Designing for Language –
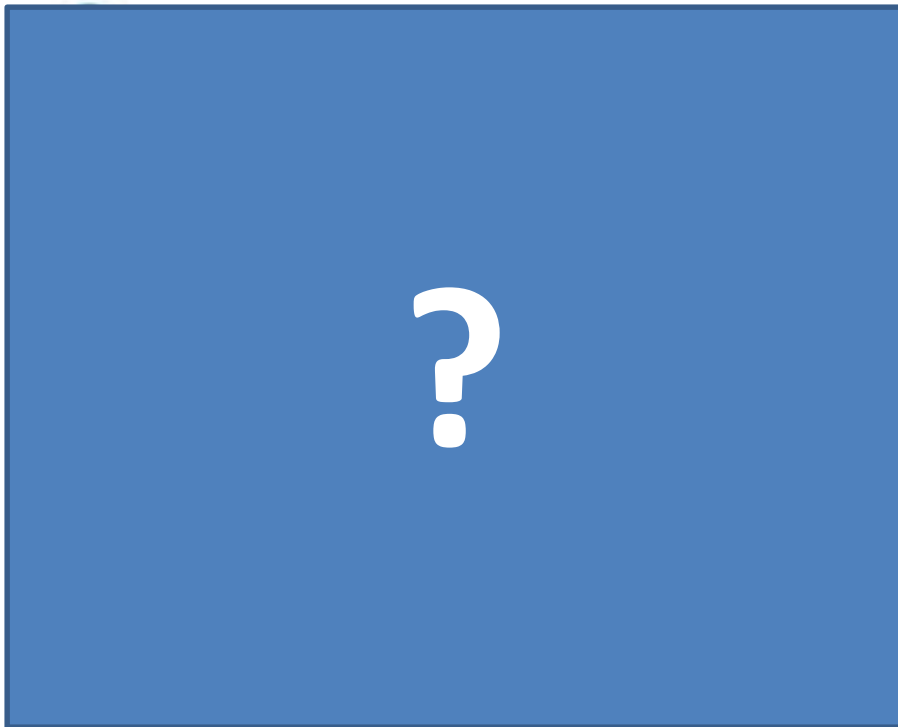# And We Mean the Spoken Kind!

by

IF THE WORLD WERE 100 PEOPLE:

?

IF THE WORLD WERE 100 PEOPLE:

- 12 would speak Chinese
- 5 would speak Spanish
- 5 would speak English
- 3 would speak Arabic
- 3 would speak Hindi
- 3 would speak Bengali
- 3 would speak Portuguese
- 2 would speak Russian
- 2 would speak Japanese
- **62 would speak "other languages"**

