

**Product Manual** 

# Intelligent Content Server for Alt Text

A guide to software functionality and the user interface overview



#### TABLE OF CONTENT

1.	Introduction	3
2.	How to Use	3
	2.1 Registration Process	3
	2.2 Uploading an Image	4
	2.3 Uploading a Docx/PDF	5
3.	User Interface and Functionality Overview	8
	3.1 Profile Dashboard	8
	3.2 Tutorial Page	9
	3.3 Pricing & Subscriptions	.10
	3.4 FAQ Page	.11
4.	Managing Subscription Plans	12
	4.1 Upgrading/Downgrading a plan	.13
	4.2 Cancelling the subscription plan	.14



## 1. Introduction

ICS for Alt text is an AI-based web - tool that is designed to simplify and optimize the creation of alternative text (alt text) for images, utilizing Generative AI, to enhance Search Engine Optimization (SEO) and document accessibility. Seamlessly integrated into document and publishing workflows, Alt Text Generator offers a streamlined solution for generating descriptive alt text, embedding it into Word and PDF documents, supporting multiple languages, and customizing text for specific target audiences This software is designed to enhance the accessibility and SEO-friendliness of your documents.

## 2. How to Use

#### 2.1 Registration Process

- Visit the Website: Open your web browser and navigate to the website URL. Website URL: <u>https://alt-text-generator.ictect.com</u>
- 2. On the homepage, locate and click on the "Sign Up Now" button.
- 3. Redirected to Registration Form: After clicking, you will be redirected to the registration form page.
- 4. Fill in Required Information: Enter the following details in the registration form:
  - a. First Name (mandatory)
  - b. Last Name(mandatory)
  - c. Email (mandatory)
  - d. Organization (optional)
- 5. Verify Email: Upon submission, a one-time verification code will be sent to the email address provided. Retrieve the code from your email inbox and enter it in the verification code field on the registration page.
- 6. Set Password: Once verified, you'll be redirected to a page where you can set your password.
- 7. Select Subscription Plan: After setting the password, you'll be redirected to the subscription plan page.
- 8. Choose between monthly or yearly plans, each offering different credit allocations. Optionally, select a free trial.



- 9. Payment: Proceed to payment using the Amazon Pay payment gateway.
- 10. Redirect to Login Page: After successful payment/selecting a trial plan, you'll be redirected to the login page.

Etect	ICS for Alt Text
	Welcome to the World's Most Configurable Alt Text Generator!
	Email • your email@example.com
	Password *
	Please enter your password Show
	Sign In
	Forgot Password?
	New to ICS for Alt Text?
	Sign Lip Now
	Data Compliance Statement: By submitting this form, you acknowledge and converte to the processing of your personal data by cited: the chi accordinate with applicable data protection takes including CAV-SMP (CAL), and CARN. We may use your information the communication, maintaining and to provide you with reference splicits: two low large large data with the product splice that and the product splice and the right on and applicable context, strateging and the house splice that the right on and applicable and maintain the product splice that house splice that the right on and applicable and maintain the house splice that the right on and applicable and maintain the house splice that the right on and applicable and maintain the house splice that the right on and applicable and maintain the house splice that the right on and applicable and the house splice that the right on and applicable and the house splice that the right on and applicable and the house splice that the right on and applicable and the house splice that the right on and applicable and house splice that the right on and applicable and house splice the right on the house splice that the right on and applicable and house splice the house splice the house splice that the house splice that the house splice that the house splice the house s
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Figure 1.1. Login Page - ICS for Alt Text

