

# HEURISTICS FOR MT-ORIENTED WEB DESIGN

*This set of heuristics serves two aims:*

- (i) guide the process of designing the interface of websites powered by online MT
- (ii) conduct diagnostic evaluations of how monolingual websites integrate online MT

## ***1. Languages of prospective users should be available***

The translation options provided should cater to the language preferences of the expected user population.

## ***2. Translation option(s) should be prominent***

The button or link to the online MT facility should stand out in terms of presentation (colour, size, etc.).

## ***3. Translation link should be located above the fold***

User should not have to scroll to locate link to translation facility.

## ***4. Presentation of language options should be appropriate***

The translation options should be represented in linguistically, culturally and politically appropriate fashion.

## ***5. Languages should be grouped intuitively***

The languages should be grouped and arranged in meaningful and intuitive order.

## ***6. Scalability***

The design should allow easy addition of further translation options for other languages.

## ***7. Seamlessness***

MT processing should be hidden from the user: the translated versions of the website should be accessed with as few actions as possible.

## ***8. Disclaimer in user's language***

The website should provide disclaimers regarding the limitations of online MT, presented in the users' own languages.

## ***9. Redundant representation***

The link to the online MT facility should be available in alternative formats: users without the relevant Unicode fonts installed or with images turned off should still be able to find their language.

## ***10. Error recovery***

The website should provide ways to view the content in the original language and to switch languages.