

See differently

## Audio description app user trial report 2015

In partnership with MovieReading

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**Author:**

Sonali Rai

Audio Description Advocacy Executive

Email: [audiodescription@rnib.org.uk](mailto:audiodescription@rnib.org.uk)

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# Introduction

RNIB launched a three-month user trial of the MovieReading Audio Description App in the UK in February 2015. The aim of this user trial was to gather views and feedback on the use of app-based audio description delivery system.

The trial run of the service was part of a wider audio description app project that proposes to list key outcomes on the various aspects of introducing such an app in the wider market. The key outcomes would include to:

- Assess customer take-up and user experience of the app based delivery system;
- Assess the operational impact of this new style of delivery for content owners and service providers;
- Assess and propose business models that would suit all stakeholders to introduce such an app into the market.

## Target audience

Individuals interested in participating were expected to be:

- Blind or partially sighted.
- Existing users of audio description (AD)
- Existing users of one or more of the following video on-demand (VOD) services - NOW TV, iTunes, Google Play, Sky Go, Netflix and Amazon Instant/Amazon Prime. At the time of the launch of the trial, none of the independent video on-demand services mentioned above were delivering audio description. Therefore the app was seen as a potential solution for people with sight loss who use AD and VOD regularly.

## MovieReading App by Universal Media Access

The trial was carried out in partnership with the Universal Media Access Team and their existing app, MovieReading. This app is currently available to cinema goers in Italy. Users can choose to access captions or audio descriptions depending on their requirement.

In order to use the app, users are required to download the audio description (AD) tracks onto their Smartphones or tablets. They can subsequently play the tracks when watching the media content and the app will synchronise the two audio tracks. The microphones embedded within the handheld devices - Smartphones and tablets listens to the soundtrack of the film/ TV programme, identifies the exact point in the asset and then plays the downloaded AD track in sync with the original soundtrack.

## **Methodology**

As the users who were to participate in the trial were by definition, users of online services and so the survey questionnaire was made available online via SurveyMonkey and linked to the Royal National Institute of Blind People (RNIB) website. RNIB's social media channels were used to encourage the target audience to participate. External mainstream and specialist channels were also used to attract existing AD users to actively engage with the trial.

Existing users of AD were encouraged to participate in the trial as we were not assessing if users liked AD as a service but the delivery method.

198 users of AD participated in the user trial that started in February 2015. The sample is not representative of all blind and partially sight people, as it was an online only survey and not all of those with sight loss have access to a computer, laptop, tablet or Smartphone; however it does enable us to gather data on the viewing habits of consumers who are online and who are users of AD and VOD services.

## **Findings**

### **1. Number of participants**

Over 250 people contacted RNIB to log their interest in testing the MovieReading app as part of the audio description app trial at the beginning of this year. Out of these, 198 people fulfilled the criteria to

finally participate in the trial run and test the new way of receiving audio description.

## 2. Participant profile

### Gender

83 women and 115 men participated in the survey

### Type of disability

- About 66 per cent of the participants identified themselves as blind
- About 24 per cent of the participants identified themselves as blind with residual vision
- About 9 per cent of the participants identified themselves as partially sighted

**Summary:** This spread sits with our understanding that the primary target for audio description is blind people.

### Age spread of the participants

- About 9 per cent of the participants were between 18 to 24 years
- About 19 per cent of the participants were between 25 to 34 years
- About 19 per cent of the participants were between 35 to 44 years
- About 16 per cent of the participants were between 45 to 54 years
- About 17 per cent of the participants were between 55 to 64 years
- About 9 per cent of the participants were between 65 to 74 years
- About 8 per cent of the participants were between 75 to 84 years

**Summary:** There were more participants between the ages of 25 to 64 years in the user trial than in any other age range. This data coincides with Ofcom's finding published in Adult's Media Use and Attitude Report 2014. In accordance with the report, "Six in ten UK adults (62 per cent) now use a smartphone, an increase from 54 (per cent in 2012) and this increase is driven by 25-34s and 45-54s".

### **3. Devices used to access the app**

- About 93 per cent of the participants said that they used the app on their Smartphone
- About 60 per cent of the participants said that they used the app on their tablet.

### **4. Platform used during the trial**

- About 88 per cent of the participants used iOs devices exclusively
- About 9 per cent of the participants used Android devices exclusively
- About 2 per cent of the participants admitted to having used both

### **5. Accessibility features during the trial**

- About 83 percent of the participants used the app with speech
- About 4 percent of the participants used the app with magnification
- About 9 percent of the participants used a combination of both
- About 1 percent of the participants used neither speech nor magnification.

