

Real Client Project 12 Minutes Read

Empowering Kids to Shape Their Own Stories



Let children shape stories that encourage curiosity and exploration.

 Role
Product Designer (end-to-end)

 Platforms
iOS & Android

 Team
PO, PM, Developers

 Duration
4 months



Overview

The Amazing Hedgehog Galaxy



Goal

Transform reading into an interactive experience where children shape stories while strengthening cognitive foundations.



Audience

Children aged 5–10 who are naturally curious and drawn to exploration, with parents supporting and guiding their experience.



Context

Reading habits are declining as screen time rises, creating a need for more engaging digital storytelling experiences.

Problem & Opportunity



In Iran, **nearly 40% of children do not engage in reading** during the school year.

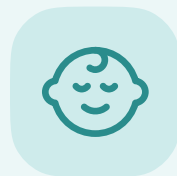
Reading habits among children have declined, while screen time has increased. In Iran, nearly 40% of children do not read even a single textbook during the school year.

Traditional storytelling struggles to compete with interactive digital experiences. The Amazing Hedgehog Galaxy addresses this gap by turning reading into an engaging, interactive activity, allowing children to explore multiple narrative paths and develop critical thinking skills.



Target Audience

The app is **intentionally not designed for children under 5** due to potential developmental risks from screen overuse.



Children Aged 5–10

Curious Story Explorer

A child who is naturally drawn to playful and interactive experiences, and quickly loses interest in passive or text-heavy content. Engagement comes from exploration, visuals, and the ability to influence what happens next.

Behaviors

- Taps and explores different elements on the screen
- Quickly loses focus if interaction is limited
- Prefers visuals and audio over reading long text
- Enjoys making choices and seeing immediate outcomes

Needs

- Simple, clear interactions with minimal friction
- Immediate feedback after each action
- Visually engaging environments and characters
- Short, digestible story segments
- A sense of control over the story



Design Challenge

How might we make storytelling interactive **that is simple and intuitive** for children 5–10 years old?

Presenting story choices without overwhelming young readers.

Helping children follow the story while narration is playing.

Maintaining engagement without cluttering the interface.



Design Strategy & Approach

To address these challenges, the design **focused on simplicity, multisensory storytelling, and immersion:**



Read & Listen Sync

Kids read and listen together, guided by highlighted text and audio



Simple choices

Only two or three decision points per story path to keep interactions intuitive.



Visual storytelling

Illustrations help children imagine the story and connect emotionally with characters.



Minimal interface

Unnecessary elements removed to focus attention on the story.



Key Features

How we **approached the problem:**

1

Interactive Story Paths

Children make choices that shape the narrative, exploring multiple outcomes.

