



# Localization for the eBay Global Marketplace

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IMUG Meet-up - June 16, 2016

# Agenda

- Welcome
- Introduction
- The eBay word salad
  - The Project Management recipes
  - The Language ingredients
  - The Engineering special dressing
- Q&A
- Wrap up

# Introduction

In the localization industry we face all kinds of challenges that in one way or other impact the localization effort.

Over the years, the eBay localization team has come up with various processes, approaches, and tweaks to help compensate for these challenges, allowing us to optimize for a specific combination of 'velocity', 'quality' and/or 'cost' for a given use case.

# Introduction

“Hmm, I wonder what those challenges might be?!”

(You’re just kidding right?!)

# Introduction

- L10n always needs to happen 'now'
- Content is always in flux, subject to iterative/agile changes
- Decentralized, distributed development: Many stakeholders across multiple locations and time-zones.
- L10n occasionally is only an afterthought

# Introduction

- “So many content sources, so many processes...”
- Translation volumes unpredictable, advance planning difficult
- Localization is often little understood

# Introduction

- Content often implemented by non-native speakers
- “US” content proxies for “global” source
- ‘Mobile’ provides additional ‘space’ restrictions
- Strings files don’t necessarily provide much context for accurate translation

and then some...

# Introduction

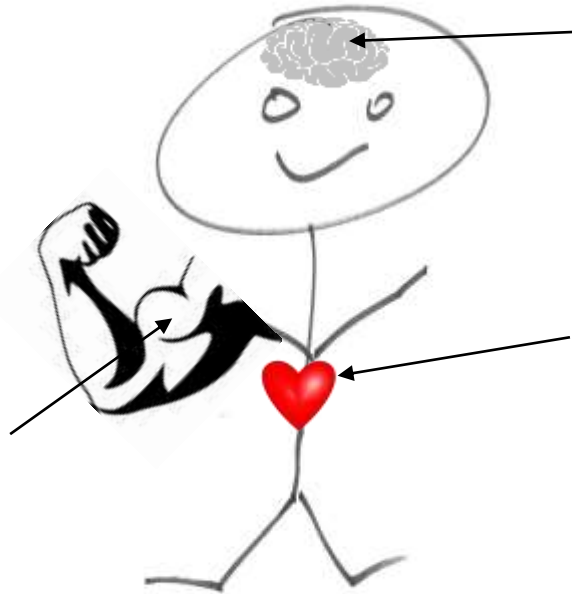
We would like to share some of the things we've come up over time with you tonight



# Introduction

## Meet the eBay L10n team

Who helps us muscle our way through the finish? Say 'Hello!' to the ENG team!



Passion without brains? No, that's a drama in the making. Good thing we have the PjM team!

Translation is at the heart, that's where the passion of L10n rests. The LS team.

# Introduction

No, we don't have all the answers (you should see our wish list...)

But we hope you'll find at least one dish on the menu to your liking tonight!

Bon Appétit!



