

# Making Cinema Accessible for the Blind and Visually Impaired

EST Congress

15-17 September 2016, Aarhus, Denmark

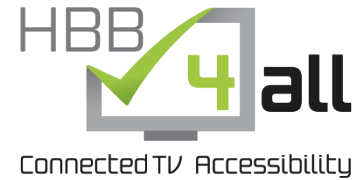
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- Motivation behind the Test
- The Application
- Methodology
  - Sample
  - Stimuli
  - Measures
  - Procedure
- Main Results & Recommendations

- the Catalan Government and the Catalan television (TVC) have developed the **ArtAccés application** which offers media access services over smartphones
- services on offer: audio description and subtitles for the deaf and hard of hearing
- UAB invited to carry out tests at the Sitges Film Festival
- aim: test secondary screen workflow with AD users assessing the usability, utility and quality of the service



# The Application



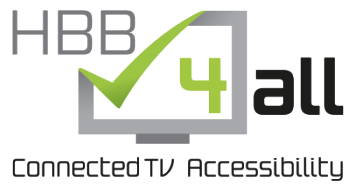
- downloads, stores, and plays adapted content (subtitles and/or audio description)
- synchronizes at any time during play, through a sound stamp



Generalitat  
de Catalunya  
**Departament  
de Cultura**



# The Application



**Descargar**

**Configuración**

Buscar **Avanzada**

Búsqueda solo por título

**Film** (1) >

**Buscar**

Mis Títulos Descargar

**Film**

**Configuración**

**Ali**  
Paco R. Baños 2012 >

**No hay más resultados**

Mis Títulos Descargar

# The Application



**Ali**

**Configuración**

<b>Título</b>	Ali
<b>Director</b>	Paco R. Baños
<b>Actores</b>	Amarillo: Nadia de Santiago como Ali Verde: Verónica Forqué como Alicia Celeste: Adrián Lamana como Julio Magenta: Luis Marco como Antonio
<b>Año</b>	2012
<b>País</b>	España
<b>Categoría</b>	Film
<b>Género</b>	Drama
<b>Duración</b>	86 minutos.

**Sinopsis**  
Ali vive en Sevilla con su madre Alicia, ambas son una familia un poco extravagante, la hija es una joven rebelde que tiene grandes miedos: miedo a conducir y a enamorarse. Su madre es distinta, es una mujer muy enamoradiza y depresiva, así que desde hace tiempo Ali busca de madre y Alicia busca de hija, esta

