Business Case - MLC (Multi-language courses)

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☰ Team	Collaboration Team
☰ Quarter	Q1'25 Q2'25 Q3'24
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TL; DR

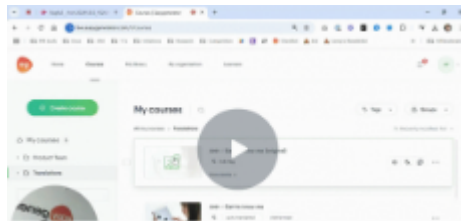|	
Product Hypothesis	We believe that by building multi-language in one SCORM (MLS) targeting Tier 2 and 3 customers will significantly improve the user experience of managing languages and contribute to reducing the probability of churn. Our success measures are: • Increase the number of Automated Translations add-on purchases • Reduce the number of duplicated courses created for translations over time
What	Manage all their translations via the original course. They won't have to manage each language as a separate course. Submit their course in multiple languages as one SCORM package to their LMS systems.
Why	Based on the CSM feedback in August 2024 (Product Committee CSM.xlsx), MLS has been identified as the most critical need.
When	Private beta release • Milestone 1: Late May 2025 • Milestone 2: Late June 2025 • Milestone 3: Early July 2025 Release to all eligible customers: Mid-July 2025

PROBLEM

What's the Customer Problem, who is the customer, and why does it matter?

Companies building onboarding or training materials for global teams require courses to be translated into multiple languages. While it's possible to translate a course into multiple languages on EG, here are the key problems with the current solution:

- **Editing and managing existing translated courses**: when changes need to be made, each translated course needs to be manually edited and translated. The higher the number of courses and translations, the more time-consuming and difficult it gets.

- **Uploading courses onto LMS**: the author is unable to upload the different translations as a single SCROM package. They must manually upload all the translations separately.

- **Tracking course results**: due to translations being their own courses, authors don't have centralized analytics view which makes it hard to track the course performance.

Target Segment

This problem is particularly felt by our Tier 2 and Tier 3 customers who have staff all over the world and have many courses.

For example, our customer Unicredit (Italian bank) has 10k+ employees globally and has thousands of courses. Majority of the time, they need the course in 3 languages (English, Italian, German) but certain courses need to be translated up to 40 languages. For these types of customers with such a scale, Easygenerator won't meet their needs.

What data supports the problem?

Our PM Nuno and Product Designer Raghul conducted 14 user interviews between Q2-Q3 2024:

- 6x Tier 3: Volvo, Unicredit, Nissan, Danone, Etex, Kantar

- 6x Tier 2: Mint, Cartier, DEME, Arcus FM, Bacardi, Azelis

- 1x Tier 0: Kolabori

- 1x internal: Abigail Fairest

Their research findings and summary can be found here: ML1S - Customer Interview Research Outcome.xlsx. The key takeaways are:

- All participants indicated that the current system is challenging to manage. Administrators struggle to find and update courses in various languages and track completion rates.

- All participants highlighted the need for centralized analytics for courses, regardless of the language in which learners complete them.

Why is now the right time to solve this problem?

Based on the CSM feedback in August 2024 (**Product Committee CSM.xlsx**), MLS has been identified as the most critical need with the highest score compared to other challenges / opportunities in the product. If we don't invest into addressing the identified problems, it will increase the likelihood of customers who bought Easygenerator for managing multiple language use cases to churn.

SOLUTION

Proposed Solution

With multi-language in one SCORM (MLS), our customers will benefit from:

- Manage all their translations via the original course. They won't have to manage each language as a separate course.

- When they make changes to the course, the changes will automatically propagate to all the translated versions, and the text will be translated too.

- Submit their course in multiple languages as one SCORM package to their LMS systems.

- Have centralized analytics view where they can look at course analytics on the language level or as all languages combined

▼ **Author's perspective**

- New entry point to translate default course into other languages (Figma).

- In Course settings > Translations, we've made changes:

  - Introduce a new tab called "Multi-language versions"

  - Rename the "Course translation" into "Independent Courses" (Figma)

  - Move "Interface labels" under "Multi-language version" tab (Figma). This can only be edited after translations have been made.

- In "Multi-language versions", the author can choose:
  - Auto-translation
  - Exporting XLIFF and importing the translated version
  - Manually translate
- In the course, switch between the default language and the translated language(s).
- Preview the course and preview the different translations.
- Changes to course structure, content and questions
  - Changing the course structure can only be done in the default language. Structural change is considered as adding/removing a page, content block or question to the course. We will communicate to the author that they can't edit a translated version.
  - Changing content in the translated course is possible. Content is meant by text, image, video, audio.
  - Changing answers to questions isn't possible. We will communicate that in-app.
- Change in the course structure in the default language will be propagated to all translated versions. We will inform the author when changing the course structure.
- Have centralised analytics to see data for the course as a whole or by translated languages.
- NOTE: Existing sections to be reused in a different course won't be available for auto-translatio.

▼ **Learner's perspective**

- The learner will be able to select in which language he/she wants to take. When the learner opens the course, a selection of translated versions will pop up.
- The reviewer can also change the language.

