

Sensory-first approach to customer experiences

Nearly **1 in 2 neurodivergent consumers** will walk out of a store if sensory factors aren't managed.¹

49%
walk out²

That's nearly **half your audience** abandoning carts—not due to price or product but to avoidable sensory friction.

Why This Matters

\$1T+

in neurodivergent global spending³

53%

of Gen Z identify as neurodivergent⁴

82%

of consumers with access needs will pay more for an accessible experience⁵

71%

will click away if a website is "difficult to use"⁶

1 in 5 people are neurodiverse⁷

Opportunities for Innovation

Customer Experience (CX) Solutions

Sensory-smart upgrades transform shopping environments from overwhelming to inviting

Employee Experience (EX) Solutions

Redesigned systems help neurodivergent staff perform at their best

SEE:

Dyslexia-friendly fonts, color-contrasted shelf tags, "Know Before You Go" app previews



SEE:

Visual schedules, color-coded task flows, illustrated checklists

HEAR:

Zoned audio by department, quiet hours, optional earplug availability at entrances



HEAR:

Acoustic panels, visual alerts, noise-managed back-of-house zones

TOUCH:

Weighted carts, soft floor textures, grounding materials that increase dwell time



TOUCH:

Adaptive uniform options, fidget tools at stations, calming break zones with grounding textures

SPEAK:

Customer service and checkout preferences for different communication styles



SPEAK:

Communication preference badges, emoji-based check-ins, asynchronous reporting tools

UNDERSTAND:

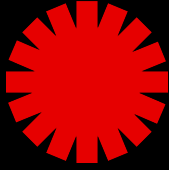
Predictable store maps, digital wayfinding, animated receipts, intuitive e-commerce cart flows



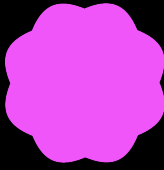
UNDERSTAND:

Microlearning modules, job preview walk-throughs, executive function awareness digital dashboards

What Neuroverse Delivers



Sensory Audits
of physical and digital environments



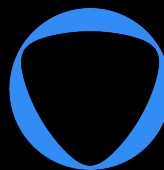
Employee Playbooks
for store teams and managers



Pilot Road Maps
for phased location rollout



Digital EX Guidance
apps, e-commerce, kiosks, AR, internal dashboards



Training Modules
for neuroinclusive service and supervision

The Future Is Sensory-First

With cashierless checkout, AR navigation, and voice commerce on the rise, sensory design is the missing layer in next-gen retail.

Without it, 49% walk out.

With it, you unlock new conversion, retention, and reach.

HAVAS

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