Using the MadPak Suite for Translations — A Case Study

PRESENTED BY

Chris Steele

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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…

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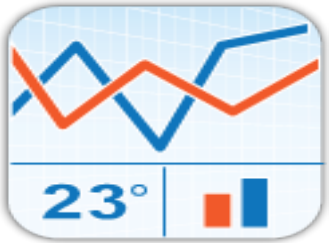
Software **Sensors** **Interfaces**



Science Education

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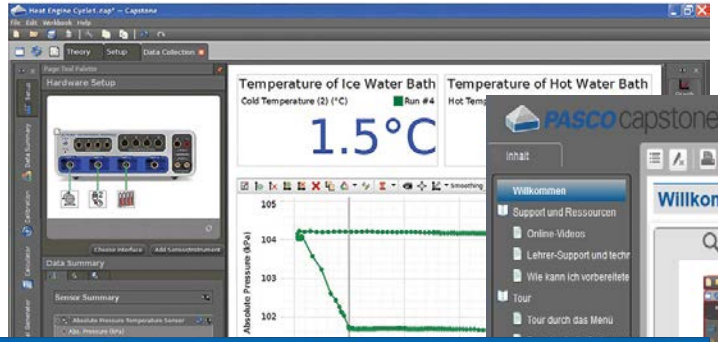
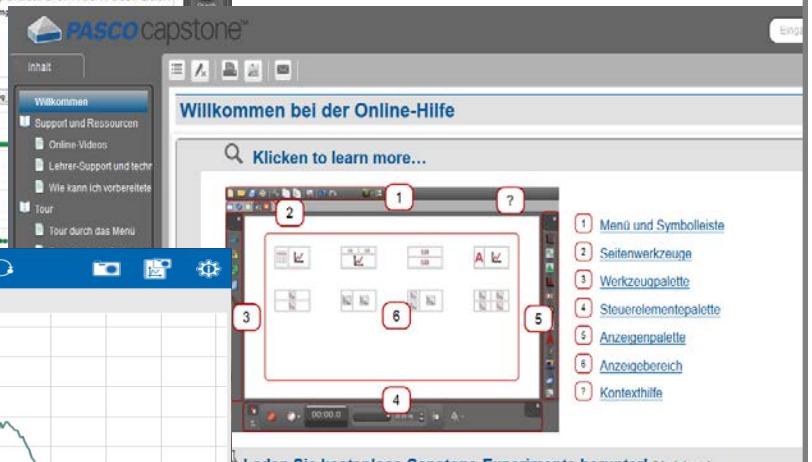
Types of content

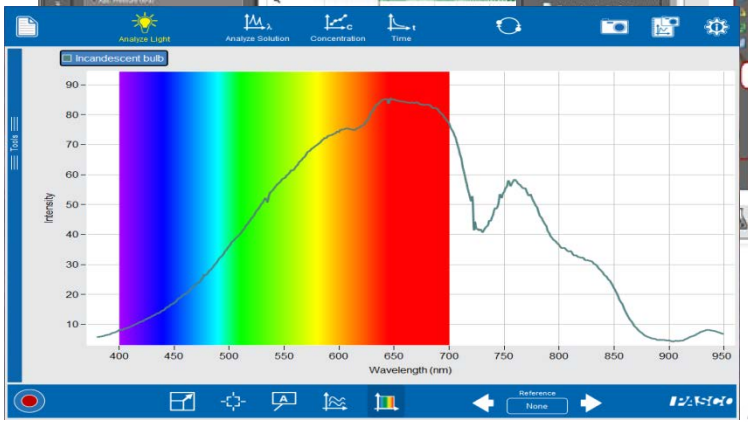
User Interface

Online Help

w/PDF







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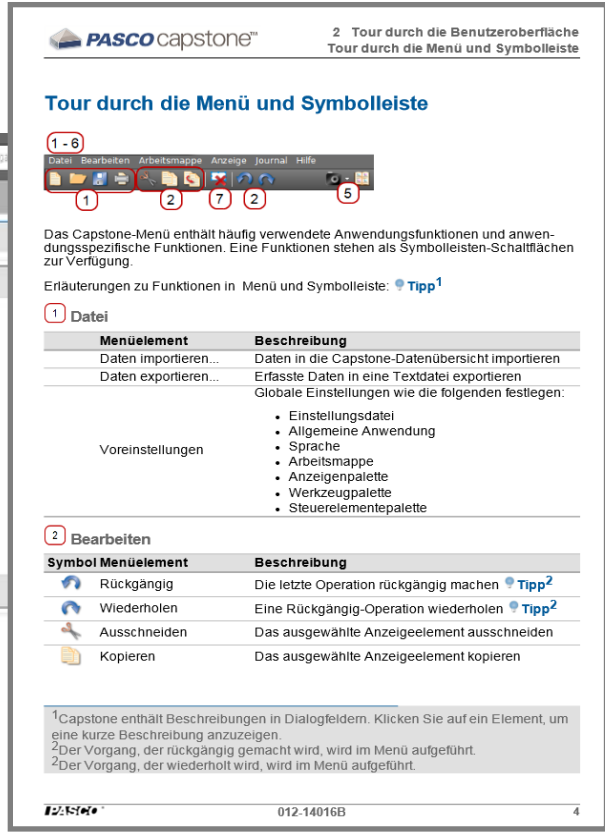

PASCO capstone™ 2 Tour durch die Benutzeroberfläche
Tour durch die Menü und Symbolleiste

Tour durch die Menü und Symbolleiste

1 - 6

Datei Bearbeiten Arbeitsmappe Anzeige Journal Hilfe

1 2 7 2 5

Das Capstone-Menü enthält häufig verwendete Anwendungsfunktionen und anwendungsspezifische Funktionen. Eine Funktionen stehen als Symbolleisten-Schaltflächen zur Verfügung.

