



NOVA

Smart City

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Project Background

In alignment with Egypt's Vision 2030, and leveraging technology and sustainability in urban development, the aim is to enhance citizens' living standards, reduce pollution, and promote reliance on clean energy.

The concept of smart cities has emerged as a crucial strategy for addressing the complex challenges of modern urban living. As populations continue to concentrate in metropolitan areas, cities face mounting pressures related to:

- Infrastructure
- Resource management
- Environmental sustainability
- Quality of life

Project Idea

The smart city model offers a compelling vision for leveraging technology and data-driven solutions to create more efficient, sustainable, and livable urban environments.

So, we have arrived at **NOVA** Smart City, which represents a pioneering solution that is compatible with Egypt vision towards developing cities and making them more technologically advanced and modern.

About NOVA

NOVA is a smart city with modern facilities and infrastructure offers unique technological, efficient, sustainable, and livable urban environments.

Key Features:

- Smart technology integration
- Sustainability and clean energy
- Future Transportation
- A Unique Living Experience
- The Highest Level of Smart Security
- Modern Design and Vast Green Spaces

Targeted Audience

➤ Younger Generations:

This demographic is highly receptive to technology and digital solutions.

They seek modern, connected living environments that offer convenience, efficiency, and a high quality of life.



Smart cities cater to their desire for seamless integration of technology into daily life.

➤ Urban Professionals and Families:

Individuals and families seeking improved living standards, access to modern amenities, and efficient urban services.



They value features like smart transportation, reliable utilities, and access to digital services.

Targeted Audience

➤ Investors and Businesses:

Smart cities aim to attract both domestic and foreign investment by providing a conducive environment for business growth.



This includes advanced infrastructure, reliable connectivity, and access to a skilled workforce.

Technology companies, startups, and entrepreneurs are also a key target.

Buyer Persona

❖ Persona 1: "Marwan, the Tech-Savvy Professional"

Demographics:

- Male, 28 years old
- Works in the tech industry (software developer)
- Lives in Cairo but is considering moving to a new smart city
- High income, digitally fluent



Motivations:

- Seeks a modern, connected living environment
- Values efficient transportation, high-speed internet, and smart home technology
- Interested in sustainability and eco-friendly initiatives.
- Desires a vibrant social scene and access to cultural events.
- Frustrated with Cairo's traffic congestion and pollution.
- Seeks a better work-life balance.

Buyer Persona

Goals:

- To live in a city that enhances his productivity and quality of life.
- To be part of a community that values technology and innovation.
- To find a place where his career can grow.

Buyer Persona

❖ Persona 2: "Fatma, the Modern Family"

Demographics:

- Female, 35 years old
- Married with three children
- Works as a teacher
- Values family-friendly amenities and safety.



Motivations:

- Seeks a safe and clean environment for her children.
- Values access to quality education and healthcare.
- Desires convenient access to parks, recreational facilities, and shopping centers.
- Wants a community feel.
- Concerns about pollution and traffic safety.
- Struggles to balance work and family life.
- Seeks affordable housing and access to essential services.

Buyer Persona

Goals:

- To provide a healthy and enriching environment for her family.
- To find a community that offers a high quality of life.
- To find convenience.
- Technology Use:
 - Uses smartphones and tablets for communication and online shopping.
 - Relies on digital platforms for accessing information and services.
 - Uses online applications for school and children activities.

Buyer Persona

❖ Persona 3: "Hassan, the Investor"

Demographics:

- Male, 50 years old
- Business Real estate developer
- Interested in investing in smart city projects.
- Values long-term returns and economic growth.



Motivations:

- Seeks profitable investment opportunities.
- Values stable and sustainable economic development.
- Interested in projects that contribute to Egypt's growth.
- Wants to be part of large scale projects.
- Concerns about political and economic stability.
- Seeks transparency and clear regulations.
- Needs access to reliable market data and analysis.

Buyer Persona

Goals:

- To generate long-term returns on investments.
- To contribute to the development of Egypt's infrastructure.
- To build and develop new business opportunities.
- Technology Use:
 - Uses digital platforms for financial analysis and market research.
 - Relies on technology for communication and project management.

Competitors Analysis

1. Talaat Moustafa Group (TMG):

A major player in developing large-scale, integrated cities, with a strong focus on incorporating smart technologies. Their projects, like "NOOR City," demonstrate a commitment to advanced urban planning and digital infrastructure.

2. Orascom Development Holding (ODH):

Known for creating integrated destinations, ODH is increasingly incorporating smart city elements into its developments. Their projects focus on sustainability and modern living.

3. Palm Hills Developments:

Another significant real estate developer that is involved in creating modern communities, and is involved in smart city implementations.

These companies are competitors through their development of modern cities, and the inclusion of smart technologies within those cities.

Visual References

❖ Modern Technology & Urban Aesthetics

- Clean, Minimalist Interfaces

Purpose: To convey efficiency, user-friendliness, and the digital nature of smart city technology.

- Futuristic Cityscapes

Purpose: To showcase the advanced infrastructure and forward-thinking vision of the smart city.

- Abstract Data Visualizations

Purpose: To symbolize the interconnectedness and data-driven nature of smart city technology.

- Interactive Technology Elements

Purpose: To demonstrate the interactive and user-centric aspects of smart city applications.

Visual References

❖ Egyptian Culture & Landscapes

- Ancient Egyptian Motifs

Purpose: To connect the modern smart city vision with Egypt's rich cultural heritage.

- Natural Landscapes

Purpose: To emphasize the importance of sustainability and harmony with nature in the smart city context.

- Modern Egyptian Architecture

Purpose: To show that the smart city is designed with the Egyptian people in mind.

- Imagery of Egyptian People

Purpose: to show that the city is for the Egyptian people.

Visual References

❖ Where to Find Visual References:

1. Stock Photo and Video Libraries: Shutterstock, Adobe Stock, Getty Images.
2. Design Inspiration Platforms: Behance, Dribbble, Pinterest.
3. Architectural Visualization Websites: ArchDaily, Dezeen.
4. Government and Tourism Websites: Egyptian government websites, tourism boards.
5. Museums and Cultural Institutions: Online collections of Egyptian artifacts and art.

Brand Identity

- ❖ **Logo Design:** Creating a modern logo that reflects the modernity and innovation and symbolizes the city's vision and identity.
- ❖ **Color Palette:** Choosing colors that highlight Technology & Innovation such as: blues and accents.
Also should highlight Sustainability & Nature such as: green
- ❖ **Typography:** Selecting Sans-Serif fonts are generally preferred for smart city branding due to their clean, minimalist, and contemporary aesthetic.
They convey a sense of efficiency, clarity, and technological advancement
- ❖ **Slogan:** A slogan for a smart city's brand identity needs to be concise, memorable, and reflective of the city's core values and vision.

Logo Ideas



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Group Structure & Tasks

- ❖ **Nagham & Aml:** responsible for visual identity of the brand; choosing the typography, color palette, visual style of the city.
- ❖ **Youssef & Mai:** responsible for logo ideas and visual references of the brand.
- ❖ **Abdulrahman & Amr:** responsible for business and social analysis of the idea and finding the buyer personas.