

Mobile Web Accessibility

Two fantastic developments and one crying need !!

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MOBILE PHONES - MAN'S BEST INVENTION YET?

Well..maybe the third best !

Mobile Phones – Just short of multi sensory

- See
- Hear
- Touch
- Speak
- Sense

- Smell
- Taste

Mobile Phones – Just short of multi sensory

- See – Inbuilt cameras, sometimes one too many
- Hear – Speech input, Voice activated commands
- Touch – Vibration, Touch Screen,
- Speak – Speakers, Earphones
- Sense
 - Motion – Accelerometers, Compass
 - Location – GPS, Cell Tower Proximity, Triangulation
 - Navigation – Maps , Routes
- Smell – Who knows... may be coming soon
- Taste – Nah... I don't think so

WORLD WIDE WEB

A truly global phenomenon

ACCESSIBILITY

(FOR DIFFERENTLY ABLE, AND ELDERS)

Long way to go yet !

Disability Statistics

Canada

14.3 % of the population,
[Statistics Canada, 2006](#)

United Kingdom,

18.2% of the population,
[UK Census Statistics, 2001](#)

European Union,
16.4 % of the population,
[Eurostat, 2003](#)

USA,

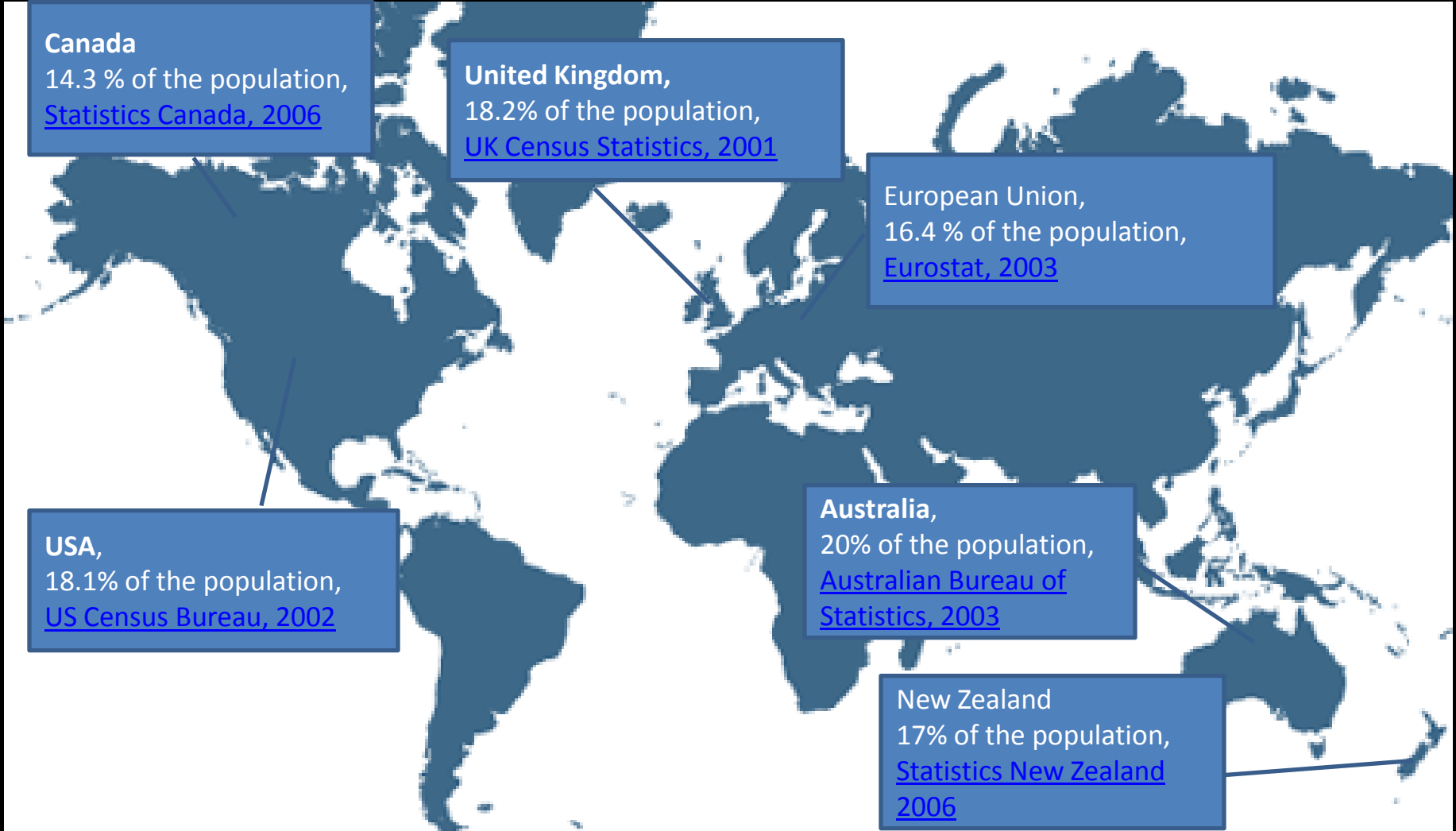
18.1% of the population,
[US Census Bureau, 2002](#)

