



# Notion/Style Guide (French)

## Référence originale :

- This style guide is intended to give translators as much background information as possible to ensure that they fully understand the message, intent and nuances of the source text.
- This style guide is also intended to provide translators with the most important conventions that apply to the project and to their language. Please keep in mind that the objective of a style guide is to minimize mistakes and inconsistencies in formatting, terms and style.

## 1. About Notion



### What is Notion?

Notion is the connected workspace that allows teams to easily share documents, take notes, manage projects, and capture knowledge—all in one place. Users can create and customize their own databases, wikis, dashboards, and more. Notion is used by individuals, teams, and entire organizations to manage their work, solve their problems, or better serve the people they care about.

Take a look at the [Notion homepage](#).

**Our mission**  
Our mission is to make software命運の転換點。That is, to make it possible for every business and individual to have the tools they need, so that they can be better at solving problems, or even make a positive impact.

### Interesting points

- Number of customers: Over 20 million users and thousands of thousands of users
- Number of employees: 100+ employees, with over 500 employees total
- Our team size: Notion is growing quickly—so far we've over 500 employees total
- Notion's mission: To help individuals and teams work better together, and to help millions of people around the world work, solve their problems, and create meaningful impact.

### Who are we targeting?

- Personal users  
Individuals who are self-employed, work from home, or work part-time. They might also be students or work from a central location.

- Small & Medium Businesses (SMB) / Entrepreneurs  
Individuals who run their own business or work for small businesses (1-100 employees), which are often run by founders or managers. These are typically advanced users that build Notion databases that often reflect a company's culture.

- Mid-Market Enterprises  
Notion serves Mid-Market customers with 1000-5000 employees and is designed to accommodate larger teams, who are in play. However, we're not yet at a place where our product is designed for them. Notion is a collaborative tool that can be customized to fit how teams work with different needs, knowledge, and priorities.

Learn more about our audience and research methodologies [here](#).

### Who are our customer touchpoints?

- Notion website, documentation, forums, media
- Marketing site
  - Newsletter
  - YouTube
  - Facebook
  - Twitter
  - Instagram
  - Videos

### + More about Notion

[Check for changes from our information](#)

## 2. Voice & Tone

### Voice attributes

- Candid**  
The sound of the humans and their quirks. It's natural, direct, and unscripted.
- Kind**  
Be welcoming—like how you'd talk to your mom or best friend behind her back.
- Quirky**  
Dare to be weird and wacky. Let's not be afraid to be a bit off.
- Calm**  
Calmly across the air and stay as approachable as possible.
- Honest**  
A sense of service in our writing. We're here to help. Honesty first.
- Natural**  
Casual, conversational, even New York Minimal. Elegant.

[View the full guide on practical tone and some examples](#)

### Best practices

- Avoid italics and exclamation points**  
Use plain, direct sentences. This is a good rule of thumb for most of the Notion text.
- Make it conversational**  
How would you say it if it were a conversation? "Hey there," "How's it going?" and "Let's do it!" feel natural.
- Be succinct**  
Cut unnecessary words, sentences, and punctuation. Break up multiple clauses.
- Use dashes for lists**  
Dashed off to the side. Dashed off to the side. Dashed off to the side. Use this.
- Be surfaces in our writing**  
Cut unnecessary words, sentences, and punctuation. Break up multiple clauses.
- Describe the product in value**  
Describe the product in value. Describe the product in value.
- Be surfaces in our writing**  
Cut unnecessary words, sentences, and punctuation. Break up multiple clauses.
- Don't rely on shared cultural knowledge**  
Our customers live all over the world. A cultural reference in one place might not translate to another country—and vice versa.

[Learn more about Notion Brand Guidelines you are in about](#)

## 3. Formatting elements

### HTML tags and ICU placeholders

In Notion, there are two types of placeholders: **HTML tags** and **ICU placeholders**. HTML tags are pieces of Notion code that can be used to message, embed, or translate content. ICU placeholders are variables that are in the database. They should NOT be translated. They will be replaced with the variable value in the database.

