

DIGITAL ACCESSIBILITY
RECOGNITION SCHEME 2024-2025
GUIDE TO APPLICATION



ISSUED BY

Hong Kong Internet Registration Corporation Limited

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平等機會委員會
EQUAL OPPORTUNITIES COMMISSION

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I. PURPOSE

1. This guide provides details on how to participate in the Digital Accessibility Recognition Scheme 2024-2025 (the “**Scheme**”). The Scheme is organised by the Hong Kong Internet Registration Corporation Limited (the “**Organiser**”) and co-organised by the Office of the Government Chief Information Officer, with the Equal Opportunities Commission as the independent advisor. The previous round of Web Accessibility Recognition Scheme was held in 2022-2023 (the “Scheme 2022-2023”).
2. The Scheme aims to show appreciation to local enterprises and organisations which have made their websites and mobile apps accessible to everyone, particularly persons with disabilities.
3. The Scheme also encourages enterprise and organisation in adopting elderly-friendly design in their websites and mobile apps, thereby facilitating the elderly in benefiting from our digitising society as much as possible.

II. APPLICATION PERIOD

4. The deadline of application: **31 October 2024 (Thursday)**.

III. ELIGIBILITY

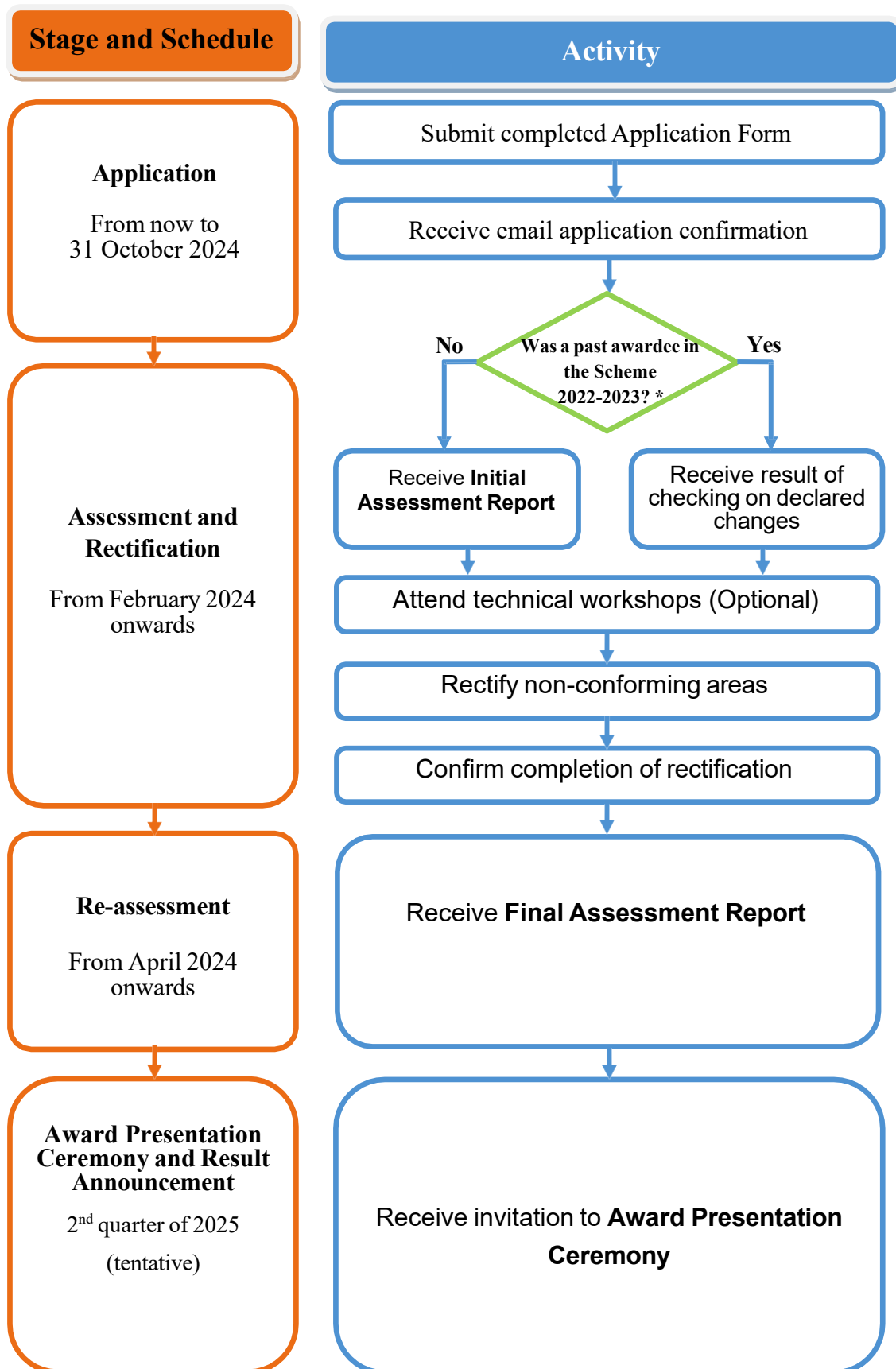
5. All local enterprises and organisations are eligible to enter into the Scheme by nominating their website(s) or mobile app(s).
6. Each participating enterprise or organisation (the “**Applicant**”) must possess the intellectual property right of the website(s)/mobile app(s) submitted for assessment.
7. For **Website Stream**, enrolled website(s) must have been launched and in operation before the assessment stage. Otherwise, the Applicant will not be eligible to enter the Scheme.
8. For **Mobile App Stream**, enrolled mobile app(s) must have been available for download from any mobile app stores before the assessment. Otherwise, the Applicant will not be eligible to enter the Scheme.

