

# Efficient Localisation

3 tips to accelerate the global growth of your iOS app

# Who are these guys?



Edgar Neto

Developer for 10 years  
Making games for the last 6 years  
C#, AS3, Javascript, Objective-C



Martin Deville

Developer for 10 years  
Making games for the last 7 years  
AS3, C++, Objective-C

iOS Developers at

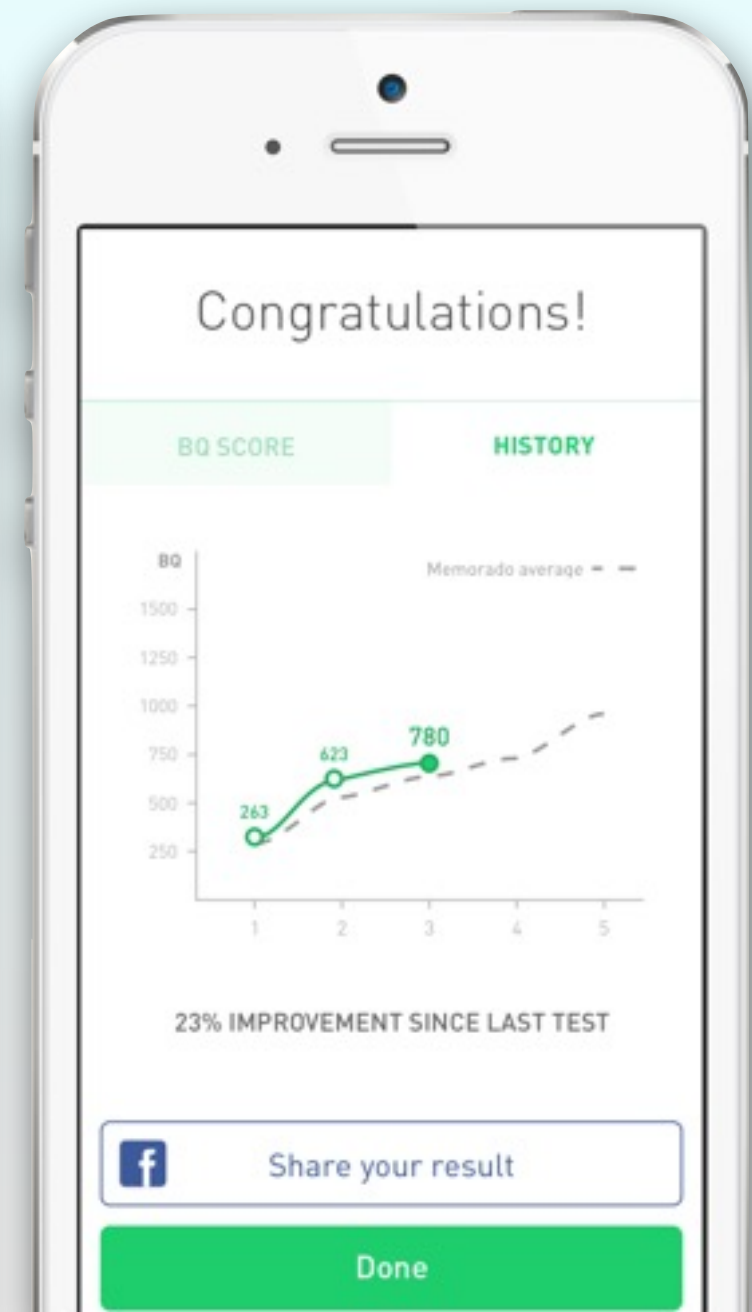
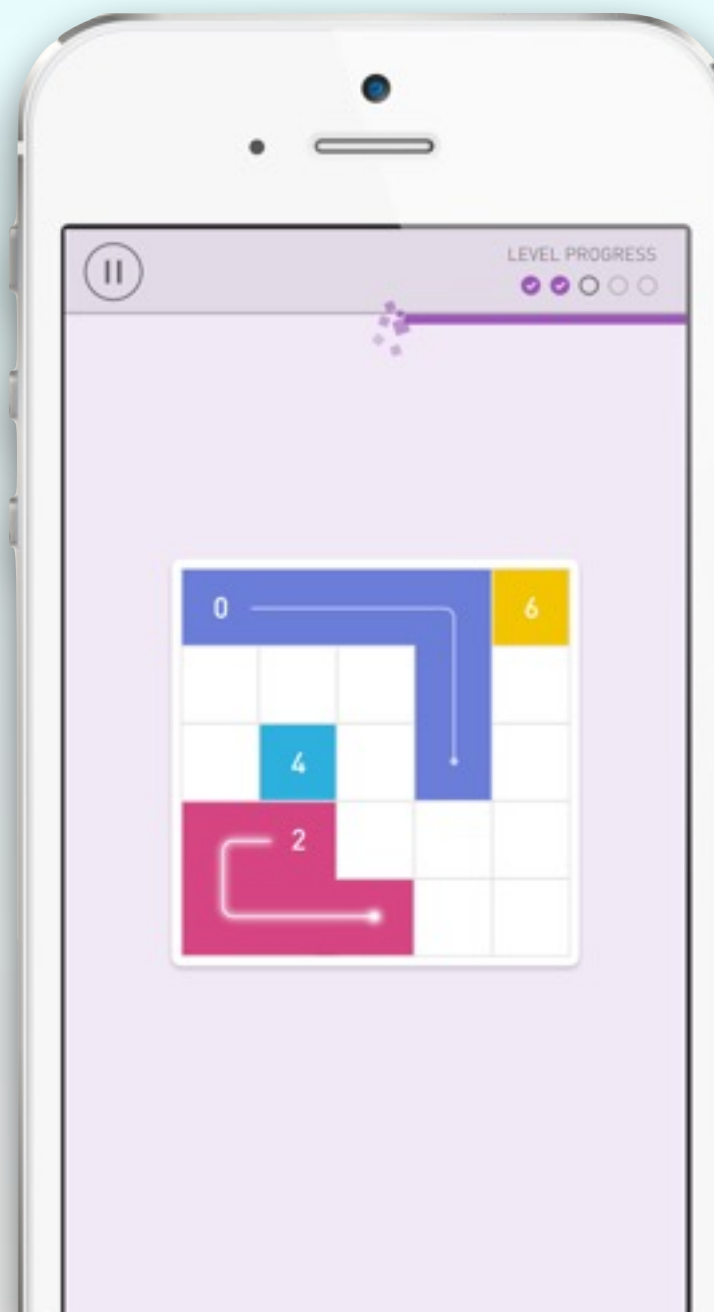
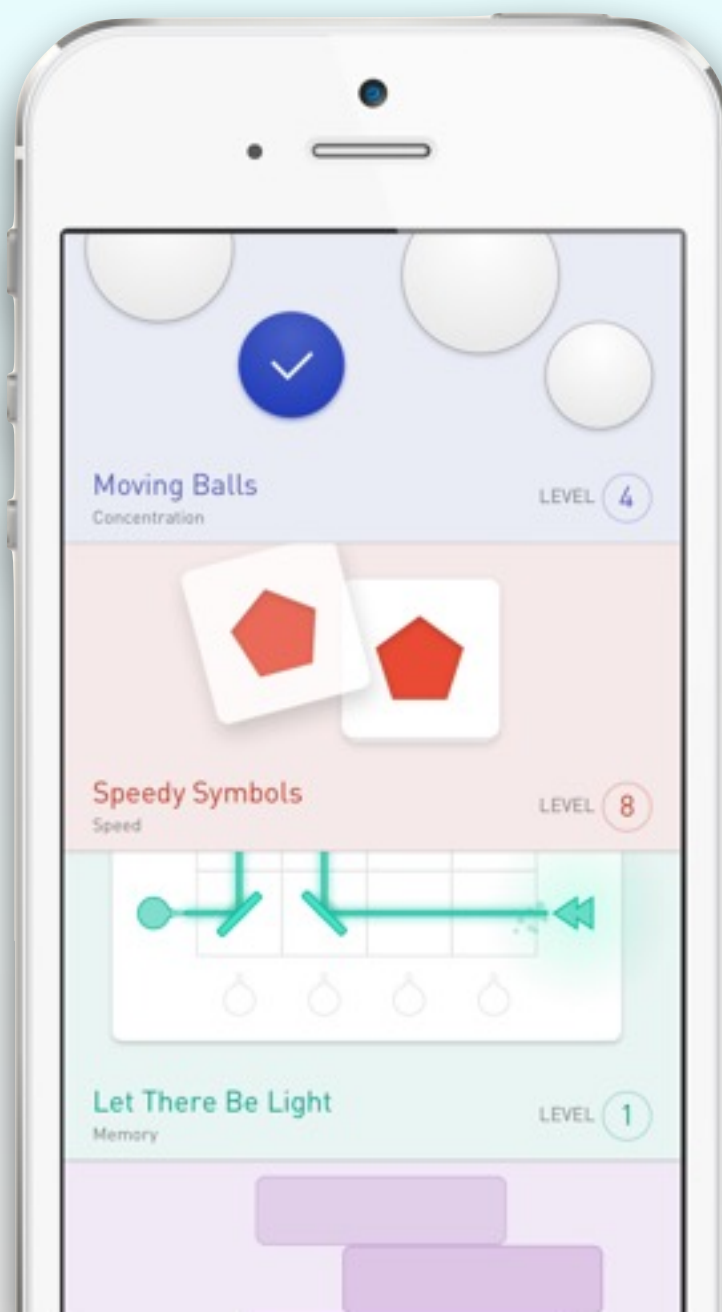


