Fortune Favors the Brave

Challenges and Successes of Accessible IT Development Association

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Accessible IT Development Association
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

Grid-based modern 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”.
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
Our Projects

Rehabilitation International Regional Conference
Our Projects

SAHK Community Support
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Many people [have] seen *thousands of trees*

But ... never seen a *forest*.
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*.
Presentation Outline

- About AIDA
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- Present successes
- Longer term target

**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