

 **CROSS-PLATFORM LOCALIZATION TIP SHEET**

A primary concern for app developers is how best to manage string localization across multiple platforms. These six short tips will guide you through planning, implementing, and maintaining a solid strategy for doing just that.

1. SAVE COSTS BY LEVERAGING YOUR STRINGS ACROSS PLATFORMS

In many cases, your strings will be very similar across each platform your app has been developed for. The common concern is that these similar strings, say in an iOS .strings file and an Android .xml file, would need to be translated “from scratch” two times. This is a misconception. Industry-standard translation memory (TM) tools and technology make it simple to translate a string once and leverage it across all other files where it appears the same.

2. AVOID TECHNICAL PROBLEMS BY DEFINING QA PROCEDURES WITH YOUR LANGUAGE SERVICE PROVIDER (LSP)

Incorrect encoding and improper character escapement will only cause delays when you start getting parsing errors on your side. It’s worth discussing your file types with your LSP as early as possible to ensure that they can plan and implement the necessary QA procedures. There are both manual and automated QA processes available that can ensure files are

valid and ready to be compiled into your build environment following delivery.

3. AVOID PITFALLS AND STREAMLINE PROCESSES BY INTEGRATING YOUR LSP INTO YOUR RELEASE SCHEDULE AS EARLY AS POSSIBLE

Let’s say you have three simultaneous releases planned for iOS, Android and Windows platforms. In many cases, the LSP is brought in when your team approaches the final leg of their release schedule. Though it’s true that translation can only begin once the app has been built and user-facing content has been pulled into the platform-specific resource files, earlier integration of your LSP can play a crucial role.

Before you enter the translation phase of your schedule, discuss how your LSP can prepare CAT tool filter configurations for various file types, run pseudotranslations for your developers to test, and identify areas where character length limitations could be an issue.

BENEFITS

Save costs

Avoid technical problems

Avoid pitfalls and streamline processes

Improve quality & save time

Stay organized

4. IMPROVE QUALITY AND ACCURACY BY CONSIDERING PLATFORM-SPECIFIC TERMINOLOGY

Different platforms will have their own UI terminology. The way an iOS app might describe a user action could relate to the specific gestures and features that are native to this platform. App users will likely be used to the common terminology that is applied for their preferred OS. Your developers are of course well aware of these in the source language; however, it's a good idea to look into standard platform-specific terminology for each of your target languages.

Your LSP should be ready and waiting to help put together any glossary and reference material that will assist translators. A good example is Windows' Live Tiles. If your app refers to these, and you're looking to translate into German and French, you'll want to be sure that "Live-Kacheln" and "Vignettes dynamiques" are used!

5. SAVE TIME BY INTEGRATING THE TRANSLATION PROCESS INTO YOUR OWN WORKFLOW AND ENVIRONMENT

API integration can be a great time saver for the translation phase of your release schedule. "Your

team of developers can use API requests to set up projects, specify source and target languages, and set deadlines in Milengo's LanguageDesk platform.

As soon as your strings files are ready in your own build environment, Milengo will pick them up and start translating. After completion, the file is returned straight back to the same location. This allows the translation process to keep pace with your own development schedule.

6. STAY ORGANIZED BY EMPLOYING A COMPREHENSIVE TM MANAGEMENT STRATEGY

Industry-standard TM tools allow users to apply specific attributes to each translated segment. This makes it possible to create one global TM for all of your translated files and have each string marked with its corresponding platform and user-defined status. By doing so, you can achieve better management of which translations are being leveraged for given files and really make the most of these powerful tools.

As you translate more, these attributes will have increasingly noticeable benefits, playing a crucial role in the targeted leverage of existing translations across multiple platforms.



WHY NOT CONSIDER RUNNING A FREE PILOT PROJECT FOR ONE OF YOUR CROSS-PLATFORM APPS? CONTACT OUR SALES TEAM AT:

European Headquarters

Skalitzer Str. 49
10997 Berlin
Germany
Tel: +49 (0)30 47 37 59 96
sales@milengo.com

US Office

1065 Avenue of the Americas
New York, NY 10018
USA
Tel: +1 (888) 424-2325
sales@milengo.com