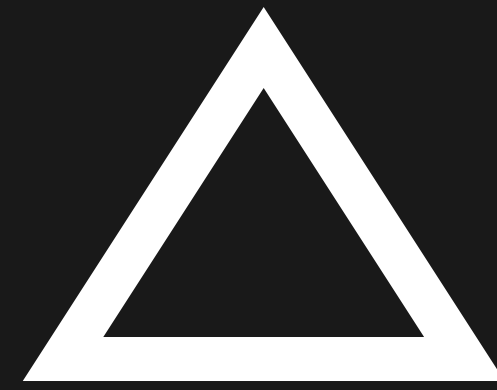


How to Analyze Localization Quality Using Reviews



allcorrect
group

About speaker

Dmitrii Antonov

account-manager at Allcorrect

- **11+** years of game localization experience
- 8+ years of **project management**
- 3+ years of **account management**
- 15M+ words processed
- 5K+ projects processed
- 2 books (co-author)



About company

- Allcorrect Group works in game content creation since **2008**
- We provide such services as Localization, LQA, Game Art, Narrative
- **9 of Top 20** video game developers choose us
- Since 2010, we have been introducing **lean production technology** into the company management.



Contents

Step 1: How Game Localization Affects User Reviews

Step 2: How to Analyze Localization Quality using Reviews

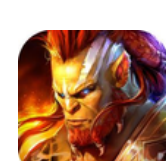
Step 3: Collection and Analysis of Reviews

Step 4: What to do with the Results

Step 4: Q/A session

Reviews: important?

- Users leave **more** reviews on Google Play
- Google Play has **more** players
- App Store users pay **more**



Game	Numrer of reviews on App Store	Numrer of reviews on Google Play
Clash of clans	201	13027
Gardenscapes	269	3551
Minecraft	161	1962
PUBG	709	24694
Raid Shadow Legends	95	2954

According Asodesk data

Reviews: important?

- Rating affects: **position** in the search, **featuring** opportunity, **Similar Apps** charts
- According to the analysis of **30K** keywords in games category in GP and AS
- Average Game of the Day rating in USA for September 2022 on the App Store is **4.52**



Position of the game	Rating
1	4.5
2	4.4.
3	4.4.
4	4.4.
5	4.5



Position of the game	Rating
1	3.7
2	3.6
3	3.7
4	3.6
5	3.6

According Asodesk data

How Game Localization Affects User Reviews

Reviews with Negative Localization Feedback



Reviews with Localization Requests



Reviews with Positive Localization Feedback



Yıldız Mutlu

★★★★★ 6 Mart 2022



Oyun çok güzel. Eğlenmek içinde uygun ama **Türkçe** dil desteği olmadığı için oyundan keyif almakta zorlanıyorum. O yüzden dolayı bir yıldız kırdım. Lütfen en yakın zamanda **Türkçe** dil desteği ekleyin. İlginiz almanız için teşekkür ederim. 😊😊

The game is beautiful. It's suitable for having fun, but I find it difficult to enjoy the game because there is **no Turkish** language support. That's why **I took a star off**. Please **add Turkish** language support as soon as possible.