# The Project Management Recipes

Herbert Hoisl

# At a Glance



# eBay L10n Project Managers – What they do

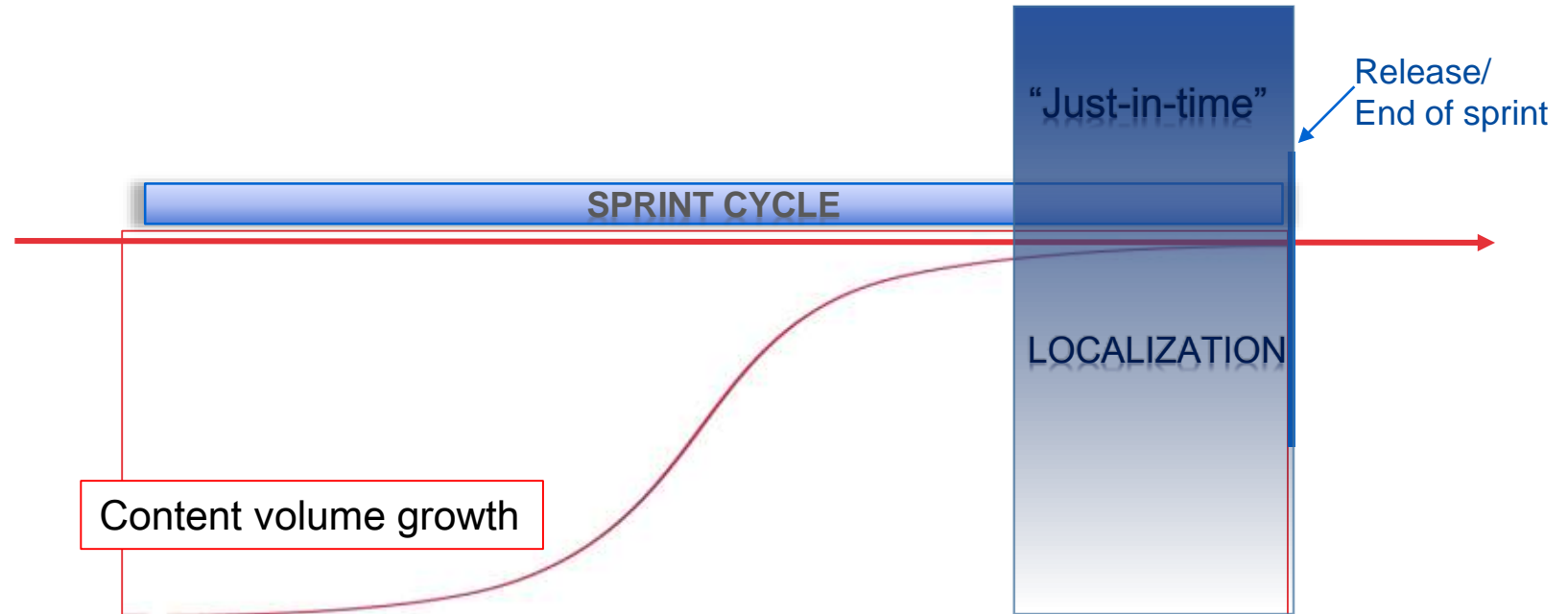
- Project planning and execution
- Scoping, scheduling, resource allocation
- Communication of project status and risks to stakeholders and management
- Vendor management
- Define processes and/or influence process changes
- Education of other teams on L10n processes and best practices
- Early engagement with our clients

# Localization Processes

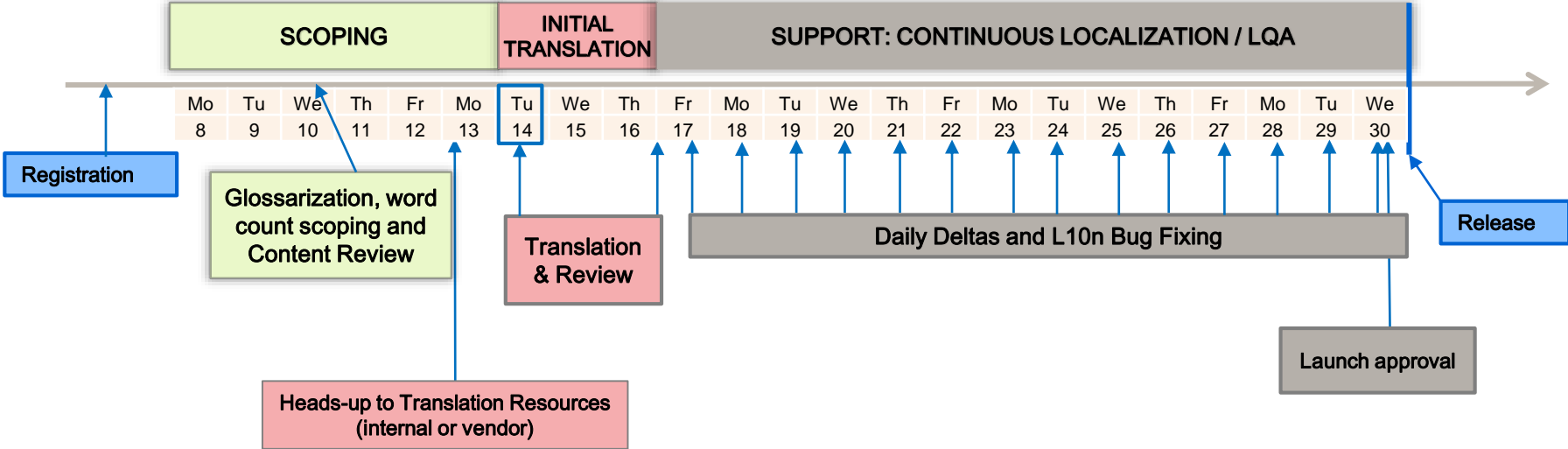
Depending on content type, project requirements ...

