

Translation App and Responsive Website

Carlos Vieira

Project overview



The product:

Thinking on the high number of Ukranian Refugees arriving in Portugal due the military conflict in their country, a easy to use App (for adults but also for kids) ready to help those who has zero knowledge of Portuguese



Project duration:

Mar 2022 to Abr 2022



Project overview



The problem:

Due a military conflict, many Ukranian refugees fled from their country to a place where the language is a huge barrier, and this includes children who had extra difficulties with the brand reality and other alphabet than the cyrillic.



The goal:

Design an app that will improve comunication for those who are unable to do it in a foreigner country

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used my personal network of Ukrainian contacts, which were I used to conduct user interviews.

Most interview participants reported a difficult time to learn Portuguese, but they achieved it mostly with the daily contact with Portuguese population. The feedback received through research made it very clear that users would be open and willing to have a tool that can break this wall of communication and give access to online courses or an easy-to-use tool for children.

Persona 1: Inna

Problem statement:

Inna is a mom of 2 kids
Marketing Manager who
needs a platform that
helps her to learn and
teach her 2 kids

Portuguese, because She
can't attend presential
classes and help her kids
at the same time.



Inna

Age: 35
Education: Marketing degree
Hometown: Lviv, Ukraine
Family: Married, 2 Kids
Occupation: Marketing Manager

"I lived in 3 different countries so far, and being able to learn new languages has been very useful for my integration"

Goals

- To give the best for their kids.
- To find a safe place to live.
- Learn Portuguese.
- Teach Portuguese to her 2 kids

Frustrations

- Online courses are too long for her needs
- Languages courses for adults are not suitable for kids
- Can't speak a single word of Portuguese

Inna is a mid-class marketing manager with a busy and demanding schedule due her job position and family duties with 2 kids. Inna is looking for a quicker way to learn Portuguese since she had to move with her family to a new country. Besides her own learning curve, she needs to take in care that she should be also able to teach two kids while learning.

Persona 2: Olga

Problem statement:

Olga is a Ukranian Student Refugee who needs a platform that helps Ukranian to quickly learn Portuguese, because She can't understand a single word from Portuguese and need to learn it very fast.



Olga

Age: 11

Education: Elementary School

Hometown: Odessa, Ukraine

Family: She and her Mom

Occupation: Student

"To read with a different alphabet will be a huge challenge for me"

Goals

- To be finish her studies
- Live in a safe place
- Learn Portuguese

Frustrations

- Can't understand anything than Russian or Ukranian (Cyrilic)
- Languages coursers are not so visual as she would like

Olga is a Elementary School Student from Odessa that had to run the country due the war. She moved to Portugal and needs to quickly learn a new language. Online courses or books are difficult to understand or to use on her mobile phone. She is looking for a mobile App that can be very visual in order to facilitate her learning.

