



MA Web Design and Content Planning
University of Greenwich, London.
MAJOR PROJECT FINAL REPORT

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CONCEPT

TWITTER DESCRIPTION

A Free Resource Website created to teach web design beginners in Nigeria how to code. (84 characters).

ELEVATOR PITCH

As of 2019, Nigeria had more than 3.1 million registered companies (Daily Trust, 2019) and a lot of unregistered businesses as well. This has led to an increase in the demand of web designers in Nigeria which has in turn made a lot of people interested in learning how to create websites. Sadly, there are not so many options, as Nigeria is just developing country, so there are limited places to learn web design. Learning online on the other hand is too expensive for the average Nigerian. This is mainly because the value of the Nigerian currency is low when compared to other major currencies of the world.

I intend to create a website that will teach Nigerians how to create websites, free of charge. To achieve this, I will customise these courses and make it understandable by an average Nigerian. I plan to do this by speaking our Nigerian language and telling stories Nigerians can relate to. These tutorials will be organised in short modules to make it easy to follow along and it will also come in both video and text formats.

DESCRIPTION OF THE PROBLEM

Many people in Nigeria who are interested in learning web design find it very difficult because there are only a few expensive places to learn. As at the time of this report, no University in Nigeria offer any courses on web design. Studying computer science

on the other hand is too broad and usually theoretical. One of the people I spoke to while carrying out a survey on this project told me she wrote codes with paper and pen while studying computer science in one of the Universities in Nigeria.

Learning how to design websites online seemed like the only option for people who live in Nigeria, but it is extremely expensive. The major reason being the economic state of Nigeria. These online courses might be affordable for people living in most western countries but converting these fees to Naira (Nigerian currency) made it very pricy.

Apart from that, the internet coverage in many parts of Nigeria is poor which makes it even more difficult to consider learning online. Those who could afford to take online courses usually found it difficult to keep up with it because of internet connection issues.

Additionally, most of the learning materials online were not suited for the Nigerian audience mainly because of cultural differences. This means that most people in Nigeria will find it difficult to relate to scenarios being created by their tutors from more developed parts of the world. It has been proven that storytelling is one of the best ways of teaching but its rather counter-productive when your audience are not able to relate to the picture you are trying to paint.

VALUE PROPOSITION

I intend to create a website that will teach people who live in Nigeria and are interested in learning how to design websites how to do it. After living in Nigeria for most of my life, I have come to realise that localising the learning experience makes it easier to relate. I intend to speak our language, throwing in a bunch of slangs here and there to

drive my points home. I plan to create two versions – text and videos, so that it can be accessible to everyone irrespective of personal preference, internet speed, location, or any form of disability.

I decided to take on this project because of my personal experience when I was in Nigeria. After my undergrads in Physics, I grew interested in web design and decided to focus on it full time. I searched online for a higher institution teaching web design but found nothing useful. The ones I found were either too broad or too theoretical. I went on to try online tutorials websites but most of them, especially the good ones, were unaffordable. Finally, I decided to give the free tutorials I found on YouTube a try but after a while, I realised that they were disorganized and some of them were not following best practises – They were all over the place and there was no step-by-step guide for someone like me who did not know anything yet about web design. So, after I struggled to learn, trying different methods, and finally learning web design. I decided to make it easy for other people like me who are currently in Nigeria struggling to learn how do design websites.

So that it does not appear I am creating this website entirely based on my personal bad experience, I ran a survey and 92.2% of my respondents agreed to be facing similar problems. This website is mainly for people living in Nigeria who are interested in learning the basics of web design. The contents of the website at this stage will only be enough to introduce my target audience to the world of web design.

Considering the economic and education situation in Nigeria at the time of this report, you will agree with me that it is difficult to get quality web design education both online and offline.

This website will be free, and the contents will be in both text and video format. This is because there is poor internet connection in some parts of Nigeria so not everyone will find the video courses convenient. Also, some people might prefer reading to watching videos, as people learn in different ways.

Nkuzicode will also include a dashboard containing all the courses the user is currently taking, as well as a progress bar and a link to start or continue a course that the user already started.

THE UNIQUE SELLING PROPOSITION (USP)

Nkuzicode plans to provide a different approach to teaching web design online by creating free, organised, and localised web design tutorials for people living in Nigeria who are interested in learning how to code. Furthermore, these web design courses will come in two formats – video and text. This is to make it as inclusive as possible so that anybody anywhere in Nigeria can learn in their own way at their own pace.

PROJECT MANIFESTO

Nkuzicode solves a problem. It provides, free, well-structured, localised and beginner-friendly courses on web design for those living in Nigeria. Nkuzicode plans to focus on general introductory courses like HTML and CSS at this stage. Probably, as it becomes more popular and the user base grows, I'll delve into other aspects of web design and development. It will not only serve those who plan to fully go into professional web design but also people who just need a bit of web design knowledge to run their businesses. Nkuzicode will come with a learning dashboard that will display users' enrolled courses as well as learning progress. This will make the system organised. It will gracefully progress from the simple bits into the more complex

aspects of web design. The courses in Nkuzicode will be localised and the language used will be highly relatable to the users. All the examples that will be included will also be associated with Nigerian lifestyle and culture.

CULTURAL AND BUSINESS CONTEXT

CULTURAL CONTEXT

I chose to call this project “Nkuzicode”, coined from two words “**Nkuzi**” – an Igbo word meaning “**to teach**”. And “code” – an English word that simply means a set of program instructions.

I opted for this name to localise the entire website starting from its name. This name will give my users a feeling of ownership since its first part comes from the Igbo language which is one of the major languages spoken in Nigeria. This name is also, short, personal, and memorable enough to create a strong brand.

NKUZI (ONLINE LEARNING IN NIGERIA)

The history of online learning in Nigeria dates to the mid-sixties before the invention of the world wide web. The first indigenous distance learning programme was “the English” by Radio programme of Nigeria Broadcasting Corporation that followed the Nigerian independence in 1960. (Timothy Olugenga Ajadi, October 2008). The broadcast was majorly aimed at primary and secondary school levels and covered fundamental courses at both levels with more importance placed on Science, Mathematics and English. With the development of telecommunications in Nigeria in 1886. (Timothy Olugenga Ajadi, October 2008), e-learning improved. Companies were licensed to provide internet services in Nigeria and by year 2006, Nigeria had about 100 internet service providers.

With this new development, more Nigerians had access to information on the internet. This made it possible for people in Nigeria to learn from all over the world without having to leave the country.

WEB DESIGN

The first website which contained information about the World Wide Web Project was created in 1991 by Sir Tim Berners-Lee, A British computer scientist. (NPR, 2021). Ever since then, websites and web design have rapidly become more popular and important with over 2 billion websites online today.

Nigeria is not excluded from the web design buzz. Most small business based in Nigeria are gradually realising the role websites play in their digital marketing strategy. Sadly, about 40% of businesses do not have a website (Nigerian Tribune, 2020). This has increased the demand for web designers.

BUSINESS CONTEXT

A recent report, released by the National Bureau of Statistics in partnership with the United Nations Development Programme on the impact of COVID-19 on Nigerian business, has revealed that only 22% of Nigerian informal businesses use the internet for their daily operations. (Nariametrics, n.d.). This is a small number considering the estimated 41.5 million businesses, in the country. The breakdown further shows that microenterprises constitute about 99.8% (41.4 million) (NBC Nigeria Bureau of Statistics, n.d.). The reason most of these businesses are not online is closely related to the shortage of good web designers in the country. If COVID-19 taught us anything, it will be the value of having businesses online.

With the increased demand for websites in Nigeria, there needs to be an adequate supply of web designers too. To further explain the need for web designers, I used Google Keyword Planner to check how often people search for keywords containing “web designers”, there was between 1,000 to 10,000 average monthly searches. This means that the demand for web designers is high.

There are some good vocational colleges and technical institutions in Nigeria that teach web design and other technical courses, but the fees are quite expensive. NiiT Training institute which was one of the most popular ones charge as much as 400,000 naira (NiiT PLC, n.d.) for a beginner course in web design.

To get a better idea of what my target audience wanted, I created a survey and posted it on several group chats and forums that had people who might likely be interested in learning how to design websites. From the survey, I discovered that there are a couple of good websites and apps that teach web design and even web development. The major problem most people had was the cost of enrolling for the courses. A few of people who responded to my survey also found the contents of these online learning platforms difficult to understand because of cultural differences. Most of the courses were not really created for the Nigerian audience.

SWOT ANALYSIS

STRENGTHS

Nkuzicode provides free and organised web design courses. Most competitors offer either paid courses or just free trial for a limited time.

Also, the learning dashboard feature, gives users the ability to pause a course and come back to it later. This makes it easy for users to learn at their own pace. The courses will be beginner friendly and customised just for the Nigerian audience.

WEAKNESSES

There are lots of bigger competitors in the web design tutorial niche. This will make it difficult to effectively promote Nkuzicode. These bigger corporations have more resources and have built trust over the years. Most of the people in my target audience might end up making use of these more popular websites without even getting to know about Nkuzicode.

Furthermore, creating the video tutorials will require learning how to shoot and edit videos using software like Adobe After effects.

OPPORTUNITIES

Creating this website will create an opportunity for people in Nigeria to learn how to create websites free of charge. It will also help me improve my web designing skills because I will have to learn new skills to achieve most of the features I intend to add on the website.

There is also an opportunity to scale this project further in future, probably by including tutorials on more complex aspects of web design and development like JavaScript and php.

THREATS

The biggest threat to this project will be the already existing websites. Web design tutorials websites are quite popular with a lot of major players with bigger resources. This will make it difficult to get the word out to my target audience.

I also find some of the technologies will used to create this website difficult to learn. I plan to use Php and MySQL intensively on the backend part of the website. This will require a lot of learning on my own part.

REVENUE

Nkuzicode will be completely free of charge. It will be financed personally. It's basically for a social cause so there is no intention of making money from Nkuzicode.

The major aim was to create a website that will make it easier for people in Nigeria to learn how to design websites. Hopefully, if this project gets enough traffic and good reviews, I will expand the scope of the project by including other web design technologies like JavaScript and Php.

RESEARCH

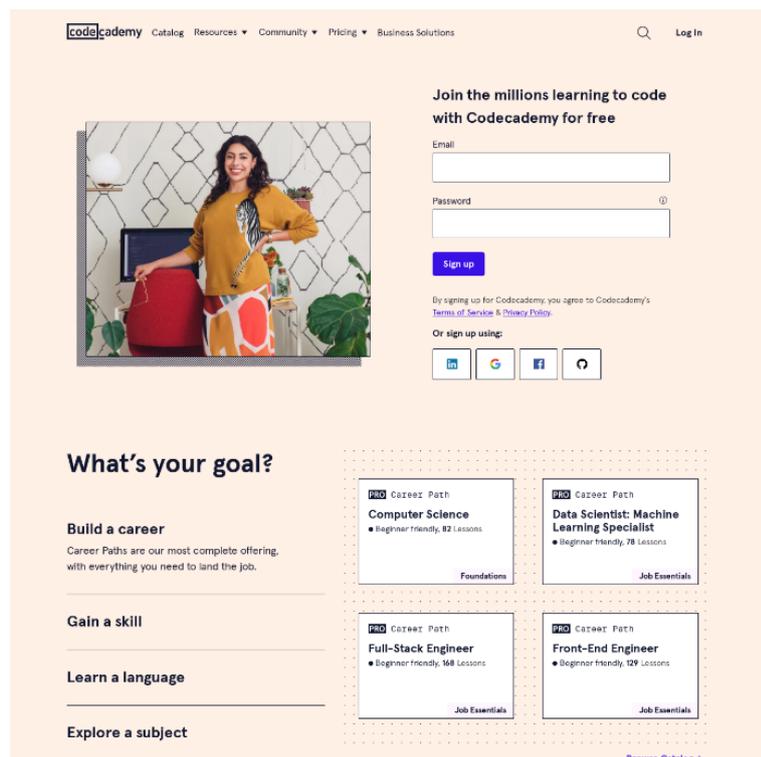
In this section, I will analyse cognate and non-cognate websites of competitors to gain more insights on what they are currently doing well, as well as what they are doing poorly. This will help me discover pitfalls to avoid while planning the design for Nkuzicode.

COGNATE WEBSITES

Websites currently providing tutorials on web design will be considered in this section.

CODECADEMY

[Codecademy](#) is a freemium website that teaches an array of tech-related courses ranging from HTML to Swift. They have a lot of resources and offer few of them free of charge.



Strengths

1. It has a lot of resources. One can literally learn any IT-related topic here.

2. Great user experience – The website was easy to use with an option to use their mobile app for even easier access.
3. The website offers some free courses
4. Learning Path and Learning Progress – It was easy to get started as the website had a short quiz to determine your learning requirements. They also had a learning dashboard that makes it easy to pause your learning and continue later.
5. Community – They have a large online forum which makes it easy to get help if you get stuck. They also organise physical meetups in most major cities of the world. They have communities on discord – a popular discussion app. like discord.
6. Code academy has a custom code editor, browser, and course content on one browser window. This makes it easy to focus.
7. Stunning UI and eye-catching images with consistent branding
8. Intuitive assessment – The course assessment is directly embedded in the course. You cannot go over to the next stage of the course without completing the assessment for the current stage.

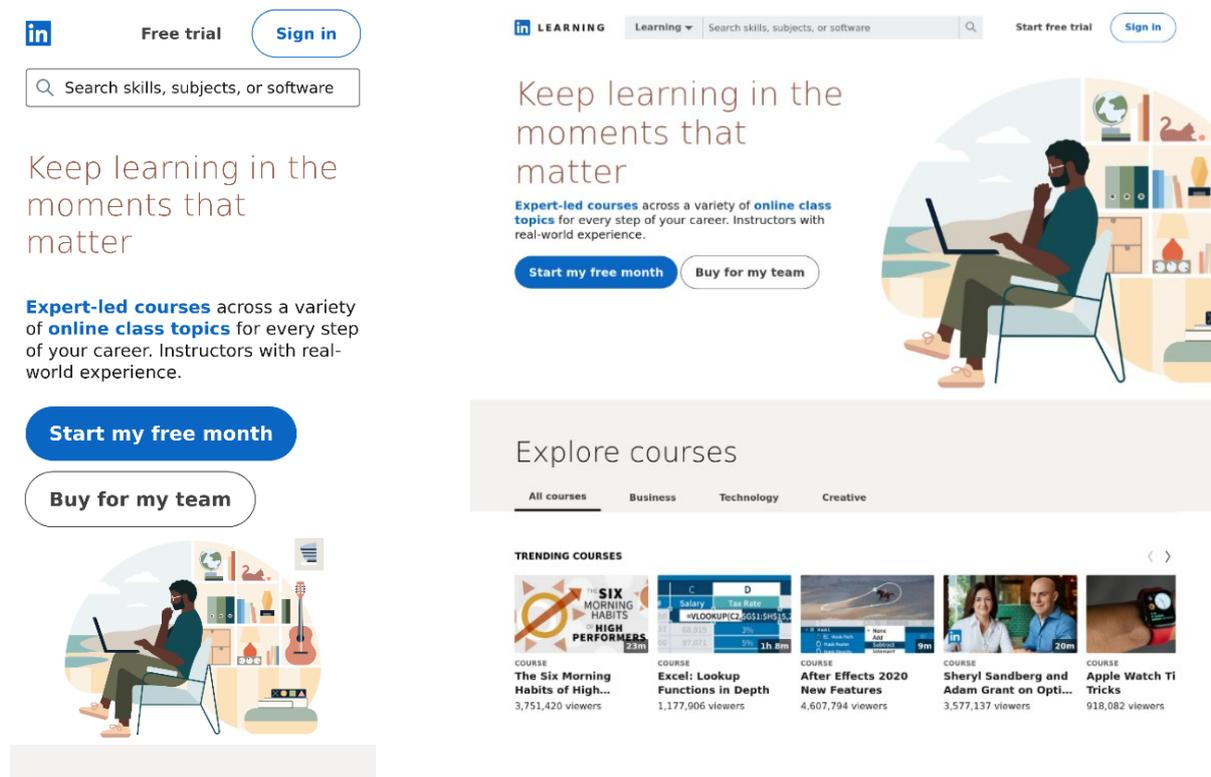
Weaknesses

1. Expensive – Most of the comprehensive courses can only be accessed when you have the pro account which costs £15.99 monthly (12,145.87 NGN). Even the student plan which looked cheaper at face value will be expensive for students in Nigeria.
2. One format – Most of the tutorials come just in text format. Some people learn faster by watching videos.

