



Warsaw, March 15, 2017
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PRESS RELEASE

Accessibility in Mobile Applications Report 2016 by Polidea.

Based on analysis, examples and case studies, it serves as a guide to create fully accessible mobile applications.



In our increasingly fast-changing modern world including a growing aging population, technology plays a crucial role in providing users with equal opportunities.

The Accessibility in Mobile Applications Report provides an analysis of the accessibility features available in the most popular mobile applications. It covers best and worst practices and answers key questions like: What to look for and what to avoid? What works? How to start?

This report is a great starting guide for all mobile products' creators, especially for designers, developers, testers and product owners, who want to include accessibility in their everyday work. It can also be beneficial for academics and anyone else looking for an introduction to the subject of mobile application accessibility. This is a key topic in the global conversation about digital inclusiveness.

Because of the population-wide availability of smartphones in Western countries, mobile development should seek to include all users, encompassing those who suffer from any impairment. This represents a key and inseparable meeting place for technology and society. The inclusiveness of mobile apps is a requirement and the creation of fully accessible mobile apps needs to become a standard best practice.

“The constantly evolving world of experience demands flexibility and openness in the process of mobile app creation. Since we want our products to be available for all the users, accessibility should be included in every project. Our report was created by designers, who analysed the most popular applications and their accessibility features. We believe that sharing these insights and experiences is essential and can become a starting point for many mobile products' creators.”

says Grzegorz Kapusta, Polidea's CEO.

The report examines the subject of accessibility in depth, providing the following insights:

- A background on mobile device accessibility
- A detailed study of iOS and Android features, with examples of features for users suffering from various challenges like visual or hearing impairments.
- The best and the worst practices analysis of the most popular mobile applications
- Testing and summary

For the entire *Accessibility in Mobile Applications Report*, visit accessibility.polidea.com

We are eager to promote and share this report in media as well. The report's author is available for direct interviews and additional article commentary. Should you have any questions or ideas, please contact me at pr@polidea.com for more info, or to schedule an interview.

About Polidea

At Polidea, we want our products and services to be global and inclusive. Such an approach necessarily translates to new challenges for designers in terms of creating more universal, accessible designs.

Our team of tech-fanatic designers and engineers work with clients to build products for emerging technologies. Our clients' ideas combined with our craftsmanship, blend seamlessly to create engaging experiences. In a field as complex and rapidly changing as mobile development, our strengths in both the methodological and hands-on aspects of this business are invaluable. Polidea's diverse team of engineers, user experience architects and product designers work together, encouraging cross-training and an open-minded approach to tasks.

Polidea is committed to giving back to the industry by creating and contributing to open source projects. We also created Mobile Warsaw, a local regular meetup, and MCE, the biggest mobile technology conference in our region, to inspire knowledge exchange within the community.

More about Polidea: www.polidea.com

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