

WINDOWS PHONE

STYLE GUIDE FOR HAUSA

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1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Hausa localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

1. Windows Phone Voice
2. Language-specific guidelines on tone, style and terminology
3. UI-specific Localization Guidelines—e.g. capitalization, text overflow, punctuation
4. UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document—it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

2. The Windows Phone Voice

The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

Genuine

- Speak with confidence
- Be an experienced guide

- Be friendly, focusing on the customer's needs

Spirited

- Genuinely express your own enthusiasm
- Express the achievable and talk about the difference it makes
- Reveal the unexpected, the sparkle, the delight
- Express a pleasant, engaging rhythm

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive
- Know when to keep things light, when to get down to facts
- Keep the moment, the audience, and the message in mind
- Don't overpromise—be quick, clear, concise

Supportive

- Lend help where it's needed, when it's needed
- Convey your knowledge like a trusted friend
- Strive to put others at ease
- Frame things positively, with a friendly demeanor

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern, career-oriented people who expect their mobile phone to meet their needs in both their professional and private lives.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content.

Avoid using overly colloquial language, and keep a professional tone instead. The user of the Windows Phone should be able to identify with the device and therefore it is important that the language used be neither chatty nor formal since this would automatically create a distance.

3.2. Style—Help Deliver the Voice

The style is direct, personal and informal in order to make the user feel comfortable and at ease with the phone. The direct style is ensured by referring to the user as “ka” (the masculine “you”) which is the neutral form used in cases when the gender of the user is unknown. For example, the sentence “You can use the Delete button” can be translated as (Ka na iya amfani da maballin Gogewa). It’s not proper to address the users as “ki” (the feminine “you”).

Examples:

EN US Source	Translation
You don't have a connection at the moment.	Ba ka da haɗi a wannan yanayi.
You can only have {0} people per group, so you'll need to remove someone else first.	Ka na iya samun mutane {0} ne kawai a kowane rukuni, saboda haka za ka bukaci cire wani daga farko.
You can't save pictures on this SIM/UIM card.	Ba za ka iya adana hotuna akan wannan katin SIM/UIM ba.

In keeping with the goal of creating a personal connection between the phone and the user, use the personal pronoun “Mu” (we) whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

Examples:

EN US Source	Translation
We couldn't reset the phone.	Mun kasa sake saita wayar.
We're sorry, but something's gone wrong.	Muna baka hakuri, amma wata matsala ta auku

Please note that the source text often uses enthusiastic expressions in order to convey the positive aspects of the phone. These should be somewhat toned down in the translation for cultural reasons.

The plus sign (“+”) is used frequently as a linking element in the UI and in terminology for features, apps and functionalities consisting of two components or steps. These terms should be translated in the same style as the English. Don’t translate the plus symbol as either "plus" or "and". Note that there is no space before and after the "+" symbol in such strings.

Examples:

EN US Source	Translation
Apps+Games	Ka’ida+Wasanni
ringtones+sounds	sautin kiran waya+sautuka

Fluency and accuracy are crucial in the Windows Phone-related materials. It is always better to convey the essence of the text in a clear and accurate language than to include all parts of a sentence and compromise fluency.

3.3. Usage—Sound Natural

Use the active voice, which emphasizes the person or thing doing the action. It is more direct and personal than the passive voice. Use the passive voice only to avoid a wordy or awkward construction, when the action rather than the doer is the focus of the sentence, when the subject is unknown, or in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

Please focus on fluency and clear messaging to improve the user-friendliness. Adopt a non-technical approach which contributes to the personal connection between the phone and the user.

Examples:

EN US Source	Incorrect Translation	Correct Translation
It looks like you don't have a network connection. Try again in a little while.	Ya yi kama da baka da hadin hanyar sadarwa. Sake gwadawa anjima kadan	Kamar ba ka da hadfi da hanyar sadarwa. Sake gwadawa anjima kadan.
You've typed the incorrect email or password {0} times. Type your email and password again to make sure there weren't any errors, or try a different email address.	Ka rubuta imel ko lambar sirrin da ba daidai ba {0} lokuta. Sake rubuta imel da lambar sirri ka tabbata ba kuskure, ko ka gwada wani imail din daban	Ka shigar da imel ko lambar sirri da ba daidai ba sau {0}. Sake shigar da imel da lambar sirrinka don tabbatar da ba wata matsala, ko ka gwada wani adireshin imel din da ban .

3.4. Terminology—Be Consistent

Use terminological options which are easy to understand, up-to-date and in line with the terminology used by competitors. The focus should not be on following Microsoft standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but do not attempt to change approved terminology before receiving confirmation from the project team).

Also you should contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. voicemail)—even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

Examples:

EN US Source	Translation	Comments
We couldn't find a match. Flick left or right for other results, or try a different search term.	Mun kasa neman wanda ya yi daidai. Kada hagu ko dama don wasu sakamako, ko kuma ka gwada binciken wata kalmar daban.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was researched and verified for compliance with existing target language mobile terminology. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone MultiTerm database.
Counts how many cells in a range have a value.	Kirga sel guda nawa ne a cikin ranji ke da daraja.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Fahimtar Bayanai	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.4.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

[Someone@example.com](#)

The domain name example.com should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names and Numbers) for sample purposes. "Someone" should be replaced with a first name from the Approved People Name list or any common name in the country. For Hausa please replace [someone@example.com](#) with [wani@example.com](#).

