Global App Testing

The alignment

Episode #01 – from service to strategy

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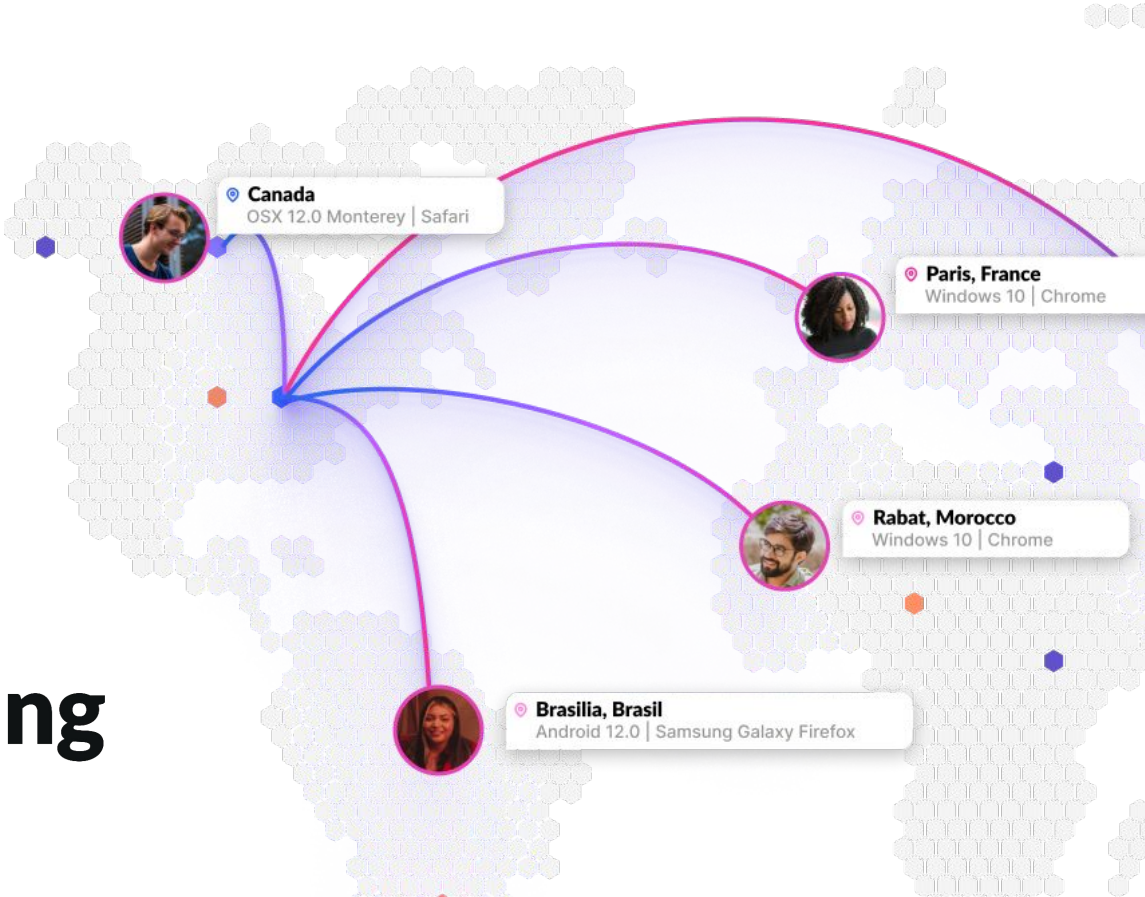
Global App Testing



Global App Testing

The alignment

What is the alignment?

