

## **ABOUT DIRACTION:**

DirAction is a global education reseller providing transformational technology solutions to public and private schools nationwide. Its mission is to deliver the best and most innovative learning tools to educators and students that not only save schools time and money, but also create a more advanced, efficient, and fun way of learning. Its broad expertise in developing affordable, integrated learning solutions along with excellent support and outstanding customer service helps its customers adopt new technologies that accelerate learning. In addition, it partners with leading educational manufacturers, including Intel, Microsoft and Livescribe to deliver fully integrated, dynamic, sustainable and easily managed solutions for students, teachers, and educational institutions. ?

## **REQUIREMENT:**

1. The client wishes to redesign their newest USA Web-site for Chinese audience who are also living in the USA. He needs the same content and features of the USA web-site redesigned for China. This means not only translating the product features into Simplified Chinese, but also understanding the cultural difference. So this project goes beyond simple [translation](#), new or completely different images may be required to properly communicate the products to Chinese customers.
2. The client asked CCJK to do one page in the beginning, and he felt satisfied with the redesigned page. So he asks CCJK to continue to do another 6 pages. The requirements are similar as before. Livescribe Smart pen page is done, but needs to be changed into Simplified Chinese. Software page is ready for translation. We do not need to copy the tabs if we have a better way to list all the products. Languagenut page needs to do some changes: The client can not accept Chinese typeface characters in the web-form. So, it may need to simply pop-up an email. The client asks CCJK to think about a better sentence to open this page. Also the client asks us to think a best changeable say for “Meet your new language teaching assistant.” As he thinks this is not a good statement. He repeatedly tells us that when we are working on this, to keep in mind the reader is a Chinese speaking customer who lives in USA and is looking for educational tools.

## **?The CCJK SOLUTION:**

1. CCJK assigned professional translators team (including translator, editor and proofreader) and engineers team ( including designer and programmer) to complete this job. To make sure of the high quality, CCJK always run a strict TEP( Translation, Editing and Proofreading) process to do the translation. That is, CCJK will assign not only one translator, but at least 3

linguists to the project: we translate from scratch by a linguist, then pass the translated documents to another editor for reviewing, and finally to a 3rd proofreader for polishing, and CCJK only provide 100% human translation by veteran translators and will never use machine/software automatic translation.

For the engineering part, the designer will design the pages drafts for the client's reference firstly, and make the revision accordingly until the client feels totally satisfied. Then the programmer will make the drafts into HTML pages for the delivery. For the web pages, the designer changes the top banners to Chinese images. Furthermore, CCJK designer makes two types of the pages drafts for the client's choice.

2. CCJK assigns the same translators, designer and programmer for this. And complete it accurately and quickly. The client feels very satisfied.

**Read Also: [Websites Design and Localization by CCJK](#)**

#### **ABOUT CCJK:**

Founded in the year 2000, CCJK of highly skilled professionals from around the Asia-Pacific region has formed an elite engineering group that is youthful, dedicated, knowledgeable and deeply rooted in the sense of responsibility. CCJK always insist that winning the clients' trust and confidence in this manner is of paramount importance to the very existence of an organization. CCJK is dedicated to customizing its services to meet the needs of each individual client. For every project, no matter it is large or small, sophisticated or trivial, the whole team is committed to work synchronized to make the project mutually successful, both for the client and CCJK.

Take a look at how we helped our client by localizing their project for Website Translation Services . [Click here](#) to read the complete case study