

Effective Localization Crowdsourcing



Ratnadeep Debnath rtnpro@indifex.com

Who?

@rtnpro



Languages Languages Languages

• • • • • • • •

• • • •



"I personally believe we developed language because of our deep inner need to complain."

Jane Wagner



95%

People on Earth with native Language other than English



50%

Internet users speaking no English at all



120

Published languages on Wordpress.com



150

Wikipedia languages with > 1500 articles



4x

Chances to buy something from websites in native language





Indifex

\$25

Additional revenue per \$1 spent on localization



Develop for an international audience



Usability Accessibility Developers



13%

American websites available in multiple languages



What's the solution?



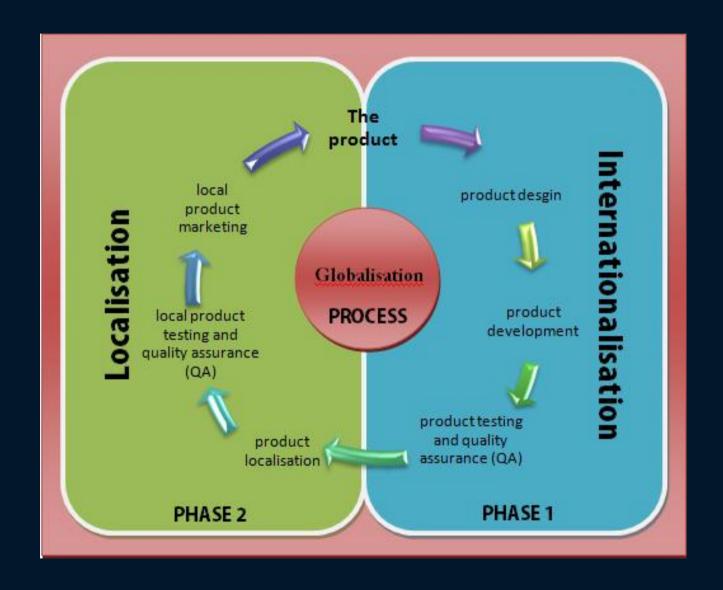
Internationalization, i18n



Localization, L10n



118n & L10n





Scope

- Language
- Culture
- Writing Conventions
- Subject to regulatory compliance



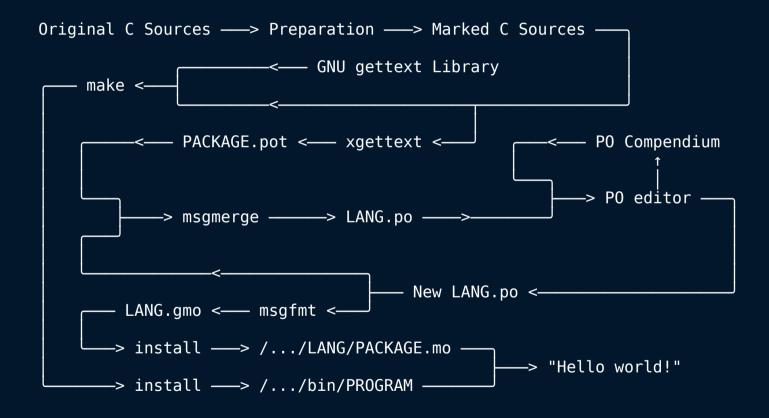
Why localize?

- Reach to a larger number of users
- Users are more comfortable in native language
- Language is a key factor to develop relations
- Localization is essential for global operations
- Achieve higher company revenues



How does L10n work

(from the gettext manual)





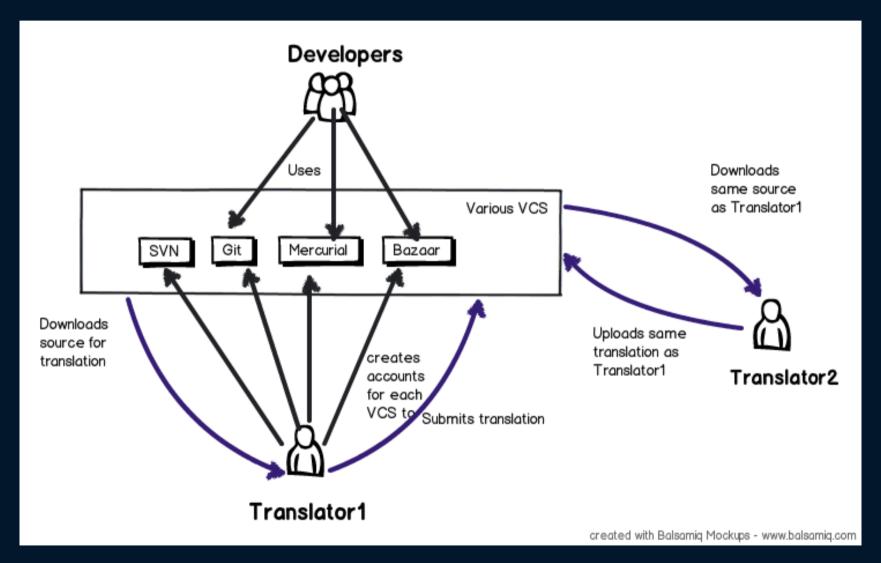
Localization is a pain





Indifex

A sample L10n use case





Workflow

- Mark, export strings (PO format)
- Release string freeze
- Translator: VCS checkout
- Translate w/ specialized tools
- Get 'em files back
 - SSH 🚇, Email 🏵, Tickets 😂
- For every friggin release



Challenges

- Too darn hard
- Community isolation
- Quality
- Scalability
- Always more languages, more users





TOUR

Django → contrib-formtools •

Diango → contrib-messages •

Django → core •

Django → contrib-gis •

Django → contrib-humanize •

Nov 14, 04:0

Sep 12, 10:0

Nov 21 01:5

Oct 05, 08:1

Nov 14 09

Maintaining two projects

Currently not translating somethi

My android app

Transifex

○ Free for all

Limited access

Be in control

Use a centralized platform to view in **real-time** your project's status, **manage** hundreds of translators simultaneously, **collaborate** with them, **monitor** their activity and remain always **in control**.



WHAT IS TRANSIFEX

LOCALIZE YOUR PROJECT

MANAGE TRANSLATIONS

BE A TRANSLATOR

15,123 community members translating 2,285 projects in over 273 languages »



always In control

Use a single online platform to manage your localization project. View instant information about translation activity and progress.



