

Duo - Spanish Gameplay

Close Out Report

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Project Particulars

Name: Duo - Spanish Gameplay

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Ideascale URL: <https://cardano.ideascale.com/c/idea/405261>

Deliverable URL:

1. <https://revelargaming.notion.site/Translation-Spreadsheets-f572ad3204084afda258dfc111af170a>

Date Started: June 1, 2022

Date Completed: September 2, 2022

Closeout Video: <https://www.loom.com/share/b2efcf88d4bf450788de38964894423c>

Project Summary

Translators Instructions & Project Recap -

<https://revelargaming.notion.site/Welcome-Translators-PUBLIC-2c0f9f417b144556af59fa6d2726f6e1>

In this proposal (along with our other Translation Proposals), we asked the community to help us evaluate different regions around the world that would like to play Duo in their own native language and localized humor. This serves as a way for us to establish insights into alternatives in gameplay based on global trends in humor and test expansion in different regions.

Translation is a non-trivial process to make sure the game retains its fun gameplay. We identified 5 languages based on our community partners and interest and are translating a small sample deck in each language to test gameplay in these regions.

Project Manager Overview:

The objective of this project was to create a small deck of cards and have it translated into select languages, intended to introduce new players from around the world to the DuoCards cNFT game.

First the composition of the deck had to be selected, and then these cards were to be translated from English into Spanish, German, Portuguese, Afrikaans and Filipino.

Once translated, the cards would then be reviewed and tested to ensure that language and grammar rules would still allow for engaging gameplay for native speakers of these languages.

To accomplish this I compiled a collection of prompts and responses sourced from the Duo Team, the Duo Community, and my own database of unused ideas.

Following discussions with the founders of Duo, it was decided that the final deck should total 150 cards, with a ratio of 1:2 (*Prompts:Responses*). Anticipating possible issues with some cards in some languages, a buffer of additional cards was created, adding 10% to the total.

One of the risks of this project was that a translated deck may not work in another language, so in order to minimize this risk, I split the deck in two so that translators could assess a smaller subset of the total deck and identify any potential issues that may arise, as well as provide an estimate of how much work may be involved with translating the complete deck.

Documentation was written up and assets were created for each translation team. One tool that was developed was the DuoCard Testing Tool - a tool that would allow translators to test random combinations of prompts and responses as they were translating them, to assist in identifying issues with translated texts and opportunities for improvements.

As Project Lead I was to check in with the various teams, provide guidance when required, and report progress to the Duo Team.

My expectations were that after determining the content for the deck, that translation would take the bulk of the efforts to complete. What I discovered during this process was that the actual translation work took the least effort, with feedback suggesting approximately 10 hours of work to translate a deck.

Communicating and co-ordinating between team members actually took the most effort and time, with remote locations and time differences being a contributing factor.

How Challenge KPIs were Addressed

The challenge brief includes the following focus: “We need to increase brand awareness of Catalyst amongst the entrepreneur gaming community and propose a way for gamers to be onboarded into the Cardano ecosystem through the thing they love, gaming.” which is what we as Revelar and Duo set out to accomplish.

The way we approached this Challenge KPI was to create local specific content to be included in our flagship web3 game: Duo. There is a unique sense of community and ownership over one’s native language and this project allowed us to explore and create the first iteration of that content. Every time we get to onboard a new player in their local language we increase the diversity of players and how they play games in web3.

How Project KPIs we Addressed

Our original delivery date for our articles was set as mid September 2022, and we managed to complete the project assets by Sep 2nd so our time management was what we expected, if not a bit ahead of schedule due to the great coordination from our PM.

The next step of KPI tracking that goes beyond the proposal implementation will be tracking the number of players within the localized language by ownership as highlighted in the proposal on the following intervals: 3mo - 6mo - 9 mo - 12mo. This will be reported publicly on app.getduo.gg/stats

One extension that we have included in this reporting and came as a core part of this proposal's progress is the idea of Card Crafting or User Generated Content in Duo. This will allow players to create their own localized content at the launch of Crafting and will be added to the reporting as an extended value from this project. UGC also allows us to extend the process of creating cards to early adopters in each region to create content that is community driven and reduces the centralized burden of Duo creating all the translations.