2

Character Mailbox

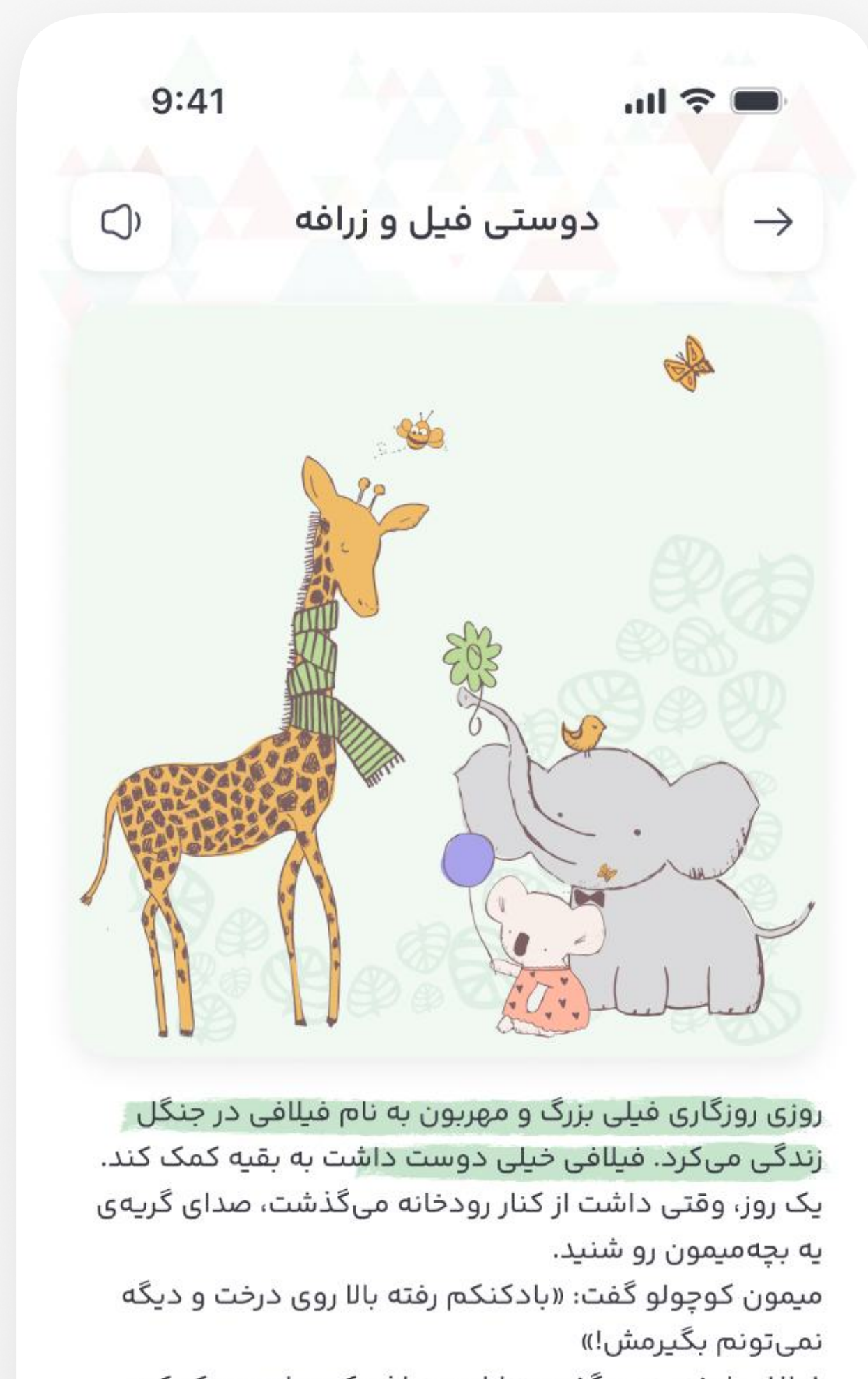
Kids can send letters to story characters, fostering imaginative dialogue.

3

Audio-Supported Reading

Narration with highlighted text supports developing readers.

When children open a story, they enter a vivid world **where text and narration move in sync**. At key moments, **the story pauses for choices** that shape its path—turning reading into **an interactive experience**.



Shaping the story through choices

Children can shape the story through their choices and guide how the narrative unfolds.