3. Not Personalised – The course content is general, and this might sound a bit confusing for someone from Nigeria.

LINKEDIN LEARNING (FORMERLY LYNDA.COM)

[LinkedIn Learning](#) is a premium website offering courses on tech-related courses as well as other leadership courses. They give a one-month free trial and sometimes allow users to access some popular courses free of charge.



Strengths

1. Very popular because they are backed by a corporate giant – LinkedIn
2. Beautiful UI and eye-catching illustrations with consistent branding.
3. Website and app very easy to use.

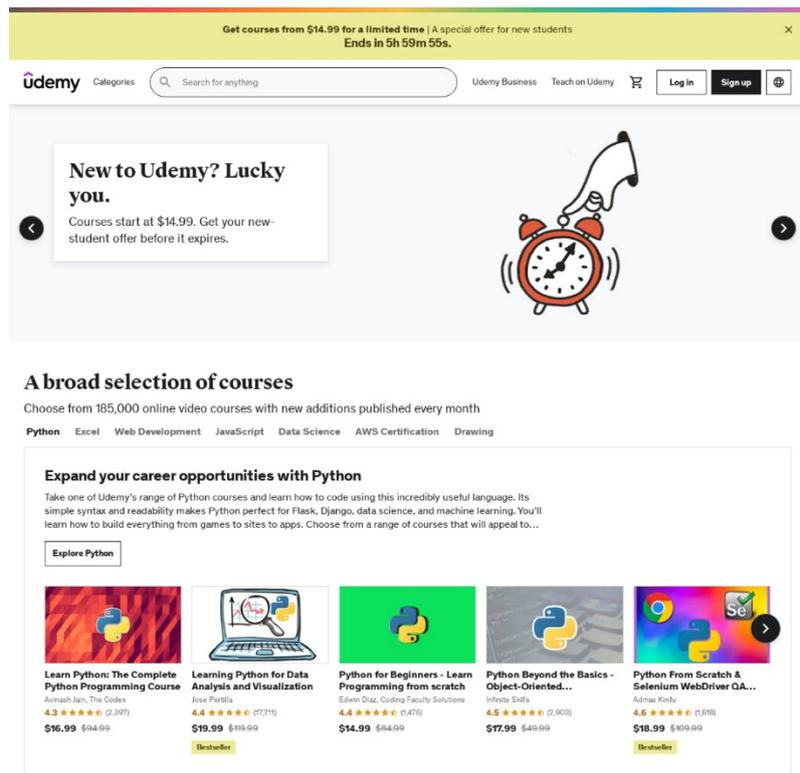
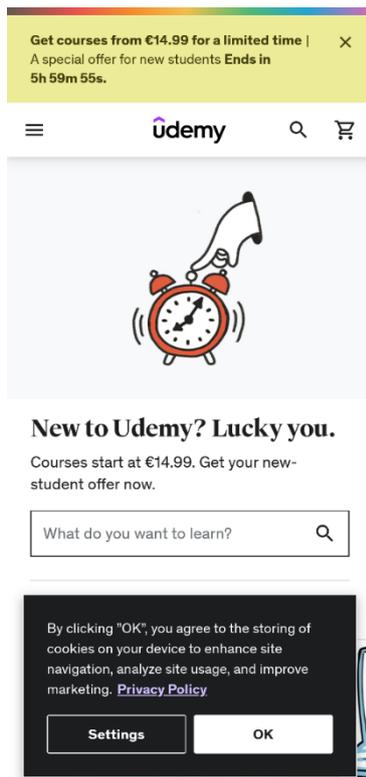
4. Certificates of completion that can be easily shown off to prospective employers on LinkedIn.
5. Highly organised video and text courses with exercise files and course quizzes available. Users can download these exercise files and follow along. There is also learning paths and learning progress, so it is easy to manage your learning process.
6. It has the largest number of resources ranging from design to app development tutorials.

Weaknesses

1. Still expensive for someone in Nigeria. LinkedIn learning costs £29.99 (22,780.16 NGN) monthly.
2. The courses are very generalised because of their large userbase. Most of the instructors assume the students are either in the US, The UK or one of the European countries.
3. Being subscription based also means that some students tend to rush over the courses so they can cancel their subscriptions before it gets due for renewal.

UDEMY

[Udemy](#) is yet another tutorials website teaching in-demand skills ranging from tech skills to design skills. Users get life-time access to the courses once they purchase it.



Strengths

1. Users have life-time access to courses purchased unlike the other websites that are subscription based.
2. The website has a mobile app and is very user-friendly.
3. It's minimal looking, e-commerce-like design makes the user-flow come naturally to users. This is because a lot of users already know how e-commerce websites work.
4. Well defined rating system which helps users make the right choices when it comes to which course to purchase.
5. Courses are more affordable when compared to other websites. Sometimes, UdeMy run sales and some courses can get up to 80% discount.

Weaknesses

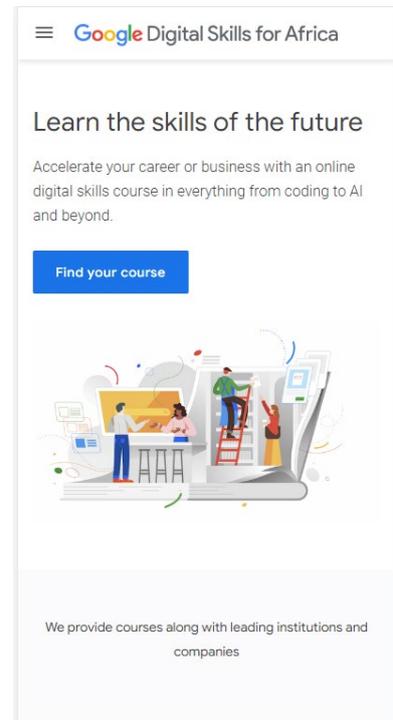
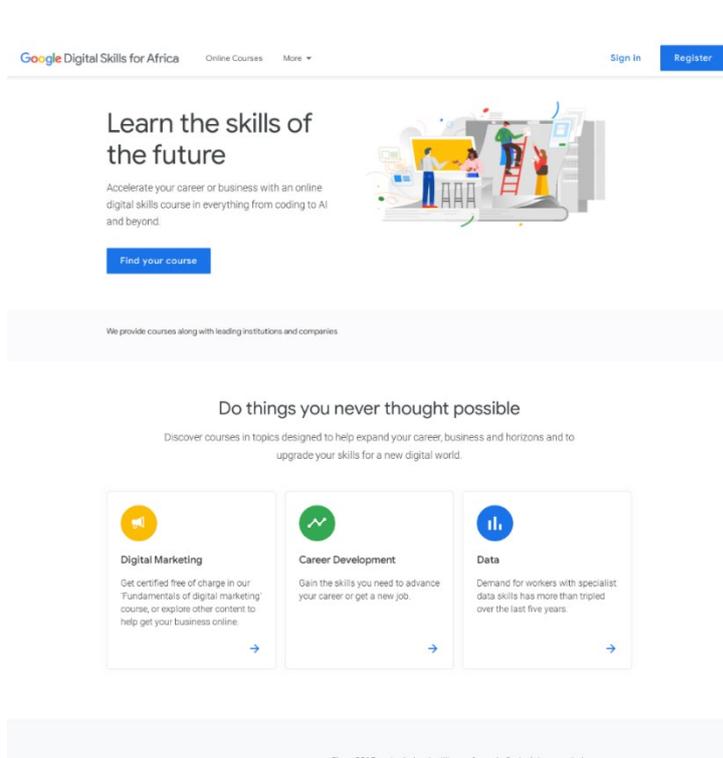
1. Udemy does not provide its students with learning paths. Buying a course on Udemy is almost equivalent to buying an item on an e-commerce website. The courses are mostly standalone, and the students must decide what next to learn after each course.
2. Most of the courses are only in video format. Some people might prefer to learn with text tutorials.
3. Again, because of the very broad target audience, most tutorials on Udemy are generalised.

NON-COGNATE WEBSITES

The major aim of Nkuzicode is to offer free tutorials to people in Nigeria who are interested in learning how to create websites. In this section, I will analyse a website doing something similar on a different subject.

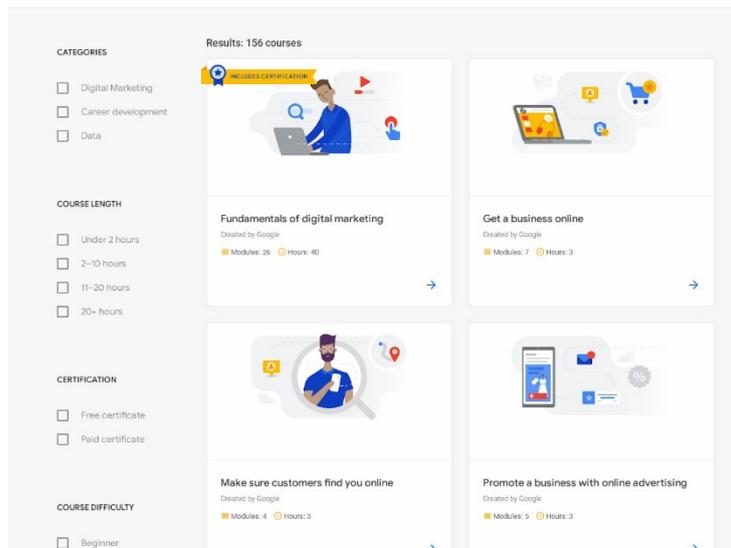
GOOGLE DIGITAL SKILLS FOR AFRICA

[Google Digital Skills for Africa](#) is a tutorials website created by Google in 2015 to teach people living in Africa digital skills. This website is a perfect example of what Nkuzicode aims to do with web design for people living in Nigeria. It has a clean and minimal design that is both functional, less distracting, and user-friendly.



Online Courses

Discover a range of free learning content designed to help grow your business or jumpstart your career. You can learn by selecting individual modules, or dive right in and take an entire course end-to-end.



Strengths

1. Highly Personalised – Google digital skills course contents was created just for people living in Africa. All the examples given, and suggested activities were focused on The African lifestyle. The language used was familiar and easy to understand.
2. Both Videos and Text – The courses on this website come in both video and text format. It makes it very accessible. Even the videos had subtitles.
3. Learning Path – There is a very organised learning path to follow. You do not have to figure out the next video to watch on your own. All you need to do is - click next, and you will be taken to the next module depending on your learning goals.
4. Assessment – The assessments come at the end of each module to test your knowledge on the subject. You will get the correct answers to the assessments after passing them. These correct answers even come with additional explanations.
5. Certificate – The course included a world recognized certificate from Google.
6. Learning Progress – Google Digital Skills for Africa has a very well-designed learning progress dashboard. This means that you can pause your learning and you will see what is left before you finish it.
7. Minimal Design and easy to use – The website have very clean UI and all the colours used were consistent with the brand. Using the website feels as natural as ever, thanks to the well implemented material design.

Weaknesses

1. Although Google Digital Skills for Africa is personalized for people living in Africa, some people might still find it difficult to relate. This is because Africa is such a big continent with different cultures and lifestyles. What works in Kenya might not work in Nigeria.
2. Would have been easier if the website had an app, because when I visited the website from London, it gave me contents created for the UK audience. This works well but it might confuse someone who is not tech savvy.

Generally, Google Digital Skills is a perfect example for me to plan how to go about creating a free, localised tutorials website. It has all the features that I find important and will make a very good blueprint for Nkuzicode.

COMMODITY

TARGET AUDIENCE

The target audience for Nkuzicode are people between the ages of 16 to 45 years, living in Nigeria who are interested in learning web design. The contents of this website are mainly targeted at beginners. This target audience was selected because of the nature of the project. Nkuzicode is going to be simple, customised, and easy to understand. Also, the shortage of learning options in Nigeria made me assume that there will be a lot of people who do not know the basics of web design and will be interested in the contents of Nkuzicode.

To clearly understand the present situation of my target audience, I created a quantitative survey. I did not disclose the reason for the survey intentionally, so as not to influence their responses. I only told them I was studying the behaviour of web design enthusiasts in Nigeria for my master's degree thesis, and they were willing to help.

QUANTITATIVE RESEARCH: SURVEY

I created a Google form and shared it among my friends who are interested in learning how to create websites. I also shared the form on group chats of undergraduates studying computer science, computer engineering and other computer-related courses. Finally, I shared it on my Instagram page which has over 10,000 followers. I usually share web and graphic design tips on my Instagram and few of my followers have previously indicated interest in learning how to code.

I specifically told everyone I shared the survey with that they must have the following criteria.

1. Live in Nigeria.
2. Interested in learning how to design websites.

As a control measure, I also repeated the following questions on the actual survey. If the answer to any of the control questions was “No”, they will be taken to the end of the survey and thanked for their time. The survey got 91 responses, 1 respondent did not live in Nigeria and 3 respondents were already professional web designers. This leaves us with 87 valid responses (see appendix A). Although this is a small sample, I really think the response rate was high since only 234 people clicked on the survey link.

Based on the survey responses, the following hypotheses could be drawn up for the target audience:

- Most of them have little knowledge of web design
- 55.6% have tried to learn how to create websites in the past
- Most of them tried to learn online
- 70% used free resources
- Majority of them did not mind paying a little to learn.
- Most of them would like the courses to be in both video and text formats
- 92.2% want the courses to have a sequence
- 72.2% were male, 26.7% were female and 1.1% preferred not to say
- 61% of them were between 19 – 25 years, 33.3% were between 26 – 30 while the rest were between 13 – 18 years.

The complete raw data is available in Appendix A of this report.

QUALITATIVE RESEARCH: FOCUS GROUP

To make up for the shortcomings of the survey, I arranged a small focus group of 5 people. The intention was to get more insights into the responses from the initial survey. There were 4 males and 1 female, all living in Nigeria. 3 of them were living in Lagos while the other 2 lived in the south-eastern part of Nigeria.

This time around, I told them all the intentions about the project, and they were very thrilled about it. I got new ideas about the project like creating a pdf version of the text format that can be downloaded by people who do not have internet connection to stay on the website for too long. Another suggestion was to add a download link to the video tutorials, also because of the internet connection problem. One of them suggested a periodic physical meet-up of Nkuzicode members as it will increase the sense of community among them. One of the participants also asked if a certificate of course completion can be included but after careful considerations, I decided not to go ahead with that. This is majorly because I don't currently have the license to award certificates of any kind.

Generally, both the qualitative and quantitative research, made me understand what the users wanted better. It also helped me prove that Nkuzicode was going to solve a real problem.

PERSONAS

The following personas were created based on the research conducted.

**Peter Kalu|19|Student|Single|Delta State**

Peter lives in Delta close to his university where he is studying computer engineering. He creates contents on Instagram and TikTok for fun and lives off maintenance money sent to him by his parents.

He casually started learning how to code from YouTube a year ago while trying to figure out the solution to a classwork and he has been stuck to it ever since. He finds schoolwork boring and prefers partying and hanging out with friends. He is flexible and finds it difficult to focus on one thing at a time.

**Ada|35|Entrepreneur| Single Mother| Imo State**

After finiding it difficult to upload products on the e-commerce website she paid so much to build, Ada decided she was going to learn just a bit of web design to enable her perform simple tasks on her website.

Being a single mom who has multiple businesses, she barely has time for herself and likes sticking to routines.

Ada understands things better when they are simple and straight to the point. In her free time, she likes attending events, watching Nollywood movies and cooking. She is an old-fashioned go-getter and a bit of a perfectionist.



Femi|24 |Banker| In a Relationship | Lagos State

Femi dislikes his job. He is a social butterfly who spends his spare time trading cryptocurrencies and NFT. He wants to switch his career and become a full-time web designer but doesn't know how to start. Femi does not earn so much from his current job, so he is a bit economical. He has been practising coding on YouTube but is inconsistent because he is easily distracted and there is no learning structure.

He enjoys playing video games, playing music, watching football and spending time with his girlfriend. Femi gets bored easily and dislikes long or technical information. The mission of Nkuzicode is to create a website that caters for the needs of these people simultaneously. This can be achieved by creating a website that is easy to use, highly customised, has a learning structure and is beginner friendly.

