



# Background

- Initiated at the WBUAP Regional Mid-term Assembly held in UlaanBaatar, Mongolia in September 2018.
- Survey started in mid-2019.
- Aims to provide basic reference for WBUAP members in formulating future plans and strategies in promoting web accessibility.
- Result of the survey was reported to the WBUAP Board in its meeting dated 22 February 2020.



# Methodology

- Survey conducted from July 2019 to August 2020.
- Divided into 2 parts:
  - Questionnaire: completed by WBUAP members
  - Web accessibility assessment: selected websites of the countries of affiliates which had returned the questionnaire



# Methodology (Con't)

- Questionnaire:
  - Content mainly about the adoption of relevant policy and standard about web accessibility within the countries/regions.
  - Invited members in 21 countries within the region in August 2019 and total 15 completed questionnaires from 11 countries were received.
  - Questionnaires from the same countries were combined. The mainland China and Hong Kong Special Administrative Region (HKSAR) are counted as separate respondents in this survey.



# Methodology (Con't)

- Web Accessibility Assessment:
  - Conducted from December 2019 to August 2020.
  - 6 categories of website were selected.
  - 10 testing criteria related to visually impaired users were selected from Web Content Accessibility Guidelines (WCAG) 2.1 published by the World Wide Web Consortium (W3C).
  - conducted by experienced reviewers with procedures such as visual review, manual test with screen reader and user test.



# Methodology (Con't)

- Web Accessibility Assessment (Con't):
  - Rating: “0” as “not qualified”, “1” as “acceptable”, “2” as “good”, and “N” as “not applicable” according to each criterion.
  - Scope of the webpages assessed: four first-level webpages of core business/services together with the Main page. A total 5 webpages of each website were assessed.



# Results - Questionnaire

- 12 respondents including:
  - Australia, China, Hong Kong, Japan, Lao People's Democratic Republic, Malaysia, Mongolia, Myanmar, Philippines, Republic of Korea (South Korea), Thailand, Vietnam.



# Results - Questionnaire (Con't)

Question	Yes	No
Legislation or regulations (web accessibility)	8	4
Initiative/strategy/policy regarding promotion and adoption of web accessibility	7	4
Aware of Web Accessibility Initiative (WAI)	11	1
Level of compliance currently adopted	WCAG – 9; Other standard – 1	1
Mobile app accessibility initiative	4	8
Standard of mobile app accessibility	4	8
Web accessibility included as part of curriculum in tertiary education institutes	5	7
Professional consultation services /checking	7	5



# Results - Questionnaire (Con't)

- Key barriers and difficulties:
  - Lack of legislation / regulations or force of implementation;
  - lack of awareness (designer, developer, community and investor);
  - Lack of knowledge and formalized training;
  - Lack of resources (costs incurred for implementation).



# Results – Web Accessibility Assessment

- 6 Categories of website tested:
  - Government portal, Banking, Transportation, Media, Health care institution and Online shopping platforms.
- Websites are rated “0” as “not qualified”, “1” as “acceptable”, “2” as “good”, and N as “not applicable” according to each criterion.



# Results – Web Accessibility Assessment (Con't)

Country	Government portal	Banking	Transportation service	Media	Health care institution	Online shopping platform	<u>Overall Average Score</u>
Australia	1.8	2 *	1.8 *	1.9 *	1.8	1.2	<u>1.75</u>
China	0.4	1	0.8	1.4	0.7	1	<u>0.88</u>
Japan	1.3	2 *	1.9 *	1.1	1.5	1	<u>1.47</u>
Hong Kong	2 *	2 *	1.1	1.5 *	1.3	1	<u>1.48</u>
Laos	0.8	0.9	1.7	1.4	1.2	N	<u>1.20</u>
Malaysia	1.2	1	1.4	1.2	0.6	1	<u>1.07</u>
Mongolia	1.3	1.5 *	1.4	1.8 *	1.2	1.5	<u>1.45</u>
Myanmar	1.2	1.1	1.7	1.4	1.2	1.4	<u>1.33</u>
Philippines	2 *	1.3	1.5	1.1	1.3	0.7	<u>1.32</u>
South Korea	1.4	2 *	1.6	1.8	1.2	1.4	<u>1.57</u>
Thailand	0.9	0.4	1.1	1.5	1	1.3	<u>1.03</u>
Vietnam	1	0.8	1.1	1.7	1.2	0.8	<u>1.10</u>
<b>Average Score</b>	<u>1.28</u>	<u>1.33</u>	<u>1.43</u>	<u>1.78</u>	<u>1.18</u>	<u>1.12</u>	/

# Results – Web Accessibility Assessment (Con't)

- Average web accessibility score of the 12 countries / regions:
  - Average score = sum of the score of each category divided by the number of categories.
  - Top 3: Australia (1.75), South Korea (1.57), Hong Kong (1.48).



# Results – Web Accessibility Assessment (Con't)

- Performance among the selected assessment criteria:
  - Top 3 accessibility issues among 72 websites:
    - Missing text description for the image (47 out of 72 websites, 65%);
    - Some content cannot be operated through a keyboard (36 out of 72 websites, 50%);
    - Missing link text (34 out of 72 websites, 47%).



# Conclusion & Recommendations

- Among the top 3 countries / regions (i.e. Australia, South Korea and Hong Kong):
  - have set out a certain extend of regulations and policy regarding the promotion and adoption of web accessibility in both website and mobile app;
  - use WCAG as the standard or reference of standard of the accessibility requirement;
  - professional consultation services on web accessibility can be found.



# Conclusion & Recommendations (Con't)

- Overall web accessibility level across countries/regions is not so ideal. Only a few countries/regions' websites can reach satisfactory accessibility level.
- Health care institution and online shopping platform show a relatively low web accessibility level in most of the countries/regions.
- Banking industry shows satisfactory performance in accessibility in this survey. 4 websites (Australia, Japan, Hong Kong and South Korea) reaching the full marks (2).



# Conclusion & Recommendations (Con't)

- Recommendations:
  - Legislation and Regulations
  - Training in institutes
  - Sharing of training resources
  - Recommendation for the WBUAP Region





**Thank you!**

