LOCALIZATION TESTING

Preparing Your Product for Global Market Success

Why Localization Testing?

All product users, no matter their country of origin, expect the experience to be simple, intuitive and personalized. Achieving this is more difficult for companies competing in a global market where every language impacts the user experience and expectation.

When a product is not developed with localized user experiences in mind, it's often obvious to international users that the application was initially intended for English-speaking users. Grammatical errors, irrelevant images, dreadful responsiveness, application crashes - any (or all) of these linguistic factors can dissuade international users from continuing to use your product in favor of your competition.

Localization is key in conveying to your global users that you understand and value their needs. Translating words on the screen is crucial, but it is just the beginning of the process. Strong localization transforms your product UI so that it adapts to expectations across language, cultures and regions.

How can you be sure that your product is ready for the global market?

Meet localization testing. Successful companies execute localization testing to verify the quality of the product's localization for specific regions before launching it in the market. Localization testing reviews the translation process within the software as well as the functional support for that particular locale.

Best Practices of Localization Testing

Before your company pursues localization testing, first verify that your product supports globalization. In other words, can your software function in any culture or locale? With this foundation in place, your product can handle the demands and expectations of localization testing for a target region.

10001101011
10110101000
1000   11
100   11

Successful companies follow these best practices for localization testing:

Pre-Localization Testing
Before testing begins, ensure that the testing team has access to all essential data, documents and information. This includes:

- Background information about the product
- Glossaries for reference and consistency check
- Previously translated products for reference

Regional Specification Testing
These tests validate that the various components of the product can support and deliver region-specific requirements. Executed tests confirm that:

- Phone numbers, dates and times are properly formatted
- Colors are appropriate and convey the desired message
- Product names and licenses comply with country-specific regulations
- Provided phone numbers are accessible by the regional users
- Currency conversions and formats are accurate and managed securely

Language Testing
Testers review the translation of every screen in runtime context. Executed tests verify that:

- Terminology is consistent across the UI and documentation
- Content is free of grammatical and typographical errors
- Content is accurately translated
- Content is free of character corruption

Appearance Testing
Guarantee that regional users have an optimal user experience with your product without glaring issues by executing test cases confirming that:

- Localized images are of great quality and render correctly
- Product layout is consistent with the source as well as with the original English version
- Hyphens and line breaks are accurate

Functionality Testing
Ensure that the destination system adapts well within the source interface. These kinds of tests attest that:

- Hyperlinks function correctly and are accessible by the regional user
- Hot keys are functional
- Special characters are supported throughout the product
- Font is supported in target region
- Format separators function appropriately

Case Study 1
Event Management App Leader Secures Seamless Language Translation With Localization Testing

Challenge

Our client's app supports events happening in numerous countries, so its ability to support diverse languages is a must. However, app customers continuously reported issues in application behavior when accessing the app in non-English languages.

Examples of customer-discovered issues include:

- App crashing when a user selected a non-English language, such as German or Dutch
- Translation in requested language not covering all words within the device

Solution

QASource performed localization testing on most-accessed languages within the client's application to explore the following:

- App behavior when changing device's language
- Delivered translation performance within the app experience

The team thoroughly documented any uncovered issues during the localization testing process, including when the application crashed or failed to translate all text.

Results

Because of the testing documentation that QASource provided, the client's development team located the issues within the software. The client corrected the issues and launched it in the market without delays and within a regular sprint.

About Our Client

The client provides an event registration & management application that stands out from the competition by capturing and surfacing data from live events. Their focus is building a modern, enterprise-ready event app that both facilitates connections at events and enriches attendee engagement throughout the event.

Case Study 2
E-Recycling Innovator Enters Spanish Market With Localization Testing

Challenge

The client wanted to expand their global presence in the European Union and Arctic regions. Their platform needed to successfully provide EU/Spanish translation in order to maintain the easy experience of selling and reselling devices for users in those regions.

Solution

QASource performed localization testing on the web application in all EU/Spanish languages based on the received specification documents. The team then provided comprehensive documentation confirming that the web application performed as expected.

Results

The client's web application entered the EU/Spanish market with no issues in application behavior or translation.

About Our Client

The client provides e-waste recycling services for mobile technology. They succeed in a $17 Billion secondary-use devices market by offering fair prices on old phones, which are then either recycled or restored for reuse.

Case Study 3
Media Streaming Giant Launches Accurate Chinese Translation With Localization Testing

Challenge

The client had several live-streaming programs scheduled to broadcast from China. They wanted to maximize impact by providing relevant language translation for viewers of their media-streaming application in the Chinese region.

Solution

QASource performed extensive localization testing across the media-streaming application that focused on both Chinese Simplified and Chinese Traditional languages. Through L10N testing, the team confirmed that the app performed as expected for any particular Chinese language, location and culture through:

- Basic functionality testing
- Static/dynamic testing of content
- Linguistic accuracy and typographical error testing
- Installation testing of application
- Backward compatibility testing
- Online help and document testing

The team also verified date formatting, upper/lower case conversions, text translation on graphics, currency formats/symbols and printing/paper sizes.

About Our Client

The client provides domain-media streaming to millions of users. They create, manage and distribute live and on-demand video streaming across the globe.

Results

The client launched scheduled live-streaming programming that offered accurate translation across China. Because QASource delivered a thorough test plan to the client, their team now executes localization testing for Chinese markets.

QASource: Your Localization Testing Partner

Validating your product across all localization testing expectations can happen smoothly and flawlessly when partnering with a quality services provider. Imagine having an external team of engineers to confirm your product's market readiness for specific regions so that your internal team of talented professionals can excel in executing test cases within their expertise.

This win-win situation is yours by partnering with QASource.

Since 2004, QASource has provided localization testing to global companies desiring to impact regions around the world. Our dedicated team of engineers showcase years of experience across industries and continents with significant exposure to languages and cultures in both U.S. and target markets. We have successfully carried out a wide range of localization tests on applications targeting the following languages:

- Arabic
- Brazilian
- Bulgarian Chinese (Simplified)
- Chinese (Traditional)
- Croatian
- Czech
- Danish
- Dutch
- Estonian
- Finnish
- French
- German

- Greek Hebrew
- Hungarian
- Iberian Portuguese
- Indonesian
- Italian
- Japanese
- Kazakh
- Korean
- Latvian
- Lithuanian
- Norwegian
- Polish

- Portuguese
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish
- Swedish
- Tagalog
- Thai
- Turkish
- Ukrainian
- Vietnamese

Contact us today to receive a free quote.

QASource - Corporate Headquarters
73 Ray St, Pleasanton, CA 94566
Tel: +1 925.271.5555