How GrandPad translated their tablet, two mobile apps, and web portal into 38 languages.

> Crowdin gave us the ability to implement localization into the entire platform development process.

Earl Chen, Chief Technology Officer at GrandPad

♡ **GrandPad**®

COMPANY
GrandPad
www.grandpad.net

INDUSTRY
Technology

◆●

GrandPad: A technology that connects seniors with their loved ones

GrandPad is an American technology company that produces a touch-screen tablet designed specifically for seniors over the age of 75 who are unfamiliar with or who have difficulty using traditional technology. The device's large buttons and intuitive interface make the GrandPad more user-friendly than traditional mobile tablets.

GrandPad offers the following features that can help seniors and families stay connected in a safe and simple way:

- Built-in LTE (no home WiFi needed)
- Closed network for greater security (no one outside the "trusted circle" can contact a GrandPad user)
- Secure internet browsing
- Video and voice calling
- Texting and emailing
- Family photo and video sharing
- Curated entertainment content (music) and brain games (available with Premium Service Plan)
- Ergonomic design and enhanced speakers and camera
- 24/7/365 direct access to customer care team

COMPANY
GrandPad

HEADQUARTERS
Minneapolis, Minnesota

INDUSTRY
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TRANSLATION APPROACH
- Pre-translation by Google Translate
- Translation by agency
- Proofreading by native speakers

FUNCTIONALITY USED
- Translation Memory
- Machine Translation
- Automated content delivery
- Crowdin API
- Crowdin integration with Jira

KEY RESULTS
- Tablet UI localization
- 2 localized mobile apps
- Web portal localization
- Nearly 40 enabled languages
- 3+ reseller partners
- Connecting 1.4 Million Seniors, Families and Care Givers in 120 countries

GrandPad was founded in 2014 by Scott Lien, a former Intuit executive, and his son, Isaac Lien. The elder Lien serves as the company's CEO. Scott and Isaac created the GrandPad for Scott's mom and mother-in-law because traditional devices weren't working to stay connected when Scott and Isaac were living in California, and their families were in the Midwest. Since then, GrandPad has grown into a worldwide business and is being used to connect more than 1.4 million seniors, families, friends, and caregivers in all 50 states and 120 countries.

Grandpad's Mission is:

"To improve the lives of millions of seniors by reconnecting them with their families, friends, and caregivers."

Plans for localization and first steps

Since the company's mission is focused on connecting people and families across generations, and over great distances, the need for product localization became clear almost immediately.

> " Very early on, it became clear that if you want to reach more people, you need to localize your product.

Along with the desire to localize the tablet, the GrandPad team quickly realized that this would be a complex project that would require a phased rollout. The company prioritized the countries and languages with which they had partnership relationships. Since one of their key partners was Acer, located in Taiwan, they began with the Mandarin Chinese language. Next, GrandPad launched their product in the UK and Ireland, and as a result, modified the tablet for them as well (from en-us to en-uk and en-ie). In 2021, GrandPad partnered with Fidelidade to launch operations in Lisbon, Portugal, which necessitated the addition of the Portuguese language to the GrandPad.

Discovering Crowdin and adding more languages

The team knew that their approach of completing the whole localization process manually and only adding a single language at a time, wasn't going to work longer-term, as it was difficult to scale. Thus, they began looking for a platform or a partner to help them efficiently and effectively localize the GrandPad while maintaining high-quality translation. As the team began to research and test tools, they quickly identified Crowdin as a solution.

> " We really loved the way that we could integrate with the Crowdin platform, the simplicity of the translation workflow we set up, and the capabilities that It gave us.

Crowdin alleviated the challenges GrandPad faced by ensuring all language translations were accurate and up to date, and that new content was translated quickly. Crowdin also allowed the GrandPad team to monitor localization progress more easily and collaborate more effectively.

> " I think one of the difficulties is you have to go and find all the strings, all the language pieces, every new sentence, and word.

On Crowdin, the string status, thus localization progress, is extremely easy to track. Strings may have the following statuses:

- – untranslated
- – partially translated (in case some plural forms are not translated)
- – translated
- – partially approved (in case some plural forms are not approved)
- – approved
- – hidden (visible only for project managers and proofreaders)

If you need to find the **untranslated content**, you can use one of the available filter options:

1. **All, Untranslated First** – Show all strings from the opened file/folder. Untranslated strings are displayed at the top of the list, then translated strings, and the approved ones are displayed at the bottom of the list.

