

Internationalisation and Localisation in Django 2.0

About Me:

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Internationalisation vs Localisation

Internationalisation

- Making your app suitable for international audience
- Preparing your app for localisation
- Coding in such a way that you no longer require coding to support different locales

Localisation

- Adapting your app for a certain region to target local audience.
 - Language
 - Date format
 - Number format
 - Content (eg - Netflix)
 - Images
 - Currency
 - Downloads
 - Terms and Conditions

Why Internationalise?

- 6% of the globe's population are native English speakers.
- Distomo showed localizing iPhone app resulted in 128% more downloads per country.^[1]
- Companies saw 26% increase in revenue within a week.

Source [1] - <https://www.demandgenreport.com/features/demanding-views/there-s-a-language-for-that-translating-mobile-apps-and-content>

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i18n engine

- Stands for internationalisation as there are 18 character between i and n
- Deals with language translation

l10n engine

- Stands for localisation as there are 10 characters between l and n
- Deals with formatting of date and number

Translation tools

Static text

- Loco - <https://localise.biz>
- PhraseApp - <https://phraseapp.com/>
- Transifex - <https://www.transifex.com/>

Dynamic text (DB)

- Django Parler - <https://github.com/django-parler/django-parler>

External Links

- Link to the repo - <https://github.com/mahmedk91/django-internationalisation>
- Making existing field translatable in django parler - <https://django-parler.readthedocs.io/en/latest/advanced/migrating.html>
- Adding translatable field to an existing model - <https://django-parler.readthedocs.io/en/latest/advanced/existing.html>

Thank you

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