

WHITEPAPER:

CROWDSOURCED TRANSLATIONS FOR ANDROID APP LOCALIZATION: HOWS & WHYS

Guide for
Android developers

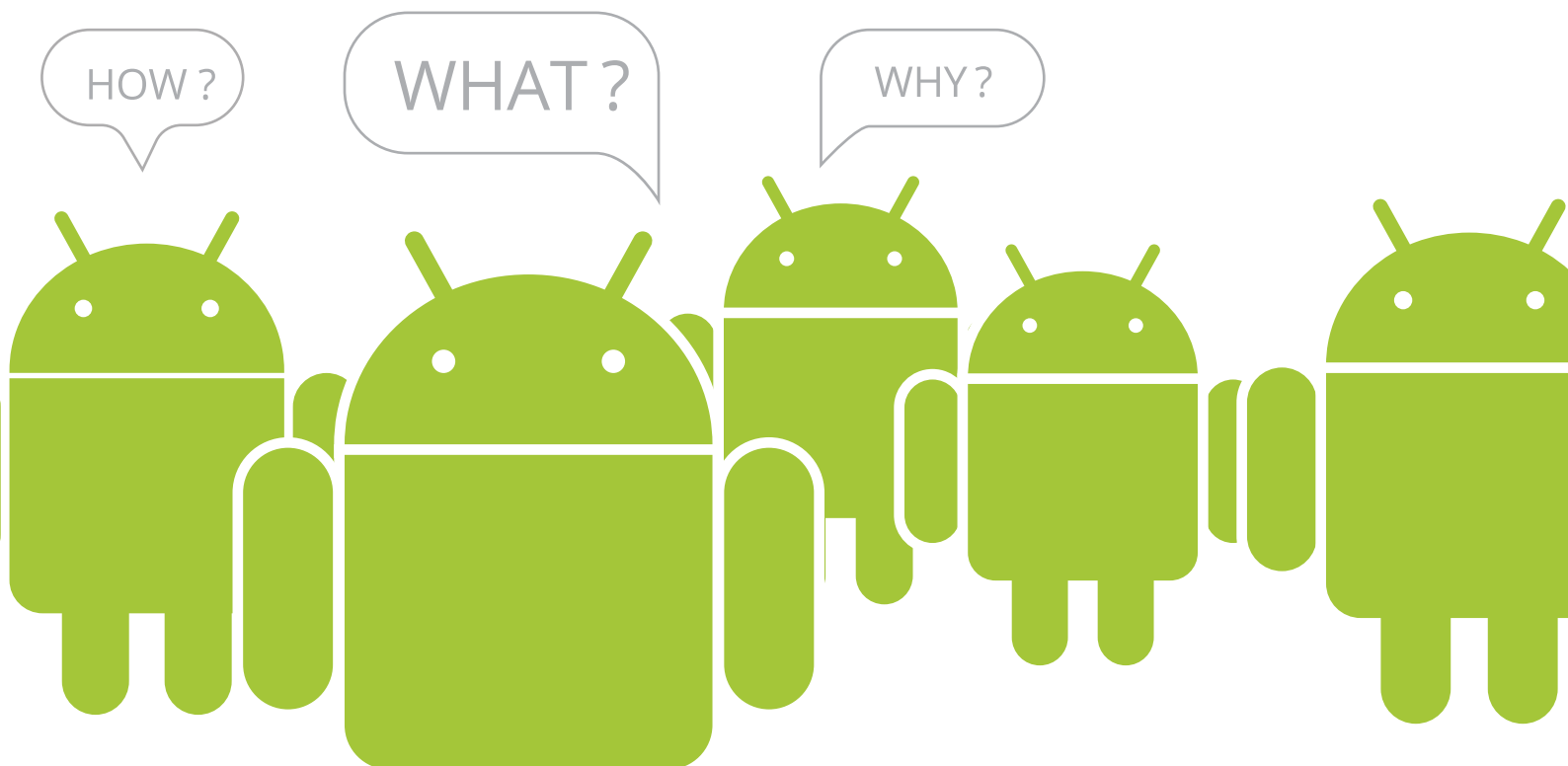
Publication by





HOW?

WHAT?

WHY?



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CROWDSOURCING

It's supposed to be a powerful way to get Android localization done, the tool that makes localization both efficient, affordable, and free. But how often does it work out that way?



Developers choose crowdsourcing mainly because it sounds great to get translations done for free.