COLLABORATIVE TRANSLATION

Invite translators, create language teams, choose administrators.
Communicate directly with users.
Easily update content.



A VIBRANT COMMUNITY

Reach out to a wide community of professional translators and volunteers. Open up your product to community involvement.



PRIVATE PROJECTS

Now you can translate your proprietary project in private mode. Enjoy all of our features. Choose the people to participate in the process.





TortoiseSVN

django



MeeGo





"Because of how well Transifex is integrated as a technical and social solution, it has the chance to start a revolution in translation of libre/free and open source software."

Why Transifex?

- Abstracts various VCS systems
- Easy to use
- Better coordination
- Upstream friendly
- Prevents duplication of work
- Automate L10n workflow
- Open source



History

- 2007: Initial development of Transifex sponsored by Google under its "Google Summer of Code" program
- 2008: Fedora adopts Transifex as its official Localization platform
- 2010: Indifex is chosen by Intel and Nokia to manage the localization of MeeGo
- 2011: Tranisfex is used by 2,000 open source projects and 10,000 users. More than 5 million words have been translated, reaching an audience of more than 30 million people!
- Late 2011: Indifex offers support for the localization of proprietary projects too. Release of an Enterprise-level product, both in self-hosted and managed solutions.



10K foot view of Transifex's features





Current selected features of Transifex

- L10n workflow automation
- Workflow control / Project management
- Team management / Communication
- Effective crowdsourcing
- Rich User Interface, web based application
- Translator tools: TM, suggestions, etc
- Quality control / assurance
- Scalable, accessible, open-source
- SaaS, fremium plans
- Social features



Upcoming selected features of Transifex

- Translator marketplace
- Data-mining, automatic rating of translators
- Integrate L10n workflow with any type of content

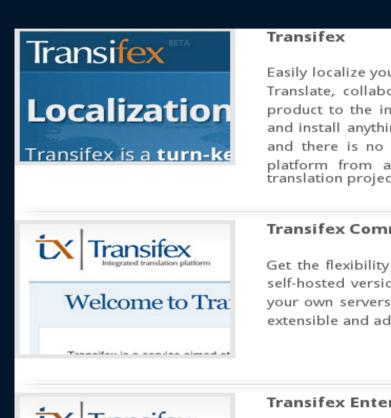


Transifex Versions

- Transifex.net
 - SaaS, plug-n-play, batteries-included
 - 1.8K projects, 10.7K users, 50M words
- Transifex Enterprise Edition
 - Robust, high-performance, intranet
 - Enterprise modules (TM, mgmt, QA)
- Transifex Community Edition (open-source)



Transifex Versions



Welcome to Tra

Premium
Features

Easily localize your products using our hosted web based platform. Translate, collaborate, manage and readily push your multilingual product to the international market. There's no need to download and install anything on your server. No technical skills are required and there is no maintenance cost. Simply access our centralized platform from anywhere at any time and effortlessly run your translation project.

Trv it now »

Read more »

Transifex Community Edition

Get the flexibility and freedom that comes with our basic Transifex self-hosted version. Install and run our open source core code on your own servers at no cost and enjoy a localization platform, fully extensible and adaptable to cover your business needs.

Download »

Read more »

Transifex Enterprise Edition

Deploy the enhanced self-hosted version of Transifex on your own servers, extended and tailor-fitted to your infrastructure, with the expert help of our support services. The Enterprise Edition empowers you to efficiently manage your localization projects behind your own firewall, while we take care of all the rest.

Contact us »

Read more »



Overview of Transifex Team

- 7-strong global team
- Selected clients: Intel, Nokia, Mozilla, Red Hat
- Selected open-source projects/partners:
 Fedora, MeeGo, Firefox, Django, Creative Commons,
 Joomla
- 2 years of specialized L10n services
- Profitable, 100% yearly growth
- Long open source involvement



Overview of Transifex Team



Dimitris Glezos

After coding Transifex and watch it grow Fedora's Localization activity exponentially, Dimitris has walked away from discussions with world leading companies to found Indifex, with the vision of changing how translations are done in open source and the Web. He has served as a Fedora Board member and Localization lead, and also holds a position on the Board of the Greek Entrepreneurs' NGO hub. In his spare time, when he's not rock climbing, he studies Sociology and Fuzzy Logic.



Diego Búrigo Zacarão

Diego is Indifex's software translation expert. He is a Computer Science graduate and sports 5 years of experience in software localization, community architecture and IT management. He holds a seat of the Fedora Localization Steering Committee as well as many years of professional experience with web applications modeling and development. Diego lives in Brazil, the land of BBQ awesomeness.



Antoine Garnelis

Antoine is our graphics extraordinaire person. He is an engineer who turned into a designer and web developer. He's in charge of User Experience and is handling everything from HTML up: Javascript, AJAX foo, Design and client programming. We've equipped him with a giant poking stick to make sure he signs off everything that reaches users.



John Kalantzis

John is a web developer and open source enthusiast with a background in computer science. He has an interest in all things related to web development, distributed systems and programing languages. He's usually hacking around in Python or Javascript. In his spare time and when he's not working on a side project, he enjoys watching foreign movies or playing the occasional video games.



Konstantinos Bairaktaris

Konstantinos is a swiss-army knife in web development technologies. He specializes in fast prototyping and serious brainstorming (the one that probably leads to a product idea). His personal motto is 'Getting things done'. When out of the office he's experimenting with a wide range of musical instruments, building his house, cooking and sailing.



Apostolis Mpessas

Apostolis is the 'plumber' of the team. His knowledge of technologies, systems and ninja techniques make him the 'go-to' guy for most tough problems. He is leading our Systems Development team, wrestling with the low-level parts of our software. He's also directing our Amazing Smile and Great Home-cooked food department.