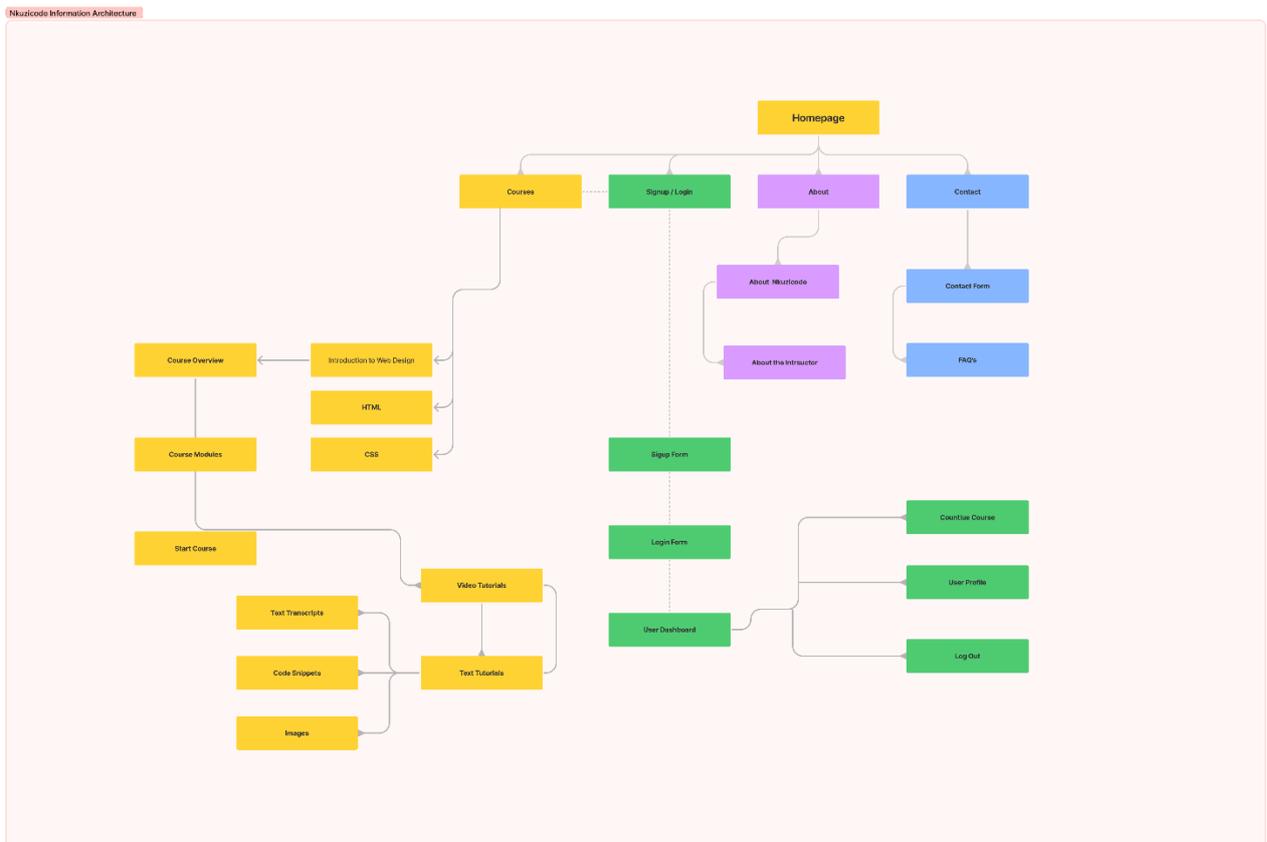
EMPATHY MAP

To further solidify my findings from both the qualitative and quantitative research, I created an empathy map for one of the user personas I created previously. An empathy map visualises the users' attitudes and behaviours and this is going to help me have a deeper understanding of the end users.



INFORMATION ARCHITECTURE

After careful consideration of user needs, I drew up an information architecture diagram to serve as a guide to properly arrange the contents of the website.



The website aims to be simple and straightforward. I intend to make it easy for users to find information. So, the Information Architecture has few levels, clear CTAs and navigation. The users will be required to login before they can continue to view the course contents. I have also included an FAQ page to answer some of the questions I was asked during the qualitative analysis.

USER EXPERIENCE

After discovering the needs of my target audience using different UX research techniques, with the aim of creating a user-centred design, the following user experience features have been included in Nkuzicode.

- **Video and text formats for the tutorials:** People learn in different ways, while some people can read long texts without getting bored, others prefer watching videos. Furthermore, a lot of people in Nigeria might prefer the text tutorials because videos will require higher internet bandwidth and even require more mobile data to access.
- **Mobile Responsiveness:** Most people in my target audience have busy lifestyles. This means that the website will be more user-friendly if they can access it using any device of their choice.
- **Performance:** The website needs to load fast, because people who belong to my target audience are easily bored and do not have patience. The poor internet connection in Nigeria will also play a huge role in the loading speed of the website. This means that if the website is not fast enough, it might not even open when one tries to access it on a low bandwidth.
- **Content Personalisation:** The major difference between Nkuzicode and other web design tutorials' website is the course content. The contents of the tutorials in Nkuzicode are localised for the Nigerian audience. The language and examples used will be relatable to people living in Nigeria.

FIRMNESS

FRONT-END TECHNOLOGIES

HTML5

This is the markup language that will be used throughout the website. This will make the website future-proof and backwards-compatible since HTML5 has been declared a living language. Also, this will enable me to use the semantic tags that is included in HTML5. Furthermore, these semantic tags also improve accessibility by including ARIA labels.

CSS3

This will be used to add aesthetics to the website. The mobile responsiveness of Nkuzicode will also be achieved using CSS. The CSS custom properties will be used to hold colour and font stacks.

During the process of creating Nkuzicode, Microsoft discontinued the support for Internet Explorer, this was such a relieve as I was not sure how the website is going to look in IE7 and IE8.

JAVASCRIPT

JavaScript will be used sparingly on Nkuzicode to achieve complex features like accordion and mobile hamburger menu. The website content is not dependent on JavaScript as the website is still accessible even if JavaScript is turned off. It just serves as a visual enhancement to the website.

BACK-END TECHNOLOGIES

PHP AND MYSQL

These pair were chosen as my backend technologies mainly because it has a less steep learning curve and huge community to support me in case I run into problems. Also, I felt natural to use them because they work well with HTML and CSS. As I have no prior backend programming knowledge, I also researched other popular backend languages like Ruby on Rails and Python but ended up with Php and MySQL because of the synergy they have with HTML and CSS. Another reason I chose Php was because I was introduced to it towards the end of my MA program in web design.

CONTENT

Nkuzicode is a content driven website. The major content will be the web design tutorials themselves. It will come in both text and video formats. The website will also contain decorative and functional images as well as illustrations where necessary.

VIDEOS

This is likely going to be the major type of content in Nkuzicode. The personalised web design tutorial videos will be shot and edited by me. They will be short videos between 1 to 20 minutes discussing just one part of the module. The videos are intentionally made short so as not to bore the users. These videos will be uploaded and YouTube and then embedded on the website. The major reason for uploading it on YouTube is to increase the website's loading speed. Furthermore, these videos will remain unlisted on YouTube. This is to maintain the organization of the videos on

Nkuzicode. Most of these videos will be videos of me explaining what I am doing together with a recording of my laptop screen.

TEXT

The Text Tutorials This be a shorter and more concise summary of the video tutorials with code snippets. This is intended for people who might not want to watch the videos. Other parts of the website like homepage, about and contact pages will also consist of mostly text.

ILLUSTRATIONS

Nkuzicode will contain functional illustrations that will aid explanations. There will also be illustrations that will be purely decorative. Most illustrations will be found on the home, about and contact us and course content pages. The illustrations will be created using adobe illustrator

IMAGES

These images will be mostly pictures of people to complement most of the text that will used across the website. Some of the images might also be purely decorative to make the website more colourful. There will also be screenshots to show codes and results. This will be added to the text tutorials part of the website.

CMS OR NO CMS

Nkuzicode being a content driven website, will benefit greatly from a content management system. What I planned to achieve with Nkuzicode was very similar to creating a blog. This made me lean more towards WordPress because it was mainly

developed for bloggers. Furthermore, WordPress has a wide userbase. 43.2% of all websites on the internet use WordPress (Fitzgerald, 2022).

During my research process, I compared WordPress to other php based content management systems like Joomla and Drupal, but I went ahead with WordPress because it has a less steep learning curve, and I am still new to CMS design. Apart from the fact that WordPress is free and open source, there is a very large support community for WordPress. WordPress is also highly extensible, and very secure.

Furthermore, the scalability and WordPress will play a major role in the further development of Nkuzicode. As I mentioned earlier, I would like to add more features to in future and WordPress provides enough support for scalability through plugins.

LEARNING REQUIREMENTS

Now, I am confident with my HTML and CSS skills, But I am not so good with php yet. It is probably going to take me about 3 weeks to learn get my php knowledge to a level where I can understand the codes using in developing a custom WordPress theme. I also need to learn how to create illustrations using Adobe Illustrator as well as how to edit videos. This should take me about 3 weeks as well.

I plan to learn most of these online (pluralsight), and on YouTube, combined with the recommended books for the course.

DOMAIN

I purchased my domain *nkuzicode.com* from **Namecheap** mainly because they offer free domain privacy. I do not want my personal details to sure when people do a “[whois](#)” check on Nkuzicode. Furthermore, they charge only £8.56 per year which is

cheap compared to other domain name vendors like GoDaddy. Namecheap also provide 24/7 online support via their live chat. The setup was also very easy.

HOSTING

Initially, I wanted to host Nkuzicode on Namecheap as well because, setup is easier when you have both domain and hosting from the same provider. Also, Namecheap was offering me a free domain name if I purchase my hosting from them. But my instructors advised against it, reason being that if anything went wrong with the hosting provider, it was going to affect my domain name as well. With what happened to the Facebook group last year, 2021, it made more sense to me.

Since Facebook, Instagram and WhatsApp were on the same server. Anything that happens to one of them affects all three. I finally decided to go with **Bluehost** as it was highly recommended by WordPress. I also got great feedback when I checked out their rating on Trustpilot. They provide automated backups free of charge. The price was great, and the setup was easy. They also offer free Content Delivery Network (CDN), They have 24/7 online support, and they guarantee 99.98% uptime.

VERSION CONTROL

I have long term plans to expand Nkuzicode if the response to it from the target audience is positive. These plans made is very important to have a version management system to make sure all the files were together in one place and every update is accounted for. This will also make it easy for me to collaborate with other developers who might be interested in Nkuzicode in future. Apart from this, having a version control in place will provide backups to my website in case anything goes wrong during development.

I chose **GitHub** as my version control tool because it was easy to setup and very popular across the web development community. It also offers all the features I needed and has a lot of users.

DELIGHT

From the data collected during the research phase, my target audience was further modified into people with different lifestyles and from various age groups. This means that my design needs to be comprehensive enough to appeal to all of them. It also needs to be localised enough for the Nigerian audience to feel a sense of acceptance and ownership. Furthermore, the design should not be too busy, so users are not distracted from the main reason of visiting the website.

After careful consideration of these factors, I opted for a minimal design using energetic colours that will initiate the feeling of enthusiasm. I also intend to complement it with subtle solid earth-like colours. Initially I wanted to use traditional typography for the headings but on a second thought, I figured it will be too distracting and might not fit into the rest of the website's branding. Regardless of these considerations, nkuzicode needs a strong brand that is easy to recognise.

PERSONALITY



Imagine Nkuzicode was human, the kind of personality he will be an easy-going creative guy. Who tries to maintain his traditional roots in a cool way. Nkuzicode will be trendy yet organised. He is inspiring in the sense that, he does not know it all, but he is willing to teach the much he knows free of charge. Nkuzicode will be all shades of Nigerian, he will be that guy who has lived so long in Nigeria that he knows everything about it.

With all the personality traits, Nkuzicode is going to have the kind of vibes that will attract everyone on my target audience.

MOOD BOARD

Before choosing how I wanted the look and feel of nkuzicode to be, I made a lot of research to see the options I had visually. I looked at websites doing similar things and see how their colours, images, typography, and colours were arranged. I put together a mood board containing visual ideas. I also looked out for features relating to the lifestyle of my target audience that I could infuse into the website to give it a more personal feel.

After gathering my ideas, I picked out the colours with the highest frequency then chose the ones that fits more with my brand personality.

COLOUR

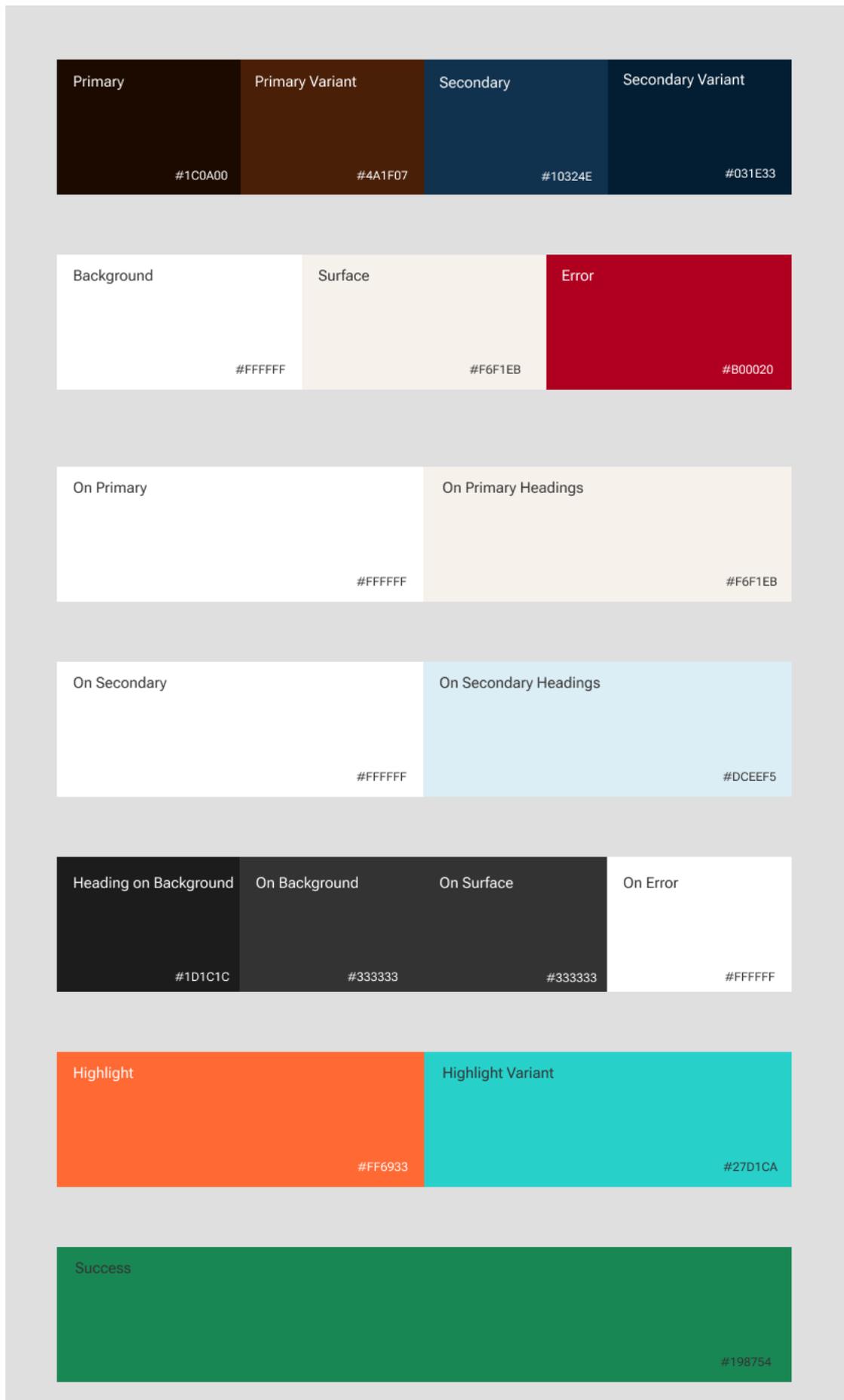
I wanted Nkuzicode to have a warm and friendly colour. I was really considering blue, but it is a popular colour in education websites scene, and I wanted to stand out. So, I chose navy blue instead. To complement the navy blue, I wanted an energetic colour like orange that will spark a feeling of excitement.

