Internationalizing Strava

@jsilland

#LumosityTechTalks

Hi!

Strava

- A social network for athletes
- X million regs / Y million monthlys
- Most of those outside the US

Strava's technical stack

- Rails, because 2009

- JavaScript – boxing in the middleweight class

- Breaking the Monorail into backend services written in Scala & Go

Process: Define goals

- **What are you looking for by going to a new market?**

  ‣ **Users, revenue?**

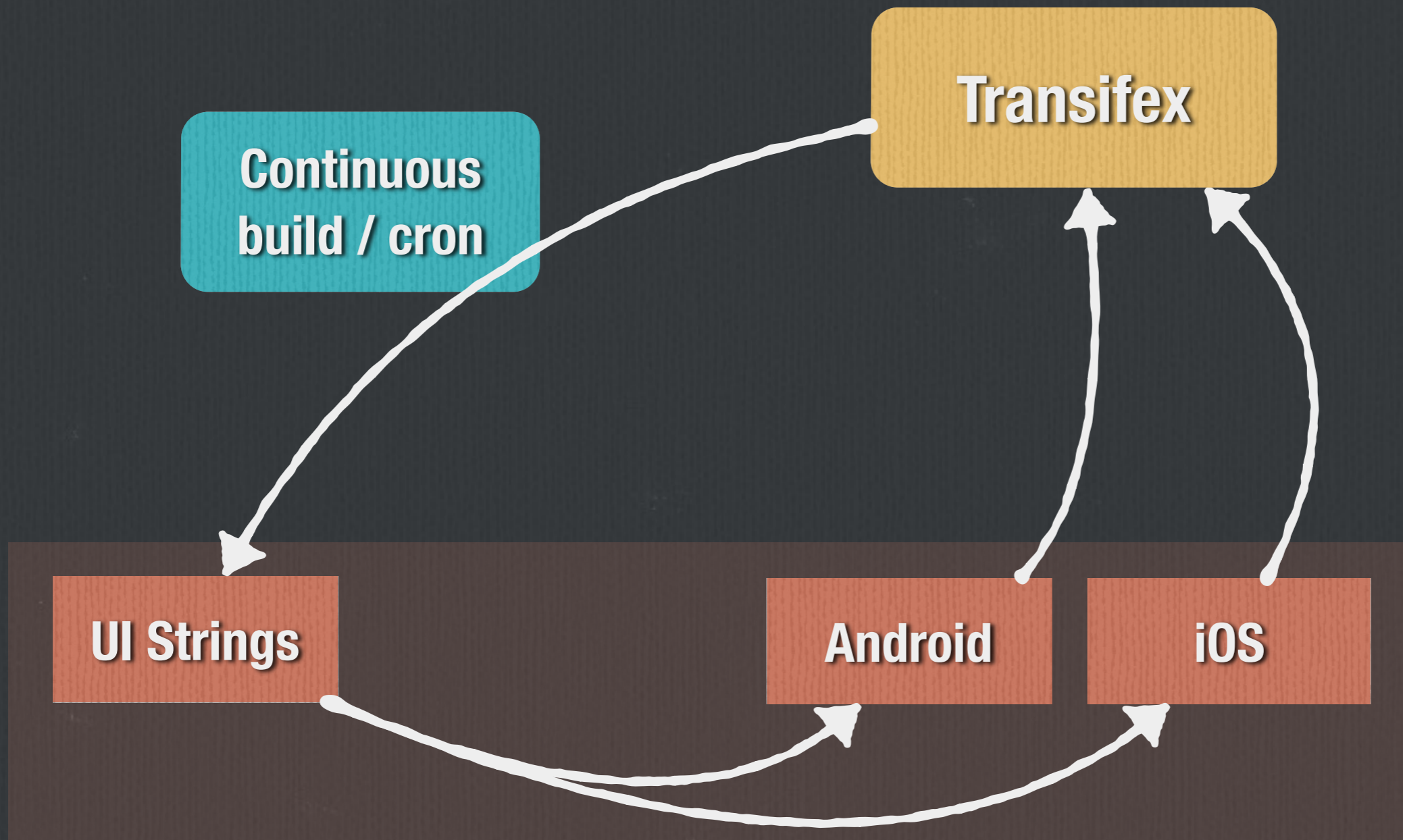- **Will you need to change your product?**

  ‣ **Really?**

Process: Content Inventory

- Where is it stored?

- Who creates it?

- How structured is it?

