK, including 19% of working age adults and 44% of pension age adults. These people may face barriers when accessing websites that are not designed or coded with accessibility in mind (Critchlow, 2023).

So, we need to think not only about including most of the discriminated groups, but also the way we implement it in our product.

While I did my research, I found Diversity/Liberation Groups in Bath University - they have 5 fantastic student-led liberation groups (LGBT+, Feminism & Gender Equality, Disability Action Group, Race Equality Group, and Mature Students group) who represent students from a range of backgrounds and put on specific events and activities. This would be important to have.

In conclusion it is hard to make assumptions around the needs or abilities of discriminated groups may not be accurate without actual surveys and target groups.

Critchlow, S. (2023). EDI forum on Digital Inclusion June 2023. [online] Available at: <https://www.discoveryourbounce.com/edi-forum-digital-inclusion/>