To serve as subtle background colours, I chose light shades of brown. This was meant to symbolise the natural richness of Nigeria. And for code highlighting and accent colours, I opted for high contrast green.



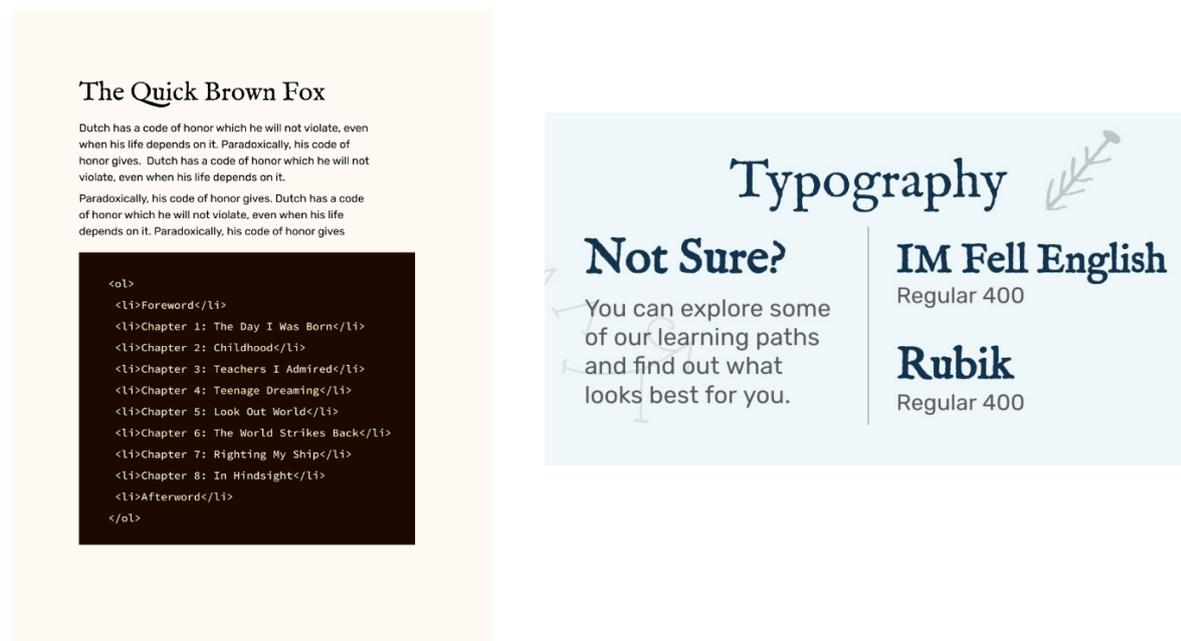
Initial colour Scheme

In response to the feedback, I got after presenting the colour scheme to my tutors, I updated it a bit. I decided to use brown as the primary colour because blue was overused in websites that provide similar services as Nkuzicode and orange was chosen as my secondary colour. I also used a dark version of grey as the text colours and maintained the light shade of brown as background colour on some parts of the website.



TYPOGRAPHY

I used “IM Fell English” for the headings because it had a traditional feel to it, and I wanted Nkuzicode to look a bit old-style. The first time I saw IM Fell English was in Eric Meyers website and the font gave it the same personality I wanted Nkuzicode to have. And for the body text, I planned to use bitter, a sans serif font that complemented “IM Fell English” very well. As for the code snippets, I plan to use source code pro typeface to give it that code-like look.



But considering the role font choice plays in website performance, as well as the fact that the font did not match the rest of my branding, coupled with the feedback I received after the delight crit, I decided to change it to a variable font. That way I can use the same font for my headings and body text. I ended up choosing Roboto Flex for both body and heading fonts. For the main heading (H1), I adjusted the width, slat, grad, and some other variables of the font to make it bold and chunky.

Using a variable font is going to make Nkuzicode faster because, the browser will have to make only one font request to load both the heading and the body fonts. I

also changed the font for the code snippets to courier font because it comes preloaded in most operating systems. This means that the browser does not need to load it from the website, as it is already available locally.

IMAGES AND ILLUSTRATIONS

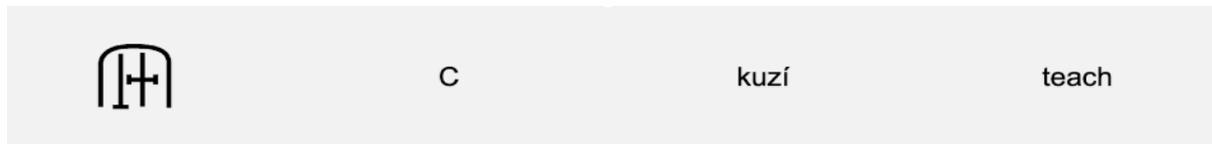
I was undecided on whether I wanted to use photos or illustrations more. I considered images because it will give the website a more personal touch and human connection but on the other hand, the possibilities with illustrations are almost endless. At the end, I decided to combine both images and illustrations. For the main images on my home and about pages I used images that had illustrated backgrounds. This approach gave the website a unique and professional look.

I downloaded most of the images I used on the website from free stock photos website like [pexels](#) and [pixelbay](#). Some of the illustrations were created by me and while I downloaded the rest from [storyset](#) – A Figma plugin created by Freepik. I made sure the illustrations design was consistent with the website's style and brand colours.

LOGO

I planned to have a traditional logo, that will be easily recognisable, and symbolise a part of the Nigerian culture. Just like the name of the website “Nkuzicode” which was coined from the Igbo word “Nkuzi” meaning to teach and the English word “code”. After a lot of research, I discovered this ancient Nigerian Language “Nsibidi”. Nsibidi (also known as nsibiri, nchibiddi or nchibiddy) is a system of symbols or proto writing developed in what is now the far South of Nigeria. They are classified as pictograms, though there have been suggestions that some are logograms. (Wikipedia, 2022).

The inspiration for the logo came from the Nsibidi word “Kuzi” which means “to teach”



So, I created something like the kuzi icon and put it in a circle to symbolise the sense of community. I also made the edges rough to add more traditional vibe to it.

Interesting, when I added the logo to the entire website wireframe, it looked good, but it did not fit the kind of personality I had planned for Nkuzicode, it looked vintage and becomes pixelated when you zoom in.

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I sent it to my tutor, Prisca, for comments and feedback, she adjusted it and made it exactly how it would fit my branding. The new logo had a rectangular box around with border radius. The icon marks were achieved using negative spacing, and the website name was written using a bold courier font. This new logo gave it that cool and trendy yet traditional look. It has this welcoming look that says, “I am cool and smart, but I don’t bite”. Adobe Illustrator was used for creating the logo.



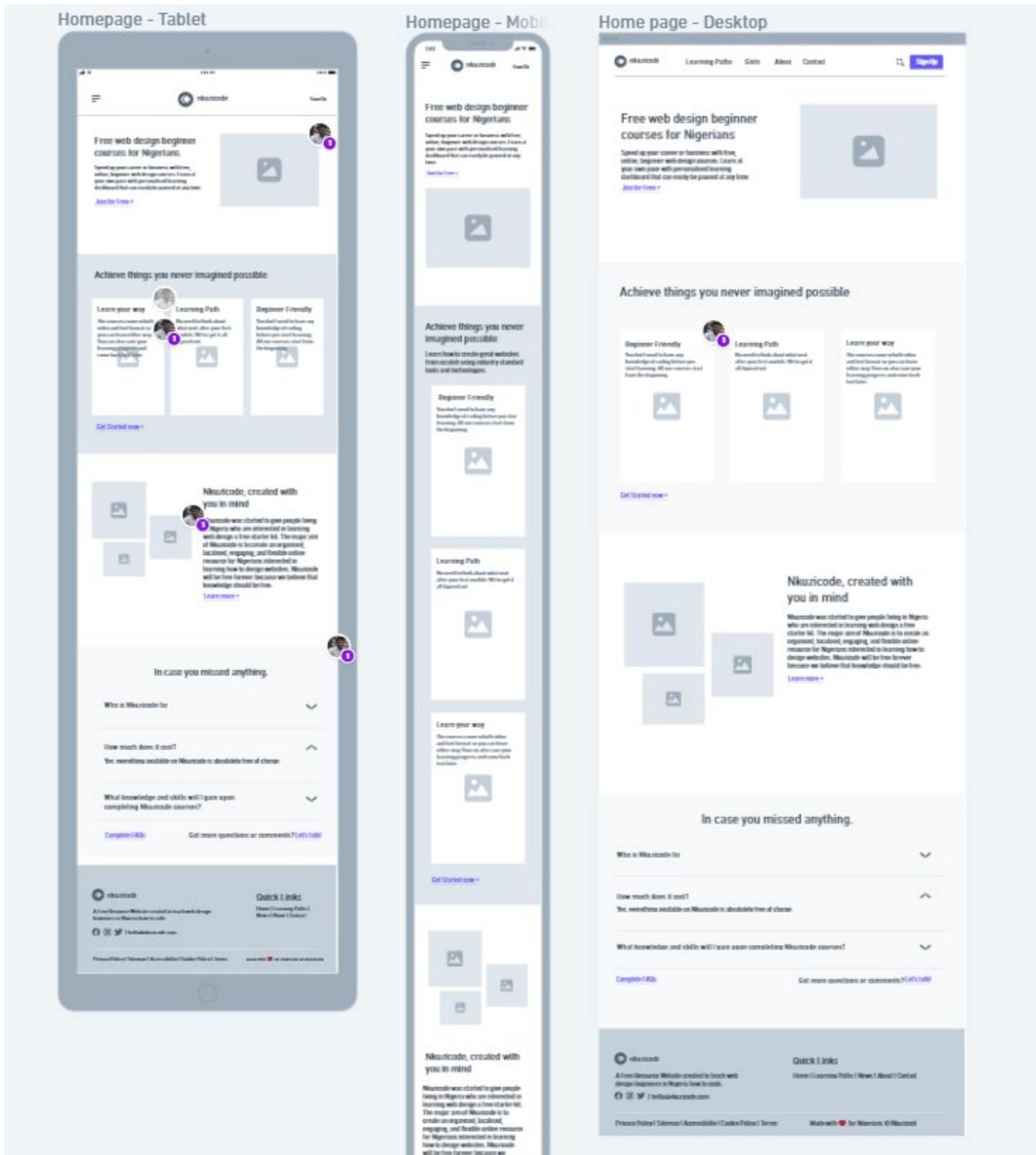
CONTENT OUT

Design is easier when content is ready. Before I even started thinking about how the layout of Nkuzicode was going to be, I prepared the content for the core and tutorial pages. Most of the content was tied to the Nigerian lifestyle because, according to the results of my research, it will be more relatable to my target audience. Although I could not finish the entire content before I started designing, I had up to 70% of it ready.

WIREFRAMES

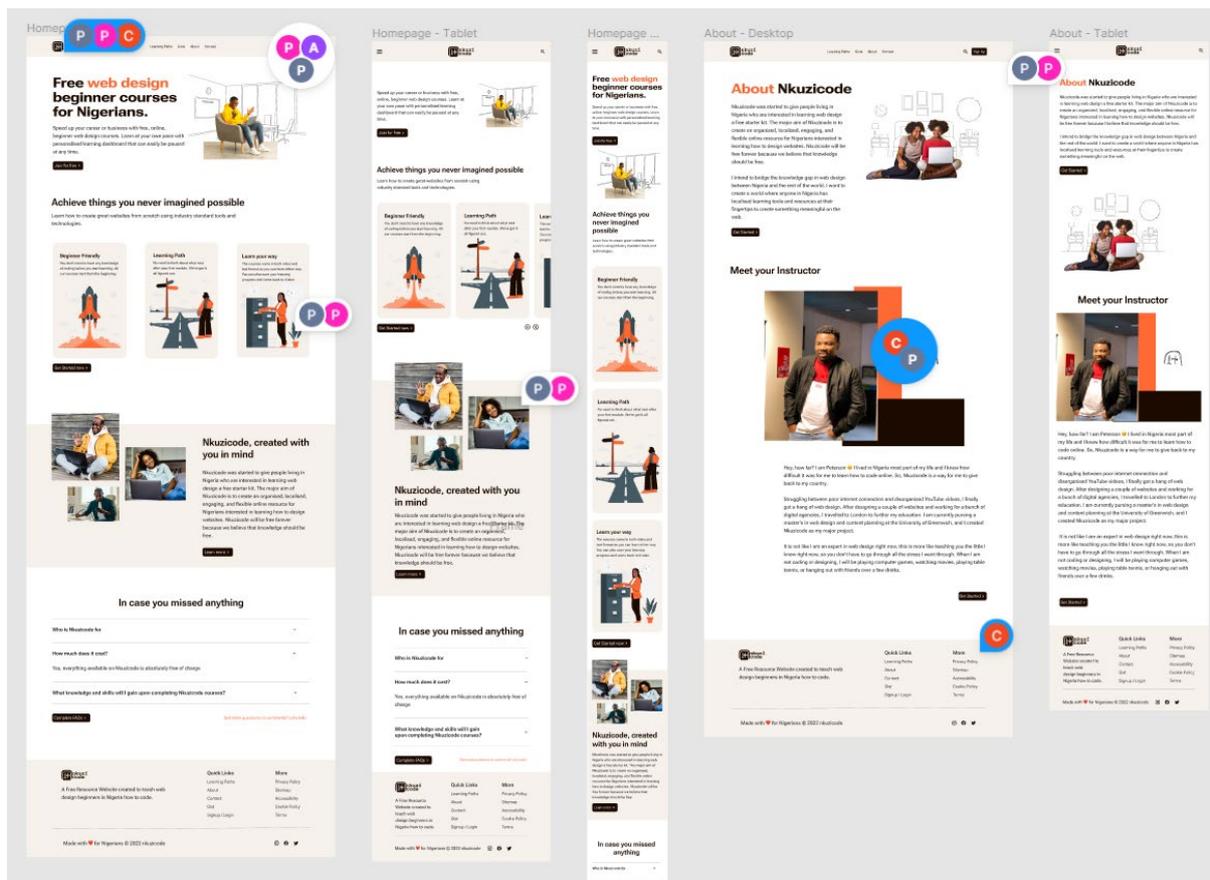
Wireframing is an important step in designing because it gives an insight into how the final design will look before coding. Designs are flexible at this stage because one can easily change design decisions. For Nkuzicode, I started with [low fidelity wireframes](#) on whimsical. At this stage, I was not thinking about the colours or type of fonts to use. I was mainly concerned with the layout and flow of content. Having the contents ready made this stage easier because instead of using random text, I used actual contents I planned to add to the website.

I created wireframes for mobile, desktop and tablet screen sizes. I had to adjust the some of the content to fit the media sizes and I made a lot of design changes at this stage to make the layout more user friendly.



After this stage, I asked for feedback, made a few more changes according to the feedback and got and then created a design system on Figma. This design system includes the fonts, font sizes, layouts, and colours I had already chosen. Creating a design system made the process easier because it didn't have to repeat myself.

I created high fidelity prototypes using Figma, now I added the colours and typefaces I selected. I also added images and illustrations I already created. Every element had the dimensions they are supposed to have on the actual website. I use Figma auto layouts to simulate the functionality of responsiveness. I went ahead to create these wireframes for mobile, desktop and tablet devices.



I shared it on slack – our course main communication channel and got a couple of feedback from tutors and some of my classmates. I changed the colour of the CTA as they were not easily noticed because they had the same colours as most of the other elements. I also made other minor adjustments from the feedback I got.

PROTOTYPE

After creating the wireframes, the pages were linked with one another to examine the user flow. The prototype was tested, and I found out that some of the tasks required many unnecessary steps. I reduced the number of clicks required to get to the FAQ section of the website by adding the most important frequently asked questions to the homepage. I also reduced the number of files on the sign-up page to make it easier and faster for the users.

IMPLEMENTATION

The implementation of the plans I had for Nkuzicode was not straightforward. I had to change the design direction a couple of times to make the website more user centred. First, I created a static HTML and CSS template of the design layout I made previously using Figma. Then I added JavaScript to add advanced functionalities like accordions and dynamic page titles.

