The project prospects

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EIAO project is co-founded by the European Commission under the IST contract 2003-004526-STREP

www.eiao.net
Agenda

• Challenges of web accessibility policy making
• EIAO – introduction
• EIAO – how does it work?
• EIAO – what data does it deliver?
• EIAO – a tool for web accessibility policy making
• EIAO – ways to get involved
Challenges to web accessibility policy making (1)

UN report on eGovernment readiness and the Ministers conference in Riga on eInclusion both underline the strategic focus towards the more accessible Information Society:

"accessibility of all public web sites by 2010, through compliance with the relevant W3C common web accessibility standards and guidelines."

Ministerial Declaration on eInclusion, ICT-Riga 11-13 June, 2006

Peer pressure as the main change catalyzer
Challenges to web accessibility policy making (2)

- Various monitoring and benchmarking services (like Norge.no, UK Cabinet Office, etc.)

- Due to the differences in the assessment methodologies, comparisons and systematic monitoring become difficult...

- European Internet Accessibility Observatory – EIAO – can be an answer
European Internet Accessibility Observatory – EIAO

- Consortium project, co-founded by European Commission, associates 10 partner organisations from 6 European countries
- **EIAO goal**: to develop a prototype of a large scale automated online web accessibility observatory
- Cooperates within a cluster of 23 partners, Web Accessibility Benchmarking (WAB) to develop UWEM – a harmonised Unified Web Evaluation Methodology
- **UWEM objective**: develop methodology based on W3C WCAG for large scale monitoring and local evaluations
EIAO – how does it work?

- List of public Web sites
- Internet Crawler
- Web Accessibility Metrics
- Data Warehouse
- Reports on Status & Changes
EIAO – what data does it deliver?

**Evaluation method**

- Automated evaluations through WAMs (Web Accessibility Metrics) that test WCAG checkpoints
  - Prototypical 1st release: 20 WAMs covering 13 WCAG 1.0 checkpoints
  - Final implementation: All UWEM automatable tests (ca. 36) covering ca. 27 checkpoints
- Manual expert/user testing of WAMs relevance
- Continuous improvement & development through user feedback
EIAO – what data does it deliver?

**Benchmarks (1)**

### Regional Report: Web Accessibility Scorecards for EU Countries

<table>
<thead>
<tr>
<th>Region</th>
<th>Evaluation date</th>
<th>Current status</th>
<th>Change</th>
<th>Status scores:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>May 2006</td>
<td>C</td>
<td>↑</td>
<td>1: Full accessibility</td>
</tr>
<tr>
<td>Belgium</td>
<td>May 2006</td>
<td>C</td>
<td>—</td>
<td>2: Very good accessibility</td>
</tr>
<tr>
<td>Cyprus</td>
<td>April 2006</td>
<td>B</td>
<td>—</td>
<td>3: Medium accessibility</td>
</tr>
<tr>
<td>Spain</td>
<td>April 2006</td>
<td>C</td>
<td>—</td>
<td>4: Poor accessibility</td>
</tr>
<tr>
<td>Sweden</td>
<td>April 2006</td>
<td>E</td>
<td>—</td>
<td>5: Very poor accessibility</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>May 2006</td>
<td>D</td>
<td>↓</td>
<td>6: Not tested or n/a</td>
</tr>
<tr>
<td>U.K.</td>
<td>June 2006</td>
<td>A</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

### Detailed Test Results for Cyprus

<table>
<thead>
<tr>
<th>W3C WCAG checkpoints and tests</th>
<th>Current status</th>
<th>Change</th>
<th>Status scores:</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Text equivalent for non-text content</td>
<td>A</td>
<td>↑</td>
<td>1: Full accessibility</td>
</tr>
<tr>
<td>+ Equivalent for decorative content</td>
<td>C</td>
<td>—</td>
<td>2: Very good accessibility</td>
</tr>
<tr>
<td>+ Adequacy of the text equivalent for the non-text content</td>
<td>B</td>
<td>—</td>
<td>3: Medium accessibility</td>
</tr>
<tr>
<td>2.2 + Sufficient colour contrast</td>
<td>B</td>
<td>↓</td>
<td>4: Poor accessibility</td>
</tr>
<tr>
<td>+ ID-attribute for form control elements</td>
<td>E</td>
<td>—</td>
<td>5: Very poor accessibility</td>
</tr>
<tr>
<td>12.4 + Label for form control elements</td>
<td>D</td>
<td>↓</td>
<td>6: Not tested or n/a</td>
</tr>
</tbody>
</table>
EIAO – what data does it deliver?

Benchmarks – extensions (1)
EIAO – what data does it deliver?

**Benchmarks – extensions (2)**

- Custom defined, multi-criteria reports
  - Performance assessments/comparisons on selected WCAG test(s)
  - Performance assessments/comparisons on accessibility for different disability groups

- Provision of quantitative data:
  - No. of detected barriers per WCAG checkpoint (identification of checkpoints requiring greatest attention)
  - No. of elements that present a barrier to the barrier-free elements (site's relative accessibility)
EIAO – a tool for web accessibility policy making

- A stable set of large scale measurements delivered by EIAO facilitates:
  - Ongoing assessment & monitoring activities at a local, national and European level
  - Identification of strengths/weaknesses of web sites
  - Identification of best/worst performers among a group of web sites (at the local/national/European level, within a business sector)

- Facilitate co-ordination among public bodies overseeing web accessibility policy implementation & design
EIAO – ways to get involved (1)

Active development & improvement of the EIAO content

The Web

Internet Crawler → Web Accessibility Metrics → Data Warehouse

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EIAO – ways to get involved (2)

Active development & improvement of the EIAO content

The Web

National Accessibility Case / Task Force

Internet Crawler

Web Accessibility Metrics

Data Warehouse

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EIAO – ways to get involved (3)

Establish new, indicators beyond accessibility

The Web

Internet Crawler → Web Accessibility Metrics → Data Warehouse

Content Metrics

Usability Metrics

Efficiency and Effectiveness Metrics

Possible new indicators
EIAO - Contact

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