Product Manual

Intelligent Content Server for Alt Text and Long Description

A guide to software functionality and the user interface overview

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1. Introduction

ICS for Alt text and long description is an AI-based web - tool that is designed to simplify and optimize the creation of alternative text (alt text) with long description 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
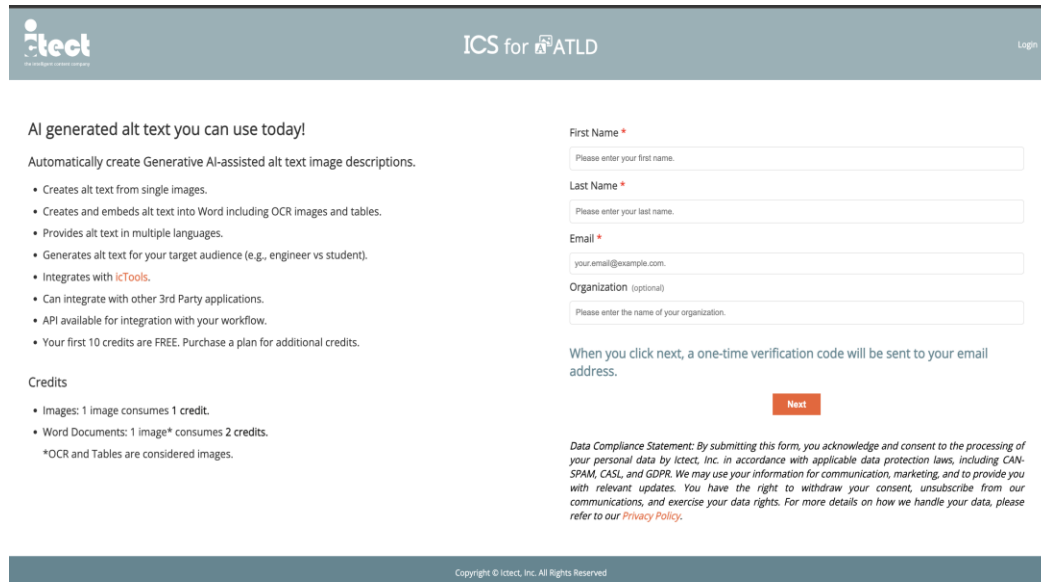
2.1 Registration Process

1. Visit the Website: Open your web browser and navigate to the website URL.

   Website URL: https://atld.ictect.com/

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.

Figure 1.1. Login Page - ICS for Alt Text
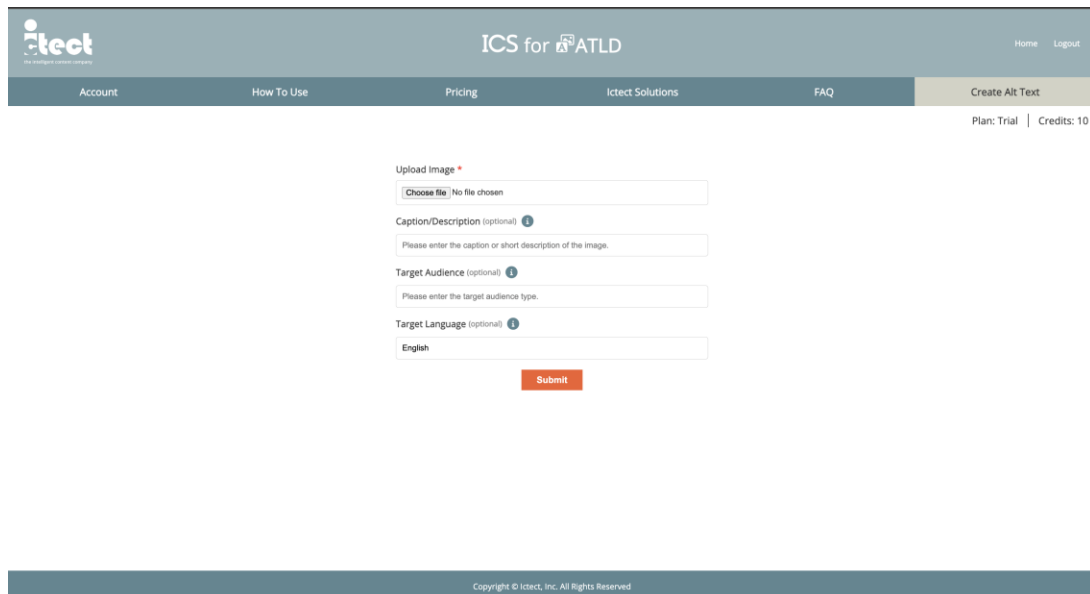
Figure 1.2 Registration Form

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 with long description 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 with long description 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 comma-separated 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 with long description for each target audience and target language specified. The alt text for each combination will be displayed under the "Alt Text" column.

