# Web Accessibility Recognition Scheme 2013-14

國際 INTERNATIONAL IT FEST 滙 2014
INTERACTIVE HONG KONG

**Office of the Government Chief Information Officer**

**Digital Inclusion Division**

**10 October 2013**

# Web Accessibility Recognition Scheme

## Agenda

- Web Accessibility Campaign
- Highlights of Web Accessibility Recognition Scheme 2013-14
- How to meet the Judging Criteria of the Website Stream?
- How to meet the Judging Criteria of the Mobile Application Stream?
- Demonstration by Hong Kong Blind Union
- Questions and Answers

# Web Accessibility Campaign

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

## Launched in October 2011

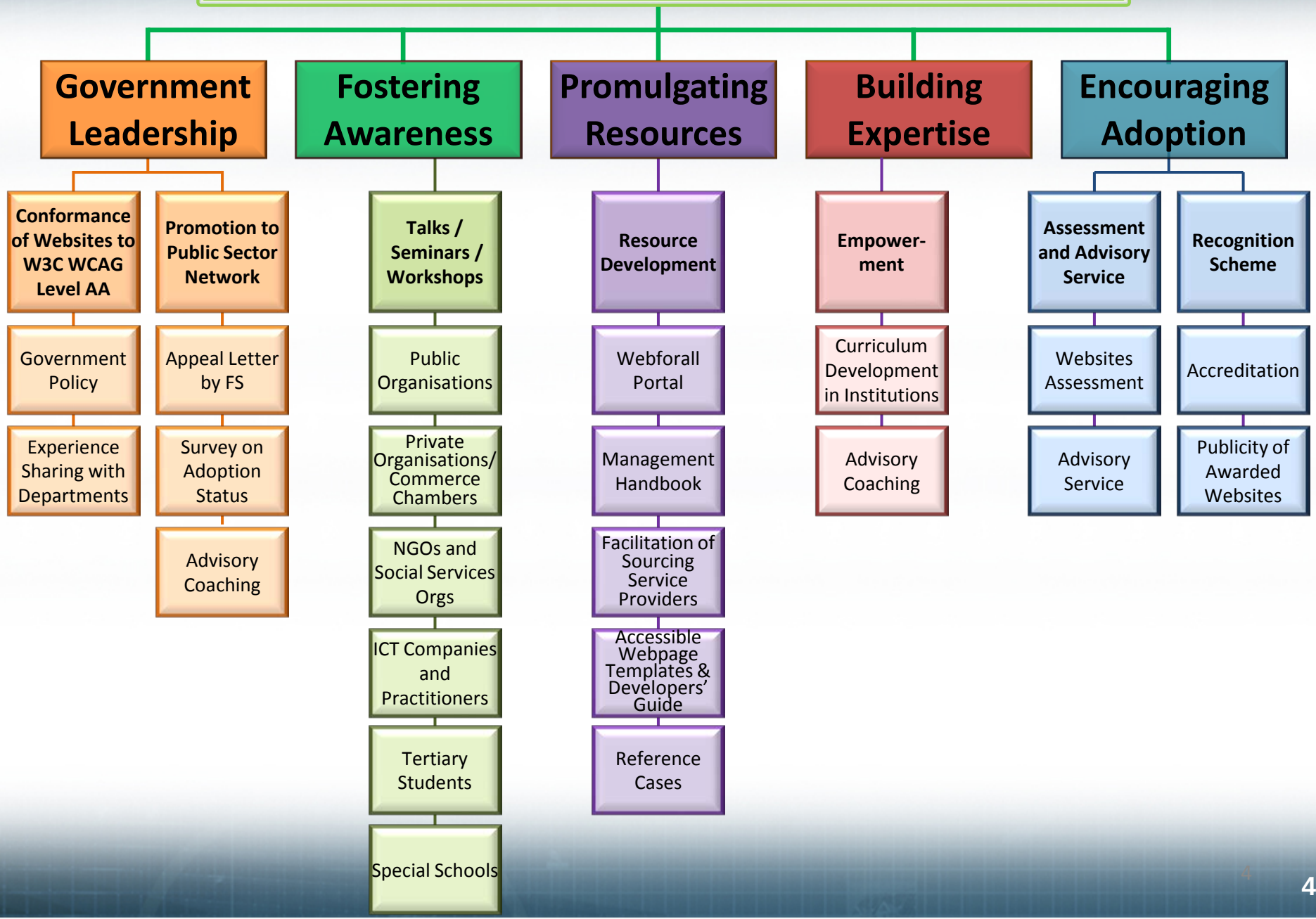
## Objective

- 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

**Video on Introduction of Web Accessibility**

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

# Web Accessibility Campaign



# Web Accessibility Campaign

## Government Leadership

### Government Websites

### Public-sector organisations

香港國際機場 HONG KONG INTERNATIONAL AIRPORT

平等機會委員會 EQUAL OPPORTUNITIES COMMISSION

CUSH 香港吸煙與健康委員會 HONG KONG COUNCIL ON SMOKING AND HEALTH