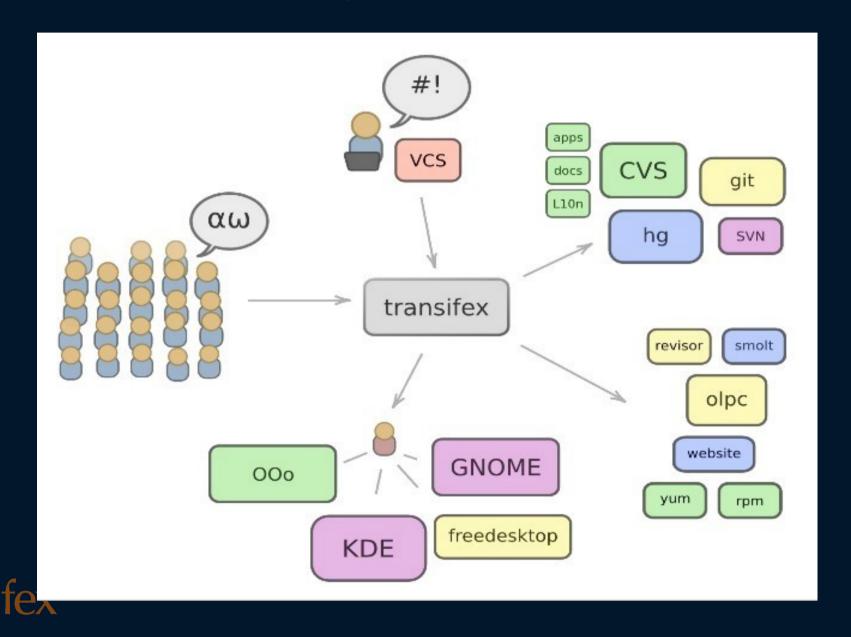
Ratnadeep Debnath

From his days as a Transifex contributor, Ratnadeep a.k.a. rtnpro, has become the newest member of the Indifex team. He is a Computer Science graduate engineer and sports a few years of experience with open source technologies. At Indifex, he develops cool new apps and ensures that things work as they are expected to work. Apart from this, he contributes to Fedora, Askbot and Ankur Bangla projects. He lives in India. When he is not coding, he tries his luck with cooking or practices meditation.



How does L10n work

with **Transifex**



Under the Hood



Django



Our technologies

- Lotte Rich user interface
- Many file formats / types of content
- Teams Persmissions management
- Translation history/memory
- Quality control & assurance
- Project/Content management
- 3rd party web services
- Social authentication & features
- "Middle level" Transifex apps
- Community features
- Time Release management
- Data-mining/translator auto-rating

- Python, Django (MVC)
- Advanced web design (Django templates-javascript-AJAX)
- Postgres (RDBMS)
- MongoDB, memcached (NonRel)
- Full-text indexing / search
- NginX Scalable deployment
- Message queues/server-side asynchronous workers
- Unit testing
- WebAPI CLI client
- Django addons
- Logging time based statistics



Project / Content management

Meet any project's needs

- Project
- Resources
- Categories
- Releases
- Hubs
- Outsourced access



3rd Party Web services

- GoogleChart
- Recaptcha
- Gravatar
- Getsatisfaction
- Yahoo pipes

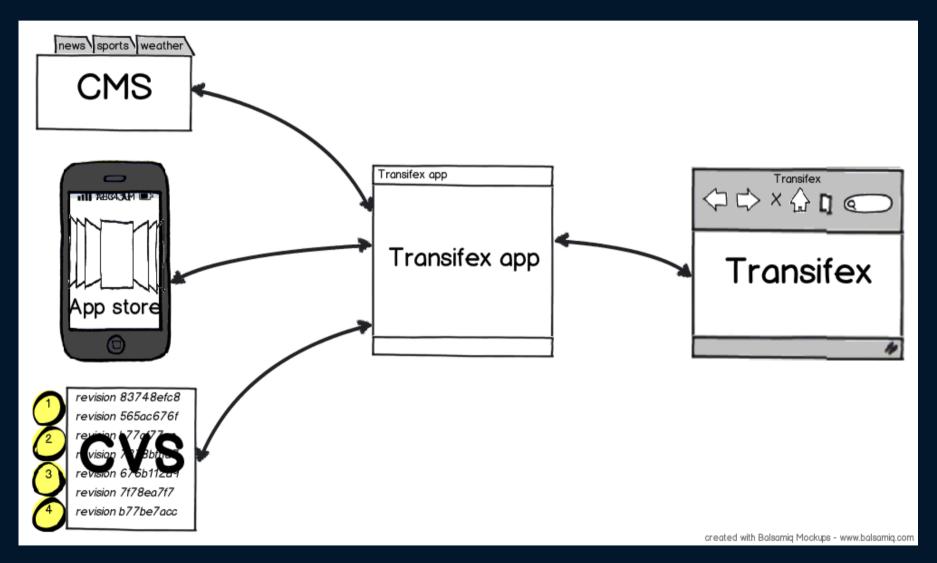


Social authentication & features (includes coming up too)

- Google, Facebook, Twitter, etc
- Tweet my week's translation work
- Tweet my project's progress
- Show tweets that have the '#tx' hashtag in my Transifex public profile
- Show me translation projects my friends like



"Middle level" Transifex apps





Python – Django (MVC)

- MVC
- Reusability, plugability
- Rapid development
- DRY
- Admin interface
- ORM
- Regular expression URL dispatcher

- Template system
- Forms
- Caching framework
- Extension to python's testing framework
- Ready-to-go authentication
- Cross site request forgery protection



Advanced web-design

- Django templating system
- Javascript
- AJAX
- HTML5
- CSS3



PostgreSQL (Relational database)

- Procedural languages
- Indexes
- Triggers
- Multi-version
 Concurrency
 Control
- Rules