Australia,

20% of the population,
[Australian Bureau of
Statistics, 2003](#)

New Zealand

17% of the population,
[Statistics New Zealand
2006](#)



Demographics of Disability

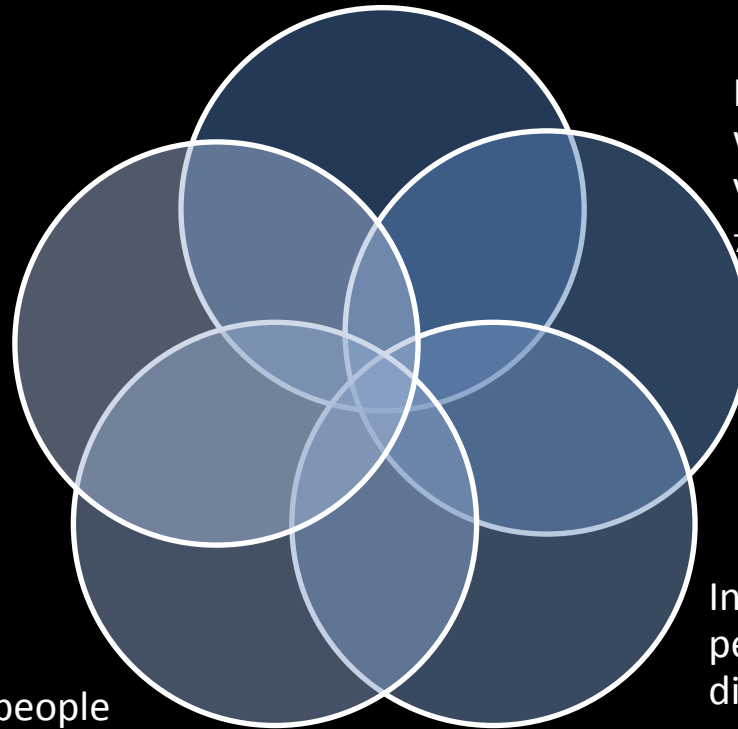
Worldwide, 650 million people have a disability

- three out of every 10 families are touched by a disability

By 2015

- 20% of the EU will be over 65 years of age
- the number of people aged 60 or over will double in the next 30 years
- the number aged 80 or over will increase by 10% by 2050 .

Across European Union approximately 46 million people have a disability



In 2001, 180 million people worldwide were blind or visually impaired

7.7 million people in the United States

In the United States, one in five people have some kind of disability and one in 10 has a severe disability

- That's approximately 54 million Americans

Economics of Disability

- The UK Government estimates
 - their combined spending power is in excess of £200 bn broken down into the following:
 - 8.5 million disabled people with a combined spending power of £40 bn;
 - 20 million people over the age of 50 with a combined spending power of £160 bn
- In USA, the discretionary income of people with disabilities is \$175 billion!

Some Insights from Differently Able Users

- The Web plays an important role and has significant benefits for people with disabilities
 - Of the 54 million Americans with a disability, 4 in 10 are online
 - These users spend more time logged on and surfing the Internet than nondisabled users
 - On average, they spend 20 hours per week online
- According to the Harris Poll, 48 percent of respondents with disabilities reported that the quality of their lives had been significantly improved by the Internet compared to 27 percent of respondents without a disability

Status of Web Accessibility

- About 97% of websites fail to meet the most basic requirements for accessibility
- The number of people with disabilities – and income to spend – is likely to increase
 - The likelihood of having a disability increases with age, and the overall population is aging
- Only 23% US federal government websites, 11% Non Profit Organization's websites and 6% corporate websites in the US are accessible

