

My Django app looks all Greek to me

Or: How I Learned to Stop Worrying
and Love Translations

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DjangoCon Portland '09

Who?

@glezos

On Languages

“I personally believe we developed language because of our deep inner need to complain.”

—Jane Wagner

95%

People on Earth with native
Language other than English

50%

Internet users
speaking no English at all

120

Published languages
on Wordpress.com

150

Wikipedia languages
with > 1500 articles

4x

Chances to buy something
from websites in native language



\$25

Additional revenue per \$1
spent on localization

Develop for an
international audience

Usability
Accessibility
Developers

13%




American websites available
in multiple languages

Localization
sucks

DO NOT WANT.



Workflow

- Mark, export strings (PO format)
- Release string freeze
- Translator: VCS checkout
- Translate w/ specialized tools
- Get 'em files back
 - SSH , Email , Tickets 
- For every friggin release

Challenges

- Too darn hard
- Community isolation
- Quality
- Scalability
- Always more languages, more users



PIZAM.com

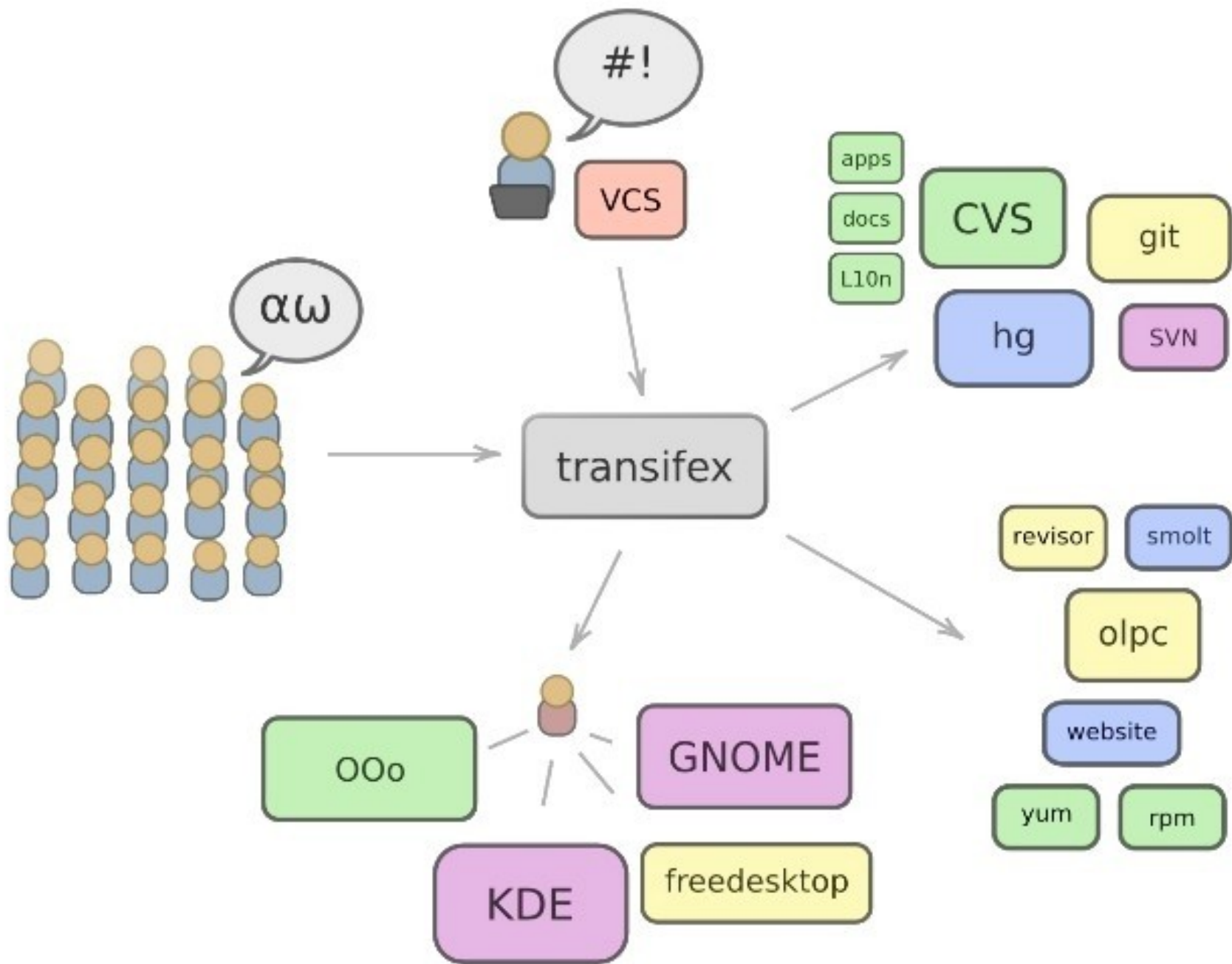
OMG WTF

L10n:

At best **half**-solved

Transifex

aka “an effort to make
Translations a click away”



Transifex

- Open-source translation mgmt platform
- Blends well with existing workflows
- Integration with content production and publication
- Shorter release cycles
- Scalability, ease-of-use

Projects using Transifex

- Fedora (Red Hat)
- Moblin (Intel)
- XFCE, Pulseaudio, PackageKit, ...
- www.transifex.net
 - Mercurial, LXDE
 - django-debug-toolbar, -cms, -bb, ...
 - Pinax 0.8

Transifex.net

- Hosted service, upstream
- Batteries included
- Integration with Github, Bitbucket, ...
 - Point Tx to your repo
 - Add 'transifex' as a committer