[Check out Notion's HTML explanations below](#)

**HTML tags**  
HTML tags are a set of keywords surrounded by angle brackets (e.g. `<H1>`, `<H2>`). When placed in a database, they will be rendered as the content. They form a pair to specify the beginning and end of certain formats.

**Please make sure the tags are placed around the correct text to be translated.**

- In Notion, they are marked with `<>`
- In Notion, they are marked with `<>`

**ICU placeholders**  
**Notion** has its own version of ICU placeholders. These ICU strings contain multiple variables that are in the database. They should NOT be translated. They will be replaced with the variable value in the database.

- In Notion, they are usually displayed in green and purple
- In Notion, they appear as green text

**ICU messages**  
This is a more concise version of ICU placeholders. These ICU strings contain multiple variables that are in the database. They should NOT be translated. They will be replaced with the variable value in the database.

- For more information on ICU messages, see [Notion's ICU message documentation](#). Message of the day is an example of this feature in Notion. It is a good place to learn more about ICU messages.

**Do NOT translate the date variable, ICU argument type, and conditions. Please only translate the actual messages.**

Here are some examples:

**What you see** What you have to know as (short hand as code)

(placeholder1), this is a user created placeholder. (placeholder1, placeholder2, 2018-01-01 user created placeholder)

(placeholder1)(placeholder2)

(placeholder1)(placeholder2, one time)

(placeholder1)(placeholder2, one time, 2018-01-01)

# 4. Conventions

## Tone & phrases to avoid

- Avoid the term **Veuillez** (too formal). Instead, use the verb in the imperative form directly:

- X** Veuillez réessayer plus tard.
- Réessayez plus tard.

▼ Remove all occurrences of **il vous suffit de** and variations, which may feel like help to the author but feels like judgement by the reader.

- Il vous suffit de cliquer sur le bouton** → **Cliquez sur le bouton**
- Vous n'aurez qu'à cliquer sur le bouton** → **Vous pourrez cliquer sur le bouton**
- Collaborer** for **collaborate** (loaded with historical backstory). Instead, use variations of **équipe**.
  - For verbs (and all variations), use **travailler en équipe**.
  - For the concept (**collaboration**), use **travail en équipe**.
  - For people (**collaborators** or **contributors**), use **coéquipiers**.

## Punctuation rules

- Use the ellipsis symbol ( **...** ) instead of three dots ( **...** ).
- Use curly apostrophes ( **'** ) instead of dumb apostrophes ( **'** ).
- Put a space **after** a comma ( **,** ), period ( **.** ) or ellipsis ( **...** ). Never put a space **before** them.
- Put a non-breaking space before "double" punctuation marks:
  - Colons ( **:** )
  - Semicolons ( **;** )
  - Exclamation marks ( **!** )
  - Question marks ( **?** )
- When using parenthesis, don't put a space after the opening parenthesis and before the closing parenthesis.
  - X** ( voici un texte entre parenthèses )
  - (voici un texte entre parenthèses)
- Don't use an extra period if a sentence ends with an abbreviation that takes a period (e.g. **etc.**) a question mark, or an exclamation mark.
- In case of a trailing space after a punctuation mark at the end of a sentence, keep the same space in the translation.
- In case of an asterisk (\*) or a footnote number (^) at the beginning of a sentence, add a non-breaking space after.
- X** \*Des conditions s'appliquent.

- \* Des conditions s'appliquent.
- In case of an asterisk (\*) or a footnote number (¹) at the end of a sentence, place it before the punctuation sign.
- Consultez les règles orthographiques.\*
- Consultez les règles orthographiques\*.

