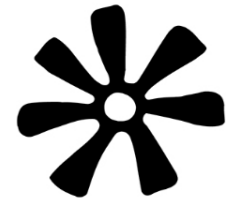
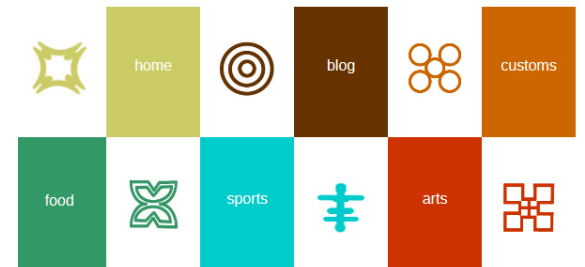


# THE GHANAIAIAN NETWORK

Final Presentation

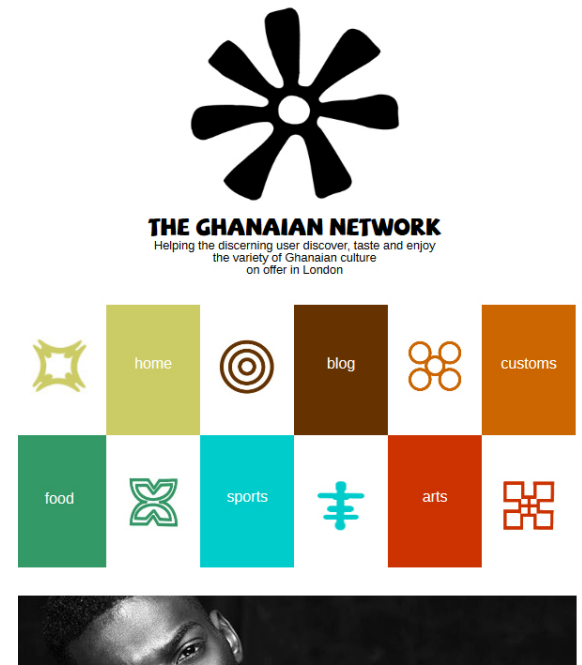


**THE GHANAIAIAN NETWORK**  
Helping the discerning user discover, taste and enjoy  
the variety of Ghanaian culture  
on offer in London



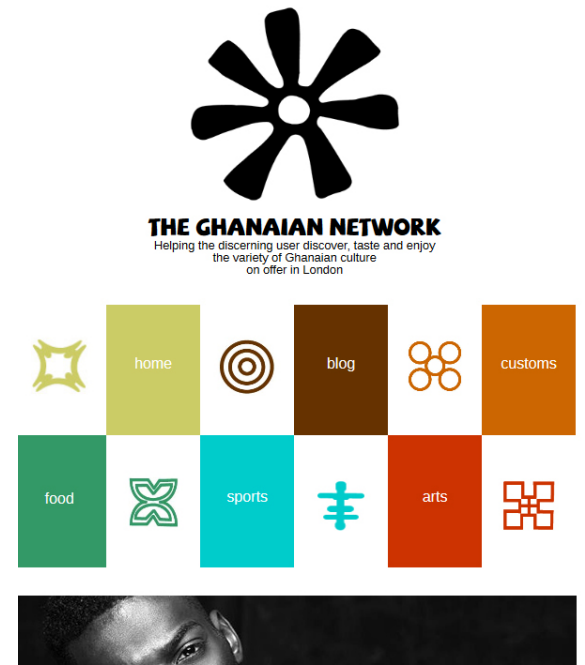
# Introduction – ‘the problem’

- Ghanaian culture is relatively new in London and virtually unknown.
- I want to create 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



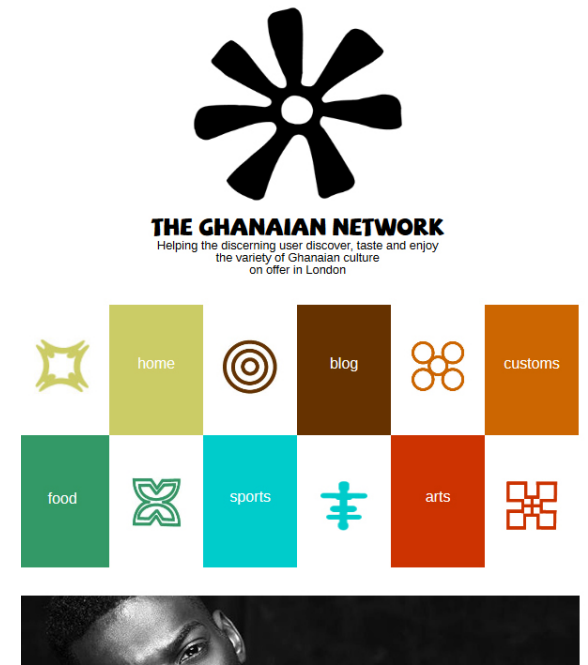
# Summary – ‘the solution’