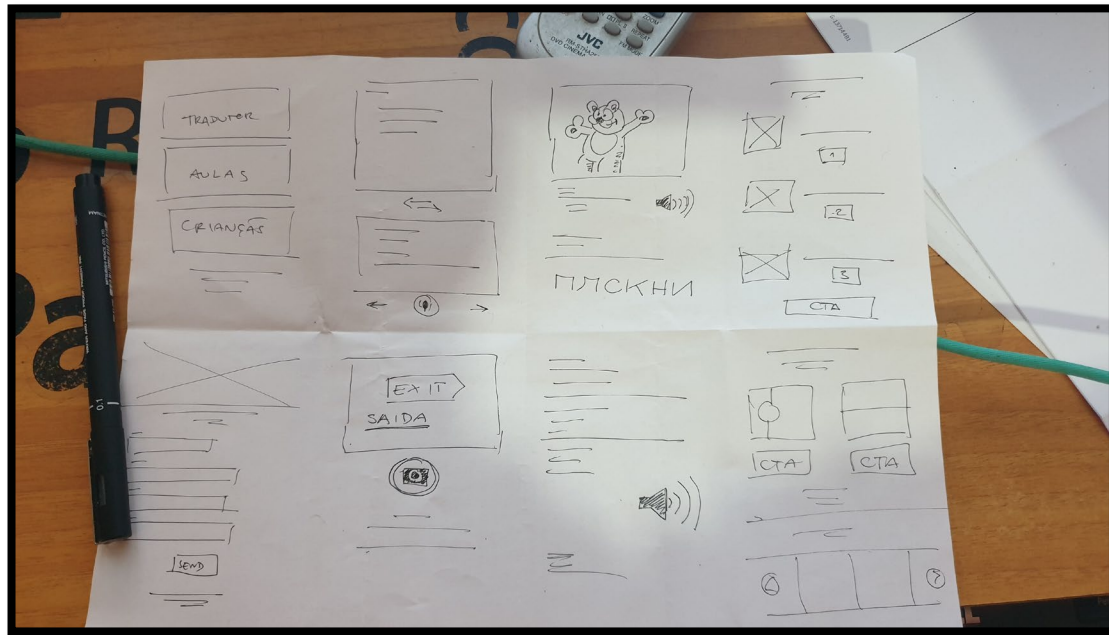
Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the translator app.

Competitive audit	Goal: Compare the user experience of each competitor's website								UX (rated: needs work, okay, good, or outstanding)								
	General information								First impressions		Website Interaction				Website visual design	Website content	
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand Identity	Tone	Descriptiveness
Skazhy	-	Local	Online courses and integrated translator	Free	www.Skazhy.com	Small	Ukrainian Refugees	Simple and free									
Funlanguages	Indirect	Local	Language School	\$\$\$	Funlanguages.com	Medium	Local Population	Traditional language School	Needs work - No real homepage - Confused info and layout	Needs work - Not responsive - Too much not fundamental info as open the site	Needs work - Users have to download PDF to open basic info - No forms available	Needs work - Website only available in Portuguese and English - Menu is included as an image and is hard to read	Needs work - Users have to download PDF to know more - Poor in many ways	Needs work - User can't proceed with a conversion within the site - Pictures without CTA for more info	Needs work - No brand identity besides the basic	Friendly and indirect	Needs to work + Not all key info is present - Unnecessary details
Google Translator	Direct	Global	Text, Audio and Pic Translation	Free	Translator.com	Large	Global Population	Free and powerful	Outstanding + Easy to use + Clear branding + Simple	Outstanding + Fully responsive + Top Features (extra from desktop) + Take advantage of the user mobile	Outstanding + Contribution fro users feature + Free + Language auto detection	Outstanding + Website available in many languages + Menu is compatible with screen reader technologies + Audio assistance for the Good	Outstanding + Easy to find key features + No need to navigate to several pages + Very clean	Outstanding + Easy to navigate + Easy to switch languages or upload files	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Fun and indirect	Outstanding + Short and to the point
Genco	Indirect	Global	Auto Translation for websites	\$\$	Genco.com	Large	Enterprise	Robust and B2B experts	Okay + Easy to navigate and find information - Not so user frindly	Okay + Key information is present - Not fully responsive	Okay + Good for Insustry - Not friendly for individual accounts	Good + Many languages available	Good + Nice features for a professional level - no real tools for individuals, so the flow for a quick translation is not the best	Good + Easy to navigate	Okay + Clear color scheme and art direction - No wow factor	Professional (serious) and indirect	Good + Easy to follow + Short and to the point
DeepL	Direct	Global	Text, Audio and Pic Translation	\$	deepl.com	Large	Global Population	AI technology to be more accurate than the competition	Good + Visually appealing imagery + Clean design	Good + Responsive + Clean design	Good + Free Translator + Language auto detection (OK) + Pro tools	Good + 28 Languages + Language auto detection + Pro tools	Good + Easy to find key info	Good + Easy to navigate + Easy to switch languages or upload files	Good + Clear color scheme and art direction	Serious and direct	Outstanding + Short + Focused on info relevant to target audience