- Data types
- User-defined objects
- Inheritance
- Replication
- Add-ons



Non-relational Databases

- MongoDB
- memcached
- Redis



Full-text indexing / search

- Levenshtein algorithm
- Haystack
- Solr

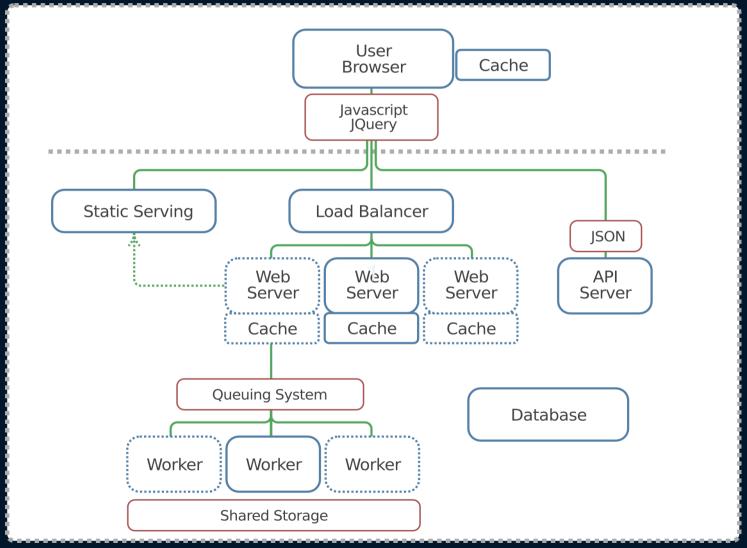


Scalable deployment

- NginX
- Load balancer
- Webserver
- Database server
- Static page server



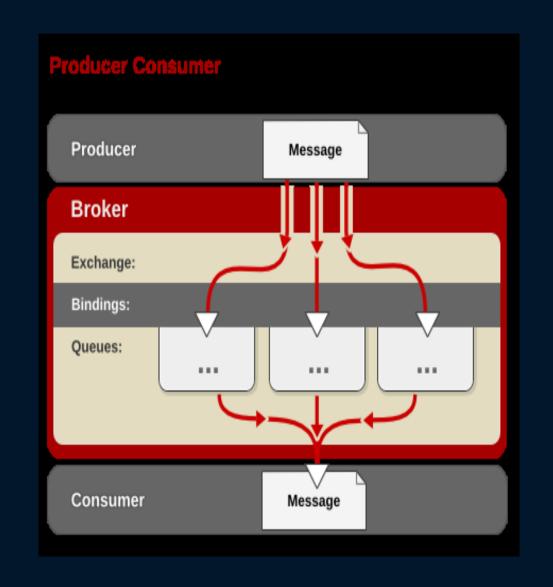
Scalable deployment





Message queues

- Asynchronous workers
- Don't interrupt user-experience
- Run in the background
- Can run distributively





Unit-testing

- Test-suite that simulates all use-cases
- Ensure new changes don't "break" old functionality
- Continuous testing
- Browser test-suite: Selenium



Django-addons

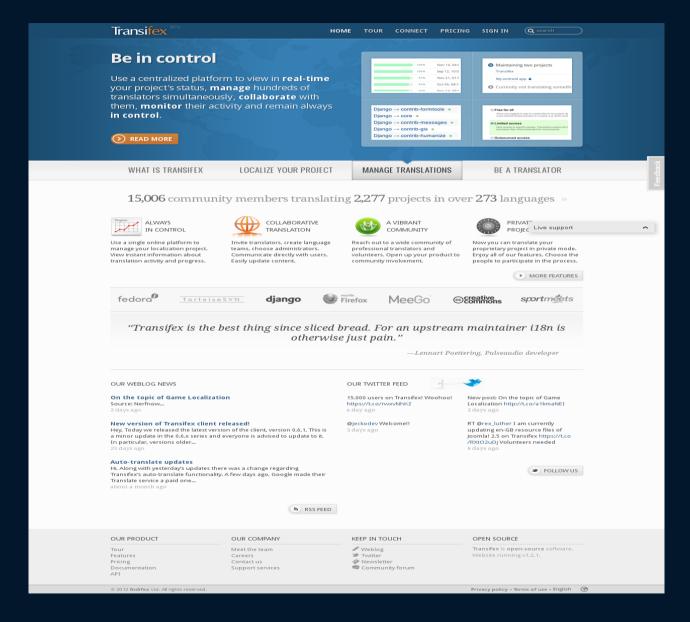
- Open-source project, contributed by us to the community
- Take Django's reusable applications to the next level
- Activate/deactivate addons with a simple command
- Easily "assemble" enterprise Transifex edition



A ride through Transifex



Get started





Plans





HOME TOUR EXPLORE PRICING SIGN IN

(search projects

Try our Free Plan, explore possibilities.

Join us today and launch your translation project in under 2 minutes

Open-source

All plans include support for unlimited open source projects. Translators and open-source project maintainers can create a free account by subscribing to the Free plan below.

Choose a plan		Free	Basic	Plus	Enterprise	
Open-source projects	?	Unlimited	Unlimited	Unlimited	Unlimited	
Proprietary & private projects	?	2,000 words	10,000 words	50,000 words	Unlimited	
		2 users	5 users	20 users	Unlimited	
Price per month	?	Free	€30	€300	Request a quote	
All plans include unlimited public and private projects!		Sign up	Sign up	Sign up	Contact us	

TRYTRANSIFEX FOR FREE, NO CREDIT CARD NEEDED, NO COMMITMENT.

Sign up to our free plan and see how Transifex makes any translation project a simple task.



TortoiseSVN













Signup

Transifex ETA	но	ME TOUR	CONNECT	PRICING	SIGN IN	Q search		
Register								
Credentials								
Username *	Email*							
rtnpro	rtnpro@indifex.com							
Create password *	Repeat password *							
•••••	•••••							
Good								
	Newsletter 🗹							
Terms of Service:								
## The gist We (the folks at Indifex) run a translati would love for you to use it. Our basic for advanced features such as private	projects, or extra storage. Our se	ervice is						
designed to give you as much control	and ownership over what goes or	your site 🛡				Live support	^	
By signing-up i agree to the Transifex T	erms of service:							
✓ Sign up								
OUR PRODUCT (DUR COMPANY	KEEP IN TOU	СН	(PEN SOURCE			
Tour M	Meet the team Careers					n-source software.		
Features C Pricing C	Contact us Support services	Newsletter Community		V	Vebsite running	g V1.2.1.		



Signin

Sign in

Email or username			
Password (Forgot your password?)			
Remember me for a month			
✓ Sign in			

> You can also login using:

twitter

Linked in

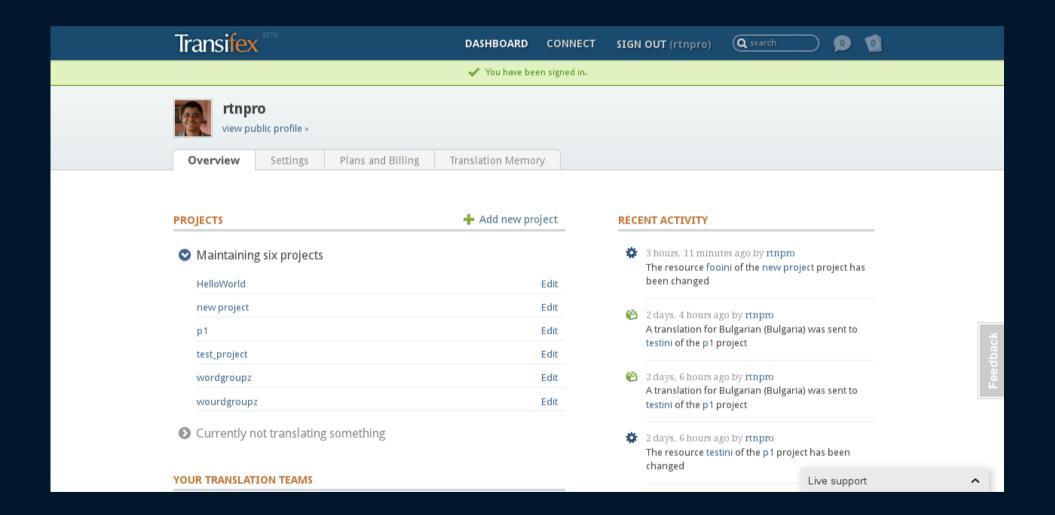
Google.

facebook

Not yet a member? Register now!

