# provide a detailed explanation of not more than one paragraph explaining the extent to which your solution is relevant to the Theme

South Africa is a diverse country where language barriers exist between generations, cultural groups, and between locals and foreigners. A lot of businesses mainly in the tourism, customer service, and marketing sector struggle to engage audiences effectively because of slang language barriers. Our Ai powered South African Slang Translator will be able to accurately translate SA slang into Standard English. By using Ai to close the gap between the slang language barriers customer interactions, brand communications, and services will be more accessible.

# problem definition (250 words)

## What exactly is the problem (190 words maximum)?

South Africa is a multilingual nation enriched by regional slang and informal phrases that are widely used in everyday conversations. However most of these slang terms are not understood by people outside a certain community, age group or cultural background. In business context , namely customer services, tourism, and marketing these language barriers may cause misunderstandings, reduce customer satisfaction and hinder effective service delivery. For example, a tourist hearing ‘eish’ or ‘howzit’ for the first time may feel confused, while a local business using township slang in marketing could alienate customers unfamiliar with the terms. This language barrier can also affect training, onboarding and workplace diversity in companies where staff comes from different backgrounds.

## How will solving the problem using AI benefit local municipality (in case of a community)?

By integrating an AI slang translator ,local municipalities can improve communication with residents and visitors, ensuring information campaigns, public notices, and tourism services are more inclusive