Figure 2.1 Upload Image Page

Plan: Trial | Credits: 8

$$z_t = \sigma\left(W_z \cdot [h_{t-1}, x_t]\right)$$
$$r_t = \sigma\left(W_r \cdot [h_{t-1}, x_t]\right)$$
$$\tilde{h}_t = \tanh\left(W \cdot [r_t * h_{t-1}, x_t]\right)$$
$$h_t = (1 - z_t) * h_{t-1} + z_t * \tilde{h}_t$$

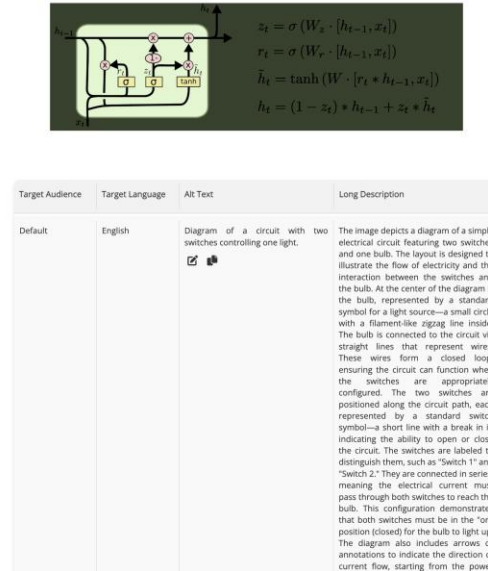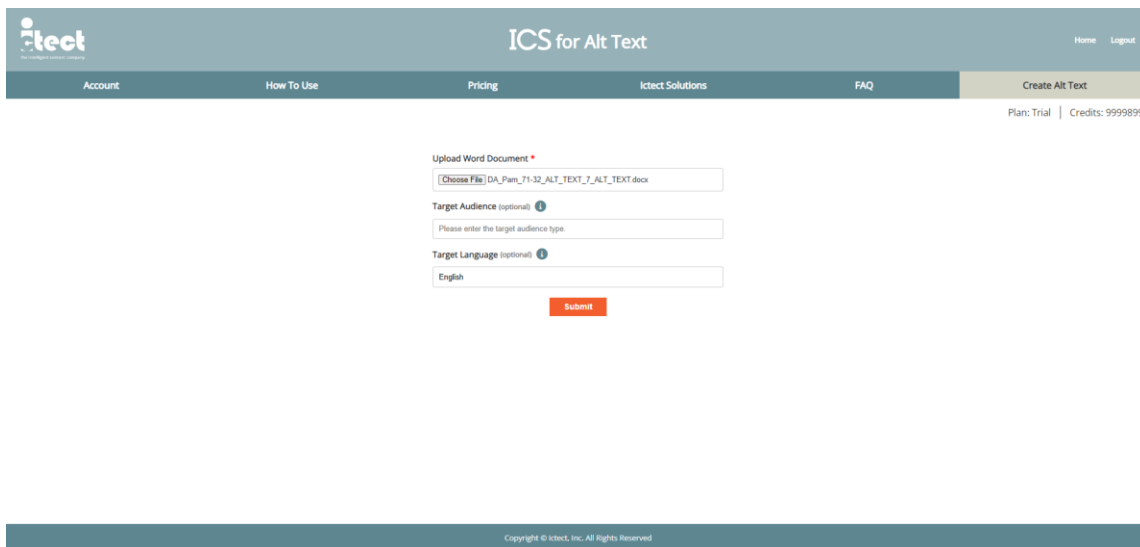| Target Audience	Target Language	Alt Text	Long Description
Default	English	Diagram of a circuit with two switches controlling one light.	The image depicts a diagram of a simple electrical circuit featuring two switches and one bulb. The layout is designed to illustrate the flow of electricity and the interaction between the switches and the bulb. At the center of the diagram is the bulb, represented by a standard symbol for a light source—a small circle with a filament-like zigzag line inside. The bulb is connected to the circuit via straight lines that represent wires. These wires form a closed loop, ensuring the circuit can function when the switches are appropriately configured. The two switches are positioned along the circuit path, each represented by a standard switch symbol—a short line with a break in it, indicating the ability to open or close the circuit. The switches are labeled to distinguish them, such as "Switch 1" and "Switch 2." They are connected in series, meaning the electrical current must pass through both switches to reach the bulb. This configuration demonstrates that both switches must be in the "on" position (closed) for the bulb to light up. The diagram also includes arrows or annotations to indicate the direction of current flow, starting from the power