### **6. Other services frequently by the participants on the tablet/ Smartphone**

- About 87 per cent said that they use their tablet/ Smartphone to access social media channels (twitter, facebook, LinkedIn)
- About 84 per cent said that they do their online shopping on their tablet/ Smartphone
- About 88 per cent said that they use their tablet/ Smartphone for research
- About 98 per cent said that they use their tablet/ Smartphone to read/ write/ send emails

**Summary:** This suggests that our participants were fairly comfortable with technology, specially the use of smartphones and apps.

### **7. Using the app**

- About 38 per cent of the participants strongly agreed when asked if the app was easy to use
- About 35 per cent of the participants agreed when asked if the app was easy to use

- About 14 per cent of the participants neither agreed nor disagreed when asked if the app was easy to use
- About 6 per cent of the participants strongly disagreed when asked if the app was easy to use
- About 4 per cent of the participants strongly disagreed when asked if the app was easy to use

**Summary:** A majority of our participants found the app easy to use. A basic user manual was emailed to all participants but they were all encouraged to contact RNIB if they found the app difficult to use and felt they needed support. We recorded 50 emails pertaining to the use of the app in the first week, a number that slowly dwindled as the weeks passed.

### **8. Video on-demand services used to watch the film/ TV programme:**

- About 46 per cent of the respondents used app while using iTunes
- About 38 per cent of the respondents used app while using Sky Go
- About 32 per cent of the respondents used app while using Netflix
- About 14 per cent of the respondents used app while using Amazon Instant
- About 6 per cent of the respondents used app while using Amazon Prime
- About 6 per cent of the respondents used app while using Google Play
- About 3 per cent of the respondents used app while using Now TV

### **9. External support required prior to the first use:**

- About 16 per cent strongly agreed when asked if they needed the support of another person to be able to use this app initially.
- About 30 per cent agreed when asked if they needed the support of another person to be able to use this app initially.
- About 8 per cent neither agreed nor disagreed when asked if they needed the support of another person to be able to use this app initially.
- About 14 per cent disagreed when asked if they needed the support of another person to be able to use this app initially.

- About 30 per cent strongly disagreed when asked if they needed the support of another person to be able to use this app initially.

**Summary:** As per the few comments left by the participants in the survey questionnaire, the following functions that were found to be tougher to use at the beginning were 'registration' and 'login'. Only one field was provided to set-up a password for access unlike the usual two, wherein users are asked to feed-in a password and subsequently confirm the password ensuring that the password has been correctly set-up.

**Recommendation:** An extra field for password to be incorporated.

## **10. External support required each time the service is used/ will be used in future**

- About 3 per cent strongly agreed when asked if they will always need the support of another person to be able to use this app.
- About 4 per cent agreed when asked if they will always need the support of another person to be able to use this app.
- About 6 per cent neither agreed nor disagreed when asked if they will always need the support of another person to be able to use this app.
- About 45 per cent disagreed when asked if they will always need the support of another person to be able to use this app.
- About 40 per cent strongly disagreed when asked if they will always need the support of another person to be able to use this app.

**Summary:** The majority of the participants agreed that after the initial familiarisation, no further support was required.

## **11. Impact of the app on the viewing experience**

- About 75 per cent strongly agreed that the app enhanced their viewing experience
- About 17 per cent agreed that the app enhanced their viewing experience
- About 6 per cent neither agreed nor disagreed that the app enhanced their viewing experience
- None disagreed that the app enhanced their viewing experience
- None strongly disagreed that the app enhanced their viewing experience

**Summary:** This clearly indicates that participants thoroughly enjoyed their experience of receiving AD via the app.

## **12. I was happy with the sound quality of the audio description.**

- About 50 per cent strongly agreed when asked if they were happy with the sound quality of the audio description
- About 37 per cent agreed when asked if they were happy with the sound quality of the audio description
- About 11 per cent neither agreed nor disagreed when asked if they were happy with the sound quality of the audio description
- About 1 per cent disagreed when asked if they were happy with the sound quality of the audio description
- None strongly disagreed when asked if they were happy with the sound quality of the audio description

**Summary:** Again, a clear indication that participants were satisfied with the sound quality of the audio description. It must be noted here that the AD tracks made available during the trial were existing AD tracks that had already been delivered in cinemas or on television during linear broadcast. Therefore these had gone through the regular quality checks that all AD tracks go through prior to being released for these existing services.

