Agile Development Practices for Translation & Localization

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OVERVIEW OF AGILE

- Agile methodology prefers:
  - Collaboration and results over documented processes
  - Focus on achievable, practical results and rapid deployment
  - Flexibility over process
  - Iterative sprints over long lead times
  - Emphasis is on the user and their needs and wants
AGILE AUTHORING

• Agile localization of documents can only work if agile authoring works.
• Strong authoring process utilizing set styles and consistent standards is a must.
• Modular content that is accurate and uses established concepts (terminology) is critical.
• Flare is a great tool for Agile authoring!
IMPACT OF ENGINEERING/PRODUCT DEVELOPMENT

• Engineering/Product Development must be highly disciplined and well established in Agile
• With Agile there is no need to rush in a new feature, since it will just be added during the next sprint.

• Controlled and planned change are ideal for downstream processes such as authoring and localization
LOCALIZATION’S IMPACT ON AGILE

• Localization is the tail that wags the dog in most organizations.
• Agile authoring compartmentalizes content into smaller chunks to be translated.
• Localizers are included in the scrum.
• Work flows in smaller, more manageable chunks.
• Predictable, well-designed workflow is critical.
• Change management must be disciplined.
• Unanticipated changes late in the process must be avoided.
HOW TO ENABLE AGILE LOCALIZATION

• The right team: Is your localization manager part of the scrum?

• The right scope: authoring and localization tasks are part of your Agile backlog lists (product, sprint and burn down)

• The right assets:
  » Well-established, high-quality translation memories
  » Extensive, customer approved terminology database
  » Process for onboarding new terms in English and translating them as early as possible in the development process
  » Reliable prototypes that enable translators to visualize and understand the context of new product features
HOW TO ENABLE AGILE LOCALIZATION (CONT)

- Localizers must have access to the context of features and functions in a product
- Localizers must be able to validate as they work and not have to wait until the end
- Develop a “Green” process, avoid waste and rework
- Workflow must be automated and predictable
  » File formats and language combinations must always be consistent
  » File receipt and delivery must always be the same
CLIENT REVIEW AND VALIDATION

• Time for client review and validation is limited and there is no flexibility

• Terminology management is paramount

• Move to a rolling assessment approach. Think “audit” not “edit”.

[Image of a person examining a document through a magnifying glass]
LOCALIZATION: WHEN A SPRINT MAY NOT BE A SPRINT

- Avoiding chunking content too much
- Minimum charges may attach—more than doubling translation costs per sprint
- Negotiate special translation rates
- Consider aggregating sprints during localization if some lag is acceptable
- Include localization in alternating sprints
BENEFITS OF AGILE LOCALIZATION

• Heads-up view of coming features
• An iterative, flexible workflow which encourages improvement as the work is completed
• Sprints are concise and the amount of work is easy to manage and demonstrate progress
• Localization is forced upstream in Agile, exposing potential defects that will inhibit localization earlier in the process
• Long cycle times between releases no longer exist, so work flows steadily to all teams, this avoids crunches
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Questions?

Thanks for joining us!

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