



Process Book

**Huh breaks down language barriers for people of all ages by combining pleasure reading with foreign language comprehension.**

# The Big Picture

Reading and translating texts is an enjoyable way to improve foreign language skills. However, finding foreign language texts to read can be difficult.

This site “Huh” will provide users access with popular works of non-english origin. Users can practice reading and translating texts that are at their skill level and in a genre of interest. New translations by users are approved and made available to the whole site. The main challenge is making the activity of reading enjoyable and not too laborious.

Essentially: Huh provides users with (1) texts in foreign languages and (2) translation “gamification” that leads to creation of new texts.

# Objectives

Continually expanding the database of available texts through successful translations by users.

Increased sales of books that were previously confined to their country of origin.

**Huh breaks down language barriers for people of all ages by combining pleasure reading with foreign language comprehension.**

# Brand Character

Simple, helpful, accommodating, satisfying, diverse (in content, skill level, languages).

## Competitor Analysis

An examination of sites with related content, objectives, and strategies (i.e. gamification).

### Duolingo

150 million users

Breaks down language into specific skills and gamifies learning. Has a document translation area but it seems restricted to expert level (called Immersion).

The go-to place to learn a language outside of school. Trustworthy -

you can put it on your linkedin. Fun, convenient.

Good: Addictive! Study Reminders, small goals. Translation hover effect Snippet grammar explanation. List of vocab and your current familiarity with each word.

Bad: May penalize you for knowing a different dialect of a language. Restricts access to parts of the site depending on your knowledge.

### **Internet Archive**

3.6 million monthly visitors

Provides a searchable archive of many different types of media including recent and ancient work. The internet archive includes scanned books available as images and plaintext.

Unbiased, reliable, useful, multi-purpose.

Good: A diverse range of searchable content.

Bad: Filtering the search is unclear. The design in general is not intuitive. In list view, it is hard to tell when you have found what you were looking for.

### **BookwormTranslations.com**

Company that matches translation jobs to individual translation experts. Translates a wide variety of materials but focuses on books including fiction, nonfiction, and scientific. Has a list of translated books, therefore could compete as a provider of international books.

Good: Human feeling to the website with clear non-corporate language. Feels friendly, small, professional, literary.

Bad: Design makes company seem smaller than it is.

### **Google Translate**

1.1 million monthly visitors

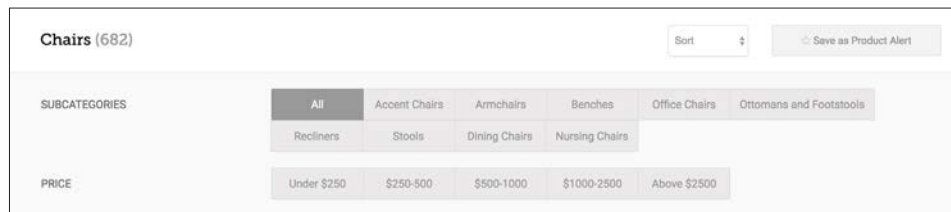
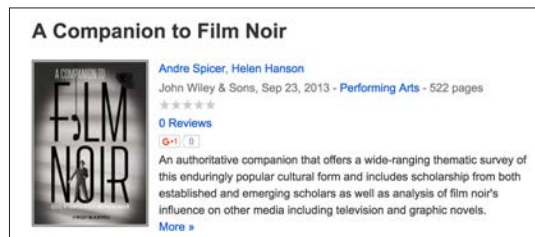
Provides instant computer translation service supplemented by human contributions. If you already have a text you want to translate, you can just use google instead of Huh.

Good: Intuitive design: there is nothing extra to confuse you. Options adjust based on your recent activity. Alternate word translations. Elegant click-to-highlight and adjust functionality

Bad: When the translation is incorrect and suggestions are not helpful, it does not provide you with further resources to figure it out.

# Features

1. Book Search with Genre and Skill Level filter.
2. Member Profiles (achievements, reading history)
3. Translation on word hover.
4. Pronunciation on click.
5. Translation submission form.  
(After viewing the definition of each word in a sentence, users submit their interpretation of the sentence. This is eventually compiled into full texts.)
6. Linear or shuffle reading modes.
7. Store for purchasing physical books translated by the site, or from international sources.



# Sitemap (Web)

Bold indicates page name,  
underlined elements are Visible to  
Logged in Users Only, and italics  
indicates a link from one page to  
another.

## Evergreens

Navigation Bar

*Logo*

*Search*

*Shelf*

*Rate (if expert level)*

*Profile*

Join (logged out only)

*Log In/Out*

Footer

Preferred Language Select

*About*

## Home

Logged Out View:

Brief explanation of Site

CTA: "Find Books!" -->

*Search*

CTA: "*Sign Up* to Translate"

## Logged In View

User stats: Hello NAME.

You have read X words  
and translated X words  
since you joined on XX/XX/  
XX. Last we met you were  
HALFWAY through BOOK  
by AUTHOR. I've saved  
you place if you want to  
continue.

"Ok" --> *Book Mode*

List of other past activities  
with the ability to click and  
resume

## About

Text explains premise of the  
site in greater detail  
Info on collaborating  
translators and publishers  
Other resources for

international texts

## Join (Sign Up)

"Sign up to save your place and  
contribute translations"

Email

Name

Password

Confirm

*Log in*

## Log In

Email

Password

Successful Login --> *Profile*

## Search

Search Bar

*Cart with Number of Contents*

Filter Settings to Choose:

Genre

Language of Text

Difficulty

Available for Purchase

Submit Button

## Search Results

### Book

Thumbnail Image  
Book Title  
Short summary  
Genre  
Available Languages  
Difficulty  
Add to Cart  
Read  
[Save for Later](#)  
[Translate](#)

## Cart

### Product

Image  
Book Title  
Long summary  
Genre  
Difficulty  
Choose Language  
Single  
Bilingual  
Choose Version  
Digital

### Print

Choose Quantity  
Back to *Search* or *Pay*

## Pay

Back to *Cart* (step 1).  
If Print  
Address Input  
Final Cost and ETA  
Choose Payment Method  
Credit Card  
Paypal  
Submit  
Summary Screen Receipt

## Profile

"Hello NAME. You have read X words and translated X words since you joined on XX/XX/XX. You like POETRY, MYSTERY, and FAIRY TALES. You spend a lot of time with SPANISH, ENGLISH, and ROMANIAN. You have contributed to THREE published translations."