**Descargar**

Mis Títulos Descargar

**Ali**

**Configuración**

**Versiones de la película Ali**

**Subtítulos**

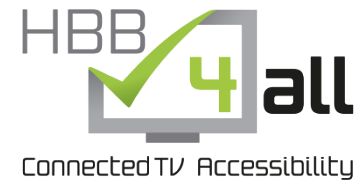
Subtitulado Español **Descargar**

**Audiodescripciones**

Audiodescripción Español **Descargar**

Mis Títulos Descargar

# The Application



Ali

00:00:33

**Sincronizar**

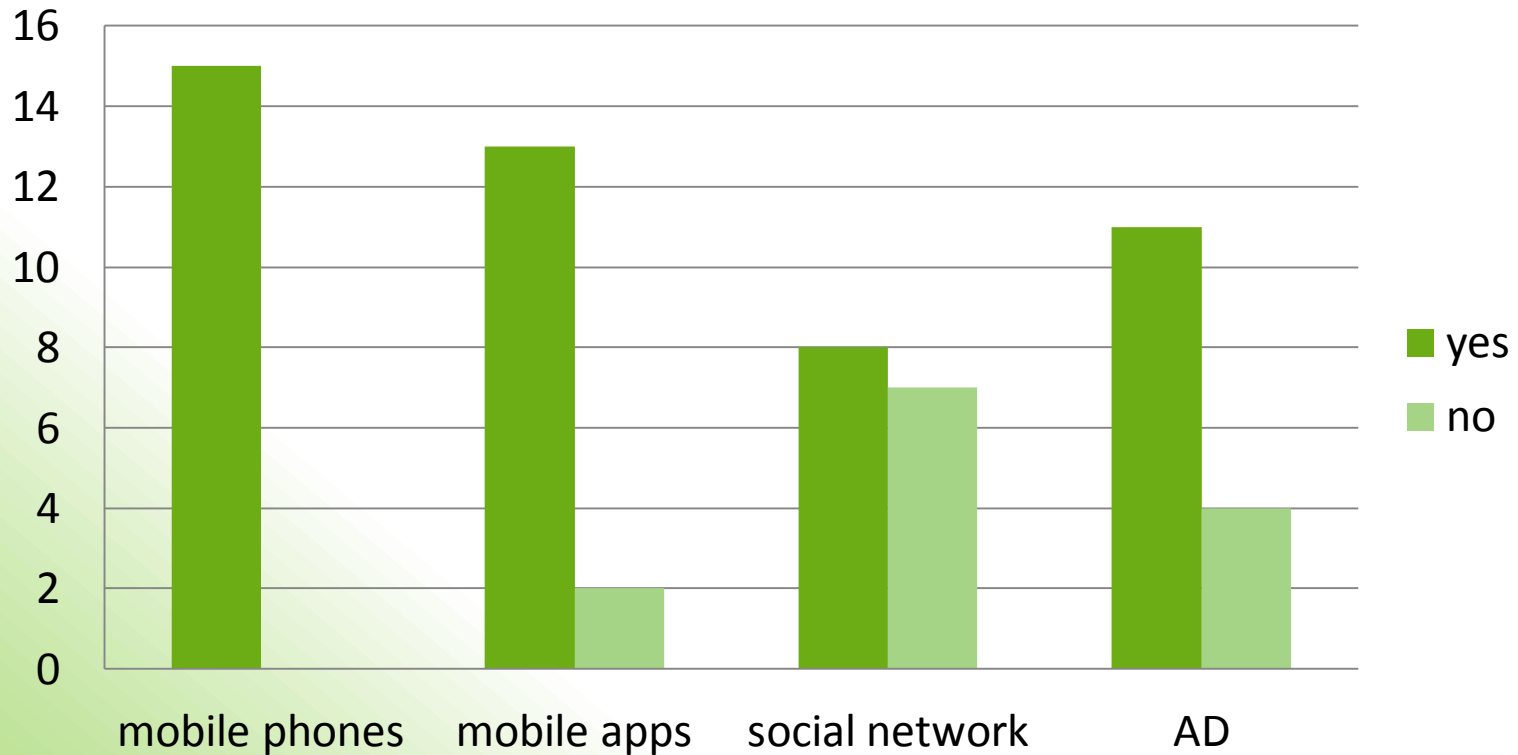
**Iniciar Reproducción**

- 15 users, 7 men and 8 women, aged 30-60 ( $M=47.9$ ,  $SD=8.34$ )
- 10 blind and 5 partially sighted
- 8 with acquired sight loss, 7 congenitally blind





## Are you an active user of...



- *Asmodexia* (2014)
- dir. by Marc Carreté
- AD prepared by the Catalan Government
- horror film
  - four days in the lives of an exorcist (Eloy Palma) and his granddaughter (Alba), working in the Barcelona area
- *Carreté has crafted an original and unique entry into the exorcism genre (IMDb)*



