

Mobile App Localization Services

Client: Food Delivery Service
Category: Mobile App Localization Services
Location: United Arab Emirates

Project Overview

A leading food delivery service in the UAE sought to expand its customer base by making its mobile app more accessible to Arabic-speaking users. With approximately 30% of the UAE's population being Arabic speakers, the company needed to overcome the language barrier to improve engagement and maximize business growth.

The Challenge

The app was initially available only in English, limiting its reach among Arabic-speaking customers. To enhance user experience and increase orders, the client needed complete UI/UX content translation into Arabic, localization of all app elements such as buttons, menus, and notifications, and thorough quality assurance and testing to ensure seamless functionality in Arabic. Our structured localization process comprised of:

- App UI/UX Localization
- Cultural Adaptation
- Linguistic & Functional QA
- Native Expertise

The Outcome

The localized app resulted in higher engagement and increased orders from Arabic-speaking customers, leading to about 30% boost in reach and business growth. The Arabic localization helped the company reach more customers and grow in the UAE food delivery market.