



UI/ UX Case Study

Circa

An ultimate online destination where all your favorite local brands come together! Whether you're searching for unique fashion, handcrafted accessories, organic skincare, or artisanal home décor, we bring the best of your city's small businesses to one convenient platform.

Tools Used





Who are we?

Project Name: Circa

Instructor: Eng. Galal Badr

Group: GHR2_DRT2_S1

Our Team:

Ahmed Essam Ismail

Ahmed Mostafa Mohammed

Badr eldeen Reda Mohy

Mahmoud Radwan Ahmed

Rana Ashraf Elsaied

Project Objectives

- Primary Goal: Create a unified digital platform to aggregate verified Egyptian local brands.
- Secondary Goals:
 - Increase visibility and sales for local businesses.
 - Foster trust between producers and consumers.
 - Deliver a seamless, user-friendly experience for both brands and customers.

Methodology

- Agile Framework:
 - Break the project into sprints (2-week cycles).
 - Use Scrum for daily standups, sprint planning, and retrospectives.
 - Tools: Jira for task tracking, Trello for visual workflow.
- Key Phases:
 - a. Initiation: Stakeholder alignment and resource allocation.
 - b. Planning: Detailed roadmap creation.
 - c. Execution: Design, development, and testing.
 - d. Monitoring: Continuous feedback and adjustments.
- Closure: Final delivery and documentation.

Team Roles & Responsibilities

Role	Responsibilities	Tools Used
Project Manager	Oversee timelines, budgets, and stakeholder communication.	Jira, Slack
UI/UX Designer	Design wireframes, prototypes, and style guides.	Figma, Adobe XD
Frontend Dev	Implement responsive UI using React.js.	VS Code, GitHub
Backend Dev	Build APIs, integrate payment gateways (e.g., Paymob).	Node.js, MongoDB
QA Tester	Conduct usability tests and bug reporting.	TestRail, Postman
Marketing Team	Run pre-launch campaigns and social media engagement.	Canva, Hootsuite

Customer Segments

1. Local consumers interested in authentic Egyptian brands.
2. Small and medium Egyptian enterprises (SMEs) and artisans.
3. Digital-savvy users seeking curated local products.
4. Community-focused customers who prioritize supporting local businesses.

Value Propositions

1. A unified digital platform for verified Egyptian local brands.
2. Secure marketplace fostering trust between Egyptian producers and consumers.
3. User-friendly interface for seamless browsing and purchasing.
4. Curated experience promoting Egypt's cultural and economic growth.

Revenue Streams

1. Commission fees: 5–10% per sale from local brands.
2. Premium subscriptions: Tiered plans for brands (e.g., featured listings).
3. Advertising revenue: Sponsored banners for partner businesses.
4. Affiliate partnerships: Income from promoting third-party services.
5. Membership tiers: Exclusive benefits for frequent shoppers.

Key Resources

1. Secure, scalable digital platform (web and mobile-responsive).
2. UI/UX design and development teams.
3. Payment gateway integration (e.g., Paymob).
4. Marketing tools (SEO, analytics, content creation).
5. Database of verified local brands and user analytics.

Key Activities

1. Platform development and maintenance.
2. Curating and onboarding local brands (quality checks).
3. Running digital marketing campaigns (social media, Google Ads).
4. Managing customer feedback and resolving disputes.
5. Continuous UI/UX optimization based on user behavior.

