Mozilla L10n Community Development

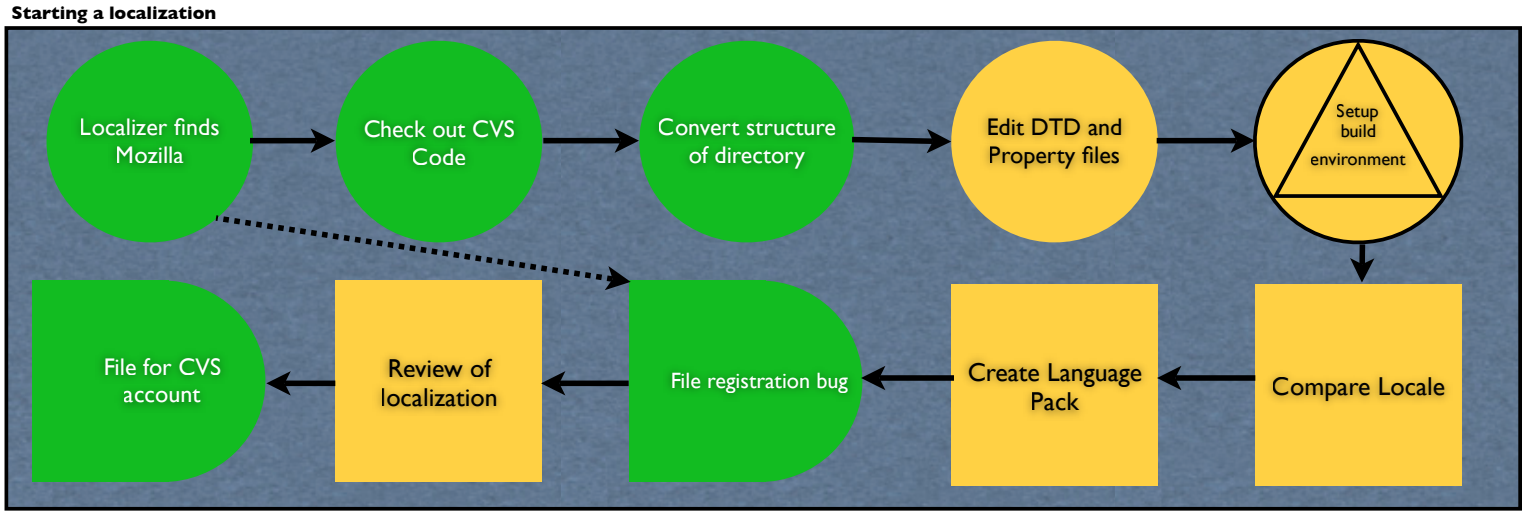
What's the best thing about Firefox 3 that most people will overlook?

"The essence of the Web is engagement, interaction, and making it yours. It's ridiculous for us to expect people to do that if the software is not in their own language"

- John Lilly, "The Best Firefox Feature You'll Overlook", Forbes Magazine, June 19, 2008

