



Commodity

MAJOR PROJECT

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NKUZICODE

A **Free** Solution created to
teach web design **newbies**
in Nigeria how to code.

TARGET AUDIENCE

Nigerian-based web design
enthusiasts between 16 to 45
years

DISCOVERY METHODS

- Online Surveys (Quantitative)
- User Interviews (Qualitative)

User Personas



Femi Obi

24/LAGOS/Single/Content Creator

PERSONALITY

Driven

Tech Savvy

Extroverted

MOTIVATIONS

Networking



Convenience



Structure



GOALS

- Become a creative web designer
- Have a good stable income

FRUSTRATIONS

- Juggling multiple tasks
- Too much complex information
- Disorganization



Ada Aku

35/IMO/Single Mother/Business Woman

PERSONALITY

Old fashioned

Detailed

Introverted

MOTIVATIONS

Networking



Convenience



Structure



GOALS

- To take and manage her business online
- To have more time for herself

FRUSTRATIONS

- Not Tech Savvy
- Always Busy
- Perfectionist



Peter Kalu

19/Delta/Single/Student

PERSONALITY

Trendy

Curious

Easy-going

MOTIVATIONS

Networking

Convenience

Structure

GOALS

- To clearly understand what is taught in school
- To pass with high grades

FRUSTRATIONS

- Boring classes
- Difficult tasks
- Easily distracted

Nkuzicode plans to satisfy
the needs of these three
user personas

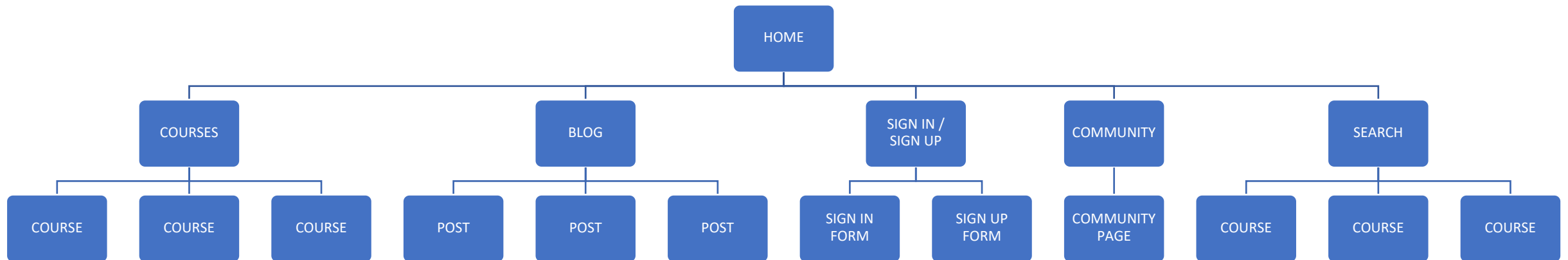
NKUZI CODE FEATURES

- Sleek, trendy and mobile friendly
- Both video and text tutorials
- Learning Paths
- User community

NKUZI CODE FEATURES

- Save learning progress
- Easy to use and Beginner friendly
- Localized learning
- Free Forever

INFORMATION ARCHITECTURE

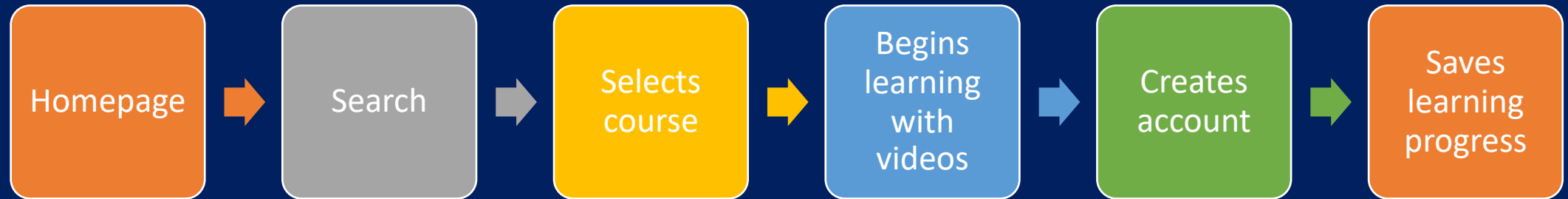


Content

- Recorded video tutorial
- Written text tutorials

User Journeys

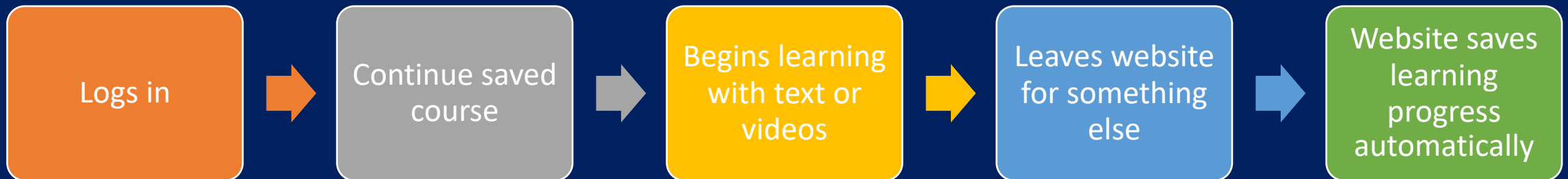
USER JOURNEY 1




USER JOURNEY 2



USER JOURNEY 3





Thank You