## **13. The synchronisation of the audio description with the film was accurate.**

- About 46 per cent strongly agreed when asked if they found the synchronisation of the audio description with the film to be accurate.
- About 37 per cent agreed when asked if they found the synchronisation of the audio description with the film to be accurate.
- About 9 per cent neither agreed nor disagreed when asked if they found the synchronisation of the audio description with the film to be accurate.
- About 3 per cent disagreed when asked if they found the synchronisation of the audio description with the film to be accurate.
- About 3 strongly disagreed when asked if they found the synchronisation of the audio description with the film to be accurate.

**Summary:** A majority of the participants agreed that the AD track synced with the media asset.

**Important Note:** As per the plan, the AD tracks were adapted to specific files by MovieReading. For example; different VOD services may have slightly different versions of the same films, due to different frame rates or even additional logos for specific services. We found that the sync did not work if the AD track had not been adapted for each specific version. Thereby restricting users to use a specific VOD service for each AD track.

**Recommendation:** MovieReading have confirmed that there will soon be an update available that would resolve seamless syncing irrespective of the version, but this wasn't available for our user trial.

#### **14. Did you have any problems with the app?**

The order in which participants rated the problem areas (Note: This is based on user's first experience of using the app):

- **Registering with the service**  
About 37 per cent of our participants faced problems while registering for the service the first time. However these problems once reported, were promptly resolved by the MovieReading Team.
- **Setting the region to UK**  
About 23 per cent of our participants faced problems while setting the region to the UK.
- **Finding the AD track**  
About 25 per cent of our participants faced problems while looking for AD tracks in the app the first time.
- **Pausing the AD track**  
About 23 per cent of our participants faced problems when trying to pause the play out of the AD track.
- **Resuming the AD track**  
About 23 per cent of our participants faced problems when trying to resume the play out of the AD track.

- Deleting the AD track  
About 25 per cent of our participants had problems when they tried to delete an AD track.
- Downloading the AD track  
About 10 per cent of our participants reported problems while downloading an AD track.

### **15. Overall, I am satisfied with the app.**

- About 40 per cent strongly agreed when asked if they were overall satisfied with the app
- About 43 per cent agreed when asked if they were overall satisfied with the app
- About 11 per cent neither agreed nor disagreed when asked if they were overall satisfied with the app
- About 3 per cent disagreed when asked if they were overall satisfied with the app
- About 1 per cent strongly disagreed when asked if they were overall satisfied with the app

**Summary:** Accessing AD on a second screen device was a monumental shift for users of audio description in the UK who have had access to integrated AD across platforms for years. So it is noteworthy that despite this major change and initial usability issues, a majority of the participants agreed or strongly agreed when asked if they were satisfied with the app.

### **16. Would you use the app again in the future (not as part of the testing)?**

- About 29 per cent said that they would use the app all the time
- About 35 per cent said that they would use the app most of the time
- About 35 per cent said that they would use the app a few times
- None said that they would never use the app

## **17. Discussion**

Overall, participants of the user trail responded positively to the app and their first experience of using the app as an alternate means for accessing AD. The main benefit was being able to access AD on a

personal device. Participants who watched films or TV programmes with family or friends commented that they enjoyed the option to filter the AD track through their phone or tablet thereby eliminating the need for their family or friends to listen to the track when they did not need or enjoy it.

Participants also outlined other benefits such as being able to use a VOD service of their choice, at their preferred time and place which are all characteristics of an on-demand service.

Some of the participants said that they enjoyed listening to the AD track at the same time as enjoying the original sound track in surround sound, an experience that has been restricted to cinema space up until now.

However concerns were raised across during the trial about the severe lack of content in the app during the trial period. Fourteen big title films (all from weekly top 10 lists of the past 24 months) and six popular television dramas (with 10-24 episodes each) were added to the library for the trial. Content was made available courtesy of two Film Studios and two UK Broadcasters.

It was not only important to select content across genres but also ensure the content would be available on VOD services in the UK through the trial. Therefore, for the TV Dramas - AD for only those seasons was added to the app that were available on VOD services during the trial. Season 1 was available for one of the series – Mr. Selfridge but for the rest, it was mostly a latter part in the series i.e., Season 5 of Game of Thrones, Season 3 for Blue Bloods. This restricted the number of participants who would've otherwise enjoyed using these AD tracks to just those participants who had followed the previous seasons in the series.

Participants also highlighted some gaps in accessibility for example film and TV listings were found to be incompatible with VoiceOver at the start of the trial. These complaints were fed back to the MovieReading Team and they were promptly rectified as we went through the trial.

