How and when to conduct a bilingual session

About bilingual (or more) users

Key terms: Language proficiency - level or proficiency on a language

Preferred language - language of comfort of the user

Two bilingual users of spanish and english, can have different preferred language, as well as different proficiency levels of both languages.

This deck is for running interviews with users with low English proficiency who would be unable to have an interview in English.

About bilingual (or more) users

When to approach bilingual without regard of English proficiency:

- For usability tests in second language, where the interactions depend on language to be successful.

When to approach bilingual with low English proficiency:

- For discovery interviews, in depth interviews, anything related to finding or discovering user needs, and pain points.

Preparing

Practices to run the sessions

When the researcher doesn't speak the user's language

- External professional moderator - Outsourced
- External professional moderator
- Professional interpreter
- Team member as interpreter

All these have different advantages and disadvantages, which are described later in the deck.

Current constraints

As by April 2021.

Perigean can only recruit bilingual users that also speak the English. So currently no English proficiency is not possible to recruit.

Need to have additionally from research plan

Translated guide, with explicit notes about product context.

Business Translated glossary is useful for translating and interpreting.

Practices description

External Moderator - Oursourcing

Consists on hiring a professional researcher that speaks the language.

Outsourcing from a UX agency that can provide the service.

They will also need to translate the interview guide.

Best experience for the user and smoother conversation flow. Less risk for misinterpretations.

Higher cost for external outsourcing

Medium risk: Low context on product goals, interview guide must be well written and descriptive on the information that wants to be learned about.

High availability than with a va Internal employee.

External Moderator - VA internal

Consists on hiring a professional researcher that speaks the language.

Finding and internal VA Researcher, who speaks the language.

They will also need to translate the interview guide.

Best experience for the user and smoother conversation flow. Less risk for misinterpretations.

Lower cost than external outsourcing

Medium-Low risk: they have VA context, but they may need product / project context, thus the guide must also be very descriptive.

Low availability the colleague would have availability issues if committed with different teams.

Professional interpreter

A person that can act as a middle man interpreting live between the moderator and the user.

It is done during the interview, taking turns speaking and interpreting.

Low experience for the user, conversation can lose the flow, and less can be covered during an interview due to time constraints.

Lower cost than external outsourcing. Depending on number of sessions and time consumed.

Medium risk: moderator has full control of the interview, but conversation can be hindered and findings can get lost in the moment due to time and context constraints.

High availability from everybody.

Professional interpreter

A person that can act as a middle man interpreting live between the moderator and the user.

It is done during the interview, taking turns speaking and interpreting.

Low experience for the user, conversation can lose the flow, and less can be covered during an interview due to time constraints.

Lower cost than external outsourcing. Depending on number of sessions and time consumed.

Medium risk: moderator has full control of the interview, but conversation can be hindered and findings can get lost in the moment due to time and context constraints.

High availability from everybody.

Team member as interpreter

A team member or internal colleague that speaks the language that can act as a middle man or moderator interpreting live between the moderator and the user.

It is done during the interview, taking turns speaking and interpreting.

Good for fast feedback, fast set up, and team member has product context/

Low cost, as it wouldn't require an additional third party.

Medium- high risk: if team member is not trained in user research, there is a risk on biased and misconducted interviews.

An advantage here is the context the teammember already should have on the product and the goals.

High availability, it can also be easier to coordinate.

Enabling observers

/thoughtworks

Interpreter

If the interview is being run in an additional language, and it wants to be observed either by the research lead or the product team who may not speak the language.

An interpreter can act as simultaneous dubbing of the interview.

