

PROOFREADER FOR TOP RANKED LEARING APP

Issue

Solution

Impact

The **#1 learning app** for kids with over 101K ratings and winner of The Mom’s Choice Gold Award, Academics’ Choice Smart Media Award, and Tillywig Brain Child Award was making changes to the app. They needed a **native English speaker to copyedit and proofread the onscreen text and voiceover.**

Provided **copyediting and proofreading** services to review and revise over 230 app screens and corresponding voiceover for **correctness, dialect, and colloquialisms.** All changes were **tracked in Google Slides** and cross-referenced for **consistency.**

Established **consistency standards specific to US English** that can be used by the development team and customized in other languages.

Input contributed to sales funnel effectiveness and strict **adherence to global privacy standards.**

DETAILS

SKILLS

- Copyediting
- Proofreading
- Attention to Detail
- Language Localization (US English)
- Project Management

TECHNOLOGY

- Google Slides
- Apple iPad/iPhone

TESTIMONIAL

“Definitely...we enjoyed working with you. We will contact you for further apps soon.”

SAMPLES

R

Robyn

2:22 AM Nov 18

✓

⋮

I did not see this in the app. Based on the screenshot, I recommend using their first name and and the initial of their last name, for example, Using their full name might violate privacy laws in Europe and the US.

R

Robyn

12:08 PM Nov 23

Did you find the app affordable/expensive for the native audience? Any suggestions with respect to the pricing?

I thought this was reasonable given the amount and variety of games available.

R

Robyn

12:04 PM Nov 23

Do you want the adult's year of birth or the child's? If it's the adult, why do you need it? Maybe change it to: Grown Up Enter Your Year of Birth for... If child, then Grown Ups Only Enter Child's Year of Birth

R

Robyn

1:13 AM Nov 18

Monsters is called Chomping Monsters in the app

Animal Kingdom is named Animals in the app

R

Robyn

11:46 AM Nov 23

See next slide for a screenshot. The wording is different.

Cooking Games - No Changes

Learning Songs

- Change Occupations And Places to Occupations and Places
- Change Days Of The Week to Days of the Week
- Change Months Of The Year to Months of the Year

Learning Songs

- Change Occupations And Pla
- Change Days Of The Week to
- Change Months Of The Year

Learning Songs > Early Learning

- Change Greeting in different

Learning Songs > Magic Words

- Change Thank you to Thank

Learning Songs > Days of the Week

- Change 7 Days Of The Week

Learning Songs > Months of the Year

- Change 12 Months Of The Ye

Learning Songs > Life Skills Songs

- Change Brushing Time to To
- Change Parts Of My Body to

Learning Songs > Dino Songs

- Change Jolly good fellow to Jolly Good Fello
- Change This is the Way to This is the Way

Learning Songs > Vehicle Songs

- A motorbike is usually called a motorcycle in the United State
- A mixer truck is usually called a cement truck

Learning Songs > Fruit Songs

- Change Eat your Fruits Song to Eat Your Fruit Song - the voice over would need to

Learning Songs > Vegetables

- Change Eat your Veggies Song to Eat Your Veggies Song

Learning Songs > Dance Studio

- Change Dance With Me to Dance with Me
- Change Eat your Fruits to Eat Your Fruit

Learning Songs > Christmas Songs

- Change Joy To The World to Joy to the World
- Change Up On The Housetop to Up on the Housetop
- Change Deck The Halls to Deck the Halls
- Change Away In A Manger to Away in a Manger

Learn to Draw - No Changes

Coloring - No Changes

Q&A: We need your feedback. Few Questions on the entire app:

- **Content Accuracy and Consistency:**
How accurate did you find the text in the app?
Was there a consistency in terminology, style, and tone throughout the app?
[There were consistent errors on capitalization of articles and prepositions in titles, which is expected. I recommend sending a editable document with the taxonomy and titles before inputting the information into the app. That will ease the editing and revising process for both the developers and the proofreaders.](#)
- **Grammar, Syntax, Spelling, Punctuation & Language Accent:**
Were there any common grammar, spelling, punctuation and accent issues in the app content?
[See above. I didn't hear any issues with language.](#)

R

Robyn

9:50 PM Nov 17

My language defaulted to English and the icon is a globe, not the American flag which is depicted on this slide.

Change "Instantly email us for any help" to "Email us for help"

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