Using the MadPak Suite for Translations — A Case Study

PRESENTED BY

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PASCO scientific
Objectives

Help you build a business case … demonstrate the value of high-performance tools

Give you objective-based options for your projects … demonstrate multiple paths to an end goal considering cost, time, and quality

Provide you with tips and cautions … learn from my mistakes
Route

- Example project
- Challenges

- 3-phase solution
- Benefits
- Cautions
- Tips
Who am I...

Education:
• Electrical & Electronic Engineer
• Communication Studies
• Political Science and Philosophy

Places worked:
• Small & large
• Intel; HP; Agilent; FAA; start-ups; consultant (high-tech)

Jobs:
• R & D; Engineering; Marketing; Manufacturing
• Engineer; Project Manager; Manager; COO
• Currently…Software Product Manager
Who are we...

Science Education

Software  Sensors  Interfaces
Types of content

User Interface

Online Help w/PDF
Types of content

Manuals

Curriculum

Brochures/
Catalogs
Challenges

Cost:
• High cost
• Created barrier to enter new markets

Time:
• Long lead times
• Last-minute changes and additions

Scope:
• Domain specific (science and learning)
• Wide-range of education levels Middle school – University
• Complex sentences and structure

Quality:
• Inconsistent terminology and strings
• Breaking source code

- Expensive
- Took a long time
- Broke stuff
Cost
• $25,000 /language
• 2 person months

Scope:
• User Interface (text)
• On-line Help (HTML)
• User Guide (PDF)
• Brochures (InDesign)

Quality:
• Inconsistent terminology
• Broke source

Time:
• 2—4 months
Process – Initial

Start

Extract FrameMaker files

Extract InDesign files

Extract other files

Manually package ss bundle

Send to translator

Extract other files

Wait / no changes

Manually rebuild sources

Produce outputs

Send for in-country review

Receive corrections from PDFs

Manually rebuild sources

Produce final outputs

End
Process – Initial

- Start
  - Extract InDesign files
  - Extract other files
  - Manually package ss bundle
  - Send to translator
  - Wait / no changes
    - Manually rebuild sources
    - Produce outputs
      - Send for in-country review
        - Receive corrections from PDFs
          - Manually rebuild sources
            - Produce final outputs
              - End
            - Labor intensive and prone to error

- Extract FrameMaker files
- Other files
Port current OnLine Help…

1. Researched open-source authoring tools that facilitate translation process
2. Selected MadPak Suite after thorough consideration
3. Immediately utilized Flare + Lingo
4. Converted FrameMaker (DITA) & Word to Flare
Process – Before

- Start
- Extract FrameMaker files
- Extract InDesign files
- Manually package ss bundle
- Send to translator
- Output from Lingo
- Produce final outputs
- End
- Wait / no changes
- Manually rebuild sources
- Receive corrections from PDFs
- Manually rebuild sources
- Produce outputs
- Send for in-country review
- Bundle XLIFFs in Lingo
- Extract other files
- Other files
## Results

<table>
<thead>
<tr>
<th>Initial</th>
<th>Phase 1</th>
<th>Results</th>
</tr>
</thead>
</table>
| **Cost** | $25,000  
2-4 person months | $6000  
2-4 person weeks | **Reduced cost 75%**  
**Reduced effort 25%** |
| **Time** | 2-4 months | 1-2 months | **Reduced time 50%** |
| **Scope** | User Interface (text)  
On-line Help (HTML)  
User Guide (PDF)  
Brochures (InDesign) | On-line Help (HTML)  
User Guide (PDF) | **Content coverage 50%** |
| **Quality** | Broke source  
Inconsistent terminology  
Numerous reviews | Source not sig. broken  
Identified common segments  
One review | **Reduced breakage >90%**  
**Improved consistency >50%**  
**Reduced review overhead >75%** |
Solutions

Improve sources…

1. Utilized Analyzer to find opportunities for snippets, variables, styles, x-refs, broken links
2. Utilize file tags to denote translation status
3. Utilized Capture for prop file (callout text)
4. Open to other sources (Word, InDesign, CSV)
Process – After