Erläuterungen zu Funktionen in Menü und Symbolleiste: Tipp[1]

1 Datei

Menüelement	Beschreibung
Daten importieren...	Daten in die Capstone-Datenübersicht importieren
Daten exportieren...	Erfasste Daten in eine Textdatei exportieren
Voreinstellungen	Globale Einstellungen wie die folgenden festlegen: • Einstellungsdatei • Allgemeine Anwendung • Sprache • Arbeitsmappe • Anzeigenpalette • Werkzeugpalette • Steuerelementepalette

2 Bearbeiten

Symbol	Menüelement	Beschreibung
	Rückgängig	Die letzte Operation rückgängig machen Tipp[2]
	Wiederholen	Eine Rückgängig-Operation wiederholen Tipp[2]
	Ausschneiden	Das ausgewählte Anzeigeelement ausschneiden
	Kopieren	Das ausgewählte Anzeigeelement kopieren

[1]Capstone enthält Beschreibungen in Dialogfeldern. Klicken Sie auf ein Element, um eine kurze Beschreibung anzuzeigen.
[2]Der Vorgang, der rückgängig gemacht wird, wird im Menü aufgeführt.
[2]Der Vorgang, der wiederholt wird, wird im Menü aufgeführt.

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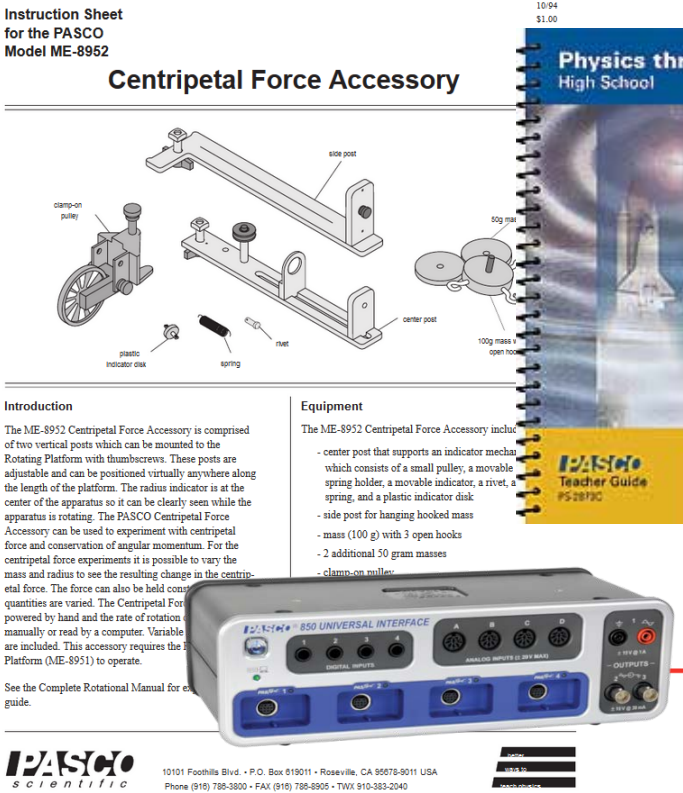
Types of content

Manuals


Instruction Sheet
for the PASCO
Model ME-8952

Centripetal Force Accessory

side post
clamp-on pulley
center post
plastic indicator disk
spring
rivet

Introduction

The ME-8952 Centripetal Force Accessory is comprised of two vertical posts which can be mounted to the Rotating Platform with thumbscrews. These posts are adjustable and can be positioned virtually anywhere along the length of the platform. The radius indicator is at the center of the apparatus so it can be clearly seen while the apparatus is rotating. The PASCO Centripetal Force Accessory can be used to experiment with centripetal force and conservation of angular momentum. For the centripetal force experiments it is possible to vary the mass and radius to see the resulting change in the centripetal force. The force can also be held const... quantities are varied. The Centripetal For... powered by hand and the rate of rotation ... manually or read by a computer. Variable ... are included. This accessory requires the ... Platform (ME-8951) to operate.

See the Complete Rotational Manual for ex... guide.

Equipment

The ME-8952 Centripetal Force Accessory includ...

- center post that supports an indicator mecha... which consists of a small pulley, a movable ... spring holder, a movable indicator, a rivet, a ... spring, and a plastic indicator disk
- side post for hanging hooked mass
- mass (100 g) with 3 open hooks
- 2 additional 50 gram masses
- clamp-on pulley