Key Achievements

PM - Aramel

In my opinion, the decision of creating 150 cards, using a 1:2 ratio of prompts to responses was a good one. It allowed for sufficient variety in cards, with opportunities for engaging gameplay, while remaining small enough to be manageable by the translators. It's also an ideal size as an introductory deck for new players.

Based on feedback from some of the translators, the **DuoCard Testing Tool** was extremely beneficial when fine tuning translations and finding the most effective wording that would allow the cards to be playable. Users found it intuitive and easy to use.

When communicating with translators during the process, I found that providing examples and guidance in the process helped them understand the intention of the project, and often gave them a newer or clearer perspective on the project, taking it from mere direct translation, to adding their own cultural and creative insights to the mix - the end goal of which is to provide players a fun and stimulating experience.

Key Learnings

PM - Aramel

One of the unexpected outcomes was that even though instructions were documented and made available to various team members, instructions were not completely followed.

While the outcome of the project was generally understood by all (translation of the cards), some process steps were overlooked or skipped which may have affected the quality of the output of the project.

Typically, most teams translated both the Test Deck and Intro Deck together, defeating the purpose of testing a small sample and providing feedback before continuing.

Fortunately, this meant that the cards were translatable and it would only be a significant issue if gameplay was negatively impacted by grammatical rules of any specific language.

One surprise was that in the Filipino language, there were several entries that had no direct counterpart to the English wording.

Another surprise was that some translators found the content offensive and chose not to continue.

One of the challenges to me during this project was being able to communicate with the translators as Project Lead from the start of their engagement. Although provided documentation instructed translators to follow-up with me between each major stage of the work, this only occurred in a few instances.

When having a conversation with translators I was able to gauge their understanding of the project requirements and provide suitable guidance where needed. After that initial interaction, I found that they had a better understanding of what we were trying to achieve and came back with enthusiasm and quality results.

As someone who does not speak the languages we were having cards translated into, it was a challenge to evaluate the quality of the work and where there was little or no communication, to determine if gameplay was viable in that particular language.

In my opinion, this was the biggest impediment to the project - our reliance on external experts to evaluate the success of the project due to language barriers.

So, How Did it Work Out?

One of the most satisfying aspects of this project for me was interacting with the people. Whether it was gaining insight and clarification from the Duo Team, or working with the translators to get the best results possible, this was just as exciting as developing the deck itself.

I think the deck is well rounded, offering a wide variety of content for a variety of players, while also being able to test grammatical rules in other languages and identify any potential gameplay issues.

At the time of writing, some translations have not been completed or quality reviewed, and I feel this has been greatly affected due to my ability to communicate with the translators from the get go.

One thing I would do differently, would be to simplify the instructions provided, and issue tasks to translators piecemeal - making communication and review of progress necessary before being able to continue to the next step in the process, or to stop and make any required adjustments. Although I do not have any feedback from translators, I suspect that maybe there was too much information provided.

I would combine the two decks into one single deck, as sufficient information has been gathered from this experience, and instead determine whether the game would work or not in a specific language during initial engagement with translators.

Additionally, I would consider making minor changes to the initial card selection, and in the translation worksheets, add commentary on each card similar to the guidance provided to translators during progress updates. This should give translators ideas for adding depth and character to their translations, possibly reducing the time taken to complete a translation.

As the feedback form was not used by the majority of translators, I would keep this as a template for any future Project Lead to refer to when reviewing translation work with translators.

On my part, I found that when setting up resources for the translators, some errors were made, and may have benefitted from having my work reviewed by another set of eyes, before passing on to the translators.

One of these issues being access to language specific spreadsheets which added delays to the commencement of work. Another being some content being either duplicated or left out from the two decks, requiring follow up with translators that had already completed the work. Fortunately, additional content was selected and this error falls within this buffer.

While a feedback form was developed to collect feedback during the various stages of the project, only one team completed this (German), while this feedback was alternatively obtained from direct communication with others (Spanish, Afrikaans).

Next Steps

With the included feedback from our internal team and translators, we feel comfortable including and allowing localization of content for all regions and languages here. This means that our new Crafting mechanic will allow us to empower users to extend this exercise with our current process insights into real scale. We believe this opens up opportunities for us to exceed our KPI projections of 1000 players in a region within a year.

With the launch of our Alpha Season 1 Deck we will be including all these cards for new users in different regions as well as creation of a global stats page to determine the language for all new cards and current owners.