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QUEST ANALYTICS

MOONSHOT INNOVATIONS

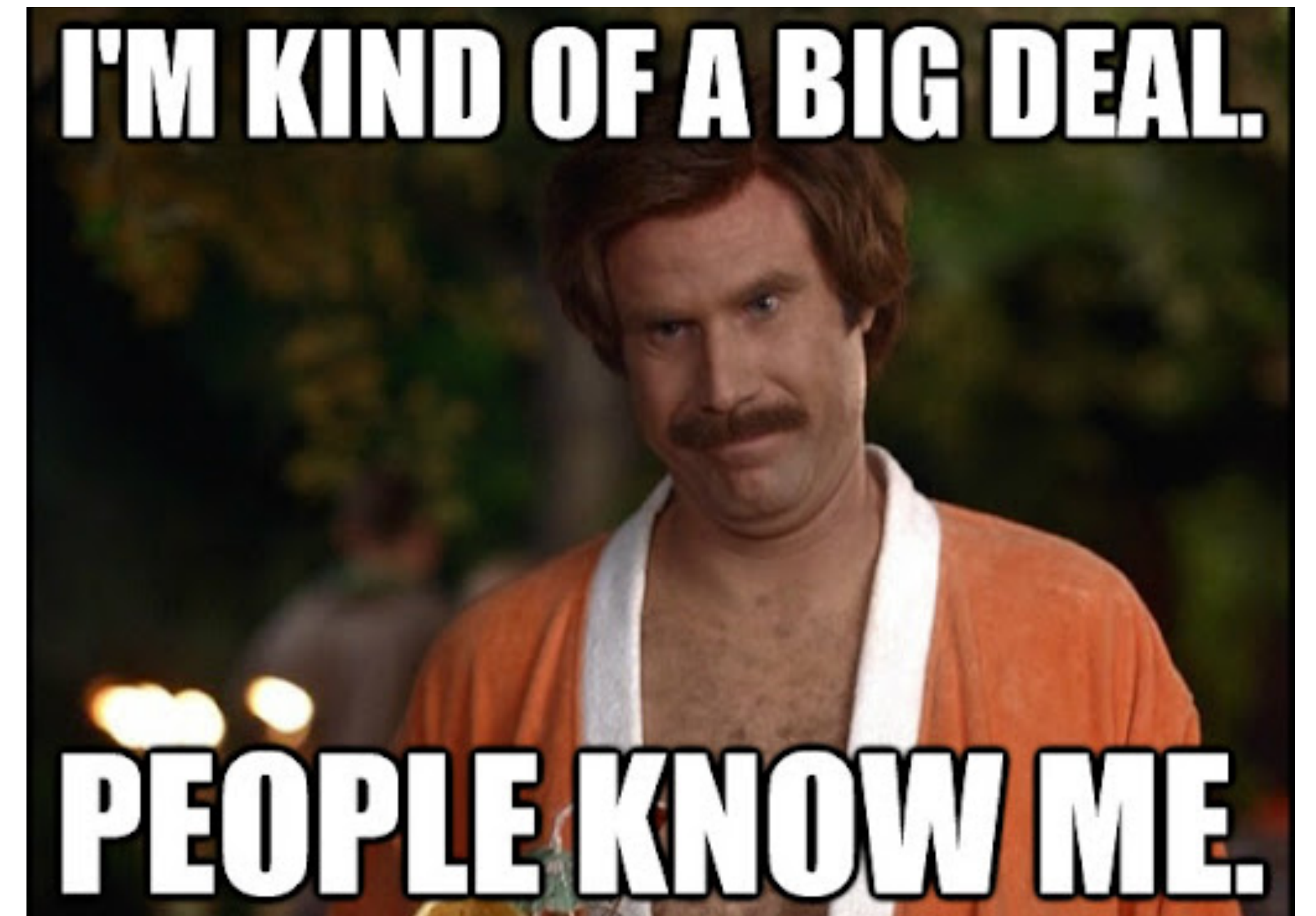# Now You're Speaking My Language

Getting Started with Localization

Bill Parrott

Who am I?

i.e. "What makes me an expert?"