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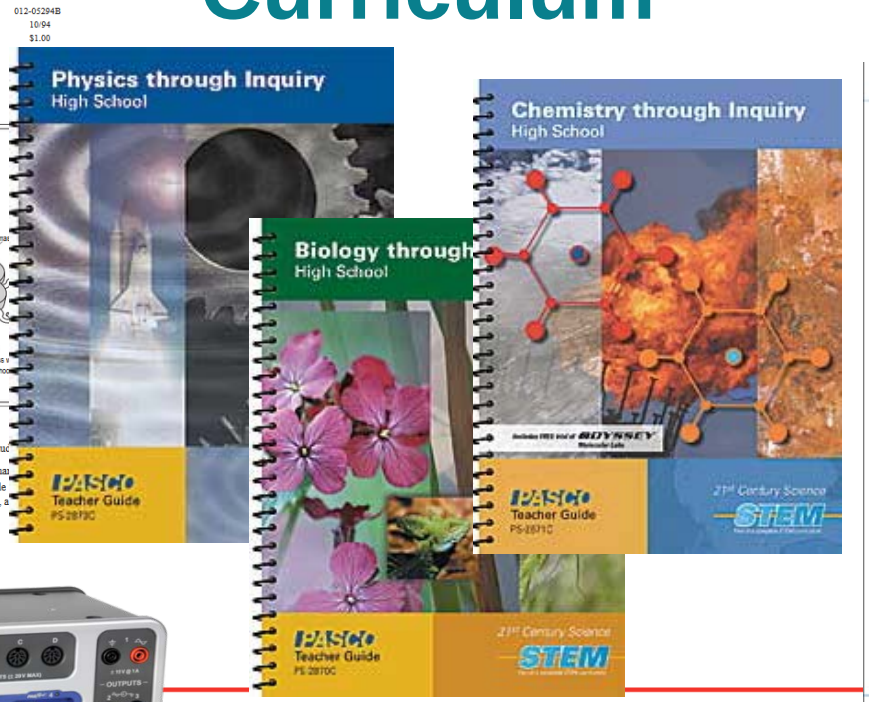
Curriculum



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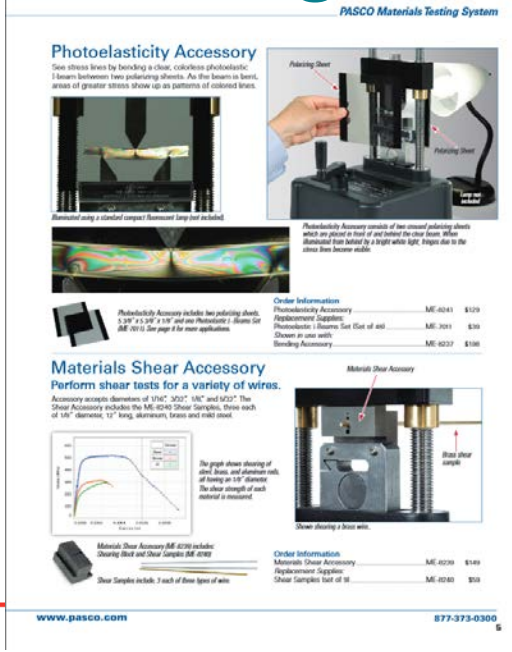
Brochures/ Catalogs



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**

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Cost

- $25,000 /language
- 2 person months

Time:

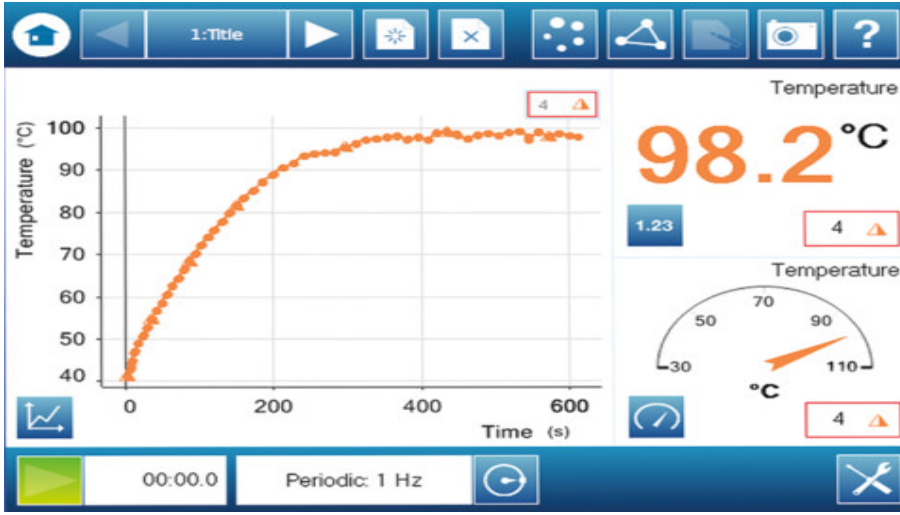
- 2—4 months

Scope:

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

Quality:

- Inconsistent terminology
- Broke source



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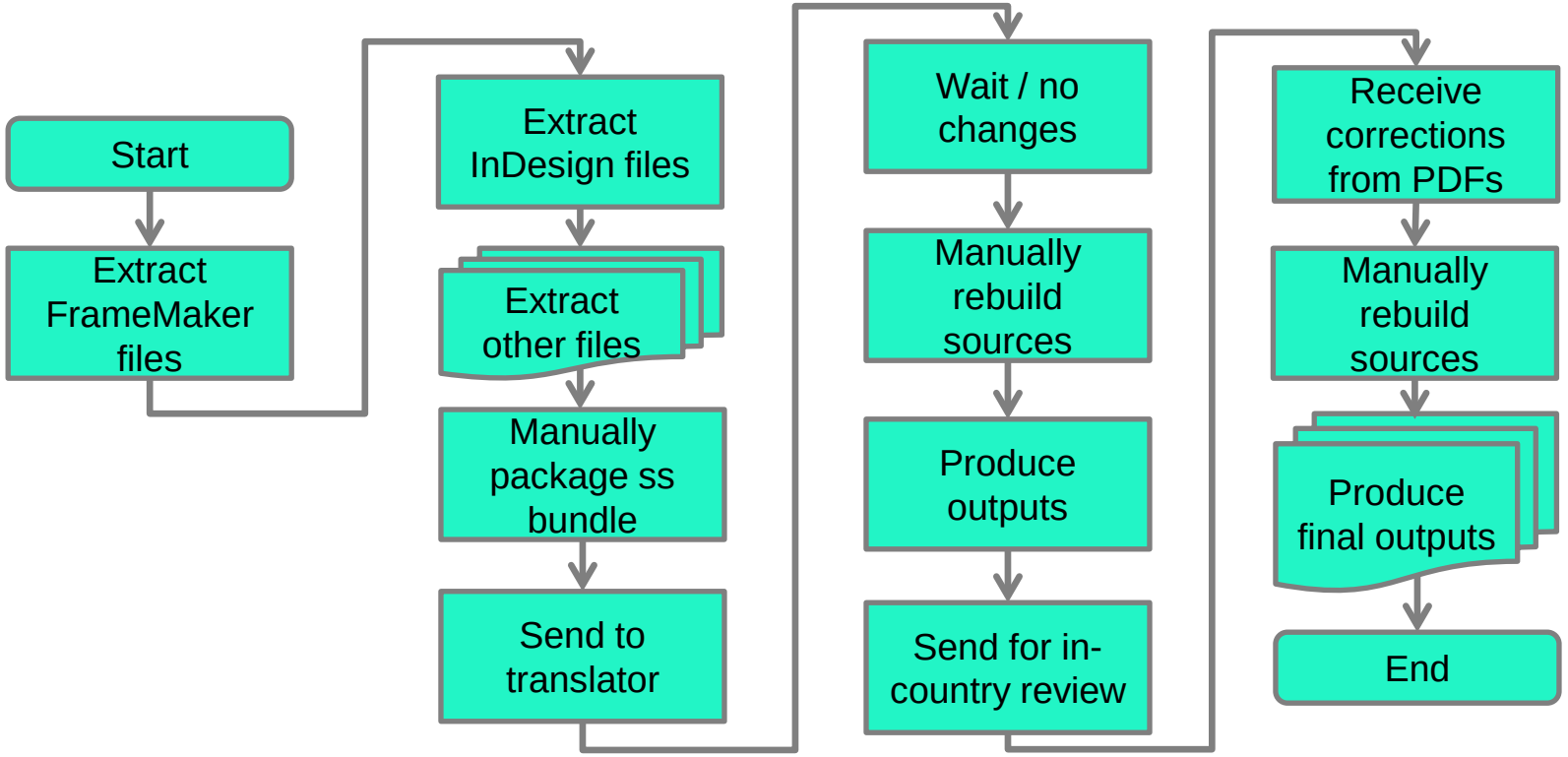
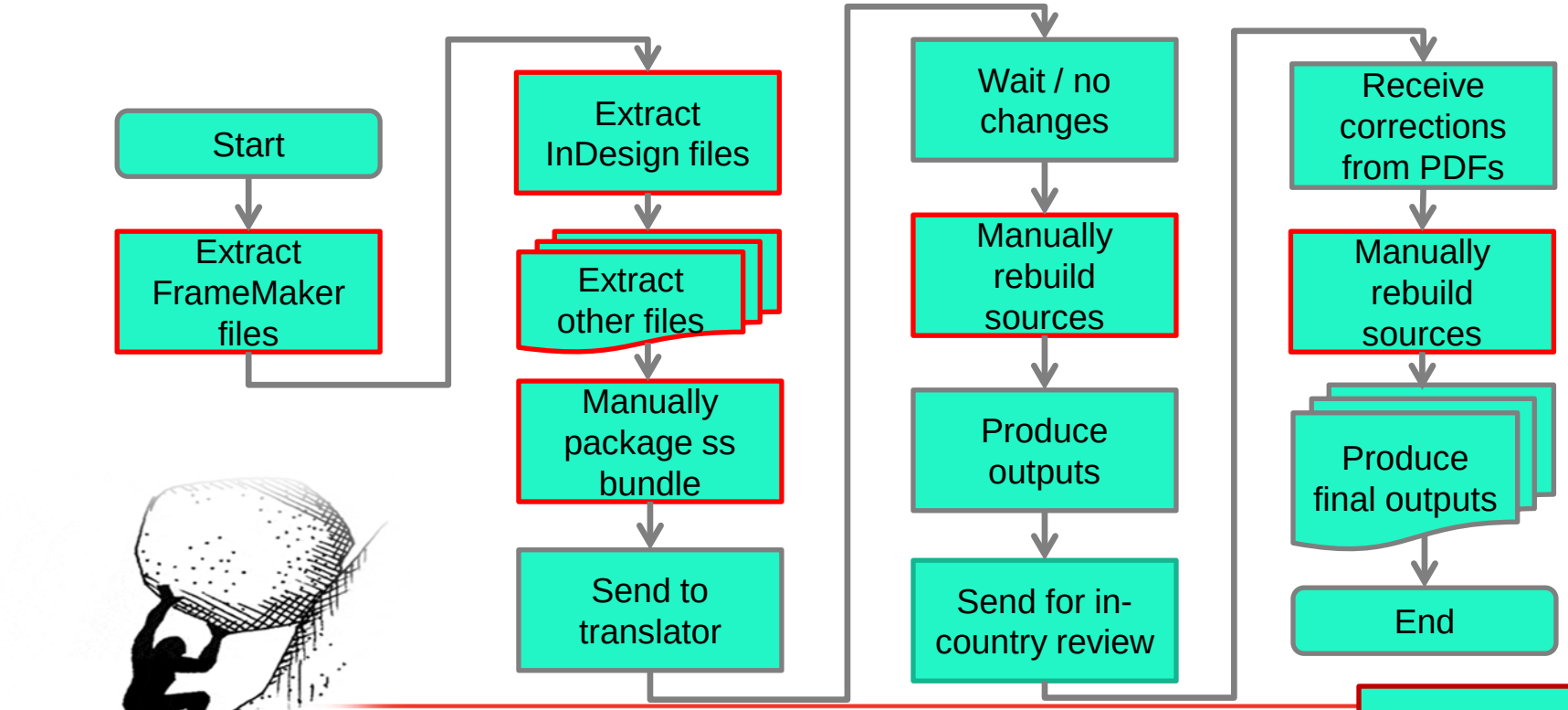
Process – Initial



