



**Women Weavers of Ain Leuh,
Morocco:**
*Use of Internet Technology & Global
Marketing.*



An Interdisciplinary Qualifying Project
Submitted to the faculty of
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Abstract

The internet has given small businesses the ability to market their products and services all around the world. The use of the internet has been particularly useful in allowing smaller companies, sometimes located in isolated regions of the world, to advertise their products globally. This project team created a website for the women of the Cooperative des Tisseuses d'Ain Leuh, which is located in Ain Leuh, Morocco. The women weavers will hopefully be able to attract Western customers, especially those interested in issues of global equity, to purchase their textiles. Internet technology allows these artisans to participate in the global economy without disruption of their traditional work environment, which is home to them.

Executive Summary

The Cooperative des Tisseuses d'Ain Leuh, is a weaving Cooperative located in Ain Leuh, Morocco consisting of twenty women. Morocco's local markets for artisanal goods have been undermined by foreign imports made possible by modern trade regulations which have lowered tariffs. When local markets are damaged, laborers have to move to find employment, usually to big cities if there is no work at home people have to migrate to find labor, usually in bigger cities in a low-paying unskilled work setting. In Morocco, such rural migrants end up in the *bidenville*, shanty towns, surrounding cities such as Casablanca, Rabat, or Marrakech. Although these negative consequences of globalization--sweat shops and exploitation of natural and human resources, can be found in Morocco—there are also positive signs of the benefits of the spread of global trade... industrial and electronic technologies, including the widespread use of the internet, would not be available without advancements in new global methods of production/manufacturing and transportation. These technologies and marketing techniques have been spread by the development of instantaneous communications across the world. However, the Cooperative, located in a small town in the Middle Atlases, has not been able to benefit from advances in electronic technology, which has only recently reach this somewhat isolated location and has not yet penetrated into popular culture.

Working with the Peace Corps Volunteer, Keld, and the team developed a website as the best solution to expand the limited market of the Ain Leuh weavers. Building a website enhances the women's earning power by given the women direct contact to the consumer, circumventing the Merchant-Middle-Man. Credibility and professionalism in the design of

the website were considered absolutely necessary to attract customers to the website and promote global sales. The women were involved in the construction of the site as their input was important to the success of the project inasmuch as we wanted to make it clear to potential customers that authentic, small town weavers were the owners of the site. Many of their ideas were put into the website using the team's technological expertise. The philosophy behind the decision to use a contemporary marketing tool such as the internet was that the project team did not want to disrupt the women's daily routines and traditions, but simply enhance the numbers of their clientele and sales.

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We would like to extend our warmest appreciation to those who helped make this project possible and our stay in Morocco a memorable experience.

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1 Introduction

Ain Leuh or (The Source of Wood) is located in the region of Meknes and sits snugly on the slopes of the Middle Atlas Mountains. A beautiful Berber town rich with human capital,



Figure 1: The Mid Atlas Mountains

including traditional artisans is the home of the Cooperative des Tisseuses d'Ain Leuh founded in 1979 by forty women on the corner of Main Street. With the help of the Sharon Keld, a Peace Corps Volunteer, we have established a web site

for the women to market

their textiles hopefully, allowing the artisans of the cooperative to reach a global market.

This objective was accomplished to decrease some of the negative effects of contemporary industrial development and to increase the market and commercial positives arising from globalization. Industrial technology the emergence of large global textile companies threaten to dispose of traditional handicraft activities that embody centuries of cultural values and traditions. Success in the global market through an internet technology that linked the weavers directly to customers would not only allow them to eliminate the

“middle man merchant” and increase their profits, but it will also allow them to preserve their culture (Batchelor).

The “Ain Leuh Weavers” web site will give the women of the cooperative a chance to reach a global market and a large array of people who will be more attracted to their exquisite work rather than local customers whose economic situation necessitate they seek out the cheapest foreign imports. The main objective of Sharon Keld, who has worked two years in Morocco, was to promote small business development in remote areas allowing for further economic development. With her help, the women of the cooperative have used brochures to advertise their products and Sharon Keld is also working on getting a sign to better accentuate the weaver’s

location. These different marketing tools are, of course, very useful in developed nations but because of the lack of Interest in their textiles in the local market, arising in part from the low income levels of Ain Leuh, the women of the cooperative need to

turn to the global market to enhance their sales.

Human rights, equal pay, gender egalitarianism are expressions heard time and again when the history of the Women’s Right movement is discussed. The cooperative at the moment is made up of approximately twenty women. Just recently the Recently



Figure 2. The Cooperative des Tisseuses d'Ain Leuh

Mohammed VI signed legislation that women must attend high school when prior to this decision it was optional (Cherkaoui). Gender egalitarianism and substandard methods of trade are often reasons why Western trading practices do not work to promote equity among women laborers Without well developed labor laws and protection of gender equity in employment, women in the developing world are likely to be paid lower wages and discriminated against in labor arrangements. It is very difficult to implement broad and general Western marketing in a developing nation because the history of colonialism obstructed the development of workers' and women's rights. Certain methods of marketing may have worked in Massachusetts or France does not mean they will work in Bolivia or Morocco.

