



# **THE GHANAIAN NETWORK**

Crit #5 - Prototype



# Twitter Handle

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

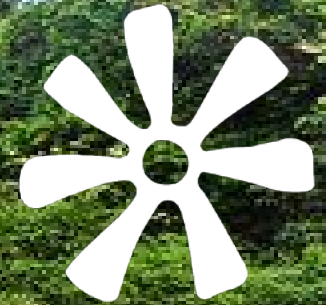


## THE GHANAIAN NETWORK

05.05.2018

# Prototype

- Issues with layouts
- Discovered a way to incorporate symbols into my design
- Each theme has it's own flavour - need to explore this
- Success – the nav bar

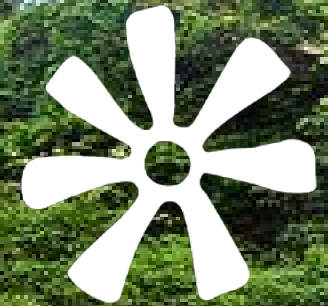
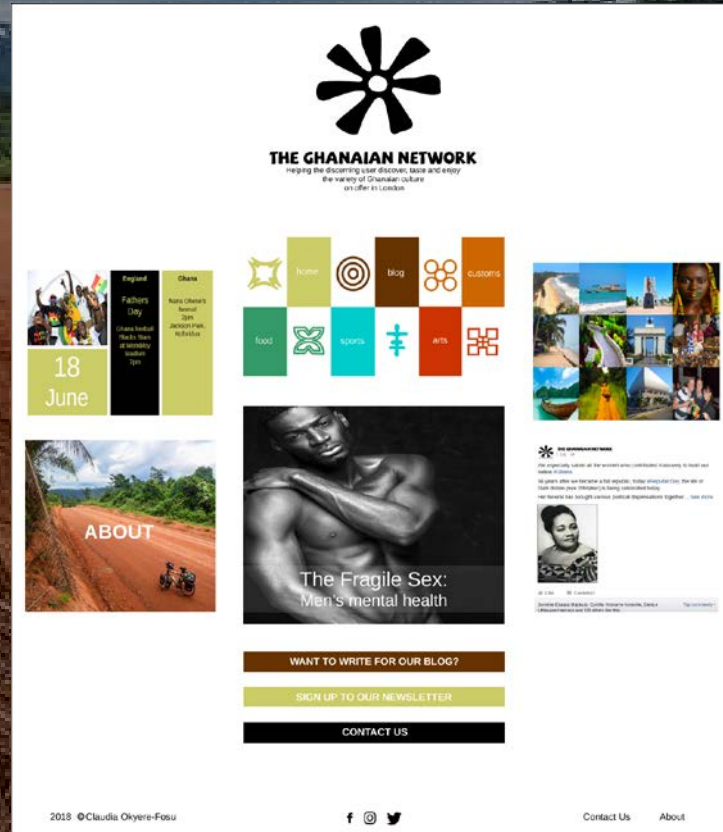


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# Prototype

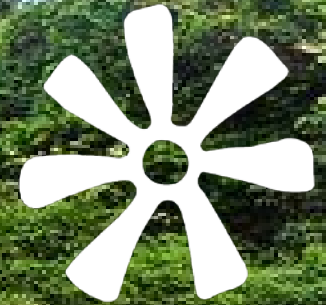


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# Launch Date

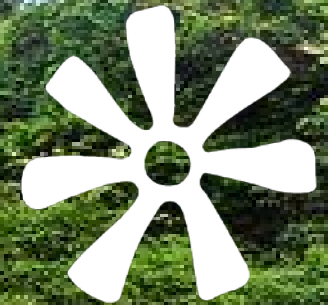
- Saturday 5 May - 3<sup>rd</sup> time lucky
- Decided to promote weekly blogs Saturday afternoons - ideal time for my audience
- Use social media and e-newsletter to promote site
- Create features & posters
- Tie-in with current topics eg. skin cancer awareness month



