The 5W’s

If you need to create content in order to connect with an audience, then you may find it difficult to produce quality material on a consistent basis. That is why we use a technique called the “the 5 W’s ” .

The 5 W’s refers to the five questions that you should answer before starting your project . The questions are the following:

**Who / What / When / Where / Why**

Products Portal

**Who**

* Who is involved?

The admin and the client.

* Who is affected?

The traditional makers / the Souss-Massa’s residents.

* Who will benefit?

The traditional makers.

* Who will be harmed?

No one.

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**What**

* What does your topic involve?

All the traditional products of Souss-Massa.

* What might be affected/changed by your topic?

How people see the Amazigh culture.

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**When**

* When should this take place?

Sooner.

* Does when this takes place affect the topic?

Yes.

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**Where**

* Where will this take place?

Souss-Massa.

* Does it matter where it takes place?

Yes.

* Is it affected by location?

Yes.

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**Why**

* Why is this topic important?
* Why does it matter?

To introduce souss-massa's culture , and let people know about it.

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