

1 - unscrambled
homepage

Rwefgl dh

Ip lsanwvudtyt njarul
ksratnvcupmibx la vub
ivbaewxg hartz fbvnmh
huj freds aqy ftolkmej

Literate

An interactive visual
representation of how
literacy rates around
the world are evolving

Click to enter

Rwefgl dh

Hover to unscramble – simulate the
revelation of going from not
understanding clearly to being able
to understand.

Aspirational vision aspect for kids, a
future worth working towards.

Ip l sanwvudtyt njarul
ksratnvcupmibx la vub
ivbaewxg hartz fbvnmh
huj fred s aqy ftolkmej

Click to enter



Scroll
up

Scroll
left

Scroll
right

Scroll
down

2 - mini survey that
unscrambles itself
Plus side - experience
tailored to each user

Welcome (in a bunch of
languages, or product
name) .

Where in the world are
you from?

Enter [|]

How old are you?

☐ Under 10

☐ 11-15

☐ 16-21

☐ 22-30

☐ Above 30



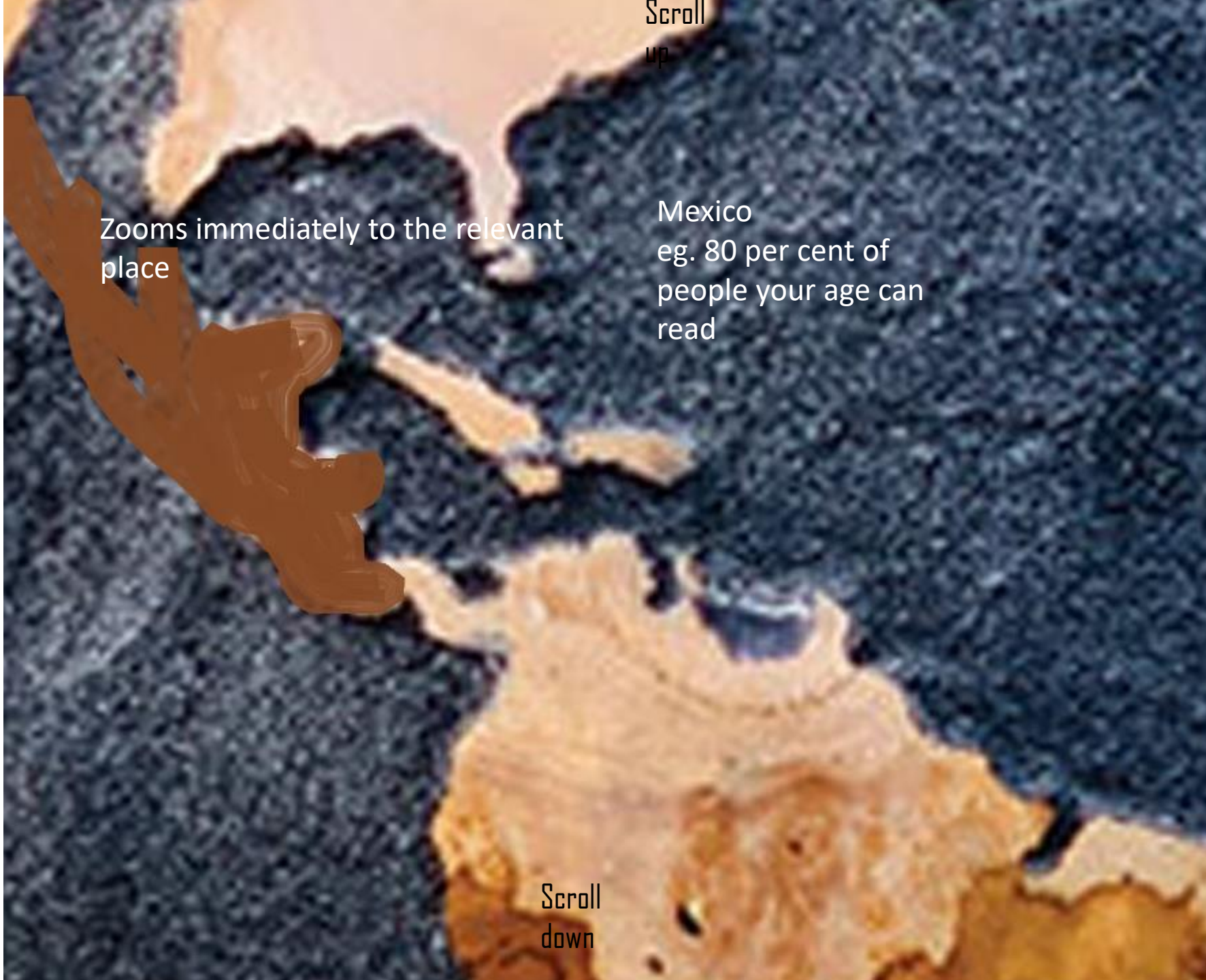
Scroll
up

Zooms immediately to the relevant
place

Scroll
left

Scroll
right

Scroll
down



Scroll
up

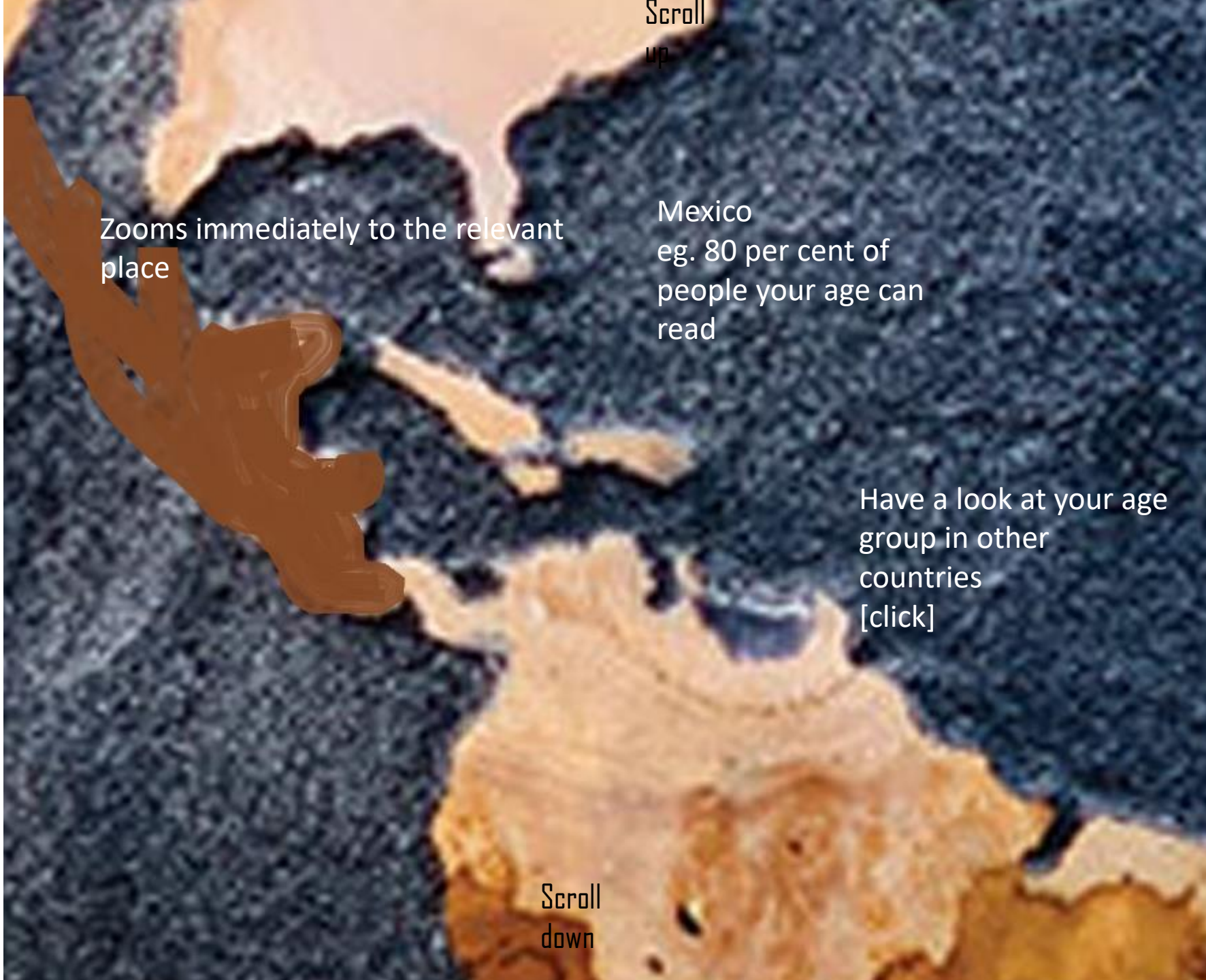
Zooms immediately to the relevant
place

Mexico
eg. 80 per cent of
people your age can
read

Scroll
left

Scroll
right

Scroll
down



Scroll
up

Zooms immediately to the relevant
place

Mexico
eg. 80 per cent of
people your age can
read

Scroll
left

Scroll
right

Have a look at your age
group in other
countries
[click]

Scroll
down

3- storybook style for
kids



Scroll
up

Scroll
left

Scroll
right

Scroll
down