

Khan Academy

Khan Academy increased international awareness and involved thousands of product users worldwide into translation effort using Crowdin.

Customer:

Khan Academy
www.khanacademy.org

Industry:

E-learning

Company overview

The Khan Academy is one of the most outstanding projects among a new generation of digital institutions in primary and secondary education. It is non-profit educational organization founded in 2006 by Salman Khan whose mission is “providing a free world-class education to anyone anywhere”.

Khan Academy offers practice exercises, free video tutorials and a personalized learning dashboard that allows students to get required knowledge at convenient time and place. For now more than 15 million of unique users per month are learning across Khan Academy educational platform. This huge number of users and rapid growth of its popularity shows the worldwide deficit of qualitative education and Academy's value in the creation of new and perspective learning process.

Thanks Natalie Rothfels, a Translations Project Coordinator in Khan Academy, for the interview, it was a great pleasure for us repeatedly get to know that Crowdin makes someone's goals easier to achieve.

AT A GLANCE



www.khanacademy.org

What they wanted to do

- Increase product awareness worldwide;
- Localize and translate the platform and website exercises to wider education availability across countries;
- Involve their end users and native speakers in translations.

What they did

- Integrated Crowdin to their; development process.

What they achieved

- Get three fully-translated platforms with efforts underway in many more languages;
- Translate over 1,300,000 words;
- Organized work of more than 4,000 translators;
- Facilitated translators work integrating Crowdin In-Context tool;
- Become closer to achieving their mission: “free world-class education to anyone anywhere”.

Challenge

Khan Academy is actively working with private and public sector organizations across the globe to create solutions around accessibility and content localization. For today, their aim is to have a learner base representative of the global population distribution before 2020.

In order to achieve that aim, they found that their content should be translated and localized across all major languages in the world.

The first steps of its localization process were dubbing and subtitling videos with their translators community. But since the product

extends well beyond videos, they knew that the next major step in assuring a quality experience for non-English speakers would be translation and localization of whole Khan Academy platform with its all exercises.

The absence of infrastructure for translation led company to look for the solution to easily transfer all content automatically from Khan Academy web app and get it back translated. The open question they also had was how to organize in one place thousands of volunteers to contribute their translations and how to manage their work effectively on every stage of translation process.

Solution

Khan Academy started look for an appropriate localization tool that would allow to manage huge translators community, easy-to-use for translators and would provide control over the whole translation process as well as ensure translation quality.

“Choosing a platform with functionality to support large crowdsourced efforts was crucial, but we also wanted to make sure that quality control was feasible and systematic.”

— Natalie Rothfels, Translations Project Coordinator

Crowdin was company's first choice, when they first decided to translate the overall platform and exercises. Mainly because of the collaboration possibilities and workflows that are adapted to crowdsourcing translations.

It was also important to provide a way to follow the context as much as possible. Thanks to Crowdin in-context tool translators had a chance to translate online right in the application, adjust translations to the interface and see everything in real time.

“Crowdin has offered great support to our i18n developers and enabled us to provide a solid experience for translators.”

Implementation

Khan Academy localization project is handled by volunteers, all the content is being uploaded into a secure account on Crowdin service. Community work string by string, translating on site, which is possible with help of Crowdin in-context tool.

For some languages such as Spanish, French, Brazilian and Portuguese company involves native speaker translators from partner organizations who also translate Khan Academy library content or are proofreaders in translation process.

Once the new content appears, or the outdated texts are being removed or changed, strings are getting to the system and volunteers receive notifications about new or changed strings.

After certain amount of work translated strings are automatically pulled out from Crowdin to Khan Academy codebase that make it easy to implement multilingual site versions.

It is, of course, hard work to keep translators motivated and eager to help, so Khan Academy provides official certificates for translators who have completed a certain amount of work, and now they are working on creation of other motivation programs that would be even more recognizable and efficient.

Results

“Localization tool have enabled us to build strong partnerships with organizations around the world, leading to a dramatic increase in international awareness and product usage”

— says Natalie Rothfels

For now the entire Khan Academy experience is available in Spanish, Brazilian Portuguese and French but there are also more than forty languages underway that absolutely shows Khan Academy becomes closer to achieving its goals.

Using Crowdin Khan Academy provides itself with lot of advantages that are described in following:

- Crowdin allowed Khan Academy to get three fully-translated platforms with the wide range of available languages underway;
- Company organizes and manages work of more than 4000 translators;
- Khan Academy got an ability to localize right in the real app with Crowdin In-Context tool;
- Translate over 1,300,000 words;
- Become closer to achieving their mission: “free world-class education to anyone anywhere”.

About Crowdin

Crowdin is one of the leading translation and localization management platforms that handles both document and software projects. By cooperating with language service providers, Crowdin has made localization accessible for professional linguists and made it possible for multiple offsite translators to collaborate as they work. Crowdin successfully balances the needs of developers with those of professional translators and volunteers. Developers get the consistency and tools they need, while professional translators benefit from translation memories, group discussions, and enhanced context. Crowdin Collaborative Translation Tool brings translation memory, glossaries, and screenshots to clarify the source file context.

More information is available at www.crowdin.com

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