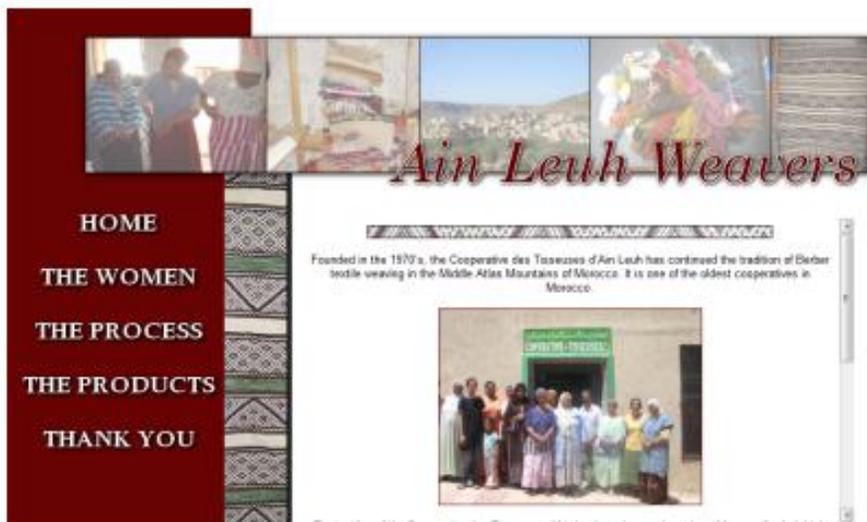


Figure 2: The Ain Leuh Weavers Website

Difficulties in accomplishing the goal of reaching a global market can be broken down into three main aims the team tried to address. Our first aim was to install an

electronic marketing device

that would allow the women to first reach a global population of English-speaking customers and then in the future plan to have the website expand to include French and Spanish versions. The greatest consuming markets in the world are the United Kingdom and the United States, so English was the first priority. Since many people in Morocco speak

Spanish and French, this would also allow them to make purchases and it is recommended that the site add translations in these languages in the near future. The plethora of Spanish and French influence in Morocco means that those countries also have an interest in Berber products. The project team has recommended that the website be made available in all three languages to maximize the clientele able to view the site. Although many Arab people have a long familiarity with artisan craftsmanship, many westerners have come to appreciate the aesthetic value of the hand-made rugs as a result of greater global awareness in the Western world. However, globalization has also produced negative factors arising from the influx of cheap imports from developed nations and China, making it uneconomical for many people in Morocco to afford artisan work at the price it is really worth.

Our second objective was to make sure the women would be able to maintain the website on their own. The only way to make the site self-sufficient for the women was to use simple HTML coding so that the women can be taught easily to keep the site updated with new products. In the town of Ain Leuh there is an internet café where the women will be able to go regularly and keep the site running and updated with new products and also remove sold products. The internet café will also help them receive orders via email from customers who want specific designs and colors. One of the women of the cooperative is already familiar with basic computer skills so Sharon Keld, and the next Peace Corps Volunteer has been given an instructional book about maintenance of the site.

The last objective, the most important objective, was to implement a system that would economically benefit the women without damaging their culture or way of life. When

helping people from a culture different from one's own, one needs to view the situation at hand through the perspective of the client. The project needed to be tailored to not only increase the women's cash flow, but also to maintain their lifestyle and not allow the advanced technology to disrupt their way of life, which includes working together as friends, caring for their children in their shop, and working at a pace that allows them to tend to their families. The aim of the project group was to simply add on to the pattern of life and labor they had in place already, keeping their culture and daily routine the same. Building the website for the women had to be a blend of technological expertise and the women needs and ideas. In order to do this, the website was created using basic html programming while incorporating Images of Ain Leuh and the cooperative within its design template. The women's biographies are located on the site and also pictures of the village and the women working, creating a more personal feel to the site.

2 Background

This section will discuss Globalization and Labor Laws and how they affect a developing nation, positively and negatively.

2.1 Globalization

Globalization is a term often referred to as an economic integration of national economies into international economies via trade, direct foreign investment and spread of technology. Even though all of these contribute to economic growth, globalization is the transformation of local regional commercial activities into global phenomena, including the broadening of technology, socio-culture, and political forces. True globalization can only be accomplished with commercial and technological infrastructures. This in turn creates quick and easy trade and helps the spread of advancements in both areas.

2.1.1 Is Globalization For Developing Nations?

Those who have received a technical education have received the benefits that globalization has to offer, but for those who lack this technical background, struggling in a developing nation, is this still the case? Though globalization has provided jobs and torn down some of the trading barriers, it has still caused negatives instances. As technology and trade spreads from nation to nation, an equality difference is being created between successful nations, such as Great Britain, and struggling nations, such as Morocco. Many economists have said that the greatest benefiter of globalization by far are those with education and skills to take advantage of new opportunities, leaving many, such as the women of Ain Leuh, lagging far behind trying to hold onto traditional work. Incomes of low-skilled workers may increase, but incomes of skilled workers increase a lot faster.

Developing countries, such as Morocco, Mexico, and Argentina have opened themselves up to foreign investments, trading for example, but instead of receiving the benefits they hoped for, they have received financial crises and disappointing performance. Though it's said global markets are good for poor countries, the system according to which these poor countries are being asked to follow are often not. They do not cater to their society. Due to WTO agreements, World Bank strictures, IMF conditions, and securing assurance of financial markets, undeveloped nations are not given the chance to formulate a system of their own, that works well for them.

These rules are not only unreasonable, but they “divert attention and resources from more important developmental priorities, (D.Rodrik)” such as natives of developing nations gaining an education. Nations that have gained the most are those that have developed their own system to take part in the world markets. This is method is that lies behind the implementation of this project. Focusing upon the particular needs and cultural situation of the women of Ain Leuh, the project group, only enhanced the system the women already had in place. They are able to continue following the system at hand which has allowed them to work in an environment that is home to them and still benefit from the small add on of technology.

