Web Accessibility Recognition Scheme

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Office of the Government Chief Information Officer

Digital Inclusion Division

12 December 2013

Web Accessibility Recognition Scheme

Objectives

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

Web Accessibility Recognition Scheme

Structure

- Co-organise with the Equal Opportunities Commission
- Led by an Advisory Committee comprising members from
  - Office of the Government Chief Information Officer (政府資訊科技總監辦公室)
  - Equal Opportunities Commission (平等機會委員會)
  - Labour and Welfare Bureau (勞工及福利局)
  - Non-profit making organisations –
    - Visual Impairment
    - Physical Impairment
    - Hearing Impairment
  - Members from ICT Industry

Web Accessibility Recognition Scheme

Framework

- Website / Mobile Apps[NEW!] Streams
- Gold / Silver Awards
- Most Favourite Website Awards[NEW!]
- Annual event
- Open to all local enterprises and organisations, including companies, non-government organisations (NGOs), educational institutions and public sector organisations
- Neither a competition nor a compliance audit

Web Accessibility Recognition Scheme

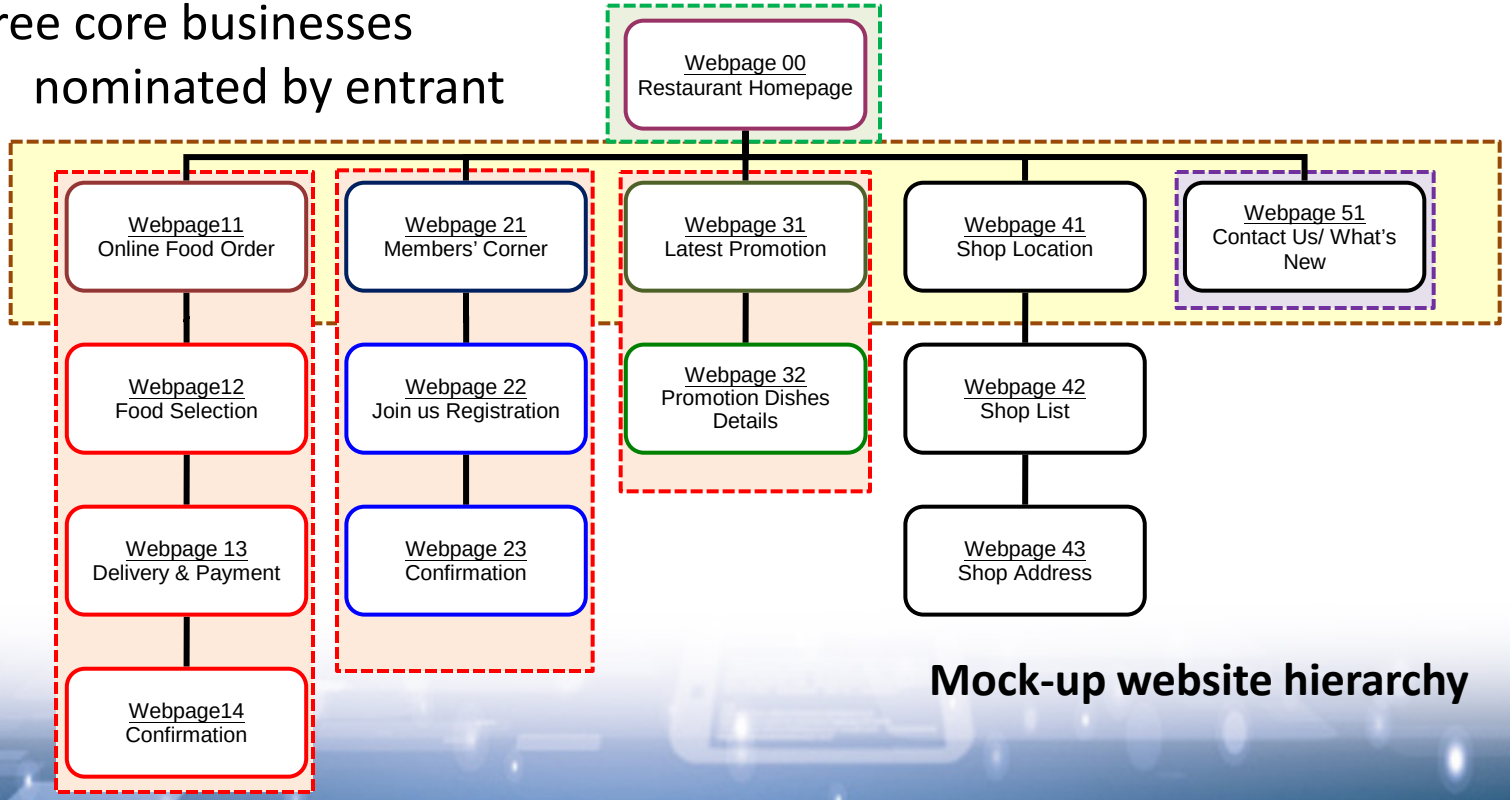
Awards

Stream	Award	No. of Judging Criteria	Accreditation Logo
Website	Silver	14	
	Gold	10	
Mobile	Silver	10	
	Gold	8	

Web Accessibility Recognition Scheme

Assessment Area – Website Stream

1.Main webpage
2.Contact Us / What's News webpage(s)
3.All first-level of webpages
4-6. Three core businesses nominated by entrant



Mock-up website hierarchy

Assessment Area – Website Stream

1. Main webpage – www.ogcio.gov.hk

3. All first-level of webpages

2. Contact Us

4. Core business 1

5. Core business 2

6. Core business 3

Web Accessibility Recognition Scheme

Awards – Website Stream (Continue)