It is important to understand that crowdsourced translations are not really “free.” While community translators don’t typically earn money for their work, they are not as altruistic as one might think at first glance. There is a wide range of reasons why they want to be involved, just as there are many reasons why developers might choose to open a part of their development process to users.

Understanding these motivations can help developers decide whether crowdsourcing is the right method for their project, or if conventional methods would save them time and trouble more valuable than a few dollars and cents.

This whitepaper will guide you through crowdsourcing whys and hows for android apps so you can be prepared to the up and downs it may bring.

CHAPTER 1

CROWDSOURCED LOCALIZATION OVERVIEW

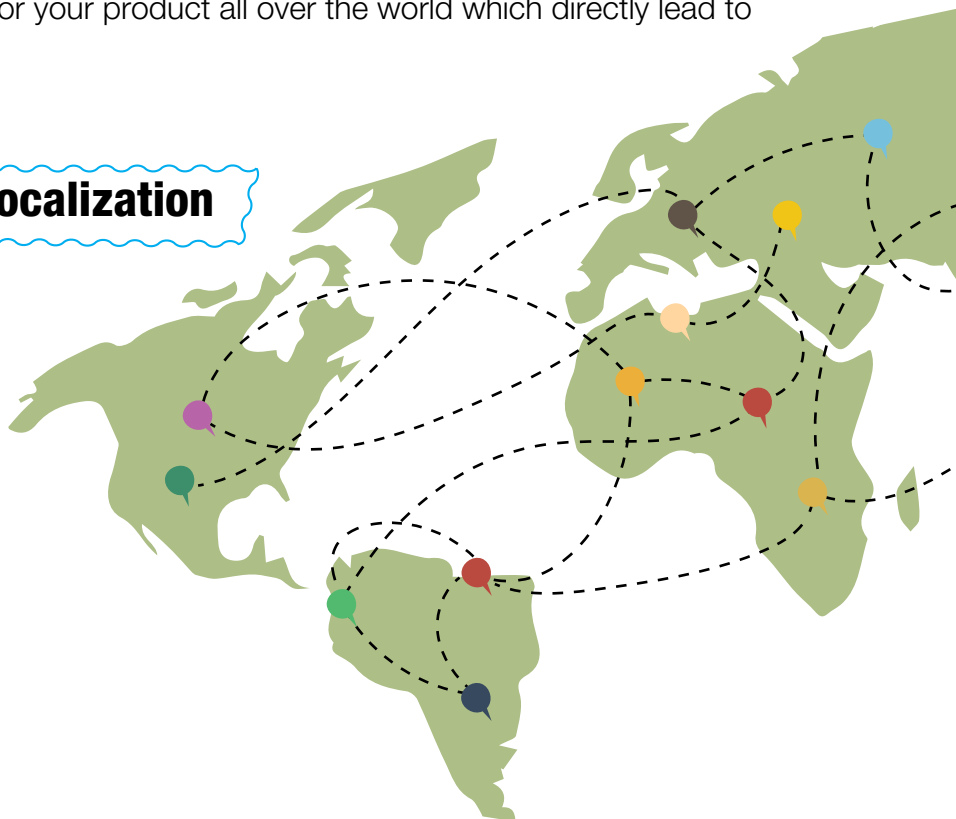
Crowdsourced translations are translations done by “non-professionals”. Simply put, the users interested in your product or volunteer linguists who are excited to contribute their expertise to your project.

What are the reasons that make developers turn for translations to their communities, and in what way do they help the business?

- ▶ Crowdsourcing is scalable: a lot of people, lots of languages translated by native and adapted to the culture at the same time;
- ▶ You can get an opportunity to become closer to the actual user and listen to their feedback;
- ▶ Translations are provided by people who know your product very well;
- ▶ Fast turnaround time: the more contributors the faster the process;
- ▶ You get more brand ambassadors for your product all over the world which directly lead to revenue increase

Crowdsourcing models in localization

There are different ways to implement translation crowdsourcing. Broadly speaking, crowdsourced translations models can be divided into two categories, based on the openness and exclusivity of the community.