2.1.2 Contemporary Global Commercial Methods

There are three factors that have contributed to Modern Globalization. The first factor is the method of lowering tariffs which makes it easier for companies to sell their products abroad. The second factor is technological advancements in communication for lower costs. This allows ideas to be spread quickly and cheaply, hence the creation of the

internet. The last of these three factors is lower costs of transportation and also the decrease in transportation time, such as the creation of jet airplanes. These three factors have given birth to modern business methods such as outsourcing and off-shoring, not to mention the use of the internet as a marketing tool. These have allowed for less government interference within globalization and the continuing practice of commerce.

2.1.2.1 Outsourcing

Outsourcing occurs when a company contracts a more specialized company (typically foreign) to perform a service in order to decrease costs for better use of time or for a more efficient use of land (K. Arabe). Outsourcing has both positive and negative effects on small developing nations such as Morocco. A positive result of outsourcing in nations such as Morocco is the fact that it can create various job openings, allowing people to earn an income, but this same positive can have a negative catch. The new jobs that are being created and the promotion of cheap imports have forced workers in specific industries to migrate for work to over populated cities or shanty towns for cheap assembly line labor (D. Barlas). Although if outsourcing is implemented with a regard for human rights and fair-wages then it could positively benefit a developing country such as Morocco. Already this year an estimated 5,300 jobs have been added to the Moroccan job market because of outsourcing from more developed nations. Mohammed VI, continuing the policy of his father Hassan II, has pushed legislation making it more appealing for foreign businesses to outsource including training workers in related fields to what companies are looking for.

2.1.2.2 Off-Shoring

Off-shoring is the transfer of an organizational function to another country to decrease operational costs which is either based on the production, manufacturing, or service sectors of a business. The philosophy behind this practice is that the business should be based in the cheapest spot of production according to classic rules of free trade. An argument against off shoring is that globalization hurts the overall economy of the country because of the loss of jobs. A counterargument is that off-shoring creates new sectors because people will be able to buy cheaper products putting more money to consumers' pockets (D. Barlas). The person will purchase a different product increasing sales of another company so they may be able to hire. A company pursuing cheaper labor forces in foreign countries raises the income of those citizens theoretically allowing for a developing country to want industrial countries products such as computers and planes. A shoe factory leaving the United States for Vietnam will bring economic sustainability to Vietnam, raising the living of standards and allowing Vietnamese to purchase computers from America. This is not always the case because business owners sometime exploit their own work force when the developing nation lacks labor laws that guarantee minimum wages for workers and protects their earnings. In return these workers receive non-sanitary working conditions, low wages, long work days, no holidays and little to no healthcare benefits. If implemented in a sincere way, off-shoring could offer undeveloped nations a diverse range of jobs that their low-skilled laborers could handle. In return this raises the standard of living, giving the government a reason to tax its middle class to promote development in infrastructure and education and allow for further development (F. John Reh). Morocco's off-shoring strategy aims to strengthen the country's overall

commercial magnetism by establishing an environment favorable to business sectors with hope of boosting investment and the number of jobs available. These policies are facilitated in developing nations such as Morocco by the large pool of human resources at a very competitive cost compared to their European counterparts. Morocco now has begun to offer an abundance of incentives to increase their appeal for Western outsourcing and off-shoring.

During 2005 there was a recorded fifty small providers in Morocco which employed approximately 10,000 employees in varying sectors. Morocco is in a strong position compared with competitors, Mauritius, Senegal, and Tunisia, for capturing French call-centers because of its geographical position, large qualified talent pool, and better telecommunications infrastructure than its competitors. Global leader Dell plans to establish call centers in Morocco to serve its Spanish and French customers.

2.1.2.3 The Effects of Outsourcing and Off-Shoring

Outsourcing and off-shoring can have negative effects on a country also giving globalization a bad name. If a company goes to a country and establishes relations with a government in charge, a business could bypass all the labor laws and other regulations in place in a developed nation. Also that same company could ship products very cheaply to a developed country lowering prices but if shipped to a developing country it can destroy a part of the economy forcing many people from jobs and causing them to flee to larger cities adding to pollution and urban overpopulation. People are forced to work in factories doing the same robotic motions for minimum wage with very little chance if any for promotion.

2.1.2.4 Internet

The rise of the Internet has been the first truly new, big opportunity for marketing in many years, offering a wide range of marketing functions, some of which were simply unavailable in the past. With the web so visible to us in writing, advertisements, and casual conversation, many business owners have come to believe that the internet is crucial to business growth. More than enough business owners have had financial success using the web such as the owners of Amazon.com, B-movie.com and Golfballs.com. But the story heard in public is not the entire story. Amazon Books, for all of its visibility, has yet to make a profit but sites like Golfballs and B-Movie have had increased sales and are generating profits from web sales. This just goes to show that the internet can be a beneficial marketing tool, if used the right way.

The creation of the internet has allowed small businesses and artisans to be somewhat independent and establish direct contact with their customers. The internet allows the producer to reach the customer directly, thus eliminating any middle man needed to market or merchandise a product. But for a member of society to use the internet there must be adequate technological education in the society as well as supporting electronic infrastructure, which unfortunately developing nations usually lack. The internet, created in the late 80's, produced a constant streamline of information that brought the developed and developing nations closer together via trade. Although not all businesses in developing countries could or can benefit from this advancement due to their lack of techno-electronic, access to computers, and technical education, but a few small scale producers have been able to benefit and in return, more profitable global trade has raised the earnings of their businesses. The internet is the one of the greatest tools of

modern globalization and is being used as a global bazaar. Using the internet as a marketing tool only hurts those who do not have access to it, therefore businesses should believe in the movie *The Field of Dreams* when they state and “Build it [a website] and they will come.”

