



People of Determination (POD) Program Profile

To enable people with disabilities and the elderly

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A person wearing a grey cardigan is seated in a wheelchair, using a laptop. The image is overlaid with a dark blue gradient that contains white text.

Digital Inclusivity Program

This program is designed to advance government excellence in digital inclusivity and accessibility of government services. It provides essential tools and enablers to support digital integration and foster innovation in the delivery of government services.

Objectives

Digital Inclusivity Program



1. Digital Accessibility Compliance

Ensure all digital services meet global standards, such as WCAG. Define new digital policies and standards to ensure consistency and alignment across all services.



2. Seamless Service Awareness

Create a connected digital ecosystem to help visitors easily access and navigate services.



3. Sustained National Priority

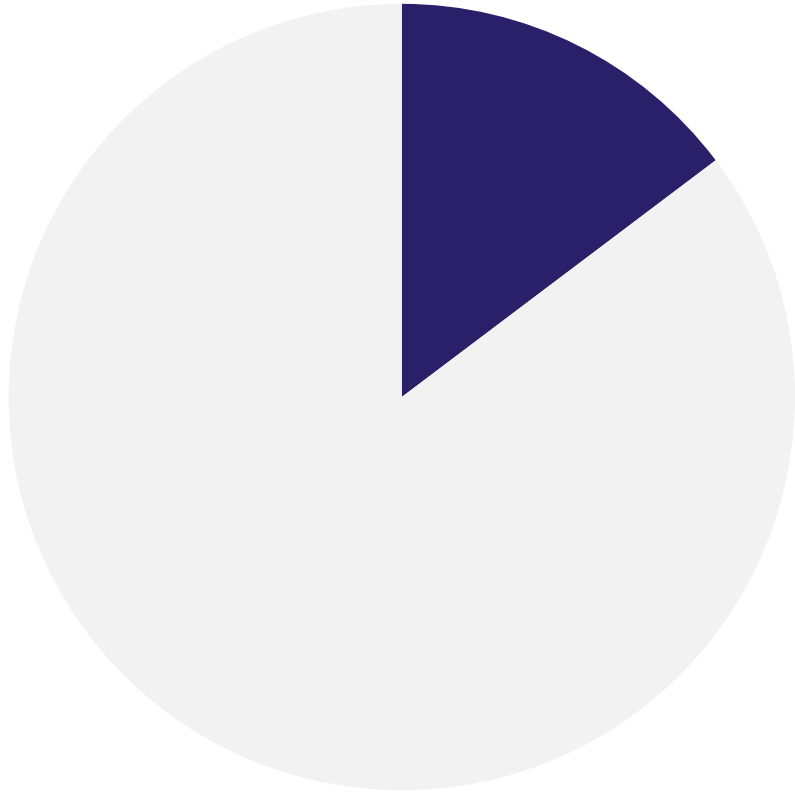
Extend accessibility efforts beyond the World Cup, focusing on sustainable solutions rather than temporary measures for the tournament.



4. Accessibility by Design

Use data to refine experiences, ensuring they adapt to the evolving needs of users. By testing and identifying gaps, enabling proactive improvements.

Statistics People with Disabilities



Which constitutes 4.2% of the total population of 32 million.



1.34 M

People with Disabilities

57%

Percentage of Male
with Disabilities

43%

Percentage of Female
with Disabilities

<https://www.stats.gov.sa/en/w/%D8%A7%D9%84%D8%B5%D8%AD%D8%A9-%D9%88-%D8%A7%D9%84%D8%A5%D8%B9%D8%A7%D9%82%D8%A9?category=417709&tab=436327>

Current Target Audience

Digital Inclusivity Program

Although the program covers many sectors and audiences, our attention will primarily be directed towards:

Sector



Government Entities

Individuals



People with Visual
Disabilities



People with Hearing
Disabilities



Elderly

Pillars

Digital Inclusivity Program

1

Digital and Physical
Solutions

2

Consultation and
Evaluation

3

Community
Participation

4

Training

5

Motivation and
Rewards

6

Legislation and
Compliance

Digital Inclusivity Program Services

1

Documentation and monitoring of innovations in digital products and Services

The service documents public sector innovations, including government products, services, and delivery methods, to highlight and share impactful success stories for beneficiary groups.

[Learn More](#)

2

Evaluating Digital Experience Consultation

The service has been designed to enable Government Agencies to seek DGA consultation in assessing the digital experience of product, platform or service before the development or launching phase.

[Learn More](#)

3

Mapping Future and Current Experience Consultation

The service enables submitting consultation requests for planning product or service experiences, creating value through detailed plans that address challenges at both beneficiary-facing and backend interaction points.

[Learn More](#)

4

Conduct Usability & Inclusivity Testing Study

The service allows government entities to request usability testing of digital service or product prototypes before launch to ensure ease of use.

[Learn More](#)

5

Designing Experience for Services and Products Service

The service has been designed to allow government agencies to submit a request to create designs and prototypes before developing and launching digital services or products.

[Learn More](#)

Usability Lab

مقيّد - Restricted

The Usability Lab

The Usability Lab is dedicated space empowering government entities to utilize its cutting-edge technology to enhance the user experience of their digital products and solutions. Whether testing **high-fidelity** designs, **low-fidelity** prototypes, **desktops** or **mobile applications**, the expert team is dedicated to analyzing user experiences, pinpointing areas for improvement, and delivering actionable recommendations that enhance customer satisfaction.

LAB FEATURES

Eye Tracking
Technology

Tobii Pro
Software

360 Cameras

Monitoring and
Observational
Environment

Facial Emotion
Recording
Software



Observatory Room



Usability Testing Room

مقيّد - Restricted



Observatory Room (Closer Look)

Usability Lab's target audience



Government Entities

The Lab serves government entities with public services and digital products looking to enhance the overall digital experience in terms of usability and accessibility.



Internal DGA Teams

The internal teams at DGA can utilize the lab to test the usability and accessibility of both external and internal DGA products to enhance the overall digital experience for all users and DGA employees.



Digital Product Owners

Individuals from start-ups can utilize the lab and its technology to test their digital products to better understand how to uplift them and make them more usable and accessible to their target users.

Services

Usability Lab Provides:



Enhance Digital Service Delivery

Work on improving the usability, accessibility and overall experience of all government digital services.



Ensure Compliance and Accessibility

Guarantee that all government digital platforms are complying with relevant standards and regulations, including those for accessibility.



Promote User-Centric Design

Raise awareness on the importance of implementing design principles that are user-centric across government digital services.



Support Digital Transformation

Assist government entities in their digital transformation efforts by providing expertise in usability and user experience.



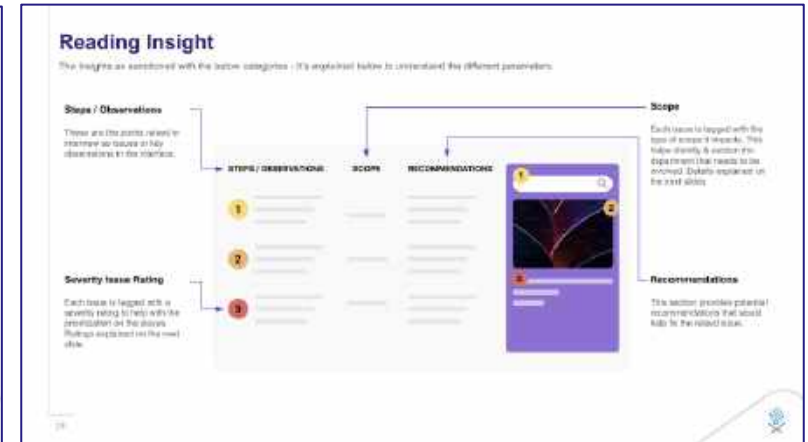
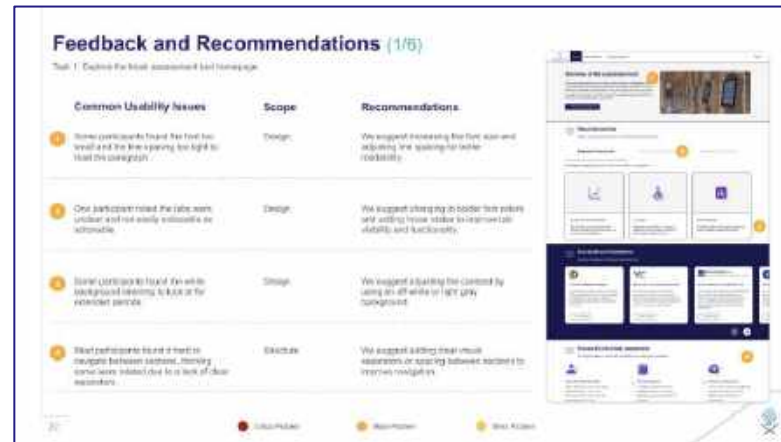
Continuous Improvement

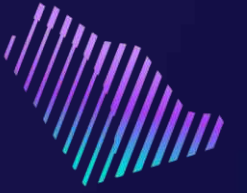
Foster a culture of continuous improvement and innovation in the design and delivery of government services.