Before the website went live, I designed a holding page on nkuzicode.com and added a newsletter form so that people can opt-in to get a reminder when the website goes live.

Afterwards I converted the static pages to a WordPress theme, installed a couple of other plugins for other complex functionalities like Learning Management System, SEO and contact form.

MOBILE FIRST DESIGN

It is easier to build from the smallest screen size (mobile) and then make design changes when there is more design real estate. The major drawback I faced with starting my designs from mobile was that changing the website layout became difficult. For instance, I used hamburger menu for my navigation on mobile. Trying to change the navigation design on tablet and desktop proved to be a problem.

Furthermore, the layout of my mobile design was simple. Sections were stacked on top of each other and the margins around the website content were consistent. Meanwhile, the laptop and desktop designs were complex and completely different. By designing for the smallest screen size first, I focused on the core functions of the website which made it user focused.

HAMBURGER MENU

In my quest to make Nkuzicode as user centered as possible, I tried to create all the functionalities of the website using HTML and CSS. I used JavaScript as last resort because some users might turn JavaScript off or might even have issues with JavaScript on the device, they are using to access the website.

I found it difficult to create the mobile menu without using JavaScript. I made lots of research, but it seemed as though all of them needed JavaScript. After trying so many tutorials with no positive result, I tried to simulate the menu toggle process using radio selection. I hid the radio buttons using CSS and used z-index to place the hamburger strokes on top of the radio button. I managed to use CSS transitions

together with cubic-bezier to change the positions of the hamburger strokes to form a cancel sign when the hamburger menu is clicked.

CSS PSEUDO-CLASSES

Using one CSS for the entire website gave me a lot of challenges because I was avoiding using classes except where it is inevitable. Rather, I used CSS pseudo classes and selectors. But this became a problem when designing other pages because the structure of each page was unique. Instead of slapping a class to any element that was difficult to target, I gave a main container of each page a unique ID. With this, I was able style each page differently using the same CSS file, without bloating my codes with so many classes.

DYNAMIC ACTIVE CLASS

Life was easier when I used a different CSS for each HTML page, that way I could easily style the active menu differently. But that will mean loading more files which was going to reduce my website speed. So, to dynamically add an “active” class to the active menu item, I used JavaScript. I created a variable and assigned the URL of the current page to the variable. I used the *window.location.href property* to get the page URL and I used an if statement to check if the title of the page was contained in the page URL. If the if statement returned “true”, an “active” class was added to that menu item. I used CSS to create a different style to indicate the active menu item (using the active class). The stress was eventually not worth it when I converted my website to WordPress as there was an easier way to achieve this using WordPress. I had to get rid of the JavaScript function responsible for this and targeted the WordPress active menu class and used it to replace mine. It was a good opportunity to improve my knowledge of JavaScript.

VARIABLE FONTS

I have heard a lot about variable fonts and how they make websites faster by reducing server requests, but I have not worked with them before. I was unsure how to make the typefaces look different. I was using a new variable font – Roboto Flex. With Roboto Flex, I had access to large selection of weights, widths, and styles. I planned to use it for headings and body text, so I customised the font on Figma. This gave me instant visual results to the changes I made to the weight, width, slant, grad of the font. After the adjustments, I copied the generated codes from the inspect tab of Figma and used it on my website CSS.

FAQ ACCORDION

FAQ's is a fast way to answer questions I feel users might have even before they are asked. I gathered most of the questions I answered on the FAQ section of this website from the qualitative research (interview) that was carried out earlier. To save space and make the website look tidy, I put the FAQs on an accordion. The problem was that I did not know how to get the accordion to expand when it is clicked. I researched on how to achieve this using CSS but could not find anything that worked perfectly. Finally, I used JavaScript to dynamically change the display of the accordion answer from "none" to "block". I also dynamically added the "active-button" class to active accordion.

STATIC HTML WEBSITE

After designing the website locally, I created a subdomain dev.nkuzicode.com and hosted it there. This gave me ample opportunity to check if my web server supports all the functionalities of my website. While the website was hosted here, I installed WordPress on the main domain and set up a holding page.

TUTORIAL VIDEOS

The amount of time the development of Nkuzicode took was highly underestimated. This greatly affected the plan of events. At the time of this report, I had not shot all the tutorial videos yet. I started shooting the videos while I was still designing the website but seeing how long every part of the website took, I focused on finishing the website design first before going back to the videos.

I could not afford a professional photography gear, so I used my MacBook webcam and my Apple Air Pods to shoot the videos. I used [Wondershare Filmora](#) to edit the videos because I needed to record my screen for proper explanations. I subscribed for a month, and it cost me £21.72. I started with the free trial but when I exported the video, it had an ugly looking watermark over the video.

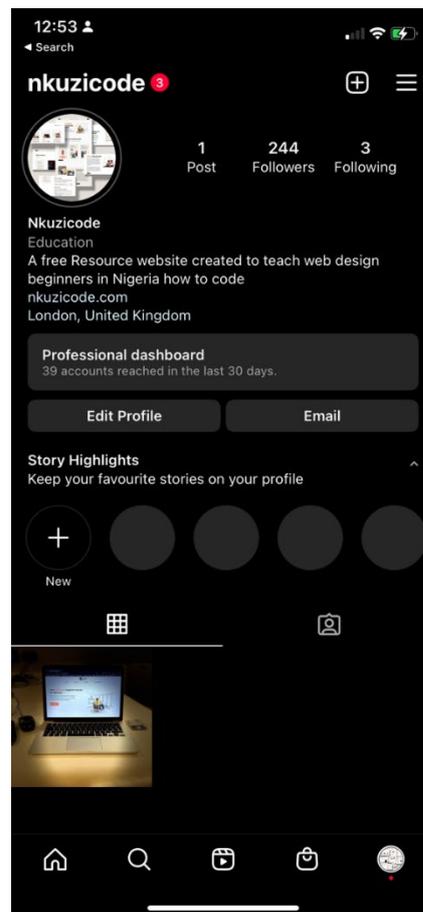
Initially, I planned to add subtitles to the videos, but as I was running out of time, with some many other things to do, I decided to leave it out for now. I plan to add subtitles to videos after project submission. After editing the videos, I uploaded them on YouTube and unlisted them. This means users won't find the videos if they searched for it on YouTube. This would ensure anyone watching the website must be on the website and will most likely maintain the video sequence.

SOCIAL MEDIA

I created Instagram, Facebook, and Twitter accounts for Nkuzicode. But I focused more on Instagram because I already had a huge following there. I posted about Nkuzicode on my personal Instagram page and so far, I got 244 followers. Most of them were followers from my personal page and some of the people who provided their Instagram handles during the survey stage of Nkuzicode planning.

I reached 39 accounts over the period of 30 days (from 20th August to 21 September) and posted just one image so far.

There was no activity on Twitter and Facebook yet as I have been busy trying to finish creating content for the website.



WORDPRESS THEME DEVELOPMENT

Nkuzicode is a content-driven website, therefore, there will be need for regular publishing and updating of content. Doing this manually will take so much time and effort, that is why there is need for a content management system. I needed my WordPress website to look exactly like the static pages I already designed. To do this, I needed to create a custom WordPress theme. At first, I had no clue on how to

go about creating the theme but after making some research, I began by creating the core pages.

- *style.css* was created and the meta data of the theme like the theme name, author, description, and version was added as comments at the beginning of the file. I also created another *style.css* file containing the codes from my previous CSS file. This was the file I enqueued on my *functions.php* to serve as the main CSS file of my website.
- *script.js* served as my new JavaScript file. I transferred everything on my old JavaScript file to this one
- *custom.css and custom.js* were also created but left blank. I planned to use these files for quick fixes when I don't want to edit the main CSS or JavaScript file.
- *functions.php* was one of the most important files in WordPress. This was where I enqueued the CSS and JavaScript files. I also created sidebars, added menus, added support for SVG uploads on this file. This file was mainly used to extend the functionality of WordPress.
- *header.php and footer.php* served as the header and footer of the entire website. Since I already separated the header and footer of the static website with php, I just copied the codes on pasted it on the new files.
- *front-page.php* was created to as the homepage of the website. I moved the contents of the static homepage to this page.
- *single.php* controls single posts that will be created from WordPress. As I am new to WordPress development and not sure what was meant to be on this file, I copied the codes on eyestyle 2021 Vanilla Theme created by Prisca Schmarsow and Erika Balode.

- *comments.php* was also created to control comments on the website. I created it using the codes I got from eyestyle vanilla theme.
- *page.php* is used to call and display your latest posts within the active template layout. The codes contained in the page was gotten from WordPress codex website.
- *404.php* is meant to show when *user enters a URL* that does not exist on the website.
- *screenshot.png* which contained a screenshot of the static website was also created and added to the theme folder to save as a thumbnail image on the theme section of the WordPress dashboard.
- *index.php* takes care of the posts loop. The codes for this file were also gotten eyestyle theme.
- *search.php* was meant to take of searches on the website. But after I set up the learning management part of the website, I removed it because there was another search on the courses page which I think is more important.

The theme folder was uploaded on the themes folder inside the wp-content directory of the website and activated.

PLUGINS

LEARNING MANAGEMENT SYSTEM (LMS)

Nkuzicode is simply a Learning Management System, LMS's are so popular and there are a lot of WordPress plugins that provide this solution. During my research, the following plugins stood out for me.

MemberPress included a Membership and a learning management system. It also has built-in features that allows one to create and management online courses seamlessly. Most of MemberPress features a special classroom mode that will take care of the entire design process in a few clicks. I like the features of MemberPress but the pricing discouraged me. MemberPress subscriptions start at \$179.50 per year.

LearnDash is another popular LMS plugin that comes with a drag and drop course builder that will enable me to create courses easily and faster. It also features a content drip system, quiz, and payment system. These has all the features I need but then again, I was discouraged by the pricing. It costs \$199 per year.

As I do not plan to make any money from Nkuzicode, I was not prepared to spend this amount of money on it. Besides, these plugins are built to perfection, If I end up using them, I will not learn anything new. After a little more research, I came across LearnPress.

LearnPress is a free WordPress LMS plugin that allows one to create courses and lessons, it has a lot of similarities with LearnDash and MemberPress mentioned above. I decided to use LearnPress because it was free, and I feel like I will learn a lot while trying to customise it the look like the user interface of the rest of my website.

ADVANCED CUSTOM FIELDS (ACF)

As a beginner, I found it difficult to convert my static HTML and CSS webpages into dynamic WordPress pages. To make the contents of my web pages editable from WordPress dashboard, I used ACF. ACF helps me create fields which served as

containers, I had to insert a php code into my theme files and add the contents dynamically from WordPress.

YOAST SEO – SEO STRATEGY

WordPress being an Object-Oriented CMS made it difficult for me improve the Search Engine Optimisation of my website pages individually. This was mainly because I had to include the same head.php file to all the pages. After doing some research, I found out about Yoast SEO – A WordPress plugin that improves website's rankings on search engines, by helping you optimize your site's content and keywords. It also automatically generates Sitemap XML pages which I uploaded on Google Search Console to increase the SEO of Nkuzicode. Yoast SEO allowed me to easily update the meta descriptions of webpages without having to go into the codes. I found this helpful because the website head document was the same for every page and it was going to be difficult to change the meta description for each page. This plugin also generated other important meta tags like twitter cards on the head section of the HTML documents.

CLASSIC EDITOR

I installed the previous WordPress WYSIWYG editor because it allowed me to easily add HTML and CSS codes directly by clicking on the text tab. Unlike the Gutenberg editor that treated every element as a block. This one was easier and straightforward.

GDPR COOKIE CONSENT

To make Nkuzicode GDPR and cookie compliant, I had to create a cookie policy page and display a cookie pop up on my website to enable the users choose if they want their cookies stored or not. To achieve that, I used **CookieYes** plugin.

CACHE MANAGEMENT

To improve the speed of my website, the browser creates cache of some of the website resources like images and illustration. How it works is that, once the user visits a webpage for the first time, most of the webpage's resources are cached. The next time the user visits the website, the browser will not have to redownload these resources, it serves the cached version. Therefore, I need a way to management the cache of my website so that I can serve fresh content whenever I make important changes on the website. To achieve this, I used **WP super Cache**, a free caching plugin for WordPress.

SMUSH

For implementing lazy loading on the website. This made the images load only when the user gets to the frame where the image is needed. This improved the speed of the website because all the images are not loaded alongside the entire website. Smush also reduced the size of image files which also affected the website loading speed positively.

SYNTAX HIGHLIGHT

Since Nkuzicode is all about teaching web design, I will have to display codes alongside the text tutorials. Initially, I planned to embed codepen code snippets on

the website because it will save me the time of taking a screenshot of the code results and uploading them as images. Also, codepen will show the codes at work and will allow users edit the codes without leaving the website. Sadly, there was no straightforward way to embed the codepen snippets on the WordPress and the WordPress plugin created by codepen for this purpose was no longer maintained. After some research, I discovered **Syntax Highlighter Evolved**, a free WordPress plugin that easily lets me post syntax-highlighted codes directly on WordPress WYSIWYG editor.

WP FORMS

As a newbie in backend development, I was not sure about how to make my forms secure enough to avoid hacking. I did not also want to deal so much with database. I just wanted to get an email once someone fills out a form on Nkuzicode. **WP Forms** gave me the perfect solution for that, they provided short codes that I easily embedded into my php template files and customised using CSS

LOGINPRESS

Some of the essential pages of the website like the “forgot password” page still had the default WordPress styling on them. To maintain the same user interface across the entire website, I used LoginPress plugin to edit the default “Register”, “Login” and “Forgot Password” pages so it looked like the rest of the pages on the website.

JETPACK

I also installed the Jetpack plugin to easily see the statistics of visitors from the WordPress dashboard. It also came with Akismet Anti-spam plugin which helped me

get rid of spam comments. Jetpack has a Boost section that showed me how fast my website was on both mobile and desktop. It also automatically deferred non-essential JavaScript which greatly improved the speed of my website.

SVG UPLOADS ON WORDPRESS

During the process of converting the static website to WordPress theme, I noticed I could not select SVG files on the media upload dialog box. From my research, I figured WordPress does not allow SVG uploads by default due to security reasons. I finally added a filter code to the *functions.php* file which allowed me to upload SVG files.

FAVICON

After converting the website to WordPress, I noticed that the default WordPress favicon overwrote mine. I re-uploaded the favicon from the customise section of WordPress dashboard.

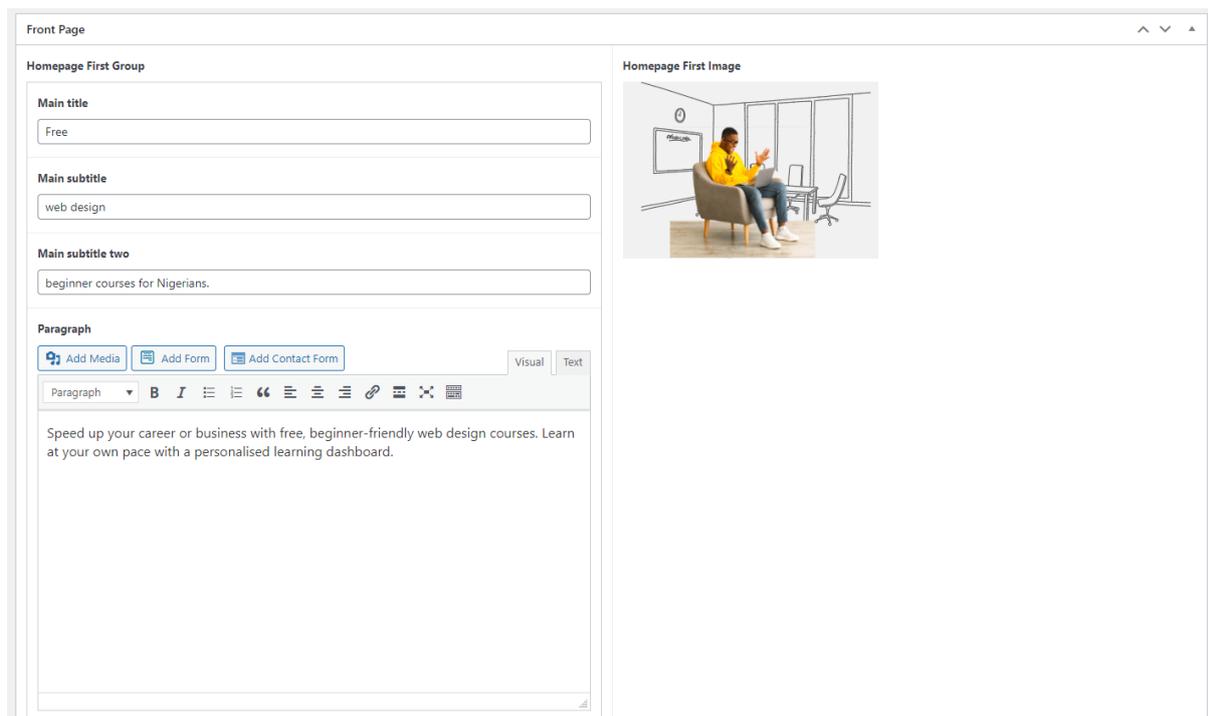
MENUS

To make the menu items created on WordPress dashboard to appear on the website, I replaced the manually added links on the website header and footer sections with the codes I got from WordPress codex for displaying WordPress menus on custom themes.

