Effective Localization Crowdsourcing

We are...

Ratnadeep Debnath

from Transifex

rtnpro@transifex.com; @rtnpro

Mahay Alam Khan

from Ankur
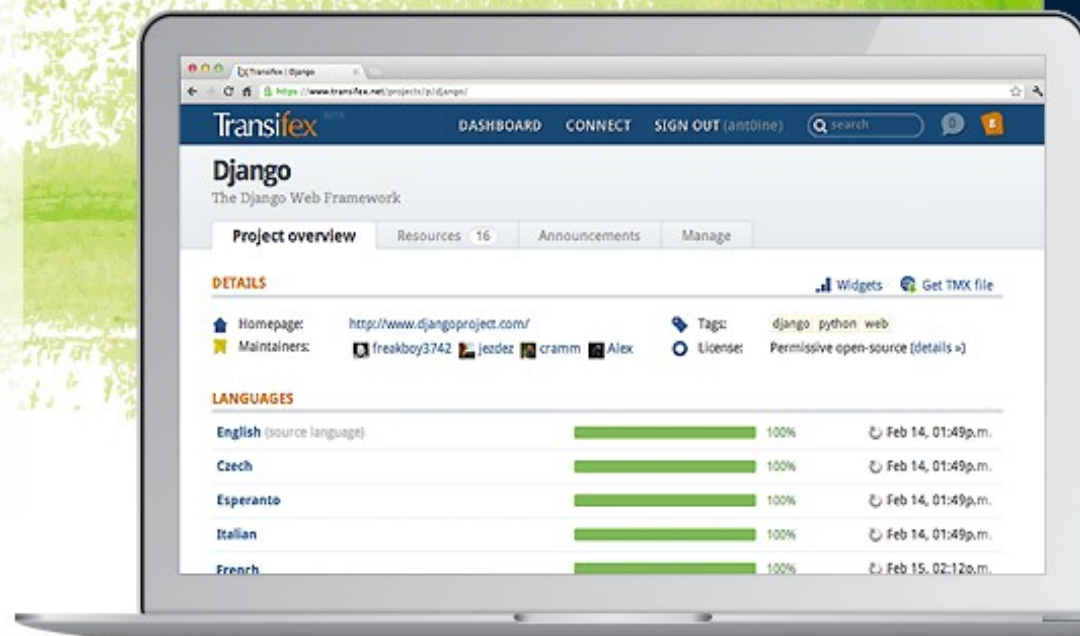
mak@fedoraproject.org; @maktrix

Transifex

Localization. Evolved.

Translation workflow and crowdsourcing
for agile teams and smart translators.

Try it for free ›

"Diversity is the one true thing we all have in common. Celebrate it every day."

Transi**fex** BETA   DASHBOARD   CONNECT   SIGN OUT (ant0ine)   search   0

Django
The Django Web Framework

| Project overview | Resources 16 | Announcements | Manage |

DETAILS   Widgets   Get TMX file

🏠 Homepage: http://www.djangoproject.com/   🏷️ Tags: django python web
📒 Maintainers: freakboy3742 jezdez cramm Alex   ⊙ License: Permissive open-source (details »)

LANGUAGES

English (source language)	100%	Feb 14, 01:49p.m.
Czech	100%	Feb 14, 01:49p.m.
Esperanto	100%	Feb 14, 01:49p.m.
Italian	100%	Feb 14, 01:49p.m.
French	100%	Feb 15, 02:12o.m.

**WORKFLOW
MANAGEMENT**

Full control over your localization
process. Great integrations with your
own systems and workflow using our
client app, libraries and a rich API.

**CONTINUOUS
LOCALIZATION**

An online internationalization tool
which adapts to the production cycle
of fast-paced teams with dynamic
content and agile releases.

**COORDINATED
COLLABORATION**

Create self-managed language teams
under your project. Invite 10
professional or 10.000 volunteer
translators. Or both.

**QUALITY
CONTROL**

Translation Memory, glossary,
proofreading, translation suggestions
with voting. All the tools you'll ever
need to ensure high quality.

› MORE FEATURES

You will like to see your App in Malaysian

Transifex

Internationalization

Internationalization is the process of getting a system ready so that it can support multiple languages.

Internationalization > i18n

Transifex

Localization

Adaptation of software for non-native environments

Translation into different languages

localization > l10n

Transifex

Facts...