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 with long description 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 comma-separated 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.
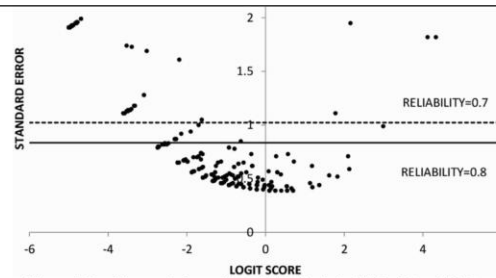

Figure 2.3 Upload Docx Page

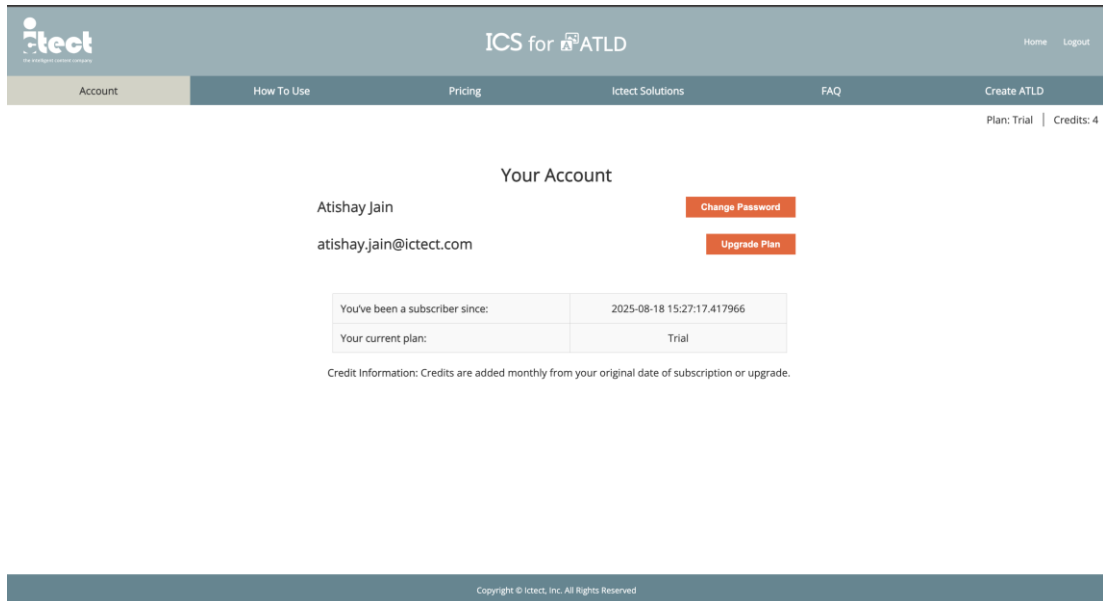Figure LegendFigure 1: Precision analysis results of (A) Productivity, (B) Social, and (C) Community scales.

Target Audience	Target Language	Generated Alt Text	Existing Alt Text	Long Description
Default	English	Line graphs showing precision analysis results for Productivity, Social, and Community scales. ☑ ▯ Copied!	F:\ICTECT WORK DATA\F Drive\Projects\Aries-MVP\July-2020\INTERNAL-USE-ICTECT\Specifications for Demo\Sample Articles\15-00043_edited_clean\JSCM _1157956.f1.jpg ☑ ▯ Copied!	**Long Description for Figure Precision Analysis Results presents the precision analys results for three distinct scales: (A Productivity, (B) Social, and (C Community. The figure is compose of three separate plots, eac represented as a line graph. Thes graphs visually depict the precisic metrics associated with th respective scales, allowing for comparative analysis of the performance. In the first plot, labele (A) Productivity, the line grap illustrates the precision value across varying conditions c parameters. The x-axis represent the specific conditions or inpu variables being analyzed, while th y-axis denotes the precision score The line graph may show trend such as increases, decreases, o fluctuations in precision as th conditions change. The second plc labeled (B) Social, follows a simila

