



# Ballet **ROX**

## Website Translation Consulting Team

Rocío Bravo, Veronica Carmody, Ziad Hassan, Ben Howell, Sophia Mantell, Giulia Molinari

# Problem Statement

Massachusetts has the:

→ **7th** largest immigration population in the US

→ **20%** of immigrants in the Greater Boston Area are **LATINOS**

**Ballet** **ROX**

- **Location** and **accessibility** to non-English speakers
- **Diversity** and **inclusion**
- Accessibility to program info in **other languages**



# Stakeholders



**Carol Knox**



**John Bleakney**



**Non-English Speaking  
Community**

# Project Deliverables



## Translation

Provide user friendly approach to translate the website into another language

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GTranslate



## Spanish Summary

Create a summary page in Spanish to include the *mission* and *vision* of BalletRox

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Perform translation internally and upload summary



## Calendar Design

Re-design the current calendar to make it more visually appealing

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Summarize calendar in tabular form



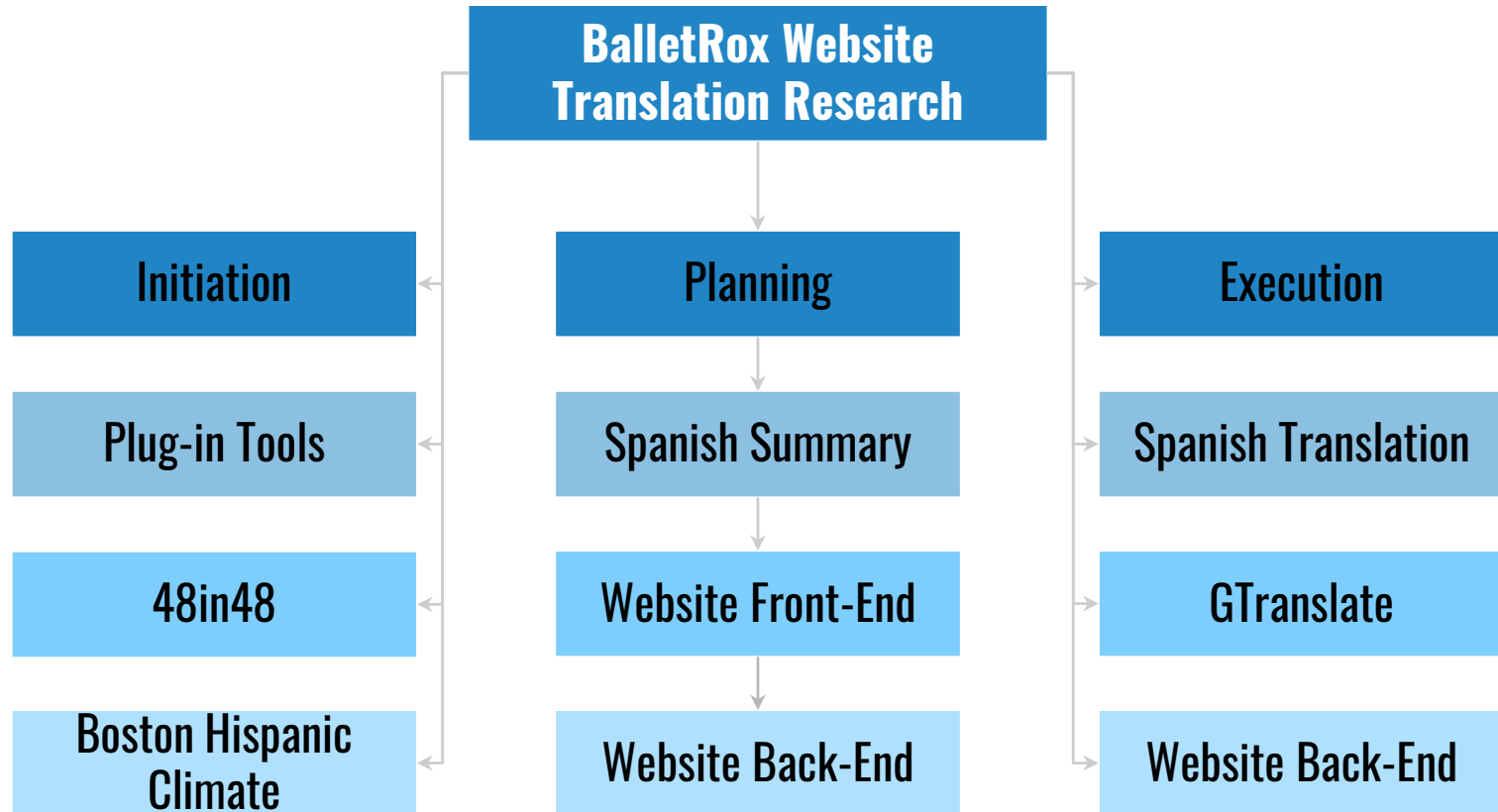
## Compilation

Compile all newly added features onto the website and summarize the edits for the partners

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Beaver Builder & Guide

# Work Breakdown Structure



# Project Schedule – Gantt Chart

	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22
Research other website examples	█									
Price-tiered options	█	█								
48in48 contact	█	█	█							
Write/create summary page	█	█	█	█						
Translate summary to Spanish	█	█	█	█	█					
Add translation plugin	█	█	█	█	█	█				
Verify plugin translation	█	█	█	█	█	█	█			
Reformat calendar	█	█	█	█	█	█	█	█		
Backend site work	█	█	█	█	█	█	█	█	█	
Wrap-up and hand-off project	█	█	█	█	█	█	█	█	█	█

# Execution Plan Summary

## Plan/Prepare

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- Define problem with partner
- Understand 48in48's involvement
- Define project's scope
- Tech team to research GTranslate & Beaver Builder

## Execute

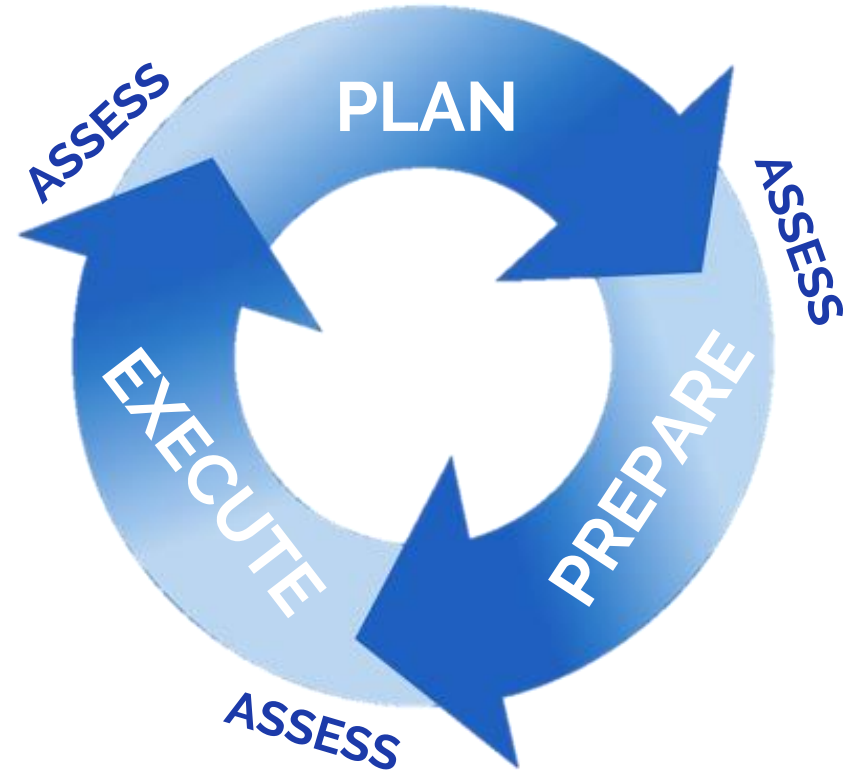
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- Work on backend of site
- Develop and translate Spanish summary

