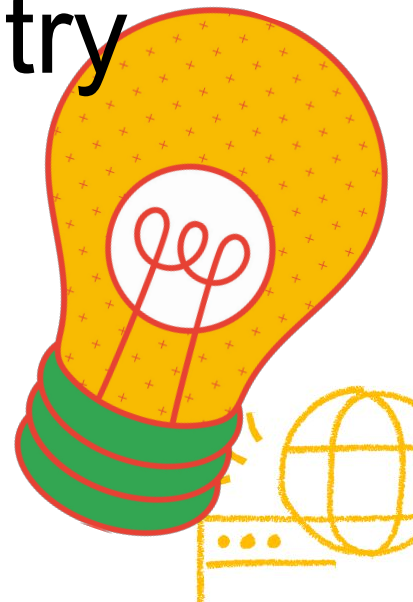


devfest
2022

The future of Localization in Tech Industry



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We are different
We think different
We speak different
We expect different
We perceive different

**Does your organization
conduct operations
globally?**

How can you create
an impact in your
global market gap





devfest 2022



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I'm a passionate technical writer and visionary, dedicated to leading and inspiring upcoming talents and developers.

I love being part of minds that give back to the community. Open-Source contribution and community development are my greatest passion.



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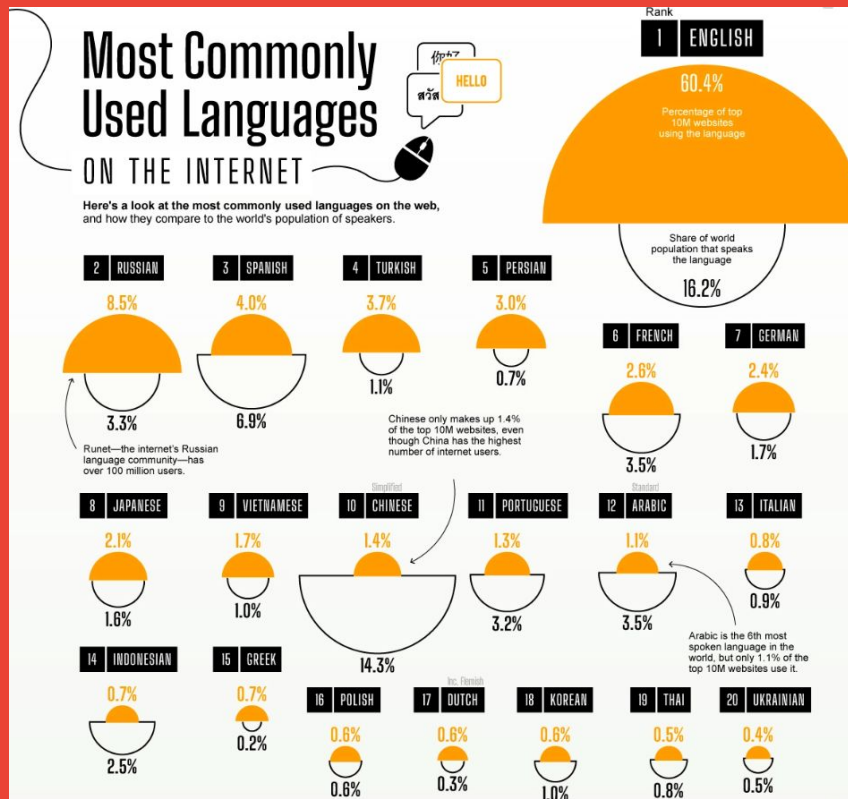


Hillary Nyakundi
Localization Lead-freeCodeCamp



What is Localization?

- ❑ Localization is globalization.
- ❑ 72.4% of consumers say that they would be more likely to use products with information in their own language.
- ❑ Content offered in only one language can address at most 30% of the total online population.
- ❑ It would take approximately 7000 languages to reach the whole world population, but as per now it only takes 83 languages to reach 80% of it.
- ❑ We have different localization services and some of the most common ones include: Software, App, Websites, Video games, Marketing, Technical, Testing etc....



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Localization

This is the adapt given to a specific locale, e.g., a country/state not just on linguistic lines but also on business, cultural and other technical aspects in order to enhance their efficiency.

It is broad and it considers non-textual aspects(adapting visuals and graphics to suit a culture, format, time etc..

Maybe needed even when a single language is involved.

Translation

A process where letters, words, and sentences are changed from one language to another without changing the meaning, purpose or intention laid out in the original content

Focuses primarily on textual content.
(Hello = Habari)

At least source language are involved when communicating textual content from source lang to target language.

Despite all the differences between this two they are both essential when it comes to content Localization.



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When should a company Localize?

A company should go the locale way if:

- They have local business partners
 - They want to improve user adoption
 - Support diversity
 - Increase global revenue
 - Strengthen global brand
 - Engage local communities
 - Communicate effectively in local market
- Release a local version of your software.
 - Offer a mobile app to users in a specific region.
 - Publish a multilingual website.
 - Bring out a video game for a global user base.
 - Launch promotional campaigns across channels and markets.
 - Aid in different languages for customers worldwide to make better use of your product or service.
 - Verify the accuracy, consistency, and overall quality of a localized product before launching it in a new market, etc.





How do we Improve on Localization for a better tomorrow ?

- Machines Are Your Friends and The Future is Now
- Localization must stop being just about words, or a mere afterthought.
- It must incorporate meaning, comprehension, and emotion—the key drivers that motivate consumers to act.
- Focus on the quality of the content in the source language.
- Check if there are localized content to get a good feel of what is expected.
- Coordinate effectively with the locals for quality content.
- Making the product culture-neutral
- Avoid referencing from other cultures
- Focus more on visualization and verbalization
- Analyze your audience.



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Thank You!



Open-Source Writer
of the Year



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@hillary/nyakundi



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