Fish Marketing Organization 魚類統營處

香港印鈔有限公司 HONG KONG NOTE PRINTING LIMITED

蔬菜統營處 Vegetable Marketing Organization

無障礙網頁 Web For All

## Fostering Awareness

### Seminars & Workshops

**Over 3000 participants**

# Web Accessibility Campaign

## Promulgating Resources

### Webforall Portal

www.webforall.gov.hk

### Accessible Webpage Templates

### Mobile Applications Accessibility Handbook

# Accessible Webpage Templates

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

- www.webforall.gov.hk/template
- Sample codes incorporated with essential web accessibility features, e.g.

1. Provide "Skip To Content"

2. Provide meaningful alt text for images

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

4. Provide User-initiated background audio

5. Allow text resize

6. Provide keyboard accessible menu

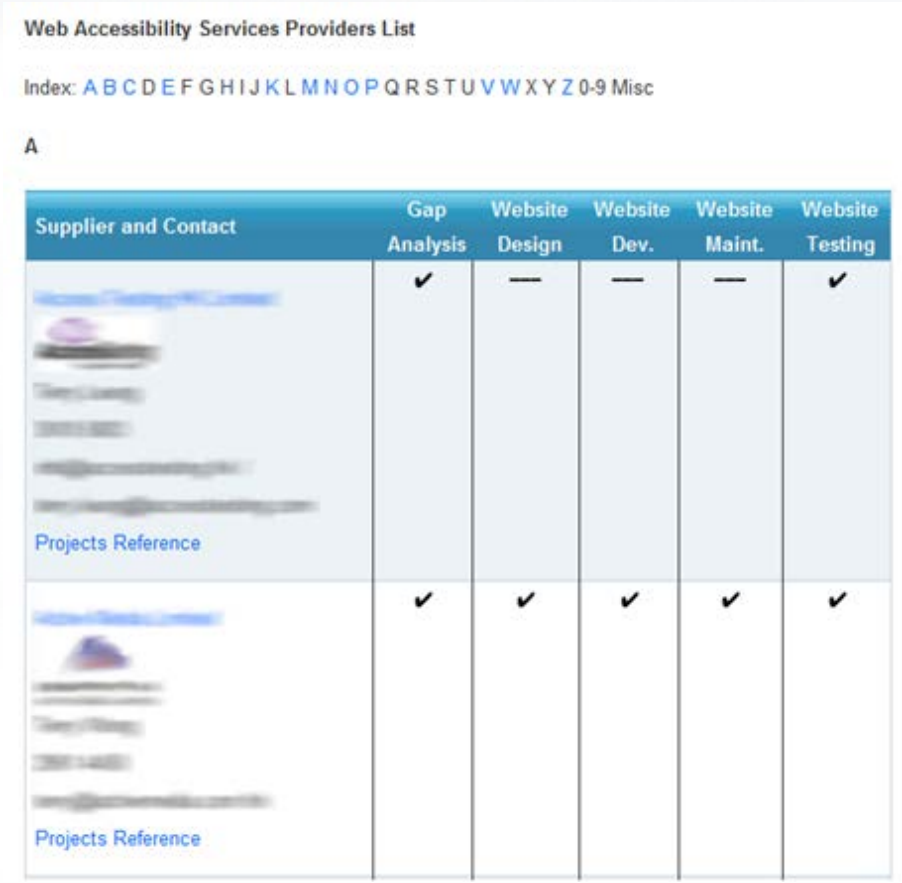
7. Provide transcript for video

8. Provide sufficient colour contrast

# Webforall Portal

## Web Designers' Corner

- facilitating the sourcing of ICT professional services for the implementation of web accessibility designs
- www.webforall.gov.hk/wdc



