

Hana is getting her own home on the internet now  

You've already got the grown-up publishing hub (Habesha Press). For Hana's site, you're basically building the *kid-facing world* around the book – closer to what Netflix Family / character brands do with printables, games and activities.

I'll give you:

1. A clear **strategy + domain plan**
 2. A **site structure** tailored to Hana + your book
 3. Concrete **activity / resource ideas** (printables + interactive)
 4. Practical “**what to build first**” steps
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1. Strategy & domains

You already own:

- hanahyena.com
- hanathehyena.com

Simplest, least-chaotic setup:

- Pick **one canonical domain** – e.g. hanahyena.com
- Redirect hanathehyena.com → hanahyena.com (like you did with HabeshaPublishingHouse → HabeshaPress)

Reason: you're not building two brands, you're building **one character universe**. Everything – SEO, links from Amazon, QR codes in the book, etc. – will point to the canonical.

2. Site structure for Hana

Think of two audiences:

- **Kids** (explore, play, colour, click)
- **Adults** (buy the book, get activities, understand the story's value)

A clean, not-overwhelming structure:

1. **Home**
2. **The Story**
3. **Meet Hana**
4. **Play & Activities**
5. **For Parents & Teachers**

You can add “News / Videos” later if Hana gets songs or YouTube.

2.1 Home

Goal: instantly show who Hana is and invite one simple action.

Content:

- Hero:
 - Big Hana image (preferably one from the book or a variant)
 - Line like:
 - Two buttons:
 - **Read the Story** (scrolls to “The Story”)
 - **Play & Colour** (to Activities)
- Below hero:
 - Short, kid-friendly blurb (2–3 lines) summarising the book.
 - A small strip: “Based on the picture book *The Hyena Who Went To Dinner* by Joseph Afolabi and Feven Teshome – [See the book →]” (link to Amazon / Habesha Press / both).

Best-practice: keep this page **simple, lots of white space** and clear CTAs – same pattern children’s author sites recommend.

2.2 The Story

This is where adults and older kids get context:

Sections:

- **About the Book**
 - Your polished blurb from the back cover (slightly simplified for web).
- **Peek inside**
 - 3–4 low-res page previews (no full-res spreads).
- **Where to buy**
 - Buttons: *Buy on Amazon*, *Learn more at Habesha Press*.

Optional: link back to HabeshaPress for publishing-house credibility.

2.3 Meet Hana

Character page = fan magnet:

- “Who is Hana?”
 - 1–2 paragraphs: personality, favourite things (food, places, feelings).
- “Fun facts about Hana”

- Bullet points:
 - Where she lives (Harar), favourite food, biggest fear, bravest moment.
- “Hana’s world”
 - Simple mini-map graphic showing Harar and Addis Ababa.
 - 1 short paragraph on:
 - Harar and its hyenas
 - Addis as the “big city”

This is where you start building Hana as the **Dora-like character** who can go on many adventures later.

3. Play & Activities (the big one)

This is the thing that will keep kids coming back and make teachers/parents love you.

3.1 Printables / downloads

Look at what Netflix Family, ABCmouse and ComicKids do: colouring pages, mazes, simple games, and “learn to draw the character” sheets.

For Hana, I’d start with:

1. Colouring pages (PDF)

- Line-art versions of:
 - Hana in Harar
 - Hana with the family at dinner
 - Hana walking through Addis at night
- Size: A4 PDFs, black-and-white, thick outlines for younger kids.

2. “Draw Hana” step-by-step sheet

- 6–8 steps: basic shapes → finished Hana.
- Layout similar to ComicKids “learn to draw” pages.

3. Maze or path activity

- “Help Hana find her way from Harar to Addis Ababa”
- Simple maze with Hana at start and city at end.

4. Spot-the-difference

- Two similar images (e.g. dinner table scene) with 7 differences.

5. Word search / crossword (age 8+)

- Words like: *Hana, Harar, Addis, injera, doro, gomen, hyena, friend.*

Each should be:

- **One page**
- Branded lightly (logo + URL at bottom)
- Easy to print from home/classroom

You can design them in Canva using line-art from your illustrator or AI-generated line work, exported as PDFs.

3.2 On-page interactive (lightweight)

MVP interactive (no backend needed):

- **Quiz:** “How well do you know Hana?”
 - 5 questions, multiple choice.
 - Basic React component that shows correct/incorrect with fun feedback.
- **Click-to-reveal cards:**
 - “Hana’s favourite food / place / feeling” – kids tap cards to flip them.
- **Audio snippet (later):**
 - Short audio of you or Feven reading a paragraph in English and Amharic.

Inspired by simple online coloring and activity sites (they don’t overcomplicate the tech).

You can always add a proper browser-based colouring tool later, but start with printables; the value is already proven there.

4. For Parents & Teachers

This is where you convert interest into **book purchases** and **classroom use**:

Include:

- **Why this story works in classrooms**
 - Themes: courage, hospitality, food, travel, belonging, culture.
- **Discussion questions**
 - 5–8 questions for after reading (KS1/KS2).
- **Curriculum links**
 - Geography: Ethiopia, Africa, cities vs towns
 - PSHE/SEL: kindness, feeling out of place, trying new food
 - Literacy: repeated phrases (“Every night, every day...”), story structure.
- **Downloadable Teacher Guide (PDF)**
 - 2–4 pages: objectives, activities, extension tasks.

This follows what strong children's book sites do: extra value for teachers/parents so the book gets adopted in more settings.

5. What to build *first* (so you don't drown)

Given your tendency to build whole empires at once (accurate, yes?), I'd keep v1 tight:

Phase 1 – Skeleton + core content

- Next.js app (same stack as Habesha Press, deploy on Vercel).
- Pages:
 - / (Home with hero + short story blurb + buttons)
 - /the-story
 - /play
 - /parents-teachers
- Add at least:
 - 1 colouring page PDF
 - 1 simple printable (maze or draw-Hana)
 - 1 mini discussion-questions section

Phase 2 – Personality & interactivity

- Add Meet Hana page.
- Add “How well do you know Hana?” quiz component on /play.
- Add 2–3 more printables.

Phase 3 – Media & deeper engagement

- Embed:
 - A read-aloud video (once you've recorded one)
 - Audio snippets (English & Amharic)
- Consider a simple “adventures” section for future books or stories.