



Case Study:

Community Translation Through String

“Using myGengo’s ‘String’ tool and volunteer translators from the Producteev community, we completed our first multi-language launch in German. Almost immediately we noticed an increase in new customers and expanded business! Coming up next: several additional multi-language releases via ‘String’ and our awesome group of volunteers.”

-Judi Huck, Community Manager, Producteev

The Challenge

Committed to making its task management application “work the way you do”, Producteev set out to respond to user requests for translation to accommodate team members who speak different languages. With over 8,600 English words in the Producteev web and iPhone app, 10-plus target languages and 30 enthusiastic volunteer translators from around the globe, Producteev needed a tool to organize and centralize this extensive project.

The Solution

Producteev found myGengo and began using its String localization tool. The website and iPhone app were divided into sections and loaded into String. Translators were sent to Producteev’s myGengo site with Producteev’s customized dashboard. The volunteer translators went to work and in some cases, completed their translations in less than one week.

Producteev’s first multi-language launch in German took place with an almost immediate impact on business growth among German speakers.

With new volunteer translators joining the effort all the time, Producteev plans to use myGengo’s String to organize and centralize upcoming language releases for its web and iPhone app along with its new desktop and Android apps.

When Producteev needs to accelerate results, they simply click a translation button and myGengo does the rest!

Case

Producteev, a Developer, uses myGengo to translate their application through String.

myGengo Product

String

Languages

of Languages: 12
English: to German, Portuguese, French, Spanish, Russian, Japanese, Chinese, Dutch, Indonesian, Greek, Polish, Arabic.

Client

Location: New York, NY, USA,

Producteev offers a fully-featured, user-friendly task management application that allows for effortless collaboration including updates via web, email, IM and mobile. Producteev’s loyal and international community of task managers and to do pro’s ranges from product teams to students and all express enthusiasm for this innovative application.

<http://www.producteev.com>