Start

Analyzer

Bundle XLIFFs in Lingo

Send to translator

Wait / no changes

Produce outputs from Lingo

Send for in-country review

Receive corrections from PDFs

Corrections in Flare

Produce final outputs

End

Bundle XLIFFs in Lingo

Corrections in Flare

Produce final outputs

End
## Results

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td><strong>Cost</strong></td>
<td><strong>Results</strong></td>
</tr>
<tr>
<td>$6000</td>
<td>$4000–$5000</td>
<td>Reduced cost 15-30%</td>
</tr>
<tr>
<td>2-4 person weeks</td>
<td>2-4 person weeks</td>
<td>Reduced effort 25%</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td><strong>Time</strong></td>
<td><strong>Results</strong></td>
</tr>
<tr>
<td>1-2 months</td>
<td>1-2 months</td>
<td>No change</td>
</tr>
<tr>
<td><strong>Scope</strong></td>
<td><strong>Scope</strong></td>
<td><strong>Results</strong></td>
</tr>
<tr>
<td>On-line Help (HTML)</td>
<td>User Interface (text)</td>
<td>Double coverage</td>
</tr>
<tr>
<td>User Guide (PDF)</td>
<td>On-line Help (HTML)</td>
<td>Now same coverage as pre-MadCap</td>
</tr>
<tr>
<td>Brochures (InDesign)</td>
<td>User Guide (PDF)</td>
<td></td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td><strong>Quality</strong></td>
<td><strong>Results</strong></td>
</tr>
<tr>
<td>Source not sig. broken</td>
<td>Reduced redundancy; Δ reduced breaking</td>
<td>Reduced breakage ~10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improved consistency ~10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No change to review</td>
</tr>
</tbody>
</table>
Solutions

Translation Memory & Machine Translation...

1. Created Translation database
2. Utilized Lingo-enabled Machine Translation APIs
3. Floating Lingo License – CAT tool for country reviews
### Results

<table>
<thead>
<tr>
<th>Phase 2</th>
<th>Phase 3 (TM method)</th>
<th>Results</th>
</tr>
</thead>
</table>
| **Cost** | ▪ $4000–$5000  
▪ 2-4 person weeks | ▪ $100  
▪ 2-4 person weeks | ▪ **Removed cost**  
▪ Reduced effort 25% |
| **Time** | ▪ 1-2 months | ▪ 1 month | ▪ **Reduced time 50%** |
| **Scope** | ▪ User Interface (text)  
▪ On-line Help (HTML)  
▪ User Guide (PDF)  
▪ Brochures (InDesign) | ▪ Text; HTML; PDF; InDesign; Word; FrameMaker; etc. | ▪ **Content coverage 125%** |
| **Quality** | ▪ Reduced redundancy; Δ reduced breaking | ▪ Flare source not sig. broken  
▪ Identified common segments  
▪ One review | ▪ Reduced breakage >90%  
▪ Improved consistency >50%  
▪ Reduced review >75%  
▪ **Continuous improvement of TM and Terminology** |
Benefits

Two paths...

Machine Translation
low-cost path (machine translation) for low cost and quick-turn

Translation Service
high-quality path that is optimized for maximum benefit
Benefits

Quality…

Continuous improvement—iterative updates to the TM:
- More consistent terminology
- Better contextual language
- Improved grammar

Higher integrity of source
- Reduced manual processing errors
- Less source corruption
- Layout better maintained
Benefits

Time…

Quickly respond to business opportunities
• Expedites proof of performance
• Meet tight deadlines
• Urgent fixes to customer issues

More predictable delivery dates
• Improved planning of resources
• Better communication to customers
Benefits

Flexibility…

Make changes during project
• Respond to new requirements (UI strings)
• Fix things that do not work

Align to Agile-based projects
• Break work into Sprints
• Have content ready routinely
Caution

In-line anything…

• In-line variables and conditional text
  – Grammar issues: improper conjugation and noun-verb agreement problems

• In-line tags, including <span> tags
  – Skewed tags <span class…>text</span>
  → <span class.. ></span> text

The <variable> is tall.
Caution

X-ref text...

