PLACING A PREMIUM ON HUMAN SKILLS AND EXPERTISE: HOW WE BUILT A TECH PRODUCT WITH AI CAPABILITY THAT AMPLIFIED HUMAN INTELLIGENCE, RATHER THAN REPLACING IT.
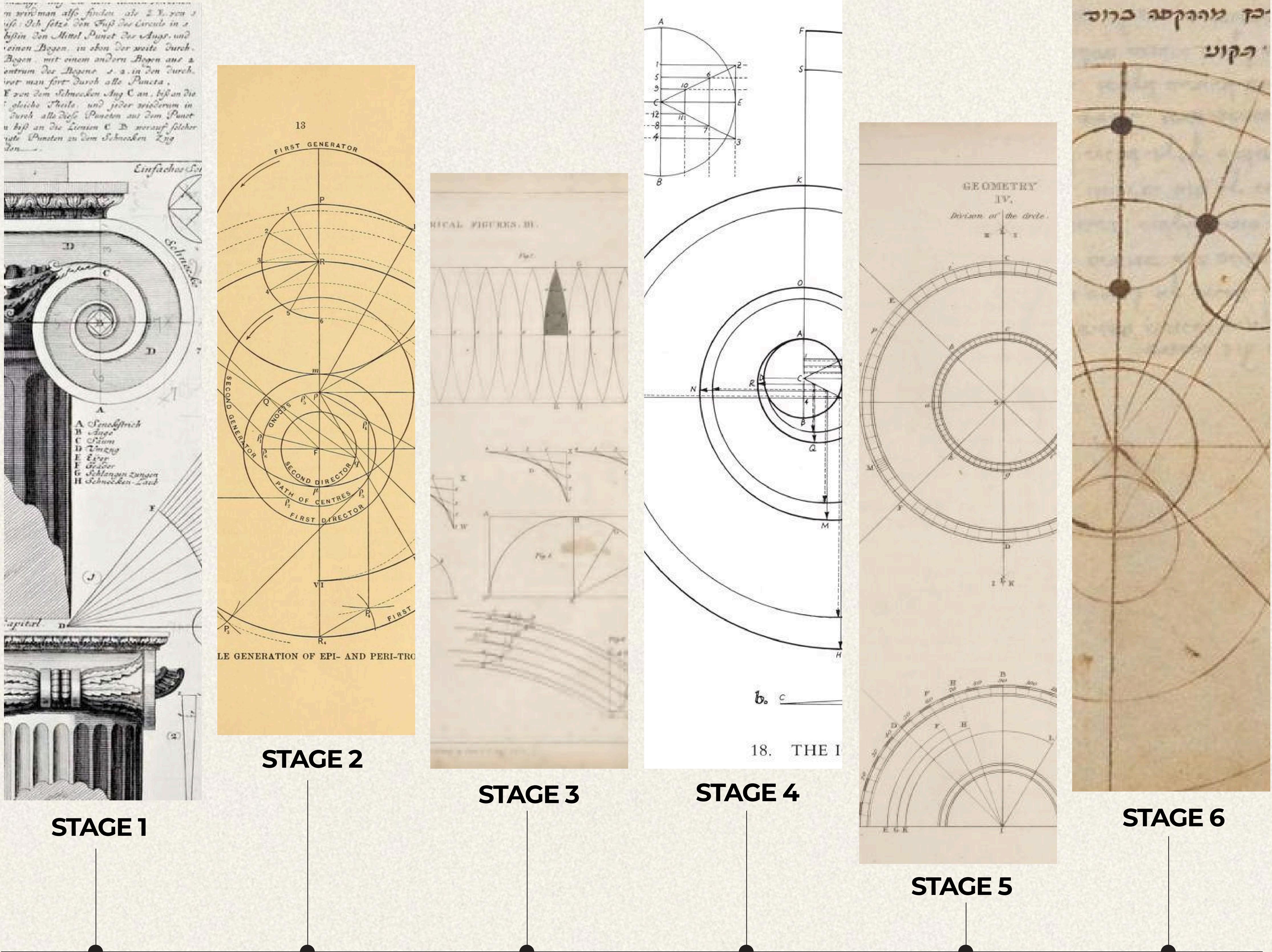
Building translation tech for a global organisation

A multinational consumer goods company with operations across 165+ markets faced a critical scaling problem: their content translation and approval process was taking 4-6 months per product launch, creating massive bottlenecks for international expansion. Despite having strong market presence and growing demand, they needed to move faster to capture emerging opportunities. New, custom built tech with AI translation capability was required.

STAGE 1

STAGE 2

STAGE 3

STAGE 4

STAGE 5

STAGE 6

DISCOVERY & PROBLEM VALIDATION

Conducted multiple stakeholder interviews to understand the real system challenges. Undertook quantitative and qualitative analysis to determine the problem and scope. Quantified the pain in terms of number of submissions and rework rates.

USER–CENTRED ARCHITECTURE

Developed evidence-based personas through structured user interviews and behavioural analysis. Mapped specific pain points and workflows for sales managers, international partners, creative teams and product teams. Demonstrated future problem solving.

UX DESIGN

Wrote 65-page Product Requirements Document with complete technical specifications, definitions and processes. Designed 100+ wireframes and complete UX/UI design system. Specified architecture required for global scale.

ENGINEERING COLLABORATION

Established product-engineering sessions ensuring technical viability while maintaining user focus. Conducted feasibility assessments with detailed documentation. Prevented common trap of designing products that can't actually be built.

STAKEHOLDER ALIGNMENT

Facilitated cross-functional workshops with 20+ stakeholders. Prioritized features and developed comprehensive roll out strategy. Established clear success metrics and phased rollout plan for leadership confidence.

PRODUCT FOUNDATION COMPLETE

Delivered complete, development-ready product foundation with validated user needs and technical architecture. Aligned all stakeholders on vision, roadmap, and success criteria using change management principles to ensure organizational readiness.

ARCHITECH