- Already indexing hundreds of projects

Under the Hood

~~TurboGears~~

Django

OMG, is fulla starz.



Repository abstractions

cvs, svn, hg, git, bsr
tarballs

Flexible backend loading

```
>>> settings.CODEBASE_CHOICES
{'hg': 'Mercurial', ... }
>>> settings.BROWSER_CLASS_NAMES
{'hg': 'vcs.lib.types.hg.HgBrowser', ... }
>>> get_browser_class('hg')
'vcs.lib.types.hg.HgBrowser'
>>> get_browser_object('hg')
<class vcs.lib.types.hg.HgBrowser at 0x9fe450c>
```

Settings mechanism

```
$ ls settings/  
10-base.conf      20-engines.conf  30-site.conf  
40-apps.conf      50-project.conf  51-local.conf
```

```
$ less settings.py  
conffiles = glob.glob(...'settings/*.conf'...  
conffiles.sort()  
for f in conffiles:  
    execfile(os.path.abspath(f))
```

Flexible CSS icons

```
<h3 class="i16 ahoy">Ahoy there!</h3>  
<span class="i16 person">Become a translator:</span>  
<input class="i16 tick" type="submit" value="..." />
```

```
.i16.submit { background-image:  
                url('../images/icons/tick.png'); }
```









Become a translator:



Request permission

Lotte

Source String	Translation	AT	Occurrences
OK	OK		../dummy.h (line 21)
Exit	<u>Esci</u>		../dummy.h (line 22)
Cancel	<u>Annulla</u>		../dummy.h (line 23)
Run Unprivileged	<u>Esegui senza privilegi</u>		../dummy.h (line 24)
(current) UNIX password:	Password UNIX (<u>corrente</u>):		../dummy.h (line 25)
New UNIX password:	<u>Nuova</u> password UNIX:		../dummy.h (line 26)

Challenges

(read: pains)

Generic Relations

Packaging

Custom deployments

Theming

Can we get *your Django app*
used by more people?

<http://www.transifex.net/>

FIN

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Presentation available at <http://bit.ly/dc09tx>

Credits: http://www.flickr.com/photos/duke_raoul/2262882022/