

# Senior User-friendly Business Checklist

You can use this Senior User-friendly Business checklist to help you get started in making your business more safe, comfortable and attractive for older consumers, as well as for everyone else.

Many senior user-friendly features are the responsibility of local governments, other organisations or the property owner. You can help to make these organisations aware of what could be done to make the neighbourhood more senior user-friendly and work with the City of Greater Geraldton or landlord. Bring your completed checklist along to SUB training.

**COMPLETE CHECKLIST A IF CUSTOMERS COME TO YOUR PREMISES**

**COMPLETE CHECKLIST B IF YOU GO TO YOUR CUSTOMERS PREMISES**

## RATING GUIDE

*Please use the following rating system for the following questions to assess your business.*

**EXCELLENT = 4**

**GOOD = 3**

**FAIR = 2**

**NEEDS WORK = 1**

**N/A = DOES NOT APPLY**

## FOR EXAMPLE:

- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.**
- 4** all staff have the business logo and their name clearly embroidered on uniform in a contrasting colour, or all staff wear a name tag everyday
- 3** most staff wear a name tag with the business logo on it or wear a custom uniform
- 2** we have name tags and uniforms but not everyone wears them or: the font is hard to read on the name tags or uniform
- 1** staff don't wear name tags or a uniform with the business logo



# CHECKLIST A

*use this if customers come to your premises*

# 1 - Safety: Provide for people with reduced mobility, agility and balance

## OUTSIDE SPACE: ACCESS TO YOUR BUSINESS IS FREE OF HAZARDS

- Footpath access from carpark and public transport and parking areas is level and well-maintained, with curb cuts where needed.
- Pickup/drop-off areas are convenient, sheltered and clearly marked.
- Footpaths and carpark are well and evenly lit.
- Accessible and seniors' parking spaces are designated and enforced.
- Parking lot and footpaths are promptly cleared of sand, puddles and other hazards (including paths from carpark to footpath).
- Footpath is smooth, without cracks or dips and bumps.
- Entrances are kept clear of street furniture and other obstructions (e.g., tied-up dogs, sandwich boards or displays).
- Entrance doors open automatically or have access buttons; they stay open long enough to get through. Manual doors are not too heavy to open.
- Building has at least one level entrance, with threshold flush to the floor or a portable ramp can be accessed and temporarily installed easily.
- Doors are wide enough for wheelchairs.
- There is clearance by the door for a person waiting with a wheelchair or walker.
- Wheelchair access routes are well marked.
- SUB TOTAL OUTSIDE SPACE

## INSIDE SPACE: CUSTOMERS CAN NAVIGATE WITHOUT OBSTRUCTIONS AND DISTRACTION

- Stairways have sturdy handrails on both sides.
- Stair edges are clearly marked.
- Flooring is non-slip and non-shiny.
- Necessary mats are securely fastened, unnecessary mats are removed.
- Obstacles or hazards are clearly marked (e.g., Step Up, Step Down, Automatic Door, Wet Floor).
- Aisles are wide enough for two trolleys, walkers or wheelchairs (approx. 1.2m) and are uncluttered by displays.
- Location of elevators, toilets, customer service and other amenities and services is clearly posted; a store layout map is visible near the entrance.
- Most-popular items are shelved at medium height.
- Emergency training of staff addresses warning and evacuation of the elderly and disabled.
- SUB TOTAL INSIDE SPACE
- TOTAL                       NUMBER OF ITEMS THAT APPLY TO YOUR BUSINESS

Other things you do in your business that make your outside and inside spaces senior user-friendly

---

---

---

Your total: \_\_\_\_\_ ÷ Number of items that applied to your business: \_\_\_\_\_  
= \_\_\_\_\_ Your total score on outside and inside safety

## 2 - Comfort: Consider customers with reduced mobility, agility, balance, sight or hearing

### PROVIDE FOR PEOPLE WITH LIMITED STRENGTH AND STAMINA

- Sturdy, regular-height seating is placed in waiting or queue areas.
- At least one service or checkout counter is accessible for customers in wheelchairs.
- Service counters have a place on which to hook a cane so it doesn't fall.
- There is a space by the entrance for customers to park scooters.
- In areas where customers sit for some time (e.g., restaurant tables), temperature is held at comfortable levels, with no chilly air currents.
- An on-line or phone-in ordering/ delivery service is available.
- Telephone has large print buttons and amplification capabilities for the hearing impaired.
- Customer toilets are clearly marked.
- Toilets contain at least one accessible toilet cubicle and hand washing area.
- Customers are offered assistance when taking items to their cars.
- SUB TOTAL LIMITED STRENGTH & STAMINA