2. **Untranslated** – Show only strings without any translations.

> " Crowdin gave us the ability to implement localization into the entire platform development process. The more we've used Crowdin, the more we realize how wonderful it is.

Product localization is not just a one-time event. If you are localizing manually, every time you need to publish an update or a new product version, you could spend hours on manual uploads, searches, and code changes. On the other hand, if you are using Crowdin localization management platform, it can accomplish these tasks for you in a few minutes. In addition:

- all of your content is accessible in one location and able to be accessed by all project teams
- the new content is detected automatically
- you are able to edit text copy without coding, view progress in real-time, and access detailed reporting tools
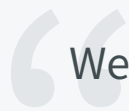
Translation process at GrandPad

Initially, only developers were in charge of the localization effort at GrandPad, due to the lack of collaborative tools available to the team. Before using Crowdin, they would send files with new content to the translators, who would add the necessary translations and then send them back to the developers. This process often resulted in misplaced documents, inaccuracies, and lost time due to the inability to access the documents at once.

In addition, issues would occur due to the impact of localization to design elements on the GrandPad. For example, the length of a translated sentence would no longer fit on an icon or button. Crowdin's platform allowed GrandPad to provide access to current localization projects to multiple teams at once, and to make adjustments to translations within the process flow, resulting in the ability to move with greater speed and efficiency.
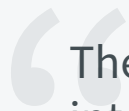
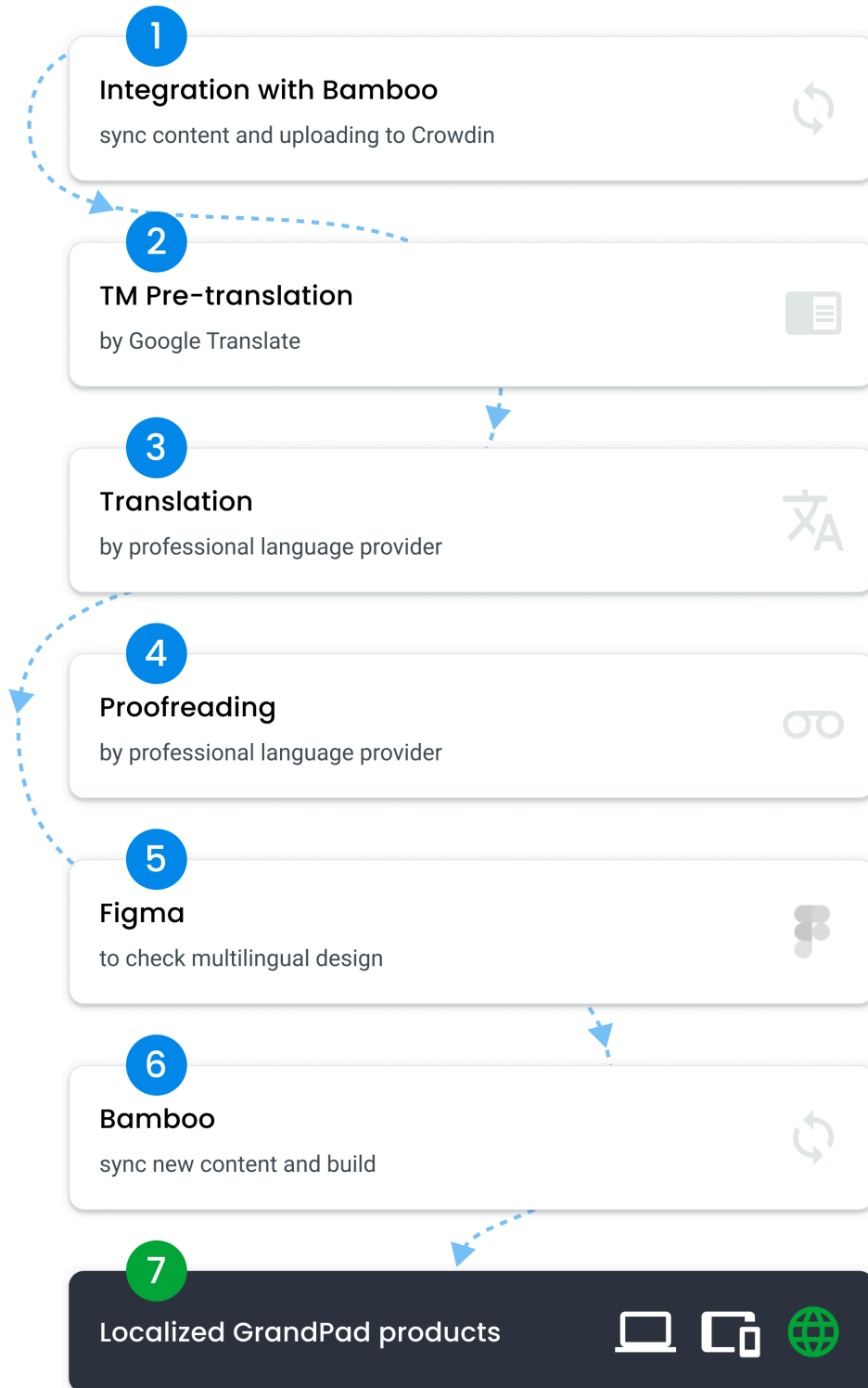> The Crowdin platform creates a very collaborative and interactive working process for all project team members.

