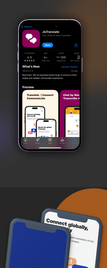
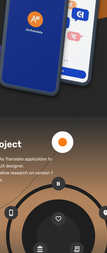


JIO TRANSLATE

Platform

iOS Android



JIO TRANSLATE

PLATFORM

Jio Translate is a multilingual neural machine translation service developed by Jio to translate text, documents and websites from one language into another.

Role

Design Engineer

INTRODUCTION

About This Project

Conducting user testing on the beta version of Jio Translate application to derive valuable user insights as a UX designer.
After launch of First version we conducted evaluative research on version 1 and version 2 is live now.

GET STARTED

Overview

Through user testing and heuristic evaluation, we refined the Jio Translate Beta, designing intuitive UI screens for enhanced global communication

Platform

iOS Android

The Story

Our UX project involved comprehensive user testing, incorporating heuristic evaluation, for the beta version of Jio Translate. Leveraging these insights, we iteratively designed UI screens to enhance the user experience.

📍 Preparation

DESIGN PROCESS

Foundation Research	Development	Evaluative Research
1. Research Methods 2. Design A Prototype 3. Testing	1. Code 2. Testing 3. Debug	1. Research & Heuristics 2. Design & Prototype 3. Testing

Research
User testing and heuristic evaluation on Beta Version

Design
Distinct out the product to align the Jio Translate

Develop
Convert the designs into a live application

Deploy
Launching the application to the market

Design Timeline

Our achievement in the journey depicted in numbers

My Role

As a Design Engineer, I make sure that my designs are well received by users, and can be implemented by developers.

UX Documentation
Creation of UX documentation so that stakeholders can understand it well.

Provide Insights
Ensuring the insights provided by research team followed by user testing.

User testing
User testing using UT and AB testing, so that the App can be well received by the user.

UI Audit
Perform UI audits, make sure it is aligned to Jio DS when the App is made.

Flow Documentation
When the application is continued, it can be easily carried out.

Research
This process is made so that the requirements and problems stimmed meet the target market.

Design Strategy

The purpose of the study is to comprehensively evaluate the usability and user experience of Jio translate application in order to improve and optimize the performance prior to its launch.

Intention

Connect Globally, Talk Locally
break the language barrier with translation of any language into your native tongue

Intention to Conversation Versatility

Target User

- Traveler segment (holiday)
- People who have moved to different cities for work
- Business segments (V2B and SB)

Personas

Tech Constraint

- Real- time translation over call
- OS Version Compatibility
- Internet access or network issues

Constraint

General task

- Addition of languages
- Keep 'to be translated text" intact
- Translation quality
- regional language variation
- Include noice cancelation

Feature and Task

Success Factor

- Mobile Platform
- real - time translation over call
- Include the variation in regional language
- See progress order until success

Measurement

My Role

As a Design Engineer, I make sure that my designs are well received by users, and can be implemented by developers.

UX Documentation
Creation of UX documentation so that stakeholders can understand it well.

Provide Insights
Ensuring the insights provided by research team followed by user testing.

User testing
User testing using UT and AB testing, so that the App can be well received by the user.

UI Audit
Perform UI audits, make sure it is aligned to Jio DS when the App is made.

Flow Documentation
When the application is continued, it can be easily carried out.

Research
This process is made so that the requirements and problems stimmed meet the target market.

Design Strategy

The purpose of the study is to comprehensively evaluate the usability and user experience of Jio translate application in order to improve and optimize the performance prior to its launch.

Intention

Connect Globally, Talk Locally
break the language barrier with translation of any language into your native tongue

Intention to Conversation Versatility

Target User

- Traveler segment (holiday)
- People who have moved to different cities for work
- Business segments (V2B and SB)

Personas

Tech Constraint

- Real- time translation over call
- OS Version Compatibility
- Internet access or network issues

Constraint

General task

- Addition of languages
- Keep 'to be translated text" intact
- Translation quality
- regional language variation
- Include noice cancelation

Feature and Task

Success Factor

- Mobile Platform
- real - time translation over call
- Include the variation in regional language
- See progress order until success

Measurement

RESEARCH PLAN

A research plan is a framework that shows how we intend to approach this research.