memorado



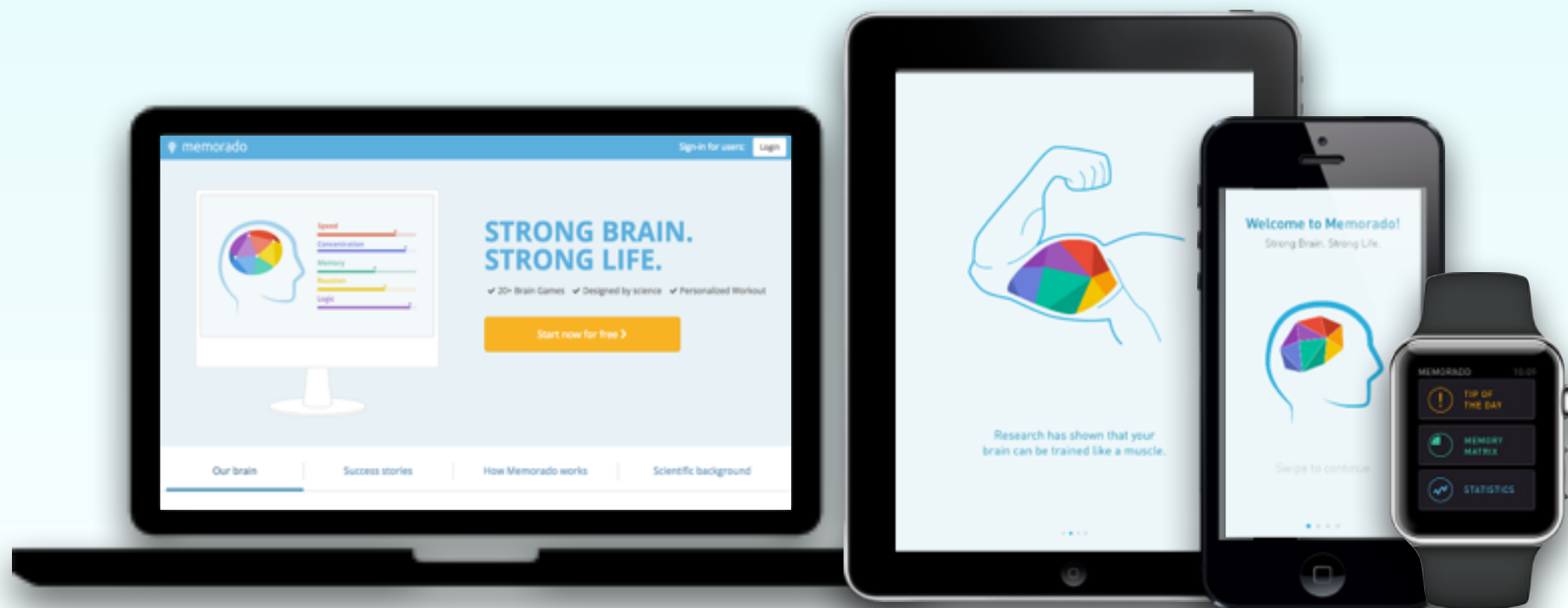
# memorado

Games that improve your cognitive skills





Playable on browser, iPad, iPhone, [wearable]



