Agile Development Practices for Translation & Localization

PRESENTED BY

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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

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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

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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.

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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

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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

CONTENT IS KING

CONTEXT IS QUEEN

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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".

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

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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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