IV. BENEFITS OF PARTICIPATION

9. After successful application, the Applicant will receive free assessment services for the enrolled website(s) / mobile app(s) against the judging criteria of the Scheme.
10. Free training and advisory services will also be provided to the Applicant for understanding how to incorporate web accessibility design into the website and mobile app.
11. The Scheme is neither a competition nor a compliance audit for web accessibility. Awards will be given to the websites and mobile apps that meet the judging criteria before final assessment stage of the Scheme.
12. In general, by incorporating web accessibility design, enterprises and organisations would:
 - a. Comply with the legal requirement on protection against disability discrimination, such as Disability Discrimination Ordinance (Cap 487);
 - b. Fulfill social responsibility and project positive corporate image;
 - c. Reach more customers by making online services easy-to-use and easy-to-search by everyone;
 - d. Make online services easier-to-maintain by adopting the good coding practices of web accessibility design; and
 - e. Contribute to building a caring and inclusive society.

V. INVOLVEMENT OF APPLICANT AND SCHEDULE

13. The Applicant will be involved in the following activities of the Scheme:



* For website / mobile app that has been fully revamped after attaining an award in the Scheme 2022-2023, assessment procedure will be the same as new entrants.

VI. SUBMISSION OF APPLICATION

14. Application is free-of-charge and no application fee is required.
15. The Applicant should submit an individual application form (the “Application Form”) for each website / mobile app. The Application Form can be downloaded from the Scheme website www.digital-accessibility.hk. The completed Applicant Form shall be submitted in Word format, while Section 7 of the Application Form shall be submitted in scanned PDF / JPEG format with signature.
16. The ICT service provider of the Applicant’s website(s) / mobile app(s), which could be an external party of the Applicant, will be invited to enter the Designer Stream of the Scheme.
17. If applicable, the Applicant should also complete the assessment checklist in Section 5 of the Application Form. The assessment and/or testing report(s) listed in Section 5 should be submitted by email together with the completed Application Form.
18. The completed Application Form should be sent to digital-accessibility@hkirc.hk with the softcopy of the business registration on or before **31 October 2024**. Exemptions of the business registration will be given to organisations classified as statutory bodies.
19. The Organiser reserves the right to extend the application deadline or adjust the schedule without prior notice.
20. Once the application has been confirmed by the Organiser, the Applicant will receive an application reference number. This number will be used in all correspondences among the Applicant, the Organiser and the assessment service contractor employed by the Organiser throughout the Scheme.

VII. ASSESSMENT AND RECTIFICATION

21. Assessment and rectification will start from February 2024. The Organiser or its service contractor will perform assessment for the enrolled website / mobile app against the judging criteria of the Scheme (please refer to Annex A and Annex B respectively). Assessment priority

will be sorted according to the date of application submission. Our representative will send an email to the contact person declared in the Application Form to notify the assessment date before commencement.

22. **For websites and mobile apps awarded by the Scheme 2022-2023 and have not been fully revamped afterwards**, assessment will be conducted on the changes (as declared by the Applicant) since the last assessment in the Scheme. The Organiser or its service contractor will also perform sampling check randomly on pages other than the declared ones. Upon completion of assessment, the Applicant will receive the checking result with illustrated examples of non-conforming areas by email. The Applicant should perform a full check on the website / mobile app by its own and carry out rectification to fix the non-conforming areas approximately within 4 weeks. The final assessment will be carried out approximately 4 weeks after the rectification.
23. **For websites and mobile apps obtained Friendly Website / Mobile App or Silver Award under the Scheme 2022-2023 and would like to attain Gold Award in the Scheme 2024-2025**, assessment will follow the same procedure as other new entrants as shown in paragraph 23 below.
24. **For other websites and mobile apps that have not been awarded in the Scheme 2022-2023, or, have been fully revamped after attained any award in the Scheme 2022-2023**, assessment will be conducted on the six key areas (see Annex C) as specified by the Applicant in the Application Form. Upon completion of assessment, the Applicant will receive the **Initial Assessment Report** with examples of non-conforming areas and recommendations for rectification in respective to the Applicant's targeted award and recognition level. The Applicant should identify all the non-conforming areas in the website / mobile app and perform rectification to fix them approximately within 4 weeks. The final assessment will be carried out approximately 4 weeks after the rectification.
25. Throughout the period of assessment and rectification, advisory services related to the Scheme or web / mobile app accessibility issues will be provided to the Applicant via hotline and email enquiry. Accessible sample codes are available upon request.

26. Technical workshops will be conducted from February 2024 onwards to help the Applicants understand the judging criteria as well as implementation techniques for meeting the criteria. Details of the technical workshops will be conveyed to the Applicants by email or published on the official website of the Scheme www.digital-accessibility.hk.

VIII. FINAL ASSESSMENT

27. Final assessment will start from April 2024. The Applicant shall complete all the rectifications for the website / mobile app before the start of the final assessment. Upon confirmation of readiness for the final assessment, the Organiser or its service contractor will perform the assessment for the website / mobile app to determine the result. When the assessment is completed, the Applicant will receive the **Final Assessment Report**.
28. **The Award Presentation Ceremony** will be held in the 2nd quarter of 2025 (upon confirmation) commemorating all award holders. The corresponding award logos will be granted to the awardees for display on their accredited websites / mobile apps around the time of the ceremony.

IX. AWARD CATEGORIES

29. The Scheme has 14 award categories, participant is eligible to apply for both Gold/Silver/Bronze Award/Friendly Recognition and Elderly-friendly Award if appropriate.