Web Accessibility Services Providers List

Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9 Misc

A

| Supplier and Contact | Gap Analysis | Website Design | Website Dev. | Website Maint. | Website Testing |
|---|---|---|---|---|---|
| [redacted] Projects Reference | ✔ | — | — | — | ✔ |
| [redacted] Projects Reference | ✔ | ✔ | ✔ | ✔ | ✔ |

# Web Accessibility Campaign

## Building Expertise

### Incorporate Web Accessibility into ICT curricula

CENTENNIAL COLLEGE 明德學院

香港城市大學 City University of Hong Kong

香港浸會大學 HONG KONG BAPTIST UNIVERSITY

IVE

香港中文大學 The Chinese University of Hong Kong

The Hong Kong Institute of Education 香港教育學院

The Hong Kong Polytechnic University 香港理工大學

香港科技大學 The Hong Kong University of Science and Technology

香港公開大學 The Open University of Hong Kong
Government established · Financially independent

The University of Hong Kong

東華學院 Tung Wah College

# Web Accessibility Campaign

## Encouraging Adoption

### Web Accessibility Recognition Scheme

- Reference to International standard
- Verified by persons with disabilities
- Free assessment and advisory services
- Webforall accreditation logos

# Web Accessibility Recognition Scheme

## Agenda

- Web Accessibility Campaign
- **Highlights of Web Accessibility Recognition Scheme 2013-14**
- How to meet the Judging Criteria of the Website Stream?
- How to meet the Judging Criteria of the Mobile Application Stream?
- Demonstration by Hong Kong Blind Union

# 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

無障礙網頁嘉許計劃
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

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

## *Framework*

- Website / Mobile Apps[NEW!] Streams
- Gold / Silver Awards
- My 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

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

## *Awards*

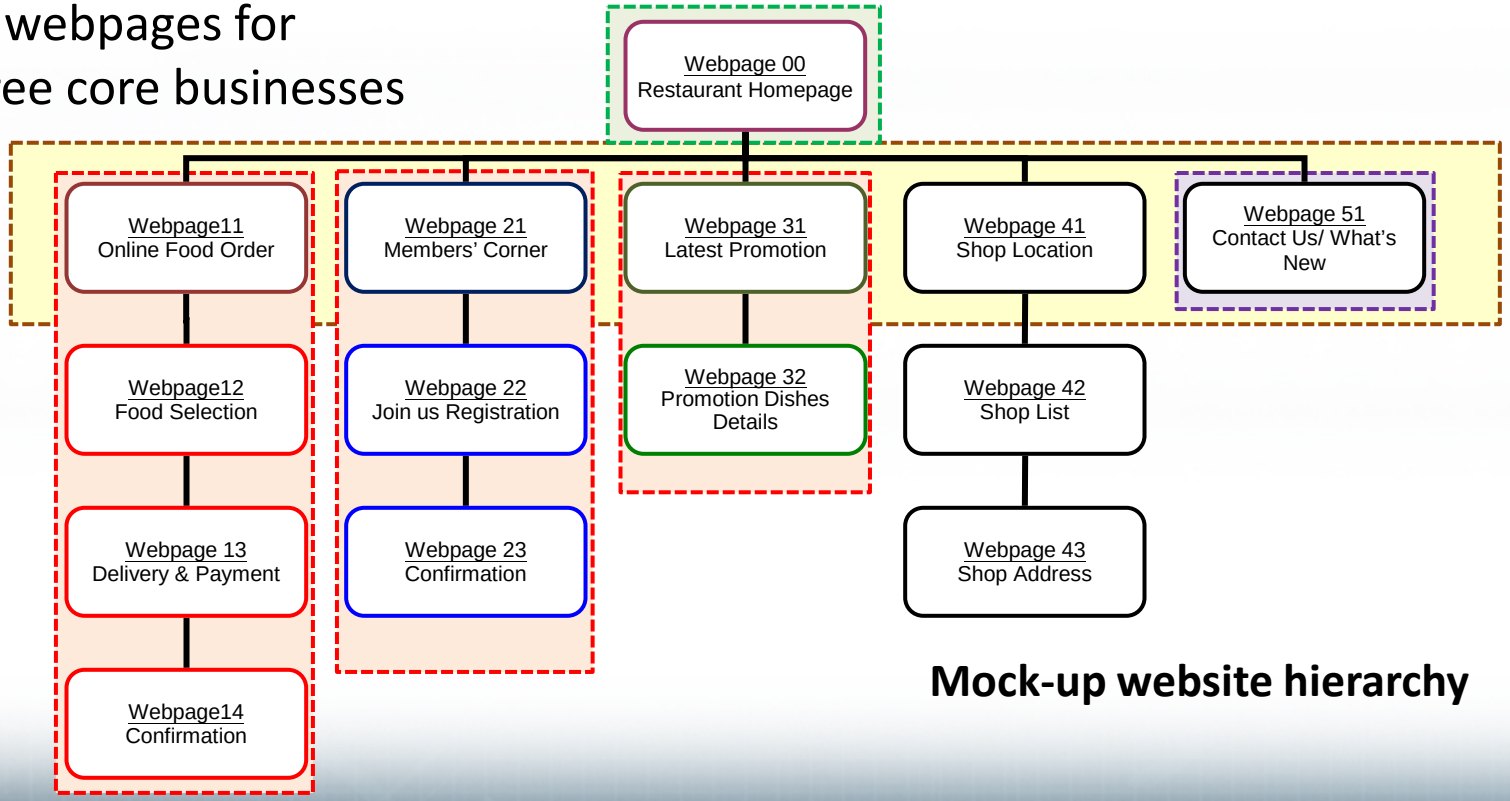
| Stream | Award | No. of Judging Criteria | Accreditation Logo |
|---|---|---|---|
| Website | Silver | 14 | |
| | Gold | 10 | |
| Mobile | Silver | 10 | |
| | Gold | 8 | |

