

Office of the Government Chief Information Officer

What is Web Accessibility

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Digital Inclusion Division
30 October 2012



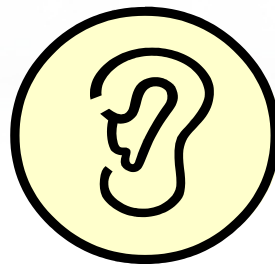
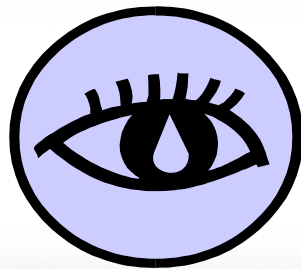
Agenda



- 1. Web Accessibility and Common Pitfalls**
- 2. International Standard and Government Practices**
- 3. Web Accessibility Campaign**
- 4. Web Accessibility Recognition Scheme**

What is Meant by Web Accessibility?

- Making website **Content** available for **ALL**
- **ALL** people in the society
- Including persons with disabilities (361,000 about 5.2% of total population)



Common Pitfalls in Web Accessibility

1. No alternatives for non-text content

- Persons with visual impairment cannot perceive the image content
- Persons with hearing impairment cannot perceive the audio content



[Download a transcript of this video](#)

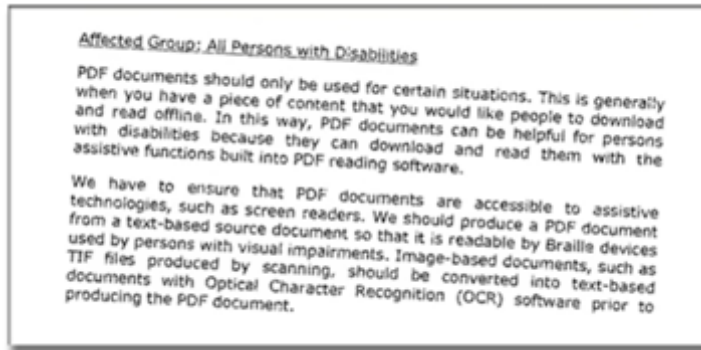
- ✓ e.g. contain descriptive text alternative for image;
- ✓ provide text transcripts for audio and video



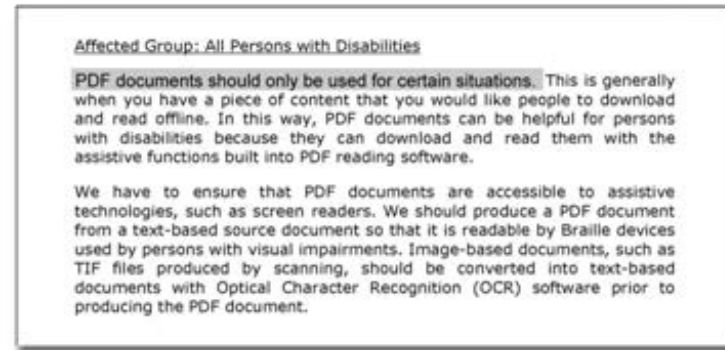
Common Pitfalls in Web Accessibility

2. Inaccessible PDF Files

- Screen reader cannot read the content



Scanned Image not accessible



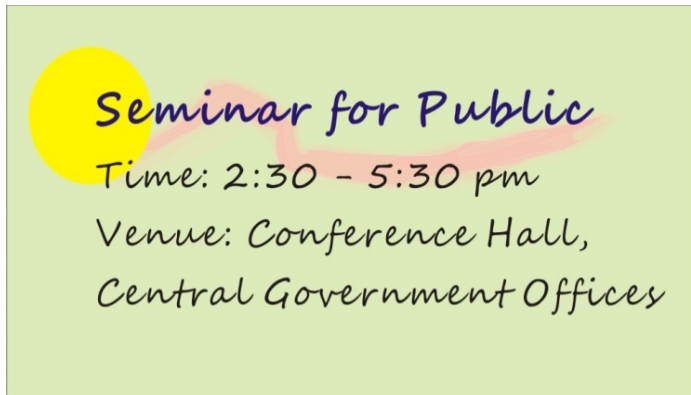
Text-based accessible PDF

- ✓ e.g. use proper PDF generator to produce a PDF document from a text-based source document;
- ✓ use Optical Character Recognition (OCR) software after scanning