- Volume vs. velocity
- “Push” vs. “pull”
- User facing vs. internal content
- More manual steps vs. more automation
- Site maintenance vs. new site launch

# L10n Support for Agile Product Development

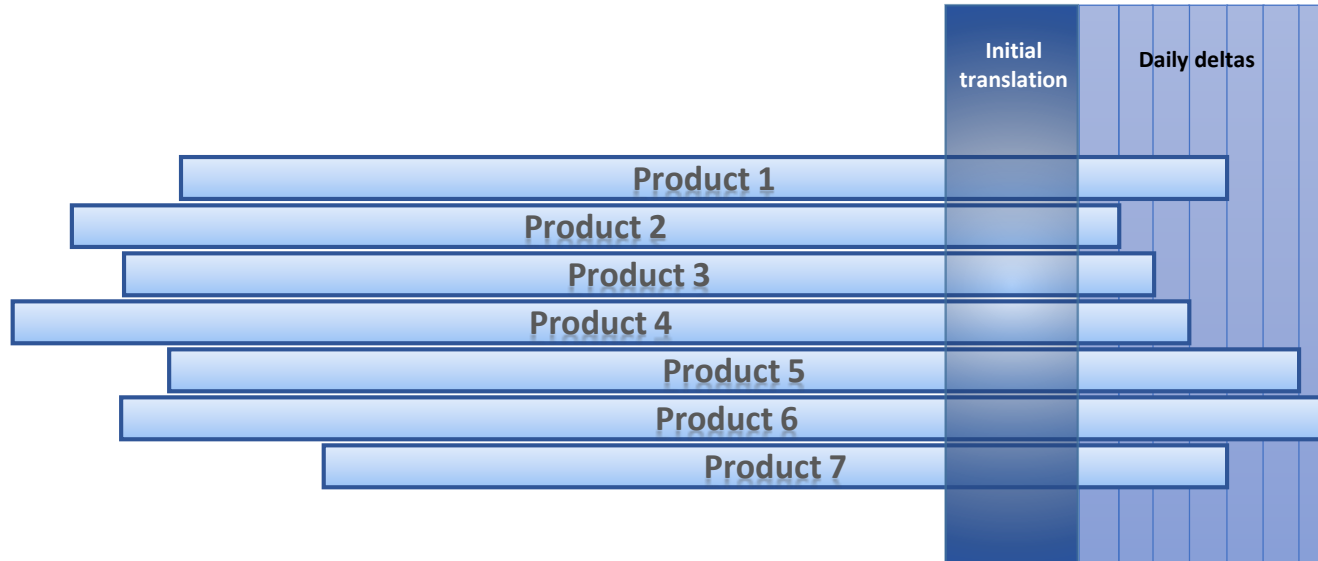


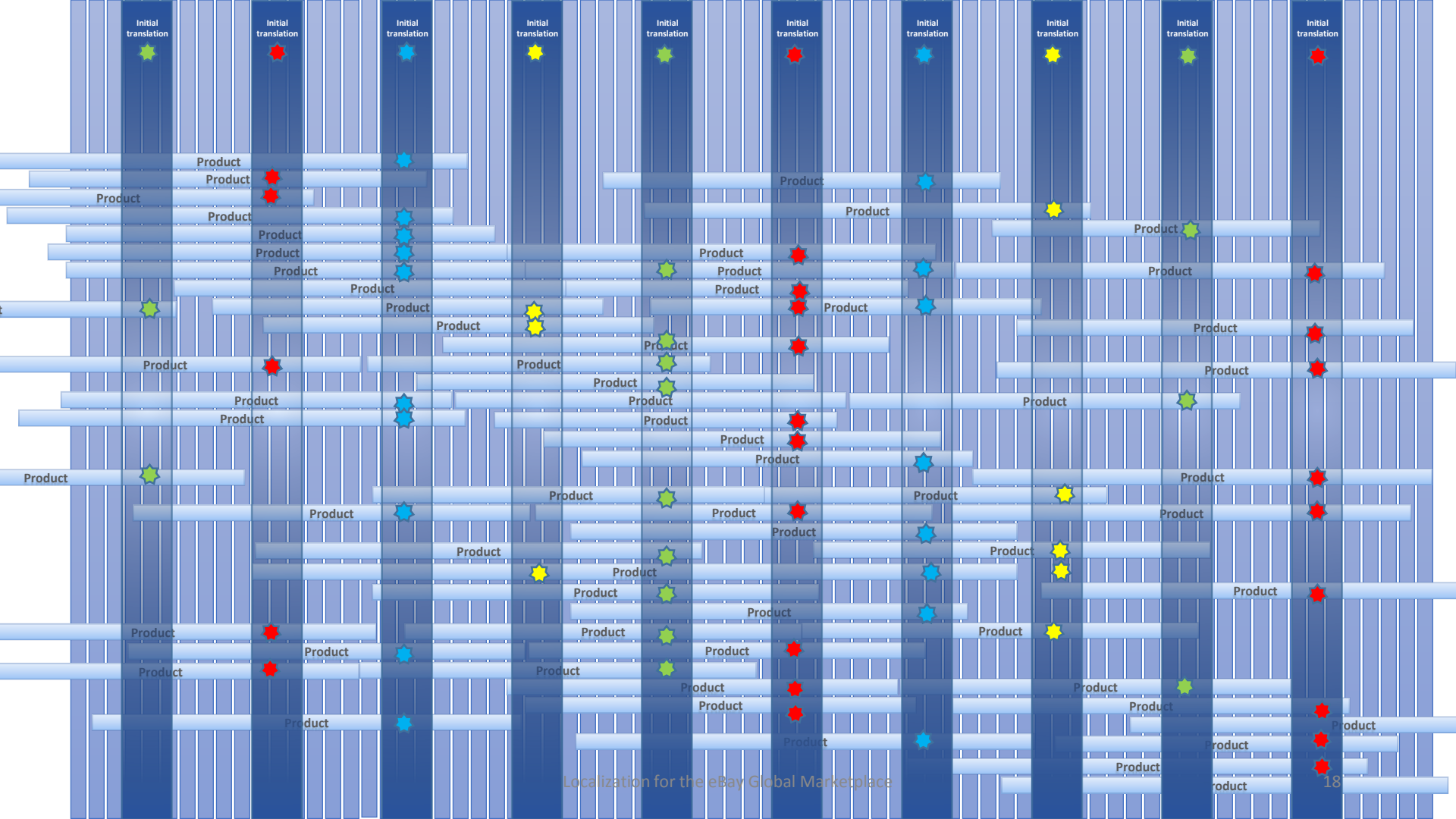
# Close-up on localization process for one agile project





# Localization process for concurrent agile projects





# Process Benefits

- No need for PD to micro-manage translations for ongoing content updates
- High efficiency due to project bundling and automation
- No need to wait until 'content complete' or 'code freeze'
- Maximizes context for translation
- Early insight into upcoming work: allows for resource planning
- Project Manager mainly monitors, focuses on exceptions when needed
- Supports agile development w/o L10n embedded with domain teams
- Optimized timelines including important quality control steps

