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## **Mafia Wars Internship**

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# Mafia Wars Project: Work done as an Intern

## Localization of Mafia Wars

- As a Developer
- As a Product Manager

## Sonico

- As a Developer
- As a Product Manager

## User Facing Features

- Toggle Button for localization
- King of the Ring Challenge
- Mafia Wars Profile Redesign with Mafia Lounge

## Additional Contribution

- Knowledge Transfer
- Mafia Wars Blog



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## **Localization of Mafia Wars**

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As a developer I worked on the following:

❖ New File Structure for the CSV files:

A new file structure was created for the CSV files so that the game could separately access Facebook specific FBML tagged files and non-Facebook specific files (example: MySpace, Tagged etc.)

❖ New File Access mechanism for the CSV files:

The Build script and the GameSetup files were implemented with file access logic to access social network specific files.

❖ All the in-game strings were spit out from the code into one large CSV file which significantly helps in the process of localization i.e. this single file could be sent across to a 3<sup>rd</sup> party translations company and have it translated to a different language, thus enabling Mafia Wars to be published across non-English social networks.

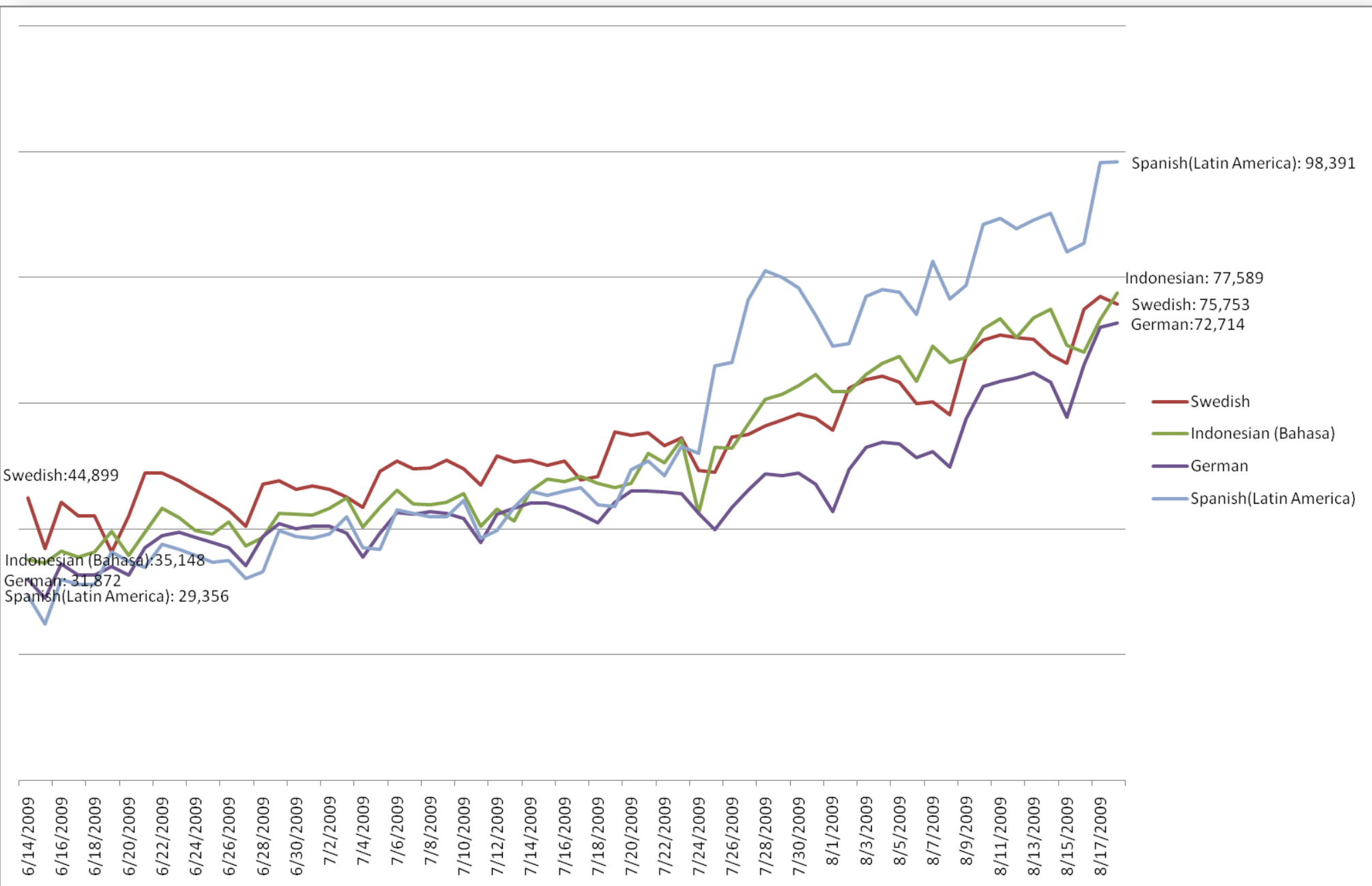
❖ All strings were tagged in accordance with the Best Practices for Facebook translation, in order for Facebook's translation app to recognize our app as translatable.

