

# Universal Language Selector

## User scenarios

Version 1.0  
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# Universal Language Selector

## User scenarios

### Version history

- 1.0 – **Published document (11 April)**. Small changes
- 0.3 – **Second revision** (5 April). Multiple language selection scenario.
- 0.2 – **First revision** (4 April). Motivation and variables added.
- 0.1 – **Initial draft** (3 April).

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- Summary
- Behavioral variables
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# Summary

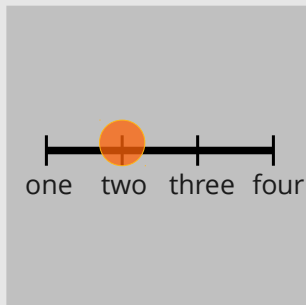
## What we did

Define user profiles and scenarios for language selection.

## Our objective

Describe situations to address in order to keep the design focused.

### Steps:



**Behavioral variables**  
What affects interaction



**User profiles**  
Profiles that cover the defined variables



**Scenarios**  
Situations where users use the system

### The scenarios defined will be useful to:

- Set a common understanding of the problem to solve
- Prioritize requirements
- Evaluate the future design ideas
- Identify design trade-offs

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# Behavioral variables

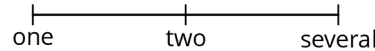
- Selecting a language is an action that can be performed in different contexts, by different kinds of users.
  - This section identifies the **factors that affect interaction** for language selection.
- The variables defined have been identified from the analysis of current solutions (competitive review) and proposals, bug reports, and preliminary conversations with the Localization team.

If you find that any relevant factor is missing, please tell us.

# Behavioral variables

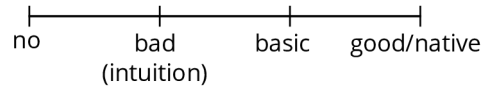
## 1. Number of languages spoken by the user

is the user monolingual or can communicate with more than one language?



## 2. Skill level for a language

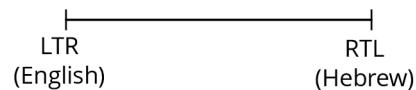
is the user proficient in a specific language or at least can have some intuition on the meaning of certain words?



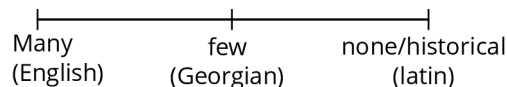
## 3. Kind of language spoken by the user

which specific properties has the language?

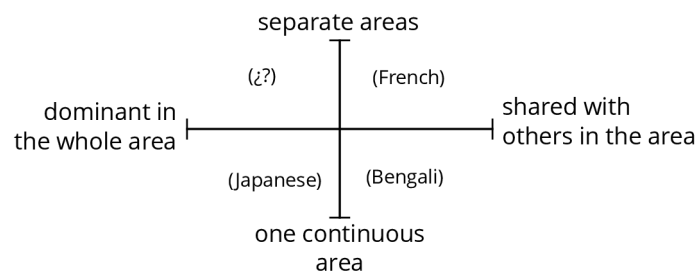
- Writing direction



- Number of speakers

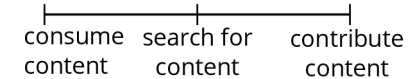


- Geographic distribution



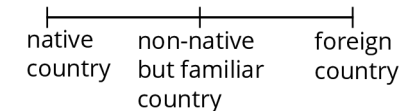
## 4. User main activity

which is the main activity for the user accessing the site?



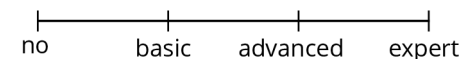
## 5. User location

how familiar is the user with respect to the language of the region he is accessing the website from?



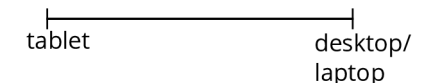
## 6. Familiarity with language features

how proficient is the user with language tools? is aware of? customizes them? makes extensive use?



## 7. Device used for access

which interaction mechanisms and how much screen real state is available?



## 8. User account

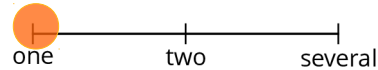
is the user registered?





