

Transcription Video Online Services

Scene 1: Introduction of the characters

'We meet our friends Lea, Jean, Charly, Antonin and Ana. They are planning their next outings, trips or holidays online. »

Scene 2: Antonin in a wheelchair

'Antonin has been in a wheelchair since a motorcycle accident a few years ago. The accident also caused his fingers to stiffen, severely limiting his dexterity. The athletic man in his mid-thirties strives to remain as independent as possible.'

Antonin has decided to treat himself to a wellness weekend with his girlfriend. Since he cannot use a mouse, he navigates the internet using the keyboard. Unfortunately, the website of his chosen hotel is not accessible. He is unable to enter the details for his stay.

Finally, Antonin finds a hotel whose website meets his requirements and allows him to book online. Keyboard navigation is suitable for people with motor or visual impairments, but also for a growing number of people who prefer to navigate in the American style, i.e. using the keyboard. Antonin is delighted because he can now surprise his girlfriend.'

Scene 3: Charly, cognitive impairments and dyslexia

"After ten years of searching for a diagnosis, Charly was recently diagnosed with autism spectrum disorder and attention deficit disorder. The helpful and astute young man is determined to seize the opportunities that come his way.

Charly wants to order his lunch from a delivery service. But when he tries to submit his order, he gets an error message.

He must have made a mistake when filling out the form, but where? He gets no indication of which field was filled in incorrectly or which format he should use. Charly fills out the form a second time, then a third time. Finally, he gives up."

Another delivery service's order form is better configured: it specifies the required information and formats for each field as you type. Charly understands that there is an order deadline and a minimum order value.

Pre-filled form fields that can be adapted to changed terms and conditions are a great help to all customers, whether they have a disability or not.

Charly is looking forward to the delicious meal he will receive at lunchtime.'

Scene 4: Lea, blind

'Lea is visually impaired and eventually went blind due to glaucoma, a common eye disease. In her spare time, the executive is an influencer and gives fashion tips for working women like herself.'

Lea is shopping at her caterer for the holidays. Everything is going great until she wants to pay: the program requires her to solve a visual captcha. Since Lea is blind and her screen reader cannot recognise images, she cannot solve the captcha. Her shopping is now over.

Another caterer's website has replaced the captcha with a honeypot. This is a form field that only a bot, a malware, can see. By filling it in automatically, the bot reveals itself and can be stopped. Thanks to this feature, all customers can continue their shopping without annoying interruptions and errors. Lea can now pay in peace.

Scene 5: Jean, senior citizen

'Jean, who recently retired, has a busy life filled with activities and new experiences. The 60-year-old is determined to face the changes that come with age with humour and serenity.'

Jean logs in to reserve a table at a new trendy restaurant, but he has a problem when he tries to check his reservation.

The text is small and the contrast between the text and the background is not strong enough. He cannot read the information. Even when he moves closer to the screen, the font does not become clearer.

Another restaurant's website offers accessibility settings such as text size, light/dark mode and contrast enhancement. Jean activates the 'High Contrast' mode and can now check the details of his reservation. These settings are useful for all customers, as they enable them to use a website even in difficult viewing conditions, such as in bright sunlight or darkness.

Scene 6: Ana, hard of hearing

'Ana has been hard of hearing since childhood. She has just completed her carpentry apprenticeship and wants to take over her parents' business. The young woman loves challenges and never gets discouraged.'

Ana is looking for a beautiful place for her wedding and is delighted to find a presentation video of a castle. However, when the man in the video begins to describe the various facilities, she realises that the video has no subtitles. She cannot hear the audio and misses important information.

Another website has subtitles for all its videos and even offers full transcripts. Ana can now watch the video with subtitles and get all the necessary information without having to rely on the sound. Subtitles are also useful for people who watch videos on public transport or in very noisy or quiet environments."

Final scene

'These service providers have made their services accessible to people with disabilities while improving the experience for all their customers.'

'Open the door to new possibilities.'