## Achievements:

Badges  
Completed Translation of BOOK  
Download My Translation  
Account Details  
Change nickname  
Change email  
Change password

## Shelf

Shelf: In progress, Save for Later Books, and Completed. Users can access books that they have partial read or translated, and continue where they left off. If they have an internet connection their progress has automatically been saved.

Book Name  
Progress  
Spanish to English  
*Continue*

## Rate

At top:

You're editing SPANISH to  
ENGLISH. (click to change)

Content:

Displays one recent  
translation at a time  
(the original text and  
translation)

Tap Button to Rate:

Beginner, Proficient,  
Excellent

## Initial Options

"Title by Author"

Choose language

Dropdown

Add Second Language

Second Dropdown

"Begin" Button

Message: "Change settings  
later by clicking Options at the  
top right!"

## Options

Change Mode

Read

Translate

Change Language

Dropdown

Add Second Language

Second Dropdown

Jump to Section

Dropdown of chapters

Save

Add to Cart

Done (resume)

## Book Mode (from Read, Translate)

Options

Read Mode

Text as infinite scroll in read  
mode

If you add a language,  
paragraphs alternate  
vertically between the two  
or more languages

## Translate Mode

Text alternates languages with  
each sentence. Text expands  
vertically and ends with current  
untranslated sentence, which  
is followed by a textarea  
and button to enter the next  
translation.

If text is extremely long, the  
earlier parts may be hidden  
"..."

## Translation Assistance

Click/tap word for translation

Click/tap translation for  
more info

Select more than one  
word for assistance with  
grammar.

Tricky phrases may be  
underlined to indicate an  
explanation is provided  
If you submit a clearly  
incorrect translation, and  
other translation have been



submitted for the text, you will see: Other users submitted:  
“Their translation”

## Sitemap (Offline App)

The app allows you to save texts from the library to your device, to read or translate while offline. The app syncs with the website when internet connection is available.

### Evergreens

Header

*Logo*

*Log In/Out*

*Info*

*Resume*

*Library*

Footer (Not on “Resume” Page)

*About Huh*

*Language Select*

### About

Text explains premise of the site in greater detail  
Info on collaborating translators and publishers  
Other resources for international texts

### Log In (Home)

Email

Password

Go!

### Info

You’re offline! In offline mode you can read and translate books that you’ve downloaded to your device’s library. When you reconnect to the internet, your progress will sync with your online account.

Library: From your online shelf, you can select books to download to your device. Tap the sync icon while your device

is connected to the internet to add them to your offline library.  
Sync Button

### Resume

Read or Translate (resumes most recent activity)  
Options

### Library

You’re currently reading TITLE by AUTHOR.  
Percent complete graphic.  
Also In Your Library  
Title by Author, Percent Complete, Languages Available  
(Tap to Engage)

### Initial Options

“Title by Author”  
Choose language  
Dropdown  
Add Second Language  
Second Dropdown  
“Begin” Button  
Message: “Change settings

later by clicking Options at the top right!"