## Quotation Marks

- When writing a quotation, use French quotation marks (« guillemets français »), not English ones („ English quotations marks „) or straight ones (“ These are for writing code, not human language ”).
- Don't forget the non-breaking space after the opening quotation mark, and before the closing quotation mark. ( « Les espaces insécables, c'est important. » )
- When a sentence is finished by a quotation, write the period *outside* the closing quotation mark, not inside:
  - Jonathan dit toujours que la typographie, « c'est super important ».
- When the quotation is a whole sentence, write the period *inside* the closing quotation mark.
  - « La typographie, c'est super important. »

## Times

- Convert 12-hour am/pm format into a 24-hour time format:
  - 3.00 p.m. → 15h
  - 11.30 a.m. → 11h30
- When writing a time, do not add any spaces before or after the h.
- Use the 11h23 format for texts in general, and any context where there is nothing else than just time.
- Alternatively, you can use the colon format: 11:23 .
  - Pick this colon format in tables, schedules and technical texts. Always write four digits, even when the time only has two or three.
    - Write  09:07, not  9:07 or  9:7.
- Use a non-breaking space between figures and time units:
  - 30 minutes, 4 heures or 2 jours.

## Dates

- Use the dd/mm/yy date format, e.g. 27/08/12 .
- When writing in full, please remember that day and month names begin with a lowercase letter unlike in English (janvier ≠ January ).
- When dates are written in full text, use non-breaking spaces between the number, the month and the year: 1er avril 2022 .
- Short versions

## ▼ Months

- janv.
- févr.
- mars
- avr.
- mai
- juin
- juill.
- août
- sept.
- oct.
- nov.
- déc.

## ▼ Days (3 letters + period)

- lun.
- mar.
- mer.
- jeu.
- ven.
- sam.
- dim.

## ▼ Days (2 letters — for situations of stringent space constraints)

- lu
- ma
- me
- je
- ve
- sa
- di

## Phone numbers

- For French numbers: +33 (0)0 00 00 00 00. For other numbers, follow the source.

## Addresses

- Follow the source if addresses are located outside a French-speaking country.

## URLs

- Follow the source.
- Go to <https://www.notion.so/> → Ouvrez <https://www.notion.so/>

## Numerals

- Use the comma ( , ) as decimal separator (not the dot): 10,50 € .
- Use the non-breaking space as a thousand separator: 100 000 € .
  - It's OK to remove the space when there are only 4 digits. Write 1000 rather than 1 000 .
- Use a non-breaking space between a number and its unit/percentage sign/currency sign:
  - 20%
  - 5\_kg
- Don't use # symbol. Use abbreviation n° or Nº (alt + 0186), followed by a non-breaking space and by the number (e.g. Nº 2 ).

## Prices and currencies

- Keep prices as is. Do not change the amount or currency.
- When writing a price, the currency sign should be written **after** the amount and a non-breaking space: 10,30 \$.
- Stay consistent with the format used.
- Do not convert, and do not use the dollar sign alone.
- French prices will certainly be in euros at some point, but they are still in dollars for now.

## Dimensions

- When writing dimensions, use a multiplication sign ( × ), not the letter x or the symbol \*. Use non-breaking spaces before and after the sign: 23 × 20 × 7 .

## Emoji use

- Emojis mostly happens at the end of a sentence. In English, they sometimes tend to replace the period.
- In French, we want to keep the period, so try to place emojis *outside* the sentence. They should be after the punctuation mark (+ non-breaking space), not before. Here's an example:
  - Original copy ↓
    - Notion will become a blank, distraction-free writing surface for your thoughts 😊
  - French version ↓
    - Notion deviendra une feuille blanche, une interface d'écriture sans distraction. L'endroit idéal pour accueillir vos pensées. 😊
- Avoid adding emojis in the middle of a sentence.

## Capitalization

- For titles, heading and captions: only the first letter of the title should be upper-cased.
- Do not capitalize job titles, months, or days of the week.
- Add accents and other diacritical marks (the cedilla, for example) on uppercase letters.
- Use `Web`, not `web`.
- Do not capitalize after a colon `:`, unless the element before the colon is a button or a title.
- Capitalize `Markdown`. Also, use `format Markdown` (rather than just `Markdown`) unless it makes the sentence too heavy.