2.2 Labor Laws in Morocco

King Hassan II ruled for decades with little regard for human rights but at the end of his dynasty King Hassan II passed legislation for greater gender equality and freedom of political parties (J. Shaoul). Morocco claims to be a constitutional monarchy but still is ruled directly in many ways by King Muhammad VI but he has taken great strides continuing precedence started by his predecessor. King Hassan’s Article 3 change to the Constitution gave “political parties, trade unions, local groups, and professional associations contribute to organize and represent citizens... (J. Byrne)” The last couple of articles stated that every citizen will have equal rights in public positions, public offices, seeking education, and employment. The legislations stated above may seem normal to many western nations but it is a great step for labor and gender equality in a country such as Morocco. It allowed the women of the Ain Leuh cooperative to have equal legal status in a court room in case of a legal matter giving the cooperative’s business so the women can better represent themselves in legal matters. For Morocco this is much different from what Moroccans would remember from the Years of Lead when King Hassan II ruled with an iron fist.

The Years of Lead can only be described as a time of turmoil within the country when civil rights were ignored, people disappeared, and free press was all but eliminated. The Years of Lead took place during the 1960’ and the 1980’s. Hundreds were killed and many

more arrested with connections to demonstrations and politicized labor strikes, although no official numbers can be taken many thousands disappeared or were executed. Military coups in 1971 and 1971 lead to purges of the military usually within the officer ranks sending most of them to die in detention camps such as Tazmamart. Today the press is virtually free besides a few issues that should not be discussed publicly such as the Western Sahara, Political Islam, and the Monarchy. In 2003 the Moudawana was passed by the liberal-minded King Mohammad VI reforming the family code status. To ease domestic pressure the King authorized the Equity and Reconciliation Committee in 2006 which investigated the allegations of human rights abuse during 1959-1999. The new King has gained political support by advocating in the government to work towards expanding employment opportunities, economic development, meaningful education, and increased housing availability.

Recent labor laws established by the Morocco Monarchy paved the way for a five-day forty-eight hour work week, a minimum wage of US dollars 165 a month, and no employee may work more than ten hours a day. All working conditions must be safe, hygienic, and each employee must be entitled to a weekly day of rest and certain paid holidays. To compliment the safety laws any firm employing more than fifty workers must provide a doctor on site or set up a joint service with another firm and must abide by strict guidelines to safety. Other important labor laws prohibit children under fifteen to work. If they are under the age of eighteen, they need their parents consent. Men and women must be paid an equal amount for the same work and no discrimination between race, caste, national origin, religion, age, disability, marital status, sexual orientation, or political affiliation.

Although stones of success are being laid across the river of gender inequality, no freedom of speech, and many rough currents lay ahead that a law might not overcome. Legislation has been passed for gender equality and equal job hiring although the women in Ain Leuh are still having difficulty. Cheap imports are something their government cannot overcome with a law but equipping their own workforce and making Morocco a good destination for globalization techniques can help keep Morocco's culture and traditions are not harmed.

3 Methodology

This section will discuss the process and needed to accomplish all dimensions of our project. It will analyze behind the development of the website and the system implemented for the women to receive and process orders.

3.1 The Skeleton

A few basic layouts were constructed using Jasc's Paint Shop Pro, a professional digital imaging tool that can be found at Jasc.com. The template consisted of the main components found on most websites: a header, one or two navigation panels, a body section and an optional footer (J. Loyd). After reviewing other websites such as GlobalCrafts.com, Macys.com, and even some HTML coding tutorial sites such as PixelFx.org, a basic layout was chosen.

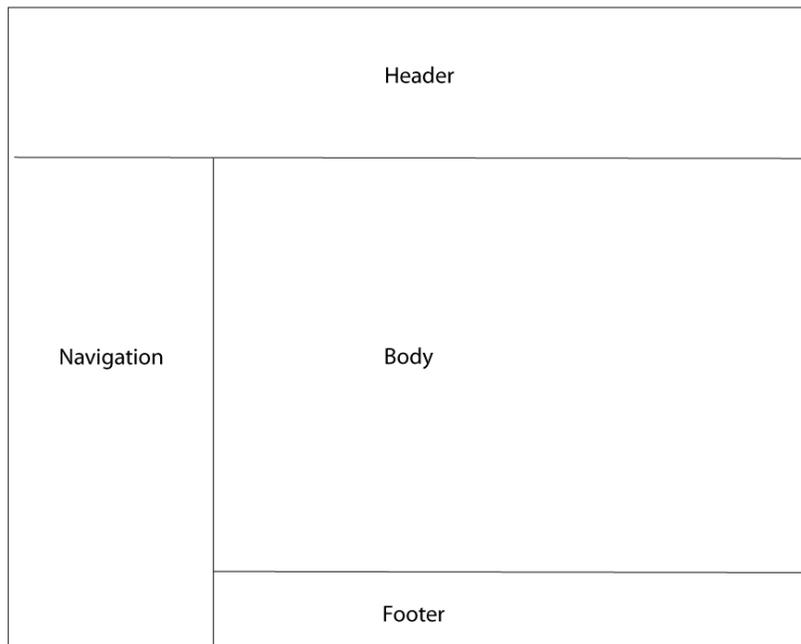


Figure 3: Basic Layout created in Jasc's Paintshop Pro

The basic layout contained a header, one navigation panel and a body section. Only one navigation panel was chosen for the layout because more than one may create confusion for the customer since links would be dispersed on both sides of the website. By having one navigation panel, the customer can always navigate to the same section in search for links. A footer section was disregarded because it was optional and by eliminating it, it would lessen the edits the women would have to make to the website.