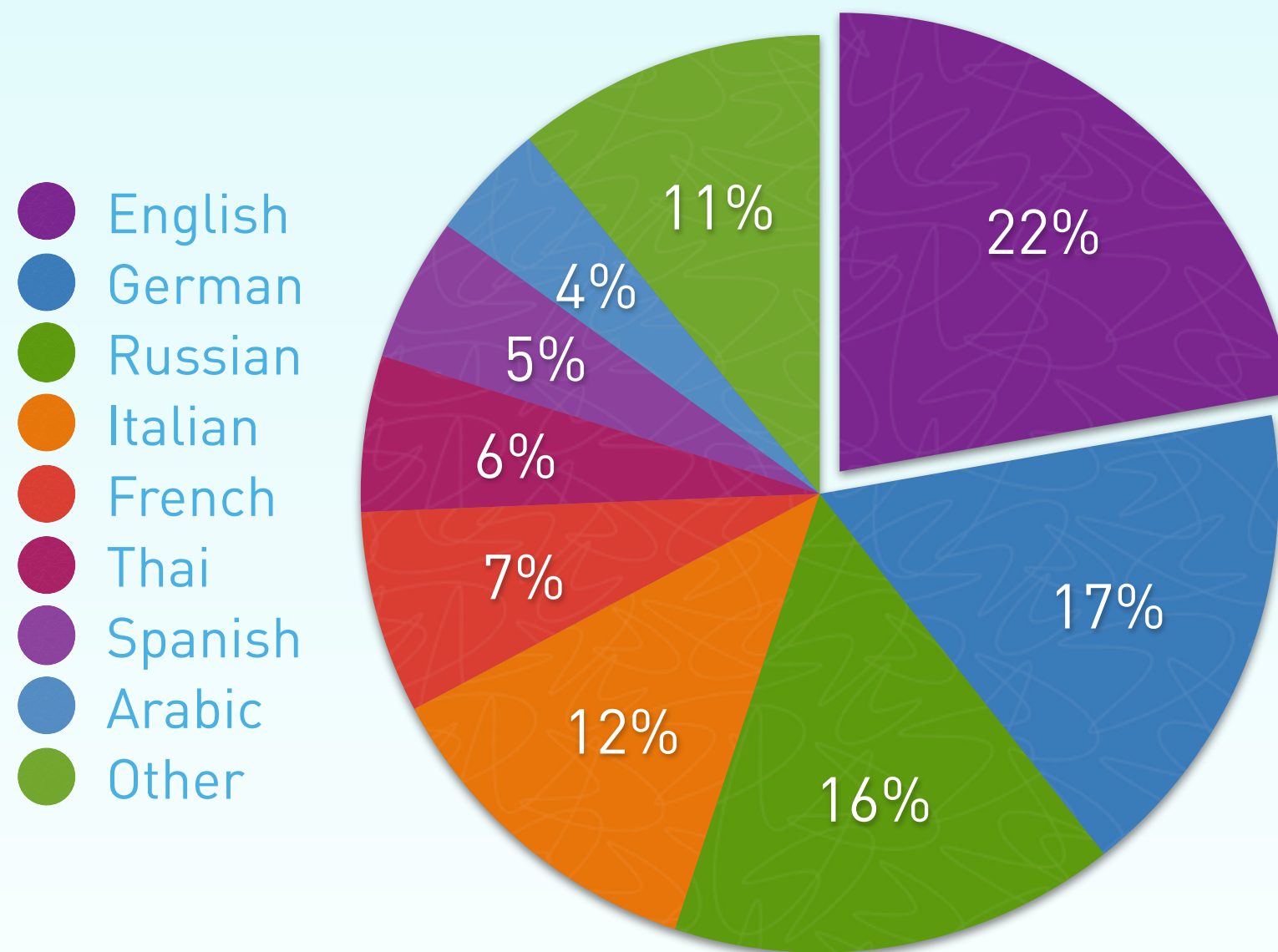


# memorado

All over the world



# Why Localise?



Memorado App Downloads per Language

# Agenda

Introduction

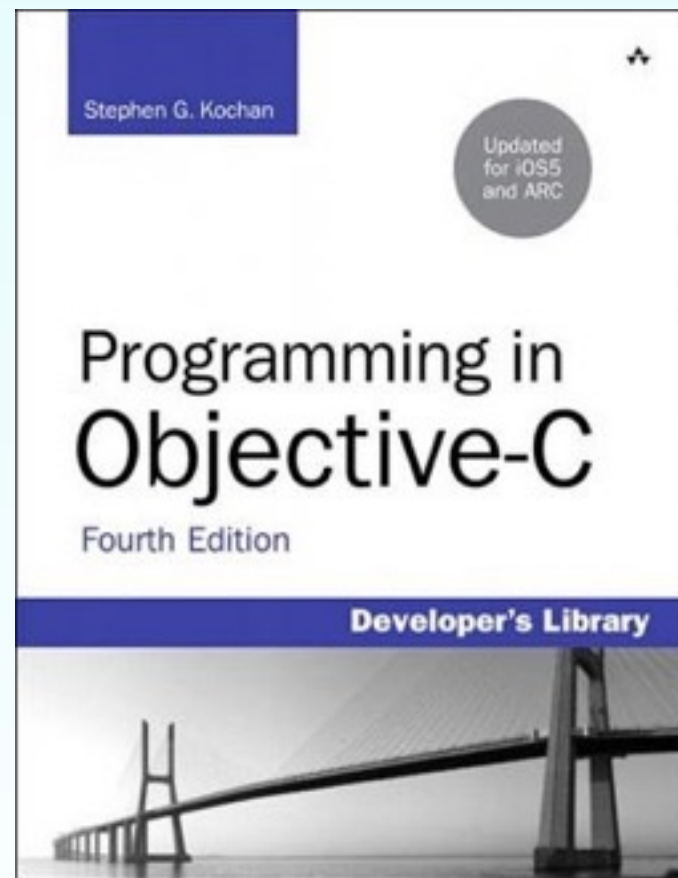
1. Find a good workflow
2. Let Cocoa do the work
3. Automate delivery to iTunes Connect

Q&A

Tip 1:  
Find a good Workflow



# Split code and text

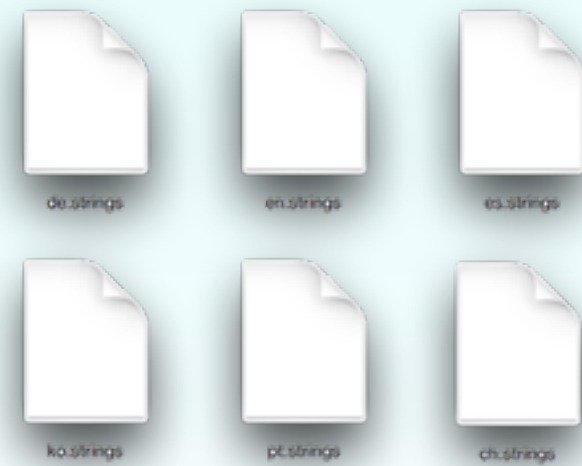


# Split code and text

Xcode



.strings



# Split code and text

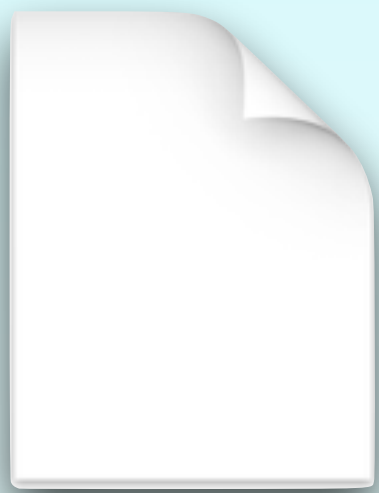
NSStringFromTable  
(key, tbl, comment)

home.strings EN

```
10 "workout" = "START WORKOUT";  
11  
12 "practice" = "ALL GAMES";
```

home.strings DE

```
10 "workout" = "WORKOUT STARTEN";  
11  
12 "practice" = "ALLE SPIELE";
```



Base File  
(English)



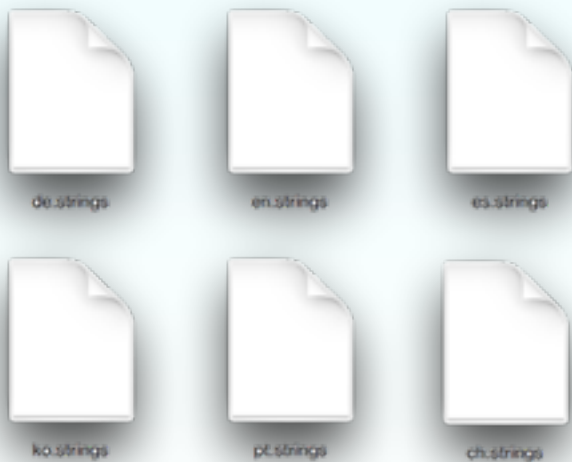
```
1. edgar@MariusL-THINK: ~  
→ ~  
→ ~ wti push
```



webtranslateit.com



```
1. edgar@MariusL-THINK: ~  
→ ~  
→ ~ wti pull
```



# Translation interface

share\_subject

Memorado rocks

Memorado rockt!