## Abbreviations & acronyms

- Use abbreviations only if necessary (e.g. only if there is a character limit).
- In French, most abbreviations end with a period. Exceptions:
  - Units of measure (g, kg, m).
  - Abbreviations followed by a period `(.)` or ellipsis `(...)`.
- Abbreviate only after a consonant or cluster of consonants.
  - `supplément` → `suppl.`
- Plural abbreviations and acronyms do not take an `s` in French.
- `Les APIs facilitent l'intégration des services.`
- `Les API facilitent l'intégration des services.`

## Negatives

Avoid using “exclusive negatives”. You can easily transform most forms with `uniquement` instead.

- `pour n'afficher que les projets en cours` → `pour afficher uniquement les projets en cours`
- `cette fonctionnalité n'est disponible que pour les forfaits Entreprise` → `cette fonctionnalité est disponible uniquement pour les forfaits Entreprise`.

This improves readability (there is one long word instead of two short non-sequential ones) and turns a negative into a positive.

## Inclusive writing

Do your utmost best to avoid using gendered words. If you can't escape it, here are a few guidelines.

### Past participles after “être” auxiliary

Use the “point médian”.

- `Vous êtes connecté·e à l'espace de travail`
- `Vous êtes connecté(e) à l'espace de travail`
- `Vous êtes connecté à l'espace de travail`
- `Vous êtes connectée à l'espace de travail`

To indicate plural forms, only add the "s" and no double "points médians", in order to apply this punctuation in a reasonable way.

-  `Les étudiant·es qui se connectent à l'espace de travail`
- `Les étudiant·es qui se connectent à l'espace de travail`

## Nouns in -eur

Early 2024, we took advantage of the launch/localization of Notion Calendar, as a sort of different and narrower scope, to introduce more progressive forms of inclusive writing, such as `organisatrice`. However, we think words like `utilisateurices` or `administrateurices` still sound too weird to use them — especially in the wider scope of the whole Notion product.

Consequently, for now, we're still using the masculine default for words ending in `-eur`.

## Headings and Titles

- In headings and captions, only use initial capitals for the first word and proper nouns.

## Bullet lists

- If the bullet points are complete sentences, begin each with a capital letter and end each with a period.
- Otherwise, begin each with a capital letter, but do not use a period or any other punctuation at the end.

## UI placeholders

An **UI placeholder** is a short piece of text that appears inside an input field before the user types anything. Example: "Type your message".

- If the placeholder indicates an action to perform → use the imperative (as a direct instruction).  
`Enter your email address` → `Saisissez votre adresse e-mail`  
`Search for a teamspace` → `Recherchez un espace d'équipe`
- If the placeholder provides an example of content → use the infinitive or neutral text.  
`"Full name"` → `« Nom complet »`

## Lists: sorting order

- Follow the source.

## Lists: enumeration

Either use `, etc.`, or use `...` directly after the last character (no space).

-  item 1, item n, ...
-  item 1, item n...
-  item 1, item, etc.

## CTAs ("call to action")

A CTA (« Call to Action ») button is a clickable element on a webpage or application designed to prompt the user to take a specific action, such as "Buy Now" or "Sign Up".

For consistency reasons, use infinitive tense to translate CTAs.

- Write  Essayer Notion gratuitement, not  Essayez Notion gratuitement

## CTAs ("call to action")

## Units of measurement

- Units of measurement have to be converted to metric units of measure: use *kilometers* instead of *miles*, *centimeters* instead of *inches*, etc.

## Notion

### Apps

When possible, prefer `depuis un ordinateur` to `application de bureau`.

Examples:

- Vous devrez vous connecter depuis un ordinateur.
- Vous devrez vous connecter depuis l'application de bureau, ou dans un navigateur.

Some exceptions concern titles targetting specifically the app. In those cases, use `application de bureau` (not `application bureau`).