## Options

Change Mode

Read

Translate

Change Language

Dropdown

Add Second Language

Second Dropdown

Jump to Section

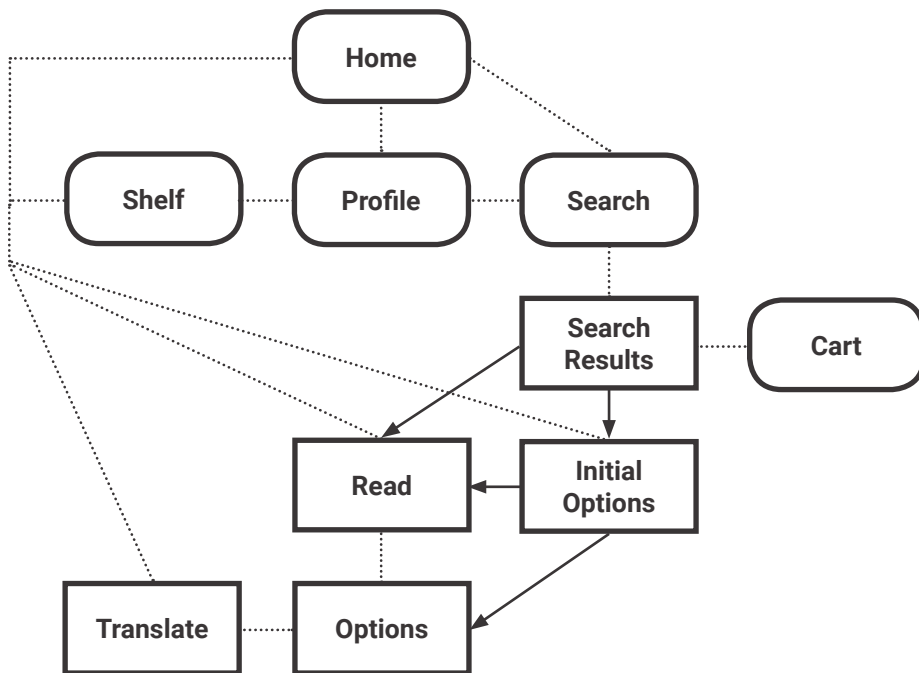
Dropdown of chapters

*Done (resume)*

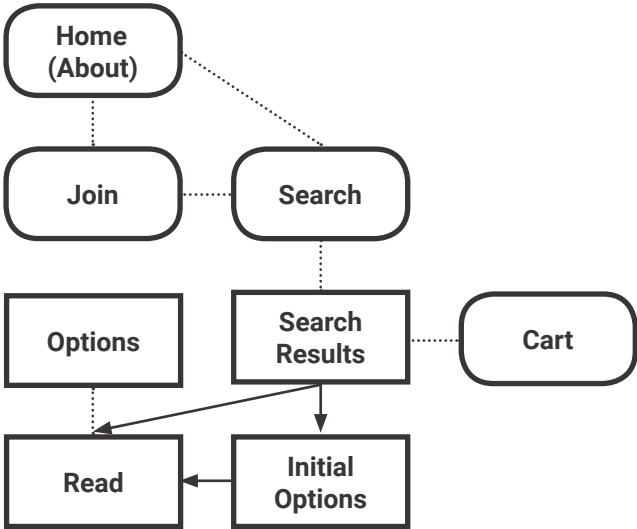
## User Path

The following diagrams portray the paths between pages of the site and app. Rounded boxes are evergreens which can be accessed from any page. Dotted lines represent links that go in both directions.

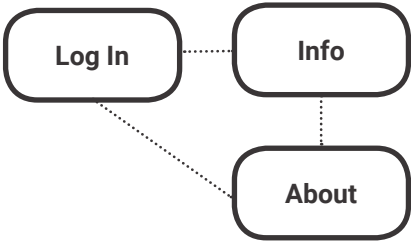
### Website, Logged In



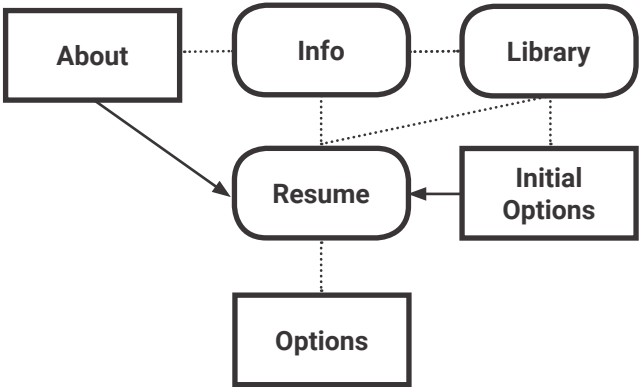
Website, Logged Out



App, Logged Out



App, Logged In



# Audience

## The Student

Ben is a sixth grade student raised in a lower-income bilingual family, but is literate in english only. He was introduced to Huh through his spanish class at school and enjoys translating sentences during downtime in the school library, which is relatively easy for Ben with his native speaker background. He uses google translate for his class and daily life as well, and is quite competent with technology. Ben primarily uses the internet to play games. Much of his time is also occupied with homework and playing with siblings.

## The Individual Learner

Janice is a working age single woman who rents an apartment and commutes to her job, often listening to podcasts and audiobooks on the way. She is interested in learning more about the world and having intellectual stimulation. She studied french in college and initially used Huh to see how much she remembered, but has since explored some of the other languages offered through the site. She primarily uses Huh during downtime at work. Janice is curious to try learning Polish and thinks she may travel to europe as she tries to determine what is next in her life, either more schooling or more world experience.

## The Literati

Eric is a graduate writing student who encountered Romanian poetry during a semester abroad but has had difficulty acquiring the texts in the States. In the process of searching he visited a few translator websites but decided they would not be cost effective. He is curious to learn more about foreign literary scenes and has used Huh as a source to find foreign texts and their translations. While he does not have the opportunity to learn a new language, the translated texts providing insight as he looks at what kinds of writings have arisen under different cultural contexts. Eric rents an apartment and works part time at a middle school while attending evening classes.

## The Student

[illegible]

# Huh Moodboard

Literary, Helpful, K-Adult

When Henry got home, his dad was making a grocery list.  
"What are we fixing for Mother's Day lunch?" Henry asked.



**Kunstgewerbeschule**

Strukturiert 317 komplexe Sachverhalte

**Supria Sans**

the early decades of the twentieth century

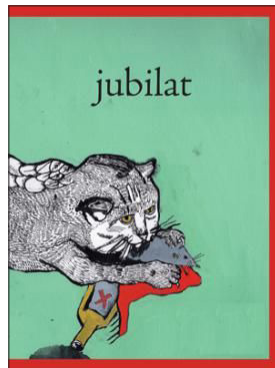
**Flughafen Tegel**

German Expressionism 1928: The Graphic Impulse

**265 Brötchen**



✓ Welcome back, Frisby Red!



# Wireframes

In the wireframing stage I storyboarded how search, reading and translation would practically function, which lead to adjustments in the sitemap and the addition of the offline app.

Major breakpoints are 320px, 1024px, and 1920px, which correspond to phone, tablet, and desktop sizes.

Early wireframing of translation and reading are shown at right.

<b>Huh.</b>				
Search	Shelf	Rate	Me	Log Out
<b>A Book Name</b> • Beginner • 5% <b>TRANSLATING SPANISH to ENGLISH</b>				
<i>one of those gentlemen that keep a lance in the lance-rack, an old buckler, a lean hack, and a greyhound for coursing.</i>				
Una olla de algo más vaca que carnero, salpicón las más noches, duelos y quebrantos los sábados, lentejas los viernes, algún palomino de añadidura los domingos, consumían las tres partes de su hacienda.				
<div>A pot of something more cow than goat,</div> <div>Submit</div>				
About Huh.				<b>ENG</b>

<b>Huh.</b>				
Search	Shelf	Rate	Me	Log Out
<b>Shuffle</b> • 500/∞ words <b>TRANSLATING SPANISH to ENGLISH</b>				
Una olla de algo más vaca que carnero, salpicón las más noches, duelos y quebrantos los sábados, lentejas los viernes, algún palomino de añadidura los domingos, consumían las tres partes de su hacienda.				
<div>A pot of something more cow than goat,</div> <div>Submit</div>				
About Huh.				<b>ENG</b>

# Huh.

SearchShelfRateMeLog Out

Shuffle • 500/∞ words

TRANSLATING SPANISH to ENGLISH

Una olla de algo más vaca que carnero, salpicón las más noches, duelos y quebrantos los sábados, le añadid partes

mas \_\_\_\_ que \_\_\_\_

more \_\_\_\_ than \_\_\_\_

A po

Used for non-numerical comparison.

at,

Submit

About Huh.