<i>Website Stream</i>	
Bronze Award	Meet 10 judging criteria for website to provide basic accessibility features (please refer to the judging criteria in Annex A)
Silver Award	Meet 17 judging criteria for website to provide basic accessibility features (please refer to the judging criteria in Annex A)
Gold Award	Meet 27 judging criteria for website to provide better accessibility features (please refer to the judging criteria in Annex A)

Triple Gold Award	Attained Gold Award for 3 consecutive scheme years (2020-2021, 2022-2023 & 2024-2025)
Friendly Website Recognition	Meet 4 criteria for website and pledge to provide accessibility features (please refer to the judging criteria in Annex A)
Elderly-friendly Award	Meet 13 judging criteria for website to provide accessibility features (please refer to the judging criteria in Annex A)
<i>Mobile App Stream</i>	
Bronze Award	Meet 10 judging criteria for mobile app to provide basic accessibility features (please refer to the judging criteria in Annex B)
Silver Award	Meet 19 judging criteria for mobile app to provide basic accessibility features (please refer to the judging criteria in Annex B)
Gold Award	Meet 23 judging criteria for mobile app to provide better accessibility features (please refer to the judging criteria in Annex B)
Triple Gold Award	Attained Gold Award for 3 consecutive scheme years (2020-2021, 2022-2023 & 2024-2025)
Friendly Mobile App Recognition	Meet 4 judging criteria for mobile app and pledge to provide accessibility features (please refer to the judging criteria in Annex B)
Elderly-friendly Award	Meet 14 judging criteria for mobile app to provide accessibility features (please refer to the judging criteria in Annex B)

Designer Stream

This stream is exclusive to ICT service providers of website / mobile app. The Applicant is advised to provide the particulars of the ICT service provider of the website / mobile app in the Application Form. The mentioned ICT service provider will then automatically join the Designer Stream and have its website joining the Website Stream of the Scheme 2024-2025.

<p>Recognised Designer</p>	<p>Recognised Designer will be given to ICT service provider of website / mobile app who has met the following criteria:</p> <ul style="list-style-type: none"> • At least one client’s website / mobile app has attained Gold or Silver Award in the Scheme 2024-2025; and • Its website has attained Gold Award in the Scheme 2024-2025 and adopted responsive design
<p>Designer Award</p>	<p>Designer Award will be given to the top 3 Recognised Designers with the most number of its clients’ websites / mobile apps which have attained Gold or Silver Award in the Scheme 2024-2025.</p>

X. RULES AND REGULATIONS

30. Contents and functions provided through the enrolled website / mobile app should contain genuine contents for public consumption. Website / mobile app with obscene or indecent materials will be disqualified.
31. Upon request by the Organiser, the Applicant should provide proof or supporting document to substantiate that the Applicant meets the eligibility requirements.
32. The Applicant is responsible for carrying out development, modification and testing of the website / mobile app in order to fulfil the judging criteria of the Scheme.
33. The Applicant should nominate two representatives as the coordinators for application matters. One of them must be the employed staff of the organisation. They will be responsible for overseeing the application and communicating with the Organiser or its service contractor on matters related to the Scheme.
34. It is strictly the responsibility for the Applicant to ensure that the website / mobile app enrolled for assessment does not infringe the intellectual property rights of any third party. The Organiser is not responsible for any such infringements in whatever way. The Applicant found to have committed infringement of any third party's rights will be disqualified immediately.
35. The Applicant who provides false information or fails to provide the mandatory items listed in the Application Form will be disqualified.
36. The Organiser reserves the rights to make final decision on the eligibility of the Applicant as well as the enrolled website / mobile app.
37. The Organiser at its sole discretion reserves all the rights to modify the rules and criteria of the Scheme. The Organiser also reserves the right to withdraw, or revoke any accreditation that has been made or presented without giving reasons.
38. The Organiser reserves the right to retain all data submitted by the Applicant. During the assessment process, the Organiser may require the Applicant to provide additional information relevant to the enrolled website / mobile app, or require the Applicant to provide necessary tools or support to the Organiser to access the website / mobile app. Any data supplied by the Applicant for the

assessment will be treated as confidential, and will not be released unless authorised.

39. All decisions made by the Organiser are final. The Applicant must agree to abide by the rules and whatever decisions made by the Organiser upon submission of the application. The Organiser may not provide details or reasons regarding the judging results to the Applicant or any other parties.
40. The Organiser may carry out its own technical and operational assessment on the enrolled website / mobile app. During the assessment, it may affect the service level or performance of the website / mobile app and the Organiser will bear no liability for it.
41. The accredited Applicant has an obligation to participate in the promotional activities arranged by the Organiser related to the Scheme. The accredited Applicant should also provide the Organiser with the relevant information on the website / mobile app and the accreditation achievements.
42. The Applicant of the accredited website / mobile app should follow the guidelines for the use and display of the award logo.

XI. ENQUIRIES

43. For more information and useful resources on web accessibility including Web Accessibility Handbook, Mobile Application Accessibility Handbook, Elderly-friendly Website/Mobile Application Design Guide, illustrative examples and the list of web designers providing professional services for the implementation of web accessibility designs, you may visit the Government's Webforall portal:
https://www.ogcio.gov.hk/en/our_work/community/web_mobileapp_accessibility/promulgating_resources/
44. For any enquiries about the Scheme, please contact the Hong Kong Internet Registration Corporation Limited through:

Telephone no. : 2319 3804
Fax no. : 2319 2626
Email : digital-accessibility@hkirc.hk

Judging Criteria for the Website Stream

- Bronze Award** – For website that meets the 10 judging criteria as specified in W01 to W10 below.
- Silver Award** – For website that meets the 17 judging criteria as specified in W01 to W17 below.
- Gold Award** – For website that meets the 27 judging criteria as specified in W01 to W27 below.
- Friendly Website** – For website that meets the 4 judging criteria as specified in FW01 to FW04 below.
- Elderly-friendly Award** – For website that meets the 13 judging criteria as specified below.

Bronze, Silver & Gold Award

W01. Provide meaningful text alternative for non-text contents

(Corresponding success criteria in WCAG 2¹– 1.1.1 [Level A])

- All non-text contents, such as icons, photos, pictures, images, banners and maps that are presented to users have a text alternative that provides a meaningful description.

W02. Allow to perform all operations through a keyboard interface

(Corresponding success criterion in WCAG 2 – 2.1.1 [Level A])

- All functions on a webpage are operable through a keyboard interface; the operation shall not enforce a time limit for individual keystrokes.

W03. Make website content easy to be used with assistive technologies

(Corresponding success criterion in WCAG 2 – 1.3.1 [Level A])

Use heading mark-up (h1..h6) to identify headings in the content. Heading mark-up allows assistive technologies to present the heading status of text to users.