Common Pitfalls in Web Accessibility

3. Text in Image is not accessible

- Information is not conveyed to all



Text in image



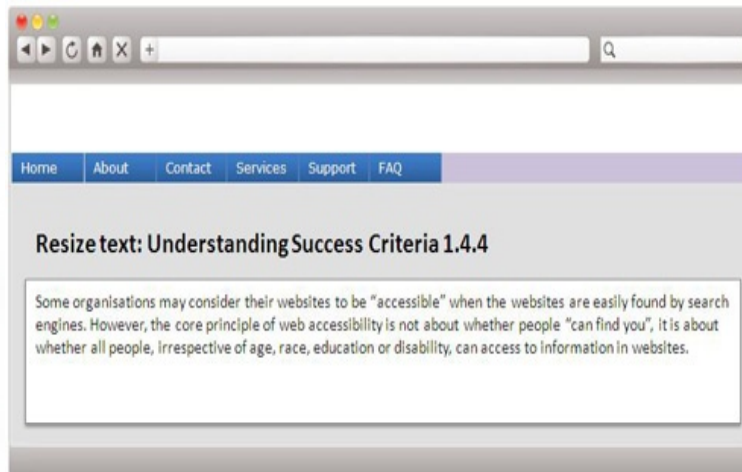
Accessible text on a webpage

- ✓ Avoid to convey information of wide public interest
- ✓ If avoidable, provide descriptive text alternatives