95% people on earth with native language other than English

50% of internet users do not speak English at all

120 published languages on wordpress.com

150 Wikipedia languages with > 1500 articles

Transifex

Workflow

- λ Mark translatable strings, export
- λ Release string freeze
- λ Translator: VCS checkout
- λ Translate w/ specialized tools
- λ Get 'em files back
  - – SSH ☠, Email ☢, Tickets ☹
- λ For every friggin' release

How does L10n work
(from the gettext manual)

```
Original C Sources ———> Preparation ———> Marked C Sources ———┐
                                                             │
                     ┌———————— <——— GNU gettext Library      │
            make <———┤                                       │
                     └——————————————— <———————————————————————┤
                                                              │
        ┌——— <—— PACKAGE.pot <——— xgettext <————┘    ┌—— <——— PO Compendium
        │                                            │              ↑
        ├——————> msgmerge ———————> LANG.po ————>——————┤———> PO editor ———┐
        │                                                               │
        └——————————————— <————————————————————┐                         │
                                               │                         │
    ┌—— LANG.gmo <——— msgfmt <—————————————————┴—— New LANG.po <—————————┘
    ├—> install ———> /.../LANG/PACKAGE.mo ———┐
    └—> install ———> /.../bin/PROGRAM ———————┴———> "Hello world!"
```

Many languages...

Many i18n methods...

Let's consider Django i18n and l10n

Python & Gettext

```
from gettext import gettext as _

string = _(u'A sentence to translate.')
```

Django models

```python
from django.utils.translation import ugettext_lazy as _

class Person(models.Model):
    name = models.TextField(
        _('Name'),
        help_text=_('First & last name'),
    )
```

Django templates

```
{% load i18n %}

{% trans "Person:" %}
```

Django templates

```
{% load i18n %}

{% blocktrans count ppl|length as num %}
  Person:
{% plural %}
  People ({{ num }}):
{% endblocktrans %}
```

```
# Python
xgettext -L Python sample.py -d sample

# Django
django-admin makemessages -l en
django-admin compilemessages -l en
```

Malay PO file

```
"Project-Id-Version: MyProject\n"
"Plural-Forms: nplurals=1; plural= 0 ..."

#: foo/templates/bar.html:180
msgid "Maintainer:"
msgid_plural "Maintainers:"
msgstr[0] ""
```
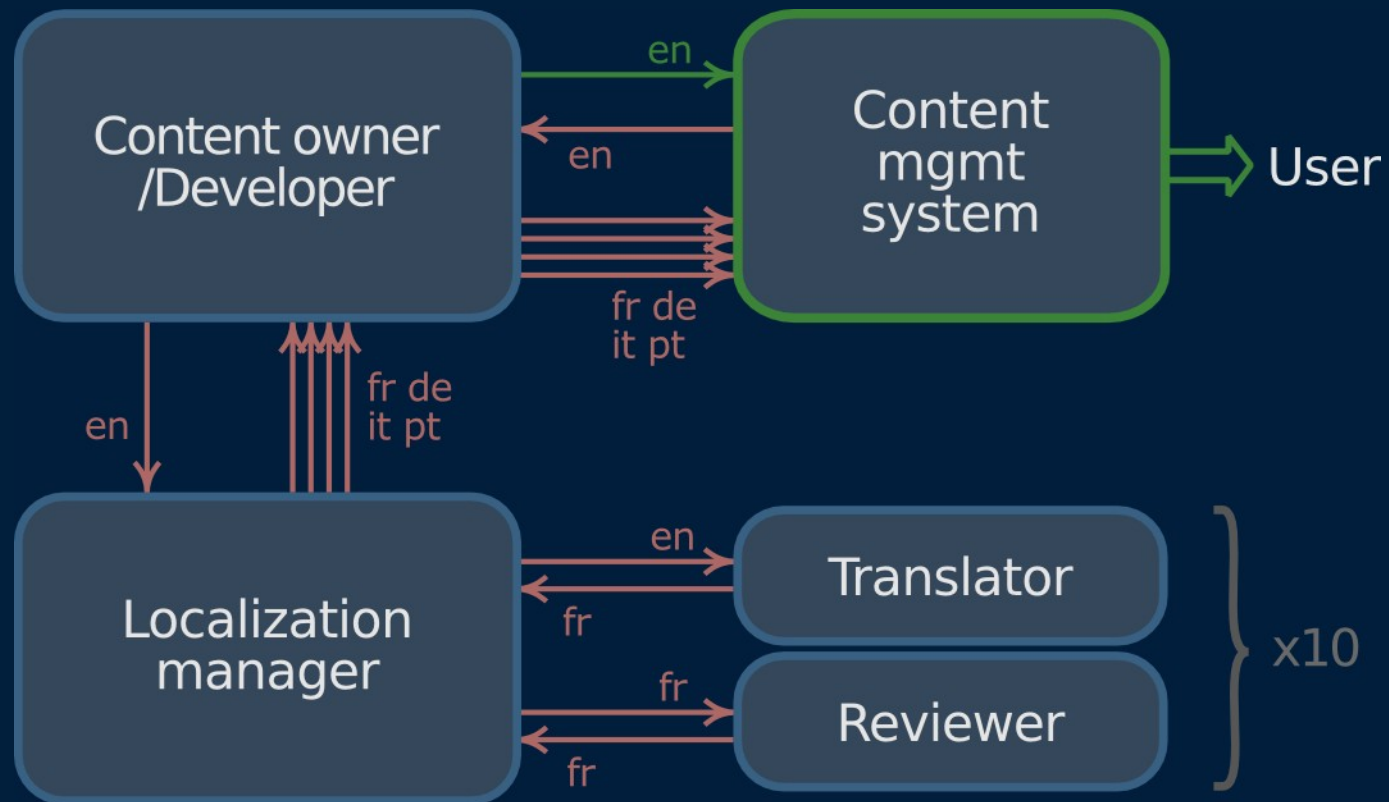
Pain points