CONVERTING STATIC PAGES TO DYNAMIC PAGES

After creating the WordPress theme, I converted the page contents to WordPress pages. I created pages on WordPress and then converted the hard coded pages to WordPress template files. I then assigned the page to the WordPress template to display its contents.

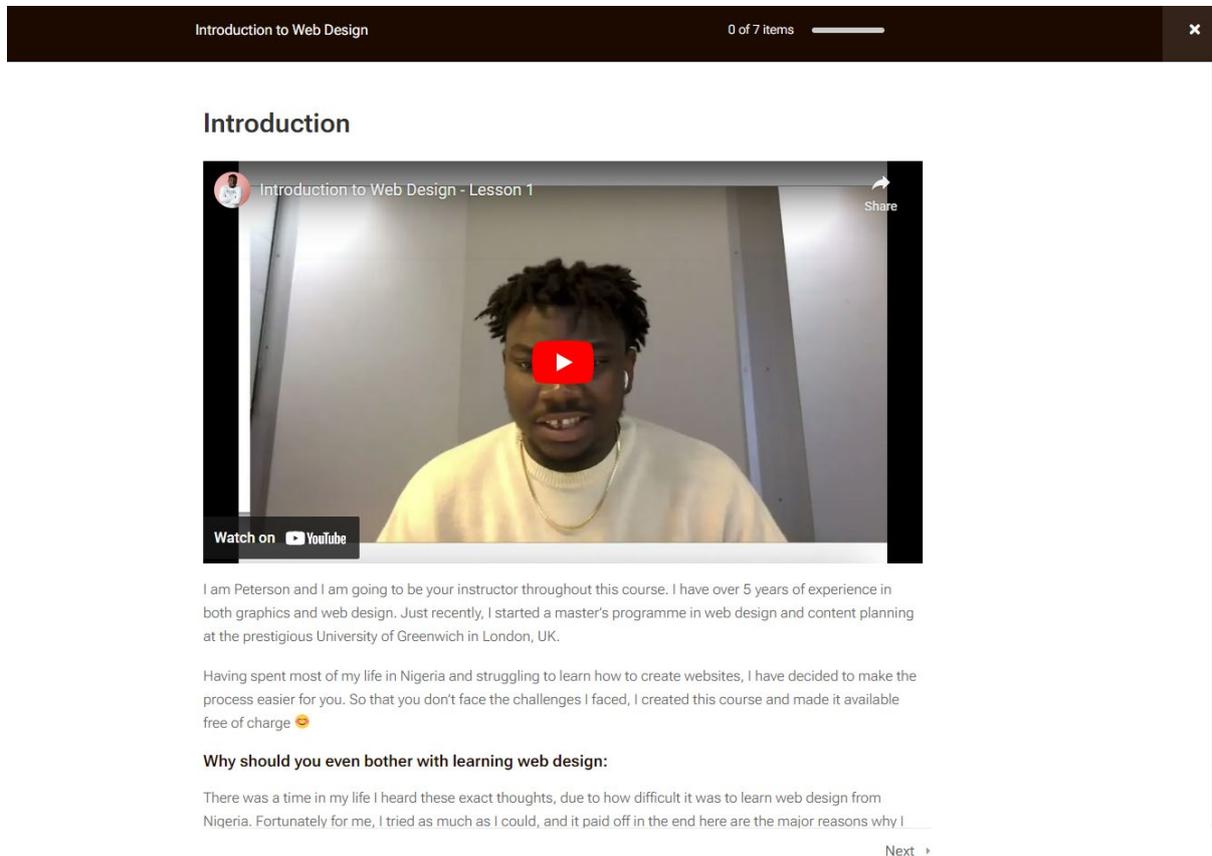
To make the page content editable from WordPress dashboard, I replaced the hard coded contents of the pages with the short codes from advanced custom fields. I studied the ACF intensively to understand how it's done. Then finally, I re-added the contents of the pages using the ACF fields. This made it easy to change page contents from WordPress Page editor.



CUSTOMISING LEARNPRESS

After setting up LearnPress and publishing a couple of tutorials, I noticed the user interface was different from the rest of the websites. So, I inspected their codes and changed some codes on the plugin CSS to make it look the rest of Nkuzicode. After my presentation, Prisca pointed out a couple of things on the feedback she sent me afterwards. I had made further changes on the checkout process and the way some elements looked while viewing the tutorials. Sadly, I could not make the header and footer show when viewing the tutorials as Prisca had suggested. But there is a cancel icon available to close the tutorial page and go back to the main website. And

it will also help the user stay focused on the tutorials as there are less distractions on the screen.



The screenshot shows a video player interface. At the top, there is a dark header with the text 'Introduction to Web Design' on the left and '0 of 7 items' on the right. Below the header, the video title 'Introduction to Web Design - Lesson 1' is displayed. The video frame shows a man with dark hair and a beard, wearing a white sweater, speaking. A red play button is overlaid on the video. Below the video frame, there is a 'Watch on YouTube' button. The video description text is as follows:

I am Peterson and I am going to be your instructor throughout this course. I have over 5 years of experience in both graphics and web design. Just recently, I started a master's programme in web design and content planning at the prestigious University of Greenwich in London, UK.

Having spent most of my life in Nigeria and struggling to learn how to create websites, I have decided to make the process easier for you. So that you don't face the challenges I faced, I created this course and made it available free of charge 😊

Why should you even bother with learning web design:

There was a time in my life I heard these exact thoughts, due to how difficult it was to learn web design from Nigeria. Fortunately for me, I tried as much as I could, and it paid off in the end here are the major reasons why I

Next ▶

I also hide the WordPress admin bar and dashboard from regular users using a filter I added to functions.php. I changed the default email WordPress sends users when they sign up using a plugin, I created myself. I was able to create the plugin after a lot of research and spending long hours on stack overflow website.

COOKIE POLICY

The cookie policy was generated by the CookieYes plugin. The plugin checked my website to confirm the cookies I was using and generated the cookie policy page. I edited the page and removed some irrelevant parts of the policy.

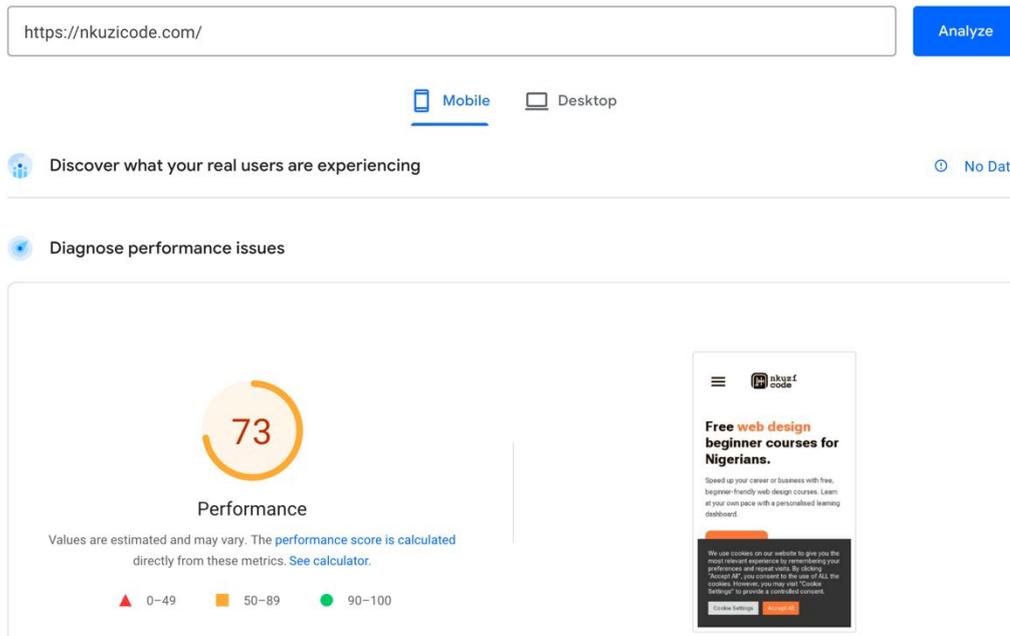
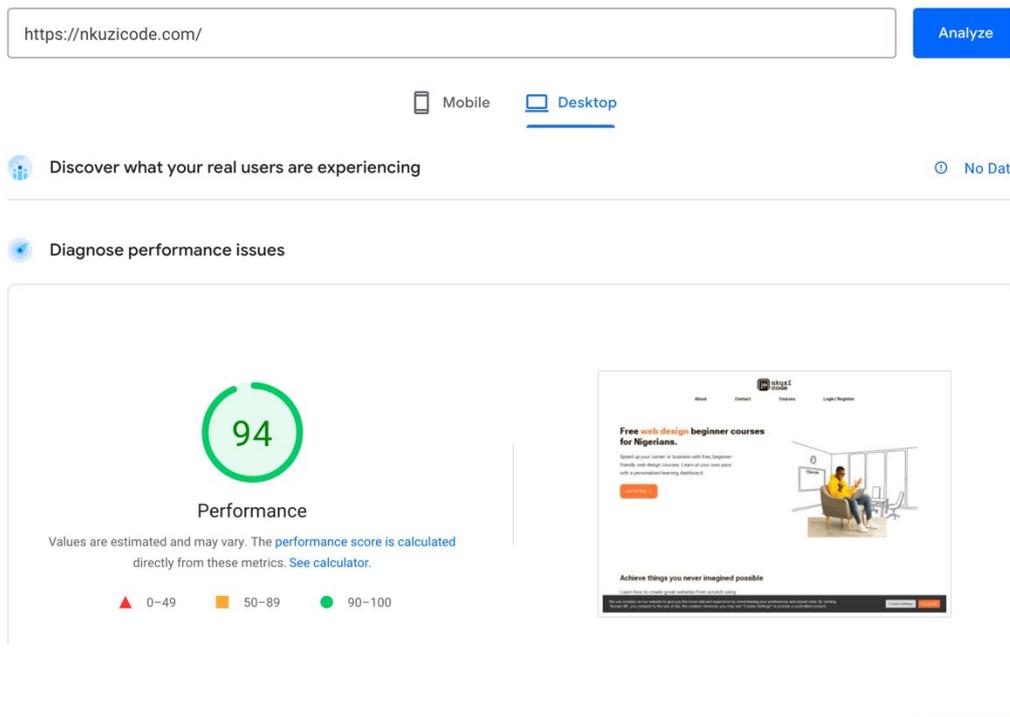
PERFORMANCE TESTING

I tested the website performance using [Google Page Speed Insights](#) which gave the desktop homepage a rating of 96/100 and the mobile homepage 76/100. The first contentful paint was 0.8 seconds on desktop and 2.9 seconds on mobile. With a speed index of 4.2 seconds on mobile and 1.6 seconds on desktop. It gave me the following suggestions:

- Reduce initial server response time
- Eliminate render-blocking resources
- Reduce unused JavaScript

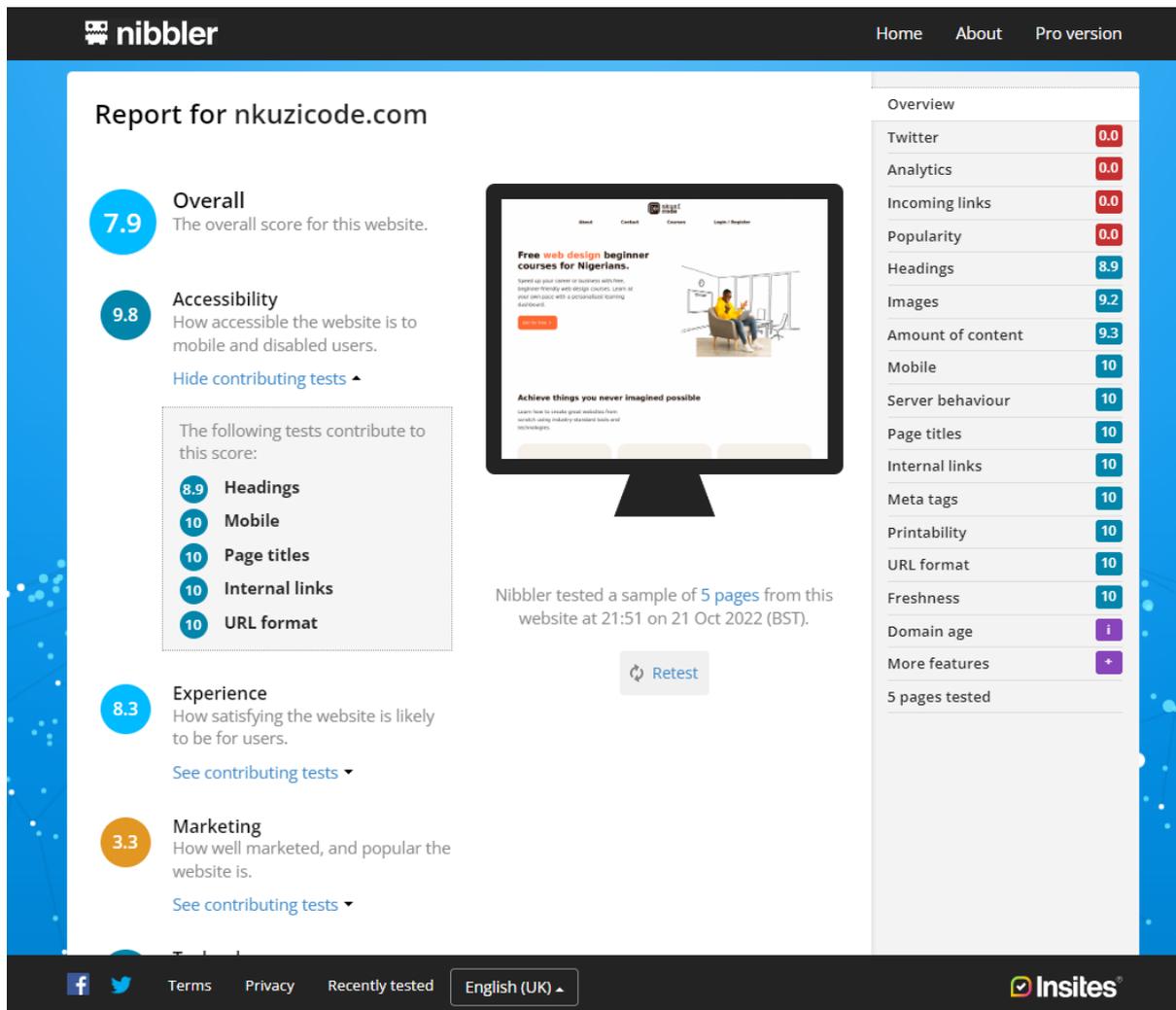
I tried to fix the following issues by optimising images more and using Jetpack to minify my CSS files. I also increased the cache lifecycle and started using CDN to increase loading speed. For the render blocking resources, I found out it was the cookie policy popup and there is nothing I could do about that. The unused JavaScript was the Google Tag Manager script I used to monitor page visits using google analytics.

I believe the website ratings is above average at this stage and there is no way to get the rating up to 100/100 on both mobile and desktop.