- Senior Frontend Engineer at Mythical Games

- 20+ years building web stuff

- Husband and father of two
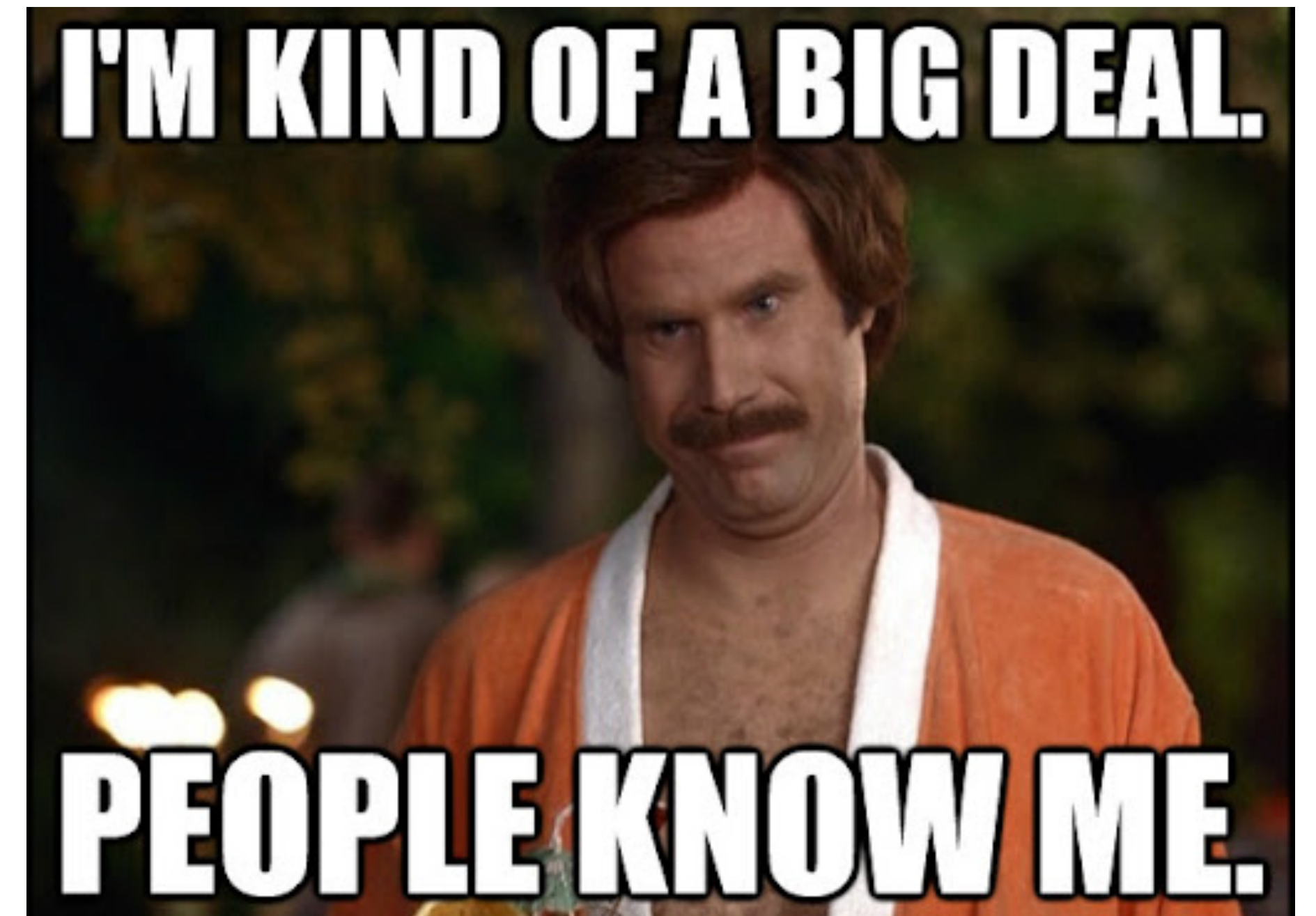
- Multiple LinkedIn endorsements for Meme Fu

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- But…

Who am I?

