### 2200+ different ways to view a website

42 languages, 54 currencies, 1 CSS

@shiota

Web.br 2014

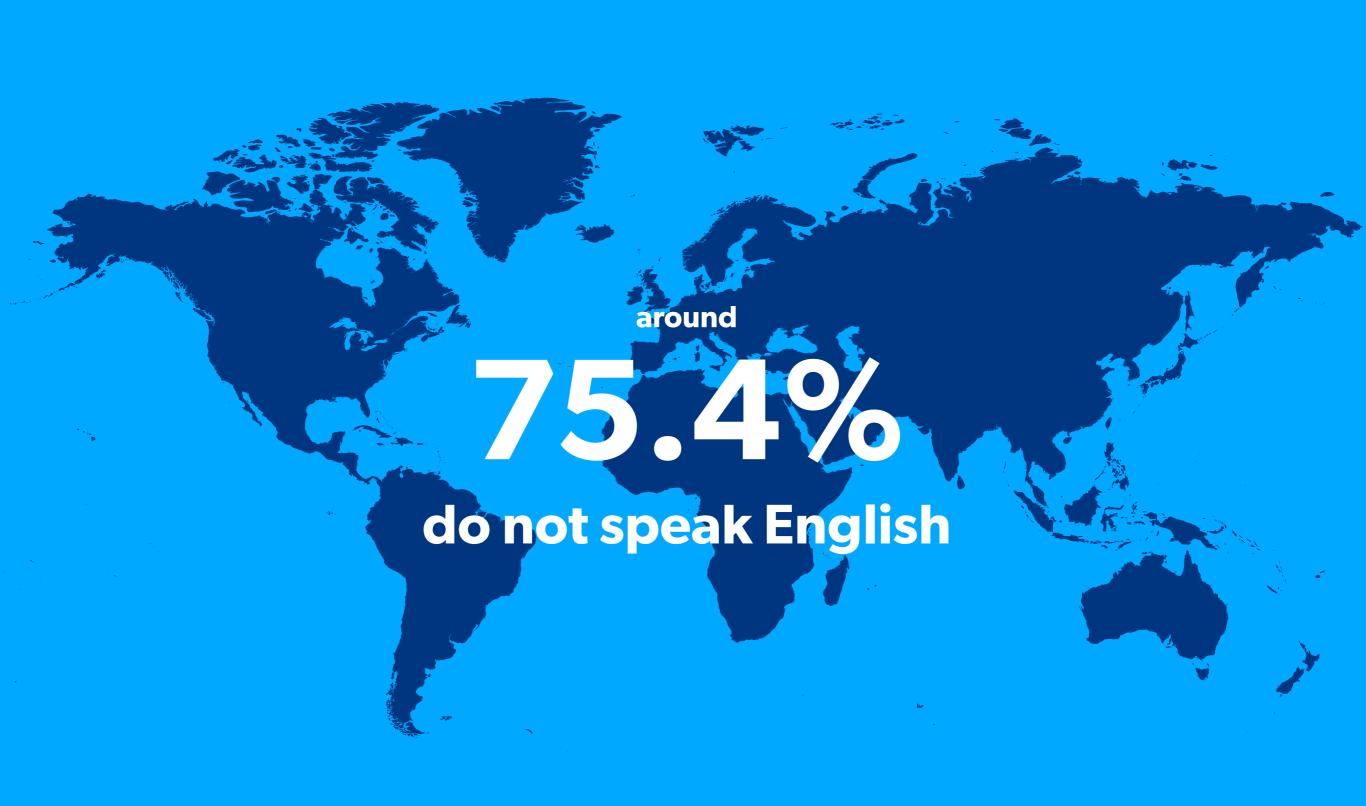
@shiota
eshiota.com
contato@eshiota.com
slideshare.net/eshiota

## Crafting a global website

# Getting a small website going might be fairly straightforward...



... but sometimes you need to speak more than one language.



# Sometimes you need to show the prices the right way.



## Sometimes you need to understand more than one culture.











### And every world event might affect you.









### Booking.com



Our design and code must support all languages, all currencies, and allow multicultural solutions.

