

# The *BRAILLE*YE Roadmap

Empowering the Blind  
and Deaf with AI



# Vision and Brief overview



## **Vision**

Their aim is to help those who are visually impaired by increasing access to printed text information at a lower price range. This would allow all books and printed text documents to be more available and accessible to everyone.

## **Brief**

Overview of Brailleye and its purpose: empowering blind individuals by converting images to Braille through advanced AI and Google Lens. Instantaneous conversion of images to Braille, eliminating the need for manual work.



# Our Inspiration



We 1st made this spectacles for  
blinds



With more motivation we made  
thought of our project



Our aim was to make their life  
better

# Yearly Milestones & Digital Strategies

## AI Integration:

Highlight how AI algorithms process images through Google Lens to recognize text, and other visual elements.

Explain how these processed images are then translated into Braille patterns, ensuring accessibility for the blind.

Versatility: Works across various platforms and devices, making it adaptable to different platforms.

## Reviews and Testimonials:

Gather feedback from blind individuals who have used Brailleye, highlighting their experiences and the impact it has had on their daily lives.

Include endorsements from experts in the field of accessibility and validating Brailleye's effectiveness and potential.

## Future Development:

Discuss plans for future enhancements, such as incorporating real-time image recognition, expanding language support, and integrating with other assistive technologies.

## Marketing Strategy

Utilize social media, targeted advertising, and websites with to raise awareness and reach potential users.

# Marketing platforms

[https://youtube.com/@brailleye  
?si=gmmmtUMbdaKmc\\_gzC](https://youtube.com/@brailleye?si=gmmmtUMbdaKmc_gzC)



[https://www.instagram.com/braille.ey  
e?igsh=MXFxYzBhbWE1aGhteA==](https://www.instagram.com/braille.ey<br/>e?igsh=MXFxYzBhbWE1aGhteA==)





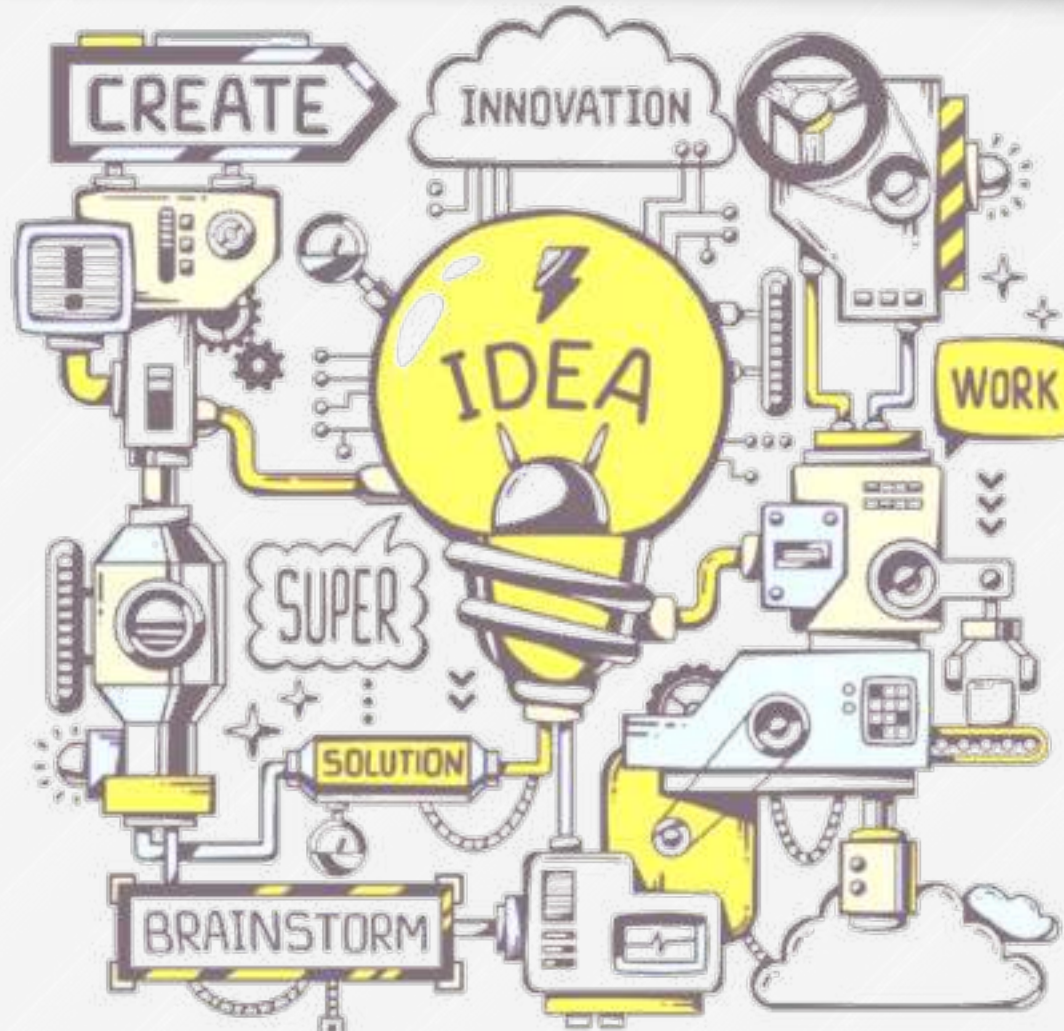
# Supporting Graphics

## V1



# Supporting Graphics

## V2



# Supporting Graphics

## V3

### BENEFITS OF AI IN MARKETING



Personalized  
customer  
experience



Better content  
& offers



Improved  
performance  
metrics



Increased  
productivity



Higher  
revenue





# Supporting Graphics

## V4



# Future Considerations & Contact

**Future Considerations:** We'll keep evolving our digital strategies, focusing on AI personalization, adopting AR/VR for immersive experiences, and optimizing for voice search. Data-driven precision in targeting and a strong sustainability message will remain at the forefront, ensuring our marketing remains innovative and aligned with emerging tech trends.

