

Introduction on Web Accessibility

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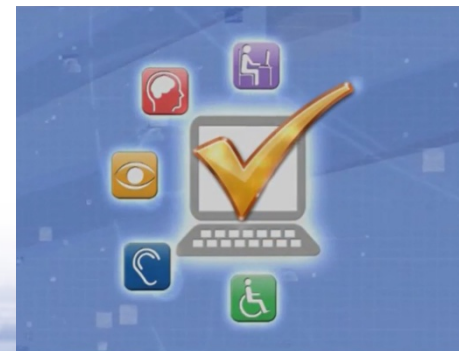
What is Web Accessibility?

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



[Video on Introduction of Web Accessibility](#)

http://www.ogcio.gov.hk/tc/community/web_accessibility/recognition_scheme/video/wars_video2.mp4



Why Web Accessibility?

- **Equal opportunities**

- United Nations' Convention on the Rights of Persons with Disabilities
- Disability Discrimination Ordinance (Cap 487) has created a legal duty for organisations to ensure their services are available to everyone



- **Social responsibility**

- Build positive corporate image
- Contribute to a more caring and inclusive society



Why Web Accessibility?

- **Search engine friendly**
 - Get more prominent ranking in search engine results
- **Widest possible reach-out**
 - Reach out to more online customers
- **Lower costs in the long term**
 - Easier to maintain and is compatible with different web browsers and devices, which saves time and money in the long term
 - Avoid unnecessary lawsuits