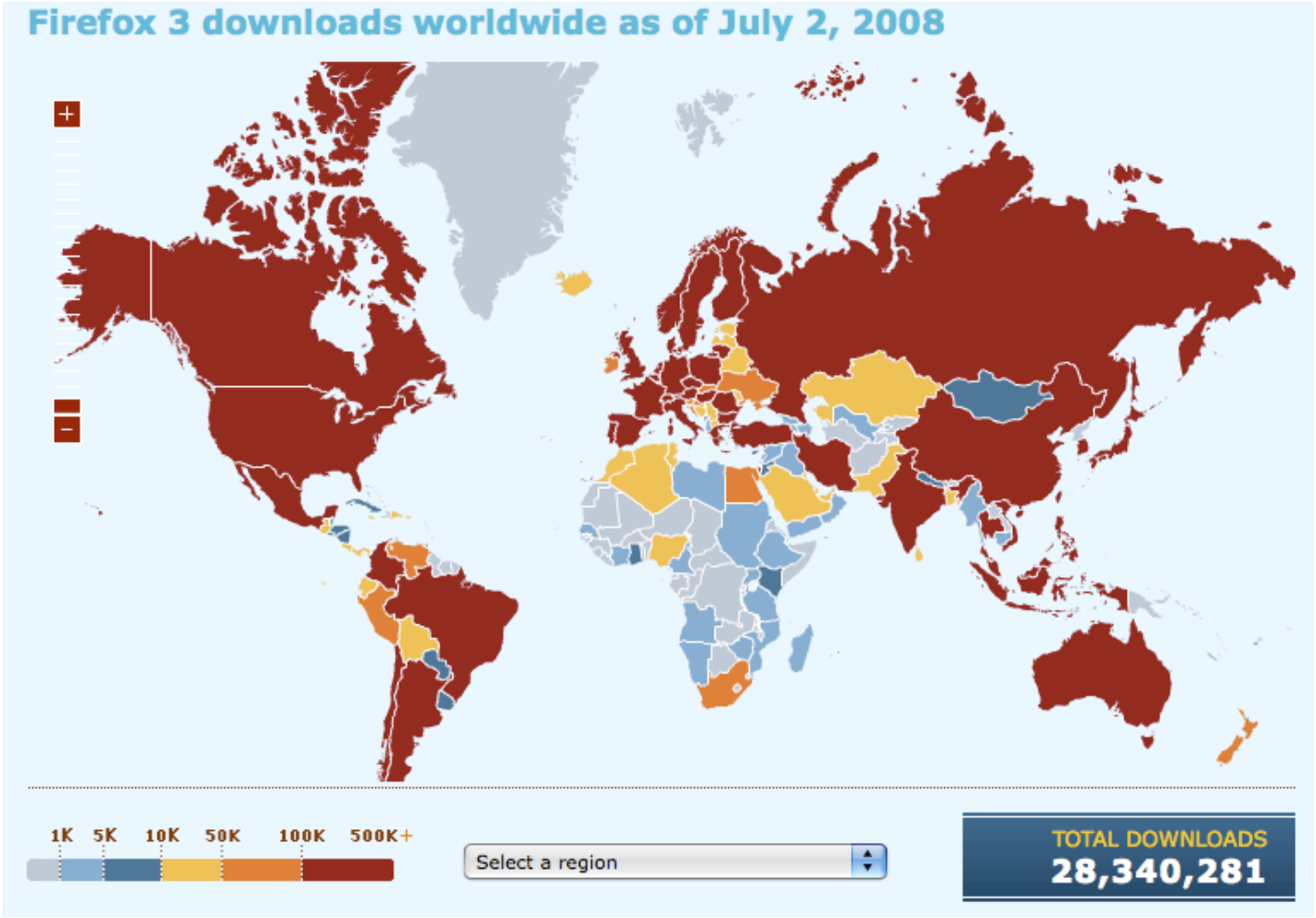
"...I'm prouder of that than any other single feature."

