Approaches for a successful product localization


Localization Levels

- Technology
  - technical Infrastructure
  - Mobile networks: GSM, TDMA, CDMA, UMTS
  - Electric: 110/220V, 50/60Hz
  - plugs
  - Video standards: PAL, NTSC, SECAM
  - Coding standards (Unicode)

- Linguistics
  - Translation of Interface
  - Use of words
  - spelling of words
  - vocabulary
  - grammatical structure (perf. compuesto vs. pret. indefinido)
  - text input methods
  - Date/time formats

www.arabia.com

Arabic

English
Localization Levels

- **Technology**
- **Linguistics**
- **Culture**
- **Cognition**

Localization Levels

- **Culture**
  - Meanings/Interpretations
    - colors, symbols, melody
    - metaphors
    - context of use
    - function of technology in society
    - functions in device that make sense in context
    - organization of work
    - questioning aspects you take for granted
    - cultural variables and standards

Localization Levels

- Culture – Cultural variables (Action, Environment)
  - doing
  - being
  - control
  - harmony
  - constraint

Localization Levels

- Cultural dimensions – tendencies
  - communication
  - low-context
  - high-context

Localization Levels

- www.yosemitepark.com
Localization Levels

- Technology
- Linguistics
- Culture
- Cognition

Technology

Linguistics

Culture

Cognition

Cognition – Menus
- Menu structures (taxonomies)
- Priorities of functionalities
- Naming of functionalities
- Search strategies

Localization Levels

- Cognition – Perception
  - Müller Lyer - illusion
  - Horizontal - vertical illusion

What are the implicit aspects and information?
Which cognitive differences can be mapped in which way to interface elements?
What are the similarities?
Methodologies?

Mapping

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<tr>
<th>Long-Term Time Orientation</th>
<th>Uncertainty Avoidance</th>
<th>Power Distance</th>
<th>Masculinity vs. Femininity</th>
<th>Collectivism vs. Individualism</th>
<th>Move Mode</th>
<th>Navigate</th>
<th>Interaction</th>
<th>Appearance</th>
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Localization Levels

Technology

Linguistics

Culture

Cognition

Localization Levels

- Cognition – Menus
  - Menu structures (taxonomies)
  - Priorities of functionalities
  - Naming of functionalities
  - Search strategies
Thank you for your attention!

„Every tool carries with it the spirit by which it has been created“

Werner Karl Heisenberg

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