The Future of Localization Testing

Nadine Martin
Senior Manager, Test Operations
Global First Party QA,
Sony Computer Entertainment Europe

The Common Questions

- Why do we need to test localized assets?
  - Give us the assets earlier and in one batch and it'll need less testing
- Why don't the translators get it right first time?
  - Give us the assets earlier and in one batch and it'll need less re-work
- Why is localization testing so expensive?
  - Give us the assets earlier and in one batch and it'll be cheaper

Are There Any Other Ideas?

"Test is dead"

James Whittaker, Engineering Director at Google[1]

➢ Testing is part of the development process

➢ With programmers testing their own code

[1]Speaking at EuroStar and other conferences in 2011; presentations are available on YouTube and also covered in 2012 book "How Google Tests Software" with Jason Arbon and Jeff Carollo

Solution-based thinking

➢ Accepting the parameters of a problem as part of the solution

➢ Localization of MMOs, Freemium, Free to Play Smartphone & Tablet games already take this approach
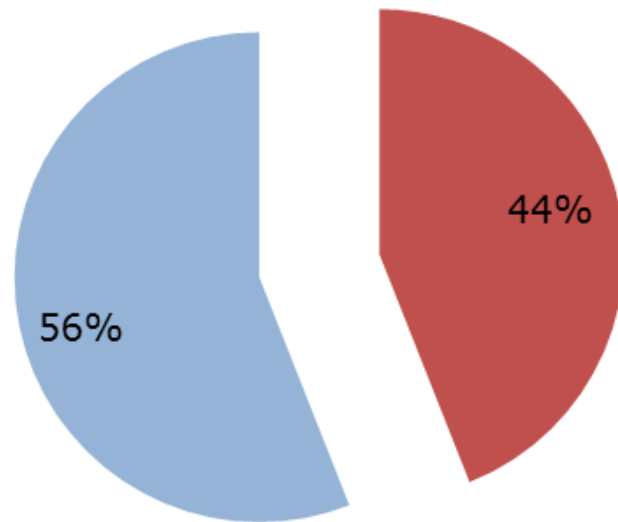
Why do we need to test localized assets?

■ **Translation quality issues**

Audio issues, Grammar,
Spelling, Syntax, Inconsistency,
Mistranslation

■ **Implementation issues**

Clipped text, Overlapping text, Corrupted
text, Untranslated text, Wrong language,
Missing audio/text

Source: 2012 average based on 8 First
Party SCE titles

44%

56%

Testing ≠ Quality

Do we need localization testing?

Common conclusions

SCEE conclusions

Extensive localization testing ensures quality

Localization testing as asset verification

Full coverage test strategies

Differentiated/Risk based testing

Native linguistic testers

Automation of asset capture

Localization testing as part of Localization teams

Localization testing as part of Test Operations/Organization

Do we need localization testing?

Example of automation of asset capture (Passive Capture)

Functional Testers manually complete title playthrough

Assets are captured by identifying presence of TTY output

Images / videos are uploaded to the correct translated string in LAMS

Localisation Testers verify the assets in LAMS

Localisation Test Lead/s direct Functional Testers
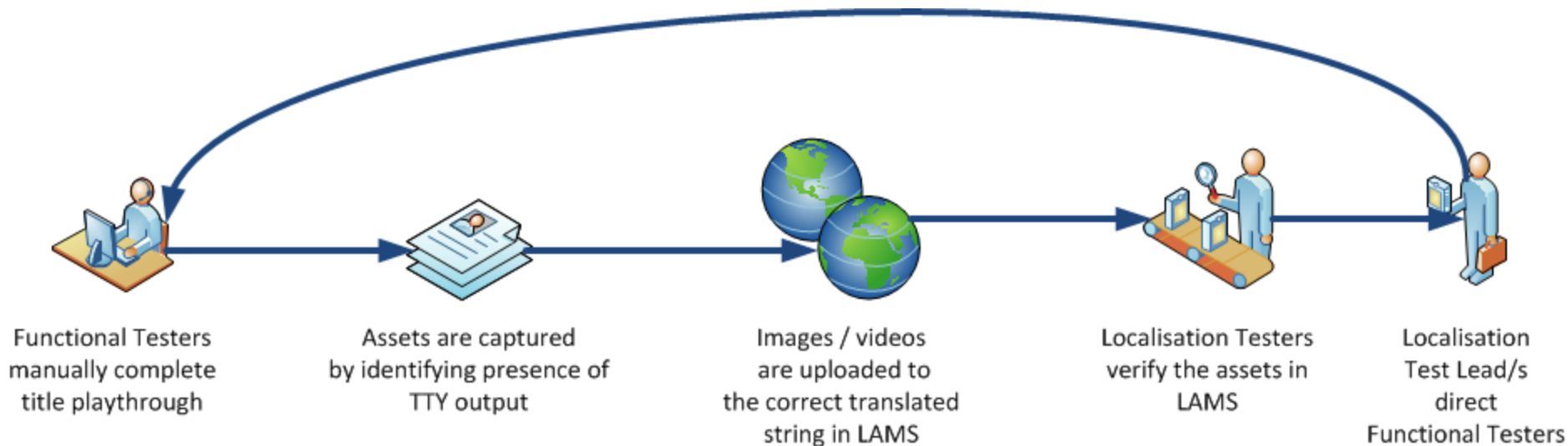
Why don't the translators get it right first time?