Etect	ICS for Alt Text
A generated alt text you can use today! Automatically create Generative Ai-assisted alt text image descriptions. • Creates alt text from single images. • Creates alt text from unbiple languages. • Provides alt text im unbiple languages. • Creates alt text for your target audence [e.g., engineer vs student]. • Creates alt text for your target audence [e.g., engineer vs student]. • Creates alt text for your target audence [e.g., engineer vs student]. • Creates alt text for your target audence [e.g., engineer vs student]. • Creates alt text for your target audence [e.g., engineer vs student]. • Creates alter KEPE. Purchase a plan for additional credits. • Vord frest Understare FREE. Purchase a plan for additional credits. • Creates I image consumes 1 credits. • Dir Documents: 1 image* consumes 2 credits. • OCR and Tables are considered images.	First Hame #         Interview part testes:         Data #         Data #

**Figure 1.2 Registration Form** 



#### 2.2 Uploading an Image

- 1. Select Image: Start by choosing the image you wish to upload.
- 2. Fill Placeholder Values: Upon selecting the image, you will encounter three placeholders:
  - a) **Description:** Provide a meaningful description in this field. The description you provide will be used to generate the alt text for the image. The quality of the alt text is influenced by the description entered here. The better the description, the better the quality of the alt text.
  - b) **Target Audience:** Specify the target audience for whom you want to generate the alt text. You can enter multiple target audiences separated by commas. If no target audience is provided, the alt text will be generated for the "Default" target audience.
  - c) **Target Language:** Specify the target language(s) for the alt text. Enter the language(s) as commaseparated values. The default language for this placeholder is English.
- 3. Submit: After entering relevant values for the placeholders, click the submit button to proceed.
- 4. Wait for Processing: The Alt Text generator will start processing the image. The processing time may vary depending on the size of the image.
- 5. Credit Processing: Each image processed consumes 1 credit.
- 6. View Results: Once the processing is complete, you will be redirected to the results page. Here, you can:
  - a) View the uploaded image.
  - b) See the description you provided below the image.
  - c) Access a table displaying the generated alt text for each target audience and target language specified. The alt text for each combination will be displayed under the "Alt Text" column.



os://atg-test-dep.azurewebsites.net/pricing

Etect	ICS for Alt Text						
Account	How To Use	Pricing	Ictect Solutions	FAQ	Create Alt Text		
					Plan: Trial   Credits: 9999900		
		Upload Image * ConsectFile Architecture - ICS for All Caption/Description (reptinue) An architecture 4 dayam Target Audience (reptinue) Dunial Enzert	test prog				
		Target Language (optional)	bmg				

Figure 2.1 Upload Image Page

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			Hondel Ater With the second s		Plan: Trial Credits: 9999899
		An archi	tecture diagram		
	Target	Audience Target Language	Alt Text		
	Domai	n Expert English	Architecture diagram showcasing the structural design of a car in black and white.		
		Copyright © Icte	ct, Inc. All Rights Reserved		

Figure 2.2 Results Page



## 2.3 Uploading a Document/PDF

- 1. Select a document: Start by choosing a Docx/PDF you wish to upload.
- 2. Fill Placeholder Values: Upon selecting the document, you will encounter two placeholders:

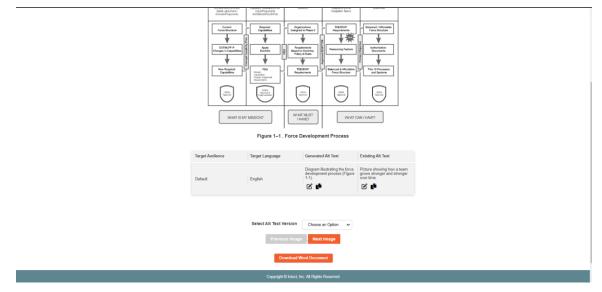
a) **Target Audience:** Specify the target audience for whom you want to generate the alt text. You can enter multiple target audiences separated by commas. If no target audience is provided, the alt text will be generated for the "Default" target audience.