Starting a Localization

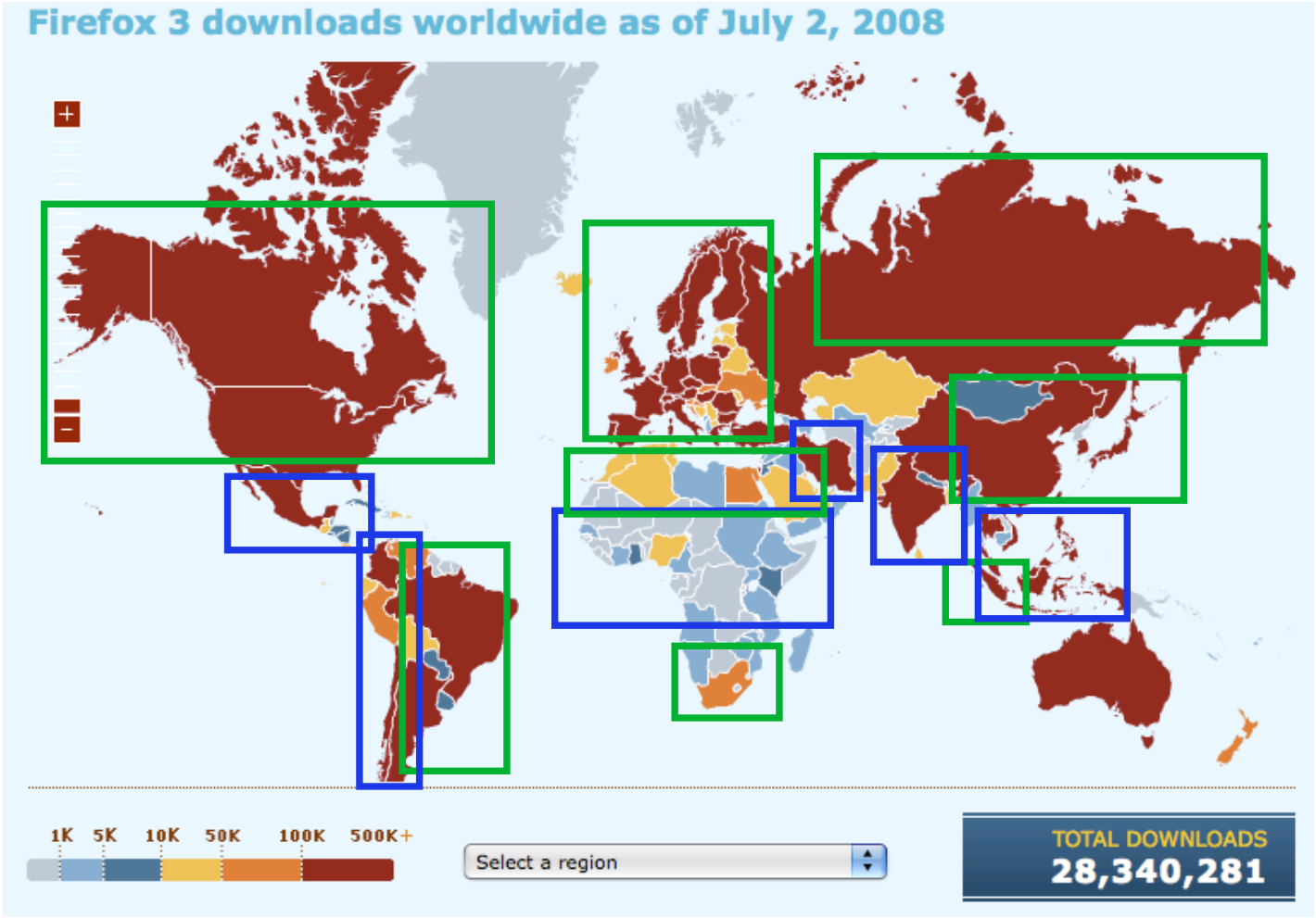


Mozilla L10n Communities - 48 Locales Shipping Firefox 3