# The Language Ingredients

Sabine Rioufol

# The Language Ingredients: Focus on Quality

## TALENT SOURCING

When hiring linguists, we put the bar high:

- Our L10N Linguists (LS) need to have a B.A. or M.A. in Translation from a reputable institution in the US or abroad
- Our LS take a 3.5 hour timed test consisting of editing and translating eBay
- All our hires also need to fit in with the culture of our team



# The Language Ingredients: Focus on Quality

## UPFRONT EFFORTS/PROCESSES TO ENSURE SMOOTH TRANSLATION

Our **in-house** Language Specialists maintain several resources:

### 1. Style Guide

- Clear and consistent style guide, revised once a year for each locale with ICMs' input and shared with vendors

### 2. Multilingual Glossary

- Updated every two weeks, and shared with content managers and vendors
- Our 2500 entries follow certain criteria (i.e. UI elements)
- Regular maintenance to remove obsolete terms

# The Language Ingredients: Focus on Quality

## UPFRONT EFFORTS/PROCESSES TO ENSURE SMOOTH TRANSLATION

Our in-house linguists also focus on the content before it gets to our vendor:

- Fragmented/concatenated content
- Cryptic content created on the fly by developers
- Inconsistencies in the source meaning
- Ambiguous content
- Unusual/inconsistent terminology
- Factual errors
- Potential expansion issues in the case of mobile strings

Just to name a few...

# The Language Ingredients: Focus on Quality

## INTERNAL PARTNERSHIPS AND EDUCATION

### 1. INTERNATIONAL CONTENT MANAGERS (ICMs)

- One or two ICMs per site
- Work with LS to validate our terminology and Style Guide updates
- Provide us with UX Surveys and guidance on “tone of voice”
- In-country communication line to the country BUs
- Frequent (daily or weekly) exchanges through all types of communication
- Involved with LQA (bandwidth permitting)



# The Language Ingredients: Focus on Quality

## INTERNAL PARTNERSHIPS AND EDUCATION

### 2. US CONTENT TEAM

- Weekly Content office hours open to the LS to provide heads-up on upcoming features
- Close cooperation on site redesign/content revamp

# The Language Ingredients: Focus on Quality

## INTERNAL PARTNERSHIPS AND EDUCATION

### 3. EDUCATION/OUTREACH TO INTERNAL TEAMS

- Weekly I10n office hours for guidance/consultancy on potential i18n/I10n issues
- Global design courses

# The Language Ingredients: Vendor Management

## WE SET UP OUR VENDORS FOR SUCCESS

### 1. VENDOR-SIDE *LINGUA LEADS*

- Two Lingua lead reviewers per language (one lead, one back-up)
- Qualified based on experience and tested in real time (tested by eBay)
- New Lingua leads trained by senior LLs, as well as eBay in-house LS

-> Top notch reviewers systematically assigned to our projects

- eBay in-house LS also train LLs on new processes and major changes (i.e. style guide revamps, new features, use of variables)

-> No unnecessary surprises for our vendors

# The Language Ingredients: Vendor Management

## WE SET UP OUR VENDORS FOR SUCCESS

### 2. REGULAR COMMUNICATION

- Quarterly calls for each locale
- Plan of action in place within 48 hours in case of repeated issues in one locale

### 3. QUALITY EVALUATION

- In-house feedback provided on all projects over 1,000 words
- Evaluation shared 2 days after review is completed

# The Language Ingredients: Vendor Management

## EVALUATION CRITERIA ESTABLISHED IN OUR SLA

### eBay Localization - Translation Evaluation Form

In order to ensure continuous quality translations, eBay has established a clear set of criteria to be found within translations of a certain content type and word count received

The following error categories should be used when evaluating translation.