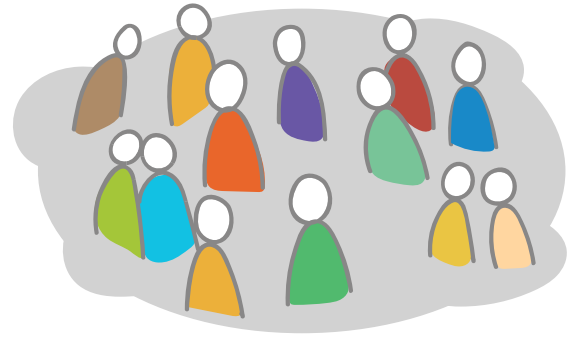


Open Community - anyone can become your translator, and there usually should be an automatic mechanism of linguistic testing.

Main aspects:

- ▶ there are no fixed deadlines;
- ▶ the company can use different motivators to hurry up the crowd, but the actual turnaround time depends on the crowd;
- ▶ there are no monetary rewards.

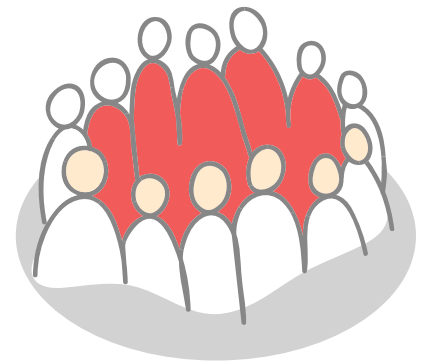
For example, Facebook uses the open crowd model. Almost any Facebook member has the access to use the translations application.



Closed Community - developer limits crowd membership and selects the members carefully.

Main aspects:

- ▶ each member of the community is chosen by project manager;
- ▶ there are more strict policies: obligations, confidentiality agreements and translation deadlines;
- ▶ the rewards offered in return for translation include, for example, free products, primarily lifetime product licenses or monetary presents.



Closed translation crowdsourcing is more popular in the software industry. Closed model is applied, for example, by Skype.

The idea altogether is pretty amazing to the certain point. Trouble is, that all the multiple crowd processes that are happening in localization, most certainly will lead to the complete fail if you put wrong resources into wrong directions.

POTENTIAL PITFALLS

Being an expert in crowdsourced localization for years we have grouped the following crowdsourcing weaknesses for you to consider:

▶ **Lack of Collaboration**

— communication and context are essential for effective collaboration, if your crowd has no way to communicate fast and simple it leads to messy and duplicated translations;

▶ **Bad Quality of Translations**

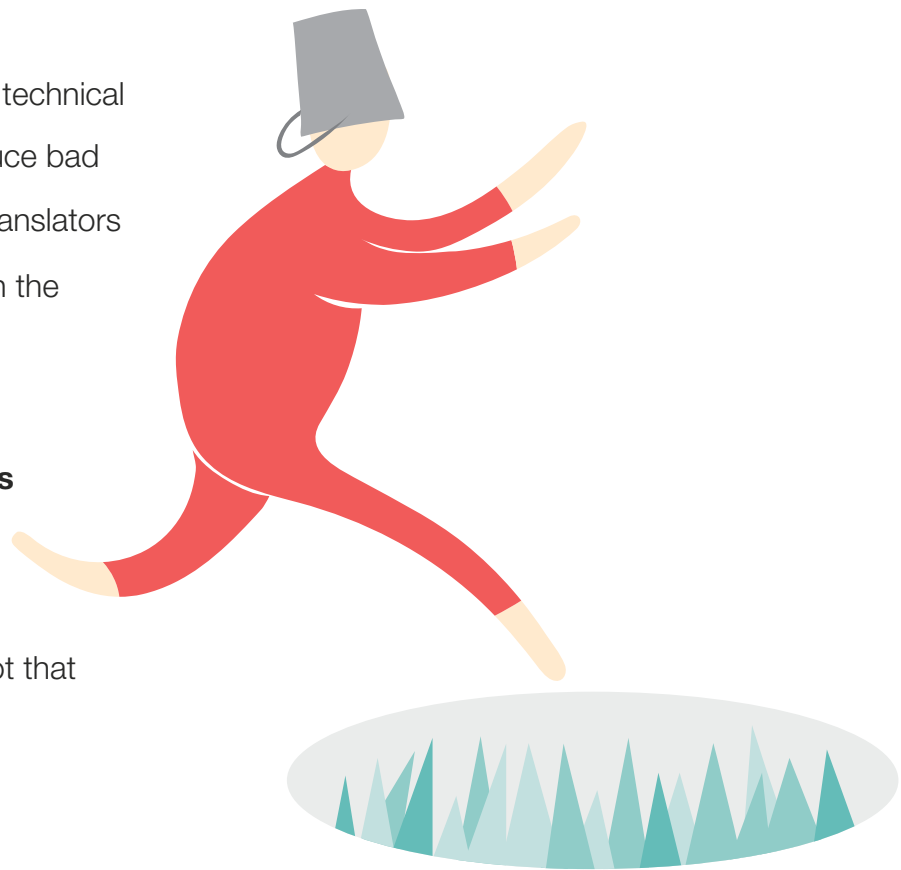
— the lack of context and little skills is technical translations, cause the crowd to produce bad translations. And let's not forget that translators in most of the cases are not linguists in the first place;