3.6. Measurements

The EN US source contains measurements in strings such as:

{0} KB
Uploading %sMB...
Offline, downloading %sKB...
Uploaded %1KB of %2KB
Available storage: %s GB

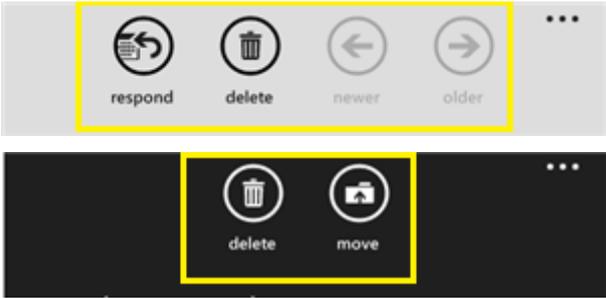
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number and a unit of measurement.

The unit "KB" (kilobyte) should be translated as "KB" with the letter "K" in uppercase.

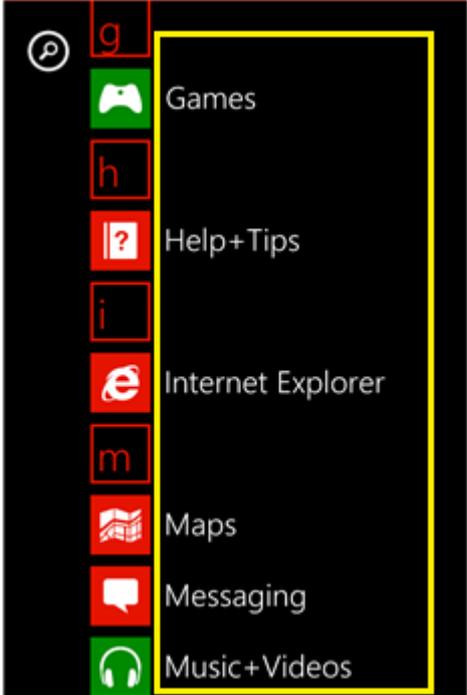
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

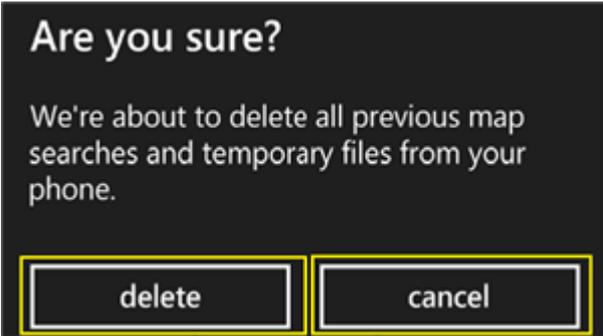
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. Please translate verbs using the imperative (umarni). Don't use nominalized forms (e.g. "gogewa").</p> <p>Examples: delete - goge respond- amsa move - matsar</p>

4.1.2. App List Item

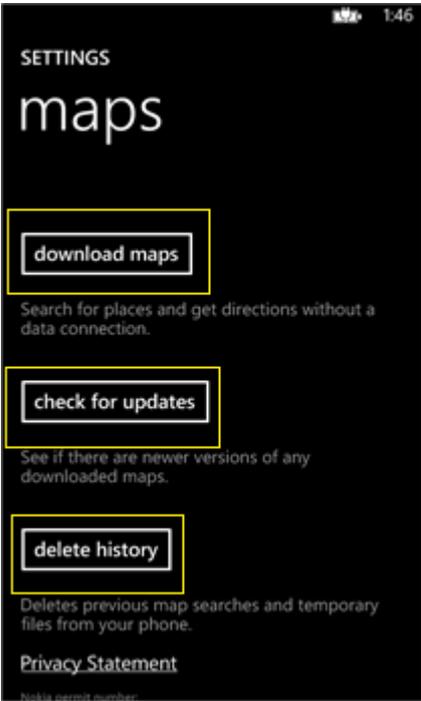
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.</p> <p>Examples: Games - Wasanni</p>

4.1.3. Buttons

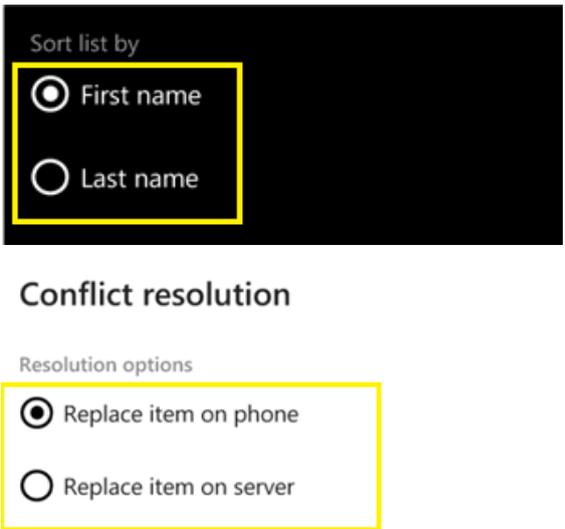
4.1.3.1. Dialog Button

Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative (umarni), not the nominalized forms, and labels represented by nouns as nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: delete - goge - Labels represented by nouns: store - wurin adana

