

What does he HEAR?

Buying from local brands supports the economy.
People have had great experiences with egyptian brands

I read reviews carefully before placing an order.
Shares positive experiences with local brands on their stories or posts.

Feeling overwhelmed by too many scattered or unorganized options.

Lack of reviews or clear return/refund policies.
Previous bad experiences with unreliable local sellers.

Wasting time searching across instagram pages with little information.

What does he THINK AND FEEL?

Egyptian products have improved a lot lately.
Some local brands are competing with imported ones.

I want to support local businesses, but I'm not sure which brands are trustworthy.
Are egyptian brands really good quality, or am I taking a risk?

It's hard to find these brands easily online.
Some people shop from instagram, but it's not always reliable.

I wish there was one place to explore all the local options easily.

I feel proud when i buy something egyptian that's well made.

It's exciting to discover new local brands, but it takes time and effort.



Friends sharing egyptian they bought online.
A lot of local brands promoting themselves on instagram and tiktok

*Ahmad
22, student*

What does he SAY AND DO?

PAIN



Difficulty finding trustworthy egyptian brands online.
Fear of getting poor quality or fake products.

GAIN

Finding all quality egyptian brands is one trusted platform.
Feeling confident when buying from local brands.



What does he SEE?

International brands dominating ads and online stores.
A few standout local brands that look high-end and well-organized.