

Team Travel

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and Darryl**

Binus International - January 2022

Big Topic

Language & Effective communication

A Personal Story

- A Palestinian born trying to communicate with through slang text





Halo, mw kmn?

Hello





What happens to expats and language learners ?



Let's be clear

Jenny is a 28 year old expat

Goal - to communicate with local drivers and community

Frustration - she doesn't understand the local language





What would you do? Unless you are fluent in Indonesian, you wouldn't understand the text.



Tech like translation software has helped us a lot, to connect people and translate common sentences.

mau ke mana

11 / 5,000

where are you going

This sentence works fine





Jenny, expats and language learners are defeated

User Storyboard

When expats and language learners cannot communicate with locals. I wouldn't just say sad, language learners, when this happens and expats are defeated.

Problem Statement

How can expats and language learners, like Jenny effectively communicate with locals that text abbreviated slang?

General Investigation

Doman Investigation

How are expats and language learner's met with difficulty when communicating with locals that text in abbreviated slang?

User Research: Observational Study

- 20 International citizens, Aged 18 - 28.
- Have some connection to Indonesia
- Are unable to speak the language (from America, Ireland, Canada, Australia)

Instructions

Given a text chat, do anything you can, to uncover its meaning

1. sbb ywd mw kmn?
2. Gbs
3. sbb ywd ke mall aja kuy
4. cape bat dah pen bobo
5. Sape. - siapa

sbb ywd mw kmn?



Gbs



Sape?



User Research: Observational Study

95% Failure

11 minutes until giving up.

19/20 failed

User Research: Observational Study

90% Tried google translate

Interestingly, those that did succeed, either found through by typing in native language, then translating that result. Or browsing through long lists of foreigner articles, because its triggered by SEO

Translating long, complicated and painful process.

The only quick and easy approach is to use friends,
Most international students do not have close friends.

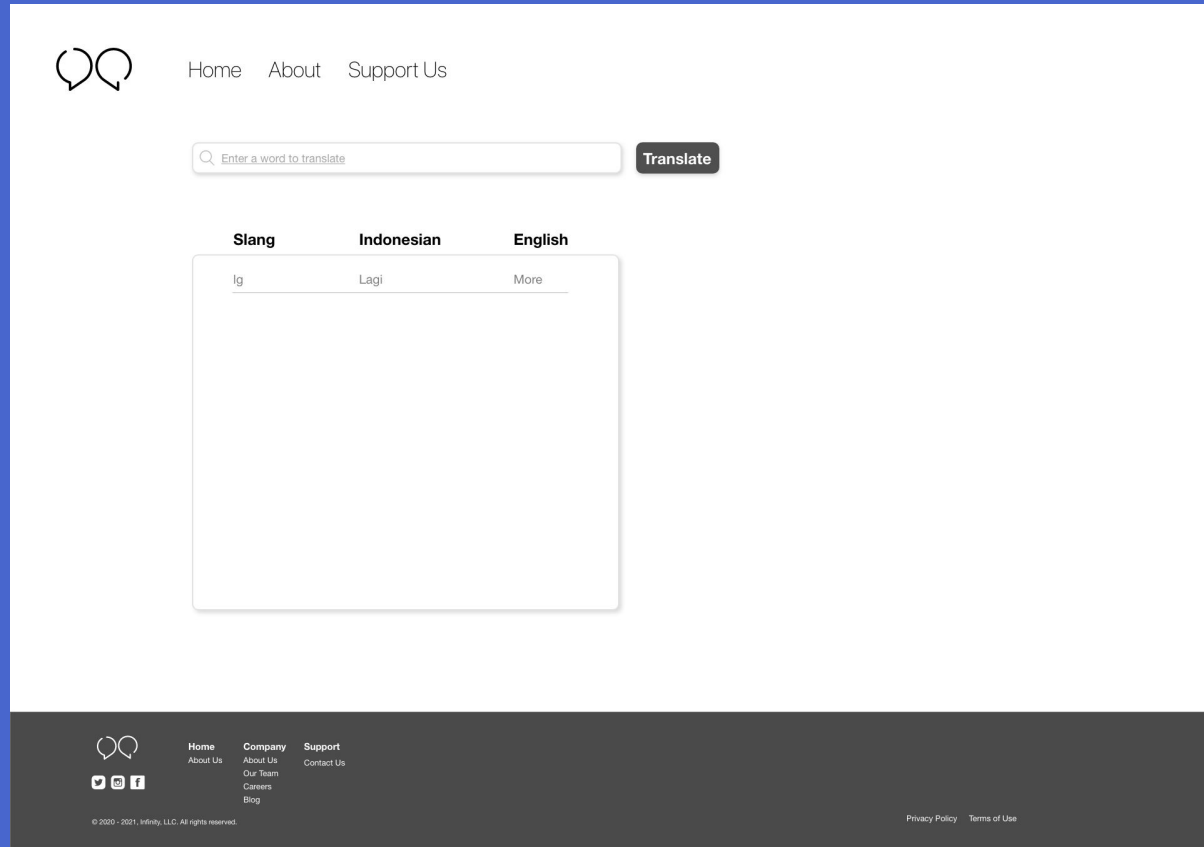
App Statement

A web app that translates abbreviated texts to their full meaning and words. From and to any language.

