

A

Collaborative

TermBASE

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US Government

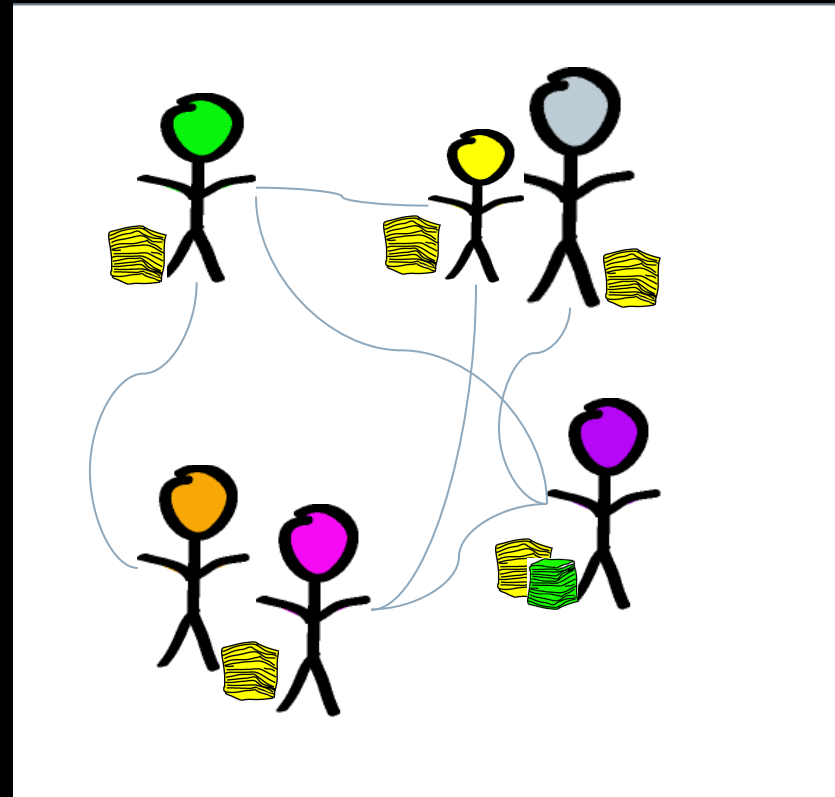
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OUTLINE

- ✱ Background
- ✱ Objective
- ✱ User Research
- ✱ Prototype
- ✱ Questions?

BACKGROUND

- The collection, management, and sharing of terms is still largely a manual process
 - MS Excel, Word
 - File system
 - Email
- Accumulated over time
 - Transient, personal lists
 - Organizational lists maintained over years



OBJECTIVE

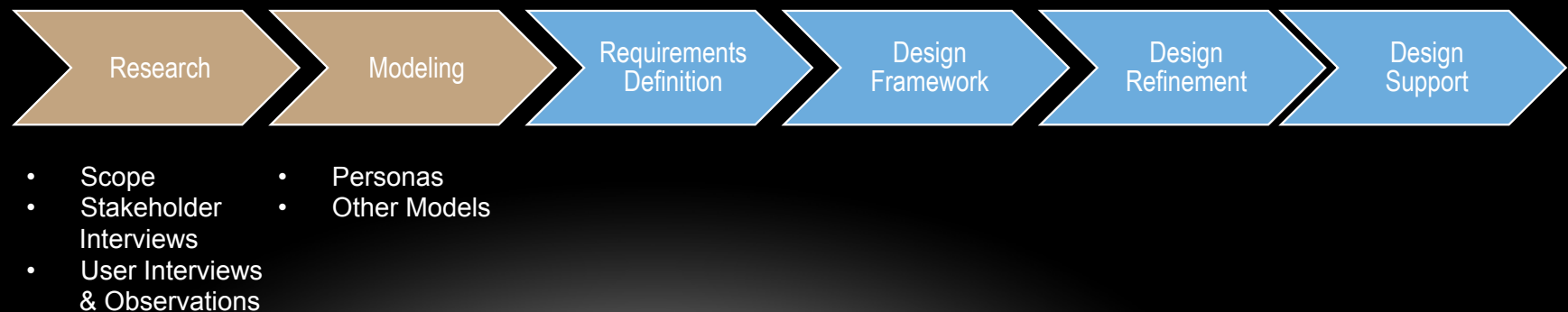
- Improve the efficiency, accuracy, and consistency of translation
 - Facilitate the process of creating, using, and sharing of “terms”
- Assist in transferring years of manually collected material so that it’s more easily searched and managed
- *Much of my time is spent researching new terms*
- *We use Microsoft Word to store our terms*
- *Sometimes it’s easier just to research it again*
- *Everyone has a list for himself*
- *We put them in a shared folder but only certain people can edit*
- *We print them all out periodically so there is a copy no matter what*

GOAL-ORIENTED DESIGN

- Who are the users?
- What are they trying to accomplish?
- How do they work and in what environment?