Another glaring gap in accessibility was the MovieReading app on Android, it was found to be incompatible with TalkBack and therefore

participants who were dedicated Android users found themselves at a disadvantage.

However it must be noted that the overall feedback on the user experience of using the app was reported as highly positive and it is recognised in the comments (included in the section above) that if such a service was made available post the trial, most people would use it regularly.

Some of the recommendations made by the participants included:

- Add auto play functionality - once a user has selected and started a film/ TV programme of their choice on the VOD service and loaded the app on the phone/ tablet, the app would recognise the media asset, pull the related AD track from the library within the app, download it to the phone/ tablet or stream the AD track after identifying the exact point in the playout.
- Add a search field within the app which would simplify the process of looking for a title – film or TV
- Airplane mode should automatically be turned on when the app had been opened on the device to avoid receiving calls and disrupting the film/ TV programme
- One to one sessions should be provided to train people to use the app or else, the option for an in-depth user manual should be made available to users.
- Reporting bugs should be made easier.

## **18. Conclusion**

When used, the app has the potential to offer greater independence to regular users of audio description in terms that they would be free to choose a VOD service from a whole range of services available in the market today to watch films and TV programmes, and not depend only on those services that deliver AD. This puts them at par with sighted audiences who can make a choice depending on the film catalogue

offered by the services, price charged per asset or subscription and services offered on the platform that they use.

Even though a number of benefits were outlined by the participants in the trial, the app under no circumstances undermines the significance of integrated AD on VOD services, which by definition is accessible to all and not just those with the relevant secondary device. The app offers an alternative to the user of audio description to access it via a second screen device, if they have one. It was agreed that there could be nothing simpler than tapping on a button to start streaming integrated AD.

However as technology is starting to offer a personalised solution to wider audiences, this would be an efficient way to offer a similar solution to blind or partially sighted people who rely on audio description to enjoy their films or TV programmes.

Participants in the trial reiterated the need for a bigger catalogue and a wider choice of films and TV programmes. This outlines the need for cooperation from a range of content providers – films and TV programmes to make this viable service that would genuinely benefit audio description users.

## **19. Scope of this development**

By its very nature, any new technology offers opportunities. In objective terms, these opportunities offer easier access to content and the form in which this content can be delivered and used. These opportunities also have the potential to offer a wider spectrum of personal benefits such as independence, personalisation and inclusive living.

At the time of the launch, our main aim was to gather feedback on the app from regular users of AD, and to find out if it was something that they could use to bridge the gap while watching content on select video on-demand services; services that don't currently deliver AD. Having investigated the acceptability factor of using an app to receive AD during this user trial, feedback from our participants alerted us to other benefits, some that we had not even considered.

## **The ability to stream and filter AD on a personal device – anywhere**

Our users found this feature particularly useful, and this is what they said about being able to filter the AD track directly to their personal devices:

Tom said:

“ I can watch movies not yet available on DVD, and also I can watch the same showing as my sighted friends without them needing to be put through the description. We have a young sighted daughter, and making her watch Frozen with the AD always annoyed me: thanks to this app, that’s no longer necessary. I also like how easy and convenient it is to use, that it works both with and without earbuds (my blind fiancée and I can share an iPhone for description, or I can listen completely on my own) and it’s a very clever use of the technology that I’m proud to have had the chance to try.”

Amy said:

“ I loved the fact it wasn’t bothering anyone else, it was like listening to the film with a friend sitting by my ear telling me what was happening. I struggle watching films without audio description. I would have loved to try taking it to a local cinema – to have the freedom to join in films 100% would be amazing.”

NB: Tom and Amy are not the participants’ real names

## **The ability to push barriers and pull access features into any environment**

Some of our participants imagined a completely new world, where a user of AD would select a programme or a film to watch, find out if it has AD, and if not, log on to a registered server, download the AD track and stream it via a smartphone or a tablet.

The AD track would sync with the film or the TV programme using the app. As the AD is not integrated, it’s not the user’s preferred option, but it

is available at a time that suits the user and on a service that they use all the time.

**Nicky said:**

“ I wanted to watch Casablanca when it was on TV the other day but it did not have AD. Mostly such films do but this time, it didn't. If the track on the app was available, I could've downloaded it and watched it with everyone. I know the film has been described so why not put it somewhere where I can use it, when I want?”

