

**Company:** Banco do Brasil S/A.

**Company Description:** Fundado em 1808, o Banco do Brasil S.A. foi o primeiro banco do país. Com mais de dois séculos de história, acumulou experiência e promoveu inovações, tornando-se essencial na cultura nacional. A marca é reconhecida por sua solidez, confiança e modernidade. Além de ser lucrativo, o banco contribui para o desenvolvimento sustentável do Brasil.

**Nomination Category:** App Categories

**Nomination Sub Category:** Excellence in Accessibility

**Nomination Title:** Digital Inclusion

1. Date this app or site was first released:

Since 2012

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

**Total 181 words used.**

The main objective of Banco do Brasil's mobile app is to provide a fully accessible and inclusive banking experience for all users, regardless of physical, sensory, or cognitive limitations. The app supports both Android and iOS platforms and is designed following accessibility best practices, including screen reader compatibility and font customization.

In 2024, Banco do Brasil launched the first fully braille-printed debit and credit card in Brazil, allowing blind and low-vision clients to read all essential card data independently. It also introduced BB Voice, a tool that reads aloud what users type on card machines — a unique assistive feature in the country.

Additionally, Banco do Brasil became the only bank in Brazil to allow users to digitally self-declare as persons with disabilities (PWD) directly through the app. This unlocks personalized services and accessibility features without requiring in-person visits or documents.

With over 74,000 PWD clients already benefiting, these innovations reflect a deep commitment to universal access and autonomy. The app exceeds its original objectives by setting a new industry standard in digital accessibility for financial services in Latin America.

3. Provide the applicable creative and production credits for this entry:

- o **Project Sponsor / Executive Sponsor**

- Gianfrancesco Teribebe Venturin

- Paula Moura Mattos

- o **Product Manager**

- Elyson Barbosa de Lacerda

- o **Mobile Development Technical Lead**

- André de Aquino Peixoto

- o **Product Owner**

- Simone de Albuquerque Soares

- o **UX/UI Designers**

- Clayton de Paula Sousa

- o **Mobile Developers**

- Daniel José Bohn

- Danilo da silva Rocha

- Eduardo de Moura Rodrigues

- Hoover Dias Alves

- Jefferson de Carvalho Alexandre

- Rodrigo Domingues Pereira Sabino

- o **Data Analysts**

- Letícia Mara Rodrigues

- Ricardo Apolônio de Sousa Silva



#### Attachments/Videos/Links:

[Digital Inclusion](#)



[REDACTED FOR PUBLICATION]