Look out for:

- How are terms used?
- How are terms perceived?
- How do we (collectively) refer to products in this space?



ETHNOGRAPHIC RESEARCH

Experience Dynamics | Science of Usability: Cube Art

Do you practice these aspects of Margaret Mead's "user research"?



"What people say, what people do, and what they say they do are entirely different things".

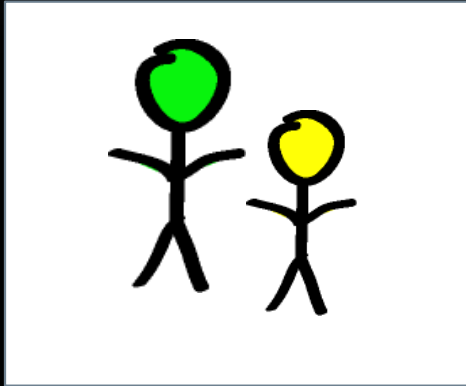
~Margaret Mead

- Margaret Mead's tips from the observed:
 - *"Listen to me."*
 - *"Learn from me."*
 - *"Relate to my world."*
 - *"Watch me solve my problems."*
 - *"Pay attention to the unstated."*
 - *"Notice my environment."*
 - *"Experience it with me."*
 - *"Use my behavior as a design tool."*

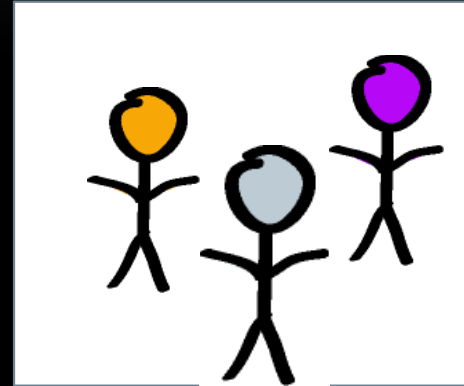


WHO ARE THE USERS? PERSONAS

Translators



Language Capable Staff



Pain Points

- Usage as it relates to context of document
- Search awkward and time-consuming (hard copy, office products)
- Term look up on external systems puts a drag on efficiency
- Terms change over time and, without historical information, translation becomes time consuming
- Time invested in researching terms to obtain contextual meaning

- Personal term lists in multiple formats
- Lack of cross community term pair sharing
- Re-cycled lists full of errors, duplicates
- Rely on professional translators to assist – and they are in short supply



HOW DO WE REFER TO PRODUCTS IN THIS SPACE?

- Dictionaries
- Terminologies
- Glossaries
- Translation Memory

*Does what the user says they do,
want or need map to what they **mean**?*

HOW ARE TERMS PERCEIVED (BY OUR USERS)?

- Novel uses of existing words
- Neologisms
- Proper nouns
- Words or phrases with meanings peculiar to a domain
- Formulaic phrases (e.g. political slogans)
- Repetitive or standardized passages (e.g. religious verses)

HOW ARE TERMS USED?

- **Functional**
 - Produce texts
 - Improve communication (e.g., facilitate shared understanding through accepted or established usage)
 - Interpret texts
 - Search texts
- **Communicatively - Collaborative (Grounding)**
 - Individually researched terms **NOMINATED** to group
 - Group admin **ACCEPTS / REJECTS** terms
 - Lengthy Documents
 - Provisional shared status of un-vetted terms (“document terms”)

PROTOTYPE: SEARCH

The screenshot shows the TermBASE search interface. At the top, there is a navigation bar with the TermBASE logo and several icons: Search, Approvals, User Terms, Drafts, Add Term, Tags, and Contact. Below this is a search bar containing the text '中科院' and a 'Search' button. Under the search bar are buttons for 'Select All', 'Tag', 'Delete', 'Approve Tag', and 'Approve Delete'. The search results are displayed in a table-like format with two entries, each labeled 'UNCLASSIFIED//FOR OFFICIAL USE ONLY'.

Acronym	Full Name	Abbreviation	Actions
中国科学院 中科院	China Academy of Science	CAS	[Edit] [Delete] [Info]
国家中山科学研究院 中科院	National Chung-Shan Institute of Science & Technology	CSIST	[Edit] [Delete] [Info]

Annotations on the screenshot:

- A yellow arrow labeled 'Acronym' points to the '中科院' entry in the first row.
- The text 'Sense 1' is positioned to the right of the first row.
- The text 'Sense 2' is positioned to the right of the second row.
- A yellow arrow labeled 'Organize (tag) from this view' points to the 'Tag' button in the second row.