INEVERYLANGUAGE
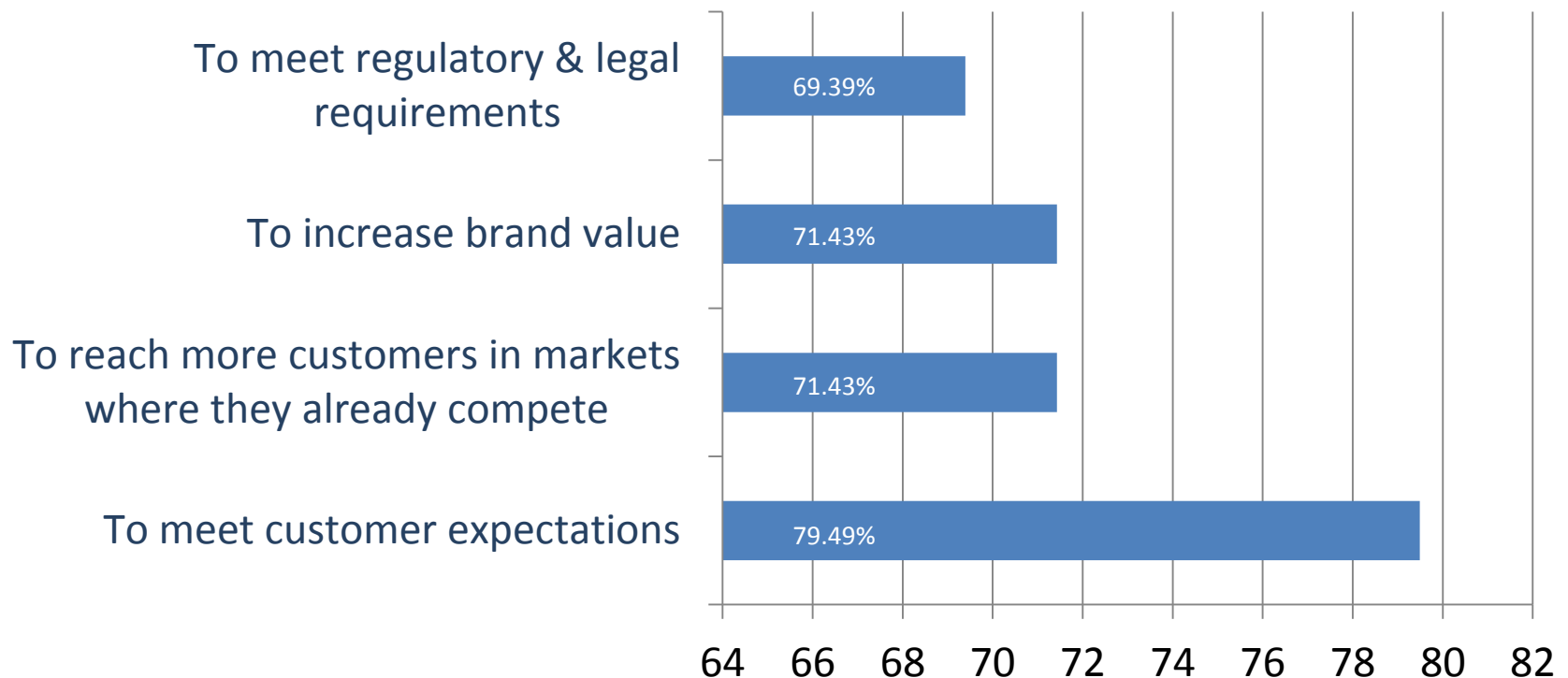
90%

13 = 90%

TRANSLATION IS LIKE TOILET PAPER

NO ONE THINKS ABOUT IT UNTIL THEY NEED IT

So Who Should Think About It?

- Anyone who knows their program will need to work internationally

- Anyone who works with hardware or similar character limitations

- Game Developers

- Website Developers

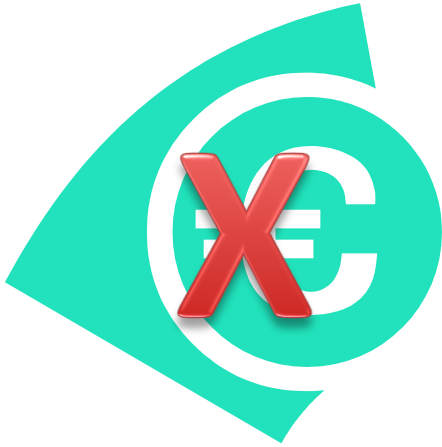- App Developers – both phone & tablet

Top Reasons
Fortune 500 Companies Translate

Percentage

Reason	Percentage
To meet regulatory & legal requirements	69.39%
To increase brand value	71.43%
To reach more customers in markets where they already compete	71.43%
To meet customer expectations	79.49%

64 66 68 70 72 74 76 78 80 82

INEVERYLANGUAGE

Website visitors are
6X more likely
to purchase products in
their native language

85% of global shoppers **will NOT buy at all** from a foreign language site

Most Downloads

United States
Canada
United Kingdom
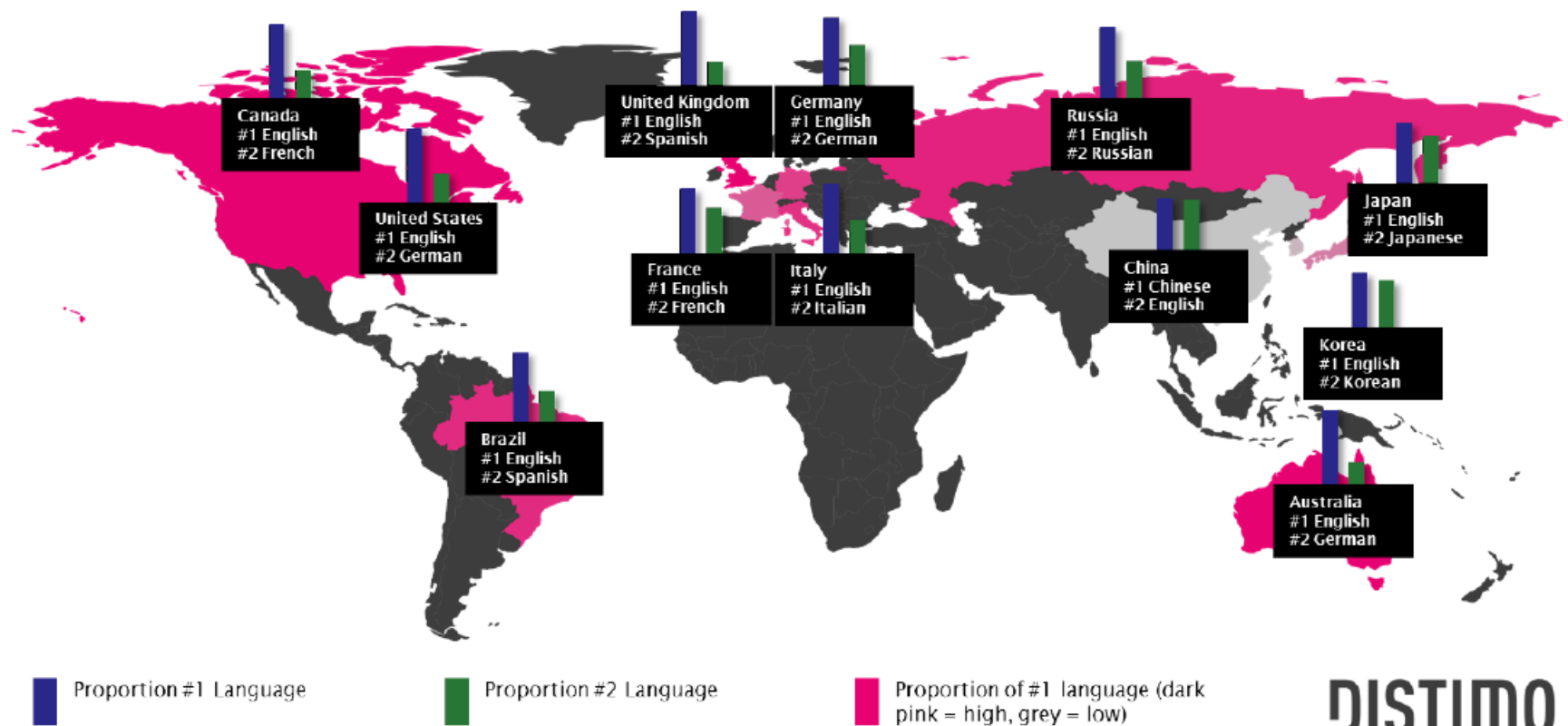Germany