ENG

# Huh.

SearchShelfRateMeLog Out

A Book Name • Beginner • 30%

Reading in SPANISH. Add a language?

1.

En un lugar de la Mancha, de cuyo nombre no quiero acordarme, no ha mucho tiempo que vivía un hidalgo de los de lanza en astillero, adarga antigua, rocín flaco y galgo corredor. Una olla de algo más vaca que carnero, salpicón las más noches, duelos y quebrantos los sábados, lentejas los viernes, algún palomino de añadidura los domingos, consumían las tres partes de su hacienda. El resto della concluían sayo de velarte, calzas de velludo para las fiestas con sus pantuflos de lo mismo, los días de entre semana se honraba con su vellori de lo más

About Huh.

ENG

# Huh.

SearchShelfRateMeLog Out

A Book Name • Beginner • 5%

READING in SPANISH and ENGLISH

1.

En un lugar de la Mancha, de cuyo nombre no quiero acordarme, no ha mucho tiempo que vivía un hidalgo de los de lanza en astillero, adarga antigua, rocín flaco y galgo corredor.

In a village of La Mancha, the name of which I have no desire to call to mind, there lived not long since one of those gentlemen that keep a lance in the lance-rack, an old buckler, a lean hack, and a greyhound for coursing.

Una olla de algo más vaca que carnero, salpicón

About Huh.

ENG



Huh Search Shelf Me Logout

The Strange Case of Dr. ...

Jump to Chapter 1 ▾ Settings

**"I resolved in my future conduct to redeem the past; and I can say with honesty that my resolve was fruitful of some good.**

Enter your translation of the bold text. Tap or press a word for help!

✎

Later wireframing with alternating phrases during translation, taking into account the mobile keyboard!

"I resolved in my future conduct to redeem the past; and I can say with honesty that my resolve was fruitful of some good.

✎ "Tôi giải quyết trong hành tương

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
123 🌐 🎤 space Submit

"I resolved in my future conduct to redeem the past; and I can say with honesty that my resolve was fruitful of some good. "Tôi giải quyết trong hành tương lai của mình để chuộc lại quá khứ;

✎ tôi là hiệu quả của một số tốt.


Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
123 🌐 🎤 space Submit

Right: Side by side translation. Demonstration of further developed "tool-tip" definitions.

Huh.

Search Shelf Rate Me Log Out

## The Strange Case of Dr. Jekyll and Mr. Hyde

Chapter 1 

"I resolved in my future conduct to redeem the past; and I can say w tốt nesty that my resolve was fruitful of some good.

You know yourself how earnestly, in the last months of the last year, I laboured to relieve suffering; you know that much was done for others, and that the days passed quietly, **almost happily for myself.**

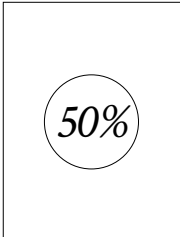
"Tôi giải quyết trong hành tương lai của mình để chuộc lại quá khứ; và tôi có thể nói với sự trung thực mà giải quyết của tôi là hiệu quả của một số tốt.

Bạn biết mình như thế nào tha thiết, trong những tháng cuối cùng của năm ngoái, Tôi đã làm để giảm bớt đau khổ; Bạn có biết rằng có rất nhiều đã được thực hiện cho những người khác, và rằng những ngày trôi qua lặng lẽ, gần như hạnh phúc cho bản thân mình.

Continue

<b>Huh.</b>
SearchShelfMeLog Out
Hi Katie. You've read <b>650</b> words and translated <b>49</b> since you joined two months ago. Last we met you were halfway through <b>Odes to Common Things</b> by <b>Pablo Neruda</b> . I've saved you place if you want to continue.  <i>Yes, let's go.</i>
Shelf  <b>A Book Name</b> , Author Name (ru > eng) <b>Another Book</b> , Another Name (ru)
About Huh. <b>ENG</b>

Logged in Homepage and Shelf

<b>Huh.</b>	Search	Shelf	Me	Log Out
	Also in Progress  <b>A Book Name</b> , Author Name <i>19,000 / 30,000 words • Reading Russian</i>  <b>Shuffle Mode</b> , Another Name <i>500 / ∞ words • Translating Russian to English</i>			
For Later  <b>A Book Name</b> , Author Name <b>Another Book</b> , Another Name	Completed  <b>A Book Name</b> , Author Name <i>13,500 words • Reading Russian</i> <b>Another Book</b> , Another Name <i>140,400 words • Read in Russian</i>			
About Huh.	<b>ENG</b>			

# Huh.

SearchShelfMeLog Out

Fantasy

Hide Filters

Cart: 3

FictionNonfictionProsePoetry

Language

English

Portuguese

⊕

Length

Difficulty

For Sale

About Huh.

ENG

Search, Search Results,  
and Check Out Process

# Huh.

SearchShelfMeLog Out

Fantasy

Show Filters

Cart: 3

Sort by

Author ▼

A-Z ▼

All the Light We Cannot See

Anthony Doerr

Beginner • 1300 words

Portuguese, Russian, Spanish, English

A blind French girl and a German boy whose paths collide in occupied France as both try to survive the devastation of World War II.

