Making Video Accessible

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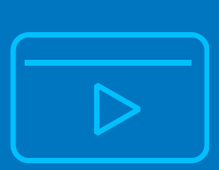
One platform that works the way you do.



Create

any video, presentation, live stream or engagement activity

Manage

all media easily in one secure place

Enhance

your videos to make them more effective and accessible

Share

with individuals, groups, classes, and the public

Engage

students before, during and after class with interactive learning tools

Analyze

your media and student learning with behavioral analytics

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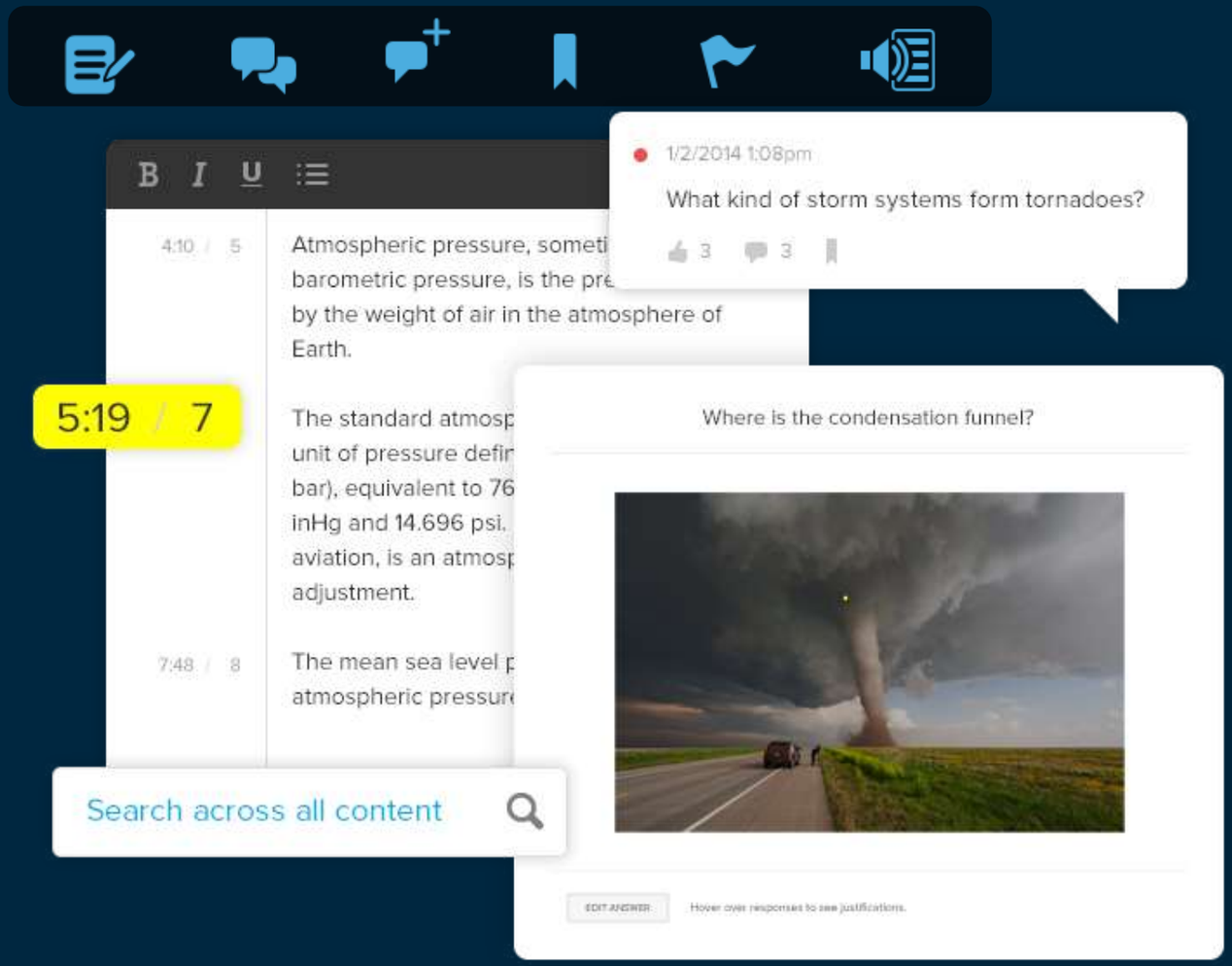
Turns passive video into active learning.