- λ Mark translatable strings, export
- λ Release string freeze
- λ Translator: VCS checkout
- λ Translate w/ specialized tools
- λ Get 'em files back
  - – SSH ☠, Email ☢, Tickets ☹
- λ For every friggin' release

DO NOT WANT.

Crowdsourcing

- *outsourcing* tasks to a distributed group of people.

- occur both *online* and *offline*

- difference is outsourced to an *undefined public* rather than a specific body, such as paid employees.

Pro workflows

- λ Emails to translation agencies
- λ Build own L10n platform
- λ Give away control
  - Data (TM) managed by supplier
  - Budget dictated by agent
  - Translators

Transifex

SaaS product
for quality localization
of dynamic content
from social marketplace of
translators

Built for developers, open-source

Traditional Model
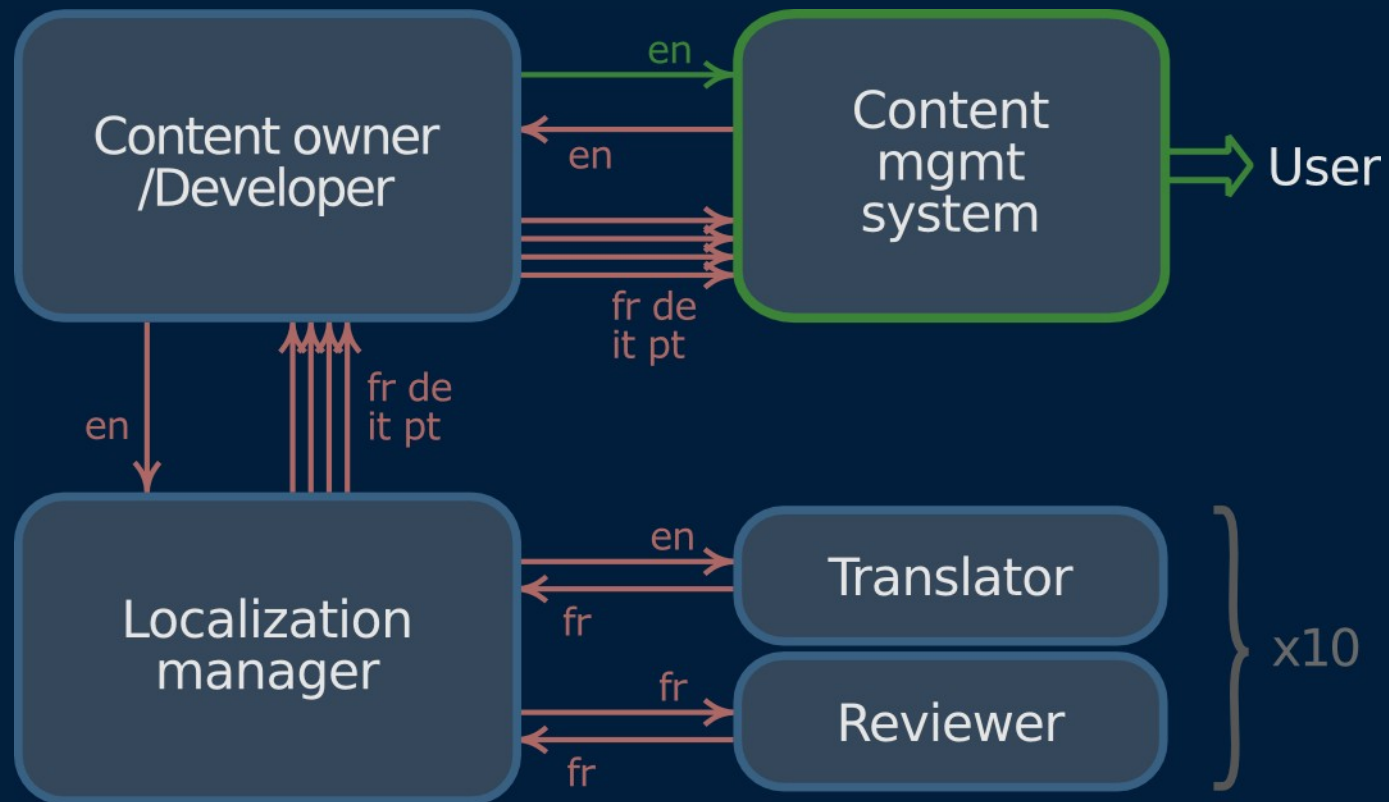
A smarter way
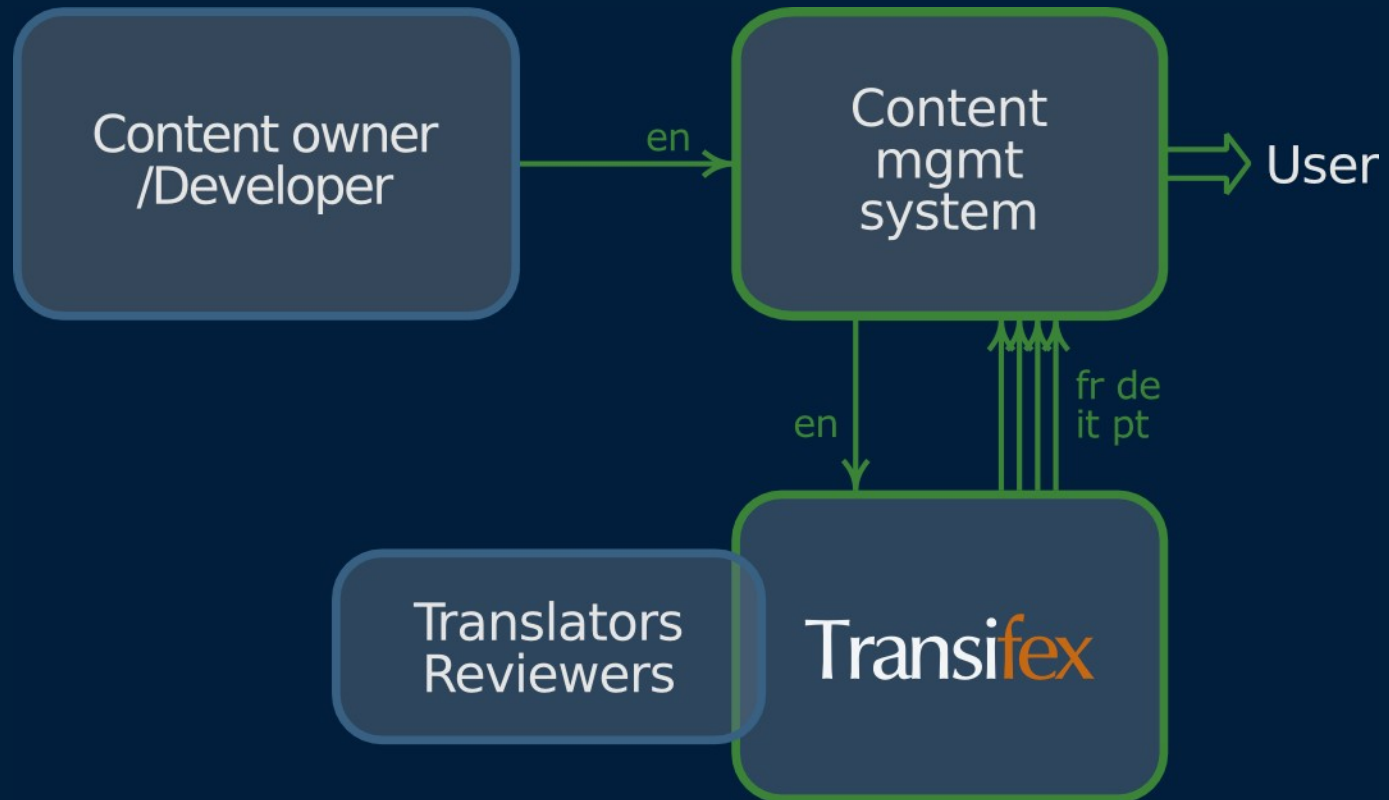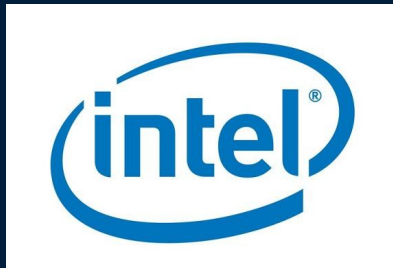
What does it achieve?