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- But…

- I'm not actually an expert
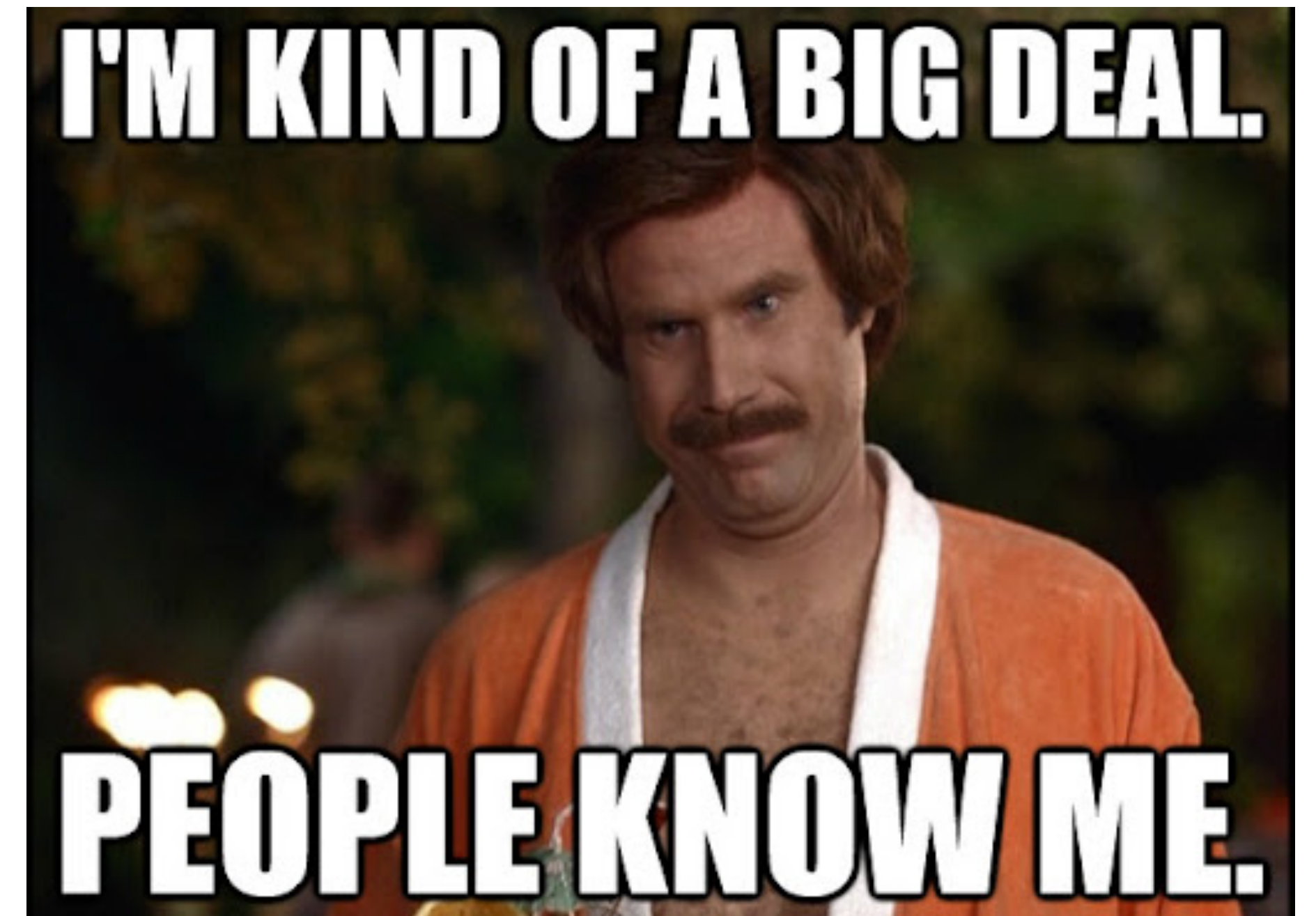
The Basics

What exactly *is* localization, anyway?

"Localization refers to the **adaptation** of a product, application or document content to meet the language, cultural and other requirements of a specific target market (a '*locale*')."

W3C definition

Why should we care?
And why is it important to get right?

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And why is it important to get right?

- Accessibility

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- Get your message out to more people

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Why should we care?
And why is it important to get right?