- Only video platform to support student interactivity during class, for classroom and remote learners alike
- Instructors can adjust teaching as needed based on student confusion indicator
- Flexible polling options support real-time assessment
- Personal study guide allows students to relive learning experiences on demand



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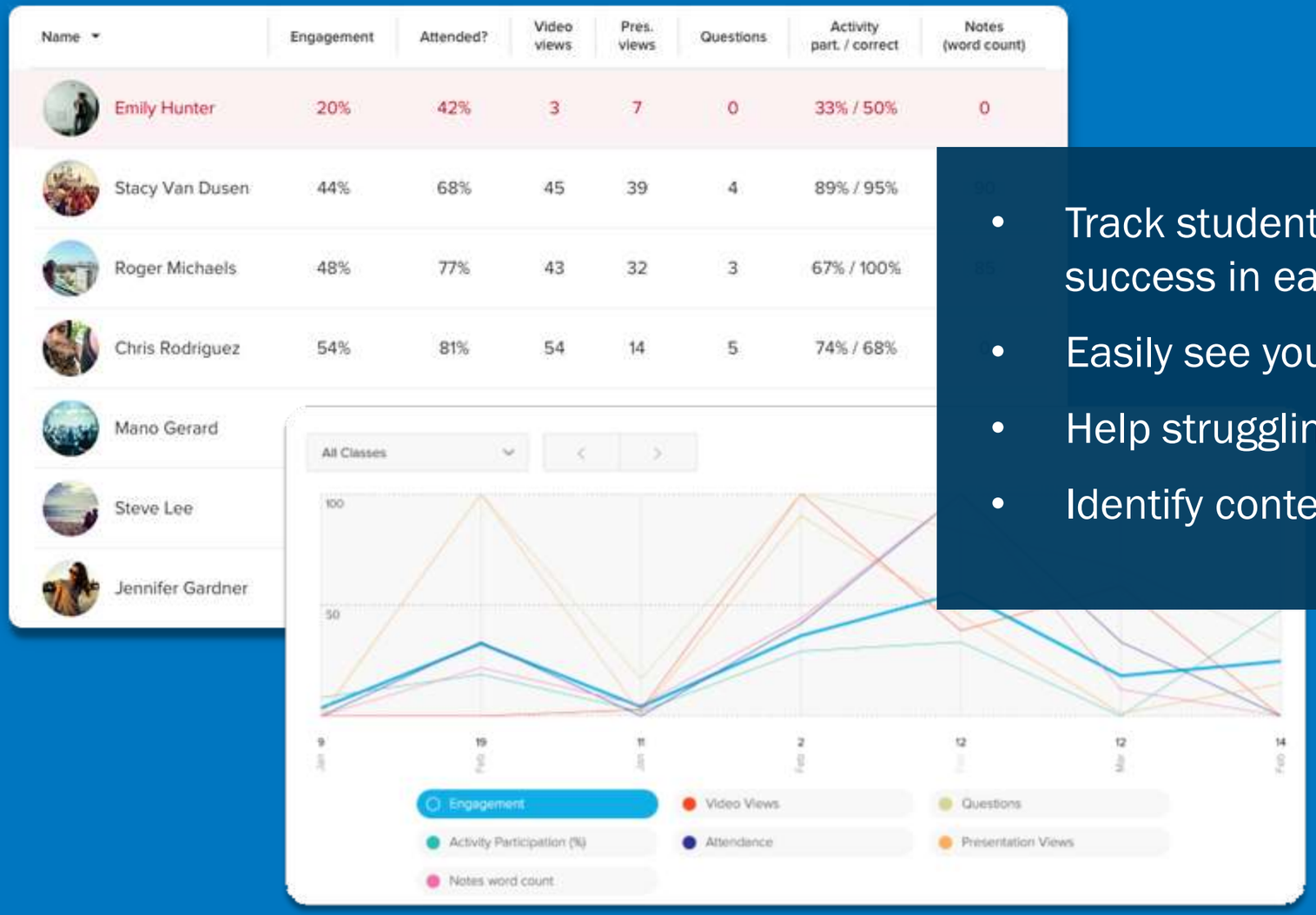
Goes beyond basic video statistics, providing unique learning insights to improve student success.



- Track student learning behaviors correlated with success in each class
- Easily see your most and least engaged students
- Help struggling students before it's too late
- Identify content that students find confusing