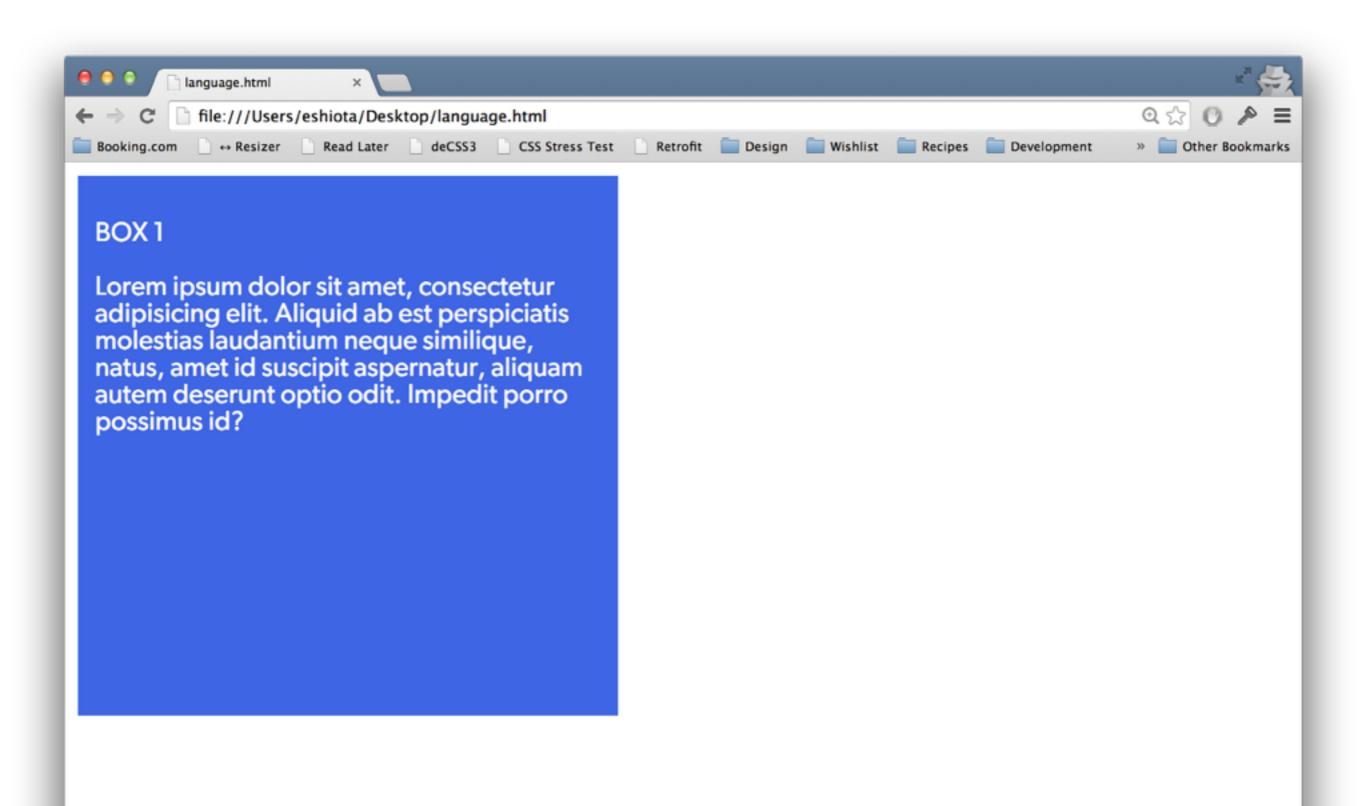
## Dealing with languages

## There are a few HTML attributes and CSS properties you must know:

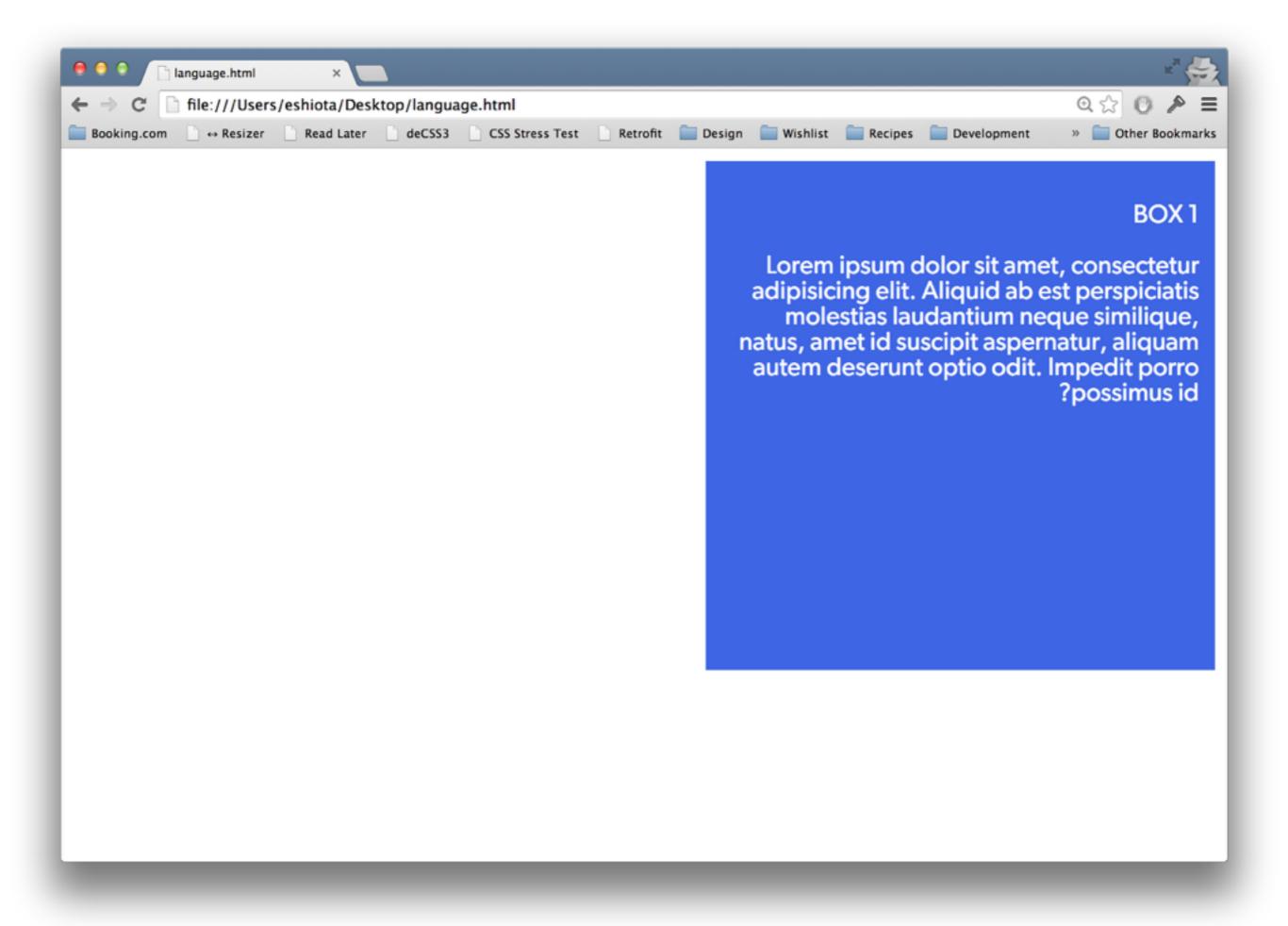
#### 'dir' attribute

### <ht1>

### <htd><html dir="ltr">

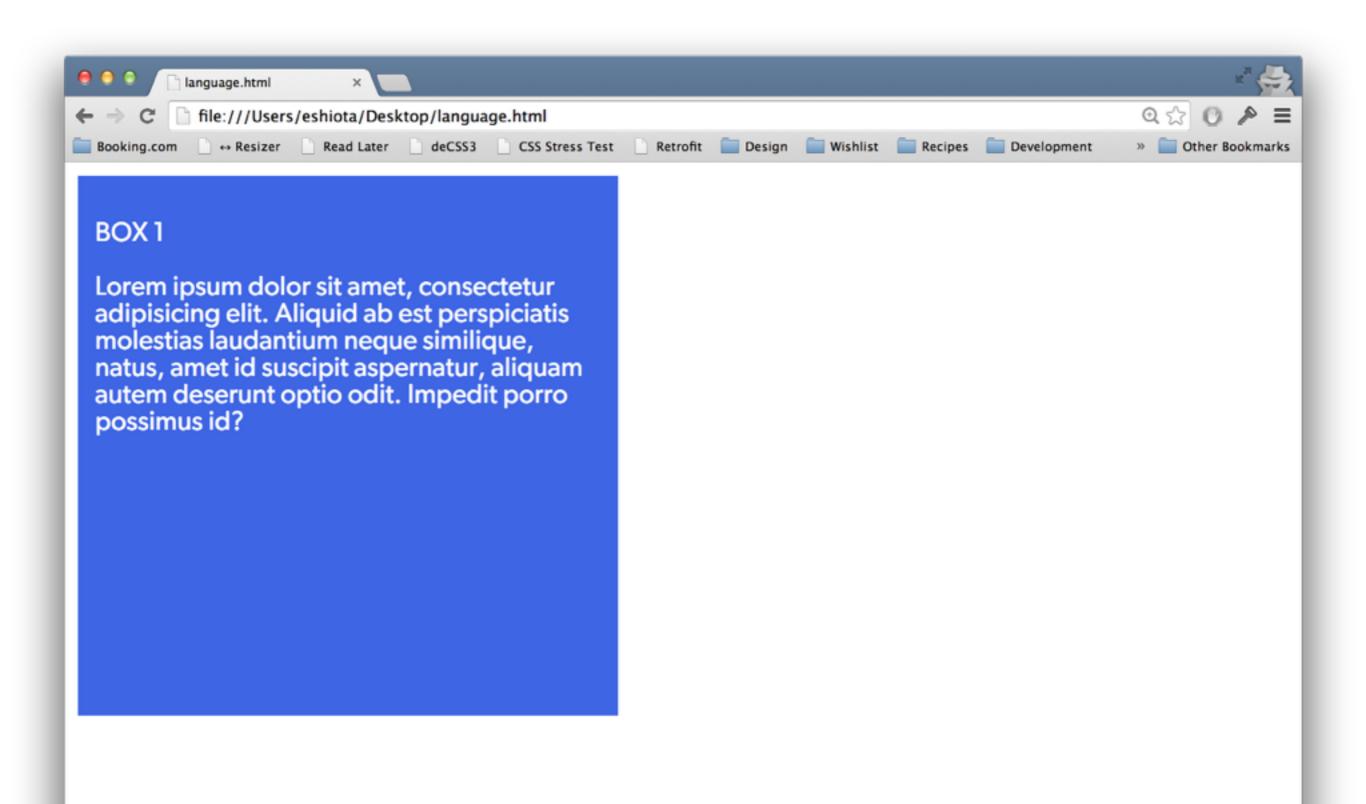


#### <html dir="rtl">

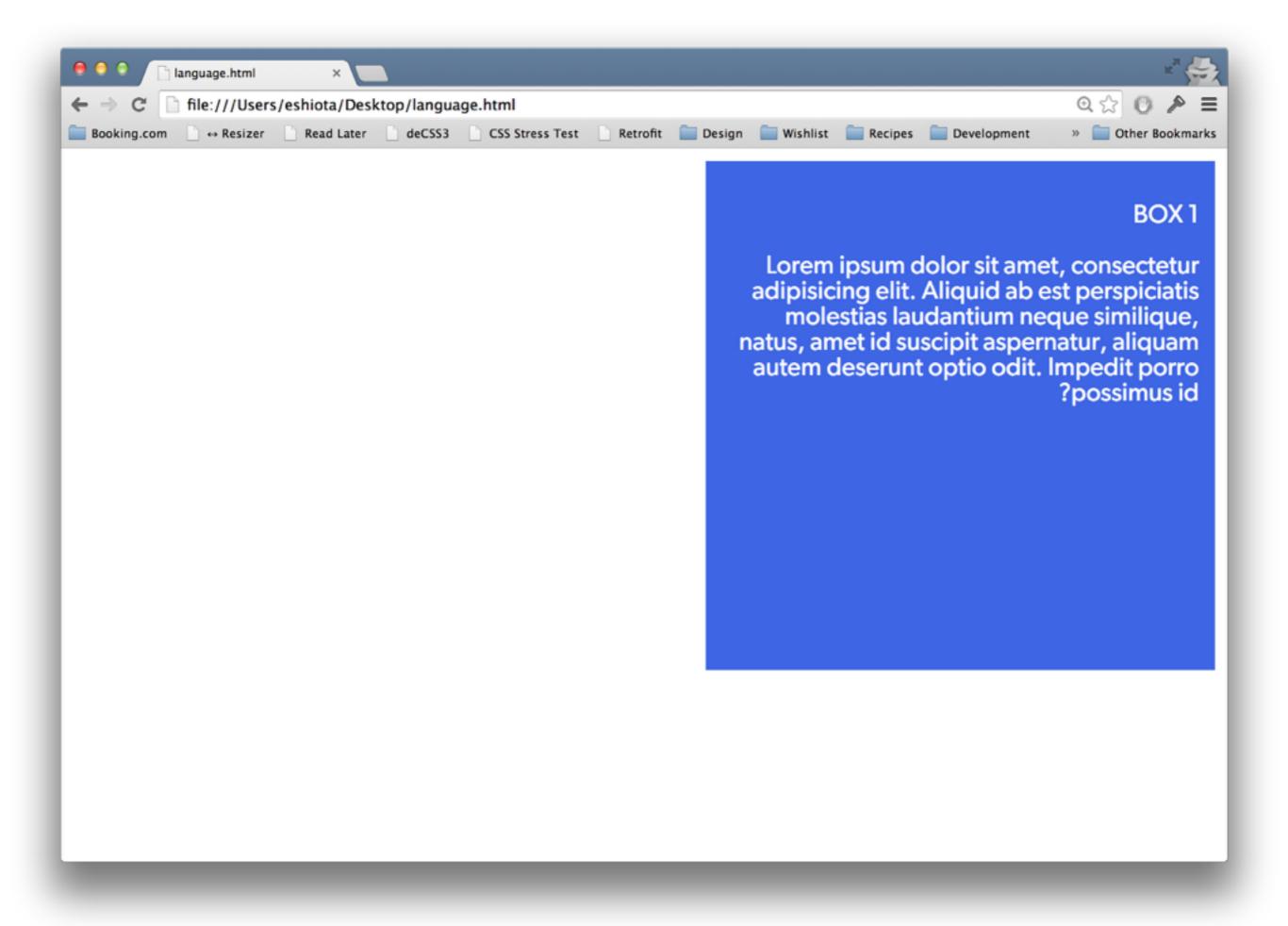


### 'direction' property

```
html {
    direction: ltr;