3.2 The Design Template

After creating the skeleton of the website, the design could then be formed on image editing software Adobe Photoshop 7 and Jasc's Paintshop Pro (CNET.com). The first step of designing the template was to brainstorm on what the website should look like in terms of colors and images. After the meeting on September 3, 2008, the project group came to a

conclusion that the design of the template needed to provide customers with same welcoming environment that the women provide to their customers in person. In conjunction with a welcoming setting the website still needed to have the simple look of a professional website. Hasnae Rehioui, one of the two AUI students involved in this project, proposed the title “Ain Leuh Weavers,” for the website to go along with the simple and professional look decided for the website.

With a name for the website and slight draft of the design, mock templates were created. Two of these mock templates can be found in Appendix II. Some were bright, some were too bland, some were fun, and some were boring. Out of each set of designs, the team selected one that best met the aims that were stated in the aforementioned requirements. The chosen template was then presented to Sharon and the women of the cooperative where they agreed it embodied the women’s welcoming nature as well as the idea of professionalism. After agreeing on the template design, the discussion progressed to include the navigation and the selection of content.

3.3 The Navigation and Content

On September 22, 2008, a meeting was held with the Al Akhawayn counterparts, Hasnae Rehioui and Mohammed Amine Maissour, who are working on their community service project. In this meeting a list of possible content sections was created; please refer to Appendix III for this list. With this list, the group was able to narrow down the sections to what were important and vital to the website: Home, The Women, The Process, The Products, Order, and Thank You.

3.3.1 “Home” Page

A typical and effective home page needs to welcome visitors and also swiftly familiarize them with what the website has to offer (M. Yudkin). With the Ain Leuh Weavers “Home” section, information was provided about the Cooperative and what different textiles the women specialize in.

3.3.2 “The Women” Page

“The Women” page was deemed one of the most unique yet essential pages chosen to be added to the navigation. This section sets the Ain Leuh Weavers website aside from other store websites because it contains biographies of the women weavers allowing the visitors to get to know the skilful women behind the authentic handcrafts. This section was not only directed to those who were well-informed and concerned about global trade equity, it was also directed to those who are not aware about it and how it affects artisans from developing nations, such as the women weavers of Ain Leuh.

3.3.3 “The Process” Page

“The Process” provides customers with an in-depth description of the weaving process that is used in Ain Leuh to create the textiles that are advertised in “The Products” section. This section, just as the “Women” section, allows visitors of the website to look even deeper behind the textiles, and see the women at work. It further proves the authenticity of these Ain Leuh goods.

3.3.4 “The Products” Page

On “The Products” page, traditional Moroccan thin rugs, pile rugs, wedding capes, and other novelties are displayed. The products that are displayed are already made and

they are ready for purchase and shipment. Because of the language barrier, the products were numbered making it easier for the customers to order and just as easy for the women to understand and process their order. After customers have viewed “The Products” page, they will then go on to the “Order” page, which gives specific instructions on how to order a product

3.3.5 “Order” Page

With detailed instructions, the “Order” page allows visitors to purchase items seen on the “Products” page by sending a detailed email to ainleuhhanbels@gmail.com, the cooperatives email address, which will be checked on a regular basis. Because of the language barrier, the products were numbered so customers could refer to a product by its number, making it easier for the women of the cooperative to understand and process orders.

3.3.6 “The Thank You” Page

To conclude the website a “Thank You” page was added to thank those who contributed to the construction of the website and to also allow Western customers to see that Ain Leuh has authentic connections with an American university and a Moroccan university.

3.4 Sustaining the Website

In order to help the women maintain their website Peace Corps Volunteer Sharon Keld, was informed of how to update the website. With background skills in web design, she will work with the women on updating the website. Though Sharon will soon be

replaced, her replacement will continue to follow up with the women on updating the website.

4 Conclusion and Recommendations

This section contains the results of our collaboration with the Peace Corps and the Cooperative des Tisseuses d'Ain Leuh in creating a website.

4.1 The Website

The primary goal of the project was to reach a global population using the internet as a marketing tool. A website was constructed for The Cooperative des Tisseuses d'Ain Leuh which at the conclusion of our time in Morocco went live at <http://ainleuhcooperative.webs.com>, hosted at freewebs.com. The website was created in English, in hopes to reach countries such as the United States and Great Britain. Our group,

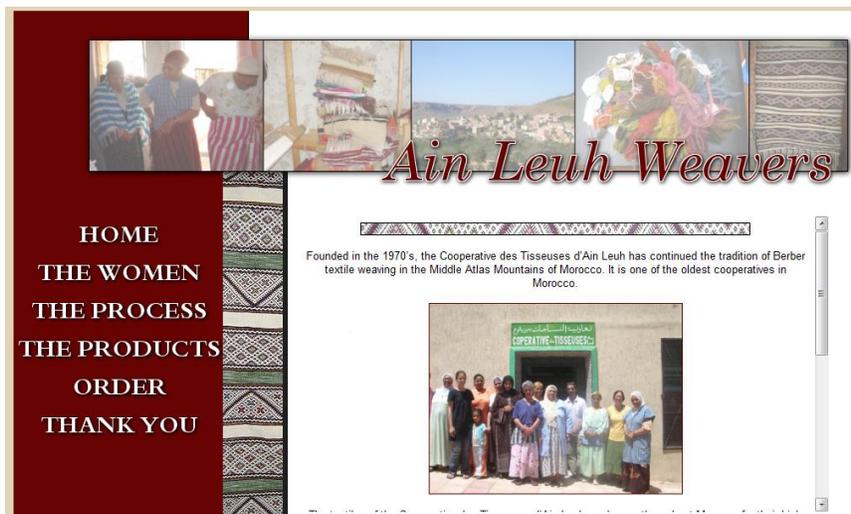


Figure 4: The Ain Leuh Weavers Website

Sharon Keld, and the women of the cooperative believe that westerners will be interested in the artisanal crafts displayed on the website in hopes that they will enjoy access to handicrafts that are