Albert Palmowski

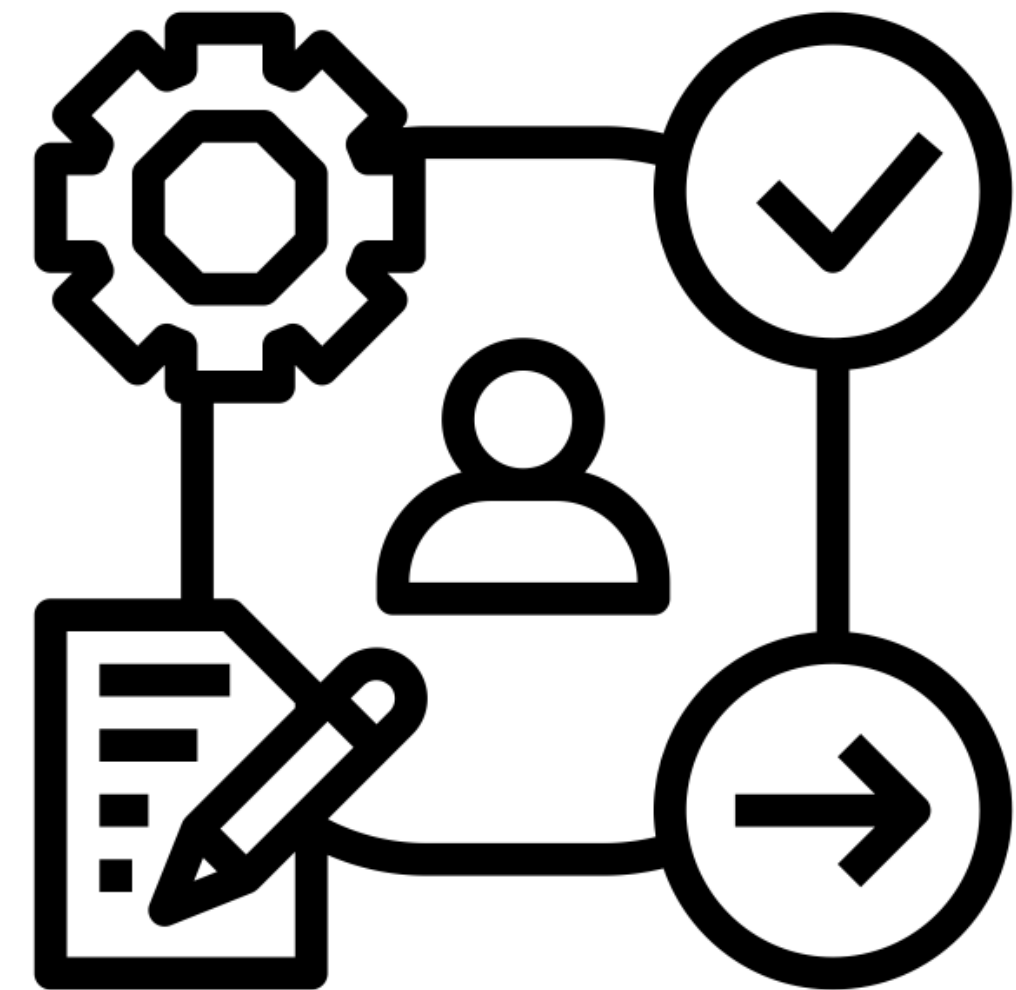
★★★★★ 18 lutego 2022

Teraz jest mega lepiej fajnie że jest już **język polski** . Czekam na aktualizację .

Now it is much better, **cool that there is already Polish**. I am waiting for an update.

Analyzing Localization Quality using Reviews

- **Quality management** of our work
- Find and correct **mistakes**
- **Improvements** of the workflow (ex. mandatory LQA)
- **Post-support** for the projects
- **Assessment** of the other-vendors translations



Collection and analizys of rewiiews



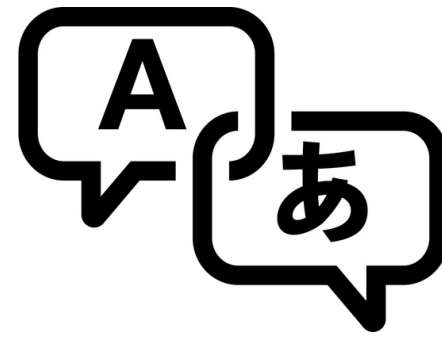
Keywords

	A	B
1	English	ENGLISH
2	translat	
3	language	
4	localiz	
5	localis	
6	english	
7	adapted	
8	typo	
9	dialogue	
10	subtitle	
11	French	FRENCH
12	Traduction	
13	la langue	
14	localisation	
15	anglais	
16	Français	
17	German	N
18	Übersetzung	

List of languages

GP	AS	C o d e s
ar	ar	
zh	zh	
cs	cs	
da	da	
nl	nl	
en	en	
fi	fi	
fr	fr	
de	de	
el	el	
iw	iw	
hi	hi	
is	is	
id	id	
it	it	
ja	ja	
ko	ko	
ms	ms	
no	no	
pl	pl	
pt	pt	
ru	ru	
es	es	
sv	sv	
th	th	
tr	tr	
vi	vi	

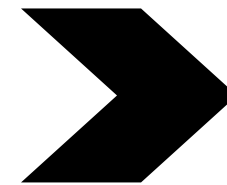
Collection and analizys of rewiews



Je surkiffe! C'est le meilleur jeu du monde! Pouvoir exercer ma passion à travers un écran .. que du bonheur! ♥ alors oui, c'est vrai qu'il y a pas mal de publicité, mais ce n'est rien à côté de ce super jeu! Les **traductions** sont bien traduites, les graphismes sont super, et c'est super, je n'ai rien d'autre à dire! **French**ement, super! ☺ Je vous le conseille vraiment!

El juego es muy entretenido y el es muy chulo. La **traducción** de los diálogos es buena. Sin tanta publicidad seria mejor experiencia de juego.

ขอบคุณ สำหรับเวอร์ชันรองรับ**ภาษาไทย** อยากให้ลดเวลากินของว่างลงบ้างคับ มันเร็วไป



I overdo it! It's the best game in the world! Being able to exercise my passion through a screen .. what happiness! ♥ so yes, it is true that there is a lot of publicity, but it is nothing compared to this great game! The **translations** are well **translated**, the graphics are great, and it's great, I have nothing more to say! **French**ly, great! ☺ I really recommend it!

The game is very entertaining and it is very cool. The **translation** of the **dialogues** is good. Without so much publicity it would be a better gaming experience.

Thank you for the **Thai language** support version. I want to reduce the time to eat snacks. It's too fast.

