Office of the Government Chief Information Officer

Web Accessibility in NGO Websites

Digital Inclusion Division
4 December 2012

Agenda

1. What is Web Accessibility?
2. Web Accessibility Campaign
3. Government Practices
4. Common Pitfalls in NGO Websites
5. Successful Examples

What is Web Accessibility?

- Making website **Content** available for **ALL**

- **ALL** people of the community

- Including persons with disabilities (361,000 about 5.2% of total population)

What is Web Accessibility?

International Standards

- Web Content Accessibility Guidelines (WCAG) (無障礙網頁內容指引) have been developed over the years by the World Wide Web

- Consortium (W3C) (萬維網聯盟) consisting of people from industries, disability organisations, governments and research labs from around the world

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

What is Web Accessibility?

- The W3C WCAG consist of four parts —

4 Principles

12 Guidelines

61 Success Criteria

Many Techniques

What is Web Accessibility?

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.

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**
  - Government Policy
  - Appeal Letter by FS
  - Conformance Monitoring
- **Promulgation of Guidelines & Good Practices**
  - HAB's Guidelines
  - Technical Notes
  - Circular on Avoiding Common Pitfalls
  - Guidelines on Mobile App
- **Promotion with Public Sector Network**
  - Introduction to HoDs
  - Briefing for eBCs
  - Experience Sharing for B/Ds, ITMUs, AP Grades

Capability Building

- **Resource Development**
  - Webforall Portal
  - Management Handbook
  - Helpdesk
  - Facilitation of Sourcing Service Providers
  - Reference Cases
  - Webpage Templates & User Guide
  - Education Video
- **Talks / Seminars / Workshops**
  - Oct 2011 Gov Depts
  - Nov 2011 Private, NGOs, Public Orgs
  - Mar 2012 Internet Developers
  - Apr 2012 Tertiary Students
  - May 2012 Practitioners
  - Jun 2012 IT staff of Public Orgs
  - Jul 2012 ICT Industry
  - Sep 2012 Gov Depts
  - Oct 2012 Private, NGOs, Public Orgs
- **Empowerment**
  - Curriculum Development
  - Advisory Coaching
  - Social Services Organisations
  - Tertiary Students

Encouragement and Recognition

- **Assessment and Advisory Service**
  - Websites Assessment
  - Websites Advisory
  - Helpdesk
  - Final Assessment
- **Recognition Scheme**
  - Recruitment
  - Accreditation

Legend :
Box in white = task in progress or task to start

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

Social Welfare Development Fund (SWDF)

- Phase II application of SWDF (社會福利發展基 金) for subvented NGOs will commence in Jan 2013

- 30 more websites revamp/development projects agreed to conform to W3C WCAG 2.0 Level AA

- New funded website projects are required to conform to W3C WCAG 2.0 Level AA

Capability Building

www.webforall.gov.hk

- Illustration examples of 26 success criteria (W3C WCAG 2.0 Levels A & AA)

- Presentation slides of seminars /technical workshops held

- Government's best practices

- Management Handbook

- Web Designers' Corner

- FAQs

Capability Building

www.webforall.gov.hk/management_handbook

- 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

Common Pitfalls in NGO Websites

- Browsed 100 NGO websites

- In-depth study on 6 NGO websites which have a variety of website design features such as images, tables and colour contrast

- Identified top 10 common pitfalls

Top 10 Common Pitfalls (1)

- Text alternative for non-text content not meaningful

  ➢ Some images have alt-text but not meaningful, for example, banner1 and banner2

Banner 1

Not meaningful alt-text

Photograph of Hong Kong Harbour and Hong Kong Island skyline on a sunny day

Meaningful alt-text

Top 10 Common Pitfalls (2)

- Operations are not all keyboard operable

  ➢ Some menus and content, especially those for sub-menus cannot be operated through a keyboard interface

Should allow users to operate all menus by a keyboard interface

Top 10 Common Pitfalls (3)

