

GoTo Group's Zero Barriers — Colour-Vision-Deficiency Display Modes Across Gojek, Tokopedia and GoPay

Digital Inclusion · Good practice · Indonesia

Quality score: 28/100

Evidence strength: Cautionary / limited

Summary

In Nov 2023, Indonesia's GoTo Group added WCAG AAA colour-contrast modes for colour-vision deficiency to Gojek, Tokopedia and GoPay, later extending Gojek's mode to Vietnam and Singapore. Evidence is limited to the company's own announcement and one press report.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	0/1
Demonstrated reach	0/1
Documented learning	0/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-09-02

GoTo Group (Gojek, Tokopedia, GoPay) — accessed 2026-09-02

GoTo Company: GoTo Group Pioneers Inclusive Digital Platform with Color Vision Impairment-Friendly Features — accessed 2026-09-02

The Jakarta Post: GoTo Group pioneers inclusive digital platform with color blind-friendly features — accessed 2026-09-02

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