# Web Accessibility Recognition Scheme

無障礙網頁嘉許計劃
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. All webpages for three core businesses




**Mock-up website hierarchy**

# *Assessment Area – Website Stream*

1. Main webpage – www.ogcio.gov.hk

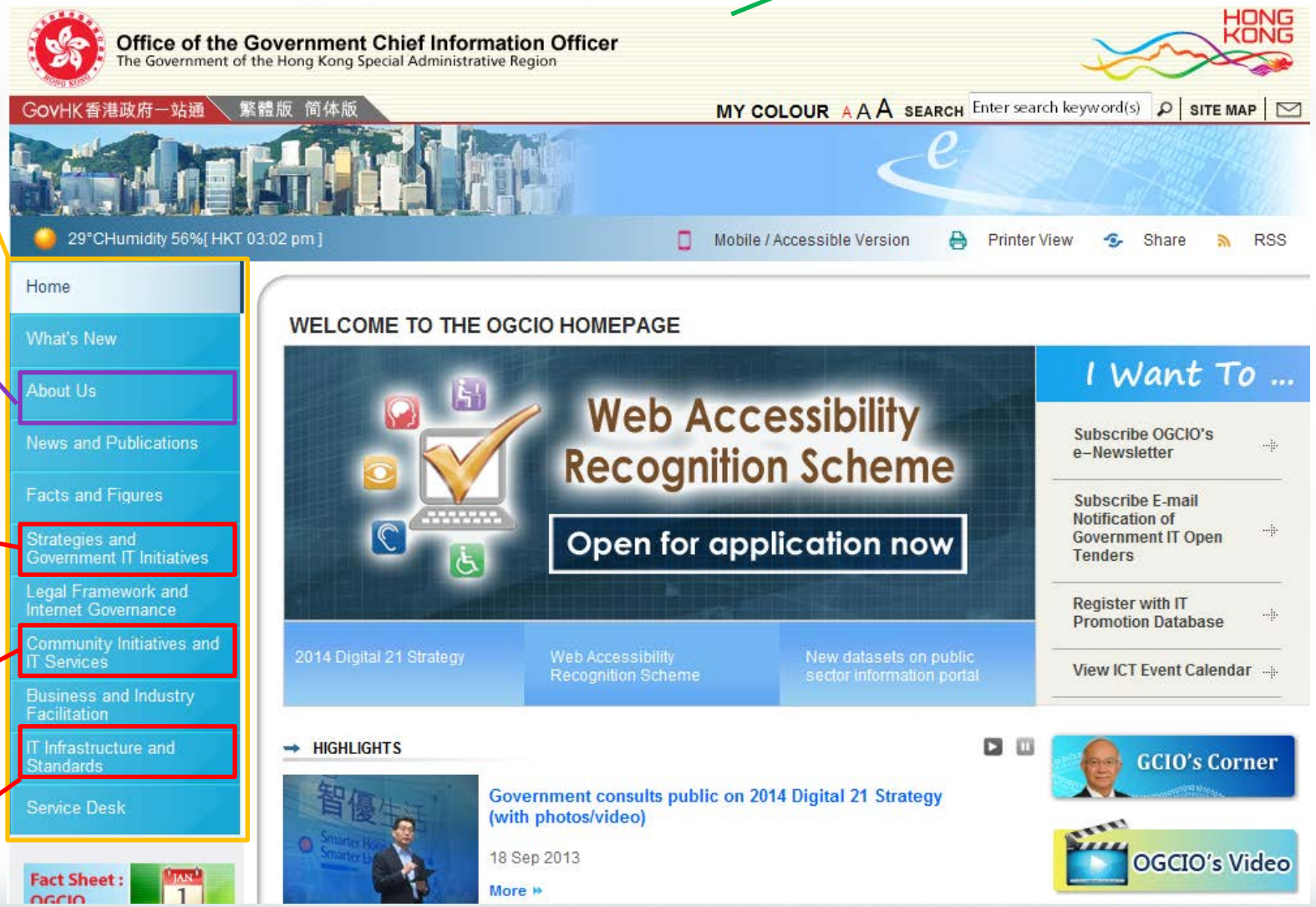
3. All first-level of webpages

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 NEW |
| 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)*

