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# NavAIgate: AI-Based Navigation for the Visually Impaired

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#### **Abstract**

The vision is one of the primary requirement in our day to day life. NavAlgate is a very original Android-based phone app which was mainly designed for those among the visually impaired and blind people who want to be more self-sufficient, safer, and have an easier time of getting around. The app provides a range of different functional modes, such as Navigation Mode, Reading Mode, and Companion Mode. Here, the different modes of the app offer the user the most essential functionalities required for guiding them through spoken words with the help of artificial intelligence and also the considerations of the possibility of objects nearby. The app processes information via Google ML Kit, the Gemini API, and Accessibility Services in Android. Moreover, it uses haptic feedback and voice interaction with which user experience is being made easier and more efficient. This system integrates three core modes Navigation, Reading, and Companion which leverage AI-driven processing for reliable audio feedback and situational awareness. Reading Mode particularly enables real-time recognition and speech conversion of both digital and printed text, powered by Google ML Kit, Gemini API, and Android Accessibility Services. The forthcoming project updates containing functionalities such as offline operation, indoor navigation, and public transport data integration, serve to ensure accessibility under various conditions. The cornerstone of this project is the development of a mobility- solution technology that is both affordable and user-friendly, providing information and support to people who are blind and visually impaired, so that they can reach their goals and become independent. As a final result of the project, it is expected a reliable, affordable, and user-friendly digital solution for the visually impaired.

## 1. INTRODUCTION

The intersection of artificial intelligence and the technologies of accessibility has provided new opportunities to enhance the quality of life of people with disabilities in recent years. Assistive technologies have undergone a steady progression of being simple mechanical devices to advanced, AI-driven, digital assistants that have the ability to read and react to the surrounding world. Regardless of these developments, there is still a great disparity in accessibility especially to the people with visual impairments who still experience difficulties in accessing education, employment, and daily mobility. The growing access to smartphones, together with improvements in machine learning, computer vision, and natural language processing, offers a special chance to close these gaps. In developing countries, particularly in areas with low average income, particularly of specialized assistive devices, low costs and scalability of solutions based on the availability of mobile hardware are quite significant. It is against this background that NavAIgate application was envisaged.



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According to the World Health Organization, more than 285 million individuals in the world have visual impairment.

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Independent navigation in unfamiliar or challenging places is the greatest challenge to a visually impaired person. Conventional mobility tools like guide dogs and white canes provide limited support but do not directly offer dynamic information regarding environment, obstacles, and direction. In an increasingly technology- driven world, there is a greater demand for more intelligent, more accessible solutions that enable inclusive mobility.

NavAIgate is an on-the-go mobile app specifically created to meet this demand by turning any regular smartphone into a robust assistive device for the visually impaired. Developed using the Android operating system, NavAIgate utilizes the most up-to- date technological developments in Artificial Intelligence (AI), Machine Learning (ML), and Computer Vision to provide real- time navigation assistance, scene analysis, and text recognition features The application aims to boost the levels of independence, security, and confidence of the visually impaired people as they go about their day to day activities. NavAIgate has prioritized accessibility, such that it employs haptic feedback, voice interactions, and uses very little UI navigation; all things to maximize usability for anyone regardless of their tech background. The application is developed using tools such as Gemini API, and Android's Accessibility Services, making it a scalable and efficient solution.

## 2. RELATED WORK

People who are visually impaired have several challenges in their day-to-day lives. They struggle with movement and navigation in environments they know and in new ones. Humans seek counsel on whether they are on a good track or whether they have anything standing in their way etc. The review conducted by Okolo et al. (2024) is about assistive technologies aimed at improving the mobility and safety of visually impaired people. Hassan et al. (2021) proposed using a stick with sensors to help those who are visually impaired. The main goal of this design is to provide a tool that will allow people with VIs to recognize items in different orientations and ground-level apertures, including pits and manholes, in order to enable them to move around freely. The suggested approach makes use of several sensors with the capacity to recognize impediments in order to prevent collisions and to see things from different angles (Al- Muqbali et al., 2020). An extra sensor is positioned at the walking stick's lowest point with the purpose of detecting underground holes. The playback and audio recorder units were fitted with these sensors. A prototype was designed using Pro/E Creo 5.0 software and includes various hardware components such as "ATmega8" microcontroller, sensors, a power supply, a servomotor, a buzzer, equipment for capturing and replaying voice recordings, and a speaker.