📖 Read

🔖 Save

📝 Translate

🛒 Add to Cart

The Orphan Master's Son

Adam Johnson

Beginner • 1300 words

Portuguese, Russian, Spanish, English

# Huh.

SearchShelfMeLog Out

Practical Fantasy

J. Novik

Copies

0 Digital

1 Print

−

+

−

+

Select Language

Language 1 ▼

Language 2 ▼

Fantasy and fear in The Yvette

Guilbert Album

S. Khosla

Copies

0 Digital

1 Print

−

+

−

+

Select Language

Language 1 ▼

Language 2 ▼

Power, faith, and fantasy: America in the Middle East, 1776 to the present

M. B. Oren

Copies

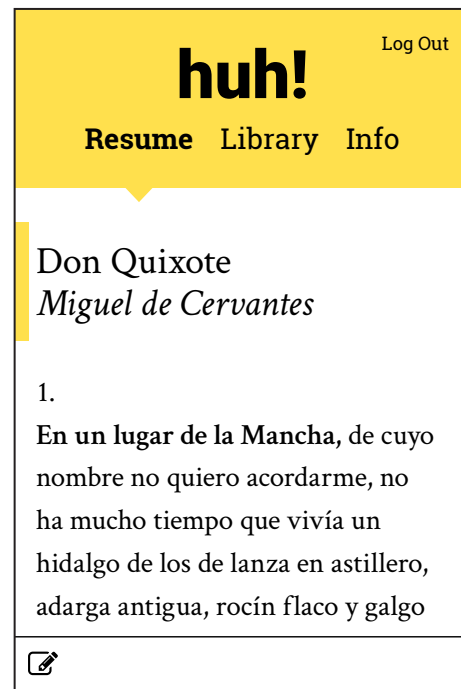
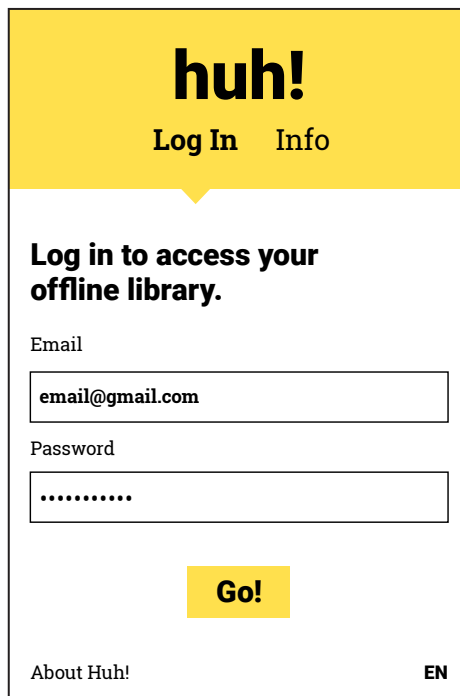
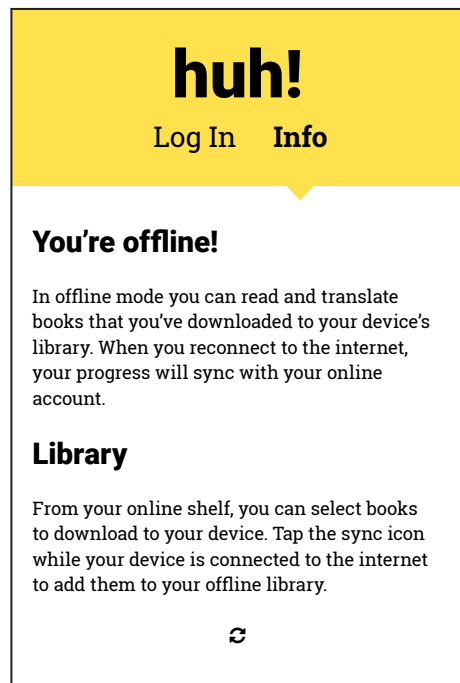
0 Digital

−

+

Select Language

Language 1 ▼



Wireframes with more well defined Hierarchy, here demonstrating the offline app.

# huh!

[Log Out](#)

Resume **Library** Info

You're currently translating  
**Don Quixote** by Miguel de  
Cervantes from Spanish to  
English.

10% Complete

## Also In Your Library

■ **All the Light We Cannot See**  
by Anthony Doerr  
0% • Russian, English

# huh!

[Log Out](#)

Resume **Library** Info

## Get Ready to Start

[Options](#)

**All the Light We Cannot See**  
by Anthony Doerr

Would you like to read or translate?

Read

Translate

What language would you like to read?

Russian ▼



**Go!**

Change settings later by clicking Options at the top right!

# huh!

[Log Out](#)

Resume **Library** Info

All the Light  
We Cannot See  
*Anthony Doerr*

[Options](#)

Ноль

7 августа 1944

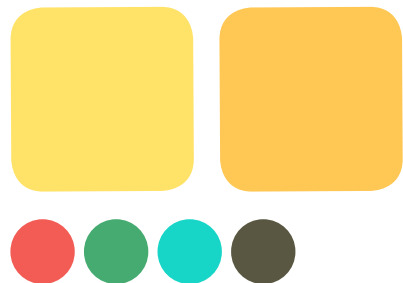
Листочки

В сумерках они льют с неба.

Они льют через крепостную

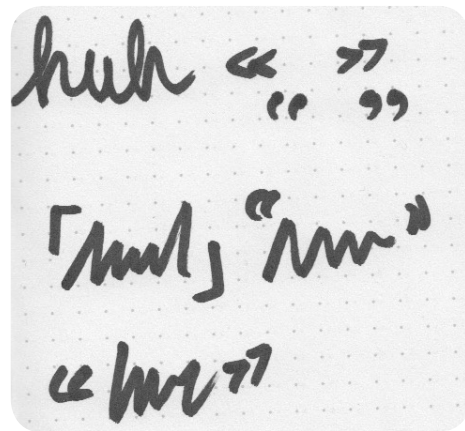
## Design

As I introduced in the final stages of wireframing, the design of Huh uses font to differentiate the voice of the brand and the voice of its content (books in the library). Yellow-orange gives the site a friendly, youthful and energetic feeling. Text is a dark brown to soften the intensity of contrast. Three upbeat accent colors are used, and a heavy and textural engraving-inspired illustration style is employed for Huh-brand book covers and explanatory graphics.