Most Favourite Websites[NEW]

- Gold Awardee websites are automatically entered into the contest
- Vote by members from five needy groups
  - visual impairment
  - physical impairment
  - hearing impairment
  - cognitive impairment
  - elderly

Judging Criteria – Website Stream (Silver)

No.	Criteria
1	Provide meaningful text alternative for non-text contents
2	Provide accessible Flash/Animated content or allow to skip
3	Allow to perform all operations through a keyboard interface
4	Easy to turn off background sound or set as user-initiated only
5	Provide means to close popup windows
6	Provide clear and informative links
7	Provide accurate and appropriate headings/labels
8	Make website content easy to be used with assistive technologies
9	Make website structure in a consistent navigation mechanism
10	Make website content in meaningful sequence
11	Provide input assistance such as proper labels for user input and error identification and description etc.
12	Provide error prevention for transactions
13	Text can be resized up to 200 percent without loss of content *
14	Provide an accessibility statement with contact points for the website *

*** 2012-13 Gold Criteria**

Judging Criteria – Website Stream (Gold)

No.	Criteria
1	Provide accessible PDFs
2	Build webpages with predictable operations
3	Able to skip repetitive blocks
4	Provide multiple ways to retrieve content
5	Build webpages with user-initiated auto-updating
6	Provide sufficient time for users to read the content and operate the function
7	Provide sufficient colour contrast
8	Ensure correct syntax of webpages for compatibility with browsers and assistive technologies
9	Provide captions or sign language for 30% of pre-recorded videos published in the recent 2 years
10	Provide meaningful title, summary or description for table headers as well as data