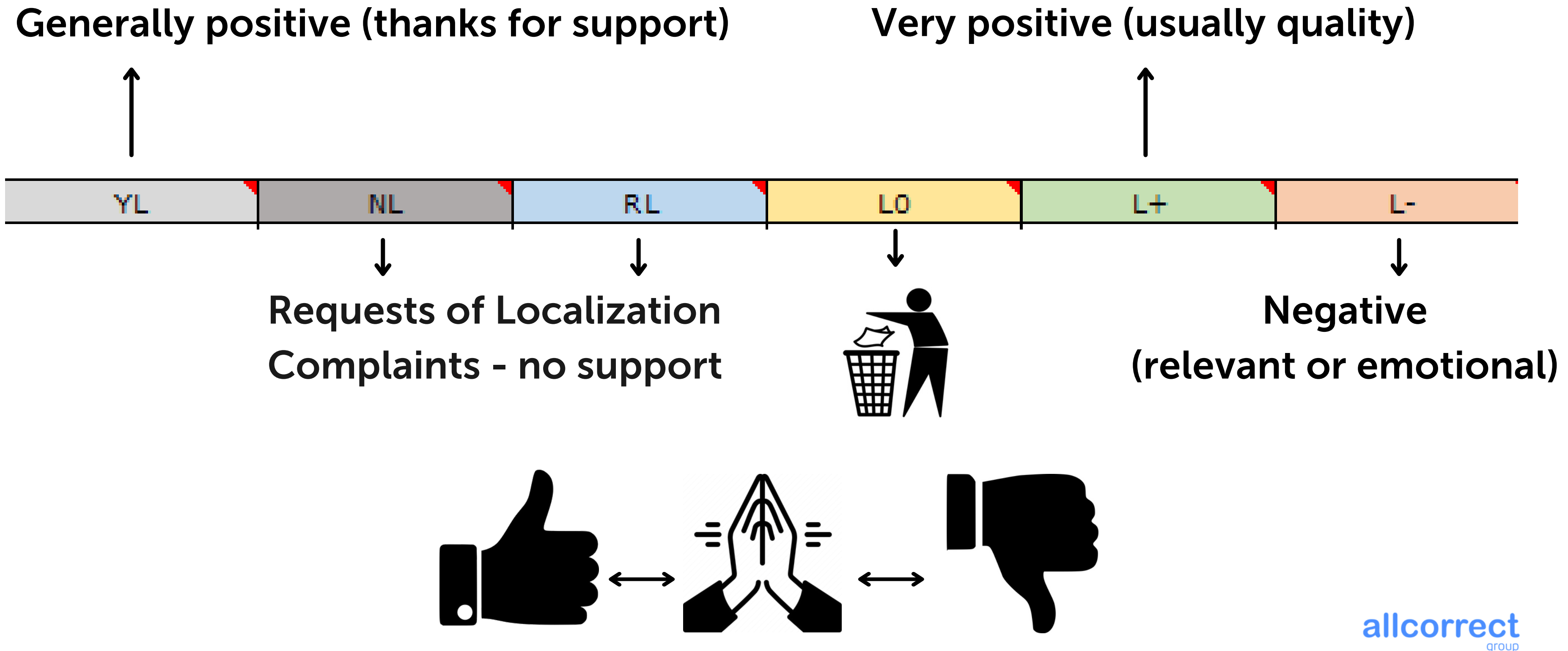
Collection and analysis of reviews

- Real case: mobile survival game
- 1 year
- Total vs Loc-related: 14,35-17,81%
- Loc reviews - <16,11%
- 31 top languages
- Various filters

Google Play							
Total	w/ keywords	YL	NL	RL	L0	L+	L-
193614	2778	308	555	1558	24	2	4
Arabic	484	2	97	360	4	0	0
Chinese	10	0	0	1	0	0	0
Czech	7	0	1	5	0	0	0
Danish	0	0	0	0	0	0	0
Dutch	4	1	1	1	0	0	0
English	49	0	0	3	0	0	0
Finnish	0	0	0	0	0	0	0
French	11	0	0	1	0	0	0
German	10	0	0	1	0	0	1

App Store							
Total	w/ keywords	YL	NL	RL	L0	L+	L-
13361	238	28	45	123	2	0	2
Arabic	16	0	6	10	0	0	0
Chinese	8	0	0	6	0	0	1
Czech	1	0	0	1	0	0	0
Danish	0	0	0	0	0	0	0
Dutch	3	0	1	0	0	0	0
English	14	0	6	1	0	0	0
Finnish	0	0	0	0	0	0	0
French	4	0	1	0	0	0	0
German	1	0	0	0	0	0	0

Types of reviews



Positive



- Our loc has a **good quality**
- The **team** did a good job
- Players ask for a **full loc**
- Players **thank** for new language support



Danilo Curvelo

★★★★★ 15 December 2019

Jogo muito interativo e realístico. A tradução ficou muito boa.



Royal Ark 15 December 2019

Thank you! We're glad that you like our game :)

Very interactive and realistic game. The translation was really good.

Great game, fair system of use. Game seldom seems to freeze (S7).
Dutch translations are close to optimal. Recommended game! Looking forward to see more of this game.

The game is good in every aspect, and the Arabic language is good, but we want the whole story to turn into the Arabic language, and the second problem is that the strong weapons are few and need to be charged, because over time the game becomes difficult. Thanks to the support team

I give 5 because finally there is Polish language, I recommend it 100%

Negative reviews



Yum Yum

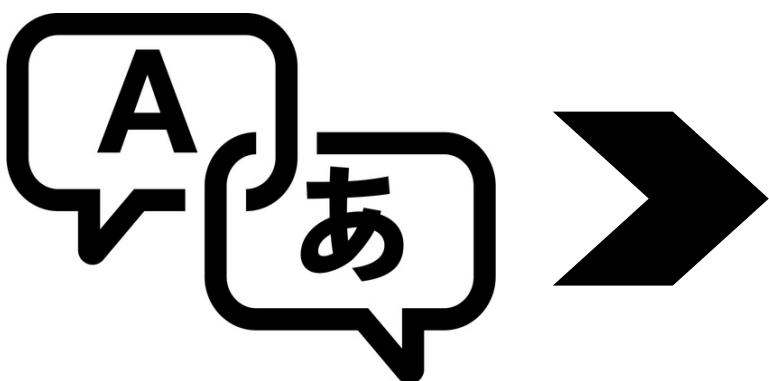
★★★★★ 18 June 2020



48



Finde das Spiel gut 😊 habe das sehr nette Leute kennengelernt ☺, auch wenn die deutsche Übersetzung ein bisschen komisch ist, als ob es mit Google Translate übersetzt worden ist. Und das ich immer mit "Ihm" angesprochen werde, obwohl ich female bin 🙄😏😂



I think the game is good. I've met a lot of cool people, but the German translation is kind of weird, like it was done with Google Translate. And I'm always addressed as "he" even though I'm female.

De hecho, la traducción es mala, con errores, como hecha con un traductor automático. Los archivos históricos (los que se ven en el proyector) no están traducidos, lo que es lógico, ya que son históricos, y eso está bien, pero es que tampoco están subtítulos.

