



Business and Cultural Context

MAJOR PROJECT

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Have you ever searched
“Learn web design”
online?

Expensive



Unorganized



Not Beginner Friendly



MAJOR PROJECT IDEA

A **free**, Introductory web design tutorials website for **Nigerians**.

WHY THIS PROJECT?

- High Demand
- Stream-lined
- Organized & Practical

BUSINESS CONTEXT

It's a **Free** Solution
created to teach **newbies**
in Nigeria how to code.

BUSINESS CONTEXT

In future, Startup Creative Agencies can **hire** our top students.

BUSINESS CONTEXT

“75,380,000 newly
registered businesses in
Nigeria in 2016”.

Retrieved from ceicdata

BUSINESS CONTEXT

No University in Nigeria
offers any course in Web
Design.

Computer Science students write codes on paper.

CULTURAL CONTEXT

There is a **high demand**
for **web designers** in
Nigeria and **low supply**.

CULTURAL CONTEXT

Beginners usually look for free solutions.

TARGET AUDIENCE

- Computer Science Students
- Web Design Enthusiasts
- Those with theoretical knowledge of web design

POPULAR COMPETITORS



UNIQUE SELLING POINTS

- Free & Introductory
- Organized & Practical
- Customized Learning



STRENGTHS

Free, customized and
practical tutorials website
for Nigerians.

WEAKNESSES

Creating **customized content**
will take time.


OPPORTUNITIES

- Start-ups can recruit our students.
- Delve into more complex areas of web development.

THREATS

There is a lot of similar popular websites.

Lets make it **easy** for Nigerians
to **learn how to code.**



Thank You