Web accessibility grant 2023/24
Web accessibility report 2023/24
Application No. WA000862023 From Ms Sonia Pivac
Form Submitted 29 Aug 2024, 9:06AM NZST

Web accessibility grant report

Thank you for completing your funded initiative.

This form will be placed on our website for transparency and enables us to understand and share the work you have completed. If you prefer to use your own formatting, you can provide a report to us via email.

Please submit your report no later than the date stipulated in your funding agreement. If you cannot meet the deadline, contact us to arrange an alternative date by emailing funding @internetnz.net.nz.

You may not be eligible to apply for further grants from InternetNZ if you do not submit a report. Someone with intimate knowledge of the funded initiative should oversee the writing of your grant report.

Final report

* indicates a required field

Host organisation *
SignDNA - Deaf National Archive

Website *
http://www.signdna.org
Must be a URL

Provide a summary of the work undertaken. *
SignDNA is incredibly proud of the work completed in this project with the support of Internet NZ. Our initial application was to create 93 NZSL video translations of our content and organisational information. In fact, from over 96 pages of original text, we have completed over 200 NZSL accessible videos on the SignDNA archive, spread across 52 different web pages. This work required substantial NZSL translation (and editing) work. The videos themselves total nearly 79GB! As funded, we also added a Videomail plug-in to our contact page, enabling NZSL users to easily contact us in NZSL (or written English, if preferred!).
Tell us about the activities carried out in this initiative to improve web accessibility.

What impact has this work had? *
The NZSL accessible content on SignDNA's website has just been launched! We trialled our new additions with a test audience of Deaf users, website developers and NZSL presenters. The feedback has been overwhelmingly positive for several reasons.

Deaf users felt like they were finally being given a choice on what to watch and when; web developers felt like this was a 'win' for everyone involved considering the addition of a NZSL icon was easily done; and NZSL presenters were more comfortable presenting for website content in the future.

For many Deaf people, English is not their first language so they find reading English more difficult and can access and comprehend content more deeply in NZSL. While the emphasis

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is on enabling Deaf people to access content in their language, there are many ways of going about it. The status quo is either to embed a NZSL video on a webpage, or to add an external link to a NZSL video (such as a translation uploaded to YouTube), or on rare occasions, a multilingual website where options are given as to the preferred language of the user is an option.

Feedback from users, NZSL presenters and web developers found the status quo process somewhat cumbersome for several reasons (the content is not broken up into multiple NZSL videos which meant the user had to navigate a long video to find the portion of information they wanted in NZSL. Also embedded NZSL videos are at times found to 'interfere' with the look of a website and causes NZSL presenters' anxiety if the uploader does not add a suitable thumbnail of the video – as you can imagine, NZSL is a visual language, and expressions can sometimes be taken out of place based on a thumbnail random generated randomly from the video). Therefore, the approach we took, with Internet NZ support, enabled us to lessen these concerns and provided a real step forward in terms of website accessibility in NZSL.

You may like to share any feedback you have received or describe changes you have noticed, for example, who and how people are able to engage with your website.

	Provide evidence of the improved accessibility of your website.
	For example before and after images, screen recordings, testing or feedback.
Upload files	Filename: 1 - NZSL icons 1.png File size: 1.8 MB
	Filename: 2 - NZSL icons 2.png File size: 714.6 kB
	Filename: 3 - NZSL pop up video.png File size: 481.8 kB
	Filename: 4 - videomail.png File size: 429.6 kB
Upload files	*No files have been uploaded*
	and/or
Web link	http://www.signdna.org Must be a URL.
	and/or
Provide additional details	https://signdna.org/about-signdna/ is an example of a page with NZSL translated content
Are you happy for us to share these as examples for others to learn from?	⦿ Yes ◯ No ◯ Ask us first

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Which population group/s were affected by this project or program? *
Ethnic and racial groups > Culturally and Linguistically Diverse (CALD) people
Please choose only the group/s that were at the very core of this project/program.