W04. Provide an accessibility statement with contact points for the website

- Provide an accessibility statement with contact point (such as phone

¹ WCAG 2 – Web Content Accessibility Guideline 2 promulgated by the World Wide Web Consortium (W3C) can be found at <https://www.w3.org/TR/WCAG2/>

Judging Criteria for the Website Stream

number, email address or instant messaging channel) for website users to contact the website owners when they encounter accessibility problems.

- W05. Provide means to close popup or overlay windows**
(Corresponding success criterion in WCAG 2 – 2.1.2 [Level A])
- If there is a popup or overlay window, a close button shall be included to allow closing the popup or overlay window through keyboard interfaces.
- W06. Provide accurate and appropriate headings/labels**
(Corresponding success criterion in WCAG 2 – 2.4.6 [Level AA])
- To help users understand what information is contained in the webpage and how information is organised, use clear and appropriate headings and labels to describe a topic or purpose.
- W07. Make website structure in a consistent navigation mechanism**
(Corresponding success criterion in WCAG 2 – 3.2.3 [Level AA])
- Navigational mechanisms that are repeated on multiple webpages within a set of webpages occur in the corresponding relative order each time they are repeated, unless a change is initiated by the user.
- W08. Text can be resized up to 200 percent without loss of content**
(Corresponding success criterion in WCAG 2 – 1.4.4 [Level AA])
- Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.
- W09. Provide alternative means for users to operate the function by complex gesture**
(Corresponding success criterion in WCAG 2 – 2.5.1 [Level A])
- Complex gestures, such as swiping, dragging a slider or two-finger pinching for zooming, can be performed through simpler actions like taps or long presses.
- W10. Compatible with screen readers**
- Ensure all contents and functionalities are accessible by commonly used screen readers.
- W11. Provide accessible animated contents or allow to skip**
- If animated content is provided, accessible version of animated content or a skip function shall be provided.

Judging Criteria for the Website Stream

- W12. Easy to turn off background sound or set as user-initiated only**
(Corresponding success criterion in WCAG 2 – 1.4.2 [Level A])
- If any audio on a webpage plays automatically for more than 3 seconds, either a function is available to pause or stop the audio, or a function is available to control audio volume independently for that specific audio.
- W13. Provide clear and informative links**
(Corresponding success criterion in WCAG 2 – 2.4.4 [Level A])
- If there is a link, either the link text alone or the text preceding the link is clear and meaningful in order to help users navigate.
- W14. Make website content in meaningful sequence**
(Corresponding success criterion in WCAG 2 – 1.3.2, 2.4.3 [Level A])
- If webpage content needs to be read in a certain order to make sense, webpage shall be written/coded in a way which indicates this order.
 - Webpage, especially web form, shall be coded in a logical manner when read by assistive technologies.
 - In regard to partial change on a page, content becomes invisible and irrelevant to users shall be ignored by assistive technologies.
- W15. Provide input assistance such as proper labels for user input and error identification and description etc.**
(Corresponding success criterion in WCAG 2 – 3.3.1, 3.3.2 [Level A])
- If an input error is automatically detected, the error shall be identified and described to users.
 - Labels or instructions are provided when prompting user input.
- W16. Provide transcript, captions or sign language for 30% of pre-recorded videos published in the recent 2 years**
(Relevant success criterion in WCAG 2 – 1.2.1, 1.2.2 [Level A] and 1.2.6 [Level AAA])
- Transcript, captions or sign language are provided for 30% of pre-recorded videos and audio content published in the most recent 2 years, except when the media is a media alternative for text and is clearly labelled as such.
- W17. Provide sufficient time for users to read the content and operate the function**
(Corresponding success criterion in WCAG 2 – 2.2.1 [Level A])
- If there is a time-limited function, sufficient time shall be allowed for

Judging Criteria for the Website Stream

users to interact with the content through the following:

- (a) time limit can be turned off; or
- (b) time limit can be extended by a simple action

W18. Provide accessible PDFs within scope of assessment published in the recent 2 years

- For any PDF documents in the webpage, it shall provide the following accessible features within scope of assessment published in the recent 2 years, if applicable:
 - (a) Provide meaningful text alternatives for images (Corresponding Techniques PDF1 for WCAG 2)
 - (b) Ensure correct tab and reading order (Corresponding Techniques PDF3 for WCAG 2)
 - (c) Use table elements for table markup (Corresponding Techniques PDF6 for WCAG 2)
 - (d) Set the default language in the document catalog (Corresponding Techniques PDF16 for WCAG 2)
 - (e) Specify the document title (Corresponding Techniques PDF18 for WCAG 2)

W19. Build webpages with predictable operations

(Corresponding success criterion in WCAG 2 – 3.2.1 [Level A])

- For any component that is able to trigger an event, it will not change the context (for example jumping to a new window) immediately when the component receives focus.

W20. Able to skip repetitive blocks

(Corresponding success criterion in WCAG 2 – 2.4.1 [Level A])

- A mechanism is available to bypass blocks of content that are repeated on multiple webpages.

W21. Provide multiple ways to retrieve content

(Corresponding success criterion in WCAG 2 – 2.4.5 [Level AA])

- Provide more than one way to access a webpage such as using a search function, site map, standard navigation, etc.

W22. Build webpages with user-initiated auto-updating

(Corresponding success criterion in WCAG 2 – 2.2.2 [Level A])

- If there is any moving information that starts automatically and lasts more than five seconds, there shall be a mechanism for users to pause, stop or

Judging Criteria for the Website Stream

hide it.

W23. Provide sufficient colour contrast

(Corresponding success criterion in WCAG 2 – 1.4.3 [Level AA] & 1.4.11 [Level AA])

- Visual presentation of text and images of text has a contrast ratio of at least 4.5:1. All non-text content (e.g. graphics, diagrams, buttons, checkboxes, radio buttons or input fields), which deliver important information, should have a minimum 3:1 colour contrast ratio against adjacent colour. Logo or brand name is exempted.