Process – Initial



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Solutions

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

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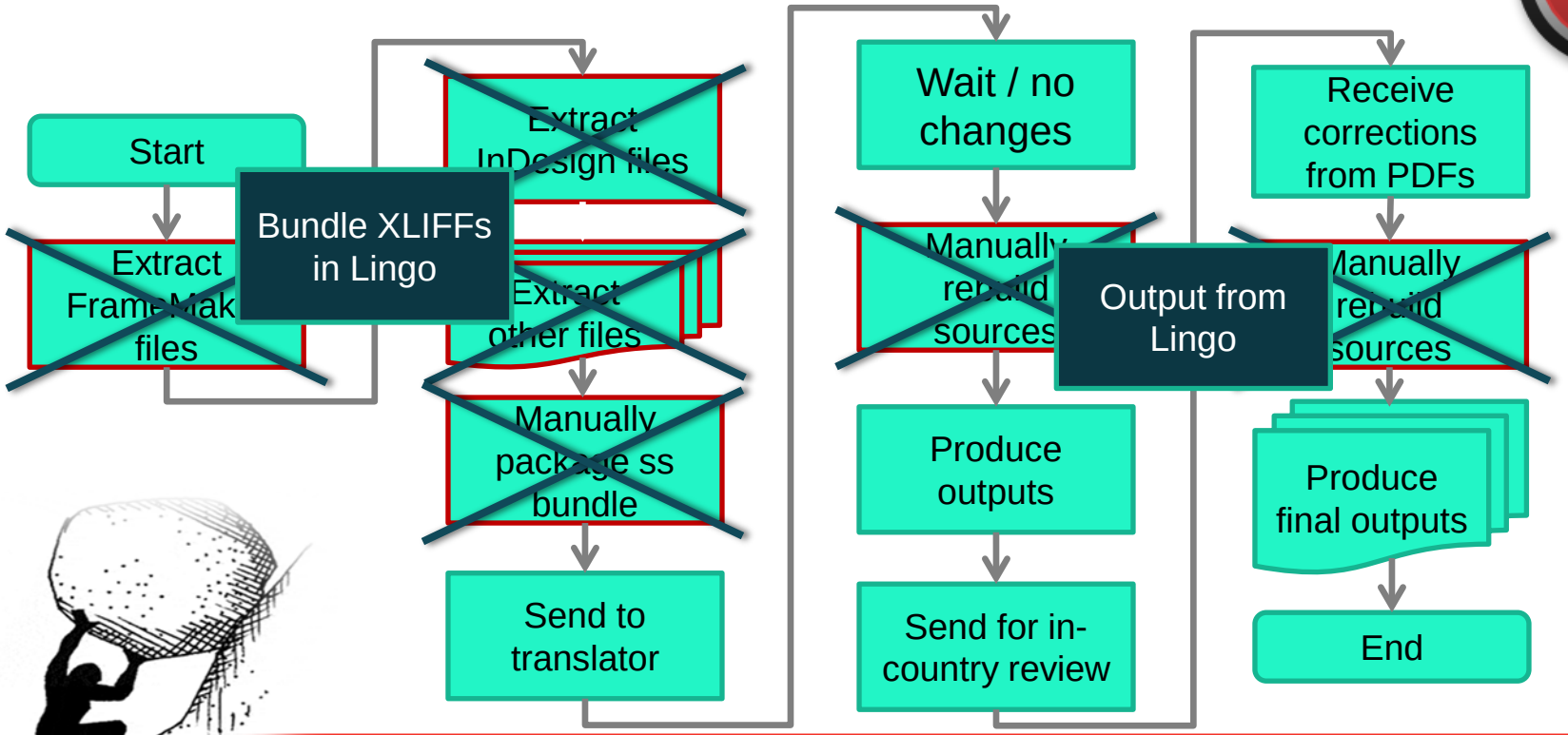
Process – Before

phase 1



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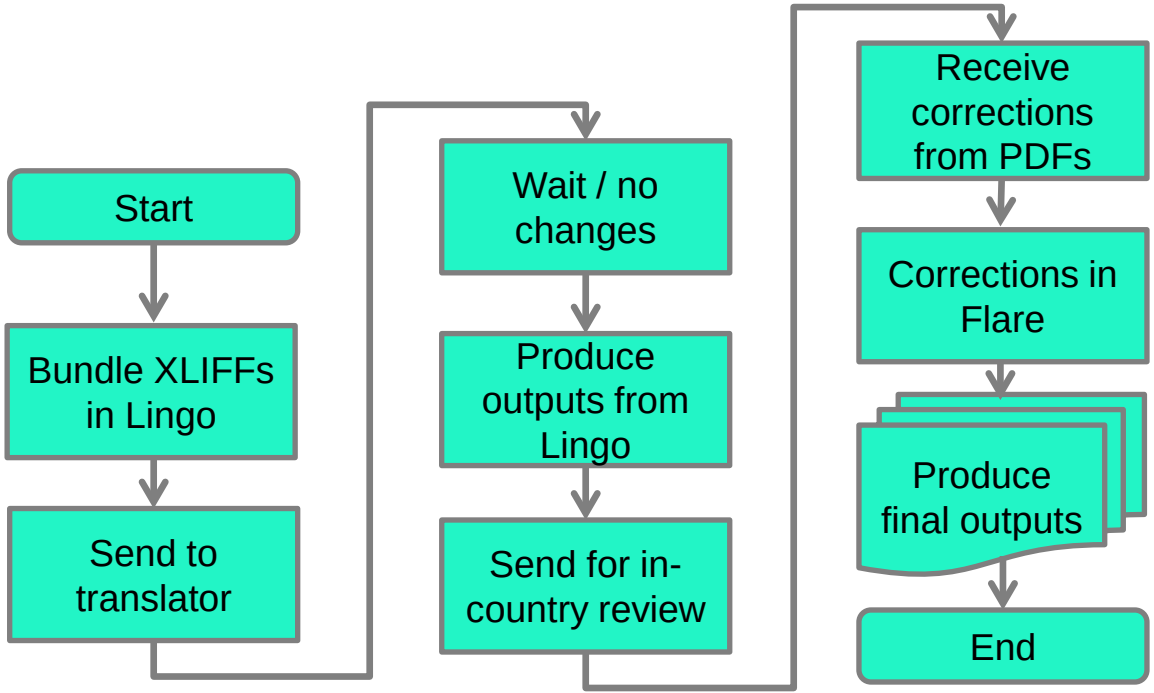
Process – After