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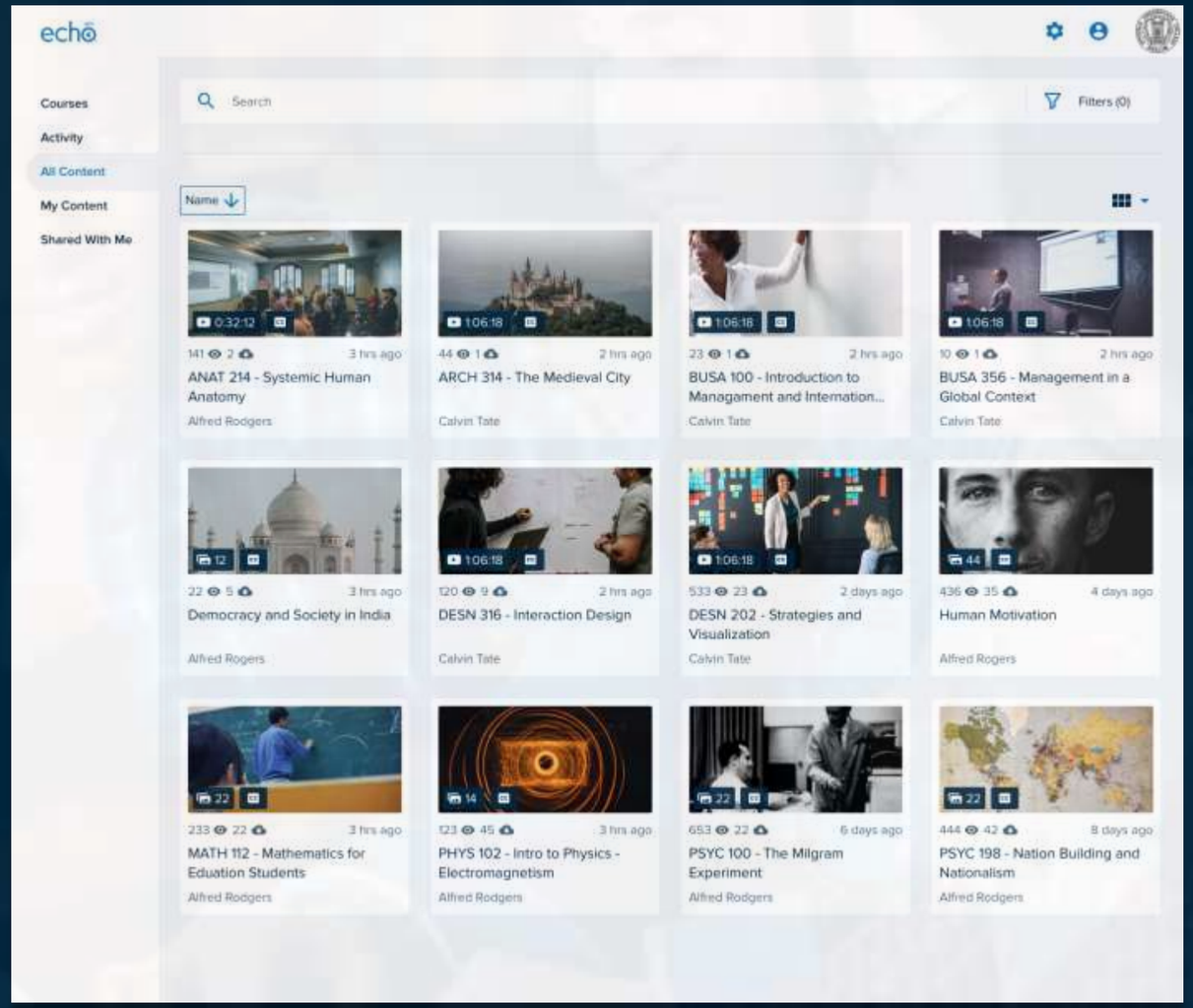
Comprehensive video management without complexity.

- Automatically organizes your videos for easy browsing
- Search, filter, or sort to easily find what you need
- Share videos with individuals, groups, classes, and the public
- Easy access to video analytics
- All from within your LMS



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Ensuring Accessibility at Echo360

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Areas of Remediation

1. **Perceivable**
   - Information and user interface components must be presentable to users in ways they can perceive
2. **Operable**
   - User interface components and navigation must be operable
3. **Understandable**
   - Information and the operation of user interface must be understandable
4. **Robust**
   - Content must be robust enough that it can be interpreted by a wide range of user agents, including assistive technologies

