

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

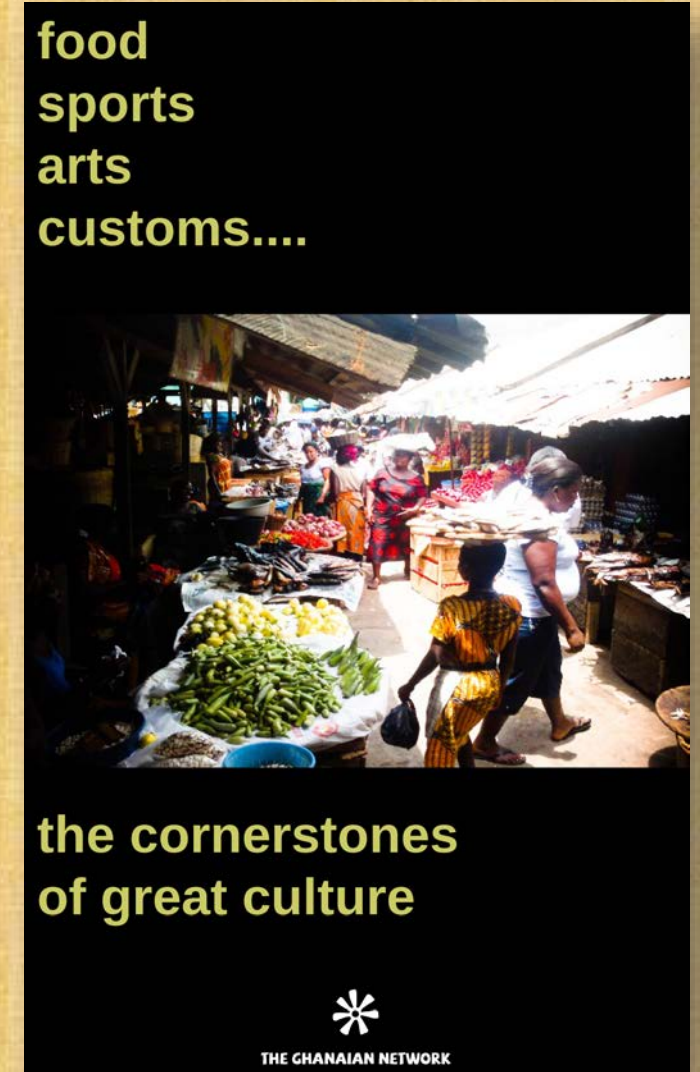
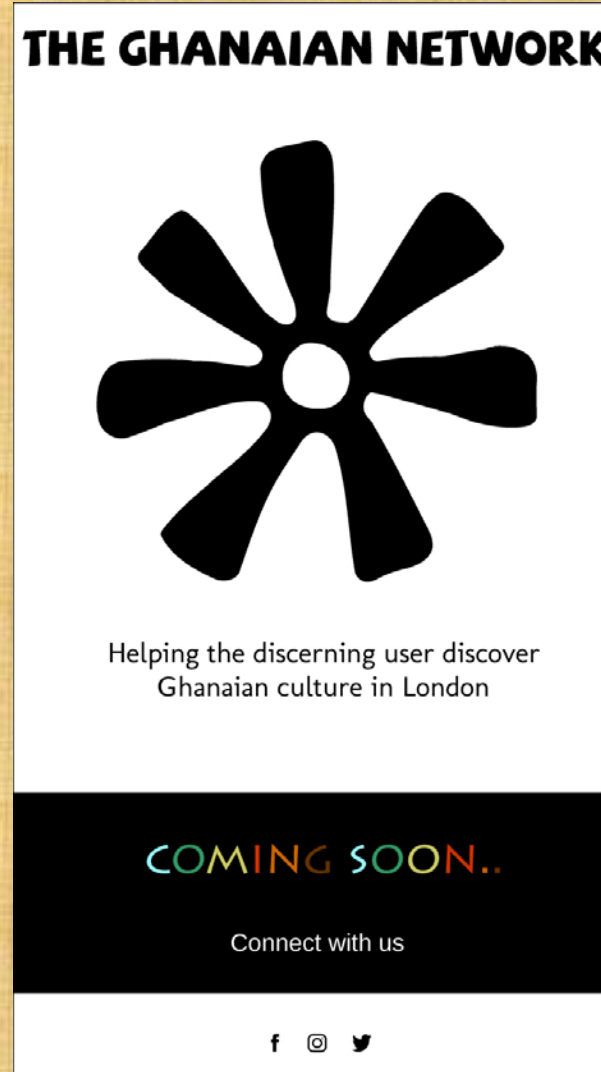