▼ **Reviewer's perspective**

- The reviewer will be able to select in which language he/she wants to take. When the reviewer opens the course, a selection of translated

versions will pop up.

- The reviewer can also change the language.

▼ **LMS integrations**

- If we don't have an integration with the partner, the author manually downloads the SCORM package and uploads it to their LMS system.

- If we have an integration with a partner, the author can push the update via the integration.

Milestones and Timeline

As of 28th January, the remaining scope for MLS to complete stands at 173.5 story points (see dashboard). Further scope reductions are not feasible, as doing so would significantly compromise the user experience. With our current team capacity (2 full-time developers, 2 part-time developers), delivering MLS in full would take approximately 7.5 months. This timeline does not account for QA testing or unplanned work / unknown unknowns.

To accelerate value delivery and incorporate customer feedback sooner, we propose releasing MLS through a structured **public BETA program**. This offers the following benefits:

- **Deliver Incremental Value to Customers**: By releasing features iteratively, we can provide functional value to customers earlier while continuing to develop additional features.

- **Set Clear Expectations**: Communicate the staged release process to beta customers through documentation or onboarding sessions to align their expectations.

Milestones, Target dates & scope

The MLS public BETA will be structured into multiple milestones, each with a clearly defined target date, goal, and scope.

▼ **Milestone 1 - Create and distribute multilingual courses**

- **Goal**: Authors can create multiple translations in a single course and distribute it to learners.

- **Target date**: Late May 2025

- **Scope**:

- Authoring Features

    - Navigate to the translation configuration settings in the new Editor

    - Select languages and auto-translate (or manual translate)

    - Select your default language

    - Edit interface labels

    - Edit existing MLS course

    - Preview your course and select between languages

- Restrictions

    - Prohibit course structure edits in child languages, restrict section reuse

    - Restrict authors from re-using sections in MLS courses

- Learner Features

    - Learner can select a language in the MLS course

    - Store languages in Gradebook

▼ **Milestone 2 - Enhance review and analytics capabilities**

- **Goal**: Implement analytics and expand author & reviewer functionalities.

- **Target date**: Late June 2025

- **Scope**:

    - Course Analytics

        - View Insights

        - View Gradebook

        - View Survey

    - Remove a translated language

    - Reviewer can select a language in the MLS course

    - Show comments specifically created in the selected course language

    - Export CSV will include all language versions

◦ Duplicate the MLS course

▼ **Milestone 3 - Finalize missing MLS functionalities**

- **Goal:** Deliver remaining key functionalities to prepare for a full release of MLS

- **Target date:** Early July 2025

- **Scope:**

　　◦ Translate via XLIFF

　　◦ Select which language to export as a PDF file

Customer Communication Plan

Effective customer communication is crucial to the success of the MLS private beta program. Below is the plan outlining how customers will be engaged, informed, and supported throughout the beta:

▼ **Setting Clear Expectations**

- Customers will be informed that MLS features will be released iteratively, meaning not all functionalities will be available immediately.

- Communication will clearly outline the benefits of participating in the beta program and what to expect in terms of incomplete features or bugs during the beta phase.

▼ **Feedback Collection**

- During the beta, customers will be encouraged to provide feedback on:

　　◦ Usability of the released features.

　　◦ Challenges or issues encountered during their workflows.

- Feedback will be collected and managed by the PM (Anh) and Designer (Kate):

　　◦ 1:1 interview with selected beta participants.

　　◦ Proactive follow-ups based on customer usage patterns.

▼ **Closing the Beta Program**

- Once all features are delivered, the beta program will be formally closed, and MLS will be rolled out to all eligible customers.

Assumptions, Outstanding Issues, and Key Decisions

Q: What other solution approaches did we explore?

- Answer: Before implementing the current MLS, we explored a different approach. We looked at "Bundling Courses into a SCORM Package" where the author selects multiple languages and bundles them into one SCORM package. We discarded this approach because it was a hack, it would make future development difficult, and it didn't solve 2 core use cases:

- Editing and managing existing translated courses

- Tracking course results.

Q: What's the maximum size of the SCORM package we will support? What's the max. of languages we will support?

- Answer: There are two limitations: 1) set by AWS translations service and 2) SCORM size limit of the LMS. For AWS, the downloading is capped at 15min and different LMSes will have different limits (e.g. ~100MB to ~500MB). We've decided that we won't set any limit until we see critical feedback after beta milestone 1 release. If we see that the SCORM downloads fail frequently, we will communicate in-product to make customers aware. We won't be able to affect the size limit on the LMSes side. The customer will have to set the size limit accordingly in EG before uploading it to their LMS.

LAUNCH

How Will this Product be Launched?

Pricing plan:

- We will add MLS as part of the Automated Translations (AT) add-on package.

- XLIFF translation will be moved from Enteprise plan to the AT add-on.

- All AT customers will get access to MLS. MLS can be disabled/enabled in the Admin Dashboard in case customer-facing teams need to negotiate an updated contract.

Metrics to Track and How to Track Them

REDACTED

Definition of Success, Adoption Goals/KPIs

REDACTED