The research conducted by <u>Nivedita et al. (2019)</u> shows that ultrasonic calculations of angle and distance are accurate, with estimates showing proportionate errors and variances that are contained within a certain range. Visually impaired people can now navigate outdoors more easily with the help of IoT-based applications and systems. BlinDar, which was put out by <u>Saquib et al. (2017)</u>, is one such application. <u>Dang et al. (2016)</u> developed an assistive technology for the visually impaired. The device vibrates when it senses footprints, damp surfaces, or an obstruction. It could also send out



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personalized audio messages *via* speakers or headphones. The subjects had an impressive capacity to avoid the obstacles, as demonstrated by their very quick reaction time of 39 ms when the obstacles were placed at an average distance of 400 cm. A clever solution for visually impaired people was put up by Messaoudi et al. (2020), who gave them a smart white cane and sound buzzers to allow them to interact with their surroundings. They made use of accelerometers, cameras, and microcontrollers. The gadget alerts the visually impaired user when an item is spotted using buzzers.

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#### 3. PROBLEM DEFINITION

Globally, over 285 million people are visually impaired, and they face significant barriers to travel independently through unfamiliar or complicated environments of their choosing. Traditional mobility aids, such as the white cane for detection of the ground and guide dogs for navigating the world, provide minimal support to an individual as they travel independently and fail to provide real-time awareness of obstacles, directions and overall surroundings. Existing assistive technologies tend to be high-cost, complex to use, or have limited deployment and availability in many parts of the world. There is a need to fill the space for reasonably-priced effective mobility solutions that are smart, user-friendly, and sustainable. We have determined there is a need for a mobility package which supports real-time navigation, pathfinding, object identification, and text recognition through the use of artificial intelligence and smartphone-enabled mapping technologies, to improve daily independence, safety, and overall quality of life for visually impaired individuals.

Problem Vision Statement: NavAIgate is a proposed system that is an assistive mobile application that targets to help blind people gain more independence and confidence in moving around in complicated settings. The greatest users of this system are the blind and visually impaired people who need real time environmental perception in order to safely move around. Besides that, the application has a secondary audience of caregivers, non- governmental organizations, accessibility organizations, and developers interested in the further development of inclusive mobility solutions.

To fulfil these requirements, the system combines real-time object tracking and scene recognition with the smartphone camera, which allows monitoring the environment of the user continuously. It also offers voice-activated navigation and descriptions of the environment, making daily movement in the interior and the outdoor environment safer. Voice commands and



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haptics help to provide hands-free communication, decreasing the reliance on manual work. The system also has such additional features as instant text recognition with text-to-speech conversion, conversational assistance via AI to respond to environment-related queries, and modular operating modes including Reading Mode and Companion Mode to provide context-sensitive assistance.

The main product is the AI-powered Android app, which processes visual data in real time and provides auditory feedback, which does not require any special external devices. Complementary features such as OCR-based Reading Mode, haptic alerts, and fully voice-controlled interaction enhance usability and adaptability across diverse user scenarios.

The principles underpinning this product are accessibility, independence and adaptability. The application is intuitive and inclusive since it incorporates multimodal feedback, visual, auditory and touch. Real-time object recognition, conversational AI support and user-centric design are also their distinctive strengths, which further distinguish NavAIgate among the traditional assistive tools, making it a scalable and efficient solution to inclusive mobility.

#### 4. DATASET GENERATION

In contrast to the conventional structured data, this project is based on real-world multimodal data. The data combines visual, auditory, contextual, and haptic flow, which allows more features to be extracted to provide AI-based support.

• Visual stream (camera feed): The smartphone camera takes the video frames of the environment of the environment as continuous. The frames are individually processed locally (through resizing, denoising, contrast increase, etc.) to remove noise prior to transmission. The resultant preprocessed data is subsequently processed through the Gemini API to complete object detection, OCR and contextual scene analysis.



Fig 1. Navigation mode



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- Auditory stream (user and ambient audio): The microphone data contains explicit voice requests, such as, "Read this sign," and ambient sensing, e.g., sounds in the traffic or alarm. The auditory stream plays an imperative role in the detection of environmental hazards and operative hands free control.
- Contextual metadata: System logs contain user-chosen mode, GPS position, device orientation and timed actions.

This metadata improves AI guessing; such as, an obstacle near a crosswalk might be given a lower priority compared to inside.

