

# WINDOWS PHONE

## STYLE GUIDE FOR AFRIKAANS

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## 1. Goals of This Guide

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This document describes the tone, style and some specific translation instructions which should be used as reference during the Afrikaans 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

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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

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### 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 “jy” or “jou” (singular, possessive) as if talking and/or explaining to a friend, but always in a professional tone. Do not address the user with the formal form “u”.

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

Example: *“We’re sorry, but something’s gone wrong.” – “Ons is jammer, maar iets het skeefgeloop.”*

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 to prevent the text sounding too familiar or relaxed. In marketing texts, more leeway is given and this type of expressions is used more often.

The plus sign (“+”) and ampersand (“&”) are used frequently as linking elements in the UI and in terminology to denote 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. Follow the source style in these instances.

**Examples:**

EN US Source	Translation
Apps+Games	Toepassings+Speletjies
ringtones+sounds	luitone+klanke

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

In Afrikaans, narrative text uses the present tense, unlike English that uses the past tense. If you find that the English source text uses a simple present tense where a perfect tense would be more usual, simply translate it in Afrikaans in the most appropriate way, even if the Afrikaans is longer or has to use the passive voice. In general, however, 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:**

<b>EN US Source</b>	<b>Incorrect Translation</b>	<b>Correct Translation</b>
It looks like you don't have a network connection. Try again in a little while.	Dit lyk asof jy nie 'n netwerkverbinding het nie. Probeer oor 'n rukkie weer.	Jy het blykbaar nie 'n netwerkverbinding nie. Probeer oor 'n rukkie weer.
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.	Die verkeerde e-pos of wagwoord is {0} keer deur jou ingetik. Tik jou e-pos en wagwoord weer om seker te maak dat daar geen foute was nie, of probeer 'n ander e-posadres.	Jy het die verkeerde e-pos of wagwoord {0} keer ingetik. Tik jou e-pos en wagwoord weer om seker te maak dat daar geen foute was nie, of probeer 'n ander e-posadres.

### 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. <b>Flick</b> left or right for other results, or try a different search term.	Ons kon nie iets passends kry nie. <b>Flik</b> na links of regs vir ander resultate of probeer 'n ander soekterm.	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 <b>range</b> have a value.	Tel hoeveel selle in 'n <b>reeks</b> 'n waarde het.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
<b>Data Sense</b>	<b>Data-insig</b>	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 Afrikaans please replace [someone@example.com](#) with [iemand@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 the source, please add a blank space between the value (a placeholder like "%s" in the examples above, e.g. 2 MB) and the unit of measurement in the translation. In Afrikaans this is a legal requirement, please refer to Act 18 of 2006 for a detailed guideline. 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 both letters in uppercase. By dint of the same logic, the word "MB" should be translated as "MB".

Monetary units (e.g. \$, R and c) should preferably not have a space between the currency unit and the value, e.g. \$1 250,80. Please also note that spaces are used to group hundreds and thousands and the comma is used as a decimal unit.

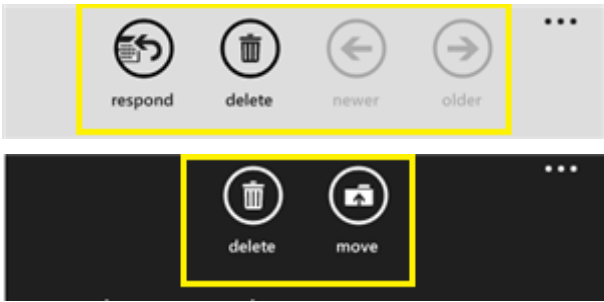
e.g. \$1 200 560,00.

