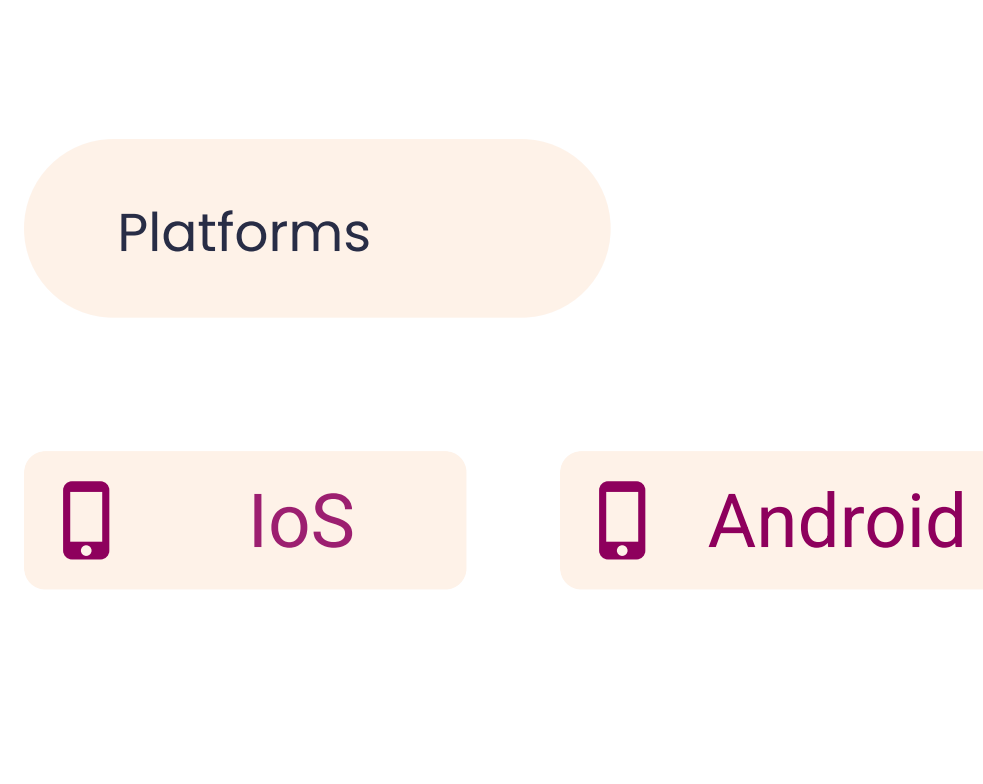


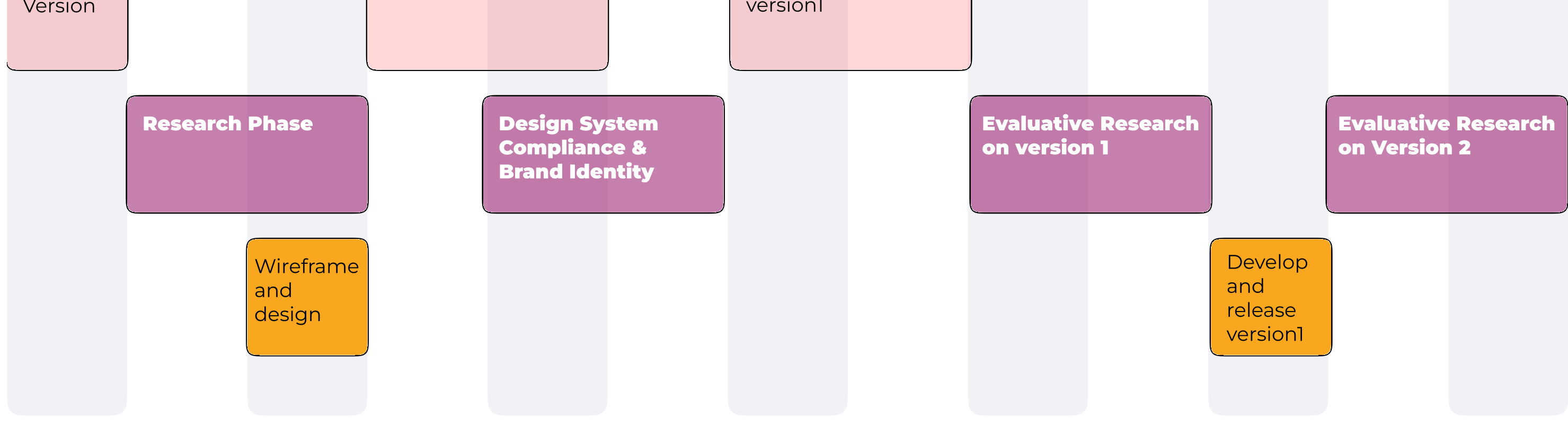
Jio Translate is a multilingual neural machine translation service developed by Jio to translate text, documents and websites from one language into another.