Error Category	Severity
Inconsistency	Major/Linguistic
Meaning Error	Major/Linguistic
Grammar	Major/Linguistic
Incorrect Terminology	Major/Linguistic
Misspelling/Wrong Character/Typo	Major/Linguistic
Not Localized	Major/Linguistic
Localized Variable	Major/Linguistic
Wrong Numeric Value	Major/Linguistic
Meaning Deviation	Minor/Linguistic
Extremely Literal Translation	Minor/Linguistic
Capitalization	Minor/Linguistic
Punctuation	Minor/Linguistic
Corrupted Character	Major/Formatting
Wrong Encoding	Major/Formatting
Misplaced Variable	Major/Formatting
Spacing	Minor/Formatting
Stylistic Issue	Neutral

# The Language Ingredients: Vendor Management

## EVALUATION CRITERIA ESTABLISHED IN OUR SLA

ALLOWABLE ERRORS - UI content containing placeholders				
	Major/Linguistic	Minor/Linguistic	Major/Formatting	Minor/Formatting
<=1500 words	2	3	2	3
1501 - 3000 words	3	4	3	4
3001 - 4500 words	4	5	4	5
4501 - 6000 words	5	6	5	6
6001 - 7500 words	6	7	6	7
>7500 words	7	8	7	8
ALLOWABLE ERRORS - Help, Customer Support, Surveys (static content)				
	Major/Linguistic	Minor/Linguistic	Major/Formatting	Minor/Formatting
<=1500 words	1	2	1	2
1501 - 3000 words	2	3	2	3
3001 - 4500 words	3	4	3	4
4501 - 6000 words	4	5	4	5
6001 - 7500 words	5	6	5	6
>7500 words	6	7	6	7

# The Language Ingredients: Vendor Management

## EVALUATION CRITERIA ESTABLISHED IN OUR SLA

Date evaluated:	6/16/2016	Vendor:	ABC
Project:	M4_08102015	File Type:	Dynamic
Language:	pt-br	Word Count:	1405
		Evaluated by:	Laterman, M

Summary of Errors				
	Major Linguistic	Minor Linguistic	Major Formatting	Minor Formatting
Allowed	2	3	2	3
Actual	3	0	0	0
Gap	1	-3	-2	-3

A negative (-) score in the "Gap" result indicates that the number of errors recorded was less than the allowed maximum, and a passing grade was achieved.

### eBay Linguist's Comments

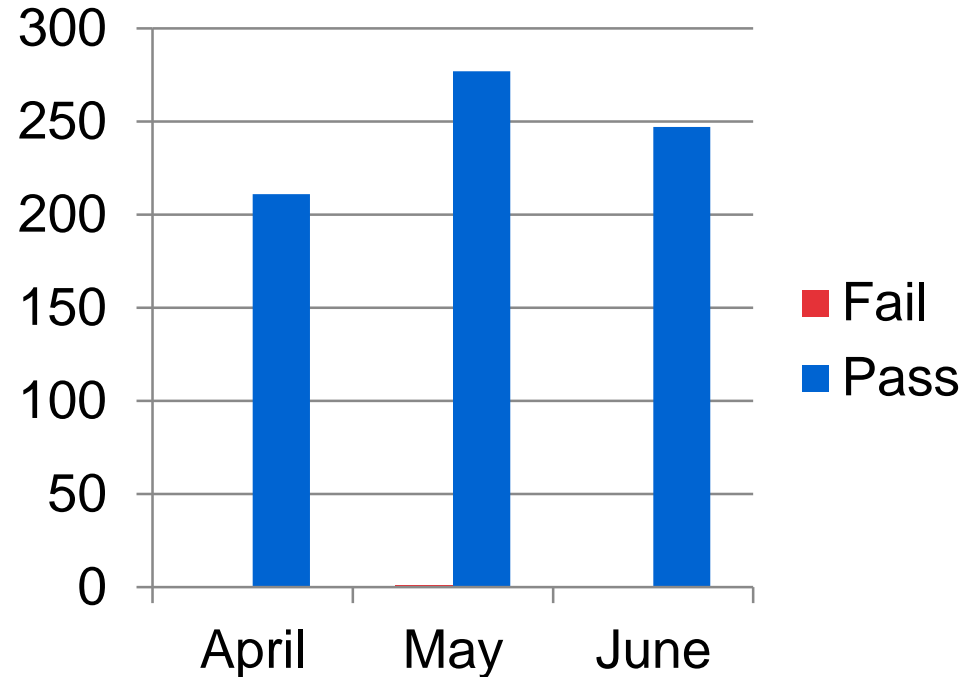
One Terminology Inconsistency \_ Please make sure to follow our glossary

