Develop for an international audience

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Event: Pycon 2012

Slides: TODO

About me

- Developer and QA at www.transifex.com
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Transifex

- A modern localization workflow management system
- A Django based startup
- It's like a Github for localization
- Popular projects (among many) using Transifex: Fedora, Django, Dropbox, Pinterest, Opentranslators, Eventbrite, Intel, Nokia ...
- Code: https://github.com/transifex

i18n & l10n

- i18n: Internationalization
- l10n: Localization

Encoding

- Always use Unicode rather than ASCII
- Decode user input
- Encode your application output

Timezone

- Use UTC to save time information
- You can use **pytz** module for converting timezone info.

Choice of formats

- Gettext
- Qt
- YAML
- INI

Use a real format

- Plural support
- Context
- Comment
- Suggestions
- Validation

Basic steps for i18n and l10n

- Mark translation strings
- Extract them (PO files)
- Translate them
- Compile them (MO files)
- Load them in application

Python & Gettext

```python
from gettext import gettext as _

string  = _(u'A sentence to translate')
```

i18n in Django models

```python
from django.utils.translation import ugettext_lazy as _

class Person(models.Model):
    name = models.TextField(
        _('Name'),
        help_text=_('First & last name')
    )
```

i18n in Django templates

```
{% load i18n %}

{% trans "Person:" %}
```

Localize dynamic content

- Add separate tables to hold localized data
- Add new fields in the same table to hold localized data
- Use Gettext to localize dynamic data

Gotchas with Gettext & Python

- It's always better to use named format specifiers than positional format specifiers

- Are you using new Python format strings? Well, Gettext does not recognize them and so no validation support from it.

Challenges

- Mark translate strings, export
- Release string freeze
- Translator: VCS checkout
- Translate w/ specialized tools
- Get 'em files back: SSH, email, tickets
- For every friggin release

Modern solutions

- Localization workflow management tools on the cloud

  - **Transifex**

  - **Gengo**

  - ...

- **Pontoon**: A tool from Mozilla for live website localization

Localization workflow management tools

- VCS abstraction
- Crowdsourced
- Agile
- API
- TM, Glossary

Pontoon

- Live website localization
- Configurable with various backends like Transifex, Pootle, etc.
- Very intuitive
- Support for various web frameworks: **PHP**, **Django** (others will follow)
- Helps localize non i18n-ized websites
- Open Source

Contribute

You can always contribute to Transifex and Pontoon.

They are open source :)

Questions?