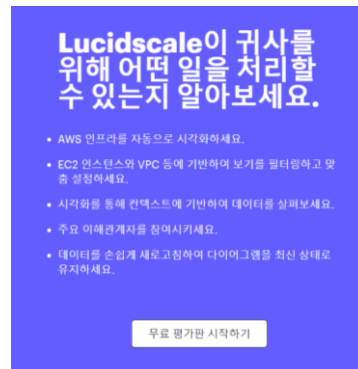
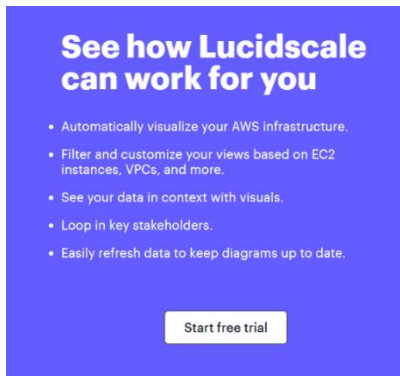


Dear Tim,

Please find here a brief report on the errors found in the Korean translation on the Lucidscale Website.

1. Overuse of imperative sentences.

Example :



In the English version, although it is not spelled out, the reader can understand that by using Lucidscale it will enable them to do all the things on the list.

The English is actually a section (underlined here) of an elliptic statement: “If you use Lucidscale you will be able to see how Lucidscale can work for you in the following ways”.

Perhaps because this has been machine translated (although humans working outside an effective translation process are also capable of producing these mistakes) there has been no appreciation of this implication and so they’ve simply produced the *imperative* form of all these sentences as though the reader is being *ordered* to “See how...!” and “Automatically visualize...!” Apart from being a quite inappropriate way to address a potential client with whom you should be engaging in a positive and friendly manner, it also actually fails to establish the causal relation between using Lucidscale and being able to do the things listed below.

2. Mistranslation of “Korean”

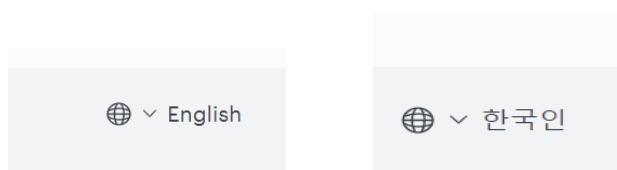
In English “Korean” can mean a citizen of Korea, or the language spoken in Korea, or it can be an adjective that modifies various nouns like Korean history or politics or cars.

The fact that the one word can serve all those different purposes is a feature unique to English. In Korean they are three or more different words.

Machine translation of single words is a lottery because there is no supporting context.

In this case there is more than enough context for you and I: it is on the button where you choose the language. So no human translator would get that wrong.

But here the text on the button has been translated by a machine so as to refer to a Korean *person*. So it is nonsense and falls well short of the professional standard that all English Lucid marketing copy would naturally be expected to reach.



3. Mistranslation of “free”, “trial” and “charge”

In the FAQ section the following questions appear:

“What happens when my free trial ends?

“You will not be charged at the end of your trial.”

The problem here is, similar to the mistake above, is that in English a “trial” can mean a period during which a person is permitted to use a product to see if they like it, AND it can also mean a hearing in front of a judge and jury to establish guilt or innocence of a crime.

Again it is clear that this has been translated by software which is insensible to the basic questions like “What is this all about? What is the person paying me to do this really trying to achieve?”

Software can’t ask those questions and no one is paying it. It simply processes the marks on the page mechanically, according to an algorithm which is powered by statistical likelihood of occurrence, or of occurrence after a particular string of words etc.

This problem is compounded here by the words “free” and “charged” because in English “free” can mean at no cost OR it can describe a person who has just been released from jail. “Charged” can mean having payment demand OR formally accused of having committed a crime preparatory to being tried in a court of law.

The machine translation has got each of these wrong and the text seems to be describing (somewhat incoherently) the processing of a criminal.

Frequently asked questions

What happens when my free trial ends?

You will not be charged at the end of your trial. You will still be able to view any of the content you created during your free trial. Your models will be converted to view only and you will no longer be able to refresh them. When you subscribe to a paid plan, you regain full access to all your content.

What happens to my content when I cancel my subscription?



자주 묻는 질문

내 자유 재판이 끝나면 어떻게 되나요?

당신은 재판이 끝날 때까지 기소되지 않을 것입니다. 무료 평가판 중에 작성한 컨텐츠를 계속 볼 수 있습니다. 모델이 보기 전용으로 변환되며 더 이상 모델을 새로 고칠 수 없습니다. 지불 계획에 가입하면 모든 컨텐츠에 대한 전체 액세스 권한을 다시 얻을 수 있습니다.

구독을 취소하면 콘텐츠에 어떤 일이 발생합니까?

In closing, these are just three, obvious, easily explained examples of the things that can go wrong in the translation process. There are many more in the Korean (and in the Japanese).

Lucidchart are placing numerous barriers in the way of their successful entry into non-English speaking markets and this will remain the case until you engage accountable translators working within a robust and transparent translation process that you can know will protect and advance your commercial interests.

Naturally I hold out my company as the ideal candidate for this role. Please do not hesitate to contact me for further details and pass this on to people who may be more central to this question within Lucid.

Yours sincerely,
Chris Poole