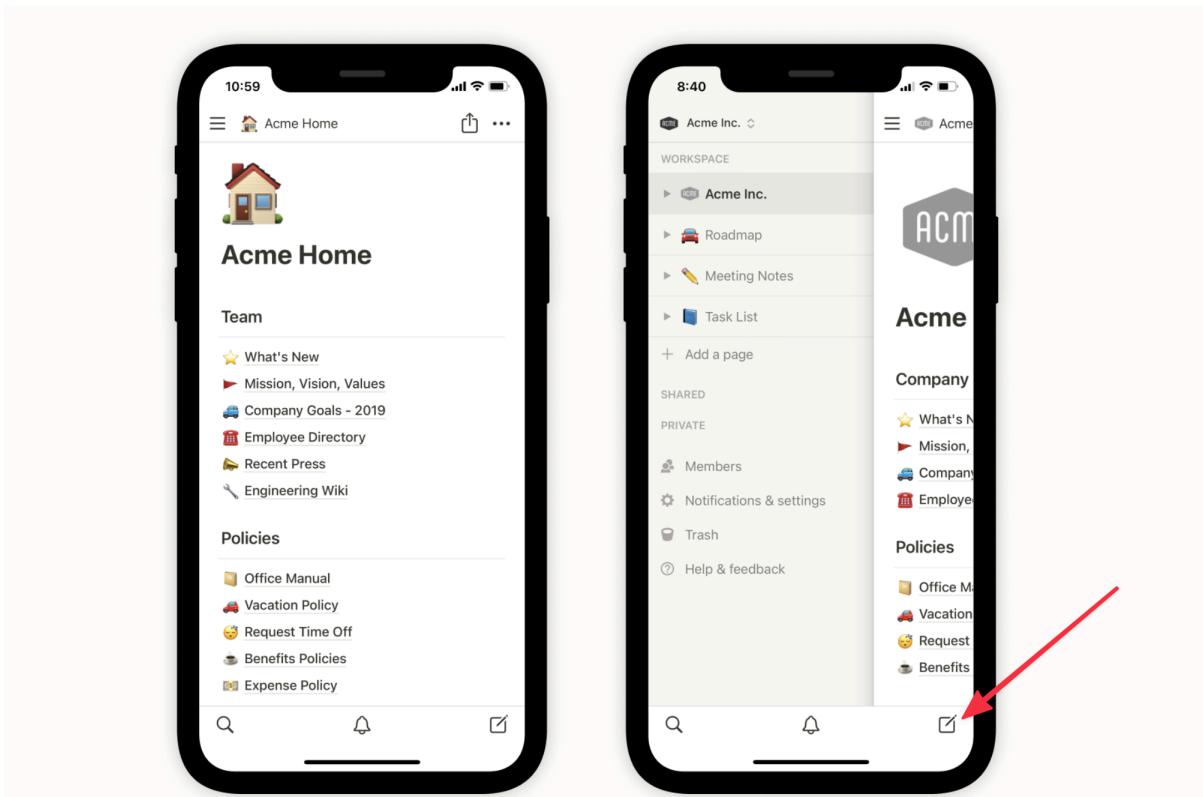
#### ▼ Example



Notion	Produit	Pour qui ?	Ressources	Entreprise
	Aperçu	Grandes entreprises	Blog	À propos de Notion
	Tarifs	Petites équipes et PME	Guides et tutoriels	Carrières
	Témoignages de nos clients	Usage personnel	Site d'aide	Dossier de presse
	Intégrations	Télétravail	Webinaires	Contacter l'équipe commerciale
	Applications de bureau	Start-up	Galerie de modèles	Contacter le service client
	Applications mobiles	Éducation	Communauté	Nous contacter par e-mail
	Web Clipper		Nouveautés	
	Sécurité		Trouver un consultant	
	Conditions d'utilisation et confidentialité		Documentation de l'API	
			Migrer depuis Evernote	
			Migrer depuis Confluence	

## Elements

- `popup` → `fenêtre contextuelle`, or `fenêtre` (for mobile as well)
- ▼ `pencil & paper icon` → `icône de crayon`.



- **block handle** → **poignée de bloc** (use the icon, it's immensely useful in the context).
- **photo roll** → **galerie de photos** (not really a standard Notion element, rather a mobile app standard element).
- **developer hub** → **espace pour les développeurs**
- You may translate template names, even if templates are not yet localized.
- When naming a property, follow the source. For instance:
  - **add a date property** → **ajoutez une propriété de date**
  - **add a Date property** → **ajoutez une propriété Date**
- **favicon** → (une) **faviconne**

## Actions

We assume that users know how to select blocks. Just use **sélectionnez**.

