

Project: Tafi Atome Monkey Sanctuary and Cultural Village Website

Date: April 15, 2025

Daniel Komla Dzandu B.

ID: 8251980012

1. Design Brief

Project Overview: To create a 5-page website that serves as a compelling online presence for the Tafi Atome Monkey Sanctuary and Cultural Village. The site will inform potential visitors, highlight the unique blend of cultural heritage and wildlife conservation, and encourage visits and support.

Target Audience:

- **Tourists:** International and domestic vacationers interested in ecotourism, cultural experiences, wildlife, and unique Ghanaian attractions.
- **Families:** Looking for educational and engaging activities.
- **Researchers & Students:** Interested in primate behavior, conservation, and community-based tourism models.
- **Conservation Advocates:** Individuals and organizations interested in supporting community-led conservation efforts.
- **General Public:** Seeking information about Ghanaian culture and natural heritage.

Visual Style & Tone:

- **Style:** Natural, vibrant, authentic, welcoming, community-focused, respectful. It should feel grounded and representative of the local culture and environment, avoiding an overly slick or corporate aesthetic. High-quality photography and potentially subtle textures inspired by local crafts (like Kente patterns, used thoughtfully) could be incorporated.
- **Tone:** Warm, inviting, informative, passionate, respectful, and slightly informal yet professional. The voice should reflect the community's pride in their heritage and commitment to conservation.

Color Scheme:

- **Primary:** Earthy Greens (forest canopy, nature) and Browns (earth, community).

Typography:

- **Headings:** A clear, readable sans-serif font with some character or a clean serif font. Suggestions: *trebruchet*, *Merriweather*. Should be engaging but not overly decorative.
- **Body Text:** A highly legible and web-friendly sans-serif font. Suggestions: *Lato*, *Open Sans*, *Roboto*. Ensure good contrast and comfortable line spacing.

- **Page 1: Homepage**

- **Layout:** Hero section with a stunning image/video banner and headline. Brief introductory paragraph. Sections highlighting key offerings (Monkeys, Culture, Visit Us) with compelling images and short descriptions linking to relevant pages. Possibly a short conservation message or testimonial section.
- **Purpose:** Capture attention, provide a quick overview, and direct users deeper into the site.

Page 2: About Us / Our Story

- **Layout:** Top section detailing the history (sacred monkeys, community protection). Section on the Cultural Village aspect (traditions, community life). Section on the Sanctuary's mission and values. Include photos of the community, the monkeys in their natural setting, and cultural elements.
- **Purpose:** Build connection and understanding of the unique community-nature relationship.

Page 3: Visitor Information

- **Layout:** Structured information using headings and bullet points. Sections for: Location (map embed, directions), Opening Hours, Tour Options & Fees, What to Expect (guided tours, interactions), Sanctuary Rules (important dos and don'ts, especially regarding monkeys), What to Bring, Accessibility Notes (if applicable), Nearby Amenities (optional).
- **Purpose:** Provide all practical details needed to plan a visit.

Page 4: Conservation Efforts

- **Layout:** Section explaining the importance of the Mona monkeys and their habitat. Description of active conservation projects (e.g., reforestation, research, community education). How visitor fees contribute directly to these efforts. Ways to support (if applicable, e.g.,

donations, volunteering - keep simple). Use images depicting conservation activities.

- **Purpose:** Highlight the positive impact of the sanctuary and tourism, encourage responsible visits, and potentially solicit support.

Page 5: Contact Us

- **Layout:** Simple and clear. Contact form (Name, Email, Subject, Message). Direct contact details (Phone number, Email address). Physical address and possibly a link to Google Maps directions. Optional: Social media links.
 - **Purpose:** Enable easy communication for inquiries and bookings.
-

3

Page 1: Homepage

- **(Hero Headline)** The trip of a lifetime is waiting for you, are you ready?
- **(Intro Text):** Welcome to Tafi Atome, a unique village in Ghana's Volta Region where generations have lived in harmony with protected Mona monkeys. Discover a vibrant culture, explore lush forests, and meet our playful, sacred neighbours.
- **(Section 1: Meet the Monkeys):** (Image: Monkey in tree) Get up close with the friendly Mona monkeys, considered messengers of the gods by our community for centuries. Learn about their behaviour on guided forest walks. [Link: Learn More on About Us]
- **(Section 2: Discover Our Culture):** (Image: Cultural drummers/weavers) Tafi Atome is more than a sanctuary; it's a living cultural village. Experience traditional Ewe hospitality, drumming, dancing, and local crafts. [Link: Explore Visitor Info]
- **(Section 3: Protecting Our Heritage):** (Image: Community members/forest path) Your visit directly supports the conservation of the monkeys and their forest habitat, ensuring this unique natural and cultural heritage thrives for future generations. [Link: See Our Conservation Efforts]
- **(Main CTA):** Ready for an Unforgettable Adventure? Plan Your Visit Today! [Button Link: Visitor Information]

