

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 AI-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



DESIGN STYLE

Typography

Font Family



Headlines

Display 1

Bold,
72px

Heading 1

Bold,
56px

Heading 2

Bold,
48px

Heading 3

Bold,
32px

Heading 4 HEADING 4 UPPERCASE

Bold,
24px

Bold,
24px

Paragraph

Paragraph 1
Regular,
18px

Paragraph 2
Regular,
16px

Button / Link

Button **Hyperlink**
Bold, 20px SemiBold, 20px

Colors

Primary



#52B69A



#76C893

Secondary



#FFA92C



#FFC570

Nutral



#0C0C20



#F6FAF9

Styles

Drop Shadow



X: 0, Y: 4, Blur 8, Opacity:
15%



X: 0, Y: 2, Blur 4, Opacity:
10%



X: 0, Y: 2, Blur 4, Opacity:
10%

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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, AI-powered 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