Twitter Description

THE GHANAIAIAN NETWORK

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

Logo/Brand Design



Choice of Colour & Typeface

Typeface:

- **SAF**
- LITHOS PRO
- Molengo
- Liberation Sans

Colour Palette:



#00cccc



#339966



#cccc66



#cc3300



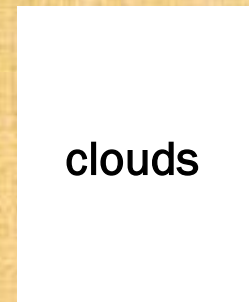
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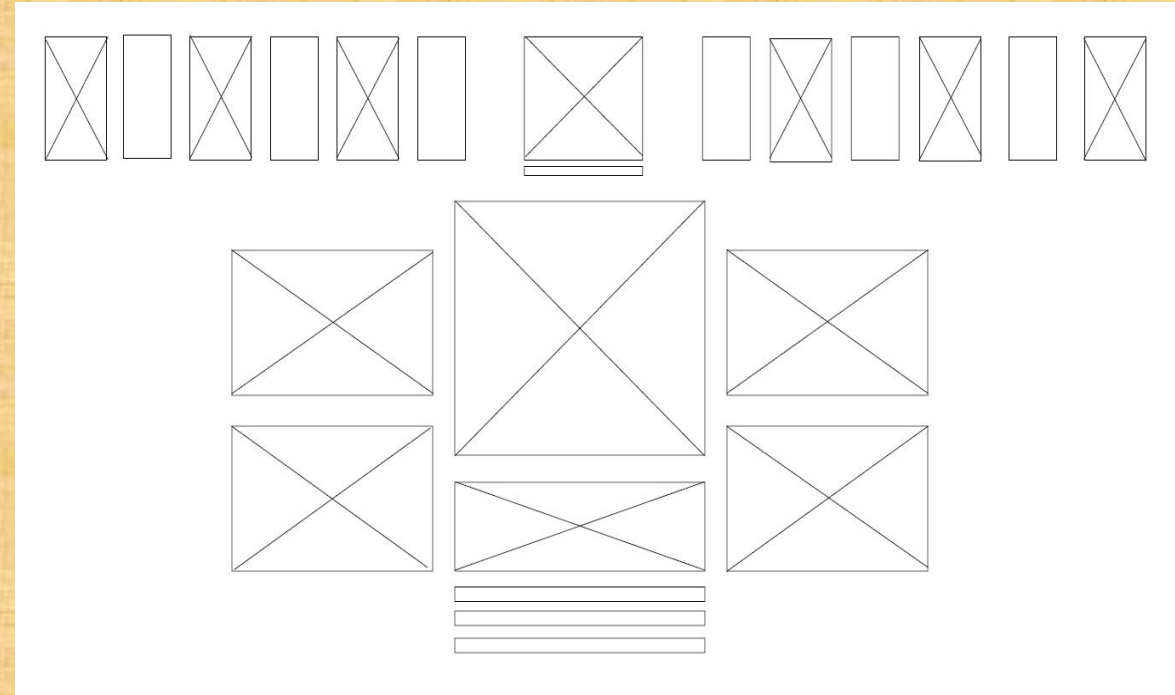
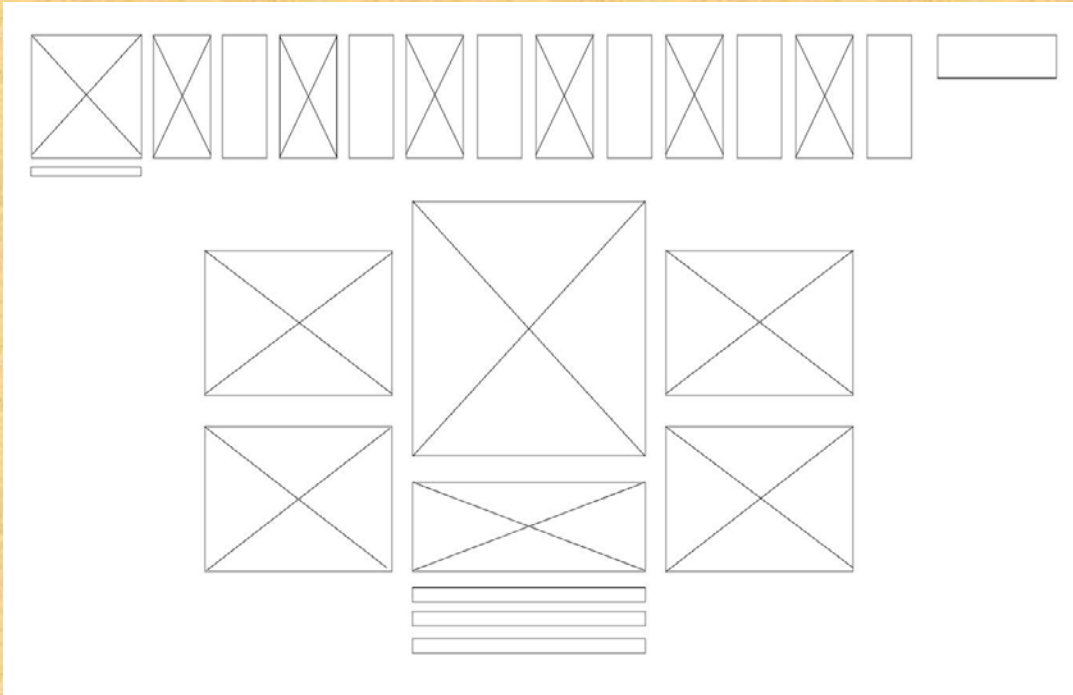
Look & Feel of website - mood board