4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative (umarni), not the nominalized form, and labels represented by nouns as nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: check for updates - bincika sabuntawa - Labels represented by nouns: suggestions – shawarwari

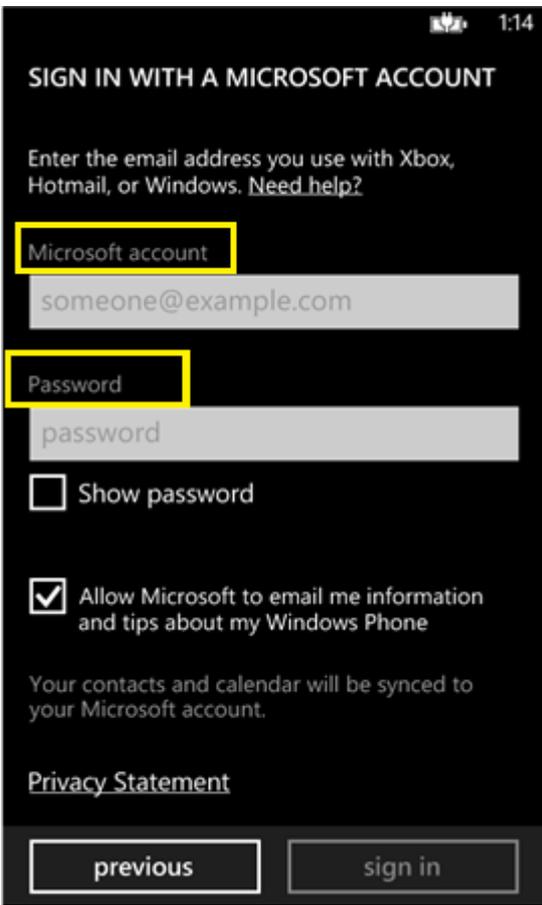
4.1.3.3. Radio Button

Radio button	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example: First name - Sunan farko</p> <p>When the radio button starts with a verb, use the imperative and follow source punctuation.</p> <p>Example: Replace item on phone - Maye gurbin abu akan waya</p>

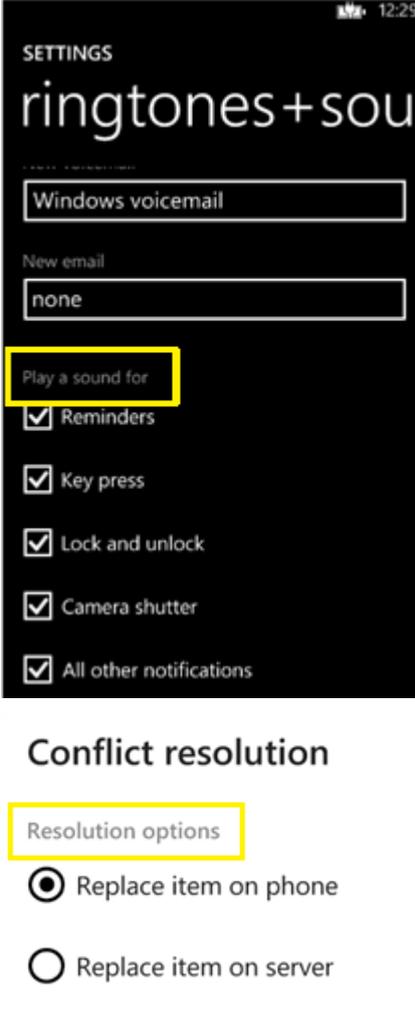
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <h1>speech</h1> <p>Press and hold the Start button to use Speech.</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Use Speech when the phone is locked<input checked="" type="checkbox"/> Play audio confirmations	<p>Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case</p> <p>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the imperative and follow the source punctuation.</p> <p>Example: Use Speech when the phone is locked - Yi amfani da Magana yayin da waya ke rufe</p> <p>Play audio confirmations – Buga sautin da aka tabbatar</p>

4.1.5. Edit Box Label

Edit box label	Guidelines
 <p>The screenshot shows a sign-in screen with the following elements: a title 'SIGN IN WITH A MICROSOFT ACCOUNT', a descriptive text 'Enter the email address you use with Xbox, Hotmail, or Windows. Need help?', an email input field with the label 'Microsoft account' highlighted in yellow and the text 'someone@example.com', a password input field with the label 'Password' highlighted in yellow and the text 'password', a checkbox for 'Show password', a checked checkbox for 'Allow Microsoft to email me information and tips about my Windows Phone', a note 'Your contacts and calendar will be synced to your Microsoft account.', a link for 'Privacy Statement', and two buttons: 'previous' and 'sign in'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box.</p> <p>Example: Password - Lambar sirri</p>