In fact, the translation is bad, with errors, as made with an automatic translator. The historical files (those seen on the projector) are not translated, which is logical, since they are historical, and that's fine, but they are not subtitled either.

Negative reviews



- **Examples** of the errors
- Still errors **after fix**
- **Graphical** issues
- **Not full loc**
- **Preferential** or emotional
- **Trends** detection
- **Source** game text issues

Everything is fine, but the translation of the dialogue between the characters has been translated ... well ... sickly



rei to

★★★★★ 28 April 2019



26



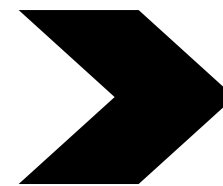
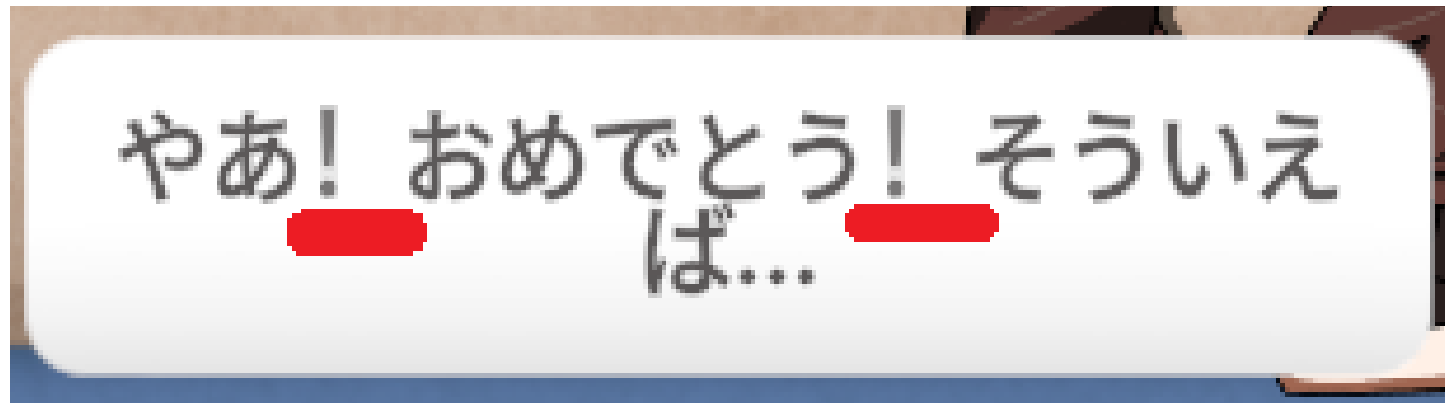
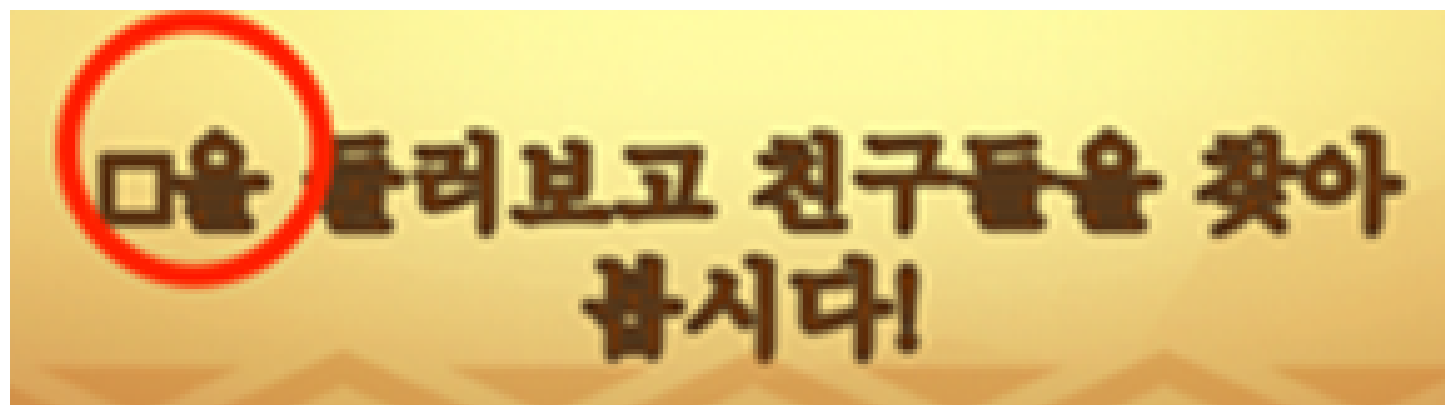
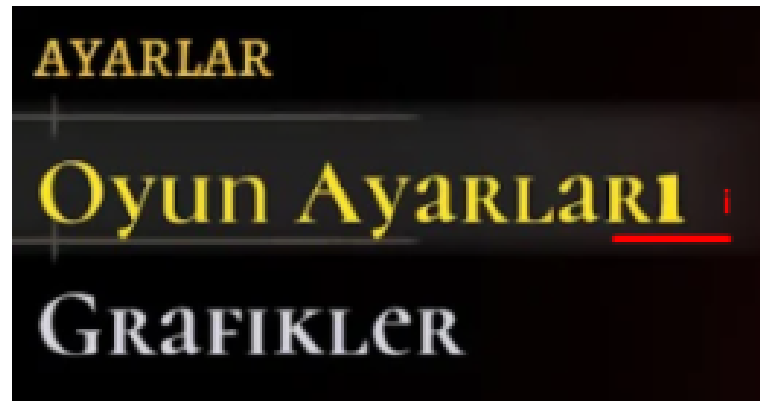
物探しゲームは面白いですが、言語的に世界に発信できる水準ではないです。日本語でプレイしていますが、時々ハングルで表示され読めませんし、探す物も他のレビューの通り見当違いな誤訳も多く、「小物」など訳が抽象的すぎたり、誤訳「フラスコ」は「スキットル」、「輝き」は「手袋」「マーマレードフィッシュ」はほんとうに何だかわかりません。「オランダカイウ」は通称の「カラーリリー」が適切でしょう。更新で幾らか直ったのは良かったのですが、「ユリの紋章」が「アヤメの紋章」に変更されわかりづらくなったり、まだまだです。エラーも幾つもあり、何度もプレイしてやっと貯めた星が無駄に消費されたり、イベントでは手に入れた筈

I'm glad some things were fixed in the update, but Lily Cross was turned into Iris Cross and now it makes no sense.

