

Case Study

Educating instructional designers on the cultural identity of Central Africa for localization-ready training

A case study about how we researched and profiled Central Africa in terms of

- culture
- internet connectivity
- cybersecurity awareness & infrastructure

to create a **Diversity, Equity, Inclusion and Cultural Awareness Guide** for our customer's instructional designers team.

The Challenge

Our client is a leader in security awareness and training solutions based in the US. Their internal localization department, following the company's mission in supporting an equal rights society, localizes the company's products and solutions in 39 target languages to make sure that everyone in their customers' teams feel included and respected by having access to this training in their native language.

The training modules take different formats, from videos, animated and with actors, to content in courseware and quizzes. This adds complexity to their localization program, as their project workflows might include a combination of any or all of the following services:

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| ▪ translation/localization | ▪ captioning | ▪ video editing |
| ▪ editing | ▪ desktop publishing (DTP) | ▪ linguistic QA |
| ▪ dubbing/voice-over | ▪ on-screen text (OST) editing | ▪ functional testing |

In an attempt to reduce the complexity of localizing such heavy in imagery content and increase the adoption rates of the training material as well as the stickiness of the training concepts, they created guides focused on the cultural idiosyncrasies of different cultures.

Educating instructional designers on the cultural identity of Central Africa

The aim was for their instructional designers team to be educated on these challenging aspects and take them into consideration when creating the source content so that they deliver a localization-ready training by design.

The challenges in creating such a guide for Central Africa were the following:

- The diversity of the region not only in languages, but also in customs and cultural elements
- The requirement for a very specific profile of in-country experts with background and experience in social sciences and a high level of education
- The need to also profile the region of Central Africa in terms of technology, internet connectivity and cybersecurity infrastructure and awareness, which required in-depth research

The Approach

So, this is what we did to meet the requirements and create a stellar deliverable:

Key Facts

- **Target:**
increase cultural awareness of instructional designers for audiences in Central Africa
- **Challenges:**
 - very specific qualification criteria
 - not the usual localization project
- **Approach:**
provide our customer with a reliable solution by adopting an incisive perspective to their needs

- We resourced for native experts residing in Central Africa – in Cameroon and Congo – who were not linguists but instead demonstrated experience in working in large-scale projects for Central Africa, like research or teaching, through which they had come in contact with a large crowd of locals whom they guided or interviewed.

In agreement with the customer, we resourced for two experts who would review the training material independently and provide separate research insights.

- We studied thoroughly different reference material the customer provided, and we created a template with the required sections and explanations of what should each section include to adequately guide the experts in their work.

- We conducted online meetings with the local experts and the customer team to make sure expectations were set clearly from the beginning.

- The Commit Global PM team performed an initial research and shared sources of information with the experts to facilitate their work.

- Our PM team also reviewed and homogenized the input from the two experts where needed, while keeping it separate in points where different views were provided and adding supporting reasoning for these cases.

The Outcome

- The client received a complete cultural awareness guide with the following topics analyzed:
 - Overview of compliance and cybersecurity awareness & overall climate of diversity, equity, and inclusion in Central Africa
 - Cultural considerations with regards to: age, gender identity, sexual orientation, disabilities
 - Access limitations with regards to: infrastructure, technology & content accessibility and preferences
- They also acquired more knowledge regarding the targeted geography and audience than they originally had allowing them to create more localization-ready content by design.