RNIB Audio Description App Project

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RNIB Supporting people with sight loss

Three-month trial of the app

Focus

➢ Explore user preferences of audio description users with respect to this new delivery method

➢ Establish its suitability for use with on-demand services

Timeline

➢ February – May 2015

Content for testing

➢ Films and TV dramas

Participants

➢ 198 users of audio description

Eligibility for participation

➢ 18 years or older

➢ Either blind or partially sighted

➢ UK residents

➢ Existing regular users of audio description

➢ Existing users of video on-demand services

➢ Existing users of smartphones or tablets

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Participant profile

➢ 66 per cent identified themselves as blind

➢ 71 per cent between 25 – 64 years (even spread)

➢ 93 per cent used the app on a smartphone

➢ 88 per cent used app on iOs exclusively

➢ 83 per cent were screen reader users

➢ Other services used by our participants on a smartphone: shopping, reading, research, social media etc

Top level feedback on the app

➢ **Ability to filter AD**

Tom said, "

Tom.m4a

➢ **Synchronisation**

Nicky said,

Nicky.m4a

Thank you!

For a copy of the report, please email sonali.rai@rnib.org.uk

Or search 'AD App Trial' on www.rnib.org.uk