

tl;dr:

The Translator API leverages OpenAI ChatGPT agents for language detection and translation, enabling seamless conversion of marketing messages across presentations, PDFs, and other formats to various local and regional languages.

This API aims to empower businesses to customise marketing efforts according to regional requirements efficiently.

Goals:

Business Goals:

- Enable pan-India reach for marketing messages across multiple formats, enhancing customer engagement in different regions.
- Streamline the translation process, reducing time and cost associated with manual translation services.
- Capture a significant share of the AI-driven translation market by offering multiformat support and high accuracy levels.

User Goals:

- Quickly and accurately translate marketing materials into diverse languages to cater to local markets.
- Simplify the translation workflow for marketing professionals, eliminating the need for multiple tools.

Non-Goals:

- Developing a general-purpose translation tool for texts outside of marketing messages.
- Language tutor or learning capabilities.

User stories:

- As a marketing professional, I want to translate my presentation to multiple languages so that I can reach a wider audience.
- As a content creator, I want to submit PDF marketing materials to get them translated into regional languages, enhancing local engagement.

User experience:

- Entry point: User uploads a file via a web interface or through API calls.
- Core functionality:
 - User selects a document for translation.
 - The system automatically detects the document's format (e.g., PDF, presentation) and text language.
 - The user chooses the target language(s) from a dropdown menu.
 - The translation process begins, showcasing a progress indicator.
 - Once complete, the user can download the translated document.
- Edge cases/advanced features:
 - Handling documents with mixed languages.
 - Retaining formatting and images in presentations and PDFs after translation.

Narrative:

Imagine a small business aiming to expand its market share in Latin America. Their marketing team has designed an engaging presentation, but it's only in English. Using the Translator API, they upload the presentation, which is automatically recognized as English. They select Spanish and Portuguese as target languages. Within minutes, they receive accurate, well-formatted translations. This quick turnaround enables immediate engagement with potential customers, showcasing their commitment to the local markets and significantly aiding in their expansion efforts.

Success metrics:

User-centric metrics:

- Adoption rate
- Satisfaction score

Business metrics:

- Increase in the number of translations performed monthly.
- Growth in API subscription among enterprises.

Technical metrics:

- Accuracy of language detection and translation.
- Translation turnaround time.

Technical considerations:

- Technical needs: Integration with ChatGPT for language detection and OpenAI agents for translation. Support for document parsing and formatting.
- Integration points: Existing content management systems (CMS) and marketing platforms.
- Data storage and privacy considerations: Secure handling and temporary storage of user documents.
- Scalability and performance requirements: High availability, especially during peak usage times.
- Potential technical challenges: Maintaining document formatting, especially for presentations and PDFs.

Milestones & Sequencing:

Project Estimate: Small

Team Size and Composition: Small

Suggested Phases:

- Discovery and planning (.5 days): Finalize technical details and partnerships.
- Design and prototyping (.5 days): Develop initial API design and test with selected documents.
- Development (1 day):
 - language detection, translation capabilities (1 day)
- Testing and quality assurance (1 day): Testing with various languages.
- Beta release (3 days): Limited release to gather early user feedback.