Business Model Canvas

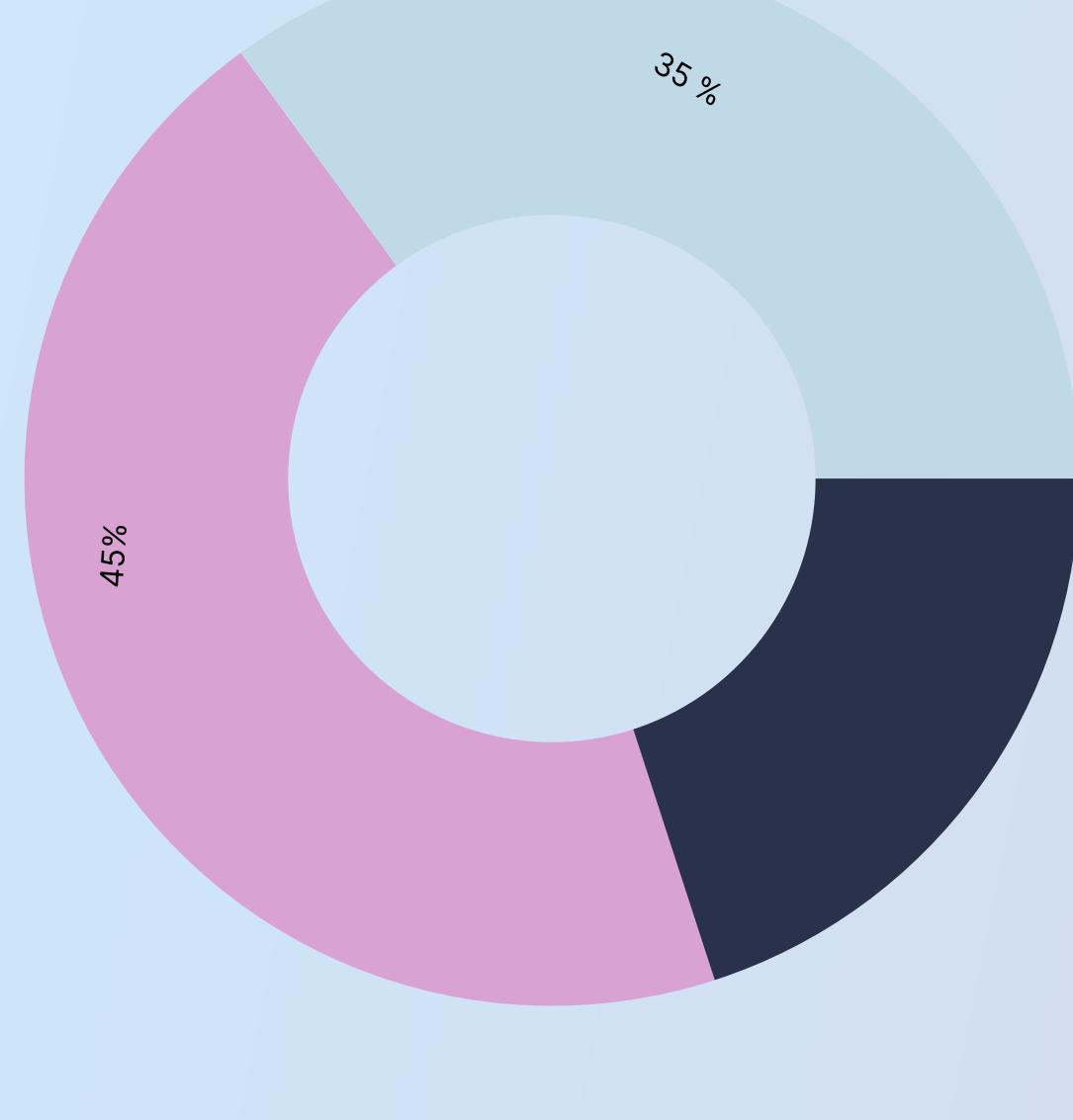
Key Partners  1.Local brands, artisans, and SMEs 2.Payment gateway and financial service providers 3.Logistics and delivery partners 4.Digital marketing agencies and social media influencers 5.Local business associations and industry bodies	Key Activities  1.Developing and maintaining the website and app 2.Curating and onboarding local brands and products 3.Running digital marketing and promotional campaigns 4.Providing customer support and managing feedback 5.Analyzing performance metrics and refining the user experience	Value Propositions  1.A unified digital platform that aggregates verified local brands 2.A secure marketplace for products made by Egyptians for Egyptians 3.A user-friendly interface that simplifies browsing and purchasing 4.A curated experience that supports local economic growth	Customer Relationships  1.Personalized customer support via chat and email 2.Community engagement through feedback and reviews 3.Loyalty programs that reward repeat customers 4.Active social media presence to build trust	Customer Segments  1.Local consumers interested in authentic Egyptian brands 2.Small and medium enterprises and artisans 3.Digital-savvy users looking for curated local products 4.Customers focused on supporting the local economy
	Key Resources  1.A robust digital platform with secure payment systems 2.Skilled UI/UX design and development teams 3.Strong technical infrastructure and hosting services 4.Marketing and social media management tools 5.Data analytics systems for understanding customer behavior		Channels  1.Official website 2.Social media platforms such as Facebook, Instagram, and Twitter 3.Email marketing campaigns 4.Digital advertising and influencer collaborations 5.Local events and promotional showcases	
Cost Structure  1.Development and maintenance of the digital platform 2.Marketing and advertising expenses 3.Operational costs including staffing and customer service 4.Payment processing fees and logistics costs 5.Investments in data analytics and continuous platform improvements	Competitors  1.Existing local online marketplaces 2.Regional e-commerce platforms 3.Niche sites for artisanal and handmade products 4.Large global e-commerce platforms entering the local market 5.Social media based sales channels		Revenue Streams  1.Commissions from sales by local brands 2.Subscription fees for premium brand features 3.Advertising income from local businesses 4.Affiliate marketing and sponsored content 5.Premium memberships with exclusive benefits	

