Office of the Government Chief Information Officer

Seminar on Web Accessibility

Introduction to Web Accessibility

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November 2011

Introduction to Web Accessibility

This presentation will cover the following -

- Myths of web accessibility

- Major Concerns from persons with disabilities

- International and Government practices

- Board Principles of making websites accessible

- Activities and resources in the Campaign

Myths of Web Accessibility

- Myth 1 - Persons with Disabilities Don't Use Websites

- In fact the complete opposite is the case.

Myths of Web Accessibility

- Myth 2 - Accessible Websites Are Boring

- Simple design doesn't necessarily mean boring design.

Myths of Web Accessibility

- Myth 3 - Web Accessibility Is Expensive

- In fact building an accessible website in general can save you money in the long term through better programming discipline and good coding techniques.

Major Concerns from Persons with Disabilities

- We will look at 6 concerns from Persons with Disabilities:

Major Concerns from Persons with Disabilities

1. Unable to Skip Adobe Flash and Moving Objects

Major Concerns from Persons with Disabilities

2. Small Font Sizes or Insufficient Colour Contrast

Do they see it?

Find out what your "real" customer experience is >>

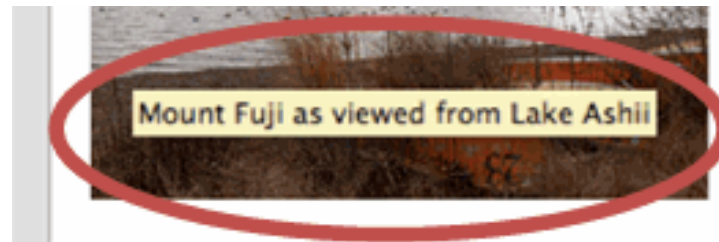# Major Concerns from Persons with Disabilities

3. No Alternatives for Non-text Information

- Images should contain descriptive text alternative that effectively describes the image.

Mount Fuji as viewed from Lake Ashii

- Video content should include text transcripts that can be interpreted by screen reading software.

00:58 / 3:02

Download a transcript of this video

Major Concerns from Persons with Disabilities

Major Concerns from Persons with Disabilities

4. Complicated Web Site infrastructure

Major Concerns from Persons with Disabilities

5. Websites with background Audio

Major Concerns from Persons with Disabilities

6. Difficulties in Accessing PDF Documents

- Text content in PDF documents created by using scanners is generally not accessible.

- Avoid scanning when preparing PDF documents if the text-based sources are available.

- Or process by Optical Character Recognition (OCR) software after scanning.

International and Government Practices

- Web accessibility guidelines for Government websites in place since 1999

- Updated regularly and followed by all Bureaux/Departments

- Based on the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG)

- International widely adopted standard

International and Government Practices

- W3C WCAG version 2.0 published in December 2008

- There are three levels of conformance

Level A	Level AA	Level AAA
25 success criteria	25+13 success criteria	25+13+23 success criteria
Basic	Recommended	Ideal

- HK Government websites, except archive materials, will target to conform to Level AA by 2013 within practicable means

International and Government Practices

- Many governments are adopting WCAG 2.0 AA guidelines for public facing websites

GOVERNMENT	DEADLINE
Australia	December 2014
Canada	July 2013
New Zealand	June 2010
Singapore	December 2013

Board Principles of Making Websites Accessible

- Four Principles

  - Principle 1: Perceivable - Information and user interface components must be presentable to users in ways they can perceive.

Board Principles of Making Websites Accessible

- Four Principles

  ➢ Principle 2: Operable - User interface components and navigation must be operable.

Board Principles of Making Websites Accessible

- Four Principles

  - Principle 3: Understandable - Information and the operation of user interface must be understandable.

Board Principles of Making Websites Accessible

- Four Principles

  - ➢ Principle 4: Robust - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

Board Principles of Making Websites Accessible

- Within each of these principles are a range of guidelines focusing on different types of content

  - For example: WCAG 2.0 Guideline 2.1 "Keyboard Accessible: Make all functionality available from a keyboard."

  - We will look at these examples in the latter part.

Activities and Resources in the campaign

- Management Handbook

- Seminar Sessions

- Demonstration Webpages in OGCIO's Portal at www.webforall.gov.hk

Thank you