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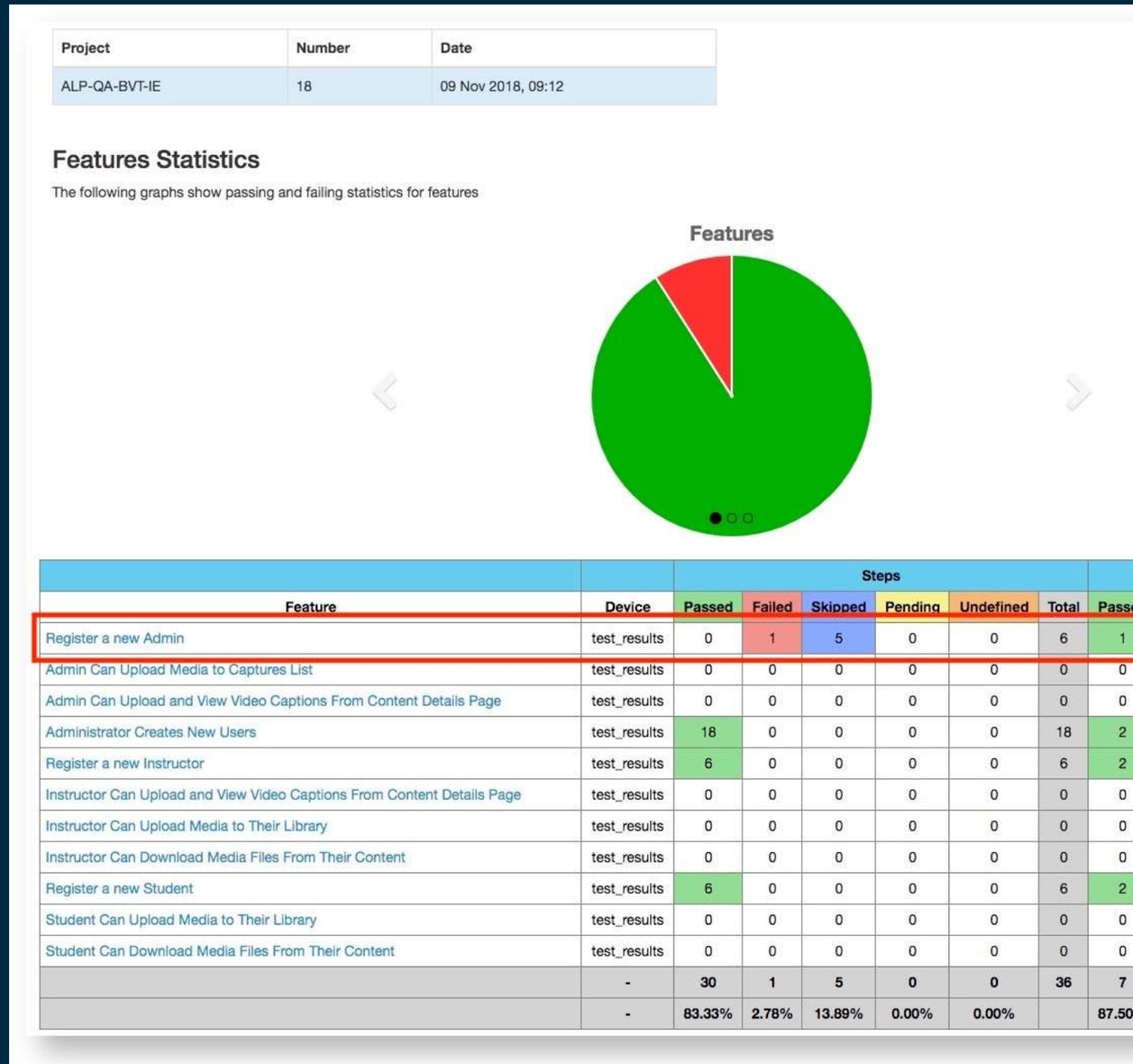
What we're doing today

- **Fully automated testing**
  - Axe Accessibility engine integrates open source JavaScript with other Cucumber/Ruby based frameworks we use for other tests
- **Support and use a UI Component Library**
- **All new features and feature sets are tested for 2.1 compliance**



Project	Number	Date
ALP-QA-BVT-IE	18	09 Nov 2018, 09:12

Features Statistics

The following graphs show passing and failing statistics for features

Features

Feature	Device	Steps						
		Passed	Failed	Skipped	Pending	Undefined	Total	Passe
Register a new Admin	test_results	0	1	5	0	0	6	1
Admin Can Upload Media to Captures List	test_results	0	0	0	0	0	0	0
Admin Can Upload and View Video Captions From Content Details Page	test_results	0	0	0	0	0	0	0
Administrator Creates New Users	test_results	18	0	0	0	0	18	2
Register a new Instructor	test_results	6	0	0	0	0	6	2
Instructor Can Upload and View Video Captions From Content Details Page	test_results	0	0	0	0	0	0	0
Instructor Can Upload Media to Their Library	test_results	0	0	0	0	0	0	0
Instructor Can Download Media Files From Their Content	test_results	0	0	0	0	0	0	0
Register a new Student	test_results	6	0	0	0	0	6	2
Student Can Upload Media to Their Library	test_results	0	0	0	0	0	0	0
Student Can Download Media Files From Their Content	test_results	0	0	0	0	0	0	0
	-	30	1	5	0	0	36	7
	-	83.33%	2.78%	13.89%	0.00%	0.00%		87.50

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Accessibility Remediation – Level Access

