CASE STUDY

Client:	NHS
Sector:	Health
Project:	Localisation of the NHS Test & Trace App
Languages:	Arabic; Bengali; Chinese (Mandarin); Gujarati; Polish; Punjabi; Romanian; Somali; Turkish; Urdu; Welsh

About the Client

Accenture is a multi-disciplinary outsourcing organisation delivering a broad range of solutions to Government and commercial enterprises.

In 2020 the Test & Trace mobile app was developed by Accenture on behalf of the NHS as a means of managing exposure to the Covid 19 virus.

The Test & Trace app was considered to be a key part of the front-line defence employed by the NHS in limiting the spread of the virus.

.

The Challenge

It was important that the app was adopted by the UK population as a whole, reaching those communities who might have found difficulty in adopting a service that did not reach out to them in their own language.

To maximise use of the Test & Trace app, the product was localised in 11 languages commonly spoken across the UK.

The biggest challenge being the critical timing for launching the product - literally a few weeks to bring the 11 language versions into daily use.

From the first Stand-Up meeting to product launch, the lead time was eight weeks.

During this period Prestige Network localised and tested the 11 language versions of the app, with two or more updates each day.

Our Involvement

Accenture's development team had originally approached us to validate existing translations, but it very quickly became clear that the lead time to product launch was too short to accommodate an extended delivery chain.

At this point Prestige Network were appointed to provide comprehensive localisation support as a single source provider.

This entailed very fast onboarding, with daily in-depth team meetings between our localisation team and Accenture's developers.

Updates requiring linguistic testing were presented using TestFlight with inter-team dialogue on Slack.

The Result

By assigning a dedicated project team to this demanding task, we mirrored the momentum of the development team, keeping pace with every update.

A key part of the localisation task was to test the app at each iteration across all 11 languages, ensuring that every update was relected in the live product.

The initial development and subsequent updating of the product has continued on a daily basis for 18 months, making this one of the longest running localisation tasks we have undertaken.

Our Quality Assurance Process

The Test and Trace app went under rigorous daily testing to ensure a high quality of localisation. This was successfully executed in 11 languages (Arabic; Bengali; Chinese (Mandarin); Gujarati; Polish; Punjabi; Romanian; Somali; Turkish; Urdu; Welsh) in IOS and Android.

Prestige Network used TestFight to support IOS localisation (Android localisation was managed clientside). Workflow and messaging was supported using Slack. The translated content underwent a conventional linguistic review with revisions being fed back directly via TestFight, or by email (Android) to the developer.

Linguists used both an iPhone and an Android device to review the localised content in-situ as part of the Q & A process, with reporting returned in Slack. Functionality was tested using dummy QR codes to evaluate proximity responses that would ultimately be gathered via the app, and again the messaging was reviewed by the linguists. The process continued throughout the development period, with several updates being implemented each day over a period of several months.

Contact Us:

Headquarters:
Park View House, 65 London Rd, Newbury RG14 1JN

+44 (0) 1635 866 888

sales@prestigenetwork.com