Ideation

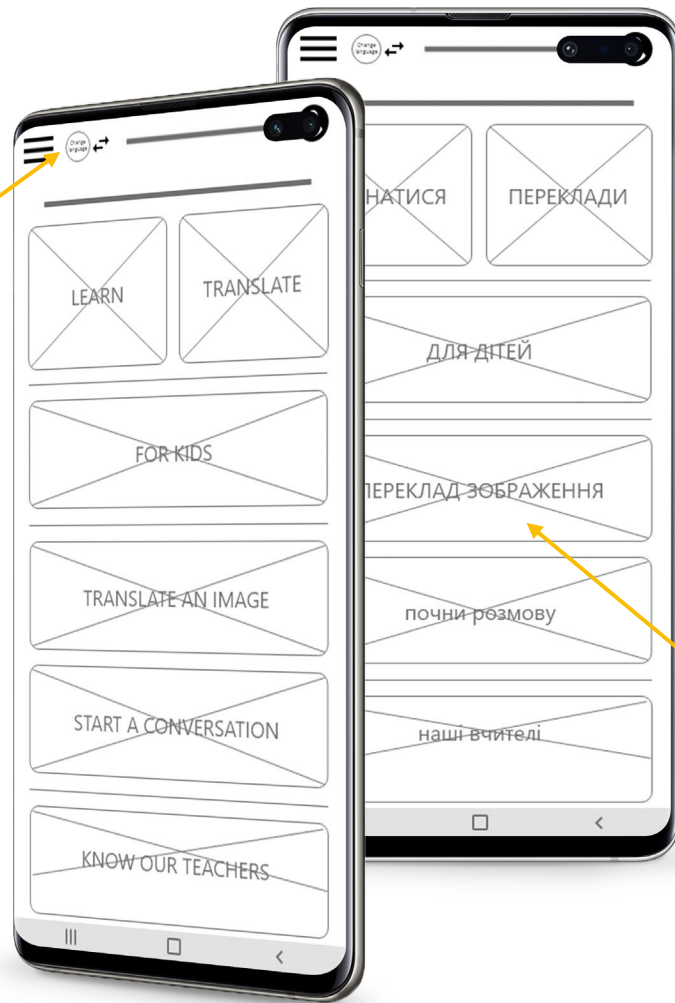
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on saving time and easy to learn features.



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the translation app. These designs focused on delivering easy to understand features to users in order to help them to learn portuguese in a quicker way.