- Partnering with Level Access
- Founded in 1997 by engineers with disabilities pre-WCAG, longer than any other US-based vendor
- Supported remediation and continued auditing of more than 1000 companies
  - All testing and remediation suggestions performed by employees with disabilities
- Leaders include Tim Springer (CEO and Co-Founder) and Jonathan Avila (CAO)

Tim Springer

Jonathan Avila

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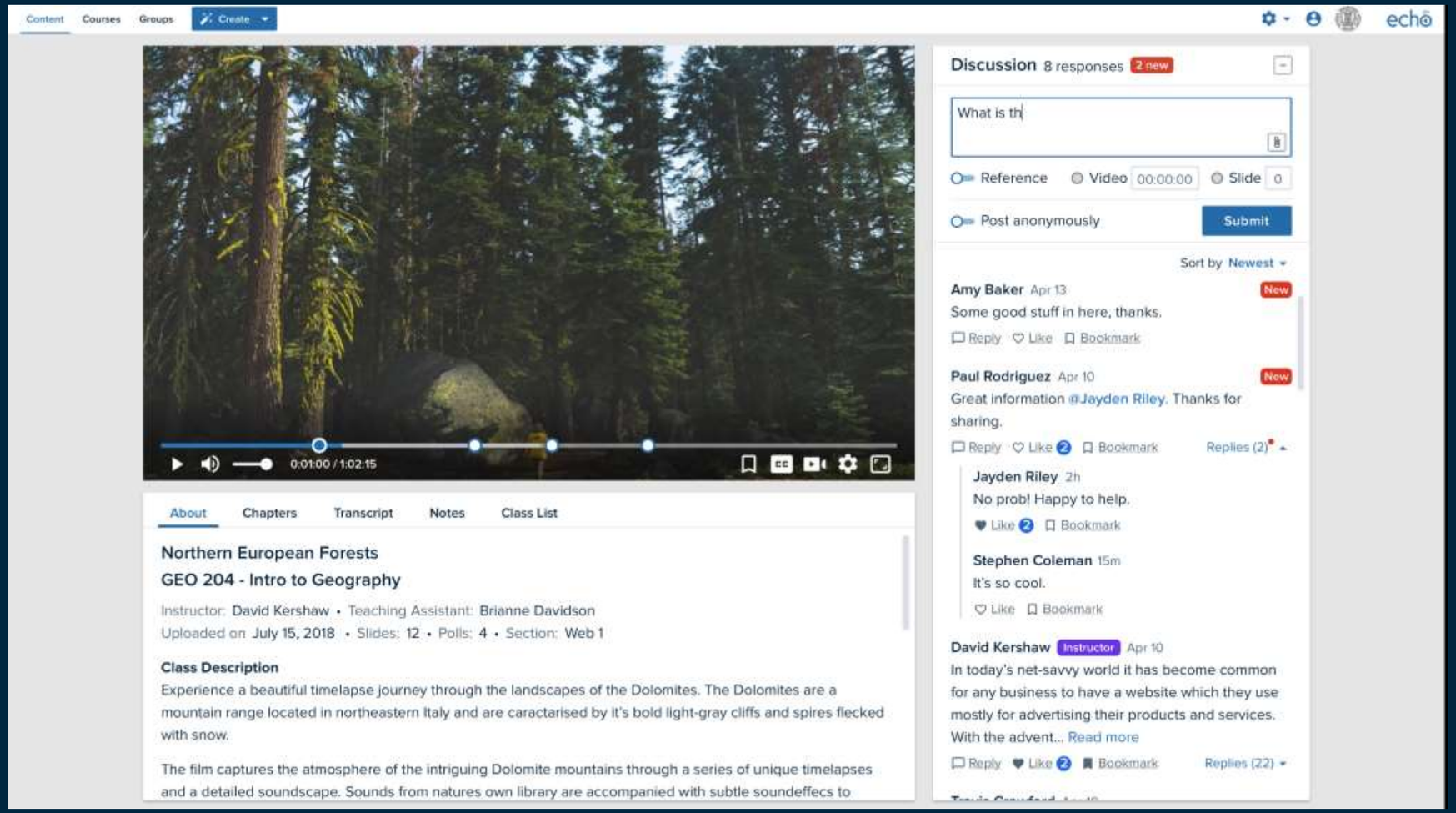
Accessibility Remediation

- Completing global audit
- Updates are live in UC, Groups, Video Editor, and Transcript Editor
- Changes underway for Classroom and Class List (Section) views



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What tools can you use to help make your content accessible?