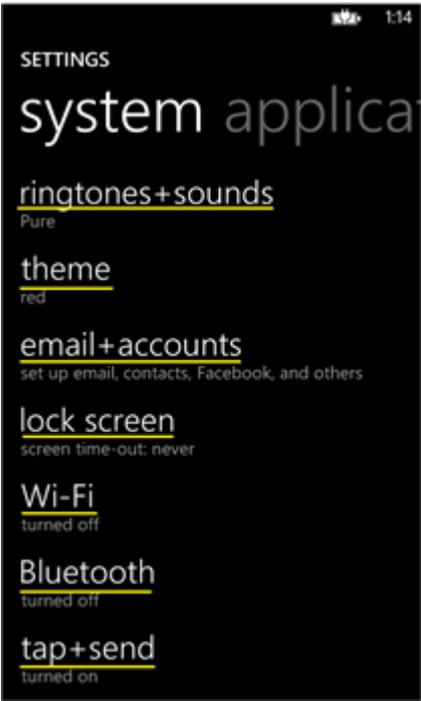
4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows the Windows Phone 'SETTINGS' screen for 'ringtones+sou'. It features several input fields and a list of checked options. Two group labels are highlighted with yellow boxes: 'Play a sound for' (above a list of notification types) and 'Resolution options' (above two radio button options). The notification types include Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. The resolution options are 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Please translate the verb using the imperative.</p> <p>Example: Play a sound for - Buga sauti na</p> <p>When the group label consists of a noun, use a noun.</p> <p>Example: Resolution options - Zabubbukan kyawon tarkacen hoto</p>

4.1.7. Hub Title

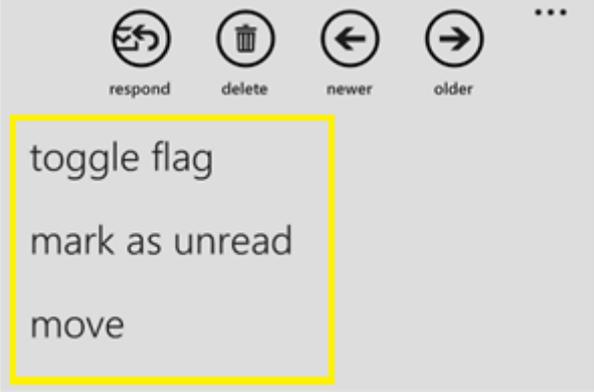
Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example: photos - hotuna</p>

4.1.8. List Item in Settings

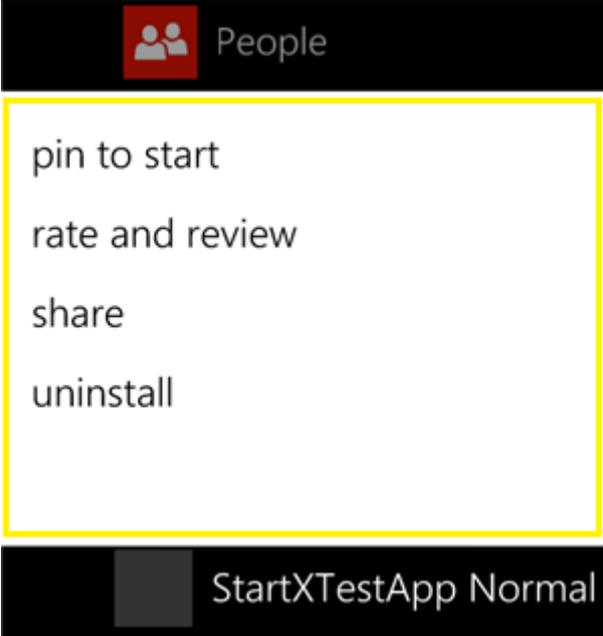
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower (except for proper nouns)</p> <p>Example: email+accounts - imel+asusu-asusu</p>

4.1.9. Menu Items

4.1.9.1. Application Menu Item

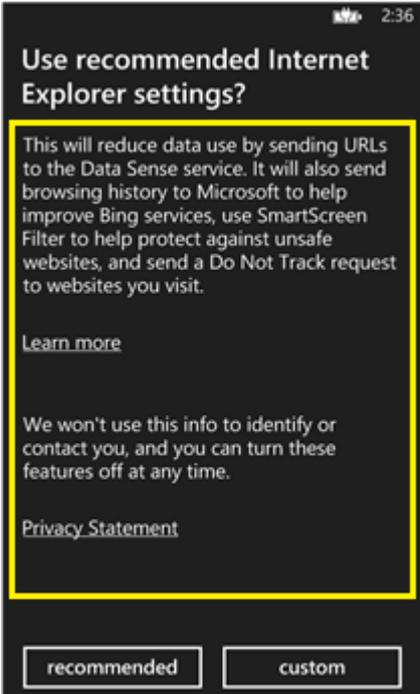
Application menu item	Guidelines
 <p>The screenshot shows a horizontal toolbar with four icons: a circular arrow (respond), a trash can (delete), a left arrow (newer), and a right arrow (older). Below the icons are the labels 'respond', 'delete', 'newer', and 'older'. A vertical ellipsis (three dots) is on the right. A yellow box highlights a menu that appears after tapping the ellipsis, containing three items: 'toggle flag', 'mark as unread', and 'move'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the imperative.</p> <p>Examples: mark as unread – alamar ba karanta ba toggle flag - tutar kilisa move - matsar</p>