Results

	Initial	Phase 1	Results
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

phase 2

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

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Results

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

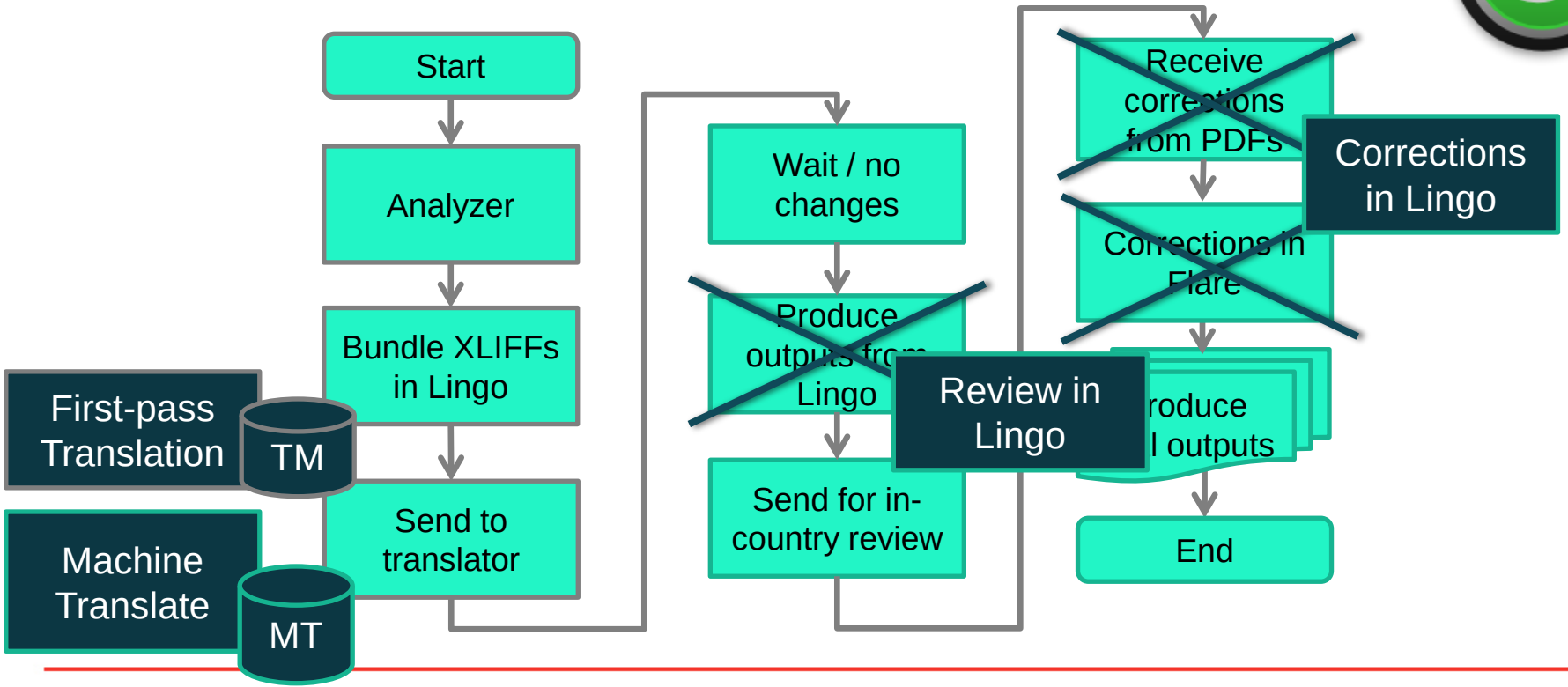
Solutions

