



Canolfan Gwasanaethau  
Cyhoeddus Digidol

Centre for Digital  
Public Services



# Canfyddiadau ymchwil y Peilot ysgrifennu triawd Trio writing Pilot research findings

Jan - March 2024



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# Background



## Background

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Services in Wales are **not always tailored** to the **needs of Welsh language users**, making it **challenging for them to access and use these services**. The process of **trio writing** enables **collaboration** between **subject matter experts**, **content designers**, and **translators** to create **user-friendly content** that is **clear, accurate**, and **meets the needs of users** in both **English** and **Welsh languages**.



## Problem statement

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Services in Wales are **not always tailored** to the needs of **Welsh language users**, making it **challenging** for them **to access** and **use** these **services**.



The main goals of this study are to:

- **test** whether **trio writing** can make creating **Welsh content easier**
- identify **key challenges** Welsh organisations face when using trio writing
- understand how Welsh organisations **currently create content for Welsh language users.**



Is there a **problem** worth solving?

*"Do you experience any difficulties creating **user-friendly** content for both **Welsh** and English **language users**?"*

Would using **trio writing** as an approach make creating content easier for Welsh language users?

*"Would you **use the trio writing** and **recommend it to colleagues**?"*



Research participants view **trio writing** a **valuable practice** for **creating user friendly content** for **Welsh language users**. Collaborating with **content designers**, **SMEs** and **translators** was welcomed, and built **empathy** for what others do.

However, **challenges** include:

- The process is sometimes **time-consuming**
- **Careful planning** needed regarding **resources**, **content type**, and **clear guidelines**
- Implementing trio writing as a standard is considered **difficult**, **impractical** and **unsustainable**
- **Without additional training**, users don't feel too **confident** **teaching others** to use trio writing





# **Methodology and participants**



The research methods used were **in-depth interviews**

Each research session lasted **30 minutes** and took place from **Mar 03 to Mar 21 2024** via MS Teams

Although **3 organisations** participated in the pilot, only **2 organisations'** delegates attended an interview

Please see our [contact list](#) for more information on our target user profiles.

We wanted to understand how trio writing was perceived by **new users**, and **experienced users**



## Participant Overview

Participant number	Role	Length of time in role at org	Location	Organisation	Preferred language (Welsh/English)	Have you heard of trio writing before joining this pilot? (Y/N)	Do you use trio writing to create user friendly content for Welsh language users?
TW-P01	Content Designer	4 years	S. Wales	Cyfoeth Naturiol Cymru / Natural Resources Wales	English	Yes	Yes
TW-P02	Senior Translator	10+ years	Mid Wales	Cyfoeth Naturiol Cymru / Natural Resources Wales	Welsh	Yes	Yes
TW-P03	Marketing Officer	9 years	S. Wales	Swansea University	Welsh	No	No
TW-P04	Head of Translation and Welsh Language Compliance	5 years	Mid Wales	Swansea University	English	No	No



## Interview questions

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- Background - tell me about yourself, your role, and how do currently translate content...
- Explore problem area - is trio writing a viable solution for creating user-friendly content for Welsh language users in your organisation...
- Preferred approach – How do you prefer to make and translate content for Welsh language users...
- General experience – what has your experience been like using trio writing...
- Overall experience - tell me what works well, what doesn't, any suggestions for improvement...
- Forward looking - would you be using trio writing moving forward, if not, what will you use and why...
- Satisfaction level - how would you rate trio writing ; would you recommend it...



# Key findings



## Research limitations

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We faced the following limitations:

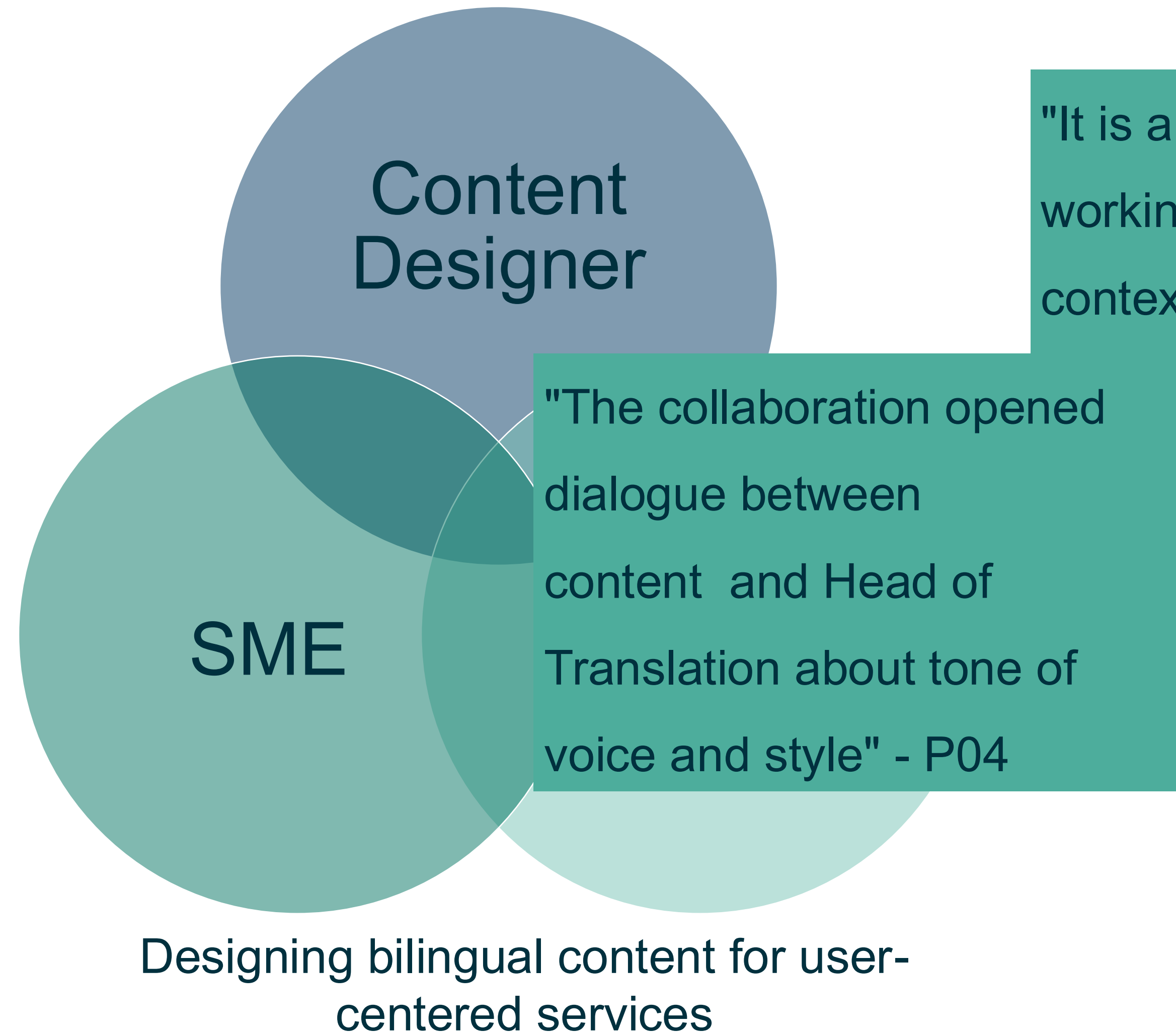
- This study only involved **4 people**, so the insights **might not be true for everyone**. Using a small number of participants can make it hard to trust our study's findings are **accurate for a larger group**.
- Bias: this study **unintentionally favours content designers and translators**; we didn't get to speak with **SMEs**



## Initial impressions of trio writing

"Better standard of Welsh is implemented due to Trio writing due to working with a translator" - P01

"Fantastic! Gives Welsh and English same consideration from the outset" - P02

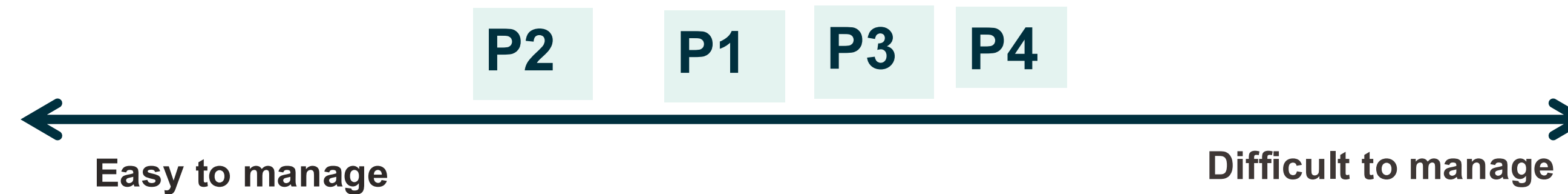


"It is a better way of working together - context is discussed with or" - P03





## How do you currently manage making content in Welsh?



“**English focused on first & designed. In house x5 translators including translation software. Under 1000 words in house, more words outsourced**” – P2, Senior Translator