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Our speakers

Ronald Cummings-John
Cofounder & CEO

Global App Testing

Talia Zur Baruch
Founder

GLOBAL SAKÉ

Historically

Katell Jentreau
Globalization Leader & consultant

Historically

box NETFLIX

Tomas Franc
Solutions Architect

lokalise

Ronald Cummings-John
Cofounder & CEO

Global App Testing

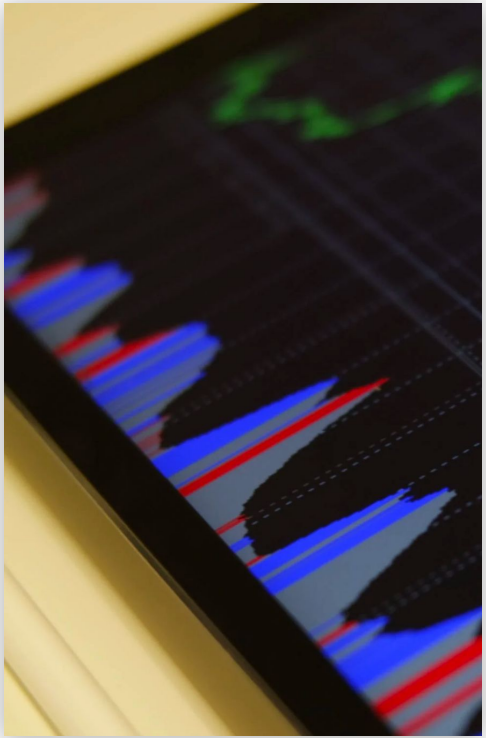
Three stages of localization maturity

LinkedIn

What is a narrative?

Delivery narrative

The localization team is to deliver localization



Investment narrative

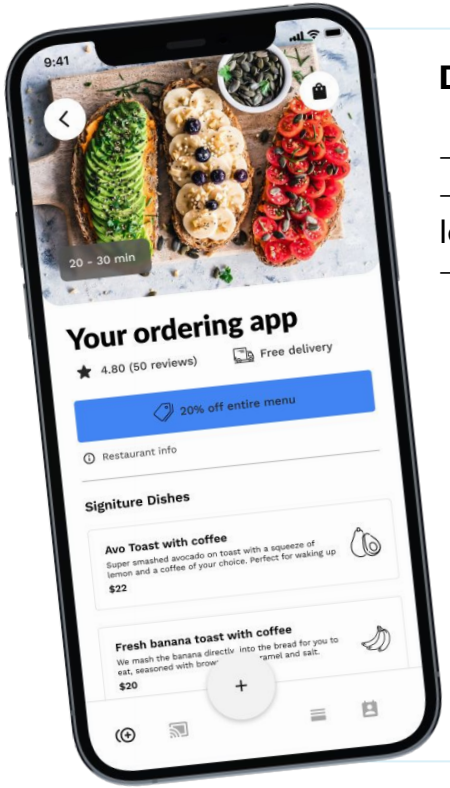
Deeper localization is an investment in users with a return

Strategy narrative

Localization is the voice of international users in our product & strategy

Delivery Narrative

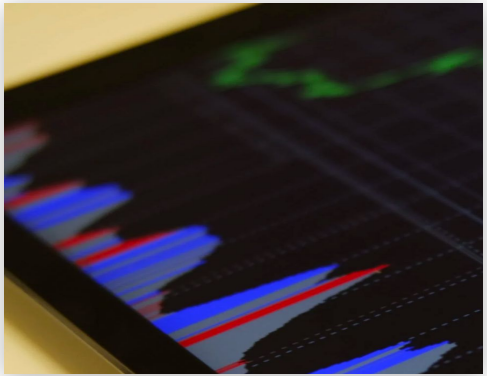
The localization team is to deliver localization”