- Feedback signals (haptics and speech): Performance assessment of guidance accuracy and responsiveness can be based on haptic pulses (e.g. short, long vibrations) and oral confirmations, which constitute a closed feedback dataset.
- Feedback signals (haptics and speech): Haptic pulses, including long or short vibrations, and verbal confirmations constitute a closed feedback dataset, allowing to evaluate the performance of guidance accuracy and responsiveness.

This pipeline allows the dynamically updating dataset with each interaction to be a real-time adaptive dataset rather than a fixed collection. This makes the system have the capability of constantly upgrading on the basis of the various environments





Fig. 2,3. Permission for camera and microphone

Unlike traditional datasets that are static, the NavAIgate dataset is inherently dynamic and adaptable.

Each user interaction with the application generates new samples for the system's knowledge base, expanding its proficiency by exposing it to new environments. Urban traffic sounds, indoor alarms, and natural outdoor sounds will expose the model to an exponential amount of situational awareness based on audio. Visual information from different lighting perspectives, including day seeking paths in very bright sunlight or indoor hallways with dim lighting or lighting in conjunction with nighttime paths, will help to solidify the robustness of NavAIgate's reflection of real- world usages. The dataset is continually being updated, remaining temporally current and contextually relevant, as opposed to static corpora that tend not to generalize outside training conditions.



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identifiable information (PII) is reduced in the process of sharing the output and encrypted storing the output, as well as permission- based access, therefore users always have control over their own data. There is also no limitation to the dataset. Future scalability to increase the dataset may include different multilingual text recognitions; culturally specific sound cues; or streams of data from wearable devices, etc. This is a forward-compatible dataset generation approach, this means that it is not only future-proofed but also supporting future innovation and utilization of assistive technologies in a long-term and ethical approach to data.

## 5. METHODOLOGY

The methodology is structured into a five-phase pipeline intended to support visually impaired users with low-latency, accuracy, and multimodality.

Input capture: The system selects either the camera or microphone input based on the user mode (navigation, reading, or companion). A gesture or voice command solicits input from the right channel.

Local pre-processing: Captured input is locally pre-processed for noise reduction, brightness, and irrelevant frame filtering, reducing unnecessary API calls, and therefore bandwidth and battery.

Gemini API call: The API will conduct OCR, natural language understanding, and object or context recognition as per the captured input. The Gemini API creates a level of semantic level understanding for the user, for example "There is a pedestrian crossing in front" instead of just boxes with text.

Response generation: The outputs generated from the previous phase are now matched to modalities. Sound provides spoken description or voice reading out text using text-to-speech; Haptic provides vibrations for confirmation, alerts, or changing modes; visual indication is provided to users who are partially sighted as small high-contrast messages on screen.

Feedback adaptation: The system deviates from the other five phases of the pipeline by purposefully altering the frequency and intensity of feedback based on feedback. For example, in a noisy environment, there is volume increase in audio, in addition, the level of vibration will be strong. The multimodal pipeline addresses the issues of safety, reliability, and inclusivity by providing different modes as assistive technology, which minimizes the limitations of a single mode.

A further, significant advantage of the design of the dataset is the degree of personalization and inclusivity. Because contextual metadata and user input are part of the flow captured by the system, it does begin to adapt to user preferences and mobility behaviors. For example, a user who spends time predominantly in urban environments may receive more robust traffic alerts, while one who is mostly indoors may improve their level of object recognition for a piece of furniture or a doorway. Personalization clearly enhances safety, but also minimizes cognitive overload by eliminating irrelevant information a user doesn't want to see, or hear. Furthermore, multimodal design allows a user with a Sprint 1



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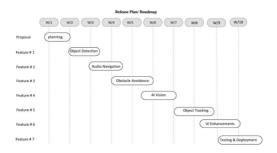


Fig. 4. Roadmap of NavAIgate

varying degree of visual impairment, hearing capability, or touch sensitivity to engage with the system more heavily using their preferred explicit feedback.