Usability Testing Report

The **Usability Testing Report** evaluates the product's user experience by identifying pain points, testing content structure, and assessing features for findability, usability, and user satisfaction. **Conducted over planned sessions with English and Arabic participants**, the study utilized think-aloud protocols, cognitive walkthroughs, and observation. Key insights and recommendations are then delivered to analysis to enhance product effectiveness, efficiency, and overall user satisfaction.





Accessibility Audit

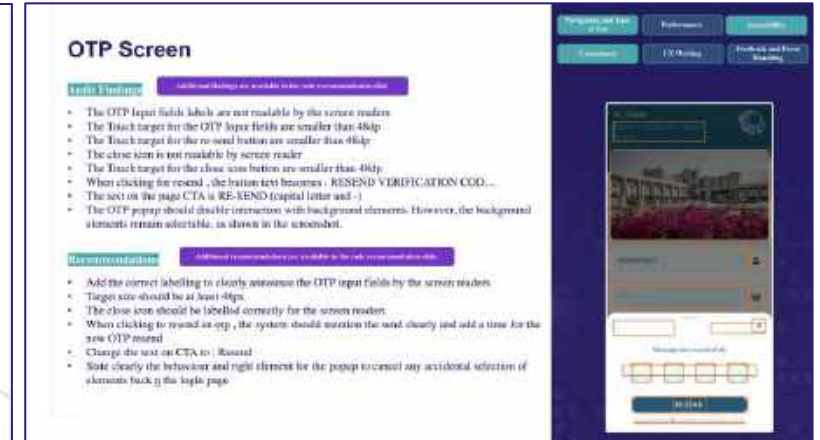
A person wearing a grey cardigan is seated in a wheelchair, using a laptop. The image is overlaid with a dark blue gradient that contains the text.

Accessibility Audit

An Accessibility Audit is a crucial service that evaluates digital products using a structured framework. It identifies strengths, weaknesses, and areas for improvement to enhance user satisfaction and performance. While usability tests focus on user behavior, the accessibility audit ensures compliance with standards, measuring products against required guidelines for inclusive, user-friendly experiences.

Accessibility Assessment Audit Report

The accessibility audit provides a detailed report that highlights key areas for improvement, helping users understand where changes are needed to enhance app effectiveness and ensure compliance with accessibility standards, ultimately improving user satisfaction and product performance.

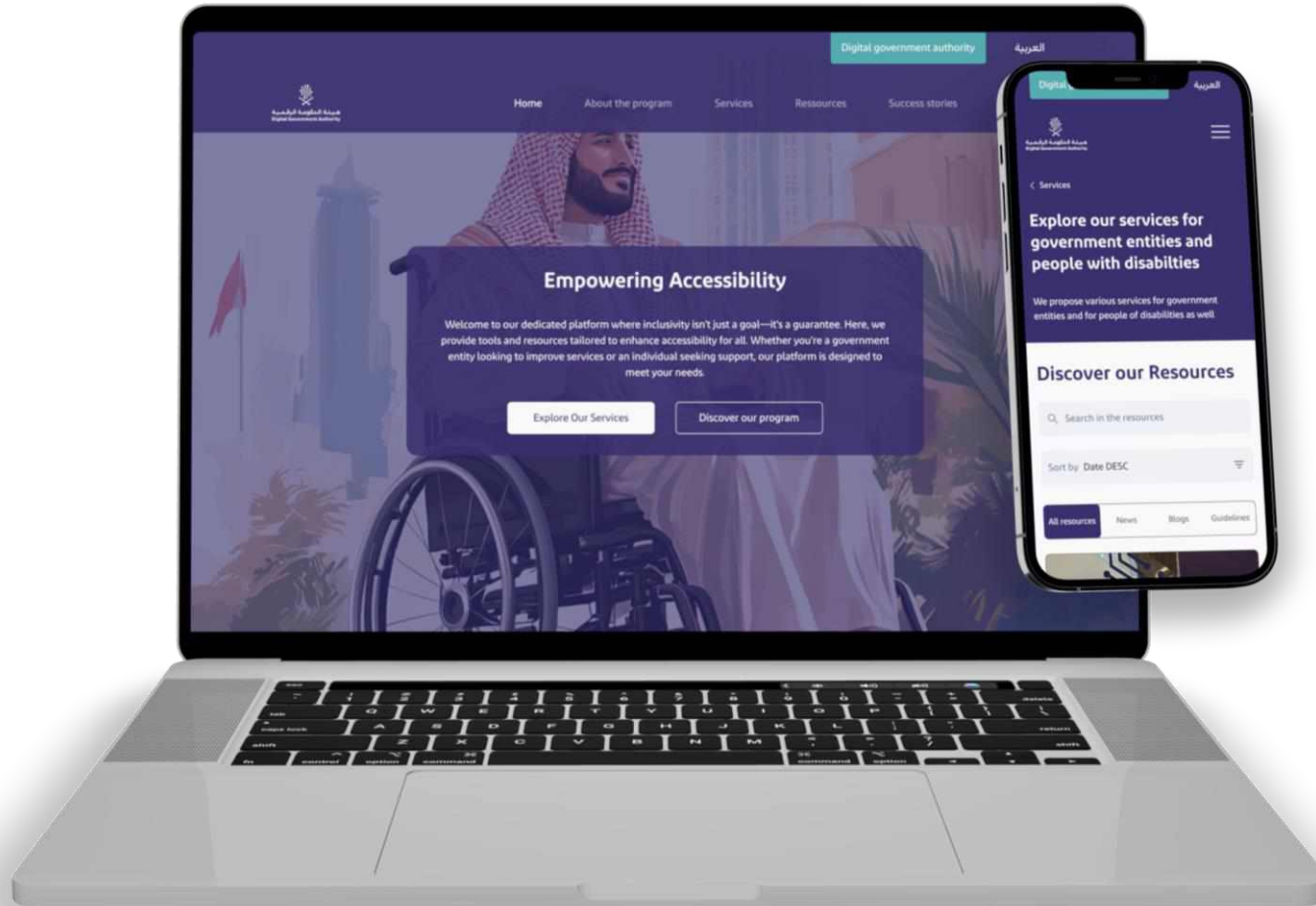




POD Website

This platform ensures that inclusivity is not just a goal but a guarantee, offering tailored tools and resources to enhance accessibility. Whether for government entities or individuals, this webpage is crafted to meet diverse needs and promote equality.

Services POD Webpage



Services

Explore various services that aim to include people with disabilities within the digital society, by insuring digital accessibility from the ground up.

Resources

Explore our latest news, blogs, and guidelines related to the program.

Success Stories

Numerous success stories showcase achievements in digital accessibility accomplished by various government entities.

Program Achievements

Explore the significant milestones our program has reached in making digital services more accessible and inclusive.

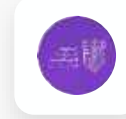
We collaborated with



**General Entertainment
Authority**



**Ministry of Human
Resources and Social
Development**



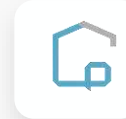
Mahd Sports Academy



**Istitlea E-Participation
Platform**



King Fahad Medical City



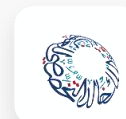
Mosaned Platform



King Saud University



**General Organization
for Social Insurance**



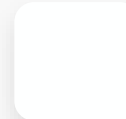
**King Khalid Eye
Specialist Hospital**



Jadarat Platform



Ministry of Justice



National Events Centre



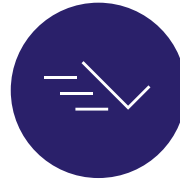
What's Next?