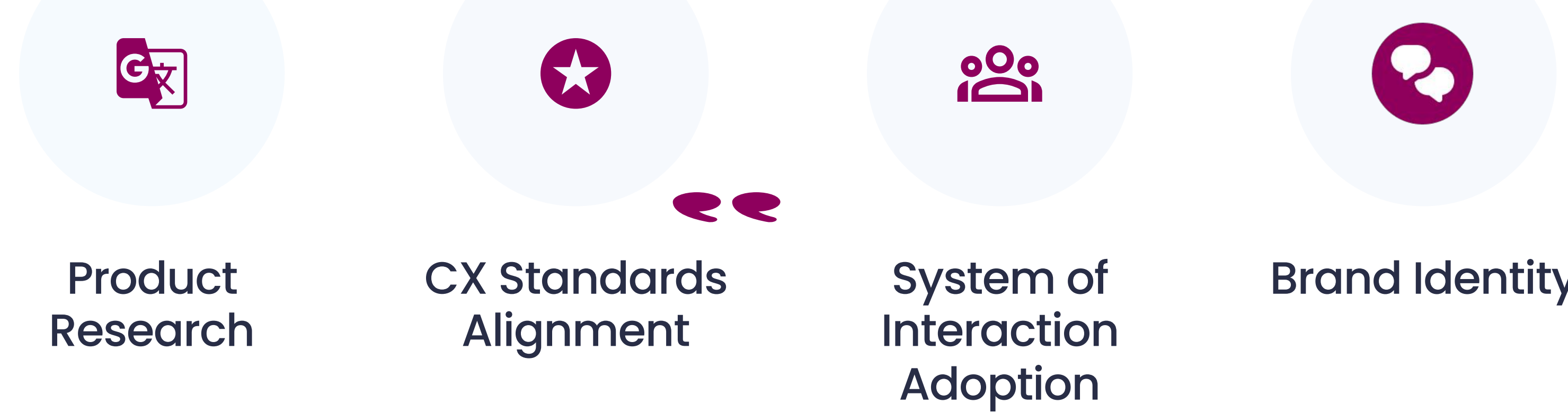
JIO TRANSLATE

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.