Web Accessibility Recognition Scheme

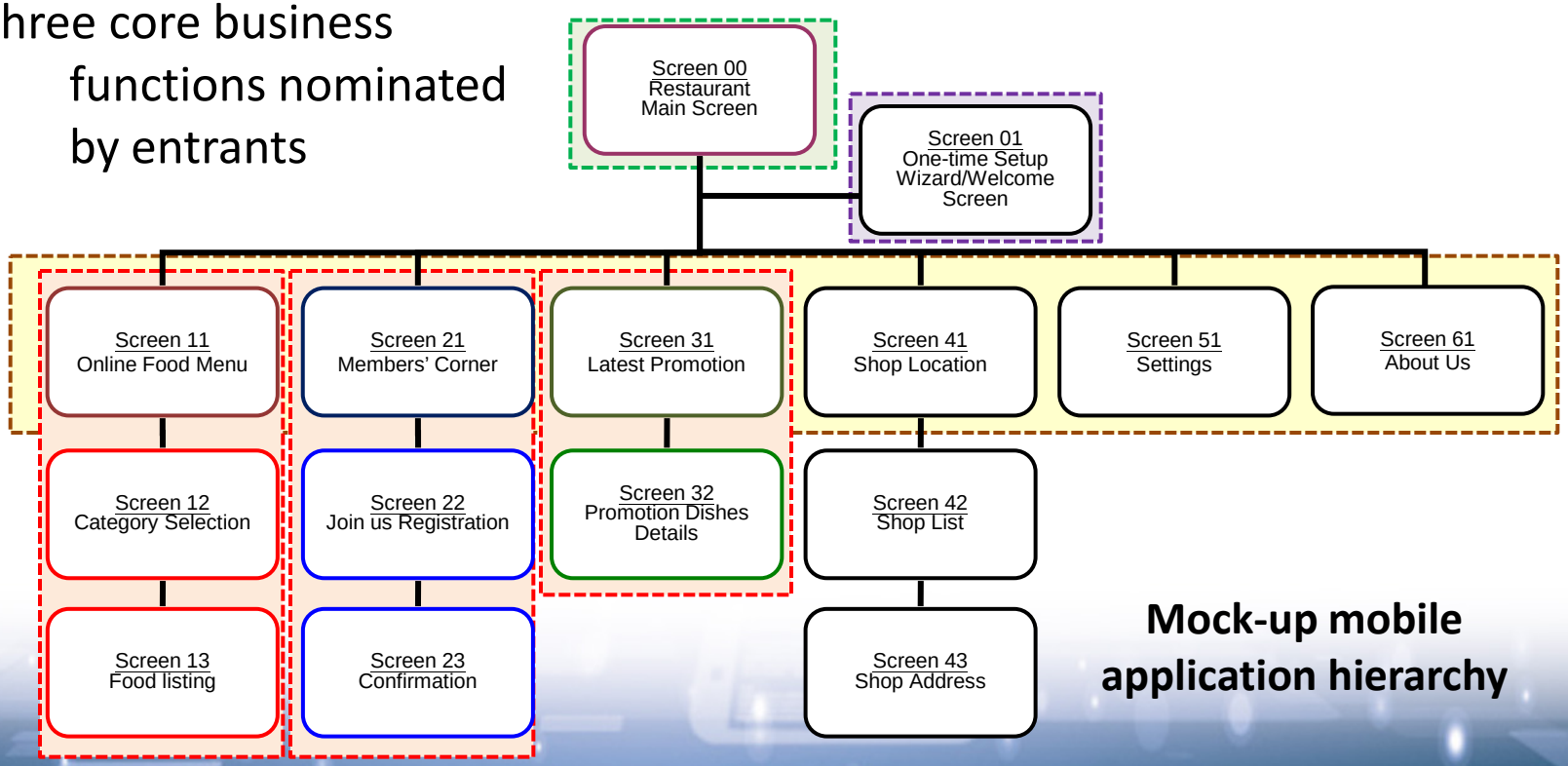
Assessment Area – Mobile Application Stream

1.Main screen

2.One-time Setup Wizard or Welcome / Settings / About Us screen(s)

3.All first-level screens

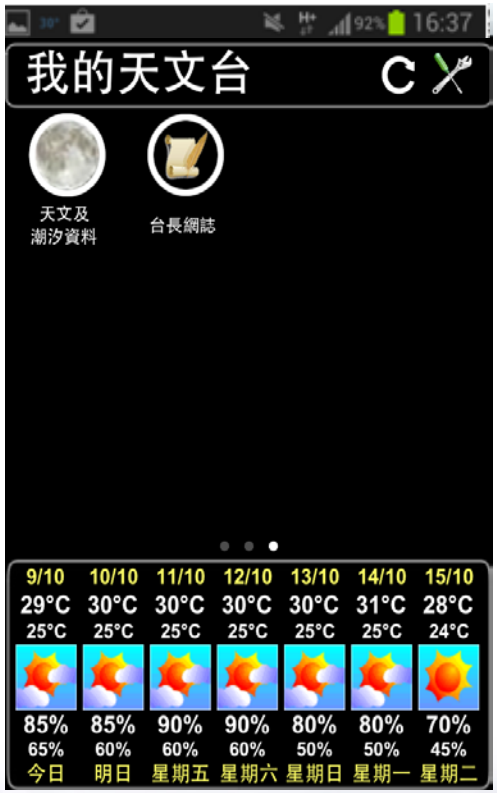
4-6. Three core business functions nominated by entrants