}
```



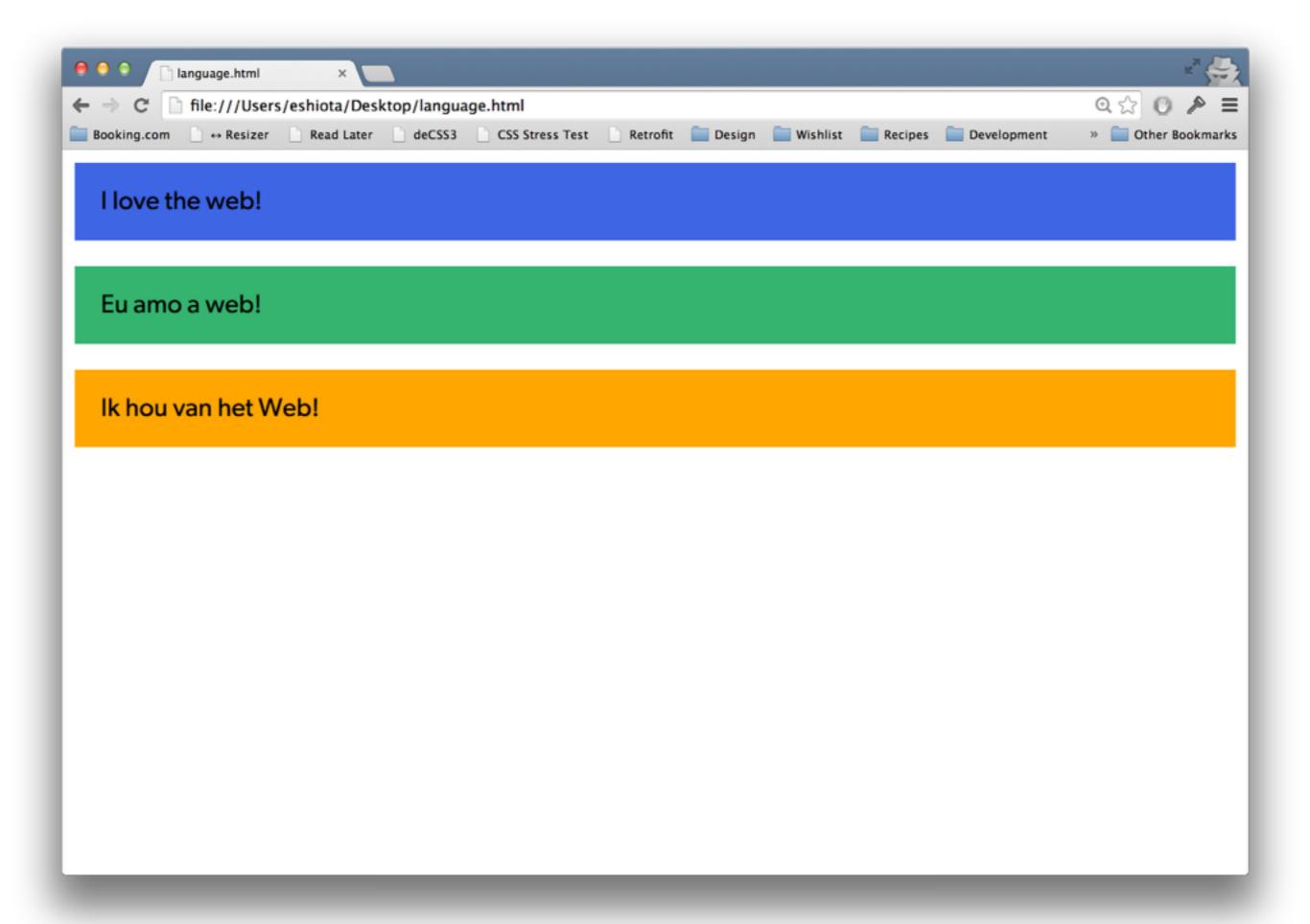
```
html {
    direction: rtl;
}
```



`:lang` selector

```
I love the web!
Eu amo a web!
Ik hou van het Web!
```

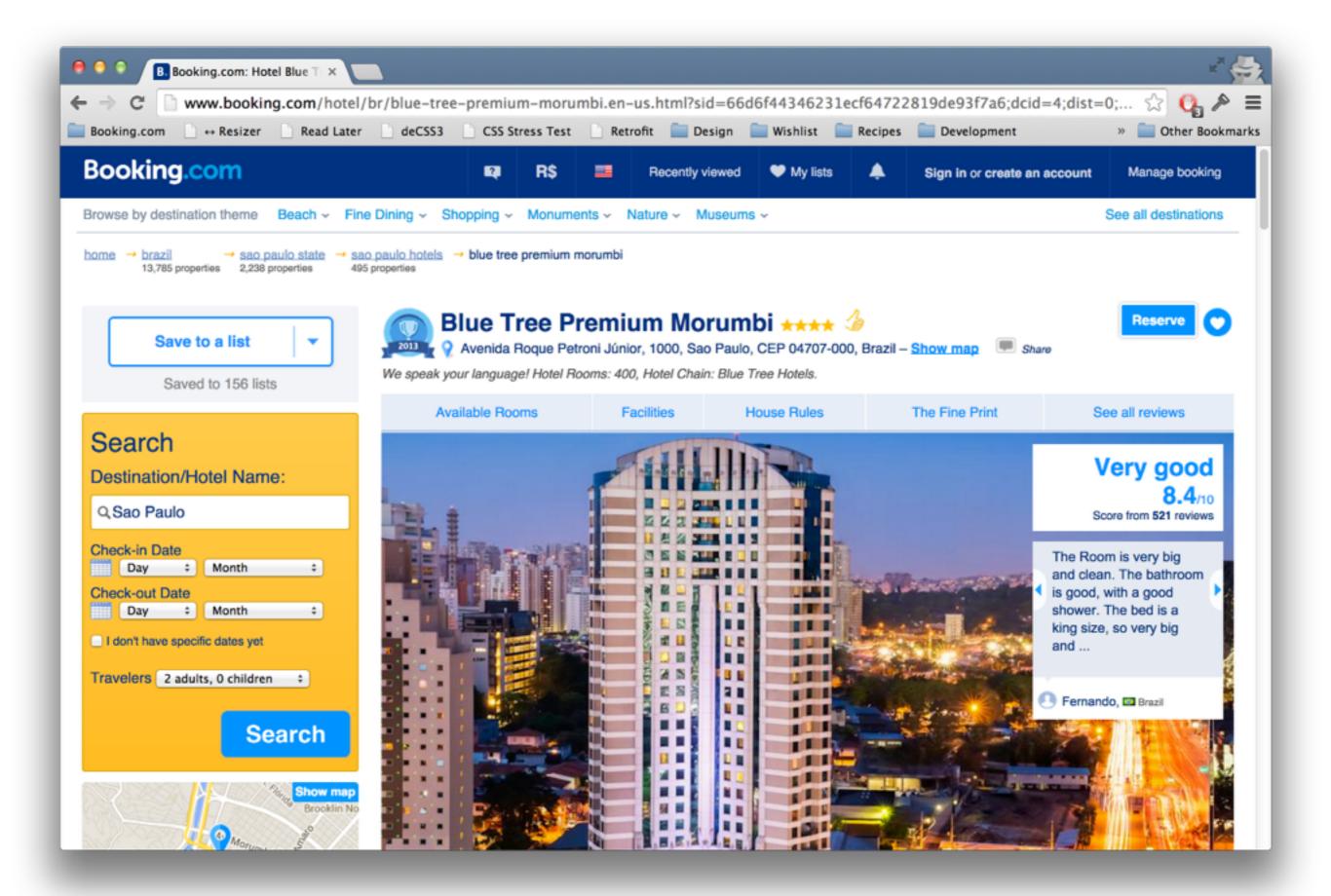
```
.love {
   padding: 1em;
.love:lang(en) {
   background-color: royalblue;
.love:lang(pt-BR) {
   background-color: mediumseagreen;
.love:lang(nl) {
   background-color: orange;
```