Turkish language support should be corrected, graphics still bad update required

I hope to add the translation of the newly added content, a lot of content is not translated.

Negative reviews



Request of localization



- Choosing new **markets**
- **Blog** on website
- **Metrics:** revenues, downloads, featuring, etc.
- **Tools**, like Appmagic



Rıdvan Bademoğlu

★★★★★ 4 November 2020

Oyuna Türkçe dil desteği gelmeli zevksiz oluyor böyle lütfen ilgilenin

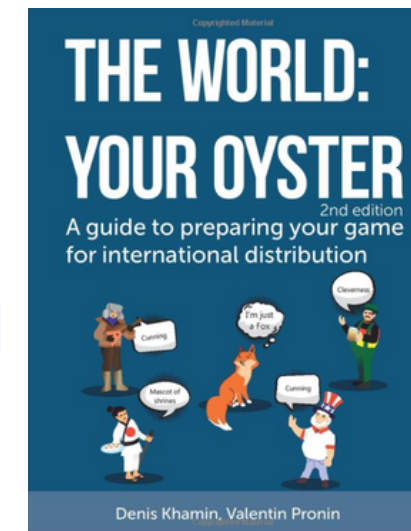


3



The game needs to add support for Turkish, it's not fun playing without it.

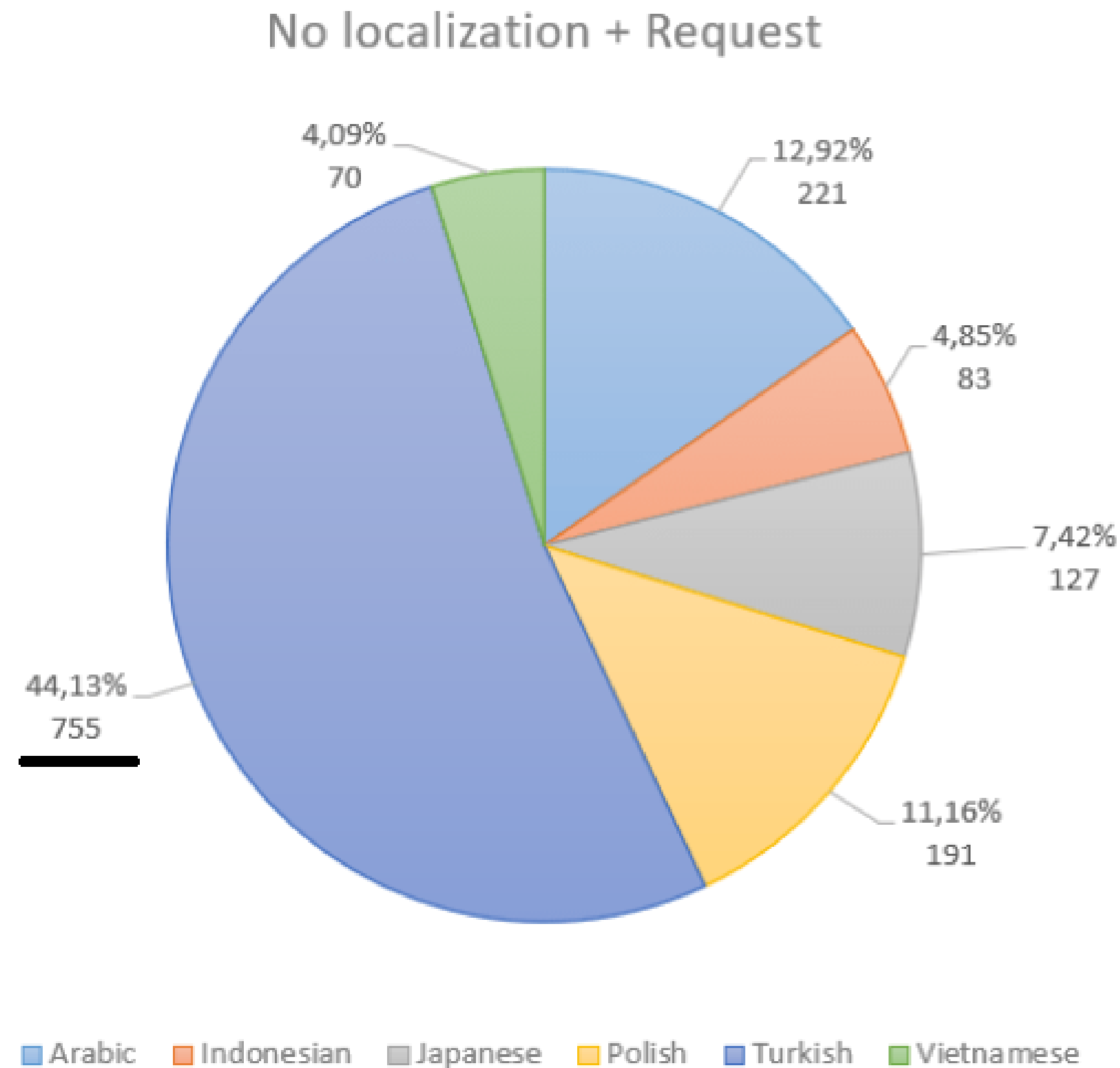
Games market
research 2021



Request of localization



- Period - 1 year
- 1400+ total - RL+NL
- **700+ requests for Turkish**
- LTV+
- Retention day 1+
- Retention day 7+
- ARPU+
- Paying Share+
- cARPU 7+
- **YL+**