4.1.9.2. Context Menu Item

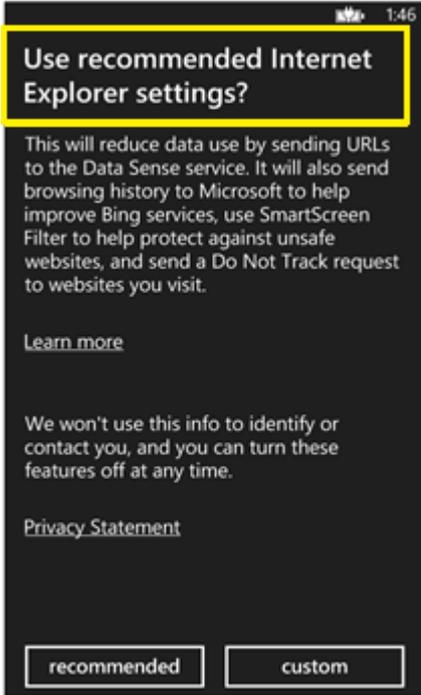
Context menu item	Guidelines
 <p>The screenshot shows a dark header bar with a red icon of two people and the text 'People'. Below it, a yellow box highlights a context menu with four items: 'pin to start', 'rate and review', 'share', and 'uninstall'. At the bottom, there is a dark bar with a grey square icon and the text 'StartXTestApp Normal'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Please translate the verb using the imperative form.</p> <p>Example: rate and review - adadi da sake dubawa pin to start - kafa akan fara share - raba uninstall - kin girka</p>

4.1.10. Message Box

4.1.10.1. Message Box Body

Message box body	Guidelines
	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p> <p>Example: Wannan zai rage bayanin da aka yi amfani da shi ta aika URLs zuwa sabis din Data Sense. Haka kuma zai aika tarihin burauz zuwa Microsoft don taimakawa wajen habbaka sabis din Bing, yi amfani da rariyar SmartScreen don taimakawa wajen kare yanar gizon da bata da kariya, sannan ka aika, Kar a Bi Sawun shafukan yanar gizon da na ziyarta.</p> <p>Kara Sani</p> <p>Ba za mu yi amfani da wannan bayani don gano ka ko kuma tuntubarka ba, sannan zaka iya kashe wadannan sifofin a kowane lokaci.</p> <p>Jumlar Sirri</p>

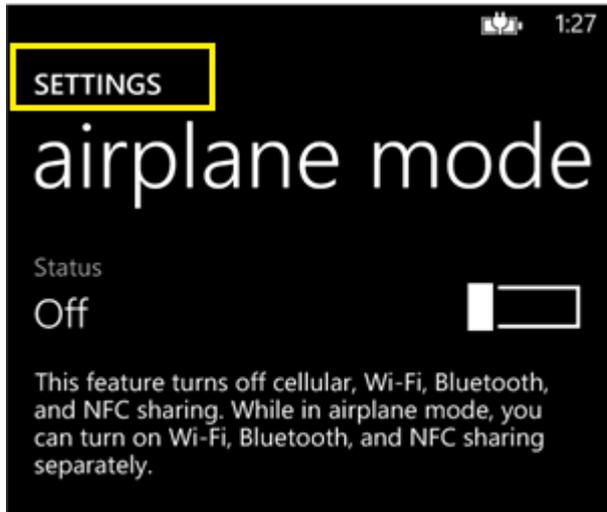
4.1.10.2. *Message Box Header*

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case</p> <p>When message box headers start with the verb and represent a question, please use the interrogative form.</p> <p>Example: Use recommended Internet Explorer settings? - A yi amfani da amintattun saitunan Internet Explorer?</p>

4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood.</p> <p>Example: Wi-Fi available - Akwai Wi-Fi Connect? - A hada?</p>

