

Process App Localization

Assessment of Material

1. Analysis of source files, regardless the file format: .strings, .nib, .xib, .rtf, .txt, .graphic files, app build, English.lproj folder, etc.
2. Engineering pre-translation
3. Estimate using as reference latest translation memories into any language

Translation

1. Translation
 - Localization of app software and content
 - Translation of App Store product description
 - Adaptation of keywords to local markets
 - Marketing translation
 - Online help
2. Proofreading
3. Linguistic quality check

These tasks are performed by professional translators/proofreaders, native speakers in the target language with long-term experience in mobile app localization.

Pre-engineering

1. Text integration

Engineering – Bug fixing

1. Engineering/ adjusting UI layout: .nib, .strings, .xib, graphic files, etc.
2. First quality check
3. Delivery to the client for app compilation (build)

Testing

1. Build installation
2. Testing, performed by native testers in the target language with long-term experience in mobile app testing
3. Testing report, with screenshots indicating issues encountered

Delivery

1. Submit free-bug final localized files
2. Project analysis, when needed