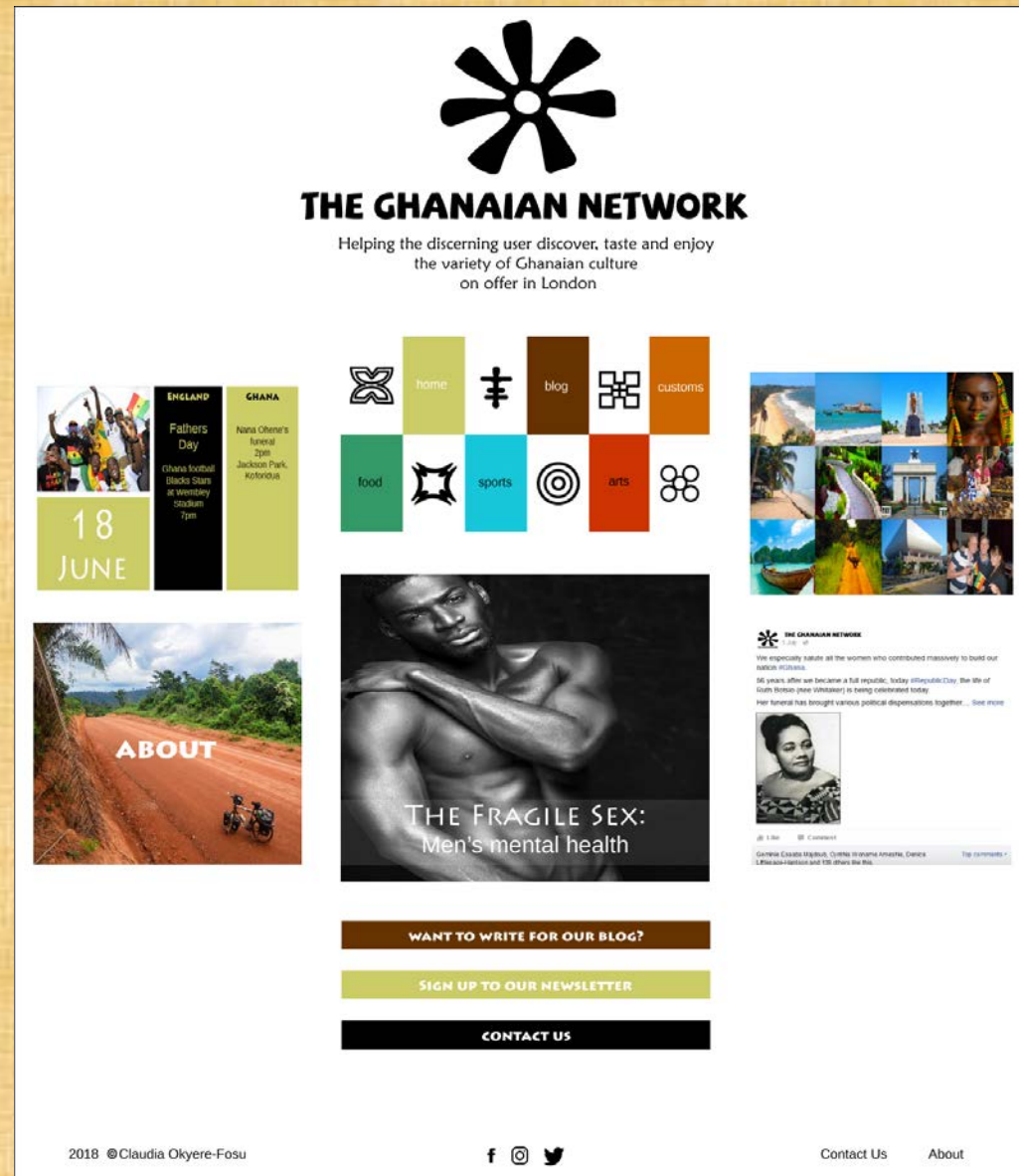
Look & Feel of website - mock-ups



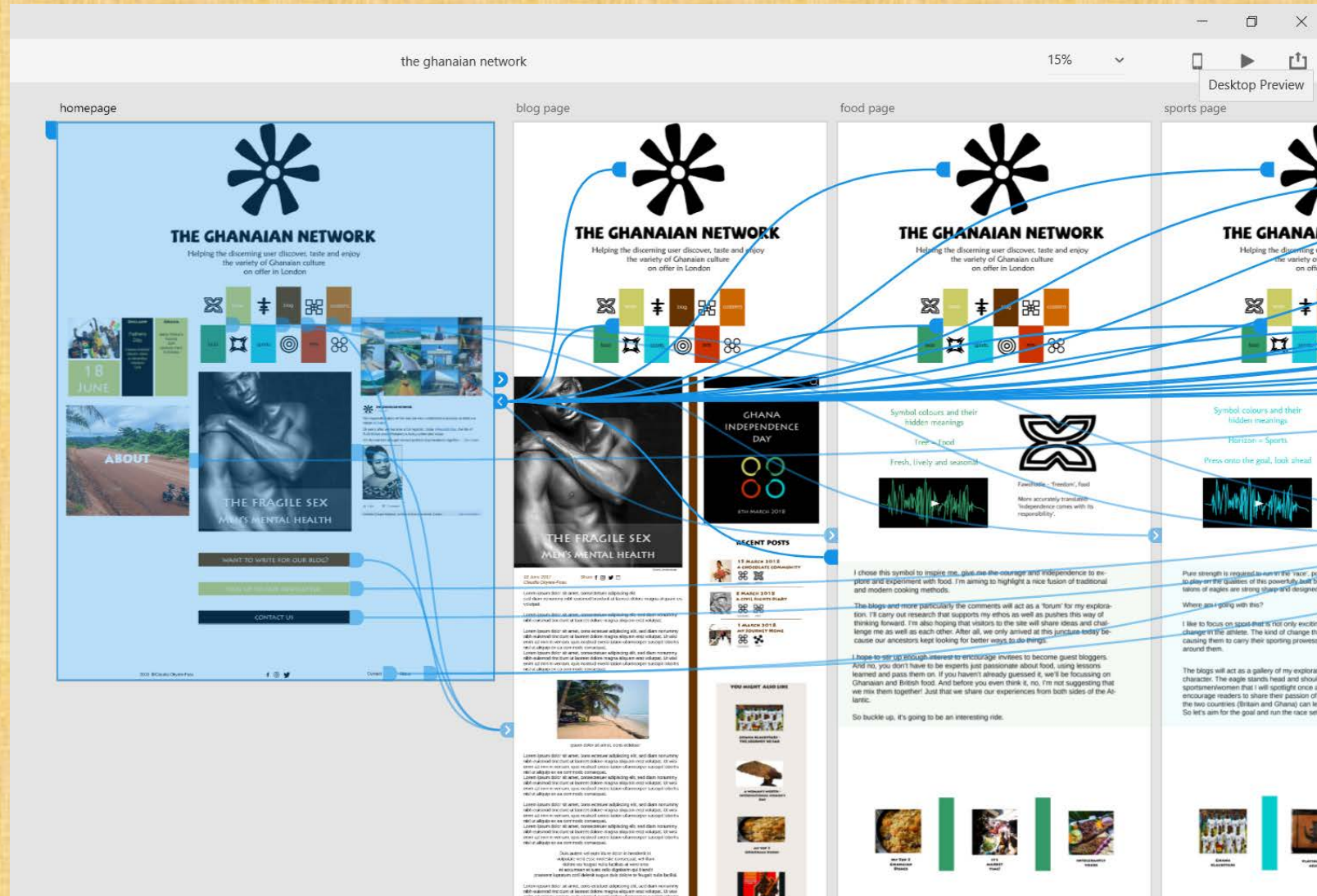
Look & Feel of website - wireframes



Look & Feel of website - UI



Look & Feel of website - UX



Any Questions?