***Welcome to Stillman Translations preliminary onboarding assessment!***

*This assessment has 5 sections. Make sure to follow the instructions and complete all the information needed.*

*The goal of this request is to analyze your performance and your potential.*

*Breathe in and out, and do your best. Hope we can count on you soon!*

**SECTION 1. INSTRUCTIONS**

*Below you will find a special instruction for section 3:*

*\*Please make sure target text mirrors source format.*

*\*Normalize spaces.*

**SECTION 2. GLOSSARY**

*In this section, you are required to complete this task:*

*\*Extract four terms (cells 1 to 4) from the text in Section 3 that you consider are worth being in the glossary.*

|  |  |  |
| --- | --- | --- |
|  | **Source** | **Target** |
| 1 | Arquitectura de la información | Information Architecture (IA) |
| 2 | Asociaciones forzadas | Forced Association Brainstorming |
| 3 | Deseabilidad y factibilidad | Desirability and feasibility |
| 4 | Wireflow (herramienta para diagramas de flujo) | Wireflow |

**SECTION 3. TRANSLATION**

*Please, add your sample translation below (between 300-500 words). Bear in mind this should be the best sample of your work!*

|  |  |
| --- | --- |
| **Source** | **Target** |
| Una vez teniendo establecidos los objetivos de diseño se empezó con la parte de definición e ideación. Se empezó con el uso de la herramienta de asociaciones forzadas como método de brainstorming y se organizaron los resultados en una matriz de Deseabilidad y factibilidad. En esta matriz se compara el valor que tiene la solución para los usuarios y la viabilidad tecnológica para llevarla a cabo. Aquellas ideas que tengan un alto valor para el usuario y una viabilidad o facilidad de creación alto serán las ideas en las cuales se pondrán más esfuerzos.  Teniendo en cuenta la arquitectura de la información y el feedback que tuvimos durante la investigación y definición, se crearon 3 Wireflows en baja con el objetivo de plantear posibles flujos más sencillos para que el usuario pudiera terminar las tareas que se asignaron en el Tree-test. Teniendo en cuenta que no todos los usuarios se comportan igual se plantearon diferentes caminos para que el usuario pudiera completar la misma tarea, siendo el flujo principal el más corto y directo con no más de 4 pasos.  Para validar la nueva arquitectura de la información y el flujo propuesto en el Wireflow se realizó otro Tree-test con las mismas tareas del tree-test original, pero con la arquitectura de la información nueva para validar que la reorganización hacía más fácil y eficiente la búsqueda de los diferentes contenidos.  En todas las tareas hubo un aumento en la tasa de logro de un 15% a un 25% lo cual es un gran avance.    Se analizaron los caminos que tomaron las personas que fallaron las tareas y se encontró que en su mayoría tienen el flujo bien y llegan al destino, pero escogen el video equivocado. En la tarea de escoger el video nuevo subido escogieron el Directo y en el de escoger el Directo escogieron el video nuevo. Esto nos indica que debemos diferenciar de mejor manera los videos que están en directo y los que son subidos por aparte, mientras que las listas de reproducción deben diferenciarse de los videos de Ver más tarde y el historial.  Solo dos de los que fallaron en la segunda tarea tomaron una ruta diferente y fue el buscar el directo por la barra de búsqueda. Esto nos indica que debemos permitirles acceder a los directos desde la barra de búsqueda de igual forma que por el canal directamente.  Con esta información se reiteró nuevamente para llegar al diseño final. | Once the design objectives were established, the definition and ideation started. It began with the use of forced association as a brainstorming method, and the results were organized in a desirability and feasibility array. This aforementioned array compares the value of the solution for users, and the technological feasibility to carry it out. Those ideas that have a high value for the user and high viability or ease of creation, will be the ideas in which more efforts will be put.  Taking into account the information architecture, and the feedback that we had during the definition and investigation, 3 Wireflows were created to propose simpler possible flows so that the user could finish the tasks assigned in the Tree-test. Considering that not all users behave the same, different ways were proposed so that the user could complete the same task, the main flow being the shortest and most direct with no more than 4 steps.  To validate the new information architecture and the flow proposed in the Wireflow, another Tree-test was carried out with the same tasks as the original tree-test, but with the new information architecture to validate that the reorganization made the process of searching the different content easier and more efficient.  In all tasks, there was an increase in the achievement rate from 15% to 25%, which is a great improvement.  The paths taken by the individuals who failed the tasks were analyzed, and it was found that most of them have a good flow and arrive at the destination, but choose the wrong video. In the task of choosing the newly uploaded video they chose the live broadcast, and in the task of choosing the broadcast, they chose the new video. This tells us that we must better differentiate between broadcasts and newly uploaded videos, while playlists should be differentiated from Watch Later and History.  Only two of those who failed the second task took a different route and it was to look for the broadcast through the search bar. This indicates that we must allow them to access the live streams from the search bar in the same way as directly through the channel.  With this information it was reiterated to reach the final design. |