- **b) Target Language:** Specify the target language(s) for the alt text. Enter the language(s) as commaseparated values. The default language for this placeholder is English.
- 3. Submit: After entering relevant values for the placeholders, click the submit button to proceed.
- 4. Wait for Processing: The Alt Text generator will start processing the document, it will extract out the images and captions from your document automatically. The processing time may vary depending on the size and number of images present in the document.
- 5. Credit processing: Each image in a docx file consumes 2 credits, whereas for a PDF document, each image consumes 3 credits.
- 6. View Results: Once the processing is complete, you will be redirected to the results page. Here, you can:
  - a) Navigate the images present in the document using the "Next" and "Previous" buttons.
  - b) View the automatically extracted description (captions) below the images.
  - c) Access a table displaying the generated alt text for each target audience and target language specified along with the existing alt text for each image present in the document. The alt text for each combination will be displayed under the "Alt Text" column and the existing alt text will be present under the "Existing Alt Text" column.
  - d) At this point, ICS for Alt Text allows you to copy, edit and save the fields in the generated as well as the existing alt text column.
  - e) The software also enables you to select the alt text you want to apply to the document by navigating to the preferred image and choosing the relevant alt text for the image. Afterward, you can click on the "Download Document" button to retrieve the updated document with alt text applied to the selected images. The ICS for alt text downloads the document with the prefix "\_ALT\_TEXT" followed by the actual name of your document.



tect	Home Logout				
Account	How To Use	Pricing	Ictect Solutions	FAQ	Create Alt Text
					Plan: Trial   Credits: 9999899
		Upload Word Document • Choose File (DA, Pan, 74-32, JLT, T Target Audience instruction in Please enter the target audience type. Target Language instrumint English			

Figure 2.3 Upload Docx Page



#### Figure 2.4 Results Page - Docx Upload





# 3. User Interface and Functionality Overview

## **3.1** View your profile dashboard

The profile page provides access to essential functionalities such as viewing account details like name and email address. Users can initiate a password reset directly from this page. Additionally, they can easily upgrade or downgrade their subscription plan according to their needs, view their current plan details, including available credits, and even cancel their subscription if desired.

tect	ICS for Alt Text							
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					Plan: Trial   Credits: 10			
	Ati	Your Accour	Change Password					
	atis	hay.jain@ictect.com	Upgrade Plan					
		You've been a subscriber since:	20 - March - 2024					
		Your current plan:	Trial					
	Cr	edit Information: Credits are added monthly from your of	riginal date of subscription or upgrade	h.				
Copyrgit & Extend to: All agents Insorred								
	Figure 3.1 Profile Page							

## 3.2 Tutorial page

The "Using ICS for Alt Text" tutorial page provides a step-by-step guide on leveraging ICS for generating alt text. Users are guided through the process of uploading images, Word documents, or PDF files. They are then instructed the input field data, such as adding relevant captions and SEO keywords in the 'description" field for images, describing target audiences, and selecting preferred output languages.





#### **3.3 Pricing & Subscriptions Page**

The Pricing Page provides users with a selection of subscription plans according to their needs: Basic, Professional, and Enterprise, available on both monthly and yearly billing cycles. Each plan offers a distinct level of credits and features to accommodate various usage scenarios. Users can easily compare plans and pricing before selecting the most suitable option. Clicking on a desired plan redirects users to the checkout page for subscription processing.



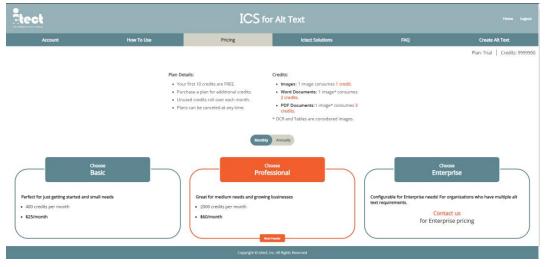


Figure 3.3.1.1 Pricing Page

### 3.4 FAQ Page

The FAQ (Frequently Asked Questions) page addresses common queries about the platform's functionalities and services. Covering topics ranging from the significance of image alt text for SEO to subscription plans and data privacy, users can easily find answers to their questions. This page aims to provide clarity and transparency, ensuring users have a thorough understanding of the platform's features and operations.