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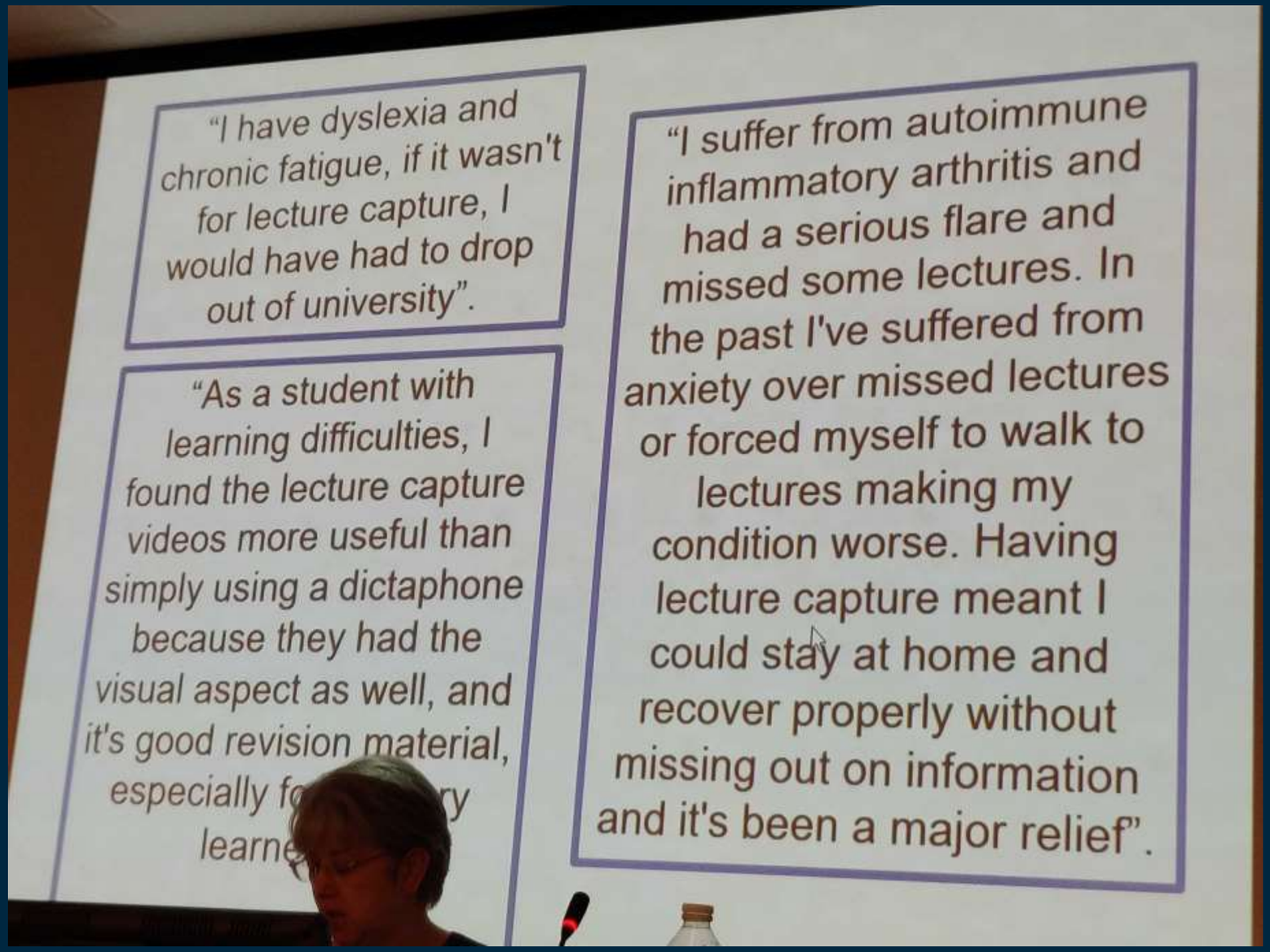
Strengths of Lecture Capture



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Transcription & Closed Captioning for Accessibility

- **Transcription is a significant improvement in the accessibility of video**
  - Not all accessibility is about sensory impairment
  - Provides learners other modes of viewing content
  - We know the accuracy is not enough for closed captioning
    - (Transcripts != Closed Captioning)

- **Closed Captioning is still the primary focus of video accessibility**
  - Needs to be 99% accurate and include key descriptions
  - A compliant in-house captioning initiative needs to have accountability

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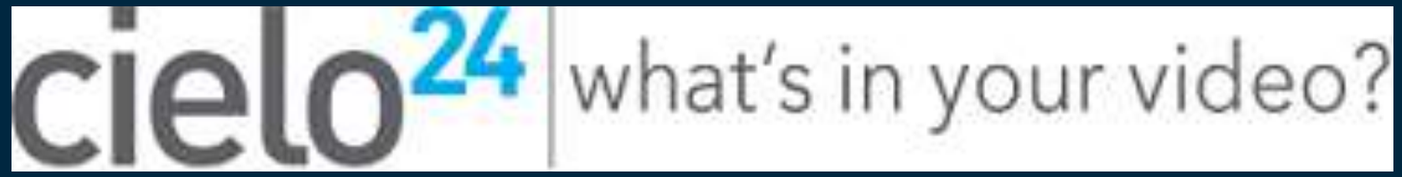
Closed Captioning Partners