- Accessibility

- Get your message out to more people

- More users means more opportunities for revenue

- Poor communication can be worse than none at all

- It's easy to send the wrong message

JFK is a jelly donut?

JFK is a jelly donut?
No, but it's a good example

JFK is a jelly donut?
No, but it's a good example

- Technically a myth

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No, but it's a good example

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- Attempting to demonstrate unity with the people of Berlin

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- Technically a myth

- Attempting to demonstrate unity with the people of Berlin

- "Ich bin Berliner" vs "Ich bin ein Berliner"

So how do we do it?

Where to start?

Almost everything can be localized in some fashion

Where to start?

Almost everything can be localized in some fashion

- Strings

Where to start?

Almost everything can be localized in some fashion

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- Numbers

Where to start?
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- Date/Time formatting

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- Layout (bi-directional layouts)

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- Strings

- Numbers

- Date/Time formatting

- Currency formatting and/or conversion

- Icons

- Colors

- Images (art direction)

- Layout (bi-directional layouts)

What cannot be localized

What cannot be localized

- User-generated content

What cannot be localized

- User-generated content

- …

What cannot be localized

- User-generated content

- …

- Were you expecting more?

What cannot be localized

- User-generated content

- …

- Were you expecting more?

Know your audience

Know your audience

- Where are they?

Know your audience

- Where are they?

- What do they want?

Know your audience

- Where are they?

- What do they want?

- What is their background?

Know your audience

"V" for "Victory"

Know your audience

"V" for "Victory"

- Adopted in 1941 as part of a publicity campaign by allied nations during World War II

Know your audience

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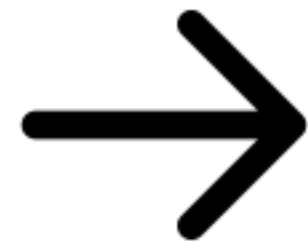
- Looks like this →

Know your audience
"V" for "Victory"

- Adopted in 1941 as part of a publicity campaign by allied nations during World War II

- Later adopted by anti-establishment activists as the "peace sign"

- Not like this →

Know your content

Know your content

- What problem(s) does it aim to solve?

Know your content

- What problem(s) does it aim to solve?

- What tools and technologies are you already using?

Know your content

- What problem(s) does it aim to solve?

- What tools and technologies are you already using?

- In what situations will people be accessing your site or app?

what kind of bird is this?

Time to make a plan

How much should you do?

How much should you do?

- What is your timeline?

How much should you do?

- What is your timeline?

- Do you have a budget?

How much should you do?

- What is your timeline?

- Do you have a budget?

- Does your company already have people in your target audience?

How much should you do?

- What is your timeline?

- Do you have a budget?

- Does your company already have people in your target audience?

- How much content do you have?

What tools are available to help you?

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- Angular Localize: Angular only

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- FormatJS: Vanilla JS, React, Vue

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- FormatJS: Vanilla JS, React, Vue

- I18Next: Vanilla JS, Angular, React, Vue, and more…

Any Tool

Can be the right tool

What tools are available to help you?

- Angular Localize: Angular only

- FormatJS: Vanilla JS, React, Vue

- I18Next: Vanilla JS, Angular, React, Vue, and more…

- Google Translate

Any Tool

Can be the right tool

What tools are available to help you?

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- FormatJS: Vanilla JS, React, Vue