What did you learn during this project? *
Real NZSL access in a country where it is one of Aotearoa New Zealand's official languages is not a pipedream. It can be achieved and provided for organisations large and small, including government departments. We found great value in discussing barriers with three groups of consumers and partners – NZSL users, web developers and NZSL presenters. After much thought on how to solve their barriers and appease everyone, we found it was much easier and more visually appealing to add a NZSL icon at the end of an online written paragraph or section, instead of providing a long NZSL video for a single web page.

This was boosted by the discovery of an extremely suitable NZSL icon from Font Awesome – www.fontawesome.com – which is a large icon library and toolkit. The NZSL icon can be found at: https://fontawesome.com/icons/hands?f=classic&s=solid. Please note, the hand icon should be flipped horizontally, so that the hands are facing towards the left, instead of facing the right: <i class="fa-solid fa-hands fa-flip-horizontal"></i>

While there are different plans (Free, Pro Lite, Pro, Pro Max to allow developers to get more icons, styles, kits, etc), the usage of a simple code is free. If developers wanted to go for a more 3D look, we would recommend a 'duotone' icon: https://fontawesome.com/icons/hands?f=duotone&s=solid (which is available under the Pro Lite Plan at $49 USD per year). We believe this would be an excellent solution for those looking to level up their accessibility, using SignDNA's website as an example.

Our contact page was enhanced by allowing users to contact us in NZSL (or written English), using a Videomail plug-in. It can be integrated into websites – the videomail client code is open-sourced on GitHub – https://github.com/binarykitchen/videomail-client – written in JavaScript and available as an npm package. It is also very customisable. Most importantly, there is also a WordPress plugin (Videomail for Ninja Forms, where it can be integrated into a Ninja Form –

https://wordpress.com/plugins/videomail-for-ninja-forms

We also found that the most time-consuming process was the translation process. For people looking to improve their web accessibility, it is recommended to first compile a chart listing the website and all its pages, bookmarked with text to be translated. The text to be translated is to be split into two columns: with the English text on the right – allowing for the NZSL gloss to be added to the left. Each paragraph or section is to be on its own row. Having this information upfront will help with the NZSL translation's quote and work. Each row or paragraph should be numbered which enables the completed videos to be provided with that same reference number for easy handling.

We decided to keep the look of the NZSL videos plain (with a black background and the NZSL presenters dressed in black) for better visual impact, instead of adding images and text to the video. This also reduced translation and editing costs.

We are more than happy to discuss our experience in undertaking this process with anyone interested in implementing this on their website, or to compile a NZSL accessibility guideline.

Once again, we thank Internet NZ for their support of this mahi, it has both provided greatly enhanced NZSL access to the SignDNA website, while also providing a model for how NZSL can be seamlessly included in other websites.
Share anything that might help others who are also looking to improve their web accessibility.

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Financial report

* indicates a required field

Please provide details of funds received and spent in relation to this grant.

Income description	$ amount	Expenditure description	$ amount
Video translation	$8,370.00	Translation of text into NZSL	$9,625.50
In-house embedding	$680.00	All videos uploaded to Vimeo and embedded into the website	$782.00
Web developer	$950.00	Adding Videomail plug-in	$1,092.50

Total Income Amount

$10,000.00
This number/amount is calculated.

Total Expenditure Amount

$11,500.00
This number/amount is calculated.

Income - Expenditure
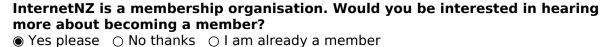
-$1,500.00
This number/amount is calculated.

Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

Indicate how you found the report process:
◉ Very easy ○ Easy ○ Neutral ○ Difficult ○ Very Difficult

Do you have any feedback about our funding processes?
As mentioned in our report, we'd be more than happy to discuss our experience in undertaking this process with anyone interested in implementing this on their website, or to compile a NZSL accessibility guideline.

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?
◉ Yes please ○ No thanks ○ I am already a member

Are you interested in joining a gathering with other grantees?
○ Yes please ◉ No thanks

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