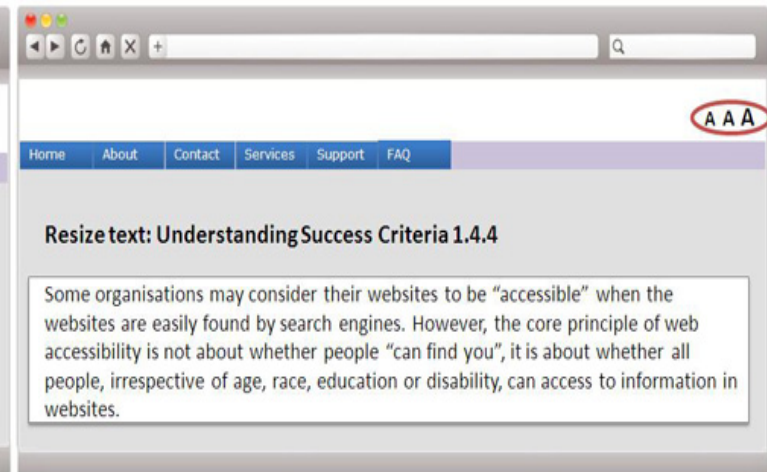
Common Pitfalls in Web Accessibility

4. Small font sizes

- Persons with low vision cannot read the text



Cannot resize text



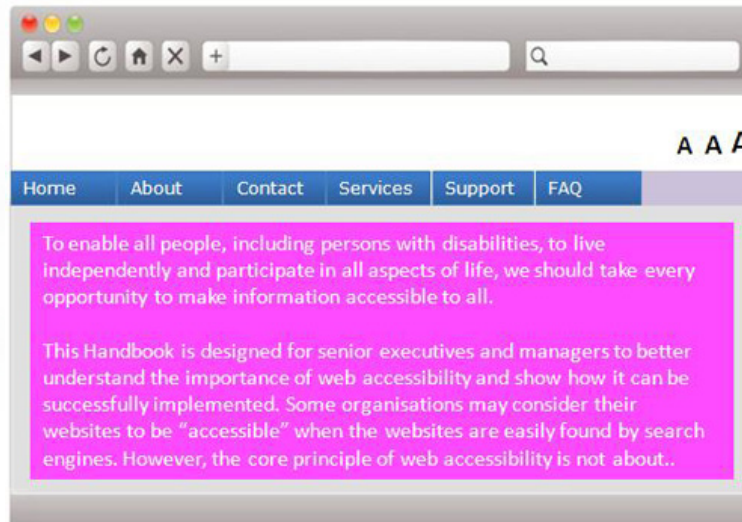
Can resize text

- ✓ e.g. provide resize text function

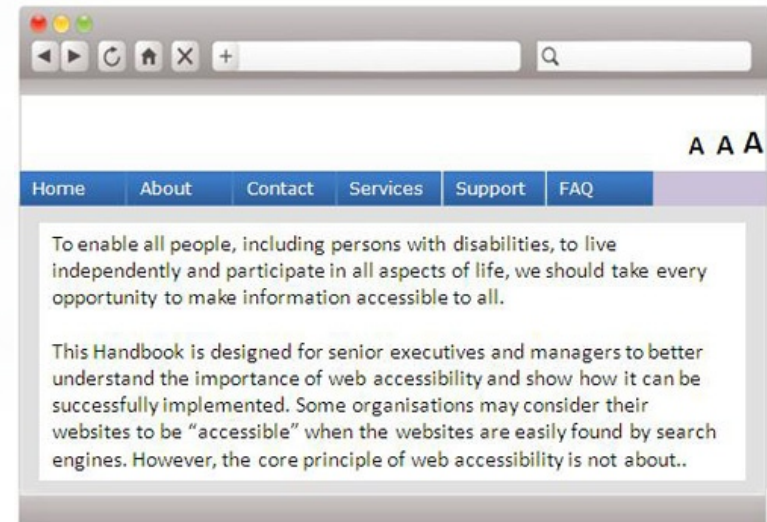
Common Pitfalls in Web Accessibility

5. Insufficient colour contrast

- Persons with low vision have difficulty reading text that does not contrast with its background



Poor background contrast

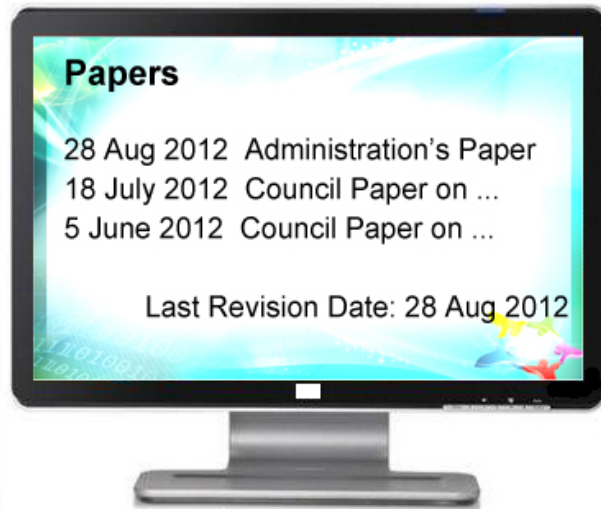


Easier to read with higher contrast

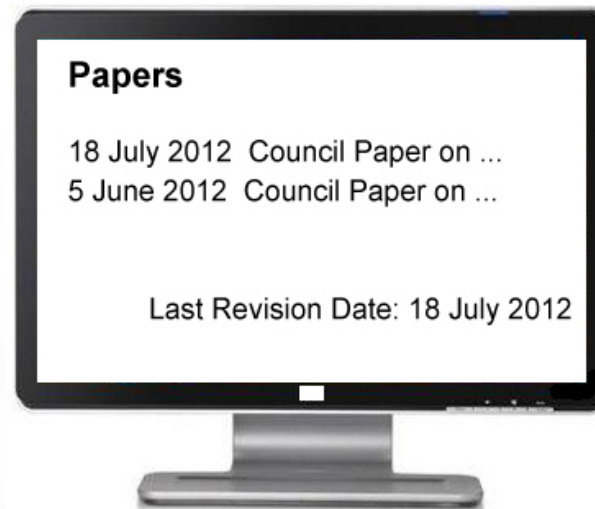
- ✓ e.g. provide contrast ration of at least 4.5 : 1