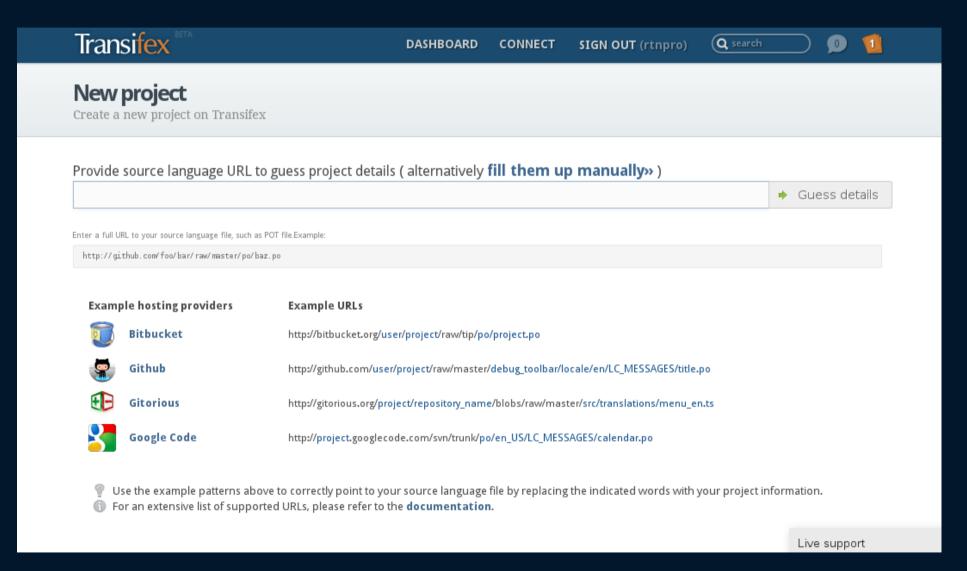


Dashboard



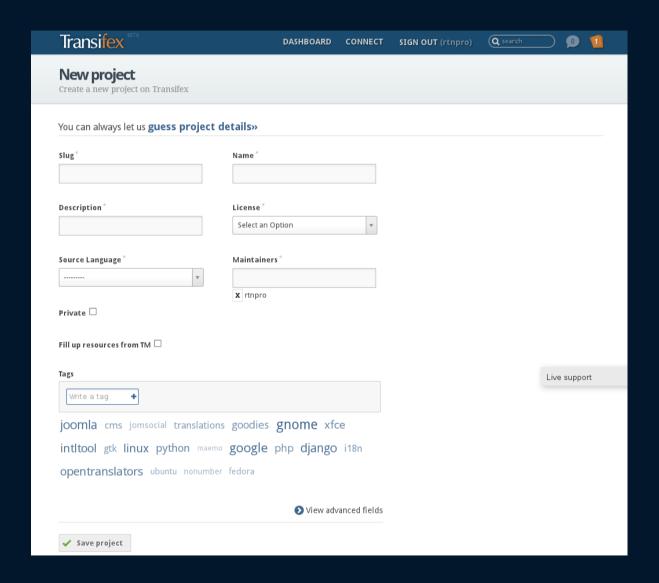


Add new project - Basic



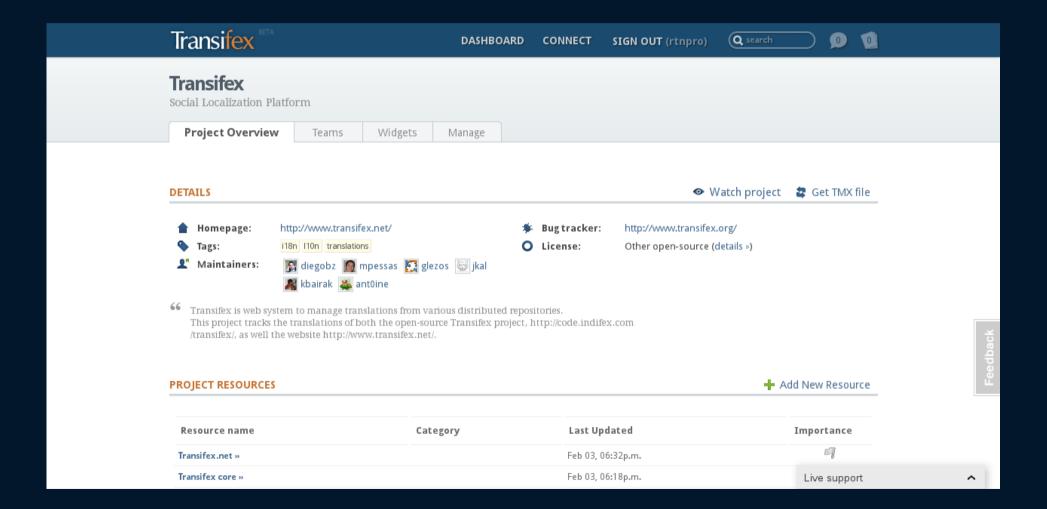


Add new project - Advanced



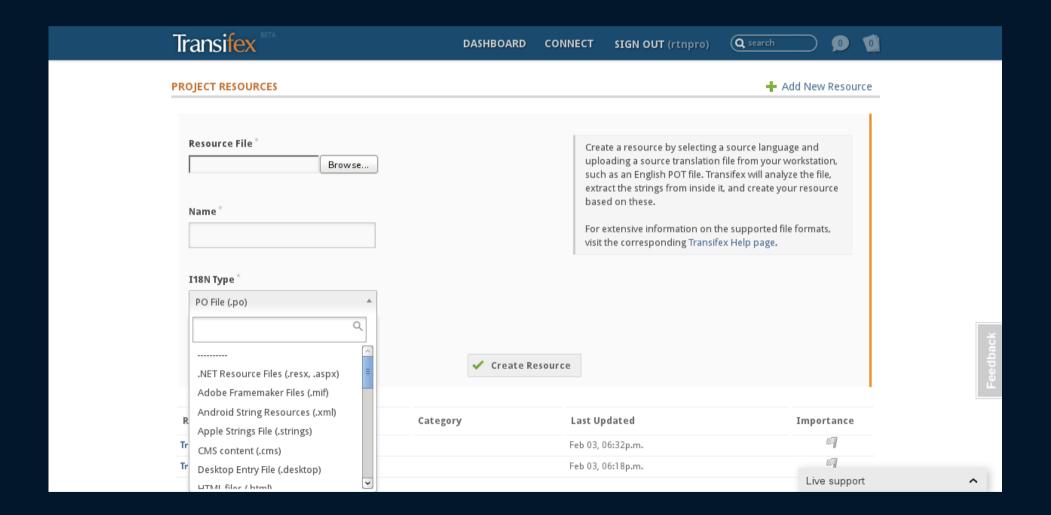


Project details





Project details - Upload resource





Supported File Formats

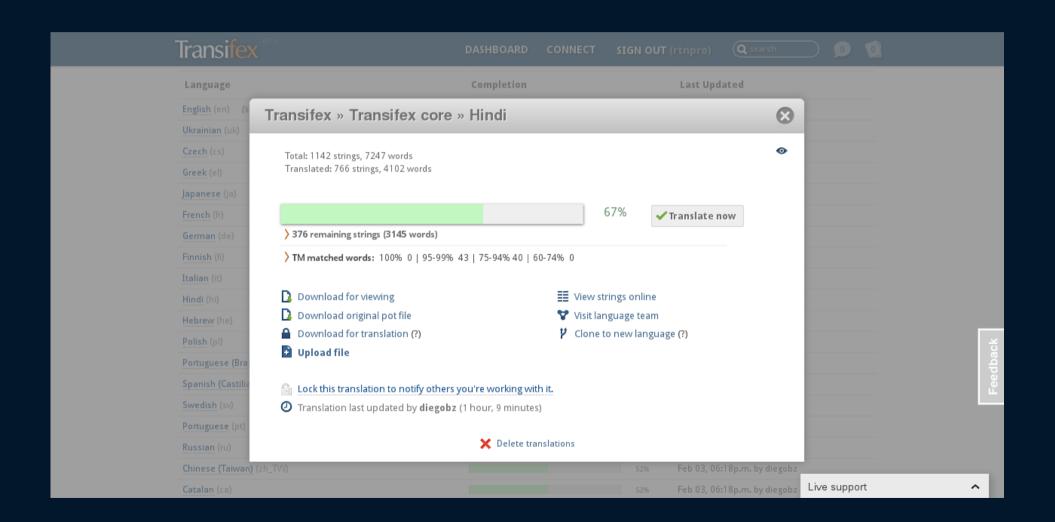
- Gettext (.po, .pot)
- QT Linguist (.ts)
- Java properties (.property)
- Android resources (.xml)
- PHP array/define (.php)
- Joomla lang packs (.ini)
- XHTML (.xhtml)
- Xliff
- Ruby .yml
- Apple .strings
- Any strings (over API)
- Microsoft (.resx, .aspx)
- Mozilla .dtd
- Most popular subtitle formats (.srt, .sbv, .sub)

In pipeline:

- MS .aspx
- Libreoffice

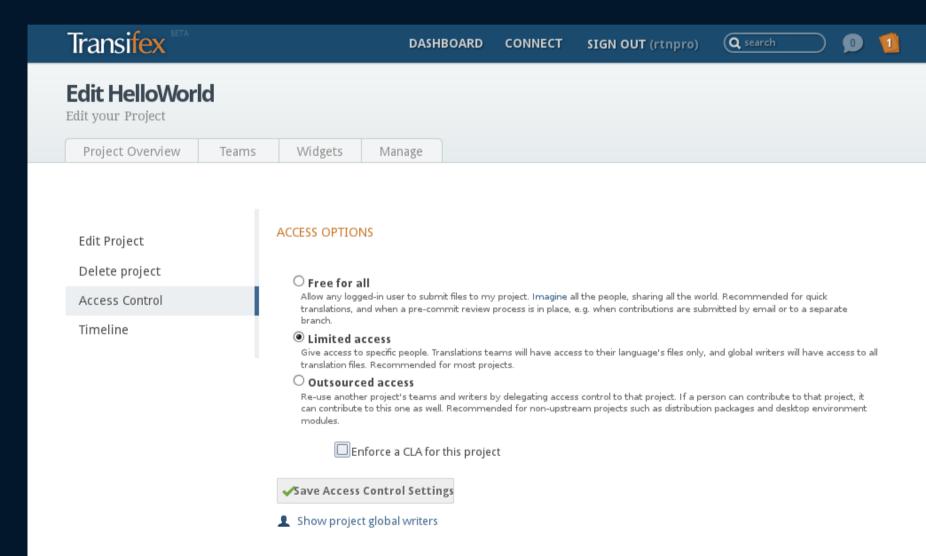


Translation details



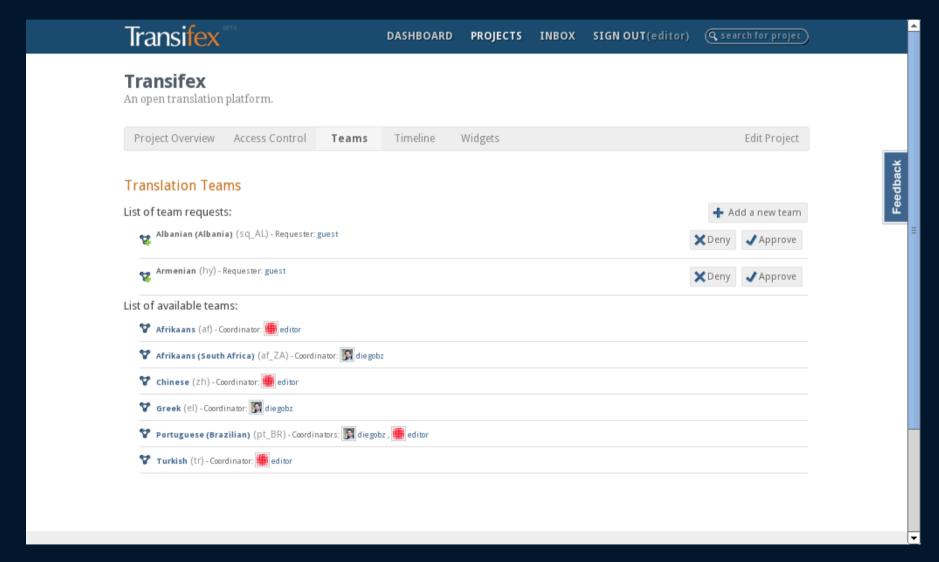


Projects - Access Control



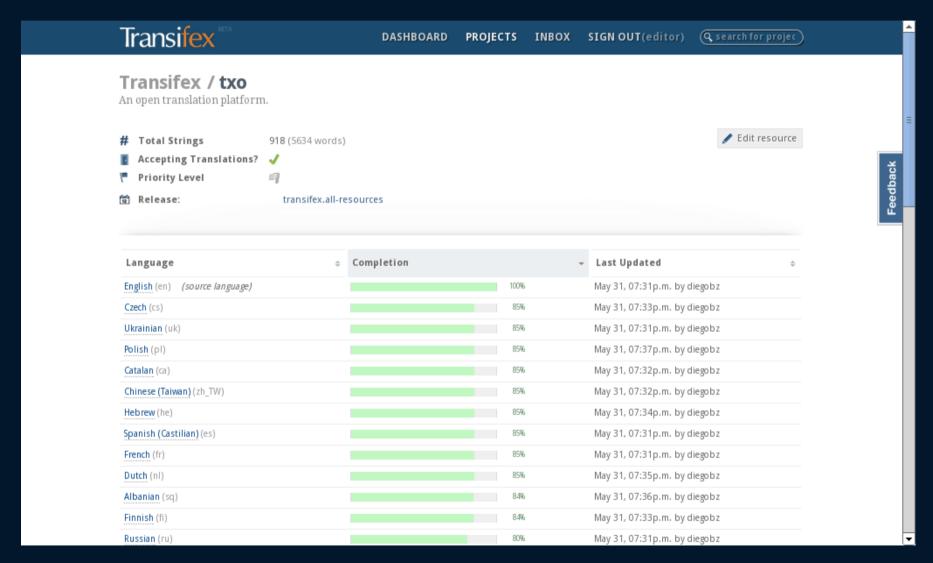


Teams - Permissions Management





Resource details



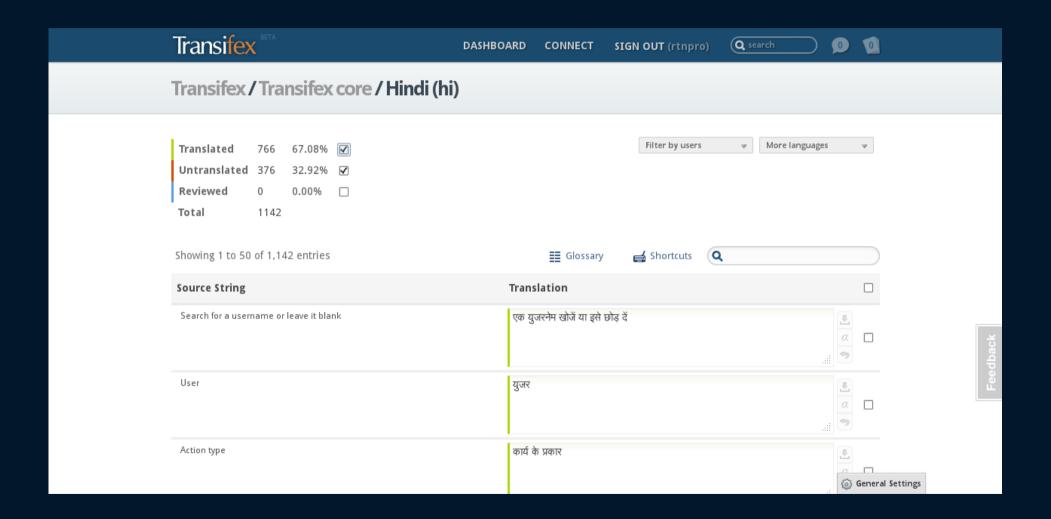


A standard .POT file

```
"Last-Translator: FULL NAME <EMAIL@ADDRESS>\n"
 "Language-Team: LANGUAGE <LL@li.org>\n"
 "Language: \n"
 "MIME-Version: 1.0\n"
 "Content-Type: text/plain; charset=UTF-8\n"
 "Content-Transfer-Encoding: 8bit\n"
#: actionlog/filters.py:12
 msgid "Search for a username or leave it blank"
msqstr ""
#: actionlog/models.py:152 actionlog/templates/object action list.html:7
#: addons/copyright/models.py:70 addons/suggestions/models.py:44
#: addons/suggestions/models.py:110 teams/models.py:123 teams/models.py:159
#: txpermissions/forms.py:18
 msqid "User"
msgstr ""
 #: actionlog/models.pv:161
msgid "Action type"
msgstr ""
#: actionlog/models.py:162
msgid "Action time"
msastr ""
#: actionlog/models.py:170
msgid "log entry"
msgstr ""
#: actionlog/models.py:171
msgid "log entries"
msgstr ""
#: actionlog/templates/object_action_list.html:6
msgid "Date/Time"
msgstr ""
#: actionlog/templates/object action list.html:8
msaid "Action"
```