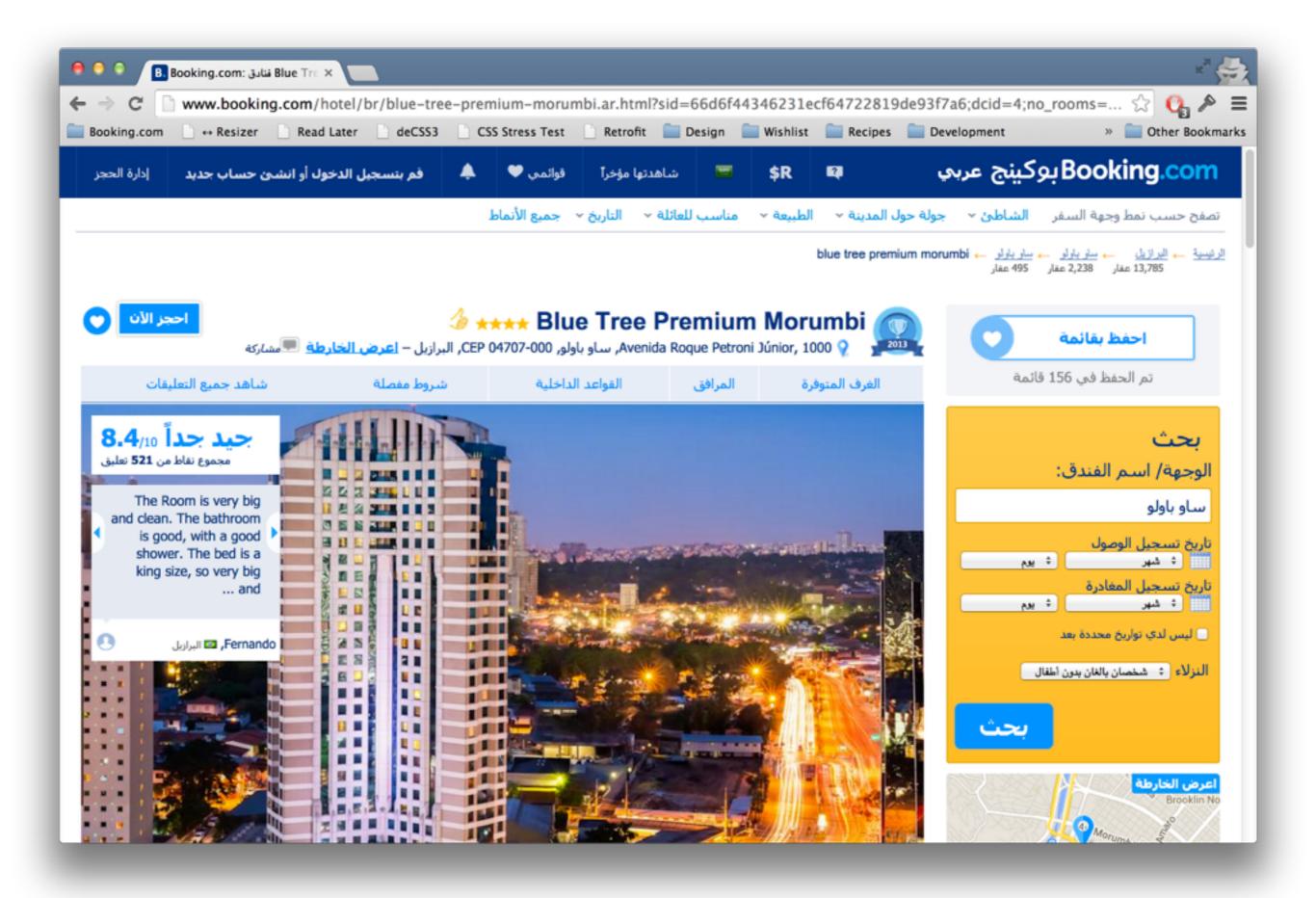


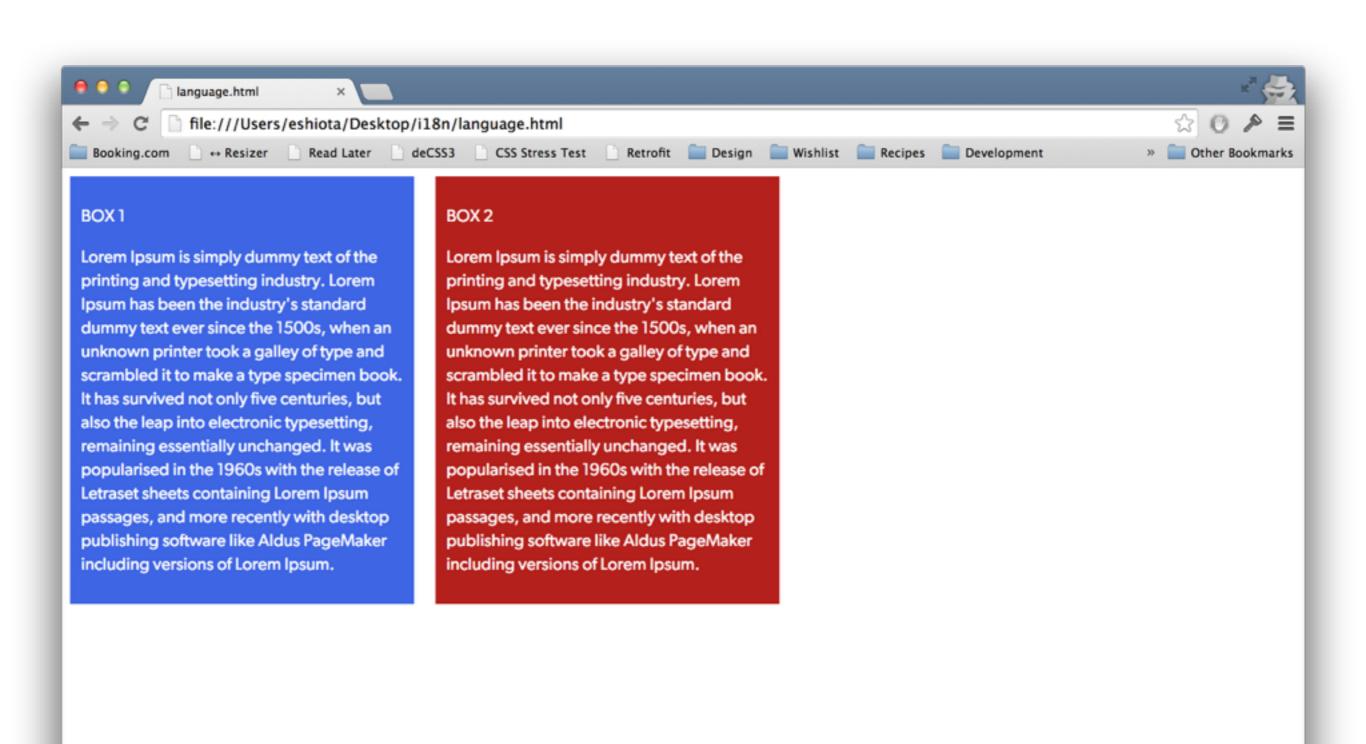
You may also add a html/body class via server-side.

<body class="dir-rtl lang-nl">

# Remember to take care of right-to-left languages.







```
<div class="content">
     <div class="box box1">
     BOX 1
```