- **drag across blocks** → **sélectionnez**.
- **upload** → **importez**
- **syntax highlighting** → **coloration syntaxique**

## Product names

Product names are not to be translated, as they are products launched by Notion.

- **Notion Calendar**
- **Notion Docs**
- **Notion Mail**

- Notion Forms

A few exceptions for readability:

- Notion IA → IA de Notion
- Notion Marketplace → Marketplace de Notion

In some cases, when referring to the tool itself and not the whole product, it is acceptable to use the translation.

- Open the calendar → Ouvrez le calendrier
- Insert text in the Notion Form → Insérez du texte dans le formulaire de Notion
- Prevent members from publishing Notion Sites → Empêcher les membres de publier des sites Notion

For product names composed of various words (from Notion or other companies), as well as proper names, add a non-breaking space between each word.

- Notion\_Sites
- Google\_Workspace
- Ivan\_Zhao

## Programs

- Beta → Bêta
  - In particular: Beta tester → Bêta-testeur
- Notion Affiliate program → Programme d'affiliation de Notion (no caps)
- AI Autofill → Remplissage automatique par l'IA

## Mission

Make [software] toolmaking ubiquitous

Démocratiser la conception d'outils [logiciels]

## API & SSO

- API and SSO are common nouns. Use l'API / une API and le SSO / un SSO . Don't use them as proper nouns.
- Prefer authentification unique (SSO) to just SSO .
- SAML SSO should be translated as SSO SAML (see line 234 of <https://docs.google.com/spreadsheets/d/18cvPTACnGNteydtDEkzLs8vIKzqjgo27dqtZ14Q7e0/edit#gid=0>). Name it with le when needed (for instance: Activer le SSO SAML ).

▼ Rationale

- For the same reason that we write "Utiliser l'API REST" (ou "une API REST") instead of "Utiliser REST API".
- SAML is a kind of SSO, and SAML SSO is not a proper noun.

## Keyboard keys and shortcuts

Write keyboard shortcuts in full letters, using + if there are more than one keys to be pressed simultaneously.

- → **La touche Entrée**.

- → **command + D**.

## Proper nouns

Unless they correspond to local culture references, do not translate proper nouns.

Exception: "fake" names used as examples in UI examples and marketing content.

- When you come across invented names and surnames used as examples in marketing content (e.g. chat conversations, tasks owners in project board...), localize the name to adapt to the French culture, either by replacing by the French equivalent, or by finding a new name.
  - **Chloe Chau** → **Chloé Chauvin** (adaptation)
  - **Kameron Shiller** → **Camille Simon** (new name)

## Teams (at Notion and elsewhere)

- Translate standard titles

- **Product Manager** → **Responsable produit**
  - **CEO** → **PDG**
  - **CTO** → **Directeur technique**
  - **CPO** → **Directeur produit**
    - Note that both titles above (CTO and CPO) are usually not talked about in plural, and thus can be adapted to the genre of the designated individual (**Directrice technique** or **Directrice produit** if we're designating a woman).
  - **Customer Success Manager (CSM)** → **Gestionnaire de compte client**
  - **Head of People** / **Head of HR** → **Directrice/Directeur des Ressources Humaines (DRH)**
  - **People Ops** → **Responsable RH**
  - **Product designer** → **Designer produit**
  - **Engineering manager** → **Responsable de l'ingénierie**
  - **SVP of Product** → **Senior Vice Présidente**

- Translate team names (and don't capitalize them)

- **support team** → **service client**
  - **product team** → **équipe produit**
  - **design team** → **équipe design**
  - **engineering team** → **équipe technique** or **équipe ingénierie**
  - **ops team** → **équipe de direction**