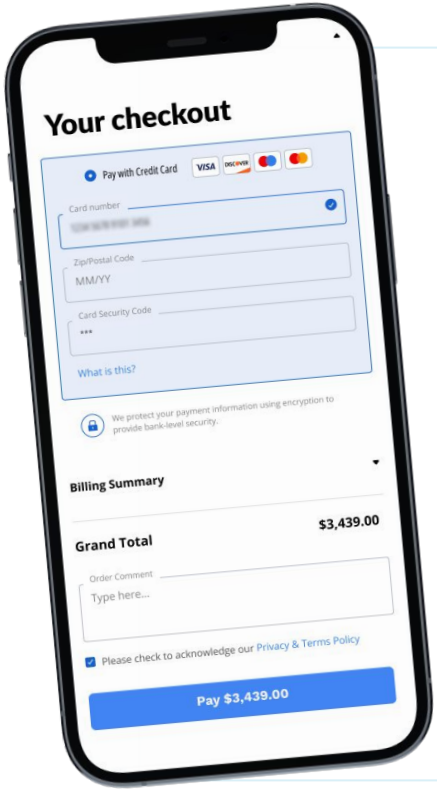
Deliver localization:

→ translate the copy
→ rework the checkout in line with local legislation
→ LQA as due diligence for changes

Investment narrative



”Deeper localization is an investment in users with a return”



To-do delivery:

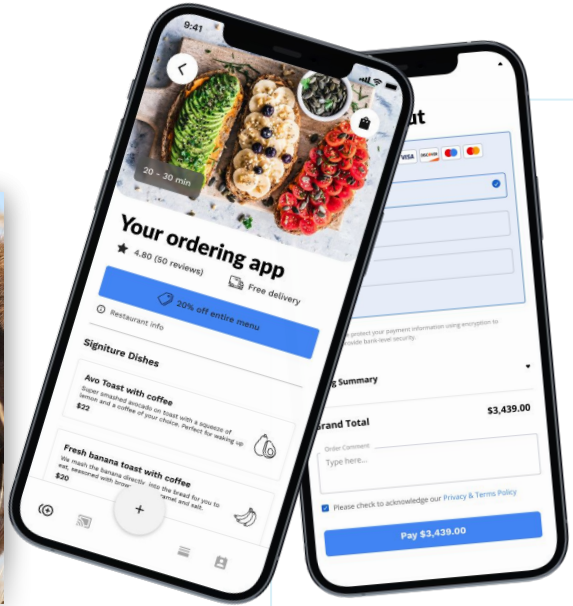
~~→ translate the copy~~
~~→ rework tips in line with local legislation~~
~~→ LQA as due diligence for changes~~

Investment narrative

→ Identify highest-ROI changes or problem areas
→ Execute on them
→ LQA as a tool of investigation

Strategy narrative

“Localization is the voice of international users in our product & strategy”



To-do delivery:

~~→ translate the copy~~
~~→ rework tips in line with local legislation~~
~~→ LQA as due diligence for changes~~

Investment narrative

~~→ Identify highest ROI changes~~
~~→ Execute on them~~
~~→ LQA as a tool of investigation~~

Strategy narrative

→ Begin with the needs of local users
→ Equip your team to start with international users
→ LQA as a mouthpiece for local users

Free, ungated playbook

Ft. our interviews with

Pinterest

deliveroo

Google

slack

PLEO

HubSpot

It’s poll time

1. What stage of maturity is your localization team at?

The alignment

Talia Zur Baruch
Founder

GLOBAL SAKÉ

Historically

Building an upfront inclusive product strategy

- → Shift your paradigm from localization as a tail-end language-support to a strategic lever for global growth
- → The 3Ps framework: Platform, Product, and People
- → What does a Product Geo-Fit strategy look like