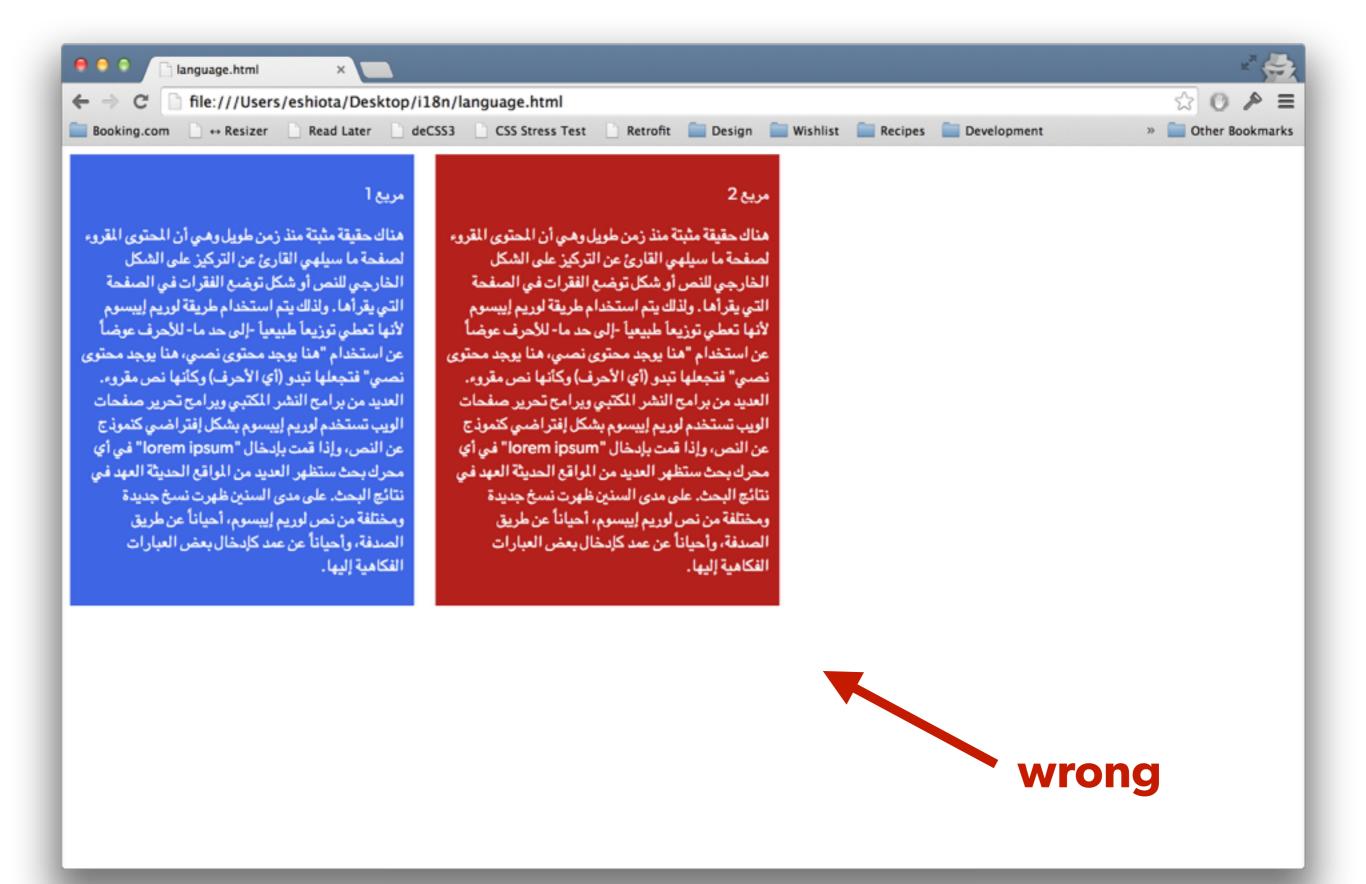
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

```
</div>
<div class="box box2">
BOX 2
```

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

```
</div>
```

```
.box {
   width: 300px;
    padding: 10px;
    background-color: royalblue;
    color: #fff;
    float: left;
   margin-right: 20px;
.box2 {
    background-color: firebrick;
```



## Know and understand different CSS solutions, use what fits best.

### inline-block

```
/* remember to account for additional space between elements */
.box {
    display: inline-block;
}

[dir="ltr"] .box {
    margin-right: 20px;
}

[dir="rtl"] .box {
    margin-left: 20px;
}
```



## table/table-cell

```
.content {
   display: table;
.box {
   display: table-cell;
[dir="ltr"] .box {
   border-right: 20px solid #fff; /* cheat */
[dir="rtl"] .box {
   border-left: 20px solid #fff; /* cheat */
```



### Flexbox

```
.content {
    display: flex;
[dir="ltr"] .box {
    margin-right: 20px;
[dir="rtl"] .box {
   margin-left: 20px;
```