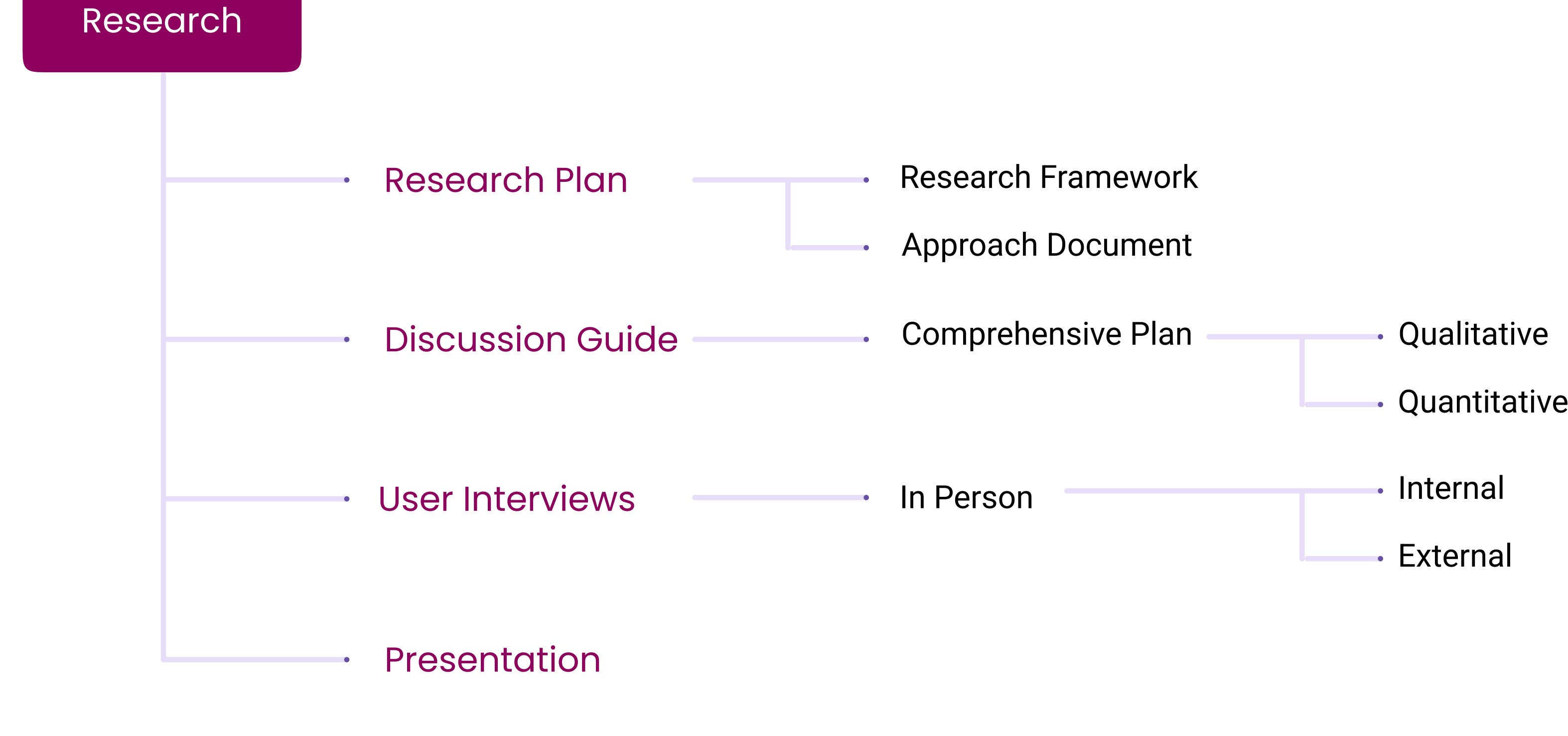
Design Timeline



Our Process



UX Research



Secondary Research

Competitor Analysis

Google Translate

It is a free multilingual machine translation service developed by google. It can translate text, speech, Images and handwriting between languages

Features :

- Pros - wide language support, user-friendly interface, supports various input methods, offers offline translation for selected languages

Fun Fact - can translate over 100 languages and serve more than 500 million users daily



Microsoft Translate

Sed et lorem nulla ipsum egestas dolor, adipiscing. Risus mollis dictum

Features

- it provides real time conversation translation

→ Fun Fact - Its integration with Microsoft products like office, Skype.

Translate.com

- It provides community driven translation model.
- Fun Fact - it allow users to contribute their translations and earn rewards through its model

iTranslate

- It offers website translation feature
- Fun Fact - its been featured by Apple as one of the "Best Apps of the year" multiple times.