# The Language Ingredients: Vendor Management

## GOOD VENDOR PARTNERSHIP PAYS OFF!

Month	FAIL	PASS	Grand Total
April	0	211	211
May	1	277	278
June	0	247	247
Grand Total	1	735	736

Q2 Success Rate:  
99.86%





# The Special Dressings

Marcel Bregman

# The Engineering Special Dressings

## PLATFORM CONSULTANTS FOR CONTENT

- Stakeholder/partner in platform stack design efforts, to ensure long-term I10n/content/i18n requirements are met, beyond bare minimum (such as ‘properties files’)
- For example: Elegant and efficient solution for small scale ‘site-specific content’ (introduced with ‘v4’ content stack): “Site permutation” (AKA “Target override”)

# The Engineering Special Dressings

## INTERFACE TO EBAY DEVELOPMENT COMMUNITY

- Define rules on what is allowed inside a content bundle (and what is not)
  - Direct follow-up on infractions with PD teams
- Engineers are also intermediary between Language Specialists/Project Managers and dev teams
- Provide technical support, tools and tool maintenance for the LS and PjMs
- Training/education on best practices

# The Engineering Special Dressings

## MORE MUSCLE THROUGH AUTOMATION

- Using SDL *WorldServer* TMS (Translation Management System) (since 2003)
- Initially customized using via API, now encapsulating that TMS as part of larger framework
- Focus so far on automating ‘process flow management’
- Will start looking at end-2-end ‘project management’ in future iterations
- After that: Ability to handle less predictable types of content
- Long term goal: ‘Manage by exception’ for 90% of all eBay content

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

- “The” eBay web-application content format since 2007
- Introduced as part of the then new ‘v4 stack’
- The result of a common design effort with the eBay platform team
- Dubbed ‘4cb’ (for “v4 content bundle”), but has extended into newer stacks
- Xml-based format

# The Engineering Special Dressings

## TODAY'S SECRET INGREDIENT: THE EBAY CONTENT BUNDLE

“What’s so cool about xml, isn’t that an outdated technology?”

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

### Why xml?

- Not tied to any programming language model
- Can be processed in ANY language
- Use-case agnostic, can represent HTML, DB content, json objects, iOS string files
- Structured yet flexible (eXtensible!)
- Self-documenting if simple, but rules can be formalized in a schema
- “Self-validating” (through DTD/schema)
- Encoding safe (very important for any i18n/l10n container)

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

Why xml?

- Nothing new of course:
  - In use in L10n industry for a long time (TMX, XLIFF, etc.)
  - Yves Savourel published standard work in 2001
- It also allows us to make use of things like Internationalization Tag Set ('ITS')



# The Engineering Special Dressings

TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

“So, what does it look like?”



# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

### Sample 1, 'raw' 4cb file for 'Raptor' stack

```
<?xml version="1.0" encoding="utf-8"?>
<ContentBundle xmlns="http://www.ebay.com/2006/v4/content" xmlns:its=http://www.w3.org/2005/11/its instanceOf="cseweb.describe" version="2.0"
xsi:schemaLocation="http://www.ebay.com/2006/v4/content ../../schema/V4Content2.xsd">
  <ContentElement id="title">Title</ContentElement>
  <ContentElement id="spTitle">Descriptive listing title</ContentElement>
  <ContentElement id="condition">Condition</ContentElement>
  <ContentElement id="vin">VIN</ContentElement>
  <ContentElement id="itemSpecs">Item specifics</ContentElement>
  <ContentElement id="itemSpecs" target="EBAY_ES">Specifics</ContentElement>
  <ContentElement id="compatibilities">Compatibility</ContentElement>
  <ContentElement id="compatibilities" target="EBAY_DE">Add vehicle</ContentElement>
  <ContentElement id="productDescription">Product description</ContentElement>
  <ContentElement id="description">Details</ContentElement>
</ContentBundle>
```