- Goal:

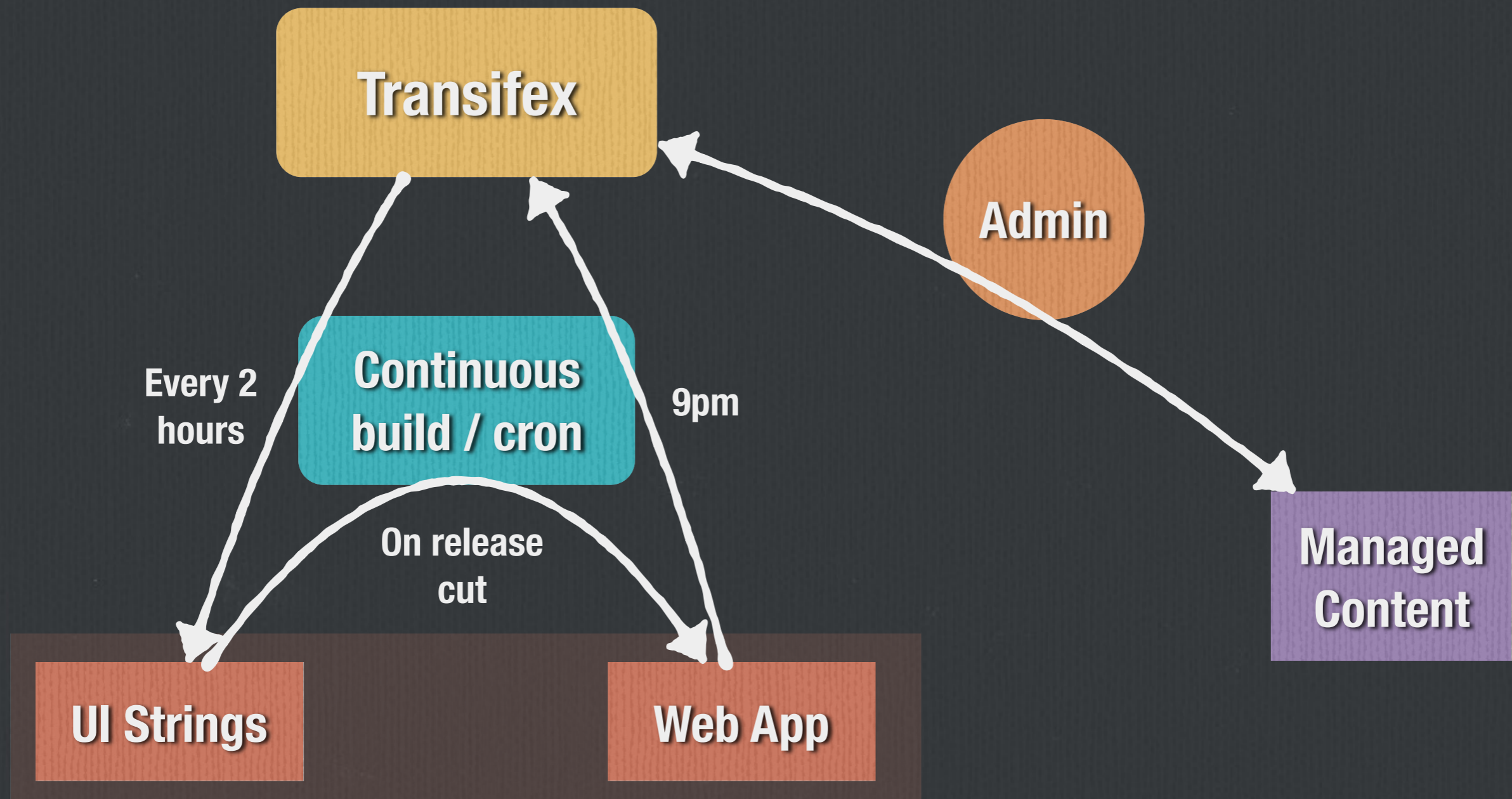 - Comment messages

  - Assemble a glossary

Toolbox: Content flow

- **Translation pipeline**
  - ‣ **Let your content flow freely**
- **Translation memory**
  - ‣ **Enforce consistency**
- **Translation workbench**

Strava's content flow (Mobile)

Strava's content flow (Web)

Transifex

Admin

Continuous build / cron

Every 2 hours

9pm

On release cut

UI Strings

Web App

Managed Content

Toolbox: CLDR

- Formatting of dates, times, numbers, currencies

- Pluralization

- Collation

- Language names and codes

- Regular expressions

- Segmentation

"Choose boring technology"*

–Dan McKinley (Etsy, Stripe)