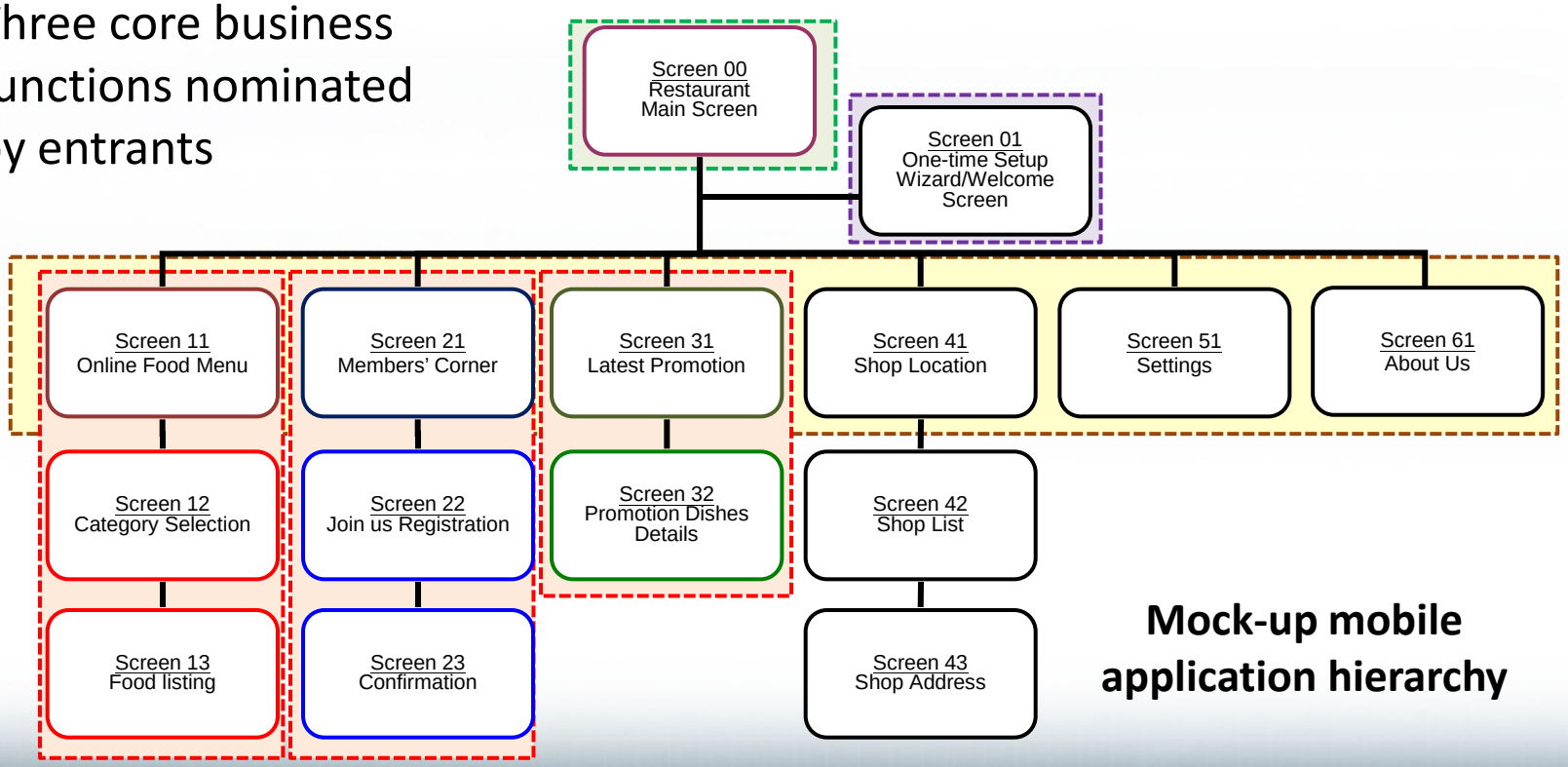
| No. | Criteria |
|---|---|
| 1 | Provide accessible PDFs NEW |
| 2 | Build webpages with predictable operations |
| 3 | Able to skip repetitive blocks |
| 4 | Provide multiple ways to retrieve content NEW |
| 5 | Build webpages with user-initiated auto-updating |
| 6 | Provide sufficient time for users 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