ACCESSIBILITY TESTING

I tested Nkuzicode on [nibbler](#) for accessibility and it got a rating of 9.8 /10. There are Headings, especially H1 on every page and it was properly arranged. I used alternative texts on all images. Aria labels was also used intensively on the website and the website data was properly arranged structurally. Although the overall rating of the website was 7.9/100, I am pleased that the accessibility rating is high.



Report for nkuzicode.com

7.9 Overall
The overall score for this website.

9.8 Accessibility
How accessible the website is to mobile and disabled users.
[Hide contributing tests](#) ▲

The following tests contribute to this score:

- 8.9 Headings
- 10 Mobile
- 10 Page titles
- 10 Internal links
- 10 URL format

8.3 Experience
How satisfying the website is likely to be for users.
[See contributing tests](#) ▼

3.3 Marketing
How well marketed, and popular the website is.
[See contributing tests](#) ▼

Nibbler tested a sample of 5 pages from this website at 21:51 on 21 Oct 2022 (BST).
[Retest](#)

| Overview | |
|-------------------|-----|
| Twitter | 0.0 |
| Analytics | 0.0 |
| Incoming links | 0.0 |
| Popularity | 0.0 |
| Headings | 8.9 |
| Images | 9.2 |
| Amount of content | 9.3 |
| Mobile | 10 |
| Server behaviour | 10 |
| Page titles | 10 |
| Internal links | 10 |
| Meta tags | 10 |
| Printability | 10 |
| URL format | 10 |
| Freshness | 10 |
| Domain age | i |
| More features | + |
| 5 pages tested | |

Just to be sure, I also tested the website on [WAVE](#) and it got a couple of warnings and one error. The error was caused by the radio button I used to create my hamburger menu. I could not do anything about this error, but the rest of the website passed the test. I also checked each colour combination I used on [contrast checker](#) before using it just to make sure it passed the WCAG AA checking on both normal and large text sizes.

BROWSER TESTING

The website layout displayed correctly on the following browsers and devices:

- Android Browser (Android 7.1)

- Google Chrome windows 11, Windows 10, MacOS Big Sur 11.7, iOS 16.0.3, Android 7.11)
- Microsoft Edge (Windows 10, Windows 11)
- Safari (MacOS Big Sur 11.7, iOS 16.0.3)
- Firefox (Windows 10, Windows 11, Android 7.1)
- Firefox Developer Edition (MacOS Big Sur 11.7)
- Opera (windows 11, Windows 10, iOS 16.0.3, Android 7.1)

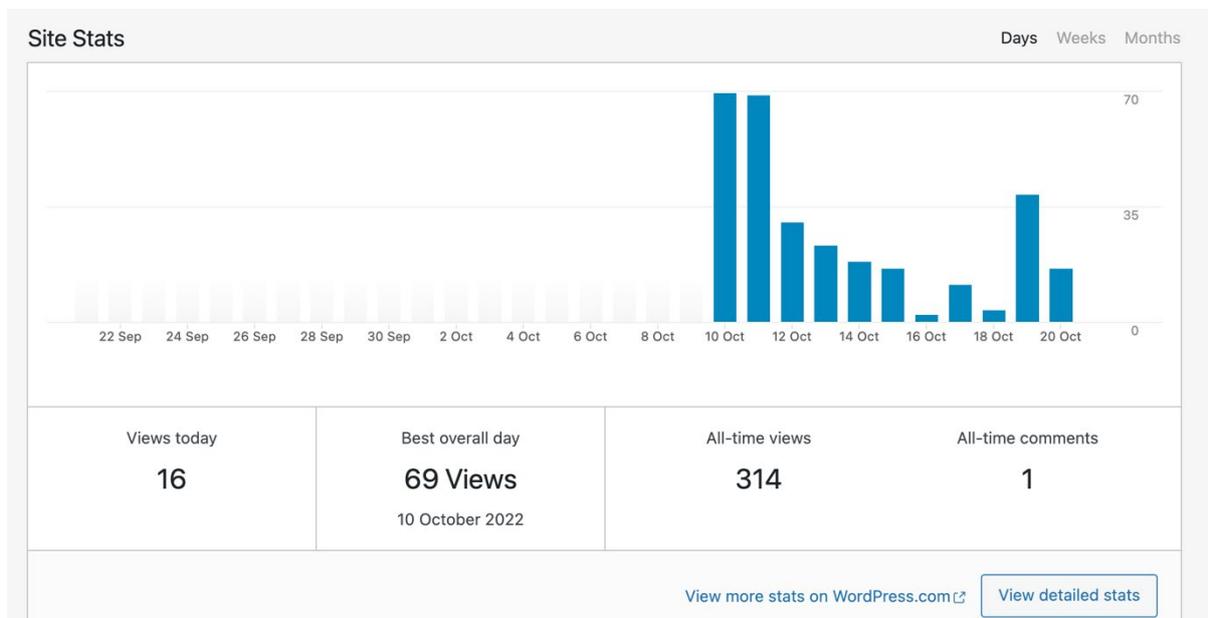
The website layout failed on all internet explorer browser. Good thing Microsoft has ended its support for internet explorer, hopefully none of Nkuzicode users will access it via IE.

WEBSITE ANALYSIS

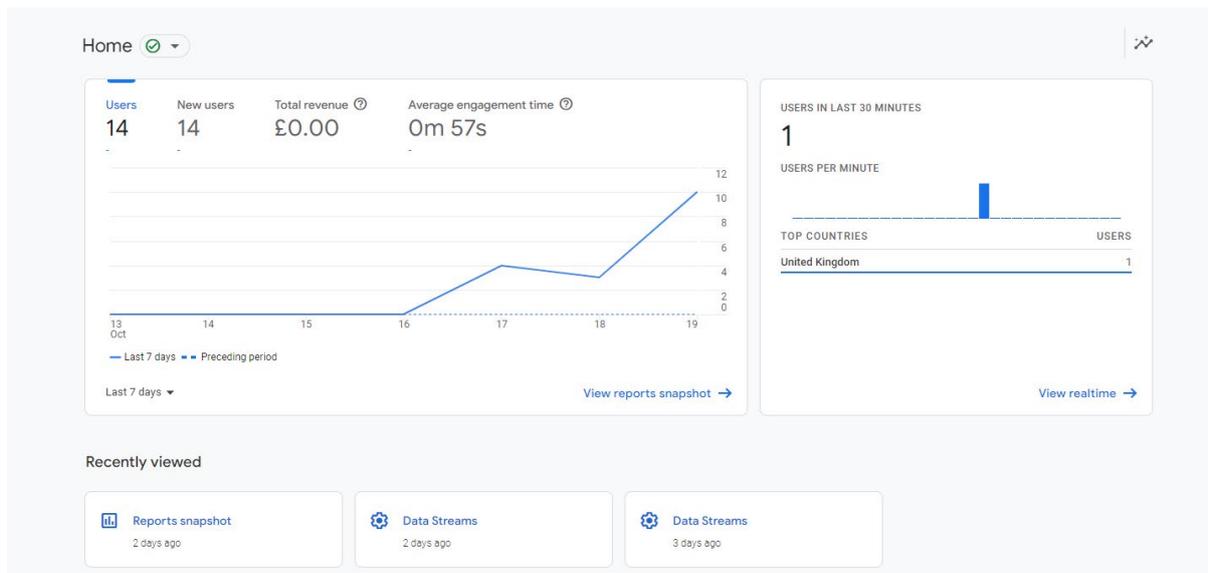
There were three stages involved in the launch of the website. At first, I designed a holding page to give a brief insight on what the website was all about. After the static version of the website was designed, I used it to replace the holding page to get a feel of how the website looks on a live server and to make sure all the website functionalities were compatible with my server.

Finally, the static website was moved to a sub domain, dev.nkuzicode.com and I uploaded the WordPress version of the website. There was no website analysis tool in place during the first and second phase of the website launch. After the WordPress version of the website went live, I installed Google Analytics on the website to help track visitors and user behaviours. I also installed Google Search console to monitor the website behaviour on search engines.

At the time of this report, not much have been done in terms of promotion. This is because I wanted the website to be completely functional before I start promoting it. In retrospect, I would have started from the holding page stage to promote the website. The website was completely functional on 10th October 2022, and I started promoting it by sending an email to the list of people who opted in for an email during the research process. I sent an email to 91 people and on that day, I got 69 page views and an all-time view of 319. Unfortunately, this was before I installed Google Analytics, so I got this data using Jetpack WordPress plugin.



After I installed Google Analytics and promoted the website on my personal Instagram page with over 10,000 followers as well as a couple of WhatsApp group chat of computer science students, I got just 14 new visitors with an average engagement time of 57 seconds. Most of the users were coming from United Kingdom which was surprising.



These results were poor compared to the previous result I got when I sent the bulk email. I understood that I was targeting the wrong audience. This made me rethink my promotion strategy. I decided to re-target my mailing list because even with the high number of visits I got on the day I sent the email, only one person signed up. I removed the email of the person who signed up and sent another bulk email with a different message.

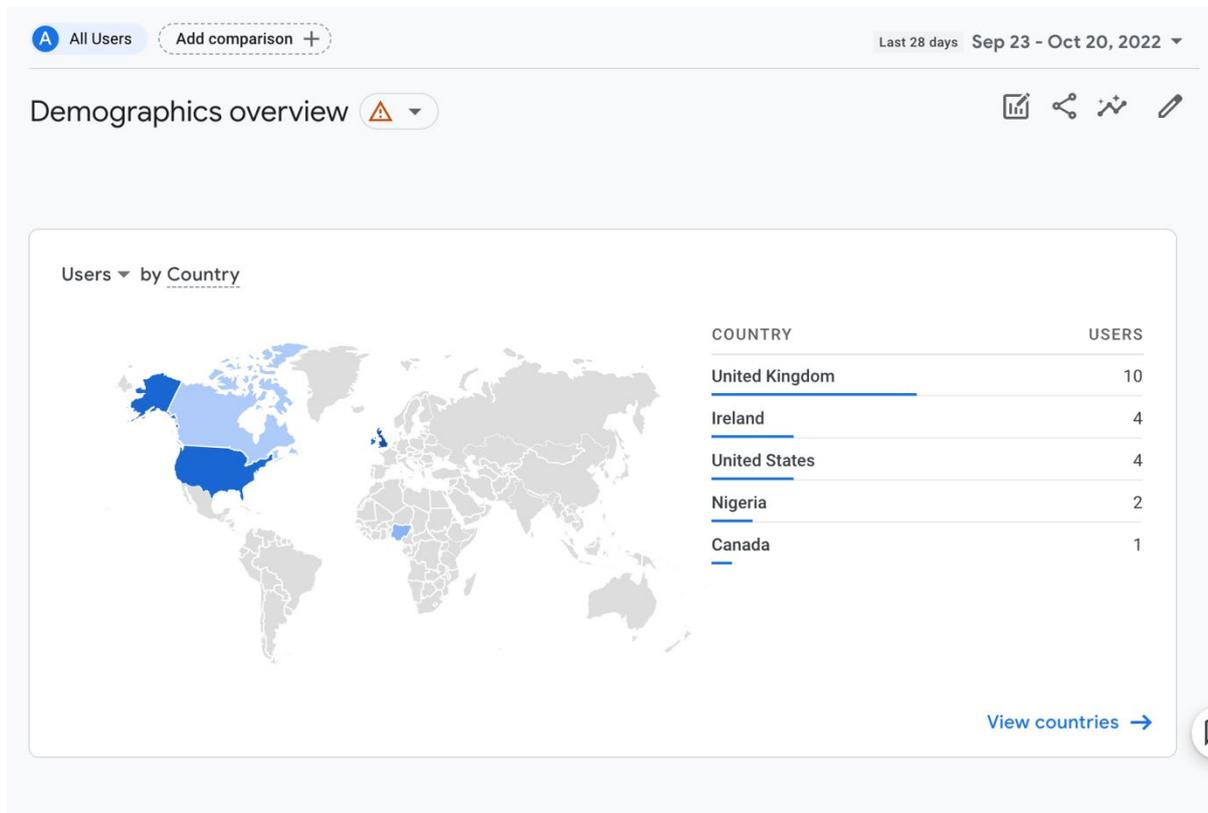
On this new email I used a HTML template to make the email more enticing with high hopes on increased user engagement. On the first day after sending the second email, I two more people signed up making it 3 signups in total. I did not include 4 test accounts I created myself as well as the account created by Prisca during my final presentation. I am also thinking of running Google and Instagram ads, but considering that Nkuzicode does not generate any income, I am not so sure about this idea yet.

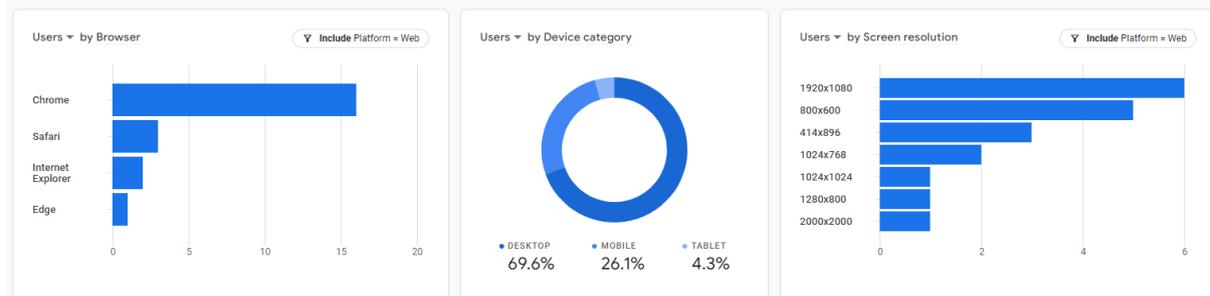
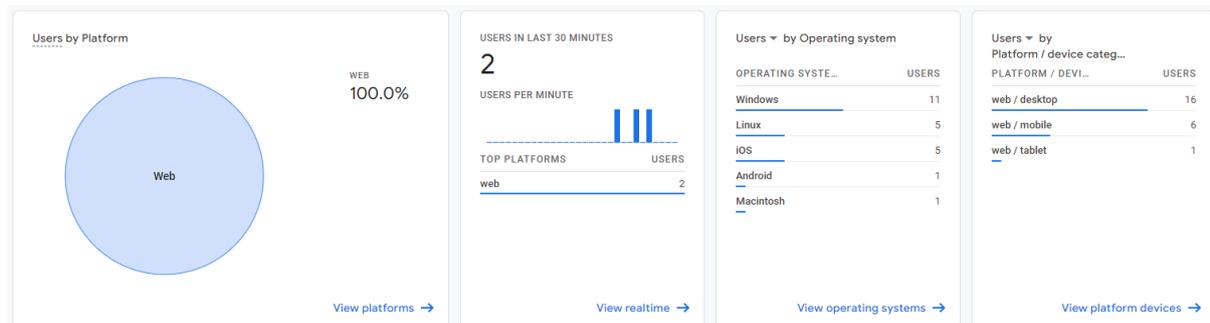
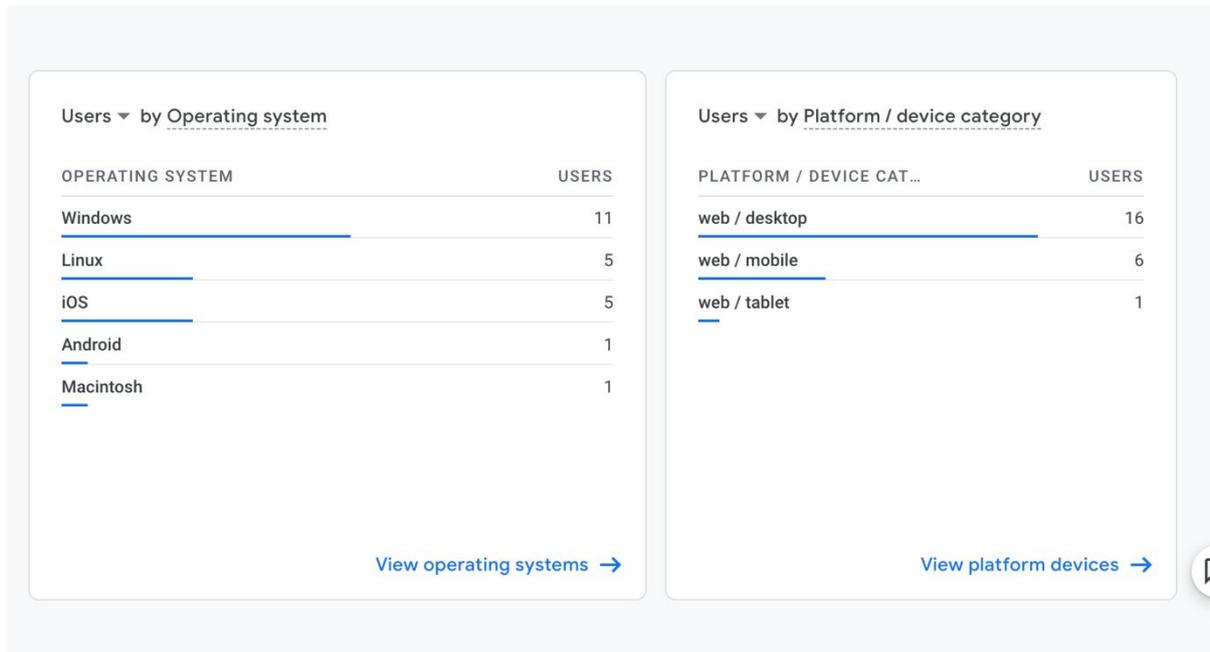
As I have not gotten many users yet, so I did not bother to explore tech and demographic details of the people who visited Nkuzicode, hopefully in the coming

days I will get more visitors from the email marketing and make a more detailed analysis of the website visitors.