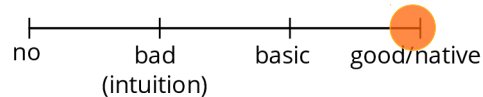
# Behavioral variables: example

1. Number of languages spoken by the user  
is the user monolingual or can communicate with more than one language?



2. Skill level for a language

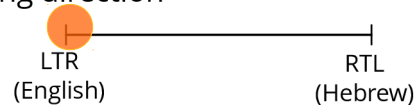
is the user proficient in a specific language or at least can have some intuition on the meaning of certain words?



3. Kind of language spoken by the user

which specific properties has the language?

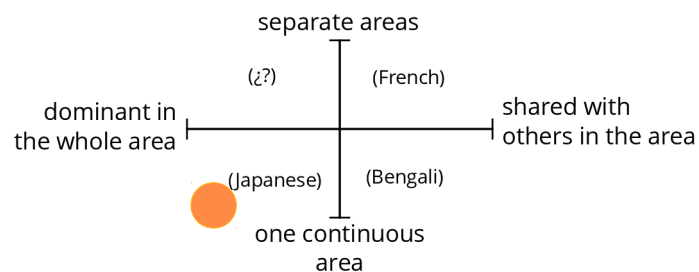
- Writing direction



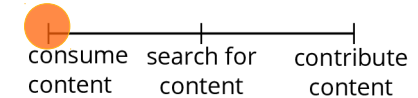
- Number of speakers



- Geographic distribution

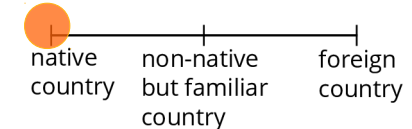


4. User main activity  
which is the main activity for the user accessing the site?

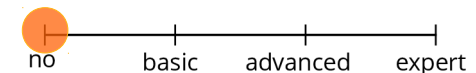


5. User location

how familiar is the user with respect to the language of the region he is accessing the website from?

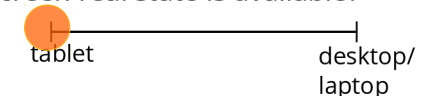


6. Familiarity with language features  
how proficient is the user with language tools?  
is aware of? customizes them? makes extensive use?



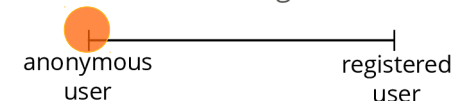
7. Device used for access

which interaction mechanisms and how much screen real state is available?



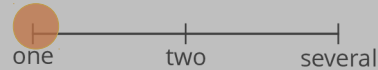
8. User account

is the user registered?

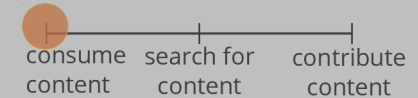


# Behavioral variables: example

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4. User main activity  
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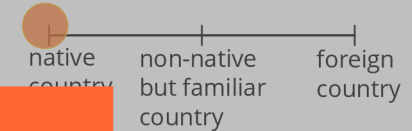


2. Skill level for a language

is the user proficient in a specific language or at least can have some intuition on the meaning of certain words?

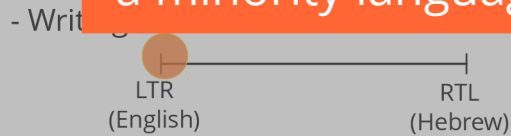


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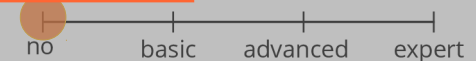


3. Kind of language  
which specific

This combination of values represents a specific kind of user: monolingual speaker of a minority language using a tablet...



6. Language features  
with language tools?  
takes extensive use?



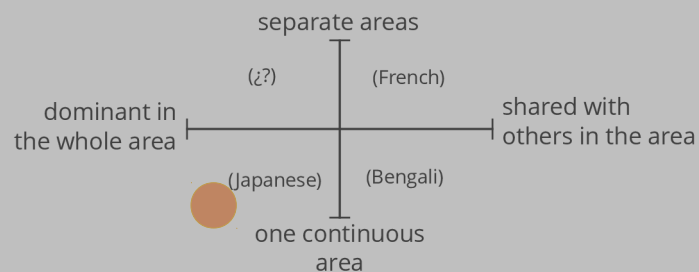
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which interaction mechanisms and how much screen real state is available?