globalsakegrowth.com/globalsake2023

LinkedIn

Adaptive strategy

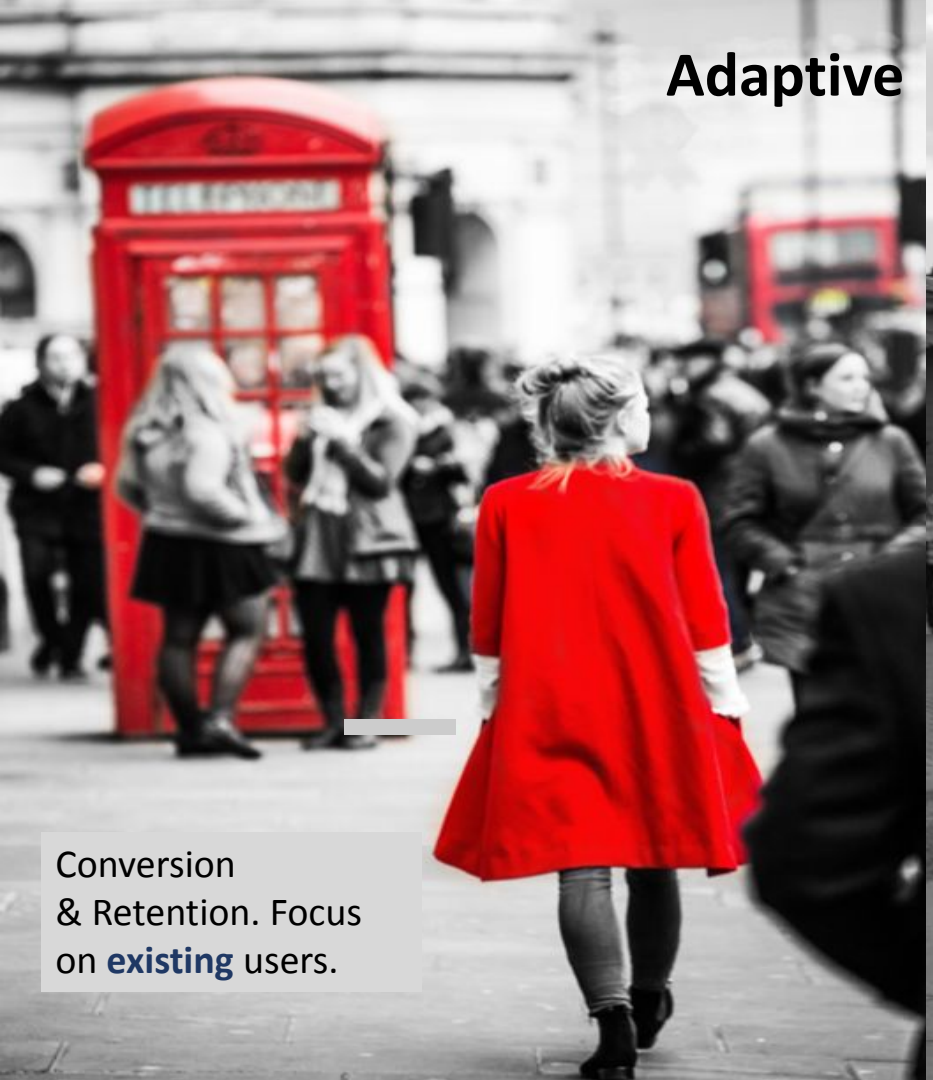
- Product
- Platform
- People

The Three-Pillar **Adaptive** Strategy for global-ready & geo-fit **Adoption**

1. What problem are you solving for?
2. Who are you optimizing for?
3. How do you define and measure success?

Then integrating the **regional & cultural factors** in the product experience