■ **Translation quality issues**

Accents, Audio, Grammar, Spelling, Punctuation, Inconsistency, Mistranslation

■ **Implementation issues**

Clipped text, Overlapping text, Corrupted text, Untranslated text, Wrong language, Missing audio/text
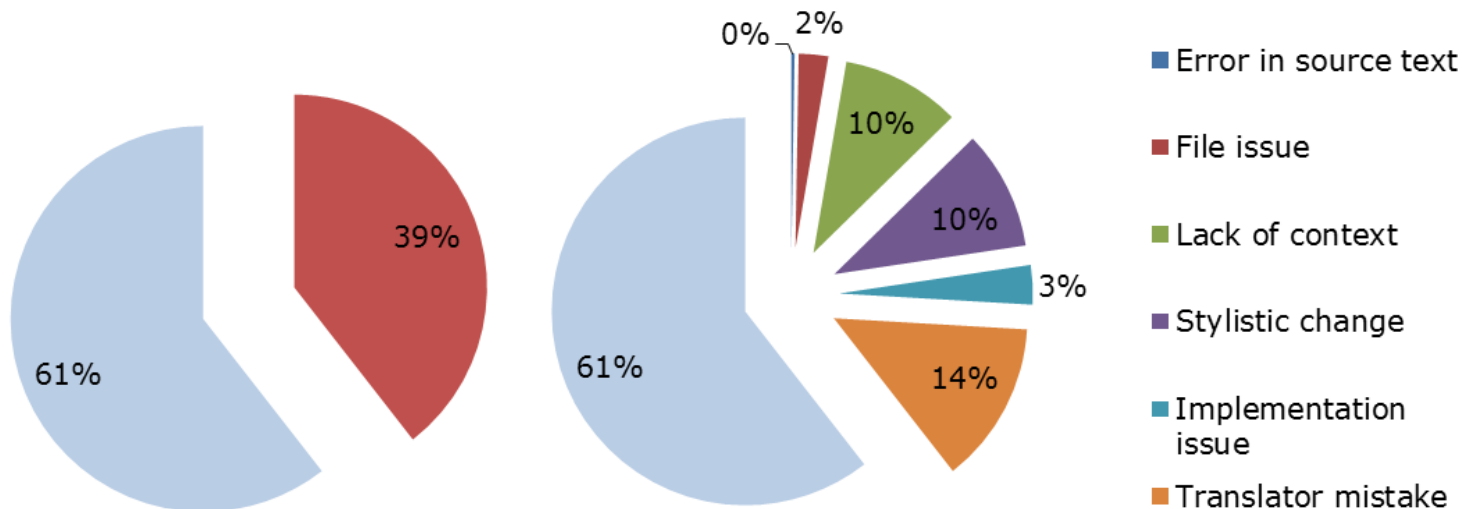
Source: 2012 Root cause analysis of 3 First Party SCE titles

Why don't the translators get it right first time?

Common conclusion

Reactive process improvements

Fixing issues directly

SCEE conclusion

Preventative approach

Why is localization testing so expensive?

Common conclusions

Cheaper rates & less testing

Why is localization testing so expensive?

■ **Translation quality issues**

Audio issues, Grammar, Spelling, Syntax, Inconsistency, Mistranslation

■**Implementation issues**

Clipped text, Overlapping text, Corrupted text, Untranslated text, Wrong language, Missing audio/text

➢ **80-90% of Localization issues are text based**

➢ Time spent on confirmation testing to verify fixes?