Common Pitfalls in Web Accessibility

6. Content in different website versions not in sync



Primary version



Text-only version



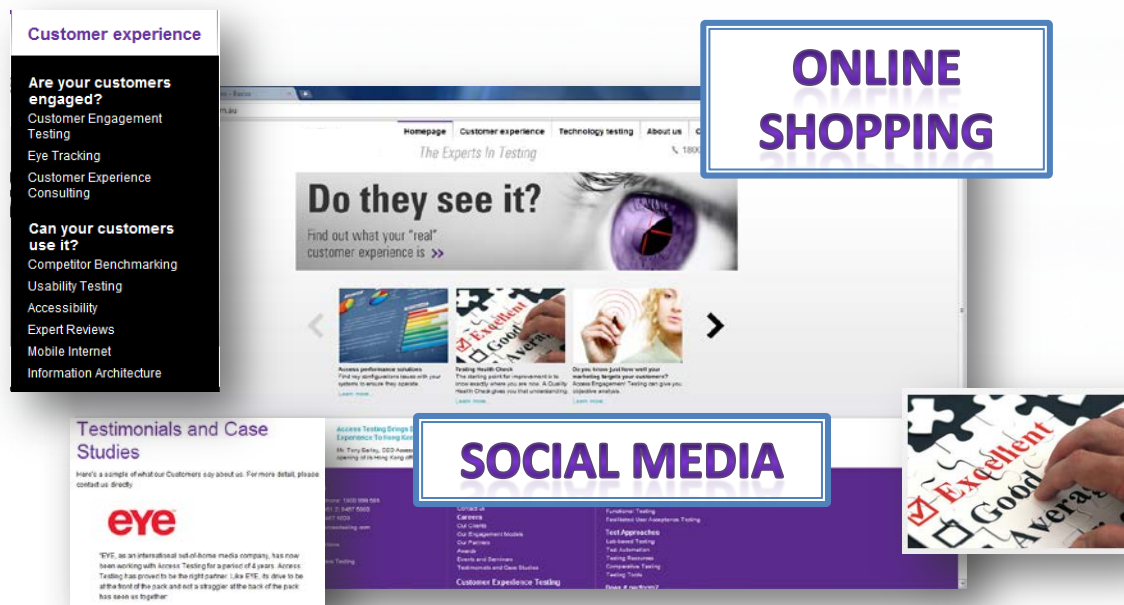
Mobile version

- ✓ Keep contents updated and in sync in different versions
- ✓ When primary version is accessible, text-only version may be removed

Common Pitfalls in Web Accessibility

7. Complicated website infrastructure

- Persons with intellectual disability have difficulty reading complex website structures



Customer experience

- Are your customers engaged?
 - Customer Engagement Testing
 - Eye Tracking
 - Customer Experience Consulting
- Can your customers use it?
 - Competitor Benchmarking
 - Usability Testing
 - Accessibility
 - Expert Reviews
 - Mobile Internet
 - Information Architecture

ONLINE SHOPPING

Do they see it?
Find out what your "real" customer experience is >>

SOCIAL MEDIA

Testimonials and Case Studies

Here's a sample of what our Customers say about us. For more detail, please contact us directly.

eye

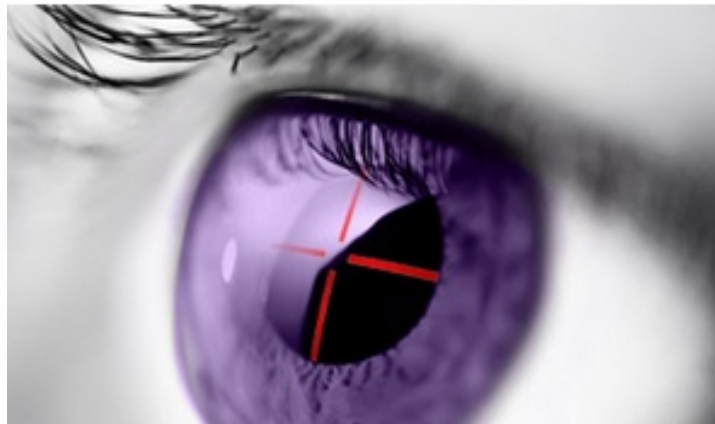
"EYE, as an international suite of home media companies, has not been working with Access Testing for a period of 4 years. Access Testing has proved to be the right partner. Like EYE, its flow to be at the front of the pack and not a straggler at the back of the pack has seen us together."