France
Russia
Italy
Japan

Korea
China
Brazil
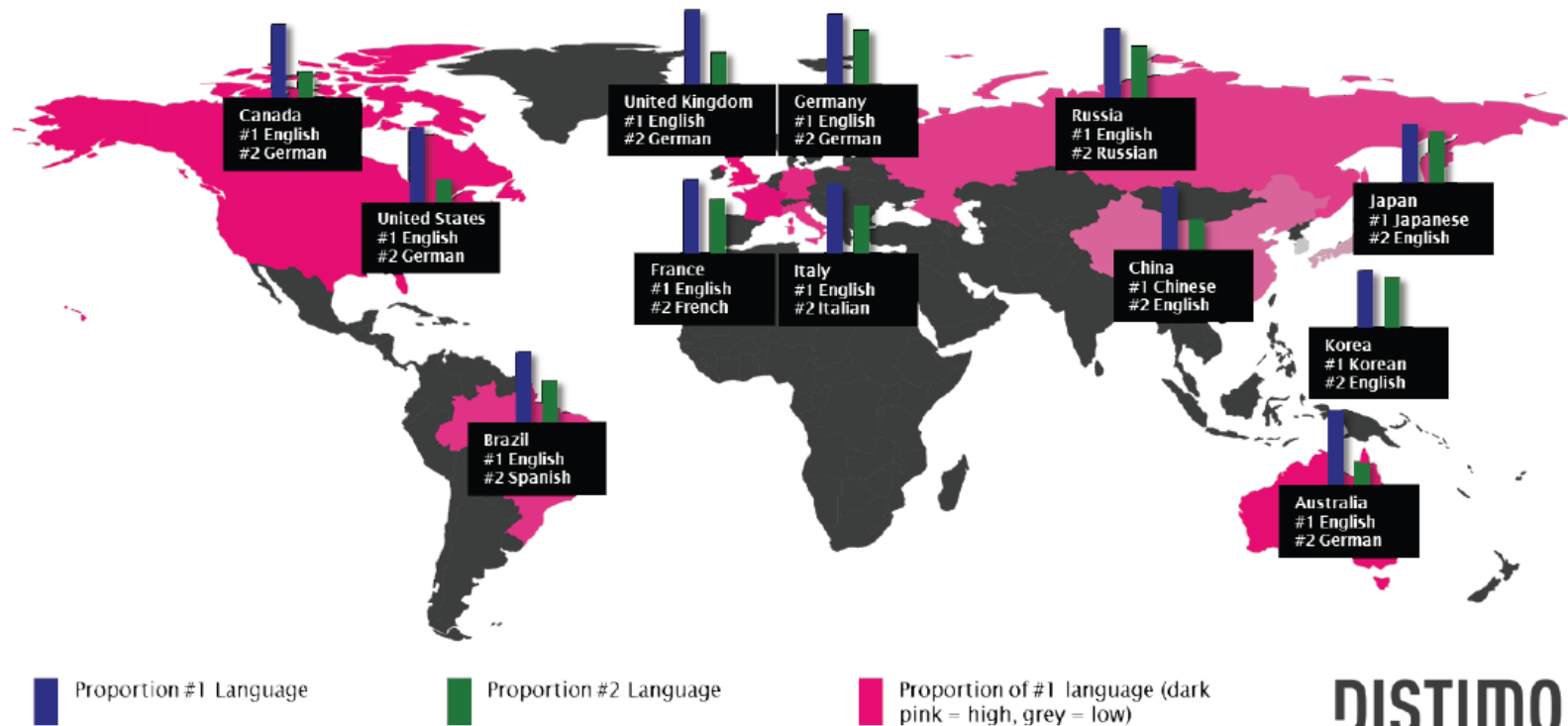Australia

MOST POPULAR LANGUAGES IN THE TOP 200 PER COUNTRY

Proportion of Free Downloads by Language for iPhone

Canada
#1 English
#2 French

United States
#1 English
#2 German

United Kingdom
#1 English
#2 Spanish

Germany
#1 English
#2 German

Russia
#1 English
#2 Russian

Japan
#1 English
#2 Japanese

France
#1 English
#2 French

Italy
#1 English
#2 Italian

China
#1 Chinese
#2 English

Korea
#1 English
#2 Korean

Brazil
#1 English
#2 Spanish

Australia
#1 English
#2 German

Proportion #1 Language

Proportion #2 Language

Proportion of #1 language (dark pink = high, grey = low)