W24. Ensure correct syntax of webpages for compatibility with browsers and assistive technologies

(Corresponding success criterion in WCAG 2 – 4.1.1 [Level A])

- For content coded with mark-up languages, elements shall have complete start and end tags, correct nested coding.

W25. Provide meaningful title, summary or description for table header as well as data

(Corresponding success criterion in WCAG 2 – 1.3.1 [Level A])

- To ensure that the information and relationships of content conveyed in form of a table is perceivable to all.

W26. Provide error prevention for transactions

(Corresponding success criterion in WCAG 2 – 3.3.4 [Level AA])

- For transaction involved legal or financial commitments, error prevention mechanism shall be included through at least one of the following:
 - (a) Reversible: submissions are reversible.
 - (b) Checked: input data are checked for errors and users are allowed to correct them.
 - (c) Confirmed: a mechanism is available for reviewing, confirming, and correcting information before finalising the submission.

W27. Able to abort or undo the function operated by single pointer

(Corresponding success criterion in WCAG 2 – 2.5.2 [Level A])

- Functions are completed by the up-event (e.g. release the mouse button or remove the finger from the screen) and either one of the following mechanisms is available: To abort the function before completion; or to undo the function after completion.
- There is exemption when the down-event is essential such as in the piano

Judging Criteria for the Website Stream

keyboard emulation program.

Judging Criteria for the Website Stream

Friendly Website

The “essential content” or “essential information” refers to the information regarded as necessary and highly important for a person with or without disability to understand the services or the products of the organisation (such as company background, scope of services, address) and contact information.

FW01. Provide meaningful text alternative for non-text contents

- All non-text contents, such as icons, photos, pictures, images, banners and maps that are presented to users have a text alternative that provides a meaningful description.

FW02. Allow to perform operation to essential content through a keyboard interface

- The pages containing essential content, such as company background, scope of service, address and contacts, can be navigated from the landing page through keyboard.

FW03. Make essential contents easy to be used with assistive technologies

- Use heading mark-up (h1...h6) on pages with essential information, such as company background, scope of service, address and contacts, to identify headings in the content. Heading mark-up allows assistive technologies to present the heading status of text to users.

FW04. Provide an accessibility statement with contact points for the website

- Provide an accessibility statement with contact point (such as phone number, email address or instant messaging channel) for website users to contact the website owners when they encounter accessibility problems.

Judging Criteria for the Website Stream

Elderly-friendly Award

W05. Provide means to close popup or overlay windows

- If there is a popup or overlay window, a close button shall be included to allow closing the popup or overlay window through keyboard interfaces.

W06. Provide accurate and appropriate headings/labels

- To help users understand what information is contained in the webpage and how information is organised, use clear and appropriate headings and labels to describe a topic or purpose.

W07. Make website structure in a consistent navigation mechanism

- Navigational mechanisms that are repeated on multiple webpages within a set of webpages occur in the corresponding relative order each time they are repeated, unless a change is initiated by the user.

W08. Text can be resized up to 200 percent without loss of content

- Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.

W09. Provide alternative means for users to operate the function by complex gesture

- Complex gestures, such as swiping, dragging a slider or two-finger pinching for zooming, can be performed through simpler actions like taps or long presses.

W13. Provide clear and informative links

- If there is a link, either the link text alone or the text preceding the link is clear and meaningful in order to help users navigate.

W15. Provide input assistance such as proper labels for user input and error identification and description etc.

- If an input error is automatically detected, the error shall be identified and described to users.
- Labels or instructions are provided when prompting user input.

Judging Criteria for the Website Stream

- W17. Provide sufficient time for users to read the content and operate the function**
- If there is a time-limited function, sufficient time shall be allowed for users to interact with the content through the following:
 - (a) time limit can be turned off; or
 - (b) time limit can be extended by a simple action
- W23. Provide sufficient colour contrast**
- Visual presentation of text and images of text has a contrast ratio of at least 4.5:1. All non-text content (e.g. graphics, diagrams, buttons, checkboxes, radio buttons or input fields), which deliver important information, should have a minimum 3:1 colour contrast ratio against adjacent colour. Logo or brand name is exempted.
- W26. Provide error prevention for transactions**
- For transaction involved legal or financial commitments, error prevention mechanism shall be included through at least one of the following:
 - (a) Reversible: submissions are reversible.
 - (b) Checked: input data are checked for errors and users are allowed to correct them.
 - (c) Confirmed: a mechanism is available for reviewing, confirming, and correcting information before finalising the submission.
- W28. Simplify layout and use flat design**
- Simplify the layout of the landing page and display the main functions frequently used by the elderly. Consider providing an Elderly-friendly layout, or allow the elderly to personalise and place frequently used functions at prominent place so that they can familiar with the operation quickly.
 - The "flat design" is adopted to make the look and feel simpler, so that users are easier to use the website and increase the readability.
- W29. Use colour for differentiation on the basis of clear structure**
- Based on the existing clear structure, use different colours to differentiate the service areas for easy identification by users.
- W30. Provide quick link to Elderly-friendly version**
- Provide a quick link on the landing page for easy access if there is an Elderly-friendly version of the website.

Judging Criteria for the Mobile App Stream

- Bronze Award** – For mobile app that meets the 10 judging criteria as specified in M01 to M10 below.
- Silver Award** – For mobile app that meets the 19 judging criteria as specified in M01 to M19 below.
- Gold Award** – For mobile app that meets the 23 judging criteria as specified in M01 to M23 below.
- Friendly Mobile App** – For mobile app that meets the 4 judging criteria as specified in FM01 to FM04 below.
- Elderly-friendly Award** – For mobile app that meets the 14 judging criteria as specified below.

Bronze, Silver & Gold Award

M01. Provide meaningful text alternative for non-text contents

(Corresponding success criterion in WCAG 2 – 1.1.1 [Level A])

- All non-text contents, such as buttons, icons, photos, pictures, images, banners and maps that are presented to users have a text alternative that provides a meaningful description.

