Fortune Favors the Brave

Challenges and Successes of Accessible IT Development Association
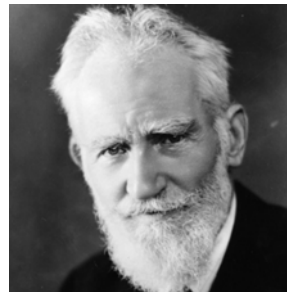
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Fortune Favors the Brave

◆ The *reasonable man* adapts himself to the world

◆ The *unreasonable one* persists in trying to adapt the world to himself

◆ Therefore *all progress* depends on the *unreasonable man* .

George Bernard Shaw

Presentation Outline

- About AIDA
- *Initial* challenges
- *Present* successes
- *Longer term* target
- Conclusion .

Presentation Outline

◆ ***About AIDA***

◆ Initial challenges

◆ Present successes

◆ Future sustainability

◆ Conclusion .

About AIDA

- Accessible IT Development Association (AIDA) is a *social enterprise* in Hong Kong
- We specialize in *professional* web design and development
- We provide training and employment opportunities to our *team of people with disabilities* .

Presentation Outline

◆ About AIDA

◆ **_Initial_ _challenges_**

◆ Present successes

◆ Future sustainability

◆ Longer term target

◆ Conclusion .

Initial Challenges

- ☹ Overabundance of web development techniques
- ☹ Huge knowledge gap between consulting partners and AIDA team
- ☹ User prejudice on project size
- ☹ Limited financial income
- ☹ Potential trainees shied away from steep learning curve and restricted prospects .

Presentation Outline

◆ About AIDA

◆ Initial challenges

◆ *Present* **successes**

◆ Longer term target

◆ Conclusion .
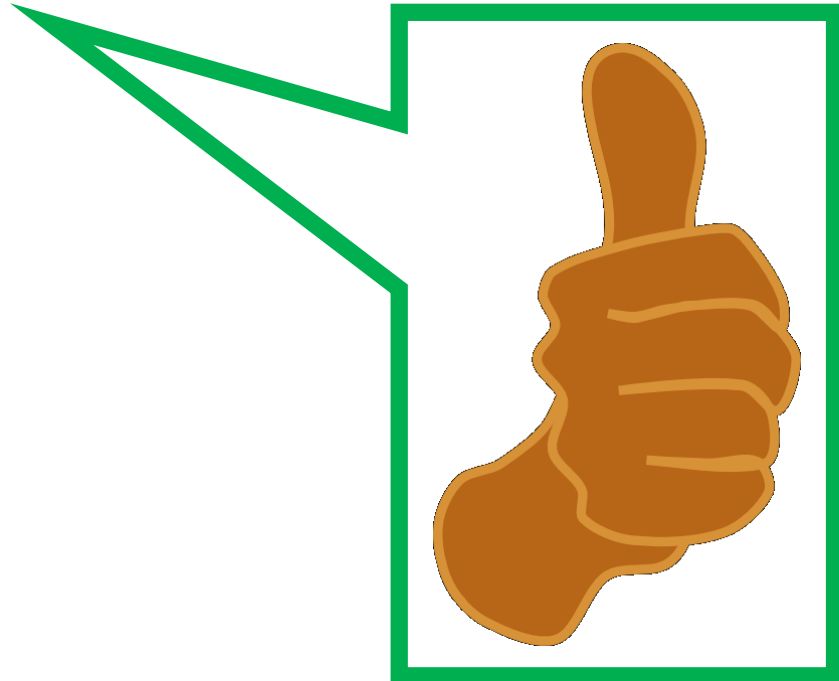
Present Successes

☺ Concentrate on *WordPress* development skills

☺ Concentrate on professional design and implementation of *modern, accessible, and responsive* websites

