

# Building a localization kit

Fiorenza Mileto & Luigi Muzii

## Do good (ideal) clients exist?

- Clients are what vendors make out of them (and vice versa)
  - Speak and listen to each other
    - Vendors are helpful and clients are interested in how vendors can help them



© 2002 United Feature Syndicate, Inc.

## Ten characteristics of a good (ideal) client

1. Communicates expectations clearly
2. Allows a reasonable amount of time for the work
3. Available for questions
4. Pays a fair amount for work required
5. Pays in a timely fashion
6. Has high integrity
7. Allows the freelancer to do their job
8. Seeks an ongoing relationship
9. Gives credit where credit is due
10. Committed to quality

## Knowledge

- The more LSP's understand about the client's requirements and expectations, the better able they are to meet them
- The final quality and the success of a localization project depends on the amount of knowledge that is transferred to the localization vendor

## Do TEnT turn translators into managers?

- Translation tools are useless per se
  - Knowledge is pivotal
    - What to stash in a proposal
    - How to manage a project and why
    - How to exploit a translation memory
    - How to develop and use a term base
    - How to perform quality assurance, and for what purpose
    - What and how to invoice for your work

## Translating into success

- The success of a translation project depends on its preparation



Copyright © 2003 United Feature Syndicate, Inc.

## Translation requirements specification

- Adequate and unambiguous description of the essential conditions of service
  - Task load
  - Desired results
  - Characteristics of each deliverable

## Metrics and scorecards

- Criteria (key performance indicators)
- Weights (the mean used to resolve any differences in assessment)
- Measures (the scale unit for scoring, e.g. low/medium/high, 0-5)
- Scoring (ranking with respect to benchmarks)
- Comments

## Metrics and scorecards

Indicator	Vendor 1			...			Vendor n		
	Score	Weight	Actual score	Score	Weight	Actual score	Score	Weight	Actual score
Total			Total actual score			Total actual score			Total actual score

## Criteria

- Specification adherence (e.g. none to full, 0-5)
- Meaning correspondence (rewriting required, e.g. none to full, 0-5)
- Naming conventions
- Terminology consistency
- Timing

# Translation parameters

- Languages and regional variations of the source text
- Languages and regional variations of the target text
- Subject matter
- Type of source text
- Purpose of the source text
- Purpose of the target text
- Intended audience of the source text
- Intended audience of the target text
- Culture-binding
- Adherence to target-language conventions
- Spatial and temporal correspondence
- Terminology and terminology management
- Use of controlled language
- Style and editorial guides
- Rewriting
- Format
- Encoding
- Number of graphics
- Amount of text in graphics
- Translation technology
- Naming conventions
- Reference materials

# Specified apart in contract

- Importance (priority for the customer, e.g. low, medium and high)
- Data control and confidentiality
- Volume
- Method of computing volume
- Deliverables and deadlines
- Communication methods and procedures
- Medium and method of delivery
- Customer review procedures
- Change management procedures
- Billing procedures
- Legal, ethical, and financial considerations
- General dispute-resolution procedures (e.g. storage, handling, and ownership of TM's, delays, quality of deliverables, etc.)

## Writing

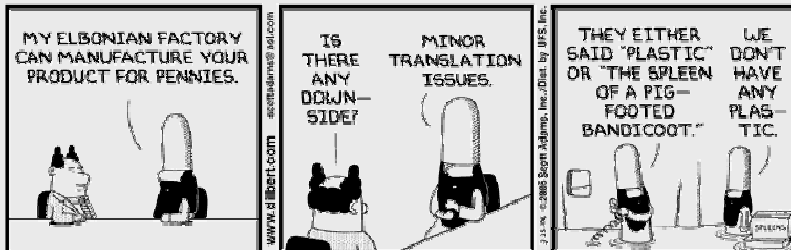


The discipline of writing something down is the first step toward making it happen.

*Le. James*

## Definition

- A localization kit is a subset of tools, instructions and resources necessary to produce a localized version of a software product.