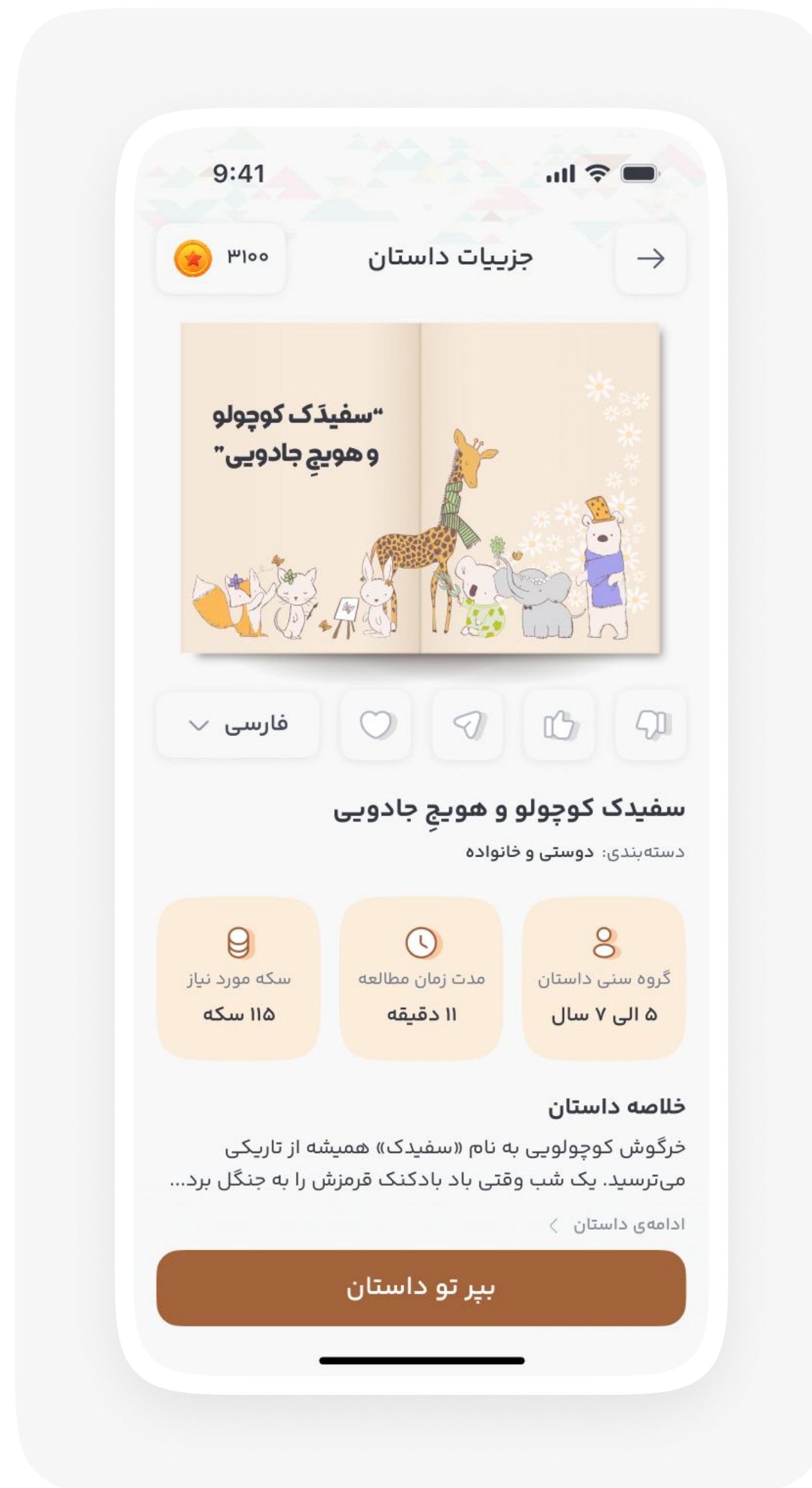
Letter to story characters

Children can send letters to story characters, expressing their thoughts, feelings, and reactions after reading.



Story Language Switch

Children can switch the story language, making it accessible and adaptable to different readers.