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

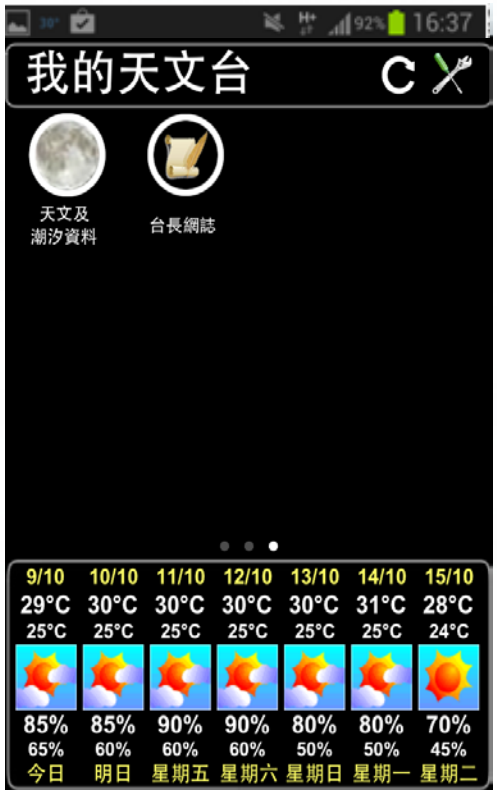
## *Assessment Area – Mobile Application Stream*

1. Main screen
2. One-time Setup Wizard or Welcome / Settings / About Us screen(s)
3. All first-level screens
4. Three core business functions nominated by entrants




**Mock-up mobile application hierarchy**

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

## *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 | 11 September 2013 – 30 January 2014 |
| 4. | Final assessment | 31 January 2014 – 21 March 2014 |
| 5. | Voting for “Most Favourite Websites” | 24 February 2014 – 21 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 | 15 October 2013 (Tuesday) | 9:30 – 11:00 am |
| 2 | 23 October 2013 (Wednesday) | 9:30 – 11:00 am |
| 3 | 31 October 2013 (Thursday) | 9:30 – 11:00 am |

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

# Web Accessibility Recognition Scheme

無障礙網頁嘉許計劃
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

ISSUED BY

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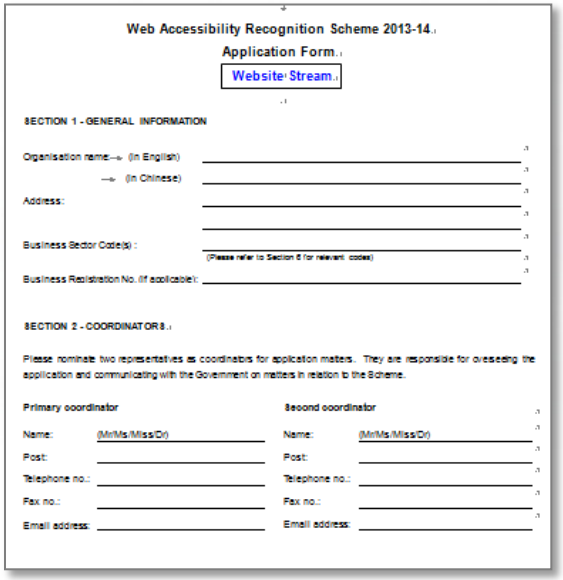
September 2013