## Logo

The final logo contains a hand-drawn “huh” with variable accent marks to indicate the diversity of languages. Below “huh” is a gestural line suggesting an open book. Thus the logo communicates the multilingual and literary aspects of the site.

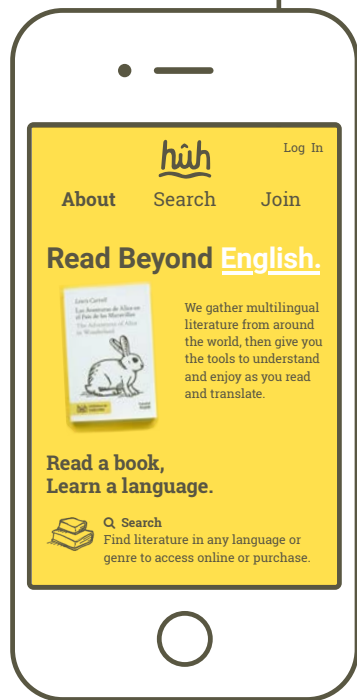


### Above

Early logo versions explored the idea of multilingual through the different kinds of quotation marks used around the world, and how “huh” when handwritten can become a nonspecific scribble representative of all writing.

### Right

Homepage design with tagline and a featured book.



**hñh** translation  
library

[About](#) [Search](#) [Join](#)

[Log In](#)

Lewis Carroll  
Las Aventuras de Alice en  
el País de las Maravillas  
The Adventures of Alice  
in Wonderland



**hñh** biblioteca de  
traducción

Español  
English

# Read Beyond English.

We gather multilingual literature from around the world, then give you the tools to understand and enjoy as you read and translate.

## Read a Book, Learn a Language



**Q Search**

Find literature in any language or  
genre to access online or purchase.

**hñh**

[Log In](#)

[About](#) [Search](#) [Join](#)

## Read Beyond English.



We gather multilingual literature from around the world, then give you the tools to understand and enjoy as you read and translate.


**Read a book,  
Learn a language.**



**Q Search**

Find literature in any language or  
genre to access online or purchase.




[Log Out](#)

[Search](#)
[Shelf](#)
[Progress](#)

What are you looking for?


[Fiction](#)
[Nonfiction](#)
[Prose](#)
[Poetry](#)

Language
Length

English
Difficulty

Spanish
+
For Sale
☐

About Huh!
EN


[translation library](#)

[Search](#)
[Shelf](#)
[Progress](#)
[Log Out](#)

What are you looking for?


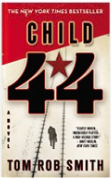

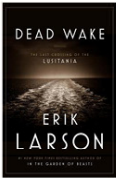
[Fiction](#)
[Nonfiction](#)
[Prose](#)
[Poetry](#)

Language
Length

English
Italiano
+
Difficulty

For Sale
☐

Popular

Search process on phone  
and tablet.

## classics


[Show Filters](#)


### The Metamorphosis Franz Kafka

Beginner • 87 pages

Deutsch, English, Español, Français, Italiano, Русский

One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug.

[Read](#)
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[Add to Cart](#)


### Alice in Wonderland Lewis Carroll

Beginner • 110 pages

English, Español, Français

## historical fiction


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[A-Z](#)

### All the Light We Cannot See

Anthony Doerr

Beginner • 130,00 words

Portuguese, Russian, Spanish, English

A blind French girl and a German boy whose paths collide in occupied France as both try to survive the devastation of World War II.

[Read](#)
[Save](#)

### Child 44

Tom Rob Smith



Options

bớt đầu khổ; Bạn có biết rằng có rất nhiều đã được thực hiện cho những người khác, và rằng những ngày trôi qua lặng lẽ, gần như hạnh phúc cho bản thân mình.

**Nor can I truly say that I wearied of this beneficent and innocent life; I think instead that I daily enjoyed it more completely; but I was still cursed with my duality of purpose; and as the first edge of my penitence wore off, the lower side of me, so long indulged, so recently**



**La Metamorfosi**  
**The Metamorphosis**  
Franz Kafka

Options

Gregorio Samsa, svegliandosi un mattino da sogni agitati, si trovò trasformato, nel suo letto, in un enorme insetto immondo. Giaceva sulla schiena, dura come una corazza e, sollevando un po' le testate, vide un addome arcuato, scuro, attraversato da numerose nervature. La coperta, in equilibrio sulla sua punta, minacciava di cadere da un momento all'altro; mentre le numerose zampe, pietosamente sottili rispetto alla sua mole, gli ondeggiavano confusamente davanti agli occhi.


Enter your translation of  
the **bold** phrase.

Hint: Tap a word for its definition. Press  
and hold for grammar assistance!



Translating on phone and tablet.

[Log In](#) [Help](#)



**Log in to access your offline library.**

Email

email@gmail.com

Password

.....

**Go!**

About Huh! **EN**


[Resume](#) [Library](#) [Help](#)

Don Quixote

Miguel de Cervantes

Options

1.  
En un lugar de la Mancha, de cuyo nombre no quiero acordarme, no ha mucho tiempo que vivía un hidalgo de los de lanza en astillero, adarga antigua, rocín flaco y galgo corredor.



[Resume](#) [Library](#) [Help](#)

You're currently translating **Don Quixote** by Miguel de Cervantes from Spanish to English.

10% Complete

**Also In Your Library**  
🚩 **All the Light We Cannot See**  
by Anthony Doerr  
0% • Russian, English

About Huh! **EN**

Final offline app design is more space efficient.