▶ **Absence of the Project Managers**

— android apps companies do not usually have localization manager and implementation of crowdsourcing is not that easy without good supervisor;

▶ **Motivation Issues**

— voluntary work will not last if you don't provide "free pizza", but this is getting difficult if there is no data basing on which rewards can be planned and pushed over to translators;



MANAGEMENT OF CROWDSOURCING LOCALIZATION

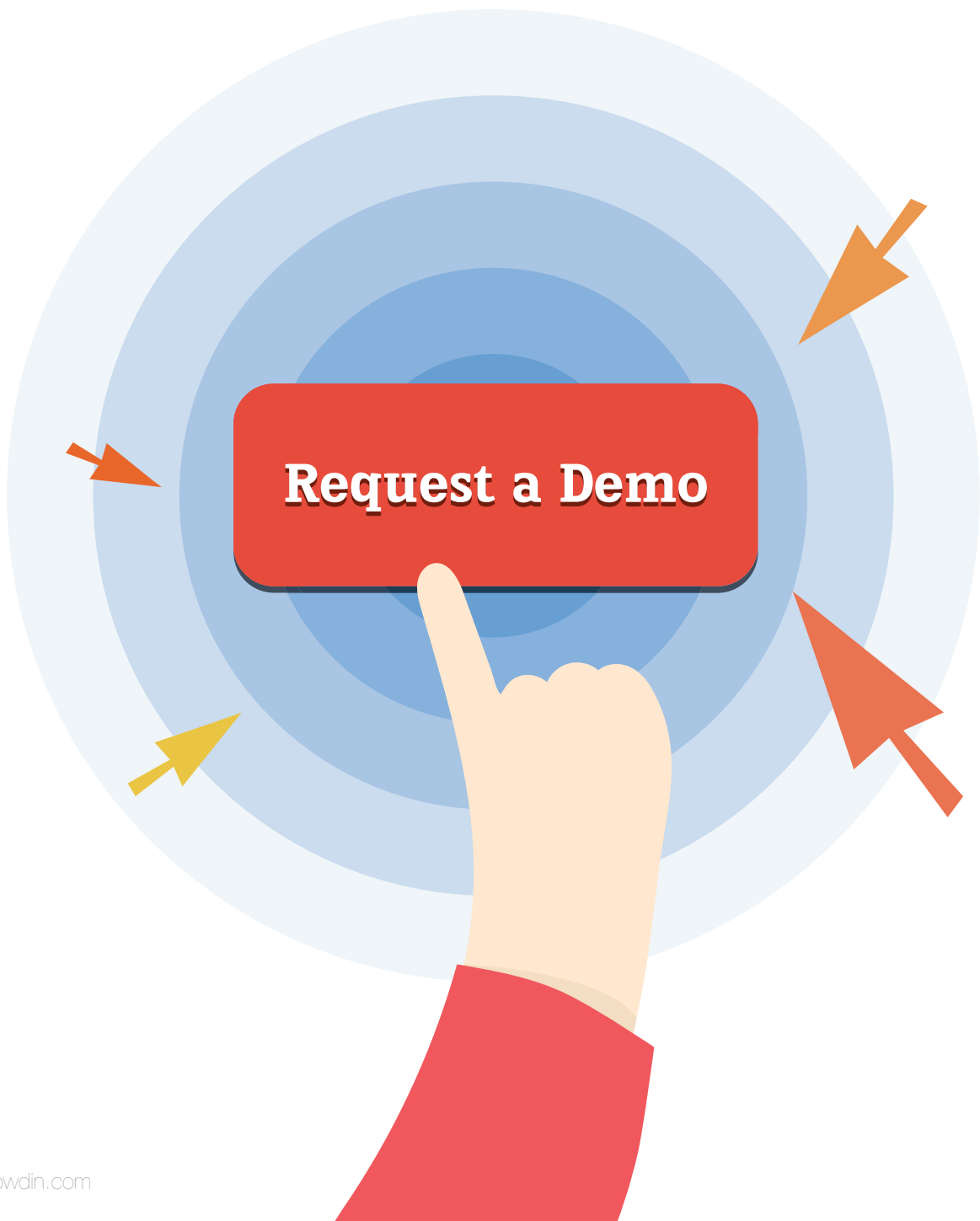
Manage your crowd fast and effective with Crowdin localization management system.