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

### Sample 2, 4cb file for email CMS stack

```
<?xml version="1.0" encoding="UTF-8"?>
<ContentBundle instanceOf="39945693-49fa-c74a-621d-659a7f0ae3cc_v60.c376244c-2267-ccba-674f-d862cfb99959" version="0.001"
xmlns="http://www.ebay.com/2006/v4/content" xmlns:its="http://www.w3.org/2005/11/its">
<ContentElement id="hi" l10n-sid="39945693-49fa-c74a-621d-659a7f0ae3cc_v60.c376244c-2267-ccba-674f-d862cfb99959.hi">Hi <DPH
id="userLogin"/></ContentElement>
<ContentElement id="para_1" l10n-sid="39945693-49fa-c74a-621d-659a7f0ae3cc_v60.c376244c-2267-ccba-674f-d862cfb99959.para_1">We've
approved your request to list more items. Every month you can now list up to <DPH id="quantity"/> items or <DPH id="currency"/> <DPH
id="amount"/>, whichever comes first.</ContentElement>
<ContentElement id="para_2" l10n-sid="39945693-49fa-c74a-621d-659a7f0ae3cc_v60.c376244c-2267-ccba-674f-d862cfb99959.para_2">You can
always <DPH id="SeeHowMuchLinkStart"/>see how much you have listed<DPH id="linkEnd"/> so far this month.</ContentElement>
<ContentElement id="list_more" l10n-sid="39945693-49fa-c74a-621d-659a7f0ae3cc_v60.c376244c-2267-ccba-674f-d862cfb99959.list_more"><DPH
id="ListanotherLinkStart"/>List More Items<DPH id="linkEnd"/></ContentElement>
</ContentBundle>
```

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

### Sample 3, 'internal' iOS strings file (fragment)

```
<?xml version="1.0" encoding="UTF-8"?>
<ContentBundle instanceOf="L10N-master-set.Localizable" version="2.0" xmlns="http://www.ebay.com/2006/v4/content"
xmlns:its="http://www.w3.org/2005/11/its" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.ebay.com/2006/v4/content ../../schema/V4Content2.xsd">
<!--/*
* common.strings
*
* Created by Matt Giger on 4/8/2014
* Copyright 2014 eBay Inc. All rights reserved.
*/-->
<!--/***** /-->
<!--/* cart_errors */-->
<!--/***** /-->
    <ContentElement id="ShoppingCartError" I10n-sid="L10N-master-set.Localizable.ShoppingCartError">Shopping Cart Error</ContentElement>
    <ContentElement id="CARTERROR_DEFAULT" I10n-sid="L10N-master-set.Localizable.CARTERROR_DEFAULT">Unable to perform this
operation due to an unknown error.</ContentElement>
...

```

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

### Sample 4, 'internal' iOS strings file (fragment) with plural rules

```
...
<!--/* above submitted to ebay as part of iPad localization request 5/6/2010 */-->
    <ContentElement id="NUMBER_OF_DAYS" l10n-sid="L10N-master-set.Localizable.NUMBER_OF_DAYS[quantity.one]"
    plurality="quantity.one"><DPH id="%ld"/> day</ContentElement>
    <ContentElement id="NUMBER_OF_DAYS" l10n-sid="L10N-master-set.Localizable.NUMBER_OF_DAYS[quantity.other]"
    plurality="quantity.other"><DPH id="%ld"/> days</ContentElement>
...
```

# The Engineering Special Dressings

## TODAY'S MYSTERY INGREDIENT: THE EBAY CONTENT BUNDLE

In fact, we like it so much, that we are now using it as a 'canonical format' for internal processing in our new platform, for 'HTML', iOS, Emails, Node.js

### Benefits:

- Consistent processing
- “Lossless” TM leveraging across stacks
- Familiar model for the translators (incl. vendors)

Q&A

# Still room for dessert?