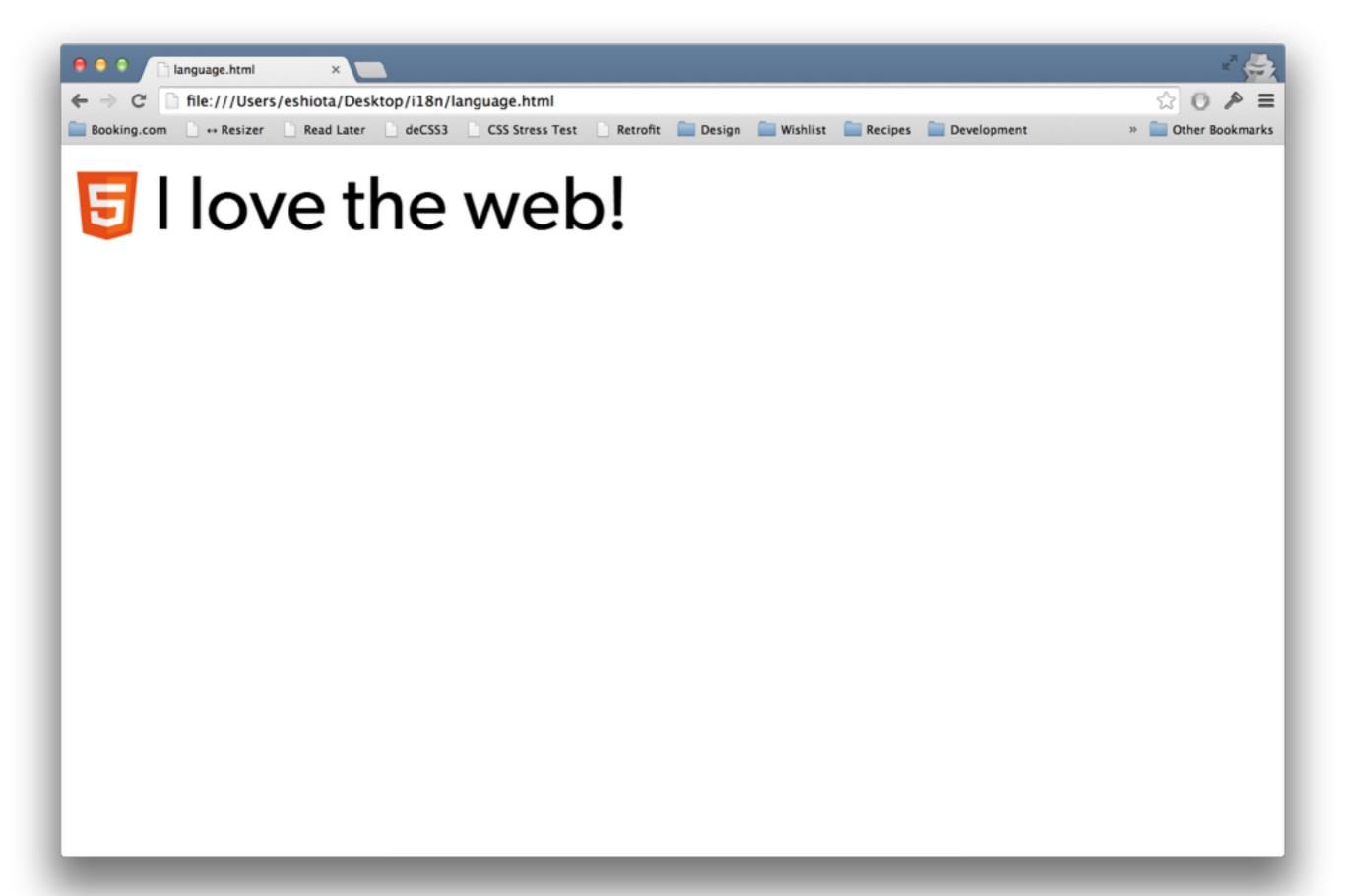


### **Floats**

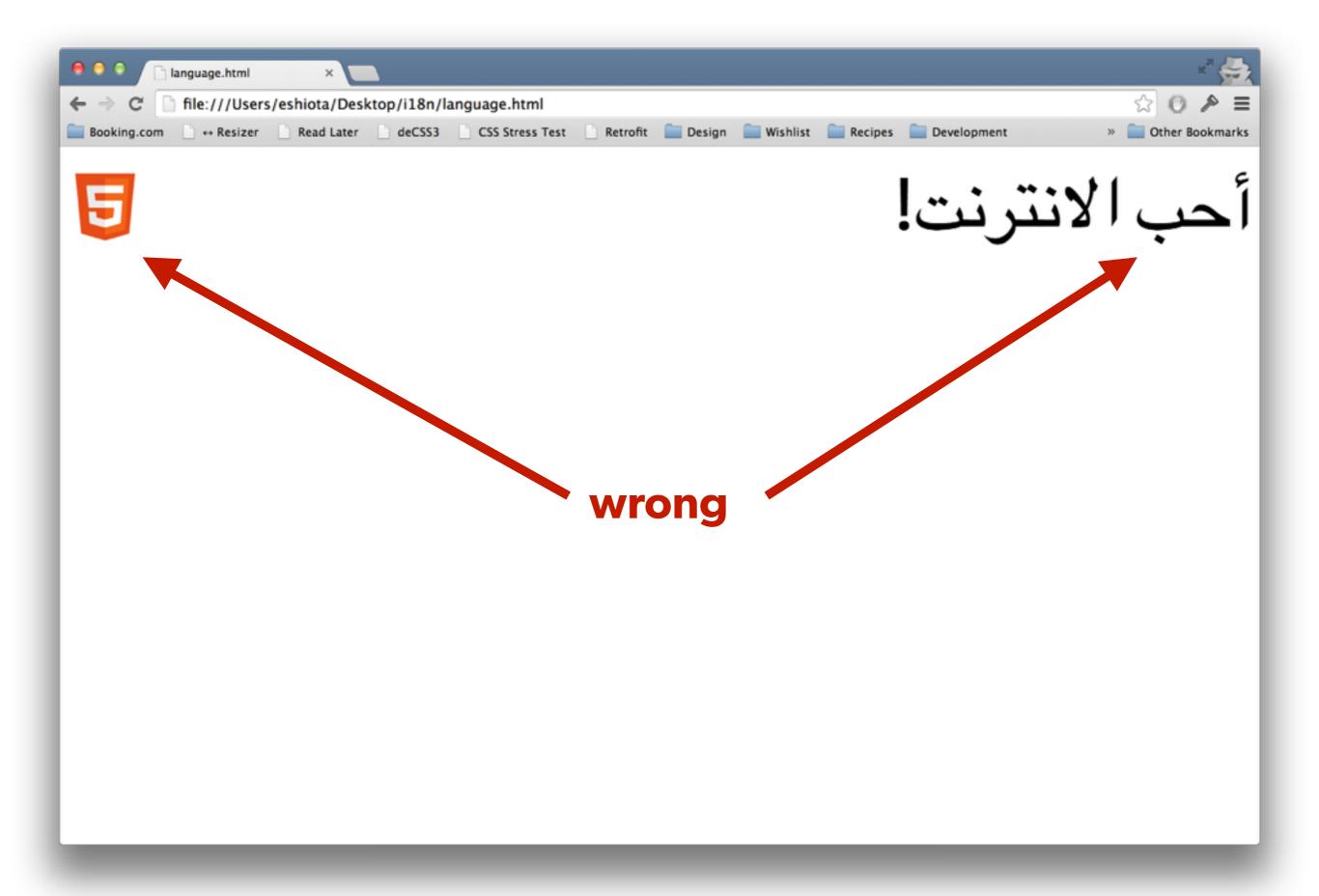
```
[dir="ltr"] .box {
    margin-right: 20px;
    float: left;
[dir="rtl"] .box {
    float: right;
    margin-left: 20px;
```



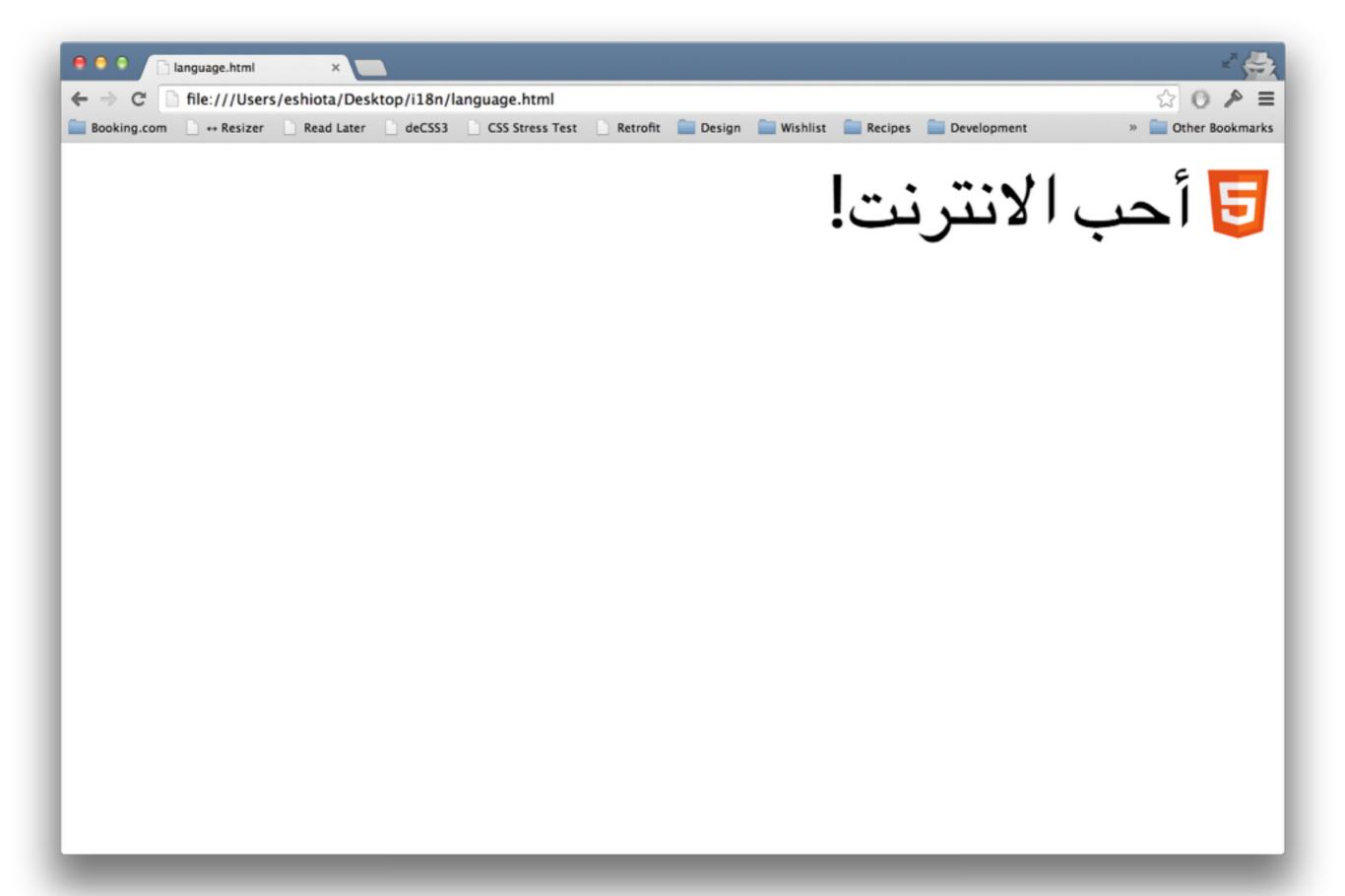
# Remember to adjust positions, margins, paddings etc.



```
.powered-by-html {
    font-size: 72px;
    padding-left: 80px;
    position: relative;
}
.powered-by-html:before {
    content: "";
    background-image: url("html.svg");
    background-size: cover;
    width: 72px;
    height: 72px;
    position: absolute;
    left: 0;
    top: 50%;
    margin-top: -36px;
```



```
[dir="ltr"] .powered-by-html {
    padding-left: 80px;
[dir="ltr"] .powered-by-html:before {
   left: 0;
[dir="rtl"] .powered-by-html {
    padding-right: 80px;
}
[dir="rtl"] .powered-by-html:before {
   right: 0:
```



### (or use inline-block)

A short word in your language might be a huge one in another.

