



THINK GLOBAL SPEAK LOCAL

*Localization testing
and
internationalization*



CIAO!

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WHAT IS GILT?

G Globalization (g11n)
I Internationalization (i18n)
L Localization (l10n)
T Translation (t9n)

DIGITAL TRENDS IN 2017

The number of **Internet users** has increased from **1.35 billion** in **2007** to **3.58 billion** in **2017**

More than **half** of the world's **web traffic** now comes from **mobile phones**

More than **one in five** of the world's population shopped **online** in the **past 30 days**

English speaking users make up about **25%** of the **Internet users** of the world

WHY IS L10N IMPORTANT?

Users prefer content in their language

A culturally customized product brings:

- Understanding**
- User experience**
- Purchase intentions**

INTERNATIONALIZATION

Internationalization testing

How well languages, regional settings, scripts are supported

Localizability testing

How easily the application can be localized

Pseudo localization

Does the application work with special characters?

LOCALIZATION TESTING

Linguistically
Terminology, grammar, dates, product names

Cosmetically
UI, images, colours, layout

Functionally
It works!

I18N ISSUES



Avoid concatenation of strings and variables

- ❑ You've unlocked a 1% 2% (1%=black, red, light blue 2%=car, van)
- ❑ *Hai sbloccato un nero camion*
- ❑ *Hai sbloccato un rosso autovettura*
- ❑ *Hai sbloccato un azzurra autovettura*

Agreement rules in languages change the form of words

- ❑ The 1% has created a god (1%= man/woman)
- ❑ *L'homme a créé un dieu*
- ❑ *La femme a créé un dieu*



I18N ISSUES



Words reordering

- ❑ There were %d spelling mistakes in file %s
- ❑ *Spreicher %s enthält %d Rechtschreibfehler*



Splitting into sections

- ❑ Recently sharks reappear in this area
- ❑ *In diesem Gebiet tauchen neuerdings wieder Haie auf*

Do not play with variables!

- ❑ 1% took a picture of 2% (1%= I, he, we 2%= me, her, him)
- ❑ 1% *mi ha fatto una foto*
- ❑ 1% *le ho fatto una foto*
- ❑ 1% *gli abbiamo fatto una foto*



118N ISSUES

Text expansion: some strings of text can expand up to...

300%

Buy -> FR Acheter

We -> ES Nosotros

Seatbelt -> IT Cintura di sicurezza

IT Arena -> FI Ulkoilmalokuvateatteri (open air cinema)

Input processing features -> DE

Eingabeverarbeitungsfunktionen

I18N ISSUES

Date: 9 October 2017

- ❑ Spanish: 09/10/2017
- ❑ English (US): 10/09/2017
- ❑ Japanese: 2017/10/09
- ❑ Finnish: 9.10.2017
- ❑ Irish: 09-10-2017



NOT JUST WORDS: COLOURS

A woman dressed in **white** in a house of worship

Western: *a bride at the altar*

Asian: *a widow in prayer*



GEO-CULTURAL ISSUES

History

Religion and ethnicity

Geography

Images



THANKS!

Any questions?