Lotte



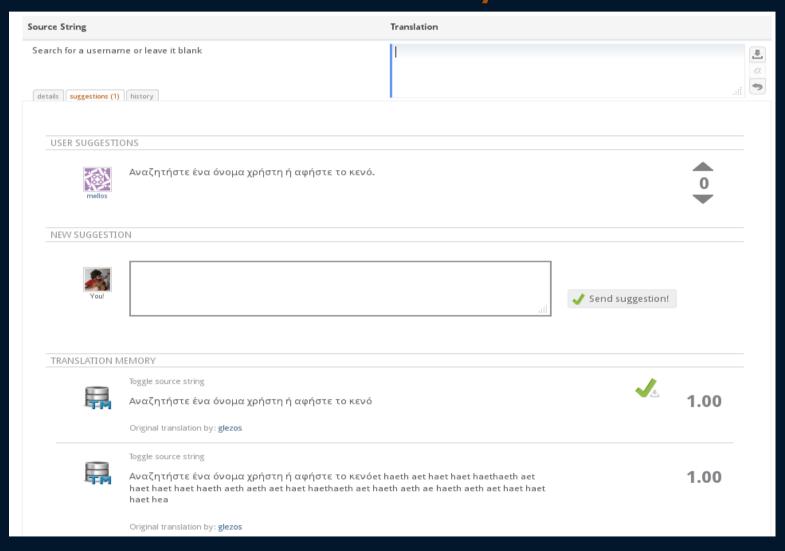


Translation History / Translation Memory

- Revert to older version of translation
- Find translations from similar source strings
- Share TM through different projects
- Import TM instances from other programs



Translation History / Translation Memory





Quality control & assurance

- Translation memory
- Translation history (undo function)
- Comments
- Suggestions
- Glossary
- Machine translation
- Review translations



Time – Project release management

Release date:	
Stringfreeze date:	
Develfreeze date:	



Web API

http://help.transifex.net/features/api/index.html

```
$ curl -u foo:bar http://www.transifex.net/api/2\
/project/myproject/resource/myres/stats/el/

"completed": "100%",
    "untranslated_words": 0,
    "last_commiter": "tylerdurden",
    "last_update": "2011-06-07 18:34:40",
    "translated_entities": 3,
    "translated words": 17,
```



Command-line Client

```
# ls
source file en.po
# tx init
# tx set -r p name.r name --source -l en source file en.po
# tx push -s
<!-- days pass -- >
# tx pull -l el
# find .
./source file en.po
./.tx
./.tx/config
./.tx/p name.r name
./.tx/p name.r name/el translation
```

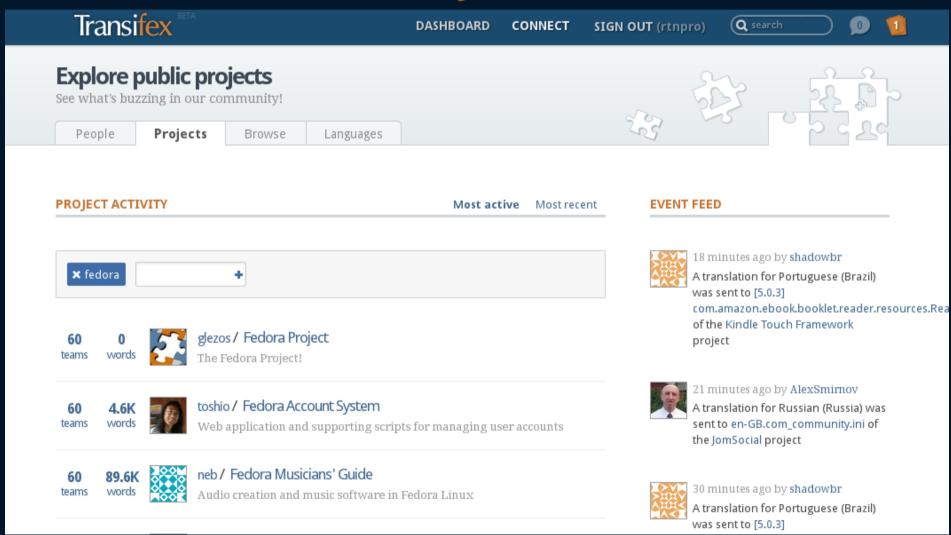


Community features

- Recognize top contributors
- Promote open-source projects
- Get project managers in contact with translators
- Show recent activity

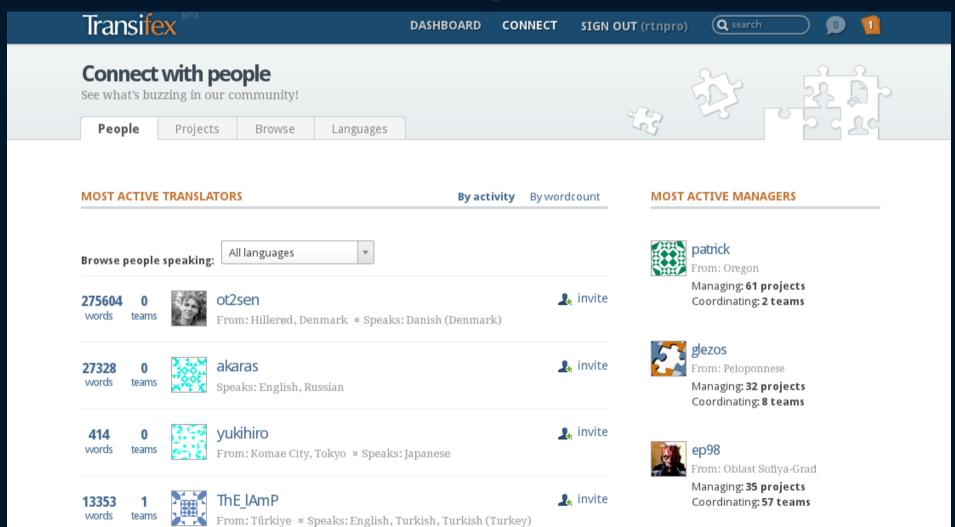


Community features Projects





Community features People





Data-mining, translator auto-rating

- Use collected translation data and statistics in order to:
 - Promote efficient translators
 - Match translators with projects that will interest them













TortoiseSVN























Contribute

- Use Transifex
- Feedback
- Localize
- Feature Requests
- Bug Reports
- Develop

Useful tools

• Trac, IRC, Mailing list



Still wondering how to start?

- Let's run Transifex
- Use it
- Find a few bugs
- Fix them
- Commit patches



Me & Transifex

- User
- Contributor
- Intern
- Employee



Useful links

• Indifex: www.indifex.com

• Transifex: www.transifex.net

• Docs: help.transifex.net

API: help.transifex.net/technical/api/

Client: help.transifex.net/user-guide/client/

Support: support.indifex.com

• Code: code.indifex.com/transifex

• Trac: trac.transifex.org

Mailinglist: groups.google.com/group/transifex-devel



Questions?





Multilingual Apps with a single click

Ratnadeep Debnath rtnpro@indifex.com

