The client for this case study is a leading manufacturer of upscale radio and audio equipment. Founded by a highly respected innovator in the audio industry, the client is a pioneer of beautifully designed, simple-to-use, high quality audio products. They have been acclaimed in publications like GQ Magazine for continually designing some of the most exciting audio equipment around. The client sought to build on their success by increasing international on-line sales and reaching new customers with a website designed to be more engaging and user friendly. One Pica worked alongside Interpro Translation Solutions, a professional language translation company, to develop a strategy for the rollout of the international web presence for the client. Headquartered in Chicago, with representation around the world, Interpro provides foreign language translation and localization services for an array of languages and dialects across the globe.

With this engagement, One Pica first recreated the client’s main website to match the sophisticated design of their products. The client’s esthetic is all about retro styling with modern sensibility. One Pica brought this style to life with large, high-resolution rotating hero images featuring their newest products. The eye-catching imagery, combined with very clean typography speaks to the high quality of the product and the luxury nature of the brand. With this in mind, One Pica had a keen product focus, organizing products by type and presenting the products largely and prominently on their product pages. Users can easily toggle
between colors with our swatch feature, eliminating the need to reload the page to find the product in your desired color.

Given The client’s global presence and drive for international expansion, the translation of their store into additional languages became essential immediately following the initial site launch. One Pica and the client recognized the importance of translating not only the copy, but also the overall tone and personality of the site for the international versions. With this in mind, One Pica partnered with Interpro and developed comprehensive solutions for the client’s website translation initiative. This included translating all of the copy on the website including all product descriptions, in addition to navigation items and imagery with text that needed to be offered in the target languages.

Consumers not only prefer to navigate a website in their native language, but 72% are more likely to buy from a website available in their native language.

Although each translation project can vary, there are certain best practices that Interpro Translation Solutions follows for e-commerce website translation projects that ensure a quality deliverable. Linguistically adapting your website underscores the importance your organization places on reaching out to international consumers. Over time, this will result in an expanded customer base, increased revenues, and worldwide brand recognition. There are many statistics that have proven that consumers not only prefer to navigate a website in their native language, but 72% are more likely to buy from a website available in their native language.

The following are 3 best practices that Interpro followed when working on the client’s website translation project. These can also be applied to any e-commerce platform that will be made available in multilingual languages:

1) Pre-translation glossary development

2) In-country mother-tongue translators, editors and proofreaders working with Translation Memory technology

3) Post-translation on-line Quality Assurance prior to site launch
Pre-Translation Glossary Development

Many clients have linguistic resources available to them, and it can be very beneficial for them to work together with your translation partner’s linguistic teams in the early stages of a translation project. Glossary development involves providing a first round of translation on selected key words and phrases extracted from the content to be translated. This glossary is then provided to a client’s native speaker to review, approve, or modify the terms translated by Interpro. Since linguistic choices can be highly preferential, it is helpful to agree upon the translated terms to be used up-front, prior to the actual translation of the full content.

With this client’s international resources, Interpro was able to work in tandem with their designated subject matter experts to review our translated glossary. The glossary consisted of key words and phrases specific to the client’s brand. Glossary Development streamlines the localization process and minimizes the potential for post-translation preferential changes.

In-Country Native Speakers using Translation Memory Technology

Although there are certainly extremely capable translators located in North America, the largest groups of professional translators, editors, and proofreaders working side by side in a networked environment are found, for the most part, in the country of the target language being translated. By virtue of being located in-country, these resources are immersed in contemporary terminology and the latest linguistic trends affecting their language. Translators should also be assigned to projects based on their subject matter expertise. For example, a translator who specializes in pharmaceutical translations would not be the ideal resource for translating a website featuring online radios.

Translators should be full time, degreed professionals utilizing industry standard translation memory technology. Translation memory tools are used by human translators during the translation, editing and proofreading processes. These tools ensure that terminology and style are consistent, and by building translation memories per language and per client, pricing for projects translated into the same target language will continuously decrease over time.
Post-Translation On-line Quality Assurance (QA) Prior to Site Launch

The final step before launching a multilingual site live on the world-wide web is to perform a final post-translation on-line QA in a beta or staged server environment. Similar to how you might test the source language version of a website, it is essential to see how the translations display once they have been uploaded into the website CMS (or other) environment. Interpro worked in tandem with the client and One Pica to establish a testing site for all translated languages. This involved a native speaker of each target language viewing each page of the entire translated website side-by-side with the English version, ensuring that any necessary last-minute changes were implemented. Interpro’s attention to detail and proactive approach allowed for delivery of standout translated web content.

Due to the successful partnership of our three companies, the client now offers a clean, branded, and user-friendly web experience to its customers, accessible in 39 countries through retail. One Pica and Interpro are excited to continue their work with this client in 2013 and beyond.

More detailed information about One Pica and Interpro can be found below:

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