**Lee said:**

“ I like that it is available across several different platforms as until now I have only used audio description on the iPlayer website and built-in on my television. Most of what I want to watch now I want to watch on demand so being able to download a specific track for a program is a really useful tool to have and will allow me to have much more independence while watching television.”

## **Ability to choose a suitable audio track, even a home territory rendition of the AD track, or just the audio commentary**

Such an app could open up a whole new dimension for viewers who would prefer to watch films or TV programmes in an alternative language and give viewers the option to switch language tracks like they switch subtitles on DVDs and Blu-rays.

These alternative audio tracks could be AD tracks in multiple languages produced in different parts of the world or even original soundtracks for the content. These would be particularly useful for those who would want to watch films in their preferred language.

## User Comments

### Comments from participants when asked "what do you like most about it?"

"Allows you to watch content with other people and have your audio description with you, just for you. Also flexible in that I can use it whatever device my content is being played on."

"It was an interesting idea and I think with more content available it would be brilliant."

"I found the app very helpful and easy to use overall. I liked the flexibility of being able to control the volume of the audio description separately from the programme. Also, some people with sight may prefer not to have to listen to the audio description whilst watching with the visually impaired person."

"I loved the fact it wasn't bothering anyone else, it was like listening to the film with a friend sitting by my ear telling me what was happening. I struggle watching films without audio description. I would have loved to try taking it to a local cinema to have the freedom to join in films 100% would be amazing."

"Having AD delivered on a private channel that only I can hear. Also having AD and surround sound at the same time."

"(It's) audio description on-demand."

"Gives me access to AD when and where I want it."

"I can use it while I'm travelling, on the train."

"The fact that was as a family can watch a film and I can keep up with what's ha(ppening) without having to constantly ask my children what is happening."

"Very good idea and easy to download and install."

“The ease of usability and the fact that I can watch a film with sighted friends without them complaining at the AD track being there.”

“I like that it keeps the AD track separated from the film itself. This means that sighted people watching the film or TV programme will not be interrupted by the track.”

“I like that it is available across several different platforms as until now I have only used audio description on the iPlayer website and built-in on my television. Most of what I want to watch now I want to watch on demand so being able to download a specific track for a program is a really useful tool to have and will allow me to have much more independence while watching television.”

“I love that I can listen to the AD track, and the rest of my family don't have to listen to it too. I also love the idea that I might be able to visit my local cinema, which is very small, and doesn't have the capability to offer AD.”

“The flexibility is great and the idea of getting an AD track you can play over headphones in the cinema is excellent, as long as the supplier can commit to providing the audio tracks before the movie goes on general release.”

“Overall it is simple and very easy to use. Being able to play a personal AD track on headphones on a non-AD TV broadcast is great. I keep AD switched off on my Sky box as it is too annoying for day-to-day use, and VERY annoying for others, but sometimes I find I've recorded a movie or program would benefit from having AD. The download and sync works pretty well overall. I stopped watching Philomena as too dull the first time, but with the AD track I found it much more watchable.”

“Tied for first place in liking this app is that that I can watch movies not yet available on DVD, and also that I can watch the same showing as my sighted friends without them needing to be put through the description. We have a young sighted daughter,

and making her watch Frozen with the AD always annoyed me: thanks to this app, that's no longer necessary. I also like how easy and convenient it is to use, that it works both with and without earbuds (my blind fiancée and I can share an iPhone for description, or I can listen completely on my own) and it's a very clever use of the technology that I'm proud to have had the chance to us.

### **Comments from participants when asked – “what do you dislike most about it?”**

“Getting it synced can be awkward. Not as easy to use as embedded AD in that sense. It didn't tell me which VOD service the track was made for (even if this can be looked up online, that is an inconvenience) - unreliable syncing.”

“I found it hard to choose something to watch as the pickings were a bit slim and netflixs hardly had anything that was available.”

“Library is too small.”

“I cannot use it on my Samsung.”

“Needs auto sync so i just have to click the film and the app does the rest.”

“The limited number of tracks currently available and the fact that it can only be used with online subscription services.”

“Nothing, it's like anything it takes time to get used to it and there are always teething problems.”

“Small number of AD tracks available. Having to manually find the correct AD title. Having to register.”

“Needs to be easier to use- one to one sessions by RNIB.”

“Hard to use at the beginning.”

“Voiceover does not work properly with app.”

“Would like a detailed manual.”

“I think we need a search box in the list of films so we don't have to scroll looking all of the time.”

“Not always knowing if the synchronisation is in the right place.”