DISCUSSION GUIDE

You can think discussion guide as comprehensive plans for your qualitative and quantitative research session. While testing Jio Translate we use task based evaluation for all four mode (i.e. text, converse, chat and call).

📍 Preparation

UX RESEARCH

User research is a process to find out the user point of view, their frustrations and their struggle to get their understanding and finding valuable insights to guide strategic decisions and enhance Jio translate competitiveness in market.

Research Plan
- Competitors analysis
- Heuristic evaluation
- User interview

Competitive Analysis

We conduct a competitive analysis of the Jio Translate against other leading translation applications. This involve evaluating aspects like user interaction design, translation accuracy, language support, features and overall user experience.

1. Google Translate (Year of launch-2006)

- History - It is a free multilingual machine translation service developed by google. It can translate text, speech, images and handwriting between languages
- Target users - Global users
- Pros - wide language support, user-friendly interface, supports various input methods, offers offline translation mode
- Cons - Accuracy can vary for complex and context - dependent translations
- Fun Fact - can translate over 100 languages and serve more than 500 million users daily

2. Microsoft Translate (Year of launch-2016)

- History - It is a free multilingual machine translation service developed by Microsoft. It can translate text, speech, images and handwriting between languages.
- Target users - Individuals, business and organisations
- Pros - wide language support, supports various input methods, integration with Microsoft products
- Cons - Interface is less intuitive compared to other apps
- Fun Fact - Its integration with Microsoft products like office, Skype.

3. iTranslate (Year of launch-2011)

- History - It is a free machine translation service developed by Apple. It can translate text, speech, images and handwriting between languages. It offers voice translation features.
- Target users - Individuals, business and organisations
- Pros - wide language support, user friendly interface, supports various input methods.
- Cons - some features require paid plans
- Fun Fact - Its been featured by Apple as one of the "Best Apps of the year" multiple times.

4. Translate.com (Year of launch-2011)

- History - It can translate text, speech, images and handwriting between languages. It offers website translation feature.
- Target users - Individuals, business and organisations
- Pros - wide language support, supports various input methods. It provides community driven translation mode.
- Cons - Bad interface and low accuracy
- Fun Fact - It allow users to contribute their translations and earn rewards through its model

Similarity

- Popago - launched in 2015 and used in South Korea
- Yandex.translate - launched in 2011 for Russia and Russian speaking regions
- SayHi - launched in 2010 and is early pioneers of real time conversation translation app
- Baidu Translate - launched in 2017 for Chinese speaking regions
- Reverso - launched in 2010 which provide contextual translation feature that provides translation based on context of the text
- Babble - launched in 2007 which provides structured language courses on subscription
- Duolingo - launched in 2011 which is gamified language learning application
- TripLingo - launched in 2011 provides cultural tips for their destination with Slang slider feature
- TravelPhrasebook - which offers essential phrases and expressions

Jakob Nielsen's 10 usability heuristics

We conduct a competitive analysis of the Jio Translate against other leading translation applications. This involve evaluating aspects like user interaction design, translation accuracy, language support, features and overall user experience.

Visibility of system status
The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

Match between system and the real world
The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom
Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

Consistency and standards
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

Error prevention
Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall
Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design

Flexibility and efficiency of use
Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design
Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors
Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation
It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

Next Steps

Step	Status
1. Heuristics Evaluation on Beta Version	Done
2. User testing on Beta Version	Done
3. UI Screen Design	Done
4. Brand Alignment	Done
5. Release of Version 1	Done
6. Evaluative Research on Version 1	Done
7. Release of Version 2	Done
8. Evaluative Research on Version 2	Done
9. Release of version 3	Work in progress

For go through the Next Steps we can further connect.