traditional in Arabic and Berber culture in Morocco. Before the cooperative could only reach a customer base within the local region of Ain Leuh and the few tourists that travel to the village. With the “Ain Leuh Weavers” website, the cooperative has taken its first steps into the global market and now have a better chance of marketing their textiles. We hope this will increase the women’s sales.

4.2 Recommendations and Goals

Due to a limited time frame, all that was planned for the website not completed as the group would have hoped. Because of this, the group proposes that this project be continued again next year. Next year we hope the group will further our accomplishments of the website and implementing a system and aid the women of the cooperative along the way.

The first goal for next year is to upgrade the site and make it more user friendly. The project group would like to see an actual order form placed on the website. This would allow for customers to remain on the site at all times when completing an order, lessening the hassle of going through email. The project group would also like to see a system implemented between the website and the women that allows customers to customize their purchases. By allowing clientele to customize their own textiles, it further highlights the authenticity the Ain Leuh weavers are able to provide. Also in order to reach a more global market we advise that the French and Spanish language be added to the website. Once the upgrades of the website have been completed, next year's group should tackle advertising and promoting the website. Travel portals were contacted this year to advertise the Ain Leuh Weavers website but no responses were received, so the project group hopes next year's group will thoroughly promote to get the websites name and link out

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Appendix I – The Website

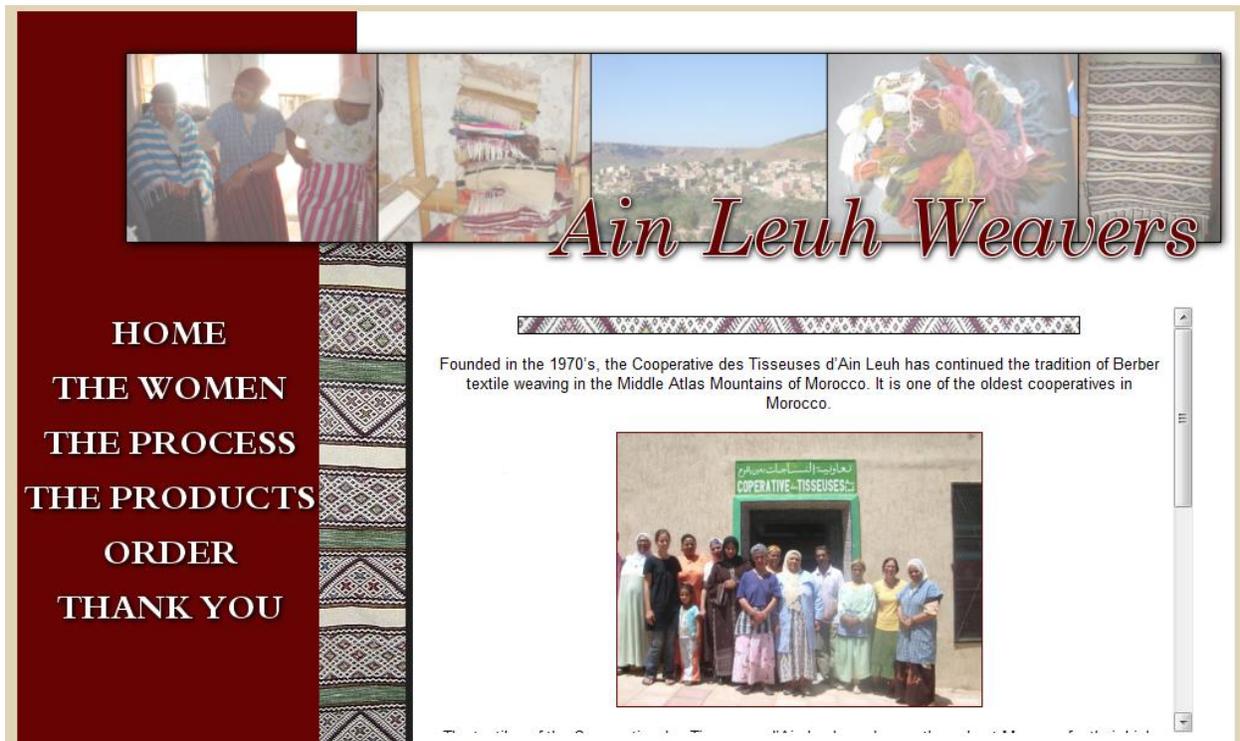


Figure 5: Home Page of the Ain Leuh Weavers Website

The screenshot shows the 'Ain Leuh Weavers' website. On the left is a dark red navigation menu with white text: HOME, THE WOMEN (with a 'Meet The Women' link), THE PROCESS, THE PRODUCTS, ORDER, THANK YOU, and THANK YOU. The main content area features a header with the title 'Ain Leuh Weavers' in a decorative font, accompanied by several small images: a group of women, a loom, a landscape, a colorful bouquet, and a patterned fabric. Below the header are two profiles of women weavers. The first profile, Khadija Oushkek, includes a photo of her and a detailed text block about her life and work. The second profile, Khadija El Abdi, includes a photo and a shorter text block. A vertical purple scrollbar is visible on the right side of the page.