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.

| Account | How To Use | Pricing | Ictect Solutions | FAQ | Create ATLD |

Plan: Trial | Credits: 4

Your Account

Atishay Jain   [Change Password]

atishay.jain@ictect.com   [Upgrade Plan]

You've been a subscriber since:	2025-08-18 15:27:17.417966
Your current plan:	Trial

Credit Information: Credits are added monthly from your original date of subscription or upgrade.

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.
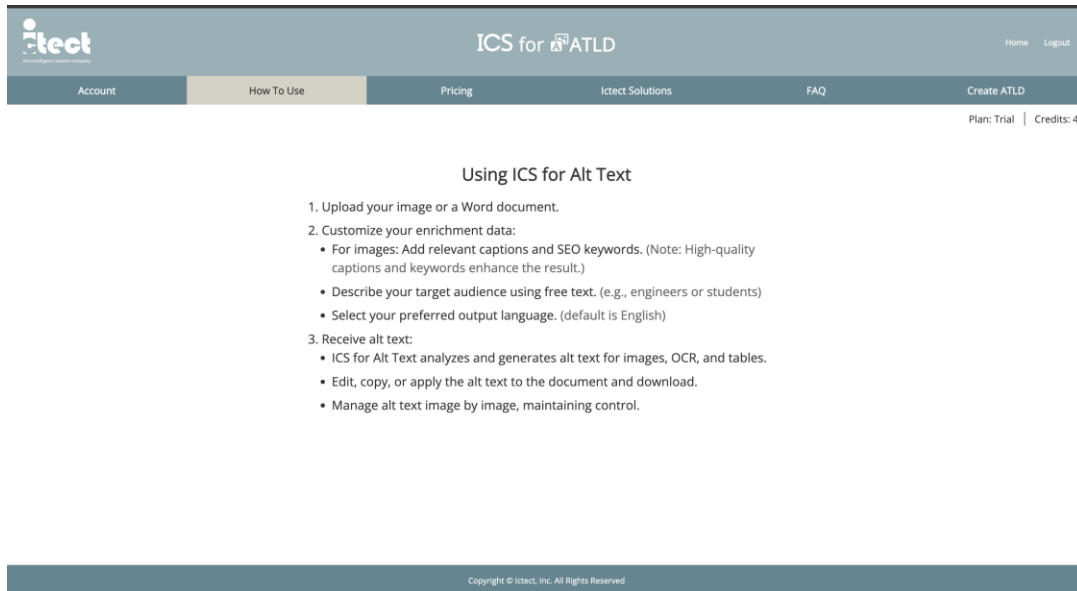
Figure 3.2 Tutorial Page

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.
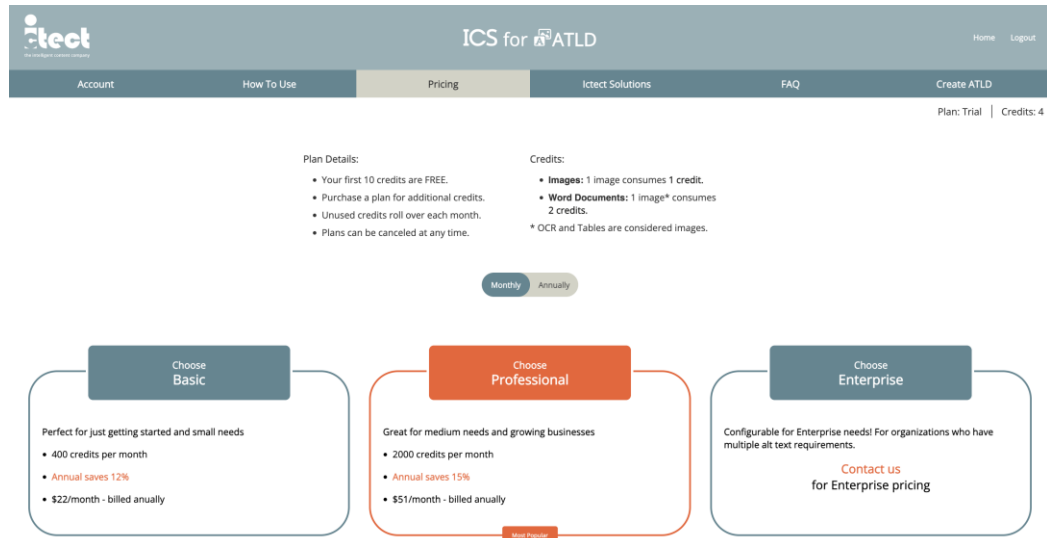
Figure 3.3.1.1 Pricing Page