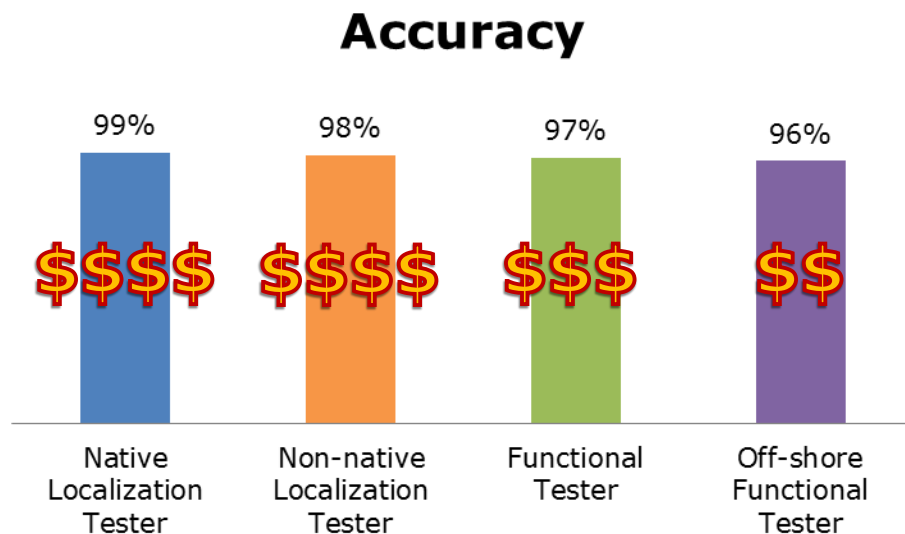# Why is localization testing so expensive?

Common conclusions

SCEE conclusions

Cheaper rates & less testing

Non-native localisation issue confirmation testing

No confirmation testing of fixed text issues

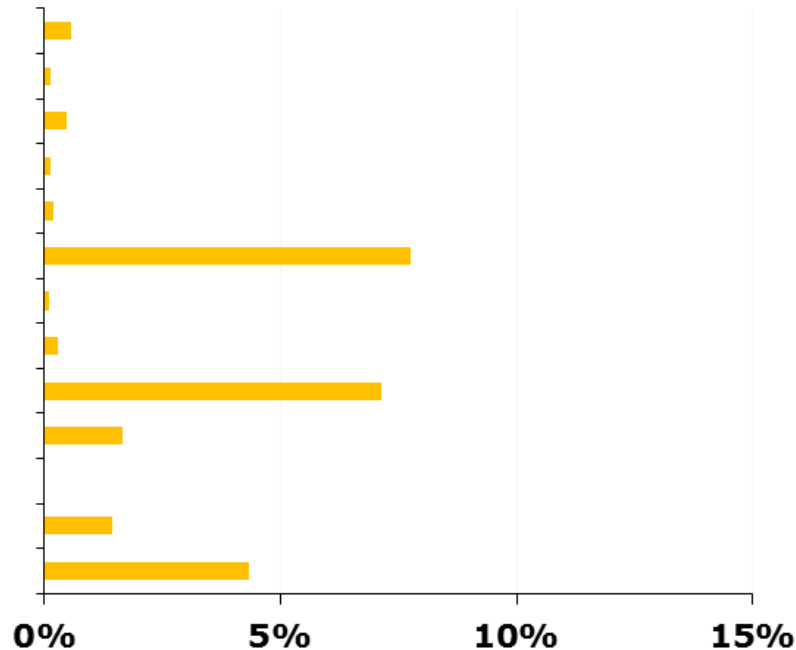# Why is localization testing so expensive?

Accuracy

99%	98%	97%	96%
$$$$	$$$$	$$$	$$
Native Localization Tester	Non-native Localization Tester	Functional Tester	Off-shore Functional Tester

➢ More efficient use of linguistic resources

➢ Save costs by adding extra resources!

Source: 2013 Retrospective & Live pilots on 3 First Party SCE titles

Why is localization testing so expensive?

> Only 1.9% of issues on average are not fixed

> Not confirming fixed Localization text issues does not add significant risks

Source: 2013 Analysis of 13 First Party SCE titles

Summary – The SCEE solutions

1. Early product lifecycle engagement – Test Engineer
2. Localisation testing as asset verification
3. Automation for Localization testing
4. Risk based test strategies
5. Non-native localisation testing & No confirmation testing of fixed text based issues
6. Learn from other industries & sectors – Cloud streaming, crowd-sourced testing, Games as a service

Be a solution provider

Thank you

Nadine Martin

nadine_martin@scee.net

Senior Manager, Test Operations,

Global First Party QA,
Sony Computer Entertainment Europe