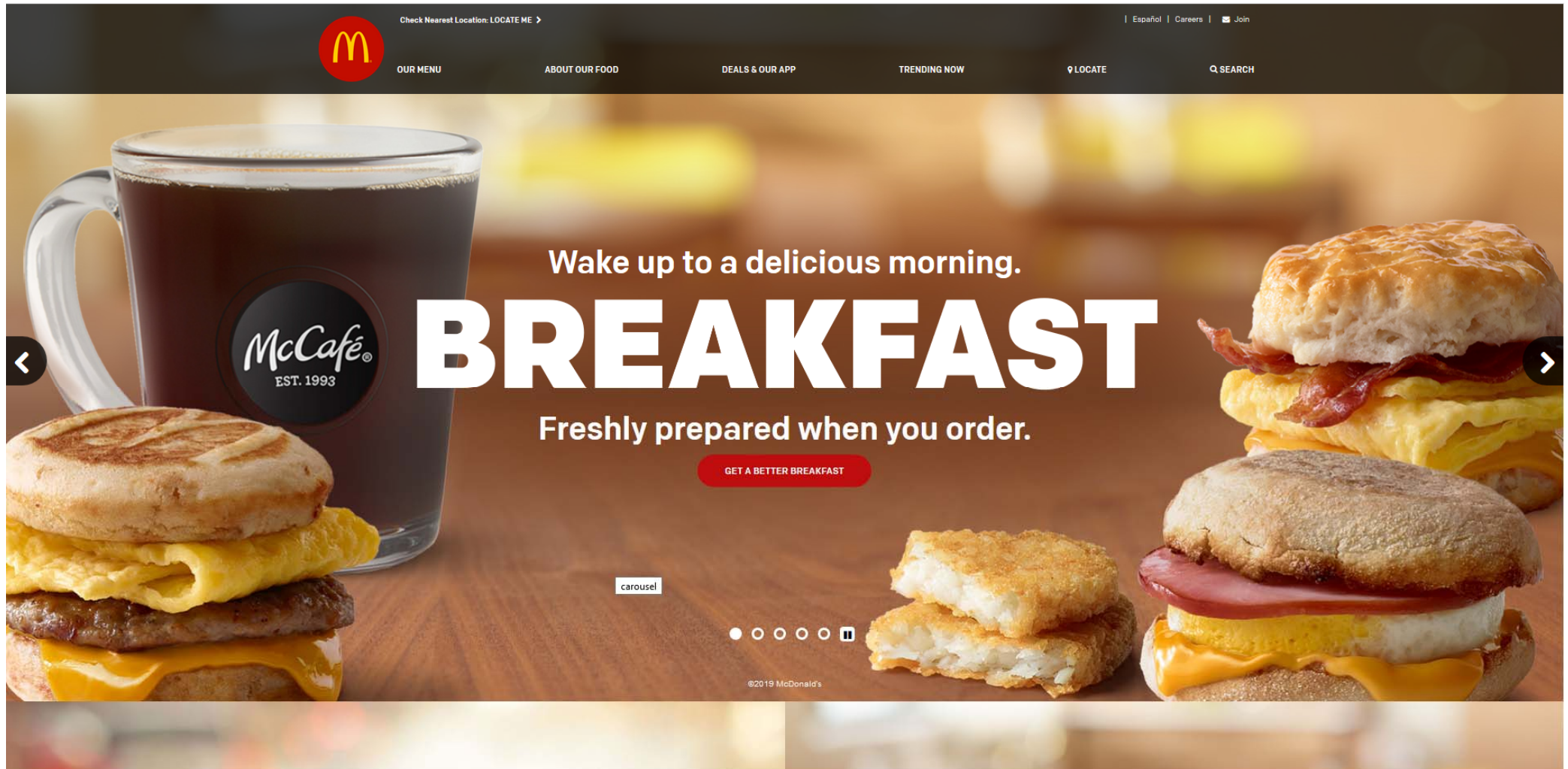☺ Plugins help produce professional deliverables *without the need to master programming* .