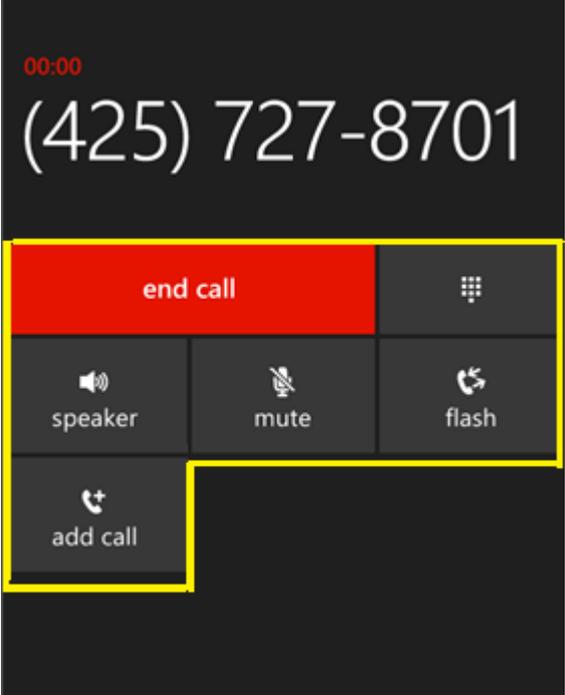
4.1.12. Page Title

Page title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps</p> <p>Example: SETTINGS - SAITUNA</p>

4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed.</p> <p>Example: categories - bangare</p>

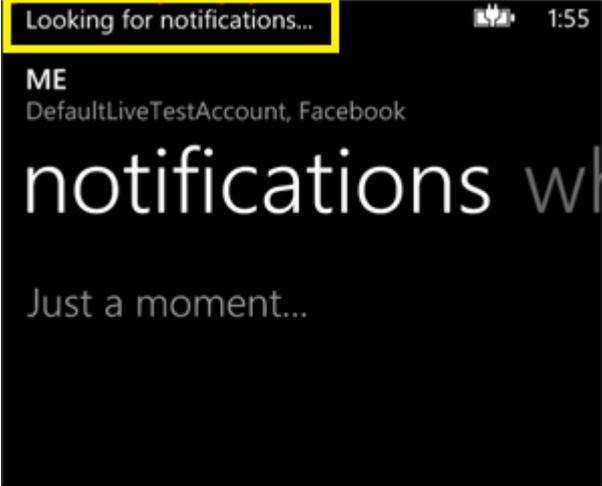
4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as noun.</p> <p>Example: speaker - sifika</p> <p>If the source phone control label contains a verbal form, translate using the imperative.</p> <p>Example: add call - hada kira mute – shiru</p>

4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example: unread - ba karanta</p>

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the nominalized form of the verb followed by the ellipsis which is called <i>sabi zarce/alarzarce</i> in Hausa.</p> <p>Example: Looking for notifications... - Neman sanarwa...</p>

4.1.17. Text Box

Text box	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative (<i>umarni</i>).</p> <p>Example: type a message - buga sako</p>

4.1.18. Tile Label

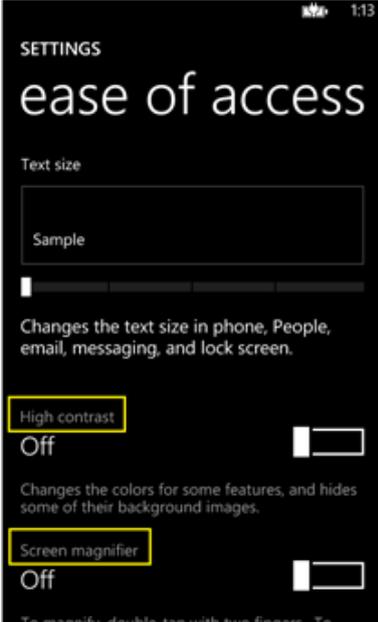
Tile label	Guidelines
 <p>The image shows a portion of a Windows Start screen. At the top is a large blue tile for 'Colleen Murphy' with the text 'Budget Review' and 'Hi Alison, do you have time this week to meet'. Below it is a 'Mail' tile with an envelope icon and the number '10'. To the left are four smaller blue tiles: a Phone tile with '4', a Messages tile with '2', an Internet Explorer tile with 'e', and a SkyDrive tile with 'S'. To the right of these is a 'Photos' tile showing a person in a yellow jacket, with the word 'Photos' highlighted in a yellow box. Below the Photos tile is a 'People' tile showing three people's faces, with the word 'People' highlighted in a yellow box. To the right of the People tile is a 'Project Status Meeting' tile with the text 'Meeting 09:00 - 11:00' and a calendar icon. At the bottom right of the meeting tile is the number '21' and the text 'Fri'. At the very bottom are four small tiles: 'NETFLIX' (red), a music tile (green), 'BBC NEWS' (red), and a cloud tile (blue).</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples: Photos - Hotuna People – Mutane</p>

4.1.19. Toggle Switch

4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate using the forms Kunna/Kashe.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on.</p> <p>Examples: On - A kunne Off - A kashe</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast - Bambanci mai yawa</p>

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#).

4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

Example:

Source

Try another ID, or tap Show Available IDs to see some suggestions.

Description

The string above makes a reference to the “Show available IDs” UI option. In the EN US source, UI options are usually in all lowercase or sentence case when appearing on their own; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e. the first letter of each word is capitalized. This is why in the source example above “Show Available IDs” appears in title casing.

