

THE INCLUSIVE MARKETING MANDATE

Design for Every Decade

Reaching the entire spectrum of digital customers



The Average User is an *OUTDATED* Baseline



THE OUTDATED PREMISE

We design for standard user who no longer exist



THE CONSEQUENCES

Every year, millions of potential customers are sidelined by unnecessary interface complexity and poor usability.

\$3.2
TRILLION

BLIND SPOT EXIST
IN THE MARKET

1/3 of Global Wealth
is held by consumers
aged
60+

They are ACTIVE,
ONLINE, and INTENSELY
LOYAL. Why is your digital
front door is close to
them?



The Evolution from *legacy interfaces* to *inclusive digital movements*

Legacy Design (2021)

Low- Contrast, gray
typography

Cluttered, memory-testing
mega -menus

Strictly Keyboard
dependent workflows

vs.

Inclusive Design (2026)

High-Contrast, WCAG
compliant legibility

Predictive, simplified
user interfaces.

Voice-first, AI-transcribed
interactions



Visual Clarity

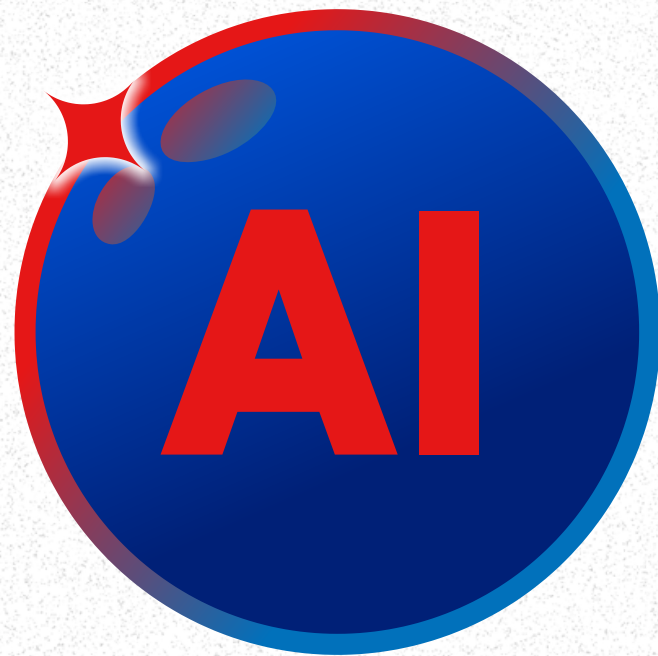
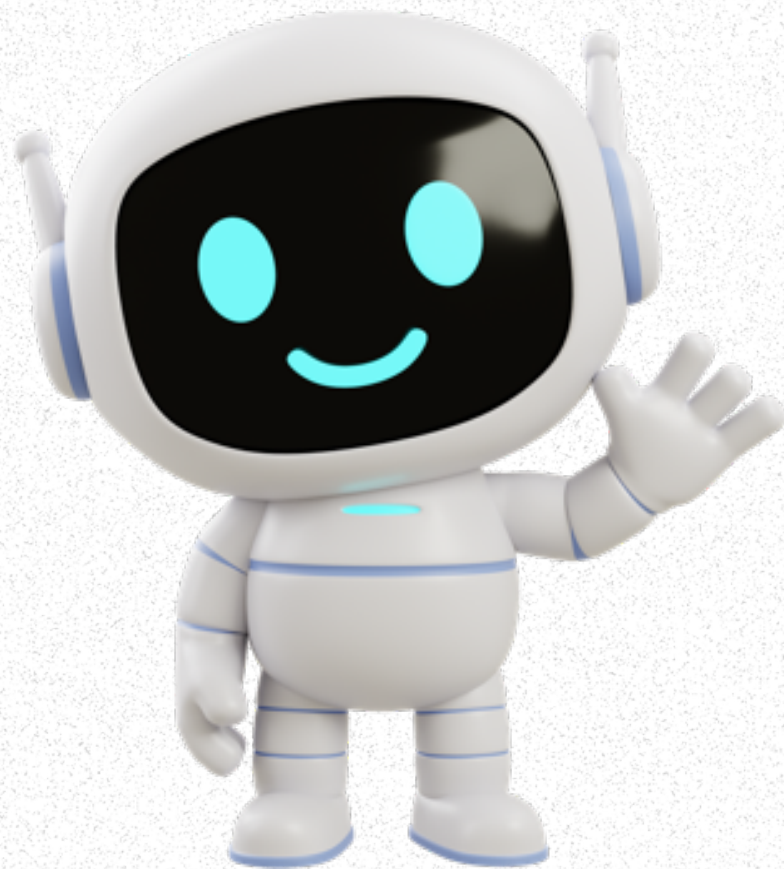
is the primary digital mandate

