

M

Solution Brief

Moravia Linguistic Testing



Translation errors in a UI or web page can damage your brand and impact customer loyalty just as much as functional problems. They can affect usability. They can change the way a customer feels about your product and cause them to jump to a competitor. Also, if the localized product is full of errors, you will have to update the product once you become aware of them, outlaying even more time and money. Moravia Linguistic Testing Services will help you avoid releasing products with embarrassing and costly linguistic bugs.

Linguistic testing is a language quality assurance step that has to happen directly in the final product because software and website localization take place using tools and technologies “outside” of the actual running application. This lack of context for the translator can impact their ability to choose the most appropriate translations. When a linguistic tester looks at the built product, running exactly as local users in each country will use it, they will see the problems that the out-of-context translation process may have caused.

Linguistic testers look for many things, such as:

- > Untranslated text
- > Incorrectly translated text
- > Grammar and punctuation issues
- > Typos
- > Inconsistencies in terminology
- > Language-specific characters that are corrupt
- > Inappropriate cultural references, images, symbols, colors, and sounds
- > Improperly adjusted country specifics (names, addresses, zip codes, phone numbers, etc.)



MORAVIA

- > Mistakes in date, time, or calendar formats
- > Errors in currency conversions or monetary symbols
- > Incorrect unit conversions, numeric formats, separators, or negatives

Other services

Moravia also provides functional testing to make sure your software works like it should in all languages. We conduct linguistic testing off-site using in-country linguists, while functional testing is performed by experienced QA professionals at one of our test centers.

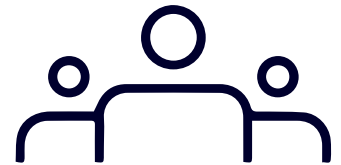
Other testing services include test strategy and planning, test development, scripting, and test automations.

We maintain three secure testing labs: Brno, Czech Republic, Nanjing, China, and Monterey, California. We can provide you with resources in-country, in our labs, or a mix of the two—depending on your security requirements and preferences.

If you want your product to be linguistically accurate and appropriate in all markets, we're Moravia. We help the world's most visible brands release software with high linguistic integrity.

To learn more about our linguistic testing services, please contact us at:
<http://www.moravia.com/en/contact-us/>.

Linguistic quality assurance testing verifies both the contextual and linguistic suitability of the localized product, and is performed by bilingual, in-country linguists. It may be combined with functional testing, a quality pass done by software-savvy testers, to ensure complete linguistic and functional integrity of your product.



About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.