Translation Strategy

For Hausa, references to UI elements within UI strings should be translated using Sentence case, i.e. the first letter of the first word is capitalized and the subsequent words are not, unless they are product/brand names or other proper nouns (words that would normally be capitalized). As a result, the translation of the source string in the example above would be as follows.

Translation

Gwada wani ID daban, ko ka taba Nuna IDs din dake akwai don ganin wasu shawarwari.

4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design.

Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

Examples:

Control—Label with Title1Style



4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Hausa follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)
- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

The following UI elements appear in Title Case:

- Photo Album Titles. (For example Taken Ma'adanin Hoto)

- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card, for example Tayiloli, Hobs, Kads)

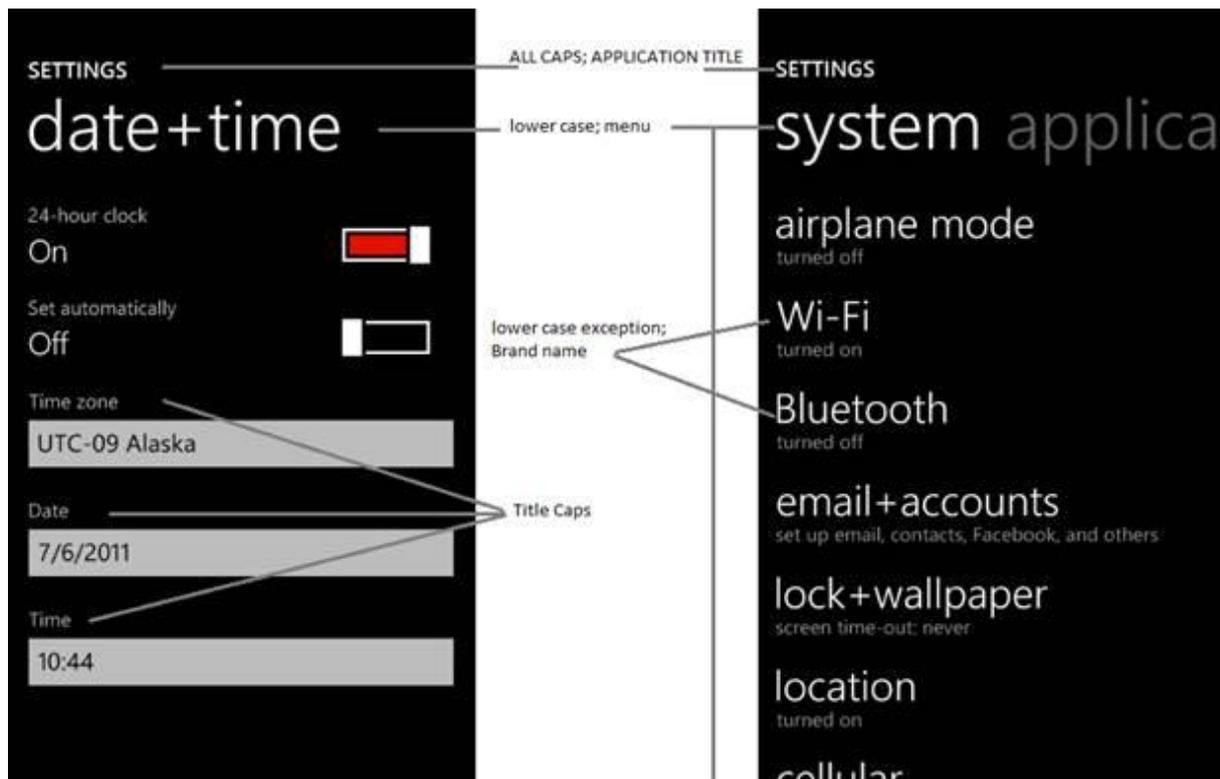
Please always follow the source capitalization when Title Case is applied. This may apply to the above elements.

ALL CAPS:

ALL CAPS is used in source for the following UI elements:

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Examples:



To sum up, all the above product specific capitalization guidelines should be followed during translation into Hausa.

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- You can use words or expressions reflecting the meaning of interjections (Aha!, Oops!, etc.) such as “Kash!”, “Ayya”, etc.

Examples:

EN US Source	Incorrect Translation	Correct Translation
We're sorry, but your message failed to send.	Mun baka hakuri, amma an kasa aika sakonka	Muna baka hakuri, an kasa aika sakonka.

4.6. Punctuation—Divide and Conquer

In general, there is no big difference between Hausa and English punctuations. As for abbreviations, except in some academic fields (Math, Chemistry, Physics, etc.), abbreviations are not used. The general rules are:

- Do not use abbreviations!
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.
- Note that the em-dash (—) is not used in Hausa. En-dash (–) is used instead, with spaces on both sides.

