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Web/Mobile App Accessibility Campaign

Making Digital Content Available for All

Office of the Government Chief Information Officer

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What is Web/Mobile App Accessibility?

Web/mobile app accessibility is about whether all people, irrespective of age, race, education or disability, can access all the information and services in websites or mobile applications.

The Government has been implementing “Web/Mobile App Accessibility Campaign” through a multi-pronged strategy:

* [Government Leadership](https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/government_leadership/index.htm)
* [Fostering Awareness](https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/fostering_awareness/index.htm)
* [Promulgating Guidelines and Tips](https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/promulgating_resources/index.htm)
* [Nurturing Expertise](https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/nurturing_expertise/index.htm)

The strategy aims to:

* foster public awareness of web/mobile app accessibility
* promote wider adoption of web/mobile app accessibility design by both public and private sectors
* assist IT practitioners and managers in understanding the related guidelines

More information about Web/Mobile App Accessibility:

Webforall Portal [www.webforall.gov.hk](file:///\\OGCIO\Team\DI1\DI11\@Working\2017-06-13_WA%20Leaflet\www.webforall.gov.hk)

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What are the Benefits of Adopting Accessibility Design?

1. Equal opportunities for everyone
2. Open up potential markets
3. Rank more prominently in search result
4. Fulfil legal and social responsibilities

Common Pitfallsin Implementation of Accessible Website/Mobile Application:

* Absence of text alternative of image content – visually impaired persons cannot perceive the image content by screen readers
* Absence of subtitles or sign language for videos – hearing impaired persons cannot understand the content
* Links not keyboard accessible – physically/visually impaired persons cannot access linked items with keyboards or assistive tools
* Content presented in images or symbols only – cognitively impaired persons can hardly understand the meaning