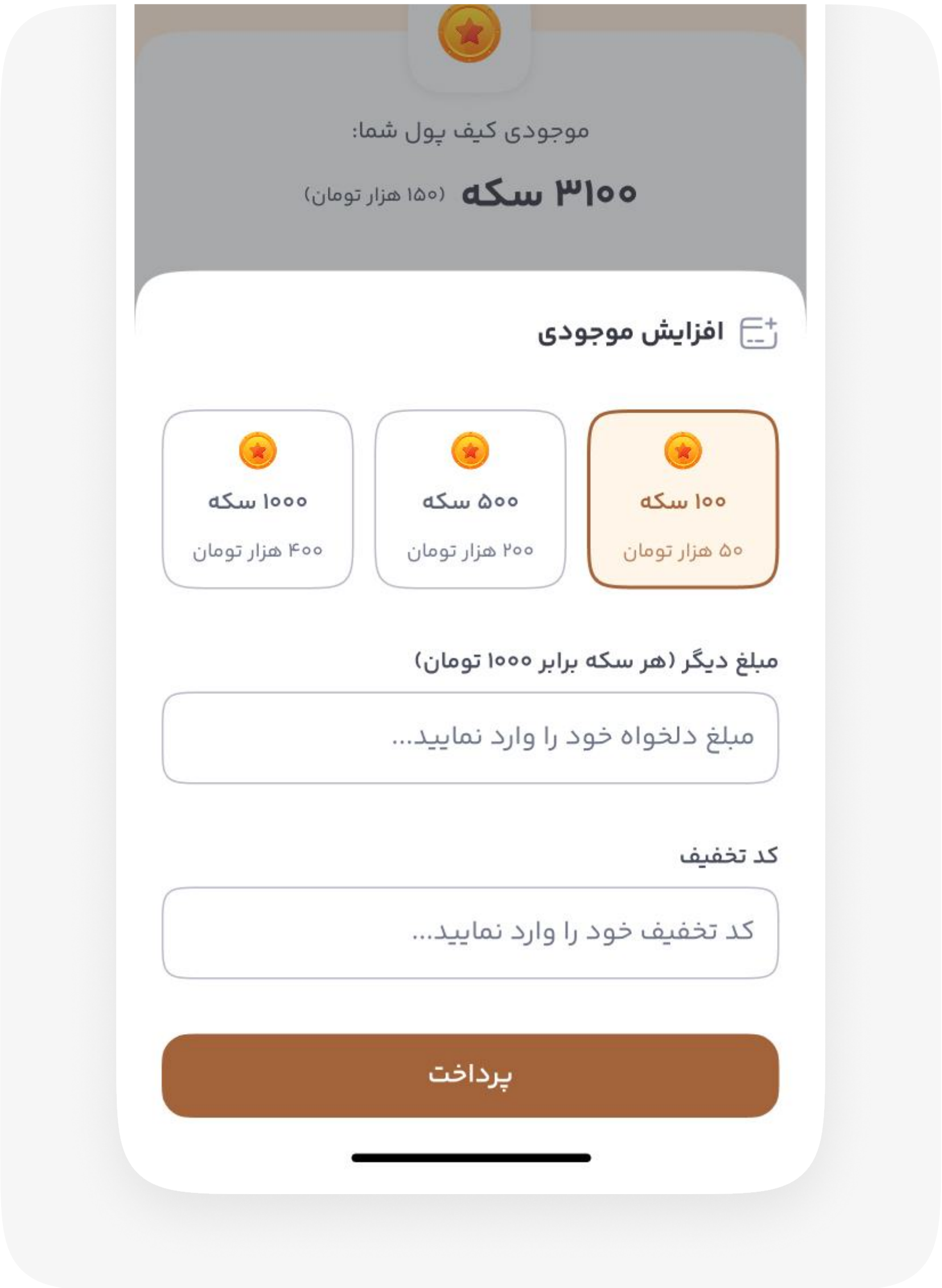
Story Engagement Actions

They can like, share stories, or explore a short summary of the story to better understand and engage with it.

