



RUBRIC[®]

A better localization experience.



LOCALIZATION-READINESS TESTING CHECKLIST

This list helps you start thinking about major issues involved in localization. By understanding the issues, you can prepare yourself and your products for rapid and cost-effective localization.

Rubric provides you with a better localization experience by guiding you through all aspects of localizing, and providing the best of technical, language, and testing experts around the globe. This check list provides insights about decisions you need to make when localizing products or content.

Software globalization

- Does the operating system automate all of the localization functions needed to support your software?
- Does your software build/make correctly on the localized version of the operating system?
- Have in-country subject experts evaluated your software for usability, cultural issues, and regional preferences?
- Does your software support Unicode, double-byte, or multi-byte character sets required for your target regions?
- Does your software support local date, time, and currency formatting and input?
- Does the region for which you are localizing require special text direction flows (right to left, top to bottom)?
- Are postal address fields correct for the target region in the user interface and in data storage?
- Are check boxes used correctly? (Some regions use check boxes to exclude items rather than include them.)
- Has hard-coded text been removed?
- Are buffers large enough to accommodate longer localized strings?
- Do sorting routines support local variations?
- Are your keyboard shortcuts and text-input accelerators appropriate for the region and local language?
- Are data input and output handled correctly? (this includes drivers for input devices and local keyboards, special characters and local character variations, local font files, paper sizes.)
- Have you conducted stress-testing with in-country users for all input, process, output, and storage functions using regional languages?
- Have all third-party installation scripts, tools, components, and plug-ins been internationalized?



Content localization

- Has text been reviewed and rewritten to be consistent and grammatically correct to speed translations?
- Are all terms used consistently and have you built a terminology glossary?
- Do graphics have text that needs changing?
- Are graphics culturally relevant and appropriate?
- Are icons intuitive to the target region?
- Is text devoid of puns and humor that will not translate?
- Is the tone appropriate to the region? (Some regions prefer formal to informal tone.)
- Are the colors inoffensive and optimized for the target culture?
- Do marketing messages translate effectively to the region's culture?
- Are the target regions buying motivators the same; if not, have you changed your core market messages?
- Are marketing themes localized and presented correctly throughout your product?

Regulatory localization

- Have you calculated the cost/benefit for each country in which you intend to market your products? (It costs as much to file in small countries as it does in large ones.)
- Do you understand the regulatory requirements for each market?
- Which in-country subject matter experts should you have for meeting regulatory requirements?
- What legal review of localized materials is advised?
- How many government agencies have regulations regarding your products?
- What are the marking requirements for labeling, packaging, end-user instructions, records and correspondence, and warnings?
- What filings are required for your products, and in what order must they be submitted?
- Have you reviewed all necessary patent and copyright applications associated with your products?
- Are there securities regulations that require translations?



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