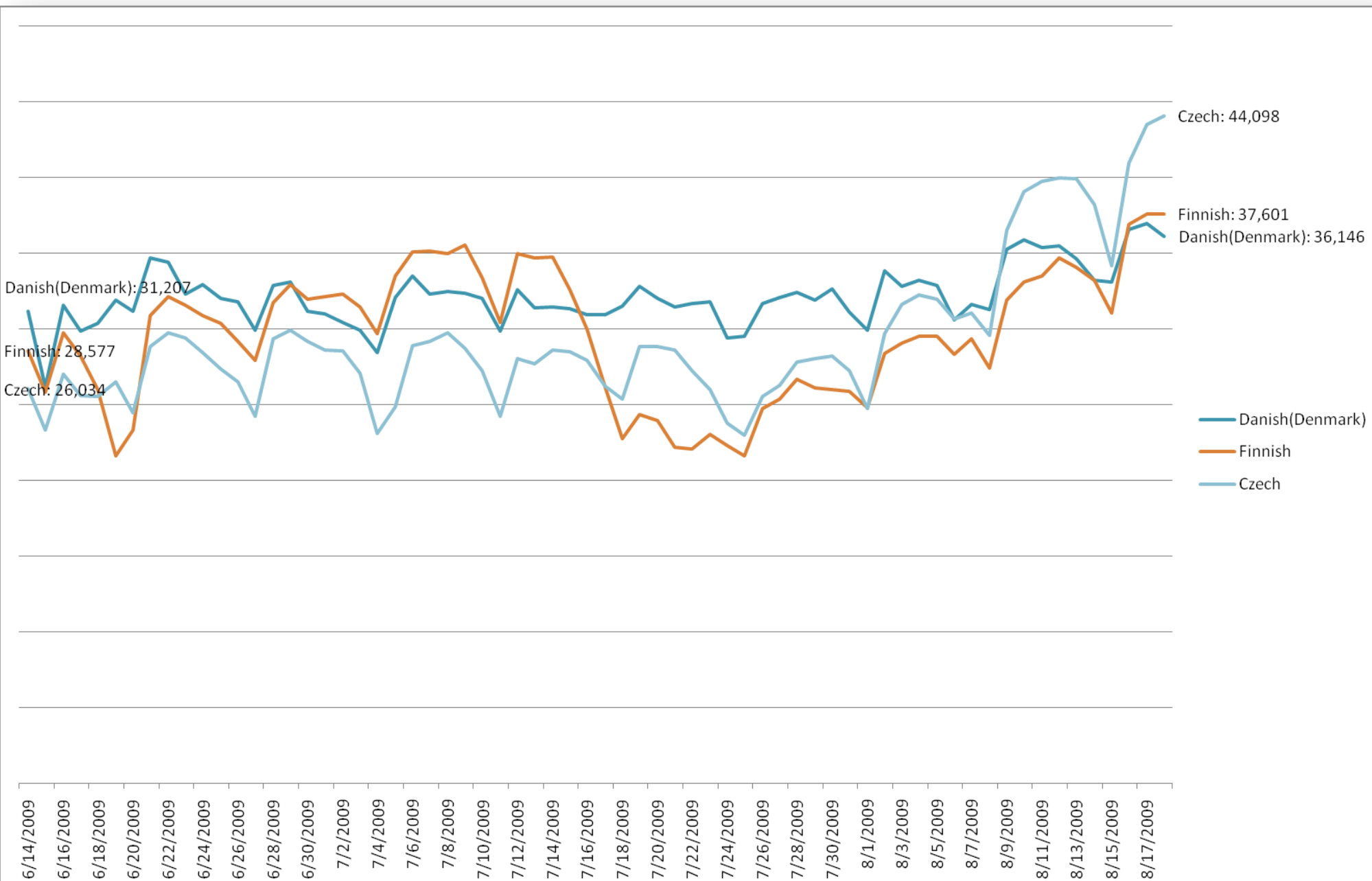
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- ❖ To track the progress and analyze locale growth a new report was created on Ztrack that tracked DAU by Locale. This can be accessed in the Ztrack Counter Slicer by providing the counter name “ User Locale”
  - ❖ To track the penetration and growth of Mafia Wars in a specific country a new report on Ztrack was created that tracked DAU by Country. This can be accessed in the Ztrack Counter Slicer by providing the counter name “User\_Country”
  - ❖ To improve accuracy on the DAU by Country report, another tracking mechanism was added to the Ztrack which tracked DAU by Country & Time Zone. This can be accessed in Ztrack Counter Slicer by providing the counter name “User\_Country” with a depth of 3.
  - ❖ To track installs from locales, a new report was created on Ztrack that tracked Installs by Locale.

