



عقارات مصر
AQARAT MISR

Aqarat Masr – Real Estate Mobile Application UI/UX Redesign

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1. Project Overview

Aqarat Masr is a real estate mobile application that allows users to publish and browse property listings, including apartments, villas, offices, and land. The project focused on a full redesign of the application, covering both visual identity and user experience.

The redesign was not limited to improving the user interface (UI); it aimed to deliver a more intuitive, efficient, and engaging user experience (UX) across the entire product.

2. Problem Statement

The original version of the application faced several challenges:

- Outdated visual identity that lacked consistency and brand recognition
- Weak hierarchy and spacing issues affecting readability
- Inconsistent colors, icons, and UI components
- Complicated user flows that increased friction during key actions (searching, viewing, and posting properties)
- Limited focus on user experience and usability principles

These issues negatively impacted usability, user trust, and overall engagement.

3. Project Goals & Objectives

The main goals of the redesign were:

- Create a modern and consistent brand identity (logo, colors, typography)
- Improve usability and accessibility across all screens
- Enhance user experience, not just visual appearance
- Improve content clarity, spacing, and visual hierarchy
- Increase user engagement and confidence while using the app

4. Design Approach & Methodology

The redesign followed a user-centered design approach, focusing on real user needs and behaviors.

Key Steps:

- Reviewing the existing application to identify usability and UI issues
- Redefining the brand identity (logo, color palette, typography)
- Designing a consistent design system (colors, icons, spacing, components)
- Improving layout structure and visual hierarchy
- Redesigning user flows to reduce steps and confusion
- Ensuring consistency across all screens

5. UI Improvements

The UI redesign focused on:

- A new logo and visual identity aligned with modern real estate platforms
- A clean and balanced color palette to improve readability and trust
- Consistent iconography and UI components
- Improved spacing, margins, and alignment for better visual comfort
- Clear typography hierarchy for titles, labels, and content

6. UX Improvements

Major UX enhancements included:

- Redesigning core user flows (browsing, searching, viewing property details, posting ads)
- Reducing cognitive load by simplifying screens
- Improving navigation clarity
- Making actions and buttons more obvious and accessible
- Creating a smoother and more logical user journey from entry to conversion

8. Tools & Technologies

- UI/UX Design tools (Figma)
- UX principles such as usability, accessibility, and consistency
- AI For Searching and gain information's

9. Outcome & Results

The redesign resulted in:

- A modern, professional, and consistent application interface
- Improved usability and clarity
- Enhanced user experience across all interactions
- A stronger brand identity for Aqarat Masr
- A scalable design system that supports future development

10. Conclusion

The Aqarat Masr redesign successfully transformed the application from a visually inconsistent and usability-challenged product into a user-focused, modern real estate platform. By addressing both UI and UX aspects, the project delivered a more efficient, engaging, and trustworthy experience for all users.

This redesign lays a strong foundation for future growth and feature expansion.