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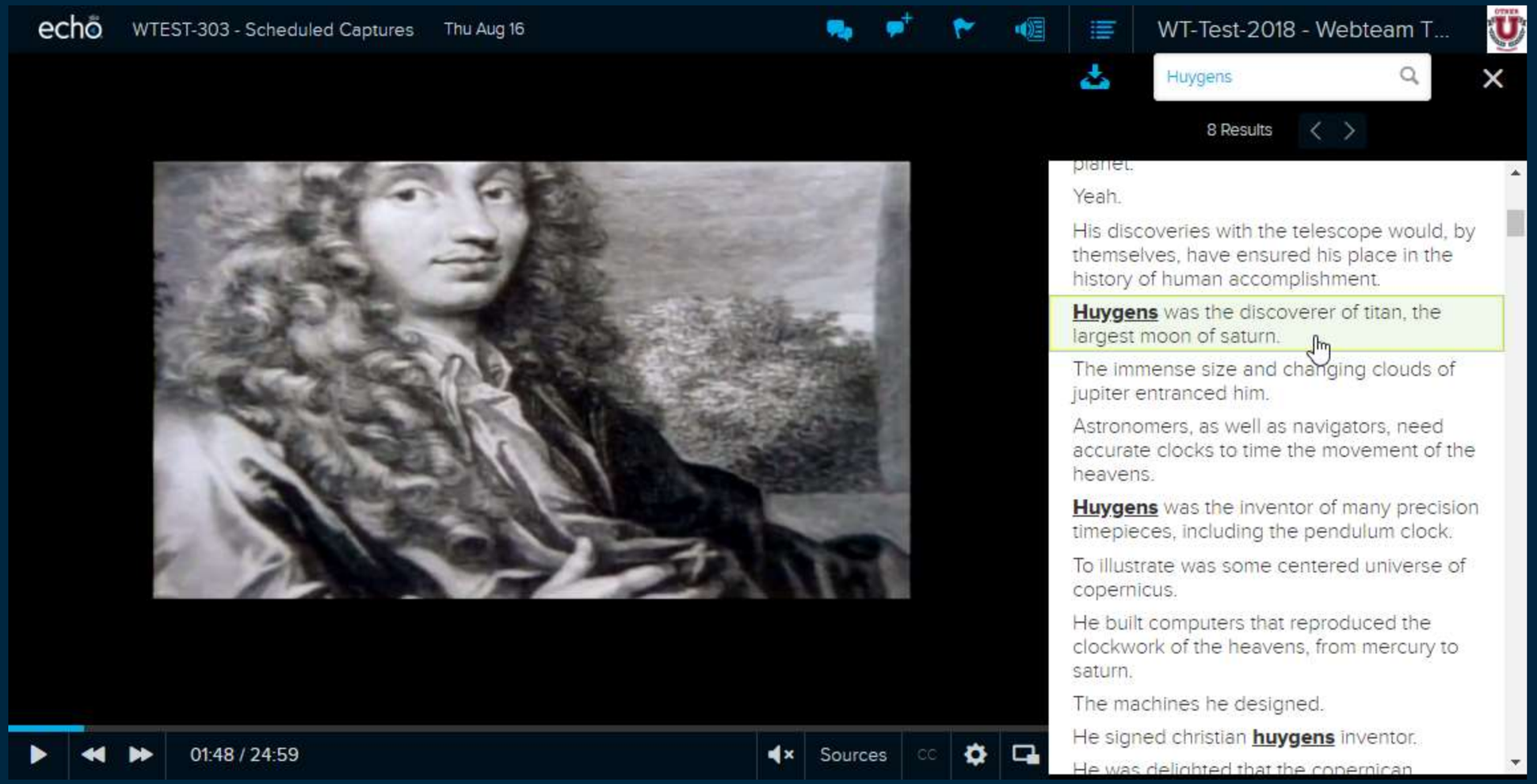
Transcripts vs. Captions in the Echo360 Classroom

- Different standards for accuracy of transcripts vs. captions
- Can be used for different purposes



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Echo360 and Amazon Transcribe

- **Selected partnership based off testing of multiple other platforms**
  - Google
  - Watson (IBM)
  - 3Play
- **Support appropriate language packs for our four regions (AU, US, UK, CA)**
- **Growing support and testing for multiple languages**
- **Close partnership in steering new features and prioritization of roadmap**