Mock-up mobile application hierarchy

Assessment Area – Mobile Stream

1. Main screen – My Observatory



Assessment Area – Mobile Stream

1. Main screen – My Observatory

4. Core business 1

5. Core business 2

2. Settings

3. All first-level screens

6. Core business 3

Judging Criteria – Mobile Application Stream (Silver)

No.	Criteria
1	Provide meaningful text alternative for non-text contents
2	Easy to turn off background sound or set as user-initiated only
3	Make all clickable objects large enough to be tapped #
4	Provide clear and simple headings
5	Provide consistent and simple user interface structure
6	Provide meaningful content sequence
7	Provide navigation for going backward #
8	Provide clear and informative links
9	Text resize function or text can be zoomed without loss of content
10	Compatible with screen readers

Applicable to Mobile Applications only

Judging Criteria – Mobile Application Stream (Gold)

No.	Criteria
1	Provide sufficient colour contrast
2	Provide sufficient time for users to read the content and operate the function
3	Provide captions or sign language for 30% of pre-recorded videos published in the recent 2 years
4	Provide alternative means for notification #
5	Provide input assistance such as proper labels or instructions for user input
6	Provide error prevention for transactions
7	Provide means to close popovers
8	Provide contact points or “email feedback” feature

Applicable to Mobile Applications only

Web Accessibility Recognition Scheme 2013-14

Timeline

Stage	Key Tasks	Period
1.	Application	Now until 31 December 2013
2.	Initial Assessment and Enhancement	Now until 30 January 2014
3.	Technical Workshops	Now until 30 January 2014
4.	Final assessment	31 January 2014 – 21 March 2014
5.	Voting for “Most Favourite Websites”	March 2014
6.	Awards Presentation Ceremony	14 April 2014

Web Accessibility Recognition Scheme

Technical Workshop

- Venue: Office of the Government Chief Information Officer
  Conference Room, 15/F Wanchai Tower,
  12 Harbour Road, Wanchai, Hong Kong
- Please contact Ms Windy Chan at 2582 6079 to register

Workshop	Date	Time
1	17 December 2013 (Tuesday)	2:30 – 4:00 pm

- More workshops, please refer to
  http://www.ogcio.gov.hk/tc/community/web_accessibility/recognition_scheme/#tech_workshop

Benefits of Joining the Scheme

Social Responsibility

- Making websites/mobile applications accessible
- Contributing to a caring and inclusive society

Recognition and Achievements

- Receiving an award and building positive corporate image

Cost Savings

- Familiarising of good practices and saving maintenance cost

Enhancing Competitiveness

- Making websites more friendly to search engines
- Widening reach-out

Web Accessibility Recognition Scheme

Publicity

- Entitle to use award logos for promotional purposes
- Invite to share experiences at public events/seminars
- Publish achievements on
  - ✓ Interview by online media
  - ✓ Recognition Scheme websites, online banners
  - ✓ Local free / paid newspapers, magazines
  - ✓ Newspaper advertorials
  - ✓ Booklet insertion via newspaper
  - ✓ Radio interviews

Award Logos Used for Promotional Purposes

Award Presentation Ceremony Highlights in Newspaper Website

Advertorials and Booklet Insertion via Newspaper

Radio Interviews

Web Accessibility Recognition Scheme

Highlights of Awards Presentation Ceremony of the Web Accessibility Recognition Scheme 2012-13

http://www.ogcio.gov.hk/tc/community/web_accessibility/recognition_scheme/video/wars_video3.mp4