Next Steps

We aim to collaborate through:



**Assessing digital accessibility
policies**



Showcasing Success Stories



**Advocacy, awareness &
Training in digital
accessibility**

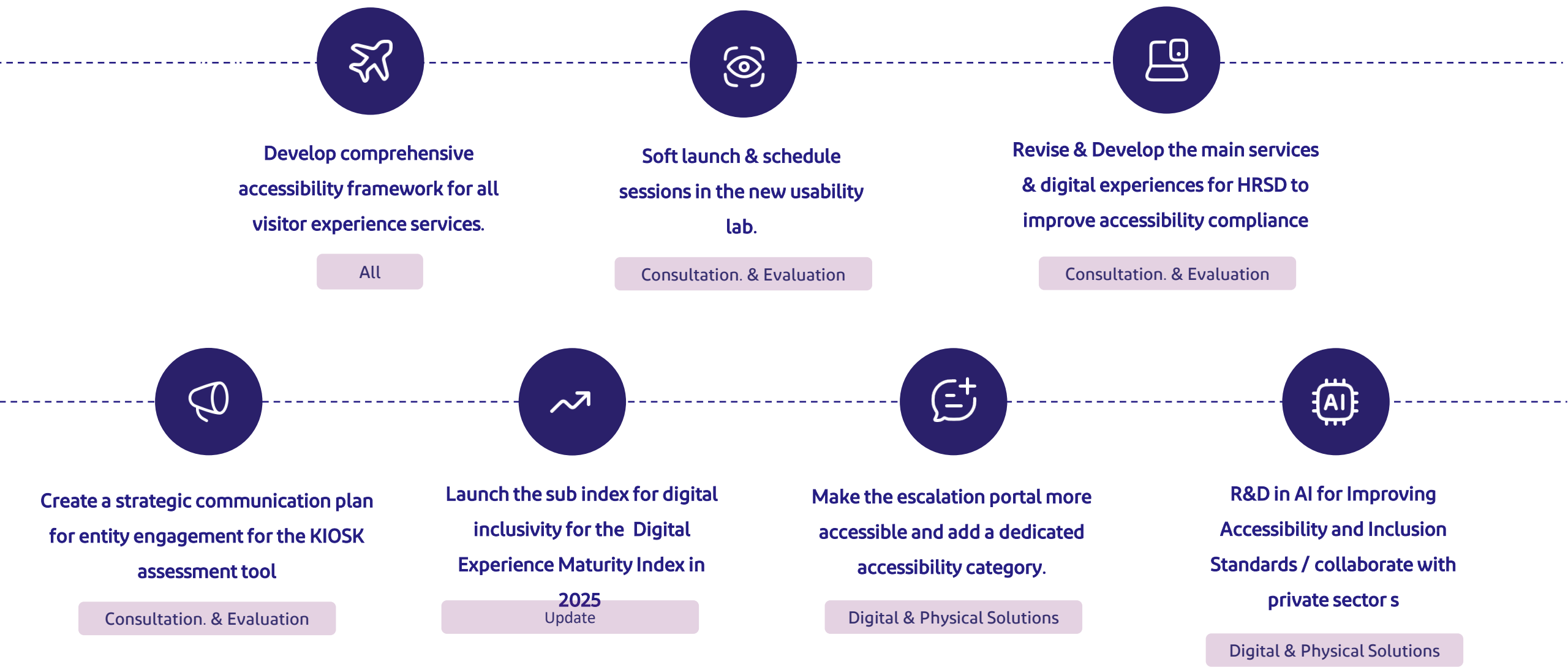


**Providing support in adopting
modern technologies and tools**


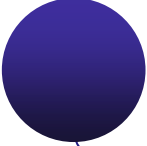
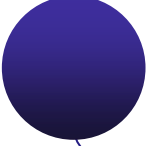
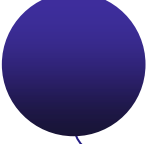
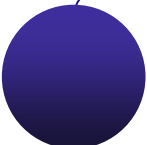


**Evaluating digital accessibility
of services and products**

2025 Tracker: Key Milestones and Expected Deliverables



Program KPI's

	Base.	Target
	OSI / Accessibility: Increase OSI accessibility by X through enhanced digital accessibility features.	
	Digital Experience Maturity Index: Improve Digital Experience Maturity Index score by X% through continuous platform enhancements.	
	Accessibility Innovation Products: Launch X new accessibility-focused products for people with disabilities and the elderly.	
	Community Engagement / Event: Achieve X% increase in community engagement through inclusive events and digital initiatives.	
	Gain Data and encourage people to give feedback / complain so we capture valuable data about complaints from people who have accessibility challenges through Amer	



Success Stories

Electronic Tools for People with Disabilities on the Madrasati Platform



Story

During the COVID-19 pandemic, the Ministry of Education launched a digital educational platform named 'Madrasati,' providing students with disabilities with various electronic tools to support their learning. These efforts were highly recognized by UNESCO and were included among the top four global models for remote learning. Additionally, the Ministry of Education published a guide for special education use, offering directions for students with disabilities, parents, teachers, school principals, and educational supervisors.



Impact

Support for Madrasati Platform for students with disabilities.



Beneficiaries Categories

Students with disabilities.



Beneficiaries

All students with disabilities

Ministry of Justice – Mobile Notary Service



Story

The Mobile Notary Service is a free service provided by the Ministry of Justice through the Najiz application. The service is offered to those who are unable to visit notary offices, including senior citizens (aged 65 and above), patients, people with disabilities, hospital patients, residents of care and observation centers, and holders of the 'Priority Card' issued by the Ministry of Health.

Impact

Reaching a group of beneficiaries who are unable to access notary offices, with approximately 50,000 beneficiaries.

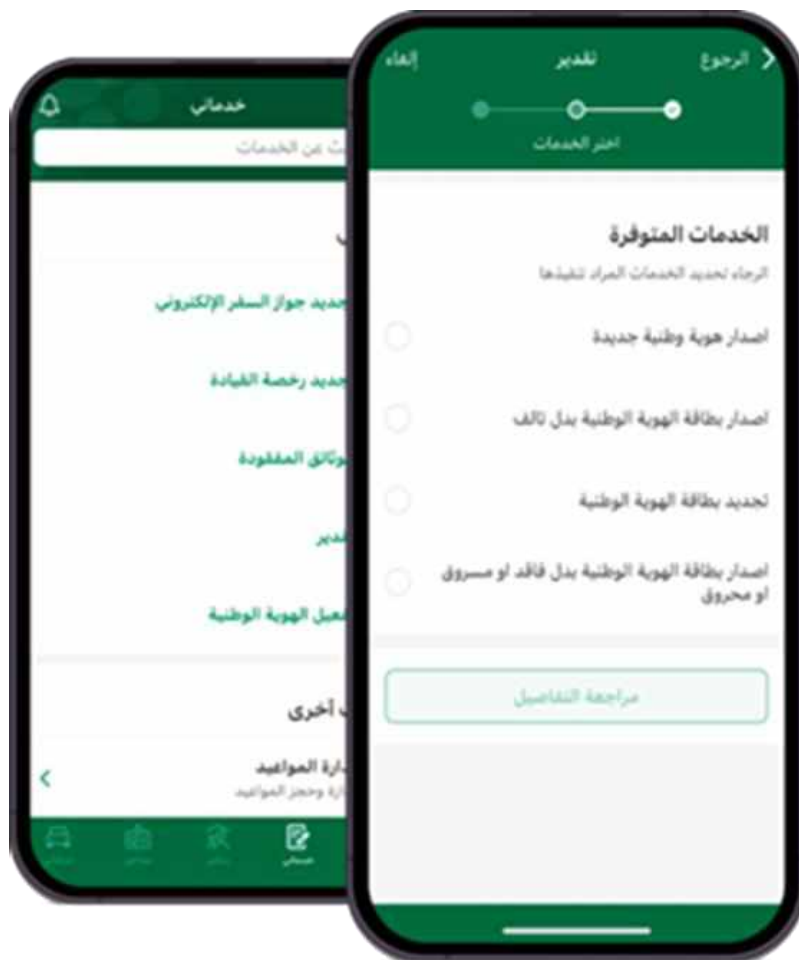
Beneficiaries Categories

People with disabilities, senior citizens over 60 years old, hospital patients, and holders of the 'Priority Card'.

Beneficiaries

+50,000

Ministry of Interior – Taqdeer Service



Story

It is an electronic social service dedicated to individuals who are unable to visit civil status offices (such as senior citizens, patients, people with disabilities, and others). Through this service, civil status services are provided at their location.