Adaptive Strategy

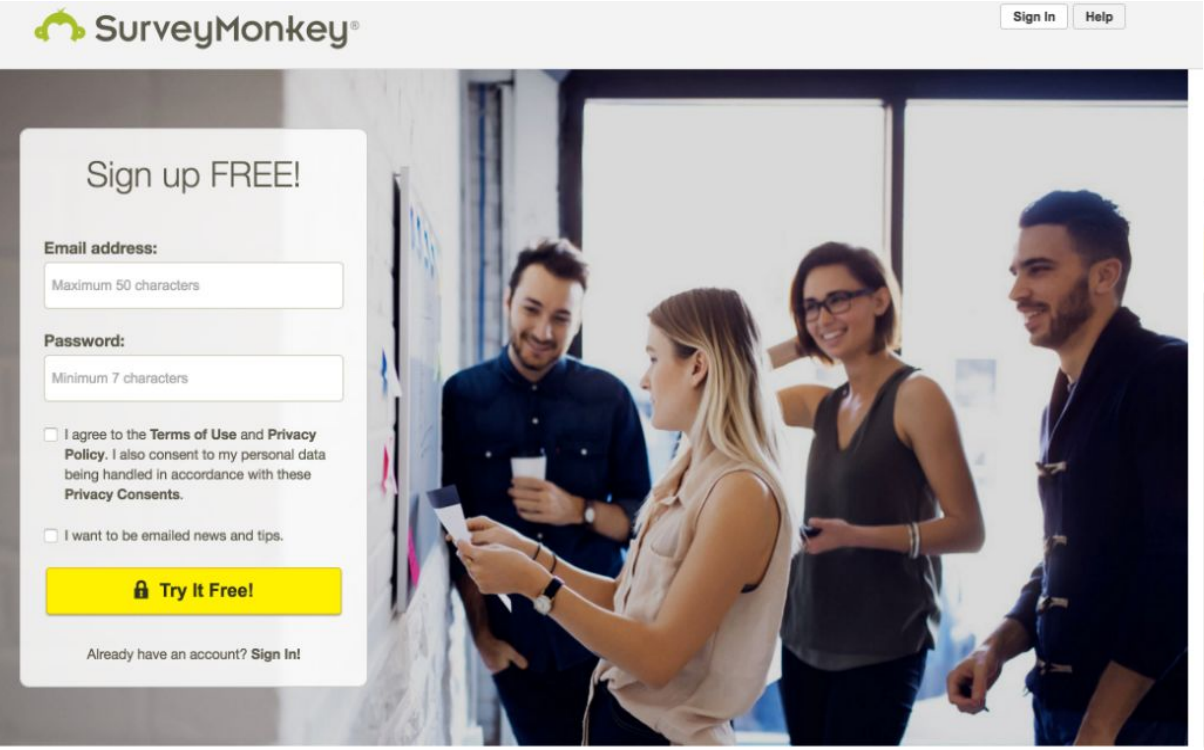


Conversion
& Retention. Focus
on **existing** users.

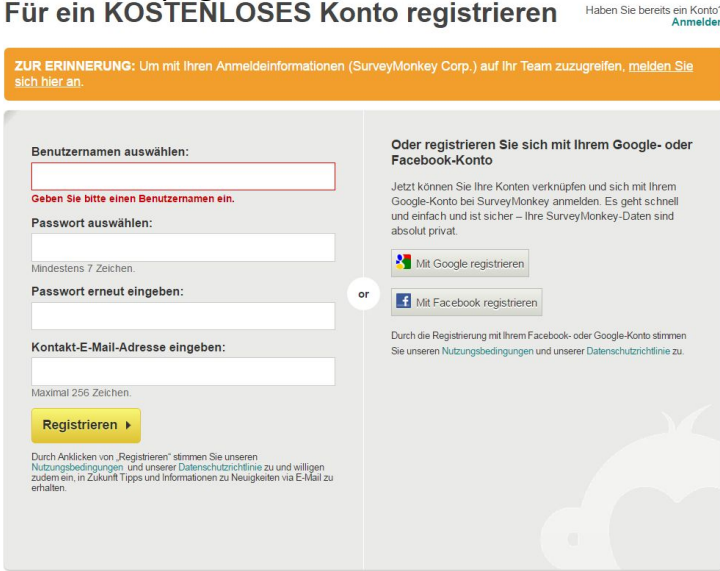
Discoverability &
engaged **new** sign ups

DE focus on top of funnel in Reg page

Address local expected behavior and regulatory compliance to attract trusting engaged reg



