Visually Impaired Social Networking

VISN

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THE PROBLEM & INSIGHTS

HOW MIGHT WE MAKE MEMES ACCESSIBLE TO THE VISUALLY IMPAIRED?

With the rise of social media, **visual content** has become one of the most relevant mediums of expression and socialization today.
Consequently, **the visually impaired** are becoming increasingly **left out.**

2nd

Memes are the **second most common** type of content shared on social media, yet blind people cannot interact with any of them.

75%

75% of 13-35-year-olds share memes. **55%** do so **every week** and **30%** do so **every day.**

25

In interviews with **25 blind individuals**, meme-sharing was cited as a common activity which they felt **particularly excluded** from.

EXISTING SOLUTIONS

A.I.

Can identify objects within an image.

It **cannot give in-context descriptions** of what's happening, and often **struggles to separate text** from an underlying picture.

ALT-TEXT

Allows those who post an image on the internet to provide their own description.

This feature is **rarely used.**
"Only **0.1%** of tweets have alt-text."

SIGHTED GUIDES

People who the blind employ to describe visuals to them.

These services are **expensive** and **impractical** in the context of meme-sharing.
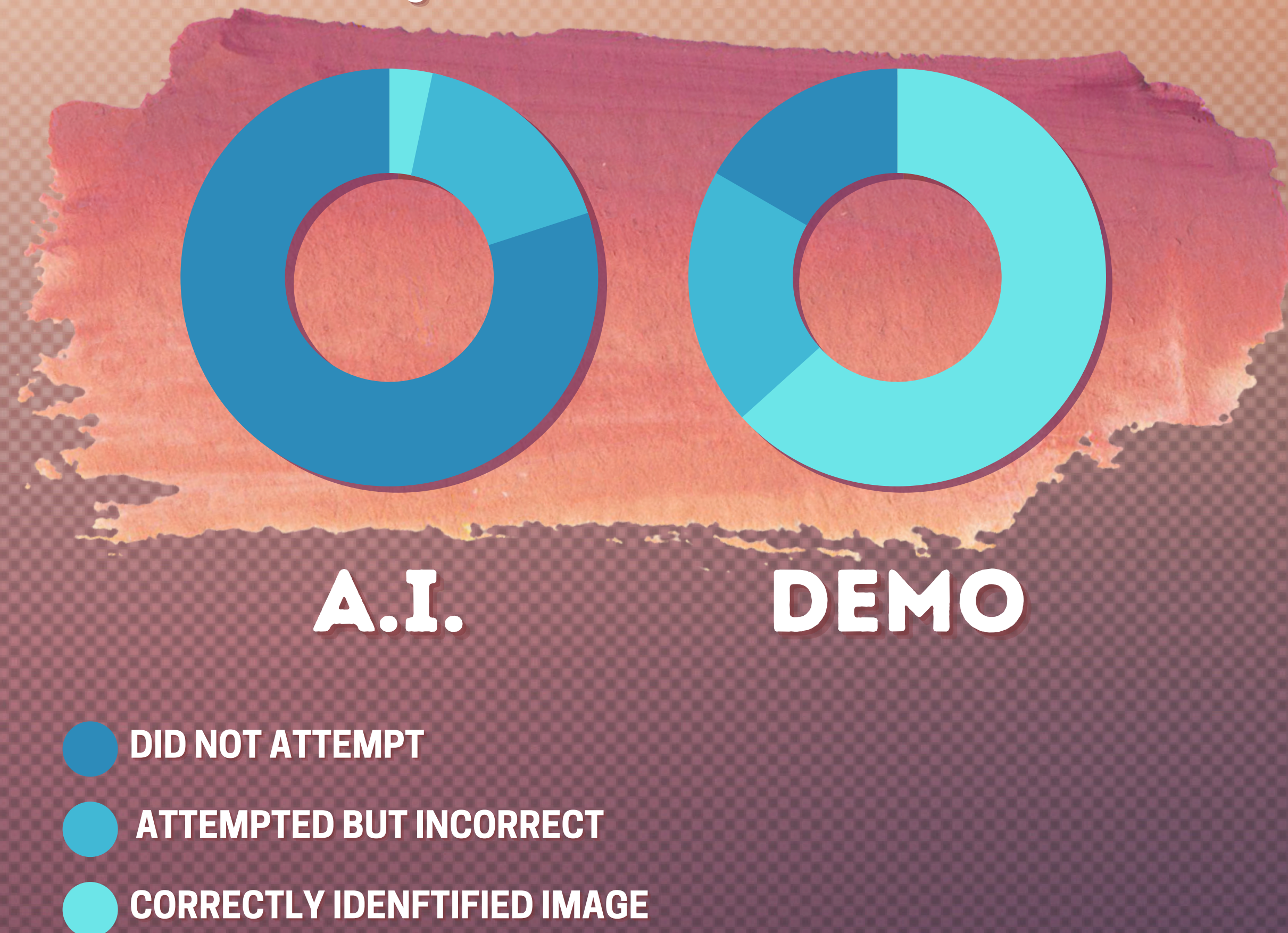
OUR PRODUCT

VISN Meme-Reader is a chrome extension that would automatically derive **accurate** and **helpful** meme-descriptions from an existing meme dictionary, called "Know Your Meme," by using a reverse image-searching method.

$ PURCHASED WITH ONE-TIME FEE $

THE EXPERIMENT

We ran **30 memes** through a screen-reader with **A.I.** and **our demo** to see how well each one identified the meme's image.

A.I. **DEMO**

- DID NOT ATTEMPT
- ATTEMPTED BUT INCORRECT
- CORRECTLY IDENFTIFIED IMAGE

UNIQUE VALUE

More **ACCURATE** than A.I.

More **AFFORDABLE & CONVENIENT** than Sighted Guides

BRIDGES THE GAP where Alt-text fails

EARLY ADOPTERS

We have connections in the following organizations who have already agreed to be **the first** to try our product:
- The Center for the Visually Impaired
- The Georgia National Federation of the Blind
- Visually Impaired Advocates

SCALABILITY

- Future iterations will **improve description accuracy** for niche meme variations by identifying edited portions of a meme format.

- We will **expand our customer segments** to autistic and dyslexic individuals.