Examples:

EN US Source	Incorrect Translation	Correct Translation
E-mail address type	Shigar da adireshein I—mel	Irin adireshein I-mel
Republic of Guinea-Bissau	Jumhoriyar Guinea—Bissau	Jumhoriyar Guinea-Bissa

4.7. Editing/Screen Review—Fine-tune the Translation

The editing or screen is a key step to detect any style, terminology or other linguistic inconsistencies or errors introduced during translation. Here are some important issues to look out for during your review:

- Strings that include redundant words. Unnecessary repetitions should be avoided.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.
- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (masculine/feminine or singular/plural)
- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Messaging	Sakonni	Aika sako
enter current SIM PIN	Shigar da sabon lambar SIM	Shigar da sabon PIN na SIM

4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project

Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

5. windowsphone.com

5.1. General

The language used on windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy- to- understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched references might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in [this section](#) as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found in the Windows Phone MultiTerm database.

Other aspects to take into account:

Rigid term-to-term approach: Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—"Can that sound awkward or incorrect in Hausa? Do people speak like that?" If needed, provide feedback on terminology that you consider incorrect.

"Layers" of localization: The style tends to change when localization occurs in phases. Please refer to legacy or earlier translations for specific solutions or guidelines. Correct past mistakes and continue with good solutions. If the legacy translation is not up to the standard, disregard it. However, do not ever change approved terminology. Any inappropriate terminology should be flagged.

5.3. Elements Specific to windowsphone.com

5.3.1. Image Captions

Image captions can be found in the text in the following structure: `<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="alamar hoton-da aka fi so"/>`.

Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="alamar hoton da -aka fi so">
```

5.3.2. Topic Titles

The choice of words should not be too formal and should convey the message and key aspect of the feature or topic.

Topic title in English	Context	Topic Title in Hausa
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Use the imperative (umarni).</p> <p>Example: Dauka, gyara da kuma raba hotuna da bidiyoyi</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at; start a text, then tap More > Attach > My location.</p>	<p>Use the imperative verb here.</p> <p>Example: Kirkira da rabawa</p>

5.3.3. References to UI Elements

On windowsphone.com, the EN US source uses sentence case to indicate references to UI elements. For Hausa, references to UI options should be localized using sentence case as well.

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	Taba Kare kira don ka kashe	The translation of the UI string follows the casing of the English source.

On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	Akan Fara , kada hagu ga jerin Ka'ida , taba Saituna, sannan kuma ka taba Imail+asusu-asusu	Please note that the translation of the UI string follows the casing of the English source.
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5.4. Sample Translations of windowsphone.com Texts

The two sample translations included in this section illustrate the approach adopted for the localization of UA sites.

5.4.1. Marketing Text

EN US Source
<p>You are what you pin</p> <p>START</p> <p>Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.</p>
Hausa Translation
<p>Kai ne abunda ka kafa</p> <p>FARA</p> <p>Kafa Live Tiles din da kake so, sannan ka dauka! Akwai abubuwan da ka damu da su, wadanda ake sabuntawa a kowane lokaci, daga hagu daga Allon farawa. Kana iya kafa mutane, ka'ida, wakoki, shafukan yanar gizo, bangarori, wasanni, hotuna, docs da kuma karin wasu. Windows Phone ne kawai yake da Live Tiles, haka kuma Windows Phone ne kawai ke baka damar kafa abunda kake kauna.</p>

5.4.2. How-to Text

EN US Source
<p>What song is this?</p> <p>Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's</p>

playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.

To search for recorded music that's playing

1. Press the Search  button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music .

Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

In the Store, you can preview the song and other ones on the album, and then buy if you'd like.

If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see [Get music and podcasts from the Store](#).

Hausa Translation

Wace waka ce wannan?

Wakokin da ka ji a rediyo, ko yayin da kake waje ko kuma kusa, ba ka da damuwa kuma. **Wakar Bing** an gina ta cikin Windows Phone dinka, don ka binciko wakar da take bugawa don Karin bayani akan ta, kamar **taken wakar, mawaki, ma'adanin waka** da kuma hanyoyin da zaka ji ko ka saye ta..

Don binciko wakar dake bugawa wadda aka nada

1. Danna maballin Bincike akan wayarka.
2. Tare da wakar dake bugawa, rike wayarka ta yadda za ka ji wakar tangaran, sannan ka taba Waka.

Wayarka za ta yi sikanin na wakar sannan ta nuna taken wakar, mawaki, sunan ma'adanin wakar, da kuma ma'adanin wakokin da aka gano.

3. Don neman waka a cikin **Ma'adanin Kida na Xbox**, taba **Wurin adana**

A cikin Wurin adana, ka na iya fara duba wakar da sauran wakokin dake cikin wurin adana, sannan ka saya idan kana da bukata.

Idan kana da **Mashigin kida na Xbox**, sannan akwai wakar a cikin ma'adani kida na Xbox

kana iya sauraron wakokin gaba daya ko kuma ka zazzage su. Kana iya yin haka ga sauran wakokin dake cikin ma'adanin waka. Don karin bayani, kana iya tuntubar [Samu kiɗa da fodkas daga ma'adanin waka](#).

5.5. Fine-tuning During Editing/Screen Review

The review stage—either on the file or the screen—is key to verify that the translation is accurate and adheres to the Windows Phone voice and style as well as the approved key terminology. When reviewing, please pay special attention to the following linguistic aspects:

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products' UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice tenets in your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.