Web Accessibility Recognition Scheme

Enrol Now!

www.webforall.gov.hk/en/scheme

無障礙網頁嘉許計劃
Web Accessibility Recognition Scheme

GUIDE TO APPLICATION

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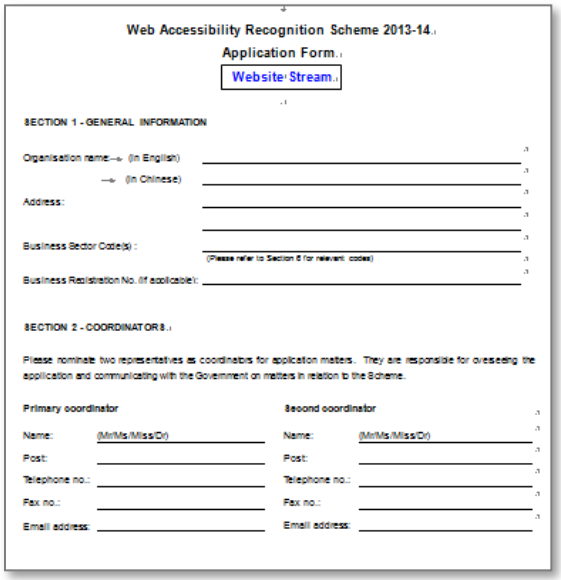
September 2013


Web Accessibility Recognition Scheme 2013-14

Application Form

Website Stream

SECTION 1 - GENERAL INFORMATION

Organisation name: (In English)

(In Chinese)

Address:

Business Sector Code(s) :

(Please refer to Section 6 for relevant codes)

Business Registration No. (if applicable):

SECTION 2 - COORDINATORS

Please nominate two representatives as coordinators for application matters. They are responsible for overseeing the application and communicating with the Government on matters in relation to the Scheme.

Primary coordinator

Name: (Mr/Ms/Miss/Dr)

Post:

Telephone no.:

Fax no.:

Email address:

Second coordinator

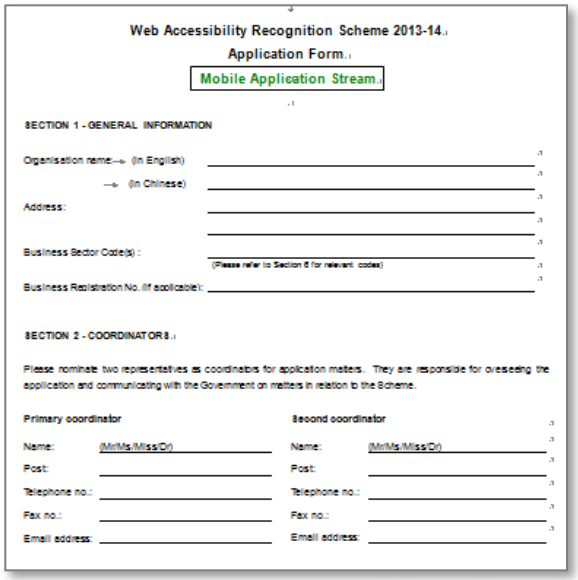
Name: (Mr/Ms/Miss/Dr)

Post:

Telephone no.:

Fax no.:

Email address:


Web Accessibility Recognition Scheme 2013-14

Application Form

Mobile Application Stream

SECTION 1 - GENERAL INFORMATION

Organisation name: (In English)

(In Chinese)

Address:

Business Sector Code(s) :

(Please refer to Section 6 for relevant codes)

Business Registration No. (if applicable):

SECTION 2 - COORDINATORS

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Primary coordinator

Name: (Mr/Ms/Miss/Dr)

Post:

Telephone no.:

Fax no.:

Email address:

Second coordinator

Name: (Mr/Ms/Miss/Dr)

Post:

Telephone no.:

Fax no.:

Email address:

Thank you!

Web Accessibility Campaign Programme Office

Email : wac@ogcio.gov.hk

Tel. no. : 2582 4606