

Multilingual Web Considerations for Multiple Devices & Channels.

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Multilingual Web

- How many languages?
- Simple translations
- Keeping pace with developments
- Content V's Technology
What happens next?



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How many languages?

How many Languages?

- Wikipedia - 287
- Facebook – 80
- Microsoft – 59
- Intel – 28
- European Commission - 24
- European Parliament – 23
- UN – 6
- World Customs Org – 3

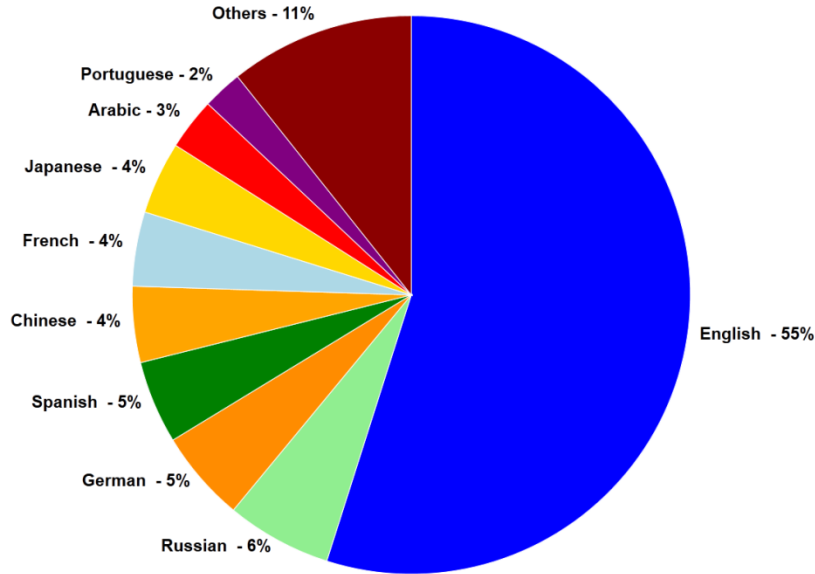


**Over 2.4 billion people use
the Internet now**

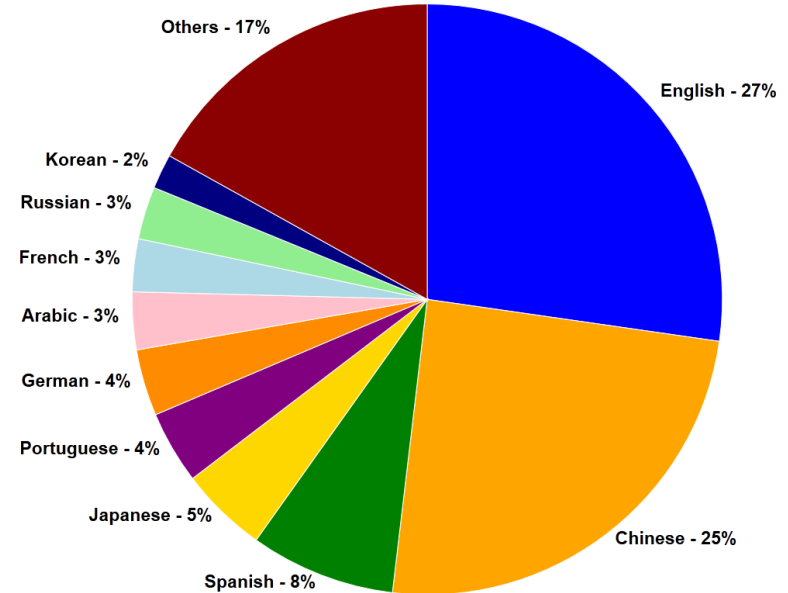
Content Language(s) V's Users Language(s)

Content Languages for Web Sites

Internet Users per Language



April 2013



Source: <http://en.wikipedia.org/>

A decorative vertical line with three circles. The top circle is large, the middle one is small, and the bottom one is medium-sized. The line connects them and extends slightly above and below the circles.

Simple translation?