Resume Library Help

## Get Ready to Start

All the Light We Cannot See

by Anthony Doerr

Options

Would you like to read or translate?

Read

Translate

What language would you like to read?

Russian ▼



Go!

Change settings later by clicking Options at the top right!

Resume Library Help

## All the Light We Cannot See *Anthony Doerr*

Options

Нулъ

7 августа 1944

Листочки

В сумерках они льют с неба.  
Они дуют через крепостную  
стену, превратить кульбиты над  
крышами, флаттерinto the ravines



Options

1.

En un lugar de la Mancha, de cuyo  
nombre no quiero acordarme, no  
ha mucho tiempo que vivía un  
hidalgo de los de lanza en astillero,  
adarga antigua, rocín flaco y galgo  
corredor. Una olla de algo más  
vaca que carnero, salpicón las  
más noches, duelos y quebrantos  
los sábados, lentejas los viernes,  
algún palomino de añadidura los  
domingos, consumían las tres  
partes de su hacienda. El resto della  
concluían savo de velarte. calzas

# Read Beyond

Huh's unique selling proposition is "Huh breaks down language barriers for people of all ages by combining pleasure reading with foreign language comprehension."

The tagline for Huh's advertising campaign is "Read Beyond \_\_\_\_\_", which conveys adventure and escapism, referencing the benefit of breaking down language barriers, and also is appropriate for youth and adult audiences.

## Bookmobile

A Huh-brand bookmobile takes "Read Beyond Borders" literally by traveling across cultural and geographic regions and distributing literature from foreign cultures. The vehicle could function as a store selling material

from Huh's library and partner publishers, and as a "little library" where people can exchange a book in their language for one in a foreign language.

## Readings

Huh will sponsor literary readings at schools, universities and cultural centers with the focus on multilingual literature and voices.

## Kiosk

Huh will stock pop up booths in travel terminals where literature is often sold to travelers with layovers and long travel times. The booth will provide physical books but also emphasize the ability to access digital content online and offline with the Huh offline app.

Smaller kiosks will be set up in malls and bookstores.

## Transit

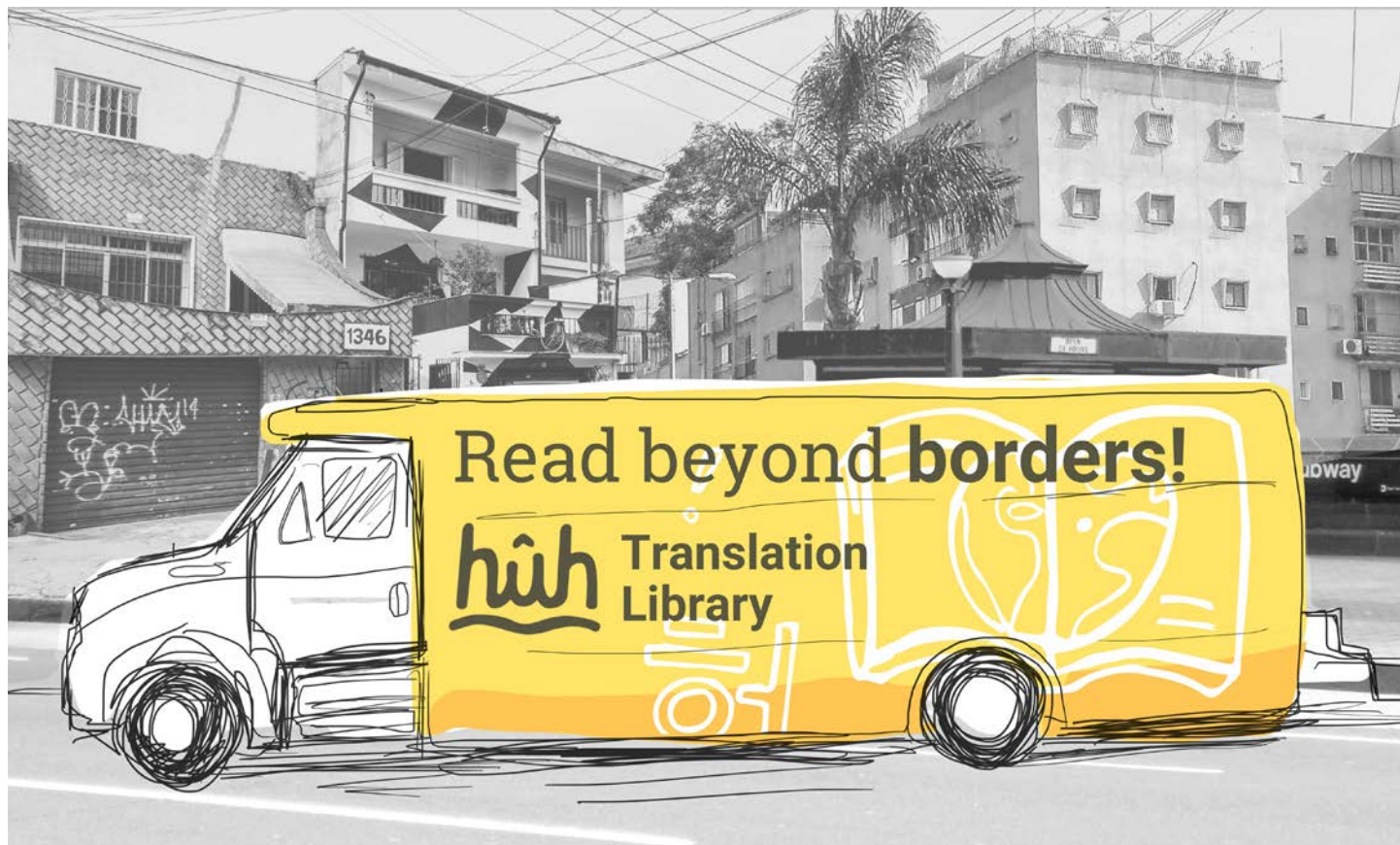
Print advertisements that demonstrate language barriers by displaying an engrossing text only partially legible in the local language, with the tagline "Read Beyond [Local Language]" and prompts for user to access website and offline app.