Collaboration: the single environment to work at, communication tools.

Validations: tag validators, glossary, screenshots for more context, proofreading mode.

Reporting: project activity, translators ratings and contribution.

Project management: professionals you can hire to take care about crowdsourcing management.



CHAPTER 2

STEPS TOWARD APPLYING CROWDSOURCED TRANSLATIONS IN THE ANDROID APP LOCALIZATION PROCESS






Before you consider any serious investment in crowdsourced translation, you need to answer one simple question: do you need localization to expand new markets or improve your user experience?

In case you would like to sell in new markets, you would need to make the research about where your app has the most chance to succeed and basing on this choose target languages. In other case, you may want to ask your users to define the languages that will improve their user experience.

Knowing the targets is basics that will shape up your translation project.

Interesting fact:

Top 10 mobile app localization languages for 2015 according to Statista.com:

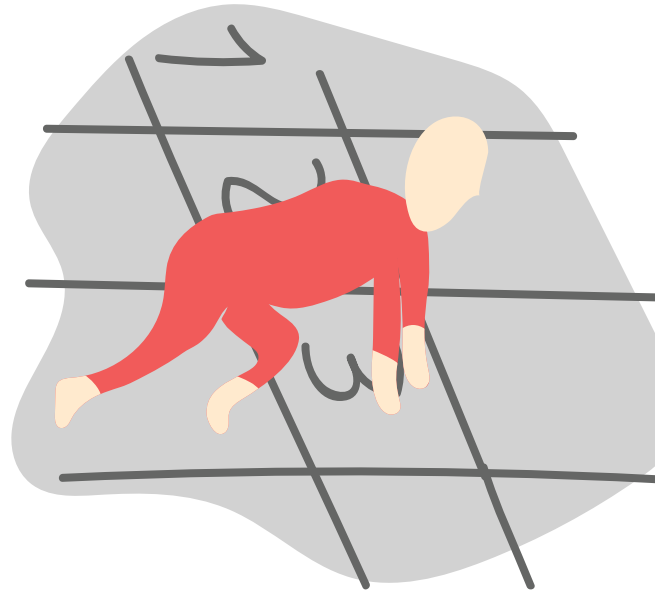
 English  Japanese  Korean  Chinese  German  French
 Brazilian Portuguese  Spanish  Italian  Malay.

So, here are few steps that will help you to localize your app using crowdsourced translations smart.

#1 Prepare your App for the localization process

The main areas you should consider are:

- ▶ Prepare resources: marketing content that include Play Store description and keywords;
- ▶ Prepare app UI: grab the [comprehensive guide](#) in android developers center;
- ▶ Pseudolocalize. It is the process of the verifying application readiness to be translated. It verifies if the application UI can be easily localized to any language without making source code modifications.



Tip: Pseudolocalization also enables you to see how different languages will fit your application UI. For example Spanish texts in average 25-30% longer than English, Japanese is 30%-60% shorter.

#2 Choose localization technology

Smart localization management platform gives an opportunity make translation process more efficient, fast and collaborative.

The main characteristics that you want to look for in the crowdsourcing localization tool:

- ▶ Accessibility from anywhere and anytime, preferably in the cloud with no installations;
- ▶ Collaboration functionalities for translators' coordination and possibility to communicate during the whole process;
- ▶ Automatic pseudolocalization functionality;
- ▶ Facility to tag texts on app screenshots and provide screenshots as a context;
- ▶ Translations reports to see contributions and track progress;
- ▶ Proofreading functionality;
- ▶ Tools to integrate translations into the development process for continuous localization;

Once you chose an appropriate localization tool, the next step is to automate your localization process. Here in Crowdin android developers use [CLI tool](#) to automate files upload/download.

#3 Find translators

The central question in crowdsourcing is how to find translators and motivate them to join the campaign. Finding translators, in general, is not a big challenge but here is one hitch that influences translations quality more than any other. It's how to select right translators that would be not only professionals in translations, but also be aware of your product or at least of an industry you work at.