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.
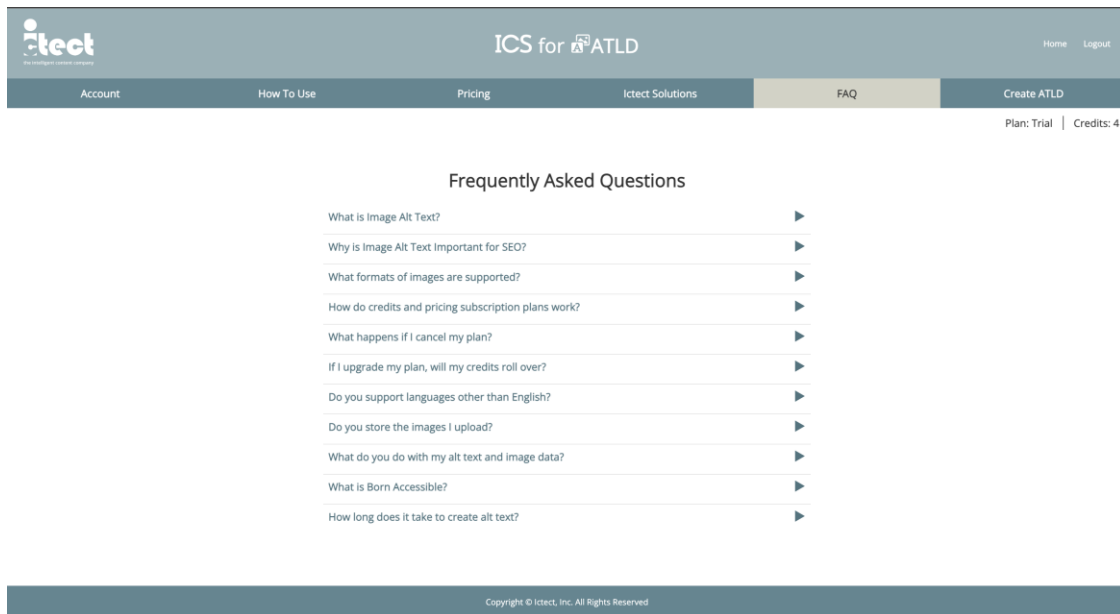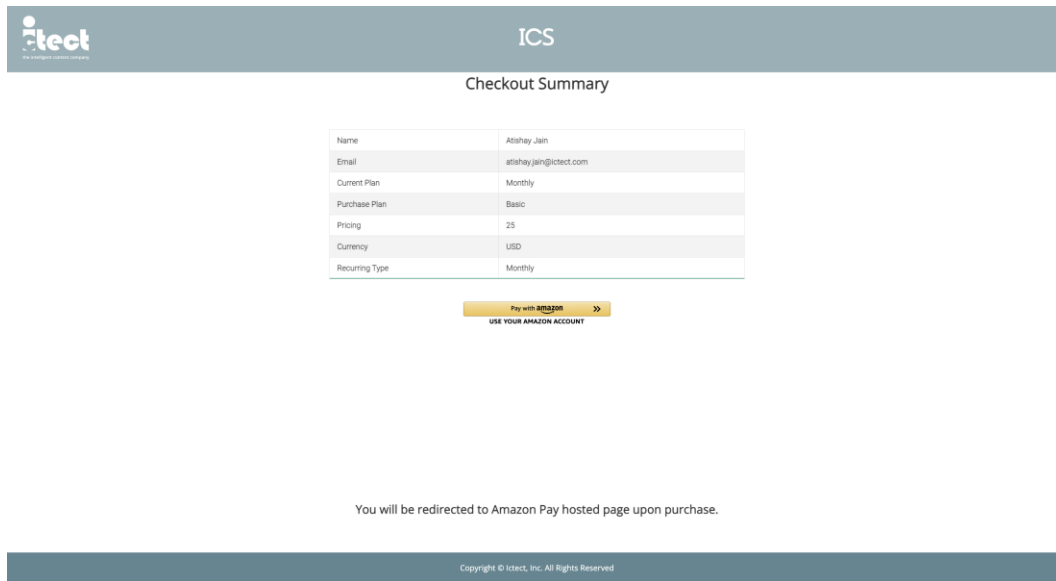
Figure 3.4 FAQ Page

