The hard bits

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Yandex
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Yandex:

~4000 Russian Speakers
And me. (И тоже Джагэ)
Built on language tools
Search leader in Russia
+ Maps, Money, Mail, Music,...
Search

Originally monolingual
Now multiple languages
Localised results
And personalised…
A lot of learning to do
Russian

3 genders
"Singular", 2-4, lots
Case: use кто:chaals not кого:katya
Big culture => autarky
*.Yandex.{com,ru,...}

Some localised APIs
...localised services
Moving between them?
(Single Sign On...)
BEM...

(Block-Element--Modifier)

Page component library
Open source
Big in Russia
Adapt for each page
Using BEM

User settings

lang: Flags + ISO codes
Where is it in the UI?
Is the service localised?
Remember my preferences…
Translation

Rules vs statistics
Time to build
Choices available
"Internal biases"
Feedback loops
Choosing standards

Like toothbrushes

Trend: XML -> JSON
Build vs buying tools
Joined W3C, ...

Наші разработчики говорят…
Спасибо

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There are no foolish questions
- fools do not question

Yandex