M02. Make all clickable objects large enough to be tapped

- All clickable objects such as buttons and links are large enough to be tapped.

M03. Compatible with screen readers

- Ensure all contents and functionalities are accessible by commonly used screen readers.

M04. Provide contact points or email feedback as well as an accessibility statement

- Provide an accessibility statement with contact point (such as phone number, email address or instant messaging channel) for mobile app users to contact the mobile app owners when they encounter accessibility problems.

M05. Provide clear and simple headings

(Corresponding success criterion in WCAG 2 – 2.4.6 [Level AA])

- To help users understand what information is contained in the page and

Judging Criteria for the Mobile App Stream

how information is organised, use clear and simple headings to describe a topic or purpose.

M06. Provide consistent and simple user interface structure

(Corresponding success criterion in WCAG 2 – 3.2.3 [Level AA])

- Navigational mechanisms that are repeated on multiple pages within a set of pages occur in the corresponding relative order each time they are repeated, unless the user initiates a change.

M07. Provide navigation for going backward

- Provide backward navigational mechanisms to enable users go back to previous screen page.

M08. Text resize function or text can be zoomed without loss of content

(Corresponding success criterion in WCAG 2 – 1.4.4 [Level AA])

- Except for captions and images of text, provide text resize function/setting, or work well with device's zoom feature without loss of content or functionality.

M09. Provide means to close popovers

(Corresponding success criterion in WCAG 2 – 2.1.2 [Level A])

- If there is a popover, a close button shall be included.

M10. Provide alternative means for users to operate the function by complex gesture

(Corresponding success criterion in WCAG 2 – 2.5.1 [Level A])

- Complex gestures, such as swiping, dragging a slider or two-finger pinching for zooming, can be performed through simpler actions like taps or long presses.

M11. Easy to turn off background sound or set as user-initiated only

(Corresponding success criterion in WCAG 2 – 1.4.2 [Level A])

- If any audio on a page plays automatically for more than 3 seconds, either a function is available to pause or stop the audio, or control audio volume independently for that specific audio.

M12. Provide meaningful content sequence

(Corresponding success criterion in WCAG 2 – 1.3.2 [Level A])

- If the content needs to be read in a certain order to make it meaningful, ensure the mobile app is written/coded in a way which indicates this order.

Judging Criteria for the Mobile App Stream

- In regard to partial change on a page, content becomes invisible and irrelevant to users shall be ignored by assistive technologies.

M13. Provide clear and informative links

(Corresponding success criterion in WCAG 2 – 2.4.4 [Level A])

- If there is a link, either the link text alone or the text preceding the link is clear and meaningful in order to help users navigate.

M14. Make content easy to be used with assistive technologies

(Corresponding success criterion in WCAG 2 – 1.3.1 [Level A])

- Use heading mark-up (h1..h6) to identify headings in the content. Heading mark-up allows assistive technologies to present the heading status of text to users.

M15. Provide transcript, captions or sign language for 30% of pre-recorded videos published in the recent 2 years

(Relevant success criterion in WCAG 2 – 1.2.1, 1.2.2 [Level A] and 1.2.6 [Level AAA])

- Transcript, captions or sign language are provided for 30% of pre-recorded videos and audio content published in the most recent 2 years, except when the media is a media alternative for text and is clearly labelled as such.

M16. Provide alternative means for users to operate the function by moving the device

(Corresponding success criterion in WCAG 2 – 2.5.4 [Level A])

- Functions triggered by moving a device (e.g. shaking or tilting) or by gesturing towards the device (e.g. a camera can interpret the gesture and activate a function) should be able to be operated by more conventional user interface components.

M17. Provide sufficient time for users to read the content and operate a function

(Corresponding success criterion in WCAG 2 – 2.2.1 [Level A])

- If there is a time-limited function, sufficient time shall be allowed for users to interact with the application through the following:
 - (a) time limit can be turned off; or
 - (b) time limit can be extended by a simple action

Judging Criteria for the Mobile App Stream

M18. Provide accessible animated contents or allow to skip

- If animated content is provided, accessible version of animated content or a skip function shall be provided.

M19. Provide input assistance such as proper labels or instructions for user input

(Corresponding success criterion in WCAG 2 – 3.3.1 and 3.3.2 [Level A])

- All components such as labels, buttons and text fields shall have a meaningful text description so that it can be read by screen readers.

M20. Provide sufficient colour contrast

(Corresponding success criterion in WCAG 2 – 1.4.3 [Level AA] & 1.4.11 [Level AA])

- Visual presentation of text and images of text has a contrast ratio of at least 4.5:1. All non-text content (e.g. graphics, diagrams, buttons, checkboxes, radio buttons or input fields), which deliver important information, should have a minimum 3:1 colour contrast ratio against adjacent colour. Logo or brand name is exempted.

M21. Provide alternative means for notification

- Ensure more than one means for notification that can be received by persons with different types of disabilities, such as visual and hearing impairments.

M22. Provide error prevention for transactions

(Corresponding success criterion in WCAG 2 – 3.3.4 [Level AA])

- For transaction involved legal or financial commitments, error prevention mechanism shall be included through at least one of the following:
 - a) Reversible: submissions are reversible.
 - b) Checked: input data are checked for errors and users are allowed to correct them.
 - c) Confirmed: a mechanism is available for reviewing, confirming, and correcting information before finalising the submission.

M23. Able to abort or undo the function operated by single pointer

(Corresponding success criterion in WCAG 2 – 2.5.2 [Level A])

- Functions are completed by the up-event (e.g. release the mouse button or remove the finger from the screen) and either one of the following mechanisms is available:

Judging Criteria for the Mobile App Stream

- a) To abort the function before completion; or
 - b) To undo the function after completion.
-
- There is an exemption when the down-event is essential such as in the piano keyboard emulation program.