Translation Memory & Machine Translation…

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

Process – Before

phase 3



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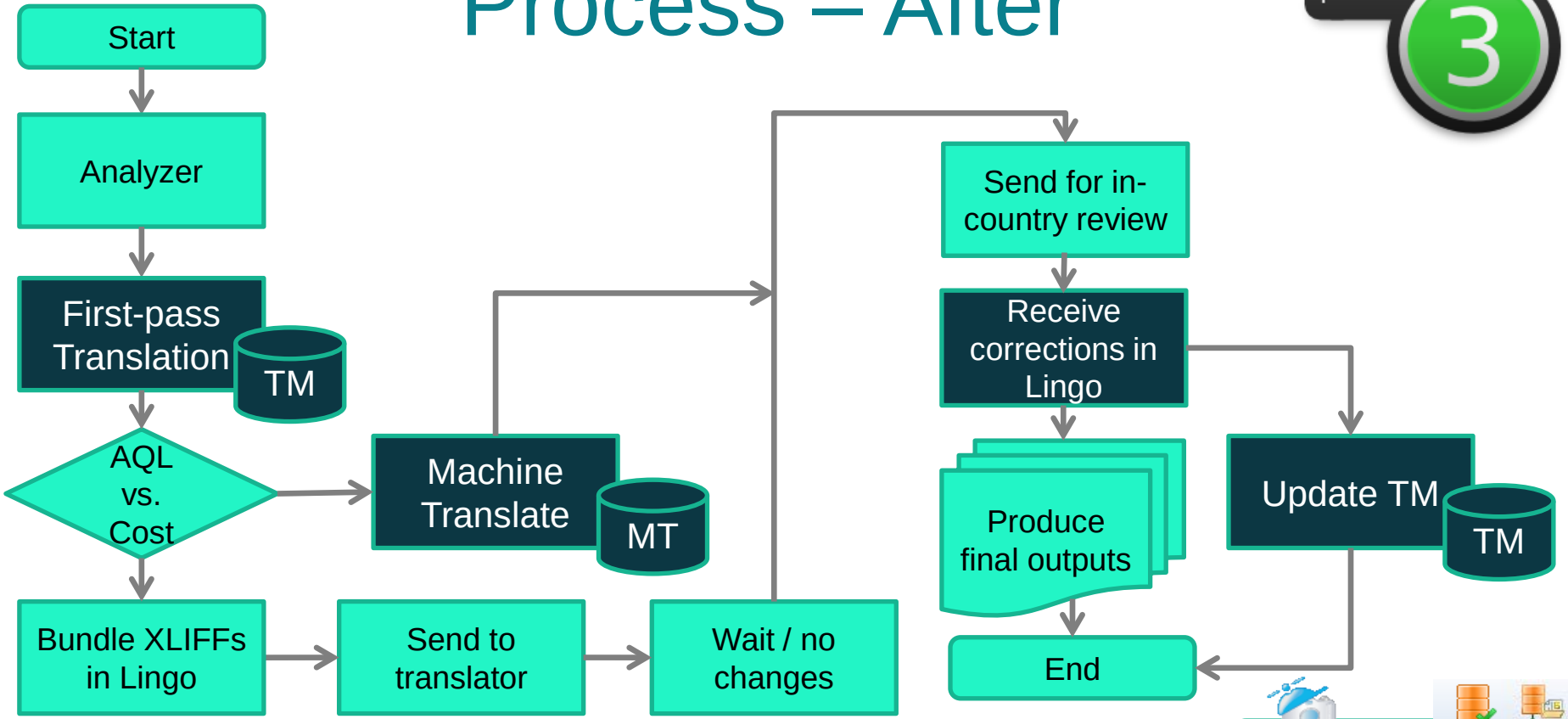
Process – After



phase 3

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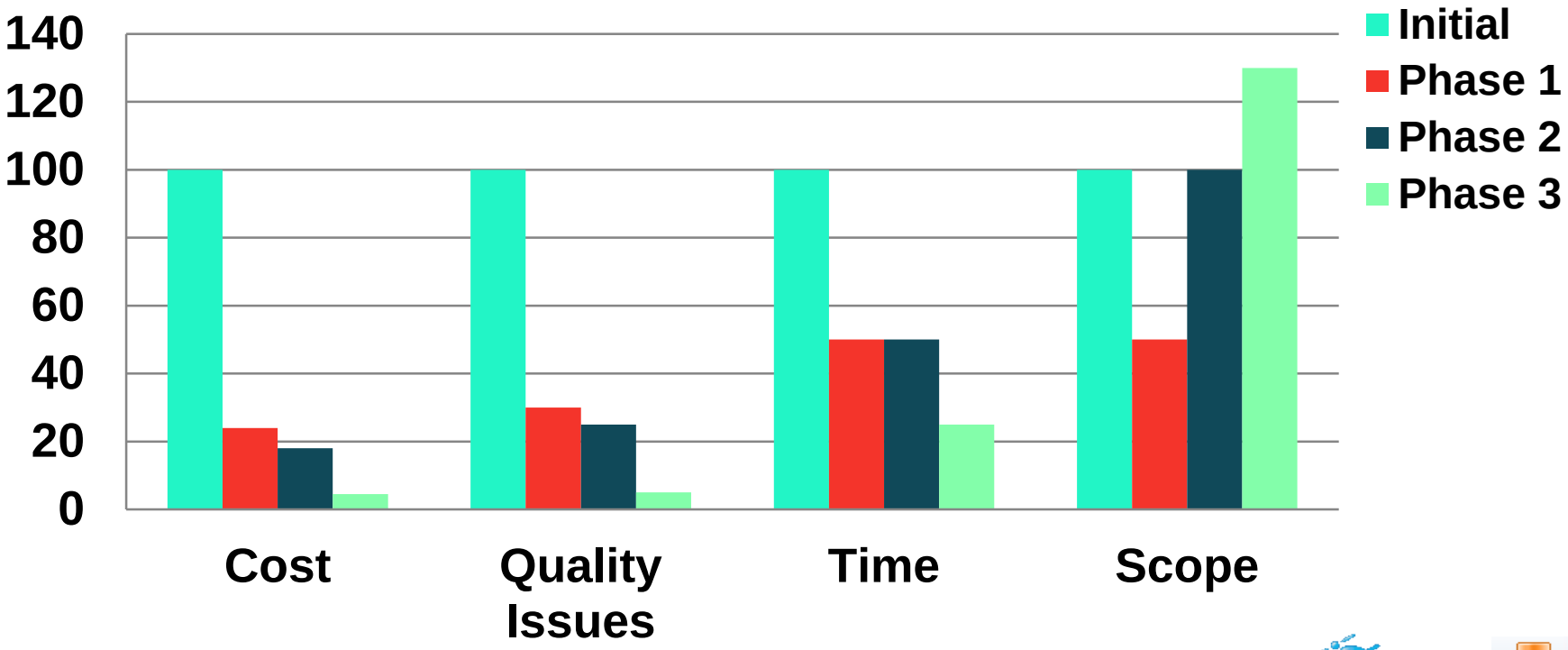
Results

