

STATEMENT OF WORK



Project Specification

Company Info

Akaba Studio is a trio of Chinese developers who make Small Adventure Games, Simulation Games, and Role Play Games with a focus on light-hearted and caring narratives. It is established in 2019. Akaba Studio's main works are Love Choice and Lx Project (in development). Love Choice is rated 'Overwhelmingly Positive' on Steam and Switch, and they have won a few awards and landed some grants.

Reasons for Choosing Crowdsourcing

Translation crowdsourcing is a suitable alternative for Akaba Studio.

To begin with, considering the basic condition of Akaba Studio, it is urgent for this start-up to get help from crowdsourcing. This small company only has a few employees, most of whom are part-time workers interested in game development. Therefore, crowdsourcing is a method for them to speed up the translation and localization process.

Moreover, crowdsourcing can perfectly match this game company. Firstly, Love Choice has a huge fan following from around the world and continues to impress countless more. There are groups of gamers who are interested in the development of new games and may get involved in crowdsourcing. Secondly, Akaba Studio focuses on picture-based and conversation-based games like SLG and RPG. Such games would not have professional contents that are hard to translate. Volunteer translators would have a sense of engagement when translating. Besides, Akaba Studio has its own game community. Such a community could provide a platform for gamers, developers, and translators to communicate.

Recommendations for Content Prioritization

- **Game UI**

Game UI include all the texts appearing in the game. From quality control perspective, UI of picture-based and conversation-based games would be easy for volunteers to translate as there would be sufficient context and text length is normally not a big issue. From community building perspective, game UI is more interesting to translate compared to other source materials, which helps boost volunteer engagement and passion.

- **Marketing Materials**

Marketing materials include the games' introduction pages on mobile App stores, Steam, and Switch stores. The localized marketing materials are key to attract potential players from the target markets, and the content is not technical and professional and can be handled by translation volunteers.

Recommendations to Optimize the Quality of Translation



- Volunteer vetting

Evaluate candidates through content assignments, trial period, and proof of certificates.

Identify volunteers' specific qualities that suit Akaba Studio's needs.

- Preparation

Provide training courses for volunteer translators.

Have a good technology preparation and linguistic preparation.

- Communication

Provide proper top-down communications between developers and translators. Give volunteers feedback and instructions.

Provide accessible contact for volunteers.

- QA Measures

Reviewers have the in-context review and auto QA Check to check the context and style.

- Community Support

Akaba Studio provides a volunteer-run community for translators to communicate, including close community and open community.

Align tasks based on volunteers' performance and quality.

Use community to help translators to discuss problems and cooperate with each other.

Recommendations to Optimize the Quantity of Translation

- Volunteer Recruiting

Recruit volunteers based on companies' needs, such as specific languages requirements.

Assess candidates' quality through texts, trials, and proof of certificates.

- Accessibility

Keep in touch with candidates and ask about their availability and reliability.

Give candidates a sense of achievement, engagement, and satisfaction to ensure a long-term accessibility.

- Recognition

Design a reward system to credit contributors, including listing their names to the staff list, giving them souvenirs like T-shirts or mugs with logos.

Publicize contributors' achievements in the open community.

Estimated Costs and How to Cover Those Costs



<i>Cost</i>	Estimated costs include subscription fees (approximately \$50 per month) to utilize software like Crowd In, Memsource, and another platform.
<i>Methods to Cover</i>	The measure to cover costs is to sell games on mobile APP stores, Steam, and Switch stores.

Anticipated Results

Currently, games developed by Akaba are available only in simplified Chinese and English. We hope that through translation crowdsourcing, the well-developed games from Akaba can be known by more players over the world. As there are many Chinese culture elements in the games, we believe that it is also a good opportunity to introduce Chinese cultures to the world in an entertaining way.