You can do this in few simple ways:

- ▶ Announce in social media that localization effort starts;
- ▶ Send the direct emails, asking for help to your app fans who potentially can be translators;
- ▶ Post on thematic forums where geeks or your product users hang out, they potentially may be a great help as well;
- ▶ Add a link to translation project in some visible place within your app to make users notice and join the project.



#4 Motivate

For many developers, the most challenging issue is how to motivate translators to crowdsourced translation projects. To encourage people to do something for you is not easy, but there are few ways that actually works.

Goal recognition

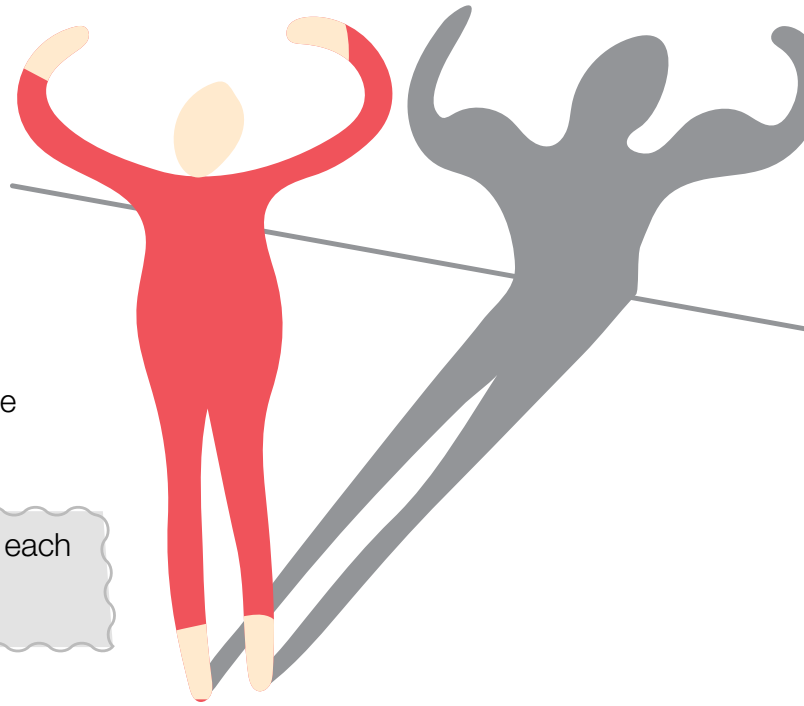
To encourage translators is **to make them feel as they belong to something global**. As simple as feeling the belongingness will definitely have the influence on motivation and desire to help.

Practically: Create a hall of fame, thank-you page or send the direct email.

Competition

Let your translators feel playful competition during their work. It is also worth to set up a public dynamic leaderboard on your website where users would see how much each translator have contributed and how it changes over time. This is triggering the intention to become better and more productive.

Practically: dynamic translation leaderboard with each translator contribution.



Acknowledgement

Give the best translators public acknowledgment. Post in your social networks, send them T-shirts or set the best translators pics in your community center so every other can see and would like to be there next time.

Practically: announce best translators in Social media, send T-shirts, mail hand-written thank you letters.

Bonuses

Give your people “free-pizza”. Lifetime licences for your app, premium access or support can be a perfect motivator.

Practically: make giveaways of your app in exchange to translations made.

New experience and reciprocity.

Give your translators a right to be an expert in their language, possibility to develop their skills and get the best from the crowdsourcing experience. Once people feel they are learning, you will get reliable contributors, and they will get precious reciprocity.

Practically: choose best translators to be proofreaders in your project, let them share their expertise and acknowledge them appropriately.

CONCLUSION

Crowdsourced translations in the localization process doesn't need to be a puzzle. It also doesn't need to be a game for money.

Follow these simple steps to get start and make you localization process efficient without any difficulties:

Prepare

- ▶ Prepare resources
- ▶ Prepare app UI
- ▶ Pseudolocalize

**1**

Choose technology, it should be:

- ▶ In the cloud;
- ▶ Collaborative;
- ▶ Providing context;
- ▶ With translation memory and glossary;
- ▶ With translations reports;
- ▶ With the proofreading functionality;
- ▶ With continuous localization tools.

2

Invite translators:

- ▶ Announce about localization effort in social media;
- ▶ Send the direct emails with to your app fans;
- ▶ Post on forums where your product users hang out;
- ▶ Add a link to translation project in your app to make easy for users to join.