## 4. Windows Phone UI Localization Guidelines

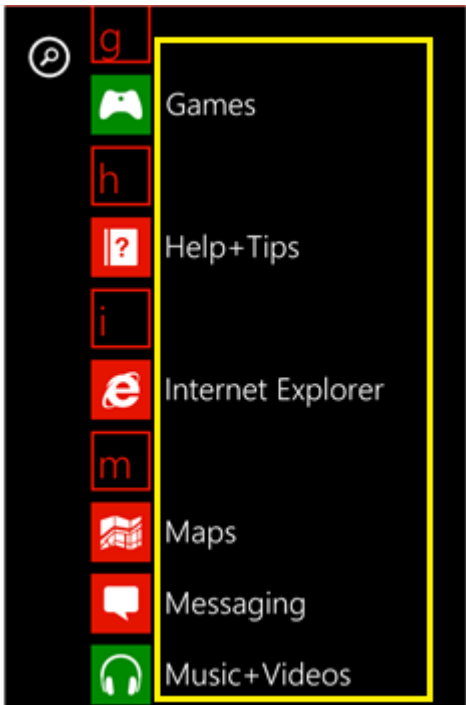
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

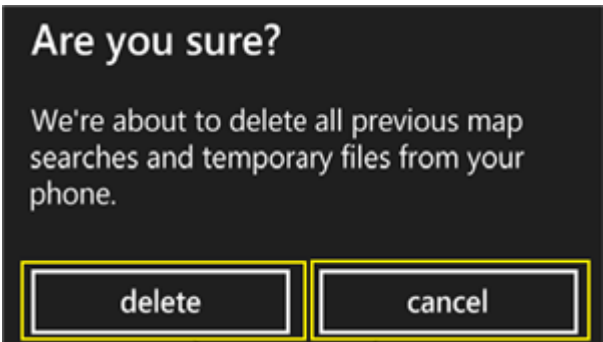
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the imperative.</p> <p>Example: delete – <i>vee uit</i></p>

### 4.1.2. App List Item

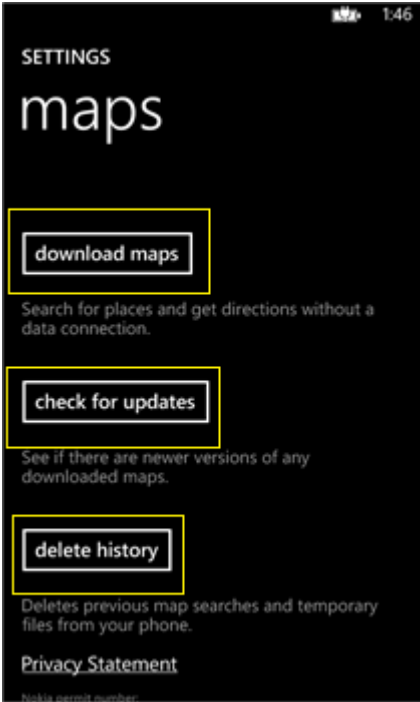
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such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

### 4.1.3. Buttons

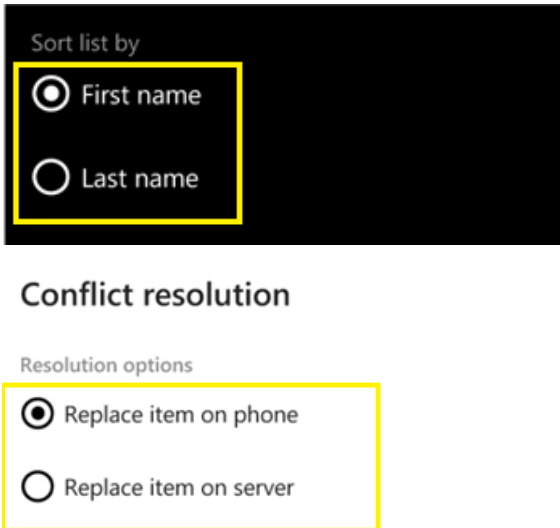
#### 4.1.3.1. Dialog Button

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 form and labels represented by nouns using a noun.</p> <p>Examples:</p> <p>Labels containing verbs: delete - <i>vee uit</i></p> <p>Labels represented by nouns: store - <i>winkel</i></p>


#### 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 and labels represented by nouns using a noun.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs:  check for updates - <i>soek na opdaterings</i></li> <li>- Labels represented by nouns:  suggestions - <i>voorstelle</i></li> </ul>