- I18Next: Vanilla JS, Angular, React, Vue, and more…

- G~~oogle Transla~~te

- But seriously, don't just use Google Translate

As you grow

Sharing translations
Don't duplicate work across apps/teams

Sharing translations

Don't duplicate work across apps/teams

- Consistent tone and voicing

Sharing translations

Don't duplicate work across apps/teams

- Consistent tone and voicing

- Context matters

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  - Shared database

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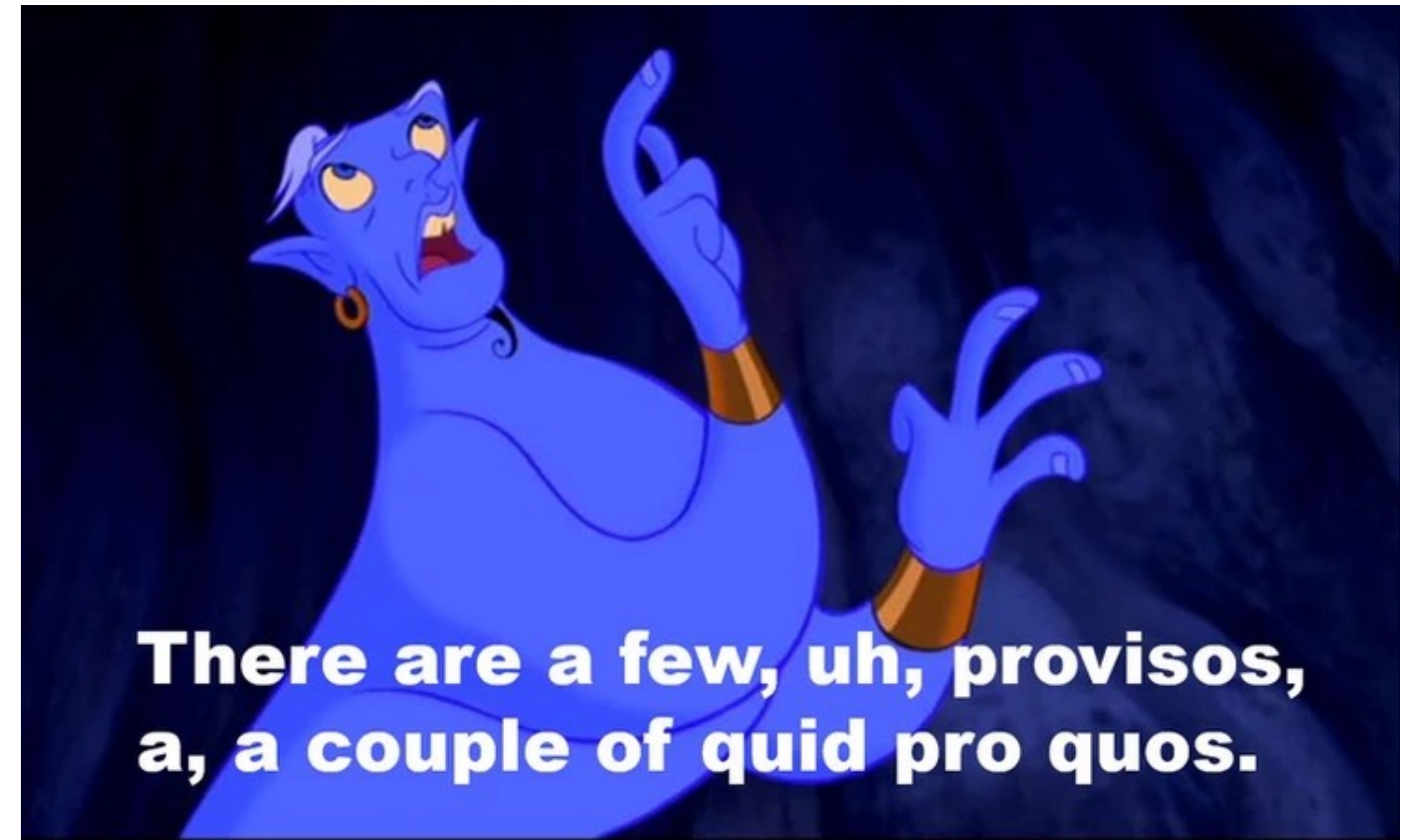
  - Shared database