lect		IC 3 tr	or Alt Text		
Account	How To Use	Pricing	Ictect Solutions	FAQ	Create Alt Text
					Plan: Trial   Credits: 99999
		Frequently A	sked Questions		
	What i	is Image Alt Text?		v	
		Alternative text (alt text) is descriptive text which conveys the meaning and context of a visual item in a digital setting, such as in a document, on an app, or web page.			
	Why is	Why is Image Alt Text Important for SEO?			
	What f	formats of images are supported?		•	
	How d	lo credits and pricing subscription plans w	vork?	•	
	What I	happens if I cancel my plan?		•	
	If I upg	grade my plan, will my credits roll over?		•	
	Do you	u support languages other than English?		•	
	Do you	u store the images I upload?		•	
	What	What do you do with my alt text and image data?			
	What i	s Born Accessible?		•	
	How Id	ong does it take to create alt text?		•	

#### Figure 3.4 FAQ Page

## 4. Managing Subscription Plans

#### 4.1Upgrading/Downgrading the subscription plan

- 1) Login with your registered account: Start by logging into your account using your registered credentials. This typically involves entering your username/email and password on the login page of the platform or service.
- 2) Navigate to Pricing: After logging in, navigate to the pricing or subscription section of the platform accessible through the top navbar.
- 3) Choose a Desired Plan: Once you're in the pricing section, review the available subscription plans.
- 4) Proceed to Checkout: After selecting your desired plan, proceed to the checkout page. Here, you will be presented with a summary of your current plan details along with the details of the plan you've selected for upgrade or downgrade.
- 5) Review Plan Details: On the checkout page, carefully review the details of both your current plan and the plan you're upgrading/downgrading to.



- 6) Complete Payment: If you're satisfied with the plan details and terms presented on the checkout page, proceed to make the payment.
- 7) Confirmation and Plan Update: After successfully completing the payment, you will receive a confirmation message indicating that your plan has been upgraded or downgraded. Your account will be updated accordingly, and any remaining credits from your previous plan will be rolled over to the new plan.
- 8) Verify Plan Update: Finally, verify that your plan has been successfully updated by checking your account profile or dashboard.

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Account	How To Use	Pricing	Ictect Solutions	FAQ	Create Alt Text
		Che	eckout Summary		Plan: Trial   Credits: 9999873
		Name	Atishay Jain		
		Email	jain.atishay2411@gmail.com		
		Current Plan	Trial		
		Purchase Plan	Professional		
		Pricing	60		
		Currency	USD		
		Recurring Type	Month		
		- 2	attagen pay >>		

You will be redirected to Amazon Pay hosted page upon purchase.

	Figure 4.1Che	eckout summary		
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		© 1996-2024, Amazon.com, Inc. or its affili Conditions of Use Privacy Notice	ates	

Figure 4.2 Amazon Pay Hosted Page



tect	ICS for Alt Text							
Account	How To Use	Pricing	Ictect Solutions	FAQ	Create Alt Text			
					Plan: Professional   Credits: 2000			
		,						
		Payment	Successful					
		View Acc	ount Status					
		Copyright © ictect, i	nc. All Rights Reserved					

Figure 4.3 Payment Success Page

#### 4.2 Cancel Subscription Plan

- 1. Login: Begin by logging into your account using your registered credentials.
- 2. Navigate to the Profile Page: Once logged in, navigate to your profile page using the top navbar.
- 3. Choose Cancel Plan: On the profile page, locate the option to cancel your plan, labelled as "Cancel Subscription. Click on this option to proceed with cancelling your plan.
- 4. Enter Password and Reason: After selecting the option to cancel your plan, you may be prompted to verify the cancellation by entering your account password.
- 5. Confirmation: Once you've entered your password and reason for cancelling, review the cancellation details to ensure accuracy.
- 6. Use Remaining Credits: Even after cancelling your plan, you may still be able to use any remaining credits or benefits until the end of your current billing period.