- Website structure is too-complicated to navigate using assistive technologies

  - No markup headers h1, h2, h3, etc.
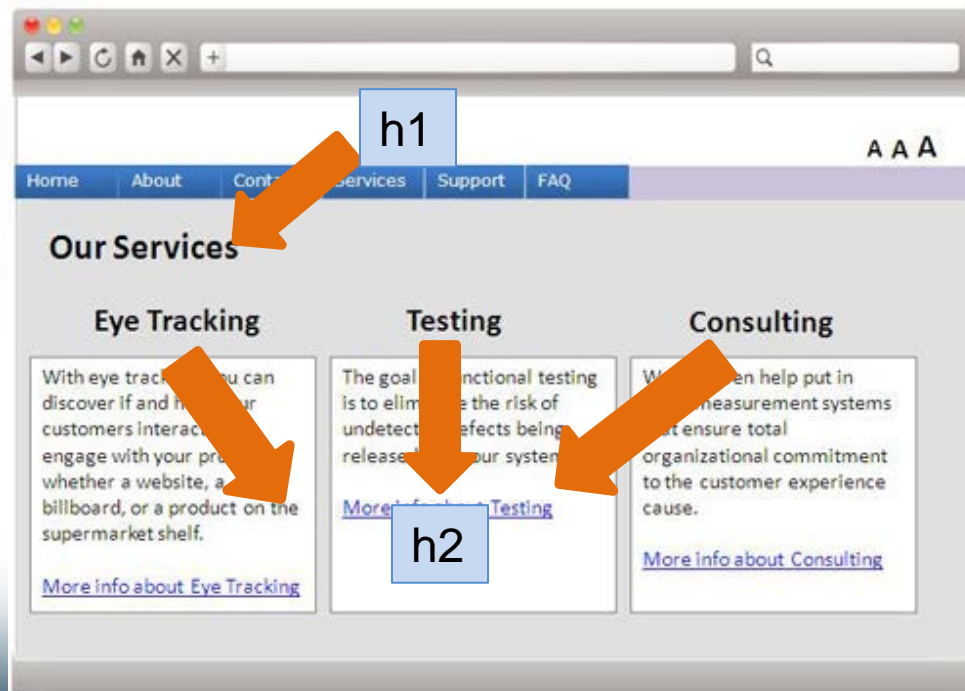
Top 10 Common Pitfalls (4)

- Unable to skip repetitive blocks of information
  - No "Skip to Content" feature

People using screen readers need to read all the navigation information before getting to the target content

Add a "Skip to content" link at the top of each webpage

Top 10 Common Pitfalls (5)

- No text resize function

  - Even there are text resize feature, content loss happens after text enlargement
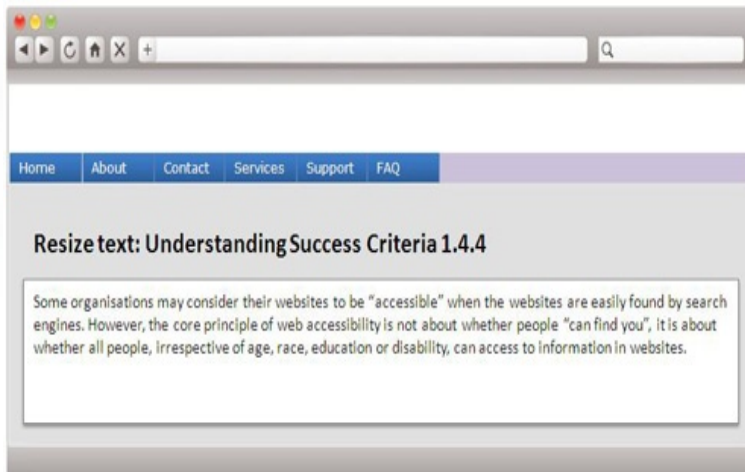

Do not have text resize function
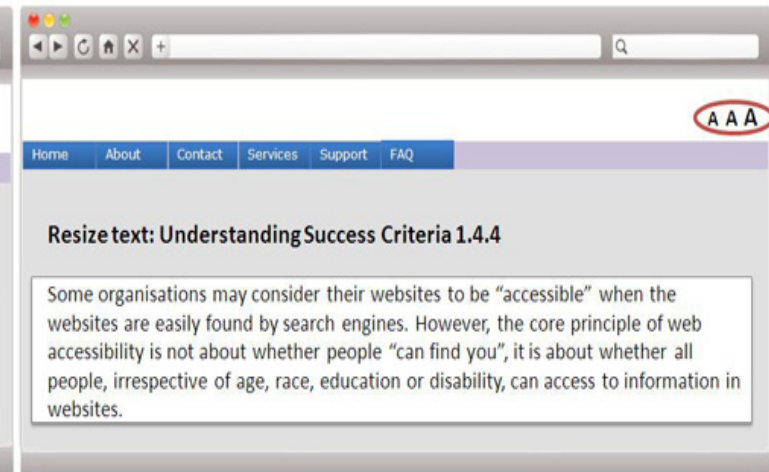
With text resize function