  - Custom web service / API

Sharing translations

Don't duplicate work across apps/teams

- Consistent tone and voicing

- Context matters

- Requires common tooling and data structures

  - Shared database

  - Custom web service / API

  - CDN

Third-party services

Offload the lion's share

- Smartling
  https://www.smartling.com/

- Localize
  https://localizejs.com/

- Locize
  https://locize.com/

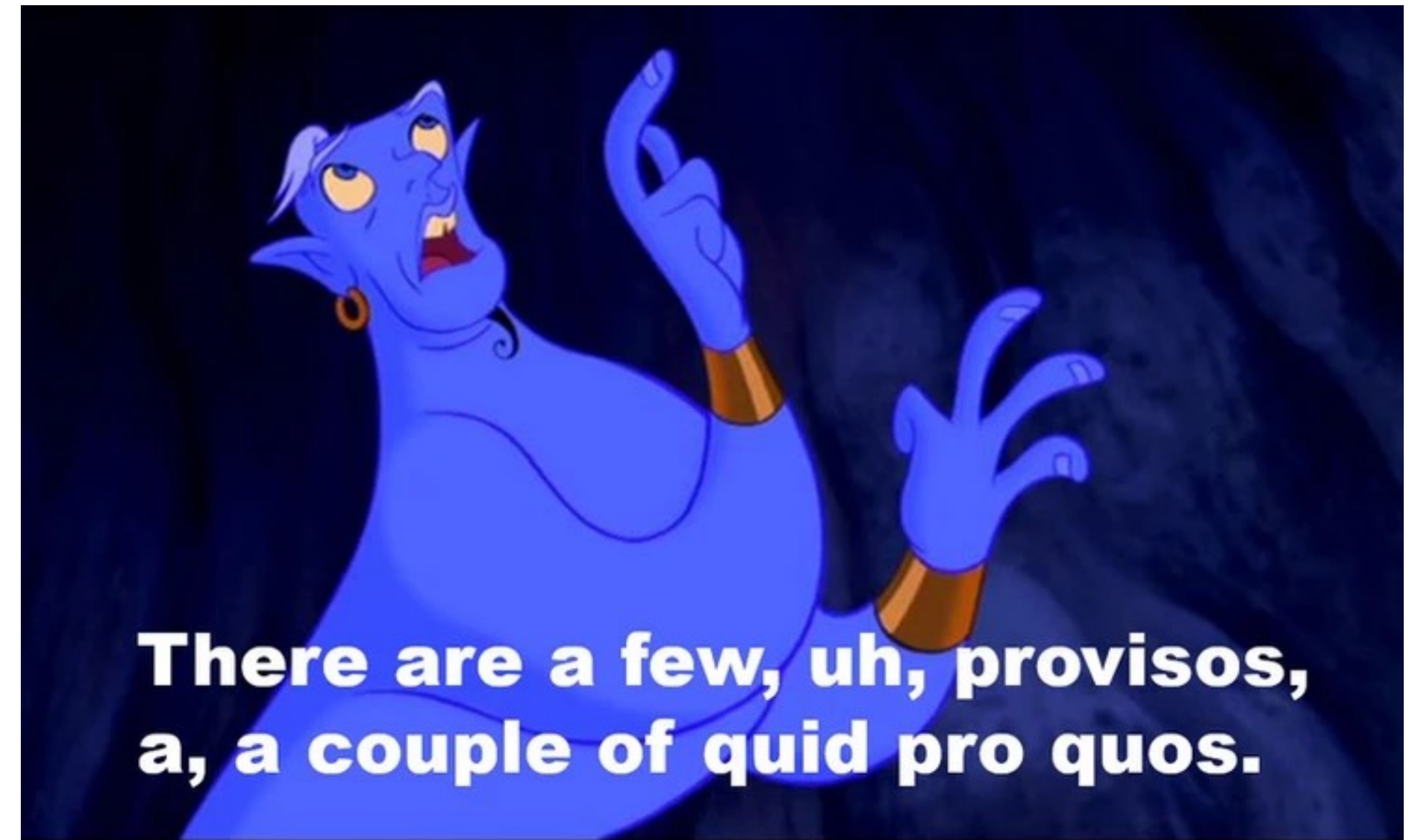- *And many others…*

Third-party services
With a catch…

Third-party services
With a catch…

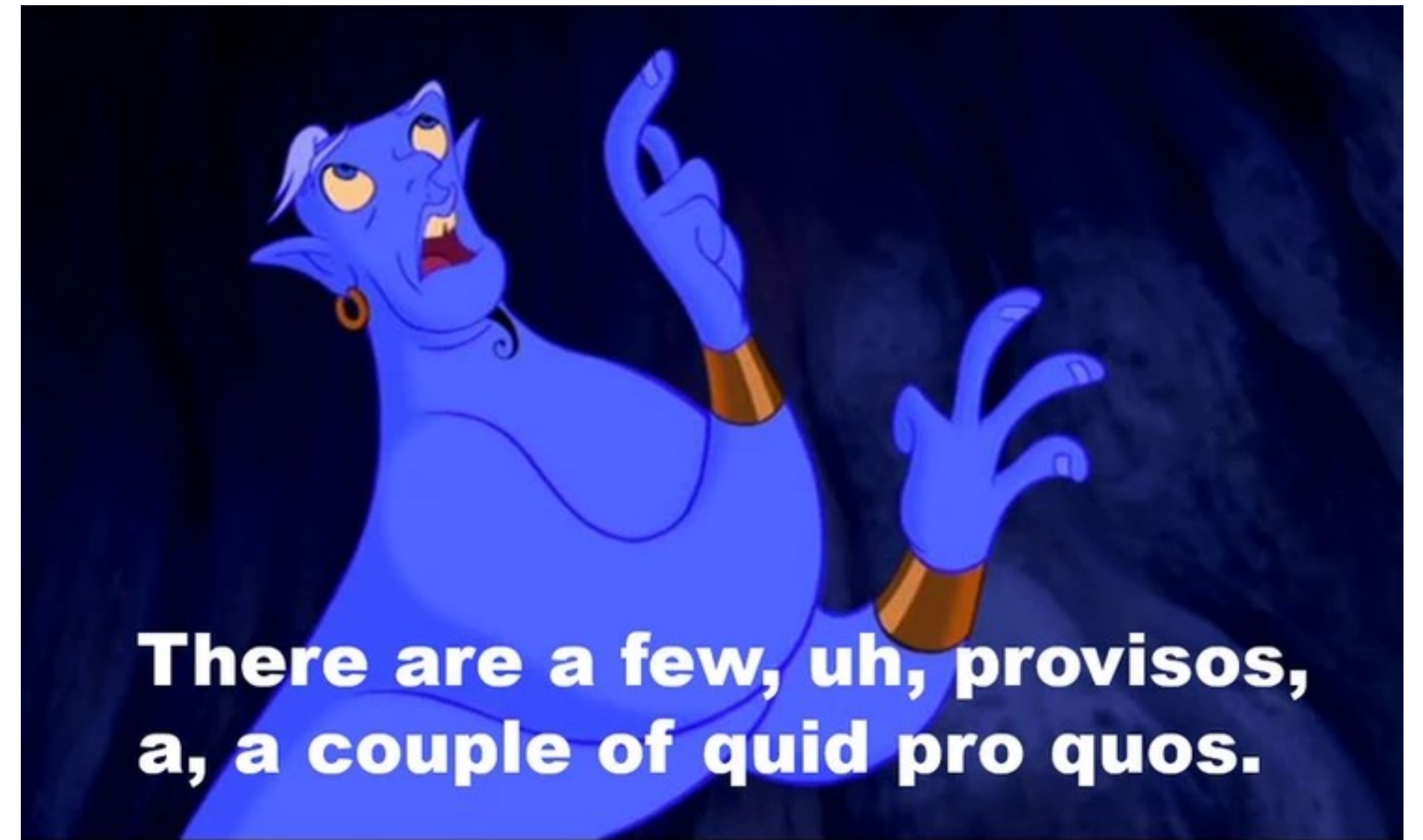- Typically limited to managing and delivering translated strings

Third-party services
With a catch…

- Typically limited to managing and delivering translated strings

- May not integrate with your tech stack

There are a few, uh, provisos, a, a couple of quid pro quos.