DISTIMO

MOST POPULAR LANGUAGES IN THE TOP 200 PER COUNTRY
Proportion of Revenue by Language for iPhone

Canada
#1 English
#2 German

United States
#1 English
#2 German

Brazil
#1 English
#2 Spanish

United Kingdom
#1 English
#2 German

Germany
#1 English
#2 German

France
#1 English
#2 French

Italy
#1 English
#2 Italian

Russia
#1 English
#2 Russian

China
#1 Chinese
#2 English

Japan
#1 Japanese
#2 English

Korea
#1 Korean
#2 English

Australia
#1 English
#2 German

Proportion #1 Language

Proportion #2 Language

Proportion of #1 language (dark
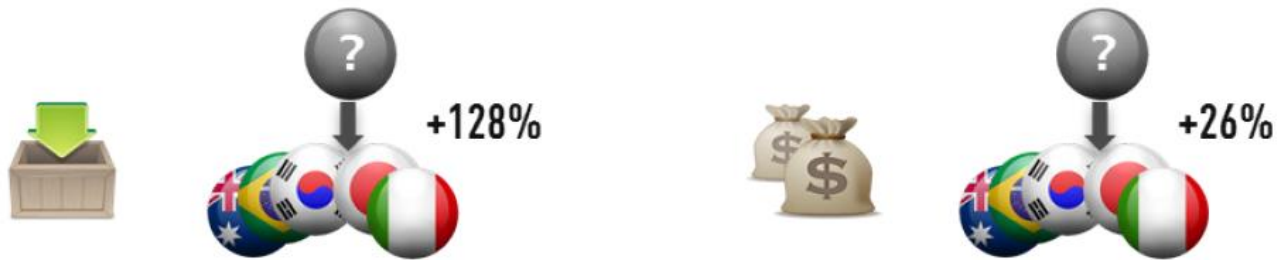pink = high, grey = low)

DISTIMO

Translation Increases Downloads AND Revenue

THE IMPACT OF ADDING THE NATIVE LANGUAGE
Effect Of Adding Native Language After A Week for iPhone