Impact

Reaching a group of beneficiaries who are unable to access civil status services, including approximately 7,566 individuals with disabilities and senior citizens

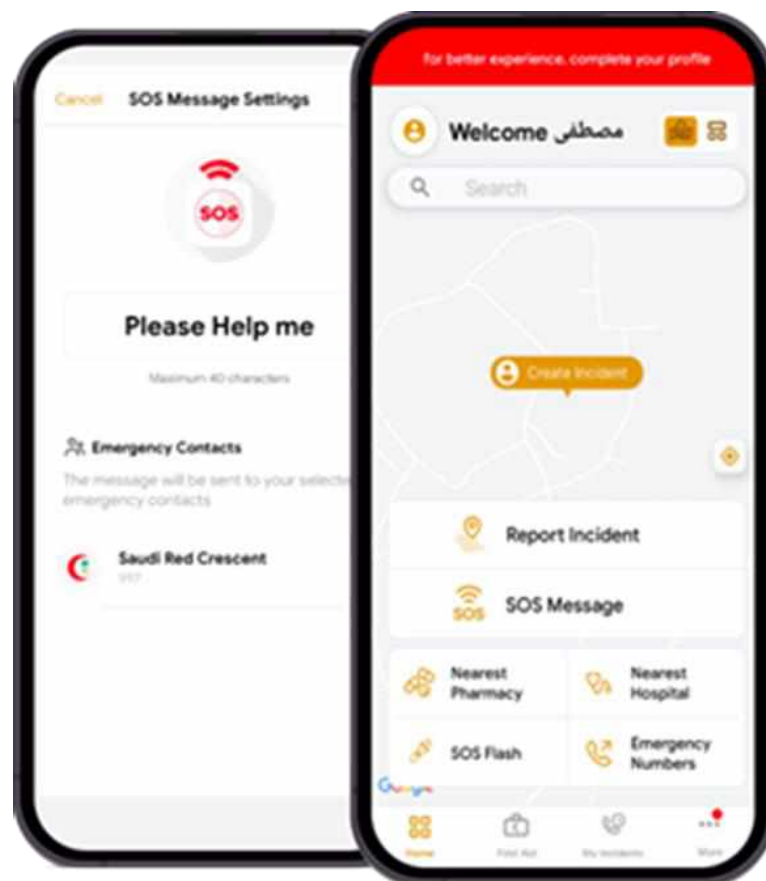
Beneficiaries Categories

Individuals with disabilities and senior citizens over 60 years old

Beneficiaries

+75,461

Saudi Red Crescent Authority – Visual Communication Service



Story

Providing systems for visual communication centers for individuals with hearing impairments (deaf and mute), offering sign language services using video call technology by certified specialists with high expertise and proficiency. This service aims to deliver emergency assistance to the deaf and mute community while ensuring the highest levels of security and privacy, offering the best experience possible.

Impact

Providing rapid emergency services for the deaf and mute community, who find it difficult to use audible communication.

Beneficiaries Categories

Individuals with disabilities and senior citizens over 60 years old.

Beneficiaries

+35,000

Ministry of Tourism – Artificial Intelligence Application



Story

The artificial intelligence application enhances communication with individuals with hearing impairments by interpreting sign language through a 3D character, which can be displayed on screens and websites, and even integrated into virtual reality environments.

Impact

Access for people with hearing disabilities who find it difficult to read digital content.

Beneficiaries Categories

People with hearing disabilities

Beneficiaries

+471,777

Saudi Data and Artificial Intelligence Authority - Riyadh Season Card



Story

The Riyadh Season Card for senior citizens is a service that allows them free access to eight areas. The service is available through the Tawakkalna app.



Impact

Appreciation for senior citizens through a free entry permit to the Riyadh Season areas.



Beneficiaries Categories

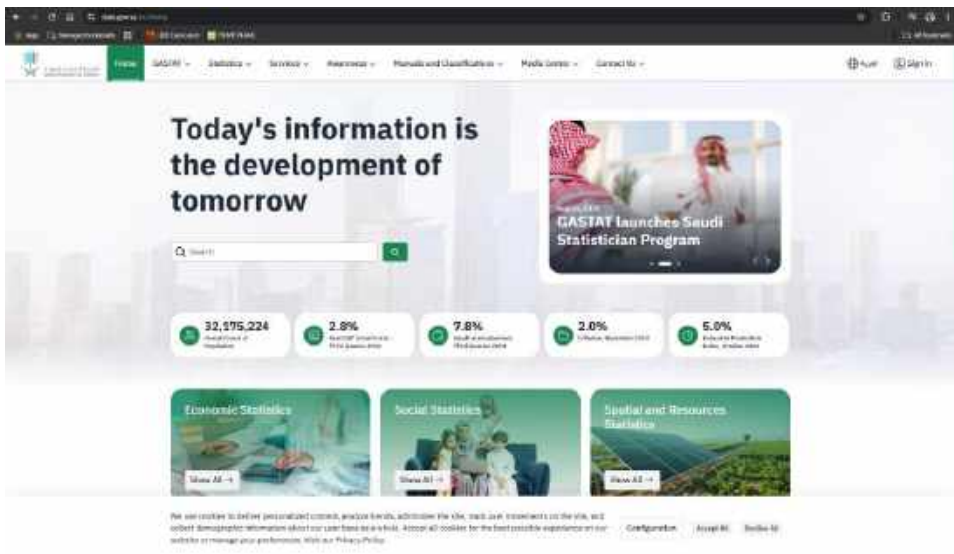
Senior Citizens



Beneficiaries

+560,121

General Authority for Statistics – Unified Portal



Story



The Unified Portal at the General Authority for Statistics integrates various platforms, simplifying access to statistical services and data. It enhances user experience with innovative, user-friendly solutions, supporting digital transformation and improving service quality.

Impact



The unified portal streamlined access, improved transparency, and enhanced efficiency, addressing data inconsistencies and navigation challenges for a better user experience and greater inclusivity.

Beneficiaries Categories



Public, Senior Citizens, People with disabilities, and Individuals in remote areas

Beneficiaries



+1,500,000

Alimony Fund - Alimony Fund Portal



Story



The Alimony Fund enhanced its electronic services to ensure easy access for beneficiaries anytime, anywhere. The project streamlines the process from submitting alimony requests to depositing funds directly into beneficiaries' accounts.

Impact



The project digitized services, ensuring alimony reaches beneficiaries efficiently, particularly low-income and remote individuals, in line with the government's digital transformation strategy.

Beneficiaries Categories



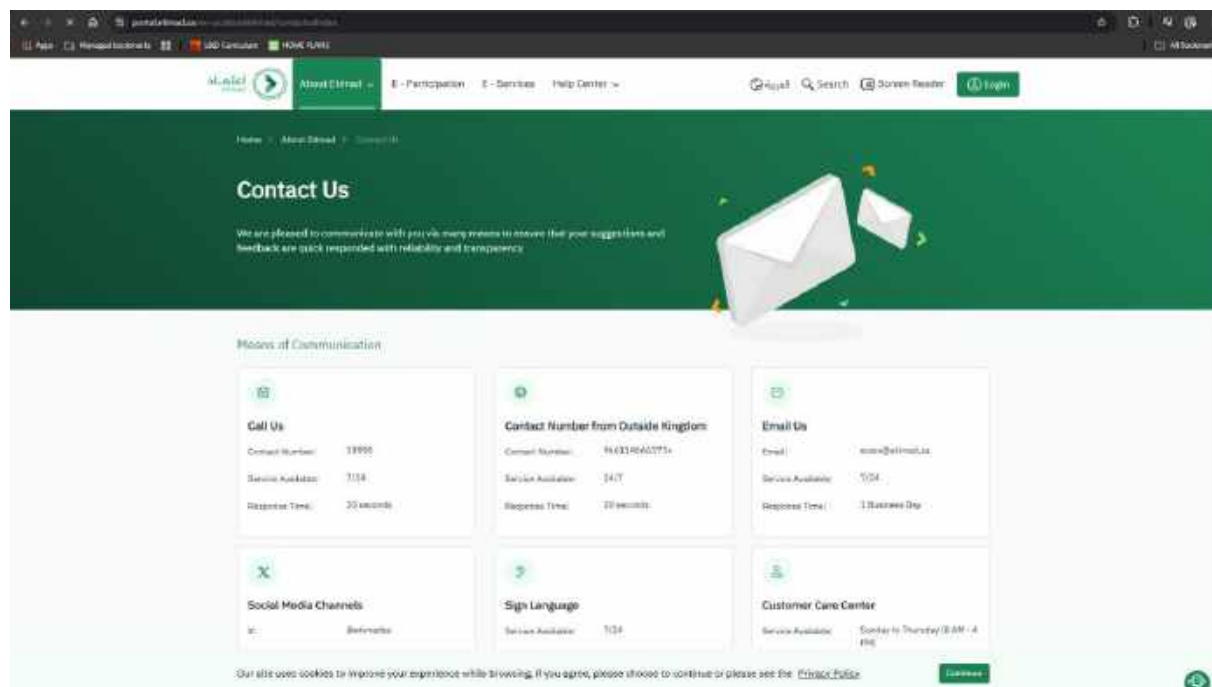
Public, Senior Citizens, and visual impairments

Beneficiaries



+30,000

National Center for Government Resources Management - Inclusiveness and the Beneficiary Support System



Story



The initiative ensures access to digital services for all community groups by designing and developing digital products and services, enabling full participation and achieving digital equity to enhance beneficiary satisfaction.