#### Your search

- III Vivanta By Taj Whitefield
- iii 2 adults

**Change search** 

#### Вашето търсене

- Vivanta By Taj Whitefield
- 🙀 2 възрастни

Промени параметрите на търсене

### (always view your layout in greek and cyrillic)

### Each language has its own perks.

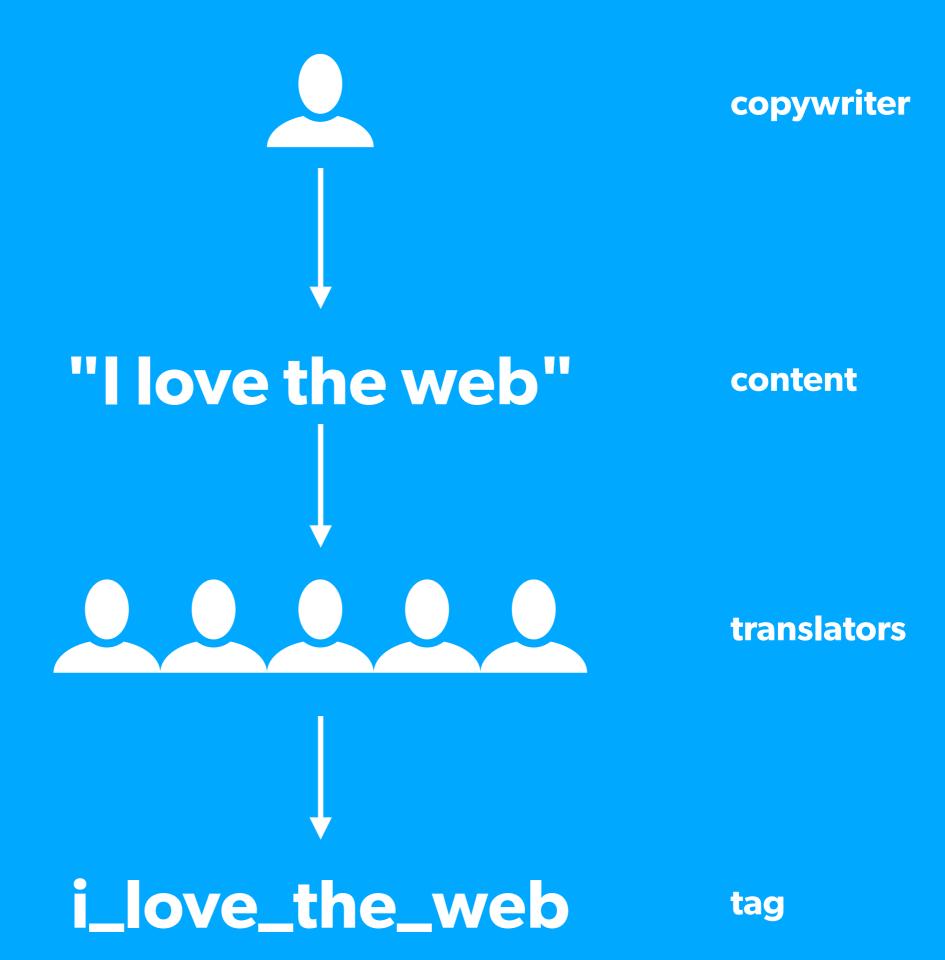
1 rouble1 рубль2 roubles2 рубля

3 roubles 3 рубля

4 roubles 4 рубля

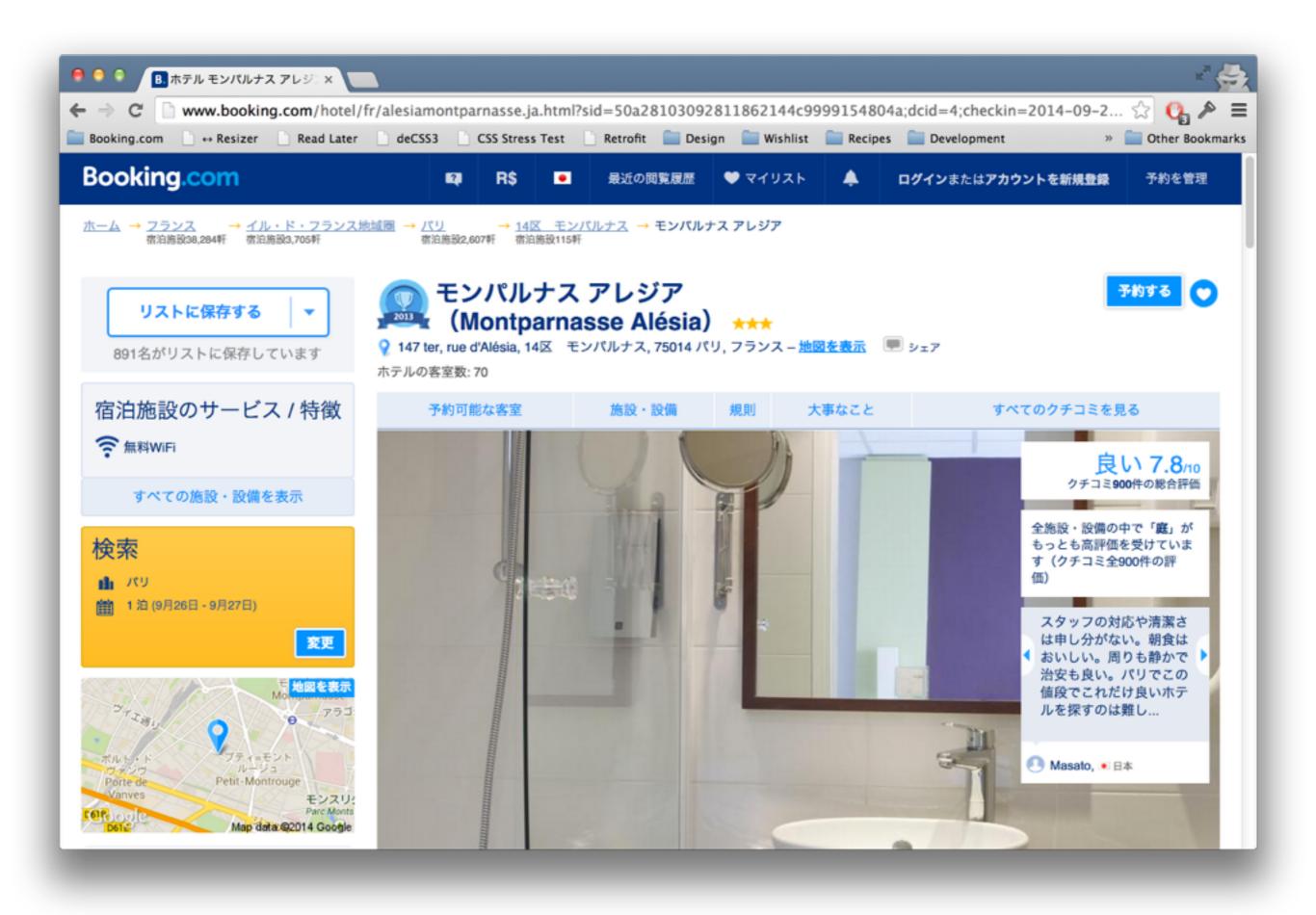
5 roubles 5 рублей

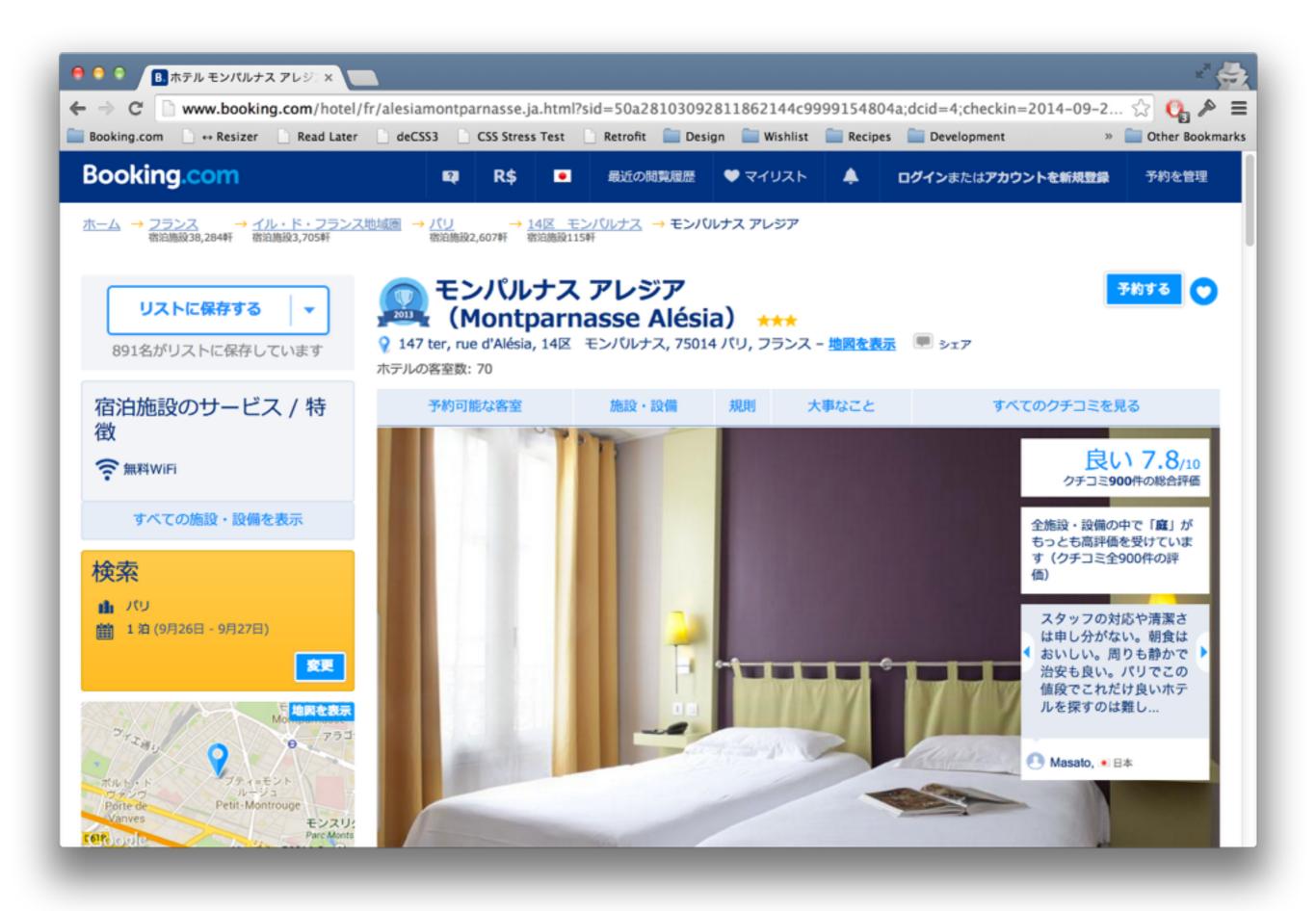
## If you have a good localisation tool, use resources instead of words.



```
    I love the web!
```

#### Be careful about the typefaces you choose.





#### **UTF-8 ALL THINGS**

#### Ask for help.

#### Barceló

Barceló تشكيلة واسعة من المنادة والمنتجعات ذات النوعية المجيدة (أربع وخمس نجوم)، وتشملا هذه المجموعة منتجعات خلابة تقع على أفضل الشواطئ الكاريبية، باللإضافة إلى أحدث المنادة المحضرية والمترفيهية في أوروبا وأفريقيا.