Design Process

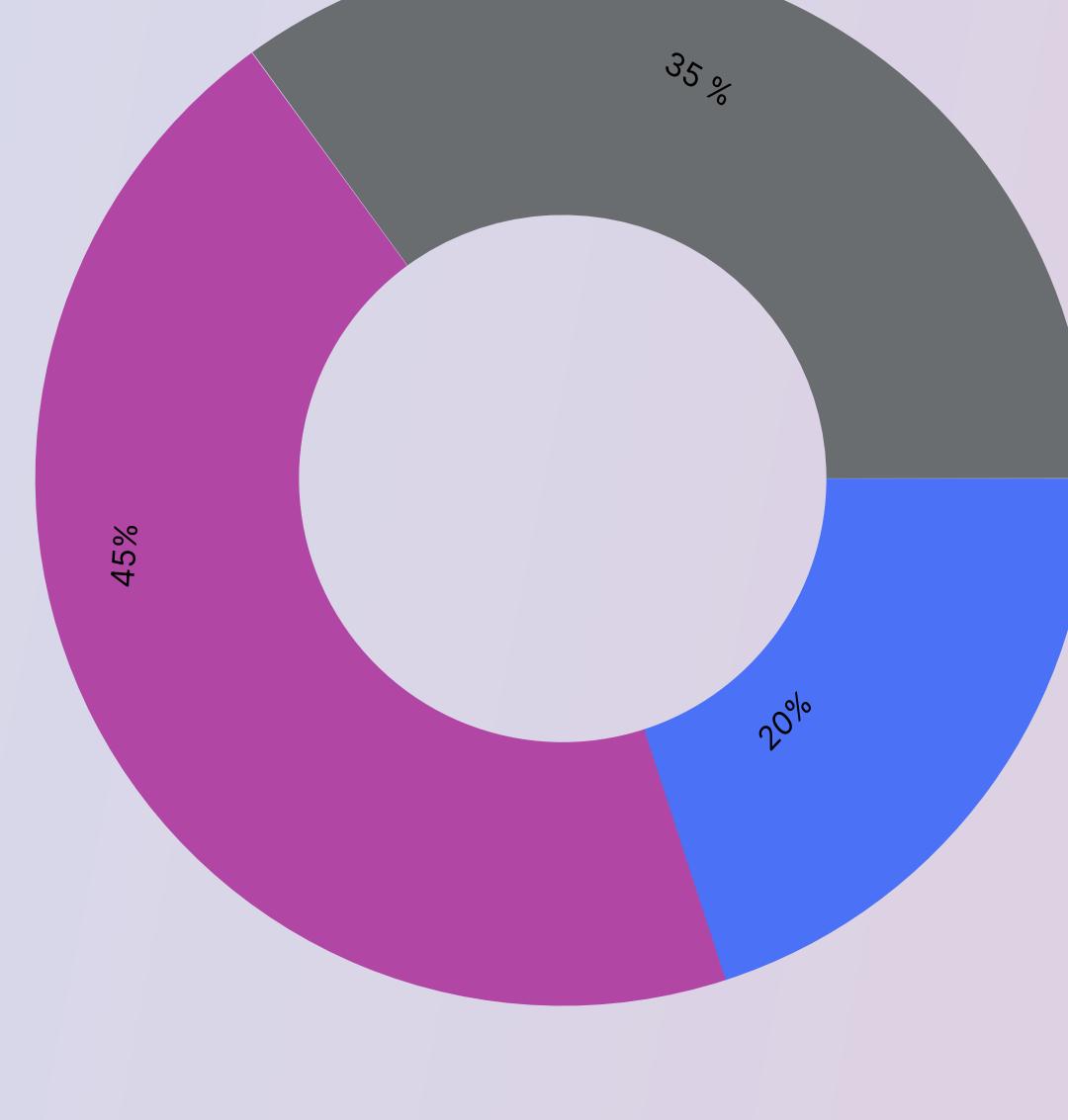
01 Discover Phase

Survey

Do you prefer filtering products by geographic location?