Top 10 Common Pitfalls (6)

- Insufficient colour contrast

  ➢ Colour contrast between the background and foreground of text does not meet the ratio 4.5:1
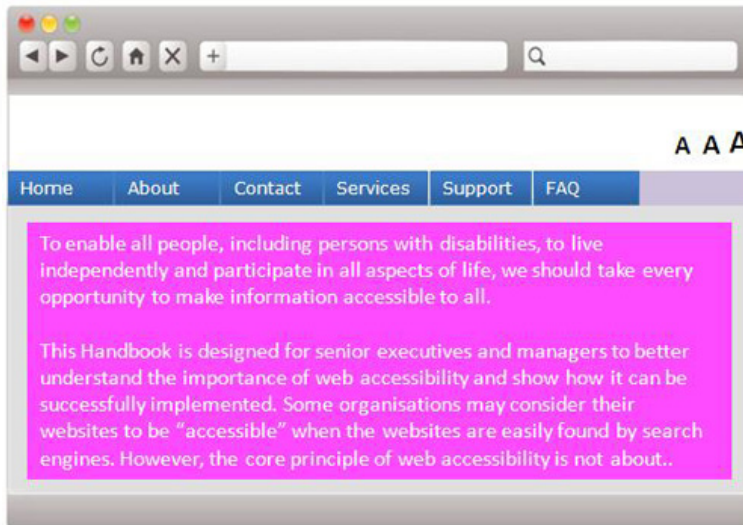
Poor background contrast
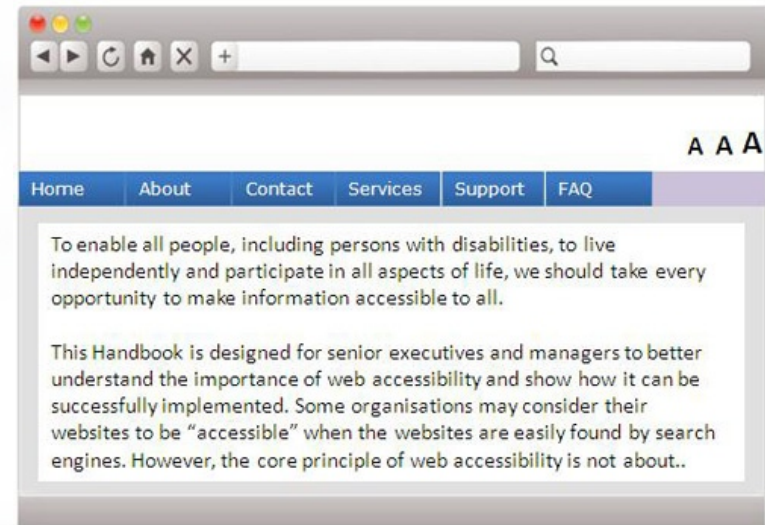
Easier to read with higher contrast

Top 10 Common Pitfalls (7)

- Incorrect syntax for compatibility with browsers and assistive technologies

  - Start/end tags are missing in webpage codes

```
<table>
...
<tr>
 <td width="8%"> </td>
 <td>
   <a href="history.html">我們的歷史
 </td>
</tr>
...
</table>
```

```
<table>
...
<tr>
 <td width="8%"> </td>
 <td>
   <a href="history.html">我們的歷史</a>
 </td>
</tr>
...
</table>
```

Missing end tag of <a>   **Correct syntax**

Top 10 Common Pitfalls (8)

