

## Transcription Video : Online commerce

### Scene 1: Introducing the characters

Let's meet our friends: Lea, Jean, Charly, Antonin and Ana. They are all about to do their shopping online. Lea opens her laptop, Jean logs on from his tablet, while Antonin uses his smartphone. Charly and Ana sit in front of their computer screens. The setting is their living room, where they are all comfortably seated, ready to make their purchases.

### Scene 2: Antonin in a wheelchair

Antonin logs on to an online supermarket site, but he encounters his first difficulty. When he browses the site, the menus and buttons are too small and difficult to access. Antonin tries to zoom in, but the zoom function does not respond properly.

An accessibility feature is added to the site, allowing the text to be enlarged and the display adjusted to a suitable size. A voice assistant also guides him through his choices, announcing each option as he hovers over the items on the screen. Antonin smiles, delighted to finally be able to shop independently.

### Scene 3: Charly, cognitive impairment and dyslexia

Charly logs into his account and starts browsing the products. However, the item descriptions are long and complex, with unnecessary information that complicates the task. The menus are full of technical terms and the images are constantly moving, making navigation confusing. Charly seems frustrated.

The site offers a simplified version of the page, with clear icons, short descriptions and fonts adapted to his needs. The scrolling images are removed and the information is presented in a more structured way. Charly can now add items to his basket without confusion.

### Scene 4: Lea, who is blind

Lea is ready to do her shopping online, but she encounters a major obstacle: the site uses product images without alternative text. As she is blind and uses a screen reader, the latter cannot provide her with information about the images. Lea is therefore faced with icons and product images that are incomprehensible to her.

The website improves its accessibility by adding alternative text for each image. Now, when Lea hovers her cursor over an image, her screen reader reads the relevant information to her: "Granny Smith apples, 1 kg", "Organic pasta, 500 g". She can now identify each product using the text descriptions that accompany the images. Lea can now easily navigate the site, add items to her basket and complete her order with confidence.

### Scene 5: John, senior citizen

Jean logs on to do his shopping, but encounters a problem when checking his basket. The contrast between the text and the background is not strong enough and he cannot make out the text. He becomes frustrated and starts to lose patience.

The site offers a one-click contrast adjustment feature. Jean activates "high visibility" mode and can now clearly read the details of his basket. He checks his items before proceeding to checkout.

### Scene 6: Ana, who is hard of hearing

Ana is shopping online and is about to watch a product presentation video, but she realises that the video does not offer subtitles or a transcript. She cannot hear the audio and is confused by the lack of accessible information.

The site implements subtitles for all videos and provides full transcripts of audio content. Ana can now watch the video with subtitles and get all the information she needs without relying on sound.