ALTogether

Creating richer, more reliable alt text

Danielle Cruz
Sydney Jones
Haeli Baek
Jung-Won Ha

Overview of Problem/Solution

PROBLEM

Visually impaired screen reader users are frustrated with the lack of focus, context, and emotion in auto-generated alt-text captions on social media platforms.

Our interviewees repeatedly asserted a desire for more context-filled, human-generated alt-text.

SOLUTION

Our solution promotes alt-text generation from a behind-the-scenes computation to user-facing, context-providing process that prompts sighted users to modify AI-generated alt-text on their own images before posting.

Various game-like incentives will be incorporated to encourage sighted users to not only adopt alt text into their own images, but also motivate others to do the same.

1. **Finding where to put alt text**

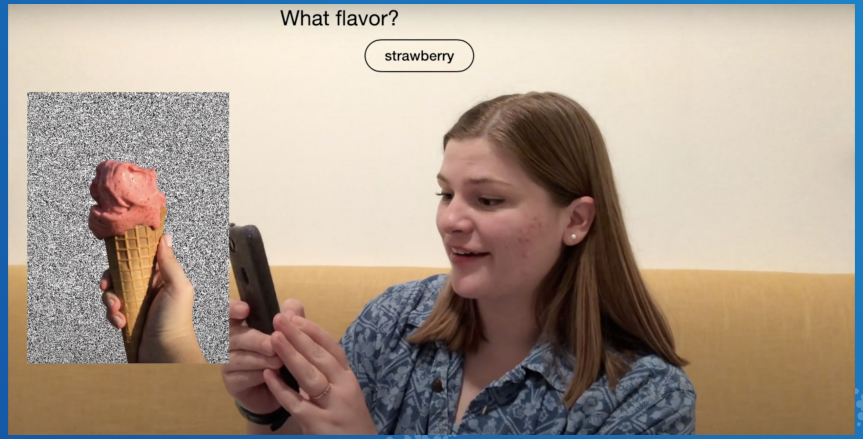
simple task

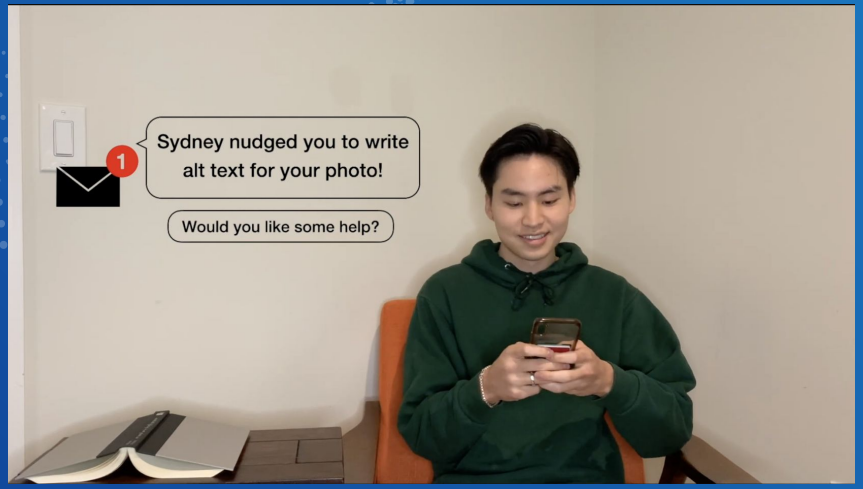
2. **Modifying auto-generated alt text suggestions**

medium task

3. **Identifying inaccessible images and nudging friends to write alt text**

complex task





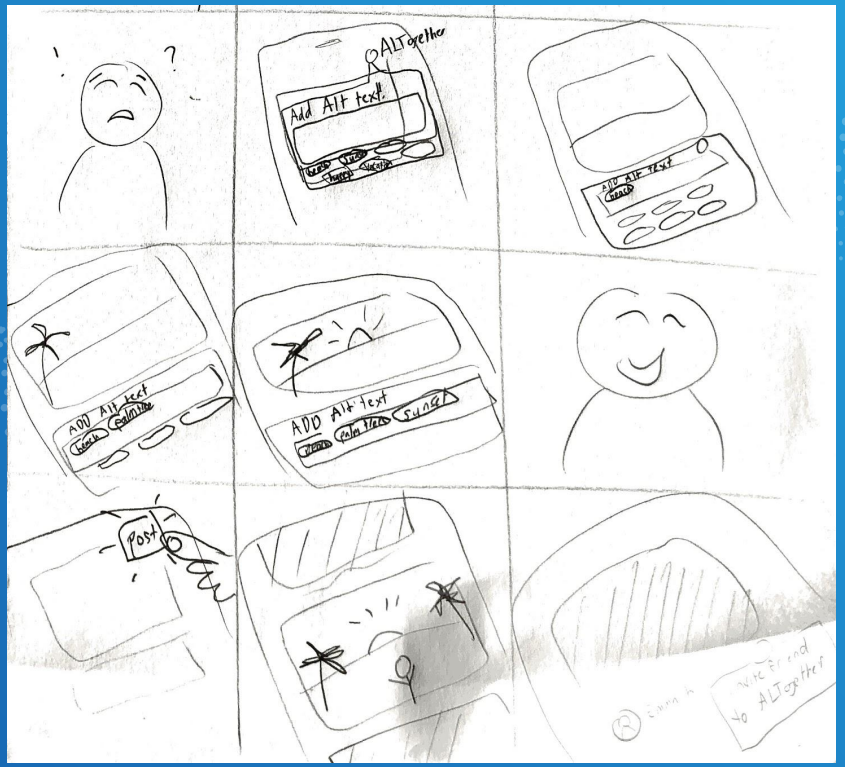
1. Finding where to put alt text

2. Modifying auto-generated alt text suggestions

3. Identifying inaccessible images and nudging friends to write alt text

Storyboard

"He's getting so big!"
My photos
uploading


ALTogether
Add Alt text
ADD Alt text
ADD Alt text
Post

invite
invite
invite
Join ALTogether
He's so big now!
Tagline