Page 2: About Us / Our Story

- **(Headline):** Our Heritage, Our Guardians: The Story of Tafi Atome
- **(The Sacred Bond):** For over 200 years, the people of Tafi Atome have revered the Mona monkeys inhabiting our forest. Believed to be messengers from the divine, these monkeys have always been protected by traditional law. This deep respect forms the heart of our community and the foundation of our sanctuary.
- **(A Living Cultural Village):** Tafi Atome is a vibrant Ewe community proud of its traditions. From the rhythm of traditional drumming to the intricate patterns of Kente weaving (if applicable), our culture is woven into daily life. We welcome visitors to share in our heritage and experience the warmth of Ghanaian hospitality firsthand.
- **(Our Mission: Harmony & Conservation):** In partnership with conservation organizations [mention if specific ones], we established the sanctuary to formally protect the monkeys and their forest home. Our mission is twofold: to conserve this precious ecosystem and unique primate population, and to sustain our community through responsible ecotourism, ensuring that both nature and culture flourish together.

Page 3: Visitor Information

- **(Headline):** Plan Your Visit to Tafi Atome
- **Location & Directions:**
 - Tafi Atome is located in the Volta Region of Ghana, near Ho.
 - [Embed Google Map Here]
 - **Getting Here:** Provide brief directions from major points like Accra, Ho. Mention Tro-tro (local minibus) options and driving routes.
- **Opening Hours:**
 - Open Daily: [Specify Hours, e.g., 8:00 AM - 5:00 PM]
- **Tours & Fees:**
 - **Guided Forest Walk:** Experience the monkeys in their natural habitat with our knowledgeable local guides. Duration: Approx. 1 hour.
 - **Cultural Village Tour:** Explore the village, learn about Ewe traditions, and interact with community members.
 - **Current Entrance & Guide Fees:** [List fees clearly - specify if per person, adult/child, Ghanaian/Non-Ghanaian if applicable]. *Note: Fees directly support the community and conservation.*

- **What to Expect:**
 - Friendly, habituated Mona monkeys (but still wild animals!).
 - Knowledgeable community guides leading tours.
 - Walking on forest paths – wear comfortable shoes.
 - Opportunities for photography.
 - Experiencing authentic village life.
- **Sanctuary Rules (Important!):**
 - **Do Not Feed the Monkeys:** This is crucial for their health and natural behaviour.
 - Follow your guide's instructions at all times.
 - Do not touch the monkeys.
 - Keep noise levels moderate in the forest.
 - Take all litter with you.
- **What to Bring:**
 - Comfortable walking shoes.
 - Insect repellent.
 - Water bottle.
 - Camera.
 - Cash for fees and potential craft purchases (confirm payment options).
- **Nearby:** (Optional) Mention nearby attractions or accommodation options briefly.

Page 4: Conservation Efforts

- **(Headline):** Protecting Our Sacred Neighbours & Forest Home
- **Why Conservation Matters:** The Mona monkeys of Tafi Atome are not just culturally significant; they are part of Ghana's rich biodiversity. Their forest habitat provides essential resources for both wildlife and our community. However, threats like habitat degradation require active conservation efforts.
- **Our Conservation Actions:**

- **Habitat Protection:** We actively manage and protect the forest patch the monkeys call home.
- **Community-Based Monitoring:** Local guides monitor the monkey troops' health and behaviour.
- **Reforestation Initiatives:** [Mention if applicable] Planting native trees to enhance the habitat.
- **Environmental Education:** Raising awareness within the community and among visitors about the importance of conservation.
- **How Your Visit Helps:** Tourism is the lifeblood of our conservation work. A significant portion of your entrance and guide fees directly funds:
 - Salaries for local guides and sanctuary staff.
 - Forest maintenance and protection activities.
 - Community development projects linked to conservation outcomes.
- **Support Our Work:** Your visit is the best way to support us! By choosing Tafi Atome, you contribute to a sustainable model where tourism benefits both people and wildlife. [Optional: Add info on direct donations if a mechanism exists].

Page 5: Contact Us

- **(Headline):** Get in Touch or Book Your Tour
- **We'd love to hear from you!** Whether you have questions or are ready to plan your visit, please reach out.
- **Contact Form:** For Bookings
 - Name: [Input Field]
 - Email: [Input Field]
 - Subject: [Input Field]
 - Message: [Text Area]
 - [Submit Button]