



















Population	Living languages			Number of spea	ikers	
range	Count	Percent	Cumulative	Total	Percent	Cumulative
100,000,000 to 999,999,999		0.1	0.1%	2,529,403,578	40.20547	40.20547%
10,000,000 to 99,999,999	82	1.2	39	4	39.42144	79.62691%
1,000,000 to 9,999,999	304	4.3			14.55462	94.18154%
100,000 to 999,999	943	13.3	18.8%	296,136,843	4.70717	98.88870%
10,000 to 99,999	1,822	25.7	44.5%	61,802,734	0.98237	99.87107%
1,000 to 9,999	1,982	27.9	670	08	0.12133	99.99241%
100 to 999	1,065	15.0			0.00738	99.99979%
10 to 99	338	4.8	92.170	12,///	0.00020	99.99999%
1 to 9	140	2.0	94.1%	560	0.00001	100.00000%
0	206	2.9	97.0%	0	0.00000	100.00000%
Unknown	212	3.0	100.0%			
	7,102	100.0		6,291,192,624	100.00000	























### Internationalization

The design and development of a product that is <u>enabled</u> for target audiences that vary in culture, region, or language. [W3C]





- *Translation*: process of converting text from one language to another
- *Globalization*: unified approach to creating global products, especially those that support multiple geographies simultaneously



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#### THE INTERNATIONALIZATION SOFTWARE DEVELOPMENT CYCLE











## **UX** Design

Your greatest savings in effort and cost will be realized if you design with international customers and localization in mind.

## Myths

- The translator will have to abbreviate if it won't fit.
- The translation can wrap around.
- The translation can truncate with ellipses.
- Just make the font smaller.
- This feature isn't used in country X.
- We can just remove one of the features in the target language.

#### We're making best possible English and we can separately make the best target language.

Are you really going to build a separate product with a separate code base, build, testing, release, support, maintenance, features, etc.?



## Testing

- Does the enabled product work correctly?
  - Non-English configurations
  - Non-ASCII data and encoding support
  - Cross time zone support
  - Market specific features or customizations
- Does localization appear correctly?
  - Is the product localizable?







### **Completing the Product**

- Don't forget:
  - Demos and Demo Data
  - Dictionary, Language add-ons
  - Local offers, links to Web store, etc.
  - Packaging
  - Regulatory
  - Customer service



### Simultaneous Shipment (Simship)

When you ship the target languages on the same day as the source language.

- It might not make sense for your product.
- But it might not be as difficult as you think it is.
- It promotes good internationalization—and other software development best practices.



### What is "enabling"?

Enabled software:

adapts the display, processing, validation, storage, and transmission of data according to the cultural, linguistic, and regional needs of the users

- Text, Characters, and Encodings
- Locale Awareness
- Times and Time Zones



















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# Unicode / ISO-10646





# Mojibake: what is it?

Amazon.com

文字化け == "garbled characters"

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In memory, on disk, on the network, etc.

# All text has a character encoding

When things go wrong, start by asking what the encoding is, what encoding you expected it to be, and whether the bytes match the encoding.



















#### Locale

 an identifier or data structure that allows programmers to access culturally and linguistically affected functionality in a system.

Many systems based on IETF BCP 47. Unicode's Common Locale Data Repository project (CLDR) uses BCP 47.

#### Months, Days, Abbreviations

English (United States) (en-US)	-	Jan	Sat
français (France) (fr-FR)	-	Janv.	sam.
Deutsch (Deutschland) (de-DE)	-	Jan	Sa
中文 (中国) (zh-CN)	-	1月	周六
مريية (مصرر) (ar-EG)	- 11	يناير	السبت
हिंदी (भारत) (hi-IN)	-	जनः	शनि
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中文(中国)(zh-CN)	•	-123,456,789.988
français (Suisse) (fr-CH)	•	-123'456'789.988
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进 The Door Through Space	Bradley, Marion Zimmer	
😁 The Door into Summer	Heinlein, Robert A.	
🛞 The Draco Tavern	Niven, Larry	
The Dragon Book: Magical Tales from the Masters of Modern Fantasy	Dann, Jack	
😢 The Dragon and the Raven	Henty, George Alfred	
🛞 The Dragon-Child (Hyborean Dragons)	Larson, B.V. 17	pages of "T"?
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5	names	territory	BW	=	Botsuana	Botswana	
6	names	territory	BY	Belarus	Belarus	Weissrussland	
7	names	territory	CV	Cape Verde	Kap Verde	Kapverden	
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#### **Data Structures**

- Identify your locale bias
  - Field names matter!
    - "Postal Code", not "ZIP code".
    - Family Name/Given Name, not First Name/Last Name
  - Avoid problems if possible.
    - Postal address parsing? Area code? Etc.
  - Identify your assumptions.





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# Externalization

Making software localizable











#### Localization is obvious

... but it isn't "internationalization"

- Localizability is internationalization.
  - Externalize text
  - Externalize presentation
  - Enable dynamic composition
  - Plan distribution of language content
  - "Plug-in" features

# It's Part of the Process

Localization is part of the release process too.

- Changes to the user interface cost the localization team time and money.
- (Changes to the product cost the documentation and QA folks too)
- May need to institute change control or a UI freeze

#### **Two Basic Rules**

- Don't Hard Code Stuff
  - Put strings in resources.
  - Never hardcode your user interface.
- Learn and use message formatting APIs.
  - Do not concatenate strings.
  - Do not write your own replacement syntax.











	Stri	ng Bu	uildin	ng	
en-US	You can find used	flash drives	in the wa	arehouse deals.	
fr-FR Correct	Vous pouvez trouver			eaus les offres de de	stockage.
fr-FR	Vous pouvez trouver	des clés usb	d'occasions	dans les offres de de	stockage.
					117



#### Use Message Formatting APIs

Number and type the replacement variables!

```
"There were " + numTables + " tables on " + date + "."
```

There were  $\{0\}$  tables on  $\{1\}$ .

There were {0,number,integer} tables on {1,date,short}. {1,date,short}に{0,number,integer}のテーブルがあった。



"You have {0,number,integer} {1} in your cart."







# Does this work? There were no errors. There were 2 errors. O:There were no errors. 1:There was {0} error. 2:There were {0} errors.







1 000,00, 1 001,00, 1 002,00, 1 003,00, 1 004,00, 1 005,00, 1 006,01, 1 007,01, 1 008,01, 1 009,01, 1 010,01



#### Images

 Beware your biases—even "good" ones. Avoid metaphors Avoid cultural sensitivities Avoid body parts Replace as necessary

Meet your friends on our new social website for India





# **Text Swell**

- 30% in length (alphabetics)
- May require larger font sizes (ideographics)
  - But... a rule of thumb, not a "fact"

Measure your results with care.

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# Ask Yourself...

- What are the rules for expansion?
- Would you design an English dialog that follows those rules?
- Do you seek to avoid the expansion in English?
- What assumptions am I making about culture or language?
- Does the feature pertain to the language of the UX or of the content?

# Recap: things to do.

- Use Resources.
- Use MessageFormat to build strings.
- Use MessageFormat to format insert values.
- Use complete thoughts.
- Handle plurals correctly.












## **Externalization Review**

- Externalize all resources—strings, numbers, fonts, images, settings
- Use international APIs for string assembly, plurals, genders, and formatting
- Prefer built in formats or skeletons
- Test drive with pseudo
- Customize features where it makes sense—using code as a resource