- Questionnaire

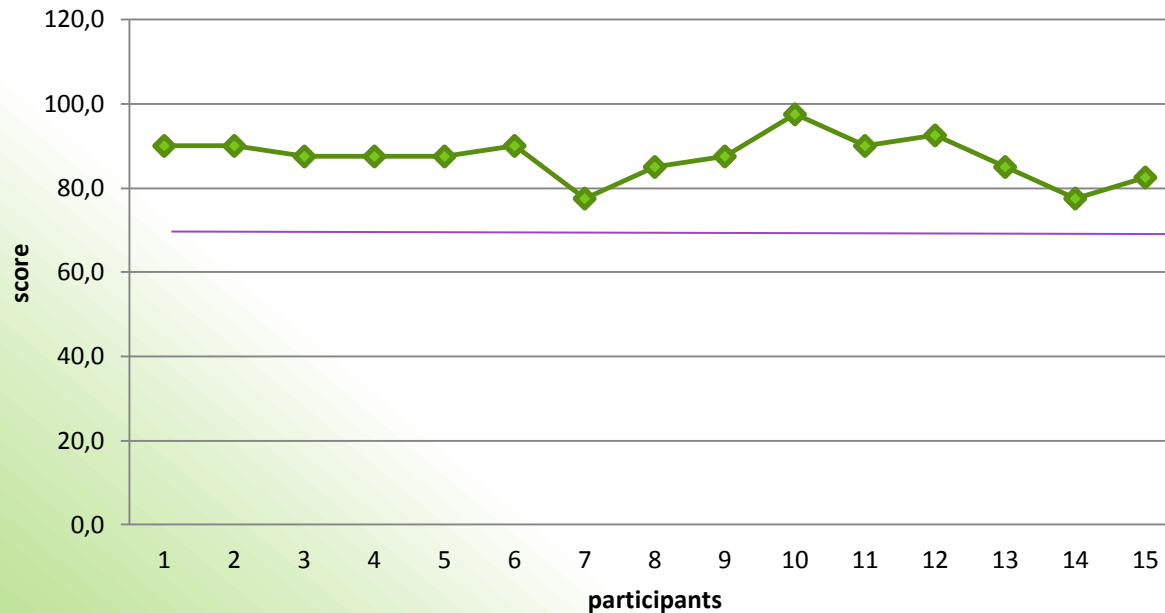
- ➔ Section A: demographic information (gender, age, type of sight loss, AD experience)
- ➔ Section B: usability, utility and quality of the service scale
  - ✓ System Usability Scale (Brooke, 1996)
  - ✓ one of the most widely used tools for assessing the perceived usability of a system or product
  - ✓ originally developed by John Brooke in 1986
  - ✓ it consists of 10 statements to which users rate their level of agreement

- before the screening
  - a call made to user associations (ACCAPS, FESOCA, ONCE and ACIC) to invite them to the festival
  - tickets provided by the Catalan Government
- screening
  - in a regular session during the film festival
  - participants sitting in the middle right section of the movie theatre
  - participants downloaded and used the application on their own
  - no technical support was offered nor demanded
- after the screening
  - special room booked for interviews
  - participants divided into three groups consisting of five people each and interviewed by the volunteers

- Main results

- ➔ overall, the participants enthusiastic about the application
- ➔ usability, utility and quality of service assessed positively
  - ✓ average SUS score for 15 participants: **87.2**
    - where <50 – not acceptable; 50-70 – marginal; >70 – acceptable

**SUS Score**



- Recommendations:

- AD track should be put in mono, not stereo mode

- ✓ blind and partially sighted viewers use only one earplug for listening to AD
- ✓ they have to follow the original soundtrack

- proper sound mix required

- ✓ volume of AD track adjusted to this of a film soundtrack

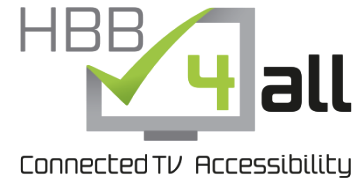
- language coherence: film vs AD

- ✓ issue for bilingual countries (e.g. Catalan and Spanish)

- interface modifications – simplicity preferred

- ✓ black screen – very useful, no complaints from the public

# Acknowledgements



- ONCE Association from Barcelona
- Catalan Government
- Sitges Film Festival
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# Thank you!

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