

MAJOR PROJECT

Crit # 2 –

Commodity Presentation

Twitter Description

The Ghanaian Network

Helping the discerning user discover,
taste and enjoy the variety of Ghanaian
culture on offer in London.

Nature of Content

A personal focus on Ghanaian culture in London:

- how to recognise it
- how to access it
- how to enjoy it!

Target Audience

Initially, I identified: visitor, student & resident.

Later through feedback – stakeholders:

- 2nd generation
- Non-Ghanaians
- Ghanaian ex-pats

Target Audience

Kathy, 23
Student
'Hospitality'
Non-Ghanaian



Yvonne, 35
TV Producer
'Lifestyle'
2nd Generation



Kofi, 61
Civil Servant
'Current Affairs'
Ghanaian Ex-pat



Mark, 40
Web Developer
'Travel'
Non-Ghanaian



Content Strategy

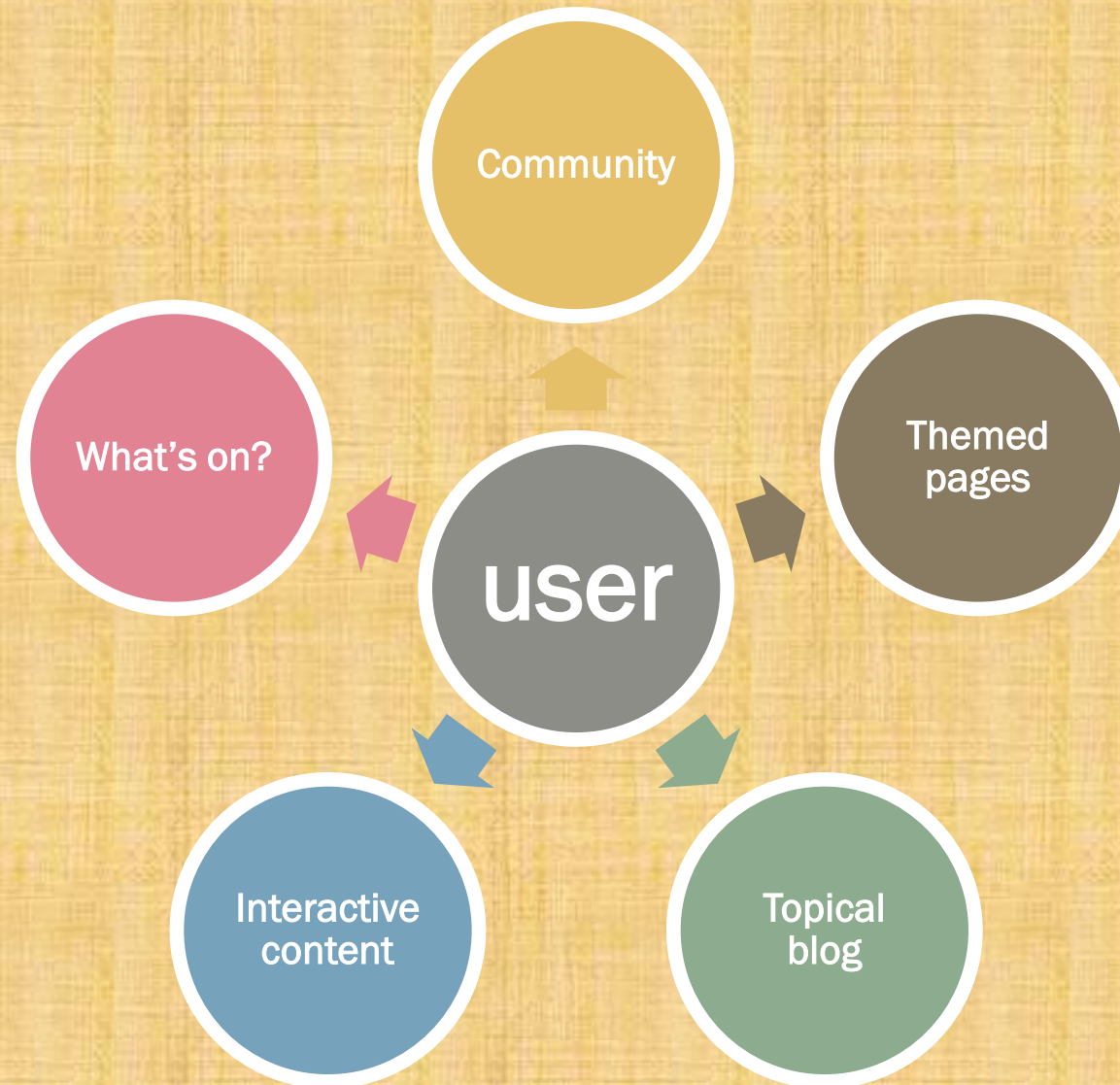
Text – ‘USP’ - best of both worlds

Tone Of Voice – conversational, friendly

Images – mine & stock

Media – sound, map, video & interactive apps

Content Strategy: user-centred design



Content Organisation – IA Map



Content Organisation – quick notes

From? Me, my family/friends and visitors – new content!

Form? Weekly blog supported by themes: customs, food, sport, arts & entertainment. ‘Miscellaneous’ to be added later.

Organised? WordPress CMS, official holidays and topical subjects.

Found? IA, Site map.

Accessibility? Via design theme, use checkers for font, colour, navigation, pictures etc.

Content Schedule

The screenshot displays a Trello board for 'The Ghanaian Network', which is marked as 'Personal' and 'Private'. The board is organized into four columns: 'To Do', 'Doing', 'Done', and 'Frilly Bits'. Each card in the board includes a title, a progress bar with colored segments, a due date, and a comment count.

Column	Card Title	Due Date	Comments
To Do	Prototype Report (No.3)	1 Mar	1
	Add GA code to TGN url	11 Feb	0
	Record video intro for TGN site	8 Apr	3
	Implementation & Promotion Report (No.4)	15 Mar	0
	Transfer static site to Wordpress	31 Mar	3
	Launch Site	15 Apr	0
Doing	Create TGN landing page	4 Aug 2017	7
	Create page layouts - home, blog etc	10 Feb	0
	Source suitable images	10 Feb	2
	Build TGN static site	13 Aug 2017	5
	Write theme pages	11 Feb	1
	Write blog posts (ideally 10-12)	18 Aug 2017	3
Done	Crit #2 Finish commodity presentation	21 Feb	0
	Crit #3 Firmness presentation	26 Feb	0
	Schedule work	31 Jul 2017	0
	Create England/Ghana calendar	3 Aug 2017	6
	Create theme pages - food, sports etc.	6 Aug 2017	1
	Download Invision, Azure & Zeplin	12 Aug 2017	1
Frilly Bits	Add sound & visual apps	29 Apr	0
	Sound recordings for Twi (symbols) words	29 Apr	0
	Write Thank Yous	8 Apr	0
	Get an SLR camera	31 May	2
	Allow ads (revenue) on TGN site	31 May	1
	Enable donation functionality	31 May	1

Any Questions?