- Reach my target audience
- Design interactive content for each of the personas
- Invite their contribution

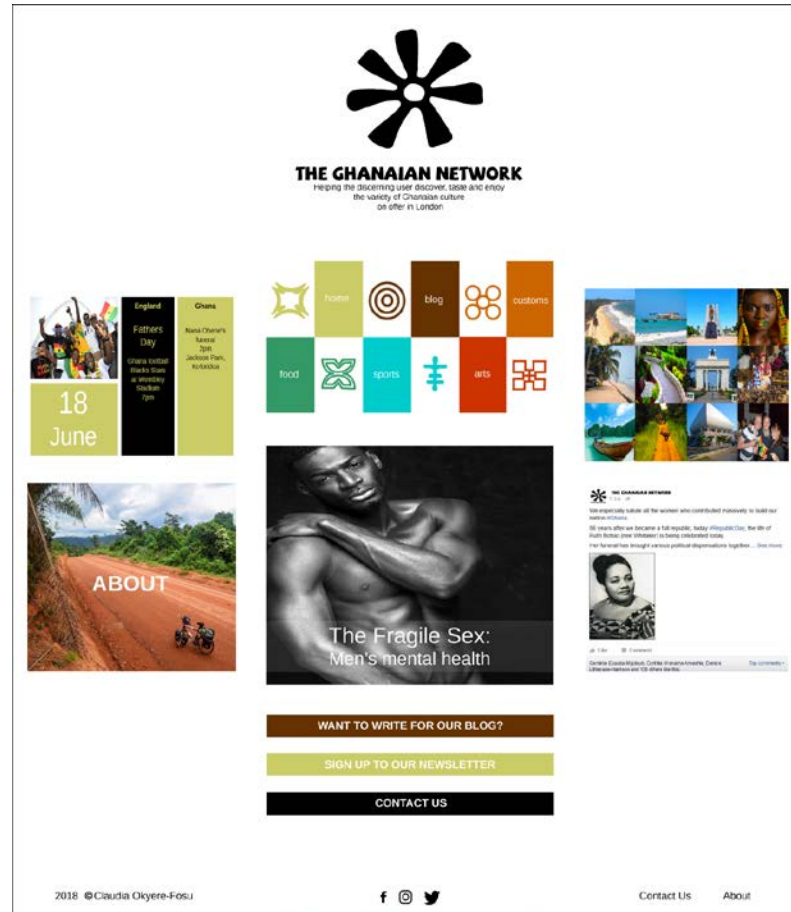


# Prototype

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

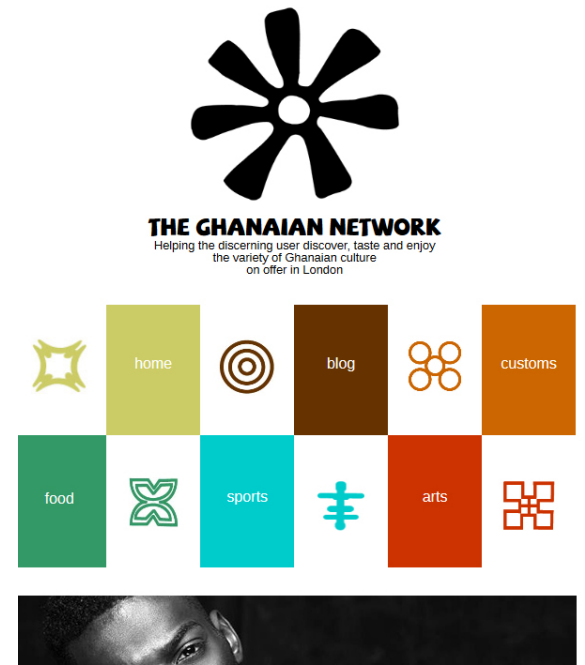


# Prototype



# Leading to the launch

- 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 e.g. skin cancer awareness month
- Not enough time spent on backend