Excellent
Good
Average

- ✓ e.g. provide simpler and ordered website structure

Common Pitfalls in Web Accessibility

8. Unable to skip inaccessible Adobe Flash and moving objects



- ✓ e.g. add a skip function

Common Pitfalls in Web Accessibility

9. Websites with background audio



- ✓ e.g. add a turn off function

Agenda



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- 2. International Standard and Government Practices**
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International Standards

- Web Content Accessibility Guidelines (WCAG) have been developed over the years by the World Wide Web Consortium (W3C) consisting of people from industries, disability organisations, governments, and research labs from around the world

<http://www.w3.org/WAI/>

International Standards

- The WCAG consist of four parts —

4 Principles

12 Guidelines

61 Success Criteria

Many Techniques

Board Principles of Making Websites Accessible



4 Principles

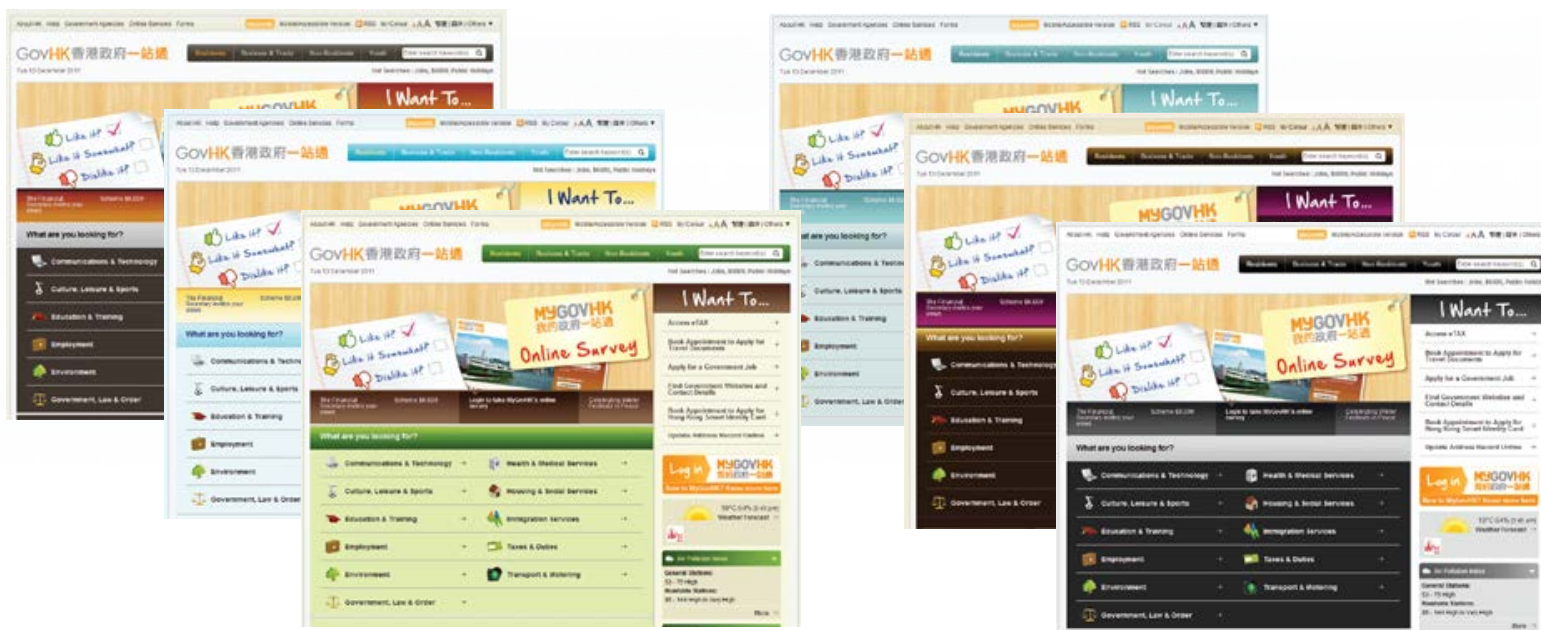
- Content is **Perceivable**
- User interface components and navigation are **Operable**
- Information and operation are **Understandable**
- Content is **Robust** enough to be interpreted reliably by a wide range of web browsers, etc.