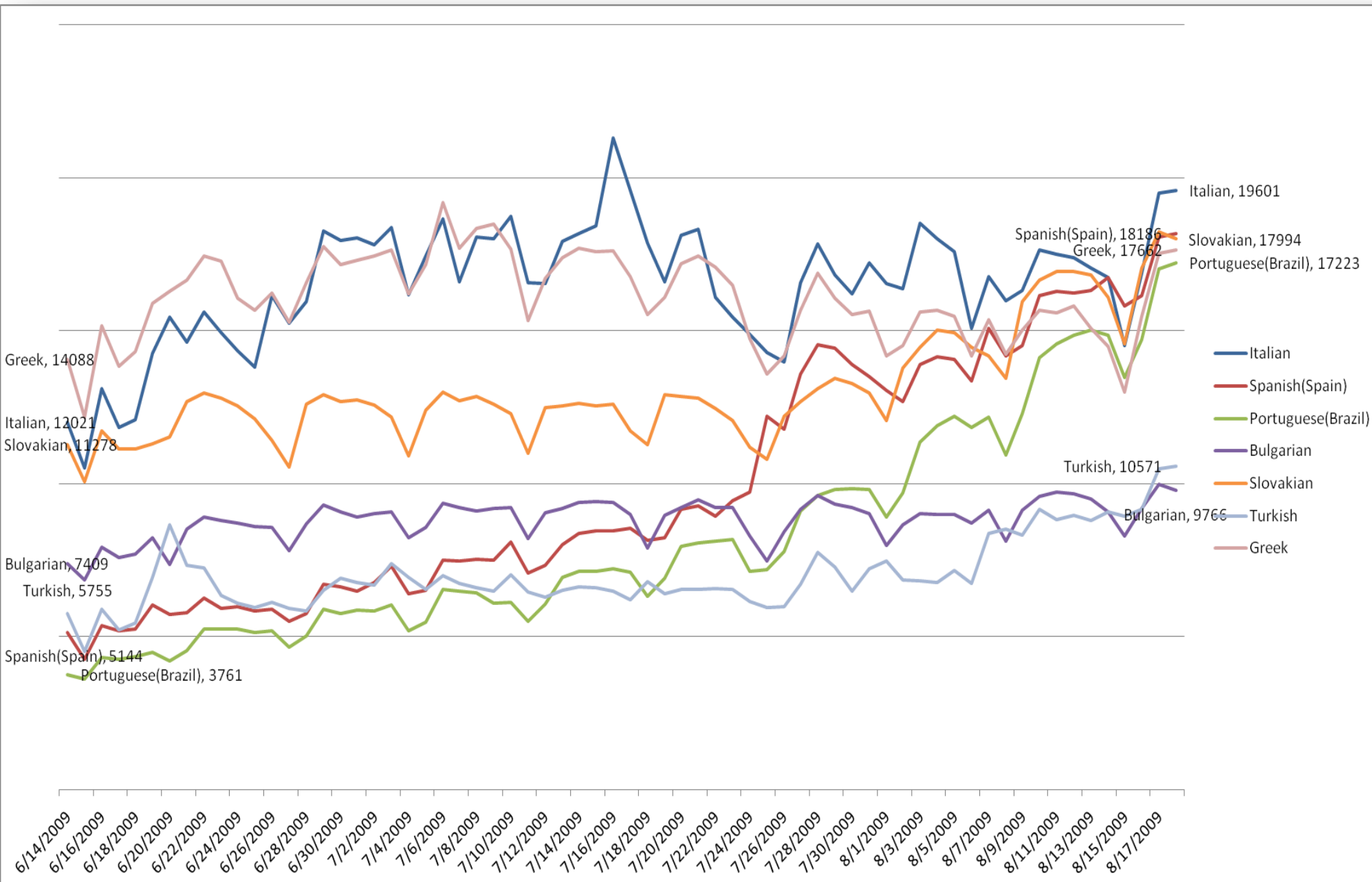
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As a Product Manager for Localization, mentored by Vaibhav Sahgal, following items were accomplished:

- ❖ Analyzed the DAU by Locale data to figure out which locales we should publish in.
- ❖ Analyzed the penetration of Mafia Wars globally in order to forecast our growth in locales where we are published.
- ❖ Based on the analysis for locales to publish Mafia Wars in, a list of Top 10 locales in addition to the preliminary 6 locales was provided.
- ❖ Managed the moderation of translations that were submit on Facebook with the help of internal moderators.
- ❖ To communicate the availability of Mafia Wars in different languages, Ad Spending was initiated. Localized ads were made available to the BizOps team to help us with Ad Spends.
- ❖ Next set of slides elucidate the DAU contribution and growth due to localization of Mafia Wars.





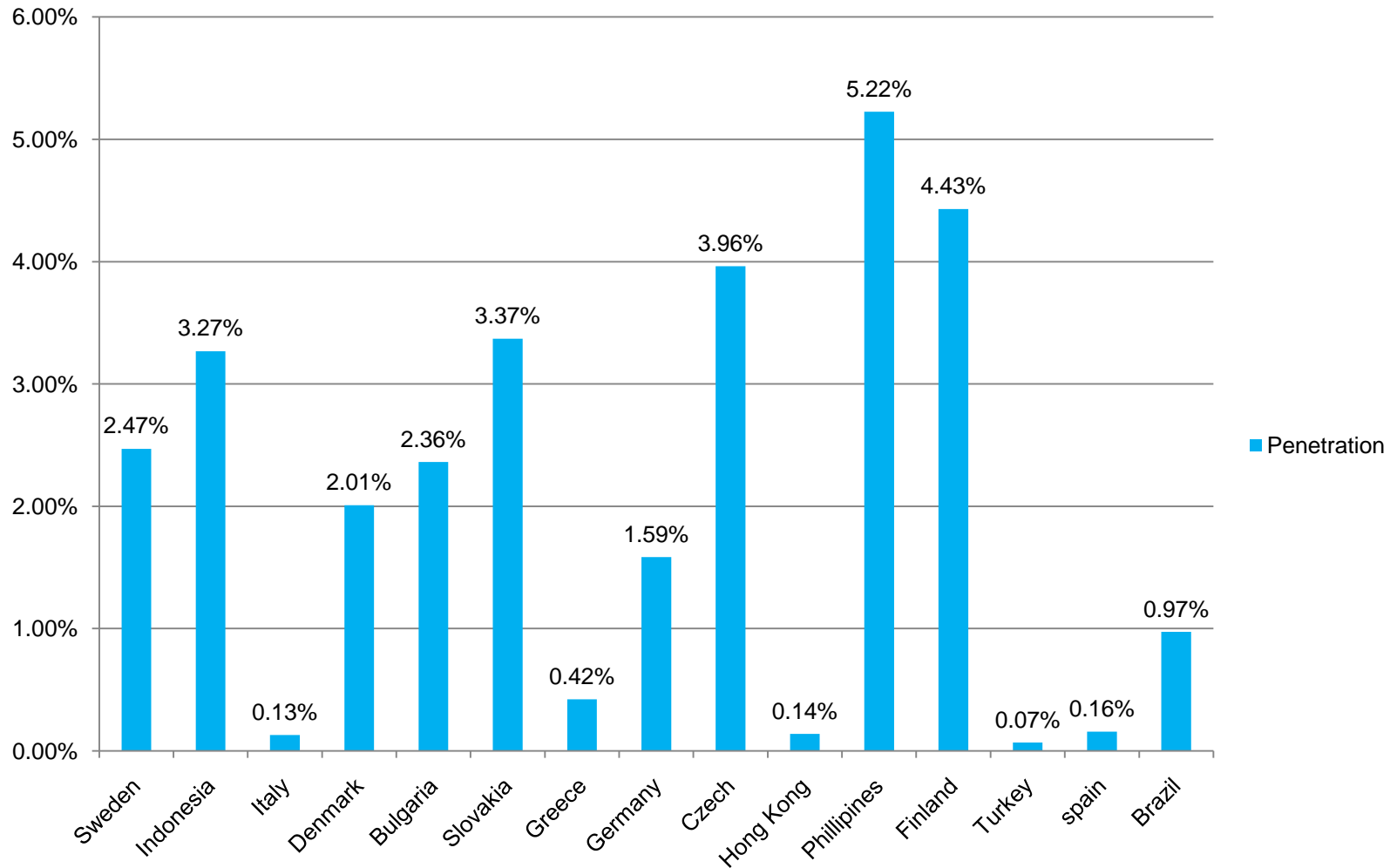


Locale	DAU 14th June	DAU 18th Aug	Growth	DAU Contribution
Spanish(LA)	29,356	98,391	235%	69,035
Indonesian	35,148	77,589	121%	42,441
Swedish	44,899	75,753	69%	30,854
German	31,872	72,714	128%	40,842
Czech	26,034	44,098	69%	18,064
Finnish	28,577	37,601	32%	9,024
Danish	31,207	36,146	16%	4,939
Italian	12,021	19,601	63%	7,580
Spanish(Spain)	5,144	18,186	254%	13,042
Slovakian	11,278	17,994	60%	6,716
Greek	14,088	17,662	25%	3,574
Portuguese(Brazil)	3,761	17,223	358%	13,462
Turkish	5,755	10,571	84%	4,816
Bulgarian	7,409	9,766	32%	2,357