Finally, the dataset generation approach is also designed to balance privacy and scalability. While sensitive data is minimized through local processing before any transmission, personally The basic functionality of the assistive AI-based navigation application is defined by Sprint 1, which combines text to speech by using optical character recognition, provides basic obstacle detection, and voice interaction facilitated by AI. These essential functionalities are fuelled by the smartphone camera, the Gemini AI API and onboard text-to-speech modules. The system in reading mode is used to capture live images with the camera and send them to the Gemini API where the text is extracted using the OCR technique and converted into a speech that is played on the smartphone speaker or through a connected Bluetooth headset. The camera in the navigation mode presents real-time frames to the object detection model, and this enables the object detection model to detect substantial stationary obstacles and activate audio alerts upon the detection of an object within two meters. Companion mode uses the microphone to respond to user requests like what is this object. and, through the fusion of query and the live camera feed, the Gemini API will produce audio responses, based on description, which will be sent back and reproduced to the user. Single-tap selections, two-tap confirmation, and swipe gesture mode switching, as well as voice input by using Google Assistant or an in-app recorder, are all intuitive touch interactions that facilitate inputs in this sprint. Outputs involve verbal feedback given with speakers or headphones as well as vibrating feedback to indicate successful mode switching. A combination of these basic features makes multimodal assistive experience basic, yet functional.

## Components:

- Mobile Application UI Layer: Mode selector, Camera interface, Voice assistant control
- Processing Layer: Image capture, On-Device pre- processing (Image-cropping, light-adjustment) and Network interface to Gemini API calls. \* AI & Clouds: Gemini API (OCR, object recognition, and contextual question answer), Text-to-Speech module.
- Feedback Layer: Audio output manager (voice instructions)
- , Haptic feedback engine Sprint 2

Sprint 2 is an extension of the base application capabilities that included dynamic obstacle detection including motion tracking, GPS-based navigation, and adjustable feedback options. The dynamic obstacle detection module examines video streams in real time to detect moving objects like cars,



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cyclists and pedestrians and rank the alerts according to their speed and distance to the user. With GPS integration, the system is able to take the position of the user, generate walking paths and provide continuous audio navigation guidance with obstacles warnings on the route. In order to enhance usability, there is a user-adjustable feedback system that allows users to modify their audio and vibration intensity, as well as the number of alerts, and the system modifies automatically to suit environmental noise and individual preferences. The input in this sprint can be provided either by voice, as in voice commands like Start navigation to home or by a touch menu, to set up feedback preferences. Outputs consist of spoken navigation messages, such as Turn left in 10 meters, and variable haptic messages such as short pulses to signify a turn or high-intensity vibrations to warn of a danger. The combination of these improvements increases the adaptability, reliability, and responsiveness of navigation to real-life conditions.

## Components:

Location Services: GPS module to track the location, Route generation API.

Motion Analysis Engine: Follows the paths of objects applying visual tracking algorithm.

Preference Manager: Saves user feedback preferences in local storage, Syncs feedback preferences with feedback engine.

## Sprint 3

Sprint 3 is focused on enhancing access, personalization, and protection of data. The primary objective is to create a fully smartphone-dependent application with no requirement for whatever external devices. The system can alter the camera resolution and processing performance so that it can be utilized for lower-end devices. Users are provided with multiple additional customizable elements, such as selecting speech pattern, speech rate, and vibration strengths and patterns. They can also select whether they prefer metric or imperial units for distance. System security and privacy are achieved by encrypting all their data before transmitting and clearly asking for permission for access to the microphone and camera with additional steps to explicitly revoke that permission if they wish. Input is managed through a settings menu for personalization and the system dialogs to allow consent for any settings for audio or camera access and outputted through the altered voice due to personalized preferences and the haptic feedbacks supplied by the added vibrations and on-screen confirmations of access to changes in security settings. This sprint has endeavoured to ensure that the application is not just inclusive and fully adaptive but also trustworthy and secure for the end user.

#### Components:

- Mobile Application UI Layer: Settings interface, Privacy controls o Performance optimization toggles
- Processing Layer: Device capability detector, Feedback manager o Security module for encryption and permissions
- Security & Storage Services: AES encryption for stored data o Consent management API , On-device vs cloud toggle for data handling
- Feedback Layer: Custom voice TTS engine, Haptic customization handler.



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When developing this methodology, low-latency processing and energy efficiency were considered with special focus. Because the application runs on smartphones, high computing load may cause them to heat up, lose charge, or slow feedback, which would lead to a poor user safety experience. The system balance between performance and responsiveness is obtained by using a hybrid processing strategy, i.e. preprocessing and lightweight inference is done on- device, and complex scene understanding is enabled by cloud- based Gemini APIs. This guarantees that urgent warnings like the detection of obstacles nearby do not get delayed, whereas less computationally expensive models can be used to extract contextual information including descriptions of the scene.