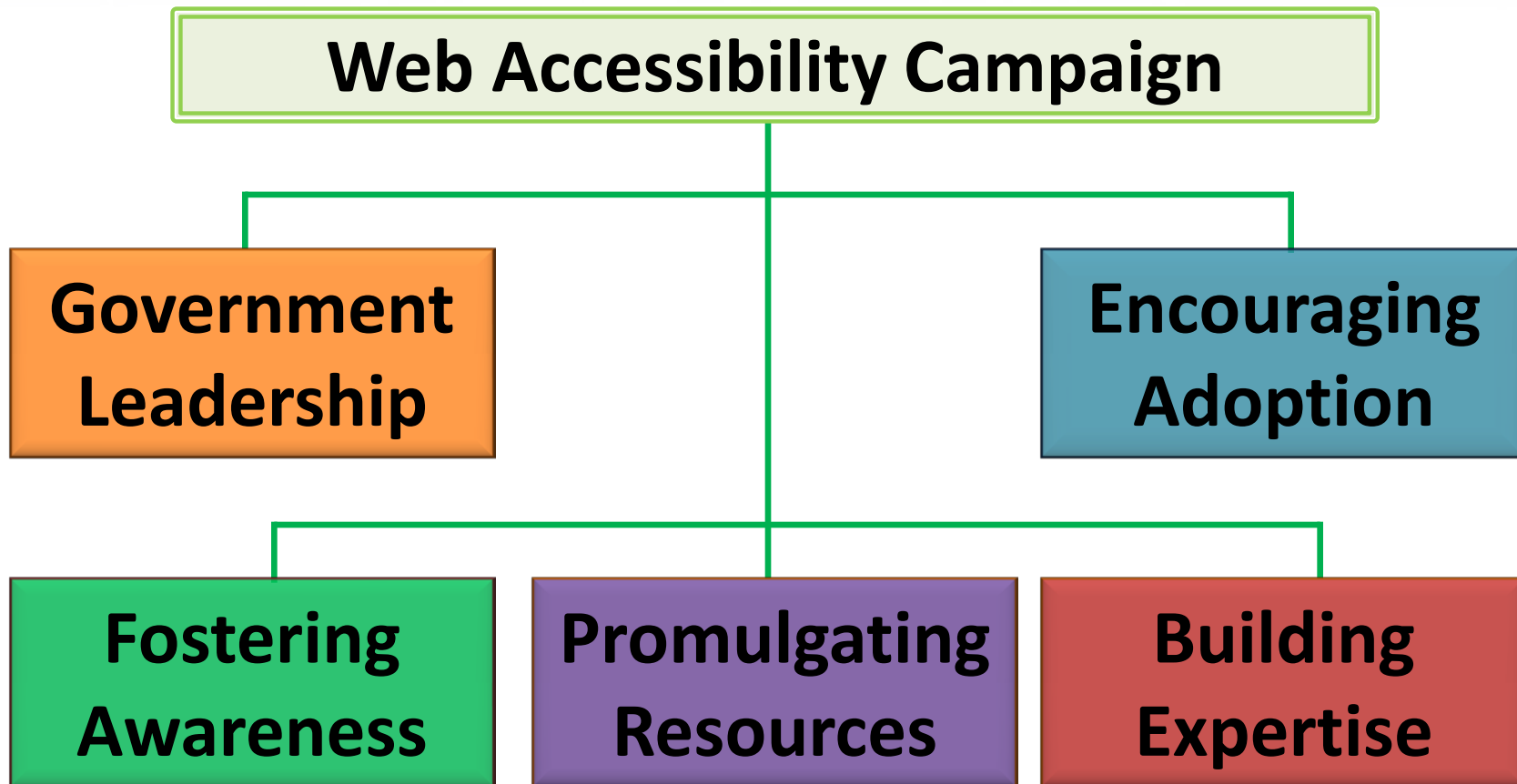
Web Accessibility Campaign

Launched in October 2011

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



Multi-pronged Approach



Government Leadership



Fostering Awareness

Seminars & Workshops



Public-sector organisations



Almost 4000 participants



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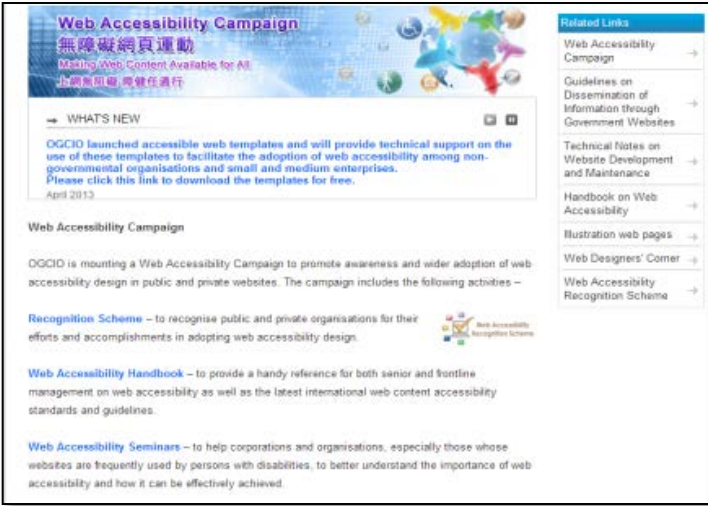
Promulgating Resources

Webforall Portal



www.webforall.gov.hk

- Live-examples of success criteria (WCAG 2.0 Level AA)
- Presentation slides of seminars / technical workshops
- Web Designers' Corner
 - facilitating the sourcing of ICT professional services
- Lawsuit reference cases



Promulgating Resources

Web Accessibility Handbook



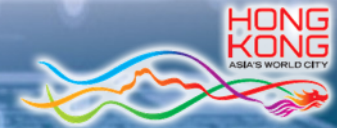
- Designed for senior executives and management
- Introduce WCAG 2.0 and success criteria
 - Web Accessibility Concept
 - How Persons with Disabilities use Websites
 - Illustration of Each Criterion
 - Testing Strategy
 - Useful Reference



www.webforall.gov.hk/en/wahandbook



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Promulgating Resources

Mobile Application Accessibility Handbook



- Designed for mobile application owners and developers
- Based on the WCAG 2.0 and feedbacks collected from local disability groups
 - Basic Concept
 - Best Practices
 - Checklist for Developers
 - Testing Strategy
 - Useful Reference



www.webforall.gov.hk/en/maahandbook



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Promulgating Resources

Accessible Webpage Templates

- Free Download
www.webforall.gov.hk/web_template.htm

Input your contact information and start the download

The screenshot shows the website of the Office of the Government Chief Information Officer. The page is titled "Points to Note for Downloading Accessible Web Template". It contains a list of four points regarding the registration process. Below the text is a registration form with fields for Name, Telephone Number, Facsimile Number, and E-mail Address. There is also a CAPTCHA image with the characters "akz4Pp". A "Submit" button is at the bottom of the form. A sidebar on the left contains a navigation menu with items like Home, What's New, About Us, News and Publications, Facts and Figures, Strategies and Government IT Initiatives, Legal Framework and Internet Governance, Community Initiatives and IT Services, Business and Industry Facilitation, IT Infrastructure and Standards, and Service Desk. A right sidebar lists various programs and services such as Internet Learning Support Programme, Web Accessibility, Development of Assistive Technologies for Persons with Disabilities, District Cyber Centres Scheme, Elderly Portal, Encouraging ICT adoption among the Elderly, Smart Elderly Awards, GovHK Notifications and GovHK Apps, GovHK, Information Security, and Wi-Fi Facilities at Government Premises.



Promulgating Resources

Accessible Webpage Templates

- Sample codes incorporated with essential **web accessibility features**, e.g.

4. Provide User-initiated background audio

1. Provide “Skip To Content”

2. Provide meaningful alt text for images

3. Allow to play or pause the auto-scrolling latest news



5. Allow text resize

6. Provide keyboard accessible menu

7. Provide transcript for video

8. Provide sufficient colour contrast



Building Expertise

Incorporate Web Accessibility into ICT curricula



Encouraging Adoption

Web Accessibility Recognition Scheme since 2012

Objectives

- Recognise efforts and achievements in adoption of web accessibility design
- Raise awareness in the community and encourage wider adoption



Your Support to Web Accessibility

- Adopt web accessibility for websites/mobile apps
- Ensure colleagues and content providers are aware of the importance and having relevant skills
- Encourage clients/business partners to do the same
- Download and use **Accessible Webpage Templates**
- Enrol **Web Accessibility Recognition Scheme 2014**



Thank you!

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