Impact



The initiative improved service access, reduced support requests, and increased beneficiary satisfaction by addressing challenges of limited channels and high demand.

Beneficiaries Categories



Public, Senior Citizens, People with Disabilities, and Individuals Requiring Field Support

Beneficiaries



+2,678,930

General Organization for Social Insurance - Sign Language Service



Story

The Sign Language Service supports individuals with disabilities by integrating sign language into the app, enabling easy access to content and services. This enhances communication, increases user engagement, and ensures an inclusive experience for all beneficiaries.

Impact

The Sign Language Service enhanced user experience, improving navigation and understanding for individuals with disabilities. It boosted digital inclusivity, making the app more accessible and appealing to all users.

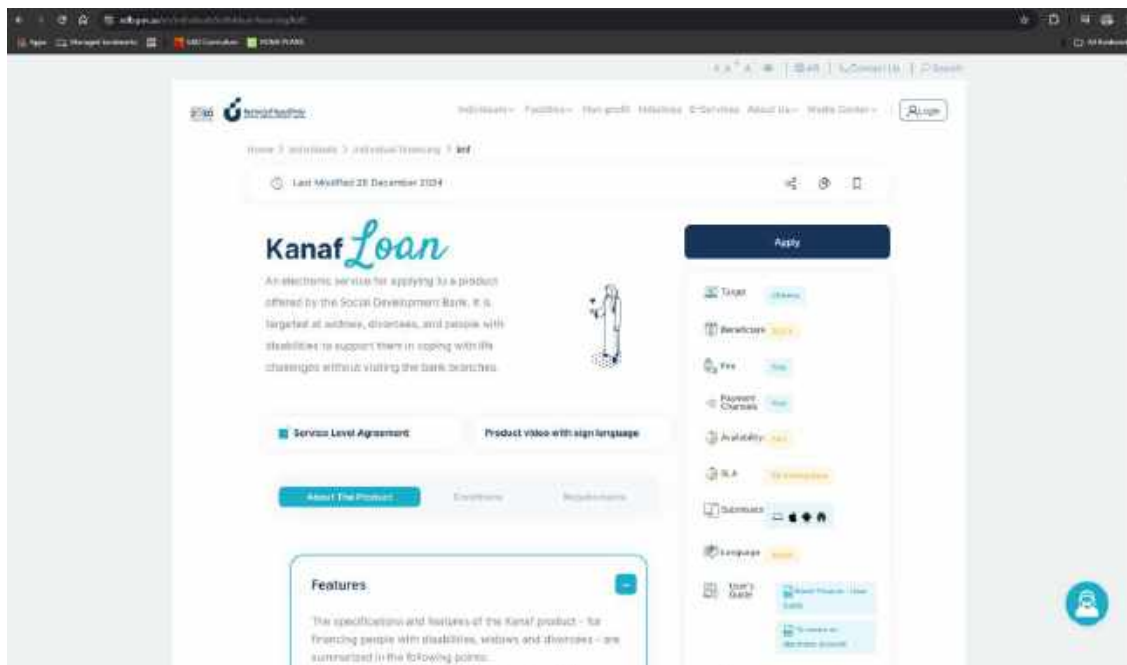
Beneficiaries Categories

People with Disabilities, People with Special Needs

Beneficiaries

+2,000,000

Social Development Bank - Products Suitable for People with Disabilities



Story

In 2017, the Social Development Bank introduced products for specific groups, including people with disabilities, widows, and divorced women, offering financial and non-financial services to empower their independence and integration into society.

Impact

The Social Development Bank empowered citizens, including people with disabilities and the elderly, by offering tailored financial solutions and discounts, creating opportunities for social integration and job creation.

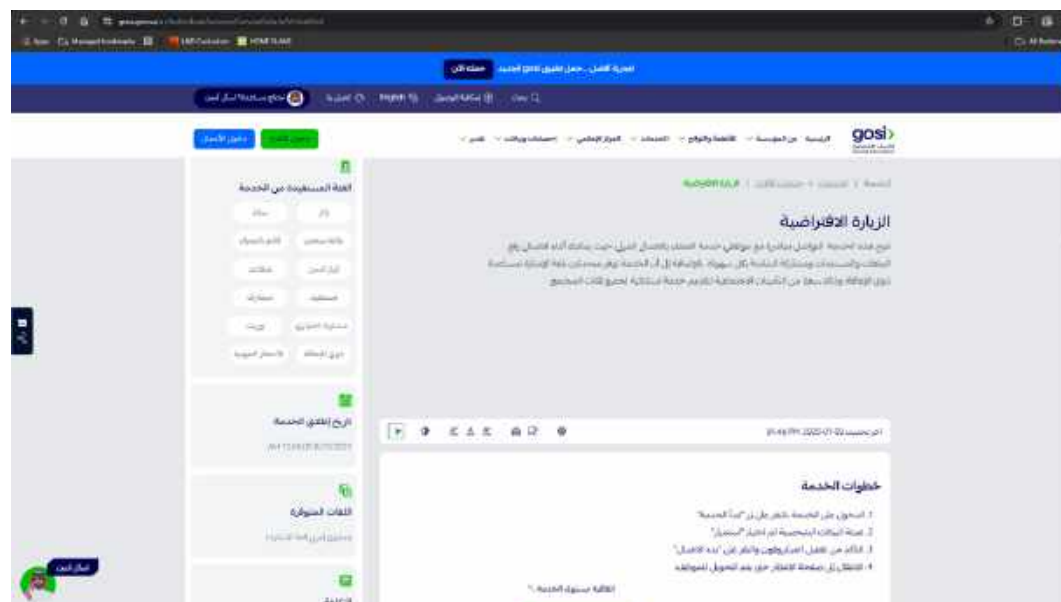
Beneficiaries Categories

Senior Citizens, People with Disabilities, Residents of Remote Areas

Beneficiaries

+3,000,000

General Organization for Social Insurance" - Virtual Visit



Story

The Virtual Visit service allows citizens, residents, and visitors to have video calls with customer service staff anytime, anywhere, with features like file sharing and screen sharing. It targets all community groups, including the elderly and people with disabilities, offering sign language translation. The service saves time and effort by eliminating the need for in-person visits, enhancing accessibility for remote areas and special needs groups.

Impact

The Virtual Visit service enables remote access with video calls, file sharing, and screen sharing, improving customer experience, staff performance, and service insights through AI analysis.

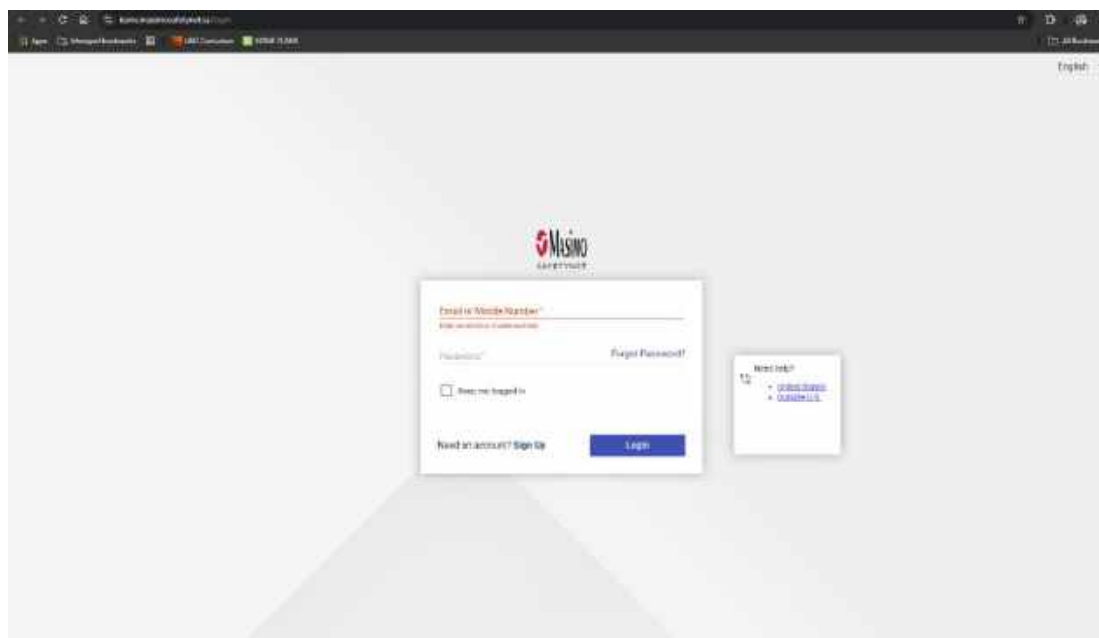
Beneficiaries Categories

Senior Citizens, People with disabilities, and Residents of remote areas from Business Owners, Participants, Beneficiaries, and Visitors

Beneficiaries

+60,000

Seha Virtual Hospital - Remote Patient Monitoring (RPM) Heart Rate Service



Story

The Smart Heart Monitoring Watch enables users to track their heart health remotely by sending vital signs directly to a virtual hospital, reducing hospital stays and improving preventive care, especially in remote areas. It offers a convenient and innovative way to monitor health without frequent hospital visits.