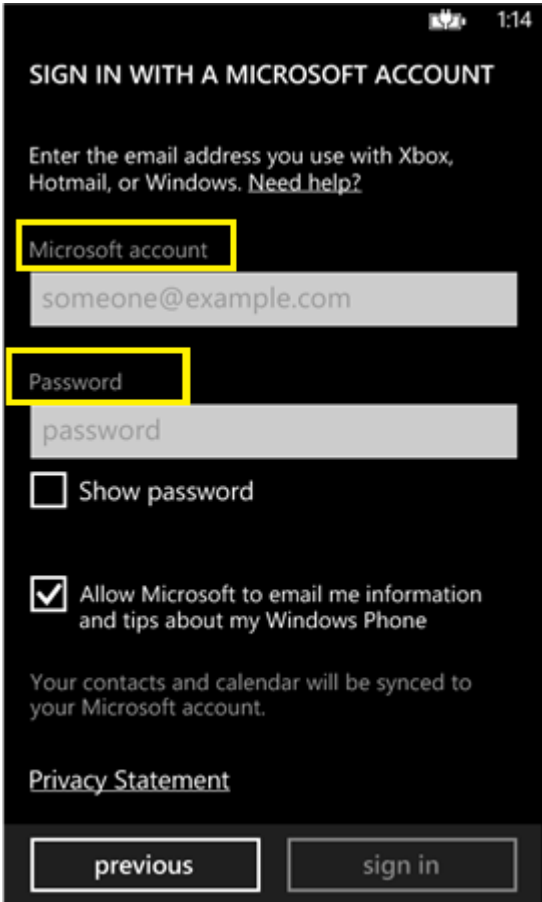
#### 4.1.3.3. Radio Button

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 - <i>Voornaam</i></p> <p>When the radio button starts with a verb, use the imperative form. Follow the source punctuation.</p> <p>Example:  Replace item on phone - <i>Vervang item op foon</i></p>

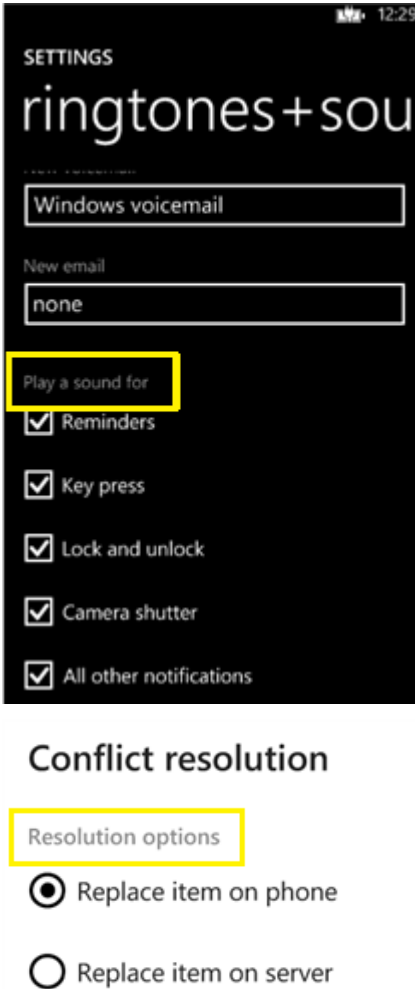
#### 4.1.4. Check Box Label

Check box label	Guidelines
	<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. Follow source punctuation.</p> <p>Example: Use Speech when the phone is locked - <i>Gebruik Spraak as die foon gesluit is</i></p>

#### 4.1.5. Edit Box Label

Edit box label	Guidelines
	<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 - <i>Wagwoord</i></p>

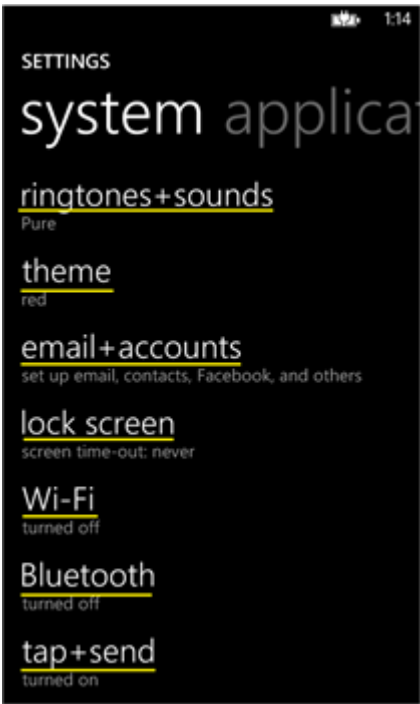
#### 4.1.6. Group Label

Group label	Guidelines
	<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. Translate the verb using the imperative form.</p> <p>Example: Play a sound for - <i>Speel 'n klank vir</i></p> <p>When the group label consists of a noun, use a noun too.</p> <p>Example: Resolution options - <i>Resolusie-opsies</i></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 - <i>foto's</i></p>

