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1. **Outline your approach to internationalization and localization:**

My approach to localization was adding (+353) to the contact numbers in the webpages for Norway and UK, to inform Norwegian and British users, that the number is an international number(Irish/from Ireland), not a local number.

My approach to internationalization was translating the webpages to my chosen users’ native tongue. They have the options to pick between English, Irish and Norwegian. I translated majority of the text in my application, except for the school contact section because they would be the same in every language. I was able to translate the text using POEdit. I was able to use POEdit because of the steps I took to extract the strings/words in my html to make it translatable.

Some of the steps, I took were to make the text extractable were:

* I edited the setting file and added a few things to enable this step:

![A close up of text on a white background

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A picture containing bird

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* I created a subfolder called locale
* Another subfolder, inside the subfolder locale, for each of the individual language was made by calling ***python manage.py makemessages -l the language code e.g. en for English***  in the cmd
* I wrapped the text between {%trans “***text goes in here***” %} and this told the POEdit that these texts were translatable

Those steps that I took enabled me to be able to use POEdit to make my text extractable. Once those texts were translated, to enable the user to pick what language they would like the app webpage to be translated to, I added these to my html file(circled in red). ![A close up of a map

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This allowed me to give the user the option to pick what language, they would like the app/webpage to be translate too. I was able to see the app properly and the page translated in the different languages by calling python manage.py runserver in cmd.



1. **Explain how you have addressed culturalization:**

The cultural dimensions chosen were ***Masculine Vs Femininity*** and ***Low context Vs High context***. The user’s pick which country they’re from and the layout of the page will change depending on which country they pick. The whole layout from the colour scheme, the choices I made on menu/language bar, the images, the video’s, the way the words are phrased shows the culturalization of the individual countries. Ireland and Norway colour scheme is the same, while Norway and uk are the same in terms of the layout.  All their layout is simple and clean.

A screenshot of a cell phone screen with text

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The manage.py allows the app to be called. In the lap1app, I created a subfolder templatetags and that contains a file called change\_lang.py, which contains the code that reformats the url of a page to include the language code passed to it.

A screen shot of a computer

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The static subfolder contains css, img, js subfolders. This takes care of changing the cultural dimensions depending on which country the user/personas pick.

A black and silver text on a screen

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The subfoolder locale contains three subfolders of the language, that are available to the user and inside those individual language folder, there’s a file called django.po, which I’ve created, which contains all the strings that I marked as needing translation

A close up of a black background

Description automatically generated

The subfolder templates contains the html templates of the webpage. I created three, one for the individual countries the user/personas are from. The html files contain {% load change\_lang %} {% load i18n %} {% load static %} that allows the static files to be called, the language translate to translate the text depending on what the user picks, when using django

All these combined made the structure of my webapp folder. When python manage.py runserver is called, the user is able successfully interact with the webapp.

***Masculinity Vs Femininity***

**Ireland(Femininity):** The aspect of my application that required adaptation for this dimension was the colour scheme of the page, my layout, the images and video. This meant when designing certain part of my app, I had to have these things in mind. I chose purple and white for the colour scheme palette for this app because this cultural dimension is feminine, so I picked warm colours, which led to me picking different shades of purple and mainly white background. The footer, header, menu bar was shades of purple and the body of the page white. I was able to do this by changing the background-colour in the css of the webapp the shade of purple, I wanted and gave the background-colour in body section white.

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I made sure to do bright colour of images and social media taps, that I included, to give it a warmer, friendlier feeling. I add a solid black outline for the individual section to give it a classy look.

**Norway(Femininity):** The aspect of my application that required adaptation for this dimension was the colour scheme of the page, my layout, the images and video. I chose purple and white for the colour scheme palette for this app because this cultural dimension is feminine, so I picked warm colours, which led to me picking different shades of purple and mainly white background. The footer, header, menu bar was shades of purple and the body of the page, white. I was able to do this by changing the background-colour in the css of the webapp the shade of purple, I wanted and gave the background-colour in body section white.

A picture containing bird

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**Uk(Masculinity):** The aspect of my application that required adaptation for this dimension was the colour scheme of the page and my layout. I picked cool colours for the colour scheme to appeal to the masculine culture. The footer, header, menu bar was shades of blue and the body of the page, white.