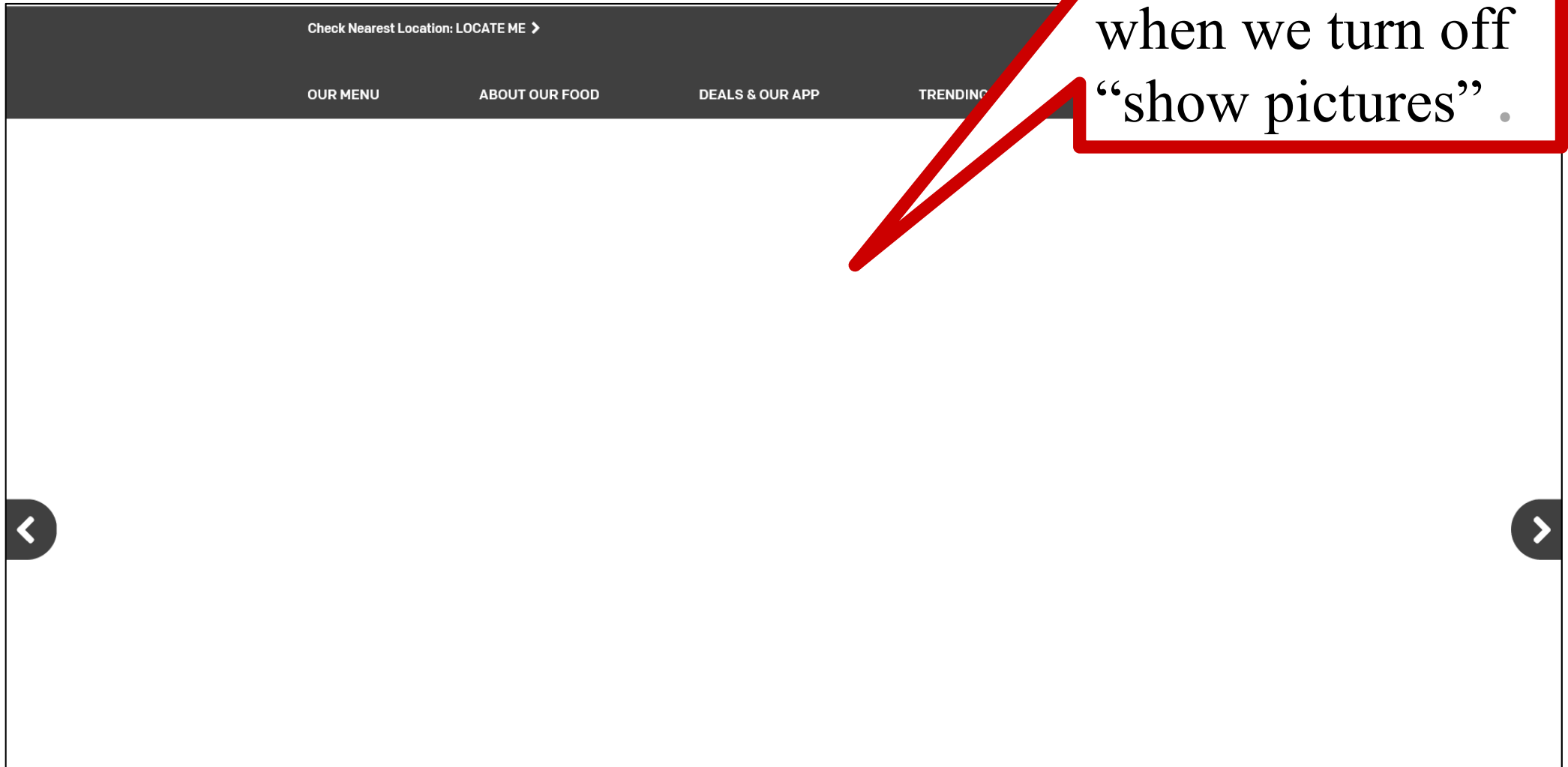
Professional Design
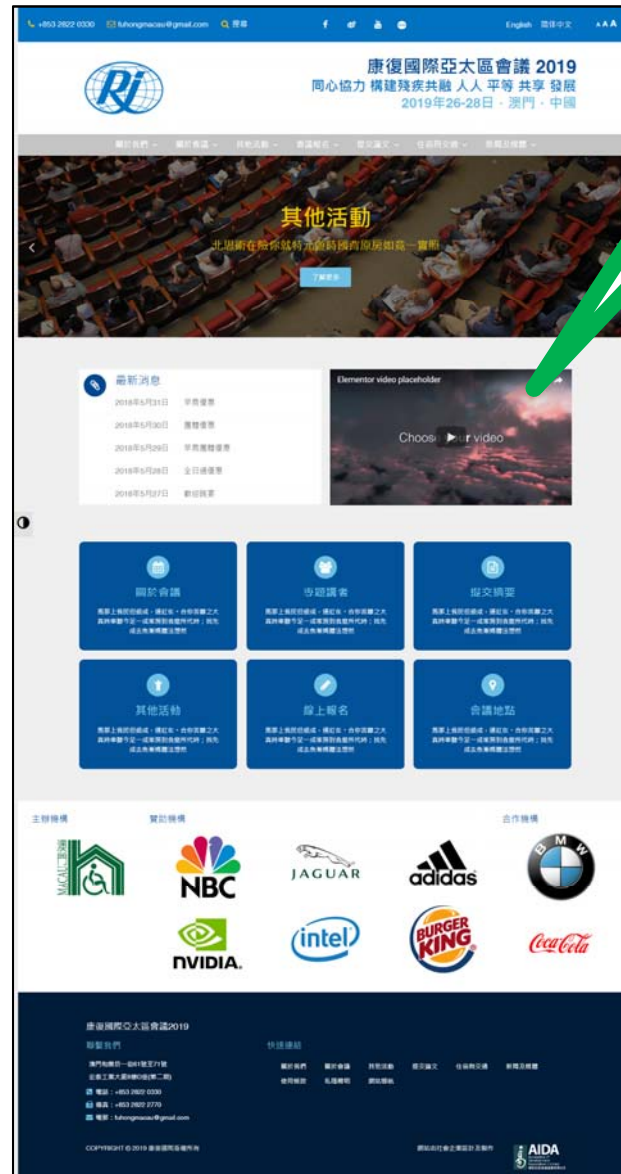
We Learn from Mistakes
Inaccessible Website