Judging Criteria for the Mobile App Stream

Friendly Mobile App

The “essential content” or “essential information” refers to the information regarded as necessary and highly important for a person with or without disability to understand the services or the products of the organisation (such as company background, scope of services, address) and contact information.

FM01. Provide meaningful text alternative for non-text contents

- All non-text contents, such as buttons, icons, photos, pictures, images, banners and maps that are presented to users have a text alternative that provides a meaningful description.

FM02. Make all clickable objects large enough to be tapped

- All clickable objects such as buttons and links are large enough to be tapped.

FM03. Compatible with screen readers on essential contents

- Ensure essential contents, such as company background, scope of service, address and contacts, and functionalities are accessible by commonly used screen readers.

FM04. Provide contact points or email feedback as well as an accessibility statement

- Provide an accessibility statement with contact point (such as mobile number, email address or instant messaging channel) for mobile app users to contact the mobile app owners when they encounter accessibility problems.

Judging Criteria for the Mobile App Stream

Elderly-friendly Award

- M02. Make all clickable objects large enough to be tapped**
- All clickable objects such as buttons and links are large enough to be tapped.
- M05. Provide clear and simple headings**
- To help users understand what information is contained in the page and how information is organised, use clear and simple headings to describe a topic or purpose.
- M06. Provide consistent and simple user interface structure**
- Navigational mechanisms that are repeated on multiple pages within a set of pages occur in the corresponding relative order each time they are repeated, unless the user initiates a change.
- M08. Text resize function or text can be zoomed without loss of content**
- Except for captions and images of text, provide text resize function/setting, or work well with device's zoom feature without loss of content or functionality.
- M09. Provide means to close popovers**
- If there is a popover, a close button shall be included.
- M10. Provide alternative means for users to operate the function by complex gesture**
- Complex gestures, such as swiping, dragging a slider or two-finger pinching for zooming, can be performed through simpler actions like taps or long presses.
- M13. Provide clear and informative links**
- If there is a link, either the link text alone or the text preceding the link is clear and meaningful in order to help users navigate.
- M17. Provide sufficient time for users to read the content and operate a function**
- If there is a time-limited function, sufficient time shall be allowed for users to interact with the application through the following:
 - (a) time limit can be turned off; or
 - (b) time limit can be extended by a simple action

Judging Criteria for the Mobile App Stream

M19. Provide input assistance such as proper labels or instructions for user input

- All components such as labels, buttons and text fields shall have a meaningful text description so that it can be read by screen readers.

M20. Provide sufficient colour contrast

- Visual presentation of text and images of text has a contrast ratio of at least 4.5:1. All non-text content (e.g. graphics, diagrams, buttons, checkboxes, radio buttons or input fields), which deliver important information, should have a minimum 3:1 colour contrast ratio against adjacent colour. Logo or brand name is exempted.

M22. Provide error prevention for transactions

- For transaction involved legal or financial commitments, error prevention mechanism shall be included through at least one of the following:
 - (a) Reversible: submissions are reversible.
 - (b) Checked: input data are checked for errors and users are allowed to correct them.
 - (c) Confirmed: a mechanism is available for reviewing, confirming, and correcting information before finalising the submission.

M24. Simplify layout and use flat design

- Simplify the layout of the home screen and display the main functions frequently used by the elderly. Consider providing an Elderly-friendly layout, or allow the elderly to personalise and place frequently used functions at prominent place so that they can familiar with the operation quickly.
- The "flat design" is adopted to make the look and feel simpler, so that users are easier to use the mobile app and increase the readability.

M25. Use colour for differentiation on the basis of clear structure

- Based on the existing clear structure, use different colours to differentiate the service areas for easy identification by users.

M26. Provide quick link to Elderly-friendly version

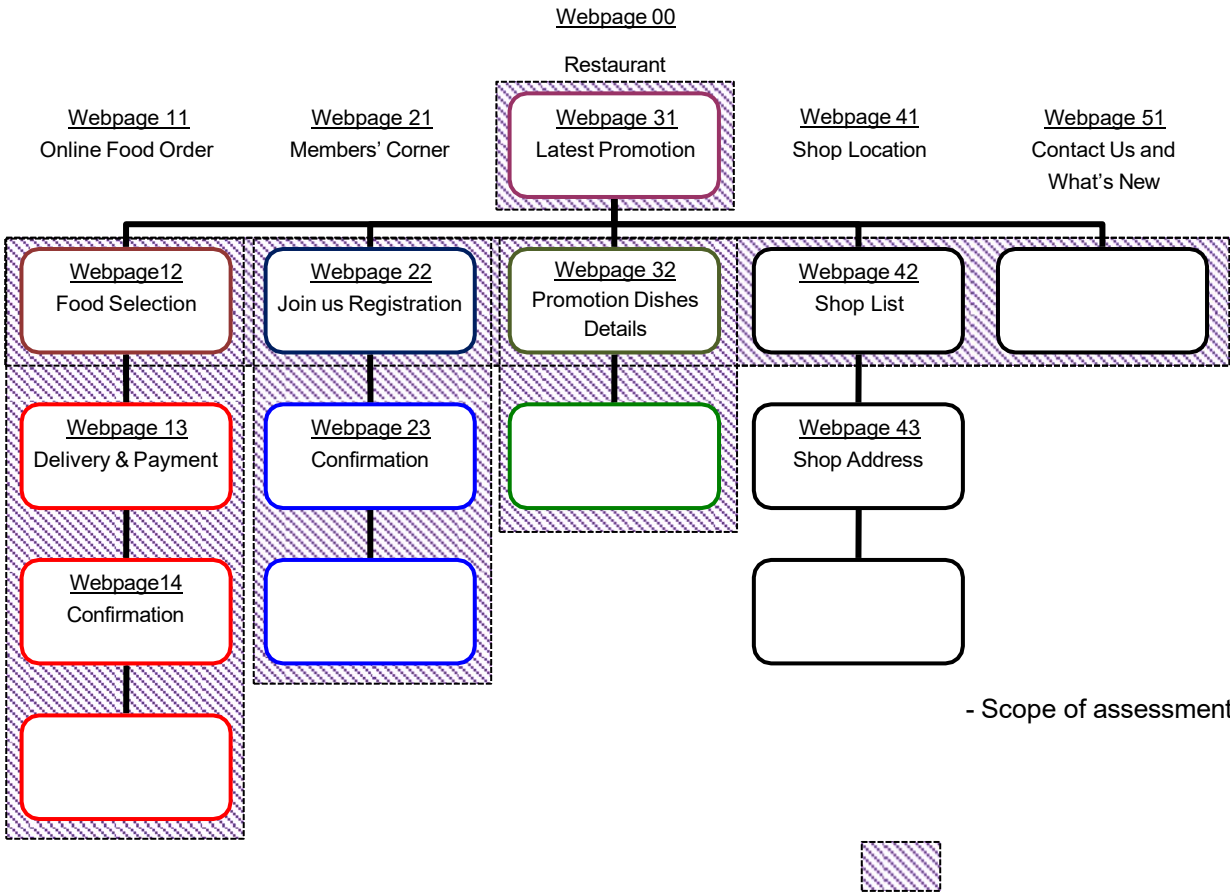
- Provide a quick link on the home screen for easy access if there is an Elderly-friendly version of the mobile application. Mobile applications may also provide a prominent switching prompt upon first entry, or offer an option for the elderly-friendly version within the settings page.