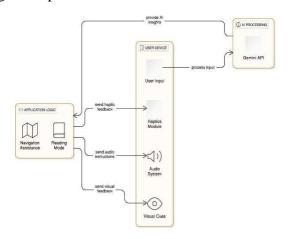


Fig 5. System Architecture Diagram

One of the methodological principles is multimodal redundancy that provides reliability in various environments. To illustrate, when background noise distracts the audio output, the system uses haptic vibrations to complement it, and when high contrast visual overlays might be overlooked, there are visual high-contrast overlays that can be used with partially sighted users. It is more than just a backup, a planned aspect of providing greater access in diverse real-world situations like noisy traffic, dark indoor corridors, or crowded areas. The design, as such, ensures inclusivity within a range of user requirements and real-life situations.

Progressive overlaying of functionality is also highlighted by the sprint-based methodology. Sprint 1 forms the base of such capabilities as reading through OCR and detecting obstacles; Sprint 2 broadens the scope of Sensitive Mobile, adding motion- sensitive navigation and personalized feedback; Sprint 3 enhances the accessibility with a hardware independence and data security in mind. Such a gradual process, in addition to validating features in controlled steps, is similar to an agile software engineering cycle, so that before transitioning to the next milestone, every functionality has been tested and user feedback may be used. This would increase the level of reliability and user confidence in the system.

Lastly, the methodology is geared towards scalability and expensiveness. With the modular structure, features like multilingualism or advanced scene telling or wearable devices like smart watches and AR glasses may be added without affecting the current pipeline. Furthermore, use of standardized APIs and cloud-edge processing models guarantees that the framework could be updated in line with developments in AI models and mobile hardware capability. Such flexibility makes the project not only applicable to the immediate user needs but also can be adjusted in line with long-term goals of



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innovation in assistive technology.

#### 6. ENCODER

The encoder of NavAIgate system aims to convert heterogeneous multimodal inputs into small structured representations that can be processed by real-time AI inference on mobile devices. The captured data stream has been transformed into a set of feature vectors such that individual modalities (visual, audio, and contextual) are treated individually and then combined to be interpreted downstream. Given one turn of the encoder, it will comprise the following parts:

#### A. Visual Encoder

Continuous camera frames are processed by the visual encoder to generate feature vectors using convolutional operations using the vision backbone of Gemini. They are spatial edges, depth cues and object bounding regions which are used to detect obstacles and gain an understanding of the scene. In contrast with the traditional CNN models, which extensively rely on pooling layers, and may lose local spatial agreement, the NavAIgate encoder can retain important spatial information to ensure accuracy in real-time navigation tasks.

#### в. Audio Encoder

The audio encoder converts the waveform signals, which are collected by the microphone into Mel-Frequency Cepstral Coefficients (MFCCs). These coefficients are a succinct description of the spectral features of the audio and are subsequently subjected to speech-to-text components to have the semantics extracted. This allows the system to correctly read user voice instructions and environmental auditory signals, i.e., oncoming traffic or alarm, in low-latency.

#### c. Context Encoder

The context encoder encodes auxiliary metadata (e.g. GPS coordinates, device orientation, timestamp and mode state) into vectors. The system is able to change its responses to the environment conditions through these contextual embeddings. Indicatively, the same obstacle detection will be handled differently when the user is outside near a crosswalk as compared to when in an indoor hallway.

The encoder architecture is designed in such a way that it can be executed on the normal smart phones without relying on other hardware. The processing is also simplified to reduce latency and energy use, thus making operation smooth and efficient and, at the same time, high recognition accuracy is obtained.

Besides its modular architecture, the encoder has a fusion mechanism that combines outputs of visual, audio and context branch into a single multimodal representation. This is to ensure that modalities are not considered independently as a system but rather to use the cross-modal correlations to provide more accurate inference. To illustrate, visual detection of a crosswalk with background audio of traffic and GPS data give a more precise and safer navigation decision than one using input only. This lightweight computation approach is based on fusion and is tailored to provide strong performance across a wide range of environments, and can therefore be used by the NavAlgate in real time, with just a normal smartphone.



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#### 7. DELIBERATION DECODER

The deliberation decoder of the NavAIgate system will aim to narrow down the initial results obtained by the encoder into context-based, compact, and trustworthy feedback to the user. Contrary to the encoder that concentrates on multimodal representations extraction, the decoder focuses on information interpretation and information prioritization. It makes sure that the user does not get flooded with useless information and vital events are noted with accuracy. The decoder thus has two levels of operation which are preliminary generation and contextual refinement.