Impact

The project enhances heart patient care with accurate monitoring devices and a digital platform, improving diagnosis, treatment, and reducing costs through efficient data management.

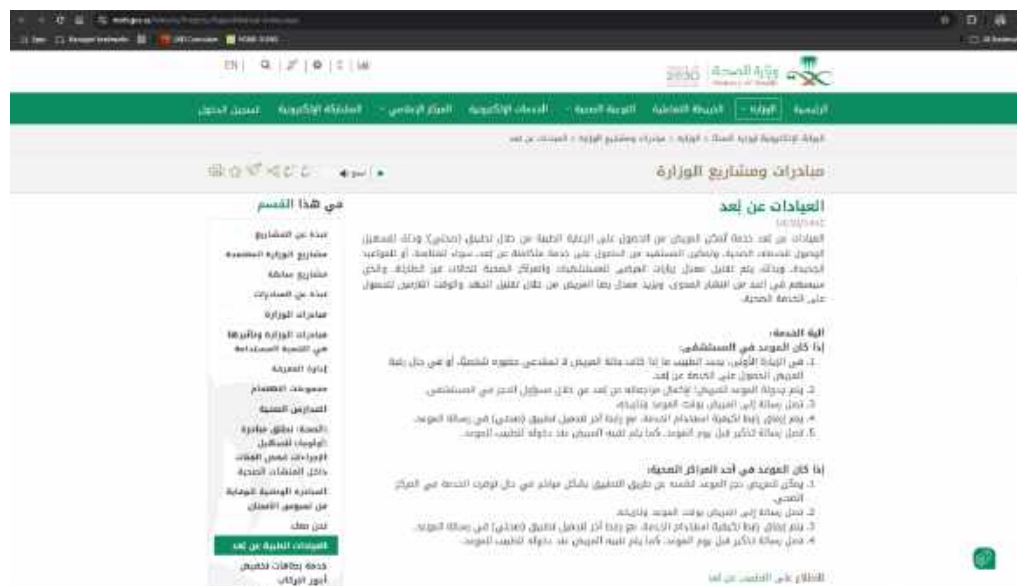
Beneficiaries Categories

Heart patients, Senior People, People with disabilities, Residents in Remote Areas, and Low-income individuals

Beneficiaries

+5,342

Seha Virtual Hospital and Tamkeen Innovation Center - Virtual Appointment Service at Seha Virtual Hospital



Story

Seha Virtual" allows users to easily book medical appointments and consult specialists anytime, anywhere through the "Sehati" app, offering convenient healthcare from home and saving time and effort



Impact

The virtual appointment service reduced hospital congestion, eased access to care, minimized infection risks, and improved patient satisfaction, enhancing healthcare efficiency and flexibility through digital technology.



Beneficiaries Categories

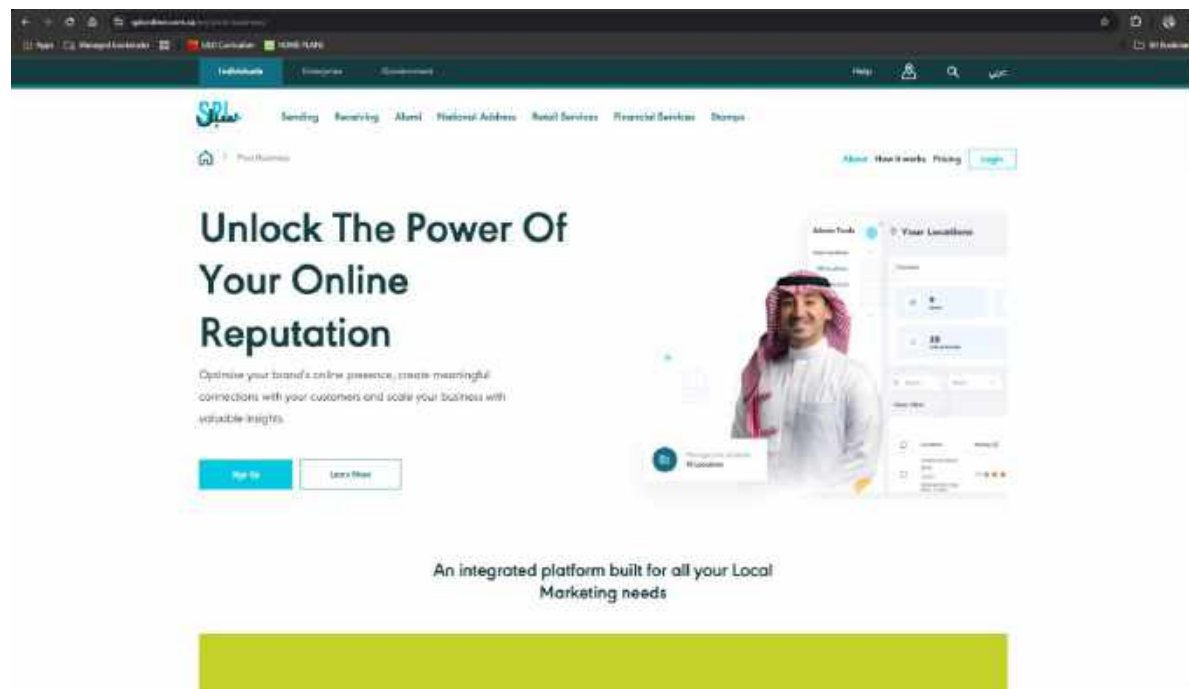
Senior People, People with disabilities, Residents in Remote Areas, Working Individuals, and Low-income individuals



Beneficiaries

+13,324,058

Saudi Post Logistics - Commercial Publisher



Story

The "Commercial Publisher" initiative, in partnership with Google, aims to boost the digital presence of businesses in Saudi Arabia. It offers comprehensive solutions for managing listings, reviews, and data analysis, enhancing customer interaction and improving the user experience.

Impact

The initiative improved digital presence management for businesses, enhancing reputation, ensuring accurate information, and facilitating customer interaction, leading to better performance and increased trust and transparency.

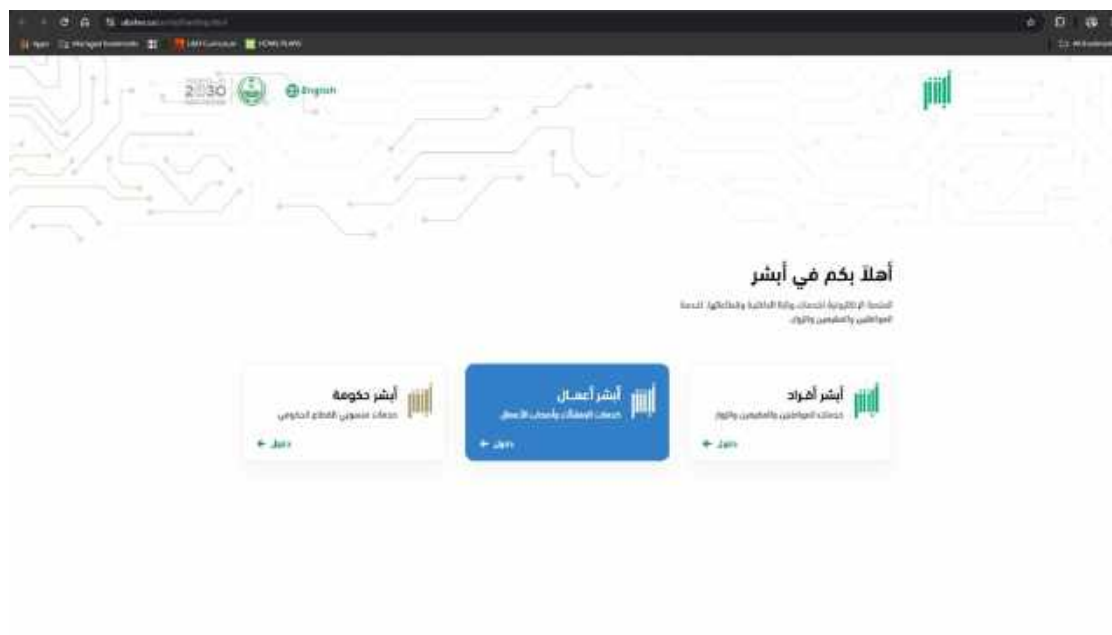
Beneficiaries Categories

Public, Senior People, People with disabilities, and Residents of remote areas

Partners

80

Ministry of Interior's Civil Status Agency - Tagdeer Service



Story

The "Tagdeer" service, offered by the Ministry of Interior's Civil Status Agency, enables elderly, disabled, sick individuals, and widows in mourning to easily access national identity services through mobile units. Integrated with the "Absher" platform, it enhances digital transformation by providing fast, efficient services that reduce beneficiary hardship and build trust in government e-services.