- Pause, stop or hide updating, blinking or scrolling function not provided
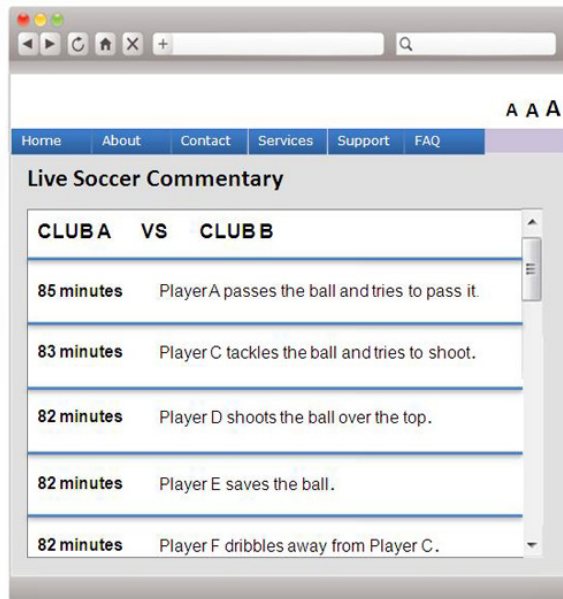
Update automatically as content changes
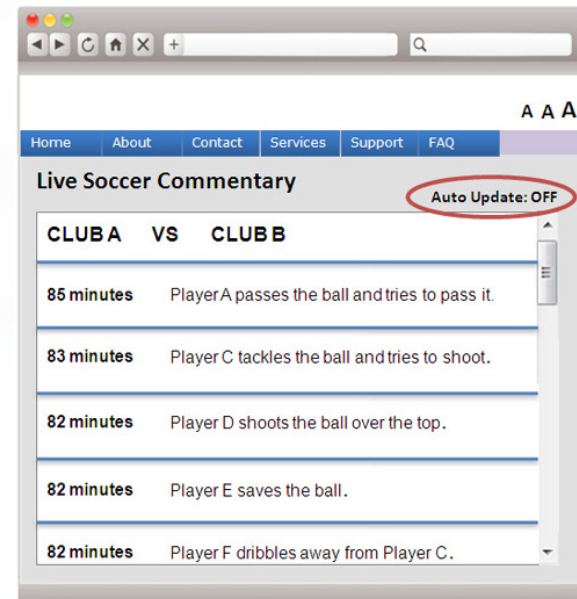
Provide a function to turn off the auto updating

21

Top 10 Common Pitfalls (9)

- Captions or sign language for pre-recorded videos and audio content not provided

Missing captions

"Captions are provided for all prerecorded audio content..."
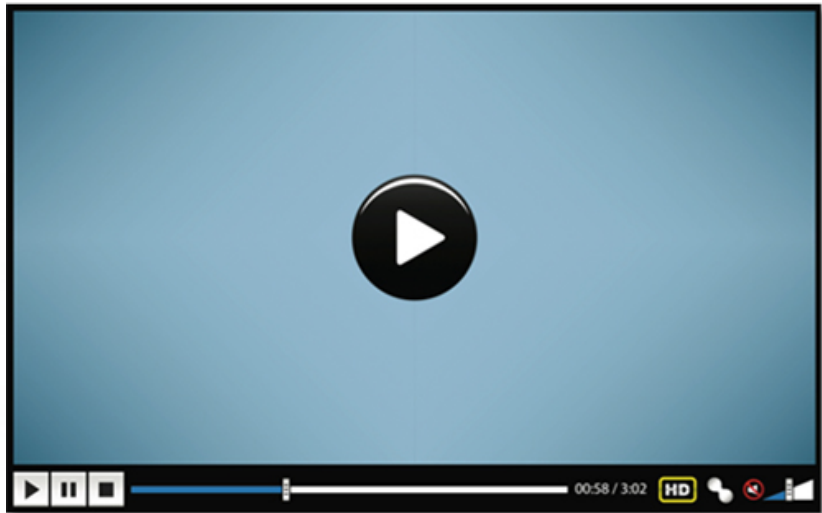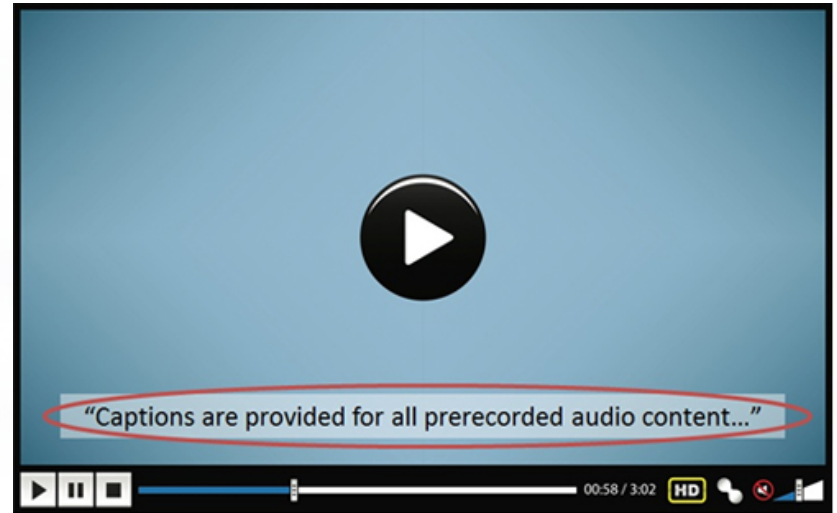
Provide captions

