

A Teaming Approach for Rapid Translation of Content for Global Business Value



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WHO: ibm.com Global Web User Engineering team

WHAT: Need to translate 47 master files into 5 languages
[215 translated master files, 750 files worldwide]

WHEN: In 14 days time: October 30th – November 16th, 2006

WHERE: In 5 countries: US, Germany, Japan, China & India

WHY: For user feedback sessions: 4 sessions in each country

HOW: Now that is the question...!

Overview

Purpose: Qualitative user feedback sessions in five geographies

Test timeline: Oct 9 – Dec 8, 2006 [9 weeks]

Translation timeline: Oct 30 – Nov 16, 2006 [14 days]

Locations: US (Chicago), Germany (Munich), Japan (Tokyo), India (Delhi), China (Shanghai)

Materials/stimuli: Low-level visuals (designs), specific design system alternatives, matched to specific FOIs [Factors of Interest]

- translated for each country language
- projected as a test site for each country
- presented as handouts and posters for each session

Out of scope:

- Translate all links within country test sites
- Behavioral testing with participants interacting with a system - observational participant interaction only

Teams

Numerous teams collaborated to achieve this goal in a timely manner:

- **GWUE** [Global Web User Engineering]: Sonal Starr (GTT Lead), David McNeill (PM), Brian Utesch
- **UED** [User Experience Design]: Kimberly Knight, Jocelyn Pollack, Keith Instone, Will Smith, Kevin Chiu, Christina Pomeroy
- **Translation Project Leads** [of WTCC (Web Translation Competency Centre)]: Nathalie Caron (CA), Jette Tougaard Bendtsen (DK)
- **Geo translation teams:**
 - Germany: Bettina Leyrer, Bettina Weisswange
 - Japan: Keiko Kaneko, Mariko Murao, Shigeru Inatomi, Shiroh Kamihirata, Hiroaki Ogura, Asako Okamoto, Naoko Katoh, Hiroki Mukaino
 - India: Mohan Bissoondial, Robert Carlsen
 - China: Felix TY Kwong, Ying Ying Liu
- **Geo Editors-in-chief:** Susanne Dilly (DE), Qing Fanny Lu (CN), Brian M Robertson (IN), Atsushi Taura (JP)

Situation

Method [format]:

- Test needs: Translate test stimuli directly within PSDs [photoshop documents] files
- Problem: Existing process exports and translates text from HTML files (web pages)
- Solution: (1) WTCC coordinated translation process with Geo Teams, (2) Geo teams translated directly within PSD files, and returned final files in PSD format

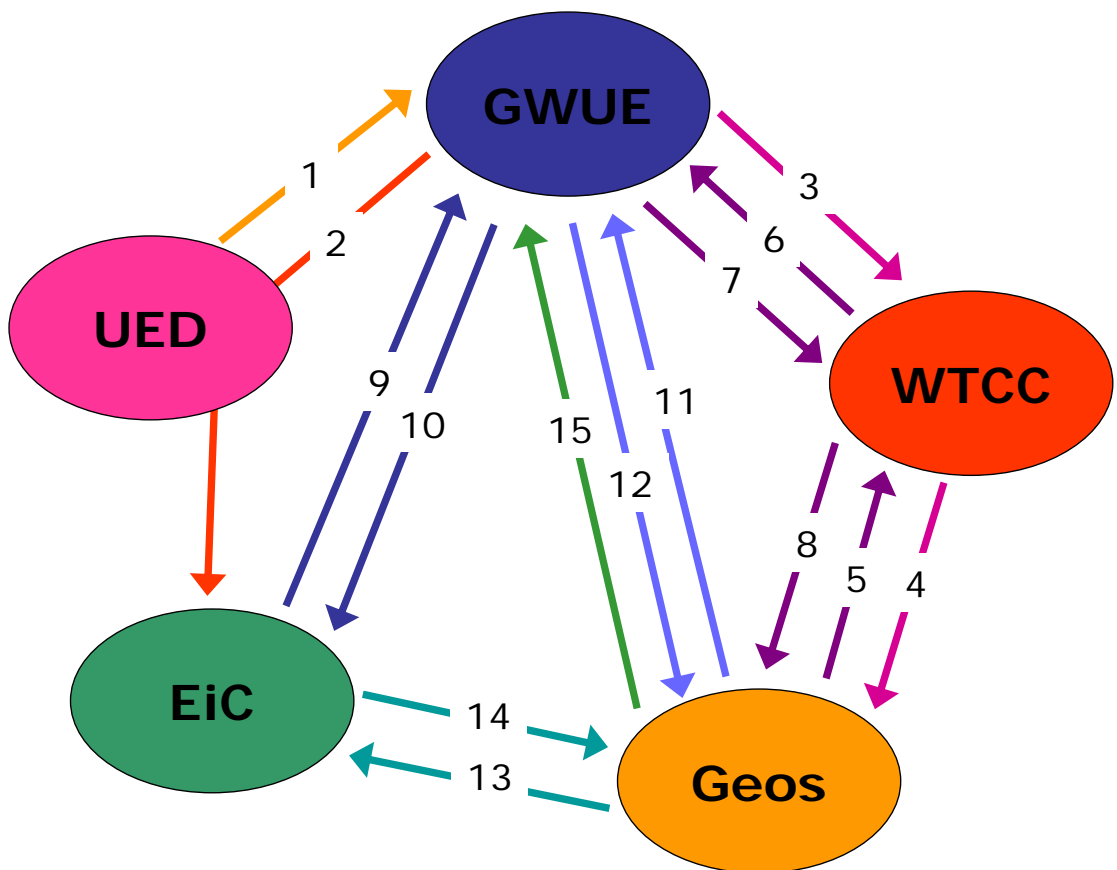
Timeline:

- Test needs: Translated stimuli in 2 weeks
- Problem: Minimum 4 weeks to translate
- Solution: Sent files in 3 batches, (1) to keep work from bottle-necking, (2) and to keep within the 2 week timeline

Validate:

- Test needs: On accuracy of translations for test FOIs
- Problem: For translations and web standards
- Solution: (1) Recruit country EiCs to validate files, (2) Have team member check final translated files for test FOIs

Interactions



1. UED sent test FOIs stimuli to GWUE.
2. GWUE obtained UED assistance to get EiCs on board.
3. GWUE sent master files to WTCC Project Leads.
4. WTCC Leads sent master files to Geo translation teams.
5. Geo teams sent questions to WTCC Leads.
6. WTCC Leads forwarded questions and files to GWUE.
7. GWUE sent answer with related files back to WTCC Leads.
8. WTCC Leads forwarded GWUE answers and files to Geos.
9. EiCs had questions which were directed to GWUE.
10. GWUE responded directly to the EiCs.
11. Geo teams sent next set of questions directly to GWUE.
12. GWUE responded directly back to Geo teams.
13. Geo teams sent translated files to EiCs for final review.
14. EiCs reviewed and returned translated files to the Geos.
15. Geo teams sent final translated files to GWUE team.

Timeline

Detailed dates:

Oct 16 – 30: Translation process designed and agreed to, EIC commitment obtained

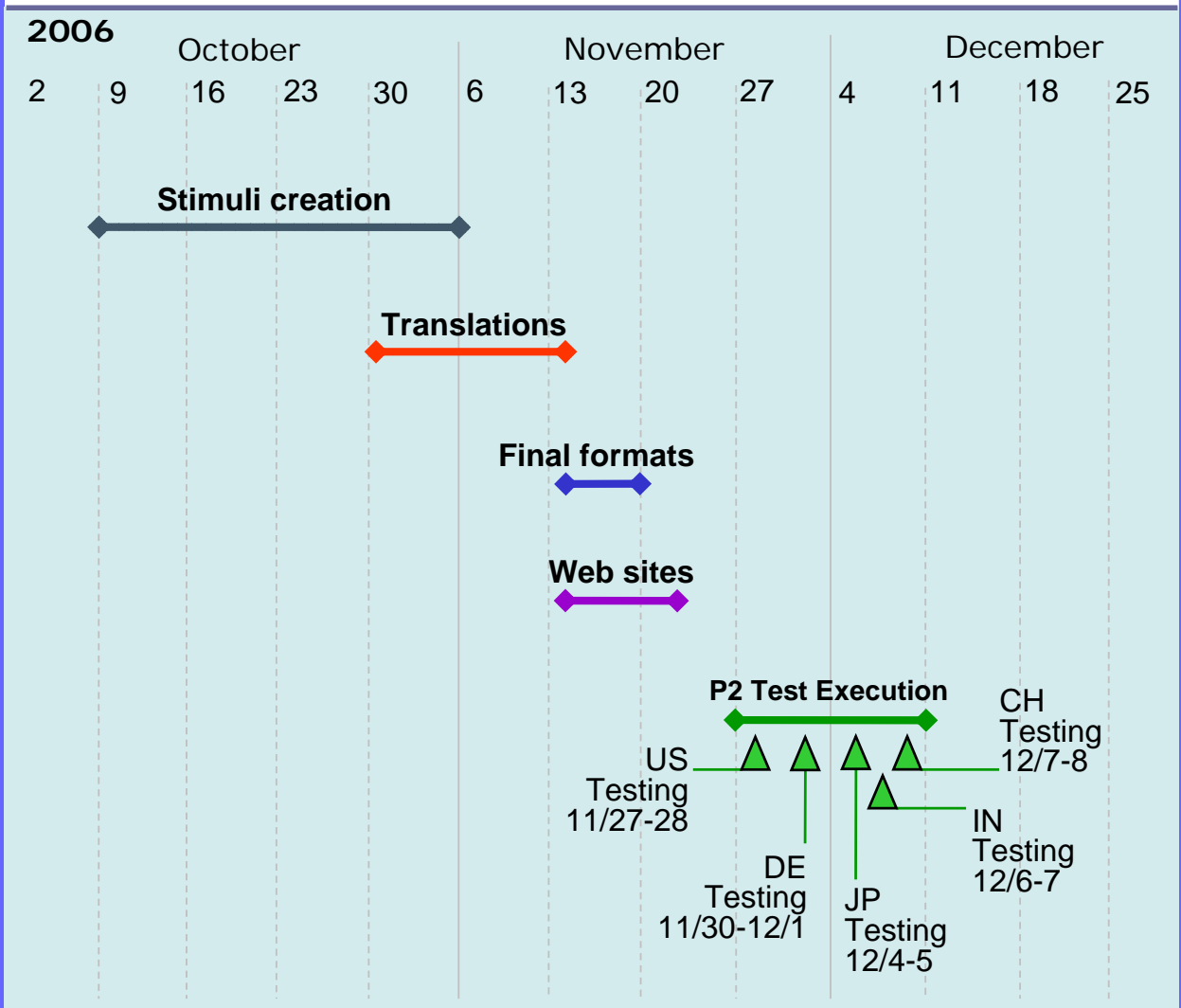
Oct 30 – Nov 6: Master files sent to WTCC/Geos for translation

Nov 7 – 14: Translated files sent to EICs for review

Nov 11 – 16: All final translated files sent back to GWUE

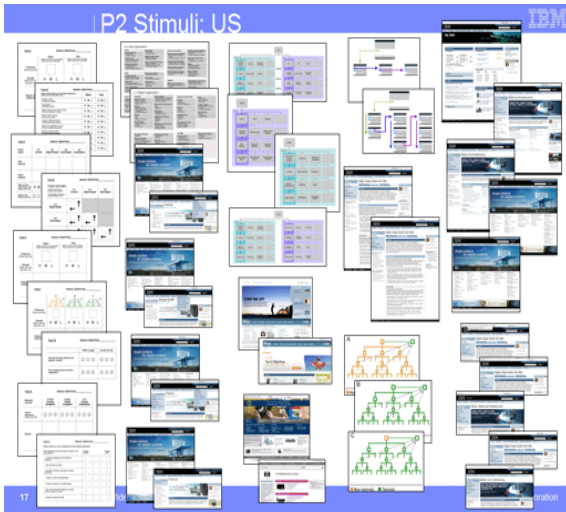
Nov 17 – 19: Print files created and sent to each country