#### 4.1.8. List Item in Settings

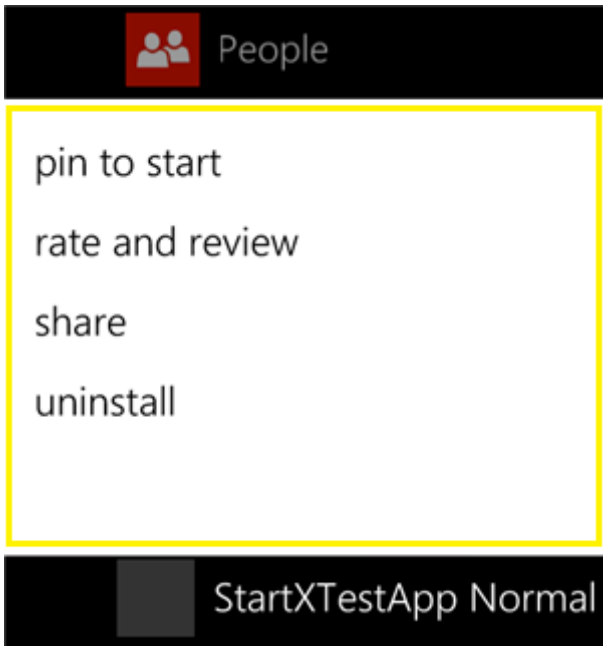
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No  Number of lines allowed: 1  Source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

## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

Application menu item	Guidelines
	<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 form.</p> <p>Examples: mark as unread - <i>merk as ongelees</i></p>

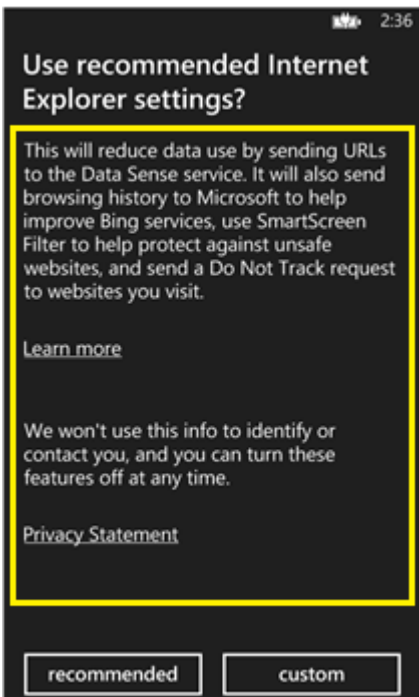
### 4.1.9.2. Context Menu Item

Context menu item	Guidelines
	<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. Translate using the imperative form.</p> <p>Example: rate and review - <i>gradeer en resenseer</i></p>