PROTOTYPE: VIEW / EDIT SENSE

TermBASE

Search Approvals User Terms Drafts Add Term Tags Contact

Nominate Term 中国科学院

Source Language

	Text Simplified	Text Traditional	Romanization	Action
<input checked="" type="checkbox"/>	中国科学院	中國科學院	zhōng guó kē xué yuàn	<input type="text"/> <input type="text"/>
<input type="checkbox"/>	国家中山科学研 究院	國家中山科學研究 院	guó jiā zhōng shān kē xué yán jiū yuàn	<input type="text"/> <input type="text"/>
<input checked="" type="checkbox"/>	中科院	中科院	zhōng kē yuàn	<input type="text"/> <input type="text"/>

Quick Source Entry

zh

Transliterations associated with senses

Sense label

China Academy of Science, CAS

organization, science & technology, china

Classify

as UI/FOUO

Shared

Translation

Text	Action
China Academy of Science	<input type="text"/> <input type="text"/>
CAS	<input type="text"/> <input type="text"/>

Quick Target Entry

en

Tags

organization science & technology china add tags

One or more translations (sortable)

User-specified domain tags

PROTOTYPE: NOMINATE TERM

TermBASE

- Search
- Approvals
- User Terms
- Drafts
- Add Term
- Tags
- Contact

Nominate Term

中科院

Search

Source Language

Text Simplified	Text Traditional	Romanization	Action
中国科学院	中國科學院	zhōng guó kē xué yuàn	
国家中山科学研 究院	國家中山科學研究院	guó jiā zhōng shān kē xué yán jiū yuàn	
中科院	中科院	zhōng kē yuàn	

Quick Source Entry

zh

Senses



- [China Academy of Science, CAS](#) organization, science & technology, china
- National Chung-Shan Institute of Science & Technology, CSIST organization, science & technology, taiwan
- + Add Sense

Domain tags



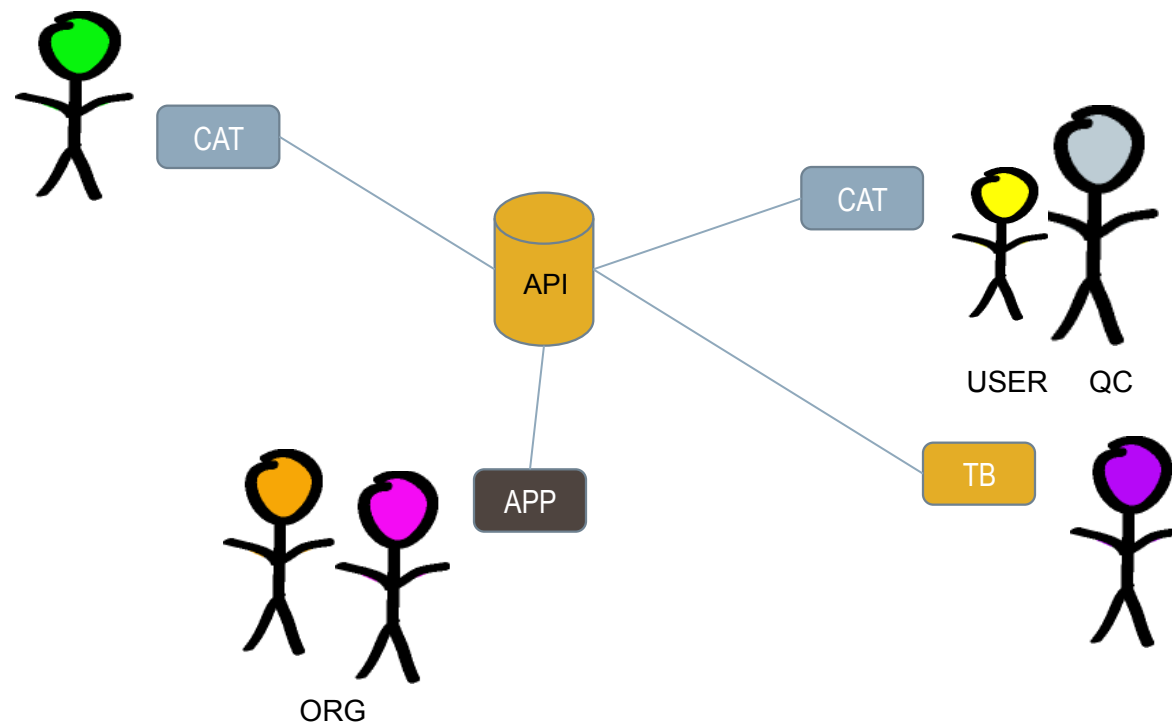
- Nominate
- Approve
- Cancel

Editing as [redacted] for component THIS/IS/A/TEST

KEY PROPERTIES OF TERMS

Organized by concept	Format of search results; entry form; social tagging
Shared	Collaborative model; group internal, group external; discoverable
Accumulated	Create from translation context
Emergent	Sort; annotate; re-tag

PROTOTYPE IN CONTEXT



QUESTIONS?