Nov 17 – 22: All final test sites created for each country

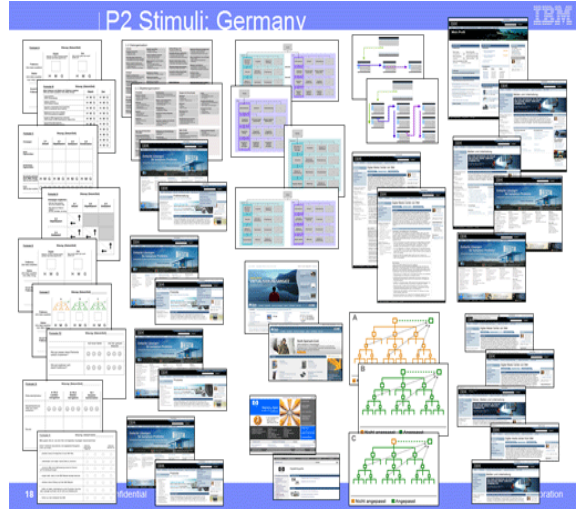


Materials

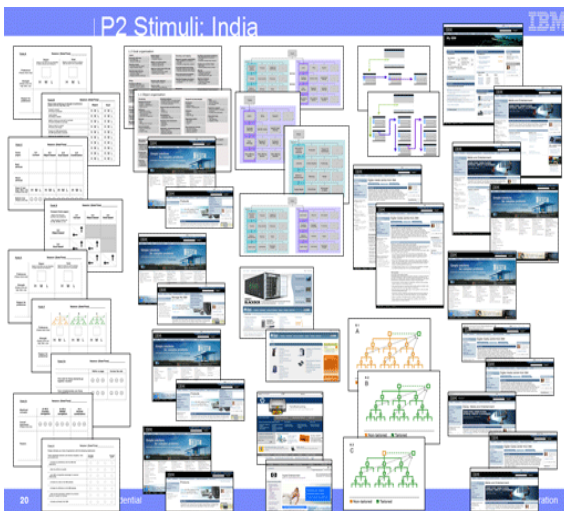
US



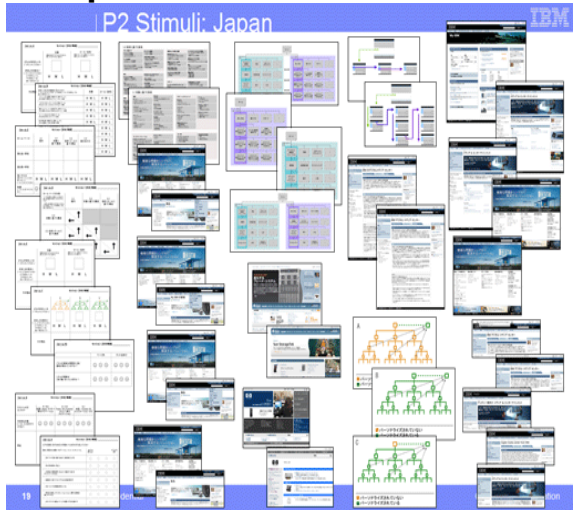
Germany



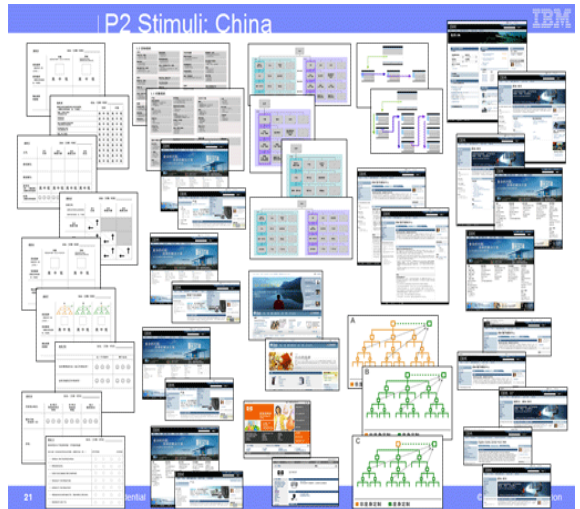
India



Japan



China



Total files:

- 47 master files per country
- 150 files per country
- ~ 560 printouts per country
- 5 country test sites
- 215 translated files worldwide
- 750 files worldwide
- ~ 2,800 printouts worldwide

➤ **Over 3,500 items managed total**

Takeaways

1. Create all PSD files with translation needs in mind
 - Separate all text layers and image layers for all files
 - Rules for specific areas can be on a "NOTES" layer, for each file
 - Review sample files with translators, prior to process, and note questions [First batch helped note questions for future batches]
2. Retain overall project management for execution of translation within the test team
3. Have a project plan line item to communicate test purpose to EiCs and all translators
 - Before the translation process begins
 - Confirm all players are on board and understand their roles
4. Have entire process outlined in project plan
 - Include particular country needs [Japan needs additional time]
 - Have a process for questions [who to ask, reply by when]
 - Have regular "check points" to track process and assist translators as needed
5. Communicate file exchange process clearly
 - Set pick-up and drop-off dates for files (and batches) up front
 - Direct how to rename translated files clearly
 - State what format the translated files should be returned in
6. Have a final QA check of translated files
 - Have someone on test team (who can read translated files) review files for any items that do not match or support test FOIs
7. Consider a Web 2.0, high-speed development environment
 - Need multi-way communication and version control: check in, check out, update, validate, approve, QA, remote release
 - Timeline for execution is measured in hours, not weeks or months