Others

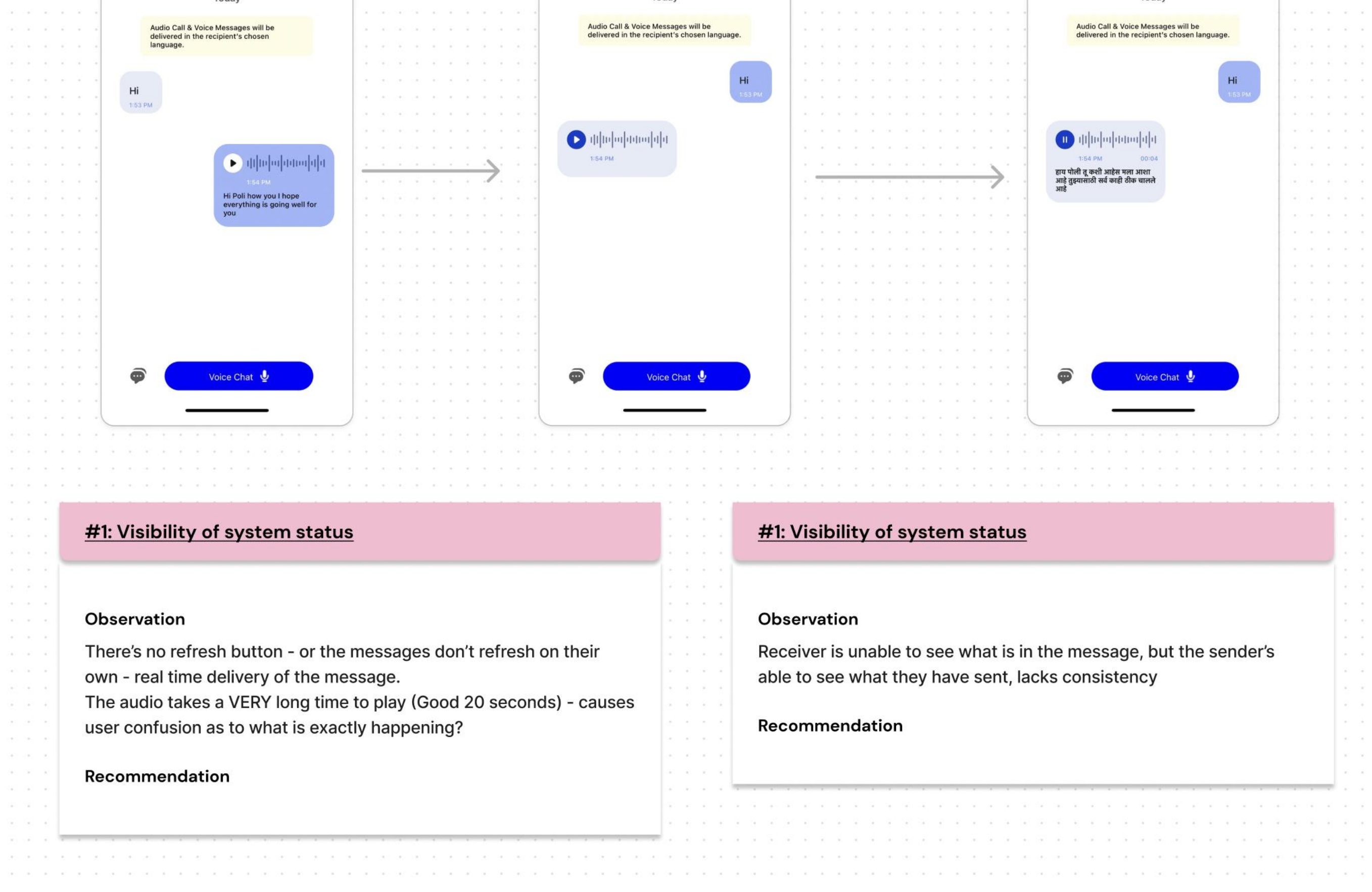
- Papago, Yandex.translate, SayHi, Baidu Translate, Reverso, Babble, Duolingo, Triplingo, TravelPhrasebook

Beta Version

Jakob Nielsen's 10 usability heuristics

Sample from our JioTranslate heuristic evaluation. Details withheld due to policy

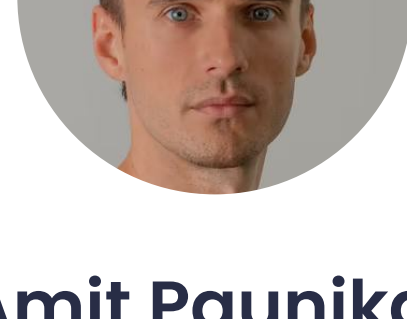
→ connect for insights.



User Testing

Conduct usability testing sessions with participants representing various user segments, including travellers, individuals aged 18-40, and business users. We use a combination of observation, video/audio recordings, and post-test questionnaires to gather qualitative and quantitative feedback.

User Persona



Amit Paunikar

IT Engineer

About

- 27
- Navi Mumbai
- B.E.
- Employee

Maslow Pyramid

Self Actualisation

Esteem

Love Belonging

Safety

Physiological

Description

Amit, an IT engineer from Nashik, recently moved to Bangalore. He's fluent in Marathi and Hindi but struggles with Kannada in daily conversations.

A day in their life

- Commutes to work, uses translation apps for local interactions, manages tech projects, and learns basic Kannada in his free time.

Pain points

- Inaccurate translations
- Limited regional language support
- Cluttered app interfaces

I just want to communicate easily without feeling like an outsider.

→ Further details are confidential. Reach out to learn more.

Next Step -