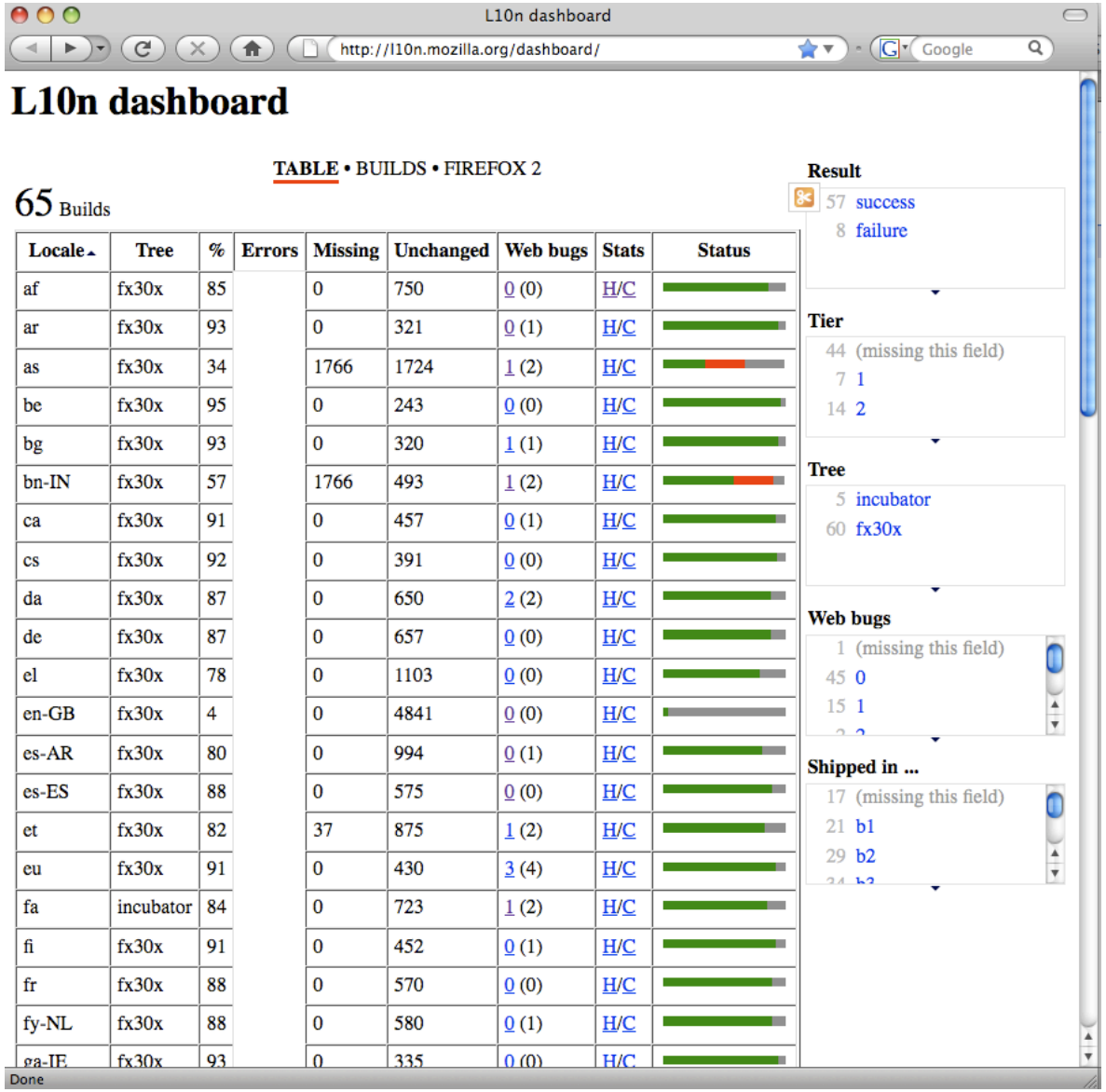
Firefox 3 Download day



How can we learn from this?