Visual Clarity naturally declines after age 40. Prioritizing **WCAG 2.1 AA/AAA** contrast ensures absolute legibility for everyone, including users with IST with low vision or color vision deficiency



The *Digital Front Door* must stop testing cognitive patience

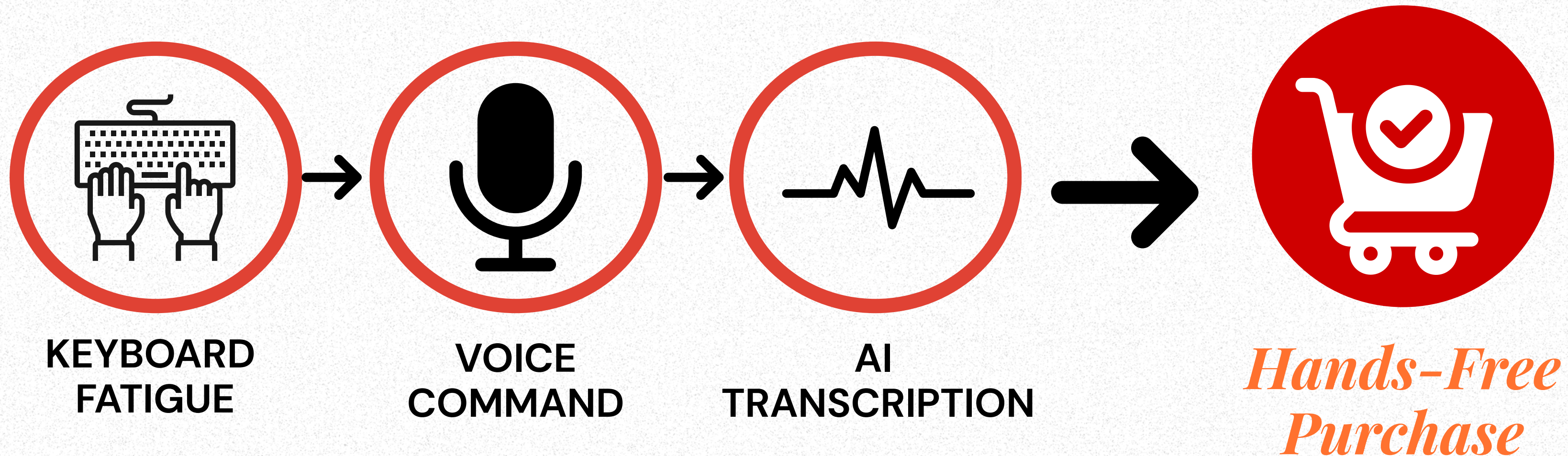
Stop testing user memory. Predictive UI adapts the interface in real-time based on behavior, removing friction before frustration begins



**PREDICTIVE UI REDUCES CART
ABANDONMENT BY *22%*
AMONG THE *60+* DEMOGRAPHIC**

Text is the gateway but ***VOICE is the Key***

Keyboard fatigue sidelines both the elderly and the digital native. AI transcription removes input friction entirely, an approach now standard in 90% of hybrid events.