Learn how to integrate design and localization, and don't forget to view Crowdin design apps. Connect your Sketch, Figma or Adobe and Crowdin projects together.

> We've completely integrated Crowdin into our working process, and we're excited to continue adding more languages.

Here's how the localization process of GrandPad products looks like right now:

1

Integration with Bamboo

sync content and uploading to Crowdin

2

TM Pre-translation

by Google Translate

3

Translation

by professional language provider

4

Proofreading

by professional language provider

5

Figma

to check multilingual design

6

Bamboo

sync new content and build

7

Localized GrandPad products

> "Crowdin is fully integrated into our build process. We have a customized build process that's based on the Bamboo tool and is integrated with Crowdin, so when we get ready for a release, we execute the build and all the translated strings are pulled in automatically.

Along with project managers, GrandPad has three teams working on localization projects: language experts, designers, and developers. All of them can access Crowdin, collaborate efficiently, and monitor the progress of translation projects

> "First, Crowdin has a very intuitive design and is incredibly simple to use. Secondly, Crowdin allows you to manage multiple teams working on different components of your localization within one platform.

GrandPad uses machine pre-translation, leveraging Google Translate as a default starting point for almost all the project languages. To ensure the translation is accurate, GrandPad invites its partners and other language experts to review and edit the translation. They either approve the translations or rewrite strings when needed.

> "Crowdin is a wonderful tool that has streamlined the localization process for our team. It has automated content updates and other tasks and decreased the length of time to complete localization projects.

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Results

Grandpad has expanded the language

capabilities in its tablet and free Companion App to include nearly 40 languages. The enhanced language functionality underscores the company's commitment to making technology accessible for all seniors — regardless of age, race, or ability level — and their caregivers.

Img 1. The GrandPad tablet

Languages that are currently available on the GrandPad tablet and app include: Afrikaans (Southern Africa), Albanian, Armenian, Catalan (Catalonia / Spain), Chinese (Simplified), Chinese (Taiwan), Chinese (Hong Kong), Czech (Czech Republic), Danish, Dutch (Netherlands), English (Canada), English (Ireland), English (UK), Finnish, French, German (Germany), German (Switzerland), Greek, Haitian Creole, Hebrew, Hungarian, Italian, Japanese, Khmer / Central Khmer (Cambodia), Korean, Norwegian, Polish, Portuguese (Brazil), Portuguese (Portugal), Romanian, Russian, Serbian, Spanish, Swedish, Tamil, Turkish, Ukrainian, and Vietnamese.

Img 2. Android and iOS apps

The products GrandPad is localizing are:

- The GrandPad tablet. (Img 1)
- Two companion mobile apps (Android app and iOS app) that are used to communicate with the tablet. Learn how you can share projects for both Android and iOS apps and make app localization faster and easier. (Img 2)
- Web portal as an alternative to mobile apps.

" Localization gave us the ability to bring more people together

Due to localization, GrandPad is able:

- to partner with organizations around the world to support expansion efforts
- keep seniors connected to family, friends, and caregivers when travel may not be physically safe or possible, or too costly
- to work toward their commitment to making technology accessible for all seniors

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localized units
(tablet, two mobile apps, and web portal)

38

target languages

50,0000+

non-English speaking users