Journey Map

JENNY: IN-HOUSE TRANSLATOR

OBJECTIVE

I want to translate my company's website accurately, while being able to see all the phrases visually in context

PERSONA TRAITS

- Is proficient in the language that is required for translation
- Knows the technical terms used within the company
- Does not have context problems because they are aware of the content
- Prefers to edit on website visually

PROCESS

ANALYZE

1. Check Translation Memory for new phrases coming in from Website Localizer
2. Select phrases to translate based on priority

TRANSLATE

3. Edit and improve the auto-generated machine translation
4. Save human translation

REVIEW

5. Verify on live website that the translations show up correctly
6. Check for formatting issues on live website

QUOTES

> " On one page you have 25 lines, and if there's a link somewhere... This is so hard, you have to go from one page to another. I think it's because of these links

> " The main problem is we don't know where this text is taken from. Where on the web page is this from. So we don't get the whole picture. And that's a big challenge because a line or column could be in the middle of a sentence. Sometimes it's just a word.

> " We have used one translation (service). We had the programming on the right and the web page on the left. And we could just write in the source code.

> " We had to turn off the Norwegian because it was really bad translations. If you wanted to have a comedy you could just take a look. So now it's only English and Spanish.

> "No we don't think that would be a good solution for us because we have a lot of technical language phrases that we only use here in our company.
> (When asked if they would order human translations)"

EMOTION
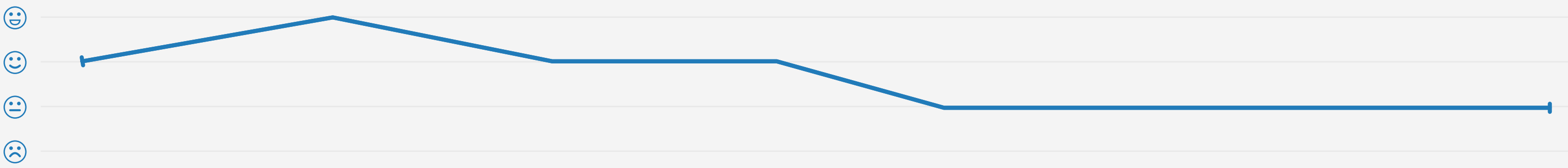
INSIGHTS AND ACTION ITEMS

ANALYZE

1. Show the website in a Visual Editor format to analyze text

TRANSLATE

1. Allow editing of text in a Visual Editor format
2. Improve phrase chunking algorithm

REVIEW

1. Allow fixing styles using Visual Editor