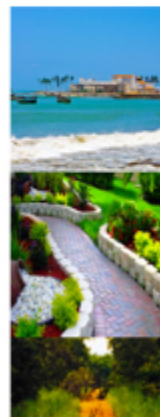
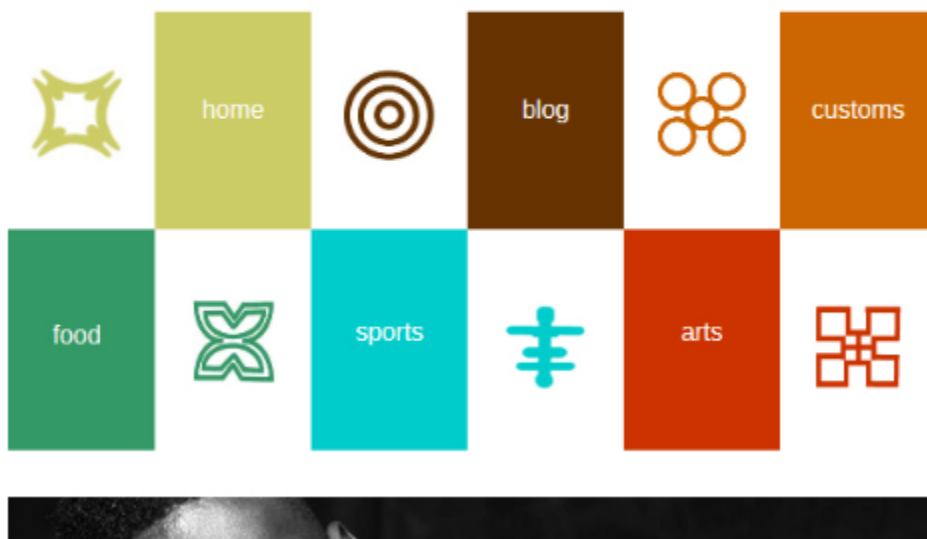


This site is going through an exciting  
rework. Pop back after 3.10.2018



## THE GHANAIAN NETWORK

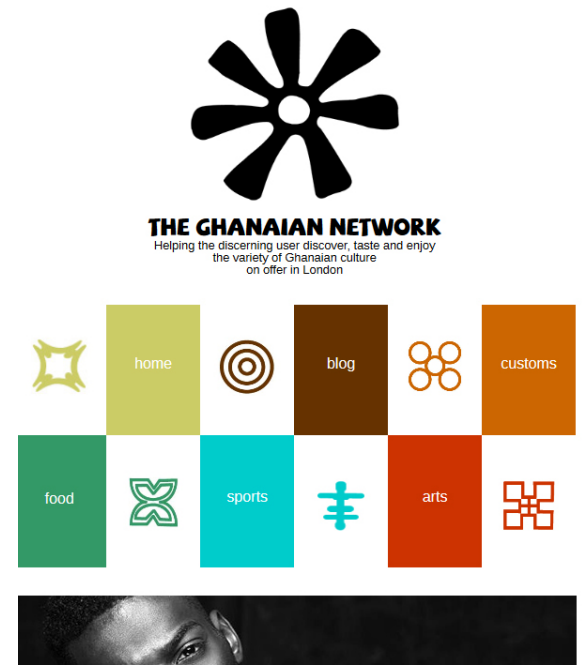
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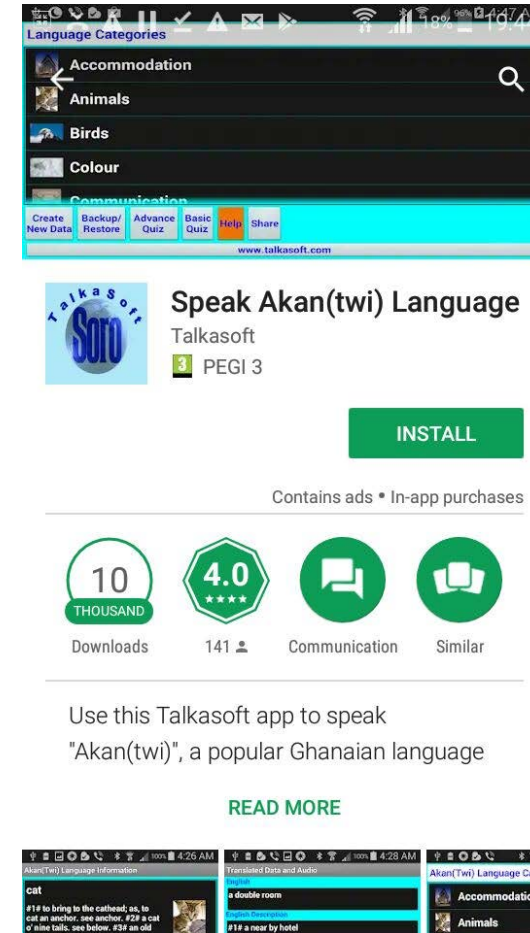
# Schedule of Works

- Fix site
- Continue work on backend
- Add new content/features
- Final submission

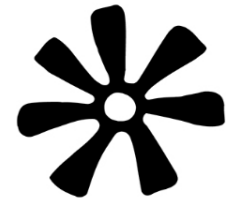


# Next Steps

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



# Any Questions?



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on offer in London



home



blog



customs

food



sports



arts

