Mobile Apps L10N: The Basics

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Defining “mobile”
Why ‘apps’ are different?

### Desktop applications
- Specific framework
- Customized workflow
- Long life
- Deep testing needed
- Slow turnaround
- Higher overhead
- Big money

### Mobile apps
- Common framework
- Standardized workflow
- Short life
- Need less testing
- Fast turnaround
- Low overhead
- Little money
Inside the client’s mind

Localizing our app would allow us to…

– Sell more
– Sell to new countries
– Sell to new audiences
– Grow our brand
– Improve user experience
Inside the vendor’s mind

Knowing how to localize apps…

– Allows us to sell more
– Creates new business opportunities
– Differentiates us from our competitors
– Grows our brand
– Improves user experience
– Eventually, it might even allow us to make money
Mobile OSs

- Windows Phone
- Palm
- Symbian OS
- BlackBerry
- Android
- webOS
- bada
- iOS
- Windows Mobile
Mobile OSs
What to localize?

- Graphic User Interface files
  - Resource files
    - .RRC, .XIB, .NIB, .AFK, script/xml-based...
  - Strings files
    - .STRINGS, .TXT, .XML...
- Images
- Content files
  - Databases, external repositories, public data, etc.
- Helps
BlackBerry

- .RRH, .RRC files

- Very limited space

- Absolute / relative X-Y
Android

- More space, tactile elements
- Variable layout
- Editable attributes
  - Singular / plural strings
<?xml version="1.0" encoding="utf-8"?>
<LinearLayout xmlns:android="http://schemas.android.com/apk/res/android"
    android:orientation="vertical"
    android:layout_width="fill_parent"
    android:layout_height="fill_parent"
>
    <TextView
        android:layout_width="fill_parent"
        android:layout_height="wrap_content"
        android:text="Hello World"
    />
</LinearLayout>
iOS

- .NIB, .XIB files
  - To get it right, you’ll need a Mac (but you might be able to resize)
- .STRING files
  
  "TextMessageBlocked"="A text message has been blocked";
- .PLIST and .XML files
  - It’s all about XML
Android & Blackberry: “One UI to rule them all”

• Too many devices = Tough decisions
  • Portrait / Layout
  • Fixed XY position / Relative XY position
  • Images:
    – BB: pre-defined or one per screen size
    – Android: unique or “nine-patch” images
Android OS - The First 100 Devices

- Acer E110 320x480, 3 mega pixels, 118g
- Acer E400 320x480, 3 mega pixels, 125g
- Acer S100 480x800, 5 mega pixels, 135g
- Alcatel OT-980 240x320, 2 mega pixels, 155g
- Apad P7901a 800x480, Non-phone, 388g
- Archos 5 Tablet 800x480, 182g
- Archos 7 Tablet 800x480, Non-phone, 388g
- Barnes&Noble Nook 600x800, Non-phone, 353g
- Cincinnati Bell Blaze 320x480, 5 mega pixels, 113g
- Cyclie M7 480x800, 480g

- Dell Aero 360x640, 5 mega pixels, 105g
- Dell Mini 5 480x854, Non-phone, 220g
- Eken M001 800x480, Non-phone, 350g
- Eken M003 800x800, 590g
- Garmin A10 320x480, 5 mega pixels, 130g
- Garmin A50 320x480, 3 mega pixels, 0g
- General Mobile DSTL1 240x400, 5 mega pixels, 135g
- Haipad M701 800x480, 350g
- HTC Aria 320x480, 5 mega pixels, 115g
- HTC Desire 480x800, 5 mega pixels, 130g

- HTC Desire HD 480x800, 8 mega pixels, 164g
- HTC Droid Eris 320x480, 5 mega pixels, 120g
- HTC Espresso 320x480, 5 mega pixels, 167g
- HTC EVO 4G 480x800, 8 mega pixels, 170g
- HTC G1 320x480, 3 mega pixels, 159g
- HTC G2 320x480, 3 mega pixels, 118g
- HTC G2 Touch 320x480, 5 mega pixels, 135g
- HTC Incredible 480x800, 8 mega pixels, 130g
- HTC Legend 320x480, 5 mega pixels, 126g
- HTC Liberty 320x480, 5 mega pixels, 113g

- HTC Nexus One 480x800, 5 mega pixels, 130g
- HTC Tattoo 320x480, 3 mega pixels, 113g
- HTC Wildfire 240x320, 5 mega pixels, 130g
- Huawei U7510 240x320, 2 mega pixels, 105g
- Huawei U8100 240x320, 3 mega pixels, 104g
- Huawei U8110 240x320, 3 mega pixels, 110g
- Huawei U8220 320x480, 3 mega pixels, 130g
- Huawei U8230 320x480, 3 mega pixels, 115g
- i-mobile 6010 240x400, 3 mega pixels, 106g

- i-mobile i858 480x800, 5 mega pixels, 164g
- Kyocera M6000 480x800, 3 mega pixels, 109g
- Kyocera Zio 480x800, 3 mega pixels, 105g
- LG Ally 480x800, 3 mega pixels, 105g
- LG GT540 240x400, 3 mega pixels, 159g
- LG GW620 320x480, 5 mega pixels, 115g
- LG KH5200 320x480, 2 mega pixels, 139g
- LG LU2300 480x800, 5 mega pixels, 128g
- LG SU950 480x640, 5 mega pixels, 135g
- Motorola CLIQ XT 320x480, 5 mega pixels, 131g
The iOS advantage: Tailor-made user experience
Tools of the trade

- No magic solution needed (Notepad++?)
- Any CAT / TEnT that allows to customize filters
  - Okapi Tools / OmegaT
- Localization suites
  - Alchemy Catalyst: Android, iOS
  - Multilizer: Android
- SDL Passolo: Symbian, iOS, Palm, Android
As easy as 1-2-3

- Localizing an Android application with Alchemy Catalyst 10
Considerations: Language

- String length
  - Bear in mind all potential target devices
  - One fits all?
- Beware of abbreviations
- Style and terminology
  - Consistency vs. User Experience
- Tone - Who is the intended audience?
- Age, gender, affiliation, wealth/social position
Considerations: Testing

- Simulators
  - Included in the SDK, free of cost
  - Restricted number of hardware configurations
  - Behavior is not genuine
  - Allow some automation
- Real devices
  - Not free
  - Restricted number of hardware configurations???
  - Real use case
The developer’s agenda

- The application is only 430 words, but we need 8 languages (so please consider a volume discount)
- We will be sending you an update every other Thursday, that needs to be back by Friday EOB latest
- We will create an export containing only the relevant strings, as not all of the text needs to be localized
- Any additional text will be sent on a separate e-mail
- You will get a fully working testing build on Monday
- If you need any context, just ask
The vendor’s wishlist

Dear Developer,

- Please don’t try too hard to help
  - Send me your native files, I will deal with them
- Please comment your strings
  - Short texts and no context = More time & money
- Please don’t forsake me
  - Answer queries fast, send test builds timely

Yours sincerely,

Your loyal localization partner
Why bother?

- Apple’s App Store & Google’s Android Market / GPlay host **over one million** apps.
- Less than 10% are localized. Many are Google Translated.
- 40+ languages, 60,000 M+ downloads = a **HUGE** business case.
How to make it profitable

- Forget about wordcounts, offer per hour or fixed rates
- Forget about resizing
- Automate text processing
- Focus on testing
- Focus on collaterals
  - Marketplace metadata
  - Help, documentation, web
Thanks for your attention!

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