## Audio

Same concept as print transit ads: an audio advertisement that demonstrates language barriers as someone reads text that goes from understandable to unintelligible as it changes from the local language to a foreign language.

## Bookmarks

Bookmarks will be used to brand all physical books distributed by Huh.



Design for Bookmobile



Literary Reading Event





Kiosk in Terminal



Transit Advertisement



“The year 1866 was marked  
by a bizarre development, ein  
unerklärtes und eine unerklärbare  
Naturerscheinung, ist ohne Zweifel  
noch unvergessen...”

Huh makes foreign language books accessible to  
all. Discovers new literature and languages from our  
digital library at [Huh.org](http://Huh.org), and take your reading with  
you, wherever you go, with the Huh App.

Read beyond  
English.

**huh** translation  
library

Transit Advertisement

## Audio Script (30 seconds)

In a dramatic reading voice:

“But soon their skins turned cold, for there came a galloping across the moor, ja sitten riensi musta tamma valkoisen vaahdon tahraamana hurjassa laukassa heidän...”

“Discover foreign language literature from around the world with Huh Translation Library. Visit [huh.org](http://huh.org) and read beyond English!”

Right:

Artwork for Spotify Audio Spot.



Lee más allá de  
**Español.**

**hũh** biblioteca de  
traducción

Read beyond  
**American Sci-Fi.**

**hũh** translation  
library

Citește mai dincolo de  
**granițe.**

**hũh** bibliotecă de  
traducere

## Read a book, learn a language!

We gather multilingual literature from around the world, then give you the tools to understand and enjoy as you read and translate. Search our collection for the genres and stories you love, then read or translate a text to contribute to our ever-growing library.

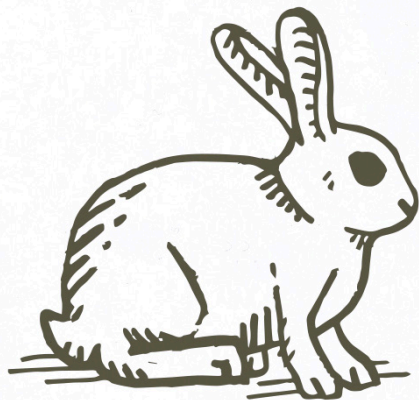
**hũh** translation  
library



Lewis Carroll

## Las Aventuras de Alice en el País de las Maravillas

### The Adventures of Alice in Wonderland



huh

biblioteca de  
traducción

Español  
English

I speak severely to my boy,  
I beat him when he sneezes;  
For he can thoroughly enjoy  
The pepper when he pleases!

#### CORO

(Con participación de la cocinera y el bebé)

¡Gua! ¡Gua! ¡Gua!

#### CHORUS

Wow! wow! wow!

«¡Ea! ¡Ahora puedes mecerlo un poco tú, si quieres!» dijo la Duquesa al concluir la canción, mientras le arrojaba el bebé por el aire "Here! you may nurse it a bit, if you like!" the Duchess said to Alice, flinging the baby at her as she spoke. «Yo tengo que ir a arreglarme para jugar al croquet con la Reina.» "I must go and get ready to play croquet with the Queen," Y la Duquesa salió apresuradamente de la habitación, and she hurried out of the room. La cocinera le tiró una sartén en el último instante, pero no la alcanzó. The cook threw a frying-pan after her as she went out, but it just missed her.

Alicia cogió al niño en brazos con cierta dificultad, pues se trataba de una criaturita de forma extraña y que forcejeaba con brazos y piernas en todas direcciones, «como una estrella de

mar», pensó Alicia. Alice caught the baby with some difficulty, as it was a queer-shaped little creature, and held out its arms and legs in all directions, "just like a star-fish," thought Alice. El pobre pequeño resoplaba como una máquina de vapor cuando ella lo cogió, The poor little thing was snorting like a steam-engine when she caught it, y se encogía y se estiraba con tal furia que durante los primeros minutos Alicia se las vio y deseó para evitar que se le escabullera de los brazos, and kept doubling itself up and straightening itself out again, so that altogether, for the first minute or two, it was as much as she could do to hold it.

En cuanto encontró el modo de tener el niño en brazos (modo que consistió en retorcerlo en una especie de nudo, la oreja izquierda y el pie derecho bien sujetos para impedir que se deshiciera), As soon as she had made out the proper way of nursing it, (which was to twist it up into a sort of knot, and then keep tight hold of its right ear and left foot, so as to prevent its undoing itself.) Alicia lo sacó al aire libre. «Si no me llevo a este niño conmigo», pensó, she carried it out into the open air. "If I don't take this child away with me," thought Alice, «seguro que lo matan en un día o dos. ¿Acaso no sería un crimen dejarlo en esta casa?» "they're sure to kill it in a day or two: wouldn't it be murder to leave it behind?" Dijo estas últimas palabras en alta voz, y el pequeño le respondió con un gruñido (para entonces había dejado ya de estornudar). She said the last words out loud, and the little thing grunted in

la Duquesa al concluir la canción, mientras le arrojaba el bebé por el aire "Here! you may nurse it a bit, if you like!" the Duchess said to Alice, flinging the baby at her as she spoke. «Yo tengo que ir a arreglarme para jugar al croquet con la Reina.» "I must go and get ready to play croquet with the Queen," Y la Duquesa salió apresuradamente de la habitación, and she hurried out of the room. La cocinera le tiró una sartén

se deshicie  
of nursing  
and then ke  
prevent its  
me llevo a e  
the open air  
Alice, «segu