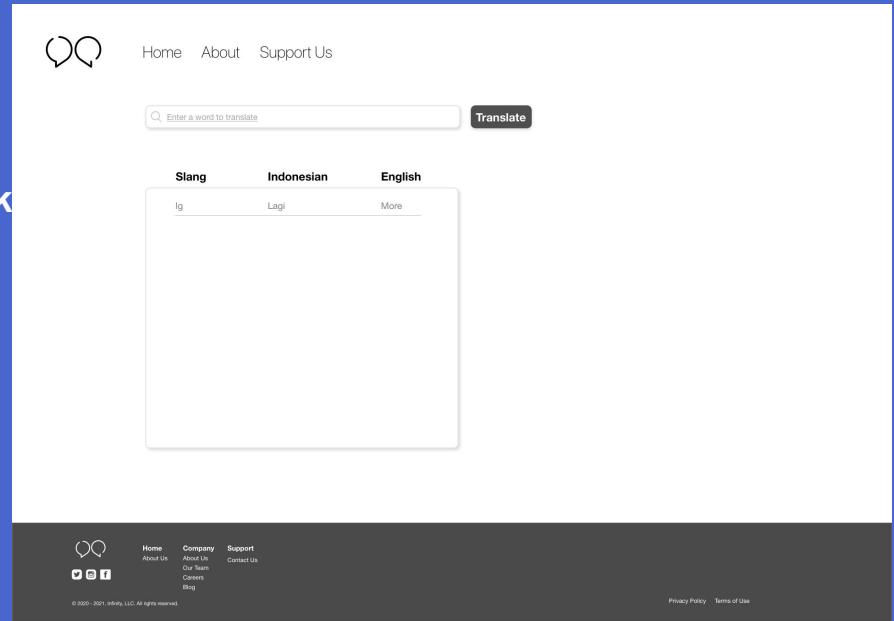
App Statement

SlangTranslate

Low-Fi Prototype



- No clear output area
- Table is automatically sorted, but still unclear
- Table is an 'addition, in case learners want to know more words, rather than a necessity'
- A translate 'button' is unnecessary
- 'The best interface, is no interface'