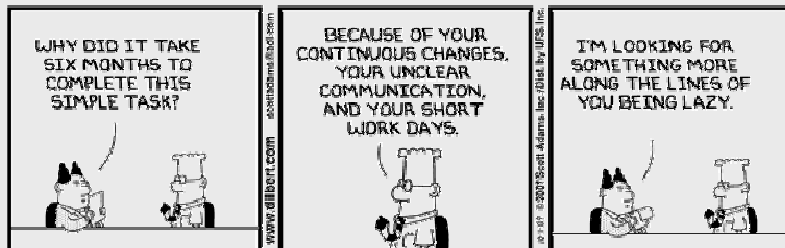
© Scott Adams, Inc./Dist. by UFS, Inc.

## A once-only task

- The kit remains consistent regardless of manager, product, and vendor
  - Most parts in common with other products
    - Little reworks
      - A project-specific section

## Purpose of a localization kit

- Help vendors quote
- Help PM's schedule processes
- Help localizers release accurate deliverables



© Scott Adams, Inc./Dist. by UFS, Inc.

## Structure of a localization kit

- According to users
  - Project managers
    - Statistics
    - Schedule
  - Localizers
    - Translatables
      - Finalized text
    - Instructions
  - Engineers
    - Configuration data
    - Test scripts

## Content of a localization kit

- What the localization vendor needs
  - Files
    - Translatables
    - Resources
    - Code
    - Binaries and executables
  - Instructions
    - UI (and possibly error messages) flow chart
    - Software and hardware specifications
    - User documentation, on-line help, and project documentation
    - Specialized tools

## Statement of work (SOW)

- Project scope;
  - Product information
  - Project data
  - List of localization kit contents
- Delivery requirements
  - Delivery dates and methods
  - Locations
  - Performance standards
  - Supplies and equipment
- Quality expectations
- Payment terms
  - Purchase order
    - Amounts for each job/task/deliverable
    - Payment rate(s)
  - Non-disclosure agreement
  - Liability agreement
- Contact information

## Statement of work (SOW)

- Counting tools, criteria, and methods
- Analysis log files
  - Replicated and untranslated words
  - Full and fuzzy matches
  - Frequently occurring segments
- Mapping for component leverage

## Bill of materials (BOM)

- List of the files to localize grouped by type
- Image of the directory structure
- Directory structure requirements for deliverables
- List of expected deliverables
- List of drivers for creating deliverables
- List of build environments and source files
- List of documentation files

## Bill of materials (BOM)

File name	File type	Purpose	Word count	Location	Notes and instructions
<code>default.asp</code>	Server-side script (VBScript)	Default page for browsing inception	30	root	Line 37: the variable <code>strRedirect</code> should not exceed 75 characters Line 271: do not localize the variable <code>strLang</code>

## The localization guide

- Localization guidelines and schedule information
- Instructions on how to handle concatenated strings
- Special instructions for file handling
- Guidelines to dealing with text expansion
- Instructions for dialog resizing and other cosmetics
- Guidelines for keyboard accelerators localization
- Naming conventions
- Expected delivery file types

## The localization guide

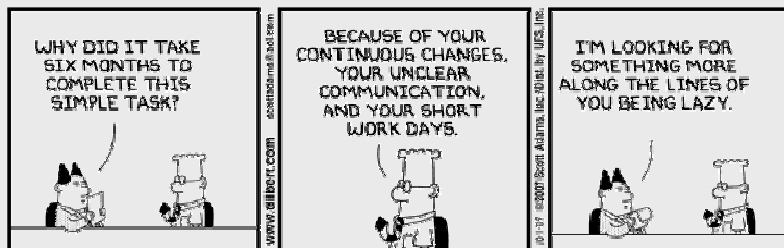
- Project organization
- Project issues
- Statement of scope
- Contents of the kit
- Resource requirements
- Tools, techniques and methodologies
- Deliverables
- Risks
- Communications
- Quality assurance plan

## The status report

- Milestones scheduled for achievement
- Performance against milestones
- Changes in milestones
- Issues and recommendations

Milestone	Baseline date	Target Date	Achievement	Progress	Planned expenditure	Actual expenditure
Description			(Date)	%		

## Anyway...



# Q&A

