

App Localization

Tips and Tricks ツ



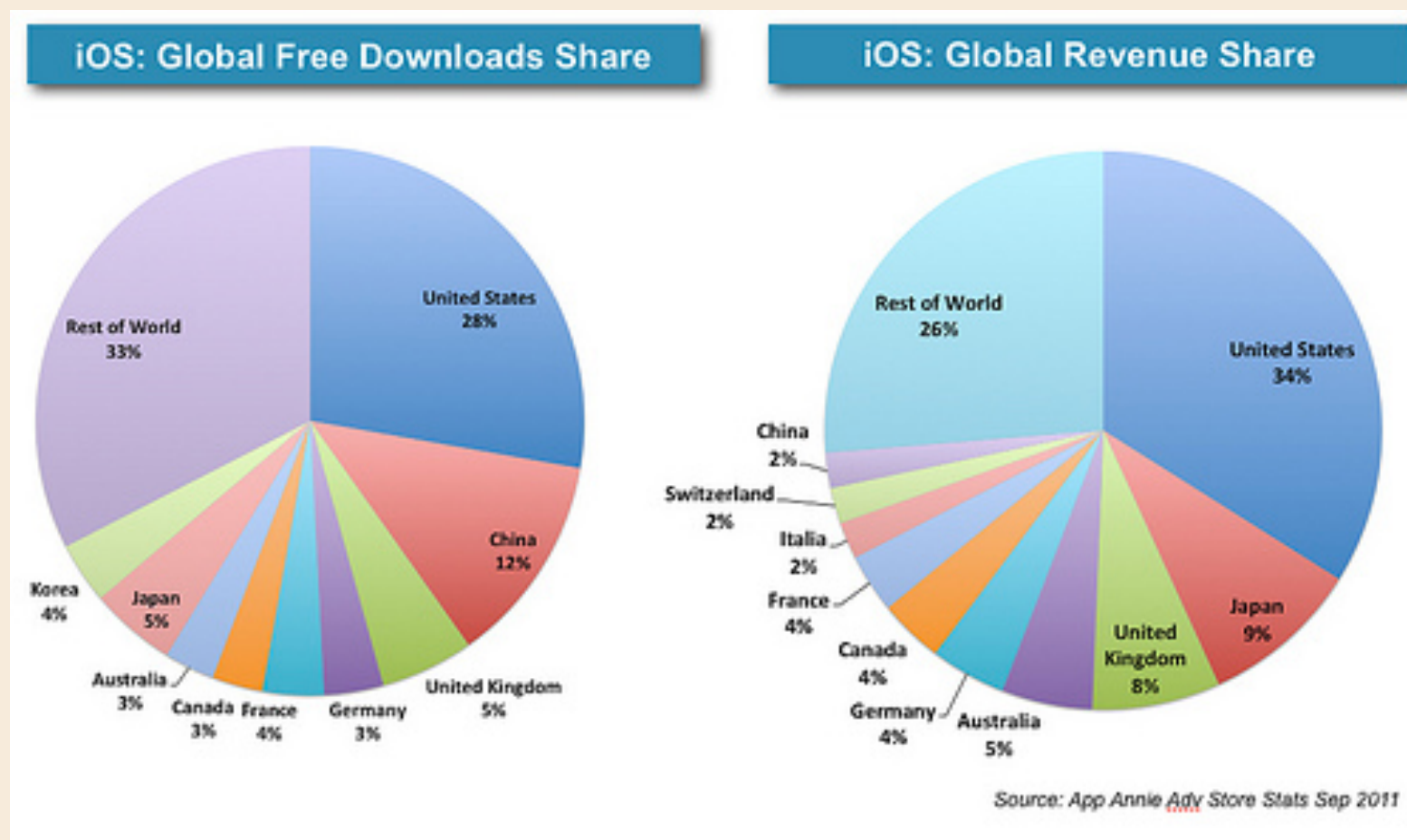
App Localization

Tips and Tricks :)



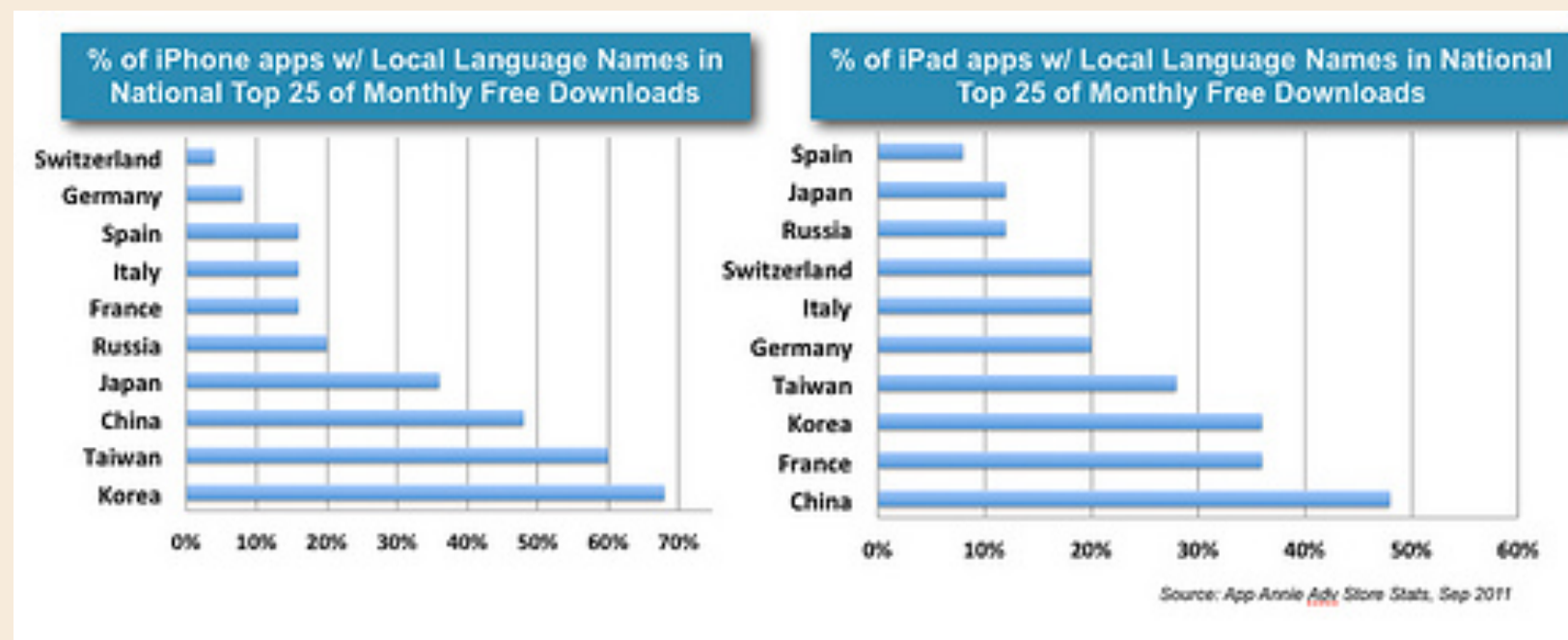
Why localize?