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

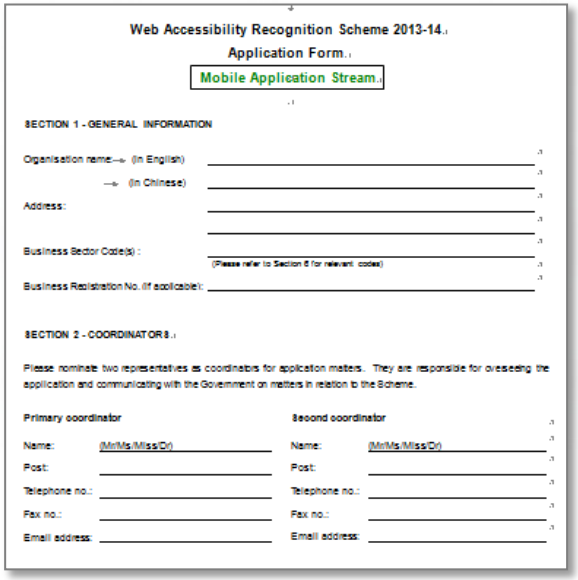
Name: (Mr/Ms/Miss/Dr)

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)

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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

## *Common Q&As*

### Application-related

**Q1 : Can an organisation submit more than one application?**

A1 : Yes. Main homepage, thematic websites, mobile applications are welcome, please use individual form.

**Q2 : Can we apply after deadline? What if our website revamp schedule/mobile application release is after 31 December 2013?**

A2 : Application is not preferred after deadline. Initial assessment can be performed on testing website or beta version of mobile application.