Third-party services
With a catch…

- Typically limited to managing and delivering translated strings

- May not integrate with your tech stack

- Require ongoing financial commitments

There are a few, uh, provisos, a, a couple of quid pro quos.
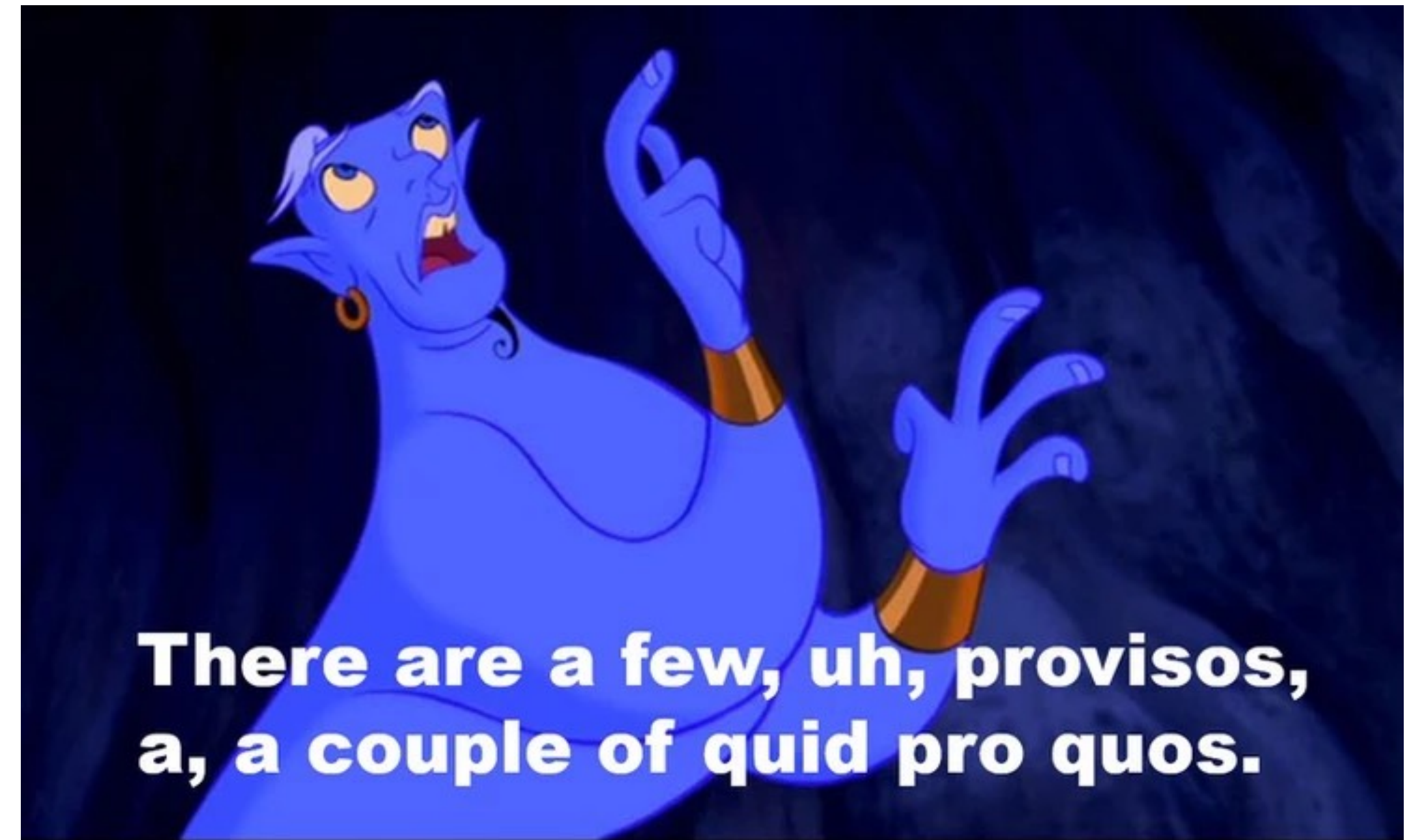
Final thoughts

Important takeaways

If you remember nothing else…

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- *Something* is better than *nothing*

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Important takeaways

If you remember nothing else…

- *Something* is better than *nothing*

- Every app has different requirements

- Localization is an ongoing process

Links

- W3C: Localization vs. Internationalization
  https://www.w3.org/International/questions/qa-i18n

- Angular Localize
  https://angular.io/guide/i18n

- FormatJS
  https://formatjs.io/

- I18Next
  https://www.i18next.com/

Questions?

NOT SURE IF NO QUESTIONS OR IF PRESENTATION WAS BAD

Thank you!

Bill Parrott
@chimericdream
https://github.com/chimericdream/kcdc-2021