

Ask.fm

Ask.fm made it possible to keep translations consistent and easily provided translators with context using Crowdin

Customer:

Ask.fm

www.ask.fm**Industry:**

Social networking

Company Overview

Ask.fm is the only global social network build in Q&A format founded in 2010. Providing the natural exchange of questions and answers, Ask.fm strives to be a safe, fun and engaging place for the self-knowledge and exploring the social world around its users. For now more than 150 millions of uniques per month from over 150 countries are communicating through Ask network. These numbers show an apparent growth of its popularity worldwide that can be explained only by high-quality product and responsibility of each company member towards their users.

Challenge

Ask.fm got worldwide popularity very suddenly, growing from a small startup to a company with 50 million users around the world within only two years. However, it was in 10 languages from the very beginning, then other ones were added, according to growing regions.

Trying to make their product localized they received the challenge of keeping translations consistent and give translators an accurate context during the whole localization process.

They managed localization in spreadsheets, keeping all the screenshots and comments there inline with every other content. But it was fairly complicated to do everything efficiently while implementing localization process, even more so, as they were not completely sure how to organize localization process in an proper way and how make it easily run further.

AT A GLANCE



www.ask.fm

What Ask.fm wanted to do:

- Increase product awareness;
- Translate and localize Ask.fm for wide range of languages;
- Keep consistency of translation between web and mobile versions.

What they did:

Integrated Crowdin in their development process.

What they achieved:

- Got Ask.fm available in 49 languages;
- Translated over 1,200,000 words;
- Easily organized translators work providing them accurate context;
- Make it possible to keep translation consistent between its web and mobile apps.

Solution

The first step towards solving their challenge was hiring the professional localization manager, who knows the process and all related aspects. And the next, no less essential was finding an appropriate localization tool that will contain main benefits of localization programs and will be easily integrated with their development process.

Looking at different options, Crowdin became the best solution for Ask.fm providing TM, concordance etc., and in the meantime being very easily integrated with development process. Having also over millions downloads of the Ask.fm mobile app it was highly important to keep consistency between mobile and web version, as well as app what they found is coping well in Crowdin.

“Crowdin is very easy to use online platform, which makes easy to maintain consistency and give translators context. Also - which is very important - it gives a Manager great overview of the status of translations.”

— said Katrina Aboltina, Translation and Localization Manager at Ask.fm.

In terms of management, Crowdin allows company to see translation progresses, link text with screenshots, check translation contributions, send messages and make discussions for particular languages within the platform.

“One of the main benefits that Crowdin provides is to be able to control translator input - not only believe that they have translated smth, but actually see it.”

— Mrs. Katrina shared.

Implementation

Ask.fm projects translations are handled by in-house translators and several project managers or language leads. Translators work string by string using guidelines that help to understand the process more and provide clear understanding of the system and its processes.

Translators are getting notifications about new strings that were added or changed in a system, that prevent Ask from delays and allow to keep the project moving continuously in line with development.

Translated strings are automatically pulled out from Crowdin to Ask.fm codebase that make it easy to implement multilingual versions of their website and mobile app as well.

Results

For now the entire web and mobile apps of Ask.fm are available in 49 languages that lets company to reach audience worldwide and promote the platform within 150 countries.

Ask.fm took the advantage of Crowdin in the following ways:

- Apps become available in wide range of languages and known among 150 countries;
- Localization process was simplified with collaborative work;
- Organized translation work and controlled translators input;
- Reached consistency within mobile and web platforms;
- Improved translation quality by providing accurate context, with screenshots, glossary and comments;
- Translated over 1,200,000 words using Crowdin;
- Integrated localization with their development process.

About Crowdin

Crowdin is one of the leading translation and localization management platforms that handles both document and software projects. By cooperating with language service providers, Crowdin has made localization accessible for professional linguists and made it possible for multiple offsite translators to collaborate as they work. Crowdin successfully balances the needs of developers with those of professional translators and volunteers. Developers get the consistency and tools they need while professional translators benefit from translation memories, group discussions, and enhanced context. Crowdin Collaborative Translation Tool brings translation memory, glossaries, and screenshots to clarify the source file context.

More information is available at www.crowdin.com

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