- Don't translate titles when they're related to a specific person at Notion

- **Aaron S., Head of customer care**

## Formulas in the App UI

▼ Preview of the formula menu in the Notion app

The screenshot shows the Notion formula editor interface. At the top, there's a search bar with the text "prop("Final Grade") \* prop("Weighting")". To the right of the search bar is a blue "Done" button. Below the search bar is a table with two columns: "Properties" and "Late Penalty". The "Properties" column contains a list of database properties: Late Penalty (selected), Excused, Days Late, Submitted, Weighting, Final Grade, Due, Raw Score, and Assignment. The "Late Penalty" column contains the following information:

- Name:** Late Penalty
- Description:** Returns the Late Penalty property for each entry.
- Syntax:** prop("Late Penalty")
- Examples:** prop("Late Penalty") == 0.05

At the bottom left of the editor is a note: "⌘+Enter to accept." At the bottom right is a link: "Learn more about formulas".

- For more information on Formulas, see: [Formulas guide](#).

- **Translate:**

- Formula error messages, except for the cases defined below

- **Do not translate:**

1. Formula property keywords

`prop()`

2. Formula constants

`e`, `pi`, `true`, `false`

3. Formula operators & functions

*Note: always followed by opening and closing parentheses `()`*

- Operators

`if()`, `add()`, `subtract()`, `multiply()`, `divide()`, `pow()`, `mod()`, `unaryMinus()`, `unaryPlus()`, `not()`, `and()`, `or()`, `equal()`, `unequal()`, `larger()`, `largerEq()`, `smaller()`, `smallerEq()`

- Functions

`concat()`, `join()`, `slice()`, `length()`, `format()`, `toNumber()`, `contains()`, `replace()`, `replaceAll()`, `test()`, `empty()`, `abs()`, `cbrt()`, `ceil()`, `exp()`, `floor()`, `ln()`, `log10()`, `log2()`, `max()`, `min()`, `round()`, `sign()`, `sqrt()`, `start()`, `end()`, `now()`, `timestamp()`, `fromTimestamp()`, `dateAdd()`, `dateSubtract()`, `dateBetween()`, `formatDate()`, `minute()`, `hour()`, `day()`, `date()`, `month()`, `year()`

4. `" "` Text in double quotes in formulas

*These are usually referring to database property names which are created by a user or reserved function parameters so we should leave them as-is.*

- **Formula Examples**

`subtract(prop("Amount"), prop("Phone"))` ①

**Properties**

- Phone
- Done?
- # Amount
- Name
- # Qty

**Constants**

- # e
- # pi
- true

Type mismatch: `prop("Phone")` is not a Number. ②

**Phone**  
Returns the Phone property for each entry.

**Syntax**  
`prop("Phone")`

**Examples**  
`prop("Phone") == "123-456-7890"`

② Learn more about formulas

**format**

**Functions**

- format
- formatDate

**formatDate**  
Format a date using the Moment standard time format string.

**Syntax**  
`formatDate(date, text)`

**Examples**  

`formatDate(now(), "MMM D YYYY, HH:mm") == Marc`  
`formatDate(now(), "YYYY/MM/DD, HH:mm") == 2010/`  
`formatDate(now(), "MM/DD/YYYY, HH:mm") == 03/30`  
`formatDate(now(), "HH:mm A") == 12:00 PM`  
`formatDate(now(), "M/D/YY") == 3/30/10`

Undefined constant: `format`

② Learn more about formulas

- 1 —
- `subtract` should NOT be translated because it's a function.  
`prop` should NOT be translated because it's a reserved keyword.  
`"Amount"` and `"Phone"` should NOT be translated because they are database property names that a user created.
- 2 —
- `Type mismatch` should be translated because it's regular text  
`prop` should NOT be translated because it's a reserved keyword  
`"Phone"` should NOT be translated because it's a database property name that a user created.  
`Number` should be translated because it's a database property type and it's part of the UI.

`MMM D YYYY, HH:mm` and the rest of the highlighted text should NOT be translated because these are function parameters.

## Terms from external apps

When using terms from other apps than Notion, use the following priority:

1. The official translated term, if there is one (e.g. `thread` → `fil de discussion` for Slack).
2. The most common translation of the term, if it is a common concept (e.g. `mind map` → `carte mentale`, for Whimsical).
3. The original term, if the concept is specific to the app (e.g. `Google Docs` for Google).