- Geographic distribution



8. User account  
is the user registered?



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# User profiles

- The behavioral variables defined represent more than 54K combinations
  - Each one represents a specific kind of user...
  - ...for which the ideal interaction solution may be different.
- We have defined 4 user profiles that cover a widest range of values
  - Some specific combinations may be missing
    - We want feedback to detect those when relevant
  - Other extreme combinations have been explicitly omitted
    - We want feedback to know if we discarded something important

If you find that any relevant kind of user is missing, please tell us.

# User profiles



## George

### Architect from Georgia

- Georgian is his only language.
- Reads content from his tablet.
- Not aware of language tools.



## Nambi

### Nurse from Paraguay

- Speaks Guaraní and Spanish.
- Contributes content in Guaraní from her laptop.
- Basic use of language tools.



## Rakha

### Musician from India in Belgium

- Speaks Tamil and very basic English.
- Searches and consumes content from the hotel PC.
- Not aware of language tools.



## Lev

### Professor from Israel

- Speaks Russian Hebrew and studies Old Aramaic.
- Contributes content from his PC.
- Advanced use of language tools.

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- **Scenarios**
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# Scenarios

- Why people performs the “language selection” interaction?
  - They cannot understand content in the current language.
  - They prefer content to be displayed in their native languages.
  - To access additional information not available in the current language.
  - To contribute content in different language than the current one.
  - To learn a new language.
- These situations are put into context with the different characters in scenarios..



# George

Architect from  
Georgia

## Speaks

Georgian only

## Does

Consumes content  
using his tablet

## Expertise

Not aware of  
language tools and  
most UI options

## Goal

Learn about new topics in my own language.

## Scenarios

- **Properly displayed content.** George searches for a topic using Google.ge and access an article from the Wikipedia in Georgian. He finds all the information properly displayed in his native script and gets immersed in the content.

### Features.

- Non-intrusive UI that does not interfere with regular use
- Proper font display by default

- **Recover from a foreign language.** George reads an interesting tweet from a friend, and by following the link he arrives to an article at the English Wikipedia. Despite the information is provided in English, he is able to change the language to Georgian.

### Features.

- Intuitive location of language tools





# Nambi

Nurse from  
Paraguay

## Speaks

Guaraní and Spanish

## Does

Contributes content  
in Guaraní, and  
consumes content in  
both languages

## Expertise

Basic use of language  
tools. Registered user.

## Goal

Contribute to the Guaraní community.

## Scenarios

- **Contribute local content.** Nambi finds an interesting article in the Spanish Wikipedia. She wants to know whether it is available in Guaraní or not. Since there is not Guaraní version, she creates a new article based on a translation of the Spanish one. She keeps jumping from one version to the other during the translation process.
  - **Features.**
    - Support recurrent language change among a small set.
    - Access to local-spoken languages
    - Indication of lack of language support
- **Setting the UI.** Nambi helps to expand and correct Spanish articles related to Paraguay topics. She prefers the UI to be in Guaraní. She becomes aware that registered users can customize the UI language and changes this.
  - **Features.**
    - Discoverability of UI language settings
    - Distinction between UI and Content language settings



# Rakha

Musician from India, currently in Belgium

## Speaks

Tamil (native) and English (very basic)

## Does

Searches and consumes content from the public PC at the hotel.

## Expertise

Not familiar with language tools.  
Not registered user.

## Goal

Feel like at home (despite I am abroad).

## Scenarios

- **Search in his language.** Rakha accesses the Wikipedia in Tamil. The public PC at the hotel has a French keyboard layout, but he needs to search for an article using the Tamil script. Rakha finds guidance on how to introduce a few Tamil characters for the search. When he finds little information on the subject, he switches to the English version for a moment.

### Features.

- Discoverability of input method configuration.
- Aids for accessing input method configuration during text input.
- Terminology used to communicate input method configuration.
- Discoverability of relevant content in other languages.

- **Cross-language information.** Rakha has accessed the Tamil version of Wikipedia, but he is looking for information on a Belgium dish he only saw written in French. He searches for the dish name in French, but he is interested to access the information in Tamil.

### Features.

- Disable/re-enable input methods
- Cross-language access of search results



# Lev

Professor from Israel

## Speaks

Hebrew, Russian and studies Old Aramaic

## Does

Contributes content in three languages from a PC.

## Expertise

Registered user making extensive use of language tools.  
Registered user.