Translation V's Localisation

- It is Ok to translate the source content directly?
 - Ford had a problem in Brazil with the Pinto
Pinto was Brazilian slang for "tiny male genitals".
Ford renamed the automobile Corcel, meaning "horse".
 - Coors translated its slogan, "Turn it loose," into Spanish,
where it was read as "Suffer from diarrhoea".
 - In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good"
ended up as "eat your fingers off".
 - In Italy, a campaign for Schweppes Tonic Water translated the name
into "Schweppes Toilet Water".

(Good) Localisation is not cheap

- Resources ideally should be based in the country where the information will be required
- Resources should translate with the local market/ cultures in mind
- Terminology key to your service/ product should be defined and approved before translation to ensure your clients/ citizens receive a uniform and consistent message

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Keeping pace with
developments

Keeping pace with change

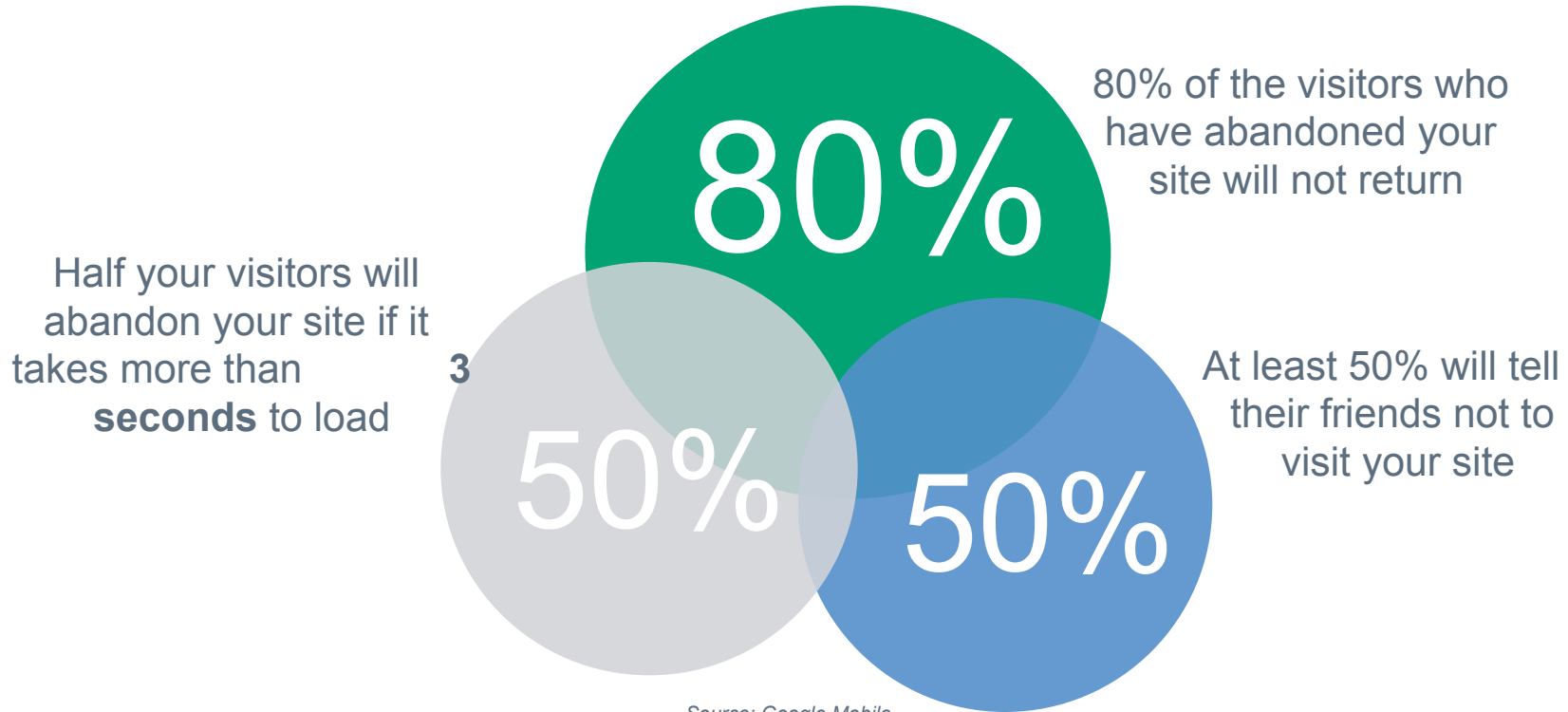


1983

2006

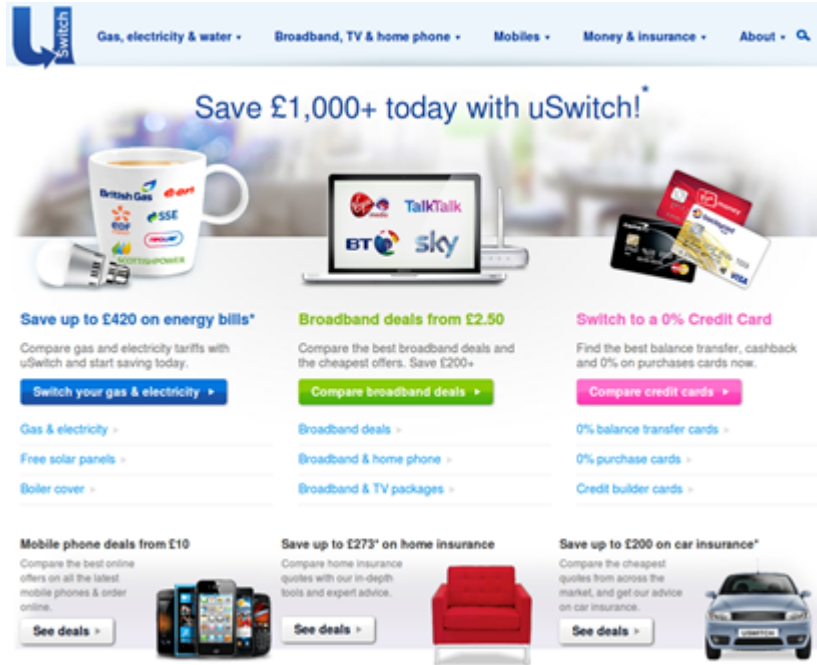


User Experience Imperative



Source: Google Mobile

One size does not fit all devices



The image shows a desktop view of the uSwitch website. The header features the uSwitch logo and navigation links for Gas, electricity & water, Broadband, TV & home phone, Mobiles, Money & Insurance, and About. The main banner reads "Save £1,000+ today with uSwitch!" and includes images of a mug with utility logos, a laptop with broadband logos, and credit cards. Below the banner are six promotional tiles: "Save up to £420 on energy bills*", "Broadband deals from £2.50", "Switch to a 0% Credit Card", "Mobile phone deals from £10", "Save up to £273* on home insurance", and "Save up to £200 on car insurance*". Each tile contains a brief description and a "See deals" button.

uSwitch

Gas, electricity & water • Broadband, TV & home phone • Mobiles • Money & Insurance • About •

Save £1,000+ today with uSwitch!*

Save up to £420 on energy bills*

Compare gas and electricity tariffs with uSwitch and start saving today.

[Switch your gas & electricity >](#)

Gas & electricity >

Free solar panels >

Boiler cover >

Broadband deals from £2.50

Compare the best broadband deals and the cheapest offers. Save £200+

[Compare broadband deals >](#)

Broadband deals >

Broadband & home phone >

Broadband & TV packages >

Switch to a 0% Credit Card

Find the best balance transfer, cashback and 0% on purchases cards now.

[Compare credit cards >](#)

0% balance transfer cards >

0% purchase cards >

Credit builder cards >

Mobile phone deals from £10

Compare the best online offers on all the latest mobile phones & order online.

[See deals >](#)

Save up to £273* on home insurance

Compare home insurance quotes with our in-depth tools and expert advice.

