## Translations

## Management

#### i18n

Design and development of a product, application or document content that **enables** easy localization for target audiences that vary in culture, region, or language.

Ref: W3C - Localization vs. Internationalization

#### **l10**n

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

Ref: W3C - Localization vs. Internationalization

#### i18n != l10n

When I mention localization, I mean translation, adaptation, and the linguistic work that goes into localization. Internationalization is the other half: You can think of it as anything a developer puts their hands on, from the scripts we're using to our strings and the tools, the infrastructure, and the backend to provide different currencies for users.

Adam Sawyer, former team leader of localization at Dropbox

Ref: It's probably never going to work in German

## Challenges

- Developers take care of enabling a product to be easily localized, but these same professionals might not realize the impact that comes on the content of the messages itself
- Management of this content must be aligned with product decisions

### Manual management

- Developers and product specialists eventually have to go back and forth on translation changes
- Prone to errors
- Progress of tasks rely on text content definitions

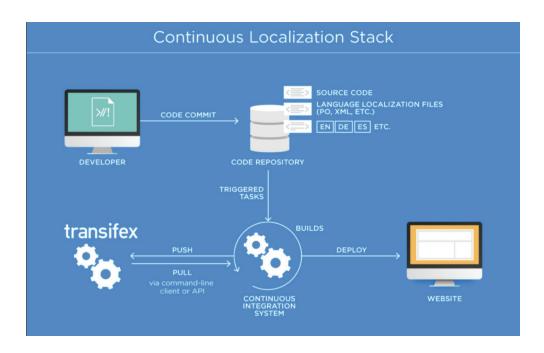
#### **Cloud-based solution**

- Can be directly managed by product specialists
- Does not require engineering effort
- Text content decisions can be handled apart from tasks implementation
- Provides easy access to additional members

## Main players

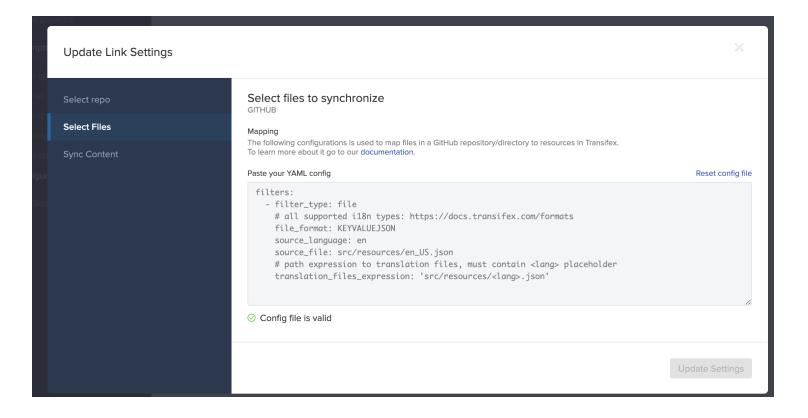
- <u>Transifex</u>
- Smartling
- Localise

#### The Process

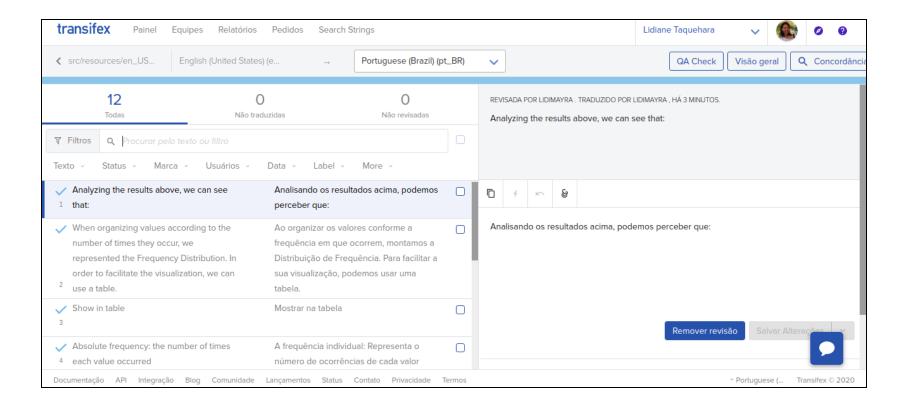


Ref: The Complete 2020 Localization Guide for Agile Teams

## **Transifex - GitHub Integration**



#### **Transifex UI**



## **Github Integration**



This example can be seen in <a href="here">here</a>

### Other ways to upload content

- Manually (Transifex platform)
- Transifex API
- CLI Client
- Integration tools (Figma, Bitbucket, Jenkins and others...)

# Thank you!!