Board Principles of Making Websites Accessible



Principle 1 - Perceivable

- Sufficient colour contrast 4.5 : 1

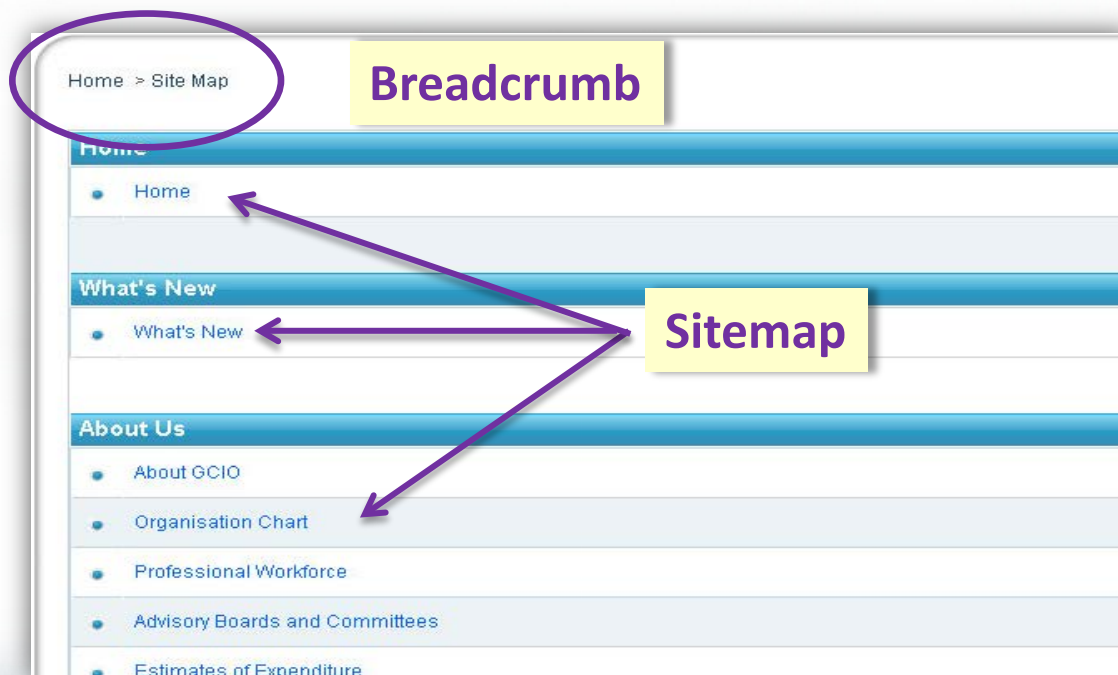


www.gov.hk

Board Principles of Making Websites Accessible

Principle 2 - Operable

- More than one way to help users navigate and find content



Board Principles of Making Websites Accessible



Principle 3 – Understandable

- Clear label with cue
- Error identification

The screenshot shows a web browser window with a navigation menu (Home, About, Contact, Services, Support, FAQ) and a search bar. The main content area is titled 'Online Form'. Below the title, there are two input fields: 'Name:' and 'Phone:'. The 'Name:' field has a placeholder text 'Enter first and last name' and is circled in purple. The 'Phone:' field has a placeholder text 'Enter phone area code and number'. A 'Submit' button is located below the fields.