## A. Preliminary Response Generation

The actual encoder is used first in the decoder to arrive at a preliminary hypothesis of the environment using the coded feature vectors. As an example, the preliminary response can be developed as the obstacle is detected by the visual encoder, such as the message: object detected ahead. This step monitors that the system offers instant recognition in time.

#### **B.** Contextual Refinement

The second pass assesses the initial answer by incorporating the contextual embeddings as the GPS location, user mode and the level of ambient noise. As an example, when the system is in a navigation mode when outside, the filtered display may display a vehicle coming towards the left at 5 meters. Conversely a similar detection, in-doors, can be narrowed to the form of chair in the way. This step filters out irrelevant objects, gives the hazards priority, and makes feedback more interpretable.

## c. Output Prioritization and Delivery

The decoder uses the prioritization mechanism, which will choose only those most relevant outputs that will be delivered to the user. There is a distribution of feedback: audio prompts (created with the help of TTS), haptic vibrations (to create quick notices), and on-screen text (to be used by partially sighted users). This multimodal output is to provide redundancy and reliability.

The deliberation decoder is optimized to ensure low-latency response times by hybrid edge-cloud process. The decoder goes ahead to minimize the false positives and enhance accuracy as well as build user trust by using preliminary inference coupled up with refinements logic. Finally, the deliberation design of the deliberation decoder makes sure the system is able to offer practical and contextual feedback that complements the independence and safety of the visually impaired people.

#### 8. RESULT AND ANALYSIS

Project Outcomes: The Project Outcomes: Our app provides a seamless experience on standard smartphones, without requiring additional hardware, contributing to the goal facilitating affordability and ease of use for users. Users can feel intuitively aware of their surroundings with real-time audio and haptic feedback, allowing more independence and safety while on the move. Users can customize user settings related to voice output, haptic feedback, and interactions, meeting our goal of providing an easy-to-use and customizable experience. All data and interactions are encrypted and provided with privacy safeguards, fulfilling our requirement to serve honest and safe utilization for users. Using cloud-edge processing, there is little to no delay, while still providing a high-quality response using AI, meeting our requirement to equip users with real-time support that was responsive. Our modular



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architecture allows for future scale, as we envision the potential of later expanding our app in terms of multilingual use and wearable devices, fulfilling our project vision of providing a long-lasting and innovative solution in support of users with disabilities.

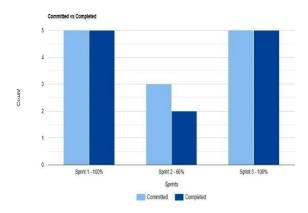


Fig 6. Bar Graph committed vs completed for all sprints

## 9. CONCLUSION

The AI-based Assistive Navigation Application successfully demonstrates the use of modern smartphone capabilities and cloud-powered AI to empower visually impaired users with real-time environmental awareness. The application provides an economical, scalable and easy to use solution through intuitive interaction modes, multimodal feedback and privacy-based design. Its feature to work without additional hardware makes it reach many persons, and this property achieves the main goal of inclusive and independent mobility.

In addition to making things safer and more independent, the application sets a platform of future innovation in assistive technology. Possible extensions are the addition of multilingual narration, integration of wearable devices, and edge-based AI processing in order to minimize latency and enhance offline capability. The inclusive design and user-centric approach of the system is a major leap into making the lives of visually impaired people more active and mobile.

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#### **FUTURE ENHANCEMENTS**

- 1. Offline Functionality Incorporate lightweight on-device AI models to ensure basic features (like OCR and object detection) work without internet access.
- 2. Multilingual Support Enable OCR and TTS in regional and global languages to serve a broader user base.
- 3. Dynamic Environment Mapping Use depth sensing or AR Core to build a real-time 3D map for enhanced navigation in complex environments.
- 4. Crowd-sourced Landmark Tagging Let users or volunteers tag helpful landmarks (e.g., bus stops, restrooms) to improve guidance and contextual awareness.
- 5. Wearable Integration (Optional) Support optional integration with smartwatches or bone-conduction audio devices for more discreet interaction.
- 6. Emergency Alert System Add a feature of SOS to alert the caregivers or emergency service about whether the user is lost or in a state of danger.
- 7. Continuous User Feedback Loop Introduce in-app feedback gathering and analytics to serve to keep continually enhancing usability and performance.