Revised Low-Fi Prototype

SlangTranslator

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Translate from

Indonesian ▾

Km

↔

Translate to

English ▾

Full word

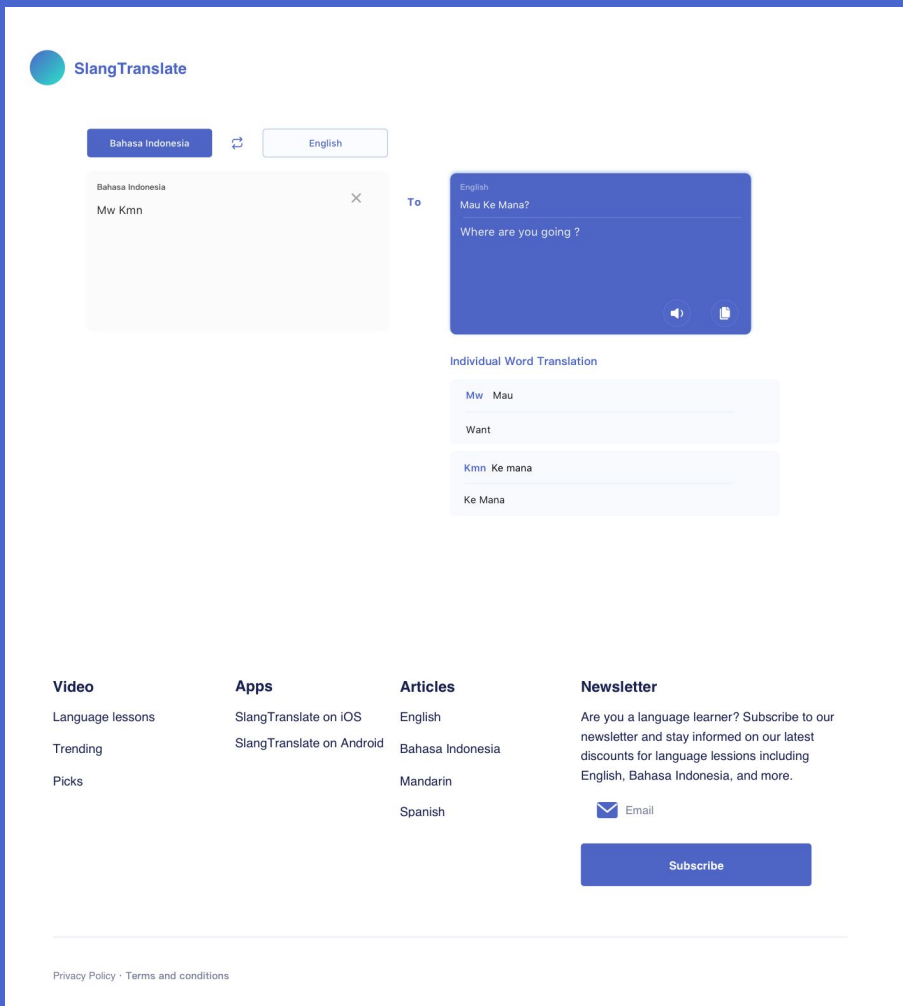
Kamu

You

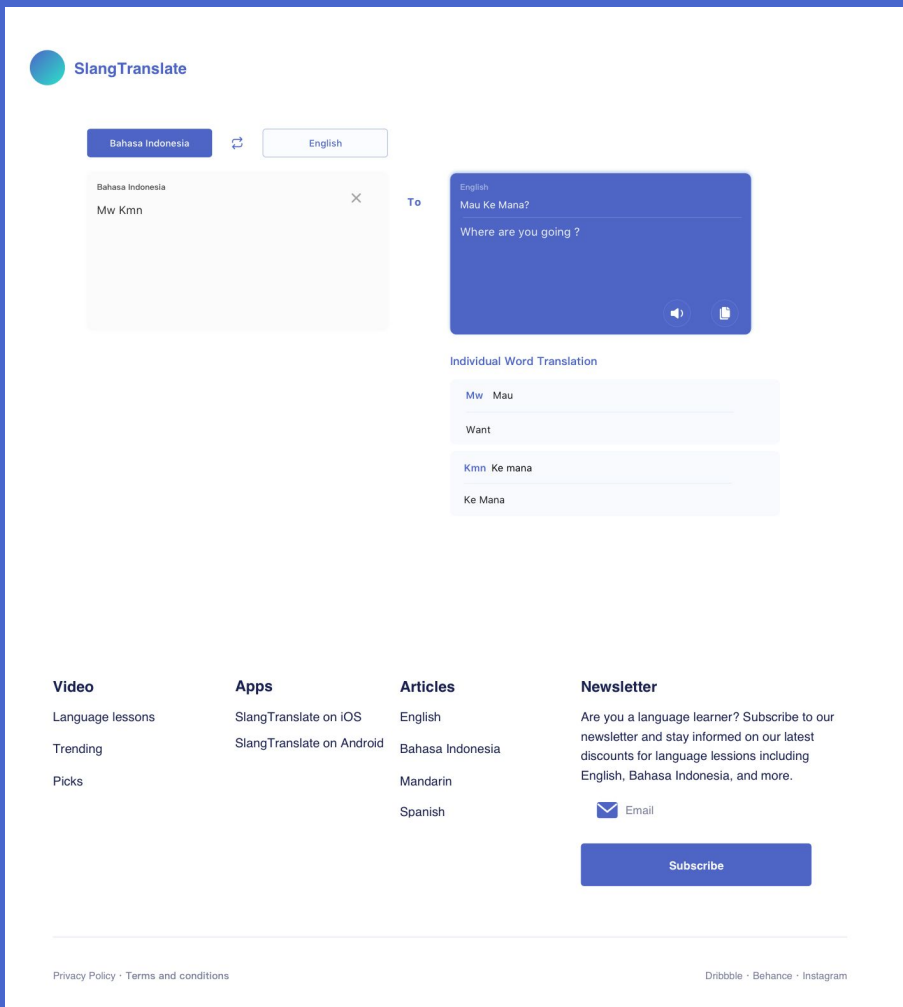
Here's a list of words for you.

<u>Bahasa Indonesia</u>	<u>English</u>
Ig / Lagi	Now / Continue

Hi-Fi Prototype



Demo the Prototype



So far, we've conducted the demo, and we've seen 87% improvement. No one failed.



Bahasa Indonesia English

Bahasa Indonesia

Mw Kmnn

To

English

Mau Ke Mana?

Where are you going ?



Individual Word Translation

Mw Mau

Want

Kmnn Ke mana

Ke Mana

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Future implementation to v1.0

- Can add Google Translate API, to have accurate, full sentences.
- User input translations, similar to urbandictionary, can easily add multiple language support.
- Can add multiple translations to a text



With SlangTranslate, expats, and language learners aged 7-70, can happily connect with the local community with no friction.



Bahasa Indonesia English

Bahasa Indonesia
Mw Kmnn

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