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Tanzania Youth Opportunities and Innovation

Web Design Project Case Study

About TAYOIN:

Tanzania Youth Opportunities and Innovation (TAYOIN) is an organization dedicated to empowering the youth. TAYOIN strives to bring young minds together, fostering resilience for a better life through economic opportunities and self-awareness. The organization provides unique platforms for self-discovery and self-employment, nurturing talents, and promoting purposeful growth in various professions. TAYOIN passionately fosters innovation, encouraging creativity and overall development within the youth community.

The Problem:

TAYOIN recognized the critical need for a well-designed website to bolster its digital presence and address a significant challenge: connecting with potential donors and volunteers to aid their activities. Facing a considerable obstacle in outreach, the absence of an online platform hindered their ability to effectively convey their mission and attract support. The creation of a website aimed to bridge this gap, providing TAYOIN with a powerful tool to showcase their impactful work, reach a wider audience, and ultimately, garner the vital support needed to drive their youth empowerment and innovation initiatives forward.

The solution:

I addressed TAYOIN's digital challenges by crafting a modern, visually appealing website that not only elevates their online presence but also ensures a seamless user experience. The site is not just aesthetically pleasing; it's designed to be fast-loading, accessible, and responsive across various devices. By incorporating features like responsiveness, an SSL certificate for enhanced security, and SEO optimization, the website now attracts more organic leads through online searches. The inclusion of a custom domain enhances discoverability and makes it easier for



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users to remember and engage with TAYOIN online, marking a significant step in their journey toward increased visibility and support.

Check the website out now at: <https://tayoin.com>

Below is how the website looks on a MacBook Pro display:



Project Tooling and Features:

Web Design & Wireframing

- Adobe Color - Color Palette Development - <https://color.adobe.com>
- Figma - Wireframe Design - <https://figma.com>
- Google Fonts - Font Research - <https://fonts.google.com>
- Adobe Photoshop - Photo Editing

Web Development

- WordPress CMS & Custom HTML, CSS and JavaScript
- Web Accessibility (for people with disabilities)
- Responsiveness (displays conveniently on all devices)

Web Hosting

- Hostinger Premium Hosting (100% Reliable)
- Domain Name Server Configuration
- SSL Certificate Installation (for encryption and site security)

Search Engine Optimization



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- Media and file optimization for fast load speed (<https://tinypng.com> and Adobe Photoshop)
- User-friendly URL structure
- Correct use of Heading Tags, Title Tags and Meta Description Tags