Save

Save and Next ▶

Skip Validation

Cancel

Suggestions (Click on a suggestion to paste it)

1. Memorado rockt

2. Memorado rockt!

3. Memorado ist genial

4. Memorado ist der Hammer!

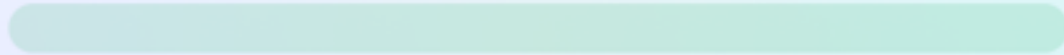
# Workflow advantages

- Relation with translators managed by one person
- No technical knowledge needed from translators
- Translation update done by the developer
- Output can be configured for many platforms (mobile, web, etc.)



BRAIN POINTS

NEXT TEST AT 10



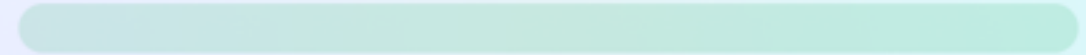
**START WORKOUT**

ALL GAMES



GEHIRNPUNKTE

NÄCHSTER TEST BEI 10



**WORKOUT STARTEN**

ALLE SPIELE

Tip 2:  
Let Cocoa do the work



# NSLocale and NSNumberFormatter

- NSLocale
  - “Encapsulate information about linguistic, cultural, and technological conventions and standards”
  - Identifier: “en\_US”, “en\_GB”, “de\_DE”
- NSNumberFormatter
  - Abstract class to format data
  - Always set the locale of the formatter!

# Dates

- NSDateFormatter (iOS 2)
  - Date vocabulary: “Friday”, “Sexta”, “Mi.”
  - Date formatting: “Feb 11, 2015”, “11 Feb 2015”

# Numbers, Prices...

- NSNumberFormatter (iOS 2)
  - Number formatting: “5,000.99”, “5 000,99”
- NSNumberFormatterCurrencyStyle
  - Currency: “\$”, “€”, “GBP”
  - Price formatting: “\$10.00”, “10,00 €”
- NSNumberFormatterSpellOutStyle
  - Numbers spells out: “eighty”, “achtzig”, “quatre-vingts”

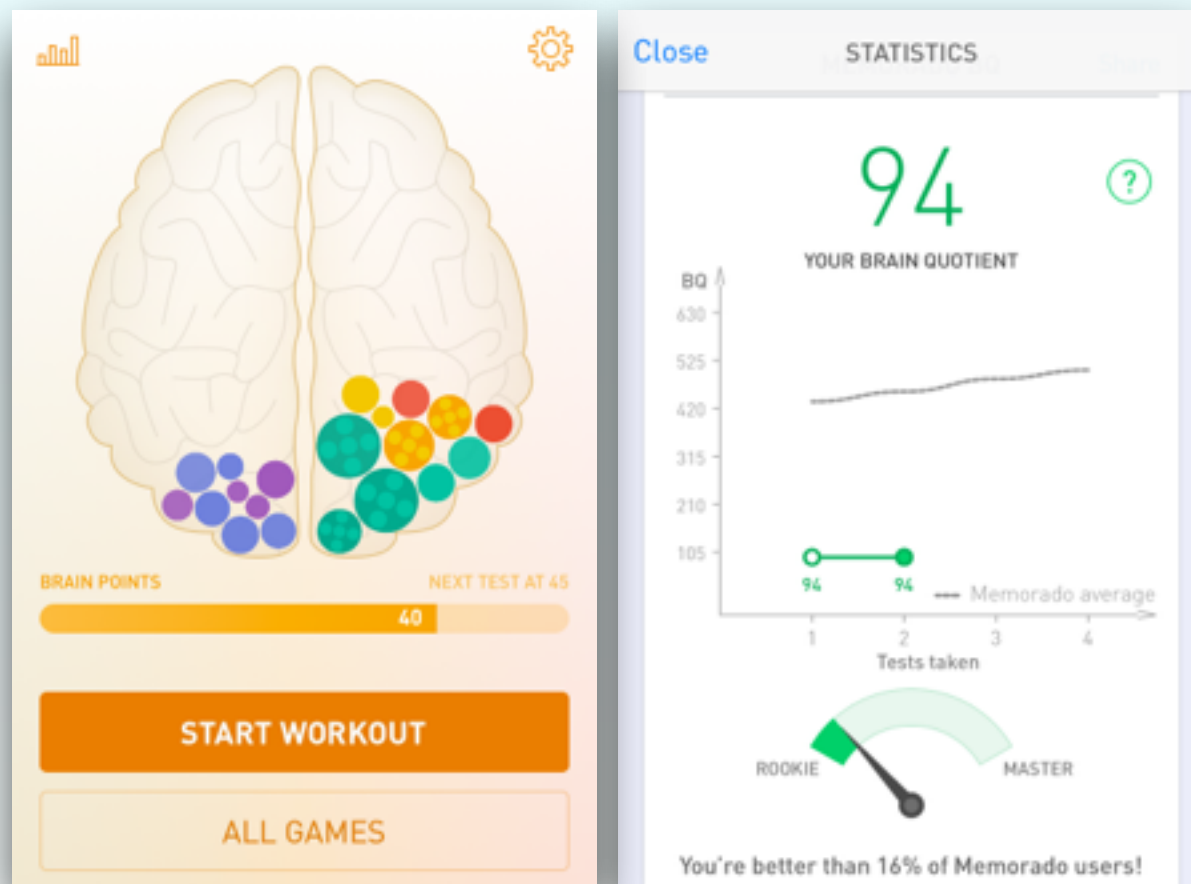
# Quantities

- Distances (km, miles...)
  - MKDistanceFormatter (iOS 7)
  - NSLengthFormatter (iOS 8)
- Mass (kg, pounds...)
  - NSMassFormatter (iOS 8)
- Energy (joules, watts...)
  - NSEnergyFormatter (iOS 8)