The screenshot shows the same web browser window as the previous one, but with the 'Name:' field filled with 'John Smith' and the 'Phone:' field filled with '2345678x'. A red error message 'Please use only numbers in the phone field' is displayed above the 'Phone:' field, circled in purple. The 'Submit' button is still visible below the fields.








Board Principles of Making Websites Accessible




Principle 4 – Robust

- Compatibility with browsers



Visitor browsers	
Browser	Perc. of Visits
 Internet Explorer 8.0	32.1%
 Internet Explorer 9.0	16%
 Internet Explorer 7.0	13.8%
 Chrome 17.0	9.5%
 Internet Explorer 6.0	9.6%
 Firefox 10.0	6.7%
 Safari 5.1	4.2%

Government Practices

- HK Government has been implementing web accessibility guidelines since 1999, based on a version of W3C WCAG
- HK Government websites, except archive materials, are required to conform to W3C WCAG 2.0 Level AA by 2013 
- Encourage quasi-government and public service organisations to take corresponding action

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Web Accessibility Campaign

Objectives

- To facilitate access to online information and services for all segments of the community including persons with disabilities
- To promote wider adoption of web accessibility design in both public and private websites

Timeframe

- Campaign launched in October 2011

Web Accessibility Campaign

Government Leadership

Conformance of websites to W3C WCAG Level AA

Promulgation of Guidelines & Good Practices

Promotion with Public Sector Network

Government Policy

Appeal Letter by FS

Progress Monitoring

HAB's Guidelines

Technical Notes

Circular on Avoiding Common Pitfalls

Guidelines on Mobile App

Introduction to HoDs

Briefing for eBCs

Experience Sharing for B/Ds, ITMUs, AP Grades

Capability Building

Resource Development

Training

Empowerment

Webforall Portal

Management Handbook

Helpdesk

Facilitation of Sourcing Service Providers

Reference Cases

Webpage Templates & User Guide

Education Video

Seminars for Non-gov Sector

Technical Workshops for ICT Practitioners

Experience Sharing Workshops for Quasi-gov

Seminar for Much-needed Websites Owners

Experience Sharing Seminar for Social Services Organisations

Awareness Seminars for Tertiary Students

Curriculum Development

Encouragement and Recognition

Assessment and Advisory Service

Recognition Scheme

Websites Assessment

Helpdesk

Recruitment

Websites Enhancement

Re-assessment of Websites

Accreditation

Legend :

Box in white = task in progress or task to start

Web For All Portal



- www.webforall.gov.hk
- Illustration examples of 26 success criteria (WCAG 2.0 Levels A & AA)
- Presentation slides of seminars /technical workshops held
- Government's best practices
- Management Handbook
- Web Designers' Corner
- FAQs

Management Handbook

- www.webforall.gov.hk
- Introduction and basic principles
- Top 10 concerns from persons with disabilities
- All WCAG 2.0 success criteria
- Success criteria checklist
- Testing techniques
- Introduction of testing tools



Seminars & Workshops

- ***Oct/Nov 2011*** > Awareness Seminars for non-government sector
- ***Mar 2012*** > World Internet Developers' Summit
- ***Apr 2012*** > Seminars in Tertiary Institutions
- ***May 2012*** > Workshops for ICT Practitioners
- ***Jun 2012*** > Experience sharing for Quasi-gov IT



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Web Accessibility Recognition Scheme

Objectives

- Recognise efforts and accomplishments in adoption of web accessibility design
- Further raise the awareness in the community and encourage adoption

Structure

- Co-organise with Equal Opportunities Commission
- Open to local businesses, NGOs, academia and quasi-government organisations
- Not a competition or compliance audit