- Automated workflow for developers
- Integration points
- Short release cycles
- Easy to use translation tools
- High quality
- Engagement with own userbase

In numbers

- λ 17,000 developers & translators
- λ 3,000 products
- λ End-user audience of 100M+?
- λ 250,000 translated words per day

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: Transisfex 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 will offer support for the localization of proprietary projects too. Release of an Enterprise-level product, both in self-hosted and managed solutions.

Technologies

- λ Django & Python
- λ PostgreSQL, MongoDB, Redis
- λ Celery & AMQP
- λ Django-addons
- λ Git
- λ requirements.txt: 58 lines

Django

The Django Web Framework

| **Project overview** | Resources 16 | Announcements | Manage |

DETALS

🏠 Homepage: http://www.djangoproject.com/

📄 Documentation: Translation help pages

🔖 Maintainers: 👤 freakboy3742 👤 jezdez 👤 cramm 👤 Alex

🏷️ Tags: django python web

⭕ License: Permissive open-source (deta

LANGUAGES

English (source language)	▓▓▓▓▓▓▓▓▓▓ 100%
Basque	▓▓▓▓▓▓▓▓▓▓ 100%
Czech	▓▓▓▓▓▓▓▓▓▓ 100%
Dutch	▓▓▓▓▓▓▓▓▓▓ 100%
French	▓▓▓▓▓▓▓▓▓▓ 100%
Indonesian	▓▓▓▓▓▓▓▓▓▓ 100%
Italian	▓▓▓▓▓▓▓▓▓▓ 100%

Django / **Resources**
Detailed list of the project's resources

| Project overview | **Resources** 16 | Announcements | Manage |

PROJECT RESOURCES

admin	contrib	789 words (161 strings)
admin-js	contrib	208 words (31 strings)
admindocs	contrib	184 words (30 strings)
auth	contrib	268 words (58 strings)
comments	contrib	244 words (60 strings)
contenttypes	contrib	30 words (6 strings)
core	core	853 words (264 strings)
flatpages	contrib	84 words (16 strings)
formtools	contrib	21 words (4 strings)
gis	contrib	68 words (17 strings)

```
$ pip install transifex-client

$ tx set --auto-local
  -r myproj.myres
  --source-lang en
  'translations/<lang>.po'
```

```ini
[main]
host = https://www.transifex.net

[django.core]
file_filter = .../<lang>/.../django.po
source_file = .../en/.../django.po
source_lang = en
type = PO

[django.contrib-admin]
...
```

```
$ tx status
django -> core (1 of 16)

Translation Files:
 - en: django/../en/../django.po (source)
 - ar: django/../ar/../django.po

django -> contrib-admin (2 of 16)
 - ...
```