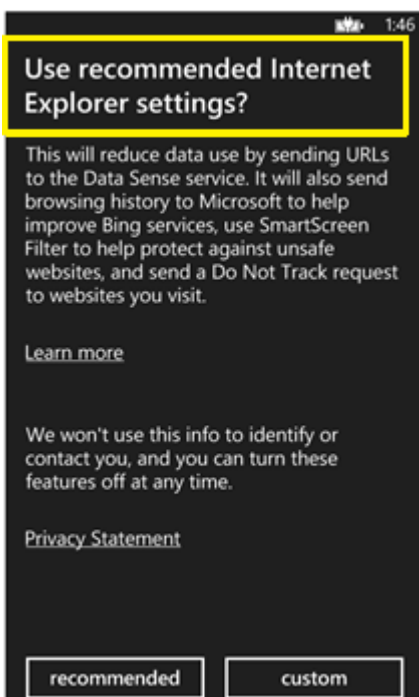


## 4.1.10. Message Box


### 4.1.10.1. Message Box Body

Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case

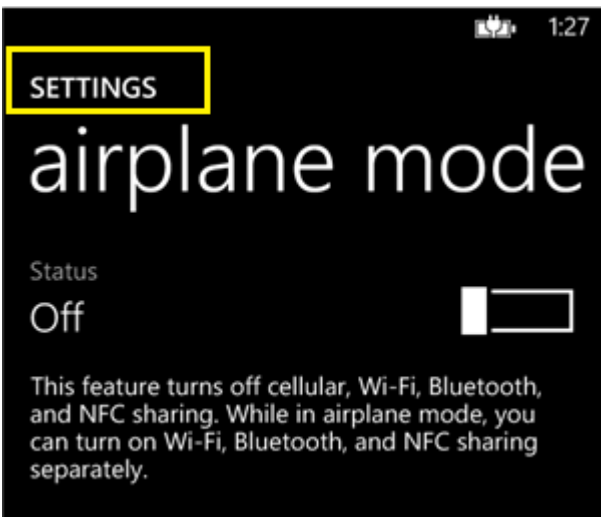
### 4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case  When message box headers start with a verb, please translate it using a full sentence structure addressing the question to the user ("jy").  Example: Use recommended Internet Explorer settings? – Wil jy aanbevole Internet Explorer-instellings gebruik?


#### 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 Connect?- <i>Wi-Fi beschikbaar - Koppel?</i></p>

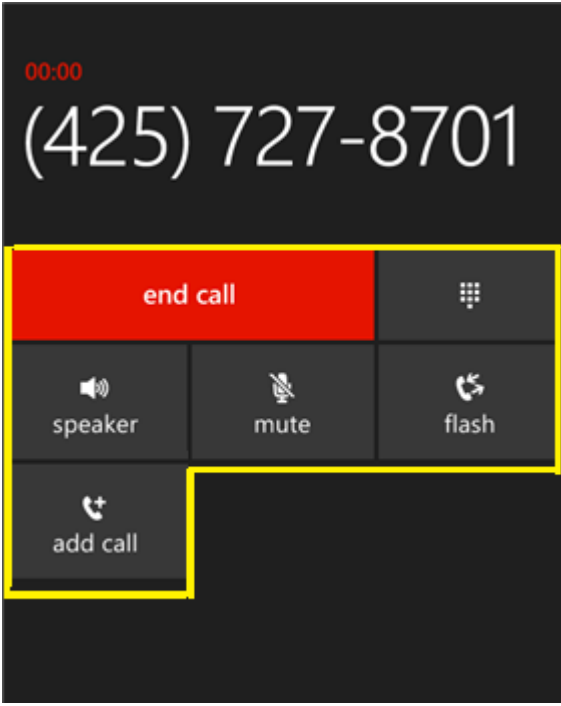
#### 4.1.12. Page Title

Page title	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All caps</p> <p>Example:  SETTINGS - <i>INSTELLINGS</i></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.  Example:  categories - <i>kategorieë</i></p>

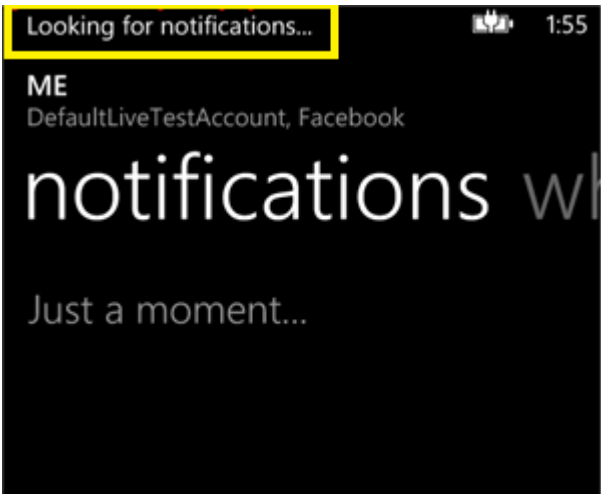
#### 4.1.14. Phone Control Label

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 a noun too.  Example: speaker - <i>luidspreker</i></p> <p>If the source phone control label contains a verbal form, translate using the imperative form.  Example:  add call - <i>voeg oproep by</i></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 - <i>ongelees</i></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. Follow the source and use the active verb form, plus "<i>tans</i>" and an ellipsis.</p> <p>Example:  Looking for notifications... - <i>Soek tans kennisgewings...</i></p>