- US market is BIG but isn't the only one



Why localize?

- Some countries strictly prefer localized content



What to localize?

- App Store stuff
 - App name
 - Description
 - Keywords
 - Screenshots



What to localize?

- App stuff
 - Strings in code
 - XIBs / Storyboards
 - Images



Localization services

- Free: your Facebook/Twitter, beta testers
- Semi-pros: iCanLocalize, crowdin.net, OneHourTranslation
- Professionals: AppLingua (cheapest), Locteam, LocalEyes



Localization pitfalls



Localization pitfalls

- Numbers

- en: 15,350.34
- ru: 15 350,34
- de: 15.350,34

- Money

- en: €2.25
- ru: 2,25 €
- de-de: 2,25 €
- de-at: € 2,25

Solution: use `NSNumberFormatter`



Localization pitfalls

Length of the same string in different languages will be different:

- ru: Сохранить как
- en: Save as
- fi: Tallenna nimellä
- zh: 另存为

Hint: dynamic length of labels and buttons in code.

Hint: ask translator to insert line brake marks.



Localization pitfalls

Punctuation could be really different

- ru: Вы уверены?
- en: Are you sure?
- fr: Êtes-vous sûr ? (space before question mark)
- es: ¿Está seguro?
- ar: هل أنت متأكد؟



Localization pitfalls

- Make sure your fonts support alphabets you'll be using
as you can see font Signika doesn't support Cyrillic and Asian alphabets:

Test vs Тест

Hint: make screenshots for all languages you're using.



Localization pitfalls

- en: Your trial expires in 7 days.
- de: Testversion läuftin 7 Tagen ab.
- ru: Ваш тестовый период истекает через 7 дней.

Some languages have more than 1 plural form:

1 день, 2-4 дня, 5+ дней

Hint: ask translator to list all forms of plural for each
“N items”-like text.



Localization pitfalls

You should be really careful when you split phrases:

```
// Example: You can launch the application from the terminal. To access the
terminal press F2.
NSString *cmd = @"the terminal";
NSString *app = @"the application";
NSString *action = @"press F2";
NSLog(@"You can launch %@ from %@. To access %@ %@.", app, cmd, action,
cmd);

NSString *cmd = @"терминал";
NSString *app = @"программа";
NSString *action = @"нажмите F2";
NSLog(@"Вы можете запустить %@ из %@. Для открытия %@ %@.", app, cmd,
action, cmd);
//Correct: Вы можете запустить программу из терминала. Для открытия
программы нажмите F2"
```

Hint: Don't subdivide localized strings. DRY doesn't work in localization.



Localization pitfalls

- Summary:
 - Use formatters when they're available
 - Don't subdivide strings, use `stringWithFormat`.
 - Be careful with plural nouns.
 - Use dynamic length in programmatically created UI
 - Ask translator to insert "line break" marks
 - Always verify screenshots with translator



Localization basics

To display text in the app use `NSLocalizedString()`

```
NSLocalizedString(@"Info", @"Title for book info view");

// More complex combination
[NSString stringWithFormat:
 NSLocalizedString(@"Trial will expire in @%.\"",
                  @"Trial will expire in {N day(s)}.\"),
 daysString];
```



Localization basics

genstrings - generates string table from source code

```
term$ genstrings -o en.lproj *.m
```

```
term$ find ./ -name *.m -print0 | xargs -0 genstrings -o  
en.lproj
```

```
/* Help tip */  
"Tap to add a new book" = "Tap to add a new book";  
  
/* Help tip */  
"Tap to delete books" = "Tap to delete books";  
  
/* display name for title */  
"title" = "title";
```



Localization basics

ibtool - can export and import strings from XIBs and storyboards

To export strings from xib:

```
term$ ibtool --generate-strings-file Example.strings  
en.lproj/Example.xib
```

To write strings into xib:

```
term$ ibtool --strings-file fr.lproj/Example.strings  
en.lproj/Example.xib --write fr.lproj/Example.xib
```



Thanks!

Any questions? :)

Alexey Rashevskiy
@ogreswamp
alexey@appuchino.ie

