UX for the world

Considerations for internationalization, localization, and a multinational market

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What is internationalization vs localization?

Not Google Translate

Translation back to English:

There was one who said unto me that the universe was going to cause me to tremble,
That I am not the sharpest cutting implement in the storehouse.
She had the appearance unto me as a stupid one,
With her finger and her thumb
In the frame of a Greek gamma upon her forehead.
Behold, the years begin coming, and do not cease from coming.
Fed unto the axioms, and I fell upon the earth and ran.
It was not acceptable if not to live for the sake of pleasurable things.
Your brain increases its wisdom, but your heart increases its stupidity.
A great amount to do, a great amount to see,
Therefore, there is no difficult problem if we take the streets of the backside.
You will not know if you do not go.
You will not shine if you do not glow.

Behold currently! You are entirely a star child!
Begin your power! Go! Laugh!
Behold currently! You are a master of the music!
Begin your singing! Acquire your wages!
All that sparkles is gold!
Comets alone shatter the frame!

What is internationalization vs localization?

Localization

- Adaptation of product, application, or document to meet the language, cultural, and similar requirements of a locale.
- L10n

Internationalization

- Designing and developing a product so it can be easily adapted to the needs of a locale.
- i18n

Essentially, localization is the "what" and internationalization is the "how"

Common issues with translation

Changes in length

Some things don't translate

Nuance

Connotation

No programmatic language

We are closed because tires are standing before the door.

Who should participate?

Myth: Only translators are responsible localization and internationalization.

Reality: Truly comprehensive and effective localization and internationalization efforts require:

- Translators
- Developers
- Designers
- Writers

Translators

- Work with translators who are native or near-native level
- Make sure they understand to adjust for nuance

Developers

- Use the lang= property
- Use codes/tokens for text, rather than directly including text in the code.

```html
<p lang="en" id=j241 >
    "When I was first learning Swedish, my husband sent me a photo of a shop doorway with a set of
tires in front of it. It had a sign that said <span lang="sv">"Vi är stängd därför att hjulen stor
för dörren."</span> I was very confused because I was reading it literally and didn't understand that
<span lang="sv">"stor för dörren"</span> means "at the door" as an idiom for 'coming soon."
</p>
```

Designers

- Use icons that are commonly recognized around the world
- Be careful of images/icons with different connotations around the world
- Make your design responsive

Einreichen

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Writers

- Keep content simple
- Avoid euphemisms and idioms
- Keep context and connotation in mind

Globalization requires global effort

Translators

- Native proficiency
- Nuanced approach

Developers

- Text codes
- lang property

Designers

- Use commonly recognized icons and images
- Make design responsive

Writers

- Keep content simple
- Avoid euphemisms and idioms
- Consider context and connotation