## PROVIDE FOR PEOPLE WITH VISION OR HEARING IMPAIRMENT

- Premises are well and evenly lit.
- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.
- When staff are working off-site (such as on call outs to homes), identification is shown off-site and is in a font which is easy to read.
- Printed or written materials (e.g., package labels, cash receipts and restaurant bills) have good contrast and readable font sizes.
- Staff speak clearly and at an appropriate speed, while looking directly at the person and with minimal background noise whilst on the phone.
- Staff are aware of the need to assist customers who have are vision or hearing impaired (e.g., reading labels and locating items, communication with customers off-site).
- Sound systems for public announcements are loud enough, distortion-free and not over-used.
- A quiet space is provided for discussing private business such as medications or finances; staff are trained to move to those areas when necessary.
- The website is easy to navigate, is mobile device friendly and font sizes can be increased.
- Background music is absent, low in volume, or customers are asked if the music is at a comfortable volume.
- A hearing loop is installed at one counter.
- SUB TOTAL VISION OR HEARING IMPAIRMENT
- TOTAL
- # ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

---

---

---

**Your total:** \_\_\_\_\_ ÷ **Number of items that applied to your business:** \_\_\_\_\_

**= \_\_\_\_\_ Your total score on comfort of customers**

### 3 - Respect: Ensure all customers are treated with respect

- Staff are trained to be friendly and patient with all customers and try to meet their needs.
- Staff ring on the day of scheduled home visits to confirm time and inform customer of tradesperson's name, a courtesy call is made if the tradesperson is going to be late.
- Staff are sensitized to avoid condescending behaviours (e.g., speaking too loudly or showing visible impatience).
- Staff are encouraged to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding or making their requests known.
- Errors and customer complaints are addressed promptly and courteously.
- Staff are trained in how to manage situations, such as a fall or an outburst, while preserving a person's dignity.
- Staff can identify if a person is experiencing a medical emergency and is trained to take action and to notify the appropriate service, or authority.
- Staff know how to recognise signs that a customer needs help or is being abused and knows who to contact.
- TOTAL                       NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

---

---

---

<p><b>Your total:</b> _____ <b>÷ Number of items that applied to your business:</b> _____</p> <p><b>= _____ Your total score on respect for Seniors</b></p>
---



## 4 - A few extras that will increase the attractiveness of your business for older customers

- Promotional material includes depictions of older people.
- Consumer research includes older people.
- Products and services are designed for smaller households, smaller incomes and smaller appetites.
- Discounts are offered to Seniors.
- Specific services are offered to Seniors.
- TOTAL                       NUMBER OF ITEMS

Other extra things you do in your business that increases your attractiveness to Seniors

---

---

---

<p>Your total: _____ ÷ Number of items that applied to your business: _____</p> <p>= _____ Your total score on extras</p>
---





# TOTAL SCORE

ENTER YOUR TOTALS FOR EACH SECTION:

\_\_\_\_\_ Safety – inside and outside space

\_\_\_\_\_ Comfort - limited strength and stamina, poor sight and hearing

\_\_\_\_\_ Respect

\_\_\_\_\_ Extras

\_\_\_\_\_ Total - Your Senior User-friendly Business score

**Scoring guide: Outstanding = 13-16 Good = 9-12 Fair = 5-8 Needs work = 0-4**

## How did you score?

A score of nine or more is required to become a SUB. Look at the checklist for areas where you would like to improve and create your plan for a more Senior User-friendly Business.

## What next?

Bring this checklist along to SUB training. After your training and making appropriate changes you can register for the Mystery Shoppers to come and check your business so we can provide you with feedback about what you can improve and what areas you have clearly thought about to provide a great service to Seniors and all of your customers.

If you are already doing an outstanding job, or if you make some changes, we would like to hear about it – we are always looking to promote great examples of ways businesses are becoming more Senior user-friendly.

Thank you for your commitment to providing  
Senior User-Friendly practices