

INDIVIDUAL CLIENT PROFILE THE MORENO FAMILY

“A smooth transition to the States is the goal. We need someone we can trust will handle our family’s paperwork in a timely and professional manner.”

The Moreno family consists of husband and father Eduardo age 43, wife Alicia age 40 and 23 year old daughter Esmerelda. The family has immigrated here from Argentina in 2014. They are in the process of obtaining their permanent residency and need many documents translated from Spanish into English, and vice-versa, for this reason. The Moreno family is middle to low income. Eduardo works as a car mechanic for a local shop and Alicia works as a housekeeper for a hotel. Esmerelda completed high school there and also learned English and for that reason would like to enroll in college here to become a nurse. She is currently working part time at a fast food restaurant.



Alicia and Eduardo have no higher education. Prior to moving to the U.S., Alicia was a homemaker and Eduardo always worked in the car industry as a manager in the service department for a car dealership. Currently, they live in a two bedroom apartment in Renton and the family shares one car. Eduardo takes the bus to work as does Esmeralda. Due to their immigration status they will be looking for someone who can meet strict legal deadlines from Immigration Naturalization Services.

When Eduardo sits down to look for someone who can help his family out, he will most likely be looking for someone who can translate his legal documents such as birth certificates, school diplomas, school transcripts, health records, etc. Specializing in this field, Estela Translations looks like the right fit. Eduardo will most likely move on to look at her background and biography, and appeals to him to see that she comes from a country next to theirs which means affinity in regards to language and culture. After feeling content about his research he most likely go look at pricing next. To the outsider, the fees listed on the site, may not be clear, so Eduardo will then look for a contact page and reach out over the telephone or email.

CORPORATE CLIENT PROFILE

“We’ve been using Estela Translations for the past year with zero complaints!”

These clients are typically lawyers, hospitals, translation agencies and other translators looking for partners to share projects. They will most likely come to the website knowing what they're looking for, and they will likely know how to navigate a website for a translator- how to obtain an estimate for a job, read fees schedule, etc. These clients will most likely send a job offer by email including the document to be translated and asking for a final quote and mentioning when the job is needed by. All communication will be finalized through email with corporate clients.