**DAU contribution from locales where MW is localized = 266,746**



## Penetration of MW by Country



- Penetration in a country includes all locales being used in that country



Country	MW DAU	FB Audience	% Penetration	DAU based on 4.7% Penetration	DAU based on 10% Penetration
Sweden	53,607	2,170,380	2.47%	101,901	217,038
Indonesia	162,287	4,966,940	3.27%	233,201	496,694
Italy	12,591	9,701,640	0.13%	455,499	970,164
Denmark	40,877	2,036,020	2.01%	95,593	203,602
Bulgaria	8,491	359,560	2.36%	16,882	35,956
Slovakia	15,759	467,560	3.37%	21,952	46,756
Greece	6,637	1,578,360	0.42%	74,105	157,836
Germany	42,359	2,672,080	1.59%	125,456	267,208
Czech	30,891	779,800	3.96%	36,612	77,980
Philippines	91,543	1,752,080	5.22%	82,261	175,208
Finland	44,878	1,013,240	4.43%	47,572	101,324
Turkey	7,460	10,994,900	0.07%	516,218	1,099,490
spain	8,080	5,163,160	0.16%	242,414	516,316
Brazil	7,279	748,040	0.97%	35,121	74,804



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**Sonico**

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- ❖ As a Developer on Mafia Wars for the Sonico platform, I was responsible for checking the correctness of files that were received from the 3<sup>rd</sup> Party Translations company.
  - ❖ As a Product Manager, I was managing the 3<sup>rd</sup> Party Translations company that was responsible to deliver our CSV files in Portuguese and Spanish. I guided them on how the formats of our files should be and what are the errors that were showing up on our side. After a month long to-and-fro on the deliverable, we now have all the translations available to launch Mafia Wars in Spanish on Sonico.



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## **User Facing Features**

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Delving deeper into the role of a Product Manager, I created two user facing features which have been spec'ed out but not in production as yet. I also worked on another 1-pager which hasn't been reviewed as yet, but it looks like Mobsters 2 is already implementing this feature.

❖ Toggle Language feature for Facebook

- [\[Link\]](#)

❖ King Of The Ring Challenge

- [\[Link\]](#)

❖ Profile Redesign with Mafia Lounge

- [\[Link\]](#)

**A rule that I learnt from my previous project was the rule of K.I.S.S that is Keep It Simple and Stupid and translating that in social games arena I have learned that any feature designed needs to follow the rule of “Keeping It Simple and Social”.**



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**Additional Contributions**

❖ A complete knowledge transfer document on localization is now available to view on the Wiki.

➤ [\[Link\]](#)

## Localization of Mafia Wars on Facebook

ZTrack > Product Manager Training > Main Page > Localization of Mafia Wars on Facebook

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## Localization of Mafia Wars on Facebook

- Briefing
- Process of localization on Facebook
- Setting up Facebook Translations Tool
- Monitoring Translations with FB Translations Admin Panel
- Tracking
  - DAU by Locale
  - DAU by Country & TimeZone
- Recommended Reading
- Going a step further

### Briefing

- Localization is the process of adapting a software for a specific region or language by adding locale-specific components and translating text. Localization was one of the success elements for Facebook to grow globally. A strategy that FB used in getting their app trans was letting the community do the translations by themselves. This not only helped FB save huge amount of money on localization but also engaged the community in participating and socially contributing towards translations.
- How does the Crowd Sourcing model work? Well, FB created a Translations Tool [\[1\]](#) [\[2\]](#) which users have to install in order to translate. Community translators then submit translations, community members vote and finally community users approve/publish the best translations.
- How is localization working for Mafia Wars? From a developer's stand point all that was done is wrap the in-game strings that were being pushed to FB with FBML international tags such as `<fb:intl></fb:intl>`. Community users who had FB Translations Tool installed an played MW in a language that MW was published in, were automatically be able to submit translations. Moderating the translations was done internally.
- What were the results of localizing MW? We saw a huge growth in DAU by Locale that was slow and steady. The growth was slow for the reasons that the process of Crowd Sourced Translations is a time consuming process. We are continuing to see 'WOW' growth for locales that we are published in proving the worth of investing in localization.

❖ Created a Mafia Wars Blog where posts and updates about the game can be published.

➤ [Mafia Wars Blog](#)



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**Thanks!**