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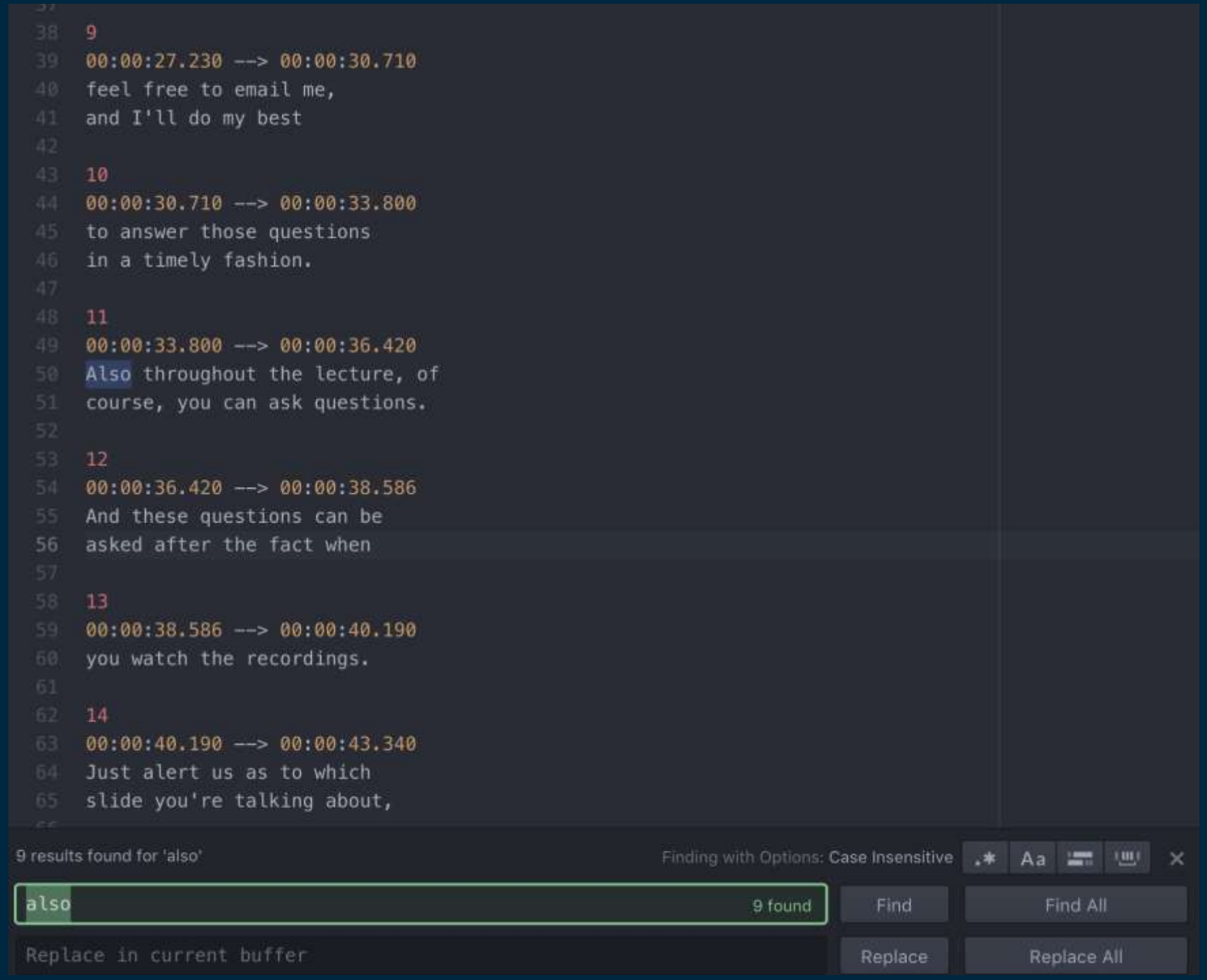
Offline editing of Transcribe files



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Transcript Editor Demo

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Transcript Editor

- Edit transcripts generated from Amazon's Transcribe service or any others via upload
- Transcripts are given an overall confidence score, and low confidence words are automagically flagged
- Version control to revert as needed
- Find & Replace to quickly edit similar errors
- Conflict management to handle competing edits from multiple users
- Push transcripts to the caption track in one click
- Access is controlled by user role (Admin, Instructors, and TAs) and appropriate toggles (Students)

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Transcript Editor – Future improvements

- Student access at the Section and Owned or Shared media
- Admin toggle to Transcribe all media (not just published)
- One-off transcription requests
- Click cues to navigate to moment in media
- Highlight and tracking during playback
- General clean-up and housekeeping
- And more!

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Thank you!

Cassidy Fein
Director, Product Manager

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