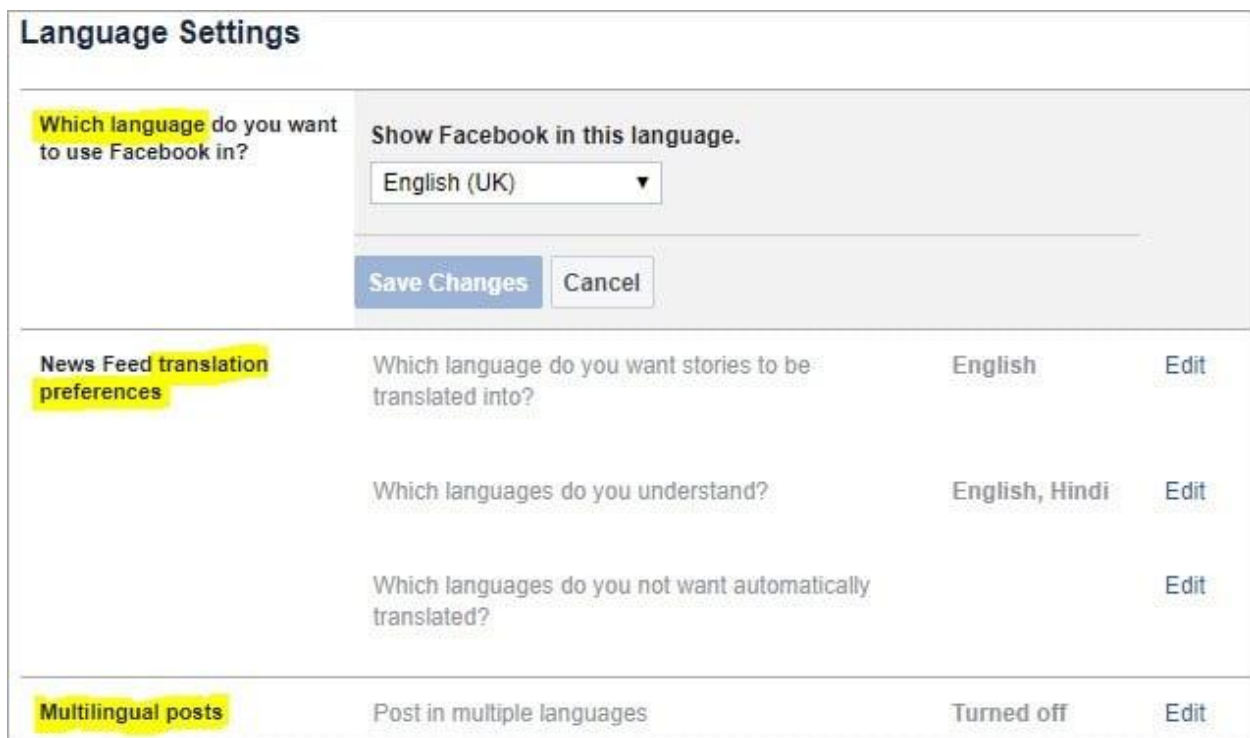


What is a Globalized Software?

Well before entering into the concept of globalization testing, it is too imperative to understand what actually is a globalized software.

A globalized software is the one in which runs independently of its topographical, cultural and national environment. I am sure that most of us must have seen and used many of such apps and software in your day-to-day life.

One of the best **Example** that would fit here is **Facebook**. This app has a language setting feature through which it can be used by several regional and national languages.



The screenshot displays the 'Language Settings' interface of Facebook. At the top, the title 'Language Settings' is shown. Below it, a section titled 'Which language do you want to use Facebook in?' contains a dropdown menu currently set to 'English (UK)' and a 'Show Facebook in this language.' label. Below the dropdown are 'Save Changes' and 'Cancel' buttons. The next section, 'News Feed translation preferences', includes three settings: 'Which language do you want stories to be translated into?' (set to 'English'), 'Which languages do you understand?' (set to 'English, Hindi'), and 'Which languages do you not want automatically translated?' (with an 'Edit' link). The final section, 'Multilingual posts', shows 'Post in multiple languages' set to 'Turned off' with an 'Edit' link.

Language Settings			
Which language do you want to use Facebook in?		Show Facebook in this language.	
		English (UK) ▼	
		Save Changes Cancel	
News Feed translation preferences	Which language do you want stories to be translated into?	English	Edit
	Which languages do you understand?	English, Hindi	Edit
	Which languages do you not want automatically translated?		Edit
Multilingual posts	Post in multiple languages	Turned off	Edit

For Example, if you are in Bangladesh, then you have an option to use the Facebook in English, Bangla.

A person from South Africa can use Facebook in Afrikaans, one from France can use it in Français and so on. So, based on your country and region across the globe, you can select the language of your choice and use the app accordingly.

What is Globalization Testing?

This is a technique which validates whether an application acknowledges all the language input texts and it can be used across the globe or not.

The sole aim of globalization testing is to uncover the potential problems that could hinder the globalization of the app in an application design.

Types of Globalization Testing

This testing can be divided into two parts. The first one is the **Internationalization Testing (aka I18N testing)** and the second one is the **Localization Testing (aka L10N testing)**.

What is Localization Testing?

Localization testing is a testing technique that verifies the accuracy and the suitability of the customized content of the target language, region, or local along with the functionality and usability of the application.

What is Internationalization Testing?

In Internationalization testing, we have to verify whether the applications are designed in such a way that it appeals to any culture, region or local.

Real Time Examples of Localization Testing

Example #1: Uber Eats: Food Delivery Application

When localizing the UberEats application to the Japanese market, they just translated the US application to the Japanese language. Without proper market research and understanding of the culture properly they launched the application. This resulted in a lot of negative reviews of the application.

Let's look at one of the problems its customers faced while using the application.

While creating a new account the users have to fill out their names in the respective fields. In Japanese applications, the users get prompted to give your Last name and then your First name. But in American applications, it's the other way around. So these users entered their names in the Japanese way first and later went back to correct their mistakes.

What Needs to be Tested?

1) Language Vocabulary

2) User Interface

3) Date & Time Notation:

For Example, the most common date format in the US is mm/dd/yyyy. Contrary to this, the most common date format in Europe is dd/mm/yyyy. On the other hand, Canada accepts both DD/MM/YYYY and MM/DD/YYYY.

4) Date/Time Correctness

For Example, 11:53 AM Saturday, Indian Standard Time (IST) is 1:23 AM Saturday in Eastern Time (ET). So, it needs to be tested if the correct date and time is displayed in the application on switching to different countries

5) Currency Format & Conversion Rates Handling

6) Phone number, Address & Zip code format

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