	Phase 2	Phase 3 (TM method)	Results
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**

Normalized Results



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 predicable delivery dates

- Improved planning of resources
- Better communication to customers

Benefits

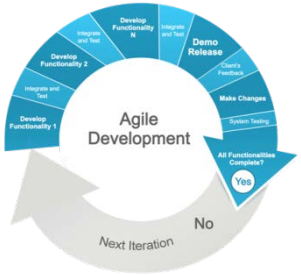
Flexibility…

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

The <variable> is tall.

- In-line tags, including tags
  - Skewed tags <span class…>**text** → <span class.. > **text**

text → text

Caution

X-ref text…

<MadCap:xref href="../topics/dogs.htm" >**Dogs**</MadCap:xref>

After translation…

<MadCap:xref href="../topics/dogs.htm"> </MadCap:xref>**Dogs**

PerrosDogs

– Suggest removing the text within the xref…

– <MadCap:xref href="../topics/dogs.htm" **/>**

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" />
```

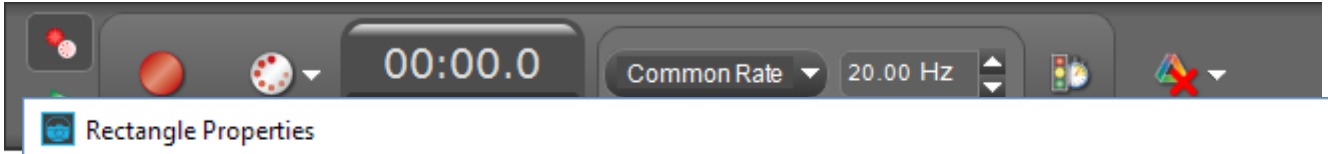
Tips for translation

Variables…

- Variables as complete segments only
- Use the strings from the UI as variables in MadCap

Tips for translation

Variables…



Rectangle Properties

Appearance
Shadow
Font
Rich Text
Zoom Effect
Image Effects
Rectangle
Conditions
Language

Arial
9pt

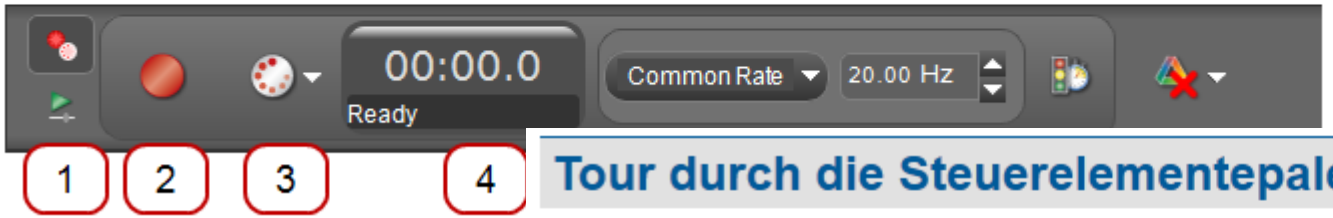
[%=UI_Label_Or_Text.STR_USE_COMMON_SAMPLING_RATE%]

Tips for translation

Variables…

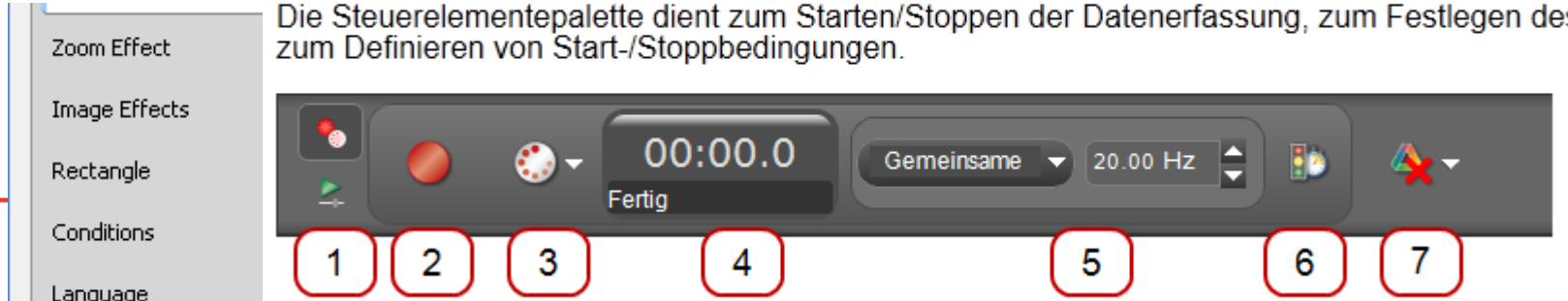
Tour the Controls Palette

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



Tour durch die Steuerelementepalette

Die Steuerelementepalette dient zum Starten/Stoppen der Datenerfassung, zum Festlegen des D
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.

Careful of pivot languages

Stretching

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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