Legislations and Regulations

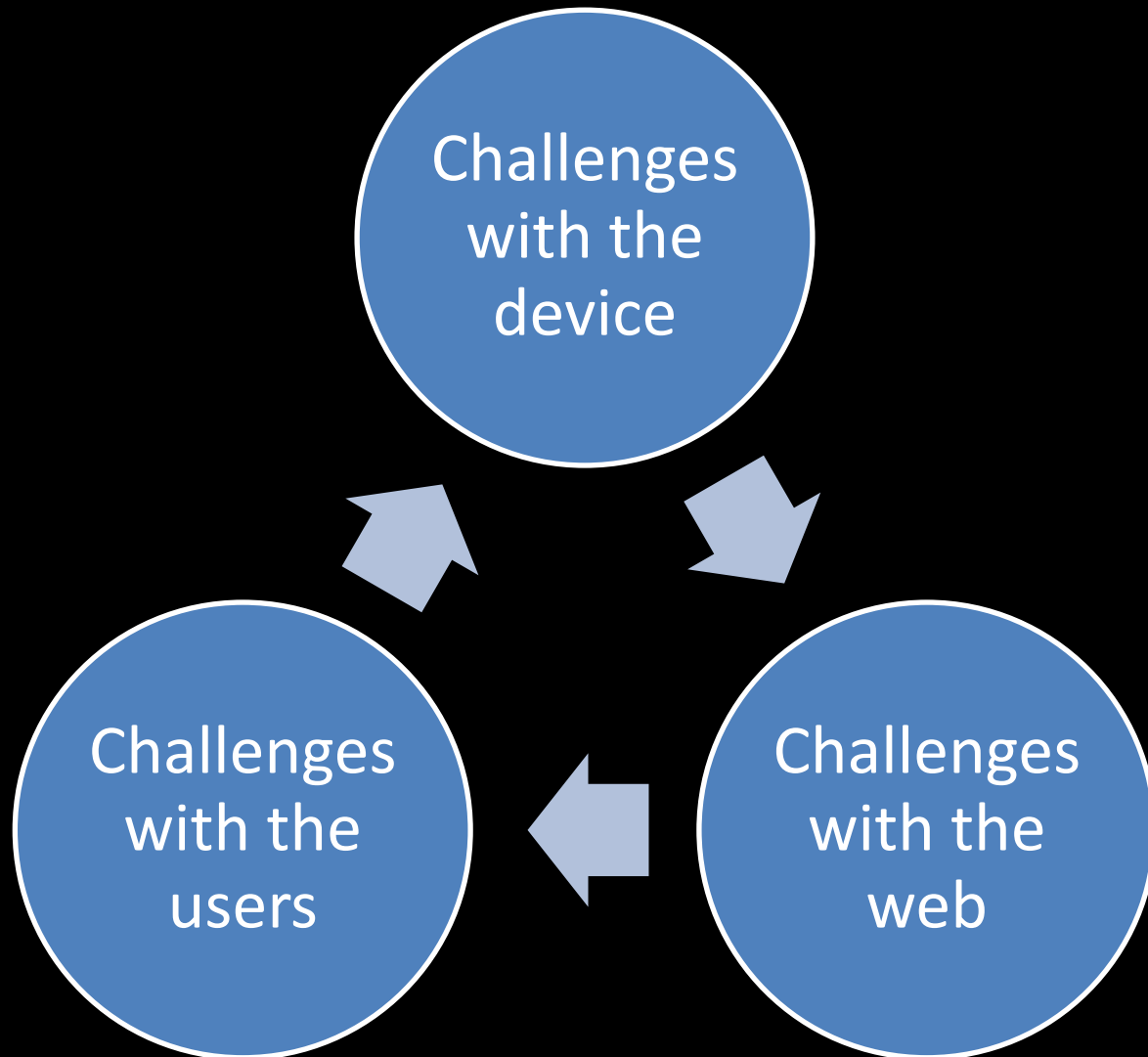
| | |
|--------------------------|---|
| United States of America | Rehabilitation Act, Section 504 (USA, 1973) Americans with Disabilities Act (ADA) (USA, 1990) – Title II & Title III Amended Section 255 of the Communications Act (USA, 1996) Rehabilitation Act Amendment, Section 508 (USA, 1998) |
| United Kingdom | Disability Discrimination Act of 1995 (UK, 1995) Disability Rights Commission (DRC) published a Code of Practice for “Rights of Access – Goods, Facilities, Services and Premises” (UK, 2002) DRC Published Code of Practice for Website Accessibility (PAS78) (UK, 2006) |
| Australia | Disability Discrimination Act (1992) WWW Accessibility (Disability) Policy (Australia, 2000) |
| Canada | Canadian Human Rights Act (Canada, 1977) Employment Equity Act (Canada, 1995) Ontarians with Disabilities Act (Ontario, Canada, 2001) Common Look and Feel Standards for the Internet (Canada, 2006) |
| Germany | Ordinance on Barrier Free Information Technology or BITV (Germany, 2002) |
| France | Equal Opportunities Rights (France, 2004) |
| Netherlands | Dutch Law on Quality of Government Websites (2006) |
| European Union | Unified Web Evaluation Methodology 1.0 (2006) |

Web Guidelines

- World Wide Web Consortia's (W3C's) Web Accessibility Initiative (WAI).
- Web Content Accessibility Guidelines (WCAG) 1.0 – released in 1999
- WCAG 2.0 – released in 2008

MOBILE WEB ACCESSIBILITY?

Mobile Web Accessibility



Now add the complexity of Indian Languages

- Scripts
- Nuances
- Spoken – Written language divide
- Hinglish
- Tamilish and many others ...lishes

Hopes !!

- Guidelines – MWBP by W3C
- Standards – HTML 5
- Product Companies
 - Nokia Symbian OS – supports 3rd Party Apps
 - Apple iPhone 3G s (VoiceOver & Zoom)
 - Google Android (TalkBack, Emacspeak)
 - RIM Blackberry
 - LG, Samsung, Sony Ericsson, Motorola
- Software
 - MobileSpeak (codefactory)
 - Oratio for Blackberry(codefactory)
 - TALKS (Nuance)
 - TalkBack (Google)
 - VoiceMode – Speech to Text for Mobile
 - KNFB

???

Tested your patience didn't I?