#### 4.1.17. Text Box

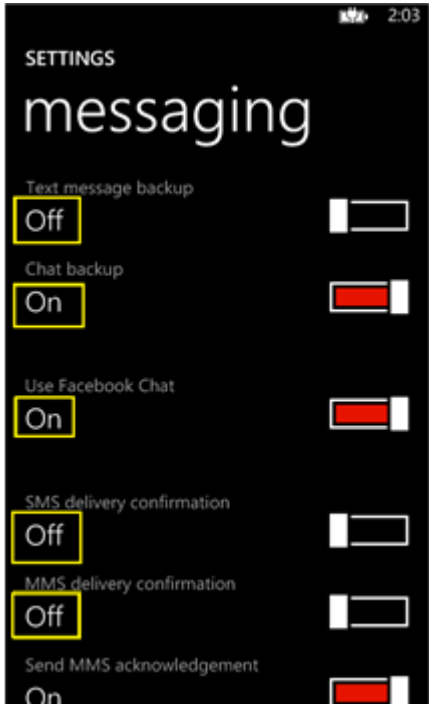
Text box	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.  Translate using the imperative form.</p> <p>Example:  type a message - <i>tik 'n boodskap</i></p>

#### 4.1.18. Tile Label

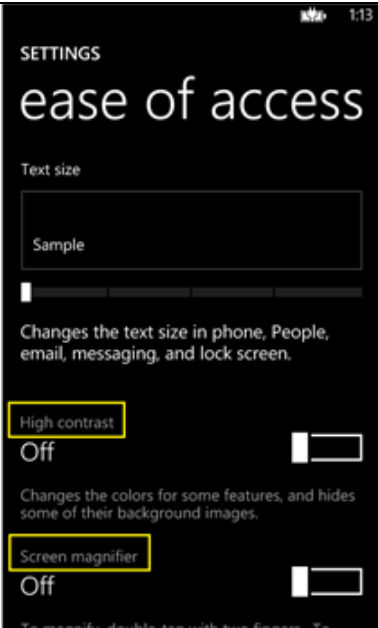
Tile label	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:  Photos - <i>Foto's</i>  People - <i>Mense</i></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 the toggle switch label strings by describing the state. 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 – <i>Aan</i> Off – <i>Af</i></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 – <i>Hoë kontras</i></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 Afrikaans, references to UI elements within UI strings should generally 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 or brand names or other proper nouns.

If a UI option is directly referred to in a UI message and it consists of more than one word, sentence case is used, i.e. only the initial letter of the UI element should be capitalized. If the UI message consists of a single word, use sentence case too. As a result, the translation of the source string in the example above would be as follows.

### Translation

*Probeer 'n ander ID of tik op Wys beskikbare ID's om 'n paar voorstelle te sien.*

## 4.3. Text Overflow

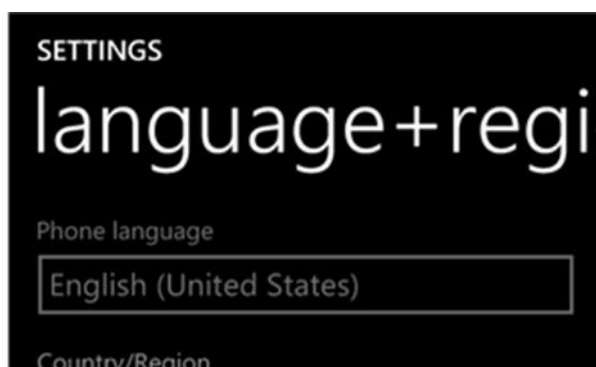
In some screens, the text flows out of the screen. This is part of the UI design. Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

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 Afrikaans 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 in source, but please use sentence case in Afrikaans.