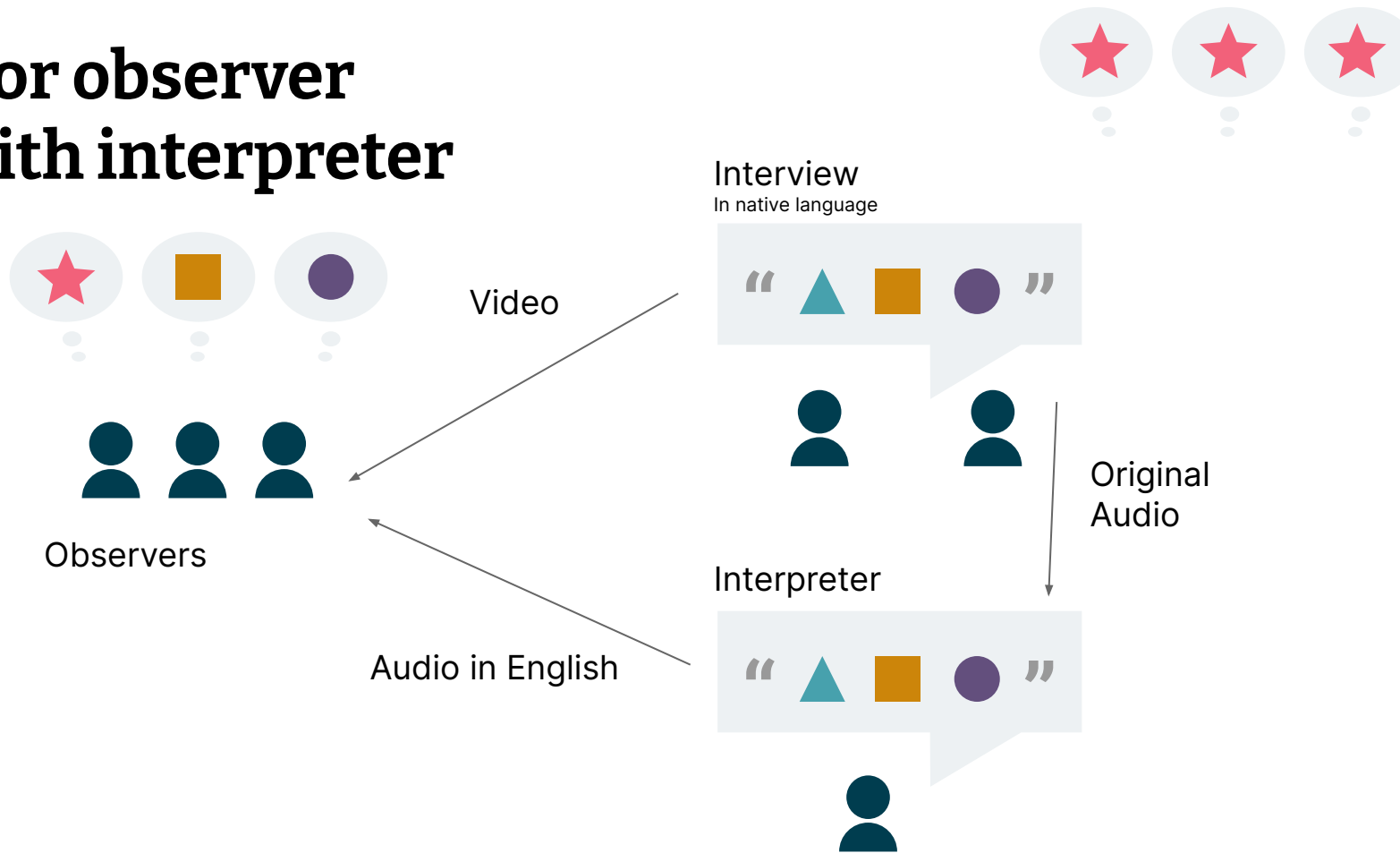**Good for fast** feedback, alignment, note taking,

Higher cost

Complex setup: Set up can be a bit odd to coordinate the systems to feed different channels of audio and video.
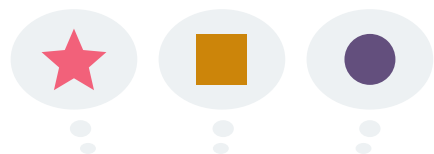
High availability, as it is availability on demand

Set up for observer room with interpreter

Video

Interview
In native language

Original
Audio

Observers

Interpreter

Audio in English

How this can look like for remote

Observers

Interview
In native language

Interpreter

Video
Audio in English

Shares screen and audio via Teams

Original Audio

Shares screen and audio via Zoom