“The process is **straight-forward generally**. All translation requests come through an IT system. But **more notice** from other departments **would help to plan our work**” – P4, Head of Translation

“**Internal translation unit** are the first point of contact for written copy: **context is given to the team**, but I also create Welsh content from scratch to **incorporate style guide** and **tone of voice** - so this bilingual. ” – P3, Marketing Officer

“**Digital services team** involved in the **content that goes online**, They publish things online and **make sure everything is compliant.** ” – P1, Content Designer





## How did you find using trio writing to produce content in Welsh?



“It is a **better way of working together**- context is discussed with translator. Trio writing **can take into 3 hours** but depends on resource- but this is good ” – P1, Content Designer

“**Fantastic!** Peer-reviews are not criticism. It creates **less duplication**, better **understanding and relationships within teams**; fosters collaboration” – P4, Head of Translation

“It was interesting to see **how small changes to the copy** can be made with **fresh pair of eyes**. Helps to get **content and context correct**. However, **not sustainable with amount of translation resources available**” – P3, Marketing Officer

“Although it is **time consuming** - **saves time** in the long run - you get to **ask questions up front**. It **won't take the place of traditional translation** ” – P2, Senior Translator



## Moving forward, would you use trio writing as a standard to create content?



“Trio writing is a **positive thing**, so Yes. The **simpler it gets to produce Welsh content**, this will **give more people confidence to use Trio writing** ” – P1, Content Designer

“Yes, but it's **not for everything**. It would **work best for marketing and branding** and campaigns - graduation, clearing” – P4, Head of Translation

“I think I would. Trio writing would be ideal for when a new project is being set up, like a new brand ” – P3, Marketing Officer

“Yes, it **gives you the opportunity to think about the end-user**. However, **not suitable** for reports or **long-form content**. ” – P2, Senior Translator



# Conclusion



## Key takaway

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- Overall, participants found trio writing to be a **valuable practice** for producing **high-quality bilingual content**
- TW is seen as beneficial for giving **equal consideration** to **both languages** from the outset and **avoiding translation pitfalls**
- 4/4 participants found it **time-consuming** but is **believed to save time in the long run** by **addressing questions upfront**
- Everyone agreed that TW is **not always feasible** or **suitable for all types of content**
- 2/4 mentioned that they'd expect **clearer guidelines** and **support** to **implement TW** within their organisations
- All the participants said they'd **recommend trio writing** and see it as a **positive addition**