3

Motivate contributors:

- ▶ Goal recognition
- ▶ Competition
- ▶ Acknowledgements
- ▶ Bonuses
- ▶ New experience and reciprocity

4

If you follow all these steps - the chances you will localize your App successfully grow. But to make the process more efficient and affordable there is no less important to consider all advantages and disadvantages of crowdsourced translations.

It also important to remember that sustainable crowdsourced translations is not only about cutting costs, and the beneficiaries are not only the businesses who increase their revenue. Users also get their benefits in bonuses, new language experience and teamwork.

Of course, it's often helpful to have an expert guiding you through the process and helping you getting started.

If you'd like help, [contact our support team](#).

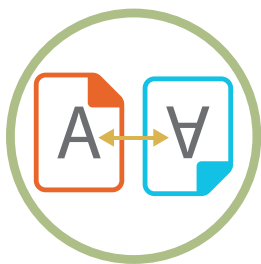
COMPLETE CYCLE LOCALIZATION MANAGEMENT PLATFORM

Crowdin brings whole localization effort together in one powerful integrated system source.

- ✓ **Collaborate:** bring participants in one place
- ✓ **Review:** make sure the quality
- ✓ **Keep track:** watch your project move
- ✓ **Automate:** sit back and deploy



Simple File Management



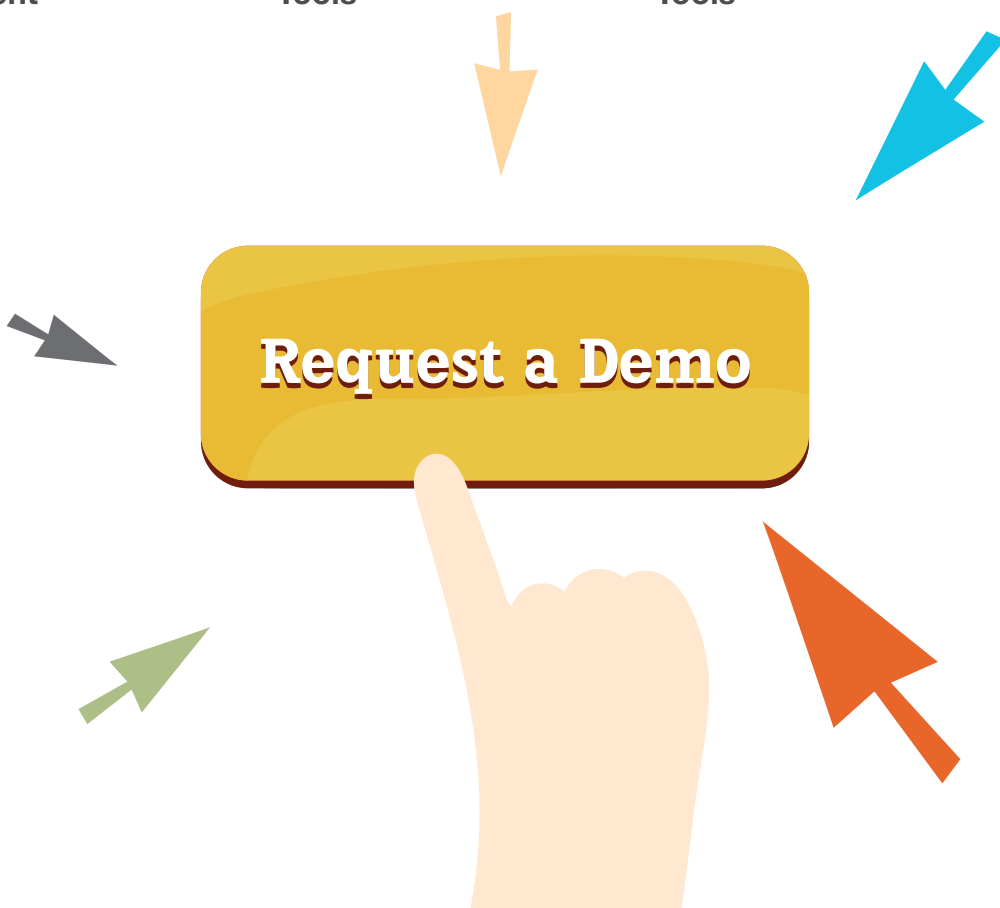
Translation Tools



Automation Tools



Reporting



Request a Demo