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# Sneak Peak



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# Schedule of Works

Final  
Presentation  
• 2 May

Start Analytics  
• 5 May

Submit  
Research  
Reports  
• 16 May

Submit  
Final  
Project  
Report  
• 25 May

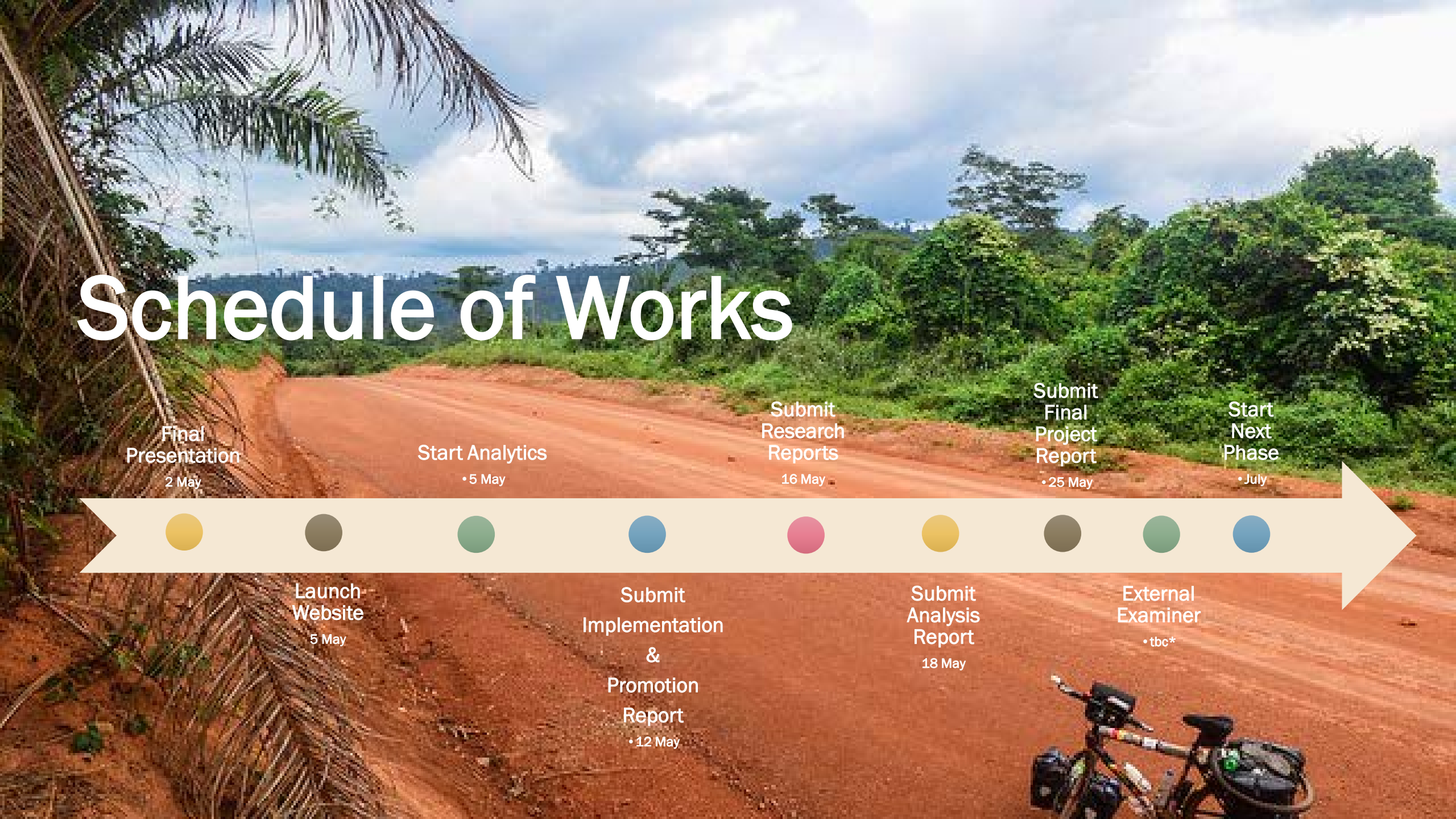
Start  
Next  
Phase  
• July

Launch  
Website  
• 5 May

Submit  
Implementation  
&  
Promotion  
Report  
• 12 May

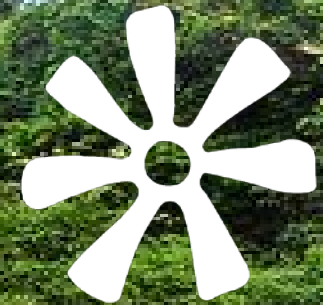
Submit  
Analysis  
Report  
• 18 May

External  
Examiner  
• tbc\*



# Next Steps...

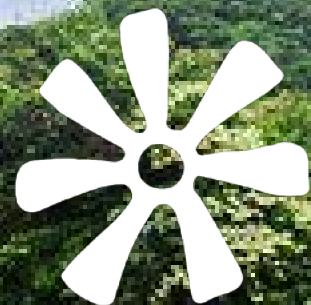
- Add video and sound app visualisations
- Launch a YouTube channel
- Develop interactive content
- Create meetup events in London
- Create merchandise
- Visit Ghana regularly



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# Any Questions?