**SECTION 4. QUESTIONS AND COMMENTS**

*We also need to check your capacity to spot potential issues beforehand.*

*In the table below, please list your questions and comments in relation with this test:*

*1. Challenging sections from the source text or sections you are unsure of should be copied or inserted into the* ***Source Text*** *column.*

*2. Write your translation in the* ***Target Text*** *column.*

*3. Doubts and comments should be written in English.*

|  |  |  |
| --- | --- | --- |
| **Source Text** | **Target Text** | **Question / Comment  (in English)** |
| *“Se empezó con el uso de la herramienta de asociaciones forzadas como método de brainstorming”* | *“It began with the use of forced association as a brainstorming method”* | *Even though “forced association” may sound unusual, the client was contacted and they told me that is the correct term.* |
| *“se realizó otro Tree-test con las mismas tareas del tree-test original”* | *“*another Tree-test was carried out with the same tasks as the original tree-test” | *The client needed to emphasize certain parts even if it seemed redundant.* |
| *“y se organizaron los resultados en una matriz de Deseabilidad y factibilidad. En esta matriz se compara el valor que tiene la solución para los usuarios y la viabilidad tecnológica para llevarla a cabo. Aquellas ideas que tengan un alto valor para el usuario y una viabilidad o facilidad de creación alto serán las ideas en las cuales se pondrán más esfuerzos.”* | *“and the results were organized in a desirability and feasibility array. This aforementioned array compares the value of the solution for users, and the technological feasibility to carry it out. Those ideas that have a high value for the user and high viability or ease of creation, will be the ideas in which more efforts will be put.”* | *A question made to the client was about the target audience, this is important considering the terminology and knowing the academic level the translation will need.* |
| *“Con esta información se reiteró nuevamente para llegar al diseño final.”* | *“With this information it was reiterated to reach the final design.”* | *In this segment, the word “again” was omitted, due to re- already meaning something is done again.* |
| *“En la tarea de escoger el video nuevo subido escogieron el Directo y en el de escoger el Directo escogieron el video nuevo.”* | *“In the task of choosing the newly uploaded video they chose the live broadcast, and in the task of choosing the broadcast, they chose the new video.”* | *In this part the original text said “Directo” which is the term used by hispanic youtubers (the source material being about research done on Youtube) to define a live broadcast, I went with that one, making it easier to understand.* |

**SECTION 5. REFERENCES**

*In the table below, please list the reference material you have consulted to carry out this test.*

* *Please introduce the* ***Reference source*** *(including publisher and full title as appropriate) in the first column.*
* *Specify if your reference source is general or specific. If specific, clarify which term or section the reference covers.*

|  |  |
| --- | --- |
| **Reference Source** | **General / Specific (Term)** |
| *“What is IA?” by The Information Architecture Institue* | *General* |
| *“Forced Association” by John Dabell* | *General* |
| *“Three Lenses of Innovation” by Isaac Jeffries* | *Specific (the difference between each lens)* |

Thanks!