# Auto Layout's Superpowers

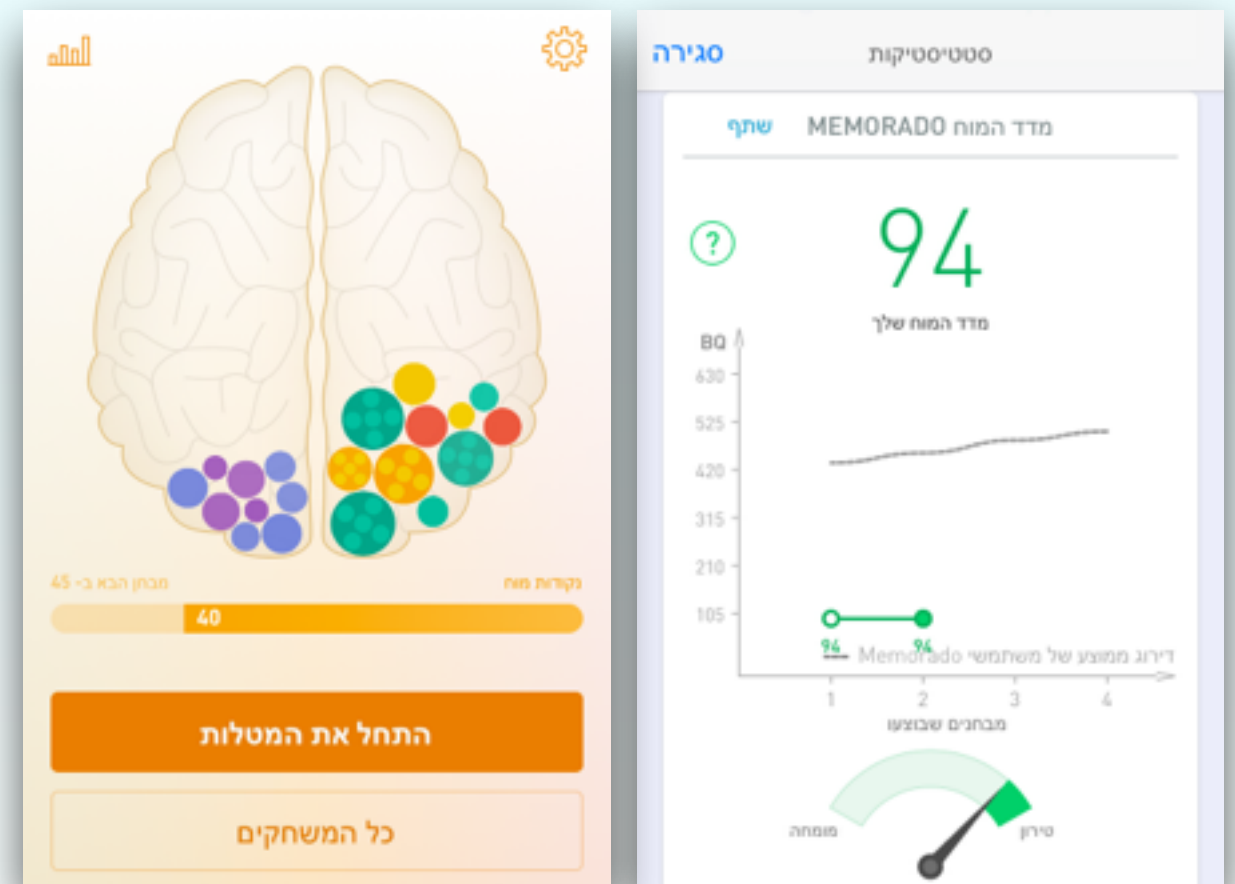
English

Left to Right



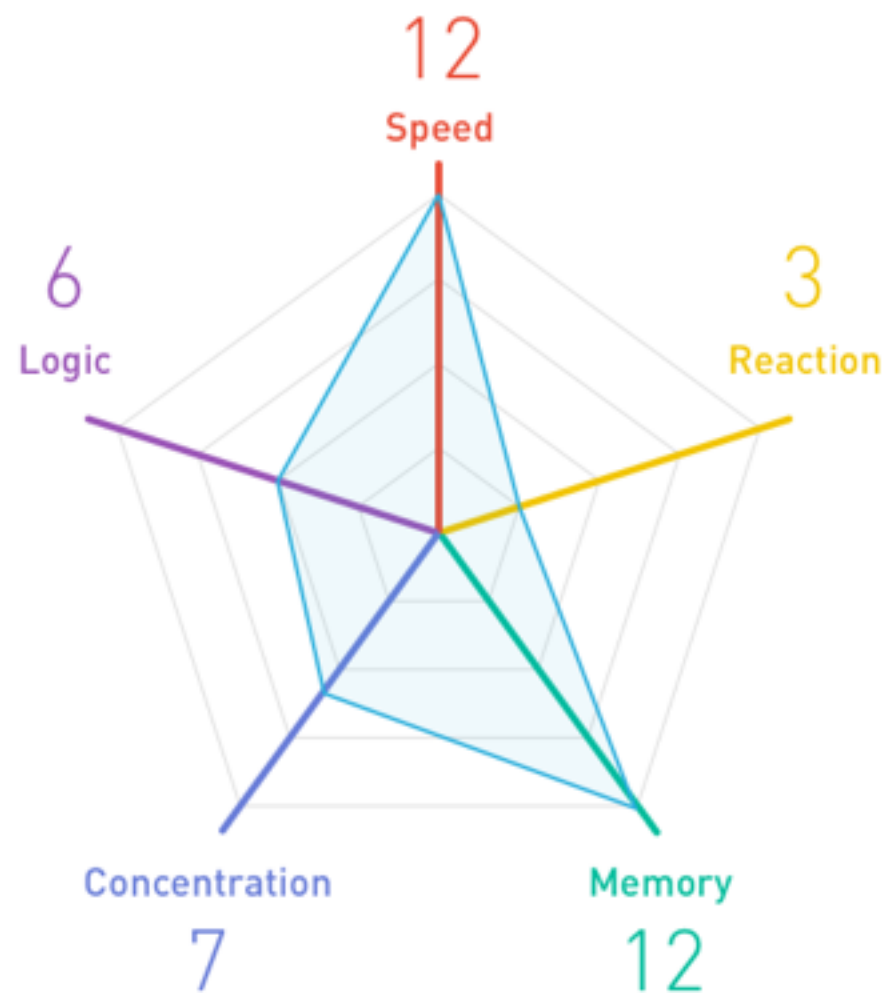
Hebrew

Right to Left



● Memory

### POINTS BY ASPECT



MEMORADO BQ

Share

## Language direction

### Horizontal Space Constraint

First Item