Ain Leuh Weavers

HOME
THE WOMEN [Meet The Women](#)
THE PROCESS
THE PRODUCTS
ORDER
THANK YOU
THANK YOU

Khadija Oushkek left school at a very early age and began weaving when she was an apprentice at the age of 14 years old in 1983. She studied for two years and received a diploma all the while still working at the cooperative the entire time. Khadija worked with every weaver and learned how to manage the shop when she used to live in the cooperative. She also learned how to read in Berber and read numbers and money, which has helped her with current duties as treasurer of the cooperative. She now lives in her parent's house with her family. She has been married since 1994 to husband Hamid Bougaled, and has 2 children, a girl and a boy (Nadia, 14 and Mehdi, 3). The money she earns goes to medication for her hip, in which when she received a shot that left her in need of a leg brace and a limp. The rest of the money goes to supporting her family when her husband is not working. Even with her injury she feels joy when she works, in her words it feels as if she was just born. She hopes to have her own house one day.

Khadija El Abdi left school very early and learned how to weave from a Mudira who came to the cooperative and taught. Khadija became president of the cooperative in 2004 and learned how to read in 2006. Before she learned to read, she had to sign papers and contracts without being able to understand what they entailed. She is

Figure 6: The Women's Section of the Ain Leuh Weavers Website



Figure 7: The Process Section of the Ain Leuh Weavers Website

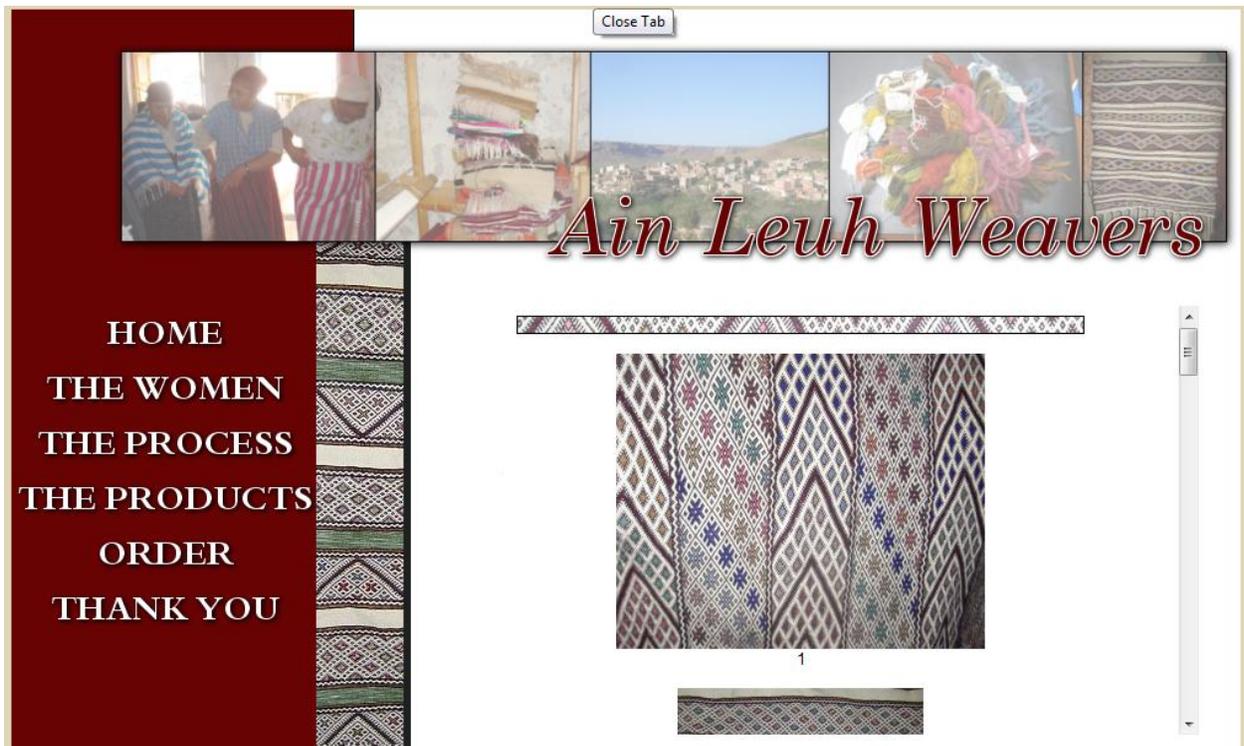


Figure 8: The Products Section of the Ain Leuh Weavers Website

Ain Leuh Weavers

ORDER INSTRUCTIONS

1. Send an email to ainleuhhanbel@gmail.com, with email title "PURCHASE FROM AIN LEUH WEBSITE".
 2. In the body List those items you desire to purchase by indicating the product number from the product page. Someone will email you back with a price.
 3. Send an email re-confirming that the selected items you want to purchase (indicated again with their product number) at the stipulated price, and included the approximate date of the Western Union Transfer. ALL TRANSFERS MUST GO TO KHADIJA EL ABDI - Phone Number: (+212) 074.83.20.27