***Low context Vs High context***

**Uk(Low context):** The aspect of my application that required adaptation for this dimension are the language, menu/language bar, the use of images and/or words. I put emphasis on the words and make sure that the words are clear, direct, so that Oilver (UK persona) will be able to get the information in a straightforward way with as much information as he can get to make the best choice. I decided to make the layout simple and clear, since people from low context prefer a clear and organised structure. I added the breadcrumbs navigation to add to the organised structure of the webapp, so the user Oliver will be able to go back easily and work their way around the website. I made the layout to be very simple, you just scroll down or up to read the contents of the page. I made this choice because Oilver doesn’t have a lot of time and wants to get information quickly, so he likes the website to be informative, but also straightforward, which is why I made the webapp clean, informative and easy to read.

A screenshot of a social media post

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This image shows the code that is used to handle the individual section of the page e.g. examinations, timetable.

**Norway(Low context):**

The aspect of my application that required adaptation for this dimension are the language, menu/language bar, the use of images and/or words. I put emphasis on the words and make sure that the words are clear, direct, so that Nora (Norway persona) will be able to get the information in a straightforward way with as much information as she can get. I decided to make the layout simple and clear, since people from low context prefer a clear and organised structure.When using the app, to access the answer to the questions, the user has to hover over the questions, until they finish reading the answer and remove the hover from it, to stop the answer displaying**.** This is ideal for Nora because it gives her freedom and control over the website, since she doesn’t like to be restricted.

**Ireland(High context):**

The aspect of my application that required adaptation for this dimension are the language, menu/language bar, the use of images and/or words. I chose to make use of video and images in this webapp for Ireland because visual information is much more valued and important than written information and this will make the user feel more comfortable because the user is more visual. The user can hover over the images to get more information about exams, exam timetables, exam location etc. I didn’t include all the information on one page only the common questions asked because of the high context dimension, the user might feel too overwhelmed with all the information on one page.

1. **Explain how you would amend your application to accommodate the following user:** Cultural background: Low context Masculine Country and Language: Switzerland(German Speaker)

The cultural background of this new user is the same as the Uk user, so I will be using the same layout, html and css file as the UK user. Even though, they are the same, I will still include Switzerland as a country for the user to pick. Since it’s the same as the UK, cool colours for the colour scheme will be used, to appeal to the masculine culture. The footer, header, menu bar will be shades of blue and the body of the page, white.

To address low context, the layout will be simple and clear, since people from low context prefer a clear and organised structure. I added the breadcrumbs navigation to add to the organised structure of the webapp.

I will add Switzerland to other pages country bar, like how Norway and Ireland is displayed down below.

A screenshot of a social media post

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I will edit the language section in settings by adding (‘de’,\_(‘German’)), .

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* I will call ***python manage.py makemessages -l de*** in cmd
* This will create another subfolder, inside the subfolder locale, for the German language
* I wrapped the texts between {%trans “***text goes in here***” %} and this tells the POEdit that these texts should be translated to german

Those steps that I took enabled me to be able to use POEdit to make my text extractable. those texts are then translated, to enable the user to pick the German language to translate the all the webapp text to German.

![A close up of a map

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This allowed me to give the user the option to pick what German. German would also be available in the language bar like the languages down below.



1. **Outline of changes made to the wireframes and why:**

I didn’t grasp fully the cultural dimensions, so my wireframes before, in my opinion now represented a mix of the different cultural dimensions in one page. After doing, this assignment, I was able to understand the difference, so I thought I should make changes to how my application, that differs a bit from how I did my wireframes, to show the cultural dimensions for each country properly.

***Ireland:***

For my Ireland wireframe, one of the cultural dimensions is high context. High context society prefer visual representation than written and, in my wireframe, I made the layout to be all text and no words, which is similar to how the low context is meant to be. I change this by adding bright images and a youtube video to this webpage. I cut down the amount of words.

***Norway:***

For my wireframe before, it had mostly pictures and low context society, would prefer written text rather than visual images. I decided to make the layout simple and clear, since people from low context prefer a clear and organised structure. To access the answer to the questions, the user has to hover over the questions, until they finish reading the answer and remove the hover from it, to stop the answer displaying**.** This is more ideal for Nora because it gives her freedom and control over the website, since she doesn’t like to be restricted.I also removed the drop-down language bar because that is more suited to high context society and replaced it with a link click text .

***UK:***

My old Uk wireframe is how my current Ireland webpage app looks like. That Uk wireframe is more suited to high context society and David(Irish persona). Now, the UK webpage app looks similar to Norway, where the layout is simple and straightforward and contains more information for the user. The Uk persona will not feel overwhelmed by the words, since Oilver(uk persona)is trying to find out as much information as possible on how exams are in TU Dublin.