

Part V

Recommendations for good practice

From experiments to recommendations

- Experiment with London 2012 Olympic website
- Check-list of desiderata for MT-friendly web design

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Olympic pages experiment

- Redesign of the official home page of London 2012 Olympic bid website integrating online MT
- 14 students MSc in Computation at Manchester University
- 4 groups: two 3-member and two 4-member groups
- 5-week time frame to complete the project
- Part of assessed coursework for module in HCI

Main features of website

- Highly dynamic – content constantly updated
- Time-critical sections with short lifespan
- Text-intensive content
- Need to reach global audience

Four designs



CANDIDATE CITY

English

Français

Español

Deutsch

Italiano

Português

Nederlands

Ελληνικά

汉语

日本語

한국어

Русский

A

B

C

D

la traduction

Follow-up

- User testing and usability evaluation with 72 participants
- Interviewed student web developers on challenges
- Formulated 10 heuristics for MT-friendly webpage design
- Heuristic = “Explicit characteristic of a good user interface”
- Two aims:
 - guide design process
 - diagnostic evaluation

Heuristics

1. Languages of prospective users should be available
2. Translation option(s) should be prominent
3. Translation link should be located above the fold
4. Presentation of language options should be appropriate
5. Languages should be grouped intuitively
6. Scalability: easy to add languages
7. Seamlessness: MT processing should be hidden from user
8. Disclaimers in user's language
9. Redundant representation (alternative formats)
10. Error recovery (view original content, change language)