

- This is a brief of the MT system you need to evaluate. Consider all aspects carefully!

Brief Group 1

Background:

Your LSP, **JoaquimLingua Solutions**, specialises in translating marketing materials and product documentation for various industries. Recently, you were approached by **ShopAll**, a global e-commerce platform, with a new project. They want to expand their use of machine translation to handle user-generated content, specifically **customer reviews**, in multiple languages: **Spanish, French, and German**.

Currently, your team uses a Neural Machine Translation (NMT) system that has been optimized for translating formal content, including technical manuals and product descriptions, in these same languages. This system performs well for structured, formal text, but ShopAll's user-generated reviews present new challenges that your team must address before committing to the project.

You may find in this type of content:

- **Slang** and regional expressions,
- **Abbreviations** and non-standard grammar,
- **Misspellings** and inconsistent punctuation,
- **Inconsistent sentence structure** (e.g., fragmented thoughts, run-on sentences),
- **Highly subjective content**, with personal opinions and emotions reflected in the writing style.

While ShopAll sees great potential in automating the translation of these reviews to reach non-English-speaking customers, they are concerned about maintaining **tone**, **accuracy**, and **naturalness** in the translations. ShopAll emphasizes that the reviews must still be understandable and reflect the original meaning and tone even when the language is highly informal.



Module: Machine Translation Quality Assessment

Lecturer: João Lucas Cavalheiro Camargo

Instructions - Lab 3 - Evaluation Design

Your task is to evaluate whether the existing NMT system can be adapted to handle this new type of content effectively. You need to design a comprehensive evaluation plan to test the system's ability to translate **informal, user-generated reviews**.