

Journey Map



ROBERT: BUSINESS LOCALIZER

OBJECTIVE

I want to localize my website with quality translations in as few steps as possible, while staying in my plan's budget

PERSONA TRAITS

- Wants to localize site in as few steps as possible
- Cannot judge translation quality unless there are customer complaints
- Prefers to translate in bulk by page
- Tries to identify low-hanging fruit for increasing human translation percentage

PROCESS

QUOTES

EMOTION

ANALYZE

- 1 Survey live website for content requiring translation
- 2 Identify pages or phrases requiring translation on Website Localizer
- 3 Select pages or phrases based on priority

“ It would be nice for me to see what's done and what's not done (within the Pages tab), and even look at which ones have how many words very quickly, so that way I can take action quickly.

“ The other method for me is to identify the low-hanging fruit, and say that this article only has 10 words left for human translation. And this one has a 100 words. I might just wanna get rid of this one, with the 10 words, so I can as a percentage just get more done, and focus on the bigger ones and do them in bulk.

SUBMIT ORDERS

- 4 Add phrases or pages requiring translation to Orders
- 5 Ensure that the requests do not exceed allotted plan budget
- 6 Submit human translation orders

“ Maybe if there was a search in the Pages tab, maybe it was like a filter, I could just punch in the numbers and those results would come up in here, and then I could quickly order or add to a cart or something

“ Unless you can tell me that this phrase will account for 10% of all my translations, then I might wanna work by Phrases. If not, I might as well work from the Pages tab

FOLLOW-UP

- 7 Check status of the orders submitted
- 8 Follow-up with relationship managers / customer reps to make sure orders are completed and accurate

“ The most difficult part is finding translations on our site based on where we submitted it into the Localizer, and ensuring that it's actually being translated on our website.

“ Allowing us to see... if we submitted something on Friday, we're able to search for a date that we submitted rather than just the words.

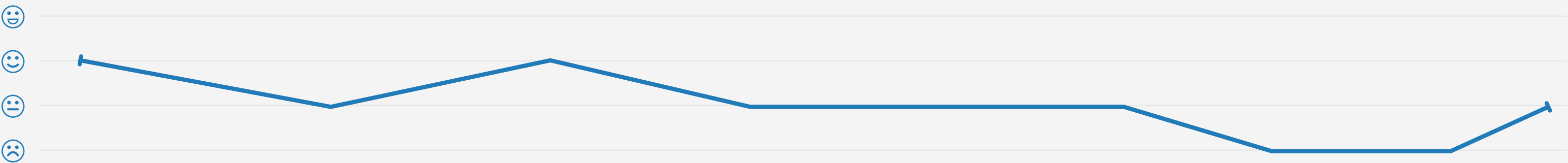
REVIEW

- 9 Review translations on Orders page and/or on live website
- 10 Check for translation accuracy (if possible) and/or formatting on live website

“ I don't think it's the quality of the person doing it, I think it really is the context. Our translations are very literal. When you literally translate things, it makes your website look like a Google translated website.

“ The user translating just has no opportunity to add context to what they're doing. So, I think that would help from a user standpoint when they're translating to have a technology built that they could login, see the website that they're translating...

“For me, order sitewide human translations, that would be the easiest thing to do. Just click that once, have the entire site translated, and basically call it a day. But I don't wanna spend \$7,000. That's why I'm going through this pain right now.”



INSIGHTS AND ACTION ITEMS

ANALYZE

- 1 Show what words are human translated / machine translated on a page in Pages tab, in visual format
- 2 Show how much percent a particular phrase accounts for on their entire site in Phrases tab
- 3 Show how many words are there in total on each page in Pages tab, not just remaining to be translated

SUBMIT ORDERS

- 1 Remember dropdown setting of how many pages / phrases to view at a time in Pages / Phrases tab
- 2 Convert WL to single page application
- 3 Add search to pages
- 4 Provide filter / advanced search options in Phrases tab (search by page, search by date of phrase discovery etc.)
- 5 Allow customers to hide / ignore unwanted phrases or pages for translation

FOLLOW-UP

- 1 Dedicated placed orders and order status within WL with respect to submitted pages and phrases request, chronologically ordered and searchable
- 2 Show how much is left to be translated on a page without having to click into it

REVIEW

- 1 Allow customers to access Visual Editor to fix styling issues with translations