When describing steps to perform in an app that doesn't have a French version (e.g. Okta or Azure), use the English terms for the interface, in double quotes.

Example:

Dans la page d'aperçu des applications, recherchez la section « Manage » et sélectionnez « Users and groups ».

## Almost anglicisms & RATATATs



RATATAT: Recurring and Ambivalent Terms Annoying to Translate And Transcribe

Do your best to rephrase the whole sentence and avoid having to dry-translate them. If you can't avoid it, here are some ideas.

- **startup** (🇺🇸) → **start-up** (🇫🇷)
  - Is invariable in French ([source](#)). Therefore: **des start-up**.
- **RFC** → **Appel à commentaires (RFC)**
- **overkill** → **pire que mieux** / **aller trop loin** / **en faire trop**
- **stalk** → **traquer** / **harceler**
- **track** → **suivre** for most cases. Otherwise: **mesurer**, or even **faire le suivi**.
- ▼ **onboarding**
  - In most cases: [intégration](#).
  - In edge cases:
    - **embarquement**
    - **bienvenue** (as in **onboarding email** → **e-mail de bienvenue**)
- ▼ **wireframe**
  - In context of feature spec → **structure** or **structure haut niveau** (as in [application wireframe](#)).
  - In context of design → **prototype** (as in [wireframe of a feature](#)).
  - In context of drawing → **schéma** (as in [drawing a wireframe](#)).
  - In context of physical
  - Could be **armature** (in the strict context of physical wireframe) — probably rare in the Notion environment.
- ▼ **issue**
  - ▼ GitHub: [une issue GitHub](#).
    - It's an official (and important) feature of GitHub, so it can't easily be paraphrased.
    - GitHub is not translated in French, so any translation could lead to confusion.
    - Any GitHub user would be familiar with the term **GitHub issue**.

If someone forces you to pronounce it, say "une ichyou". English pronunciation with French accent is accepted. Bonus points if you can fit in "baguette" and waltz around with straps.

This is incidentally the same situation as for "pull request" (or "PR"), if anyone asks.
- ▼ Jira: [un ticket Jira](#).
  - [Source](#)
- ▼ **projects, issues and tasks** → **projets et tâches**

Some sentences mention issues as an intermediary granularity between projects and tasks — but unrelated to any specific feature. In this case, ignore it and just translate as **projets et tâches**.
- ▼ **this is an issue** → **c'est un problème** (or **question** or **enjeu**, depending on the context)
  - [Source](#)

Don't use **question**, however, to downplay something that actually is a **problème**. Call things for what they are.

- Original discussion and context

▼ `support` → `prendre en charge`

`Supporter` for `support` (in the sense of « supporter une vieille version d'un navigateur ») is an anglicism.

- ✗ `Nous supportons cette version`.
- ✓ `Nous prenons en charge cette version`.
- `Stocker` (for `store`, usually) → `rassembler`.
- `User flow` → `flux d'utilisateurs` (source : <https://miro.com/fr/diagramme/>)
- `Churn` (as in customer churn) → `taux de résiliation`

▼ `workflow`

- In most cases: `étapes`. Try to understand what's really behind the workflow, and write about that specific goal.
- Please, *please*, don't translate `streamlining workflows` into `harmoniser les flux de travail`. The problem lies with the source, of course, which means nothing. Try your best to cut through the original bullshit and describe more precisely what's being addressed.
- `feedback` → usually `commentaires`. Sometimes `avis`. Try to avoid `retours d'utilisateurs`, which feels like an awkward translation.

## 5. Help Center

### Sections

Follow the source.

▼ If the section title uses the infinitive form in English, use the infinitive in French.

`Unsync blocks` → `Désynchroniser des blocs`

▼ If the section title uses the `be + ing` form in English, use nouns in French.

`Unsyncing blocks` → `Désynchronisation de blocs`

### Locators & prepositions

Follow the source, unless blatantly incoherent.

- `on the page` → `sur la page`.
- `in the page` → `dans la page`.
- `into the page` → `dans la page`.