Digital Belonging requires a *Complete Structural Foundation*

The \$3.2Trillion
Silver Economy & Gen Alpha

High
Contrast
(SEE
CLEARLY)

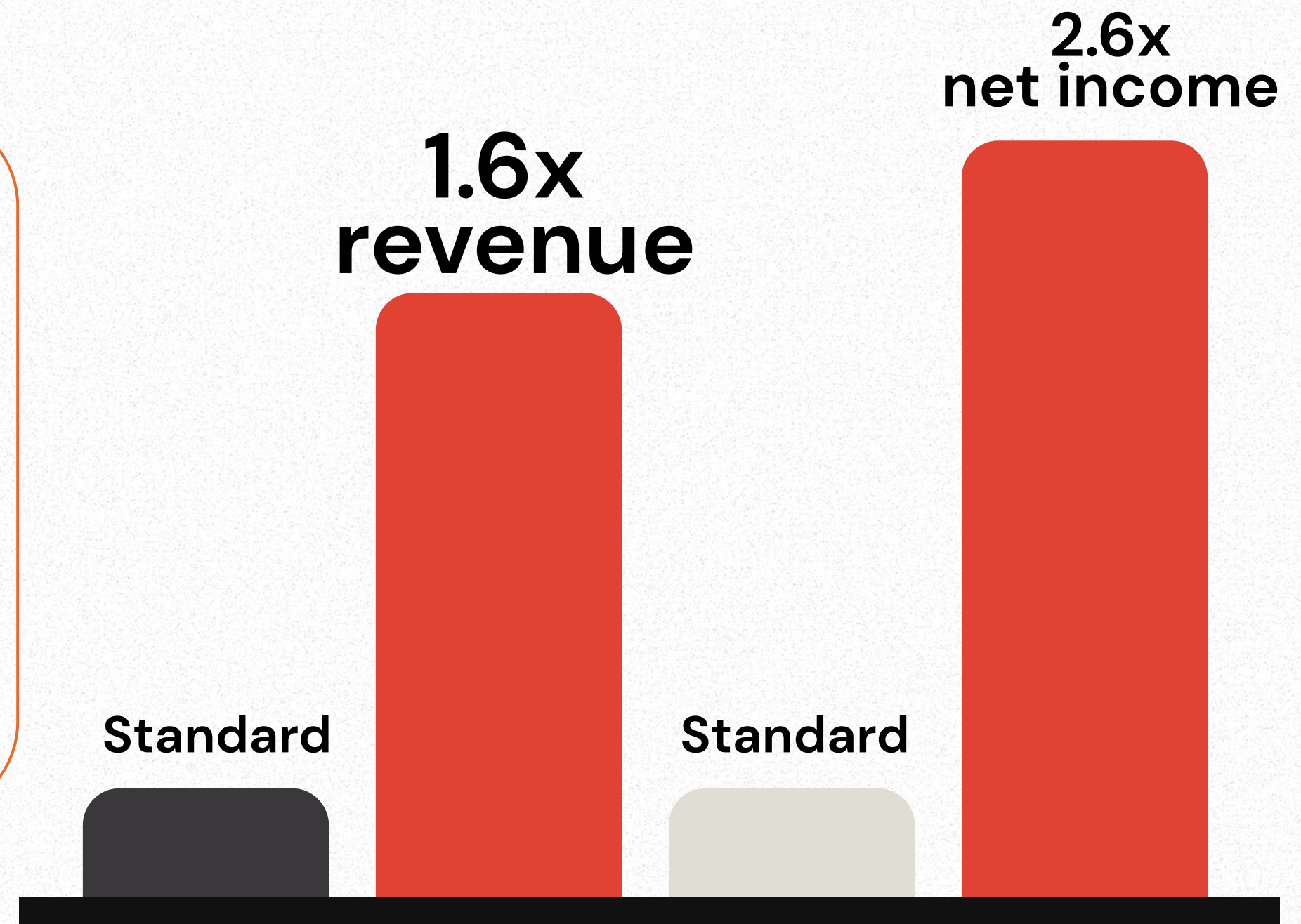
Predictive
UI
(Navigate
easily)

Voice-First
(Interact
effortlessly)

*The
Inclusive
Marketing
Mandate*

Accessible design generates exponential *Business Growth*

Companies prioritizing accessibility drastically outperform their peers. Inclusion isn't just good ethics; it's great business.



Build Digital Experiences that welcome every decade.

Inclusive design isn't a patch; it's the foundation.
Marketing that excludes isn't marketing' it's bad data.



Let's build environments that welcome everyone, from Gen Alpha to the Silver Economy

Lorna Bondoc Founder, Yoveo Digital