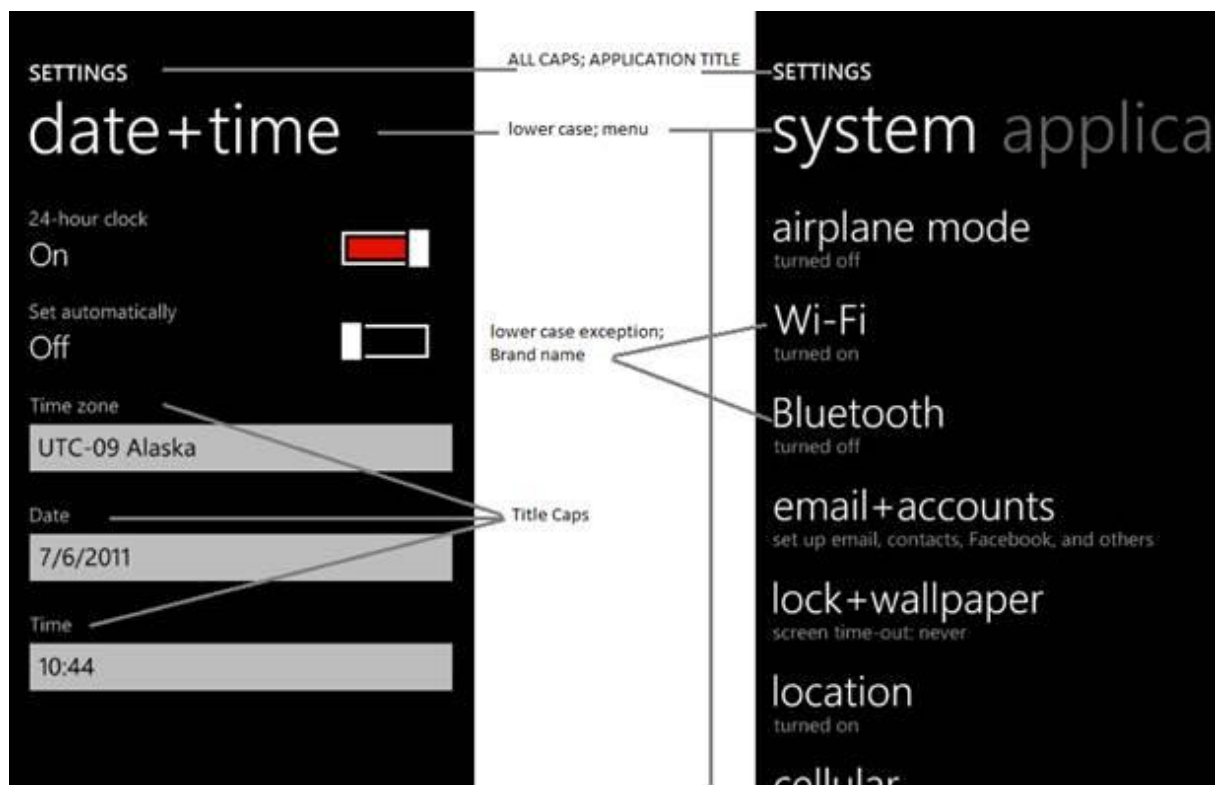
- Photo Album Titles (example: “*Ons vakansiefoto’s van 2012*”)
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card)

**ALL CAPS:**

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

### Example:



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

#### 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.
- Avoid the excessive use of interjections (Aha!, Oops!). Some lighten the tone, but be careful not to jeopardize the professional tone.

**Examples:**

EN US Source	Incorrect Translation	Correct Translation
Deleting browsing history...	Besig om die rondblaaigeskiedenis uit te vee	Vee tans rondblaaigeskiedenis uit...
Show to-dos on the calendar	Wys dinge wat gedoen moet word in die kalender	Wys doenlys in die kalender
Oops! The media content you're looking for isn't there anymore.	Oeps! Die media inhoud wat jy soek, is nie meer daar nie.	Die media-inhoud waarna jy soek, is ongelukkig nie meer daar nie.

## 4.6. Punctuation—Divide and Conquer

- 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 Afrikaans. En-dash (–) is used instead.
- Use double straight quotation marks.