Easy to switch language between Portuguese and Ukranian

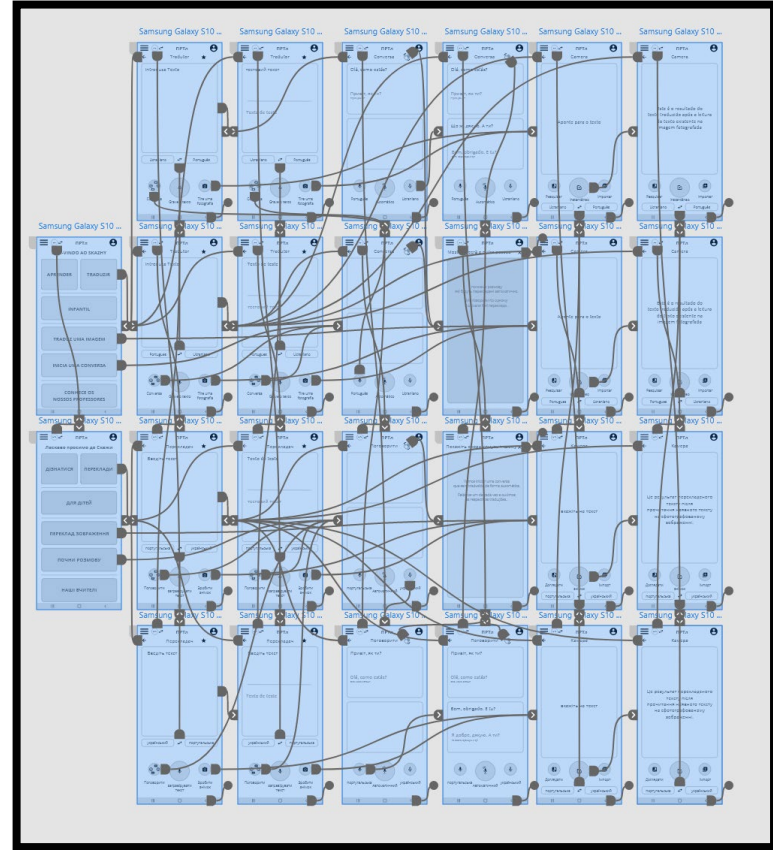


Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of translations features within the app.

View [Here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Lisbon, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Translate

People want easy access to a translation process in order to do it very quickly

2

Translate an Image

People had difficulty to understand the feature without pictures.

3

Conversation

People had a good experience about this feature even without audio assistance.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

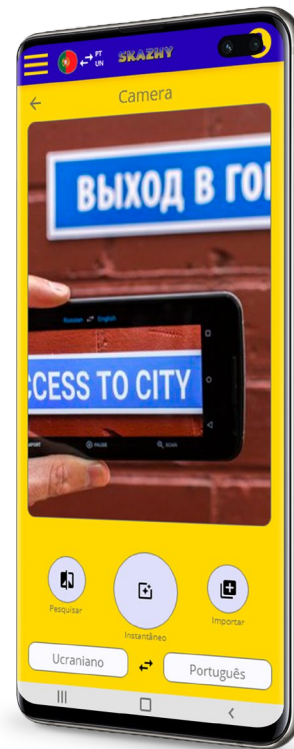
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear indication of the language selection including a flag, and for demo purposes the inclusion of a picture simulation the process.

Before usability study



After usability study



Mockups

Additional design changes included adding an background colour to increase contrast providing a clearer indication of the buttons and writing space existence.

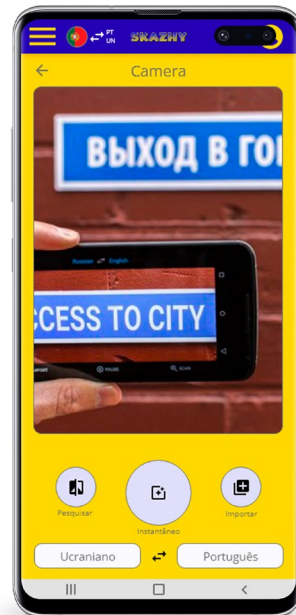
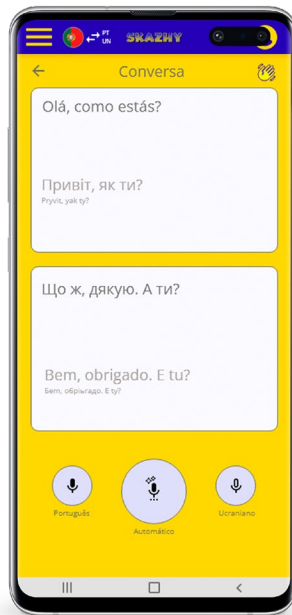
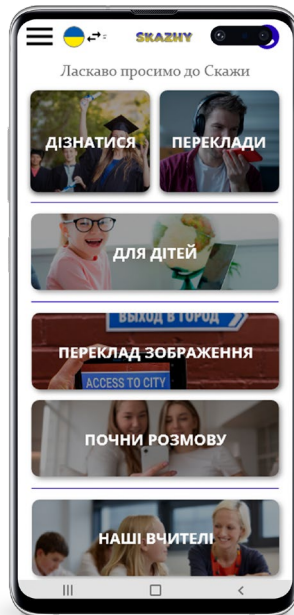
Before usability study