تجمع أماكن إقامة Barceló بشكل مميز بين المواصفات العالمية الملائمة والثقافات المميزة لموقعها لمتقدم تجربة عريقة وأصيلة وذات طابع محليا

#### "This is completely wrong."

— Karim Naguib, Design Trainee

## Dealing with currencies

### Not everyone in the world uses R\$, € or U\$.

€ 90,00

R\$ 278,05

\$114.73

¥12,467.08

1.374.521,70rp

### Prepare your layout for large numbers.

### Be careful about doing math with JavaScript.

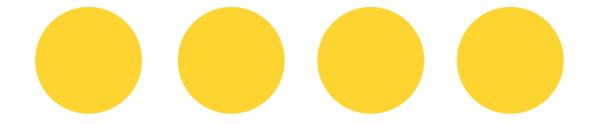
parseFloat("10.58"); // 10.58

parseFloat("10,58"); // 10

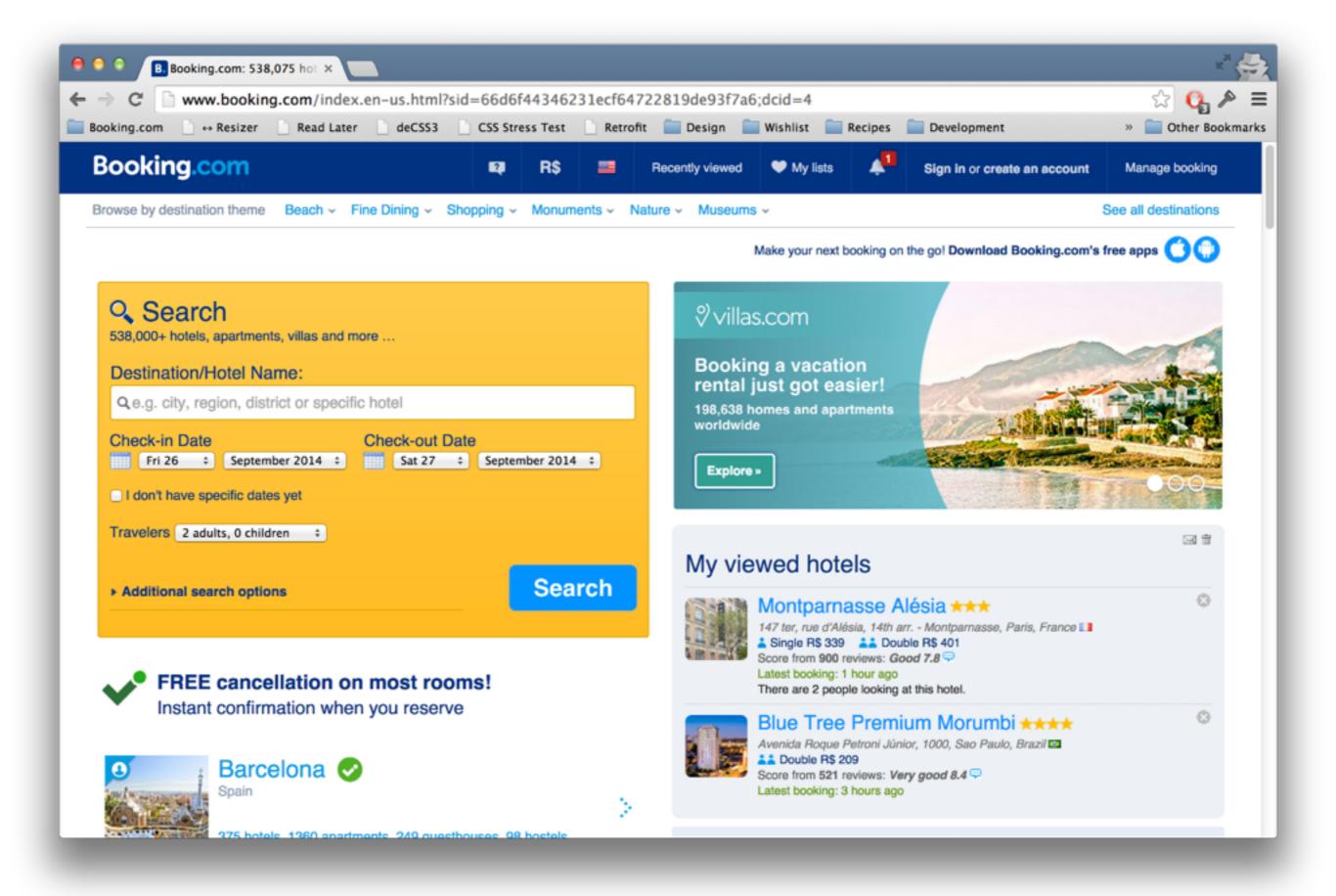
## Dealing with culture

# Some symbols might have different meanings on different countries.



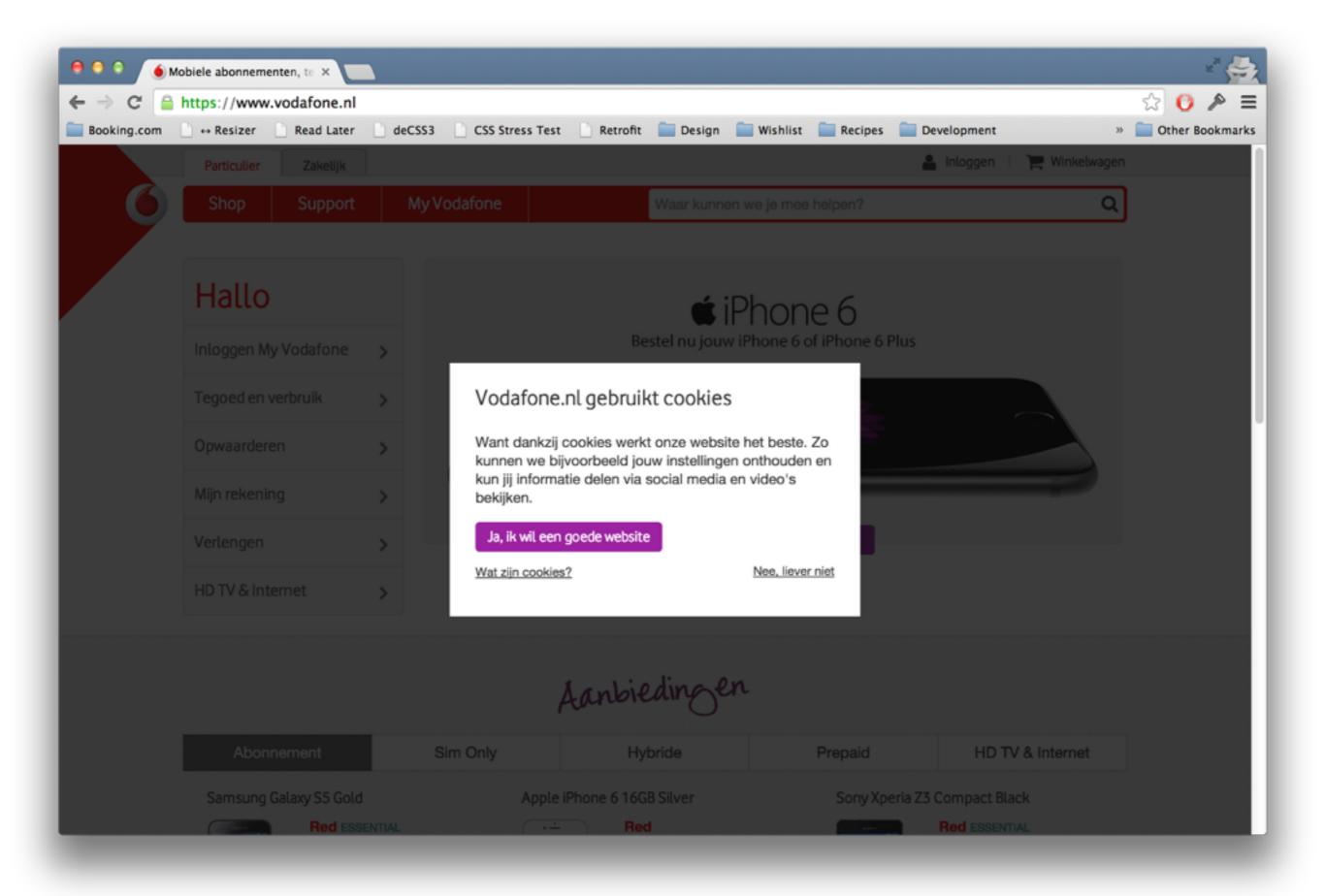


### Each country has its own habits.





#### Beware of local laws.



# Either be neutral or very focused on your layouts.



"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart."

— Nelson Mandela

# Keep the customer at the centre of everything you do.



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