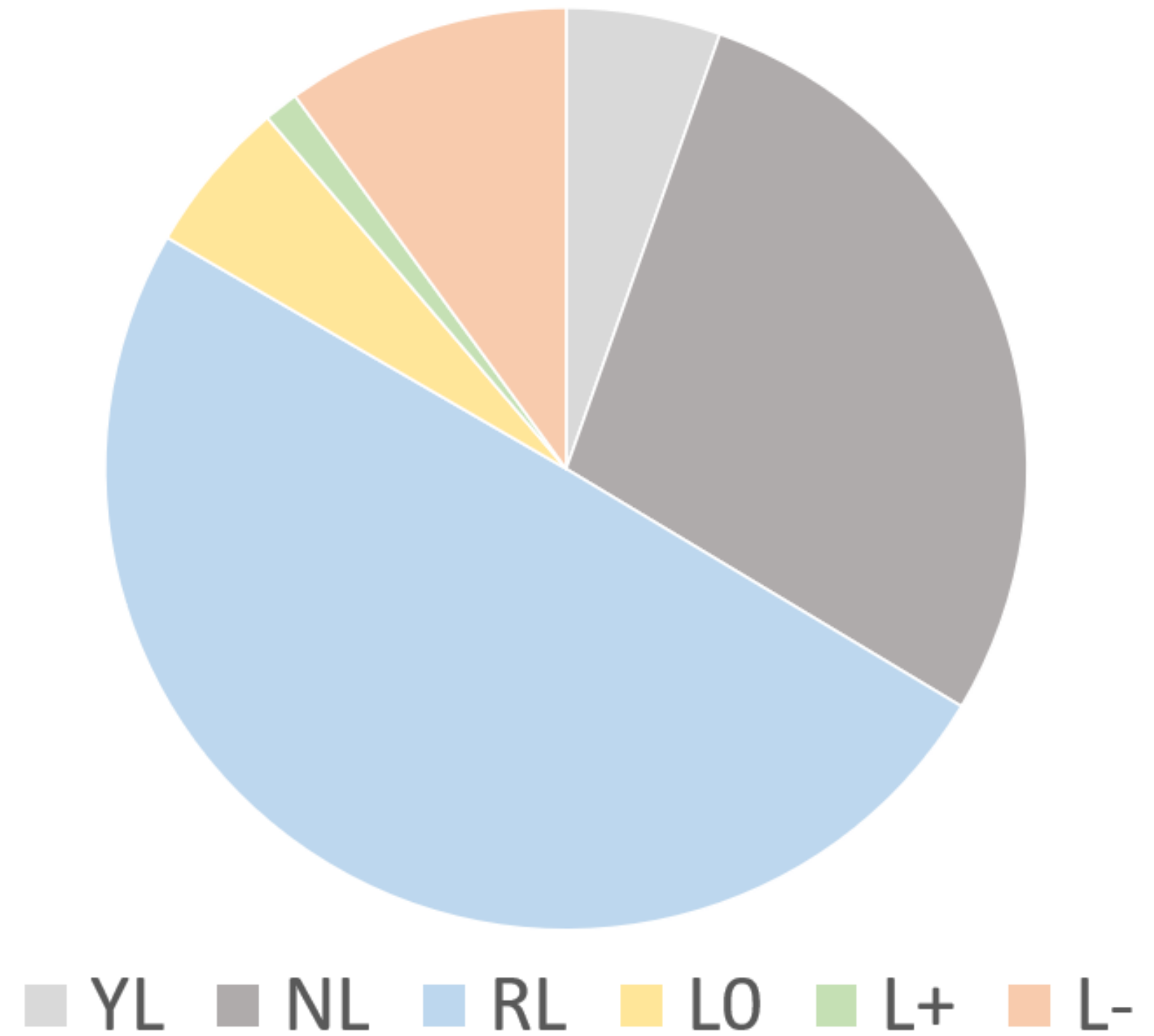


Types of reviews

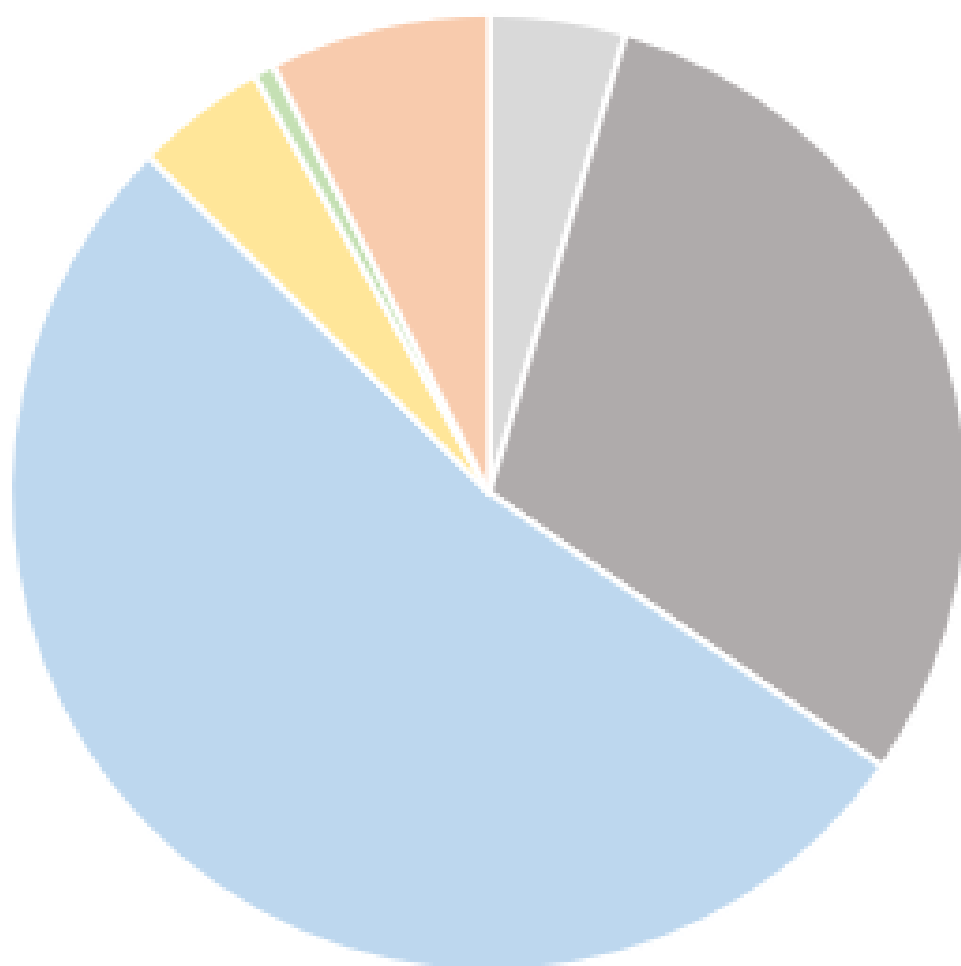


- 2018-2022
- **75%+** RL and NL

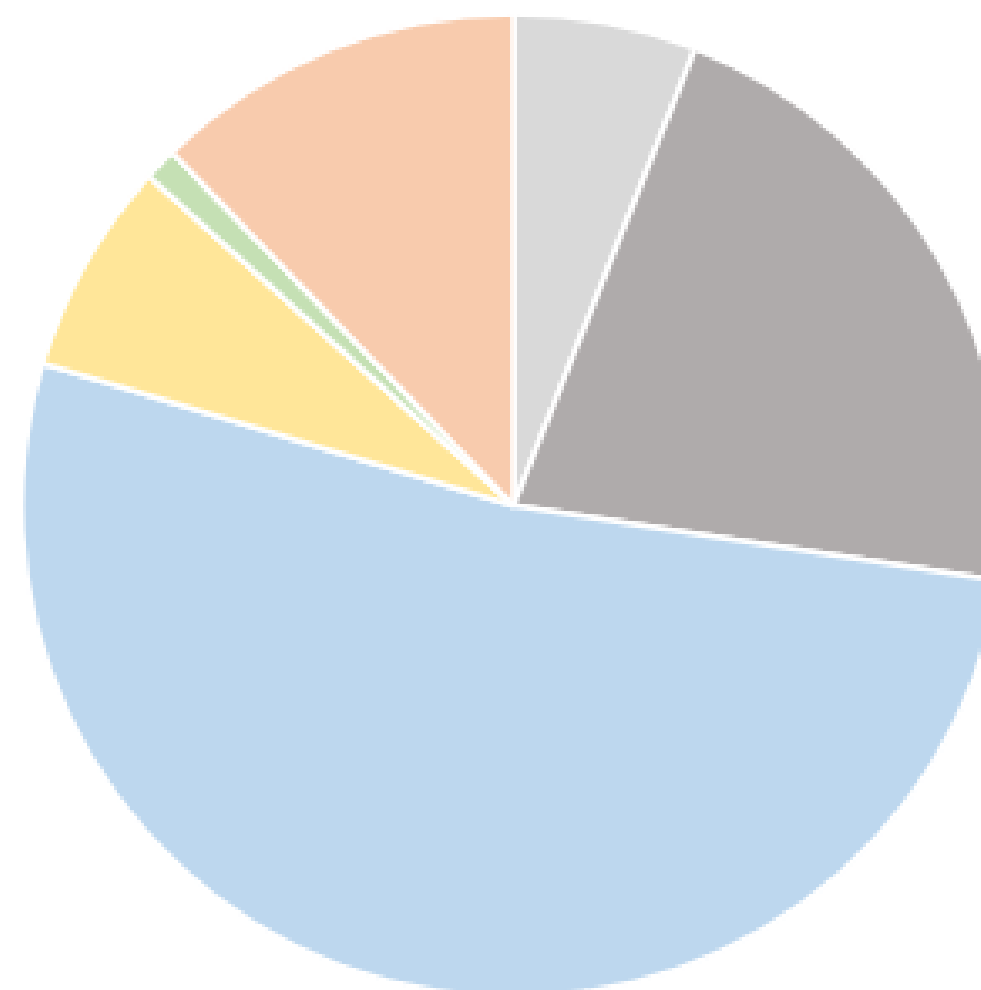
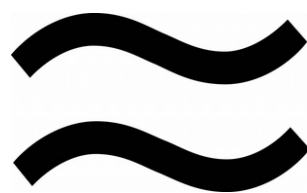
TOP 3					
YL	NL	RL	LO	L+	L-
Russian	Russian	Turkish	Russian	Russian	Russian
Spanish	Turkish	Russian	Turkish	Chinese	Chinese
Turkish	Spanish	Spanish	Chinese	Japanese	English