+128%

+26%

Highest ROI in South Korea, China & Japan

Increase in Revenue

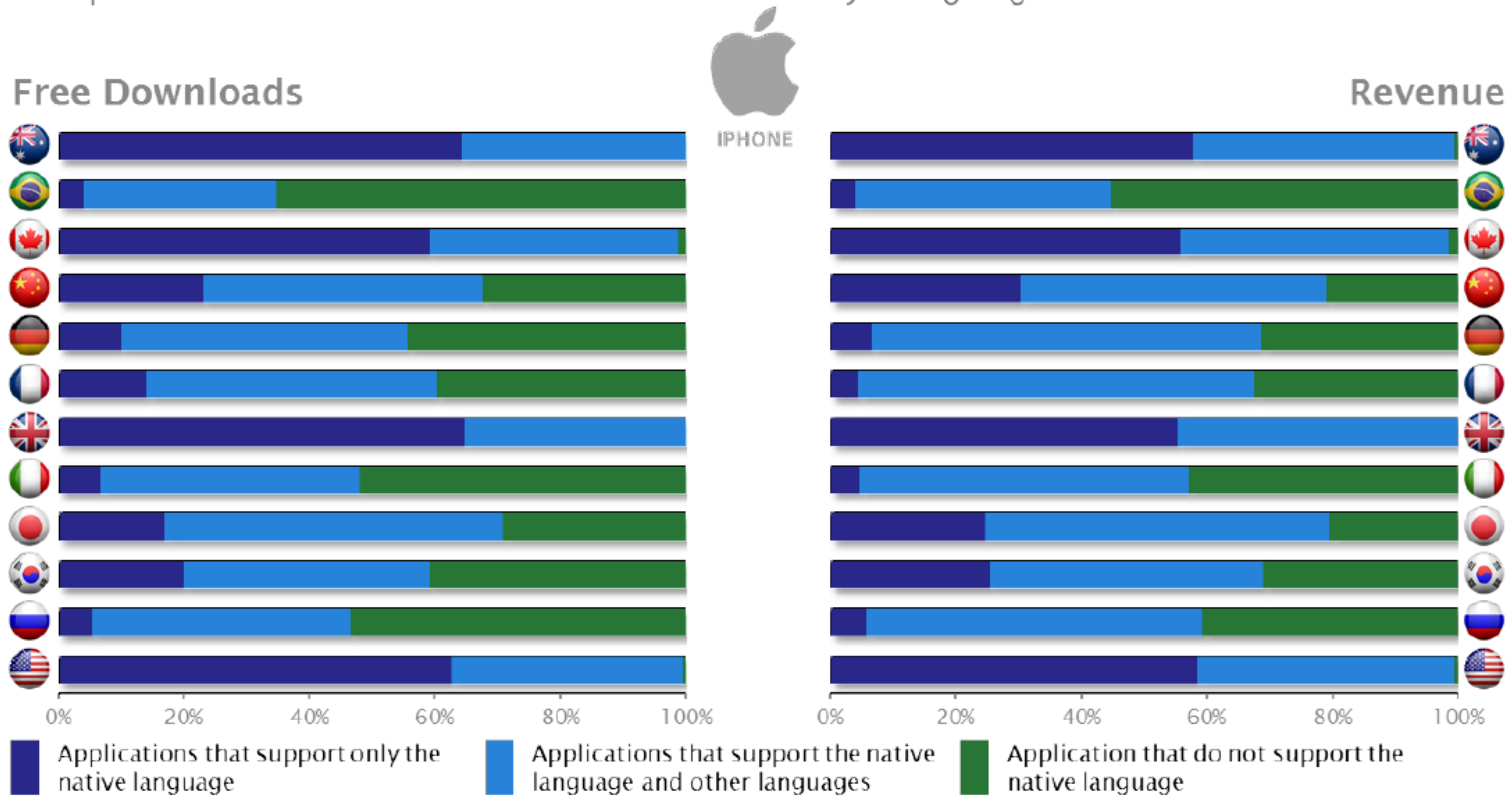THE IMPACT OF ADDING THE NATIVE LANGUAGE

Effect Of Adding Native Language After A Week for iPad

+0%

+5%

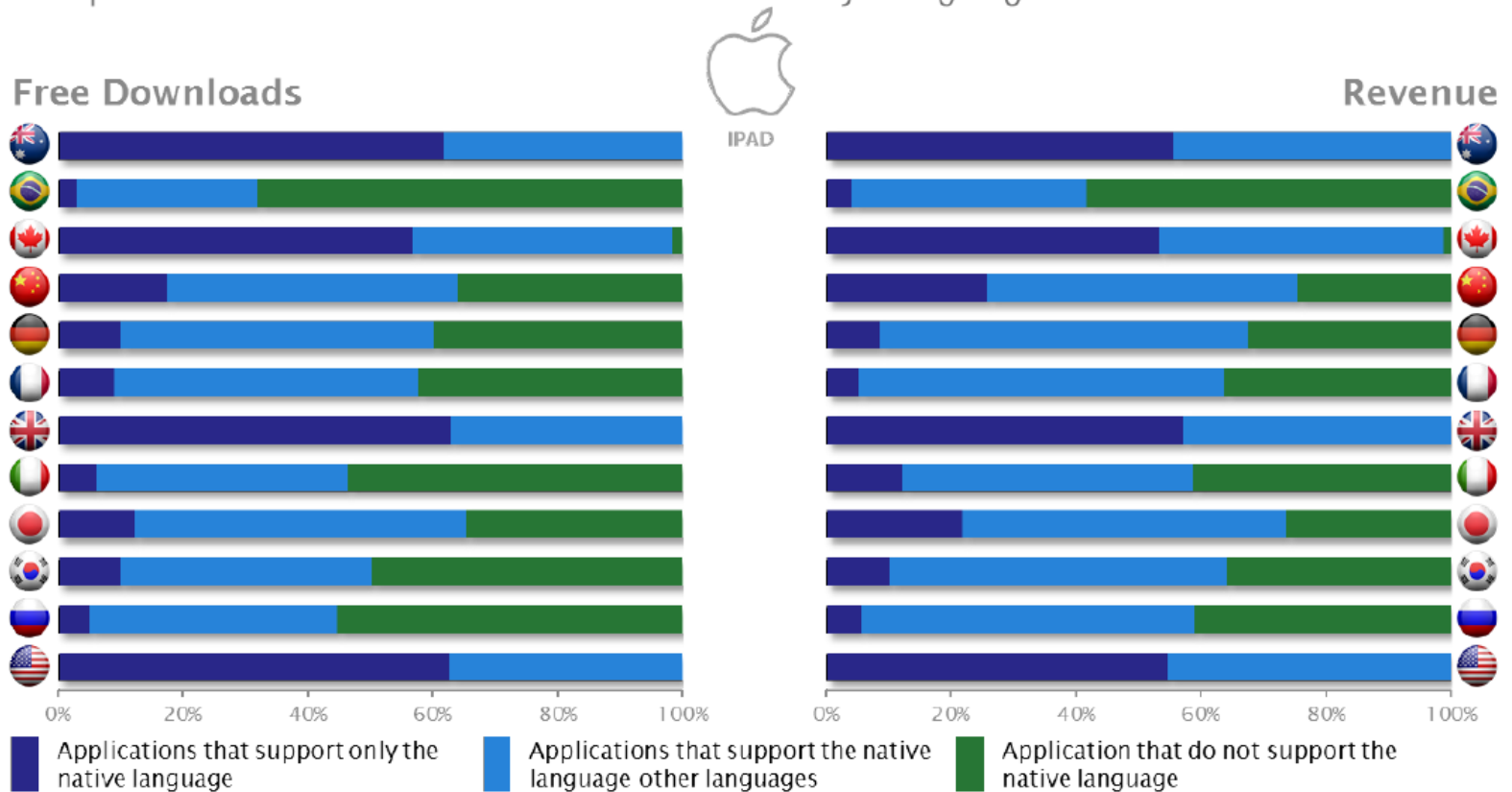# Highest ROI in Japan & France

THE IMPORTANCE OF NATIVE LANGUAGES

Proportion of Free Downloads and Revenue by Language for iPhone

IPHONE

Free Downloads

Revenue

0%   20%   40%   60%   80%   100%

0%   20%   40%   60%   80%   100%

■ Applications that support only the native language

■ Applications that support the native language and other languages

■ Application that do not support the native language

