

Project Initialization and Planning Phase

Date	10/11/2024
Team ID	739761
Project Name	pixelprose - crafting visual stories with intelligent image captioning
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

The target customers for this solution include visually impaired individuals, social media users, and content managers. Visually impaired individuals face challenges in accessing and interpreting visual content in their surroundings or on digital platforms due to a lack of real-time assistance. Social media users struggle to provide meaningful descriptions for shared images, impacting accessibility and engagement, while content managers face inefficiencies in manually tagging and organizing large digital image libraries. These problems exist because current systems fail to bridge the gap between visual data and natural language, relying on manual processes or basic tagging methods that cannot capture the contextual and semantic meaning of images. Addressing these issues is crucial for enhancing accessibility and independence for visually impaired individuals, improving efficiency for organizations, and fostering inclusivity and engagement on social media platforms.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A visually impaired individual	Access and understand image content	The images lack accurate	Current systems either rely on manual processes or fail to provide real-time,	Frustrated and excluded as a visually impaired individual
PS-2	a social media user	improve accessibility and engagement on social platforms	descriptive captions	automated descriptions of visual content.	overwhelmed as a content manager

PS-3	a content manager who interacts with visual content	efficiently organize and tag images	making it difficult to interpret or categorize them.	automated descriptions of visual content.	concerned about accessibility as a social media user.
------	---	-------------------------------------	--	---	---