

# CASE STUDY 004:

## Translation of websites, web and mobile applications using a seamless approach



### CORPORATE PROFILE

The client is an organisation which develops technologies to achieve digital inclusion for marginalised groups. The specific marginalised groups within the focus are Persons with Disabilities (PWDs), Women, Children and the Aged. The organization's advocacy efforts and products target people across multiple cultures and countries and speak different languages.

### SCOPE

The client's website and web applications were developed in English. However, the client is targeting English and French speakers in the West Africa region, which implies that the content must be understandable by users in French-speaking countries. In addition, the website contains explainer videos targeting people whose first languages are Swahili, Bambara and Wolof.

### KEY CHALLENGES

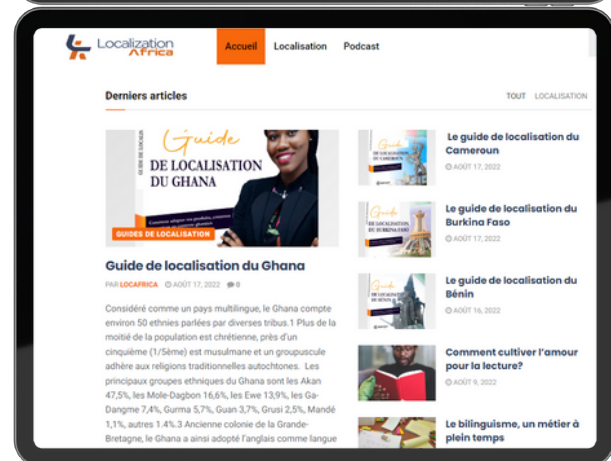
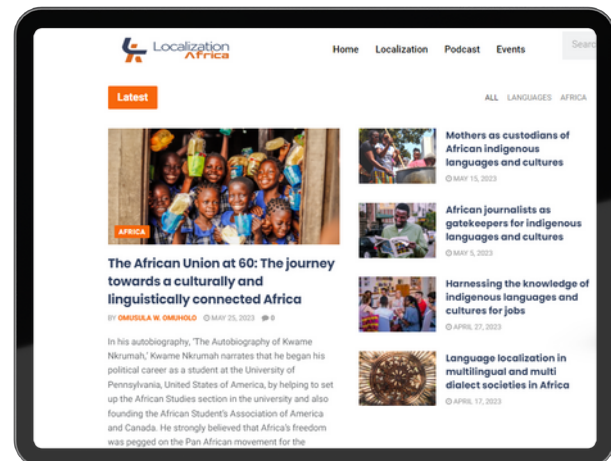
The client's main website features a Google Translate switcher that automatically translates the website into the target languages. This led to a complete change in the meaning, with awkward and strange sentences which users of the website obviously found irritating. The explainer videos remained in English, which led to the exclusion of other users of the platform who equally needed the information.

### OUR SOLUTION

Using a tried and tested Translation Management System and a team of professional translators and voice-over talents, we managed the localization of the website. The client's developers had to simply add a custom code on every web page that ought to be displayed in another language. This pulled all the texts and strings from the website into the translation management system for professionals to translate, with a translations going live once they are approved. The process was seamless. We also dubbed all the videos across the various languages to help increase accessibility.

"All this while, I did not understand the expression 'Disability is not inability' until the content was professionally translated for French speakers" – **Eric Gandonou, a French speaker who uses the client's web application**

"Our custom code works just as Optimizely or Google Analytics. This approach do not just translate from one language to another, but rather ensures that content are linguistically and culturally appropriate" – **Kelvin Samuel Klutse, Web Development and IT Support Manager, Bolingo Consult**



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