Wallet

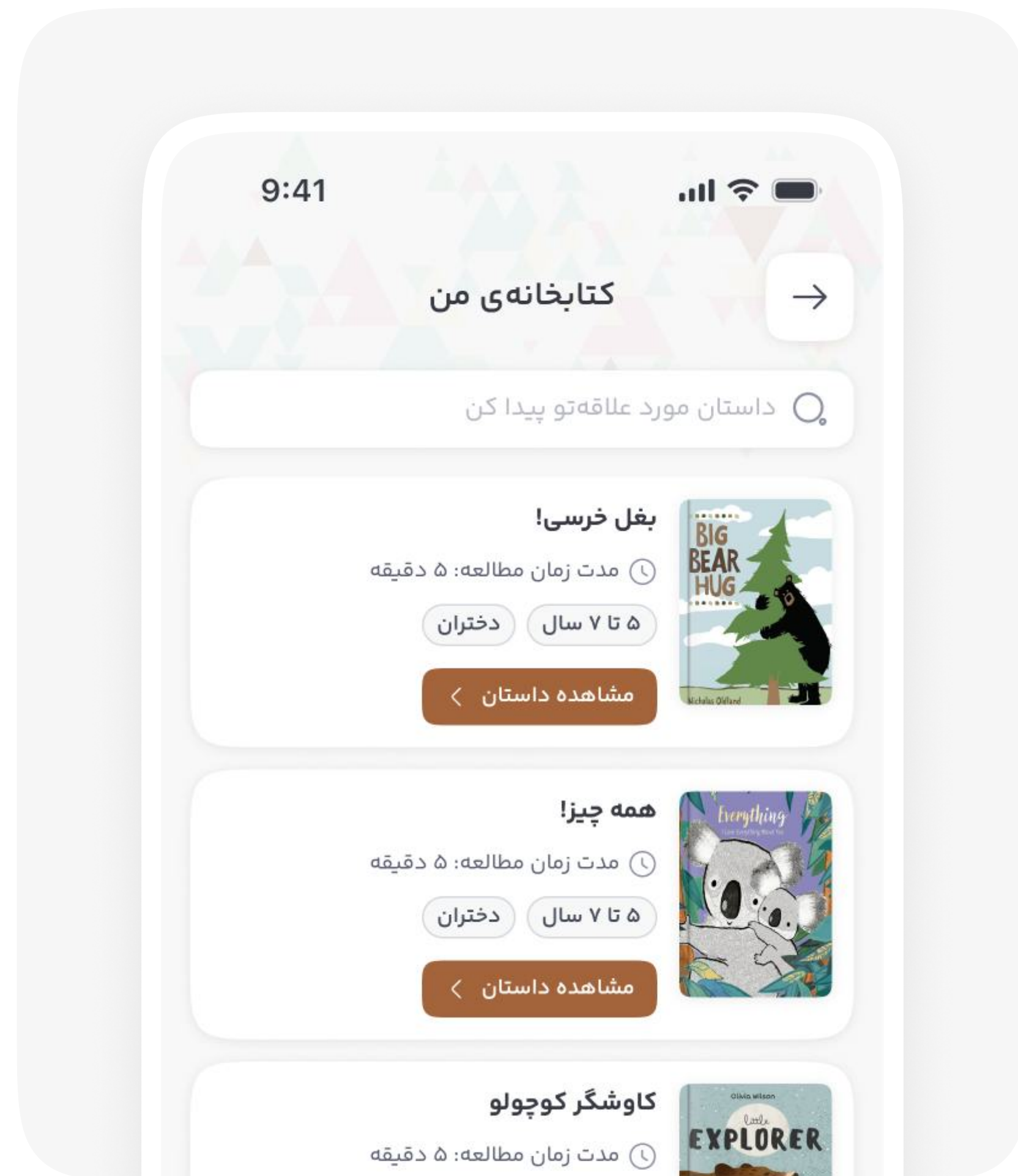
Balance Management

Children can view their coin balance, track their earning and spending history, and easily recharge their wallet when needed.



Story Library Access

Children can access all their stories, both completed and in progress, and revisit their reading journey anytime



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I learned that designing for children **requires simplicity and a multisensory approach**. This project combined narration, highlighted text, and visuals to enhance engagement. **Future iterations can be improved through direct feedback from children and parents.**

My story ends here—for now. 
Thanks for exploring my world with me!

