How to own a universal app?

We all want USERS, why? Because they make visits and it provides us MONEY. And Developers expect MONEY. Yes, if you get paid with ads you will get a higher chance on clicks, if you sell your app (or you plan to) the active installs will be helpful. So how can we build a universal app?

Be near your user!

First of all hear your user feedback, why? Because your users can recommend it to others! How can you improve in this point? If you own a Google Play Developer Account just check out the reviews, if you have feedback on xda or other forums read them carefully!

PIC1

Also letting them knowing the content of your app in their mother language will benefit you as your public will grow up. English should be the common ground at first but try to provide the content to other languages: Spanish, French, Italian, German…

Practice makes perfect!

How can we make translatable content? Google provides us strings. They are stored in an easy xml format.

PIC2

The default language should be stored under values/strings.xml and the localization languages under values-EN/strings.xml.

PIC3

TIP: If you use apostrophes you should mark them with a backslash.

But how can we access those strings from our JAVA or layout xml files? Examples:

PIC4

PIC5

How can others contribute translating my content? You can use git or Launchpad!