Impact

The "Tagdeer" initiative improved access to civil services for vulnerable groups through mobile units, saving time and reducing travel, while boosting trust in government e-services via integration with the "Absher" platform.

Beneficiaries Categories

Public, Senior People, People with disabilities, Widows, and Residents of remote areas

Beneficiaries

+840,333

General Authority for Statistics - Digital Transformation Journey for Developing Statistical Products and Services



Story

The General Authority for Statistics launched a digital transformation journey to enhance statistical products and services, focusing on advanced data management, automation, and custom survey tools. The initiative included implementing a data lake, role-based access control, and a unified portal for integrated data access, improving efficiency and innovation in statistical operations.



Impact

The digital inclusion initiative improved access to services for all groups, including the elderly and disabled, by enhancing digital interfaces, offering tailored support, and increasing awareness, leading to greater inclusivity and user satisfaction.



Beneficiaries Categories

Public, Senior People, People with disabilities, and Residents of remote areas



Beneficiaries

+70%

General Directorate of Border Guard - Official E-Portal of the Border Guard



Story

The new electronic portal of the Border Guard offers inclusive, multilingual digital government services with features like AI-powered sign language translation, automated surveys, and multiple communication channels. It is designed to meet the needs of all community members, enhancing accessibility and user experience.

Impact

The project bridges the digital gap, enhances service access for the elderly and disabled, promotes social participation, and ensures equality, transparency, and innovation in government services.

Beneficiaries Categories

Public, Senior People, People with disabilities, and Residents of remote areas

Beneficiaries

+52

Saudi Data and Artificial Intelligence Authority - Digital Wallet - Senior Citizens Cards



Story

The Tawakkalna cards offer over 200 types, including cards for seniors and people with disabilities, providing access to government services, discounts, and priority in healthcare, through strategic partnerships in over 77 countries.

Impact

The "Tawakkalna" app improves life in Saudi Arabia by digitizing services and enabling paperless access, simplifying daily processes for all.

Beneficiaries Categories

Public, Senior People, and People with disabilities

Beneficiaries

+49,077,000

Jazan Region Municipality - The Virtual Municipality



Story

The service enables virtual meetings with customer service via video call, allowing file uploads and screen sharing for seamless task execution without visiting service centers.



Impact

The service eases access for citizens, enabling instant video support, electronic document uploads, and a faster, more convenient user experience.



Beneficiaries Categories

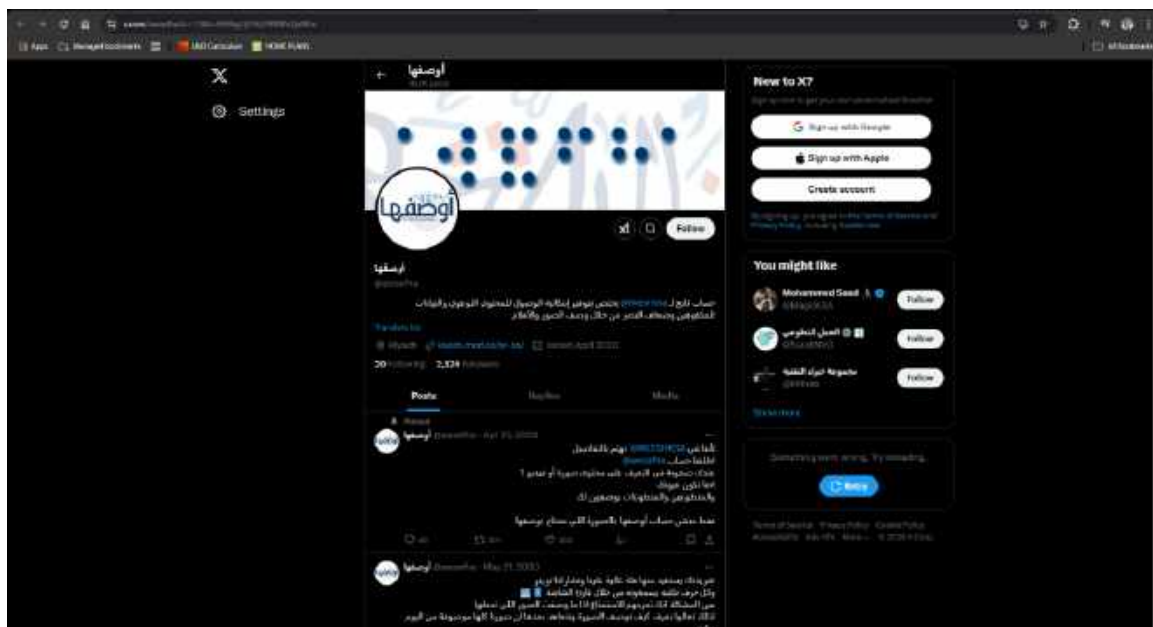
Public, Senior People, People with disabilities, Citizens, Residents, and Visitors



Beneficiaries

+20,596

King Khaled Eye Specialist Hospital – Describe It



Story

The "Describe It" initiative by King Khaled Eye Specialist Hospital targets visually impaired individuals by providing accessible awareness content like infographics and silent films. Launched during COVID-19, it ensures access to critical health information, supporting Vision 2030's health prevention goals.

Impact

The initiative ensures visually impaired individuals access vital COVID-19 information by complementing Ministry of Health efforts and expanding to content from other key ministries, reflecting a commitment to inclusive community support.

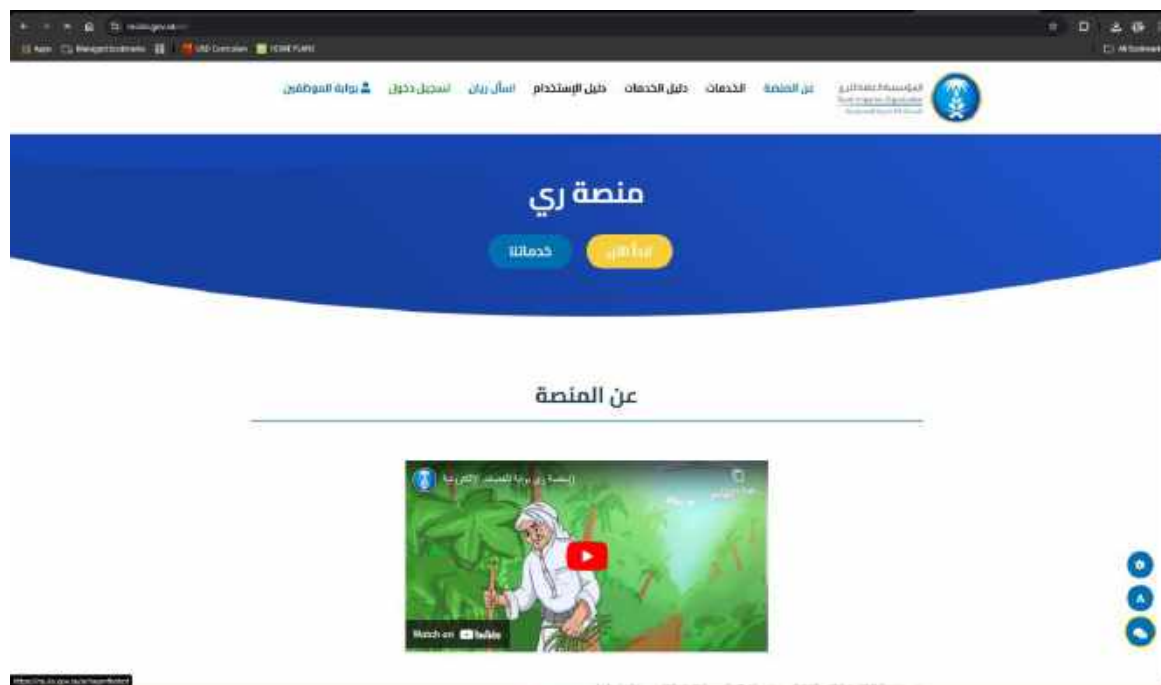
Beneficiaries Categories

Public, Senior People, People with disabilities (especially visually impaired), and Residents of Remote Areas

Beneficiaries

+1,835

The General Authority for Irrigation - Ryan Bot



Story

The "Ryan Bot" initiative by the General Authority for Irrigation leverages AI to provide inclusive, accessible services for all, including people with disabilities. It simplifies access to information, requests, and support with features like voice commands, adjustable fonts, and color customization.