[See deals >](#)

Save up to £200 on car insurance*

Compare the cheapest quotes from across the market, and get our advice on car insurance.

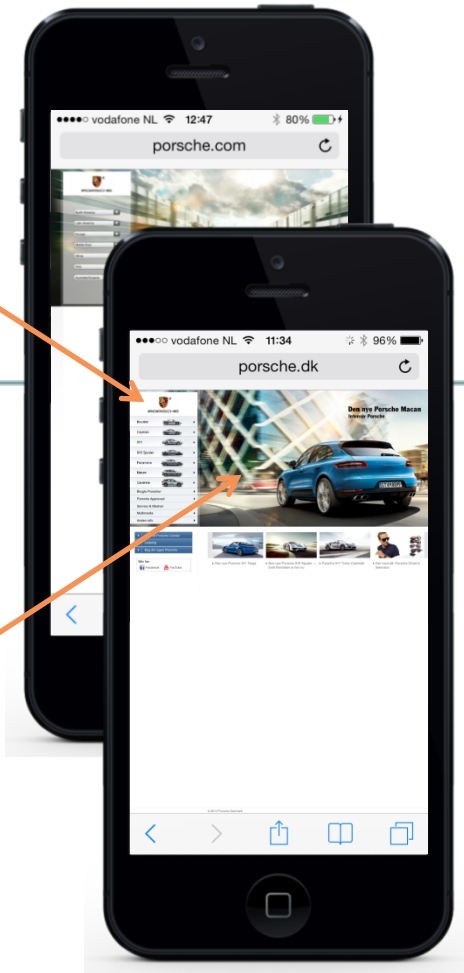
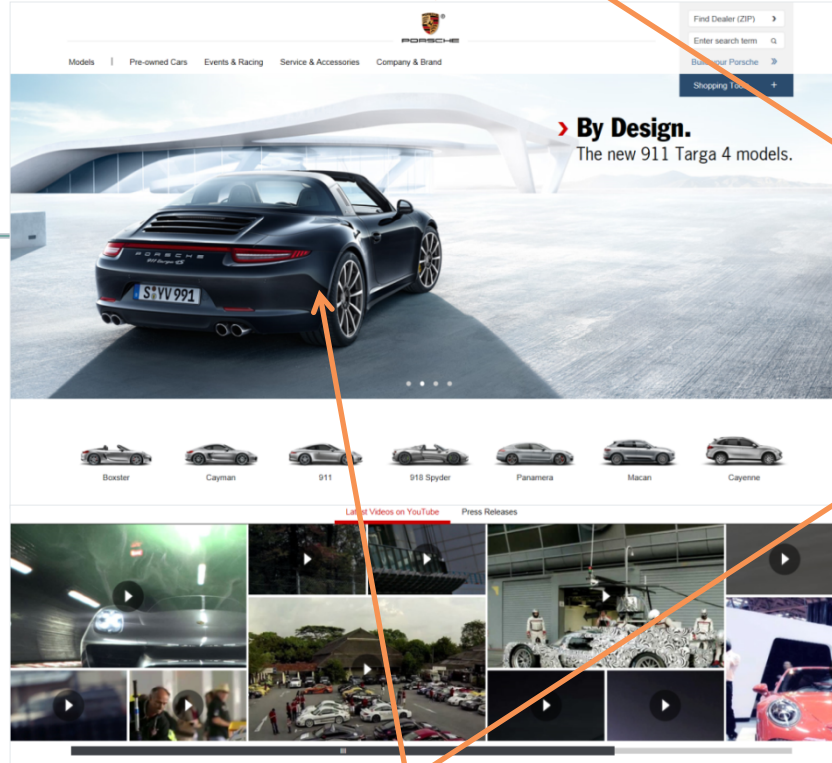
[See deals >](#)