**Examples:**

EN US Source	Incorrect Translation	Correct Translation
Should we use your "%s" user name and password?	Moet ons jou '%s'-gebruikersnaam en –wagwoord gebruik?	Moet ons jou "%s"-gebruikersnaam en –wagwoord gebruik?
Resetting your phone will erase all your personal content, including apps that you have purchased and downloaded, and will restore the factory settings. Do you want to continue?	Terugstelling van jou foon sal al jou persoonlike inhoud, insluitende jou toepassings wat jy gekoop en afgelaai het, uitvee en sal die fabriekinstellings herstel. Wil jy voort gaan?	As jy jou foon terugstel, sal alle persoonlike inhoud (ook jou gekoopte en afgelaai toepassings) uitgevee word. Die fabriekinstellings sal herstel word. Wil jy voortgaan?

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

Screen editing 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.
- 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
Deleting...	Besig om tans uit te vee...	Vee tans uit...
We couldn't find what you were looking for. Try changing your search criteria.	Ons kon nie dit kry waarna jy soek nie. Probeer om jou soekkriteria te verander.	Ons kry geen resultate vir jou soekopdrag nie. Probeer jou soekkriteria verander.

## 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

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### 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 Afrikaans? 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="Favorites icon"/>`.

Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Gunstelinge-ikoon"/>
```

#### 5.3.2. Topic Titles

Topic titles are translated using the sentence case – only the first word in the title should begin with a capital letter, except if the title contains proper nouns or UI elements. There should be no period at the end of titles. These titles are usually translated by using the imperative form.

Topic title in English	Context	Afrikaans
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 verb form.</p> <p><i>Neem, redigeer en deel foto's en video's</i></p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More &gt; 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 &gt; Attach &gt; My location.</p>	<p>Use the imperative form.</p> <p><i>Skep en deel</i></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 Afrikaans, references to UI options should be localized using sentence case as well.

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Tik <b>Beëindig oproep</b> om neer te sit	The capitalization of the UI string follows the English source.
On <b>Start</b> , flick left to the <b>App</b>	Op <b>Begin</b> , flik links na lys met <b>Toepassings</b> , tik op <b>Instellings</b>	Note that the translation of "App



list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	en tik dan op <b>E-pos+rekening</b> .	list” is a descriptive phrase referring to a “list of apps”, which is more appropriate than a literal translation.
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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><b>You are what you pin</b></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>
Afrikaans Translation
<p><b>Jy is wat jy vasspeld</b></p> <p>BEGIN</p> <p>Speld die Live-teëls wat jy wil hê vas en siedaar! Daar is alles wat vir jou belangrik is, besig om intyds direk op jou Begin-skerm op te dateer. Jy kan mense, toepassings, liedjies, webwerwe, aanwysings, speletjies, foto’s, dokumente en nog meer vasspeld. Slegs Windows Phone het Live-teëls en slegs Windows Phone laat jou toe om dit waarvan jy hou, vas te speld.</p>

### 5.4.2. How-to Text

EN US Source
What song is this?

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 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](#).

#### Afrikaans Translation

#### Watter liedjie is dit?

Liedjies wat jy op die radio hoor of wanneer jy onderweg is, hoef nie meer onbekend te bly nie. Bing Music is in jou Windows Phone ingebou, sodat jy kan soek na musiek wat speel om meer daaroor te wete te kom, soos die liedjietitel, kunstenaar, album en maniere om daarna te luister of dit te koop.

#### Om te soek na musiekopnames wat speel

1. Druk die Soek  -knoppie op jou foon.
2. Terwyl die musiek speel, hou jou foon waar jy die musiek duidelik kan hoor en tik dan op Musiek .

Jou foon sal na die liedjie soek en sal dan vir jou die liedjietitel, kunstenaar, albumnaam en –ontwerp wys vir liedjies wat herken word.

3. Om liedjies te kry in die Xbox-Musiekwinkel, tik op Winkel.

In die Winkel kan jy na die liedjie en ander liedjies op die album luister en dan koop as jy wil.

As jy 'n Xbox Music Pass het en die liedjie is beskikbaar in die Xbox-Musiekwinkel, kan jy na die hele liedjie luister of dit aflaai. Jy kan dit ook met ander liedjies op die album doen. Vir meer inligting, gaan na [Get music and podcasts from the Store](#).

## 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.