Old global Signup page



The alignment

Katell Jentreau
Globalization Leader, Consultant

How strategic goals impact l10n operations

Historically

box NETFLIX

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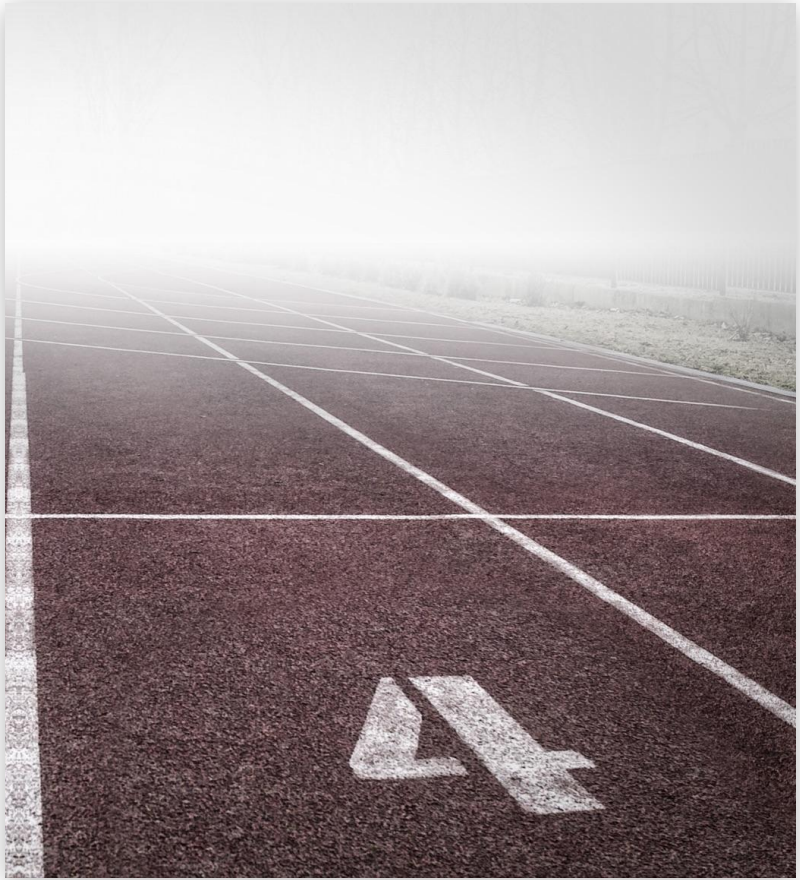
Localization: where to start