Contextually
Poor

Brand dilution



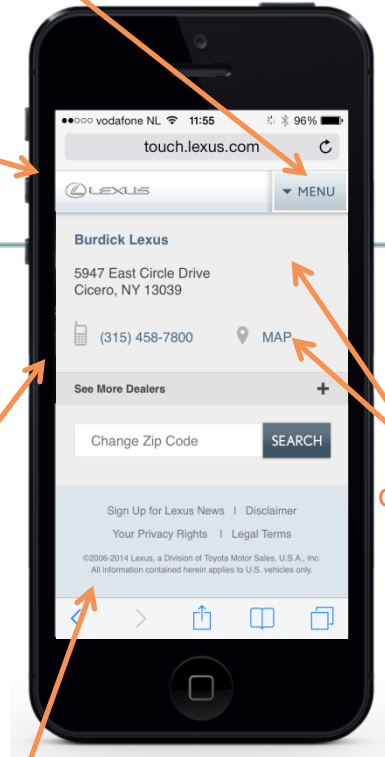
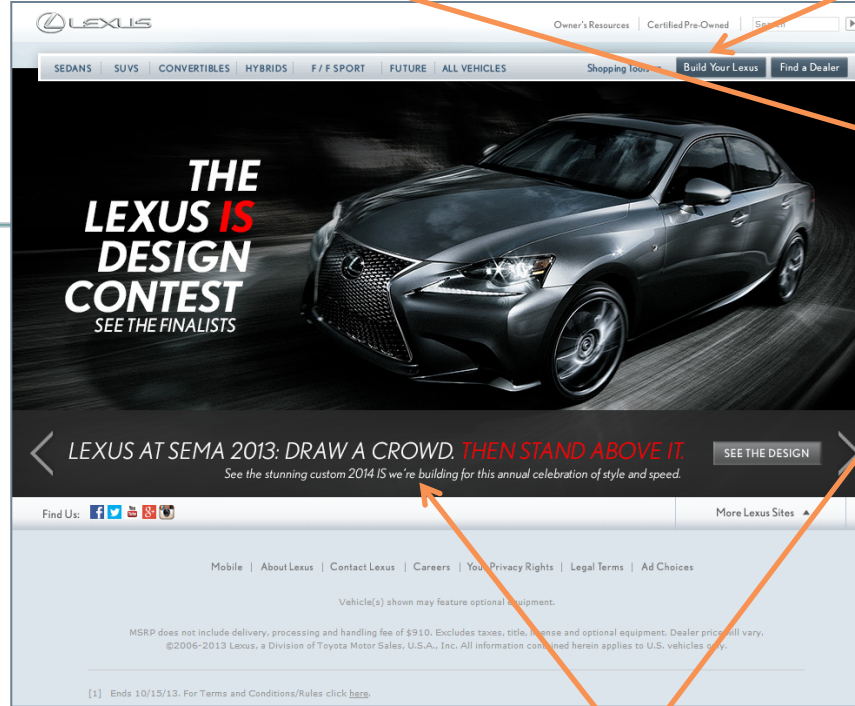
Full size page & images loaded onto mobile...(3.3MB)
“Porsche = Fast cars, slow load times”