DISTIMO

THE IMPORTANCE OF NATIVE LANGUAGES
Proportion of Free Downloads and Revenue by Language for iPad

Free Downloads

Revenue

IPAD

- **Applications that support only the native language**
- **Applications that support the native language other languages**
- **Application that do not support the native language**

DISTIMO

People

Don't

Buy

What

They

Don't

Understand

Languages: 2004 to 2014

	2004	2014
eBay	9	25
Coca-Cola	26	43
Apple	14	32
American Express	24	40
Amazon	4	9
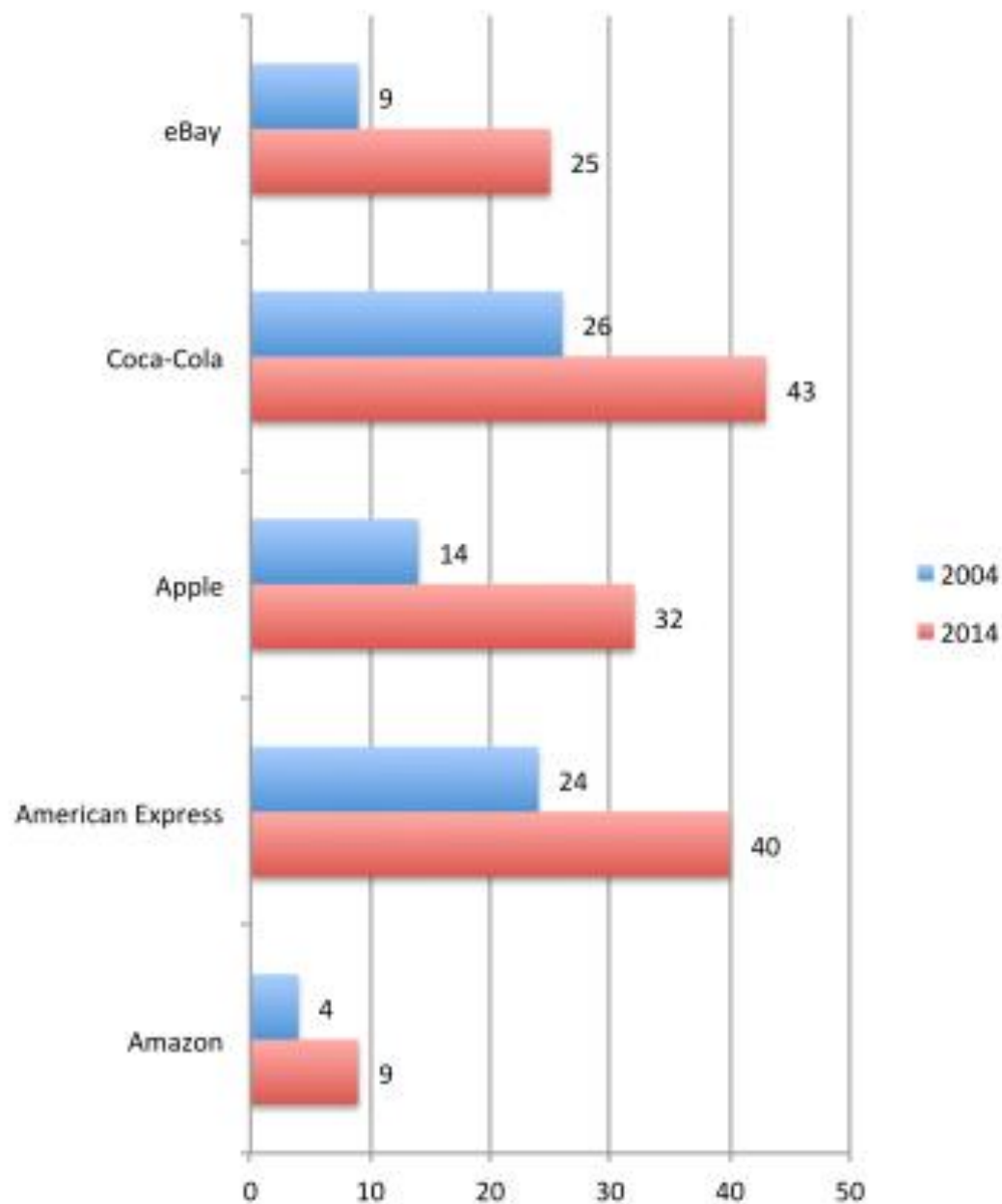
R2L Languages

Arabic	Punjabi
Amharic	Pashtu
Farsi	Urdu
Hebrew	Yiddish
Kurdish	...and others.

