



WG5 - User Needs and Quality Framework for Common Access Points

Report 2004 - Israel Coordinator - Susan Hazan

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April 21, 2004 - Ministry of Science, Jerusalem

The WG5 was established at meeting at the Ministry of Science, Jerusalem, to focus on user needs and quality frameworks and to learn from Minerva's working package WP 5, and to formulate a specific agenda for Israel.

<http://www.minervaeurope.org/structure/workinggroups/userneeds.htm>

June 2 - The Israel Museum, Jerusalem

The first meeting included introductions and an opportunity to gather information and ideas that the group would be focusing on. The group agreed in principle to focus on a user approach towards a definition of quality criteria for local web activities and an agenda to extend awareness to promote accessibility.

A long term goal was set to develop a code of practice in Israel based on the ten Parma Principles and the establishment of a brand which would be awarded to websites that maintained local quality frameworks reflected in the MINERVA guidelines.

Parma Principles (in Hebrew)

<http://www.minervaisrael.org.il//s357.html?rsID=183>

July 7 – the Weizmann Institute, Rehovot

Gila Gertel Hasson, Coordinator of Israel Internet Association Accessibility Task Group, and a leading expert on accessibility was invited to present to the group. Gila's work in Israel focuses on visual, mobility, hearing, and cognitive disabilities. Her expertise covers the use of hardware and software accessories – assistive technology and accessible environments (web sites).

www.nagish.org.il and www.isoc.org.il based on <http://www.w3.org/WAI>

The group reiterated their commitment to usability with a focus on accessibility.

July 11 - Meeting of the MINERVA network in Israel the Jewish Agency, Jerusalem

WG5 presented a first report to the MINERVA Network with a renewed commitment to prepare the WG5 agenda for the upcoming conference on Digitisation in Israel.

The work continued over email during the summer and the WG5 agenda was developed and refined.

October 11, 12 - Jerusalem Conference on the Digitisation of Cultural Heritage, Jerusalem

<http://www.minervaisrael.org.il>

The 2-day conference, held under the auspices of The Ministry of Science and Technology and the Jewish Agency for Israel, and supported by [EVA](#), [MINERVA](#) and [Harvard Judaica Division](#) with the [MINERVA Network in Israel](#) offered an opportunity to recognise the activities of the local industry and to develop a comprehensive policy and agenda for the digitisation of science and cultural heritage content in Israel.

The conference was supported by the European Commission convened by MINERVA that met in Florence where they had recognized the significance of the participation of the Cultural Networks in the Jerusalem Conference and hosted: MINERVA, EPOCH, PrestoSpace, CALIMERA, EVA and a representative of the CNR – National Council of Research (Italy).

The conference culminated in joint statement submitted by the Executive Committee of the conference that include representatives from Israeli institutions with statutory responsibilities in the area of digitisation

<http://www.minervaisrael.org.il//s50.html>

The Jerusalem Declaration

<http://www.minervaisrael.org.il//s183.html>

The Jerusalem Conference on Digitization of Science and Cultural Heritage:

1. Stresses the contribution of Israel participation in the EU NRG framework and in the MINERVA project for establishing in Israel an agenda for digitization of Cultural Heritage.
2. Highlights the fact that for many years, a substantial part of the Jewish People has lived in Europe and in doing so has significantly contributed to European heritage.
3. Indicated that the digitization of cultural heritage assets and the convergence and the expansion of broadband communications present a unique occasion for the worldwide integration of the Jewish people and their collective and evolving memory.
4. Calls for the development of a concerted policy for the digitization of Jewish cultural assets. It will enable their long term preservation; continuous access; and their re-incorporation in the contemporary life of worldwide Jewry as living assets re-creating Jewish culture in its variety and multi-faceted aspects.
5. Emphasizes that Israel, as a democratic country, should provide digital expression for cultural diversity. This expression will give voice to its cultural minorities and the historical and contemporary creativity of Arab, Druze, Islamic and Christian culture and other cultures and recognizes their tangible and intangible heritage.
6. The conference adopts the principles expressed in the Charter of Parma endorsed by the National Representatives Group at its meeting in Parma in December 2003:

Within the conference framework – the WG5 presented two workshops:

**[1] WG5 - User Needs and Quality Framework for Common Access Points
Universal Access – Chair - Susan Hazan**

This session focused on web accessibility – as recommended in the Parma Principles and outlined in the Handbook produced by the Minerva Quality Working Group. The workshop showcased local developments in the field from different perspectives and will explore online accessibility as recommended by the [Web Accessibility Initiative](#) (WAI)