“The lack of film content. really needs more than 11 AD films and 59 selective episodes from TV series before i would consider paying for it.”

“It would be nice to be able to watch the film only on one device.”

“The Market and My Movies lists are crude and would take a long time to search, especially using Voiceover. Sync needs to be improved, with better audio feedback on status.”

“Sync performance is erratic, needing several tries. This would be very annoying in a cinema where you are missing the start of the movie. It should set the phone to Airplane mode and not ask the user to jump to Settings. There is no way to jump back a short way, only to go all the way back to the beginning of the movie.”

“Currently, TV shows aren't handled very well (there are 10 “game of Thrones” episodes in the market at time-of-writing, but there's no indication of which season or episode each is until you download it. I might also like the chance to retrieve a whole series at once, although I recognise logistically that adds another layer to the app; it would be more consistent I think to tap “game of thrones” in the “my movies” section, then have the listing of episodes rather than each being a unique item. A useful option might be to have the AD muted until it is synchronised. This might be confusing if on by default but it would be useful to those of us familiar with the app; it precludes us needing to check whether we

are in sync and ensures we only hear content timed appropriately. When synchronising without earbuds, VoiceOver comes out of the phones earpiece until the AD is synchronised. If this is an unavoidable technical issue it might be worth warning people, as some totally blind users struggle to hear the speech when it is “up there”.

### **Comments from participants when asked – “how can you improve the experience of using this app?”**

“Better cataloguing of content. Better descriptions of content. More reliable first time syncing.”

“Does not work on my ipad, please make it work.”

“Needs auto sync so i just have to click the film and the app does the rest.”

“I would envisage a wider selection of tracks becoming available over time. Also, all messages relating to the app need to be in English when the region is set to UK.”

“Rather than having a long list of the titles maybe you could have films, then double tap and then be in the list of films. the same with the other titles, maybe for example Blue Blood then double tap and you then are on a list of series' and then tap again you are then in the list of titles. I hope this makes sense.”

“Increase the number of AD tracks available. Reduce the number of manual steps required to enable AD. App should start listening straight away and automatically find and play the matching AD track. Detect if the film has been paused and pause the AD.”

“One to one sessions.”

“Add films, foreign language films dubbed in English.”

“Add a helpline.”

“The synchronisation needs to be improved and it has to stop interfering with voice Over if you are trying to pause it as it keeps going to the earpiece. I was using the App with the latest I phone software 8.3.”

“I think it would have been good if when I first opened the app on my iPhone, there was a prompt to take me directly to registration as I found this hard to find.”

“Redesign the Market/My Movies lists & remove the bugs. Have an a-z skip and a search feature for navigating long lists. Say which movie you are about to download not just a generic "would you like to ...this movie" on Download and delete. Make TV program lists more manageable by showing a list of programs which opens up into a list of episodes, Add a Contact us / feedback option to report bugs, not just a RATE US option. The app should set the phone to Airplane Mode rather than ask the user to jump into Settings and do it manually, e.g., SET TO AIRPLONE MODE Y/N”

“Set the phone to Airplane Mode without making the user jump over to Settings. Audio prompt when Sync starts and finishes, Ability to jump back a few minutes and re-sync rather than start from the beginning.”

“The biggest improvement I can suggest is content, I think. The app does its job very well, but the only way it will really hold its own is if the descriptions available match content currently on-air. To that end, it would be useful to have a number of features in the market, i.e., to filter by whichever VoD services the MovieReading account-holder has access to, or to “tag” descriptions and put them into subsections based upon which provider has the associated video content. This would also mean you could expand to cinema releases and have a place for that in the app. As mentioned earlier, I think television programmes with many episodes should be handled a little differently, and a search

feature in the market should be implemented, as is standard. It would also be handy to have a subscription-based newsletter to announce upcoming or newly added description, although of course there is a messages section in the app which might serve that purpose in the future (I don't know how much of the infrastructure is RNIBs to manage). Personally, I'd find it brilliant if the television networks opened up their archive of descriptions to the app as well. I'd love to see that a repeat of Poirot or Doc Martin was coming up and know that I could fully engage with it, or be able to join in with an in-law as she catches up with Downton Abbey on her own VoD. Sky, especially, has a huge database of movies described in-house, and thanks to the apps synchronisation technology it'd be but a trifling inconvenience to have to pause and resync this description between add breaks. I've never understood why the AD wasn't sold with the rights to air the programme, rather than being tied to a specific network, but I'm merely a consumer. Still, there's much this app can offer, these have just been a few of my own thoughts."

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