&lt;MadCap:xref href="../topics/dogs.htm"&gt;Dogs&lt;/MadCap:xref&gt;

After translation...

&lt;MadCap:xref href="../topics/dogs.htm"&gt;&lt;/MadCap:xref&gt;Dogs

– Suggest removing the text within the xref...
– &lt;MadCap:xref href="../topics/dogs.htm" /&gt;

PerrosDogs
Tips for translation

Resource Management…

• Batch processes
  – Pre-build clean up scripts
  – Post-build optimization of resources

• Sync common resources across multiple projects/languages
  – Images, common variables, snippets
  – MasterPages/PageLayouts, CSSes, etc.
Tips for translation

TOC & H1 Alignment…

– Use variables
– Allows one master TOC across language projects
– Ensures consistent text for HTML TOC, Headings, Breadcrumbs, PDF, …

<TocEntry
  Title="Introduction"
  Link="/Content/Introduction.htm"
  BreakType="none"
  PageType="title"
  AutoEndOnLeftPage="disabled"
  StartSection="false" />

<TocEntry
  Title="[%=TOC.Introduction%]"
  Link="/Content/Introduction.htm"
  BreakType="none"
  PageType="title"
  AutoEndOnLeftPage="disabled"
  StartSection="false" />

<Tips for translation>
Tips for translation

Variables…

• Variables as complete segments only
• Use the strings from the UI as variables in MadCap
Tips for translation

Variables...
Tips for translation

Variables...

Tour the Controls Palette

The Controls Palette is used to start/stop data collection, set the data monitoring mode, set the sampling rate of the video.

Tour durch die Steuerelementepalette

Die Steuerelementepalette dient zum Starten/Stoppen der Datenerfassung, zum Festlegen des Datenausgabekanals und zum Definieren von Start-/Stoppbedingungen.
Tips for translation

Content…

• Use a source language that is related to the target language (Czech → Slovak).
• Consider the context and culture when selecting translation path.
• Advocate writing for international audiences & translation.
Skill building…
• Deep learning of CSS
• Batch processing
• Learn and use Regular Expressions
• JavaScript
Writing Tips

Active Voice

Use Active Voice: Active voice enables translators (and non-English readers) to easily identify the subject of the sentence.

Present Tense

Use Present Tense: In most cases of future tense can be rewritten in present tense. Use future tense in instances when the order of events is important.

Simple Sentences

Use Simple Sentences: Use simple sentences with the following format: Subject + Verb + Object. Break complex and compound sentences into multiple simple sentences.

Acronyms

Limit Acronyms: Limit the use of acronyms and be sure to define acronyms at the first occurrence if used. (Best to not use them for international audiences.)

Slang

Avoid Slang: Avoid idiomatic expressions, jargon, and slang. Often, these figures of speech have no corresponding term in other languages.

Audience

Use Imperative or Second Person: Address the reader in second person voice (you or imperative) to provide consistency for both the reader and translator.
## Writing Tips

### Consistency
- **Be Consistent Throughout**: Use standard and consistent wording and terminology to improve translation accuracy.

### Verbs and Nouns
- **Avoid Verb vs. Noun Confusion**: Avoid using the same word as both a verb and a noun (such as default and record).

### Modifier Strings
- **Avoid Long Modifier Strings**: (consisting of many consecutive nouns or adjectives) You can usually make modifier strings more readable by reversing the order of the words and using prepositional phrases and relative clauses to clarify relationships between words.

### Units of Measure
- **Include Metric**: If using non-metric units, include the metric equivalent in parentheses and spell out all U.S. units of measurement such as feet, inches, etc.

### Dates
- **Write Out Dates**: Use full names to avoid ambiguity in foreign languages. Different countries use different formats for dates.

### Formatting
- **Use Consistent Formatting Conventions**: Use to signal different types of information, such as overviews, tasks, and steps. Use a standard document template or style sheet whenever possible.
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Thank You

Biyan

Grazie

Shukuria

Mehrbani

Arigato

Dankscheen

Gracias

Merci

You

Thank

You

You