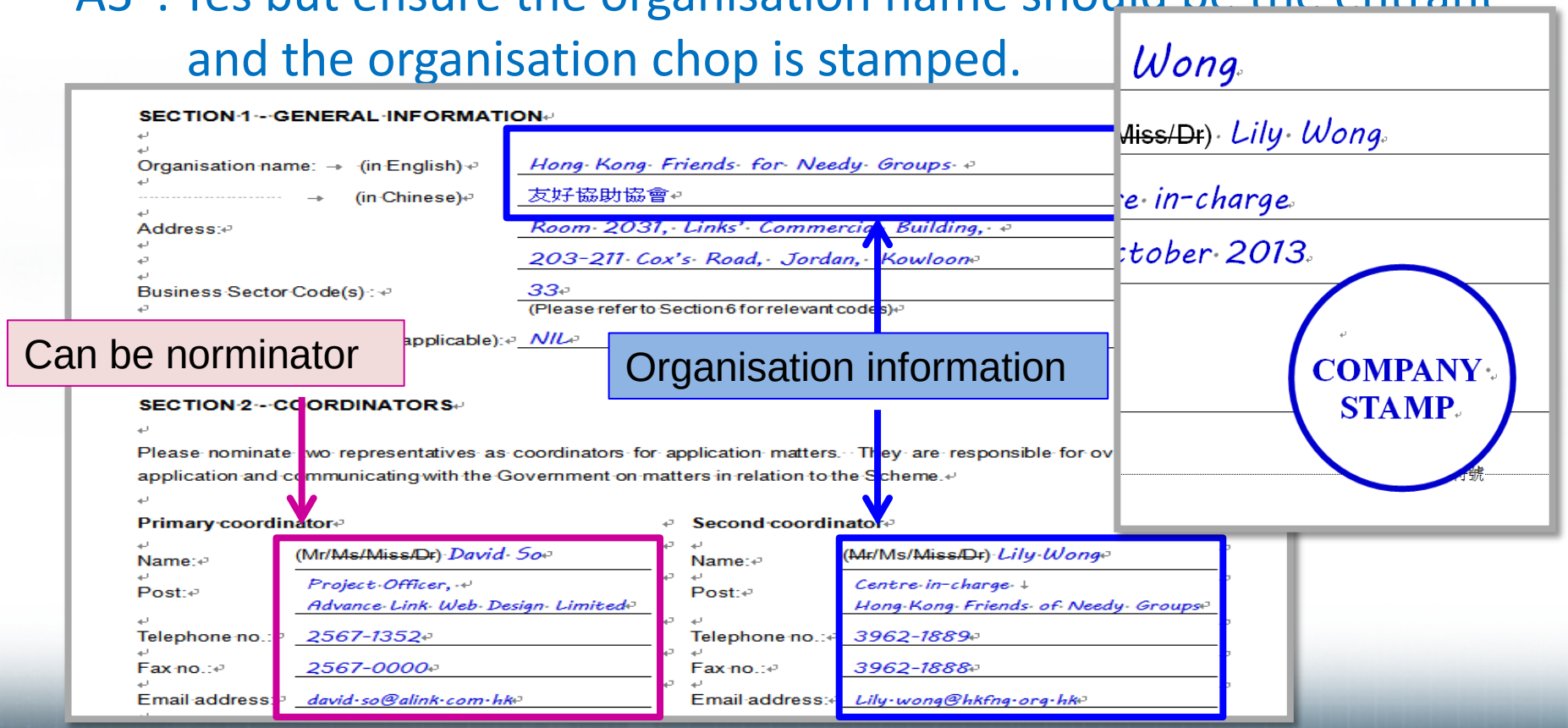
# Web Accessibility Recognition Scheme

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

## Application-related

**Q3 : Can I nominate other organisation to apply?**

A3 : Yes but ensure the organisation name should be the entrant and the organisation chop is stamped.



# Web Accessibility Recognition Scheme

## Application-related

**Q4: Which stream should I apply for a mobile website?**

A4: A mobile website is basically a website, hence application via Website Stream is recommended.

**Q5: Which stream should I apply for a web app?**

A5: A web app is similar to a mobile app but does not require downloading and installation. A web app relies on browser software to run. In general, application via Mobile Application Stream is recommended.

# Web Accessibility Recognition Scheme

## Past entrant-related

**Q6 : Do 2012-13 Entrants need to submit application form again?**

A6 : Yes.

**Q7 : Can the 3 core business functions be the same as the last year?**

A7 : Highly recommended to nominate other 3 core business functions, if available.

Organisers may counter-propose other business functions.

# Web Accessibility Recognition Scheme

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

## Assessment-related

**Q8 : Can we receive a second assessment before final assessment?**

A8 : Officially no. Advisory services (through phone, email, technical workshops and meetings) and scanning reports will be available.

**Q9 : What if there are still non-conforming items found in final assessment?**

A9 : To be handled case by case. We accept minor ones which can be fixed within an agreed timeframe.

*May affect the “My Favourite Website Award”.

# Web Accessibility Recognition Scheme

## Technical-related

**Q10: How to enhance accessibility for multi-media contents?**

A10:

| Scenarios | Minimum level under special circumstances |
|---|---|
| New video | Follow judging criteria G09;<br>May consider *audio description* |
| Corporate video | Follow judging criteria G09 |
| Video posted in social media platform | Follow judging criteria G09 |
| Guest speaker video | Provide presentation slides and/or a summary |
| Video without source | Provide a summary and/or script |
| Video without script | Provide a summary |
| Third party video | Provide a description or summary |

# Web Accessibility Recognition Scheme

## Technical-related

**Q11: How to enhance accessibility for PDFs?**

A11: Follow website judging criteria G01 where applicable.

Exception when having difficulties (e.g. promotional leaflet) -

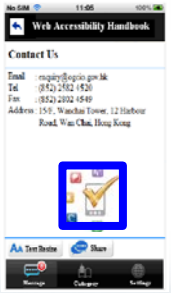
# Web Accessibility Recognition Scheme

## Award-related

**Q12: Is there any requirement on where to display the award?**

A12: Awarded organisations may display the Award Logo on -

- front-page, first screen, contact us screen, app icon;
- those entitled webpages, screens;
- marketing items (e.g. name card, letterhead and envelope...)
- promotional materials (e.g. leaflet, poster, advertisement...)



# Web Accessibility Recognition Scheme

無障礙網頁嘉許計劃
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

# Thank you!