After usability study

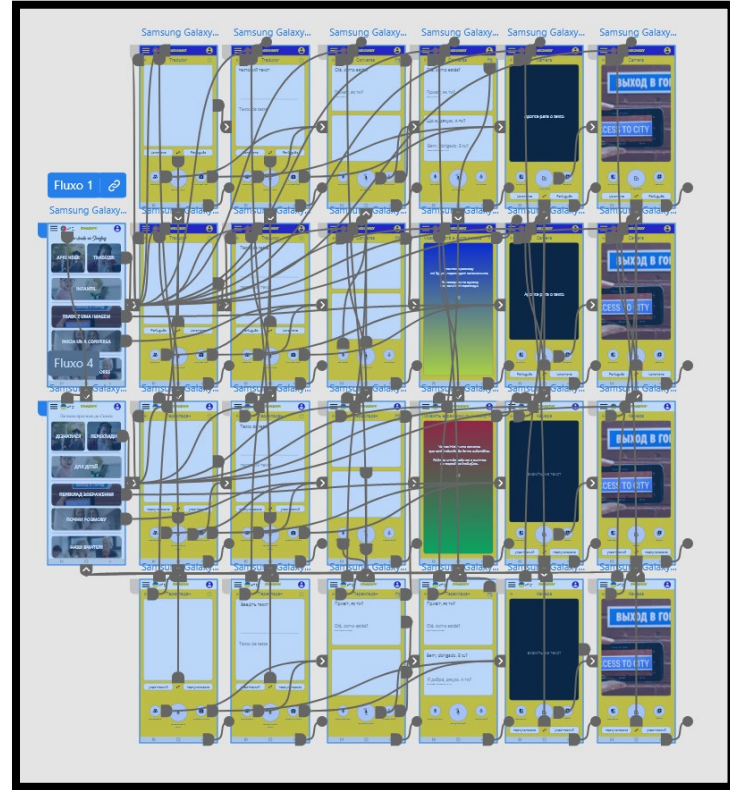


Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study. View the translation app high-fidelity prototype [here](#)



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

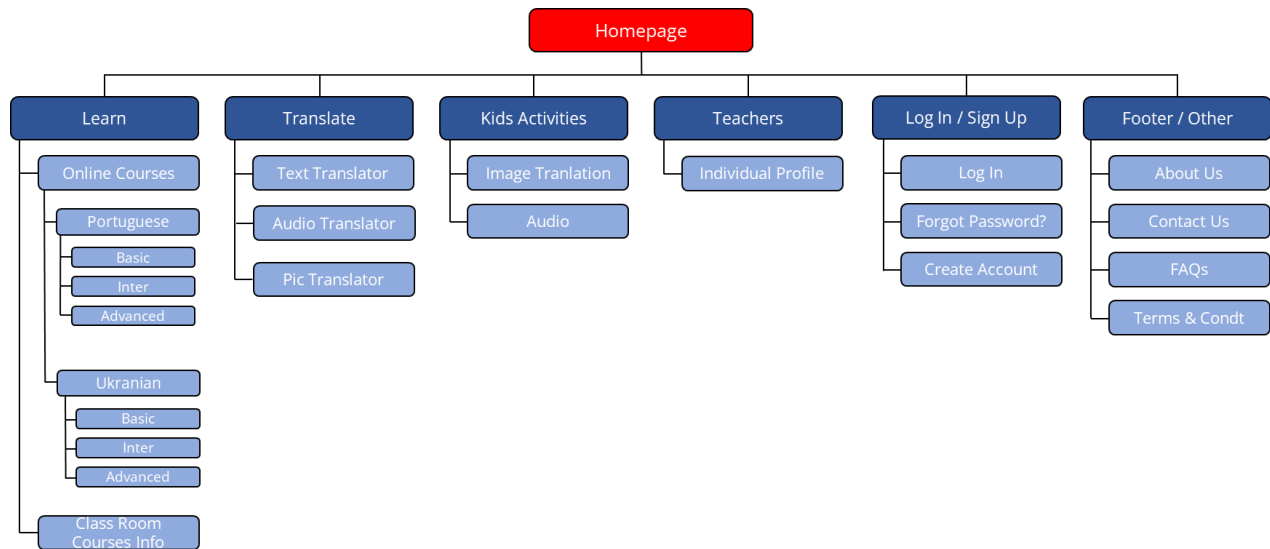
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Food Saver sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