Luckily for me, on a quest to promote Nkuzicode to more people who live in Nigeria, I retrieved my Nigerian number and posted the link to Nkuzicode on my WhatsApp story on the submission day and after 5 hours, I have gotten over 153 unique visitors and 10 new sign ups. One of them already started one of the courses. I was very pleased with this result, and this goes to show how important it is to promote products to the right target audience.

Now that I have more engagements, I analysed the demographics of my website visitors as well as the Tech overview below.





EVALUATION AND FUTURE PLANS

USER EXPERIENCE

Generally, to evaluate this website, I had to refer to the user-experience features discussed in the delight section of the planning phase. These includes:

- **Video and text formats for the tutorials:**

This is one of the major unique selling propositions of the website. This increases the accessibility of Nkuzicode because those who do not want to watch the videos for any reason, can read the text tutorials and those who do not want to the read the tutorials can watch the video

So far, all the lessons have just text tutorials while some of the lessons have both video and text tutorials. I have not been able to finish filming the videos because of how long it takes to edit the videos but that is what I will be doing in the next couple of days after submitting this report.

- **Mobile Responsiveness:**

Nkuzicode was created with a mobile-first approach and tested across multiple devices and screen sizes to ensure it looked appropriate. So far, it is responsive across all devices except of course internet explorer which is no longer supported by Microsoft anymore.

- **Performance:**

I am not entirely pleased with the website performance-wise. The desktop version loads very fast and has a google page speed rating of 94/100, but the mobile still needs work. The major concern I have with the mobile version of

the website is the render-blocking resources (most of them came from the cookie policy plugin) which add an extra 1.67 seconds to the loading time. I have tried to solve this by using Jetpack WordPress plugin to defer all non-critical JavaScript and styles, but it seemed to make no difference.

However, all the images are optimised, most of the CSS and JavaScript are minified, a variable font was used to reduce the number of font requests and the time required for first time render. I set up a Content Delivery Network (CDN) to improve loading speed. I also installed a caching plugin to cache the web resources in users' browsers.

- **Content Personalisation:**

The website content is highly personalised, most of the examples used in the lessons are related to the lifestyle of people who live in Nigeria. I have used Nigerian street slangs and colloquial language throughout the course, especially in the videos. I tried as much as possible to add a personal touch to all the contents. I also made the website minimal, with simple layout and few links on navbar, it will be easy for users to navigate the website.

AESTHETICS

Generally, the design of Nkuzicode is successful because it looks minimal and professional but does not look too cliché, not to reflect my personal style. But I am still not completely satisfied with how it looks. I just have a couple of minor things I want to change with the look and feel. Some of them include:

- Making the Login / signup page two tabs. The users might be confused with the current especially on mobile where you must scroll to see the sign-up form.
- Make the cancel button more visible in the lesson section. Or adding the header and footer to this section. Users might find the current design confusing.
- Make it possible for users to select courses directly from the user dashboard. Also list the enrolled courses on the dashboard.
- Make the Logout and Settings parts of the user dashboard more visible.
- Improve the authentication of the login and signup pages. Currently, it does not display the errors when a user puts an incorrect username or password.
- Add a button that will hide text on the tutorials pages so that users who want to focus on video can do so.

LEARNING OUTCOMES

Nkuzicode was design for a social cause, to teach people who live in Nigeria how to code, and it was never to make profit. Another reason for creating this project was to improve my design and development skills. I learnt how to convert the results of user research into design decisions using UX methods like user personas and empathy maps. I also understood how to create design systems, wireframes and prototypes and convert them to a live website. Most importantly, I learnt how to create a custom WordPress theme from scratch. This proved to be the most difficult part of creating this website, but it was worth every minute spent learning it. Generally, my HTML, CSS, JavaScript and Php skills have creating improved. Learning the process involved in coming up with a design system and using that process to convert

research data into wireframes and then to live websites will be useful in future design projects.

PLANS, GOING FORWARD

Below is a list of plans I have for Nkuzicode arranged according to importance

- Increase website engagement by posting more content on Instagram, Facebook, and Twitter.
- Finish creating the tutorial videos
- Create additional tutorials on accessibility and SEO
- Add the courses to homepage
- Work on making the website pages load faster
- Redesigning the user dashboard, login, signup, and course enrolment pages to be more user centred.
- Adding subtitles to the video tutorials

I will continue to monitor the website usage of Nkuzicode so I can gain more useful insights which will enable me to draw more research-based conclusions. This will drive the future design decisions that will be made on the website, because the major aim is to create a product that is entirely centred around the users.

Creating Nkuzicode was a satisfying experience, although there were many times when it was frustrating. Generally, I have learnt a lot in a short period and this one was on the major reasons I took such a challenging task. I also achieved my aim which was to teach people living in Nigeria how to create websites, free of charge.

This will be the beginning of the next phase which will be making sure the website is as user-friendly as possible and user retention.

LINK TO IMPORTANT RESOURCES

LOW-DEFINITION WIREFRAME:

<https://whimsical.com/wireframe-J8XNBDzFSLde41TNvbxnXW>

HIGH-DEFINITION WIREFRAME:

<https://www.figma.com/file/tMQD9pexoXxAzKqakJB2wN/Major-Project?node-id=336%3A2>

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<https://en.wikipedia.org/wiki/Nsibidi>

APPENDIX A

| Timestamp | H1, Whats your name | Which country are you located ... and How much do you already know about web design? | Thanks for your honesty | Where did you learn how | Did you pay for it or was it Pricing | Interface of the website | Learning Format | Organization | Gender | Age Group | | | | |
|------------------|----------------------|--|-------------------------|-------------------------|--------------------------------------|---------------------------|------------------------------|--------------|---------------------------|---------------------------|-----------------|-------------------------|-------------------|-------|
| 1500202 10:30:11 | Bright | Nigeria | 7 | Yes | Online | Totally free of charge | I'll pay any amount for less | Video | Yes | I love sequence | Male | 19-25 | | |
| 1500202 20:02:20 | Chinat | Nigeria | 7 | Yes | Online | Faid | I don't mind paying a bit | Video | Yes | I love sequence | Male | 19-25 | | |
| 1500202 20:09:35 | James | Nigeria | 3 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | Not Any which way na wa | Male | 19-25 | | |
| 1500202 20:10:51 | Victor | Nigeria | 3 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Text | Yes | I love sequence | Male | 19-25 | |
| 1500202 20:12:56 | Daniel | Nigeria | 3 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 20:14:37 | Isiokun | Nigeria | 2 | Yes | Online | Faid | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 20:18:11 | Somtochukwu | Nigeria | 4 | Yes | Offline | Totally free of charge | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:18:20 | BUKMORABASI | Nigeria | 3 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:21:51 | Chigboem | Nigeria | 3 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 20:21:14 | Kelvin | Nigeria | 2 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:30:47 | Chibukem | Nigeria | 8 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Male | 13-18 | |
| 1500202 20:41:51 | Emmanuel John | Nigeria | 6 | Yes | Online | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:42:19 | Godwin | Nigeria | 1 | No | Online | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:46:56 | Oforame | Nigeria | 1 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 20:51:12 | Luzian jike | Nigeria | 1 | No | Online | Faid | I only do free courses | Yes | Video | Yes | I love sequence | Male | 13-18 | |
| 1500202 21:23:08 | Udemu David bright | Nigeria | 7 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Not Any which way na wa | Male | 19-25 | | |
| 1500202 21:30:36 | Akaimo | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 1500202 21:38:15 | Owe | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 | |
| 1500202 21:48:43 | Chihunumanya | Nigeria | 1 | No | Online | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 1500202 22:06:36 | Victor | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 13-18 | |
| 1500202 22:22:11 | Rayana | Nigeria | 3 | No | Online | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Female | 20-40 | |
| 1500202 22:32:44 | Bright | Nigeria | 1 | No | Online | Faid | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 22:52:08 | Chroma | Nigeria | 5 | Yes | Online | Totally free of charge | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Female | 19-25 | |
| 1500202 23:01:25 | Samuel Onoh | Nigeria | 3 | No | Online | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 23:03:34 | Olur | Nigeria | 8 | Yes | Online | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 23:09:09 | Chroma | Nigeria | 4 | No | Online | Faid | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 23:54:29 | Alex | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 | |
| 1500202 23:59:04 | Chiales | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:53:50 | Anaka | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 1500202 23:58:35 | Chinedu Ogbogu | Nigeria | 3 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 23:59:13 | David | Nigeria | 0 | Yes | Offline | Faid | I don't mind paying a bit | Yes | Text | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:53:53 | Eliha | Nigeria | 0 | Yes | Offline | Totally free of charge | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 23:53:56 | Desire monom | Nigeria | 3 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 23:59:59 | Princess | Nigeria | 7 | Yes | Offline | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 23:12:59 | Favour | Nigeria | 8 | Yes | Offline | Faid | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 |
| 1500202 23:02:28 | Chasen | Nigeria | 0 | Yes | Offline | Faid | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:17:35 | Nigcol Obiangonye | Nigeria | 8 | Yes | Offline | Faid | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Female | 20-40 | |
| 1500202 23:20:01 | Peccolar | Nigeria | 2 | Yes | Online | Totally free of charge | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 23:11:03 | Chukwuekeam | Nigeria | 5 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:23:38 | Justin | Nigeria | 5 | Yes | Online | Totally free of charge | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 23:28:15 | Chi dima | Nigeria | 5 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 |
| 1500202 23:29:25 | Success | Nigeria | 5 | No | Online | Totally free of charge | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 |
| 1500202 23:31:09 | Ekweme | Nigeria | 1 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:41:58 | Oryshakali | Nigeria | 5 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:59:59 | Emeka | Nigeria | 7 | Yes | Online | Faid | I'll pay any amount for less | Yes | Text | Yes | I love sequence | Male | 19-25 | |
| 1500202 23:18:03 | Fortune | Nigeria | 1 | No | Online | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 1500202 23:19:28 | Ameroge | Nigeria | 9 | Yes | Offline | Faid | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 10:27:48 | Udechukwu | Nigeria | 1 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 11:18:56 | Morlan | Other Countries | 5 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 11:24:14 | Agba Chisomo | Nigeria | 5 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 11:28:13 | Franklin | Nigeria | 3 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Prefer not to say | 19-25 |
| 1500202 11:30:02 | Emmanuel | Nigeria | 1 | Yes | Offline | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 11:37:04 | Chroma | Nigeria | 3 | No | Offline | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 |
| 1500202 11:38:01 | Ugochukwu | Nigeria | 8 | Yes | Online | Totally free of charge | I'll pay any amount for less | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 1500202 11:39:26 | Proccos | Nigeria | 3 | No | Offline | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 11:39:39 | Chukwuekeam | Nigeria | 7 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 11:39:50 | My name is Chigberem | Nigeria | 4 | No | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 13:18:42 | Hani | Nigeria | 4 | Yes | Online | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 1500202 13:19:32 | Nweema Joyce | Nigeria | 8 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Not Any which way na wa | Female | 20-40 |
| 1500202 13:26:56 | Martin | Nigeria | 7 | Yes | Online | Faid | I don't mind paying a bit | Yes | Text | Yes | I love sequence | Male | 20-40 | |
| 1500202 18:01:11 | Proasa | Nigeria | 2 | Yes | Online | Totally free of charge | I only do free courses | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 18:05:14 | Peace | Nigeria | 2 | No | Online | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 1500202 18:17:46 | Bernard | Nigeria | 4 | No | Online | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 1500202 18:41:56 | Ebony | Nigeria | 3 | Yes | Online | Totally free of charge | I only do free courses | No | Video | Not Any which way na wa | Male | 20-40 | | |
| 1500202 17:10:41 | Ekanyia Onuma | Nigeria | 5 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 1500202 17:47:27 | Victor | Nigeria | 7 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 |
| 1500202 18:10:46 | Obama | Nigeria | 1 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 20-40 | |

| Timestamp | H1, Whats your name | Which country are you located ... and How much do you already know about web design? | Thanks for your honesty | Where did you learn how | Did you pay for it or was it Pricing | Interface of the website | Learning Format | Organization | Gender | Age Group | | | | |
|------------------|-----------------------|--|-------------------------|-------------------------|--------------------------------------|---------------------------|------------------------------|--------------|---------------------------|---------------------------|-------------------------|-----------------|--------|-------|
| 1500202 18:31:01 | Victor | Nigeria | 2 | Yes | Offline | Totally free of charge | I'll pay any amount for less | Yes | Text | Yes | I love sequence | Male | 19-25 | |
| 1500202 18:38:24 | Daniel | Nigeria | 1 | No | Offline | I only do free courses | No | Video | Yes | I love sequence | Male | 19-25 | | |
| 2100202 23:33:30 | Favour | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Female | 19-25 | | |
| 2100202 18:05:00 | Eliha | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Female | 13-18 | | |
| 2100202 18:24:28 | Ukeme Great Sonto | Nigeria | 5 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 20-40 | |
| 2100202 19:35:16 | Chinyere | Nigeria | 5 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 20-40 | |
| 2100202 11:01:11 | Flux Jaid | Nigeria | 8 | Yes | Offline | Faid | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 |
| 2100202 20:11:09 | Chukwudele | Nigeria | 4 | Yes | Online | Totally free of charge | I don't mind paying a bit | Yes | Video | Yes | I love sequence | Male | 19-25 | |
| 2100202 22:10:02 | Olo | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 2300202 23:30:26 | Osanae | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | Not Any which way na wa | Female | 19-25 | | | |
| 2300202 23:55:38 | Rayna | Nigeria | 1 | Yes | Offline | Totally free of charge | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 20-40 |
| 2300202 23:58:27 | Goodspeed | Nigeria | 2 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 19-25 | |
| 2300202 23:49:28 | Chuch | Nigeria | 1 | No | Offline | Faid | I'll pay any amount for less | No | Video | Yes | I love sequence | Female | 19-25 | |
| 2300202 23:45:52 | Ugochi | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 20-40 | |
| 2300202 23:28:07 | Gabriel | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 2300202 23:56:25 | Angela | Nigeria | 1 | No | Offline | I only do free courses | No | Video | Yes | I love sequence | Female | 19-25 | | |
| 2300202 19:44:39 | Ogbonnya chidinma joy | Nigeria | 1 | No | Offline | Faid | I'll pay any amount for less | Yes | Video | A bit of all of the above | Not Any which way na wa | Female | 19-25 | |
| 2300202 11:00:07 | Uche | Nigeria | 1 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Male | 20-40 | |
| 2600202 10:49:00 | Susan | Nigeria | 3 | No | Offline | I don't mind paying a bit | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |
| 2100202 12:21:56 | Deynsola | Nigeria | 1 | No | Offline | I only do free courses | Yes | Video | A bit of all of the above | Yes | I love sequence | Female | 19-25 | |