4. Managing Subscription Plans

4.1 Upgrading/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.
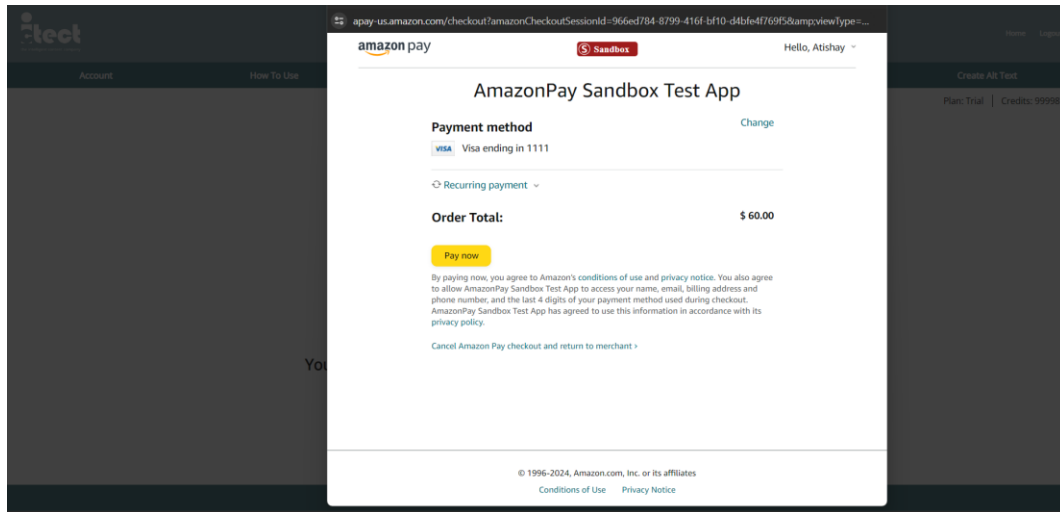

Figure 4.1Checkout summary
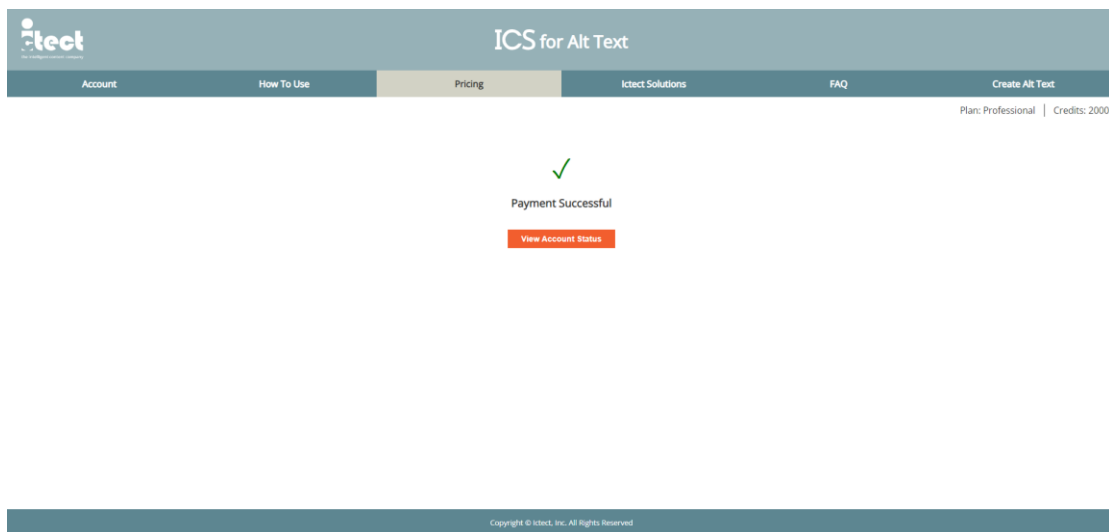
Figure 4.2 Amazon Pay Hosted Page

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.