## Goal

Share knowledge about my topics of expertise.

## Scenarios

- **Extensive contributions.** Lev makes large contributions in Cyrillic to the Russian Wikipedia. At work he has an Hebrew keyboard with Hebrew and Latin letters. At home he has a Latin-Hebrew-Russian keyboard so he is used to change the layout at the system level.

### Features.

- Input method configuration UI support for long texts.
- Integration of system configured input methods.

- **Mixed content.** Lev studies Old Aramaic and includes content in Aramaic in Hebrew and Russian articles. He changes the input language among these three languages depending on the piece of content to edit.

### Features.

- Indication of current language for each piece of content.

- **Translation across languages.** Lev helps to translate content between Russian and Hebrew and registers as a translator for both languages.

### Features.

- Multiple language selection.

# Scenarios applied

- Guide the design and evaluate solutions



Content offered in [español](#) [català](#) [galego](#) [Euskara](#)



When I accessed the English Wikipedia through a tweet, I was able to access the Georgian version since I could find the “ქართული” (Georgian) language link.



When I was creating a Guaraní version of the article, I was able to jump between the Spanish and the Guaraní version easily.



The suggested languages were not of much help. At first I thought these were the only languages available.



This was not much helpful to select Russian or Old Aramaic, but I am experienced in the language selection mechanisms.



Is it a good idea to provide a list of local languages in their own script based on the user IP location?

# Scenarios applied

- Guide the design and evaluate solutions



Content offered in [español](#) [català](#) [galego](#) [Euskara](#)



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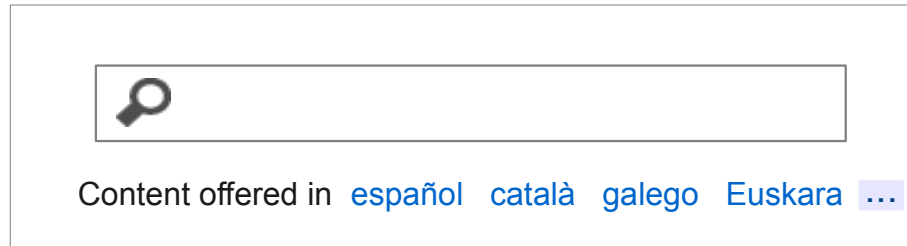
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When I was creating a Guaraní version of the article, I was able to jump between the Spanish and the Guaraní version easily.



The suggested languages were not of much help. ~~At first I thought these were the only languages available.~~ But I could finally find the language selection tool for additional languages.

A cue can be added to indicate more languages are available ...



This was not much helpful to select Russian or Old Aramaic, but I am experienced in the language selection mechanisms.

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# Design considerations

- This section summarizes a set of principles that apply to different scenarios.
  - Some are opposing, so design will require to find a tradeoff.
  - Some questions are raised. Answering them will determine the suitability of specific design solutions.



# Design considerations

- **Do not interfere with regular use**
  - Some users do not need language tools and don't want added complexity.
- **Make font configuration transparent to the user**
  - The priority is to read the content properly.
- **Make language selection easy to find**
  - Easy to locate in common cases, possible to discover in difficult ones.
- **Allow easy change among a set of preferred languages.**
  - How are preferred languages determined: previous use? Browser configuration? Geographic zone? User selected?
  - How are preferred languages represented: top of the list? Highlighted? Ordered first? Visually emphasized?
- **Indication of lack of language support for preferred languages**
  - Avoid the user to search for a non-existing element in a long list.
- **Make input method settings easy to discover, enable and disable for short and long inputs**
  - Provide options for changing settings frequently but do not interrupt the writing flow.
- **Consider the system/browser settings to set smart defaults**
  - Can we determine when the current keyboard layout does not match the current language script?
- **Communicate what the language selection affects and the current status**
  - UI vs. Content, language for text input.
- **Anticipate navigation needs across languages**
  - Provide mechanisms to aid users in finding content in their related languages.
- **Provide support for multiple selection**
  - Some cases require to select several languages.

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# Conclusions

- The scenarios defined are intended to cover the functionality expected for language selection
- Any feedback you could provide us would be very helpful

# References

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  - <http://www.flickr.com/photos/dheuts/3716954893/>
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  - <http://www.flickr.com/photos/davefayram/4791867798/in/photostream/>