Introduction to accessibility and web accessibility guidelines

Gila Gertel Hasson [Israel Internet Association](#) (isoc-il)

<http://www.nagish.org.il>

A blind users' perspective

Gidi Aharonavich

<http://www.giditull.com>

A developer's perspective

Ken Zwiebel, CEO of UB Access

W3C representative and develops innovative technology and services that make Internet sites and company intranets accessible to people with disabilities

<http://www.ubaccess.com>

Access in Hand: Providing deaf and hard-of-hearing visitors with on-demand, independent access to museum information and interpretation through handheld computers

Udi Landau

Regional Manager, Antenna Audio Middle East

<http://www.antennaaudio.com/access.shtml>

<http://www.antennaaudio.com/pda.shtml>

Providing Full Access to the Information Age to Blind and Visual Impaired Persons

Simon van Dam

Project Manager of the ENABLED project, an IST project with the Sixth Framework of the European Commission that started on Sep 1, 2004

nsvandam@netvision.net.il

[2] WG5- User Needs and Quality Framework for Common Access Points
What Clicks? - Chair - Susan Hazan

This sessions showcased a number of locally developed websites, the panel of local web developers discussed the ten [Website Quality Principles](#) recommended in the Parma Declaration and outlined in the Handbook produced by the Minerva Quality Working Group:
- transparent - effective - maintained - accessible - user-centered - responsive - multi-lingual - interoperable - managed - preserved.

Ilan Dray, V.P., Creative Development
EagleShade Interactive Production House
<http://www.eagleshade.com>

Reuven Koret - Koret Communications Ltd.
Reuven Koret is CEO of Tel Aviv-based Koret Communications Ltd. ([koret.com](http://www.koret.com)) and Content Markets in the US.
After creating, with Harvard University partners, **Africana.com** as the premier cultural and educational portal for African-descent populations, and selling it to AOL Time Warner, Koret Communications has focused on creating a network of content and community sites for Jewish and Israeli organizations and publishers, including **Israel Insider**, **Jewsweek**, **ISRAEL21c**, **Birthright Israel**, **Avi Chai Foundation**, **Jewish Content**, and soon-to-be-launched sites for **The Jerusalem Post** and **The Jerusalem Report**.
<http://www.koret.com/>

Amnon Dekel
Digital Media Interaction Designer, Artist, and Researcher, The School of Engineering and Computer Science, The Hebrew University Jerusalem, The Designer/Artist perspective versus the Usability professional perspective through case studies (106fm and the Digitalartlab at Holon) Dekel explores what the digital can learn from (the print) history.
<http://www.cs.huji.ac.il/~amnoide/>

November 12 – Susan Hazan selected to become a member of the **World Summit Award (WSA) Expert Panel 2005**, held within the framework of the World Summit on the Information Society. <http://www.wsis-award.org/>

Nominations and selection

The selection of the national best practice examples in e-content and creativity 2004/2005 is made through the panel of national experts accepted from all 191 United Nations member states.

There are 168 countries participating in the WSA 2005.

There are a total of eight products (one per category)

- 1. e-Learning**
- 2. e-Culture**
- 3. e-Science**
- 4. e-Government**
- 5. e-Health**
- 6. e-Business**
- 7. e-Entertainment**
- 8. Special Category: e-Inclusion**

The selection process takes place during two stages:

1 - WSA NATIONAL CONTEST

2 - WSA GLOBAL CONTEST:

All proposed products will be evaluated by the WSA Grand Jury 05, which will meet in August -September 05 in Bahrain.
Winners will be announced at a Gala in Tunis 17.11.05

EVALUATION CRITERIA

- 1 Quality and comprehensiveness of content
- 2 Ease of use: functionality, navigation and orientation
- 3 Value added through interactivity and multimedia
- 4 Attractiveness of design (aesthetic value of graphics/audio)
- 5 Quality of craftsmanship (technical realization)

S Strategic importance for the global development of the Information Society

A Accessibility according to the WC3

This **WSA framework** provides an ideal opportunity for the **Israel WG5** to realise its goals to promote **User Needs and Quality Framework for Common Access Points**.

The election process will be preceded by a national contest, will take place under the auspices of a number of local statutory institutions, and will be carried out by a jury **selected by, and including members of the MINERVAS WG5**.

The high profile selection process carried out by **the MINERVA WG5** will assure the promotion of an internationally recognised quality framework for local industry and creative activities that will be guided by the Parma Principles with a focus on accessibility according to WC3. Winners will be accorded with a local recognition (or brand) of quality.

The WSA framework insures a high profile campaign that will be disseminated through local industry across the eight categories and will afford many media opportunities to promote the **WG5 agenda**.