Relation

Second Item

Constant

Priority

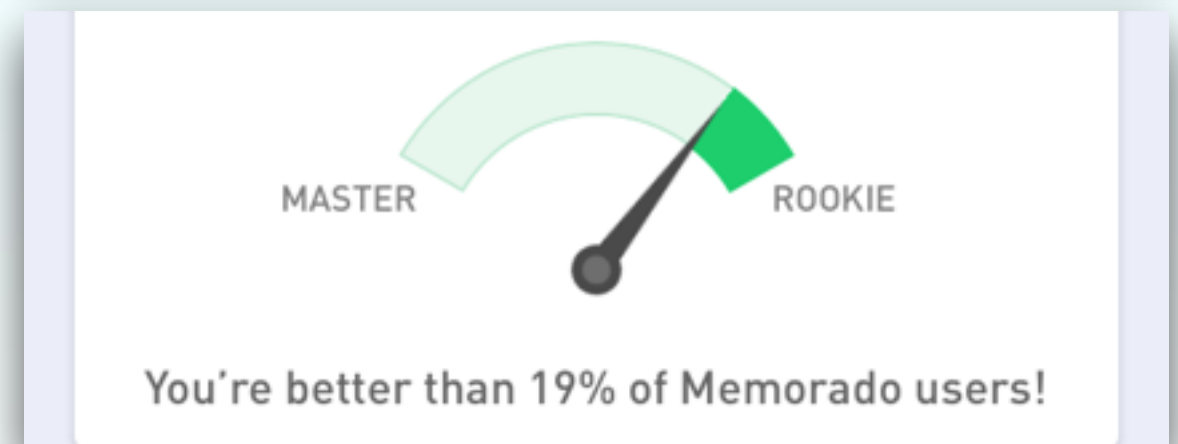
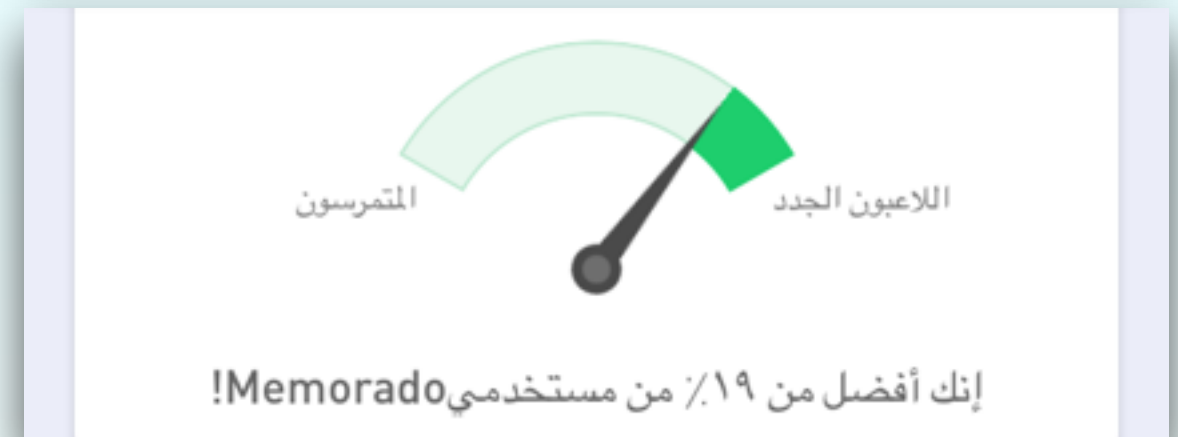
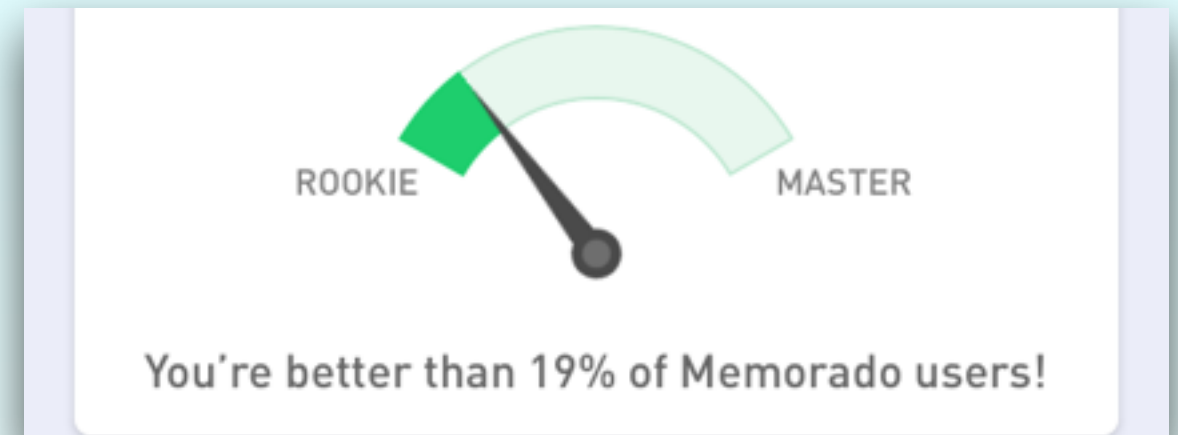
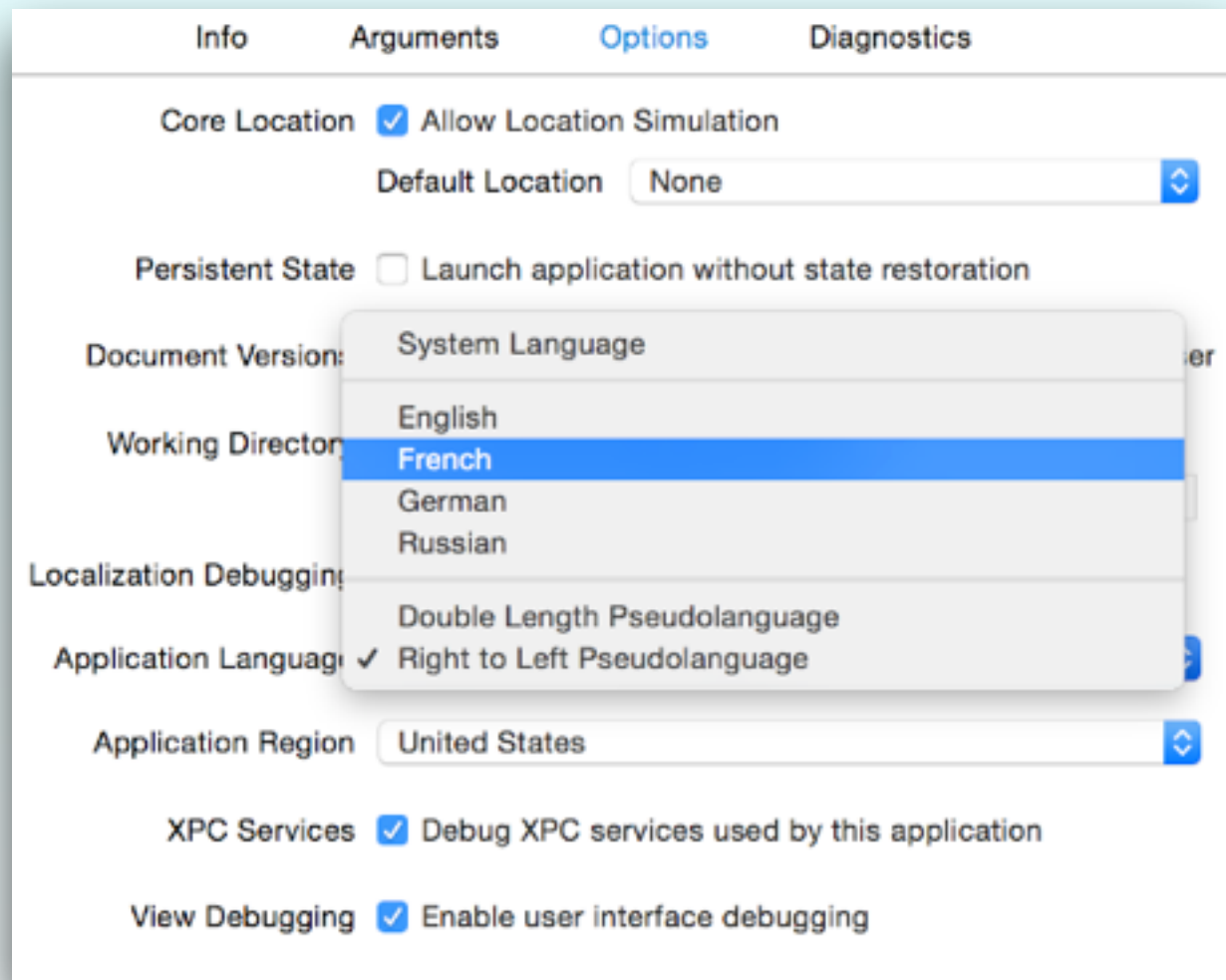
☒ Trailing

