MAJOR PROJECT Crit # 4 Delight

Intro - The Problem

- Ghanaian culture is relatively new in London and virtually unknown.
- I want to access a website that could tell me about Ghanaian culture, traditions & customs and events without having to visit 2-4 websites.
- I want to connect with like minded individuals outside of my 'circle of influence'.

Summary - The Solution

- Create a website to help transfer and exchange ideas between users
- Focus on niche: diaspora/lifestyle
- Tap into Ghana's entrepreneurial spirit
- Use my unique position to share personal insight, clarify, update via blog
- Reach my target audience
- Challenge convention







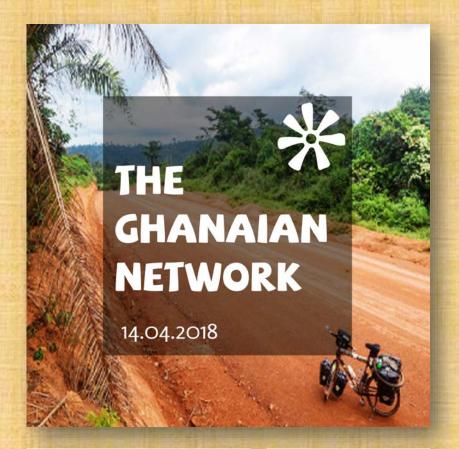


Twitter Description

THE GHANAIAN NETWORK

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

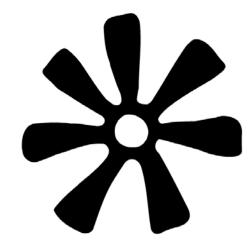
Logo/Brand Design







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Helping the discerning user discover Ghanaian culture in London

COMING SOON..

Connect with us

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food sports arts customs....



the cornerstones of great culture



Choice of Colour & Typeface

Typeface:

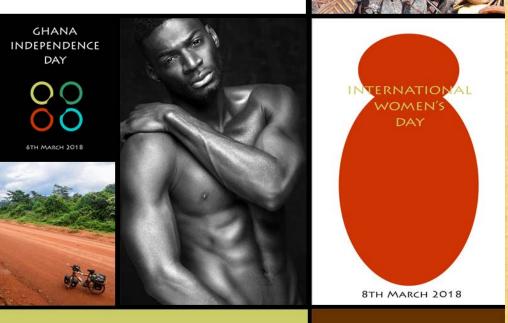
- SAF
- LITHOS PRO
- Molengo
- Liberation Sans

Colour Palette:



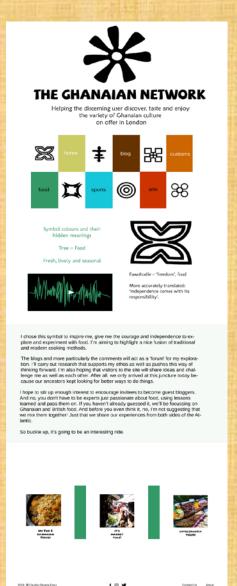
Look & Feel of website - mood board





Look & Feel of website - mock-ups







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OOW, WHAT HAPPENED?

Hit home to get back on track

Alternatively, you can email info@theghanaiannetwork.co.uk

2018 Claudia Okyere-Fosu

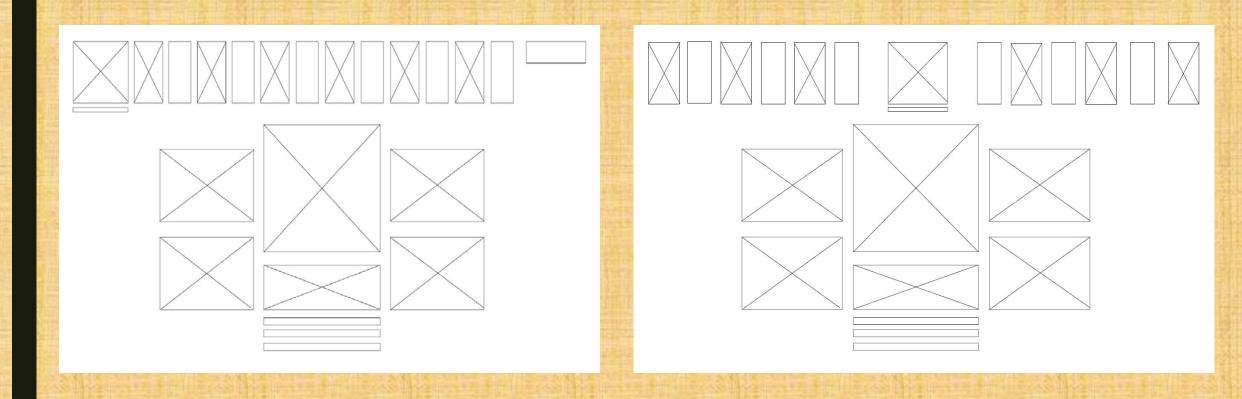
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Contact Us About

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Look & Feel of website - wireframes



Look & Feel of website - Ul



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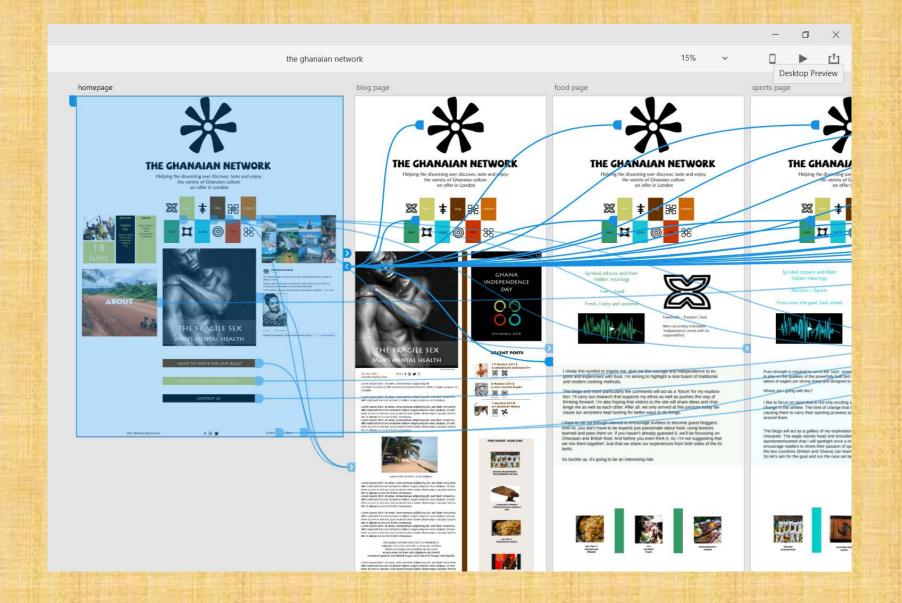




WANT TO WRITE FOR OUR BLOG?

CONTACT US

Look & Feel of website - UX



Any Questions?