Process: Iteration

- **An all-at-once approach wasn't sustainable for us**

- **One platform + One locale first**

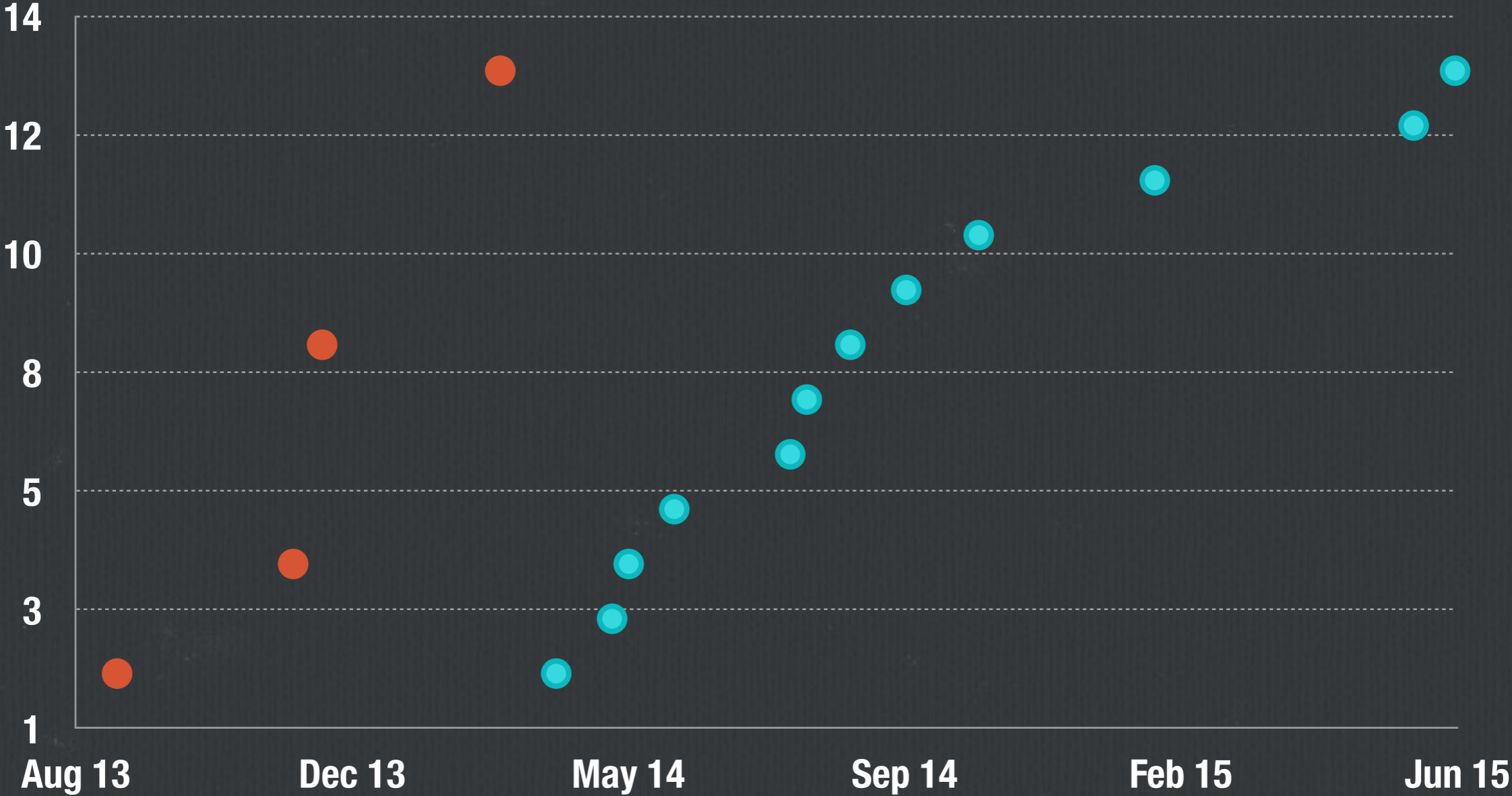 ‣ **Mobile was more important to us**

  ‣ **France was relevant to us**

Timeline of language launches

Toolbox: Pseudolocalization

- Easy detection of anti-patterns

  ‣ Hardcoded strings / non-externalized content

  ‣ Concatenation

  ‣ Layouts that do not scale

STRAVA

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Julien Silland
San Francisco, CA

[Ţéåɱ: LoKan.fr one]

Pace libertarian

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SF2G

LOKAN

Cub

github.com/jsilland/cub

Supports iPhone, Android, YAML formats
A fork of Google's pseudolocalization tool

Challenge: Visual Design

- Fight your design team

- Don't fight your design team

- Talk to your design team

Process: LQA

- **Internal vs. external: no silver bullet**
  - ‣ **Depends on cadence and size of releases**

- **If possible, involve your users**
  - ‣ **For translating the glossary**
  - ‣ **For pre-release feedback**

Internationalization…?

- **Internationalization is not a feature**
  - ‣ **But localization is**
  - ‣ **Don't become the "go-to person" for i18n**
- **I18n is about repaying debt**
  - ‣ **Technical**
  - ‣ **Design**
  - ‣ **Knowledge**

Success looks like…

- Your domestic users didn't notice anything

- Your international users complain that they don't see English anymore

  ‣ Give them the option to switch

- Features kept on shipping

- All your users can read and write messages that include emojis

Q&A

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