Contextually
Relevant

Proper Branding

Optimized Navigation for Device

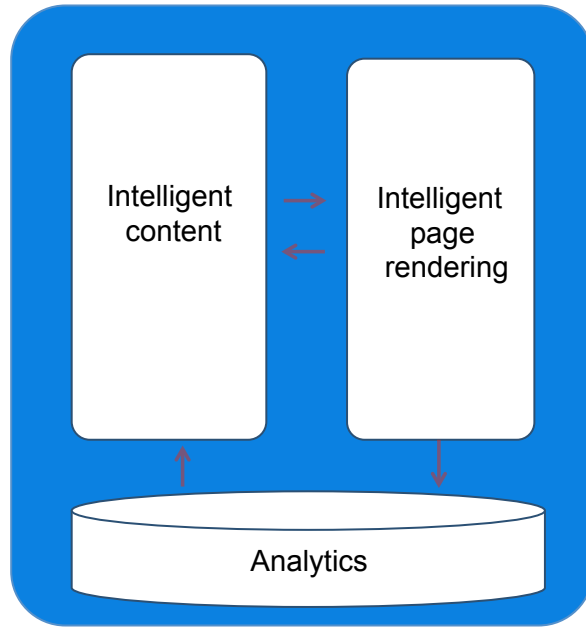


Detect
device
capabilities

Optimized Design Elements

Contextually relevant tasks

Omni-Channel Delivery



PC



Tablets



Smart Phones



TV



Wearable's



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Content V's Technology

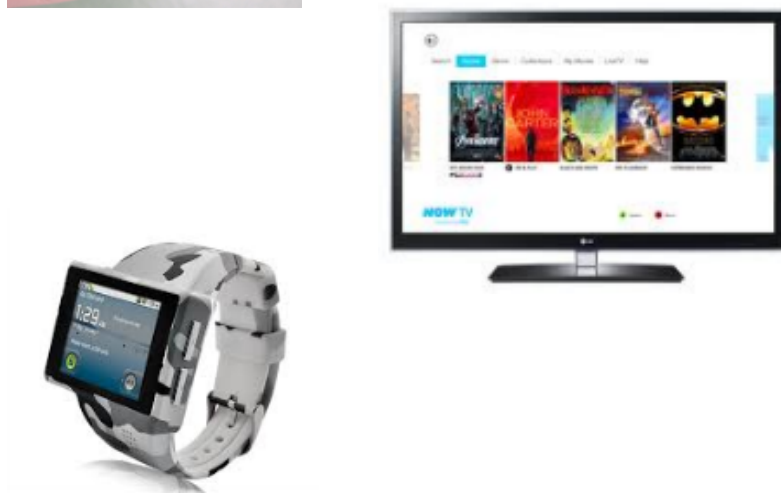
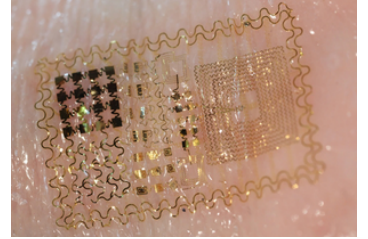
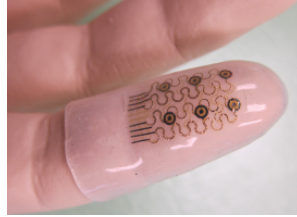
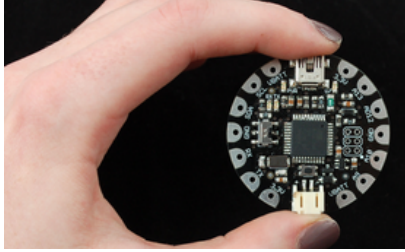
What happens next?

“New consumer product interface technologies will forever change the way humans and machines interact.

We are opening a Pandora's box of compelling and consistent digital experiences that extend the value of physical products into the realm of digital experience. “

Thomas Husson. VP, Principal Analyst Forrester

Next Generation of Interfaces



What does this mean for the Multilingual Web?

- As devices change and interfaces develop we are responsible to ensure that the data is readily available in the required language(s) and formats
- Cost will rise as new formats are ‘invented’
- Complexity will increase for content managers and localisers
- Who is responsible for ensuring that content can be delivered to new interfaces in multiple languages?

A decorative graphic on the left side of the slide. It consists of a large circle at the top, connected by a vertical line to a smaller circle, which is then connected by another vertical line to the top-left corner of the blue rectangular box. Below the box, a vertical line connects to another small circle.

Summary

Multilingual Web Considerations

- Language Considerations
 - Content Languages need to be carefully chosen for your target audience in order to maximise the impact
 - Local/ cultural differences and sensitivities need to be taken into account
- Multiple devices and channels
 - Given the growth of devices multilingual testing on all platforms is prohibitively expensive
 - Is it enough to have mobile, web, device standards or do we need to work with device manufacturers to standardise interfaces



Global Customer Experience Management

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A decorative orange line starts with a large circle at the top left, goes down to a smaller circle, then continues down to the top-left corner of an orange rounded rectangle. From the bottom-left corner of the rectangle, it goes down to another small circle.

Finally
Did you Know?