

Miss Diaspora Ghana – Website Enhancement Proposal

1. Divi Builder Integration

To give Miss Diaspora Ghana a website that truly reflects its prestige, we need a premium design tool that allows us to create interactive, stylish, and high-impact pages — not just generic layouts. Divi lets us build a site that communicates elegance, culture, and global presence from the first click.

Without Divi, every time you need to adjust layouts, add contestant profiles, or redesign a section, you'd rely on a developer — at ₵500–₵1000 per update, that can reach ₵5,000–₵10,000 yearly.

With Divi, you can make those changes yourself in minutes — no coding, no extra cost. Your team will be able to update photos, swap videos, change colors, and rearrange sections without touching code.

A lifetime Divi license isn't just for MDGH — it can be used on any future website projects you have. That means your investment in Divi pays for itself multiple times over.

Cost: The Divi lifetime license costs ₵4,000 (about \$297 USD). Integrated at cost price — no markup — and you'll own the license for life. One payment, unlimited sites, no annual renewals.

Without Divi	With Divi
Rigid, generic templates	Fully custom, brand-matching layouts
₵5,000–₵10,000/year in updates	₵4,000 once, lifetime use on unlimited projects
Dependent on developer	Self-managed editing (no coding)
Limited creative control	Animations, cultural storytelling, rich visuals

2. Google Drive API Integration

Integration of Google Drive API will allow the website to directly pull and display high-resolution photos & videos stored in a shared MDGH Drive folder. This ensures dynamic loading of media without reducing quality and avoids excessive hosting costs.

Benefits: - Saves hosting space and cost. - Media easily managed without logging into WordPress. - Instant updates when new media is added to Google Drive.

Estimated Cost: ₵3,000 (₵2,500 development & integration + ₵500 testing & optimization)

3. Custom MDGH AI Assistant

A website-integrated AI chatbot trained specifically on MDGH's mission, history, contestants, events, sponsorship details, and FAQs. Available 24/7 to answer visitor questions, provide application links, share event details, and guide users around the site.

Benefits: - Reduces repetitive manual responses from staff. - Improves visitor engagement and user experience. - Acts as a virtual MDGH representative.

Estimated Cost: ₵7,000 (₵4,500 AI model training + ₵2,000 integration + ₵500 testing & optimization)

Enhancement	Cost (GHS)
Divi Lifetime License	₵4,000
Google Drive API Integration	₵3,000
Custom MDGH AI Assistant	₵7,000
TOTAL (All Add-ons)	₵14,000