We Learn from Mistakes
Inaccessible Website

As seen by people with visual impairment, or when we turn off "show pictures" .

Check Nearest Location: LOCATE ME ❯

OUR MENU   ABOUT OUR FOOD   DEALS & OUR APP   TRENDING

Accessible Web Design

All the words are rendered as styled text .

Responsive Web Design

Responsive Web Design

Cater for all devices and orientations.

Our Projects

Hong Kong Society for Rehabilitation

Gold award in Web Accessibility Recognition Scheme

Our Projects

Putting Brains in Muscles

Funded by Equal Opportunities Commission

File Edit View History Bookmarks Tools Help

關於學會 – 肌智網絡

ⓘ hksnmd.info/dev/關於學會/

會員專區 ▼   聯絡我們   A A A   🔍 搜尋

網頁贊助機構

肌智網絡
接通神經肌肉疾病健康教育的無障礙網站

HKS NMD
香港神經肌肉疾病學會
The Hong Kong Society of Neuromuscular Diseases

平 等 機 會 委 員 會
EQUAL OPPORTUNITIES COMMISSION

認識「神經肌肉疾病」 ▼   「神經肌肉疾病」資訊 ▼   最新消息   醫護及學術專區 ▼   關於學會 ▼

學會簡介

我們的社會近期成立，並於二零一五年三月二十五日完成本會的註冊工作。本會的主要目標是匯集香港專家及專職醫療專業人員的專業知識，以促進對

我們的理事會成員目前由兒科神經科醫師，成人神經科醫師，解剖病理學家和化學病理學家組成，我們的目標是盡快將我們的會員資格擴大到其他相關

Our Projects

Rehabilitation International Regional Conference

Our Projects

SAHK Community Support

Presentation Outline
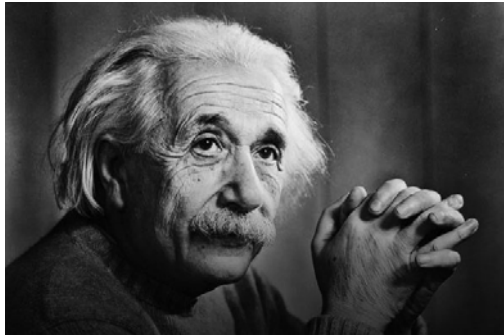
◆ About AIDA

◆ Initial challenges

◆ Present successes

◆ *Longer term* **target**

◆ Conclusion .

What Do Geniuses Observe?

- ◆ Many people [have] seen ***thousands of trees***
- ◆ But ... never seen a ***forest*** .

Albert
Einstein

Longer Term Target

Nurture More Social Enterprises?