Impact

The initiative improves digital access for people with disabilities and elderly farmers, enhancing user experience and promoting social equity.

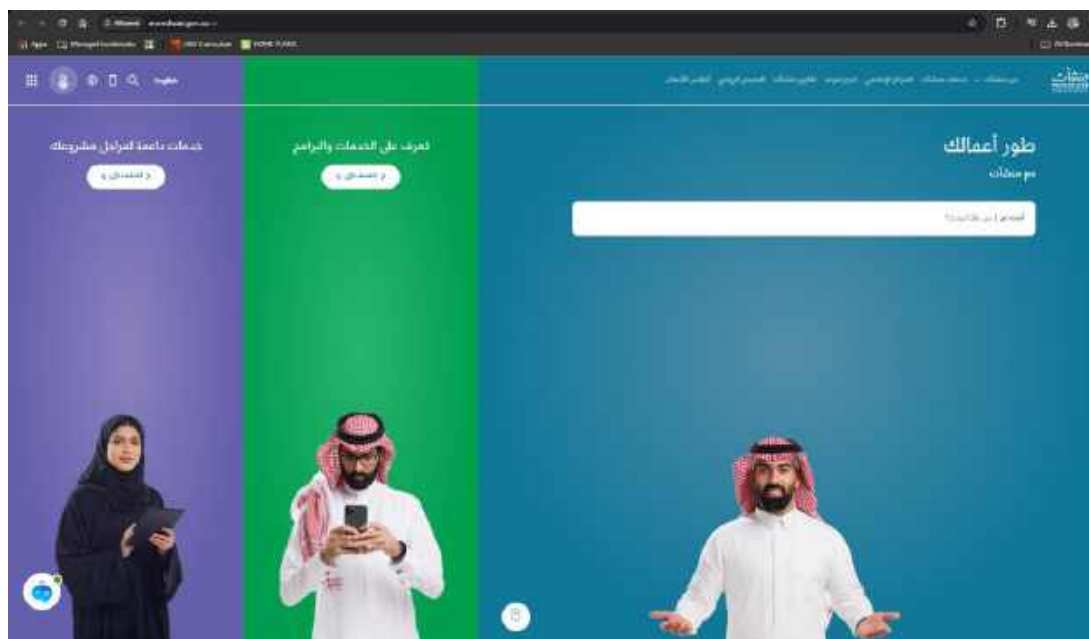
Beneficiaries Categories

Senior People, People with disabilities, and Residents of Remote Areas

Beneficiaries

+2,608

The General Authority for Small and Medium Enterprises (Monsha'at) - E-Commerce Tour



Story

The General Authority for Small and Medium Enterprises (Monsha'at) organized the E-Commerce Tour across 14 cities, offering workshops, training, consulting, and exhibitions to empower local businesses and communities.

Impact

The project addressed e-commerce challenges by providing training, consultations, and connecting beneficiaries with government and private entities via Monsha'at's platform.

Beneficiaries Categories

Public, Senior People, People with disabilities, and Residents of Remote Areas

Beneficiaries

+20,000

The General Secretariat of Zakat, Tax, and Customs Committees - Remote Litigation Rooms



Story

The project established 52 remote litigation rooms across prisons, ZATCA branches, and customs outlets, providing internet-connected facilities with video conferencing, soundproofing, biometric authentication, and full privacy to serve inmates, the elderly, citizens, and residents without internet access.

Impact

The project facilitates litigation for individuals in remote areas, inmates, and those without internet access, ensuring easier access to justice through remote litigation rooms.

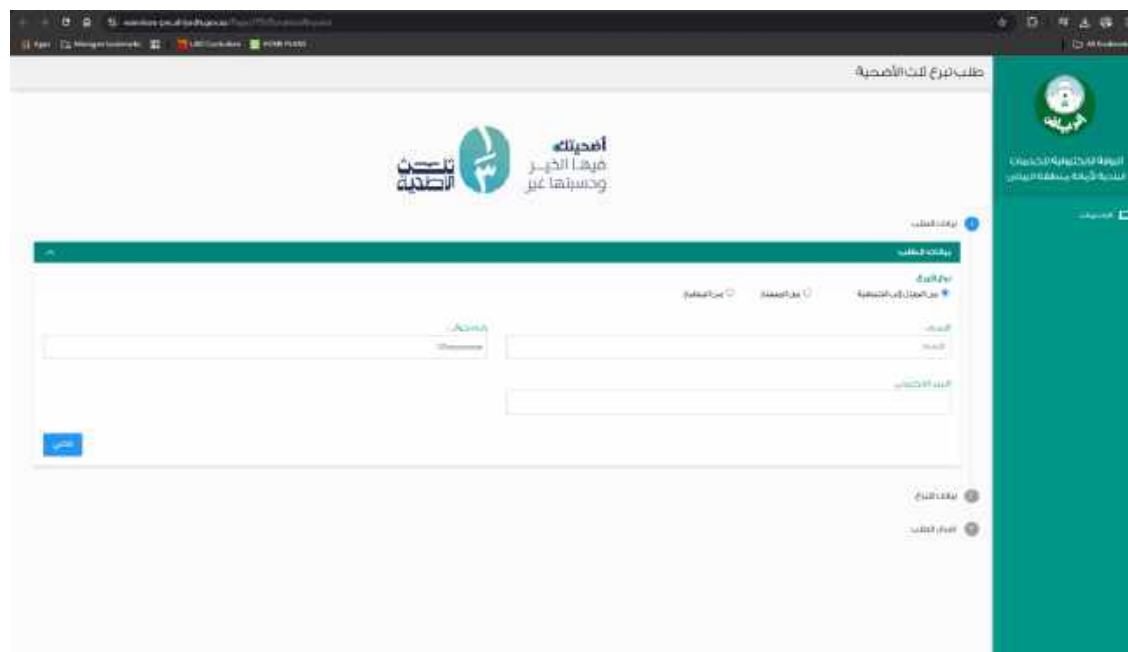
Beneficiaries Categories

Inmates, Senior People, Residents of Remote Areas, and Individuals Without Technical Resources

Beneficiaries

+1,000,000

Riyadh Municipality - One-Third of the Sacrifice



Story

Riyadh Municipality launched the "One-Third of the Sacrifice" initiative during Eid Al-Adha 1443, in collaboration with the Ministry of Environment, Water, and Agriculture and specialized associations, enabling residents to donate a third of their sacrifice to be prepared and delivered to beneficiary families.

Impact

The project promotes social solidarity by facilitating donations of sacrificial meat, ensuring organized delivery to low-income families through nonprofit organizations.

Beneficiaries Categories

Senior People, Technologically Less Proficient Individuals, and Low-Income Families

Beneficiaries

+105,536

Ministry of Culture - Enhancing the Digital Experience for People with Disabilities



Story

The Ministry of Culture launched the "Enhancing the Digital Experience for People with Disabilities" project to improve digital services, redesign interfaces, and ensure accessibility, enabling individuals with disabilities to fully benefit from its initiatives and services.

Impact

The project bridged accessibility gaps in digital platforms, transforming the user experience for people with disabilities by enabling seamless access to the Ministry of Culture's services and information.

Beneficiaries Categories

Senior People, and People with disabilities

Beneficiaries

+31,651

Ministry of National Guard Health Affairs – "Between Them" application



Story

The "Between Them" app offers interactive virtual calls, allowing patients to connect with their families in a virtual environment. It also enables patients to evaluate their experience and share feedback on the provided services.

Impact

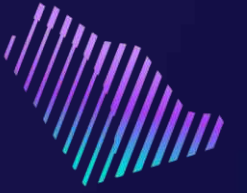
The app enhances patient visits, reduces infection risks, improves care quality, and supports the effective use of digital services for better health management.

Beneficiaries Categories

Direct beneficiaries: Hospitalized patients or those in isolation units. And **Indirect beneficiaries:** Family members, stakeholders, and hospital staff.

Beneficiaries

+44,000



Achievements / Awards

Achievements Placeholder

Community Engagement to gather feedback
of Entities collaborated with



Thank You



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