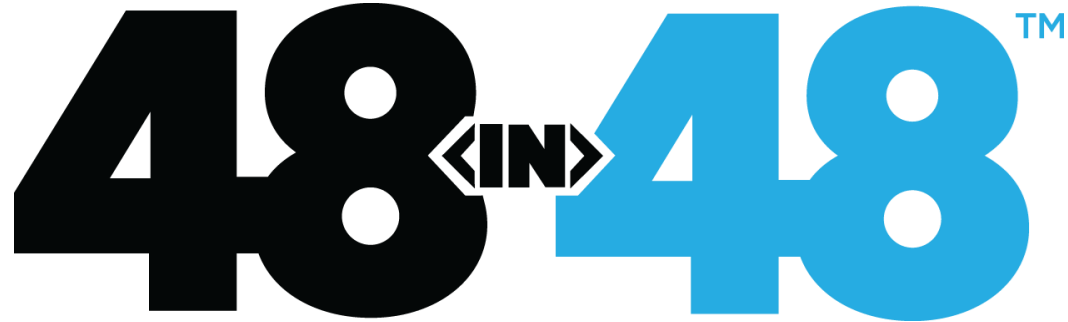
## Assess

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- Check-in with BalletRox team to approve changes
- Validate assumptions & wording of changes (i.e. display of class schedule)