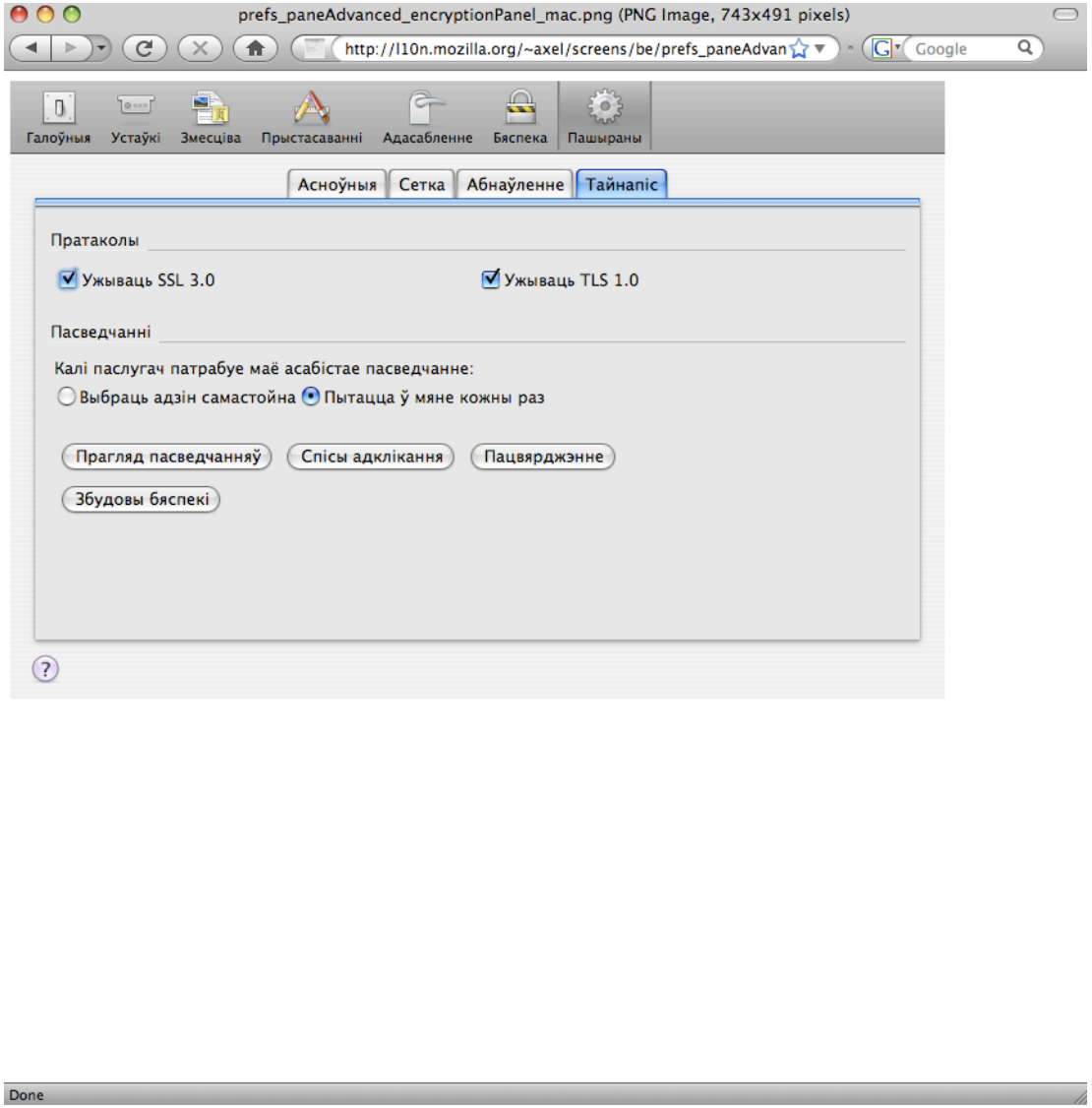


Using tools to focus



Locale	Tree	%	Errors	Missing	Unchanged	Web bugs	Stats	Status
af	fx30x	85		0	750	0 (0)	H/C	
ar	fx30x	93		0	321	0 (1)	H/C	
as	fx30x	34		1766	1724	1 (2)	H/C	
be	fx30x	95		0	243	0 (0)	H/C	
bg	fx30x	93		0	320	1 (1)	H/C	
bn-IN	fx30x	57		1766	493	1 (2)	H/C	
ca	fx30x	91		0	457	0 (1)	H/C	
cs	fx30x	92		0	391	0 (0)	H/C	
da	fx30x	87		0	650	2 (2)	H/C	
de	fx30x	87		0	657	0 (0)	H/C	
el	fx30x	78		0	1103	0 (0)	H/C	
en-GB	fx30x	4		0	4841	0 (0)	H/C	
es-AR	fx30x	80		0	994	0 (1)	H/C	
es-ES	fx30x	88		0	575	0 (0)	H/C	
et	fx30x	82		37	875	1 (2)	H/C	
eu	fx30x	91		0	430	3 (4)	H/C	
fa	incubator	84		0	723	1 (2)	H/C	
fi	fx30x	91		0	452	0 (1)	H/C	
fr	fx30x	88		0	570	0 (0)	H/C	
fy-NL	fx30x	88		0	580	0 (1)	H/C	
ga-IE	fx30x	93		0	335	0 (0)	H/C	

Using tools to focus



Some recent focus...

One Analysis of Firefox 3 Language Coverage

- Gerv attempted to figure out what percentage of the net population will get the upcoming Firefox 3 in their native language
- 48 different localizations
- Limited by the quality of data available because no-one seems to have good statistics on the language breakdown of the net population.
- The net population figures for 232 countries from the CIA World Factbook, and split them up by the language split in that country*

* Assuming that the distribution of the net population in a country is in the same proportion to the languages spoken there.

What can Mozilla provide?