Which payment methods do you trust most?



02 Define Phase

User Persona

Jane Doe

"I design with all my heart, thinking about the users"

AGE: 21
JOB TITLE: UX Designer
STATUS: Single
LOCATION: Atlanta, GA

PASSIONATE, EMPATHETIC, CURIOUS, ADVENTUROUS

FAVORITE BRANDS:

USER PERSONA

Jane Doe

ABOUT

Jane is a UX Designer that works for a Fortune 500 company in Atlanta, GA. Ever since she was a child, she loved to make stuff on her own and show them to her parents, friends and classmates. Over the course of her childhood and throughout her school, she won numerous design prizes in various well known competitions across the United States and Canada. Due to her passion for design, she decided to pursue a Master's degree in Human Computer Interaction and learn about User Experience (UX) and how she can become a better designer.

GOALS

- Become a designer who communicates well of her ideas at any place
- Easily explain her design ideas to other designers, researchers and engineers

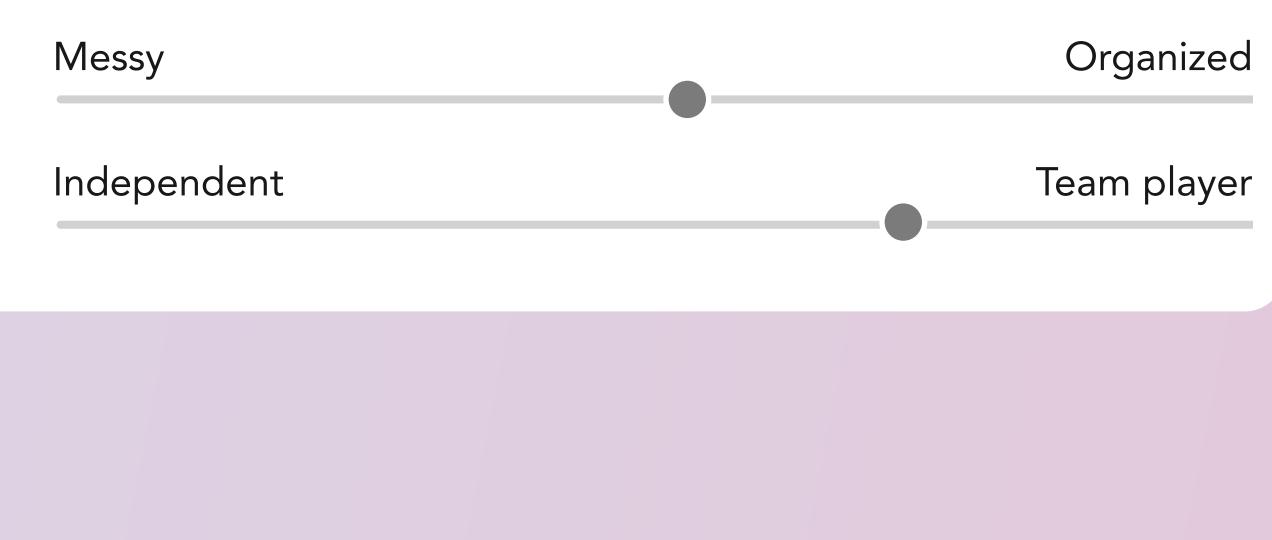
NEEDS

- Looking for a design tool that helps to cut down unnecessary time and effort
- Receive feedback on her progress whenever needed before presentation

PAIN POINTS

- There are too many tools that forces her to spend time learning them
- Cannot rely on other people's opinion because they are highly subjective
- Certain situations require different tools to communicate her thoughts

PERSONALITY



Empathy Map

What do they Think and Feel?

"i wanna go out" *"i need pizza today"* *"excited to start a new job"*

What do they Hear?

financial podcasts, friends making jokes, chromatica by lady gaga, rain sounds for relaxing

What do they See?

kids playing outside, the new avengers movie, dating reality shows

What do they Say and Do?

Attitude in public, Appearance, Behavior toward others?

User Flow