# Website Development Partner





# Development Tools

Beaver Builder

Wordpress

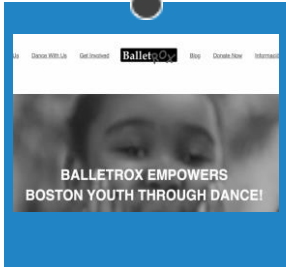


**beaverbuilder**  
WordPress sites in minutes, not months!



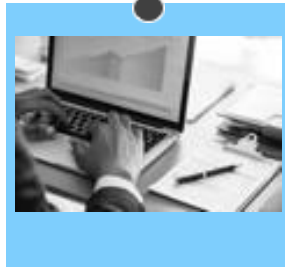
# Summary of Website Change

1



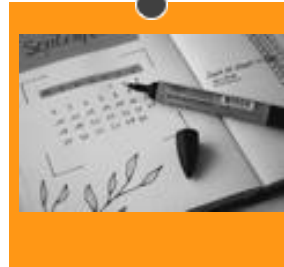
Implement Translation Plug-in

2



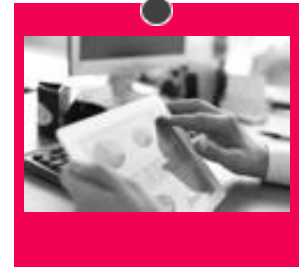
Add Spanish Info Page

3



Reformat Class Calendar

4



Reformat Header Menu

# Translate Plug-in



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**BALLETROX EMPOWERS  
BOSTON YOUTH THROUGH DANCE!**

# Spanish Summary Page



 English

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## Información en Español



# Class Calendar

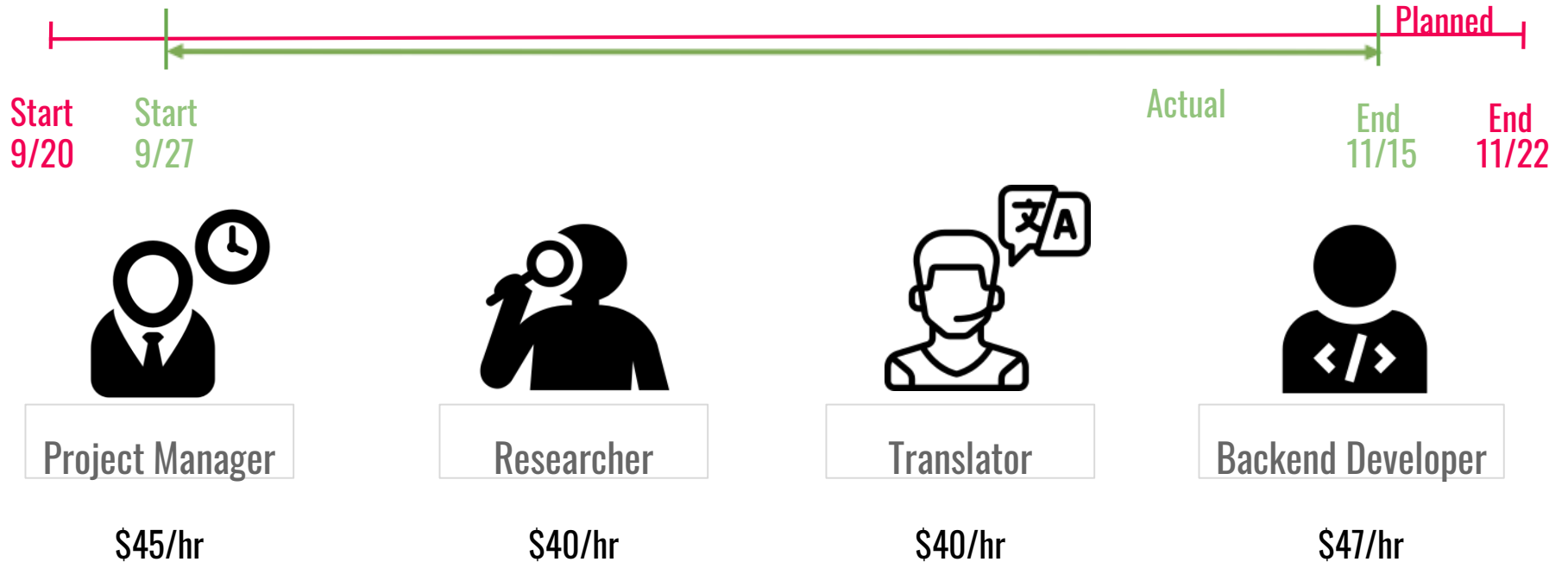
[Home](#)[About Us](#)[Dance With Us](#)[Get Involved](#)[Blog](#)[Donate Now](#)[Información en español](#)English

Five levels of dance classes. Unlimited opportunities for children and youth.

## BalletRox Dance! Community Classes

Monday	Wednesday	Saturday
4:00 pm - 6:00 pm Level V, Advanced Ballet with Pointe	4:00 pm - 5:00 pm Level V, Advanced Hip Hop/Soca	8:00 am - 8:50 am Level V, Advanced Ballet
6:00 pm - 7:30 pm Level IV, Intermediate Ballet	5:00 pm - 6:00 pm Level IV, Intermediate Hip Hop/Street Jazz	9:00 am - 9:50 am Level I, Creative Movement - Beginning Ballet

# Financial Plan with Budget



# Financial Plan with Budget



Project Manager



Researcher



Translator



Backend Developer

<b>Wage</b>	\$45/hr	\$40/hr	\$40/hr	\$47/hr
<b>People</b>	1	2	1	2
<b>Hours</b>	20	40	20	40
<b>Total \$</b>	\$900.00	\$1600.00	\$800.00	\$1880.00

# Financial Plan with Budget



Project Manager



Researcher



Translator



Backend Developer

<b>Wage</b>	\$45/hr	\$40/hr	\$40/hr	\$47/hr
<b>People</b>	1	2	1	2
<b>Hours</b>	21	39.25	18.75	35.25
<b>Total \$</b>	\$945.00	\$1570.00	\$750.00	\$1657.00



# Financial Plan with Budget

Planned Financial Plan

**\$5,180.00**

Actual Financial Plan

**\$4,921.75**

# Thank you!

## Questions?