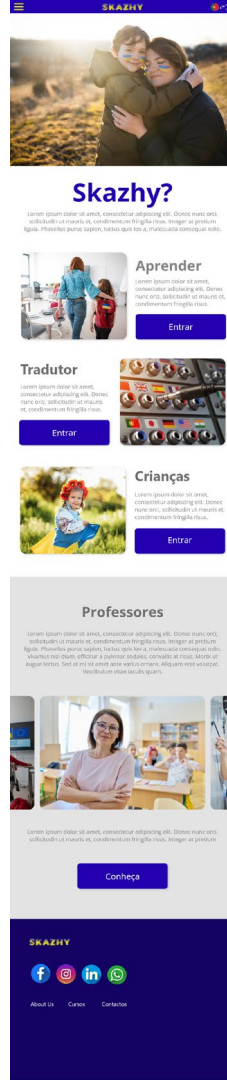
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

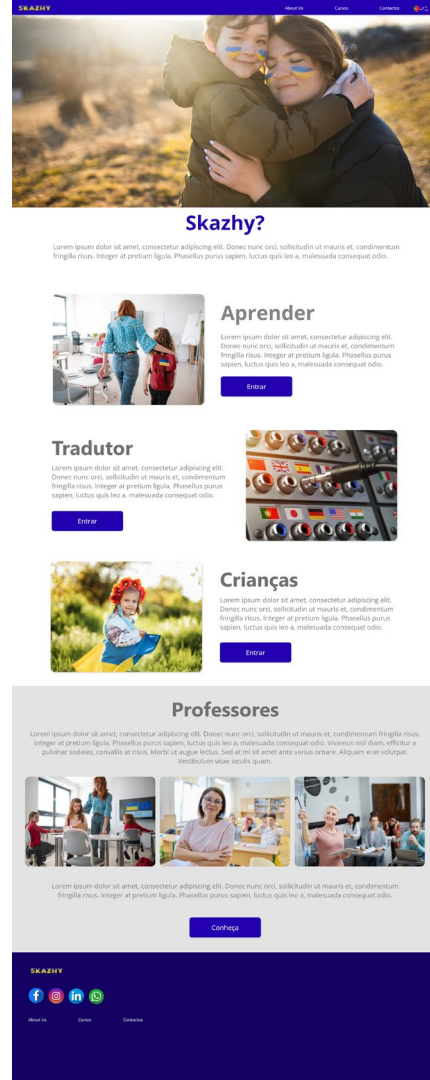
Mobile Website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the translation app seem like something they could actually use to help learning a new language in a fast learning curve.



What I learned:

I learned that keep it simple is mostly the best way to help. However sometimes without a preview, when too simple it gets difficult to understand the purpose of each feature

Next steps

1

Conduct research on how successful the app is in reaching the goal to help Ukranian refugees to learn Portuguese and communicate with locals.

2

Add more educational resources for users to learn about local culture.

3

Find incentive and reward languages schools that support with course material.

Let's connect!



Thank you for your time reviewing my work on the Skazhy translator app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: carlosmgvieira@freshonion.pt

Website: FreshOnion.pt