

# Localization QA Review – JP→EN (Customer Review)

## Description

Performed a localization QA review of a customer product review.

## Scope

- Source: Amazon customer review
- Language pair: JP → EN
- Task: Localization QA

## Identified Issues

Source (JP)	MT Output (EN)	Issue	Suggested Fix
誕生日プレゼントでリクエストがあったので購入しました。	There was a request for a birthday present, so I bought it.	Fluency - unnatural phrasing	I bought it as a birthday present.
今時の若い子はデジカメの画像がエモい？	Are digital camera images emo for today's young kids?	Terminology/Nuance - incorrect translation of エモい, "emo" has a different connotation and is used in different contexts.	Do kids nowadays consider digital camera images to be nostalgic?
スマホの高性能カメラに慣れてしまっているの で、起動までのラグやピントの合わなさ、逆光など初めは多少苦戦しましたが、仕上がった写真は味がありとても良いです。	I'm used to the smartphone's high-performance cameras, so I had a bit of a hard time at first, such as lag until startup, lack of focus, backlighting, etc., but the finished photos are tasteful and very good.	Grammar/Fluency - "such as lag until startup" is slightly ungrammatical in this context. "Tasteful" describes more the way a photo was taken rather than a technical aspect of the camera.	Because I'm used to the high-performance cameras on smartphones, I initially struggled a bit with the startup lag, difficulty focusing, and backlighting. However, the photos it produces have a distinctive character and turn out very nicely.
何も考えずパッと撮るのではなく色々考えつつ気を遣いながら撮るので良	I'm happy when I'm able to take a good picture because I don't take a	Fluency - cumbersome and redundant phrasing typical of MT output	I don't just randomly snap quick pictures, but put a lot of thought into them, so I'm happy

い写真が撮れた時は嬉しいです。	quick picture without thinking about anything, but I take care while thinking about various things.		when I manage to get a good shot.
本来のカメラの醍醐味が味わえる気がします。	I feel like I can enjoy the real thrill of the original camera.	Fluency - slightly unnatural phrasing.	It really captures the true appeal of using a traditional camera.
本体のデザインも気分が上がる可愛さなので、とても満足です。	The design of the main unit is also cute and makes me feel better, so I am very satisfied.	Fluency - slightly unnatural phrasing. "makes me feel better" has a different connotation and sounds unnatural in this context.	The design is cute and pleasing, so I am very satisfied.

## Summary

The review identified issues related to unnatural phrasing, loss of nuance, and overly literal sentence structure typical of machine translations from Japanese. Particular attention was given to culturally specific expressions (e.g. エモい) and implicit meaning, which often require interpretation rather than direct translation. Suggested improvements focus on producing natural, idiomatic English while preserving the intent and tone of the original text.