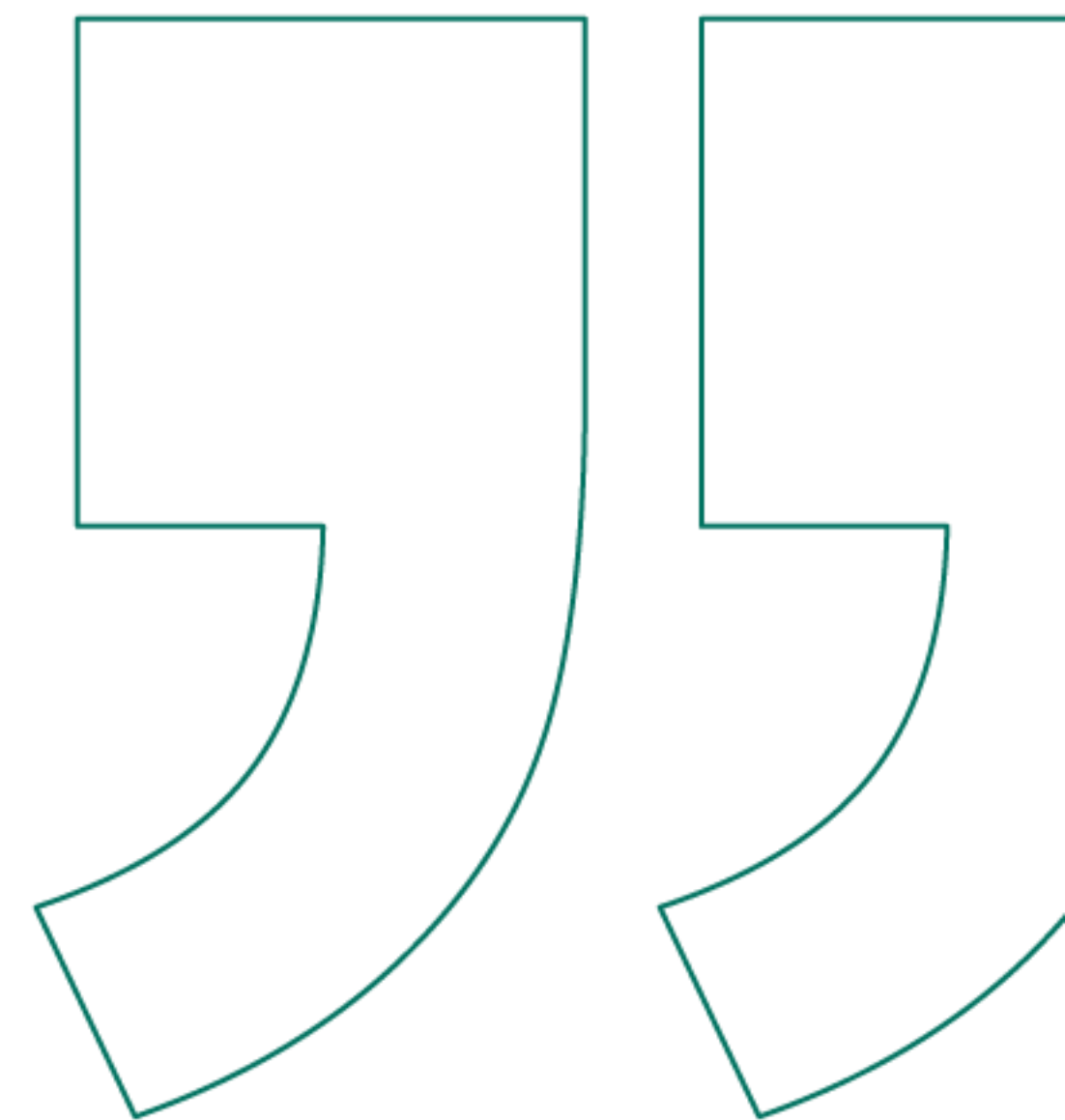


- **Trio writing enhances bilingual content:** Users agreed that by **working together**, treating **both languages equally**, resulted in **better content** for **Welsh language users**.
- **Time commitment:** Users said that TW takes **more time at first** but is **time-efficient later** by **tackling questions early**.
- **Limited resources:** Users said TW isn't **practical** or **sustainable** without enough **resources**
- **Content Suitability:** Users believe TW **is not always feasible** or **suitable for all types of content**
- **Standardisation:** Users want **clear guidelines** and **training** to standardise TW in their organisations
- **Capacity Issues:** Users believe that **tight deadlines** and **few translators** make TW **challenging to implement** due to **capacity issues**.



**Dyma'r broses berffaith mewn byd delfrydol,  
pe bai gennych yr adnoddau a'r amser, ond  
nid dyma'r realiti.**

**This is the perfect process in an ideal world,  
if you had the resources and the time, but  
this is not the reality.**





# **Interview soundbites**





## Final thoughts – Hear from the users!

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P4, New user



P1, Experienced user



P3, New user





# Recommendations



## Prioritised recommendations

	Recommendation	Who can work on the recommendation	Priority	Status
1	Content Suitability Analysis: <ul style="list-style-type: none"><li>- apply trio writing to user-focused content for the greatest effect.</li><li>- use trio writing sparingly for lengthy content not affecting user experience</li><li>- encourage teams to integrate trio writing into their early content planning</li></ul>	Content designer	High	Not started
2	Training and Support: <ul style="list-style-type: none"><li>- offer training on trio writing for teams unfamiliar with the methods</li><li>- facilitate teams' shift to trio writing with accessible training options</li><li>- provide workshops both online and in-person, like the sessions w/Rob</li><li>- share more case studies and examples to demonstrate adaptability</li></ul>	Content designer	High	Working progress
3	Marketing and promotion: <ul style="list-style-type: none"><li>- use social media to post trio writing insights</li><li>- engage your audience with Q&amp;A sessions or live chats.</li><li>- publish case studies from orgs that use trio writing</li><li>- host online webinars/workshops to demonstrate TW process</li><li>- participate in relevant forums, CoPs, and networking events</li></ul>	Content designer Marketing	Medium	Working progress
4	Conduct further user research: <ul style="list-style-type: none"><li>- recruit a different set of users from small to large orgs</li><li>- perform a discovery to better understand the roles of content designers, SMEs and translators. Uncover their respective pain points and user needs</li><li>- test and iterate TW regularly for continuous improvement</li></ul>	User researcher	High	Working progress



# Appendix



## Appendix – Useful links

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- [User research plan](#)
- [Ethics committee approval](#)
- [Discussion guide](#)
- [Mural board participant notes \(anonymised\)](#)



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**Unrhyw  
gwestiynau?**  
**Any questions?**



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**Diolch yn fawr**  
**Thank you**

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