*** PLEASE NOTE CUSTOMERS ARE RESPONSIBLE FOR CALCULATING THE EXCHANGE RATE**

*** Please allow 6 to 8 weeks for shipping**

HOME
 THE WOMEN
 THE PROCESS
 THE PRODUCTS
 ORDER
 THANK YOU
 THANK YOU

Figure 9: The Order Section of the Ain Leuh Weavers Website



Figure 10: The Thank You page of the Ain Leuh Weavers Website

Appendix II – Mock Templates

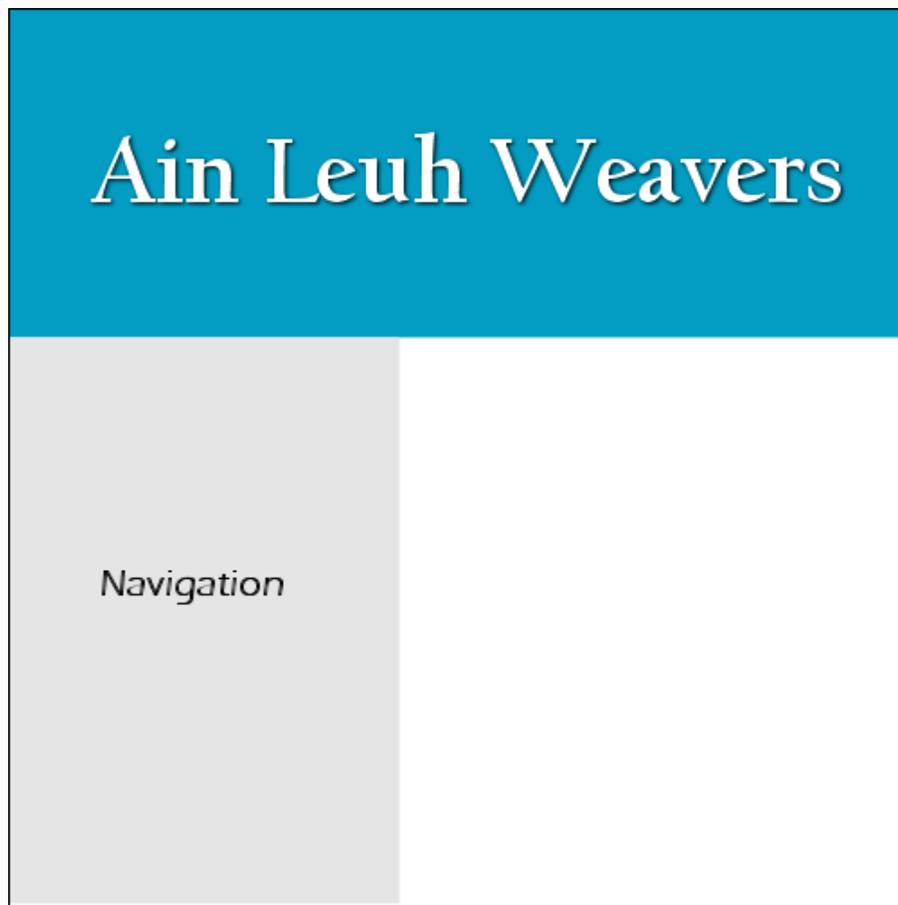


Figure 11: Mock Template 1

Ain Leuh Weavers

Navigation

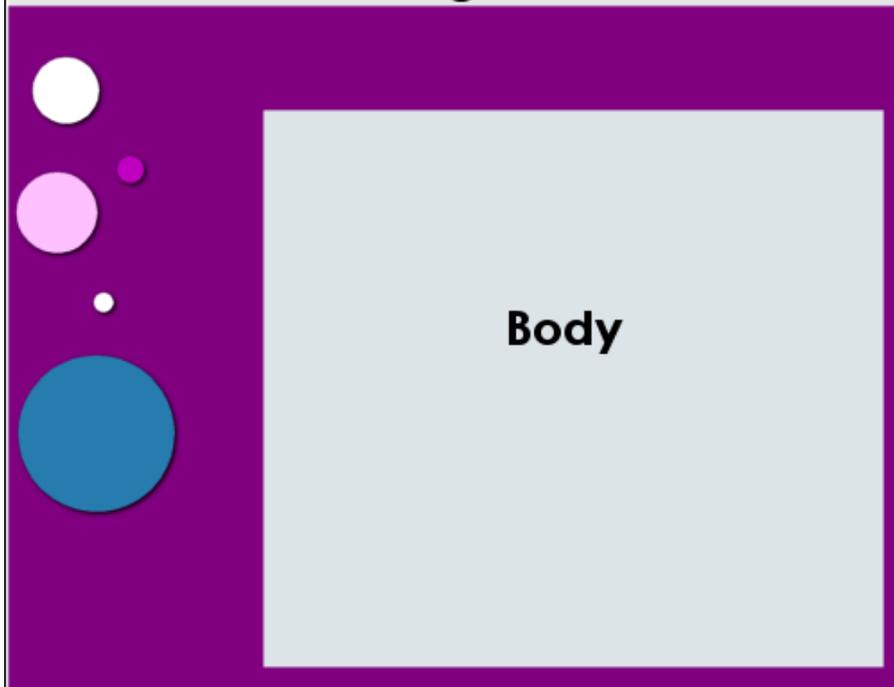


Figure 12: Mock Template 2

Appendix II – Navigations List

- Home Page
- Back Buttons
- About Ain Leuh
- About the Weaver – (later on named The Women)
- Pictures Section
- Process Section
- Peace Corps Sections
- Worcester Polytechnic Institute Section
- Al Akhawayn University Section
- Order Page
- Thank You Page
- Products Page
- Donations Page