Chinese, Japanese & Korean

L2R   R2L

Up
&
Down

Will Never See ROI = Waste of Money

://thomassoncompany.com/hi_in/

State Procurement Office Onli... | ESBD - Telecommunications a... | Intelligence Video - Size Matters | थॉमासन कंपनी | प्रैशर ट्रीटेड, वू... ×

Favorites Tools Help

guage › Log In ⬤ About the Translation Bur... ⬤ Coffitivity - Increase Your ... ⬤ https--www.clientaccess... ⬤ Payroll Services - Account... ⬤ SDL SM2 Social Media Mo... | Page ▾ Safety ▾ Tools

TIME TESTED.
WITH YOU DOWN THE LINE.

THOMASSON
COMPANY

| थॉमासन के बारे में | उत्पाद एवं ट्रीटमेंट | कार्यनीतिक गठबंधन | थॉमासन संसाधन | माल सूची प्रबंधन | सुपुर्दगी एवं वितरण | बिक्री सूचनाएं | थॉमासन से संपर्क करें |

परीक्षित समय

प्रैशर ट्रीटेड औद्योगिक लकड़ी उत्पाद

1972 में, हग थॉमासन ने कड़े परिश्रम, प्रतिक्रियाशीलता, सत्यनिष्ठा और नवीनता के बुनियादी सिद्धांतों पर अपने व्यवसाय की स्थापना की। परिणामस्वरूप, थॉमासन कंपनी लकड़ी के पोलों, पाइलिंग और क्रेन मैटों की सभी श्रेणियों और आकारों के लिए उद्योग के सबसे विश्वसनीय संसाधनों में से एक हो गई है।

उन्नतिशील नवीनता
ग्राहक की ज़रूरतें सर्वोच्च प्राथमिकताए हैं

थॉमासन कंपनी प्रत्येक ग्राहक की व्यक्तिगत ज़रूरतों का विश्लेषण करके, उद्योग के रुखों और मानकों में सबसे आगे रहकर और प्रतिस्पर्धी लाभ, निरंतर नवीनता एवं विश्वसनीय संसाधन प्रदान करके सेवा के प्रति पहले से सक्रिय रहने का दृष्टिकोण रखती है ताकि प्रत्येक ग्राहक की ज़रूरतों को पूरा किया जा सके।
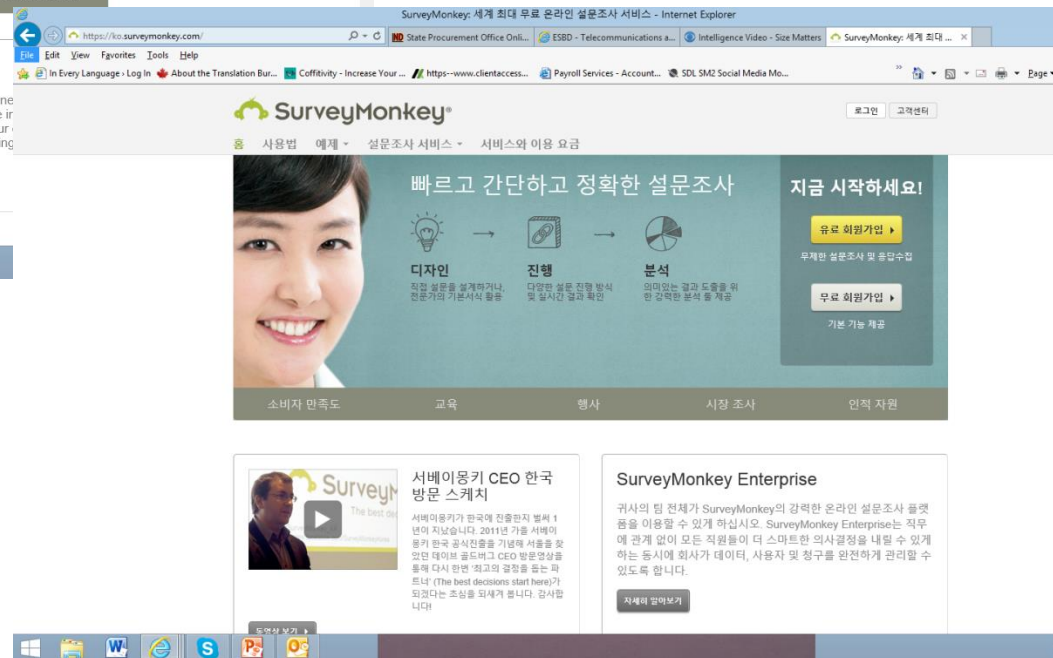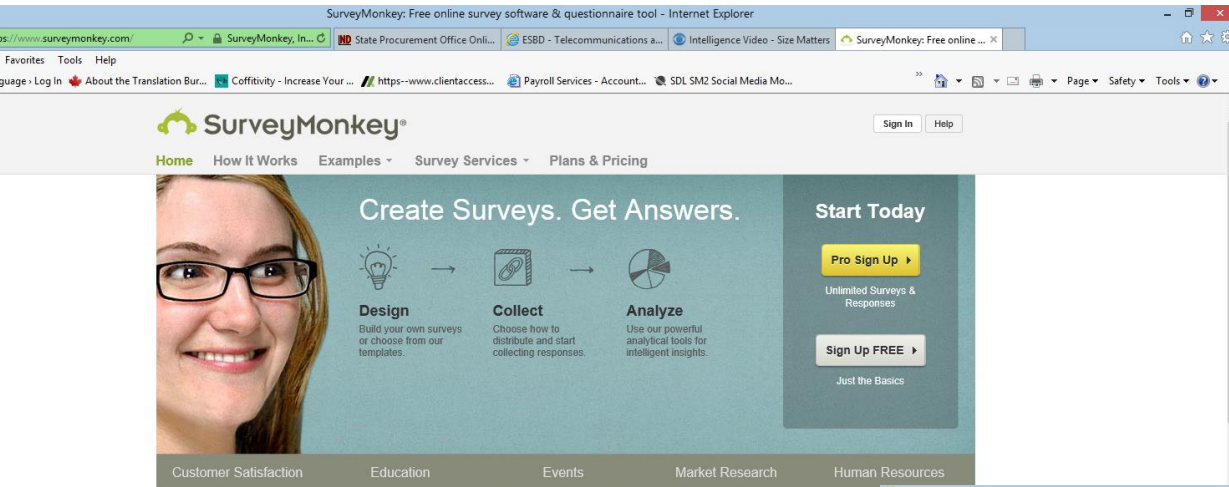
थॉमासन कंपनी उद्योग की अगुआ है और निम्नलिखित के लिए विश्वसनीय संसाधन है:

