

Office of the Government Chief Information Officer

# Seminar on Web Accessibility

## Introduction to Web Accessibility



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**Access Testing HK Ltd.**

**November 2011**

# Introduction to Web Accessibility

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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

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- Myth 1 - Persons with Disabilities Don't Use Websites
- In fact the complete opposite is the case.



# Myths of Web Accessibility

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- Myth 2 - Accessible Websites Are Boring
- Simple design doesn't necessarily mean boring design.



# Myths of Web Accessibility

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- 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

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



# Major Concerns from Persons with Disabilities

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1. Unable to Skip Adobe Flash and Moving Objects



# Major Concerns from Persons with Disabilities

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## 2. Small Font Sizes or Insufficient Colour Contrast

**Do they see it?**

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

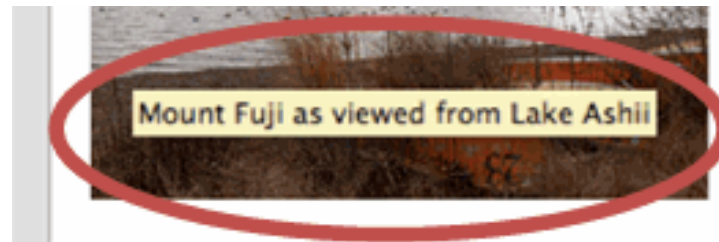




# Major Concerns from Persons with Disabilities

## 3. No Alternatives for Non-text Information

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



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



# Major Concerns from Persons with Disabilities



關於香港 幫助 政府機構 網上服務 表格

我的政府一站通

流動/無障礙瀏覽

RSS

我的自訂色彩

AAA

English | 简体 | 其他語言 ▼

GovHK 香港政府一站通

本港居民

商務及貿易

非本港居民

青少年

輸入查詢字串



2011年9月30日 星期五

熱門搜尋：招聘、\$6000、商業登記

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\$6,000計劃

施政報告及財政預算案公眾諮詢

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我想...

- 使用「稅務易」服務 →
- 預約申請旅行證件 →
- 申請政府工 →
- 找政府網站和聯絡資料 →
- 預約申領香港智能身份證 →
- 找婚姻登記的資訊 →

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28°C 85% (下午1:05)  
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空氣污染指數  
一般監測站:  
20 - 40 輕微至中等  
路邊監測站:  
41 - 47 中等

# Major Concerns from Persons with Disabilities

## 4. Complicated Web Site infrastructure

### Customer experience

#### Are your customers engaged?

Customer Engagement Testing

Eye Tracking

Customer Experience Consulting

#### Can your customers use it?

Competitor Benchmarking

Usability Testing

Accessibility

Expert Reviews

Mobile Internet

Information Architecture

Access Testing  
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## Do they see it?

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

Access performance solutions  
Find key configurations issues with your systems to ensure they operate.  
[Learn more...](#)

Testing Health Check  
The starting point for improvement is to know exactly where you are now. A Quality Health Check gives you that understanding.  
[Learn more...](#)

Do you know just how well your marketing targets your customers?  
Access Engagement Testing can give you objective analysis.  
[Learn more...](#)

Access Testing Brings Better Customer Experience To Hong Kong  
Mr. Tony Bailey, CEO Access Testing, today announced the opening of its Hong Kong office...

Eye tracking studies for EYE  
Tony Bailey CEO Access Testing, talks about the multiple international studies that Access has conducted for EYE...

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Technology Testing  
Does it function?  
Functional Testing  
Facilitated User Acceptance Testing

Test Approaches  
Lab-based Testing  
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ONLINE SHOPPING



### Testimonials and Case Studies

Here's a sample of what our Customers say about us. For more detail, please contact us directly.



"EYE, as an international out-of-home media company, has now been working with Access Testing for a period of 4 years. Access Testing has proved to be the right partner. Like EYE, its drive to be at the front of the pack and not a straggler at the back of the pack has seen us together."

SOCIAL MEDIA

# Major Concerns from Persons with Disabilities

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## 5. Websites with background Audio



# Major Concerns from Persons with Disabilities

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## 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

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- 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

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- W3C WCAG version 2.0 published in December 2008
- There are three levels of conformance

Level A 25 success criteria	Level AA 25+13 success criteria	Level AAA 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

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- 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

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- 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

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



# Board Principles of Making Websites Accessible

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



# Board Principles of Making Websites Accessible

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- 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

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- 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

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- Management Handbook
- Seminar Sessions
- Demonstration Webpages in OGCIO's Portal at [www.webforall.gov.hk](http://www.webforall.gov.hk)



Briefings  
and  
Seminars



**Thank you**