Web Accessibility Recognition Scheme

Two-tier Accreditation System

- **1st tier (Silver Award)**

- Websites incorporating basic web accessibility features



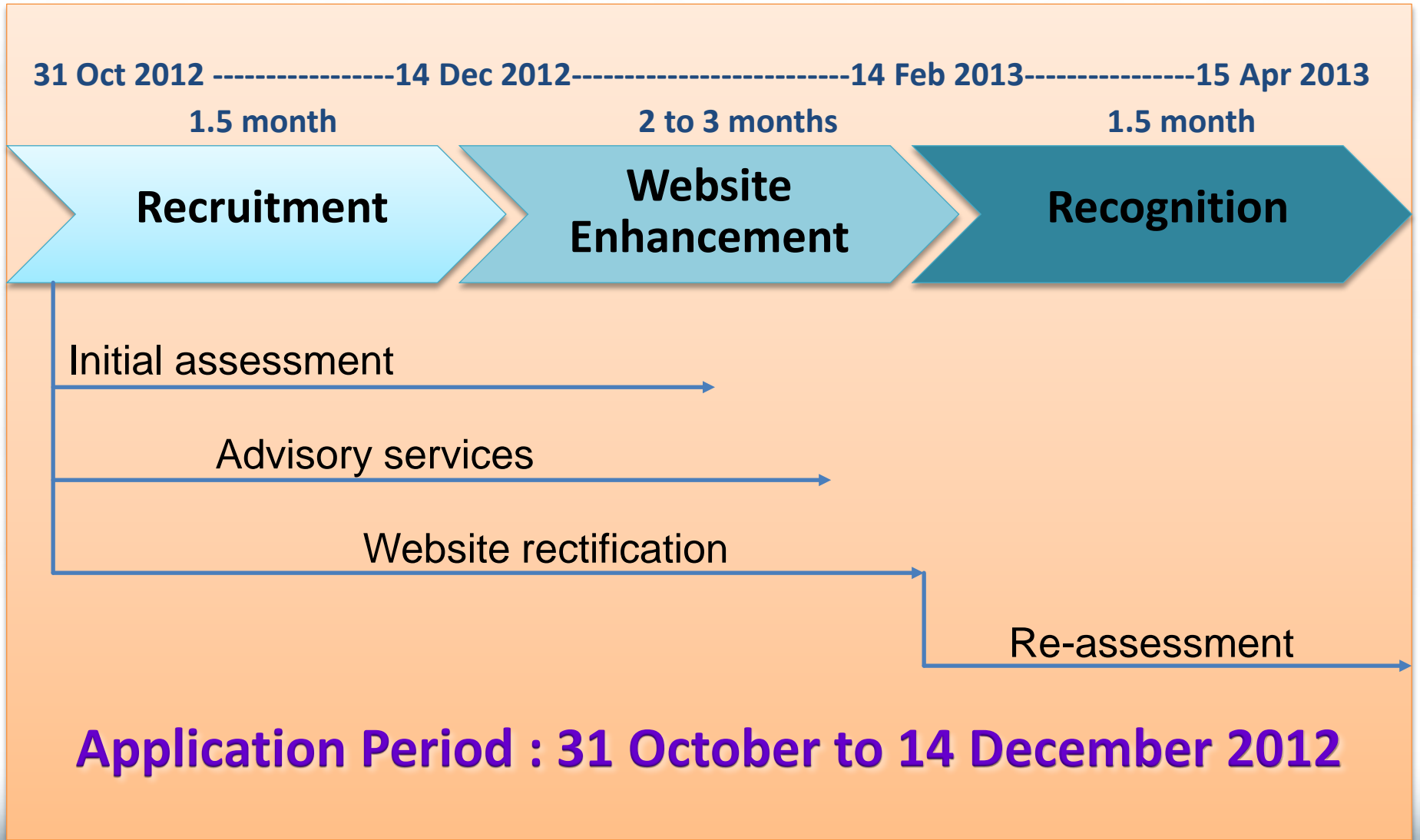
- **2nd tier (Gold Award)**

- Websites incorporating basic and key features



- Accreditation logos will be granted to awardees for display in their accredited websites
- The accreditation needs to be renewed annually

Web Accessibility Recognition Scheme



*Let's join hands in making a
digitally inclusive society*

Thank you!