Multiplier

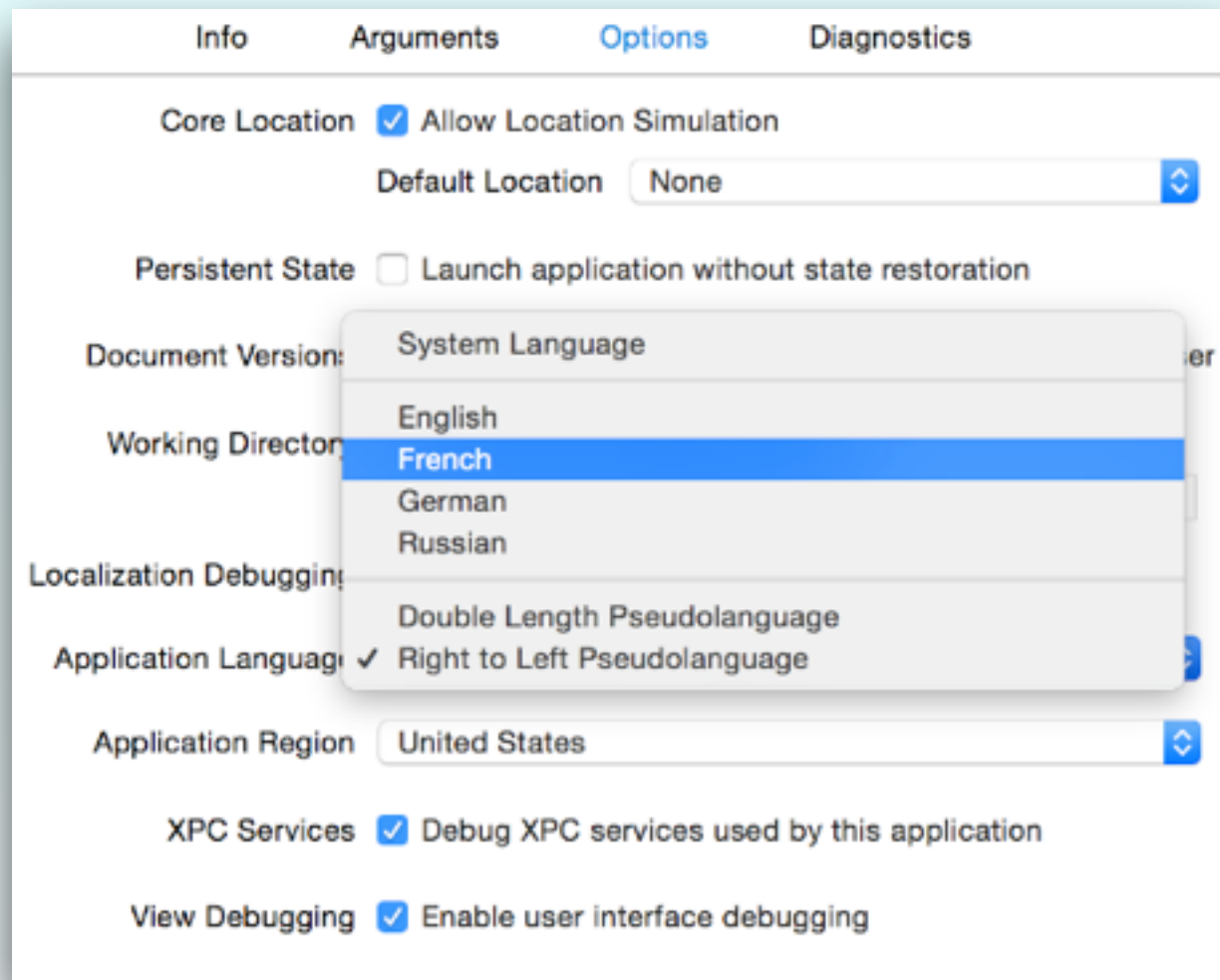
☒ Respect language direction

☐ Reverse First And Second Item

# Right to left Pseudolanguage



# Double length Pseudolanguage



Game paused Game paused



Resume game Resume game



Restart game Restart game



How to play? How to play?



Turn sound off Turn sound off



Exit to menu Exit to menu



# Auto Layout's Superpowers

## **Use Trailing & Leading Constraints**

screen will adjust for RTL languages

## **Test with Pseudo Languages**

will make it easy to catch bugs early and layout properly

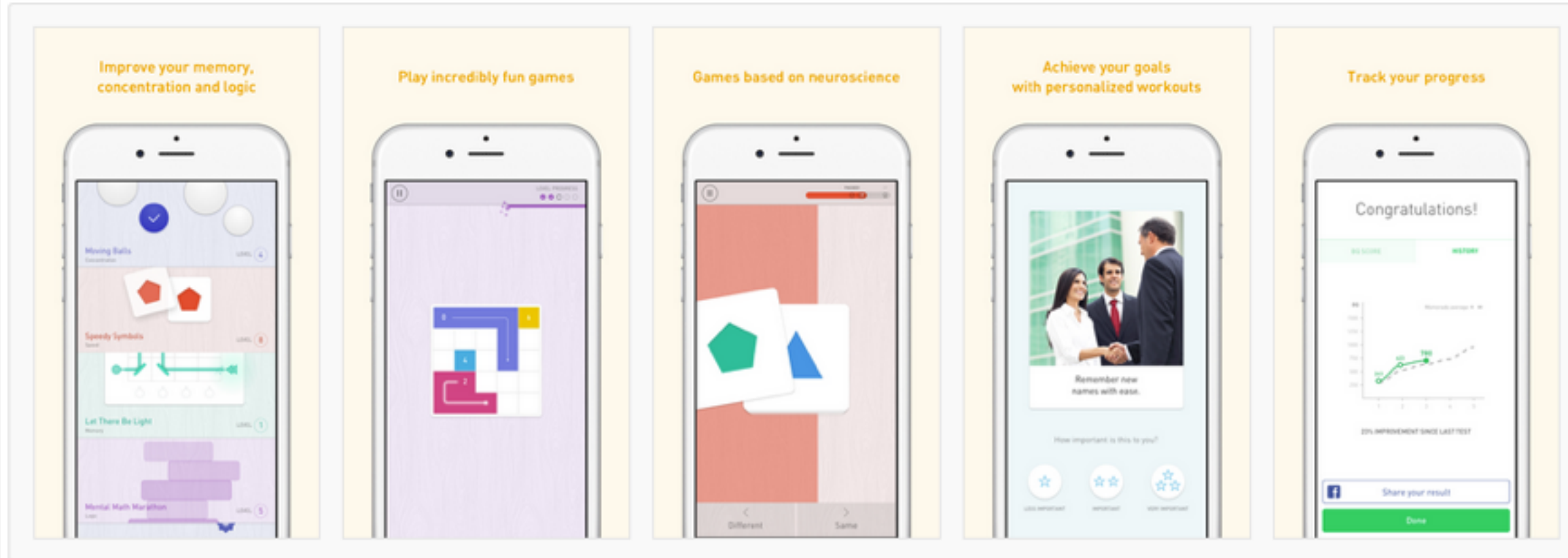
# Tip 3:

# Automate Delivery

## Version Information

App Video Preview and Screenshots ?

4.7-Inch 5.5-Inch 4-Inch 3.5-Inch iPad



Name ?

Memorado - Brain Games

Description ?