Transifex Client home

django.contrib-admin

django/contrib/admin/locale/<lang>/LC_MESSAGES/django.po

django.contrib-admin-js

django/contrib/admin/locale/<lang>/LC_MESSAGES/djangojs.po

django.contrib-admindocs

django/contrib/admindocs/locale/<lang>/LC_MESSAGES/django.po

django.contrib-auth

django/contrib/auth/locale/<lang>/LC_MESSAGES/django.po

django.contrib-comments

django/contrib/comments/locale/<lang>/LC_MESSAGES/django.po

django.contrib-contenttypes

django/contrib/contenttypes/locale/<lang>/LC_MESSAGES/django.po

django.contrib-flatpages

django/contrib/flatpages/locale/<lang>/LC_MESSAGES/django.po

django.contrib-formtools

django/contrib/formtools/locale/<lang>/LC_MESSAGES/django.po

django.contrib-gis

django/contrib/gis/locale/<lang>/LC_MESSAGES/django.po

django.contrib-humanize

django/contrib/humanize/locale/<lang>/LC_MESSAGES/django.po

django.contrib-localflavor

django/contrib/localflavor/locale/<lang>/LC_MESSAGES/django.po

django.contrib-messages

django/contrib/messages/locale/<lang>/LC_MESSAGES/django.po

```
$ tx push --source
Pushing for resource django.core:
Pushing source file (.../en/.../django.po)

$ tx pull --translations
Pulling translations for resource
django.core (source: en.po)
 -> el: .../el/.../django.po
 -> gu: .../gu/.../django.po
 ...

$ tx pull --minimum-perc=90 --mode=reviewed
```

Transifex

Social Localizatio

DETAILS

🔒 Total strings:

🚩 Priority level:

AVAILABLE LANG

English (source la

Dutch

Czech

Japanese

Hindi

Ukrainian

Greek

Italian

French

Resource: Transifex » Transifex.net » Hindi

✕

Total: 922 strings, 7,627 words
Translated: 879 strings, 7,207 words
Remaining: 43 strings (420 words)
Reviewed: 12 strings
Remaining words TM leverage: 100% 0 | 95-99% 124 | 75-94% 31 | 60-74% 12

95%   ✔ Translate now

📄 Download for use   ☰ View strings online
📄 Download original pot file   👁 Watch file
📄 Download only reviewed translations   ⅄ Visit language team
🔒 Download for translation   ⅄ Clone to new language
➕ **Upload file**
🔒 Download for translation as XLIFF
➕ **Upload XLIFF file**
✖ Delete translations

🔒 Lock this translation to notify others you're working with it.

🕐 Translation last updated by **vid** (2 days, 10 hours)

glezos's dashboard
view public profile

Overview   Settings   Plans and Billing   Translation Memory

PROJECTS   ✚ Add new project

RECENT ACTIVITY

Django

❤ Actively involved in 1 teams

Greek (coordinator)

fedora-desktop-backgrounds 🔍 📌

Fedora Project 🔍

➤ Actively involved in 1 teams

Fedora Release Notes 🔍 📌

Fedora Translation Quick Start Guide 📌

Fedora Websites 📌

freedesktop.org

☑ 2 days, 8 hours ago
glezos **changed** dat
Android (Testing)

☑ 2 days, 8 hours ago
glezos **changed** dat
Android (Testing)

☑ 2 days, 8 hours ago
glezos **changed** dat
Android (Testing)

☑ 2 days, 8 hours ago
glezos **changed** dat
Android (Testing)

🌐 2 days, 8 hours ago
glezos **added** Germ
the Evernote Intern

Workflow automation

- λ Continuous integration
- λ VCS commit hooks
- λ API to translate DB content
- λ Services on Github & Bitbucket
- λ Postbacks

```
curl -i -L-X GET
http://www.transifex.net/api/2/.../stats/

HTTP/1.1 200 OK
{
    "en": {
        "completed": "93%",
        "last_commiter": "mpessas",
        "translated_entities": 1017,
        "translated_words": 6160,
        "untranslated_words": 21,
    },
}
```

Professional translators

- λ Crowdsourcing or professionals, hybrid

- λ Quality through proofreading

- λ Translation Memory

- λ Glossary

- λ XLIFF standard format

Connect with people

See what's buzzing in our community!

People | Projects | Languages

PEOPLE ON TRANSIFEX

By activity By name **By wordcount**

Browse people speaking: [All languages ▾]

jmphilippe
🌐 0 ⊚ 2.4M

From: Indiquez un lieu ▪ Is available for paid work ▪ Speaks: French (fr)

stefanok
🌐 0 ⊚ 2.3M

From: Italia ▪ Speaks: Italian (it), Italian (Italy) (it_IT)

luebbe
🌐 1 ⊚ 1.6M

From: Karlsruhe ▪ Speaks: English (en), French (fr), German (de)

glezos

From: Peloponnese ▪ Speaks: Greek (el)

MOST ACTIVE MANAGERS

fbfwiki
Maintainer: **1 project**
Coordinator: **0 languages**

patrick
From: Oregon
Maintainer: **61 projects**
Coordinator: **3 languages**

glezos
From: Peloponnese
Maintainer: **31 projects**
Coordinator: **11 languages**

ep98
From: Oblast Sofiya-Grad
Maintainer: **35 projects**

Translation

Μετάφραση

NEW SUGGESTION

You!

