# 21Summer

Jamii App

## **UI Model**

### 1. Brand Purpose and Values

**Purpose:** To empower local Kenyan businesses and foster community-driven commerce through innovative technology.

#### Values:

- Community: Prioritizing local connections and economic growth
- Innovation: Leveraging AI and technology to solve real-world problems
- Empowerment: Providing tools for businesses to thrive in the digital economy
- Inclusivity: Creating a platform accessible to businesses of all sizes
- Trust: Building a safe and reliable marketplace

### 2. Target Audience

Primary: Small to medium-sized local businesses in Kenya

Secondary: Consumers looking for local products and services

### 3. Brand Positioning

"Jamii app is the premier community-focused e-commerce platform that seamlessly connects local Kenyan businesses with nearby customers, offering an innovative blend of social media engagement and Al-powered shopping experience."

### 4. Brand Personality & Voice

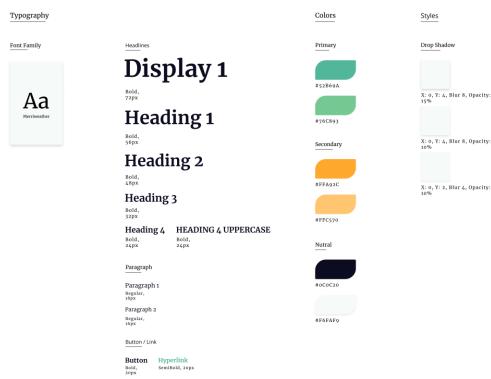
Personality: Friendly, innovative, trustworthy, and community-oriented

#### Voice:

- Approachable and warm, reflecting the community aspect
- Clear and straightforward in communication
- Enthusiastic about technology and local business growth
- Supportive and encouraging to both businesses and consumers

### 5. Visual Identity





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https://www.figma.com/design/ltgRJSMzi9k2QmO6TwCdWW/Untitled?node-id=0-1&t=IBx4JZyKAeQxojHi-0

### 6. Key Messaging and Communication Guidelines

#### Key Messages:

- "Connecting communities through local commerce"
- "Empowering local businesses with cutting-edge technology"
- "Shop, sell, and engage in your neighborhood"
- "AI-powered simplicity for businesses and consumers"

#### **Communication Guidelines:**

- Always emphasize the community aspect and local focus
- Highlight the ease of use and innovative features
- Use a mix of Swahili and English to appeal to the local market
- Showcase success stories from local businesses
- Maintain a positive, solution-oriented tone

#### 7. Brand Promise

"Jamii app promises to revolutionize local commerce in Kenya by providing an intuitive, Alpowered platform that connects businesses with their community, making buying and selling as easy as social media interaction."

### 8. Customer Experience

- Seamless onboarding for both businesses and consumers
- Personalized, location-based recommendations
- Quick and responsive customer support, enhanced by AI
- Regular community events and features to boost engagement
- Continuous improvement based on user feedback
- Secure and transparent transactions
- Educational resources for businesses to maximize platform benefits