Understand **business** – its goals, its mission

Understand how localization **fits in**

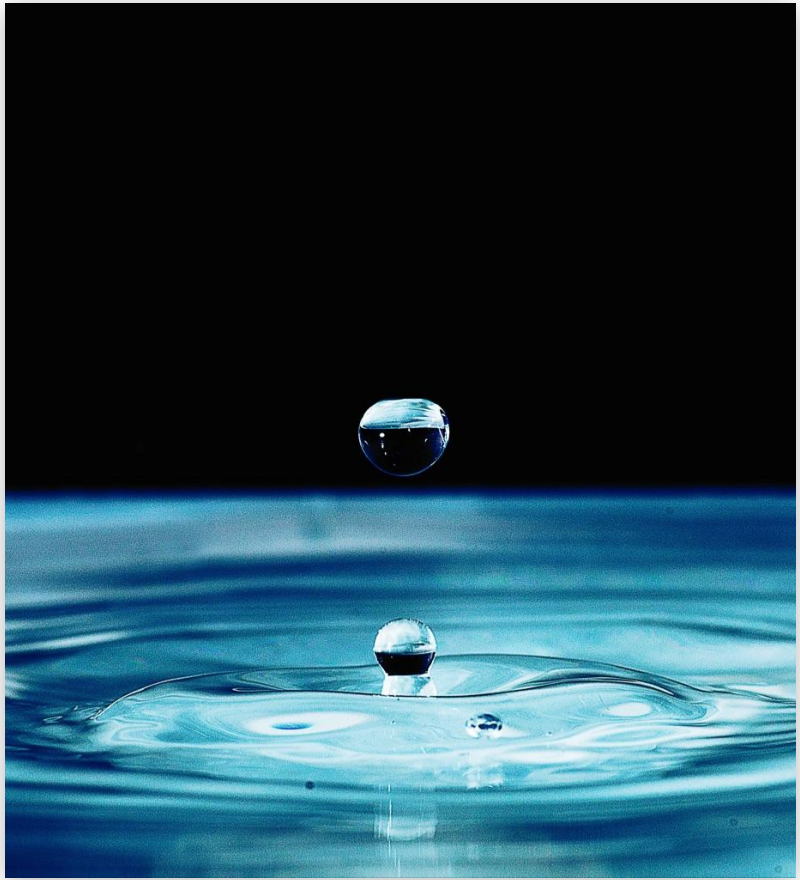


Increasing flexibility & impact

Align with **company goals**

Remember you're a **function,** not just a **team**

Focus on your **impact**; remain **flexible**



Prioritizing your localization efforts

Are your goals clear to **everyone**?

Adapt to changes in **strategy**

Maintain a **cross-functional partnership**

Hire **strategically**

Tomas Franc
Solutions Architect

Introducing Tomas Franc

lokalise

LinkedIn

Let’s align: Q&A

The alignment

Global App Testing

Episode #02 – what we got right and wrong about building a team

deliveroo stripe Notion

OPEN

July 12

12PM ET

Episode #03 – how to deliver 10x faster localization

HubSpot [illegible]

July 26th

12PM ET / 9AM PT

Episode #04 – how to amplify local user voices

HubSpot [illegible]

Sep 13th

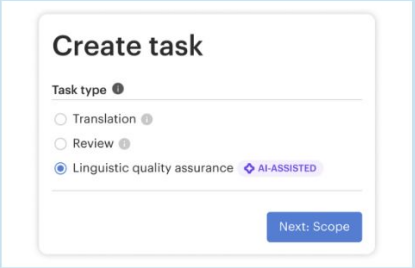
12PM ET / 9AM PT

lokalise

Sign up today to become a beta user of Lokalise's newest feature AI LQA - your new translation evaluation assistant

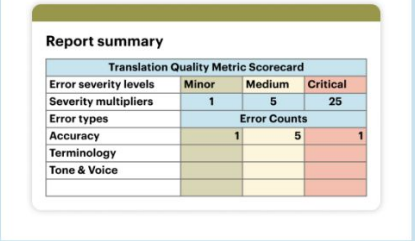
Get started →

SCAN ME



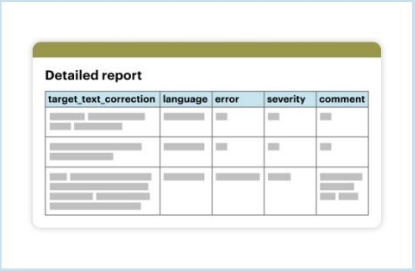
Run automatic quality evaluations

AI LQA automatically categorizes errors and suggests corrections using an AI bot.



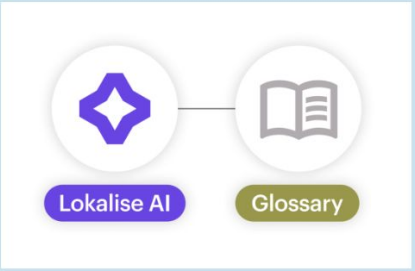
Get LQA reports

Download an LQA report with a scorecard for each language to instantly see if they pass your quality standards.



See detailed issues

Want to see specific linguistic errors on a granular level? Click on the detailed report and see their severity per translation.



Perform glossary adherence checks

Check which translations are not respecting your glossary terms.

Global App Testing

Launch a test for three of your local workflows

Get a FREE functional localization check-in from professional testers on three markets

How to enter:

1. Scan to enter and follow the instructions
2. Select your devices, markets, workflows
3. Get your results in less than 48 hours

SCAN ME