Types of reviews

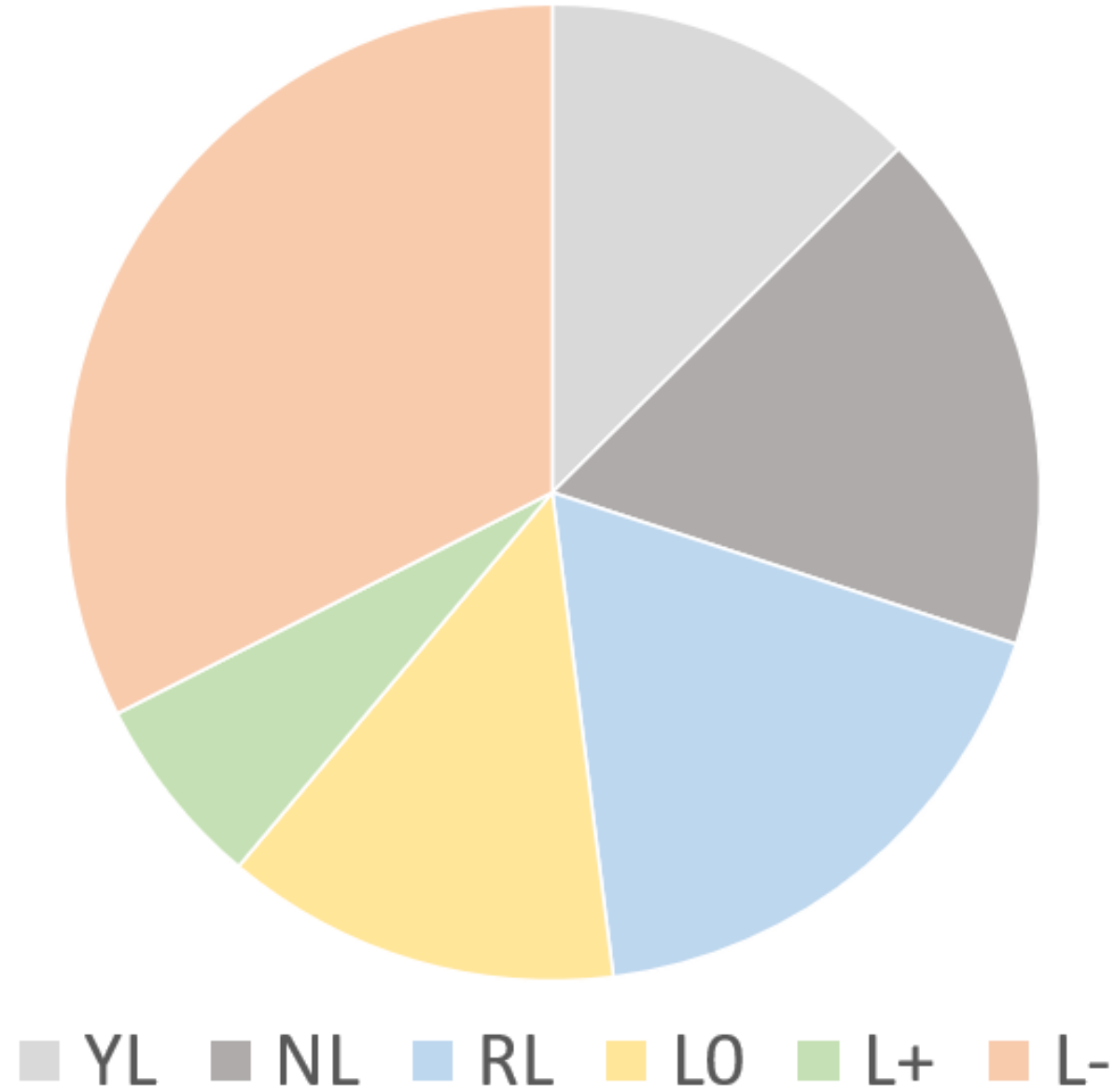


■ YL ■ NL ■ RL ■ LO ■ L+ ■ L-



■ YL ■ NL ■ RL ■ LO ■ L+ ■ L-

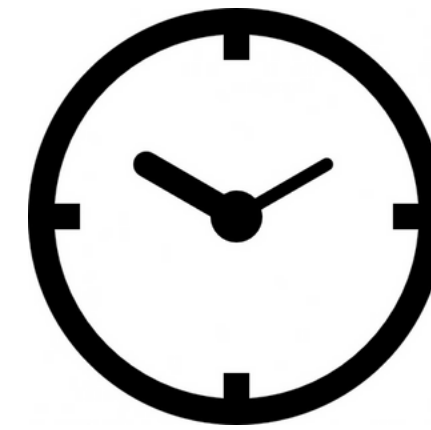
Types of reviews



TOP 3					
YL	NL	RL	LO	L+	L-
Turkish	Chinese	Turkish	Chinese	Chinese	Chinese
Russian	Russian	Chinese	Russian	Russian	English
Japanese	Portuguese	Russian	Korean	Japanese	Russian

Collection and analysis of reviews

- Final analysis report - **AM** and **BDM**
- **Our games**: every 3-6 months
- **Previous loc**: prior the start
- A **separate paid service** by demand



What to do with the Results

- Understand players **feedback** on loc
- **Quality** control and improvement
- Increase the game **rating**
- Add new **markets**
- Find **volunteers**



Game Localization guide



Write to
pr@allcorrectgames.com
to get your copy
(Subject: Guide for GALA webinar
attenders)

ANY QUESTIONS?



LET'S WORK TOGETHER!

order@allcorrectgames.com

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