Pushbullet

Pushbullet easily made its app available in 30 languages and organized translation work of large crowdsourced project using Crowdin

Customer:

Pushbullet

www.pushbullet.com

Industry:

Mobile Application

Company Overview

Pushbullet is one of the most well-known free applications on Google Play Store available for Android and iOS. It was developed by Ryan Oldenburg in 2013 as a solution with a simple goal: easily get information from place to place providing better sync between all devices.

Pushbullet acts as a bridge between devices and computers, providing a smooth experience for users by allowing them to see and dismiss their incoming notifications on their computers, send text messages from their PC, and easily move links and files between all of their devices.

Everyday Pushbullet is already distributing tens of millions of notifications on its network and transferring 400,000 links, files, or text snippets between devices. For now it accounts over million users, and it's definitely expected to increase.

Challenge

When Pushbullet users from different countries started asking them to make an app available in their native language it become a real challenge for company to organize localization process in the proper way and with ease to integrate it in its development process involving users to contribute their translations.

AT A GLANCE

www.pushbullet.com

What Pushbullet wanted to do:

- Organize and manage contributors within one platform;
- Make app available for users that speak their native language;
- Localize their app according to different platforms they provide.

What they did:

Integrated Crowdin to their development process.

What they achieved:

- Localized an app on over 30 languages;
- Simply built translation team just with sharing a link to the project;
- An ability to organize work of big crowdsourced team;
- Ensure itself with the qualitative outcome using Crowdin's proofreader mode.

"It was really important to us that any platform we used let our fans help us translate, but also integrated well with the platforms we were translating",

— said Ryan Oldenburg, Co-founder and CEO at Pushbullet.

Large number of its users were intended to help Pushbullet with translations, but the main reason made the process slowing down was the absence of the right tool that would provide easy translations and efficient management solution for big crowdsourced project.

"The biggest difficulty with managing translation is the system of enabling many people to help with translations and making sure the best ones get into the app",

— shared Mr. Ryan.

As it was Android at first, it was also crucial to localize its files with an assurance that eventually, strings will get needed structure and proper quality. These requirements were essential in further Pushbullet extensions of iOS, Mac, and even browser. Therefore, they needed a tool that would allow them to localize their app according to different platforms they provide.

Solution

Existing difficulties with localization process prompted Pushbullet to find an efficient tool that would allow to make localization simple with ability to involve users from around the world and manage their contributions within one platform.

Looking for the right solution Pushbullet decided to use Crowdin as primarily it provides a simple way to collaborate with localization team in one place and use specific workflows that are adapted to crowdsourced translations.

It was important for the company to invite translators with ease and spend time as little as possible on it. Using Crowdin Pushbullet enable itself with an opportunity to build translation team simply sharing the link to the project and allow users from different countries to contribute their translations making it closer to get the multilingual Pushbullet App.

"Crowdin made it easy for us to simply share a link to our project to enable fans from around the world to help us get our app working great in their native language. Because it was so simple for them to help, they really have",

— said Ryan Oldenburg.

Implementation

Pushbullet localization project is handled by the community of volunteer translators and proofreaders who are excited to help make their frequently used app accessible for people that speak their native language. All translatable content is uploaded to the Crowdin's account where contributors string by string produce qualitative translations with thorough verification.

For ensuring that best translations get into the app, Pushbullet manages this by voting in translations that Crowdin provides.

"Our community proofreaders take it very seriously and help us make sure our apps are great for each localization"

— said Ryan Oldenburg.

Each time Pushbullet updates its app and new content appears translation team get notifications about pending translations within the platform. Then translated strings automatically pulled to Pushbullet codebase making it easy to implement multilingual app version.

"The process is very simple and mostly just hums along as we make changes and improve-ments to our service"

— shared Mr. Ryan.

Results

For now Pushbullet make it closer to achieve its goal localizing an app and bring worldwide popularity for its service. There are over thirty languages available in Pushbullet and company desirably plans to localize all platforms it provides with whole content it has.

"Our apps are (partially or entirely) localized in more than 30 languages at this point. We're crazy happy with this, it's awesome. I want to get more of our service localized and dream of eventually getting to the point that our entire service, from the landing page to the emails we send, are localized",

— said Ryan Oldenburg.

Using Crowdin Pushbullet also obtains:

- Platform that allows to easily organize and manage translators and proofreaders who are mostly crowdsourced;
- Localized an app on over 30 languages enabling many people to help with translations;
- Ability to use a proofreader system and voting on translations that allow to be sure that the best translations get into the app;
- Translated over 5000 words.

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 to 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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