- Communication - dashboards, timing / release schedules, blogging, surveys, more...
- Tools

L10n Dashboard
Compare-Locales
Tracking bugs
Screenshots
Verbatim
Pootle
Narro
Mozilla Translator
Silme

- More community team meet-ups and visits from Mozilla
- Training - What do our localizers need?
- Recruiting and Mentoring

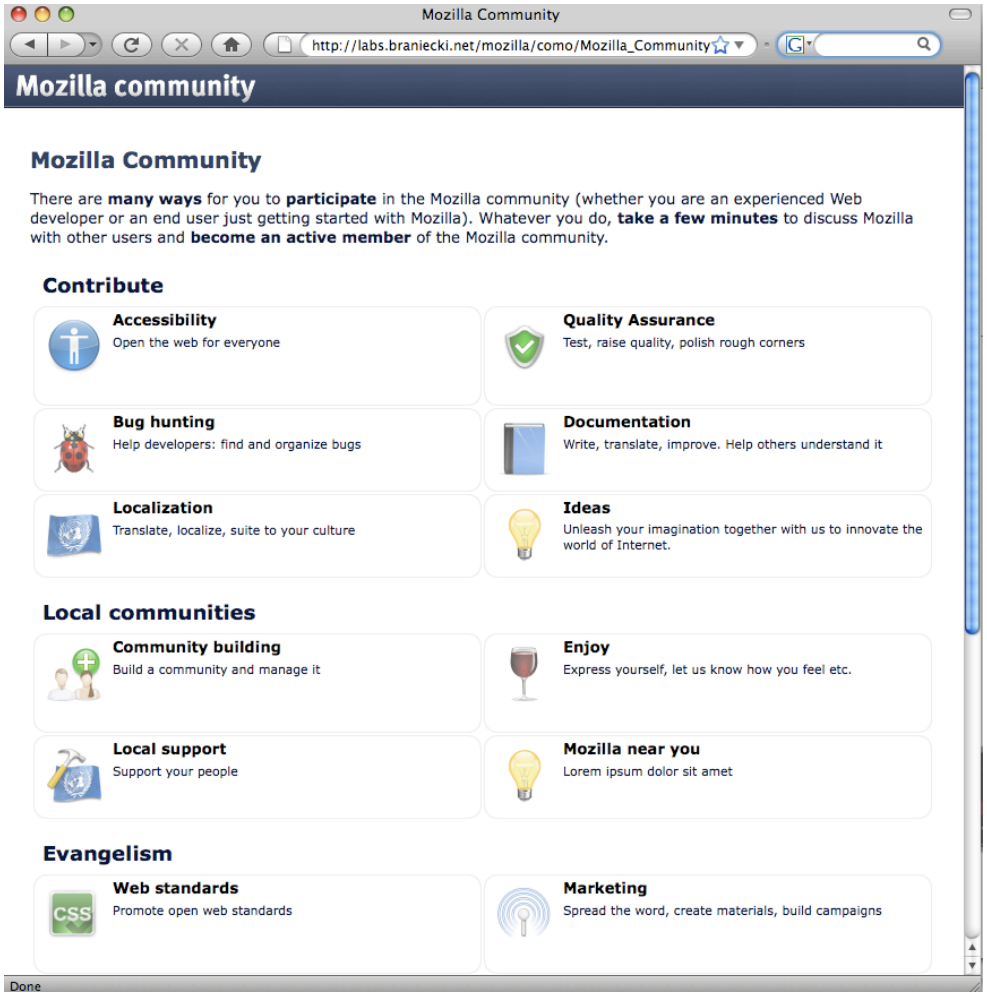
Can existing localizers create one-on-one relationships with new localizers to help?

Outreach to universities, professional groups, conferences, etc. to engage new volunteers

How do we scale?

- Grow the l10n-drivers team
- Create a peer network? Can we replicate the efforts of people like Pascal, Mic, and Axel?
- Tools

With a little coordination and cooperation, we can divide tasks and accomplish quite a bit

Product localization
Web services research and recommendations
Website localization
AMO
SUMO
Develop community testing leaders who help to organize testing work
Marketing and PR

Gandalf's Idea - The Community Pack