Send suggestion!

TRANSLATION MEMORY

Toggle source string

Μετάφραση

0.80

Q Search translations   🔀 Shortcuts   Q

Translation

Χρήστης

Δράση

📄 Download for use
📄 Download original pot file
📄 Download only reviewed translations   ←
🔒 Download for translation
📄 **Upload file**
✖ Delete translations

☰ View strings online
👁 Watch
🔱 Visit language team
⑂ Clone to new language

Language: [Greek ▾]   ✚ Add new term   🔍

project

| έργο, αναφέρεται σε ένα μεταφραστικό έργο | ▲ 0 ▼ |

definition by glezos

Contribute...

Transifex

Pricing that scales with your growing business

Unlimited users, files and translations. Sign up in just 60 seconds.

LIMITED TIME OFFER

BEST VALUE

	Solo	Plus	Premium	Enterprise
Price	Free* ~~$19~~	$99/month	$299/month	Request a quote
Words	15,000 words	50,000 words	160,000 words	500,000+ words
Projects	Single project	Unlimited projects	Unlimited projects	Unlimited projects
	Team sharing	Team sharing	Team sharing	Team sharing
	Translation Memory sharing	Translation Memory sharing	Translation Memory sharing	Translation Memory sharing
	Pro file formats	Pro file formats	Pro file formats	Pro file formats
	Basic Support	Priority support	Priority support	Enterprise support & SLA
	DOWNGRADE	DOWNGRADE	DOWNGRADE	CONTACT US

Free plan for **Translators** and **Open-source** projects

DOWNGRADE

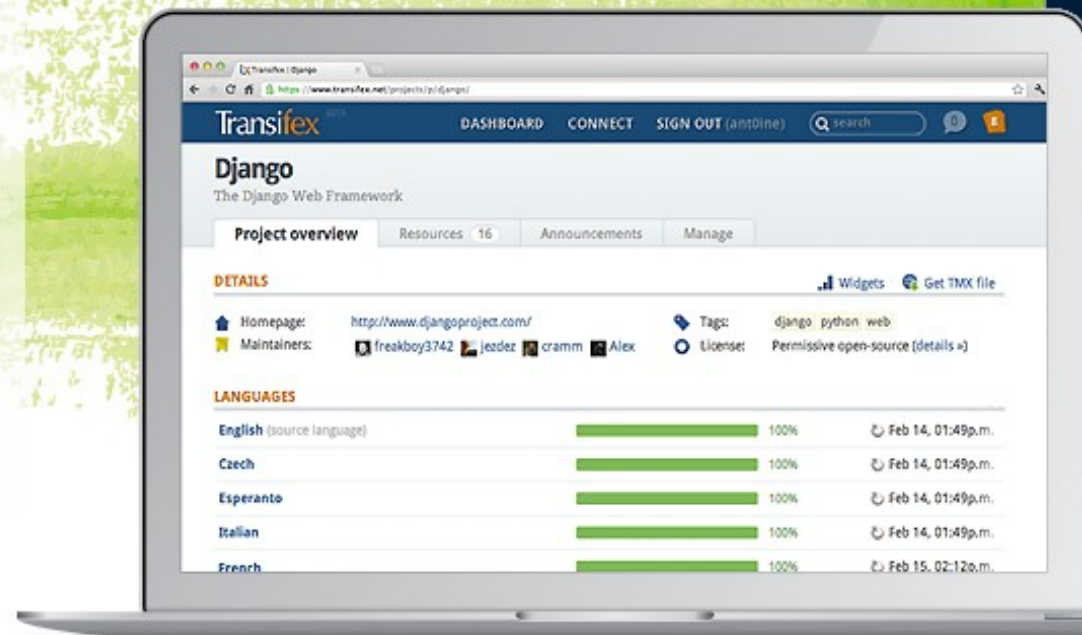**Unlimited** words and collaborators for open-source projects. Completely free for translators.

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