☹ They are just individual trees

Tame the Forest

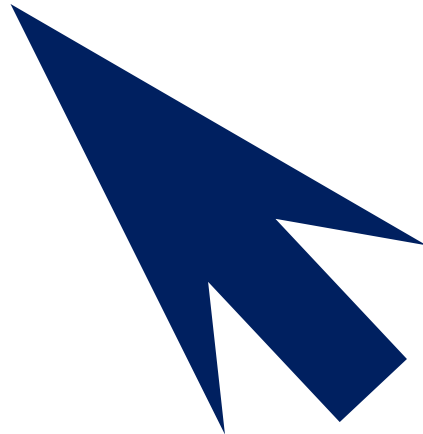☺ People with a disability are *untapped human resources*

☺ Train for *open employment*

☺ Help companies *improve corporate image*

☺ Enhance their *social asset* .
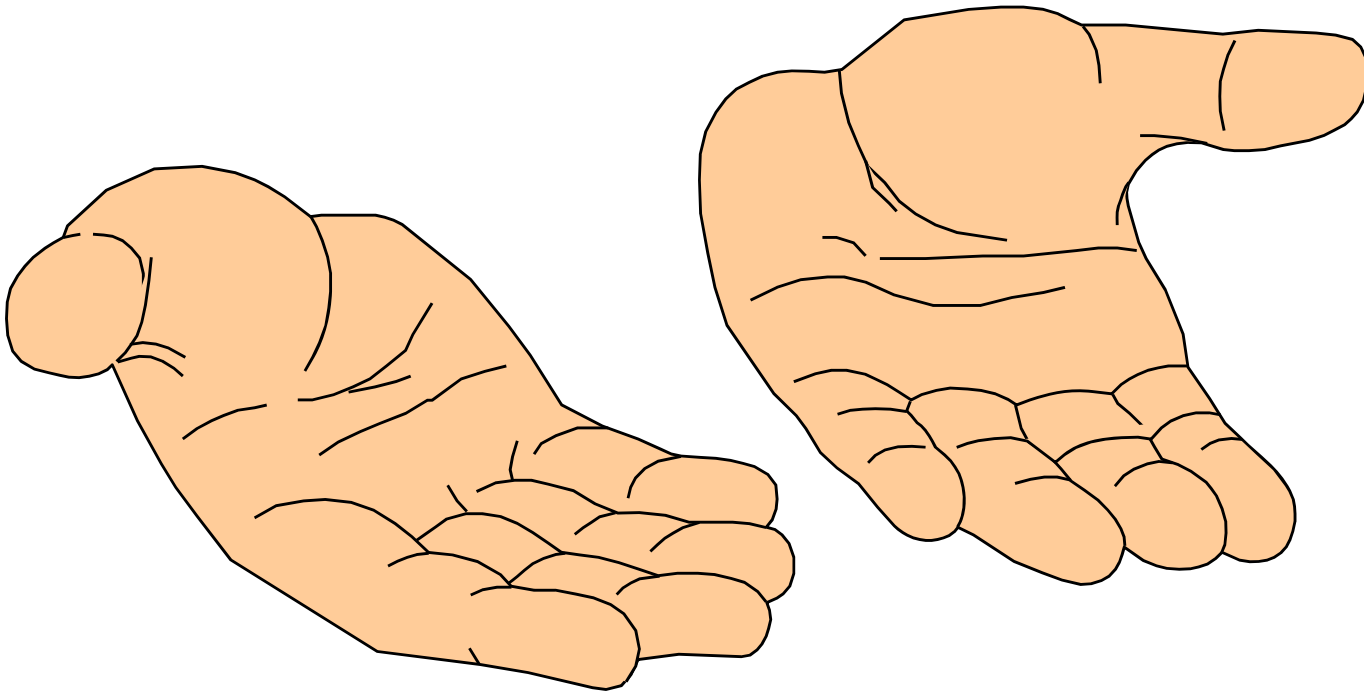
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- *Conclusion* .

Conclusion

◆ Unreasonable and brave despite *initial* challenges

◆ Professional specialization leads to *present* successes

◆ Our social enterprise is just a successful first step rather than the ultimate goal

◆ *Tame the forest* of open employment rather than nurturing individual trees .

Your Comments are Welcome

Thank you