Scope of Assessment

Six areas of an enrolled website / mobile app will be selected for assessment.

Website Stream

The Applicant should nominate three core businesses in the website together with the Main Page, All 1st Level Page(s) and Contact Us / What's New (if applicable) for assessment. The following website hierarchy diagram illustrates the six types of webpage to be selected for assessment.

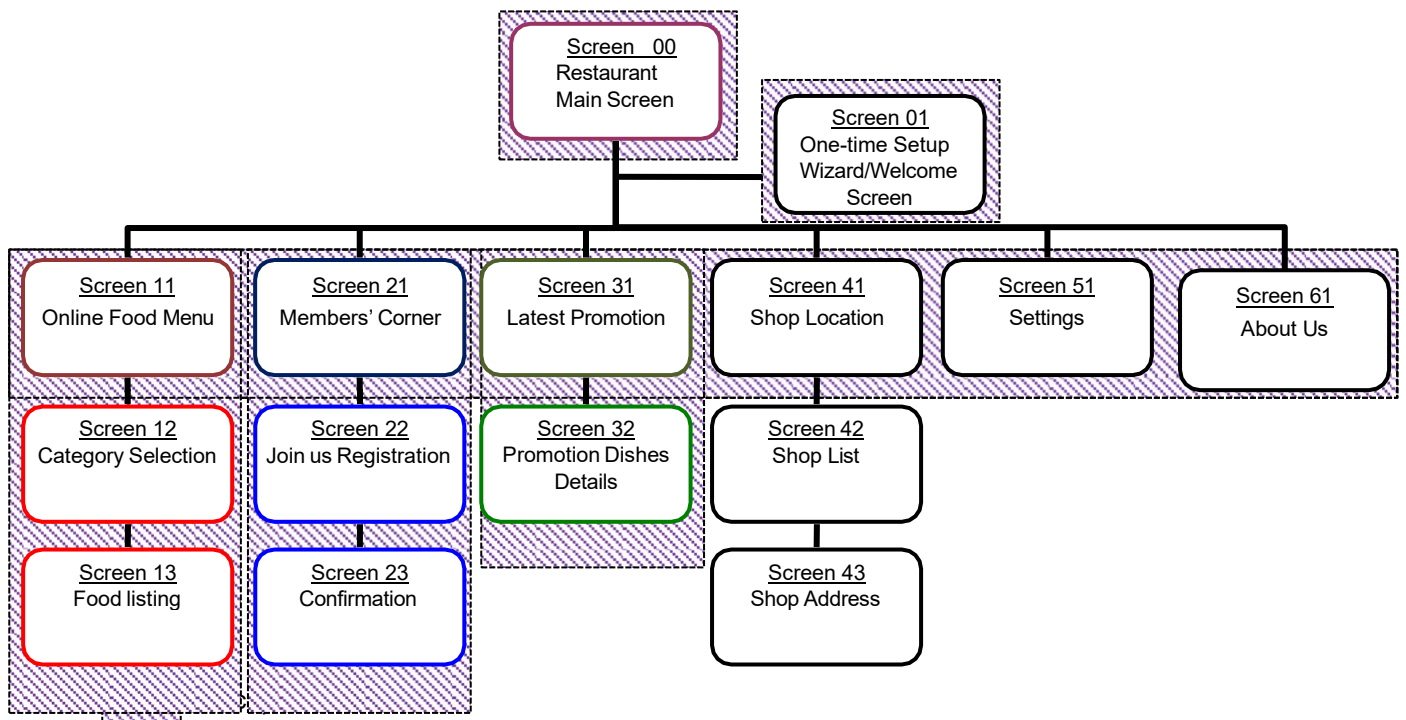


- Main Page (Webpage 00)
- All 1st Level Page(s) (Webpages 11, 21, 31, 41)
- Contact Us / What's New Webpage (Webpage 51)
- All webpages for three core businesses (Webpages 11-14, 21-23, 31-3)

Scope of Assessment

Mobile App Stream

For Mobile App Stream, the Applicant should nominate three core business functions of the mobile app together with the Main Screen, One-Time Setup Wizard / Welcome Screen, Settings, About Us, and All 1st Level Screen(s) for assessment. The following mobile app hierarchy diagram illustrates the six types of screens to be selected for assessment.



- Main Screen (Screen 00)
- One-Time Setup Wizard or Welcome / Settings / About Us Screen(s) (Screens 01 / 51 / 61)
- All 1st Level Screen(s) (Screens 11, 21, 31, 41)
- Three core business functions (Screens 11-13, 21-23, 31-32)