Memorado – Brain Games

A stronger brain leads to a better life. With over 2 million members, Memorado is the leading gym for the brain. You can improve your memory, concentration and reaction with 15 games and 450 levels.

### PRESS

TechCrunch: "I'll confess, I've recently become hooked on so-called brain training games"

### REVIEWS

5/5 "Fantastic - Great game to play to keep your mind busy. Very fun. Great for kids too."

5/5 "Its great! It really does test your mind!"

5/5 "This has helped me focus more and improve my memory by doing the different challenges. I'd recommended it for anyone to try out"

### OUR FEATURES

- Over 450 levels in 15 games to train memory, logic, concentration, reaction and working speed
- Stunning graphics coupled with easy usability
- Personalized daily workouts that are configured according to your wishes
- Regular scientific tests will show you how much progress you have made
- Statistics to show your strong areas and the potential for improvement
- And more!

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What's New in This Version ?

Keywords ?

memorado,memorando,brain,training,game,memory,concentratio

Support URL ?

<https://memorado.com>

Marketing URL ?

<http://example.com> (optional)

Privacy Policy URL ?

<https://memorado.com/info/privacy-policy>

	English		German
	Dutch		Italian
	Swedish		Portuguese
	Danish		Norwegian
	Indonesian		Finnish
	Thai		Hebrew
	French		Spanish
	Russian		Japanese
	Turkish		Chinese
	Arabic		Korean
	Polish		

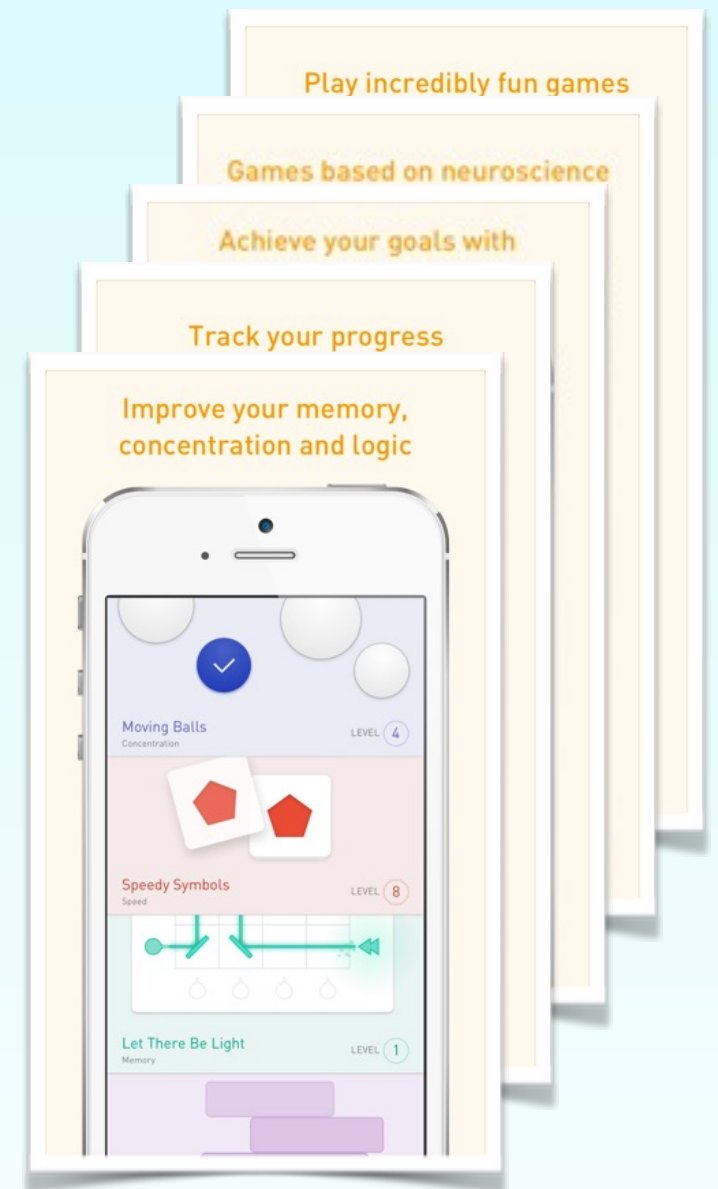
iPhone 6

iPhone 6+

iPhone 4, 4S

iPhone 5, 5S

iPad



21 languages

x

5 resolutions

x

5 screenshots

525 uploads

# Turbo-speed with Sketch

## **Sketch Plugin: sketch-i18n**

applies localisation to layers

## **Sketch Command-Line Tools**

batch exports layers

# Demo

# Upload to iTunes

## **Deliver Command-Line Tool**

automate screenshot uploading



## **Part of fastlane tools**

great set of command-line tools that maximise automation



# Links

**Deliver:** <https://github.com/KrauseFx/deliver>

**Fastlane:** <https://github.com/KrauseFx/fastlane>

**Sketch i18n:** <https://github.com/kristof/sketch-i18n/>

**Sketch Batch Rename:** <http://git.io/Nl8L>

**WebTranslateIt:** <https://webtranslateit.com/en>

Download our app: <http://tiny.cc/memorado>

Play on your browser: <http://www.memorado.com>



Edgar Neto  
@edgarjcf

Martin Deville  
@mdevilleinfo

# Thank you!



# We're hiring!

If you are a ninja rockstar jedi-master samurai demon-hunter  
**iOS Developer**, come talk to us!

[jobs@memorado.com](mailto:jobs@memorado.com)



# Example: Price

```
NSNumberFormatter *currencyFormatter = [[NSNumberFormatter alloc] init];

[currencyFormatter setLocale:[NSLocale currentLocale]];
[currencyFormatter setNumberStyle:NSNumberFormatterCurrencyStyle];
[currencyFormatter setMaximumFractionDigits:2]; //.00

NSString *format = [currencyFormatter positiveFormat];

NSString *currencyString = [currencyFormatter currencySymbol];
// ¤ is a placeholder for the currency symbol
format = [format stringByReplacingOccurrencesOfString:@"¤"
                                              withString:currencyString];
[currencyFormatter setPositiveFormat:format];

NSString *formattedCurrency = [currencyFormatter stringFromNumber:price];
// formattedCurrency: "$10.00", "10,00 €"
```

# Example: Numbers

```
NSNumber *number = [NSNumber numberWithInt:185];
NSNumberFormatter *numberFormatter = [[NSNumberFormatter alloc] init];
[numberFormatter setNumberStyle:NSNumberFormatterSpellOutStyle];

NSString *localeIdentifier = @"en_US";
[numberFormatter setLocale:[NSLocale localeWithLocaleIdentifier:localeIdentifier]];
NSLog(@"%@: %@", localeIdentifier, [numberFormatter stringFromNumber:number]);
// en_US: one hundred eighty-five

localeIdentifier = @"de_DE";
[numberFormatter setLocale:[NSLocale localeWithLocaleIdentifier:localeIdentifier]];
NSLog(@"%@: %@", localeIdentifier, [numberFormatter stringFromNumber:number]);
// de_DE: einhundertfünfundachtzig

localeIdentifier = @"fr_FR";
[numberFormatter setLocale:[NSLocale localeWithLocaleIdentifier:localeIdentifier]];
NSLog(@"%@: %@", localeIdentifier, [numberFormatter stringFromNumber:number]);
// fr_FR: cent quatre-vingt-cinq
```