**Project Initialization and Planning Phase**

| Date | 10/11/2024 |
| --- | --- |
| Team ID | 739849 |
| 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 manage |
| 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. |