- क्रॉस आर्म्स
- क्रेन मैट्स
- वूडन यूटिलिटी पोल्स
- डगलस फर पोल्स
- ट्रीटेड वुड क्रॉस टाइज़

पाइलिंग
रेलरोड टाइज़
ट्रीटेड फेंस पोस्ट्स
क्रिओसोट, एक्ज़ा और सीसीए ट्रीटेड उत्पाद

थॉमासन कंपनी विभिन्न लंबाइयों और विनिर्देशों वाले प्रैशर ट्रीटेड यूटिलिटी पोल्स प्रदान करती है। जलवायु विनिर्देशों के आधार पर, थॉमासन क्षय होने की प्रक्रिया में देरी और पोल का जीवन बढ़ाना सुनिश्चित करने के लिए डिज़ाइन किए गए भिन्न डिग्री के प्रैशर ट्रीटमेंट प्रदान करती है।

ROI in 6 WEEKS

Korean ≠ Japanese

Turn Translation from a Cost Center into a Profit Driver

Hardware/Character Limitations

Rindfleischetikettierungsüberwachungsaufgabenübertragungsgesetz

Hardware/Character Limitations

- German → 20% more words in English
- Japanese? Divide by 1.8 for # of English words

Source Language	Target Language	Text Expansion	Text Contraction	Comments
English	Arabic	25%		Depends on subject matter
Arabic	English		25%	Depends on subject matter
English	Finnish		20-30%	Due to lack of pronouns and articles: however the word length (number of characters) will increase by some 10-15%
Finnish	English	30-40%		Due to articles and pronouns (number of words)
English	Danish		10-15%	Due to compounds
Danish	English	10-15%		
English	Swedish		10%	Due to compounds
Swedish	English	10%		

How to Code Apps for Easy Translation

- **Follow Best Practices for Your Platform**

How to Code Apps for Easy Translation

- **Follow Best Practices for Your Platform**
  - **Objects (Labels, Drop-Downs, etc)**
    - **iOS: AutoLayout**
  - **Date, Time & Currency**

How to Code Apps for Easy Translation

- **Follow Best Practices for Your Platform**
- **Context, Context, Context**

© Kilian-Nakamura.com 2007

BOTTLED WATER

Now available in a can.

Home?

How to Code Apps for Easy Translation

- **Follow Best Practices for Your Platform**

- **Content, Content, Content**
  - iOS associating comments w/ strings
  - Android descriptive metadata serves as a comment (string.name attribute)
  - Screenshots with text location and format also provide context.

How to Code Apps for Easy Translation

- **Follow Best Practices for Your Platform**

- **Content, Content, Content**

- **Manage Translation Correctly**

  - **Separate Strings from Executable Code**

  - **Continue to Provide Context via Screenshots**

  - **Offer Any Translation Memory You May Already Have**

  - **Allow Collaboration & Encourage Questions**

Dialect

How do you say "popcorn" in Spanish? Let us count the ways...

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Mexicans, Puerto Ricans, Cubans, Salvadorians, Dominicans, Guatemalans, Colombians, Hondurans, Ecuadorians & Peruvians

(10 different origin groups)

make up

92%

of the US Hispanic population.

Everything Else

- Units of Measurement?
- Calendar & Time Formats?
- Target Currency?
- Phone Number? (Interpreters Available?)
- Where Are New Images Coming From?
- Prior Translations? (Translation Memory?)
- Anticipated Changes – When & How Often?
- Reviewers?