Top 10 Common Pitfalls (10)

- Accessibility statement with contact points not provided in many websites
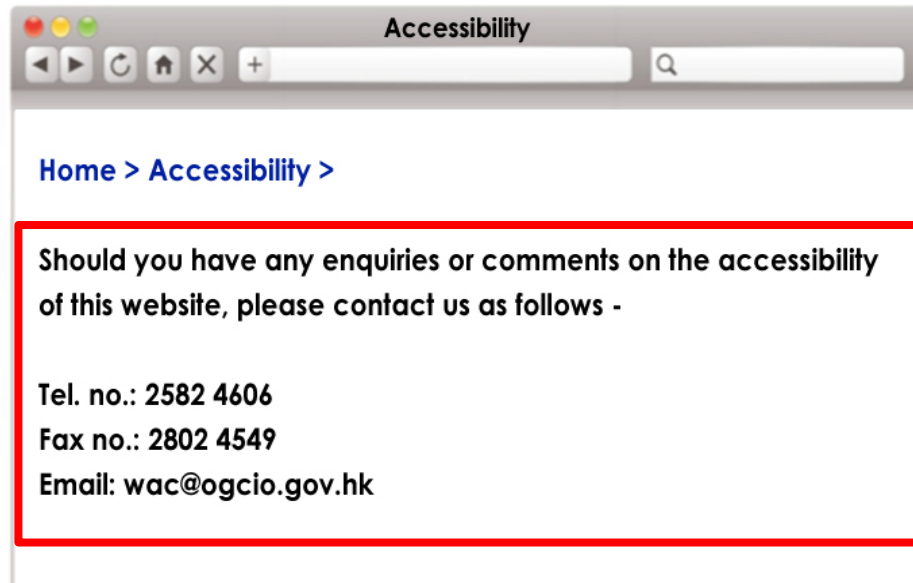
A website should provide an accessibility statement with contact points in case website user needs assistance on web content accessibility issues.

Successful Examples

- ## Equal Opportunities Commission

  ✓ Provide meaningful text alternative for non-text content

  ✓ Allow to pause scrolling

  ✓ Allow to perform all operations through a keyboard interface

  ✓ Make website structure and content easy to be used with assistive technologies

Main page
http://www.eoc.org.hk

Successful Examples

- ## Equal Opportunities Commission (Con't)

  ✓ Allow to skip repetitive blocks of information

  ✓ Provide sufficient colour contrast

  ✓ Ensure correct syntax of webpages for compatibility with browsers and assistive technologies

  ✓ Provide an accessibility statement for the website with contact points

Black & Yellow Version
http://www.eoc.org.hk

Successful Examples

- **GovHK** 香港政府一站通

  ✓ Provide meaningful text alternative for non-text content

  ✓ Allow to perform all operations through a keyboard interface

  ✓ Make website structure and content easy to be used with assistive technologies

  ✓ Allow to skip repetitive blocks of information

Main page of GovHK 香港政府一站通 Website www.gov.hk

Successful Examples

- ## GovHK 香港政府一站通 (Con't)

✓ Text can be resized up to 200 percent without loss of content

✓ Provide sufficient colour contrast

✓ Ensure correct syntax of webpages for compatibility with browsers and assistive technologies

The Achiever colour scheme of GovHK 香港政府一站通
www.gov.hk

Let's join hands in making a digitally inclusive society

Thank you!